

# PIKE

*with a purpose*





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## PREPARED FOR

Pierce and Batavia Townships

## CONSULTANT TEAM

ZoneCo, LLC

David Pearson, Designer/Illustrator

This project was a collaboration among Batavia Township, Pierce Township, Congress for the New Urbanism (CNU), and ZoneCo. Funding for this project is made possible in part by a CNU grant, matching funds and in-kind services from the Townships and ZoneCo.

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# INTRODUCTION



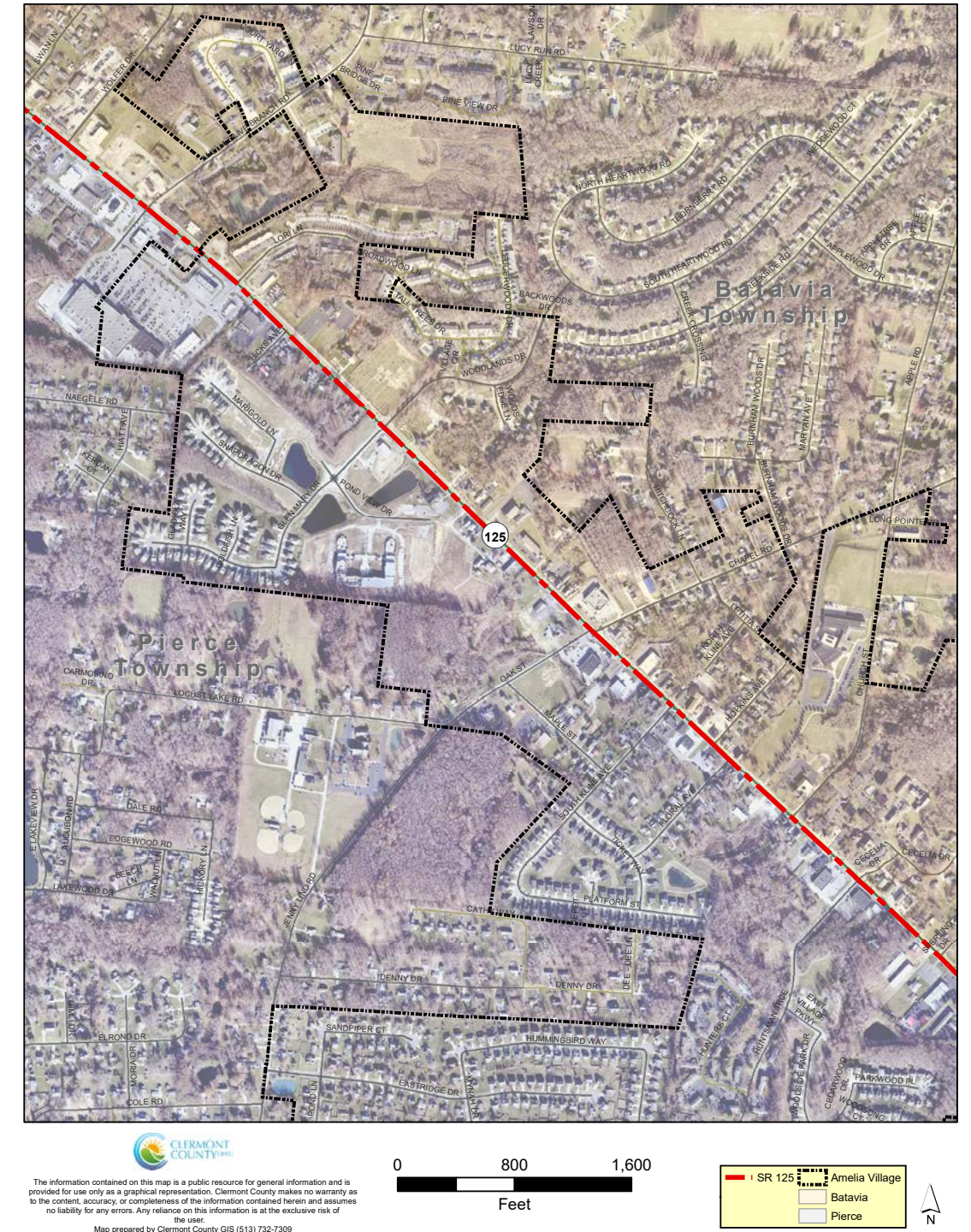
# INTRODUCTION

The Congress for the New Urbanism (CNU) selected a proposal from Batavia and Pierce Townships, Ohio to assist in creating a vision for the area that was once the Village of Amelia, Ohio. With a population exceeding Ohio's threshold for a city (5,000), the former village was at a crossroads in 2018. That year, the village's residents had to decide whether to become a full-fledged city and raise an income tax or dissolve the village. In 2019, the residents took the unprecedented step of voting to dissolve the village and partition its area to two neighboring townships, Batavia and Pierce. Today, the area formerly known as the Village of Amelia is partially in Batavia Township (north of Ohio Pike) and partially in Pierce Township (south of Ohio Pike).

Batavia and Pierce Township sought CNU's professional assistance with working with the community to create a vision of the newly created

Amelia neighborhood. National zoning consultancy ZoneCo, LLC, based in nearby Cincinnati, along with architect and illustrator David Pearson, and Township planning professionals led a three-day community assembly was designed to engage with the community on their vision for the future of the Amelia neighborhood. The project was branded as "Pike With a Purpose" to reflect the former village's location on Ohio Pike (S.R. 125) and the fact that it no longer serves the function of a village.

The burning question for the townships and their residents is what is the area's purpose? Is it simply a daily pass-through for 30,000 vehicles, or can it once again be a center of activity for the area where one would want to linger or live? Right now, Amelia provides little reason to linger and few quality living options.





# INTRODUCTION

Pike With a Purpose assembled the townships to ideate their purpose for the pike. Over 100 residents attended the three-day event and provided the consultant team with their ideas and ideals for the Amelia neighborhood. Additionally, the consultant team walked the area end-to-end and experienced first-hand the challenges and opportunities. Despite initial thinking and conventional wisdom, the greatest opportunity to create the type of community the residents desire is not on Ohio Pike but rather within nearby green spaces parallel to Ohio Pike.

A charrette process is one of discovery, and through this process we discovered that the key to the future of this neighborhood is re-centering the community from the busy vehicular thoroughfare that has been its identify for well over a century. The primary reason for its existence, Ohio Pike, was the very

reason the neighborhood lacked a purpose. To become a place to linger and live rather than pass through required the center of activity to be detached from Ohio Pike. This report details how we came to this somewhat surprising conclusion.



# THE PROCESS



# THE PROCESS

## WHAT?

The Pike with a Purpose public assembly utilized a design charrette format to efficiently and effectively engage residents around a new vision. This three-day event structured a number of conversations and working sessions between March 8th and March 10th, 2024. These conversations allowed the team to respond, in real time, with design and planning recommendations to garner further reactions to guide the final recommendations.

## WHERE?

Woodside Church  
85 W. Main Street,  
Batavia Township, Ohio.

## SCHEDULE

Monday, March 8: Stakeholder interviews; opening event and presentation.

Tuesday March 9: Open house; walking tour; ideation and illustration

Wednesday, March 10: Illustration; closing event and final presentation.





# OPENING EVENT

**MONDAY, MARCH 8TH, 2024**  
**4:00 PM - 6:30 PM**

The Pike with a Purpose assembly kicked off with an opening event on Monday evening at Woodside Church. The event started with welcoming remarks by CNU President Mallory Baches, followed by brief remarks by CNU32 Host Committee Co-Chair, Jeff Raser, and a presentation by led consultant, Sean Suder, of ZoneCo. Attendees received informed about the assembly's schedule of activities and opportunities for engagement.

For the rest of the opening event, attendees were invited to review boards containing existing conditions, including zoning and development patterns, and to provide their feedback on engagement boards. Each board defined issues and outlined potential solutions. Attendees could express their support or opposition to the content

on the boards by placing green and red stickers next to the written content. Member from the assembly leadership teams were on-hand to answer questions and have in-depth conversations with attendees.

Nearly 75 stakeholders were engaged during the opening event leaving over 250 stickers.





# OPEN HOUSE

TUESDAY, MARCH 9TH, 2024

Day two began with an extensive walking tour of the entire study area, followed by opportunities for the stakeholders to meet one-on-one or in small groups with consultant team members. Walk-ins were welcomed.

Studio hours were effectively listening sessions, aimed at helping with consultants gain a more nuanced understanding of stakeholders' concerns and interests. Approximately 25 stakeholders dropped in throughout the day.

Additionally, illustrator David Pearson spent most of the day in the community illustrating concepts.





# CLOSING EVENT

WEDNESDAY, MARCH 10TH, 2024  
4:30 PM - 6:30 PM

The culmination of the assembly was the closing event on Wednesday evening at the Woodside Church. Stakeholder feedback collected throughout the assembly through events, meetings, conversations, and surveys were summarized and presented as key themes and findings, applied to real life, practical scenarios.

New boards displaying graphics and illustrations of recommendations were displayed across the room, with time for attendees to roam freely and discuss the recommendations with township officials. A presentation of the assembly's findings was shared by Sean Suder of ZoneCo and David Pearson. Approximately 40 stakeholders were in attendance.





# FINDINGS



# MAKING CONNECTIONS

The Amelia neighborhood's common thread is Ohio Pike. It runs the length of the study area, some 1.5 miles. Its four lanes carry approximately 30,000 vehicles daily. But the Pike does not encourage connections to the existing amenities that make Amelia a place to linger and live. For instance, Amelia has five significant resident amenities:

1. Regional Library
2. Elementary School
3. Post Office
4. Large Grocery Store
5. Public Green-spaces
6. Natural Resources/Features

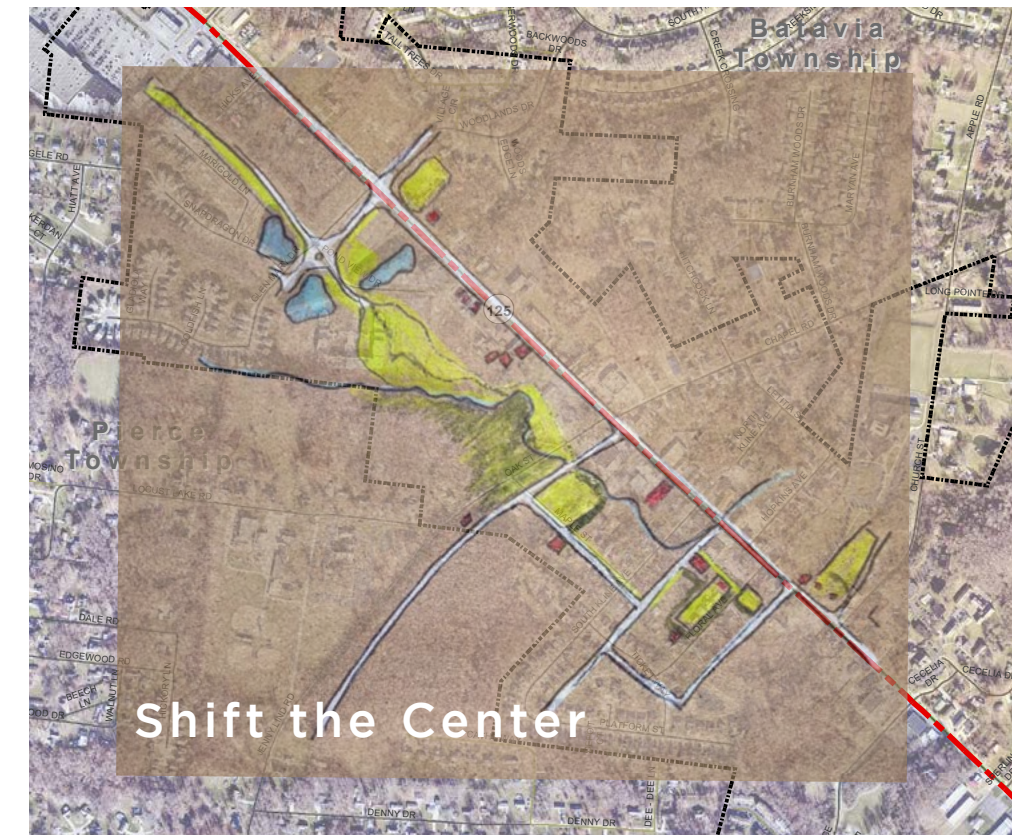
Interspersed among these residential amenities are historic buildings of various condition and businesses including a bakery, banks, retail, and professional services.

As the team walked the study area, we discovered that the most pleasant and, in many cases direct path between

these amenities was not on Ohio Pike, but rather along a green pathway a few hundred feet to the south of Ohio Pike. Commencing at a public green-space in front of the elementary school at the south end of the study area, the green way connects the post office by way of the rear yards of several businesses. From there, the pathway leads to the regional library and a central green-space owned by Pierce Township. It then crosses Jenny Lind Road and connects with Glen Mary Drive, the traffic circle, subdivision, and commercial areas. The green way then branches off in two directions: one way to the Kroger grocery store and the other to a green-space owned by Batavia Township at the corner of Ohio Pike and Glen Mary Way. This approximately 1.5-mile path provides a safe pedestrian pathway in which one only has to cross three roadways. Two of the crossings are signalized crossings on Ohio Pike that could be further enhanced for safe pedestrian crossings. The other

crossing over Jamie Lind Road could be embellished and enhanced for safer pedestrian crossing.

Connecting the neighborhood's assets by a safe and pleasant green way and refocusing the community on existing, enhanced public green-spaces with re-center and refocus the neighborhood on its residents rather than passersby.





# REASONS TO LINGER

Amelia currently has few reasons to linger. In fact, with the dissolution of the village, there are few reasons to think about Amelia at all. But this does not have to be the case. Currently, the community is devoid of public spaces for which to gather or linger. The township are fortunate to have a ready solution to this problem: three strategically located and appealing publicly owned green-spaces ready to be transformed into public gathering and lingering spaces.

We hear that the community does not have a central gathering place to celebrate achievements like sports victories or come together for holidays. We also heard, and experienced, that Ohio Pike is not hospitable, if not dangerous, place to walk with narrow sidewalks, little separation between speeding vehicles and pedestrians, utility poles in the middle of the sidewalks, broken sidewalks, and numerous pedestrian=vehicular conflicts. Public spaces allow for the community

to gather together for numerous reasons or just to recreate. Connecting them with greenways is a safe and pleasant way to link public amenities. For example, a parent could walk to the elementary school, pick up their child, walk to the post office and mail something, stop by the library and check out a book, stop by the public open space for the child to run around and play, and then walk to their house – all without having to get in their car or walk on Ohio Pike.





# ENHANCE THE EXISTING

Upon first blush, this project appeared to be a project that would focus on preserving existing buildings and contextual infill to knit together a walkable urban environment. After walking the study area and talking with stakeholders, it is apparent that leading with the built environment is not the best first approach. Rather, leading with green-spaces and ways that create a amenity-rich, safe, pleasant, pedestrian-friendly environment will lead to increased demand and would have the best chance of creating the economic environment that would allow for the type of development that the townships desire. Ohio Pike becomes the vehicular bypass to one of the most pedestrian-friendly environments in Clermont County.





# ENGAGEMENT MATERIALS




# INFORMATIONAL BOARDS

Overview Board 1

## PIKE

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**What is Pike with a Purpose?**  
The "Pike with a Purpose" community assembly is a three-day design charrette focused on visioning a new village center in the study area of Ohio Pike (S.R. 125) between Church Street and Amelia-Olive Branch Road. The study area was once the Village of Amelia, which was dissolved by its residents in 2019. The former village is now part of Batavia and Pierce Townships.

**Monday March 11th - Wednesday March 13th.**  
Woodside Church  
85 Main Street (S.R. 125)

**Charette Schedule**

**Day 1 (Monday March 11th)**

- Opening Presentation 5 PM - 6 PM

**Day 2 (Tuesday March 12th)**

- Drop-In Hours 11 AM - 1 PM, 4 PM - 6 PM

**Day 3 (Wednesday March 13th)**

- Closing Event 4:30 PM - 6:30 PM
- Presentation (part of Closing Event) 5:30 PM - 6:15 PM

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Study Area Snapshot Board 2

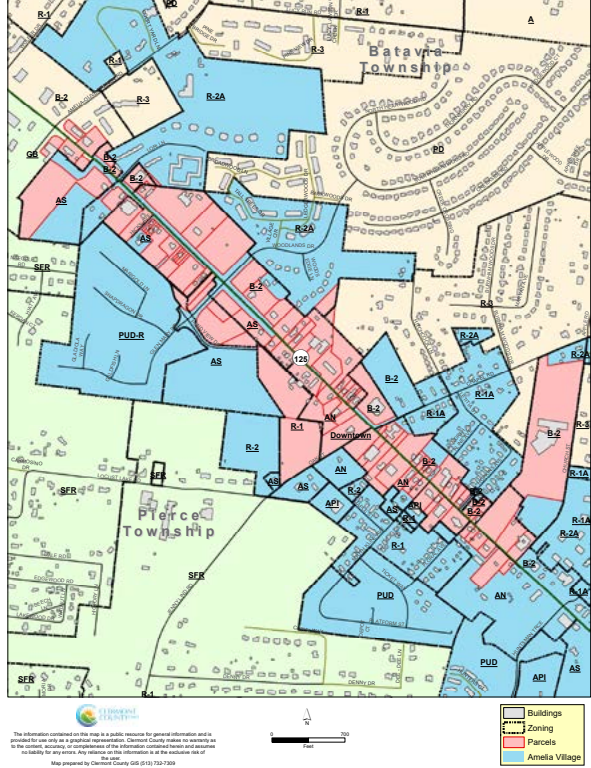
## PIKE

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S.R. 125, also known as Ohio Pike, serves as the boundary between Batavia Township and Pierce Township. All parcels located on the northern side of the boundary are within Batavia Township jurisdiction and all parcels on the southern side are within Pierce Township jurisdiction.

**Parcels**

- 97 Parcels Total\*
  - Batavia Township: 46
  - Pierce Township: 51
- 16% Parcel Vacancy
  - Occupied Parcels: 81
  - Vacant Parcels: 16
- Median Dimensions
  - Area: 0.5 acre
  - Frontage Width: 90 ft
  - Depth: 255 ft
  - Front Yard Setback: 35 ft
- Buildings**
- 70 Primary Structures
- Height
  - One-story Average
  - Two-story Maximum
- Age
  - 65 year Average Age
  - 40% Eligible for National Historic Register

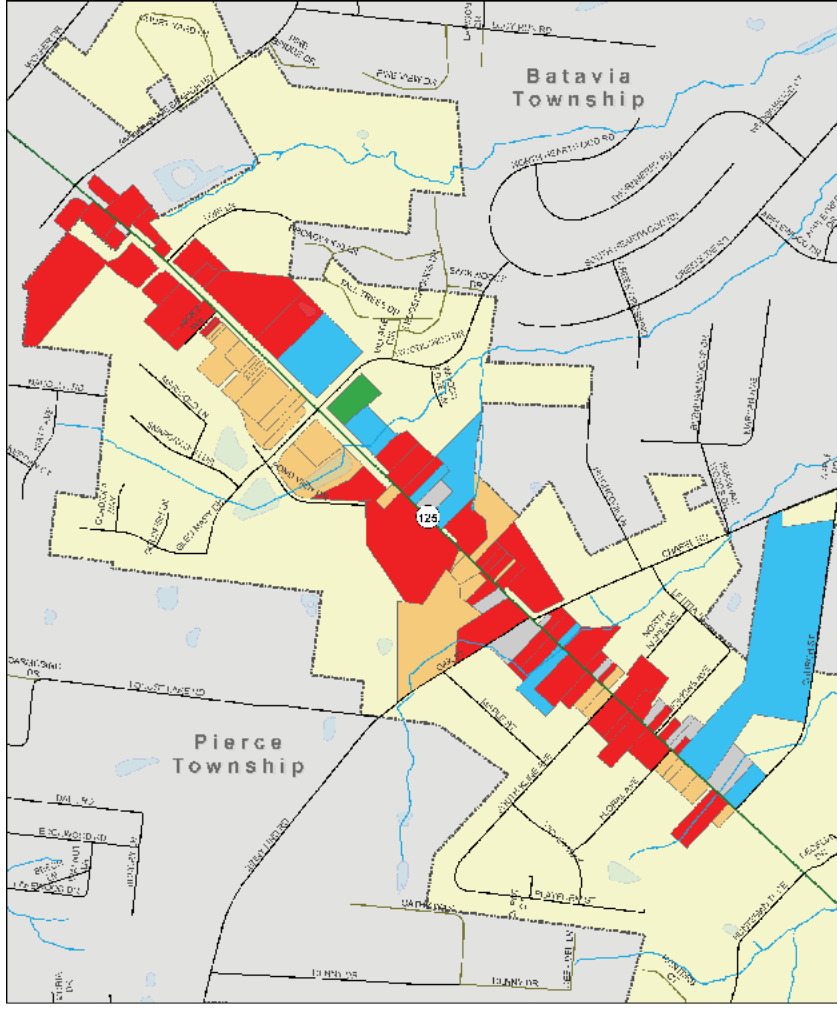


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Existing Land Use Map Board 3

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# ACTIVITY BOARDS

Activity 1
Board 4

## PIKE

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This activity focuses on land use in the study area. Using the color code highlighted below, place a dot underneath each land-use category to give your opinion. On the arrows to the right, use any color dot to show your opinion on the scale.

Green Dot ( ) = I want to see more of this use in the study area.  
 Red Dot ( ) = I do not want to see more of this use in the study area.

### Residential



**Single-Family**



**Low Density Multi-Family**




**Higher Density Multi-Family**

### Commercial



**Car-Centric**  
(Gas Stations, Drive-Thrus, Car Washes, Convenience Stores)



**Food-Centric**  
(Fast Food, Restaurants, Cafes, Local Grocery Store/Markets)



**Large-Scale**  
(Department Stores, Hotels, Shopping Centers, Grocery Chains)

### Institutional



**Family-Centric**  
(Schools, Childcare, Activity Centers)




**Community-Centric**  
(Public Parks, Museum/Galleries, Public Library)



**Services**  
(Post Office, Office Spaces, Healthcare Facilities)

Less Residential



More Residential

Less Commercial



More Commercial

Less Institutional



More Institutional


Activity 2
Board 5

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This activity focuses on the physical character of developments in the study area. Below are some design elements that can be regulated through zoning. Place any color dot on the arrows to signify your preference for each regulation.

One-Story




Four-Story

Parking in Back



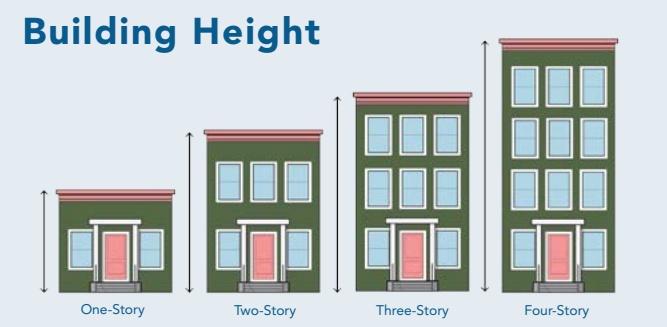
Parking in Front

No Front Setbacks



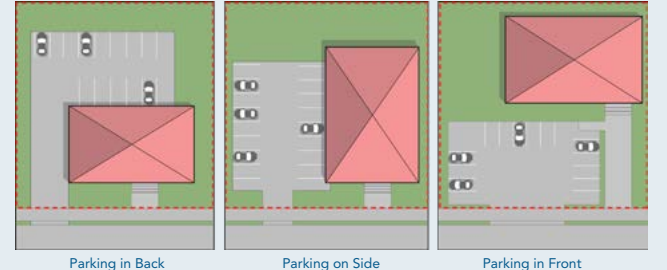
Large Front Setbacks

### Building Height



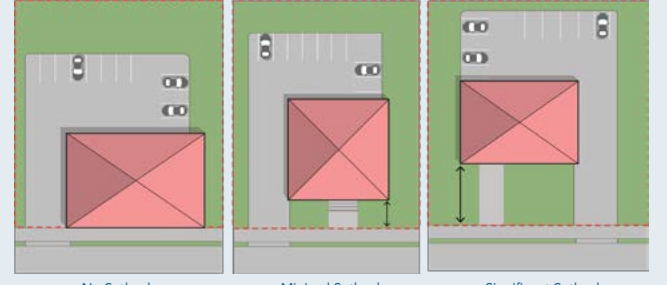
One-Story    Two-Story    Three-Story    Four-Story

### Parking Location



Parking in Back    Parking on Side    Parking in Front

### Front Setback

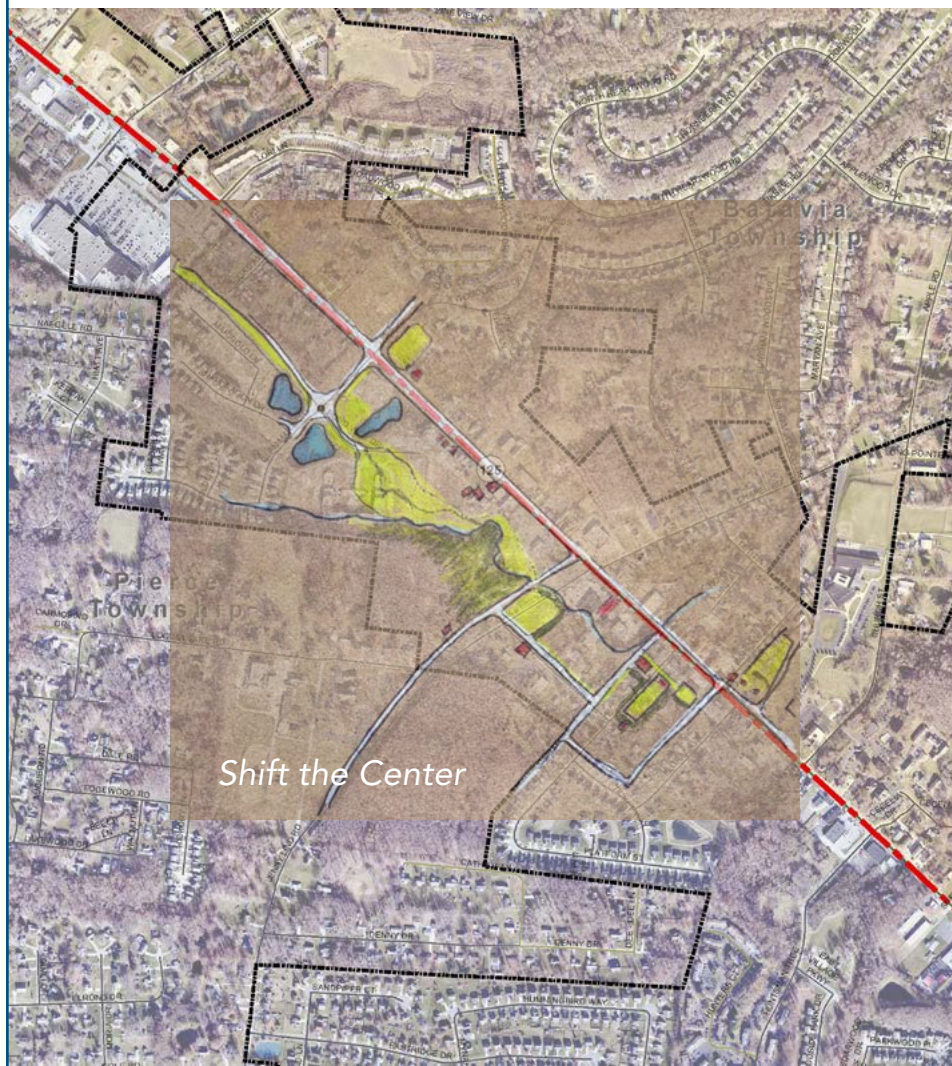


No Setback    Minimal Setback    Significant Setback



# RECOMMENDATION BOARDS

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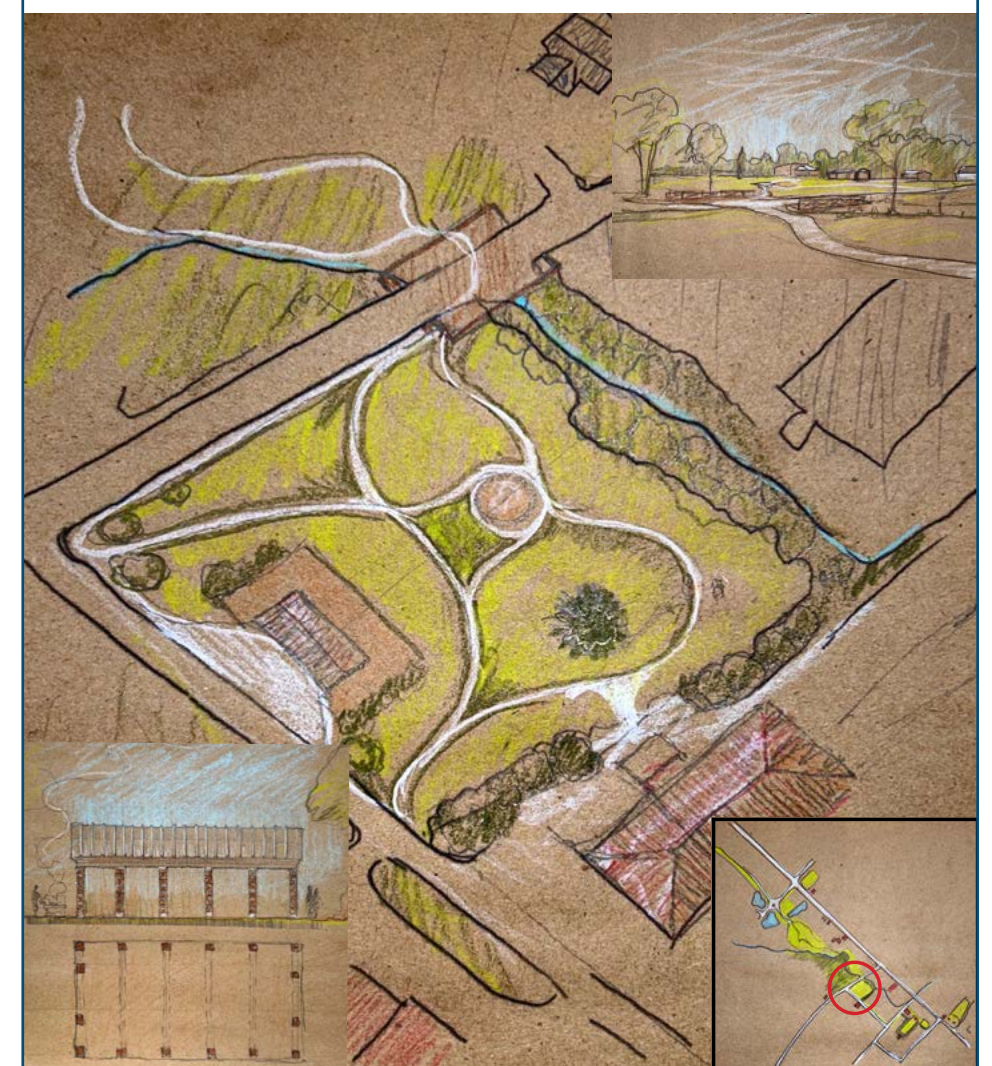
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