



# Community Plan

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**VOLUME 2: STUDY AREAS**

CITY OF CENTERVILLE & WASHINGTON TOWNSHIP

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# Acknowledgements

## **CITY OF CENTERVILLE COUNCIL**

C. Mark Kingseed  
*Mayor*

Douglas Cline  
Brooks Compton  
Paul Gresham  
Susan Lienesch  
James Singer  
Robert Corbin

Sally Beals  
*Former Mayor*  
Roger Krass  
*Former Council Member*

## **STAFF**

Gregory Horn  
*City Manager*

Steven Feverston  
*City Planner*

Ryan Lee  
*Planner*

Connie Cooper  
*Planning Secretary*

## **CONTACT**

City of Centerville  
100 W. Spring Valley Road  
Centerville, Ohio 45458  
937/433-7151  
937/433-0310 Fax

## **WASHINGTON TOWNSHIP**

### **TRUSTEES**

Joyce Young  
Terrence Blair  
Lee Snyder

### **CLERK TREASURER**

Tom Zobrist  
James Blakeney  
*Former*

### **STAFF**

Gary Huff  
*Administrator*  
Tom Toberen  
*Deputy Administrator*

David Douglas  
*Township Planner*

### **CONTACT**

Washington Township  
8200 McEwen Road  
Dayton, Ohio 45458  
937/433-0152  
937/438-2752 Fax

## **STEERING COMMITTEE**

Doug Cline, *Co-Chair*  
Joyce Young, *Co-Chair*  
Jane Beach  
Ellen Beck  
Ray Blatz  
Richard Carr  
Paul Clark  
Brooks Compton  
Bob Daley  
Frank DePalma  
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Greg Horn  
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Carol Kennard  
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Hutch O'Connor  
Doris Ponitz  
Jenni Roer  
Richard Rose  
Skip Schafer  
Bill Serr  
Ralph Stahl  
Julia Wilkie  
Gary Woodley  
Ray Wright  
Tom Zobrist

## **CONSULTANTS**

ACP—Visioning & Planning, Ltd.  
Development Economics  
MS Consultants  
The Townscape Institute



## Table of Contents

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1. Introduction
2. Executive Summary
3. Study Area A
4. Study Area B
5. Study Area C
6. Study Area D
7. Study Area E
8. Study Area F
9. Study Area G
10. Study Area H
11. Study Area I
12. Appendix

*This report is **Volume 2** of the Community Plan. It contains a summary and recommendations for nine Study Areas in the Community. **Volume 1**, General Elements, contains recommendations for the nine Community Plan elements, and **Volume 3** is the Existing Conditions report. These documents were prepared on behalf of the Create the Vision Steering Committee, a 34-member group appointed by City Council and Township Trustees to prepare the Community Plan.*

OUR COMMUNITY

# CREATE THE VISION

1. Introduction

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OUR FUTURE

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# 1. Introduction

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## A. History

In September 2002, the City of Centerville and Washington Township initiated a process to create a joint community plan titled *Create the Vision: Our Community Our Future*. Even though there is considerable cooperation between the two governments, the joint community plan was an unprecedented effort. It is also noteworthy that there are very few examples in the State of Ohio of joint planning between municipalities and townships. In fact, there is typically a great deal of divisiveness in the typical city-township relationship—especially related to land use and development. Although joint planning seemed like an obvious approach for many residents, it took insightful leadership to organize such a process.

Both the City and Township have undertaken separate, comprehensive planning efforts in the past. These plans have been created and implemented by the City and Township on an individual level. However, through the development and implementation of *Create the Vision*, the Community will have a plan that addresses needs and aspirations across jurisdictional boundaries.

The planning process began when the City and Township officials appointed 34 people to a citizen-based *Create the Vision Steering Committee*. The Committee was created to reflect the diverse interests of the Community, including: citizens, business leaders, civic and neighborhood organizations, and elected and appointed leaders. The Committee was organized to guide the process, understand the issues and make

recommendations contained in the Plan.

Following creation of the Committee, monthly meetings were facilitated by the lead planning consultant, ACP–Visioning & Planning, Ltd. With support from the City’s Planning Division and the Township’s Development Services Department, the consultant team executed the work program. The existing conditions analysis, which formed an important foundation to the Community Plan, was the first major effort. The public involvement effort began in November 2002 and continued through adoption of the Plan. This process is summarized in Chapter 2, Executive Summary. The Community Plan was ultimately established through the cooperation of the City and Township, and participation and input from residents.

This unprecedented planning effort brought the City of Centerville and Washington Township together, provided opportunities to debate important issues, and resulted in an important, ambitious, and essential vision for the future of the Community.

The success of the Community Plan will be measured relative to tangible evidence of implementation. This challenge is in the hands of the residents and other Community stakeholders—especially the elected and appointed officials. Implementation of this Plan is the next bold step for the Community.

## **B. Organization of the Document**

Following this Introduction is an Executive Summary that summarizes the planning process, describes the Plan’s goals and principles, and highlights key issues and recommendations related to each Study Area. Chapters 3 through 11 address the nine Study Areas (Study Areas A-I) in detail.

- Study Area A (Located along SR 48 between I-675 and Rahn Road).
- Study Area B (Located at the northwest corner of Clyo Road and Wilmington Pike, south of I-675).
- Study Area C (Located along SR 725, between I-675 and McEwen Road).
- Study Area D (Following the boundaries of the Architectural Preservation District in downtown Centerville).
- Study Area E (Located immediately east of Centerville High School, west of Clyo Road, and south of Franklin Street).
- Study Area F (Located at the southeast corner of Centerville Station Road and Clyo Road).
- Study Area G (Located immediately west of the Montgomery County/Greene County line, south of SR 725).
- Study Area H (Generally located at the intersection of Austin Pike and Yankee Street).
- Study Area I (Located at the northwest corner of Social Row Road and Sheehan Road, east of Paragon Road).

Chapter 12 contains a Glossary of terms used throughout the Plan, as well as a Bibliography of materials used to reference the contents of the Plan.

Each chapter includes the Study Area limits, description of existing development conditions (zoning, land use, market conditions, visual character, natural features circulation and utilities), development recommendations for the public and private realm, and fiscal and market implications for the Study Area. This outline creates a clear picture for the future of development direction at each Study Area location.

There are two important documents referenced in this volume: Volume 1, General Elements, and Volume 3, Existing Conditions. Volume 1 includes recommendations for nine general elements. Volume 3 contains detailed information on a range of topics including: demographics, land use, transportation, utilities, parks and recreation, fiscal conditions, housing competitiveness, office market and retail analysis.

OUR COMMUNITY

## 2. Executive Summary

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CREATE  
THE VISION

OUR FUTURE

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## 2. Executive Summary

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### **A. Overview**

The Community Plan is an official policy document for the City of Centerville and Washington Township, and establishes a comprehensive framework to guide decision-making.

The planning process for the Community Plan was initiated by the City of Centerville and Washington Township with the goal of maintaining and enhancing the Community’s quality of life. The Community Plan is an effort to create a clear and consistent policy structure so that expectations for land use and public investments are clear to all interested parties.

This chapter summarizes the planning process, key direction, policy foundation, Study Area recommendations, and general implementation. The Study Areas are a key component of the Plan, and complement the Land Use chapter in Volume 1, General Elements. The Study Areas were analyzed to help achieve the Community goals, objectives and strategies for land use, and to provide a framework for how the Community can use its land resources in a more effective manner. The nine Study Areas are depicted in Map ES-1 and described briefly in the margin. Chapters 3-11 pertain specifically to each Study Area listed.

**Study Area Description:**

**Study Area A:** approximately 130 acres, both within the City and Township, and redevelopment opportunity.

**Study Area B:** approximately 102 acres, entirely within the City, and infill development opportunity.

**Study Area C:** approximately 143 acres, entirely within the Township, and redevelopment opportunity.

**Study Area D:** approximately 125 acres, entirely within the City, and redevelopment opportunity.

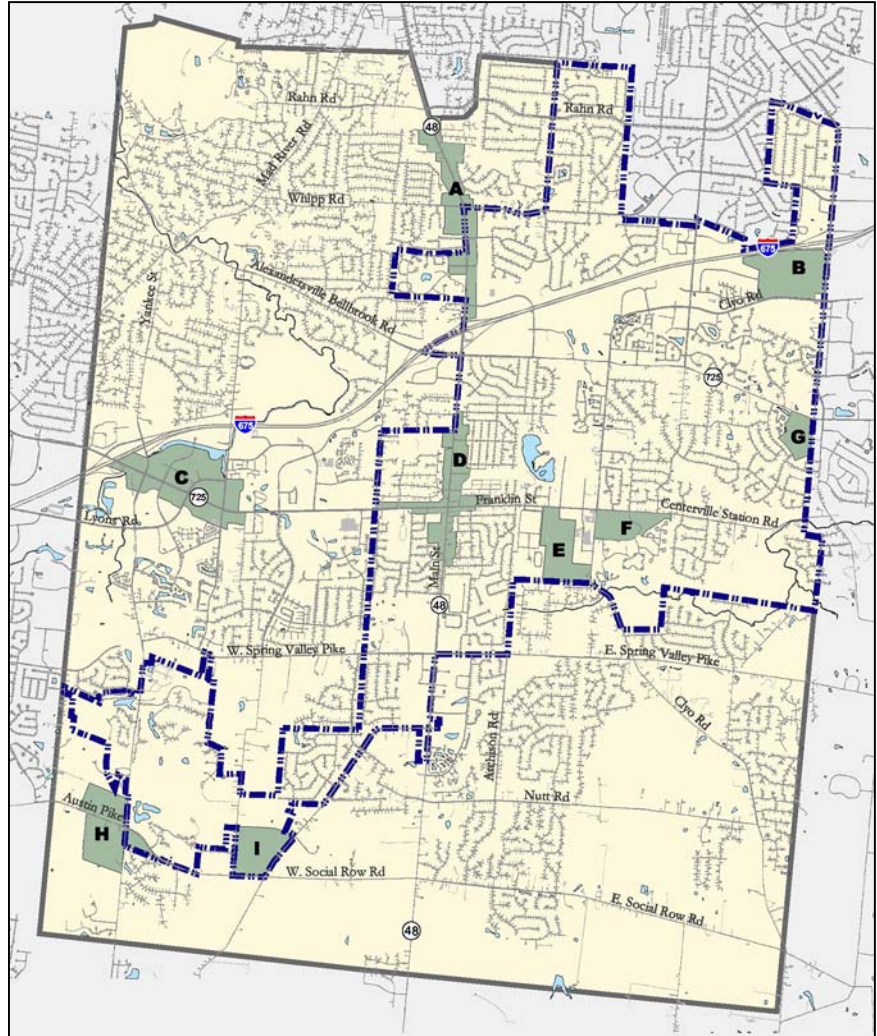
**Study Area E:** approximately 76 acres, entirely within the City, and infill opportunity.

**Study Area F:** approximately 51 acres, entirely within the City, and infill opportunity.

**Study Area G:** approximately 34 acres, entirely within the City, and infill opportunity.

**Study Area H:** approximately 112 acres, both within the City and Township, and infill opportunity.

**Study Area I:** approximately 68 acres, entirely within the City, and a greenfield site.



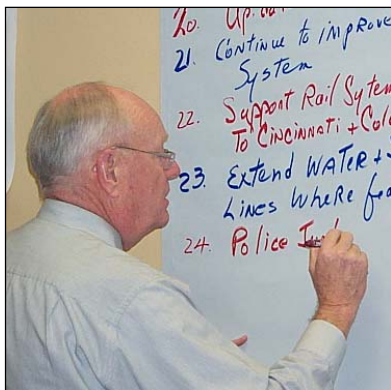
Map ES-1: Study Area Locations

## B. Process Summary

The first critical process task was the organization of a citizen steering committee to represent the broad interests of the Community in working through the process and crafting the recommendations for the Study Areas. City Council and Township Trustees appointed 34 citizens that served on the *Create the Vision Steering Committee*. The Committee was charged with guiding the process and developing the recommendations of the Plan, and in 17 months of monthly Committee meetings, produced the first joint Community Plan for the City of Centerville and Washington Township.

The planning process had three major components: public participation, existing conditions analysis, and plan development.

The Steering Committee was committed to an open and inclusive planning process. They provided numerous opportunities to anyone who lived or worked in the City of Centerville and Washington Township to participate in the numerous public events. Two sub-committees were created—Publicity and Outreach—to focus on creating awareness and committees prepared numerous products to inform the Community about the



process. This included flyers, newspaper advertisements, press releases, post cards, and television programs. Hundreds of residents, local leaders, businesses and other stakeholders generated ideas, transformed ideas into goals, and identified strategies to achieve those goals. Numerous public meetings were held to gather Community input throughout the planning process. These meetings are outlined below.

- **November 2002** – Five meetings were facilitated in the Community. Participants generated over 800 ideas for the future of the Community. These meetings included brainstorming ideas for the future and identifying “good places” and “bad places” using a map-based exercise.
- **February 2003** – Distinguished author Ronald Lee Fleming of The Townscape Institute gave a public lecture and led a discussion on the importance of “placemaking” to create “communities of place.”
- **April 2003** – The Community Choices workshop was facilitated to explore “where” and “how” the Community should grow and develop. Participants heard a presentation on the critical trends anticipated for the Community, and evaluated eight draft goal statements and 23 development concepts. The final activity was a small group discussion on the relatively priorities on where future development should be encouraged (redeveloped, infill and greenfield areas.)
- **May 2003** – Transportation expert Walter Kulash of Glatting-Jackson gave a public lecture and led a discussion on “livable traffic” and how communities can better balance the needs for vehicular traffic and pedestrians.
- **September 2003** – The Conceptual Land Use Plan was presented to the public. Participants evaluated the Conceptual Land Use Plan, including the 10 principle statements.
- **December 2003** – An open house was held to share draft objectives and strategies for the nine general elements of the Plan and recommendations for the study areas.

In addition to these meetings, the Steering Committee made two important presentations to the Community’s government leadership. In March 2003, a joint meeting of Township Trustees and City Council was convened. At this meeting, the Steering Committee presented the draft goals for each element of the Plan and provided a general progress update. In October 2003, a meeting of City and Township elected and appointed officials was convened. The Steering Committee presented the Conceptual Land Use Plan, including the 10 principle statements (see section D). A general project progress report was also made to the group.

The second major component of the plan was conducting research on existing conditions on several topics: demographics, land use, transportation, utilities, parks and recreation, fiscal conditions, housing competitiveness, the

office market and retail analysis. This research was presented to the Steering Committee over several months and helped create an understanding of important Community issues. This research was also shared with the public at various Community meetings. Volume 3, Existing Conditions is a compilation of research used in preparing the Plan.

The third component of the process was developing recommendations for the elements of the Plan and the Study Areas. A summary of the Study Areas and recommendations to guide future development are compiled in this report, Volume 2, Study Areas.

### **C. Key Direction for the Community**

Outlined in Volume 1 of the Community Plan are the eight goals, 51 objectives and 197 supporting strategies. The following points summarize the key direction for the Community to realize the vision inherent in the Plan, and should be reviewed and considered when examining the Study Areas. They are based on the public sentiment expressed throughout the process and the deliberations of the *Create the Vision Steering Committee*.

- **Continue the cooperative spirit:** The process of creating this Plan is further demonstration of a high level of cooperation in the Community. This historic undertaking sets a strong agenda for continued collaboration between the City and Township, as well among the Centerville City School District, Centerville-Washington Park District, and Washington-Centerville Public Libraries.
- **Use land resources more efficiently:** Perhaps the most important topic discussed during the planning process was the recognition of limited land resources. The Community is 77 percent developed (86 percent for the City, 73 percent for the Township) and land consumption trends imply the Community could be fully developed in 20 to 35 years. The Plan emphasizes careful stewardship of land resources by recommending policies that give preference to redevelopment, then infill development, over greenfield development. Increasing the intensity of uses in appropriate locations is also recommended.
- **Sustain high level of community services:** Residents of the Community enjoy a high level of community services from the City, Township, Centerville-Washington Park District, Centerville City School District, and Washington-Centerville Public Libraries. The Plan includes recommendations aimed at ensuring that these levels can be maintained—if not enhanced—in the years to come. The type and quality of services are critical to attracting residents and therefore maintaining strong property values.
- **Create a distinct physical environment:** To ensure the Community remains an attractive place to live, work and visit, greater emphasis is needed on creating a high-quality physical

environment that is unique and influenced by local history and culture. The pattern and appearance of the Community's built environment—especially the commercial areas—are very similar to other growing community's in the southern part of the region, and much of the country for that matter. The Plan includes policy recommendations that encourage building and developing in a manner that would distinguish the Community's commercial areas and residential neighborhoods. This approach would include greater emphasis on the pedestrian experience and integration of uses. It also means greater efforts to protect rural, open space qualities, especially in the southern part of the Community. This presents a significant challenge given growth pressure from the north, south and west, with the potential Austin Pike interchange. It also implies the need for creating improved tools to better manage the quality of the physical environment.

- **Anticipate changing demographics:** The recommendations for enhancing the physical environment are based in part on providing greater choices for residents. Local demographic trends highlight important changes that will impact demand and desirability for certain uses, products and lifestyles. Accommodating an increasing aging population and trying to be attractive to young professionals with families require distinct residential choices. The Community must anticipate changes but be careful to not overbuild for a demographic group that over time will move through the Community. Specifically, even though there is growing demand for senior housing, in 15 to 20 years it is unlikely there will be as strong of a market for enclaves of uniform housing product specifically designed for seniors. Another important trend mirroring national demographic trends is the increase in single person households. In 2000, 27 percent of households in the Community were occupied by one person. Anticipating demographic change suggests encouraging development that is adaptable to changes over time. Residential areas with strong neighborhood qualities provide such an alternative and the Plan recommends creating tools for creating these opportunities. It is worth noting that providing alternative choices does not imply major changes to the landscape (the Community is 77 percent developed), but in certain areas this could provide a desirable choice for residents, and if done well, could support the desire to create a physical environment that is distinct.
- **Sustain and enhance fiscal health:** Different land uses provide different economic returns to the Community. The Plan recommends development and land uses that would improve the Community's fiscal capacity. Specifically, the redevelopment strategies encourage greater intensity of land use in the existing commercial areas and emphasize more office development. The

**Goals:**

The Community Plan includes eight goals, 51 objectives and 197 strategies that are described in detail in Volume I. The goals are listed below, and should be considered when reviewing the Study Areas.

**Land Use:** Efficient use of land resources that encourages strategic development and redevelopment, preserves natural areas, strengthens downtown, and includes a range of housing choices – all in a high quality manner in keeping with the best planning practices for the entire community.

**Community Appearance:** High quality physical environment that enhances the unique residential community, supported by small business, preserves open space and historic character, and improves public areas including entryways, streets, and edges of the community.

**Community Services:** Cooperative and responsive local governments and organizations that stress efficient service delivery—including police, fire, housing, health care, and environmental programs—and facilitate a culture of active civic and volunteer involvement.

**Economic Development:** Sound local economy that supports small and local businesses, promotes redevelopment and reuse, encourages clean, high tech industry, and ensures and improves the overall quality of life.

**Education and Learning:** Excellent lifelong learning opportunities with an emphasis on developing, maintaining and supporting quality programs and facilities for schools and libraries.

**Parks and Recreation:** Expanded range of excellent programs and facilities— including recreational paths, aquatic facilities, fine and performing arts facilities, and expanded nature and activity parks—that serve all ages with emphasis on teens and seniors. involvement from citizens, civic organizations, institutions and the business sector to implementation the Community Plan.

combination of greater intensity of land use and emphasis on high paying office jobs is an important way for the City, schools, libraries and parks to generate new revenue.

- **Be proactive on development priorities:** The market for priority uses is very competitive in the region. In order to achieve the type and quantity of desirable development described in the Plan, the Community will need to take initiative. This may mean providing incentives and/or making investments of infrastructure or land to facilitate meeting development objectives. The City has demonstrated a willingness to be proactive as can be seen in the recent redevelopment in the heart of downtown. The Township has also demonstrated a willingness to invest in land use priorities through acquisition of key parcels in the southern part of the Community for community use and open space. The investment strategy must be carefully measured against the anticipated benefit – fiscal and otherwise.

## D. Policy Foundation of the Plan

The policy foundation of the Plan was shaped by an extensive community involvement and planning process. The Community Plan has three key layers of policies: goals (see side bar), objectives and strategies. Goals are the broadest policy statements that state a desired outcome in general terms. Objectives indicate a more specific policy direction and help organize strategies. Strategies are detailed actions necessary to initiate or complete an objective – such as a project, program or policy. There are multiple objectives for each goal and multiple strategies for each objective.

The recommendations for each element contain all three policy layers. For the land use element – the major element of the Community Plan – there is also a set of principles that outline the direction for land use and in the Study Area Plans specifically.

### Principles

The land use element and Study Areas were based upon ten principles from The Conceptual Land Use Plan. The Conceptual Land Use Plan was an interim step that established the general policies for land use in the Community Plan. These principles were fundamental to shaping the recommendations for the Study Areas outlined in this report. These principles are summarized below.

1. **Redevelopment, then infill development are preferred over greenfield development.** The Community has a limited supply of developable land and faces continued demand for new development. The Community also has some developed land—primarily retail—that is not being fully utilized. (Research indicates the Community and the region are “over retailed” and that retail has a negative fiscal impact on local governments.) There is a strong preference for

**Goals continued:**

**Transportation:** Mobility choices that meet the diverse needs of the Community – including more walkways, expanded bike/walking trails, and a safe, improved and less congested road and public transportation network that is more efficient and attractive.

**Utilities:** Well-managed utilities that focus on improved storm water management, enhanced street lighting to improve public safety, and encourage strategic extension and maintenance of water and sewer services, gas and electric.

the Community to develop in a manner that protects open space in a magnitude that it becomes a part of the obvious identity of the Community.

2. **Open space throughout the community, with particular emphasis on the southern edge, will be conserved.** Residents of the Community that have participated in the planning process have a strong desire to maintain and protect open space. It is an important visual, and in some cases, recreational amenity. On the southern part of the Community, in particular, it is recognized as an opportunity to define the edge of the Community and distinguish it from the development pattern that continues to move north. Historically, the growth pressure has come from the north. This trend continues, but there is growing pressure from the south. Large, connected land areas on the southern edge of the community should be conserved, if not preserved. Open space should continue to serve as an amenity throughout the Community and should be targeted for conservation as growth occurs.
3. **Economic health of the community will be strengthened.** As indicated in the Fiscal Analysis, different land uses produce different public service needs and yield different types and amounts of revenue. The Community’s land use policies must consider the fiscal impacts of development. The overall land use policies must strengthen the economic health of local governments, schools, libraries and park district
4. **New development and redevelopment will strengthen the sense of place.** New development—as well as changes to existing development—should be high quality with respect to design and materials. Development in the Community should try to reflect local culture and history to meet the “placemaking” expectations of the Community. The homogenous, franchise-commercial architecture should give way to a local aesthetic that is inspired by the best qualities of the downtown pattern (mix of uses and pedestrian scale). Creation of identifiable districts with unique identity should be encouraged throughout the Community.
5. **New residential development will create places with strong neighborhood qualities.** The interest in providing greater housing choice, improved pedestrian experiences, and more opportunities for community gathering, suggest favoring traditional neighborhood development qualities of an integrated network of walkable streets and opportunities for working and shopping close to home. A different residential neighborhood choice would mean residents could move within the neighborhood without relocating outside the neighborhood. It could also be attractive to younger adults (25-34 year olds) and distinguish the community from others in the region.

6. **Mature neighborhoods will be stabilized and improved.** As stated previously, most of the Community’s housing stock was built in the 1970’s and 80’s. These homes and their neighborhoods must remain attractive for families. Improvements may be needed to the neighborhood and perhaps the structures themselves. Similarly, property maintenance will be a greater priority.
7. **Integrated, mixed uses and greater intensity of development will be encouraged in redevelopment areas.** Redeveloped mixed use centers—places that mix stores, residences, offices and civic uses (including open space)—will create multi-purpose activity centers in the Community. These centers will have greater intensity of uses that respect the scale and character of surrounding uses, create vitality in the development, and generate increased revenue.
8. **Appearance of roadways and the public realm will be balanced with efforts to increase capacity.** Roadways and streets are extremely important character-giving elements of a community and therefore have a greater significance than simply maximizing the volume of vehicular traffic. The efficiency of existing roads and streets will be maximized before building new roads. There are some rural areas of the community that gain their strongest definition from narrow, two lane roads and some of these roads should be maintained.
9. **Pedestrian experiences will be enhanced in existing and developing areas.** The design quality of local streets encourages pedestrian and bicycle use through such features as continuous sidewalks, bikeways, curbside tree planting, narrow streets with small turning radii, landscape medians that reduce apparent width of streets, and on street parking that protects pedestrians from moving traffic.
10. **Development patterns will encourage community gathering.** New development should be organized in a manner that encourages social interaction. It is the essence of a “community” and certainly an attribute of downtown Centerville to have places to formally and informally gather. Gathering places can include sidewalks, plazas and parks of different sizes. Gathering places should be including in all types of development—from neighborhoods to predominantly commercial areas—and are the heart of mixed use and traditional neighborhood development.

## **E. Study Area Recommendations**

The Study Area recommendations help guide development of nine key areas of the Community. The areas comprise approximately 841 acres: 398 acres of developed land, and 443 acres of developable land. The 443 acres of developable land represents slightly more than 12 percent of the developable land available in the Community. As discussed in the principle statements,



opportunities to develop land in the Community are categorized in three distinct ways: redevelopment, infill and greenfield.

The current development trends in the Community favor developing greenfield sites over other, developable sites (infill or redevelopment). Greenfield sites are attractive to the development community because they offer a “clean slate” for new development, meaning there are no substantial existing structures, parking areas, defined access points or other infrastructure to build around. The Community, however, has identified that remaining greenfield sites should be protected, and that vacant and underutilized structures should be targeted for redevelopment. This “inward growth” strategy is aimed at maintaining some of the remaining rural areas important to the Community’s sense of place, and also strengthening the Community’s appearance by reinvesting in older portions of the City and Township and developing vacant property.

The Land Use chapter (see Volume 1: General Elements) recommends the redevelopment of underutilized sites over infill and greenfield sites. All but one of the Study Area locations (see Study Area Map ES-1) is located within redevelopment and infill areas.

The following describes how each Study Area fits into the development category, including its size, type, and jurisdiction.

**Table 2.1 Summary of Study Areas**

<b>Area</b>	<b>Size</b>	<b>Type</b>	<b>Jurisdiction*</b>
A	130	Redevelopment	Both
B	102	Infill	City
C	143	Redevelopment	Township
D	125	Redevelopment	City
E	76	Infill	City
F	51	Infill	City
G	34	Infill	City
H	112	Infill	Both
I	68	Greenfield	City

**\* Jurisdiction:**

City: City of Centerville

Township: Washington Township

Both: City of Centerville and Washington Township



Study Area A

**Study Area A:** Study Area A is located in the north-central portion of the community along SR 48. It is dominated by retail uses intermingled with several institutional, residential and office parcels. Whipp Road is a major east/west arterial and State Route 48, also known as Far Hills Avenue, is the central arterial running north/south. It is a multiple use commercial district with several strip commercial areas, a library and community churches. The Study Area is approximately 130 acres and provides the first impression of the community for southbound travelers on State Route 48, or those exiting I-675 going north.

The focus of redevelopment of this area is to enhance the relationship between the commercial corridor and the surrounding neighborhoods.

**General recommendations:**

- Create a centralized neighborhood center.
- Encourage neighborhood and community scale uses, not regional uses.
- Create distinct entryways to the community and improve appearance along the right-of-way.
- Improve access across State Route 48.



Study Area B

**Study Area B:** Study Area B is an integral part of a major east/west business and commercial corridor along I-675, and a highly utilized traffic corridor running north/south along Wilmington Pike. The 102-acre Study Area is an infill site under single ownership, and is a prime development opportunity for the Community. It is one of the few remaining large, vacant parcels in the City and, therefore, has significant long-term value.

**General recommendations:**

- Encourage uses that will have a positive impact on local businesses and institutions, such as office, a conferencing facility, or hotel, and flex-office uses. Allow flexibility in zoning to permit greater building height and parking structure on site, to minimize surface parking and create more development potential.
- Focus building around a central public gathering place (plaza or square).
- Create contemporary, pedestrian-friendly development with clustered development fronting common areas.
- Preserve natural wooded features.
- Create a boulevard effect on entrance roads from Clyo Road and/or Wilmington Pike.



Study Area C

**Study Area C:** Study Area C is adjacent to the I-675 and SR 725 interchange, within one of the most visible and highly accessible commercial areas in the Community. The Study Area is approximately 143 acres including the Washington Center Shopping Plaza. Unlike other commercial areas in the Community, the Study Area is very similar in appearance to other interchange locations throughout the region and reflects very little of what is unique about the City and Township. The Study Area and much of the surrounding area have many characteristics of a multiple use commercial district. Buildings are designed for a specific use and are located away from the street and isolated from adjacent residential neighborhoods.

**General recommendations:**

- Reduce the “super block” configuration that presently exists into small, more pedestrian friendly blocks.
- Integrate a local street network within each block.
- Limit additional retail space in the Study Area.
- Provide a plan for re-use and redevelopment should vacancies occur among the “big box” retailers in the Study Area.
- Improve the existing traffic and development patterns.



Study Area D

**Study Area D:** Study Area D is in the center of the Community and includes the Centerville Architectural Preservation District. It surrounds the Franklin and Main street intersection at the heart of downtown Centerville, and is approximately 125 acres. It is the most visible and accessible mixed-use area in the community. Parcels in a mixed-use district are located on single and combined parcels with shared and on-street parking. Vehicular circulation is not a priority over other forms of transportation (e.g. pedestrian, public transit, bicycling, etc.) and is accompanied by a significant investment in pedestrian infrastructure. The area is very distinctive due to the historic architecture character and the pattern of development.

**General recommendations:**

- Create a vibrant downtown core for the Community.
- Create a safe pedestrian environment.
- Create a niche for new business opportunity and identity.
- Promote destination-oriented uses.
- Explore on-street parking in off-peak hours on SR 48 and 725



Study Area E

**Study Area E:** Study Area E is located toward the center of the Community, entirely within the City of Centerville. It is about 1,200 feet west of the East Franklin/Clyo Road intersection, a quarter mile east of downtown, and adjacent to Centerville High School. The 76-acre, infill site is one of the few remaining undeveloped agricultural parcels of land within the City. As such, it has important long-term economic potential for the City. A diverse mix of uses (residential, commercial, institutional and industrial) currently surrounds the site.

**General recommendations:**

- Provide a transition between light industrial, public/institutional and residential land uses.
- Provide office, retail, light industrial and public institutional use that has direct frontage on Franklin Street, and provide the opportunity for long-term expansion of uses that will be economically beneficial to the Community.
- Promote the site for expansion of the high school or for supporting civic uses in conjunction with the high school (recreation, arts and education).
- Foster Community amenities for the site (park space, civic/institutional uses, bikeways).
- Strengthen pedestrian connectivity and create more options and opportunities for vehicular access to the high school through this site.
- Preserve some of the natural site amenities (detention pond, wooded areas).



Study Area F

**Study Area F:** Study Area F is located at the southeast corner of Centerville Station Road and Clyo Road, three quarters of a mile east of downtown. The 51-acre Study Area is currently an open space portion of Franciscan of St. Leonard, a retirement community, and contains an access drive to the campus from Centerville Station Road. The Franciscan Sisters of Sylvania, Ohio, own the property. There is a Master Plan to expand the St. Leonard Senior Living Community into the Study Area. The Master Plan is the basis for the Study Area recommendations.

**General recommendations:**

- Promote expansion of residential and institutional uses in general accordance with the Master Plan for the St. Leonard site.
- Protect and strengthen key views into the site.
- Create a high-quality public realm through well-designed streetscape, including the creation of a boulevard into the site from Centerville Station Road
- Preserve open space on the site consistent with the St. Leonard’s Master Plan.

- Provide opportunities for supporting mixed uses (neighborhood scale commercial, retail and residential uses) at the intersection of Cloyo Road and Centerville Station Road.



Study Area G

**Study Area G:** Study Area G lies at the far eastern edge of the Community, just west of the SR 725/Wilmington Pike intersection, adjacent to the Greene County line. The 34-acre Study Area is located along the SR 725 corridor linking the outer limits of the Community to downtown. The surrounding region has many characteristics of a multiple-use district including residential, retail and office uses. Farmed actively until recently, the Study Area is currently undeveloped.

**General recommendations:**

- Provide neighborhood retail, office and residential uses.
- Promote economic expansion for business development with consideration to existing zoning.
- Link this site to the adjacent neighborhood so that residential uses are integrated.
- Integrate the historic farmhouse and its architectural character into the site design.
- Protect the existing floodplain and woodland.
- Introduce gateway elements along the SR 725 frontage and within the streetscape.



Study Area H

**Study Area H:** Study Area H is positioned at the southwest corner of the Community at the intersection of Austin Pike and Yankee Street. The 112-acre Study Area is currently used primarily for agricultural and residential purposes, with some office space on the far western border. Most of the buildings within the Study Area are older country homes built in the mid 1900s. Austin Pike is the major east-west transportation route through the Study Area. A potential interchange with Austin Pike and I-75 would be located directly to the west.

**General recommendations:**

- Provide efficient internal circulation of the site to limit the impact of development on the surrounding street network.
- Provide neighborhood retail, office and residential uses.
- Connect this site so residential use becomes a part of the adjacent neighborhood.
- Allow for expansion of existing industrial and office space.
- Provide protection of existing woodlands



Study Area I

**Study Area I:** Study Area I is located at the southernmost portion of the City of Centerville, at the northwest quadrant of the Sheehan/Social Row Road intersection, one mile west of State Route 48. The Study Area is adjacent to The Golf Club at Yankee Trace. With frontage on three roadways, the 68-acre, greenfield site is very accessible. Currently, the location is being used for agricultural purposes and contains a few agrarian structures, including a barn and silos.

**General recommendations:**

- Create a focal open space with associated civic uses that can become the central focus of the Social Row Road and Sheehan Road intersection
- Accommodate both the move-up and move-down residential housing demand on the site.
- Provide efficient, internal site circulation to limit the impact of development on the surrounding street system, particularly Social Row Road.
- Provide protection to existing woodlands.
- Link pedestrian and vehicular access to surrounding land uses for better connectivity.

**F. Implementation**

The Plan and Study Area recommendations emphasizes careful stewardship of land resources by recommending policies that give preference to redevelopment, then infill development, over greenfield development. Increasing the intensity of uses in strategic locations. The market demand for priority uses is very competitive in the region. In order to achieve the type and quantity of desirable development described in the Study Area Plans, it will be imperative for the City and Township to take initiative. This may mean providing incentives and/or making investments of infrastructure or land to facilitate meeting development objectives. The City has demonstrated a willingness to be proactive as can be seen in the recent redevelopment of downtown. The Township has also demonstrated a willingness to invest in land use priorities through acquisition of key parcels in the southern part of the Community for community use and open space.

Implementation of the Study Area recommendations will require policy changes from both jurisdictions in the form of modified development regulations. Additional information on implementation can be found in the Land and Implementation chapters of Volume 1, General Elements.

OUR COMMUNITY

### 3. Study Area A

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CREATE  
THE VISION

OUR FUTURE

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## 3. Study Area A

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Aerial photo looking north over Study Area A

### A. Overview

*(Regional and Community setting)* Study Area A is situated in the north-central area of the Community between I-675 and Rahn Road, and lies both within the City of Centerville and Washington Township. The land uses found in Study Area A are dominated by retail with several institutional and office parcels intermingled. There is some residential use in the northern portion of the corridor in Washington Township. Whipp Road is a major east/west arterial connecting Study Area A to neighboring residential areas and the Bethany Lutheran Retirement Center. State Route 48 (SR 48, also known as Far Hills Avenue in this area) is the central arterial running north/south through Study Area A, connecting the Study Area to the downtown and providing linkage to I-675 and Rahn Road.

*(Type of area)* Study Area A is a multiple-use commercial district with several strip commercial areas along the SR 48 frontage. The largest concentration of retail uses in this Area is at the intersection of Whipp Road and SR 48. Most of the remaining retail uses are situated along the east side of SR 48. This Study Area also benefits from pedestrian traffic from public/institutional uses (public library and community churches) located along SR 48.



**B. Study Area Limits**

*(Description of Study Area location within the Community)* Study Area A lies at the northernmost portion of the community directly south of the City of Kettering. It provides the first impression of the Community for southbound travelers on SR 48, and for northbound travelers exiting I-675 at SR 48.

Note: There are other descriptive names for each of the other study areas. These include:  
 Greenfield Sites (Study Area I)  
 Auto Oriented Suburban Retail Center (Located within Areas A and C)  
 Strip Commercial (Located within Study Areas A and C)  
 Main Streets (Study Area D)  
 Multiple-Use Commercial District (Study Areas A and C)



Map A-1: Study Area Limits

*(Description of Study Area boundary)* The Study Area lies between I-675 and south of City of Kettering boundary (south of Rahn Road) and includes the first tier of parcels fronting on SR 48. Map A-1 illustrates the boundaries of Study Area A and the jurisdictional boundary between the City of Centerville, Washington Township, and the City of Kettering.

## C. Development/Redevelopment Conditions

### Summary of Key Findings:

- The Study Area includes 78 separate parcels with an average parcel size of 1.26 acres. The floor area in Study Area A is mostly retail/commercial uses, which comprise 60.8 percent of the floor area. Institutional use had the second highest floor area with 18.4 percent, followed by office with 12.9 percent and residential with 7.9 percent.
- The average overall floor area ratio (FAR) is .19 with residential having the highest FAR of .28, followed by retail/commercial and institutional at .19 each, and office at .16.
- Because the Study Area is within both Centerville and Washington Township, development is regulated by two separate zoning codes with different uses and development standard provisions.
- There are residential uses in the northern portion of the Study Area, and significant residential neighborhoods within close proximity to the corridor.
- Off street parking within the Study Area for non-residential uses has a parking ratio of nine spaces for every 1,000 square feet. The average parking ratio is eleven for restaurants, ten for retail, nine for public institutions, and six for office. On street parking is not permitted along the SR 48 corridor.
- There are few pedestrian connections between the corridor and the adjacent neighborhood.
- Parking facilities do not adjoin one another making it difficult for residents to park once and walk to multiple locations.
- Most of the uses along the corridor are scaled to the Community and cater primarily to the adjacent neighborhoods (e.g. convenience and food stores, professional offices, a library, and several church facilities).
- Streets in Study Area A have wide cross sections and low-rise building profiles with deep setbacks; these attributes contribute to an inefficient use of space and lack aesthetic appeal and cohesion.
- There are an excessive number of curb cuts due to the lack of connectivity and from parcel-to-parcel development (i.e. corner gas stations).



Image of underutilized parking facility in Study Area A

## D. Existing Development

### 1. Land Use and Zoning

*(General land-use and adjacent land-use)* There are approximately 4,270,100 square feet of retail, restaurant, office, institutional, and residential space within the approximately 130-acre Study Area. The area is divided into 78 separate parcels with an average parcel size of 1.26 acres. Commercial areas occupy the most space with 498,220 square feet constituting 61 percent of the total floor area. This is followed by public

Floor Area Ratio, or FAR, is the ratio of total floor area to total site area and is a common measure of land use intensity.

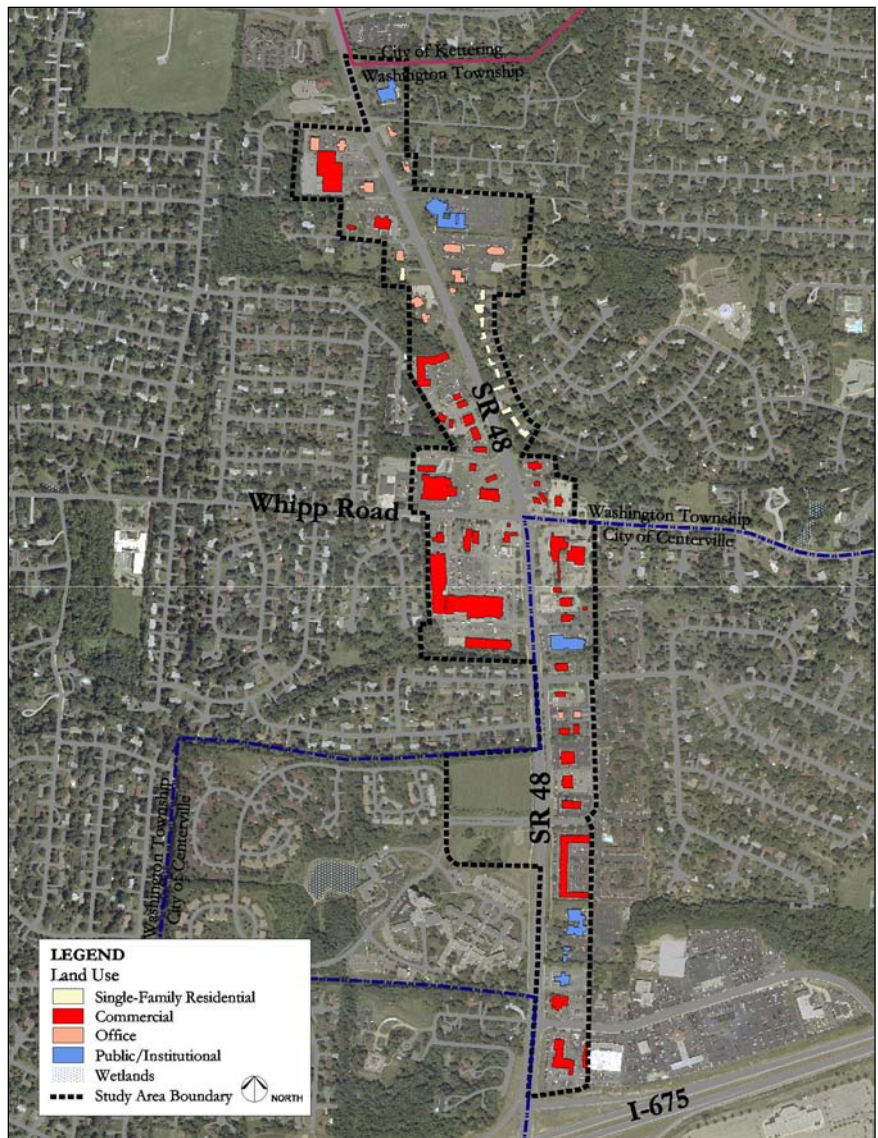
institutional space with 150,470 square feet making up 18 percent of the total floor area, followed by office space with 106,100 square feet making up 13 percent, and residential at 65,000 square feet, or 8 percent. The floor area ratio (FAR) is the ratio of total floor area to total site area and is a common measure of land use intensity (lot area must be converted from acres to feet). The average FAR for Study Area A is .19, with residential having the highest FAR of .28 followed by commercial and institutional each at .19, and office at .16. A typical suburban FAR for a non-residential, one-story use with surface parking is .23 (Hosack). A comparison between this standard and the average FAR for Study Area A indicates very low development intensity for the Study Area. Table 3.A illustrates the current development intensity of the Study Area (floor area ratio) by land use type.

**Table 3.A: Current Development Intensity**

Land Use Category	Total Floor Area	Total Parcel Area	Mean Floor Area
	(Square Feet)	(Square Feet)	(Ratio)
Retail	498,220	2,573,285	.19
Office	106,094	668,711	.16
Institutional	150,469	797,235	.19
Residential	64,982	230,868	.28
<b>Total</b>	819,765	4,270,099	.19

Parcel square footage is broken down by land use type, and does not include right-of-way, undevelopable or vacant land. Most of the commercial uses within Study Area A are retail establishments and restaurants. The Study Area also includes professional offices, public institutions, and residential uses that represent a smaller portion of land use in the Study Area. Map A-2 illustrates the existing general land use of Study Area A.

With the exception of the Bethany Lutheran Village site (zoned R-PD, Residential Planned District), the R-3 Township zoning to the north, and a few lots fronting SR 48 toward the I-675 interchange (zoned B-PD, Business Planned District), the majority of the Study Area (within both jurisdictions) is zoned B-2 (General Business) (Map A-3). The intent of the General Business District is to provide an appropriate location for retail, office, service, and administrative establishments required to satisfy the needs of the overall Community. The District is also intended to “provide accommodations, supplies, sales, and services to the motoring public.” The B-2 category includes a wide range of retail, office, and institutional uses. Setbacks (rear, side, and front) are required for all uses. Retail uses are required to be setback from residential uses 35 to 50 feet depending on the height of the retail building. The maximum height is 45 feet and the maximum lot coverage is 50 percent.



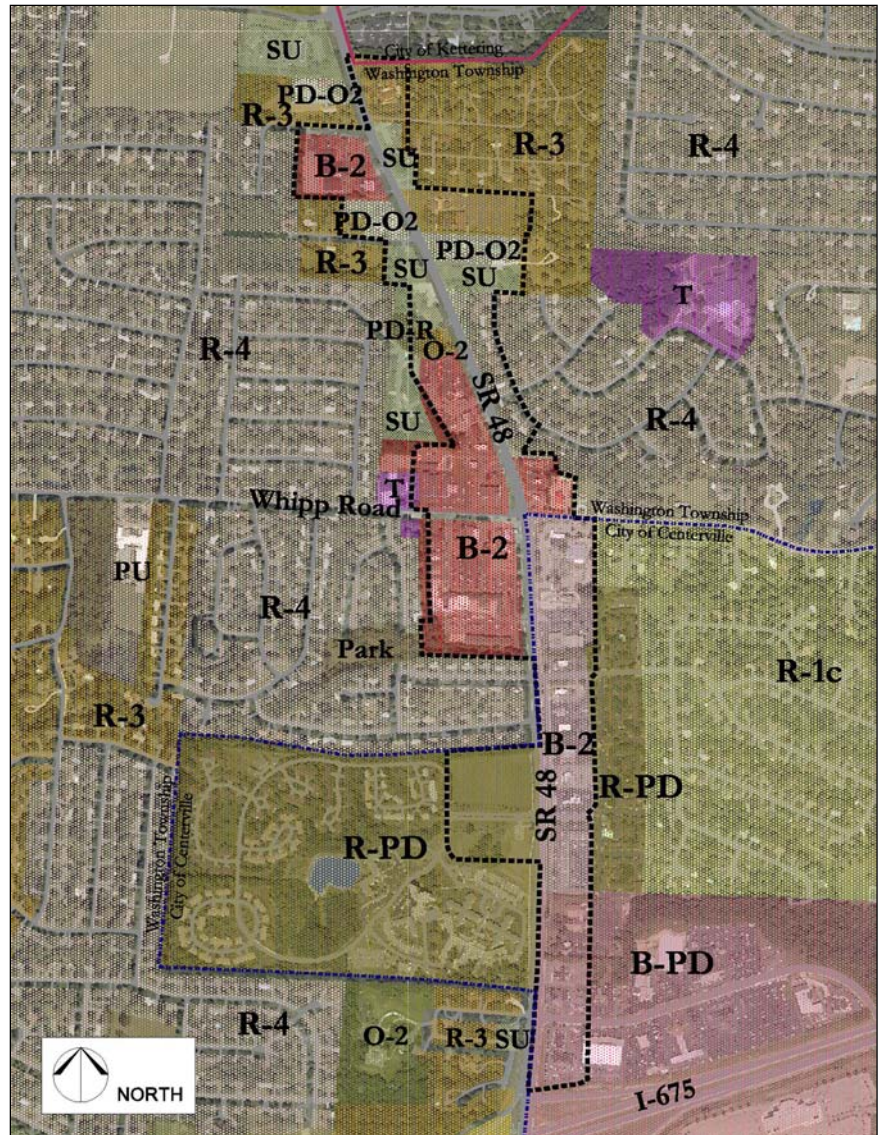
Map A-2: Existing Land Use

Within Washington Township, the B-2 (Business District) category also includes a wide variety of mostly permitted commercial uses, including retail, office, and institutional. Setbacks are required between commercial and residential uses. Side and rear yard setbacks are not required adjacent to another “B” district. The building setback is equal to the abutting residential zoning district, unless it is otherwise noted. The maximum building height is 44 feet, and 20 percent of the parcel is required to be green space, with half located within the parking areas. Architectural and design controls are limited, as many of the properties were developed in the 1960’s and 70’s and are non-conforming to design standards.

The undeveloped Bethany Lutheran Village parcel is zoned R-PD. This residential district requires a development plan approval by City Council and permits single-family, multi-family, and two-family dwellings, as well as ancillary offices and retail. The remaining area is zoned B-PD (Business Planned Development) and includes the frontage parcels on the east side of

SR 48 north of I-675. This district also requires development plan approval, and permits a wide variety of retail and office uses.

Off street parking for non-residential uses within Study Area A have a parking ratio of nine spaces for every 1,000 square feet. The average parking ratio is eleven for restaurants, ten for retail, nine for public institutions, and six for office. On street parking is not permitted along the SR 48 corridor.



Map A-3: Existing Zoning

**2. Market Considerations**

*(Office, retail, and residential market)* According to the office, retail and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton region. The results of the community-wide market studies are as follows:

- The expected office market absorption is 8,000-10,000 square feet of office space on average through 2008.
- There will be an increasing locally generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.
- The City of Centerville and Washington Township can expect 470 to 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, housing with traditional neighborhood qualities, single family homes (with space for home occupations), golf course housing, and patio homes.

Study Area A has the potential to accommodate a large share of the Community's market potential upon redevelopment because of its location to major thoroughfares and its proximity to the I-675 interchange.

### 3. Visual Character

*(Landscaping, streetscape, building setback, parking, and visual character)* Approaching the Study Area from either the north on SR 48 or the south from I-675 is the first sense many visitors have of the Community. This impression is shaped by what is viewed in Study Area A within the right-of-way and of private property frontage, including setbacks or yard space from the roadway and sidewalk.

The majority of the buildings within the Study Area are one story in height. All of the parking for these structures is provided on surface level lots with no conditions suitable for on street parking. Parking lots are located primarily within the front yard setback, with the exception of Spanish Village, which has parking in the rear yard and front yard.

In Study Area A, the wide street cross-section created by extensive setbacks and right-of-way along SR 48 removes and detaches users from the street and the adjacent sidewalks. Low rise building profiles and variations of architecture over the years have led to a lack of identity, cohesion, and sense of place in Study Area A.

As identified in the Washington Township Streetscape Enhancement Guidelines, overhead utilities visually dominate the corridor and pedestrian walkways are absent in areas and/or have little separation from vehicular traffic. The lack of plantings along the street adds to the starkness of some of the commercial portions of the corridor.



Aerial image at I-675 and SR 48 intersection looking southwest

#### 4. Natural Features

*(Topography, vegetation, watercourses, and ponds)* Natural features within a commercial area can improve the visual characteristics of an otherwise gray and uninviting landscape. Vegetation, waterways, lakes, and ponds provide visitors with visual relief from the conventional commercial landscape and can help orient visitors by creating distinct landmarks. Residents and visitors also use natural features as a gathering place to relax and play. Improving and adding natural areas are sometimes considered a hindrance to development, but including and enhancing these areas can increase land values, provide aesthetic relief, and improve environmental quality.

*(Description of Natural Features)* The topography in Study Area A is flat, with the exception of a hill on SR 48 from Fireside Drive to Loop Road. Most of the existing vegetation is part of the tailored landscape along the right-of-way, surrounding buildings and within surface parking lots.

With the exception of an east/west drainage swale located north of Boundbrook, there are no significant natural features remaining in the area. The presence of water features in this Study Area would help control the storm runoff and improve the quality of the water being directed into the surrounding waterways. This is especially important in Study Area A where there are a great number of commercial buildings with large impermeable parking surfaces.

#### 5. Vehicular/Pedestrian Circulation and Parking

*(Traffic conditions)* Portions of the corridor in Study Area A are in both the City of Centerville and Washington Township, along both sides of SR 48 (between I-675 and south of Rahn Road).

SR 48 is a five-lane roadway section, with a center two-way-left-turn-lane. There are sidewalks along both sides of the roadway. The posted speed limit is 45 mph. There are traffic signals at Loop Road, Fireside Drive, Boundbrook, and Whipp Road. The Thoroughfare Plan for the City of Centerville, Ohio, and the Washington Township Thoroughfare Plan and Functional Classification both recommend SR 48 to be a Major Arterial Street.

As stated previously, Study Area A is predominately commercial, with some controlled access. Between Loop Road and Fireside Drive there are three driveways, and between Loop Road and North Village Drive there is a grass median, with an access road along the east side. The west side has no driveways, but there is a median opening for the Shadybrook Drive intersection, which forms a 'T' intersection. Between Boundbrook and Whipp Road there are three (3) commercial drives on the east side and five (5) on the west.

Access from Woodbourne Library needs to be improved. Better access is needed to existing traffic signals, such as a service road to the north behind Siebenthaler's Nursery and Greenhouse to Whipp Road, or south to North Village Drive. To the north, the Siebenthaler's Nursery and

Greenhouse goes back to the creek. To the south of the library, a small creek would need to be crossed; as a result, access could be obtained through a parking lot for the apartment complex.

*(Pedestrian facilities)* Study Area A contains both sidewalks and bus services. The sidewalks in Study Area A exist on Whipp Road, except on the northwest side from SR 48. Sidewalks in this area are incomplete and pedestrian connectivity could be improved. Washington Township is currently working with the Ohio Department of Transportation (ODOT) to install sidewalks on the east side of SR 48 north of Whipp Road. The City is also working towards installing additional streetscaping near the library. Provisions need to be made to accommodate bicycles by building bicycle paths and strategically locating additional bicycle racks.

## **6. Utilities**

*(Water)* Given that most of the Study Area is developed, public water is available in the existing right-of-way. For all properties in the Study Area, Static pressures, assuming ground elevations of 900 to 980 feet, should be in the range of 50-100 psi. Adequate fire flow should be available assuming the waterlines constructed off the mains are designed to meet the desired fire flow conditions.

*(Sanitary)* Sanitary sewer service is also provided throughout Study Area A as a result of existing development. The sewage is treated at the Western Regional Wastewater Treatment Plant.

*(Storm)* Study Area A is located in the Holes Creek watershed and, in general, drains east to west across SR 48.

## **7. Site and Building Configuration**

Study Area A is dominated by commercial uses, which call for a high level of visibility from the street and rely heavily on vehicular and pedestrian traffic and public viewing in terms of advertising. The closer and more oriented a private commercial use is to the sidewalk and street, the more visible and viable the area. These terms are similar for public institutions and offices, but are not as critical to their success as with commercial development.

*(Building and site categories)* There are five basic categories of site and building configuration found within most commercial areas:

- Side Yard Building: Buildings with one side yard, typically occupied by parking.
- Edge Yard Buildings: Buildings located toward the center of the site, with front, side, and rear yards.
- Front Yard Buildings: Buildings with yard space or parking at the front of the building.
- Rear Yard Buildings: Buildings with parking or yard space toward the rear of the building, typically with no side or front yard space.
- Specialty Buildings: Sites with multiple structures sometimes placed in a cluster or campus like arrangement.



The majority of the parcels in this Study Area have an edge yard with some side yard buildings. The edge yard building configuration creates easy access to parking areas for large commercial structures. Edge yard buildings also provide an optimal layout to create a clear traffic flow through oversized parking areas accompanying large commercial structures.

## **E. Development/Redevelopment Recommendations**

The following describes the overall concept for directing future change within the Study Area. It is based on the previous existing conditions analysis and the land use concept for the Community. An overall direction for the Study Area is described with specific recommendations for both the private and public realm. The private realm includes property under private ownership and typically adjacent to a major roadway. The public realm includes the area within the right of way and any other property under public ownership.

### **1. Focus**

Study Area A functions as a predominately commercial corridor with locally serving retail, civic, and office uses immediately adjacent to a stable residential neighborhood. The focus of development or redevelopment efforts within Study Area A is to enhance the relationship between the commercial corridor and the surrounding neighborhood. This includes an emphasis on neighborhood oriented uses, improved connectivity between these uses, and enhanced access management. Institutional uses remain a vital part of the corridor. The scale and intensity of development should compliment the adjacent neighborhood.

Summary of recommendations for Study Area A:

- Create a centralized neighborhood center (Subarea 4).
- Encourage neighborhood and community scale uses, not regional uses.
- Create distinct entryways to the Community and improve appearance along the right-of-way.
- Improve access across and along SR 48.

### **2. Private Realm**

#### **a. General Land Use**

*Typical Uses:* Neighborhood uses include the sale of convenience goods (foods, drugs, and sundries) and personal service (laundry, dry cleaning, barbering, and shoe repairing) for the immediate neighborhood. This also includes professional offices plus office support services.

Development Opportunities:

- **Subarea 1:** (North Corridor) Neighborhood retail uses (personal service, and neighborhood gathering places including bookstores and coffee shops, furnishings stores, specialty foods, and small professional offices), residential, office, and institutional uses. (*FAR .25-.35*) The subarea is currently

developed with single family homes backing SR 48, gaining access to SR 48 via Brookmount Road. There are also two religious institutional structures, office uses (converted from residential use), and commercial space located in the subarea. Intensity of redevelopment should be lower than that found in other subareas due to the predominance of residential and institutional structures. The practice of converting single-family structures to office use has created a number of individual curb cuts along the northern SR 48 corridor. Curb cuts should be consolidated during redevelopment, and sidewalks should be extended along the corridor to link transit stops and provide greater pedestrian circulation. The subarea serves as a gateway to the Community from the north along SR 48. Continued adherence to the Washington Township Streetscape Enhancement Guidelines for this area (SR 48) is recommended. Examples include placing new and existing utility poles and overhead wires underground, and replacing cobra head light fixtures with ornamental style lighting. Specific gateway recommendations for this subarea can be found in the Community Appearance Chapter of this Plan (see Volume 1: General Elements).

- **Subarea 2:** (Mid Corridor) Neighborhood retail uses (personal service, and neighborhood gathering places including bookstores and coffee shops, furnishings stores specialty foods, and small professional offices). (*FAR .30-.45*) Redevelopment of this subarea, including future building expansions, should be built closer to SR 48 and Whipp Road, with parking located to the rear or side of structures. An internal pedestrian and vehicular circulation system utilizing cross easements should be provided in place of the existing interconnected parking lots. Parking could then be shared among uses. Using a raised curb and a sidewalk on at least one side of this road could extend north from Whipp Road, past the Royal Swiss Village shopping center, and tie back into SR 48. As the subarea redevelops, a roadway framework would then be in place to site new structures with controlled access. This would also eliminate the need for the extensive number of curb cuts along Whipp Road and SR 48.
- **Subarea 3:** (East Corridor) Neighborhood retail uses (personal service, and neighborhood gathering places including bookstores and coffee shops, specialty foods, professional office, etc). (*FAR .30-.45*). Redevelopment of this subarea should allow buildings to be expanded or built forward, toward SR 48 with parking located to the rear or side yard. Primary structures should be a minimum of two stories. The north-south

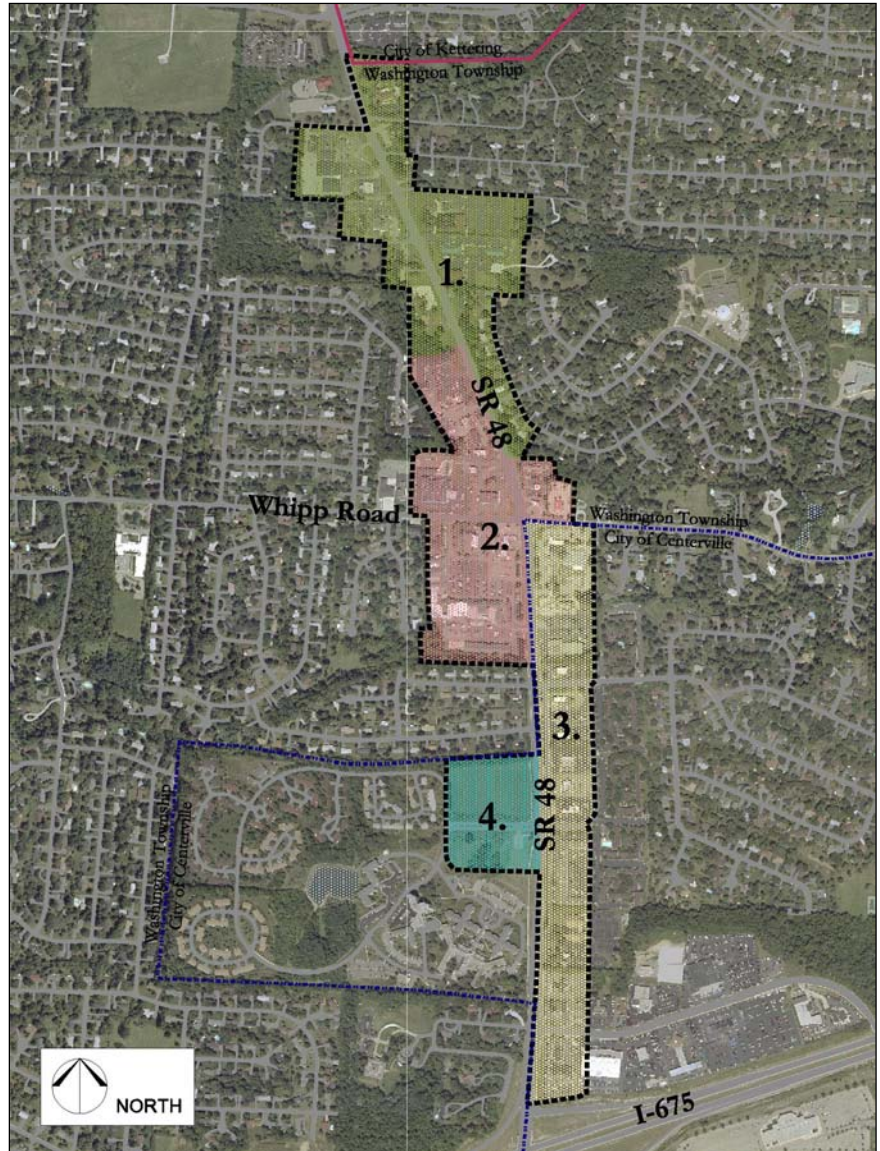
service drive south of North Village Drive should be extended north along the eastern edge of the library parcel up to East Whipp Road. Allow parallel parking and a sidewalk/pedestrian path on the west side of the service drive, and provide additional landscape buffering on the east side of the drive. A pedestrian link from the path should also be provided.

In conjunction with the service drive improvements, a neighborhood gateway/entry treatment should also be provided on North Village Drive at the edge of the Study Area to signal travelers that they are entering a residential area from the commercial district along Far Hills Avenue. This could take the form of a short, tapered landscaped median with appropriate signage identifying the neighborhood.

Uses within the block south of North Village Drive are served by a roadway parallel to and along the frontage of SR 48. As this Study Area redevelops, the need for this service road should be evaluated since a duplicate access drive exists at the rear of the existing parcels. This roadway extends the front yard setback and could be vacated and used for additional building area.

The Spanish Village is a unique, mixed-use, and multi-story building that is now occupied primarily by smaller office and retail uses. Although the form of the structure is appropriate (multi-level with parking in the rear), it is over 450 feet in length. Future redevelopment efforts should concentrate on breaking up the building mass by dividing the building and providing a pedestrian and vehicle access way between the buildings. This would allow better access to parking and tenant entrances in the rear.

- **Subarea 4:** (West Corridor) Professional office uses, including medical office and accessory retail (drug store, restaurant, etc.) to serve the Bethany Lutheran Village facility and the adjacent neighborhood (*FAR .45-.50*). This central subarea should function as a neighborhood center for the Study Area. Buildings should be built close to Bethany Village Drive and SR 48 with surface parking to the rear. The minimum height should be two stories. A small pedestrian and hard-scaped plaza could be located on the south side of Bethany Drive, west of SR 48 adjacent to the existing transit stop. In addition to other pedestrian amenities within the plaza, protected seating should be provided for transit users as well as convenient, designated parking as an incentive to use transit service. A pedestrian path should also be provided, directly linking this area to the Bethany Village complex.



Map A-4 Subareas Map

**b. Development Density/Intensity**

The intensity of development should respect the adjacent neighborhood with a maximum height of two stories for buildings adjacent to residential areas and the potential for three stories adjacent to the corridor and at major intersections. The floor area ratio, as stated earlier, should respect the neighborhood scale. Table 3.B illustrates the approximate square footage amount for each type of proposed land-use, and should be used as a target for redevelopment of the Study Area.

Based on the overall parcel square footage for this Study Area (4,270,099 square feet), 1,300,000 square feet (redevelopment target) would yield a Floor Area Ratio (FAR) of .30. The existing FAR, as was indicated in Table 3.A, is .19. As redevelopment occurs in the subareas, an increase in office, institutional and residential uses, with an overall decrease in retail square footage is appropriate. Specific land uses

appropriate for redevelopment are prescribed in the subarea section of this Chapter.

**Table 3.B: Distribution of Proposed Land Use**

Land Use Category	Total Floor Area	Percentage
	(Square Feet)	(%)
Retail	390,000	30.0
Office	455,000	35.0
Institutional	357,500	27.5
Residential	97,500	7.5
<b>Total</b>	<b>1,300,000</b>	<b>100.0</b>

### c. Architecture

Buildings should have a design and form that reflect the Community and would allow them to be occupied by various users over time, not be specialized and designed for a particular use. Architecture should incorporate durable, indigenous building materials (mostly stone and brick) finished in the same detail on all sides of the building. The first step in assuring this type of architecture is used is to incorporate specific architectural standards into the Township and City Codes.

Service areas should be designed and screened so as not to be visible from adjacent residential uses. Freestanding signs should be proportionate to the setback, speed, and roadway width.

### d. Parking

Surface parking lots should be designed with landscaped islands and separated pedestrian paths linking buildings with parking. Parking should be placed to the rear or side of primary buildings wherever possible.

### e. Circulation (pedestrian and vehicular)

Entrances should be linked to uses fronting the SR 48 corridor with sidewalk/bikeway extending along the corridor. Reinforcing pedestrian paths linking adjacent neighborhoods with appropriate signage and lighting would also help in creating better circulation.

Area sidewalks should connect with businesses, parking areas and residential neighborhoods in a consistent manner.

## 3. Public Realm

### a. Streetscape

Gateway and Entryway recommendations for SR 48 can be referenced in the Community Appearance Chapter of this Plan (see Volume 1: General Elements). Recommendations include providing a median, and placing vertical stone gateway elements at the entry of the Community. The Washington Township Streetscape Enhancement Guidelines for the “Primary Streetscape Corridor” should also be adhered to. Specific to this Study Area are recommendations regarding boulevard treatments such as replacing cobra head light fixtures with

ornamental style lighting and banners, considering burying utility lines in redevelopment, and replace wooden utility poles. Walkway treatments such as placement of street trees and sidewalks, and implementing design standards along the corridor are also important.

Create gateway/entryway features to other residential neighborhoods along the corridor to distinguish the retail corridor from the neighborhood, similar to treatment recommended for SR 48.

**b. Landscape**

Increase the amount of permeable surface and landscape material within surface parking areas and screen parking lot perimeters with plant materials or durable wall/fence material where space is not available. Utilize plant material or masonry/wood screening to conceal service and loading areas.

The topography in Study Area A is flat, with the exception of a hill on SR 48 from Fireside Drive to Loop Road. This hill could be used to help define the area and reestablish an identity to the Study Area. It is important to protect existing stands of vegetation and replant new areas to provide diversity and stability to the landscape. This also aids in defining the geographic area to residents and visitors creating a sense of place.

**c. Transit**

Provide amenities for transit riders at transit stops, including seating and retail services as well as convenient parking. Transit stops and their improvements should be reviewed with the Miami Valley Regional Transit Authority (MVRTA). The Washington Township Streetscape Enhancement Guidelines for the “Primary Streetscape Corridor” include incorporating sidewalks and bus stops that have more separation from vehicular traffic.

**d. Zoning**

Many of the recommendations for this Study Area are not permitted under the existing zoning code for either Washington Township or the City of Centerville. Rather than make wholesale revisions to the codes to accommodate the unique characteristics of this particular area, it is possible to establish overlay districts that incorporate specific development standards while retaining existing, permitted uses. The overlay district would apply to the entire corridor, and would contain guidelines for developing vacant as well as developed sites.

**F. Fiscal and Market Implications**

The recommendations outlined above call for the Study Area uses to remain as a combination of commercial and office, with residential uses where there is currently like uses. The fiscal implication and market condition section focus on the commercial and office markets.

## 1. Fiscal Implications

The fiscal impact of development along the SR 48 corridor depends on the jurisdiction in which the development is located. Office development should be located primarily within the City (i.e. the Bethany Village site adjacent to Subarea 4, and the Spanish Village area), which stands to benefit the most fiscally. Overall, redevelopment and full occupancy of the area will enhance property values the most, especially since this area functions as a major gateway to the Community.

Although important to the City, increased property values benefit the Township more fiscally than the City. By enhancing the environment for retailers, there are more opportunities for retaining and upgrading the merchandise mix. This would have a positive impact on property values and wages throughout the Study Area, particularly the Township.

## 2. Market Conditions

This Study Area has seen higher than average turnover and generally declining overall retail mix. Some centers such as Swiss Village, Washington Square, and Lamplighter Square have generally retained occupancy. Automotive dealerships have also performed well. However, higher-end retailers favor the newer retail centers and nodes over strip retail locations such as found in this Study Area. SR 48 could capture a larger share of the growing locally-generated demand for home furnishings, hardware, and other goods that compliment existing uses but also create a special home furnishing identity marketing niche. The Study Area might also be marketed to residents of the growing residential areas south of Dayton, where there is demand for home furnishings that accompanies home construction. With the large and growing senior community at Bethany Village, a possible client base for small office tenants including healthcare uses exists.

A marketing plan or strategy should be performed on the SR 48 corridor. A marketing plan would include a merchandising strategy for existing landlords and tenants, an outreach/advertising plan, merchant association, and identity elements. Additional analysis may be helpful to identify the most appropriate retail mix and specific tenants.

As stated earlier in the existing conditions section, the two communities should expect absorption of 8,000 to 10,000 square feet total of office space between them each year (on average) through 2008. Efforts to increase demand for space in the area with these projections might require a broad-based outreach marketing effort to attract targeted businesses to the Dayton area, and specifically to Centerville-Washington Township.

OUR COMMUNITY

#### 4. Study Area B

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## 4. Study Area B

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View from the south, overlooking Study Area B

### **A. Overview**

*(Regional and Community setting)* Study Area B lies at the far northeastern edge of the Community adjacent to the I-675/Wilmington Pike interchange. The position of the Study Area along the southern side of I-675 makes it an integral part of a major east/west business and commercial corridor. The area is also part of a highly utilized traffic corridor running north/south along Wilmington Pike connecting to Study Area B. The Study Area is zoned B-PD and I-PD, and is currently being used for agricultural purposes. The current landowner, Miami Valley Hospital, has plans for developing the site into a large, multi-parcel medical office campus.

*(Type of area)* The 102-acre Study Area has many potential characteristics of an infill site. An infill site is typically undeveloped, and lies at the edge of an urbanized area or community. It may or may not be served by utilities. The Study Area is currently prime for development, with the necessary infrastructure in place. The site is one of the few remaining large vacant parcels in the City, and therefore, has significant long-term value for the Community.

Study Area B is analyzed in four sections; study area limits, development conditions, existing development, and development recommendations.

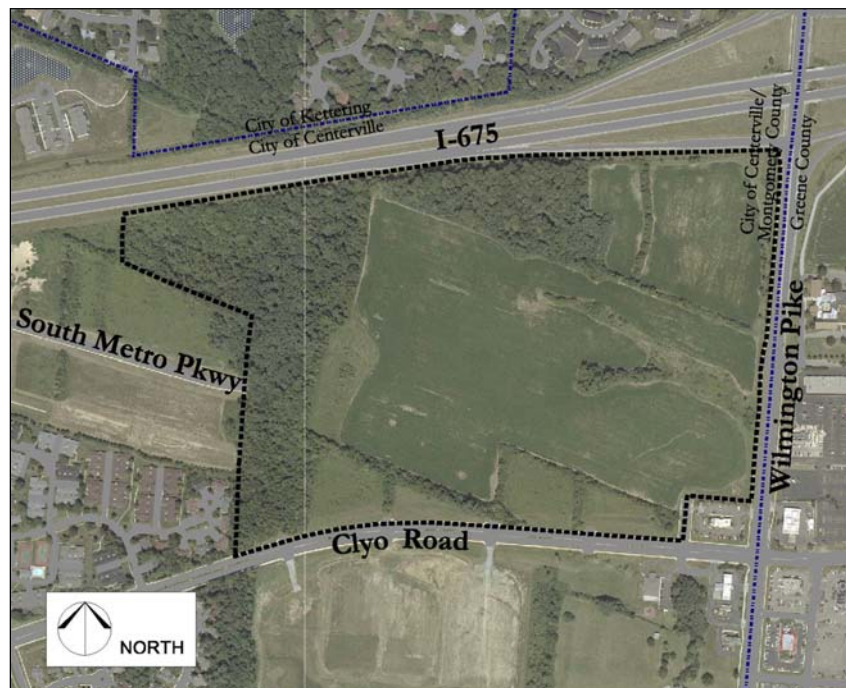
## B. Study Area Limits

Note: There are other descriptive names for the other study areas. These include:

*Greenfield Sites (Study Area I)*  
*Auto Oriented Suburban Retail Center (Located within Areas A and C)*  
*Strip Commercial (Located within Study Areas A and C)*  
*Main Streets (Study Area D)*  
*Multiple-Use Commercial District (Study Areas A and C)*

*(Description of Study Area location within the Community)* Study Area B is located in the southwestern quadrant of the I-675/Wilmington Pike interchange. The Study Area is also part of a larger business and commercial corridor that extends westward through the Community along I-675.

*(Description of Study Area boundary)* The boundaries of Study Area B are defined by the bordering roadways. The border to the north is I-675, to the east Wilmington Pike, and to the south Cloy Road. A tract of woodlands generally forms the western boundary (Map B-1).



Map B-1: Study Area Limits

## C. Development Conditions

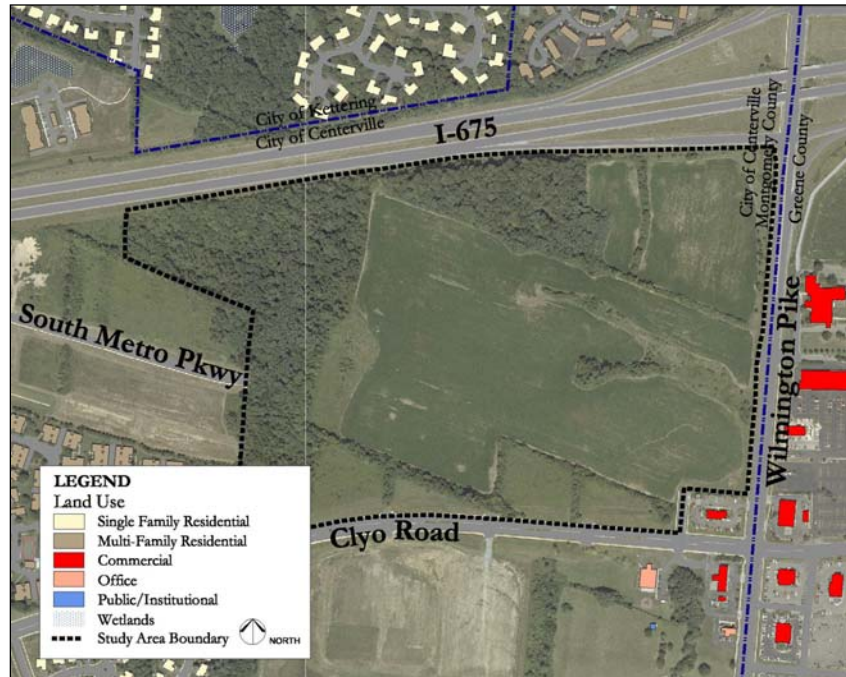
### Summary of Key Findings:

- Study Area B is under single ownership and prime for development with the necessary zoning and infrastructure in place to allow a major medical campus/office development.
- The 102-acre Study Area is undeveloped and contains one of the largest remaining woodland stands in the Community.
- Adjacent land uses include residential, light industrial, commercial, and institutional (Map B-2).
- The approved master plan for the site includes retail and office uses.
- The development of a medical campus would significantly increase the amount of traffic on Cloy and Wilmington Pike.

## D. Existing Development

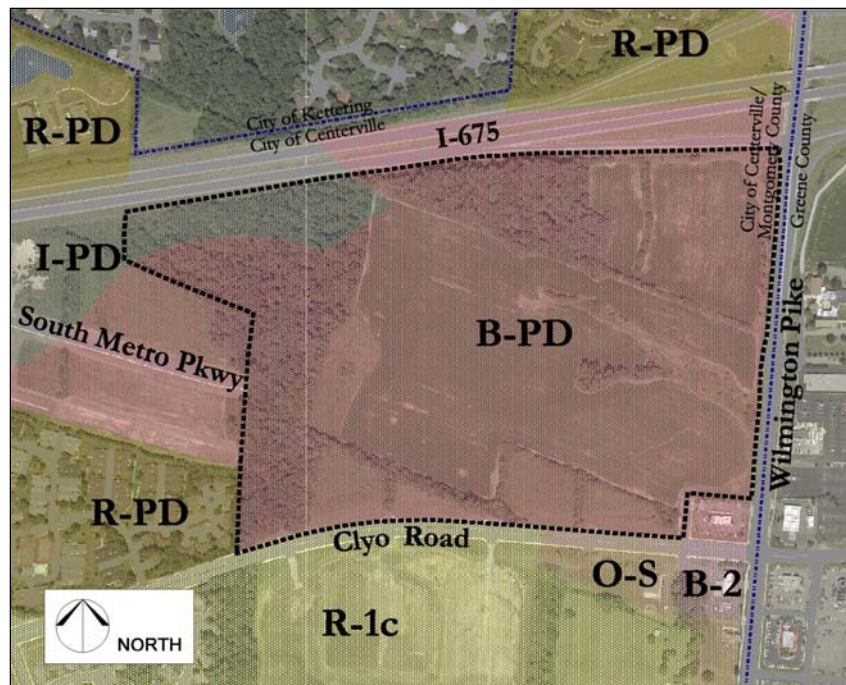
### 1. Land Use and Zoning

*(General land-use and adjacent land-use)* According to the zoning code, the B-PD district “is designed to permit greater flexibility, and consequently, more creative and imaginative design for the development of business areas than is generally possible under conventional zoning regulations. It is further intended to promote more economical and efficient uses of larger tracts of land.” The district requires a development plan to be submitted, but does not include development standards that establish the form that development should take or how the development should incorporate the natural characteristics of the site. The district also permits a wide variety of commercial uses and restricts overall height to 45 feet. Setback provisions in B-PD districts create large side and front yards, and allows for only 50 percent of the land parcel to be developed.



Map B-2: Existing Land Use

Land uses located outside the Study Area but within the larger vicinity include a variety of uses. The area directly east of the Study Area, on the opposite side of Wilmington Pike, is primarily commercial. The area to the south is zoned for single family residential, and is occupied by a large church facility with some commercial uses at the intersection of Clyo Road and Wilmington Pike (Map B-3). To the southwest is a multi-family residential community, and directly west of the woodlands is an existing business and warehouse park with an access road abutting the Study Area. The approved development plan for the Study Area shows a connection to this access road linking the two sites.



Map B-3: Existing Zoning

## 2. Market Considerations

*(Office, retail, and residential market)* According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton region. The results of the Community-wide market studies are as follows:

- The expected office tenant market absorption is 8,000-10,000 square feet of office space on average through 2008.
- There will be an increasing locally generated demand of 200,000 square feet of retail space over the next several years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. Demand will also increase for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.
- The Community can expect 470 to 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of this market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, traditional neighborhood housing, single family homes (with space for home occupations), golf course housing, and patio homes.

The Study Area has the potential to accommodate a large share of the Community's market potential upon development because of its proximity to the I-675 interchange and location along a major arterial network.

### **3. Visual Character**

*(Landscaping, streetscape, building setback, parking, and, visual character)* Approaching the Study Area from the east on I-675 is the first impression many have of the Community. Looking west, the view is mostly open, and framed by a series of tree rows resulting from fencing that crossed the site and defined several smaller parcels in the past. Looking east, the view is filtered by the extensive woodland in the northwest corner of the site. The woodland also forms a visual buffer from I-675 and the business and warehouse park to the west. The site's elevation gradually rises to the west from the intersection of Clys Road with Wilmington Pike, further enhancing the site's visibility.

### **4. Natural Features**

*(Topography, vegetation, watercourses, and ponds)* The natural features in Study Area B offer visual reprieve from the urban landscape. Natural features are often viewed as a hindrance to development, but they can be incorporated into a site's overall design and improve the aesthetic and land values in the surrounding region. Study Area B is unique because it contains a large woodland area totaling approximately 32 acres. This woodland should be protected and incorporated into future development. There are no major watercourses in the area other than the pre-existing drainage swales.

### **5. Vehicular/Pedestrian Circulation and Parking**

*(Traffic conditions)* Study Area B is in the northeast corner of the Community, directly south of I-675, west of Wilmington Pike, and north of Clys Road.

Wilmington Pike on the east side of Study Area B is a curbed five (5) lane divided roadway, with a full interchange to I-675. The Thoroughfare Plan for the City of Centerville classifies Wilmington Pike as a Major Arterial Street. The posted speed limit is 45 mph, and is fully access controlled, with a fourteen-foot (14') concrete median. The median is full-width for approximately 600 feet south of I-675, before it begins to taper for a southbound left-turn lane. The stark concrete median presents an opportunity for landscaping and gateway improvements.

The first median break is approximately 920 feet south of the eastbound freeway ramp, and at the east side with the combined rear service road to the Sugar Creek Plaza Shopping Center and the Hope United Methodist Church. On the west side of Wilmington is a 36' driveway, stubbed into Study Area B.

Clys Road on the south side of Study Area B is also a curbed five (5) lane divided roadway. The Thoroughfare Plan for the City of Centerville, Ohio shows Clys Road to be a Major Arterial Street. The posted speed limit is 35 mph, and is access controlled. Stubbed access points to Study Area B already exist at the median breaks.

The approved development plan and its commercial orientation, especially the amount of office space, will place a heavy burden on peak travel in the area. Clys Road and Wilmington Pike form the first major intersection from I-675, and like most of these intersections, it will receive the majority of the traffic flowing through the area.

*(Pedestrian facilities)* Study Area B contains sidewalks with moderate buffers along Clys Road and Wilmington Pike. With the development of a medical campus, significant improvements will be needed to support additional pedestrian traffic. Provisions will need to be made to accommodate bicycles by building bike paths and strategically locating bicycle racks.

## **6. Utilities**

*(Water)* Although the site within Study Area B is not developed, public water is available in the existing right-of-way along Clys Road to the south and Wilmington Pike to the east. Static pressures in the Study Area, assuming ground elevations ranging from 960 to 1,000 feet, should be between 45 and 70 psi. Adequate fire flow should be available due to the close proximity of the Bigger Road elevated storage tank, assuming the waterlines constructed off the main lines are designed to meet the desired fire flow conditions.

*(Sanitary)* Existing sanitary sewer service is provided within the western right-of-way of Wilmington Pike and at the southwestern corner of the Study Area. These sanitary sewers eventually discharge into the Greene County collection system.

*(Storm)* Runoff from the site generally drains from the northwest to the southeast. A review of flood insurance mapping indicates that the Area is classified as Zone C, or “areas of minimal flooding.” The southwest area of the site drains into an unnamed tributary to the Whites Corner Tributary.

*(Oil and gas)* The USGS mapping for Study Area B indicates that an underground oil or gas line traverses across the northeast corner of the property. The Oil and Gas Producers Protection Service and Ohio Utility Protection Service were contacted to determine the owner of the facilities and its status, either active or abandoned. Neither service had a record of oil or gas utilities within the Study Area limits.

## **7. Site and Building Configuration**

The site contains no buildings or structures at this time. The site has good access to both Clys Road and Wilmington Pike. I-675 cuts the site off to the north, and an existing light industrial park exists to the west. Though presently used for agricultural purposes, the site is currently zoned B-PD for planned business development and some I-PD in the northwest corner. Businesses depend on connections between private and public realm (right-of-way) for connection and visibility. This site is highly visible from the freeway right-of-way, and also has visibility from Clys Road and Wilmington Pike. The site is vacant of buildings but has access stub streets connecting the site to the south (Clys Road) and the east (Wilmington Pike).

Sidewalks exist along the frontage of the property as well. There are breaks in the median on Clyo Road where stub streets access this property.

## **E. Development Recommendations**

The following describes the overall concept for directing future change within the study area. It is based on the previous existing conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the private and public realm. The private realm includes property under private ownership and typically adjacent to a major roadway. The public realm includes the area within the right-of-way and any other property under public ownership.

### **1. Focus**

This is one of the most important sites remaining in the Community. How this site is developed will have significant impact on the Community financially. The focus of development potential within Study Area B is to assure that fiscally viable uses are accommodated, capitalizing on significant views from the freeway to create an image or sense of place for the Community (prominent gateway), while preserving and integrating natural features existing on-site.

Two of the goals created at the outset of the Community planning process were to protect open areas and to improve the economic health of the Community. Development on this site will potentially have a substantial impact in terms of economic benefit to the Community based on site location, access, and visibility. The site can also increase the sense of community by capitalizing on the high visibility location to create a gateway and community identifier. The Study Area would function most efficiently as a predominately self-contained site, with access to external arterial roadways and an adjacent freeway system, but with minimal direct external connectivity to other land-use. The study area is located at a major intersection off the freeway, and has significant natural features on site (wooded areas). Surrounding land-use include residential, commercial, light industrial, and institutional uses.

Summary of recommendations for Study Area B:

- Encourage uses that will have a positive impact on local businesses and institutions, such as office, a conferencing facility or hotel, and de-emphasize auto-oriented commercial and retail uses.
- Take advantage of freeway visibility by creating a community identifier and maintaining the site as a gateway to the Community.
- Allow flexibility in zoning to permit parking structures on site, to minimize surface parking and create more development potential.
- Focus building massing around a central public gathering place (plaza or square). Create contemporary pedestrian friendly development, with clustered development fronting common areas.
- Preserve natural wooded features.

- Create an edge/buffer for existing residential area to the west.
- Integrate walkway/bicycle path into wooded area for residents and employees to use. Connect pedestrian and bicycle systems to and from the site.
- Provide for traffic calming that will minimize cut-thru traffic from South Metro Parkway.
- Create a boulevard effect on entrance roads from Clyo Road and/or Wilmington Pike to stress one major entrance, creating a vista into the site, and serving as a transition for adjacent land-use.
- Focus commercial and retail uses towards the intersection with direct arterial frontage, and extend/continue the residential land-use pattern along Clyo Road from the west.
- Distribution/warehouse uses should be focused towards the western portion of the site connecting with the future road alignment and minimizing visibility from the freeway.

## 2. Private Realm

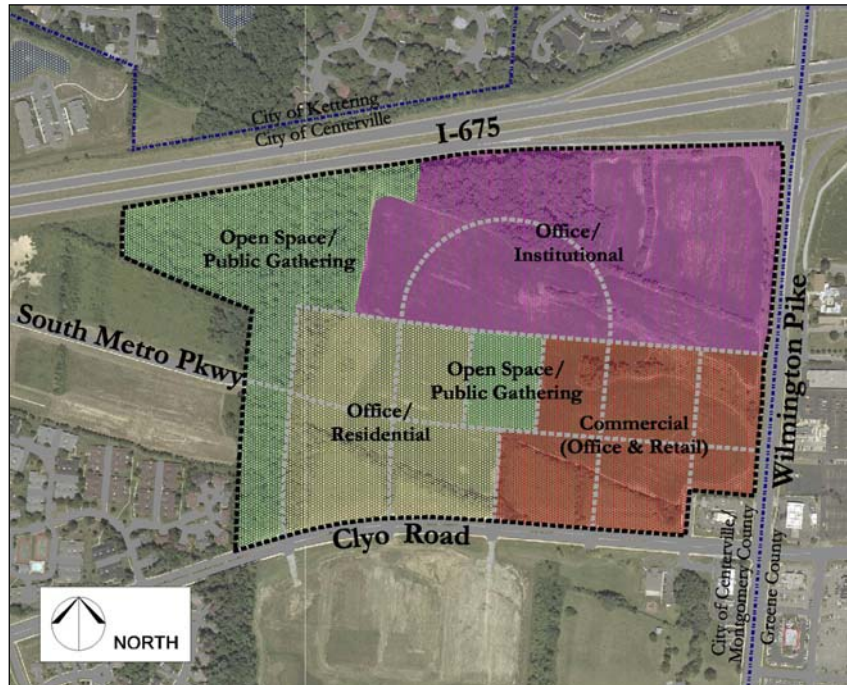
### a. General Land Use

Study Area B is under single ownership and prime for development with the necessary zoning and infrastructure in place to allow a major medical/ office development with retail uses. Current land-use is agricultural and wooded areas. Adjacent land-use includes residential, light industrial, commercial, and public/institutional. Commercial intensity of use to the east is particularly high. There is a stub connector street at the west property line, and a fast-food restaurant just outside of the southeast corner of the Study Area, with a stub street (Miami Valley Drive) constructed behind it for access to this site.

Development Opportunities: A development of mixed-uses, with consolidated parking to support multiple buildings, clustered around common open areas is recommended as the primary development direction for this site. Commercial and retail uses can be concentrated with direct frontage to Wilmington Pike and Clyo Road, although access should be internal to the site (reduce curb-cuts). Access management will be critical at this corner site location.

Uses: The central and northern portions of the site would be suitable for office and business uses with supporting retail (sit-down restaurants, dry cleaning, and day care), or hotel or corporate conferencing facility taking advantage of freeway access and natural features on the site. Distribution/warehouse, office, institutional, and research & development type uses are also appropriate for this Study Area. Residential uses along Clyo Road extending from the west and residential or office clustered in the northwest corner of the site could take advantage of the wooded portion of the Study Area. Retail/commercial uses located on the periphery of the site with frontage on existing arterials, or on the first floor of office facilities are appropriate.





Map B-4 – Proposed Land Use and Circulation Diagram

**b. Development Density/Intensity**

This is a large site that needs to be used efficiently. Community planning goals and principles indicate interest in creating mixed-use environments with greater intensity of use in a high-quality pedestrian-friendly environment. Recommendations for Study Area B include allowing higher intensity of use and greater height flexibility at the center or core of the site. This will emphasize the site as a gateway, and reduce the view of rooftops and mechanical systems seen from the freeway. Retail/commercial uses incorporated on the site should be arranged at the periphery of the Study Area and/or on the first floor of buildings to the interior of the site. The site should not be split into individual parcels having a variety of incompatible uses.

**Table 4.A: Development Intensity – Proposed FAR**

Land Use Category	Gross Acres	Net Acres	Floor/Area Ratio	Yield (Square Feet)
Non-Residential	63	54	0.50 – 0.55	999,700 – 1,099,700
Residential	16	14	0.35 – 0.45	181,400 – 233,300
Open Space	23	23	n/a	n/a
<b>Total</b>	102	91		1,181,100 – 1,333,000

*Note: Right-of-way for access roads is excluded in net acreage counts (overall acreage for the Study Area is approximately 102 acres).*

*Yield is based on an FAR range of .50-.55 and excludes 15% of net land-use acreage for ROW.*

Floor Area Ratio, or FAR, is the ratio of total floor area to total site area and is a common measure of land use intensity.

Gross residential density of 6 units/acre is appropriate, with net density of 9-12 units/acre appropriate only if significant wooded/open areas are incorporated into development.

Study Area B is one of the few remaining large undeveloped parcels in the Community that has excellent freeway access and visibility. Uses on this site are envisioned as being multi-story with shared parking structures to reduce the amount of surface parking, thus creating a higher overall Floor Area Ratio (FAR). A non-residential FAR range of .50-.55 is applied to this site creating a yield of between 1.0 and 1.1 million square feet of non-residential use (Table 4.A), the majority of which should be uses associated with producing higher income tax revenue for the Community, with a lesser emphasis on retail uses. Residential uses in this Study Area are envisioned as supporting residential units for the office environment.

**Table 4.B: Development Intensity (FAR from Study Area C for Comparison)**

Land Use Category	Gross Acres	Net Acres	Floor/Area Ratio	Yield (Square Feet)
Non Residential	63	54	0.17	339,900
Residential	16	14	0.28	145,100
Open Space	23	23	n/a	n/a
<b>Total</b>	102	91		485,000

*Note: Right of way for access roads are excluded in net acreage counts (overall acreage for the Study Area is approximately 102 acres). Yield is based on an FAR of .17 (non residential) and .28 (residential) and excludes 15% of land-use acreage for ROW.*

Table 4.B illustrates the residential and non-residential square footage yield on this site using FAR of development patterns presently found along SR 725 in Study Area C (average FAR is .15). Study Area C is used as an example for comparison purposes. Study Area C is comprised of predominately one-story buildings spread out over a similar size land area. Both sites have freeway access (high visibility, similar uses recommended such as hotel, office, and retail). Because Study Area C has a greater proportion of retail to office than Study Area B, the FAR calculation for Study Area C is significantly lower. This comparison illustrates the potential square footage yield difference between the two Floor Area Ratios.

Table 4.C illustrates the proposed square footage yield for various land- use, using a higher FAR for the site (.50-.55). Office, retail, and institutional (commercial) comprise the non-residential uses indicated on Map B-4. Institutional (commercial) uses would include hotels, conferencing, and campus-type facilities.

Table 4.C: Proposed Land Use

Proposed Land Use	Acres	Percentage	Yield (sq. ft.)
Office	35	38.5	648,000 - 712,800
Retail	5	5.5	92,500 - 101,800
Institutional (commercial)	14	15.4	259,200 - 285,100
Residential	14	15.4	Not Applicable
Open Space	23	25.2	Not Applicable

*Note: Right-of-way for access roads are excluded in acreage counts (overall acreage for the Study Area is approximately 102 acres).*

*Yield is based on an FAR range of .50-.55 and excludes 15% of land-use acreage for ROW.*

### c. Architecture

Architecture should incorporate durable, indigenous building materials (mostly stone and brick) finished in the same detail on all sides of the building. Architecture is an important element on this highly visible site in terms of transforming the Study Area into a recognizable destination for the Community. Specific architectural design standards should be developed for this site. Architecture shall be consistent with uniform standards and features developed by the Community Plan. Service courts should be screened from residential uses to the west using architectural elements from the building. Freestanding signs should be proportionate to the setback, speed, and roadway width. Wall signs should be planned into a building's architecture (scale, setback, and landscaping). Gateway recommendations from the Community Appearance Chapter (see Volume 1: General Elements) should be adhered to for this site.

### d. Parking

There is currently no parking on the site, as the site is used for agricultural purposes and is undeveloped. Because this site has a grade change from the freeway, views from the freeway should be taken into consideration in terms of parking and building layout. Expanses of surface parking and low-rise buildings will detract from the site's potential as a visual gateway to the Community. Parking should be consolidated, incorporating shared parking techniques with office and retail/commercial uses. Parking structures should be encouraged on site, possibly taking advantage of any grade change from the freeway. Parking structures can also be incorporated into office or hotel architecture. On street parking is encouraged on the internal road network. Typically, office uses are designed with a supporting parking ratio of 4:1,000 square feet. If on street parking, shared parking, and a structured parking facility are implemented in Study Area B, a ratio of 3:1,000 square feet should suffice. Any increased presence of retail uses will place greater demands on parking needs of the Study Area.

### e. Circulation (pedestrian and vehicular)

There is currently no existing traffic on site, as the Study Area is being used for agricultural purposes. There is a stub street directly to the

west, South Metro Parkway, which is currently in an area designated for light industrial uses. Circulation design patterns should focus on internal movement and connectivity within the site, with focused external connectivity at a few key areas. Multiple curb cuts on adjacent out-parcels should be avoided. There are currently seven curb cuts to the site, two off of Wilmington Pike and five off of Clyo Road, one being a shared access point with the commercial site to the southeast. The site could be arranged with existing curb cuts and site configuration in a rational, grid type pattern and encourage greater pedestrian activity (Map B-4).

The potential exists for a major through road connecting between the commercial site to the west and Wilmington Pike. If an east/west road is connected from South Metro Parkway to Wilmington Pike, the level and intensity of potential traffic should be minimized. Traffic calming techniques should be implemented to mitigate traffic impacts of using the connector to bypass the Clyo Road/Wilmington Pike intersection. A central plaza or square could be used to create a centerpiece for pedestrian friendly development and to minimize through traffic. The site should encourage internal pedestrian circulation, while incorporating natural features and open space.

Traffic implications of uses on this site will need to be studied carefully, as Clyo Road and Wilmington Pike are already experiencing congestion problems. Streets, parking areas, and driveways should connect in a way so as to efficiently move traffic within the site.

### **3. Public Realm**

#### **a. Streetscape**

The subject site falls within the jurisdiction of the City of Centerville. The intersection of Clyo Road and Wilmington Pike is a prominent location near freeway access. There are minor boulevard treatments along Clyo Road, with breaks where curb cuts are located for future development on the north and south.

A boulevard/main entryway from Clyo Road and/or Wilmington Pike leading to a central open area in the center of the subarea could create the opportunity to provide a vista into the site.

#### **b. Landscape**

Landscaping can be an important tool to unify an area aesthetically, particularly if there are multiple users or property owners. Placing street trees in the public right-of-way is one technique to soften the street and sidewalk edge of the subarea and create a positive pedestrian environment. The site is surrounded on three sides by intense thoroughfares (freeway and major arterials). Sidewalks presently exist on the south and west sides of the sub-area.

#### **c. Transit**

This site offers an excellent opportunity to provide a transit stop or facility that would serve the development and the Community. The mix

of uses at a greater intensity could provide an environment to make transit viable for employees and residents. The site is located at a prominent location in the region and the Miami Valley Regional Transit Authority should be consulted with any future plans involving this site.

#### d. Biking/Hiking

A biking/walking path could be used in conjunction with the wooded area on the western portion of this site. This could serve to provide employees and residents of the area as well as the larger Community with a place to recreate. Where possible internal biking/walking paths should be connected with external pedestrian systems.

#### e. Open space

It should be a priority to provide open space with development on this site, as this is an undeveloped site with an abundance of natural amenities. By clustering development, open areas could be an integral part of future plans for this property. On-site retention ponds can be designed to contribute to the open setting. This Study Area is an infill site that is currently zoned but has not been developed. Amenities such as major tree stands and open areas should be retained. These items can be incorporated into the overall design and master plan for the site.

Significant wooded areas should be dedicated to the City of Centerville for public use and enjoyment. This could be accomplished by allowing higher density and/or lessen height restrictions on certain uses towards the center of the site in exchange for the preservation of natural wooded areas to the north and west.

#### f. Zoning

Many of the recommendations for this Study Area are not permitted under the existing zoning code of the City of Centerville, particularly recommendations pertaining to increased height, greater intensity and density, and structured parking. This large site could be re-zoned with revised development standards incorporating supplementing standards found in a planned district, or an overlay on the site could be immediately enacted that would have guidelines for developing the undeveloped site in conformance with the recommendations of the Community Plan.

## F. Fiscal and Market Implications

### 1. Fiscal Implications

It is in the City's interest to attract high-paying jobs and this Study Area provides a long-term opportunity to be a major employment center. Uses for this prominent site should be encouraged to be those that are major revenue producing uses for the Community. Uses that burden public resources should be avoided. This location provides an opportunity for increasing and diversifying the City's job base if office uses are emphasized over retail uses.



Existing tree location in Study Area B

## **2. Market Conditions**

Uses at this location should take advantage of prominent visibility from the freeway and accessibility from Clyo Road and Wilmington Pike. The saturated retail market has been a concern of the Community. High-end offices can be incorporated into a pedestrian-friendly setting. As detailed in this section, there are a number of appropriate uses suitable for this large site (residential, office, light industrial, commercial, research and development, and conferencing facilities); the key will be placement of these uses in terms of visibility (gateway) and interaction with one another and the surrounding arterial network.

As stated earlier in the existing conditions section, the Community should expect absorption of 8,000 to 10,000 square feet total of office space each year (on average) through 2008 without any effort to induce the market. It is obvious that the capacity of the Community to absorb added development far exceeds the short-term demand for office space. This area, like several other Study Areas, should be thought of in terms of having a long-term development potential. Efforts to increase or induce the demand for office use in the area would require a deliberate marketing effort, first to attract targeted users to the Dayton area, and specifically to Centerville-Washington Township and may require incentives (such as tax abatements) that specifically reward companies for job creation and high wages, based on a sliding scale.

OUR COMMUNITY

5. Study Area C

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## 5. Study Area C

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### A. Overview

*(Regional and Community setting)* Study Area C lies at the far western edge of the Community adjacent to the I-675 and SR 725 interchange. The Study Area lies within approximately one mile of the 1.3 million square foot Dayton Mall and is situated within one of the most visible and highly accessible commercial areas in the Community. Interstate 675 bypasses the eastern edge of the Dayton region and links I-70 with I-75. SR 725 is a major east-west arterial extending through the Community's central business district. Yankee Street and McEwen Road both function as major north-south arterials intersecting SR 725 at the western and eastern ends of the Study Area respectively. Lyons Road, another major arterial traversing the Study Area intersects with SR 725 midpoint between the Yankee Street and McEwen Road intersections. Unlike other commercial areas in the Community, (e.g. Study Area D) this area is very similar in appearance to other interchange locations throughout the region and reflects very little of what is unique about the Township and the City.

*(Type of area)* The Study Area and much of the surrounding area in Washington Township have many characteristics of a multiple-use commercial district. A multiple-use commercial district includes several of the same uses as a mixed-use district: retail, office, and residential. Unlike a mixed-use area where uses are fully integrated vertically and horizontally, each use in a multiple-use commercial district is located on an individual



Study Area C looking north



Study Area C looking north and east



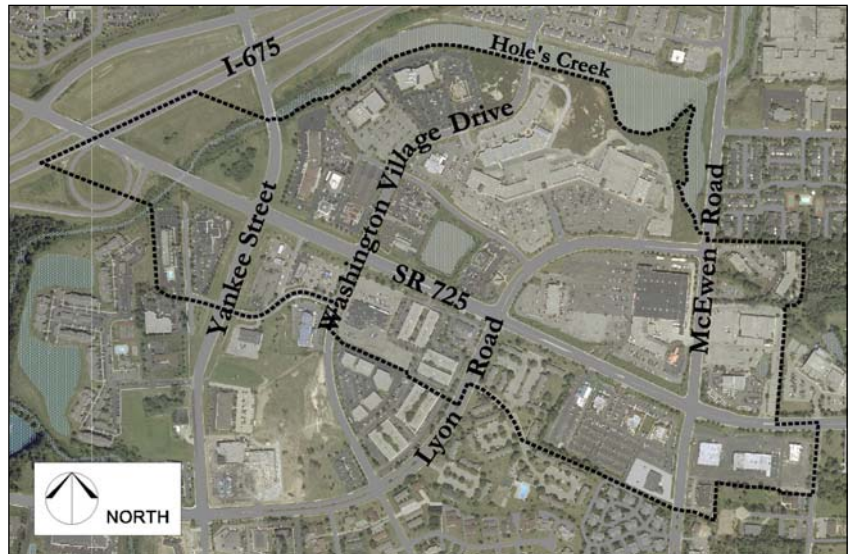
parcel with separate, dedicated parking and access. Vehicular circulation takes priority over other forms of transportation (e.g. mass transit, pedestrian, bicycling, etc.) and is accompanied by a significant investment in roadway infrastructure. The development intensity (or floor area ratio) is typically low with extensive, highly visible surface parking consuming most of a typical site. Buildings are designed for one specific use and located toward the center or rear of each site away from the street, and are accompanied by extensive setbacks and yard space. Often, these areas are isolated from adjacent residential neighborhoods with very few vehicular or pedestrian connections.

**B. Study Area Limits**

*(Description of Study Area location within the Community)* Study Area C straddles both sides of SR 725 and is situated directly east of the I-675 interchange with SR 725. The Study Area is part of a much larger commercial corridor that extends eastward along SR 725 through the Community and is situated entirely within Washington Township (Map C-1).

Note: There are other descriptive names for each of the other study areas. These include:

- Greenfield Sites (Study Area I)*
- Auto Oriented Suburban Retail Center (Located within Study Areas A and C)*
- Strip Commercial (Located within Study Areas A and C)*
- Main Streets (Study Area D)*
- Multiple-Use Commercial District (Study Areas A and C)*



Map C-1: Study Area Limits

*(Description of Study Area boundary)* Study Area C is generally defined by the rear property lines of parcels fronting SR 725. Along the 725 Corridor, the boundary extends from Lyons Road to Drexel Park Lane. Yanks Court and Cambridge Station Road generally form the southern boundary. The western limit is the I-675 right-of-way, and the eastern limit extends to one parcel depth beyond McEwen Road on the north side of SR 725 and Garnet Drive on the south side.

## C. Development/Redevelopment Conditions

### Summary of Key Findings:

Note: The following analysis does not include the approximate 42-acre site that Washington Park Plaza Shopping Center is located on.

- The 101-acre Study Area includes 41 separate parcels with an average parcel size of 2.5 acres.
- Commercial and office zones within the Study Area do not permit residential uses and require residential uses to be buffered by significant setbacks from adjacent retail and office uses, with the exception of the Special Use (SU) District.
- Over 63 percent of the total floor area is occupied by retail, followed by office with 19 percent and residential with 9 percent. Vacant space accounts for 8 percent of the total floor area.
- The average floor area ratio or FAR is .15, with retail having the lowest FAR and residential having the highest FAR. A typical FAR for suburban non-residential uses is .23.
- Parking provisions within the zoning code specify more parking than is required by industry (Institute of Traffic Engineers) standards. The amount of parking provided, particularly for restaurant uses, averages over 50 percent higher than required by code.
- SR 725 has been expanded through the Study Area into a major, five lane arterial with corresponding increase in traffic volumes of 53 percent over the past 30 years.
- The segment of Yankee Street south of SR 725 is operating at a Level of Service E (LOS), which is below the acceptable level of D.
- The Yankee Street/ SR 725 intersection has the highest number of reported crashes for intersections within the study area and is one of the highest in the Community.
- A majority of the sites within the Study Area were developed with “edge yard” buildings, where single-use buildings are located in the center of the site with front, side and rear yards occupied by parking or service access and poor orientation to the street.
- Most of the buildings within the Study Area appear to have been built between 1970 and the mid 1990’s.
- Wide street cross sections combined with low-rise building profiles and deep setbacks contribute to a lack of visual cohesion.

## D. Existing Development

### 1. Land Use and Zoning

*(General land-use and adjacent land-use)* Most of the commercial uses within the Study Area are retail uses dependent on the I-675 interchange. This includes restaurants, auto sales and service, and convenience and general merchandising stores. Professional offices and multi-family residential make up a smaller component. These retail uses, as mentioned

earlier, typically require a location that is highly visible with convenient access by auto. Because parking is provided on the surface without the availability of structured or on-street parking, the development intensity is also low. Map C-2 illustrates the land use in Area C.



Map C-2: Existing Land Use

The site is directly adjacent to I-675. The primary commercial user within the Study Area is the Washington Park Business and Retail Center, which are located on the north side of SR 725, and Washington Park Plaza to the north. A 130,000 square foot office condominium project is under construction outside the Study Area on 11 acres at the intersection of Yankee Street and Lyons Road.

Not including Washington Park Plaza Shopping Center, there are approximately 736,100 square feet of retail, office, residential, institutional, and vacant space within the Study Area on approximately 100.7 acres (Table 5.A).

Table 5.A: Existing Land Use

Land Use Category	Total Floor Area	Total Floor Area	Total Lot Area	Total Lot Area
	Square Feet	Percent	Net Acres	Percent
Retail	469,000	63.7	66.1	65.6
Office	139,000	18.9	19.0	18.8
Residential*	67,300	9.1	5.5	5.4
Vacant	60,800	8.3	10.2	10.1
<b>Total</b>	<b>736,100</b>	<b>100.0</b>	<b>100.7</b>	<b>100.0</b>

Note: \* Includes 76 Multi-Family Units.

Property ownership is divided into 41 separate parcels for an average parcel size of 2.5 acres. Retail occupies the most space within the Study

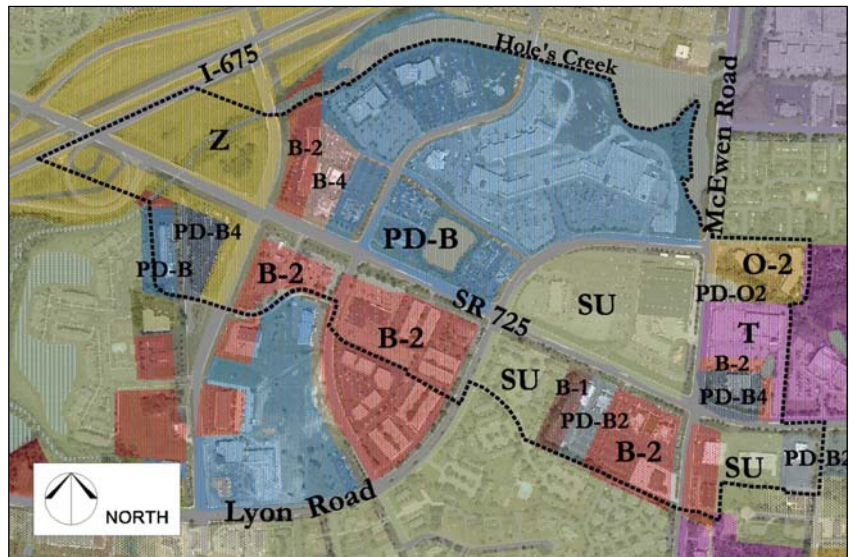
Area, and constitutes 63.7 percent of the total floor area and 66.1 percent of the net land area (excluding right-of-way). This is followed by office with 18.9 percent of the total floor area and 18.8 percent of the total land area. Residential occupies 9.2 percent of the total floor area and 5.4 percent of the total land area. Vacant space accounts for 8.3 percent of the total floor area and 10.1 percent of the total land area. Restaurant uses (mostly freestanding) occupy 7.6 percent of the total floor area and 14.7 percent of the total land area.

The floor area ratio or FAR is the ratio of total floor area to total site area and is a common measure of land use intensity (lot area must be converted from acres to feet). The average FAR for the Study Area is .15. The retail category has the lowest FAR at .16. The highest non-residential FAR is the office uses at .17. The residential FAR is the highest at .28. A typical suburban FAR for a non-residential, one-story use with surface parking is .23. Comparing this typical number to the actual Study Area FAR reveals very low development intensity for the Study Area. Table 5.B illustrates the floor area ratio by land uses type, excluding Washington Park Plaza.

**Table 5.B: Development Intensity**

Land Use Category	Total Floor Area	Total Lot Area	Floor/Area Ratio
	Square Feet	Net Acres	
Retail	469,000	66.1	0.16
Office	139,000	19.0	0.17
Residential*	67,300	5.5	0.28
Vacant	60,800	10.2	0.14
<b>Total</b>	<b>736,100</b>	<b>100.7</b>	<b>0.15</b>

Eleven of the parcels within the Study Area are zoned Business District (B-2). This standard district designation permits retail, institutional, government, office, and personal service uses, but does not permit residential uses. A recent zoning code amendment (August, 2002) requires 200 feet or more separation between certain commercial and residential uses and requires a minimum distance between buildings based on combined building area. There are general standards for the exterior finish of buildings and a requirement to submit a final development plan and material samples for approval. No specific body is designated to review materials or plans. There is no lot area or lot frontage requirement. The maximum permitted height is 44 feet or approximately three and one-half stories.



Map C-3: Existing Zoning

Three Planned Development Business Districts (PD-B, PD-B2, and PD-B4), a Planned Office District (PD-O2), and Special Use District (SU) are the next most common zoning classifications in the Study Area (Map C-3). The PD-B District permits a wide variety of commercial uses, but restricts the amount of lot coverage to 60 percent of the total lot area. Twenty percent of the site must be designated as green space, with 50 percent of the green space located within the parking lot. When adjacent to a residential district, the abutting residential yard requirements apply to the PD-B uses. The SU District (which apparently permits residential uses) was eliminated in 1985, allowing only parcels zoned before 1985 to remain in existence. In addition, there is one parcel containing the vacant movie theater owned by Washington Township is zoned T (Township). The area zoned Z includes the I-675 right-of-way.

Parking required by the zoning code for retail and office uses exceeds typical requirements. This has contributed to the extensive amount of surface parking on several sites and the low development intensity.

- Retail uses are required to provide 5.5 spaces per 1,000 square feet. The typical requirement is 5 spaces per 1,000 square feet of gross floor area.
- Office uses are required to provide 5 spaces per 1,000 square feet. The typical requirement is 4 spaces per 1,000 square feet.
- Restaurant uses are required to provide one space per two seats plus one space per two employees. The typical requirement is one space per 100 square feet. No distinction is made for fast food restaurants.

The amount of parking required or provided by a particular use is a major factor when determining the development intensity, especially if all parking is provided on-site as surface parking. For instance, restaurants typically require the most parking per square foot of building area (1 space per 100 square feet). In this Study Area, the number of parking spaces provided for restaurants averages 1.6 spaces per 100 square feet. This is over

50 percent more than is typically required. The amount of site area devoted to parking makes the average restaurant FAR of .11 one of the lowest in the study area.

## 2. Market Considerations

*(Office, retail, and residential market)* According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton commutershed. The results of the market studies are as follows:

- The expected office market absorption is 8,000-10,000 square feet of office space on average through 2008.
- There will be an increasing locally generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.
- The City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, Traditional Neighborhood Housing, single family homes (with space for home occupations), golf course housing, and patio homes.

The Study Area has the potential to accommodate a large share of the Community's market potential upon redevelopment because of its proximity to the I-675 interchange and its location along a major corridor.

## 3. Visual Character

*(Landscaping, streetscape, building setback, parking, and visual character)* Approaching the area from the west at the I-675 interchange is the first impression many have of the Community. That first impression is shaped by what is seen of the public realm (mostly within the right-of-way) and the private realm (private property frontage, including setbacks or yard space) from the roadway and sidewalk.

According to the Washington Township Streetscape Enhancement Guidelines report (which focused on improvements to the public realm), very few of the parking areas are adequately screened from the roadway with vegetation. Even though sidewalks are located along most of the roadway network, the lack of street trees between the curb and the sidewalk provide very little separation between pedestrians and adjacent traffic. Pedestrians using the existing sidewalk system are typically forced to



View of Underutilized Surface Parking

traverse several hundred feet of yard space and parking area to reach their destination. As further noted in the report, overhead utilities extend along the south side of SR 725. Lighting within the right-of-way is provided by Ohio Department of Transportation (ODOT) traffic style cobra head fixtures that are scaled and directed to illuminate the right-of-way, and not scaled or directed toward the pedestrian walkways.

The Guidelines generally recommended providing street trees, replacing cobra head fixtures, consolidating street poles, creating consistent signage, and improving the hard landscape appearance of key intersections. These improvements are focused more on improving visual continuity (within the public realm) along the corridor than on incorporating improvements that reflect the Community's unique character.

With the exception of a four-story hotel, a two-story apartment complex and a two-story office building, a majority of the buildings within the Study Area are one story in height. All of the parking is provided on surface lots with no provision for on street spaces on any street within the Study Area. In addition, there is very little, if any, interior landscaping to break up the visual expanse of asphalt parking lots.

The average setback from the pavement edge along the major arterials to the building frontage is extensive, mostly because of the required setback (private realm) and the wide right-of-way (public realm). The average setback along the north side of SR 725 is 138 feet. The average building setback on the south side of SR 725 is 123 feet. Earthen mounding with landscaping is provided within the setback, a portion of which includes an extensive right-of-way.

The wide cross section created by extensive setbacks and rights-of-way that are typical of most suburban developments detaches and isolates uses from the street and the adjacent pedestrian ways. This situation, combined with the predominantly low, one-story building profile does very little to provide a sense of enclosure and the visual attachment of one side of the street to the other. This sense of enclosure is created best by a ratio (of building height to the distance between buildings) of 1:1 and should not exceed 1:1.5. Like many suburban corridors, the average ratio along SR 725 is 1:22. Interior streets serving the Study Area (Washington Village Drive and Drexel Court) have similar ratios, averaging 1:20.

#### **4. Natural Features**

*(Topography, vegetation, watercourses, and ponds)* Natural features within a commercial corridor, including vegetation, water courses, and lakes or ponds and changes in topography, (natural and man-made detention areas) offer visual relief and help orient visitors by offering features that distinguish one area from another, especially when the architecture is not distinctive. Often viewed as a constraint to development, natural features can be incorporated into a site's overall design as an amenity or special feature, especially if made part of the larger community.

**Maximum Level of Service**

Level of Service	Two-Lane	Four-Lane
A	2,400	15,300
B	4,800	25,700
C	7,900	36,000
D	13,500	43,000
E	22,900	54,300

Source: 1994 Highway Capacity Manual Table 8-10

Level “A” is described as primarily free-flow operations; vehicles are unimpeded in their ability to maneuver within the traffic stream, and delay at signalized intersections is minimal. Level “F” is characterized by extremely slow travel speeds, with congestion at signalized intersections, high delays, and extensive queuing.

(Description of Natural Features) Study Area C’s topography is generally flat with very little native vegetation remaining. Most of the existing vegetation is part of the landscape found along the right-of-way and within the front, side and rear yard space, and surface parking lots.

Several man-made retention/detention ponds are located both within and outside the Study Area. A 2.1-acre detention pond is found toward the center of the Study Area north of SR 725. Despite its central location, the pond is barely visible from SR 725 and the adjacent restaurant uses do not take advantage of the pond as a potential amenity.

A major retention facility is located in the northern portion of the Study Area as part of the Holes Creek drainage course, separating the commercial area of the multiple use district from the multi-family residential development to the north. Holes Creek drains most of the western portion of the community and traverses Grant Park to the north.

**5. Vehicular/Pedestrian Circulation and Parking**

(Traffic conditions) SR 725 bisects the Study Area and is intersected by three major arterials – Yankee Street, Lyons Road, and McEwen Road. As Table 5.C indicates, traffic volumes on SR 725 have increased 53 percent in the last 30 years. However, at the western edge of Centerville the growth has remained essentially stable for the last 15 or so years. Further west and south in Washington Township, the traffic volumes are significantly higher and still growing, particularly where the new development is occurring. Traffic is attempting to reach the I-675 freeway ramps from Yankee Street north of SR 725.

**Table 5.C: SR 725 Traffic Volumes**

	1964	1970	1975	1978	1982	1986	1987	1990	1994	1996	1999
<b>SR 725 at West Centerville Corporation</b>	4,650	11,660	15,320	15,280	14,860	19,780		19,850	17,990		18,940
<b>SR 725 at West of Lyons Road*</b>							24,940			29,200	

\* Counts only available for 1987 and 1996

Source: Ohio Department of Transportation and Washington Township

A capacity analysis was performed for various roadway sections based upon the traffic counts. Traffic capacity is measured by “Level of Service” (LOS). Poorly located and closely spaced driveways, intersections, and traffic signals can limit a roadway’s ability to move traffic and to provide convenient access affecting the LOS.

In urban areas, a LOS “D” is generally considered to be an acceptable LOS during peak periods. LOS “D” borders on a range in which small increases in traffic flow may cause substantial increases in delay and decreases in travel speeds. As Table 5.D illustrates, Yankee Street south of SR 725 is operating at a level of service “E”.



**Table 5.D: Intersection Levels of Service**

Location	Volume AADT	Number of Lanes	Level of Service
SR 725 at West of Lyons Rd	29,200	2 Eastbound 3 Westbound	C
SR 725 at West of Centerville Corporation	18,940	4	B
Yankee St South of Lyons Rd	19,784	2	D
Yankee St South of SR 725	25,570	2	E

*Note: These are generalized LOS ratings for planning purposes for the roadway sections. Bottleneck situations may exist at critical intersections.*

The Ohio Department of Transportation (ODOT) has defined access levels based on the function of the roadway. Standards are set for managing the frequency, location and design of driveways, intersections, signals, medians, turn lanes, and other features. These standards are adjusted according to each access level – more restrictive on the higher classes, less restrictive on the lower. The Ohio Department of Transportation designates SR 725 as an “Urban Other” Principal Arterial. SR 725 within the Study Area has full access control, with a concrete median for essentially the entire length.



View of Transit Stop Along SR 725

East-west transit service in the study area is provided by Route #23, extending along SR 725 between the South Hub/Dayton Mall on the west and Clio Road on the east. There are stops at Lyons Road (with benches), McEwen Road, and also at Washington Village Drive. Lyons Road and McEwen Road are signalized intersections with pedestrian signals and crosswalks. There are no park-n-ride lots in the Study Area. The nearest park-n-ride is at the south hub, immediately southwest of the area. The intersection with Washington Village Drive is non-signalized; pedestrians must cross six lanes of high-speed traffic.

The Montgomery County Engineer’s office provided crash data for Montgomery County based upon calculated crash rates (crashes per million vehicles) for the years 1999, 2000, and 2001. Those intersections in or immediately adjacent to the Study Area and their crash rates are listed in Table 5.E.

Table 5.E: Crash Rates

Location	Number of Crashes	Crash Rate Per Million Vehicles
McEwen Rd at Congress Dr	16	2.09
Lyons Rd at Yankee St	50	1.23
Yankee St at Yanks Court	32	1.05

The crash rate takes into consideration traffic volumes, which recognizes exposure. Intersections with crash rates of greater than 2 per million vehicles are generally felt to have greater safety concerns.

While only one intersection (McEwen at Congress) may be considered to have a safety problem (based upon the crash rate), several intersections have a significant number of reported crashes. Crash data (Montgomery County Sheriff's office) for Washington Township listed the following intersections in or immediately adjacent to the study area in their listing of the 10 most frequent crash locations for the period August 1, 2000 to August 1, 2002.

- #1 - SR 725 and Yankee
- #4 - SR 725 and Lyons
- #5 - SR 725 and Leona
- #6 - SR 725 and I-675
- #7 - Yankee and Lyons
- #8 - Yankee and Yanks

Although the number of crashes was not given, the previous data from Montgomery County Engineer for #7 - Yankee and Lyons (50 crashes over three years), and #8 - Yankee and Yanks (32 crashes) provide an indication as to the magnitude of the crash frequencies at the other intersections.

*(Pedestrian facilities)* Sidewalks are located along both sides of SR 725 and also along most of the major arteries intersecting with SR 725 within the study area. With the exception of a few parcels, most of the sidewalks have no connection to adjacent properties. There are no bikeway routes or storage facilities within the Study Area.

## 6. Utilities

*(Water)* There appears to be adequate water, sanitary, and storm facilities within the Study Area to support additional development or redevelopment. The primary waterlines serving this area include a 30-inch main on Yankee Street and 12-inch waterlines on Lyons Road, McEwen Road, and SR 725. Adequate fire flow should be available assuming the waterlines constructed off the mains are designed to meet the desired fire flow conditions.

*(Sanitary)* Sanitary sewer service is also provided throughout the Study Area in response to existing development. The Study Area is currently served by a 15-inch sewer, which runs from the intersection of SR 725 and Lyons Road west to the existing interceptor sewer near the I-675 / SR 725

interchange and by a 12-inch on Lyons Road, which runs north and east to McEwen Road.

*(Storm)* The Study Area is located in the Holes Creek watershed. A review of the FEMA flood insurance rate mapping dated February 4, 1987 indicates that the 100-year base flood elevations through the study area ranges from 892 to 900 feet. The County Engineer's office has stated that an updated flood study is currently under review by FEMA and will provide a more accurate depiction of Holes Creek flood levels throughout the study area.

## **7. Site and Building Configuration**

The long-term success of a commercial area depends on the relationship between the site that is under private ownership, or private realm, and the area, which is in the public realm (e.g. right-of-way). Most commercial uses require visibility from the street and depend heavily on vehicular and, if available, pedestrian traffic. The closer and more oriented a private commercial use is to the sidewalk and street, the more visibly viable the area. Residential uses, on the other hand, require more privacy with the inhabited space either setback from the public area and commercial activity or located on a separate level.

*(Building and site categories)* There are five basic categories of site and building configuration found within most commercial areas:

- Side Yard Building: Buildings with one side yard, typically occupied by parking.
- Edge Yard Buildings: Buildings located toward the center of the site, with front side and rear yards.
- Front Yard Buildings: Buildings with yard space or parking at the front of the building.
- Rear Yard Buildings: Buildings with parking or yard space toward the rear of the building, typically with no side or front yard space.
- Specialty Buildings: Sites with multiple structures sometimes placed in a cluster or campus like arrangement.

With the exception of the multi-family residential development at Lyons Road and SR 725, (specialty buildings) nearly all of the developed sites in the Study Area contain edge yard buildings. The Sam's Club building includes both a side and front yard with parking, and a rear yard service court.

## **E. Development/Redevelopment Recommendations**

The following describes the overall concept for directing future change within the Study Area. It is based on the previous existing conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the public and private realms. The private realm includes property under private ownership and typically adjacent to a major roadway. The

public realm includes the area within the right of way and any other property under public ownership (parks, community facilities, etc).

## 1. Focus

Study Area C currently functions as a commercial multi-use corridor with regionally and locally serving retail, civic, and office uses within a larger commercial district. The focus of future development or redevelopment efforts within Study Area C is to take advantage of the interstate's proximity and the area's gateway location. This includes an emphasis on continuing the mix of regionally and community serving uses, minimizing the amount of additional retail development, and improving connectivity between uses. This is all supported by an improved roadway and pedestrian circulation network. Because of the interstate's proximity, regional uses remain a vital part of the corridor, with the balance of uses serving the immediate community.

Summary of recommendations for Study Area C:

- Reduce the “super block” configuration that presently exists into smaller more pedestrian friendly blocks.
- Integrate a local street network within each block.
- Set up an anchor system along SR 725 to the east and west of the Study Area.
- Limit additional retail space in the Study Area.
- Provide a plan for re-use and redevelopment should vacancies occur among the “big box” retailers in the Study Area.
- Improve the existing traffic and development patterns.

## 2. Private Realm

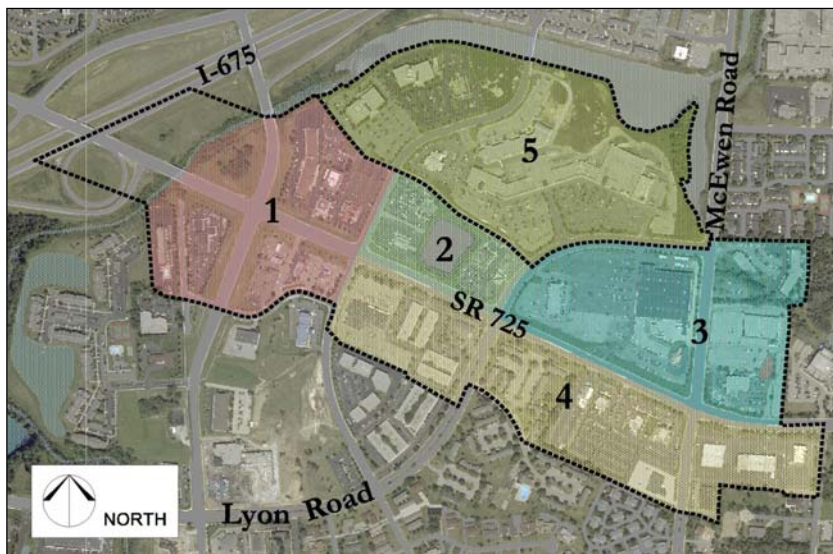
### a. General Land Use

Regional and community scale uses (corporate and speculative office, professional office, support retail, restaurants, entertainment etc.), and personal and office services.

Development Opportunities:

- **Subarea 1:** *Regional commercial (hotel/motel, conferencing, retail, office). (FAR.45-.55).* This area would serve as the westernmost “anchor” to the Study Area. Redevelopment of this subarea should include a network of local streets with smaller blocks rather than the existing “super block” configuration. For instance, Drexel Park Lane could be extended westward through subarea 1 toward the interstate. Redevelopment, including future building expansions, should be built forward toward the local streets with parking located to the rear or side yard or located on street. An internal pedestrian and vehicular circulation system utilizing cross easements should be provided in place of the existing interconnected parking lots. Parking would then be shared between uses. Buildings would be a minimum of two stories with the potential of increasing the height to five stories or more. The increase in building intensity may

require parking structures placed at strategic locations to create a “park once” environment.



Map C-4: Subareas Map

- Subarea 2:** *Entertainment uses, dining, and community gathering places. (FAR.25-.35).* The existing storm water retention facility is in a very good, centralized location with respect to the balance of the Study Area and could become the focus of community gathering if access were improved. Additional open space should be created for landscaping and pedestrian paths adjacent to the feature. Adjoining uses should take advantage of the view and allow outdoor activity within close proximity. Redevelopment of this area should also include a network of local streets with smaller blocks. Buildings should be built forward, toward either SR 725 or the local, internal streets (e.g. Drexel Park Lane) with parking located to the rear or side yard or located on the local streets. Parking would then be shared between uses. Primary structures should be a minimum of two stories. This would also establish a development pattern that could influence the future redevelopment of Washington Park Plaza Shopping Center.
- Subarea 3:** *Corporate office, professional office, including medical office and accessory retail (drug store, restaurant, etc.) to serve the immediate area. (FAR.45-.55).* Drexel Park Lane should be extended as an internal “spine” eastward through this area and terminate at the existing Sam’s Club. This subarea would serve as the easternmost anchor to the study area and a pedestrian connection could be extended further east across McEwen Road (e.g. mid-block crossing) to link into the Township’s theater building and Recreation Center. The existing north/south parking lot drive in front of Sam’s Club could become a local service street similar to Drexel Park

Lane. This network would allow a set of building sites to be carved out of the existing underutilized parking lot in the event Sam's Club were no longer an occupant of the building. Future buildings should be built forward toward SR725 and/or the local streets with surface parking to the side and rear or located on the local streets. The minimum height should be two stories with the potential of increasing the height to five or more stories. As in subarea 2, the increase in building intensity may require parking structures placed at strategic locations to create a "park once" environment.

- **Subarea 4:** *General retail, convenience retail, personal service, and professional office, multi-family, office service, and dining. (FAR.25-.35).* Although access to parcels fronting SR 725 is controlled in this subarea, future redevelopment should provide internal streets that interconnect uses and create smaller "blocks." Extending Yank's Court further east paralleling SR 725 would allow alternate access to the subarea and create additional building sites out of the existing, underutilized parking lots. The access road could be constructed in phases as the area redevelops. Future buildings should be built forward toward SR725 and/or the local streets with surface parking to the side and rear or located on the local streets. Parking would be shared between uses. The minimum height should be two stories.
- **Subarea 5:** *General retail, convenience retail, personal service, professional office, and dining. (FAR.25-.35).* This subarea is approximately 40 acres and currently contains the Washington Park Plaza Shopping Center. As with subarea 2, primary structures should be a minimum of two stories, if redevelopment were to occur. Massing of the existing plaza should be broken up, and commercial frontage should occur on both sides of the existing access road in front of the plaza. The subarea should reinforce the grid-like development pattern recommended for the Study Area. Redevelopment of this subarea should include a network of local streets with smaller blocks rather than the existing "super block" configuration of the plaza. Parking should be shared between uses, to the internal portions of the subarea. Holes Creek should be integrated as an amenity to the site on the northern side.

#### **b. Development Density/Intensity**

The intensity of development should respect the adjacent neighborhood with a minimum height of two stories for buildings adjacent to residential areas and the potential for three stories adjacent to the SR 725 corridor and at major intersections. A targeted overall FAR of .35 should be adhered to in redevelopment efforts of the Study Area. Residential density for redevelopment at a gross maximum of 6 units/acre is appropriate. Table 5.F indicates how the distribution of proposed land uses might be considered

based on higher intensity redevelopment. Specific analysis of the distribution of land uses is provided in the subarea reports in this section.

**Table 5.F Distribution of Proposed Land Use**

Land Use Category	Total Floor Area	Distribution
	Square Feet	Percent
Retail	595,000	35.0
Office	680,000	40.0
Residential	255,000	15.0
Institutional	170,000	10.0
<b>Total</b>	<b>1,700,000</b>	<b>100.0</b>

**c. Architecture**

Buildings should not be specialized and designed for a particular use, but instead have a generic design or form that would allow them to be occupied by a variety of uses over time. Architecture should incorporate durable, indigenous building materials (mostly stone and brick) finished in the same detail on all sides of the building. The first step in assuring this type of architecture and building form is to incorporate specific architectural standards into the respective Township and City codes.

**d. Parking**

Surface parking lots should be designed with landscaped islands and separated pedestrian paths linking buildings with parking. Parking should be placed to the rear or side of primary buildings wherever possible. Parking structures should be concealed from public view or integrated with the adjacent building architecture.

Continuous internal pedestrian circulation is encouraged and should be linked to commercial and adjacent residential areas.

**e. Circulation (pedestrian and vehicular)**

Link entrances to uses fronting the SR 725 corridor with the sidewalk extending along the corridor and as part of the improvements recommended in the Washington Township Streetscape Enhancement Guidelines. Reinforce pedestrian link between uses fronting SR 725 and the adjacent sidewalk.

**3. Public Realm**

**a. Streetscape**

Follow the recommendations of the Washington Township Streetscape Enhancement Guidelines for the “Primary Streetscape Corridor”, particularly the recommendations concerning boulevard and walkway treatments along the corridor.

Create gateway/entryway features to other residential neighborhoods along corridor to distinguish the retail area from the neighborhood.

**b. Landscape**

Increase the amount of pervious surface and landscape material within surface parking areas and screen parking lot perimeters with plant materials or durable wall/fence material where space is not available. Utilize plant material or masonry/wood screening to conceal service and loading areas.

**c. Transit**

Protected seating should also be provided for transit users along SR725 as well as convenient, designated parking as an incentive to transit use.

**d. Zoning**

Many of the recommendations for this Study Area are not permitted under the existing zoning code for Washington Township. Rather than make wholesale revisions to the code to accommodate the unique characteristics of this particular area, it is possible to establish overlay districts that incorporates specific development standards while retaining existing, permitted uses. The overlay district would apply to the entire corridor and would have guidelines for developing vacant as well as developed sites.

**F. Fiscal and Market Implications**

Because most of the corridor is largely developed as retail and office with some residential, the recommendations focus on the retail and office market potential and accompanying fiscal implications.

**1. Fiscal Implications**

One of the largest fiscal costs to the Township is servicing the commercial areas, especially with police and emergency medical responses. Improving the circulation system for both vehicles and pedestrians in this area and reduce the EMS and police runs could benefit the Township fiscally. Overall, redevelopment and full occupancy of the area will enhance property values the most, especially since this area functions as a major gateway to the Community.

**2. Market Conditions**

There already exists a significant amount of retail in this area, especially in a relatively stagnant market. Although a net increase in retail uses is not recommended, there will be increasing demand for restaurants, as well as for grocery/pharmacy, apparel and accessory, and home furnishings stores that could locate in this area and *replace* existing uses. Uses are needed that would enhance the marketability of existing buildings in the area should they become vacant.

As stated earlier in the existing conditions section, the two communities should expect absorption of 8,000 to 11,000 square feet *total* of office space between them each year (on average) through 2008. It is obvious that the capacity of this area to absorb additional development, especially if the land is better utilized, far exceeds the demand for retail and office space. This area, like several of the other Study Areas, should be thought of in terms of having a long-term development or redevelopment potential. Efforts to increase or induce the demand for space in the area would require a broad-



based outreach marketing effort, first to attract targeted users to the Dayton area, and specifically to Centerville-Washington Township.

According to the Housing Competitiveness study, this Study Area may be conducive to housing for the “empty nesters and move-downs” or baby boomers that are looking for housing that is near amenities and is easy to maintain. Moving down does not necessarily mean moving into lower-cost housing, especially while interest rates remain low and expensive houses are more affordable on a monthly basis. Centerville and Washington Township are attractive locations for these couples, many of whom might be moving down from within their community.

OUR COMMUNITY

6. Study Area D

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## 6. Study Area D

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### A. Overview

*(Regional and Community setting)* Study Area D is in the center of the Community and includes the Centerville historic district. The Study Area surrounds the Franklin and Main Street intersection at the heart of Downtown Centerville in the Architectural Preservation District (APD). The Study Area also lies within approximately one mile of Study Areas A, C, E and F. The location is the most visible and accessible mixed-use area in the Community, and is very distinctive in appearance unlike other commercial areas in the Community that are not easily identifiable (e.g. Study Area C). This distinction is due to the historic architectural character and the dense pattern of development.

*(Type of area)* Study Area D has many characteristics of a mixed-use business district. Unlike a multiple-use district (e.g. Study Area C), a mixed-use area is integrated vertically and horizontally. Parcels in a mixed-use district are located on single and combined parcels with shared and on-street parking. Vehicular circulation is not a priority over other forms of transportation (e.g. pedestrian, public transit, bicycling, etc.), and is accompanied by a significant investment in pedestrian infrastructure. The development intensity (or floor area ratio) is moderate to high, with highly visible building frontages and streetscapes as a focal point. Buildings are designed for many uses, and typically have a rear yard building orientation uses, and typically have a rear yard building orientation, with the buildings



Aerial view of Study Area D



Historic Downtown

Note: There are other descriptive names for each of the other study areas. These include:

- Greenfield Sites (Study Area I),*
- Auto Oriented Suburban Retail Center (Located within Areas A and C),*
- Strip Commercial (Located within Study Areas A and C),*
- Main Streets (Study Area D), and*
- Multiple-Use Commercial District (Study Areas A and C).*

being located toward the front of the site close to the street to accommodate pedestrians and improve visibility.

Study Area D is analyzed in four sections; study area limits, development/redevelopment conditions, existing development, and development/redevelopment recommendations.

**B. Study Area Limits**

*(Description of Study Area location within the Community)* Study Area D is located entirely within the City of Centerville in the Architectural Preservation District (Map D-1). The center of the Study Area is the intersection of SR 725 and SR 48, located a half-mile south of the I-675 and SR 48 intersection.



Map D-1: Study Area Limits

*(Description of Study Area boundary)* The boundaries of Study Area D and Downtown Centerville are shown in Map D-1. The boundaries of the Study Area extend outward from the SR 48 and SR 725 intersection

approximately 3,500 feet north, 1,850 feet south, 1,450 feet west and 2,600 feet east. The Study Area boundaries are more clearly defined by the boundaries of the A-P (Architectural Preservation) zoning district.

### C. Development/Redevelopment Conditions

#### Summary of Key Findings:

- The 125-acre Study Area includes 294 separate parcels with an average parcel size of .40 acres.
- The building floor area is predominantly commercial making up 27.0 percent of the total building area, followed by multifamily 26.6 percent, office 19.4 percent, single family residential 14.8 percent, and public buildings at 11.4 percent.
- The average floor area ratio (FAR) for Area D is .28, (the highest FAR of all the Study Areas) with multi-family at .70, and single family residential at .27.
- The Board of Architectural Review and its Design Review Criteria have contributed significantly to retaining the APD district's unique, historic character.
- Narrow sidewalks (as a result of widening streets), combined with heavy truck traffic and high vehicular volumes (along both SR 48 and SR 725) have negatively impacted pedestrian activity.
- East Franklin (SR 725) is the most stable and cohesive part of Study Area D. The architecture and color schemes are consistent representing the Victorian era, and pedestrian ways are clearly defined and buffered from the street.
- Many of the buildings within the Study Area were built between the early to late 1800's, and contribute greatly to the historic character of the APD.
- There is potential to link the Centerville High School, retail and park areas to the downtown, and create a transition from the northern sector of Study Area D to the southern downtown historic area.



Downtown Centerville streetscape

### D. Existing Development

#### 1. Land Use and Zoning

*(General land-use and adjacent land-use)* Study Area D is made up of many uses. The primary uses in Study Area D are commercial and residential followed by office. The majority of the commercial activity is located toward the center and northern sections of the Study Area, while the southern and western tiers of the area contain the bulk of the residential and office space (Map D-2).



Map D-2: Existing Land Use

There are approximately 1,131,000 square feet of commercial, office, residential, and civic building space within the Study Area on approximately 125 acres, with an additional 9,000 square feet of vacant space. Property ownership is divided into 292 separate parcels, with the average parcel size of .41 acres. Retail and commercial occupies the most space making up 27.0 percent of the total floor area. The next most abundant use is multifamily with 26.6 percent of the total floor area. Table 6.A shows the floor area distribution between the existing land uses.

**Table 6.A Existing Land Use**

Land Use Category	Floor Area	Floor Area
	Square Feet	Percent
Commercial	307,640	27.0
Office	221,477	19.4
Single Family	169,241	14.8
Multifamily	302,780	26.6
Public/Inst.	129,899	11.4
Vacant	9,359	0.8
<b>Total*</b>	1,140,396	100.0

The floor area ratio or FAR is the ratio of total floor area to total site area, and is a common measure of land use. The average FAR for the Study Area is .28. The office category has the lowest FAR of .25. The highest FAR in Study Area D was multifamily development with an average FAR of .70. Table 6.B shows the floor area ratio by land uses type for Study Area D.

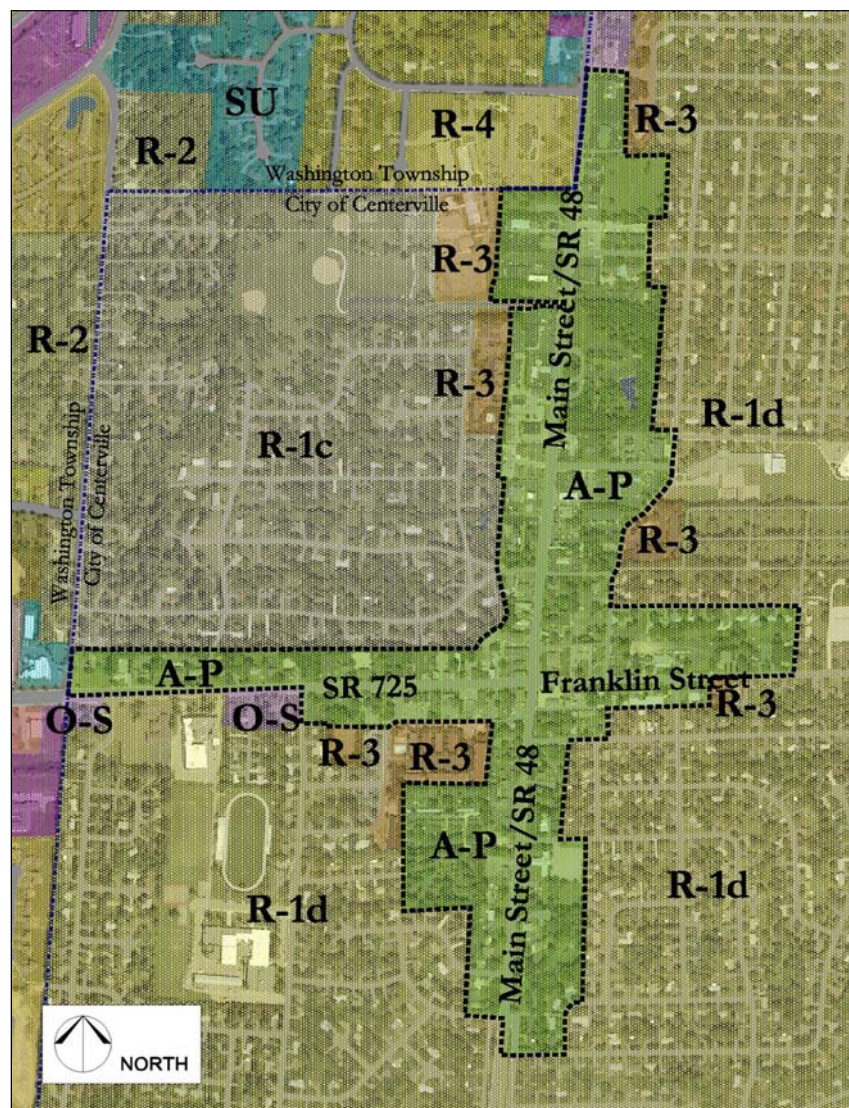
**Table 6.B Development Intensity**

Land Use Category	Average Floor/Area Ratio
Commercial	0.27
Office	0.25
Single Family	0.27
Multifamily	0.70
Public/Inst.	0.35
<b>Average</b>	0.28

Study Area D and the surrounding areas are made up of a variety of zoning categories. The Study Area is defined by the zoning designation A-P (Architectural Preservation). The City of Centerville created this zoning category for the purpose of preserving the area's unique architectural history. Development within the district is controlled by the Board of Architectural Review through Design Review Criteria (*Design Review Criteria for Properties in the Architectural Preservation District and Landmark Properties, First Edition*). The zoning regulation defining the preservation of this area is stated in the following quotation from the zoning code:

“...declaring as a matter of public policy that the preservation, protection, perpetuation, and use of areas, places, structure, works of art or similar objects having a special historical, cultural, or aesthetic interest or value is a public necessity, and is required in the interest of the health, safety, convenience, comfort, prosperity, or general welfare of the citizens of Centerville.”

The areas surrounding Study Area D are zoned to create a mix of office, single and multifamily residential areas. This includes two single-family residential districts: R-1d and R-1c. These “subdistricts” are part of a larger residential category that share similar designations but different development standards. In addition, several R-3 (Multi-Family Residential) districts are located directly adjacent to the Study Area and function as a transitional use between the more intensive commercial uses and the single-family neighborhoods. The parcels zoned O-S (Office Service) serve a similar function. Map D-3 illustrates the zoning for Study Area D and the surrounding area.



Map D-3: Existing Zoning





Aerial view of the SR 48/SR  
725 intersection

## 2. Market Considerations

*(Office, retail, and residential market)* According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton commutershed. The results of the market studies are as follows:

- The expected office market absorption is 8,000-10,000 square feet of office space on average through 2008.
- There will be an increasing locally generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues in this Study Area revolve around the need to upgrade and strengthen older strip spaces.
- The City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market followed by transfers and relocations 20-25 percent and empty nester/move-downs 10 percent. They will demand a variety of housing, including cluster homes, Traditional Neighborhood Housing, single family homes (with space for home occupations), golf course housing, and patio homes.

## 3. Visual Character

*(Landscaping, streetscape, building setback, parking, visual character)* Study Area D has a great deal of visual character, largely due to the Federal and Vernacular architecture of the early to mid 1800's and the Victorian architecture of the late 1800's and early 1900's. The buildings were constructed with a combination of stone, brick, and wood materials, and are located close to the street with minimal setbacks, drawing pedestrians into the local businesses and restaurants lining the downtown streetscape. The early limestone structures built between 1800-1840 in this area are very unique and identify the Community's geographic and social history.

## 4. Natural Features

*(Topography, vegetation, watercourses, and ponds)* The intersection of SR 48 and SR 725 is at one of the highest elevations in the community, and reflects the historic tradition of locating settlements on high ground. The remaining topography through Study Area D is generally flat with few open spaces. The Study Area contains a number of large old growth trees representing what is unique to the City of Centerville and Washington Township. These trees are an attractive means of accenting the historic architecture and strengthening the streetscape, in turn, encouraging economic activity, pedestrian traffic and a sense of community pride.

## 5. Vehicular/Pedestrian Circulation and Parking

*(Traffic conditions)* Study Area D is located at the intersection of two principal arterial streets in the Community, Main Street (SR 48) and Franklin Street. Franklin Street is designated as SR 725 west of Main Street. SR 725 then overlaps SR 48 along Main Street from Franklin Street to Bellbrook Pike. Bellbrook Pike is designated SR 725 from Main Street east past the Washington Township boundary. East of Main Street, Franklin Street is a principal arterial roadway although not designated as a state route.

The overlap of two state routes in downtown Centerville creates circulation difficulties for all transportation modes in what is the Community's historic district. As state routes, these roadways are the designated travel ways for through trips. Both Main Street (SR 48/SR 725) and Franklin Street (SR 725 west of Main Street) are five lane arterial roadways with no on-street parking. As designated state routes, trucks utilize these roadways rather than other local roads and must travel through the downtown area. Presently, on street parking is not provided.

*(Pedestrian facilities)* Sidewalks are located throughout Study Area D. Most of these sidewalks are in need of a larger buffer between the street and sidewalk to create a sense of security for the pedestrians. Sidewalks are located along Franklin Street and along Main Street. There is also a public bus system providing pedestrians with another mode of transportation. The bus system is supported by a series of bus stops in Study Area D, which helps to move pedestrians through the downtown corridor, and alleviate traffic congestion. There are no bikeways in Study Area D, and improvements could be made to provide bike paths and locate bicycle racks to encourage bicycle use as an optional transportation mode.

*(Parking)* Studies have been completed (*City of Centerville, Urban Design Plan: Architectural Preservation District, 1989*) that address the issue of providing adequate parking in an area with limited space and a mixture of uses. Recommendations focus on combining parking lots at the rear of the each parcel and creating joint or shared access. This would accommodate the varying levels of parking demand experienced by businesses in the area. Parking can also be provided within the public right-of-way, which historically was the pattern along segments of SR 48 and SR 725.

## 6. Utilities

*(Water)* Public water is available in the existing right-of-way along Franklin and Main streets. Static pressures assuming ground elevations ranging from 940 to 1025 feet, should be between 35 and 80 psi. At higher elevations (above 1000 feet) within the Study Area and/or connections to small diameter waterlines (6-inches or less), fire flows may not be adequate to support the intensive development or redevelopment activity.

*(Sanitary)* Sanitary sewer service is provided throughout the Study Area.

*(Storm)* The Study Area is located along the drainage divide between the Sugar Run and Holes Creek watersheds. Runoff drains either to the northwest into Holes Creek or to the southeast into Sugar Run.

## **7. Site and Building Configuration**

In general, small downtown business districts require a high level of visibility from the street, and depend heavily on pedestrian traffic and adequate parking. The closer and more oriented the uses are to the sidewalk and street, the more visibly viable the area will become. There is a discontinuous streetscape because some buildings are set back significantly more than others. The current redevelopment project on the northwest corner of Main and Franklin streets, attempts to re-establish a continuous street wall with consistent setbacks.

*(Building and site categories)* There are five categories of site and building configuration found within most mixed use and commercial areas:

- Edge Yard Building: Buildings located toward the center of the site, with front side and rear yards.
- Side Yard Building: Buildings with one side yard, typically occupied by parking.
- Front Yard Buildings: Buildings with yard space or parking at the front of the building.
- Rear Yard Buildings: Buildings with parking or yard space toward the rear of the building, typically with no side or front yard space.
- Specialty Buildings: Sites with multiple structures sometimes placed in a cluster or campus like arrangement.

The majority of the buildings in Study Area D are orientated with rear yard building orientation, with the exception of the residential parcels.

## **E. Development/Redevelopment Recommendations**

This section describes the overall concept for directing future change within the Study Area. It is based on the existing conditions analysis, the land use concept for the Community and builds on previous and significant work by the City. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the private and public realm. The private realm includes property under private ownership typically adjacent to a major roadway. The public realm includes the area within the right of way and any other property under public ownership.

### **1. Focus**

The focus of development and redevelopment efforts within Study Area D are to promote infill development that reinforces the essential character of downtown, strengthens the sense of Community, and gives emphasis to pedestrian orientation.

Goals pertinent to this Study Area as identified by the Community include the preference for redevelopment and infill development over greenfield development, strengthening the economic health of the

community, creating a sense of place, enhancing pedestrian experiences, and creating centers of activity.

Summary of recommendations for Study Area D:

- Create a vibrant downtown core for the Community.
- Create a safe pedestrian environment.
- Create a niche for new business opportunities and identity.
- Promote destination oriented uses.
- Explore on street parking in off-peak hours on SR 48 and SR 725.
- Study the effects of re-routing truck traffic away from the Main and Franklin Street intersection.
- Improve access management and circulation.
- Implement place making strategy.
- Clearly identify parking locations.

Additional guidance regarding the Study Area in terms of Community Appearance, Economic Development, Transportation, and Utilities are referenced in Volume I-General Elements.

## **2. Private Realm**

### **a. General Land Use**

Study Area D is comprised of multiple private property owners located in a relatively compact development pattern at the center of the Community. The Study Area is the most prominent and accessible mixed-use area in the Community, and is quite distinct architecturally due to the historic structures and development pattern. The mixed-use environment created by the Study Area results in integrated uses both horizontal and vertical.

Any redevelopment in this particular Study Area will need to be integrated with the existing fabric of the Community. Because of heavy truck traffic and limited pedestrian screening to the sidewalks, this Study Area currently is not conducive to window-shopping or prolonged social interaction on the sidewalks. The front facades of shops and stores in the Study Area should be emphasized aesthetically, while the sides and rear of buildings be linked to provide access from shared parking areas and pedestrian and bike paths. An efficient means of linking parking area(s) to stores can be done on a per quadrant basis.

Based on market studies prepared by Development Economics, key marketing issues revolve around the need to upgrade and strengthen older strip and downtown retail spaces. Strengthening these areas requires proactive efforts in marketing, management, and improvement of the physical space. Marketing should focus on serving the local customer base. Growing demand for restaurants might be harnessed to attract popular chain or unique specialty restaurants to historic Centerville as an anchor for attracting shoppers, especially pedestrians, back to the area. The combination of eating and drinking, theater, music/entertainment, and culture and arts activities would form the basis for more targeted marketing of the historic district as a unique, pedestrian-oriented activity center for local residents and others from throughout the south suburban Dayton area. The City is already having

some success in attracting such merchants, with Graeter’s Ice Cream, Panera Bread Company and Esther Price Candies planning to open within the historic district.

Residential uses are encouraged in upper levels of downtown buildings to promote a stronger mixture of uses. A residential core is needed for greater pedestrian activity, consumer presence, and to increase visibility in the core area. Two-story town home type construction, pulled up close to the street, could create a placemaking element further away from the intersection and draw pedestrians towards downtown from the gateway areas.

**b. Development Density/Intensity**

Study Area D is clearly an infill development environment. As such, new development must respect and reinforce the existing character. This means that the overall density and intensity of new development should be comparable to current levels (currently the average FAR for the Study Area is .28). A maximum residential gross density of 6 units/acre is appropriate for this Study Area. Efforts to eliminate vacancies in the downtown are crucial to the success of the Study Area as an infill location. Table 6.C outlines proposed redevelopment usage targets, at an overall FAR of .28.

**Table 6C: Proposed Land Use Distribution**

Land Use Category	Total Floor Area	Total Floor Area
	Square Feet	Percent
Commercial	319,311	28.0
Office	228,079	20.0
Residential	490,370	43.0
Public/Inst.	102,636	9.0
<b>Total</b>	1,140,396	100.0

**c. Architecture**

Architectural standards as applied in the historic district should be continued. Great care should be given to protect the early limestone structures built in the area because of their historic and aesthetic value (Centerville Washington Township Historical Society). Redevelopment should be done in a sustainable type of architecture, not franchise architecture. Buildings should not be specialized and designed for a particular use, but instead have a generic design or form that would allow occupancy by a variety of uses over time.

Existing brick buildings close to the street at the four corners create a frame for the core downtown area. Traditional brick or stone should be the principle material in redevelopment, as well as in the design of crosswalks that define the central intersection of the four streets.

**d. Parking**

Parking areas should be directly linked with each other and with pedestrian connections. Re-evaluate the municipal parking plan, reinforcing and implementing recommendations pertaining specifically to access management. To reduce the amount of surface parking and to create opportunities for more efficient access to the downtown core, shared parking should be encouraged and curb cuts should be minimized. Efforts should be made to link circulation and parking for better organization and access for vehicles and pedestrians.

**e. Circulation (pedestrian and vehicular)**

Sidewalks are located throughout the Study Area; however, most of the sidewalks are in need of greater buffering from vehicular traffic. More pronounced means of identifying pedestrian locations should be provided. These could include brick or stone pavers at crosswalk locations or creating alcoves to enhance the notion of a pedestrian friendly environment.

Open space can be used in the downtown area in the form of small public gathering spaces to encourage social interaction. The downtown area should be a destination attraction for people within the Community with a strong pedestrian link from Benham's Grove to the downtown core established.

Strategies are needed to promote pedestrian activity in the downtown area. These include diverting truck traffic, allowing on-street parking on State Route 48 during off-peak hours, and/or designing building entrances in a notch or alcove fashion to provide a sense of security to pedestrians. A traffic circulation study should be performed to study the impact that diverting truck traffic and allowing on-street parking during off-peak hours might have on the Study Area. Such a study should focus on the origin and destination of truck traffic, and the volume of average daily local and through truck traffic.

Re-routing SR 725 would be difficult as it could add trips, in particular trucks, to roadways which may or may not be able to handle an increase in traffic due to structure or capacity issues. Re-routing any state route would require co-ordination with the Ohio Department of Transportation (ODOT) and a thorough traffic circulation investigation.

Bulb-outs and crosswalks at appropriate pedestrian crossing locations are options that could potentially enhance pedestrian travel in the study area. However, it should be cautioned that bulb outs restrict the traveled way and could reduce the road capacity and cause difficulties for snow removal, street cleaning and other maintenance activities. Some communities have found textured cross walks to be attractive and that they add to the ambiance of their streetscapes. It should be noted that textured crosswalks would require extra maintenance effort when re-paving roadways. Both bulb-outs and crosswalks should be carefully designed with coordination with the City Engineer to insure both safety and maintenance issues have been addressed.

### **3. Public Realm**

#### **a. Streetscape**

The intersection of Main Street (SR 48) and Franklin Street (SR 725) serve as the symbolic center of the Community. The area falls within the AP District and features brick-paver sidewalks. There are no distinct streetscape markers that separate this area from the surrounding neighborhood. The streetscape is however, enhanced by the preservation of several old trees. These trees are an amenity to the Community and should be preserved as redevelopment occurs.

Public parking areas should be clearly identified by consistent and distinguishable signage placed in visible locations. Visual cues are needed to inform motorists that they are entering a pedestrian community. Traffic calming can be done in a manner that suggests the driver is entering a different area. One technique would be to bring structures closer to the right of way with build-to lines rather than traditional building setbacks. This will allow parking areas to be located to the rear of structures and maintain a consistent streetscape in terms of building massing. An example is on SR 48 to the north and south, where redevelopment as infill with two-story town homes should be encouraged.

#### **b. Landscape**

Create a gateway into downtown from each direction, connecting areas in and around the downtown vicinity. Homes that have been converted for office or retail use often have substantial setbacks with parking in front. Redevelopment along the core of the Study Area should place an emphasis on placing buildings closer to the rights-of-way, continuing pedestrian connectivity from parcel to parcel, and providing for adequate parking in the rear of the structure. Similar materials and strategic “marker” location can also create gateways or identifiers for this special place in the Community. The Study Area contains a number of large old growth trees, which should be preserved during future development initiatives.

#### **c. Transit**

There is currently bus service provided by the Miami Valley Regional Transit Authority (MVRTA) throughout the Study Area. The MVRTA defines transit friendly environment as having land-use and design that encourage residents, workers, visitors, and other travelers to use public transit based on the presence of access to transit stop along clear, direct and convenient routes, continuous and safe sidewalks, bike paths and storage locations that encourage bicycle access. Bus shelters and stops along the main routes in the Study Area should continue to be accessible and clean to encourage transit use.

#### **d. Zoning**

Generally, existing zoning including the architectural preservation district is adequate to support the recommendations found in this section, but height and setback standards as recommended for SR 48 may require the implementation of an overlay district.

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## **F. Fiscal and Market Implications**

### **1. Fiscal Implications**

Improvement of the circulation system for both vehicles and pedestrians in this area would be beneficial to the Community financially, by reducing service costs to the Study Area and by enticing businesses into the area.

Overall, redevelopment and full occupancy of the area will enhance property values, particularly since the area is the major identifier of the Community.

### **2. Market Conditions**

According to the report for this Study Area compiled by Development Economics, there are approximately 70 retail and personal service businesses in the CBD, many of which are located within the AP District. These businesses occupy a total of about 175,000 to 200,000 square feet. About one-third of these businesses are shopper goods stores, including nine specialty retailers, several apparel stores, and a handful of automotive, and furniture/home furnishings, and building supply stores. Almost 30 percent of the downtown businesses provide personal services (such as hair salons or locksmiths). Another 23 percent are convenience businesses, including several food stores, gas stations, cleaners, florists, and others. There are also several businesses or organizations providing cultural or entertainment services, including a theater and a museum.

As the heart of the community, a healthy downtown helps to create a sense of place that will attract and retain residents and businesses. The City has enhanced the downtown through design improvements that promote the historical character of the place, and by helping to bring new uses to critical sites. The City might further build upon these efforts by funding additional programming (festivals, events, competitions, school activities), providing targeted small business loans and capital grants, ensuring available parking, increasing outreach marketing when necessary, and maintain personal contact with the individual business and property owners to track business status (Source: Randall Gross, Development Economics).

The downtown has attracted several new uses that help to solidify its image and strengthen its overall destination appeal. Restaurants are a key component of improving the Study Area because they help to bring people together in a social setting. Specialty uses are also important because they help generate destination attraction for goods and services that might not be available elsewhere in the surrounding suburban setting. Immediate adjacent residential uses are also an important factor. Future redevelopment opportunities should add uses that reinforce each other to create a sense of community and vibrant area. Community-scale uses should be encouraged so that not any one particular use becomes a destination, but rather the entire downtown area.



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7. Study Area E

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## 7. Study Area E

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Aerial view looking north over Study Area E

### **A. Overview**

*(Regional and Community setting)* Study Area E is located toward the center of the Community entirely within the City of Centerville. The Study Area is approximately 1,200 feet west of the East Franklin Street/Clyo Road intersection, less than a half mile east of the Architectural Preservation District and Downtown Centerville, and is adjacent to Centerville High School. It is also one of the few remaining undeveloped agricultural parcels of land within the City.

As such, the Study Area has important long-term economic potential for the City. There are constraints on the property that limit economic development potential in the near term. These constraints include limited visibility from Franklin Street and Clyo Road, limited connectivity to adjacent uses, and only two potential vehicular access points. The 76-acre site is also surrounded by existing residential, light industrial and institutional uses. Given the low market potential for office uses, economic development opportunities for the Study Area should be considered long term, and will likely include the need for participation of the public sector.

*(Type of area)* The Study Area is an infill site, which can be defined as a site that is undeveloped, mostly bordered by developed land, and is most likely served with utilities and roads with sufficient capacity to accommodate development. Currently Study Area E is used primarily for agricultural purposes. The largest parcel in this site is farmed by one family who sells their produce in town and at an on site roadside farmers market

during the harvest season.

**B. Study Area Limits**

*(Description of Study Area location within the Community)* Study Area E is in the City of Centerville and is bordered by Washington Township to the south. The location of the Study Area is south of Franklin Street, one-half mile east of the downtown.

*(Description of Study Area boundary)* Study Area E boundaries are defined by Centerville High School to the west, retail and office along East Franklin Street to the north, office and light industrial to the east and single family to the south. The Study Area has frontage on both East Franklin Street and Cloyo Road, illustrated by Map E-1.



Map E-1: Study Area Limits

## C. Development Conditions

### Summary of Key Findings:

- The Study Area is approximately 76 acres and includes 16 buildings used for agricultural and residential purposes, and three small houses converted to business uses in the southeastern corner of the Study Area.
- The Study Area is currently served by infrastructure and has access to two adjacent roadways.
- The Study Area has the potential to serve as an expansion area for the Centerville High School.
- The current use of the Study Area provides a buffer between the school and the industry and warehouses located west of Clio Road.
- The site is surrounded by a diverse mix of uses (residential, commercial, public/institutional and industrial). Future development will have to reconcile this pronounced diversity.

## D. Existing Development

### 1. Land Use and Zoning

*(General land-use and adjacent land-use)* The Study Area is approximately 76 acres, and is made up of one large parcel, combined with several smaller parcels zoned I-PD (Industrial Planned Development) and I-1 (Light Industrial). The purpose of this zoning district is to permit greater flexibility and more creative and imaginative design than is generally permitted, and to promote more economically efficient uses of large tracts of land. The Study Area contains one single-family residence (an older farmhouse) and eight outbuildings clustered toward the western edge of the site, approximately 1,200 feet from East Franklin Street. In addition, a two-building farm market is located approximately 150 feet from East Franklin Street. Both areas utilize the same tree-lined access drive off of East Franklin Street. The structures in Study Area E total approximately 19,514 square feet of agricultural and residential building space. There is also an additional 5,300 square feet of retail/office in the southeastern corner of the Study Area. Map E-2 illustrates the land-use in Study Area E.

Two major uses located outside the Study Area but within the immediate neighborhood include Centerville High School to the west and an industrial park to the east. The High School and the industrial park will play a major role in shaping the future use of Study Area E based on their demands for space and access. The zoning surrounding Study Area E includes R-1d (Single Family Residential with a minimum lot size 15,000 square feet), R-2 and R-4 (located in Washington Township: R-2 40,000 sq/ft lots, R-4 20,000 sq/ft lots), B-2 (General Business) and I-1 (Light Industrial). Map E-3 illustrates the zoning for Study Area E and the surrounding area.



Map E-2: Existing Land Use

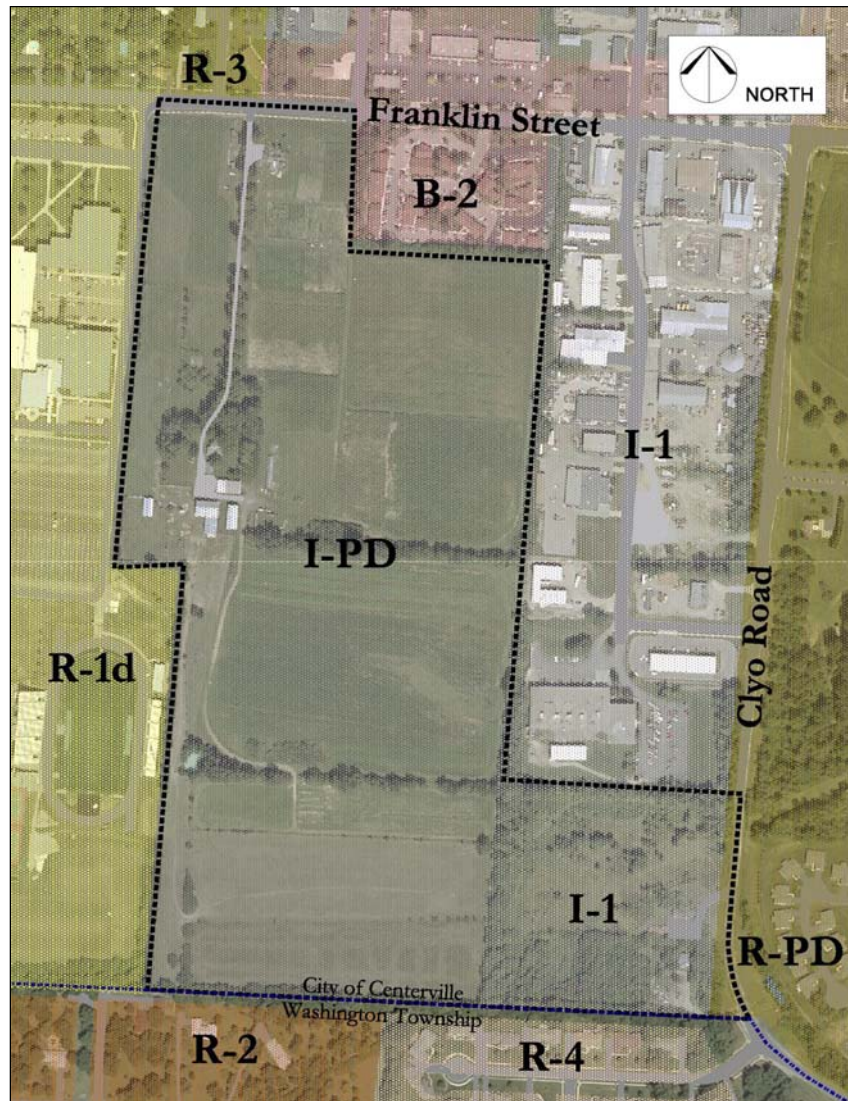
## 2. Market Considerations

*(Office, retail, and residential market)* Study Area E has limited visibility from Franklin Street and Clyo Road, limited connectivity to adjacent uses, existing zoning, and is surrounded by an array of uses. While frontage property along Franklin Street and Clyo Road will be easily marketable, these factors will make marketing of the interior of the Study Area more difficult.

According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This Study Area benefits from its location in the emerging Cincinnati-Dayton commutershed. The results of the market studies are as follows:

- The expected office market absorption is 8,000-10,000 square feet of office space on average through 2008.

- There will be an increasing locally generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.
- The City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, traditional neighborhood housing, single family homes (with space for home occupations), golf course housing, and patio homes.



Map E-3: Existing Zoning

### **3. Visual Character**

*(Landscaping, streetscape, building setback, parking, and visual character)* Study Area E is unique in that it is a rural landscape in a more urbanized area. The working farm in the Study Area is also accompanied by a farmers market, which serves to provide the Community with fresh local produce. The site has limited visibility from Franklin Street and Clio Road.

### **4. Natural Features**

*(Topography, vegetation, watercourses, and ponds)* The Study Area's natural features are limited by the agricultural development of the land. The topography is slightly rolling with one small pond located on the western portion of the site. The natural vegetation is limited to tree rows and a small meadow located in the southeastern corner of the Study Area.

### **5. Vehicular/Pedestrian Circulation**

*(Traffic conditions)* Study Area E is directly east of Centerville High School, with potential vehicular access to Franklin Street and Clio Road. The main transportation issues with Study Area E are the distribution of traffic from the Study Area on Franklin Street and Clio Road. A combination of planning measurements needs to be in place to safely disperse traffic from the site before development is initiated.

Franklin Street is a curbed three-lane section, with one-lane in each direction and a center two-way left turn lane. The posted speed limit is 35 mph. The through lanes are 14 feet wide, presenting opportunities for a shared-roadway with bicycles. There are sidewalks on both sides of Franklin Street, with RTA bus stops on the western edge of the site at the High School traffic signal, and at the eastern edge at Westpark Road. Franklin Street past Study Area E is not access controlled, with single family homes with driveways along the north side. New development on the southeast side of the Study Area is access controlled. The Thoroughfare Plan for the City of Centerville recommends Franklin Street to be a five-lane section with 82 feet of right-of-way. With this configuration, the wide curb lane would be lost.

There may be the possibility of a traffic signal opposite Westpark Road, which may present greater opportunities for businesses on both Westpark and Commpark, if those streets can be connected both on the north and south sides of Franklin Street.

Clio Road on the east side of Study Area E is a two-lane roadway, with some widening for left turn lanes at intersections or major driveways. The posted speed limit is 35 mph. The Thoroughfare Plan for the City of Centerville recommends Clio Road to be a five-lane section with 82 feet of right-of-way.

*(Pedestrian facilities)* Study Area E has minimal pedestrian ways. There is a sidewalk located on both sides of Franklin Street, and no sidewalks between Study Area E and the High School.

## 6. Utilities

*(Water)* Public water is available in the existing rights-of-way along Franklin Street to the north and South Suburban Road along the eastern boundary. Static pressures, assuming ground elevations ranging from 940 to 1000 feet, should be between 45 and 80 psi. Adequate fire flows should be available based on flow tests provided by the County.

*(Sanitary)* Existing sanitary sewer service is provided adjacent to the Study Area. An existing 18-inch sanitary sewer is located at the southeastern corner of the Study Area near the intersection of Clio Road and Ole Quaker Court.

*(Storm)* Runoff from the site drains to the south into a tributary leading to Sugar Creek.

## 7. Site and Building Configuration

The site includes 16 buildings used for agricultural and residential purposes, and three small houses converted to business uses in the southeastern corner of the Study Area. In addition, the Study Area hosts a farm market during harvest season. The site has good access to both Franklin Street and Clio Road. Though presently used for agricultural purposes, the site is currently zoned I-PD for planned industrial development. Businesses depend on connections between private and public realm (rights-of-way) for connection and visibility. This site is somewhat visible from Franklin Street and Clio Road, although the adjacent High School is the dominant land use in the area. Sidewalks exist along the frontage of the property on Franklin Street. Although the Study Area is surrounded by developed property, there are no stub connectors to this site from adjacent properties.

## E. Development Recommendations

The following describes the overall concept for directing future change within the Study Area. It is based on the previous exiting conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the private and public realm. The private realm includes property under private ownership and typically adjacent to a major roadway. The public realm includes the area within the right-of-way and any other property under public ownership.

### 1. Focus

The focus of Study Area E is to provide opportunities for an infill site with tax base enhancing use and some open space, in a manner that provides reasonable transition among a range of diverse uses (light industrial, public/institutional, and residential). This Study Area is located adjacent to Centerville High School and has current zoning in place (I-PD) for industrial use. There is good access to both Franklin Street and Clio Road. There are some existing significant tree stands on the site that should be integrated into future development patterns.

Summary of recommendations for Study Area E:



- Provide a transition between light industrial, public/institutional and residential land uses.
- Provide office use that has direct frontage on Franklin Street and Clio Road, and provide for the opportunity for long-term expansion of uses that will be beneficial to the Community.
- Provide for possible future facility expansion of the High School, or for supporting civic uses in conjunction with the High School (recreation, arts, education).
- Foster community amenities for the site (park space, civic/institutional uses, bikeways).
- Strengthen pedestrian connectivity and create more options and opportunities for vehicular access to the High School through this site.
- Preserve natural amenities on the site (detention pond, wooded areas).

## 2. Private Realm

### a. General Land Use

Study Area E is a single parcel used primarily for agricultural purposes and has several structures on site. The site has good access to Franklin Street and Clio Road, and has access to utility service. Adjacent land uses include office and commercial to the north, light industrial to the east, public/institutional (High School) to the west, and single family residential to the south.

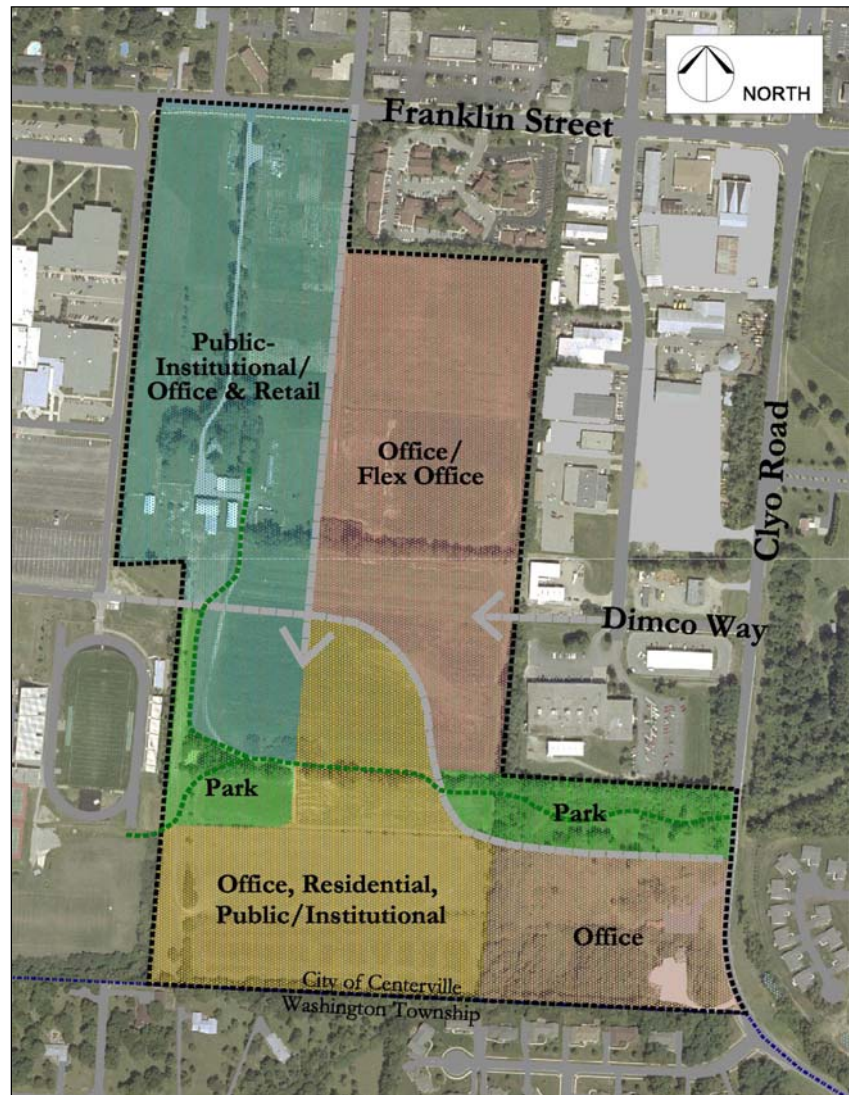
The site is currently zoned for industrial use, however, a transition of uses from existing industrial to the east, and the High School and residential uses to the west and south is envisioned for this site. Pedestrian and vehicular connectivity should be established to the western edge of the site between the Study Area and the High School.

Uses: *Public-Institutional/Retail, Office/Flex-Office, Office, Residential, and Park Space*. It is recommended that a portion of this site be used to serve the Community's need for public/institutional uses. This could take the form of future facility expansion of the High School from the west, or supporting educational or cultural facilities. This site should not be used for surface parking expansion. Neighborhood retail uses would be appropriate along Franklin Street or near the High School, and can include office support retail services (restaurants, coffee shops, bookstores, specialty foods).

Flex-office would allow a portion of the site to be utilized for office and light industrial/warehouse type uses. This type of use would allow flexibility in size and design to accommodate office, retail and warehouse uses and is appropriate adjacent to the existing light industrial uses on the eastern border of the Study Area. The flex-office area would include clean, locally serving industrial uses such as local catering companies, local delivery services, local building contractors, storage and light assembly.

Office uses would be better suited at a location with frontage to Franklin Street and Clio Road. Future office, public/institutional, and/or residential

uses can be designed around an east-west connector from Clyo Road to the High School (see Map E-4).



Map E-4: Proposed Land Use

The proposed office portion of the site should include dedicated park/open areas. An existing tree line along the south property line should be preserved to screen this property with residential uses to the south. The following chart illustrates an approximate breakdown of proposed land use by type for the Study Area. Each land use type has an associated number of acres, percentage of overall land use, and square footage yield for the public-institutional, office, flex-office, retail, and residential categories.

**Table 7.A: Proposed Land Use**

Proposed Land Use	Acres	Percentage	Yield
Public-Inst/Office/Retail	23	31.9	212,900 - 298,100
Office/Flex Office	18	25.0	166,600 - 233,300
Office/Residential/Pub. Inst.	19	26.4	175,900 - 246,200
Frontage Office – Clys Rd	5	6.9	46,300 - 64,800
Park	7	9.8	Not Applicable

*Note: Right-of-way for major north/south and east/west roads are excluded in acreage counts (overall acreage for the Study Area is approximately 76 acres). Yield is based on an FAR range of .25-.35 and excludes 15% of land use acreage for ROW.*

It would be unrealistic to expect the Study Area to fill up immediately with office and light industrial (flex-office) uses, based on the market absorption of the region discussed earlier in this report. Since it is in the City’s interests to ensure a healthy supply of land for future economic development and growth on this site, an expansion area has been designated to the south of the Study Area. After the office areas with direct frontage develop, and infrastructure (particularly roads) extends into the site, it would be appropriate for this area to develop (long term) with office, residential, and public-institutional uses.

**b. Development Density/Intensity**

The intensity of development should respect the adjacent neighborhood to the south. Use intensity and height compatible with the High School should also be encouraged. The entryway off of Clys Road is envisioned as a boulevard type entrance with office use to the south.

A floor area ratio (FAR) range of between .25 and .35 is appropriate for this Study Area, with flex-office use (one story) being at the lower end and office and public/institutional (multi-story) being at the higher end of the range. This range is typical of non-residential infill development and does not demand structured parking facilities. Future residential use adjacent to the High School should have a maximum gross density of 4 units/acre.

**c. Architecture**

Height limitations (two story) on the professional office portion of the site should be encouraged. This will provide a transition in massing from the single family residential to the light industrial uses to the north. Flex-office type of architecture allows for future expansion of uses if needed within the same building.

**d. Parking**

There is currently parking on site to accommodate the farmers market and existing residents. Parking areas located on this Study Area should be sensitive to surrounding uses. Parking facilities from the High School should not be allowed to expand to this site. Parking for the flex-office and professional office portions of the site should be located to the side or rear of buildings, and should be located in shared parking arrangements to

Floor Area Ratio, or FAR, is the ratio of total floor area to total site area and is a common measure of land use intensity.

maximize floor area of the site. On-street parking is encouraged within the Study Area as well.

**e. Circulation (pedestrian and vehicular)**

There is currently very limited vehicular traffic on the site, as the Study Area is being used for agricultural purposes. Circulation design patterns should focus on internal movement and connection within the site to the High School. Vehicular, pedestrian and bicycle connectivity should be emphasized on this site. A possible connection from Dimco Way in the existing light industrial area to the east could connect with the similar uses in the Study Area and alleviate through traffic to the south.

Pedestrian connection should be established between this Study Area and the residential uses to the south. This will allow connectivity between the proposed office and institutional uses, the existing High School, and the residential uses to the south.

**3. Public Realm**

**a. Streetscape**

Study Area E falls within the jurisdiction of the City of Centerville. The Clyo Road entrance to the site should be predominantly open space/parkland and professional office development, providing a transition from the south. A boulevard entrance at Clyo Road should be used to distinguish the entryway and anchor the two park areas on the Study Area site.

A potential vehicular connection from Dimco Way should be considered to link the industrial uses. All internal streets should include street trees and sidewalks.

**b. Landscape**

Landscaping can be an important tool both to improve the aesthetic appearance of the Study Area and to serve as a screen to adjacent uses. Placing street trees in the public right of way is one technique to soften the street and sidewalk edge of the Study Area and create a positive pedestrian environment.

**c. Transit**

The Study Area is along the Miami Valley Regional Transit Authority (MVRTA) local route that services Clyo Road and Franklin Street. Pedestrian connection to Franklin Street from the office (southern) portion of this site should be provided. This site is within the one-quarter mile walking radius from the transit stop. This is an appropriate distance for new development to promote walking to bus service.

Pedestrian connectivity of this Study Area with residential uses to the east and south could encourage transit use among a larger residential base.

**d. Biking/hiking**

A main feature of this Study Area should be to incorporate pedestrian and biking connection from Clyo Road to the High School and park space, utilizing the southern portion of the site. Sidewalks will be an important feature to safely and efficiently move pedestrians and bicyclists through this site.

#### **4. Open space**

There are opportunities to take advantage of some existing natural features on this site. A smaller scale park for the use of existing and new businesses and residents would be ideal in the southeast portion of the site, where the entrance off of Clio Road is proposed. Another smaller park located more centrally to this Study Area should be sited east of the stadium, utilizing the existing wooded and water features in the Study Area, and providing a buffer to the stadium. The two parks can be located at both ends of an east/west pedestrian connector system that will allow for destinations within the Study Area.

#### **5. Zoning**

Because recommendations in this Study Area include office, public/institutional, residential and retail uses, the I-PD zoning on this site should be changed to more efficiently accommodate those uses without utilizing variance requirements. Specifically, setback requirements of the current I-PD zoning in relation to adjacent residential uses may be a hindrance to developing this site as recommended.

### **F. Fiscal and Market Implications**

#### **1. Fiscal Implications**

This Study Area represents an opportunity for the Community to develop an infill location to advance economic development. While flex-office, and public/institutional uses typically do not generate high paying jobs, office uses would be a fiscal asset to the Community, though it is somewhat softened by the long term nature of office use at this location. As indicated, a benefit to the Community would be in the form of an alternative potential connection (access) to the High School. As this benefit would be in the form of civic use, the City should consider the use of a TIF (tax increment financing) package to help finance the flex-office and office use. The current value of the land based on agricultural use when compared to the value of the land with office and light industrial uses will yield a large increment. The City can use this increment for advancing the public purpose in financing road construction on the site to connect the High School.

#### **2. Market Conditions**

The site has limited visibility from Franklin Street and Clio Road, limited connectivity to adjacent uses, existing zoning, and is surrounded by an array of uses. These factors will make marketing the Study Area more difficult. It would be unrealistic to expect the Study Area to fill up immediately with office and industrial uses based on the market absorption of the region. It is in the City's interests to ensure a healthy supply of land for this purpose in the future. In addition, public sector participation in the marketing and development of the site may be needed to enhance the long-term economic development benefit of the Study Area.

As stated in this report, the City of Centerville and Washington Township should expect absorption of 8,000 to 10,000 square feet total of

office space each year (on average) through 2008 without any effort to induce the market. The capacity of the Community to absorb added development far exceeds the short-term demand for office space. As such, this Study Area should be thought of as having long-term development potential.

Flex-office and light industrial uses can be marketed in a way to entice smaller businesses to remain in the Community with the opportunity to move into bigger, more flexible space. Light industrial areas like the one found to the east of the Study Area are like a number of “second tier” urban industrial areas, in that they tend to decline in terms of environment and occupancy over time. Therefore, any expansion of the industrial area into this Study Area might be accompanied by a plan for gradual upgrading or maintenance of infrastructure (in the existing industrial area) and by adding industrial-friendly covenants that ensure covered storage, quality fencing, consistent signage and paved parking in the new area.

OUR COMMUNITY

8. Study Area F

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CREATE  
THE VISION

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## 8. Study Area F

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Aerial image looking north over St. Leonard's in Study Area F

### **A. Overview**

*(Regional and Community setting)* Study Area F is located in the southeast corner of Centerville Station Road and Clyo Road, three quarters of a mile east of Downtown Centerville. The Study Area is part of St. Leonard's and the adjoining retirement community. The majority of the Study Area is currently open space for St. Leonard's and contains an access drive to the campus from Centerville Station Road.

*(Type of Area)* Study Area F is primarily undeveloped and is owned by the Franciscan Sisters of Sylvania, Ohio. The Franciscan Sisters of Sylvania have a Master Plan of the property to expand the St. Leonard retirement community into the Study Area. The Master Plan was the basis for recommendations found in this document, with minimal deviation as discussed herein.

### **B. Study Area Limits**

*(Description of Study Area location within the Community)* Study Area F is located in the southeast quadrant of the Centerville Station Road and Clyo Road intersection. The Study Area is bordered by Centerville Station Road to the north, Clyo Road to the west, and St. Leonard's on the south and east (Map F-1). The Study Area is located along a traffic corridor linking the entire Community along Centerville Station Road/Franklin Street.





Map F-1: Study Area limits

## C. Development Conditions

### Summary of Key Findings:

- The 51-acre Study Area is one parcel containing one utility building with a total floor area of 605 square feet.
- The area provides residents in the retirement community with passive recreational opportunities. There is also an adjacent park (Bill Yeck Park) to the southeast.
- St. Leonard's views the Study Area as an opportunity to develop and expand the campus and retirement community, with some additional commercial uses.
- Centerville Station Road and Clio Road are scheduled for transportation improvements in 2003 and 2004 to accommodate future development. Centerville Station Road would be improved, by adding an extra lane and a potential multi-use path, and make the existing three lanes two lanes with a center turning lane.
- Construction of garden/cottage style units is currently underway on approximately 17 acres at the eastern edge of the Study Area at a density of four dwelling units/acre.

## D. Existing Development

### 1. Land Use and Zoning

*(General land-use and adjacent land-use)* Study Area F, as noted, is open space that St. Leonard's has plans to use for the expansion of the campus and retirement community. The primary surrounding land use in this region is residential to the north and east. Other surrounding land uses include commercial, office and public/institutional located to the west and northwest (Map F-2).



Map F-2: Existing Land-Use

Study Area F is zoned R-PD (Residential Planned Development). The purpose of this zoning is to permit greater flexibility and consequently, more creative and imaginative design for the development of residential areas than is generally possible under conventional zoning regulations. This zoning provides developers with the opportunity to incorporate the existing open space and mixed uses into the St. Leonard's campus and retirement community.

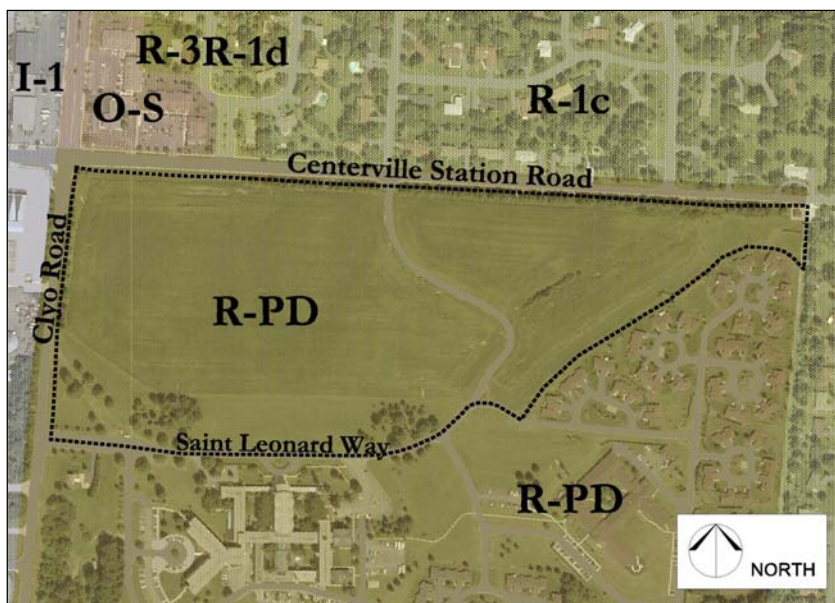
The areas adjacent to Area F are zoned R-1c (Single Family Residential on 20,000 square foot lots), R-1d (Single Family Residential on 15,000 square foot lots), R-3 (Multi-Family Residential), O-S (Office Service) and I-1 (Light Industrial District) (Map F-3). This zoning creates a mix of uses in this part of the Community, and provides residents with a variety of housing options. The housing is surrounded by a number of parks and recreation areas within a mile including Black Oak Park, Forest Walk Park, Black Oak East Park, Bill Yeck Park and Forest Field Park. Map F-3 illustrates the zoning for Study Area F and the surrounding areas.

## 2. Market Considerations

*(Office, retail, and residential market)* The Study Area is located along a highly visible corridor in the Community and is adjacent to a retirement facility. Marketing of this site should include accommodations for empty nester/move-down housing (garden homes, retirement community) and retail uses associated with the senior population.

According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton commutershed.

The expected office market absorption is 8,000-10,000 square feet of office space on average through 2008. There will be an increasing locally



Map F-3: Existing Zoning

generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware, specialty shops, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.

The City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of this market, followed by transfers and relocations 20-25 percent and empty nester/move-downs 10 percent. They will demand a variety of housing including cluster homes, traditional neighborhood housing, single family homes (with space for home occupations), golf course housing, and patio homes.

### 3. Visual Character

*(Landscaping, streetscape, building setback, parking, and visual character)* The predominant visual characteristic of Study Area F is the nearby architecture of St. Leonard's Church, the former seminary building. Approaching the Study Area from Centerville Station Road or Clyo Road, the architecture of the seminary building is visible above the treeline. A statue and bell tower are also highly visible from the surrounding community. The Study Area has a large grassy field fronting Centerville Station Road, with no defined landscaping or natural features.

### 4. Natural Features

*(Topography, vegetation, watercourses, and ponds)* Study Area F does not contain any significant natural features and functions more as a major open area to St. Leonard's. This Study Area contains some landscaping to the south, but no other significant vegetation or natural features. There is a hilly area that rises to the south, placing St. Leonard's on the highest ground.

## 5. Vehicular/Pedestrian Circulation

*(Traffic conditions)* Study Area F is situated in the southeast corner of Clys Road and Centerville Station Road. There is a mix of motorists in this area generating younger drivers from the high school and older drivers coming from the retirement community.

Centerville Station Road past Study Area F is not access controlled, with single family residential driveways along the curbed north side between Raintree Road to just west of Bigger Road. This section has been widened to 38 feet with a 14-foot eastbound lane, and a 22-foot westbound lane with parking. The Thoroughfare Plan for the City of Centerville recommends Centerville Station Road to have three lanes in a 70-foot right-of-way with wide curb lanes.

Clys Road on the west side of Study Area F is a two-lane roadway with some widening for left turn lanes at intersections or major driveways. The posted speed limit is 35 mph. The Thoroughfare Plan for the City of Centerville recommends Clys Road to be a five-lane section with an 82 foot of right-of-way.

*(Pedestrian Facilities- Walkway and Bikeway)* A well-buffered sidewalk on Centerville Station Road and Clys Road supports pedestrian traffic in Study Area F. This sidewalk system will serve to support the future expansion of St. Leonard's and neighboring retirement community. Bike paths and bicycle racks are lacking in and around the Study Area.

## 6. Utilities

*(Water)* Public water is available in the existing rights-of-way along Centerville Station Road to the north and Clys Road to the west. Static pressures in this Study Area, assuming ground elevations ranging from 950 to 970 feet should be between 60 and 75 psi. Adequate fire flows should be available.

*(Sanitary)* Existing sanitary sewer service is provided adjacent to the Study Area along Clys Road and at the northeastern corner of the Study Area.

*(Storm)* Runoff from the site drains to the northeast into the Centerville Tributary. The Study Area is classified as Zone C (minimal flooding) according to the flood insurance map.

## 7. Site and Building Configuration

The site includes one small building used for utility purposes. The site has good access to both Centerville Station Road and Clys Road. Though the majority of the site is presently undeveloped, the site is currently zoned R-PD for planned residential development. Businesses depend on connections between private and public realm (right-of-way) for connection and visibility. This site is quite visible from Centerville Station and Clys roads, with St. Leonard and senior housing the dominant land use immediately adjacent to the Study Area. The Study Area is surrounded by development, and there is adequate access from adjacent roads and properties.

## E. Development Recommendations

The following describes the overall concept for directing future development within the Study Area. It is based on the previous exiting conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the private and public realm. The private realm includes property under private ownership and typically adjacent to a major roadway. The public realm includes the area within the right-of-way and any other property under public ownership.

### 1. Focus

The focus of Study Area F is to provide for the appropriate development of the site while maintaining views into the site that have become a landmark in the Community.

Summary of recommendations for Study Area F:

- Promote expansion for residential and institutional uses in general accordance with the Master Plan for the St. Leonard's site.
- Protect and strengthen key views into the site.
- Create a high quality public realm through well designed streetscape, including the creation of a boulevard into the site from Centerville Station Road.
- Preserve open space on the site consistent with the St. Leonard's Master Plan.
- Provide opportunities for supporting mixed-uses (neighborhood-scale commercial, retail and residential uses) at the intersection of Clyo Road and Centerville Station Road.

### 2. Private Realm

#### a. General Land Use

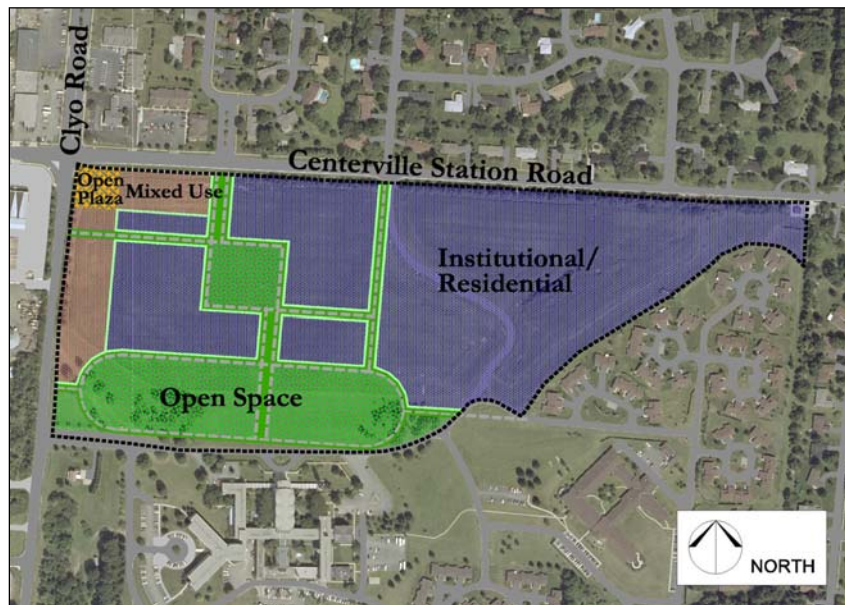
Study Area F is comprised of one undeveloped parcel, however a portion of the northeast area of the site is being developed. The site has access to Clyo Road and Centerville Station Road, and has access to utility services. Adjacent land uses include a retirement community to the south and east, predominately single family to the north, with some office, commercial, and light industrial uses to the west.

The site is currently zoned for planned residential use (R-PD). There is a Master Plan for the site that includes an expansion of the St. Leonard's retirement community to this Study Area. The Master Plan indicates residential, commercial and institutional uses located around a community green. There is an access road on the site from Centerville Station Road. Saint Leonard Way is the main entry off of Clyo Road.

Uses: *Mixed-use with neighborhood retail, commercial and residential uses, as well as institutional/residential, and open space.* The Study Area will support neighborhood-scale commercial uses such as personal services (laundry, dry cleaning, barbering, shoe repair) and convenience goods (foods, drugs, and sundries) to service the needs of the adjacent retirement community, as well as the surrounding neighborhood. Mixed-use

opportunities for residential (start-up) uses within the commercial and retail uses are supported at the primary intersection of Cloyo and Centerville Station roads. Retirement housing as well as garden home opportunities are supported to the east of the mixed-use area. Open passive recreation uses should be incorporated to continue service for the area.

Institutional/residential uses include garden/cottage style housing for the senior community and supporting institutional uses (doctors office, community facilities, banking) can be integrated into the northern portion of the site to service residents.



Map F-4: Proposed land-use

**b. Development Density/Intensity**

The intensity and placement of development should respect the views into the site, as well as surrounding land use. Commercial/retail uses (.30-.40 FAR) that serve the immediate neighborhood and Community, but are not regional in scale, should be encouraged at this location. Commercial/retail and residential uses should be located on the first floor with residential uses located on the first and second floors.

The overall residential portion of the Study Area should not exceed the approved Master Plan for the site (six dwelling units/acre). Gross residential density for the institutional/residential portion of the site should not exceed four units/acre, while the residential mixed-use component should not exceed six units/acre gross.

Assuming that 30 percent of the institutional/residential component would be institutional (10 acres) at a FAR (floor area ratio) range of .30 to .40, institutional use would yield between 111,000 and 148,000 square feet on the site. The neighborhood retail and commercial component (3.5 acres) of the mixed-use area would yield between 46,000 and 61,000 square feet at an FAR range of .30 to .40. (Note: 15% of the institutional acreage is

Floor Area Ratio, or FAR, is the ratio of total floor area to total site area and is a common measure of land use intensity.

deducted for right-of-way (access drives, parking), while no deduction from the mixed-use acreage is required, as on-street parking would be encouraged).

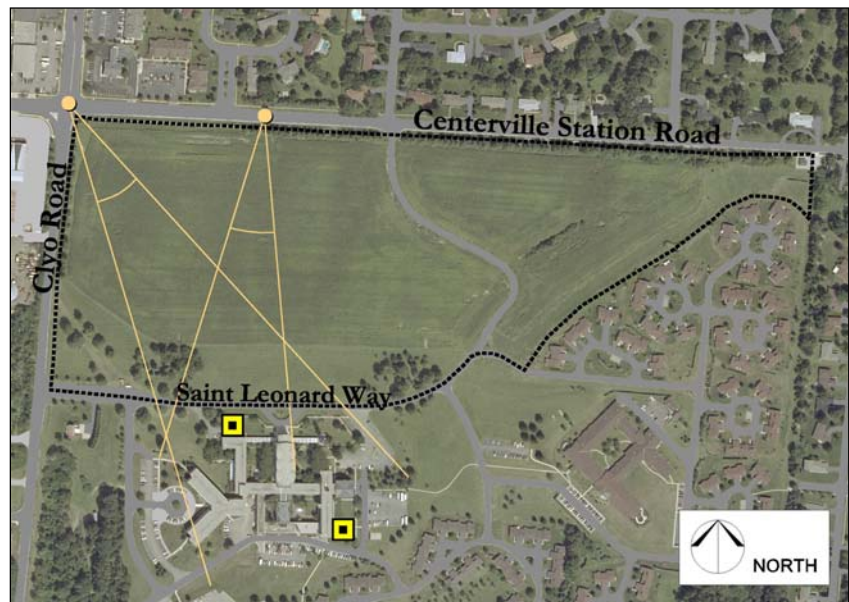
**Table 8.A: Proposed Land Use**

Proposed Land Use	Acres	Percentage
Institutional/Residential	33.0	70.9
Mixed-Use	4.0	8.6
Open Space	9.0	19.4
Open Plaza	0.5	1.1

*ROW for major entry drives are excluded from acreage totals (overall acreage for the Study Area is approximately 51 acres).*

**c. Architecture**

Height limitations should be strictly enforced on this site. There should be no structure impeding the critical views into the site from the northwest corner. This corner is seen as a plaza open space for the supporting commercial uses, with any structures behind it low enough in profile so as not to block the views into the site. Map F-5 illustrates the two main views into the site, with the main entry roundabout terminating the vista from the north, and the tower and statue terminating the vista from the northwest.



Map F-5. Significant views into the site from the north and northwest

Qualities of the St. Leonard complex should be used in future development of this Study Area (material, orientation, height). Buildings should face the open space, with parking and service to the rear. Building height should be predominately one-story, with two-story mixed-use structures at the northwest corner of the site.

**d. Parking**

There is currently parking on adjacent sites to allow for visitors to St. Leonard to park on site. Future parking areas located within the Study Area should be sensitive to views from the rights-of-way. Parking for the commercial component of this site should be located to the side or rear of buildings, and not directly fronting Clys and Centerville Station roads. On-street parking should be encouraged to support the mixed-use component of the Study Area and to maximize the floor area ratio of the site.

**e. Circulation (pedestrian and vehicular)**

Circulation should be focused on a boulevard entrance from Centerville Station Road to Saint Leonard Way. A boulevard would accentuate the view into the site up the hill and be centered on St. Leonard. Pedestrian and bicycle pathways will be vital to the development of the Study Area. The uses are such (retirement community, neighborhood scale commercial/retail) that walking and bicycling should be a dominant mode of transportation in and around the site. Particular care should be given to providing access to transit services (MVRTA). Walkways and bicycle racks are needed within the Study Area in order to encourage different modes of transportation and to facilitate connectivity. In addition, traffic calming strategies such as the central square would be helpful to mitigate any potential conflict that may arise between automobile and pedestrian transit modes.

**3. Public Realm****a. Streetscape**

The Centerville Station Road entrance should be a focal point with a landscaped boulevard leading into the site. There is a significant amount of street frontage along Centerville Station Road, providing the opportunity for street beautification and consistent streetscape treatment. A gazebo or water feature can be a focal point in the central open area and street trees in the boulevard can accentuate vistas into the Study Area.

**b. Landscape**

The northern views into the Study Area are a Community amenity and should be integrated into new development on the site, as should existing mature trees. Street trees should be integrated into existing and new development to soften the edge between the built and natural environments.

**c. Transit**

The Miami Valley Regional Transit Authority (MVRTA) currently has daily bus service to the Study Area at the Clys Road intersection. The MVRTA has a Dial-A-Ride program that serves the campus. Future plans for the Study Area should incorporate transit service as an integral part of site design and use.

**d. Biking/hiking**

Biking and hiking are important features in this Study Area for both physical exercise and a means of transportation. A main feature of future development should be the creation of pedestrian and biking connection from the St. Leonard facility to Clys and Centerville Station roads,



connecting housing, the health center, commercial areas, and transit opportunities. Sidewalks will be an important feature to safely and efficiently move pedestrians and bicyclists through this site.

#### **e. Open space**

The Study Area features a significant amount of open space. The Study Area is presently zoned R-PD and development is occurring on the site. Open space is a feature that can benefit both the residents on the site as well as the greater Community. Open space should be incorporated as a significant feature in the Study Area in the form of open space and greens.

In addition, the creation of retention ponds in Study Area F would serve to mitigate the runoff from the retirement community and the parking lots serving the church facilities, and create an attractive water feature and focal point.

#### **f. Zoning**

Because recommendations in this Study Area include residential, institutional, and commercial uses, the R-PD zoning on this site should be changed to accommodate those uses without utilizing variances.

### **F. Fiscal and Market Implications**

#### **1. Fiscal Implications**

Most of the development activity in this Study Area is anticipated to be residential, which has relatively neutral fiscal impacts on the City, as there would be marginal increased valuation in the property that is currently zoned R-PD. The fiscal impact to the Community will be felt by ensuring that efficient services are provided to support the seniors who would make up the majority of residents living here (efficient EMS runs, medical services located nearby, public transit options, central location). By providing these quality of life services, a growing segment of the population (elderly) will remain within the Community. Some retirees continue working at home, and most seniors shop locally and support local public services, both fiscal benefits to the Community. By enhancing the environment for retailers, there are also more opportunities for upgrading the merchandise mix for the Study Area and the surrounding neighborhood.

#### **2. Market Conditions**

The plan for the Study Area is to accommodate empty nester/move-down housing (garden homes, retirement community) as well as the start-up housing demand (mixed-use first and second floor residential), by supplying housing options for the senior community as well as those new to the residential market. This can be accomplished by providing housing with adjacent access to the MVRTA transit line and supporting neighborhood retail services. The majority of this Study Area would be geared towards senior housing, with start up housing targeted to the Clys and Centerville Station intersection and integrated with other mixed-uses. As stated in this report, the City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up

over 50 percent of that market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent).

This Study Area presents a captive market that should be used to entice neighborhood scale retail uses such as personal services (laundry, dry cleaning, barbering, shoe repair) and convenience goods (foods, drugs, and sundries).

OUR COMMUNITY

## 9. Study Area G

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## 9. Study Area G

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### A. Overview

*(Regional and Community setting)* Study Area G lies at the far eastern edge of the Community, just west of the SR 725/Wilmington Pike intersection, adjacent to the Greene County line. The surrounding region is predominately residential with some commercial and business uses. The Study Area is located along the SR 725 corridor linking the outer limits of the Community to downtown Centerville.

*(Type of area)* Study Area G, which was farmed actively up until the last two years, is currently undeveloped. The neighborhood surrounding the Study Area contains many characteristics of a multiple-use district including residential and commercial uses. Unlike a typical mixed-use area, where uses are fully integrated (vertically and horizontally), the surrounding uses are located on individual parcels, with separate parking and access points. Automobiles take precedence over other forms of transportation such as mass transit and pedestrian modes. The floor area ratio in these areas is typically low, with widespread, highly visible surface parking. There is also a degree of isolation between commercial uses, and adjoining residential neighborhoods, with few pedestrian connections.



Aerial view looking west over Study Area G.

## B. Study Area Limits

*(Description of Study Area location within the Community)* Study Area G is located on the eastern edge of the City of Centerville along SR 725. The Study Area is on the south side of SR 725 between an existing residential subdivision and the Montgomery County/Greene County line, just west of the SR 725 and Wilmington Pike intersection. The boundaries of Study Area G are depicted in Map G-1.



Map G-1: Study Area Limits

## C. Development Conditions

### Summary of Key Findings

- The 34-acre Study Area is made up of one parcel, with two existing structures located on site, one a farmhouse that is a local landmark structure.
- A major drainage swale bisects the Study Area, with a significant 100-year flood plain.

- The Study Area is an infill site, surrounded by existing development.
- A portion of Study Area G is restricted to development due to steep slopes greater than 6 percent. This area lies south of the creek.
- No pedestrian connectivity exists between this Study Area and surrounding plats.

## **D. Existing Development**

### **1. Land Use and Zoning**

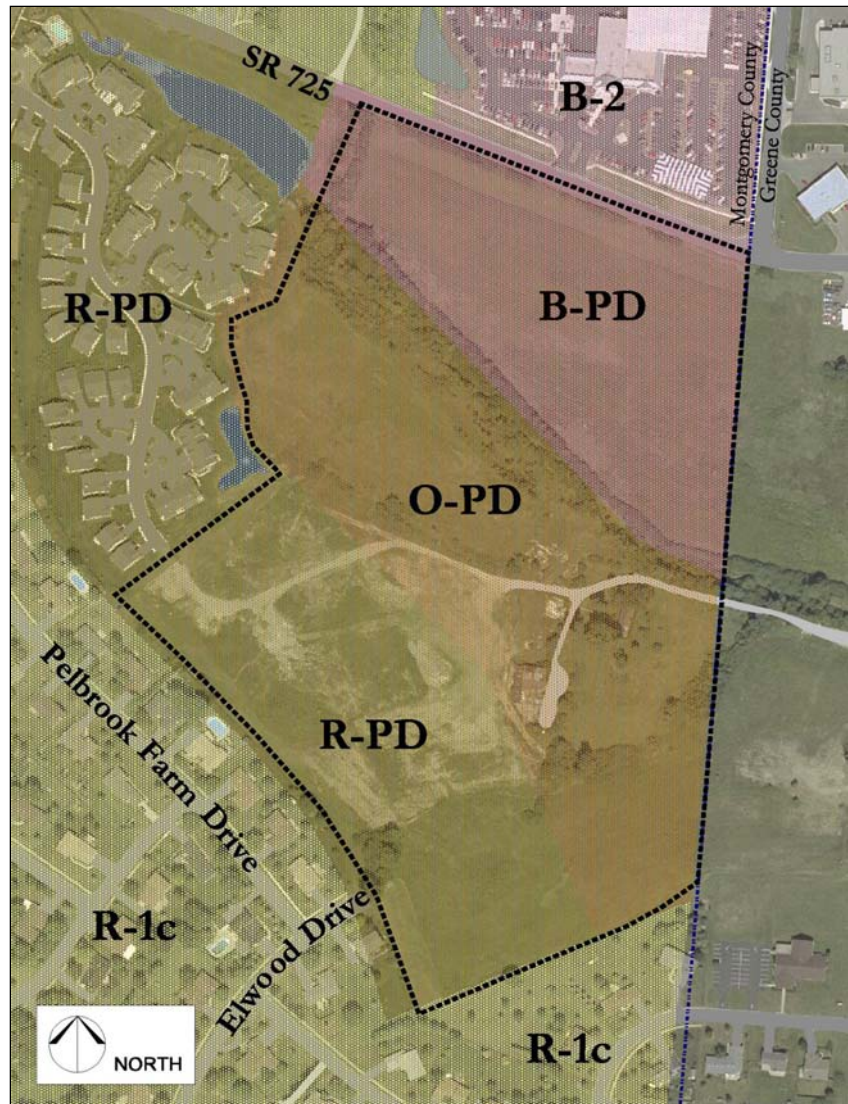
*(General Land-use and adjacent land-use)* The Study Area is part of a larger site that extends into Greene County toward Wilmington Pike. The Study Area portion of the site includes a historic farmhouse, which receives access off of Wilmington Pike.

Study Area G is zoned B-PD, Business Planned Development north of the creek, and O-PD Office Planned Development and R-PD Residential Planned Development, south of the creek. Although not in the Study Area, a portion of the property extends east to Wilmington Pike adjacent to the City of Bellbrook and Greene County. The purpose of the Planned Development (PD) zoning districts is to permit greater flexibility and more creative and imaginative design for the development of business areas than is possible under conventional zoning regulations. It is further intended to promote economically efficient uses of larger tracts of land. The general land use of Study Area G is illustrated in Map G-2.



Map G-2: Existing Land Use

The southern and western boundaries of the Study Area are bordered by residential uses. Land along the eastern boundary is vacant and fronts the Greene County line and SR 725. An auto dealership is located on the north side. Zoning districts located outside the Study Area but within the SR 725 corridor include B-2 General Business and R-PD and R-1C Single Family Residential. This level of zoning provides for a mix of uses along the SR 725 corridor as shown in Map G-3.



Map G-3: Existing Zoning

## 2. Market Considerations

*(Office, retail, and residential market)* This site has good visibility from SR 725 and is presently zoned for office, business/retail and residential development. Because of the Study Area location and low projections for office absorption in the region, marketing and site visibility will be key factors for long-term office use.

According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton commutershed. The results of the market studies are as follows:

The expected office market absorption is 8,000-10,000 square feet of office space on average through 2008.

There will be an increasing locally generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain



or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.

The City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market, followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent).

### **3. Visual Character**

*(Landscaping, streetscape, building setback, parking, and visual character)* Because of its location along SR 725 and proximity to the Montgomery County/Greene County line, the Study Area features as a gateway to the Community.

The impression of the Study Area as you travel through the gateway is shaped by what is seen of the public and private realm from the roadway. This Study Area is zoned for office, retail, and residential uses on separate sites. A car dealership is located on the north side of SR 725. Further west of Study Area G, single-family residential communities dominate the landscape, with some agricultural uses on the south side of the road.

### **4. Natural Features**

*(Topography, vegetation, watercourses, and ponds)* The presence of natural features in an area offers visual relief and helps orient residents with features that differentiate one area from another, especially when the landscaping and architecture is non-distinctive.

Study Area G is unique because of its natural features. The Study Area is bisected by the Centerville tributary to the Sugar Creek drainage, which provides a break in the landscape and varied topography. There are also a series of man made retention ponds to the west incorporated into the adjacent residential neighborhood. In addition, steep slopes greater than six percent exist in the southern portion of the Area.

### **5. Vehicular/Pedestrian Circulation**

*(Traffic conditions)* Study Area G is south of SR 725 and slightly west of Wilmington Pike. Direct property access is available from SR 725.

SR 725 west of Bigger Street (west of the study area) has recently been widened to a curbed five (5) lane divided roadway. East of Bigger Street it is a two-lane roadway with left or right turn lanes added for new developments. The Thoroughfare Plan for the City of Centerville, Ohio recommends SR 725 to have five lanes with a 120' right-of-way. Plans are also outlined in the Capital Improvement Program to upgrade traffic controllers and establish continuous sidewalks 8' north and 5' south of SR 725. The property could be accessed from Wilmington Pike (as is a current driveway). This would need to be coordinated with the City of Bellbrook and Greene County.

*(Pedestrian facilities)* There is a lack of pedestrian connection between developments adjacent to the Study Area, and there are no sidewalks or hiker-biker trails in the area.

## **6. Utilities**

There is adequate water, sanitary, and storm facilities nearby the Study Area that can be easily accessed. These facilities can support additional development in Study Area G.

*(Water)* Public water is available adjacent to the Study Area on SR 725. It may be desirable to loop a waterline connection through this Study Area to existing waterlines located to the south along James Bradford Drive. Static pressures in this Study Area, assuming ground elevations ranging from 890 to 920 feet should be between 80 and 100 psi. Adequate fire flows should also be available.

*(Sanitary)* Existing sanitary sewer service is provided adjacent to the Study Area. An existing 21-inch sanitary interceptor sewer runs along Whites Corner.

*(Storm)* Runoff from the site drains directly into the Whites Corner Tributary, which runs through the development area. The flood insurance mapping shows a dam within the Study Area and flood elevations have also been determined for this segment of stream. Any proposed development adjacent to this stream should consider the flooding potential and clearance from the stream's regulatory floodway.

## **7. Site and Building Configuration**

The site includes two buildings, including a vacant historic farmhouse. The Study Area has good access to SR 725, with the opportunity for access to Wilmington Pike, however arrangements would need to be made with the City of Bellbrook and Greene County in order to accomplish this. Though presently undeveloped, the site is currently zoned B-PD, O-PD, and R-PD for planned business/retail, office and residential development. While the northern portion of the site is visible from SR 725, the southern portion of the site does not have good visibility.

## **E. Development Recommendations**

The following describes the overall concept for directing future development within the Study Area. It is based on the previous existing conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the private and public realm. The private realm includes property under private ownership typically adjacent to a major roadway. The public realm includes the area within the rights-of-way and any other property under public ownership.

### **1. Focus**

This site is currently zoned B-PD, O-PD, and R-PD, for business/retail, office and residential uses respectively. The focus of this Study Area is to structure the eventual use of the property in a way that is sensitive to the

surrounding neighborhoods and on-site amenities, provides pedestrian and vehicular connectivity to adjacent parcels, and provides uses that will have a positive fiscal impact on the Community.

Summary of recommendations for Study Area G:

- Provide neighborhood retail, office and residential uses.
- Promote economic expansion for business development with consideration to existing zoning.
- Link this site to the adjacent neighborhood so that residential uses are integrated.
- Integrate the historic farmhouse and its architectural character into the site design.
- Protect the existing floodplain and woodland.
- Introduce gateway elements along the SR 725 frontage and within the streetscape.

## **2. Private Realm**

### **a. General Land Use**

As discussed earlier, Study Area G is under single ownership and is currently undeveloped. Adjacent land uses include a combination of single and multi-family residential to the west and south, commercial to the north, and vacant land to the east in Greene County. There are two stub connector streets leading into the Study Area on the southern portion of the site. There is a small access drive extending from the east in Greene County into the Study Area.

Development Opportunities: A mixed-use development that incorporates what is unique about the Community into the design (using brick and indigenous stone as primary building materials, and reflecting qualities of the historic farm house). Existing access points to the Study Area should be taken into consideration with final site layout and design. There is an opportunity to incorporate the historic residential structure itself into either a cultural facility in a park/residential setting, or as an adaptive reuse to support the office component of the Study Area. There is a substantial floodplain area on the site that should be protected and integrated into the overall site layout for the Study Area.



Map G-4: Proposed Land Use

Uses: *Mixed-use development including neighborhood retail and office uses, residential and open space.* (See Map G-4) Neighborhood scale uses include the sale of convenience goods (foods, drugs, and sundries) and personal service (laundry, dry cleaning, barbering, shoe repairing) for the immediate neighborhood. This includes professional offices and office support services. Neighborhood retail uses (personal service, neighborhood gathering places including bookstores and coffee shops, household furnishing stores, specialty foods, and small professional offices) are appropriate in the northern portion of the Study Area with visibility to SR 725.

Professional office uses are appropriate where existing O-PD zoning is in place, as well as a portion of the B-PD zoned property to the north for proper visibility. Office uses should include careful site layout to maximize visibility. The following table represents the approximate acreage per proposed land-use, with a square footage yield range for non-residential uses. This range is based on a floor area ratio (FAR) between .30 and .35.

Floor Area Ratio, or FAR, is the ratio of total floor area to total site area and is a common measure of land use intensity.

**Table 9.A: Proposed Land Use**

Land Use Category	Acres	Percentage	Yield (Square Feet)
Mixed-Use	4	14.3	44,400 - 51,800
Office	7	25.0	77,800 - 90,700
Residential	11	39.3	Not Applicable
Park-Residential/Office	6	21.4	Not Applicable

*Note: 3.5 acres of floodplain area and the ROW for major entry drives are excluded from acreage totals (overall acreage for the Study Area is approximately 34 acres). Yield is based on an FAR range of .30 to .35 and excludes 15% of land acreage for internal ROW.*

There is an area of floodplain covering approximately 3.5 acres bisecting the northern one-third of the site. Efforts should be made to leave the floodplain undisturbed and incorporate it into the development (commercial outdoor recreation, active use) in a manner that does not adversely impact the area.

Development of this portion of the Study Area should take advantage of access and visibility along SR 725, with shared parking located to the rear or side of the buildings. Access onto SR 725 should be made via one focal entrance serving the Study Area. Multiple curb cuts directly onto SR 725 should be avoided to better control access.

**b. Development Density/Intensity**

The size and scale (intensity) of residential development should respect the adjacent neighborhood to the south and west of the Study Area. Use intensity and height compatibility with residential uses to the south and west is encouraged (maximum gross residential density 3 dwelling units/acre).

The entry off of SR 725 will allow a mix of uses (office and retail) and densities from SR 725 back into the site. A floor area ratio (FAR) range between .30 and .35 is appropriate for the Study Area, given that this portion of SR 725 is not as highly visible as other sites closer to I-675. This range would allow two story buildings with shared parking between office and retail uses.

Higher density non-residential mixed use (two story) is encouraged fronting SR 725, with parking located to the side and rear of structures. This will create a sense of entering the Community from the west.

**c. Architecture**

Buildings should have a design and form that reflect the Community character, and allow them to be occupied by various users over time, and not be specialized and designed for a particular use. Architecture should incorporate durable, indigenous building materials (mostly stone and brick) finished in the same level of detail on all sides of the building.

Service areas should be designed and screened so as not to be visible from adjacent residential uses. Freestanding signs should be proportional to the setback, speed, and roadway width.



Photo of existing farmhouse.

Elements from the existing historic farmhouse on the site should be picked up in architectural details for this Study Area (such as brick, porch elements, shape and massing of the structure, chimneys). The Study Area is a gateway for vehicular traffic traveling along SR 725 from the east into the Community. This site is an ideal opportunity to link architectural elements from the Community's past into a gateway location (see Community Appearance, Volume 1: General Elements). The historic farmhouse should be integrated into development plans for the Study Area, either as an adaptive reuse for office space, or as a civic amenity in a residential/park setting.

#### **d. Parking**

Future surface parking lots should be designed with landscaped islands and be located to the rear or side of primary structures. On street parking within the Study Area should be encouraged, and shared parking should be integrated into the office and retail uses. Parking lots should be masked from the frontage by buildings, streetwalls, or hedges. Parking lot lighting should be angled or downcast so as to minimize glare and potential illumination of neighboring residential uses.

#### **e. Circulation (pedestrian and vehicular)**

Vehicular or pedestrian only circulation should be continued from the adjacent stub roads to the west and south of the Study Area, linking the two residential neighborhoods with the Study Area. Efforts to provide access east to Wilmington Pike will need to be coordinated with the City of Bellbrook and Greene County. The Study Area should have one focal entrance off of SR 725, and connection should continue into the site to link the various land uses (retail/commercial, office and residential).

Pedestrian circulation should be connected with existing adjacent residential uses, and extend to the proposed park/open space portion of the Study Area. Pedestrian connection should also be extended along the frontage of SR 725, and from the building frontage areas to surface parking lots.

### **3. Public Realm**

#### **a. Streetscape**

The subject site falls within the jurisdiction of the City of Centerville. Street trees, reduced parking in advance of building lines, minimal number of curb cuts along SR 725, and landscaping with appropriately scaled signage can positively enhance the streetscape of this Study Area. This Study Area should be viewed as a gateway into the Community from the east along SR 725. General recommendations from the Washington Township Streetscape Enhancement Guidelines should be used to guide future gateway treatments introduced at this location by the City of Centerville. Such recommendations include burying utility lines, providing landscape materials to screen parking lots, and the consideration of using consistent signage and landscaping at all gateway locations. Additional

recommendations for gateways at this location can be found in the Community Appearance chapter of this Plan (Volume 1: General Elements).

**b. Landscape**

Landscaping can be an important tool to unify an area aesthetically, particularly if there are multiple users or property owners. Placing street trees in the public right-of-way is one technique to soften the street and sidewalk edge of the sub-area and create a positive pedestrian environment.

Future development of this area should strive to compliment and link surrounding uses as well as act as a gateway to the Community. And as noted earlier in this section, the historic farmhouse should be preserved and incorporated into future development to accent and define the Community's character.

Sloped portions of the Study Area should be emphasized in future development with as little grading as necessary, to provide visual relief, help orient residents and visitors, and potentially serve as a public open space.

**c. Transit**

Presently, there is no direct transit service to the Study Area. The nearest transit location (MVRTA bus stop) is at Cloy and Bigger roads to the west. Pedestrian and bicycle connectivity along SR 725 to the transit stop will help to promote the use of public transit.

**d. Open space**

It should be a priority to provide open space in conjunction with development due to the natural amenities on the site. The woodland area should be preserved as a visual backdrop to development. The historic farmhouse should also be incorporated into open space plans for the Study Area. By clustering development, open areas could be an integral part of future plans for this property. Amenities such as major tree stands and open areas created by the floodplain should be retained. These items can be incorporated into the overall design and master plan for the site.

A park area should be incorporated into this Study Area for use and enjoyment of nearby office workers, residents and employees of neighborhood retail uses.

**e. Zoning**

The current zoning on the Study Area allows most of the recommended uses. Some adjustment to the B-PD zoning may need to be accomplished in order to accommodate more office use. In addition, development standards should be adopted to encourage mixed-use design (or overlay zoning).

**F. Fiscal and Market Implications**

**1. Fiscal Implications**

The Study Area represents an opportunity for the Community to develop an infill location to advance economic development. The City of Centerville will benefit the most fiscally from increased office usage. This site already has residential, office and business/retail zoning in place. This location provides an opportunity to increase and diversify the City's job base with an

emphasis on office use versus retail use. If development occurs, full occupancy of the area will enhance property values the most, especially since this area functions as a gateway to the Community. By enhancing the environment for retailers, there will be more opportunities for upgrading the merchandise mix in and around this Study Area.

## **2. Market Conditions**

Uses at this location should take advantage of the gateway visibility from the east off of Wilmington Pike. The saturated retail market has been a concern of the Community. A mixture of offices, neighborhood business/retail and residential uses can be incorporated into a pedestrian-friendly setting with an on-site park area. The market is likely to support residential uses at this location as well (adjacent residential use, good access, and the site extends back off of SR 725).

As stated earlier in the existing conditions section, the Community should expect absorption of 8,000 to 10,000 square feet total of office space each year (on average) through 2008 without any effort to induce the market. This Study Area has a large supporting residential base to help support and market neighborhood retail and office uses, although office and residential uses should be thought of as the optimum long term uses for this site.



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10. Study Area H

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## 10. Study Area H

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Aerial view looking east over Study Area H

### **A. Overview**

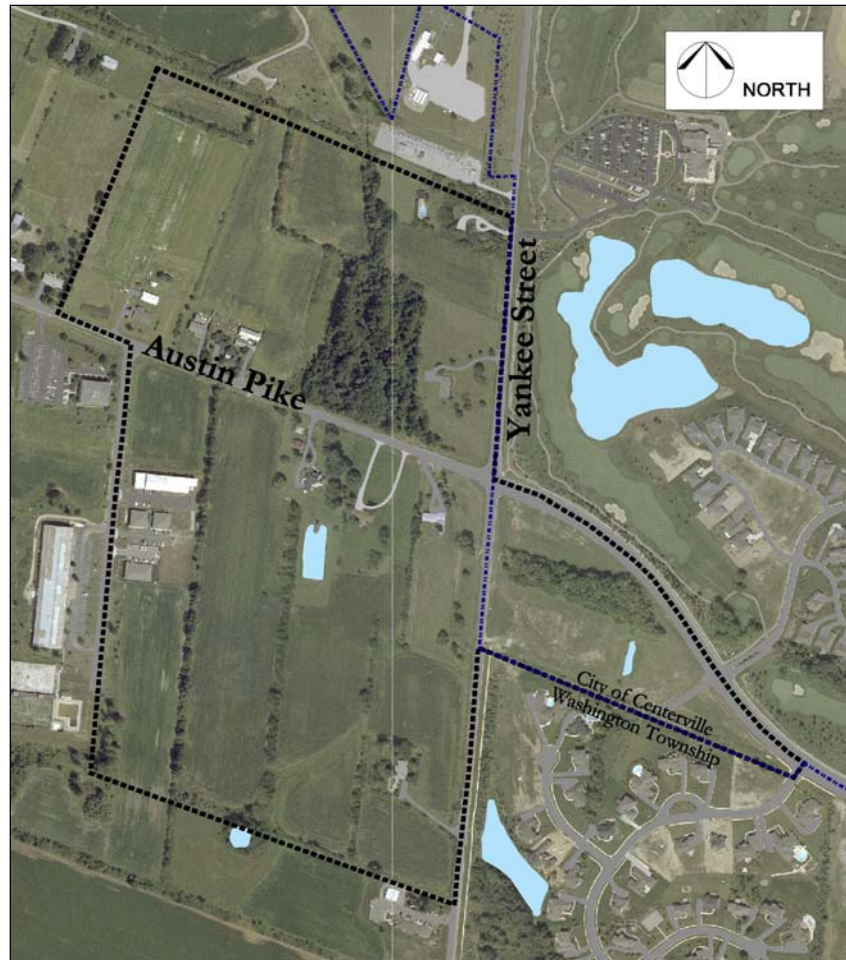
*(Regional and Community setting)* Study Area H is positioned in the southwest corner of the Community at the intersection of Austin Pike and Yankee Street. The Study Area is split by Austin Pike and lies on the west side of Yankee Street, with a portion located at the southeast corner of Yankee Street and Social Row Road.

*(Type of area)* This Study Area is primarily used for agricultural and residential purposes, with some office space on the far western border. Austin Pike is the major east-west transportation route bisecting the Study Area. A residential community is located to the southeast, the Golf Club at Yankee Trace lies to the northeast, and an ice skating facility is located on the southwestern boundary. A potential interchange with Austin Pike and I-75 would be located to the west.

### **B. Study Area Limits**

*(Description of Study Area location with the Community)* Study Area H is in the southwest region of the Community in the vicinity of the Austin Pike and Yankee Street intersection. The Study Area is located predominately in Washington Township with a portion located in the City of Centerville.

The boundaries for Study Area H are not easily identifiable due to the absence of distinct edges. Study Area with the exception of one parcel of land east of Yankee Street along Austin Pike. Yankee Street lines the eastern side of the western boundary runs parallel to Yankee Street, approximately 1,800 feet west from the Yankee Street right-of-way. The northern and southern boundaries are defined by the property lines on either side of Austin Pike, approximately 1,650 feet deep to the southern line, and 1,000 feet to the northern boundary line (Map H-1).



Map H-1: Study Area Limits

### C. Development Conditions

#### Summary of Key Findings

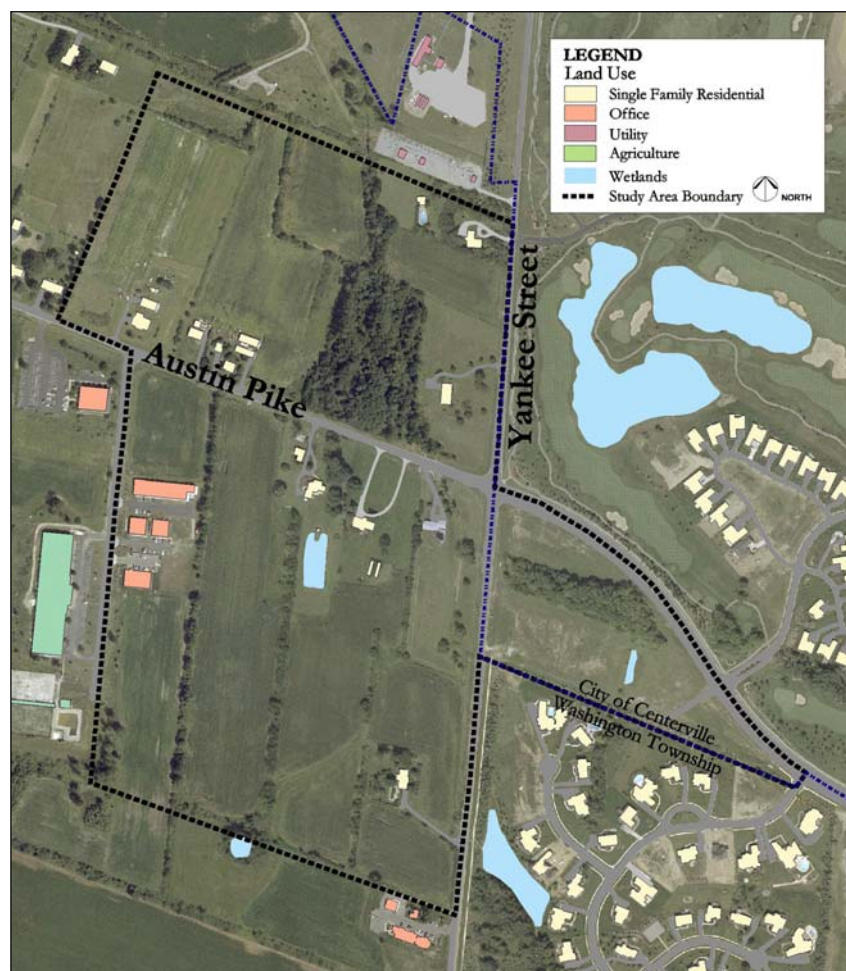
- The 112-acre Study Area consists of 29 separate parcels with an average parcel size of 3.30 acres.
- The amount of floor area in Study Area H is primarily residential with 42,814 square feet and office with 41,865 square feet.
- The average floor area ratio (FAR) for this Area is .04, well below a typical FAR for suburban residential areas.

- Parking in the Study Area is primarily off-street parking for the residences and agricultural facilities. There is also a parking area for the office uses on the western edge of the Study Area.
- Most of the buildings within the Study Area are older country homes built in the mid 1900's.

## D. Existing Development

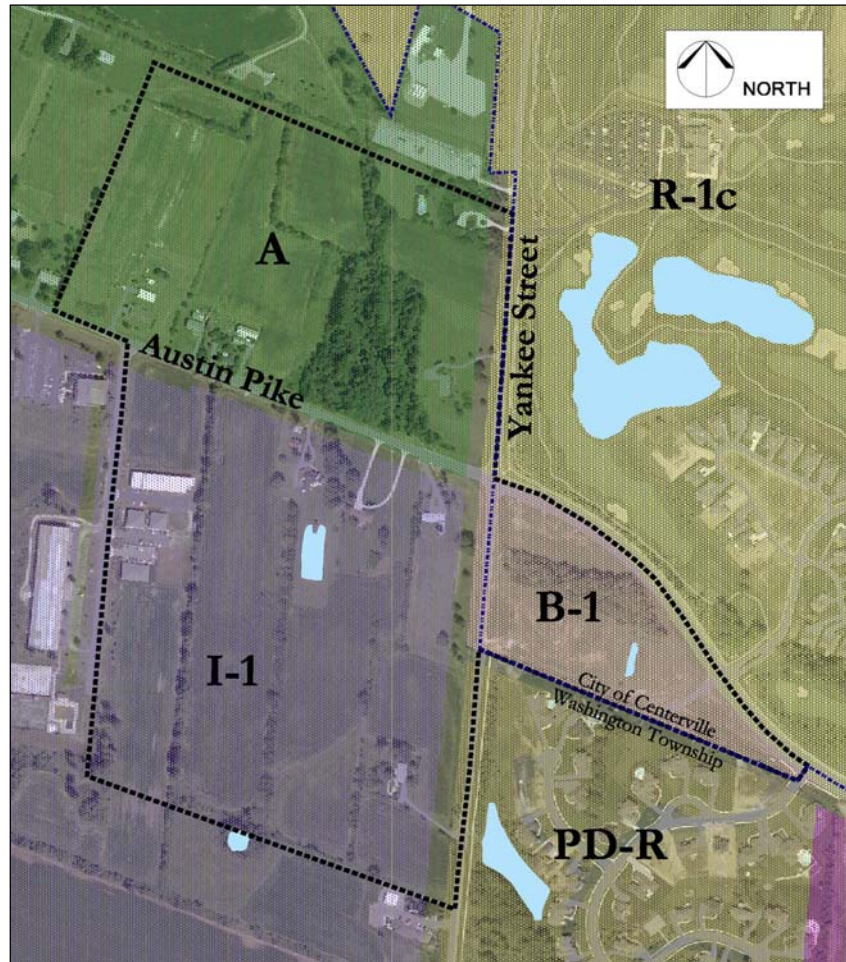
### 1. Land Use and Zoning

(General land-use and adjacent land-use) The Study Area is primarily used for agricultural purposes, with some office and residential uses also located on the site (see Map H-2). There is also a significant amount of open space in the Study Area.



Map H-2: Existing Land Use

Study Area H is divided into three sections. The section north of Austin Pike is zoned A, (Agricultural Uses) and the section south of Austin Pike is zoned I-1, (Light Industrial). Both sections fall within Washington Township. The section on the eastern side of Yankee Street, south of the Golf Club at Yankee Trace is zoned B-1, (Neighborhood Business District) and lies within the City of Centerville (Map H-3).



Map H-3: Existing Zoning

## 2. Market Considerations

*(Office, retail, and residential market)* Uses at this location should take advantage of the high visibility along Austin Pike. A mixture of offices, neighborhood retail and residential uses can be incorporated into a pedestrian-friendly setting with preservation of natural amenities. Marketing the area, particularly the residential product in terms of proximity to the golf club, would be an asset.

According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton commutershed.

The expected office market absorption is 8-10,000 square feet of office space on average through 2008. There will be an increasing locally generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware,

specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.

The City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, Traditional Neighborhood Housing, single family homes (with space for home occupations), golf course housing, and patio homes.

### 3. Visual Character

*(Landscaping, streetscape, building setback, parking, and visual character)* The visual character of Study Area H is varied along the roadway frontage, characterized by large single-family residential lots, with a disproportionate depth to width ratio. The narrow lot frontage has created a number of access points primarily along Austin Pike. To the west of Yankee Street the visual character of the Study Area is rural, with a great deal of open space and several farmhouses. To the east of Yankee Street is the Golf Club at Yankee Trace, and a nearby residential community is visible to the southeast. The open space and countryside character in this area provides visual relief from the suburban landscape.

### 4. Natural Features

*(Topography, vegetation, and ponds)* The major natural features in Study Area H are woodlands. The Study Area includes two moderately large wooded areas containing old growth hardwood trees and native vegetation. The wooded area located west of the Yankee Street/Austin Pike intersection is approximately eight acres. The other wooded area in the southeast quadrant of the Yankee Street/Austin Pike intersection is approximately two acres located in a portion zoned B-1 that serves as a buffer to the residential use located to the south. There is also a drainage swale running parallel to the west side of Yankee Street.

### 5. Vehicular/Pedestrian Circulation

*(Traffic conditions)* The Study Area is served primarily by Social Row Road and Yankee Street. Social Row Road on the east side of Yankee Street is a curbed five-lane, access-controlled roadway in the City of Centerville. The south side of Social Row Road has a sidewalk, while the north side has a multi-use trail as part of the Yankee Trace pathway system. The Thoroughfare Plan for the City of Centerville recommends Social Row Road to be a five-lane section in a 90 foot right-of-way.

Austin Pike on the west side of Yankee Street is primarily an uncurbed two-lane roadway, widening to three lanes for the intersection with Yankee Street. The Washington Township Thoroughfare Plan and Functional Classification recommends Austin Pike to be a Minor Arterial Street within 82 to 90 foot of right-of-way. The proposed Austin Pike interchange will make this Study Area immediately accessible to the surrounding Community.



Landscaping and retention ponds in Study Area H



Image showing Yankee Street to Austin Pike in Study Area H

A draft study was recently completed (Austin Interchange Land Use and Development Plan) for the Montgomery County Transportation Improvement District. This study looked at land use and future development of approximately 1,000 acres around the proposed Austin Pike interchange with I-75. A significant amount of office, industrial and mixed-uses are projected for the interchange location in the referenced study. Pressure to develop this area with regionally serving commercial uses will increase as the interchange becomes more imminent.

Yankee Street is a two-lane roadway, widening to three lanes at the intersection with Austin Pike/Social Row Road. The intersection of Social Row Road/Austin Pike is signalized with an absence of pedestrian signals. The Washington Township Thoroughfare Plan and Functional Classification recommends Yankee Street to be a Minor Arterial Street with 82 to 90 feet of right-of-way. The east side has been improved with curbs and a sidewalk by the Waterbury Woods and Ashbury Meadows developments, while the west side is uncurbed with a deep drainage ditch.

*(Pedestrian facilities)* Study Area H is not supported by a significant pedestrian route. A pedestrian pathway has been constructed along Yankee Street and Social Row Road along the golf course, but there is no sidewalk linking this path to the remainder of Study Area H, or to areas outside of Study Area H.

## **6. Utilities**

*(Water)* Public water is available in the existing rights-of-way along Austin Pike and Yankee Street. Static pressures in the Study Area, assuming ground elevations ranging from 930 to 970 feet, should be between 60 and 80 psi. Adequate fire flows should also be available.

*(Sanitary)* Existing sanitary sewer service is provided within the Study Area along Yankee Street.

*(Storm)* Runoff from the Study Area generally drains into Holes Creek, which runs parallel to Yankee Street and flows to the north. The Study Area is classified as Zone C, or minimal flooding, according to flood insurance mapping.

## **7. Site and Building Configuration**

The Study Area is primarily used for agricultural and residential purposes, with some office space on the western border. The Study Area is predominately in Washington Township with a portion located in the City of Centerville. The Study Area has excellent access to Austin Pike and Yankee Street. The parcels comprising the Study Area are currently zoned (A, I-1 and B-1).

## **E. Development Recommendations**

The following describes the overall concept for directing future change within the Study Area. It is based on the previous existing conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations

for both the private and public realm. The private realm includes property under private ownership typically adjacent to a major roadway. The public realm includes the area within the rights-of-way and any other property under public ownership.

### **1. Focus**

The focus of this Study Area is to provide opportunities to expand office and residential use, while providing retail uses of a scale that can be supported by the surrounding neighborhood. Continuation of a rural type corridor setting, and establishing a neighborhood street network that alleviates added localized traffic on Austin Pike is also a focus of this Study Area.

Summary of recommendations for Study Area H:

- Provide neighborhood retail, office and residential uses.
- Connect this site so residential use becomes a part of the adjacent neighborhood.
- Allow for expansion of existing office use.
- Provide efficient internal circulation of the site to limit the impact of development on the surrounding street network.
- Provide protection of existing woodlands.

### **2. Private Realm**

#### **a. General Land Use**

Study Area H falls under both City and Township jurisdiction, and has existing zoning on all 29 parcels. The site is currently developed with residential, agricultural and office facilities, though at a very low floor area ratio of .04. There is a significant amount of open space in the Study Area. Adjacent land uses include a single family residential subdivision to the southeast, a residential golf course community to the northeast, and an ice skating facility to the west. Austin Pike and Yankee Street are the major thoroughfares that provide access to the Study Area.

Development Opportunities: A development of primarily residential uses with some supporting neighborhood retail and a continuation of existing office uses is envisioned as the primary development direction for this site. Access points off of Austin Pike and Yankee Street should be minimized to control access into the individual sites. The existing woodland area north of Austin Pike should be preserved and integrated into development of the Study Area.





Map H-4: Proposed Land Use

Uses: *Residential, flex-office, office and neighborhood retail* (See Map H-4). Neighborhood scale retail uses include the sale of convenience goods (foods, drugs, and sundries) and personal service (laundry, dry cleaning, barbering, shoe repairing) for the immediate neighborhood. This also includes professional offices plus office support services. Office and neighborhood retail uses (personal service, neighborhood gathering places including bookstores and coffee shops, furnishings stores, specialty foods, and small professional offices) are appropriate in the eastern portion of the Study Area, currently zoned B-1 in the City of Centerville (Map H-4).

Flex-office uses are appropriate in the western portion of the Study Area (currently zoned I-1 in Washington Township, south of Austin Pike). Flex-office would allow this location to continue to be utilized for office and light industrial/warehouse type uses. This type of use would allow flexibility in design to accommodate office, neighborhood retail and warehouse uses.

Residential uses should be incorporated into the northern section of the Study Area (zoned A in Washington Township, north of Austin Pike) in a manner that incorporates the existing woodlands. Residential use is also appropriate to the south along Yankee Street, across from the existing residential subdivision. Residential uses in both areas should incorporate open space and tree stands into their respective developments. Placement of

a detention pond area as needed along Yankee Street to the south would serve as a buffer/transition to the residential uses to the east.

Development should take advantage of access and visibility along both Austin Pike/Social Row Road and Yankee Street, with consolidated entry areas and shared parking located to the rear or side of non-residential uses. Curb cuts along Austin Pike/Social Row Road should be minimized to better control access to the Study Area and to minimize impacts of development on the traffic flow of these arterials.

**b. Development Density/Intensity**

The intensity of residential development north and south of Austin Pike should respect adjacent residential neighborhoods. Residential uses in this Study Area should be single-family, with density in keeping with surrounding land-use patterns. Residential density north of Austin Pike is recommended at 1-1.5 dwelling units/acre maximum. Slightly higher residential density south of Austin Pike can be considered only if the development(s) fully incorporate the neighborhood qualities prescribed in the Land Use chapter of this Plan (see Volume 1: General Elements).

Flex-office would allow the expansion of office/warehouse uses in a manner more conducive to allowing individual businesses to grow into space, rather than have an excess of space that might remain vacant. Neighborhood retail would be appropriate on the section to the east (presently zoned B-1). Table 10.A illustrates approximate acreage (in numbers and percentage) of each proposed land use. Non-residential land uses have an associated square footage yield if the area were to develop at a floor area ratio of between 0.25 and 0.35 (typical for non-urban areas that do not require a parking structure).

**Table 10.A: Proposed Land Use**

Proposed Land Use	Acres	Percentage	Yield
Flex Office	23	21.7	212,900 - 298,000
Retail/Office	11	10.4	101,800 - 142,600
Existing Office	13	12.3	120,300 - 168,500
Residential	49	46.2	n/a
Open Space	10	9.4	n/a

*Note: Right-of-way for access roads are excluded in acreage counts (overall acreage for the Study Area is approximately 112 acres)*

Floor Area Ratio, or FAR, is the ratio of total floor area to total site area and is a common measure of land use intensity.

A floor area ratio (FAR) range of between .25 and .35 is appropriate for this Study Area, with flex-office use (one story) being at the lower end and retail/office (multi-story) being at the higher end of the range.

**c. Architecture**

Buildings should have a design and form that reflect the Community and would allow them to be occupied by various users over time, not be specialized and designed for a particular use. Architecture should

incorporate durable, indigenous building materials (mostly stone and brick) finished in the same level of detail on all sides of the building.

Service areas should be designed and screened so as not to be visible from adjacent residential uses. Freestanding signs should be proportional to the setback, speed, and roadway width.

Residential uses that accentuate the prominence of the front façade should be encouraged along Yankee Street, such as with traditional neighborhood development (streetscape would comprise of 15' to 25' front yard building setback, garages either side-loaded or set back 20' from the front facade, landscaping, prominent entryways, and first floor height above street level). Residential development should be designed around an integrated network of walkable streets.

#### **d. Parking**

There is currently parking on the site, but the amount is limited based on existing uses (office, residential, agricultural). Future surface parking lots should be designed with landscaped islands and be located to the rear or side of primary structures. Parking lot lighting should be angled or downcast so as to minimize glare and potential illumination of neighboring residential uses. On-street parking should be encouraged within the Study Area.

#### **e. Circulation (pedestrian and vehicular)**

Development in the Study Area should be centered around a main circulation system that parallels Austin Pike/Social Row Road. Creation of a parallel access road system will allow alternate access from property in the Study Area to signal controlled intersections on Austin Pike. The use of access management techniques, such as a parallel access road system will be important as a future interchange is planned at I-75 and Austin Pike west of Study Area H.

Access management strives to utilize existing geometry of an arterial roadway such as Austin Pike to its maximum efficiency. There are a number of access management techniques which, when applied to a corridor either singly or in combination, improve the through traffic function and safety of a roadway. Examples include:

- Parallel access roads such as backage or frontage roads.
- Elimination of or consolidation of driveways with the connection of parking areas.
- Changes in median type.
- Spacing of future major intersections.
- Turn lane improvements.

Parallel access roads can, with proper planning, become continuous alternate routes along the Austin Pike corridor as development in Washington Township progresses. Two purposes are served by the development of such a roadway system:

- Local access directly onto Austin Pike is prevented, thus minimizing multiple access points onto the minor arterial roadway and improving safety.

- Traffic volumes on the arterial are reduced by the provision of alternate routes for local, short trips.

Interconnection between adjacent residential, office and retail uses in sections is recommended to allow local trips to remain on the collector network rather than requiring travel on the arterial roadway to reach their destination. A well-planned local and collector road system in the Study Area can also provide right-of-way for a network of pedestrian and bicycle ways, which can reduce the need for some vehicular trips. Pedestrian circulation should also extend along the frontage of Austin Pike and Yankee Street, but be integrated with random landscaping to retain a rural character. Centrally located traffic circles can be incorporated in the study area to create vistas into the sections for placemaking elements in the neighborhood and also for traffic calming techniques.

### **3. Public Realm**

#### **a. Streetscape**

The subject site falls within the jurisdictions of Washington Township and the City of Centerville. Street trees, reduced parking in advance of building lines, minimal number of curb cuts along Austin Pike and Yankee Street, and landscaping and appropriately scaled signage can positively enhance the streetscape of the Study Area.

The Washington Township Thoroughfare Plan and Functional Classification recommends Social Row Road and Austin Pike to be Minor Arterials in 82 to 90 foot of right-of-way. Ninety feet of right-of-way will allow a basic 5-lane curb and gutter road cross-section with sidewalks. If an alternative road design is to be used (greater setback, bikeway path, graded shoulder, wide median) more than 90 feet of right-of-way may be required. As the area develops, additional right-of-way may be obtained if needed.

Although this location is not specifically detailed in the Washington Township Streetscape Enhancement Guidelines, there are general recommendations that should be followed as development occurs, specifically, burying utility lines underground, introducing mast arms for warranted signals, providing plant material and mounding for screening, and providing random plantings in the right-of-way for a rural feel. The intersection at Austin Pike & Yankee Street should be utilized as a gateway to the community given its location at the southwest corner of Washington Township.

#### **b. Landscape**

Landscaping can be an important tool to unify an area aesthetically, particularly if there are multiple users or property owners. Placing street trees in the public right-of-way is one technique to soften the street and sidewalk edge of the sub-area and create a positive pedestrian environment. Random plantings can help in maintaining the rural character.

#### **c. Transit**

Presently, there is no direct transit service to this Study Area. As the region develops, a park-and-ride location in the southern portion of the

Community might be an option to encourage transit ridership. Such a facility should be integrated with higher densities, such as those found closer to the proposed Austin pike interchange.

#### **d. Open space**

Open space is an important organizational feature. Existing natural elements should be incorporated into site design whenever possible. This can be accomplished through the clustering of new development. The wooded areas that exist in the Study Area can also serve as a buffer to adjacent uses.

Open space in this Study Area can link residential uses and also serve as a form of traffic calming. Open space should be designed as an anchor to new pedestrian/bicycle pathways throughout the Community.

#### **e. Zoning**

The current zoning contained in this Study Area will need to be changed in order to accommodate most of the uses proposed in this report. Changes should be made to more efficiently mix residential unit types in all of the sections.

## **F. Fiscal and Market Implications**

### **1. Fiscal Implications**

The image for this immediate area has been created by development patterns at the Golf Club at Yankee Trace, and can be seen as a fiscal benefit to the Community and to future development at this location. Establishing neighborhood qualities (walkable street patterns, greater housing choice, opportunities for community gathering) will help retain property values and continue investment in the Community. Residential uses have been and will continue to assist in sustaining high property values in the Township.

Locally serving retail and smaller scale professional office users will ensure full occupancy, another important neighborhood quality. If development occurs in this Study Area, full occupancy of the area will enhance property values the most. Visibility, size and allowing for flexibility in office and light industrial uses are factors that will help reduce vacancies. Having residential and retail/office in close proximity also potentially reduces the number of vehicular trips needed on the surrounding street network.

### **2. Market Conditions**

Flex-office and light industrial uses can be marketed in a way as to entice smaller businesses to remain in the Community with the opportunity to move into bigger, more flexible space. Light industrial areas like the one found to the west of the Study Area are similar to a number of “second tier” industrial areas, in that they tend to decline in terms of environment and occupancy over time. Therefore, any expansion of the industrial area in this Study Area might be accompanied by a plan for gradual upgrading or maintenance of infrastructure (in the existing industrial area) and by adding industrial-friendly covenants that ensure covered storage, quality fencing, consistent signage and paved parking in the new area.

Non-residential uses at this location should take advantage of high visibility along Austin Pike/Social Row Road. The saturated regional retail market has been a concern of the Community. A mixture of offices, neighborhood retail and residential uses can be incorporated into a pedestrian-friendly setting with preservation of natural amenities. Marketing the area, particularly the residential product in terms of proximity to the Golf Club, would be an asset.

The Austin Pike interchange will have an impact on the Dayton and local office, industrial and retail markets. It will become more competitive to attract this type of development with a limited market. With regional uses predominately situated at the interchange location, the Community will need to capitalize on the neighborhood and community scale retail and office markets.

As stated earlier in the existing conditions section, the Community should expect absorption of 8,000 to 10,000 square feet total of office space each year (on average) through 2008 without any effort to induce the market. It would seem that this Study Area has a large enough residential base to help support and market neighborhood retail and flex-office uses.

OUR COMMUNITY

11. Study Area I

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CREATE  
THE VISION

OUR FUTURE

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# 11. Study Area I

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Looking northwest over Study Area I

## **A. Overview**

*(Regional and Community setting)* Study Area I is located in the southern most portion of the City of Centerville, at the northwest quadrant of the Sheehan/Social Row Road intersection. The Study Area is also located less than a mile west of State Route 48. With frontage on two major roadways, the site is very accessible. Currently, the location is being used for agricultural purposes and contains a few agrarian structures including a barn and silos.

*(Type of area)* The Study Area is a greenfield site. A greenfield site is undeveloped, surrounded by low intensity uses (residential, agricultural), and has access to rural roads. Study Area I is presently used as a working farm, with three distinct fields for cultivating and a large wooded area currently fallow. The neighboring properties to the south and east are also cultivated and used for agricultural purposes, with the western boundary along Paragon Road bordered by single-family homes. Property to the north is being developed with residential use as part of the Golf Club at Yankee Trace.





View of agricultural land in Study Area I

**B. Study Area Limits**

*(Description of Study Area location within the Community)* Study Area I is located in the southern edge of the City of Centerville, adjacent to the Golf Club at Yankee Trace. The agricultural uses of the land provide a rural appeal to the nearby suburban landscape. Study Area I is on the north side of Social Row Road, between Paragon and Sheehan roads. The 68 acre Study Area extends approximately 1,750 feet north on the western boundary along Paragon Road and the Golf Club at Yankee Trace. Additionally, the northern boundary traces a tree line east and west along the golf course between Paragon and Sheehan roads. The eastern boundary of the Study Area follows Sheehan Road. Map I-1 illustrates the limits of Study Area I.



Map I-1: Study Area Limits

**C. Development Potential**

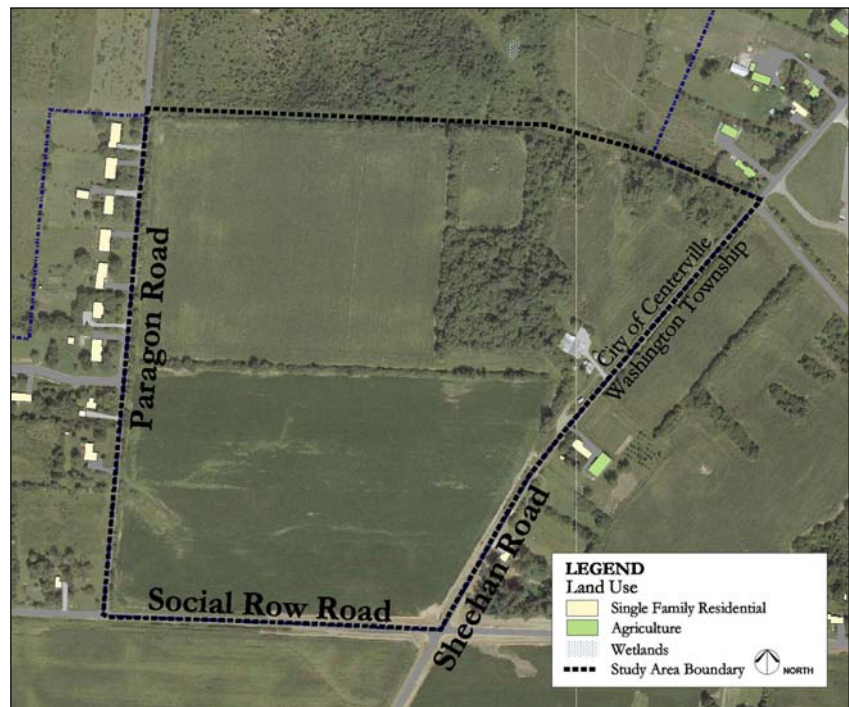
**Summary of Key Findings:**

- The 68-acre Study Area includes six structures being used for agricultural purposes, including a house, barn, and two silos. The total floor area for the structures on the property is 7,297 square feet.
- There is no current linkage of this Study Area (pedestrian or vehicular) with the Links at Yankee Trace subdivision to the north.
- The area surrounding the Study Area is zoned for residential and agricultural uses.
- The Study Area is a greenfield site. It is undeveloped, surrounded by low intensity uses (residential, agricultural), and has frontage on two rural roads.

## D. Existing Development

### 1. Land Use and Zoning

(General land-use and adjacent land-use) Study Area I is zoned A, Agricultural in the City of Centerville. The Study Area is surrounded primarily by residential use with a variety of lot sizes. Attached housing is located north of the Study Area. With the exception of the Golf Club at Yankee Trace, most of the residential lots front an existing roadway. The Agricultural zoning district reflects the zoning classification within Washington Township prior to annexation. The Agricultural zoning district permits agricultural, single family, parks, and some institutional uses. The minimum lot area for single family residential is 40,000 square feet. The minimum lot area for institutional uses ranges from approximately two to five acres. Map I-2 identifies existing land use patterns.

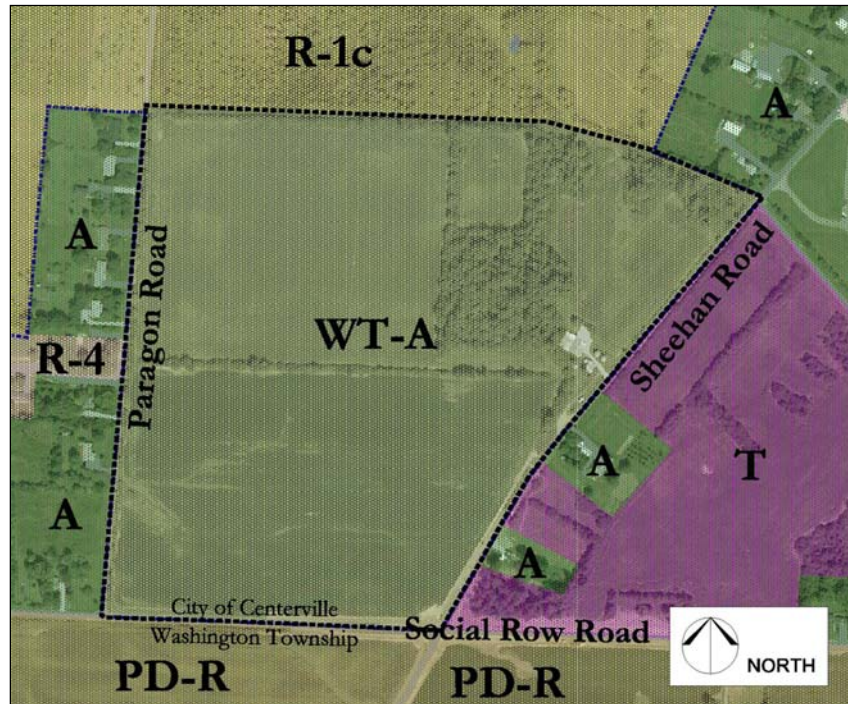


Map I-2: Existing Land Use

Adjacent zoning is identified graphically in Map I-3. The land north of the Study Area is zoned R-1c (single family residential with a lifestyle community overlay) by the City of Centerville. The northern boundary of the Study Area is adjacent to Yankee Trace, Parcel 31. This property (Parcel 31) is currently vacant, but based on approved plans could contain residential cluster development at 4.2 dwelling units/acre (1 single unit, 32 duplex units and 75 triplex units). There is a stub road (MacKenzie Drive) planned for Yankee Trace, Parcel 31, extending from Paragon Road and stopping short of the northern property line for this Study Area.

The adjacent land use to the east is currently active farmland and is owned by Washington Township. The land south of Study Area I is zoned PD-R (Planned Residential District) by Washington Township. This land is

zoned to allow for unified residential development with established open space. The PD-R districts are required to meet all of the development standards and be in accordance with the approved development plan.



Map I-3: Existing Zoning

## 2. Market Considerations

*(Office, retail, and residential market)* This Study Area is at a high visibility intersection. Development opportunities should take advantage of and incorporate the rural setting that presently exists along the Social Row Road corridor. Residential and civic uses developed in a more compact form of a village or neighborhood can incorporate the open and wooded areas into a clustered form of development. According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton commutershed. The results of the market studies are as follows:

The expected office market absorption is 8-10,000 square feet of office space on average through 2008. There will be an increasing locally generated demand of 200,000 square feet of retail space over the next few years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. There will also be a demand for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.

The City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, traditional neighborhood housing, single family homes (with space for home occupations), golf course housing, and patio homes.

### 3. Visual Character

*(Landscaping, streetscape, building setback, parking, and visual character)* Study Area I is a highly visible piece of land in the Community. The visual character of land provides surrounding residents with a break from the suburban landscape. The most visible features in Study Area I are the woodlands, open space, and unobstructed views of the surrounding landscape.



A wind break in Study Area I

### 4. Natural Features

*(Topography, vegetation, watercourses, and ponds)* The topography of the Study Area is relatively flat with views of the countryside, which is broken up by tree lines acting as wind barriers. There is also a large woodland grove of approximately 4.5 acres on the site. This woodland represents some of the last remaining old growth native vegetation in the Community. To the north and northeast, outside of the Study Area are two retention ponds that are part of the golf course, but no water features exist inside the Study Area. The vast majority of the vegetation in the Study Area is cultivated. There is little native vegetation in the form of woody shrubs, herbs, and grasses because of the agricultural activity.

### 5. Vehicular/Pedestrian Circulation

*(Traffic conditions)* Study Area I is in the northwest corner of Social Row Road and Sheehan Road. Both Social Row Road and Sheehan Road are unimproved two-lane roadways, with Sheehan Road stopping for Social Row Road. Although Study Area I is in the City of Centerville, both Social Row Road and Sheehan Road adjacent to the Study Area are in Washington Township. There are presently no sidewalks or bicycle facilities.

The proposed Austin Pike interchange will make this vicinity immediately accessible to the surrounding community. Pressure to develop this area with regionally serving commercial uses is increasing as the interchange becomes more imminent.

The Washington Township Thoroughfare Plan and Functional Classification recommends Social Row Road to be a minor arterial in 82 to 90 foot of right-of-way, and Sheehan Road as a minor collector in 60 to 70 foot of right-of-way. This is consistent with the Thoroughfare Plan for the City of Centerville, Ohio, which recommends Social Row Road to be a five-lane section in a 90-foot right-of-way, and Sheehan Road approximately one-quarter mile north of the Study Area to be a three-lane section in 70 foot of right-of-way.

*(Pedestrian facilities)* There is no established pedestrian route in Study Area I. No pedestrian linkage exists to adjacent neighborhoods and open spaces, such as the Golf Club at Yankee Trace and to Study Area H (Austin Pike and Yankee Trace vicinity). Pedestrian and bicycle routes can enable residents to travel to other parts of the Community and enjoy views of open spaces and the country setting.

## **6. Utilities**

*(Water)* Public water is available in the existing right-of-way along Sheehan Road and Social Row Road. Static pressures in this Study Area, assuming ground elevations ranging from 1,000 to 1,020 feet should be between 40 and 55 psi. Adequate fire flows should be available depending on the type of development proposed.

*(Sanitary)* Existing sanitary sewer service is provided adjacent to the Study Area along Sheehan Road.

*(Storm)* Runoff from the site drains to the northwest into a tributary to Holes Creek. The Study Area is classified as Zone C or minimal flooding, on flood insurance mapping.

## **7. Site and Building Configuration**

The site includes six structures primarily used for agricultural purposes. The Study Area is configured in a manner that allows access to Social Row Road, Paragon Road, and Sheehan Road. The Study Area is located in an area of the Community that is seeing increased development pressure.

## **E. Development Recommendations**

The following describes the overall concept for directing future change within the Study Area. It is based on the previous existing conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the private and public realm. The private realm includes property under private ownership and is typically adjacent to a major roadway. The public realm includes the area within the right-of-way and any other property under public ownership.

### **1. Focus**

This site is currently zoned A, Agricultural. The focus of this Study Area is to continue to exhibit some of the existing rural character along Social Row Road, and to provide options for housing and civic uses for the growing Community.

The following summarizes recommendations for Study Area I:

- Create an open space area with associated civic use that can become the central focus of the Social Row Road and Sheehan Road intersection.
- Accommodate both the move-up and move-down residential housing demand on the site.

- Provide efficient, internal site circulation to limit the impact of development on the surrounding street system, particularly Social Row Road.
- Provide protection to existing woodlands.
- Link pedestrian and vehicular access to surrounding land uses for better connectivity.

## 2. Private Realm

### a. General Land Use

Study Area I is under single ownership and has existing zoning in the City of Centerville. The site is used primarily for agricultural uses, and is currently undeveloped. Adjacent land uses include residential (single-family, attached), recreational (golf) and agricultural uses. The Study Area has roadway frontage on three sides, creating opportunities for connection to the surrounding street network.

Development Opportunities: A development of primarily clustered single-family homes integrated with the existing woodlands and a civic use to serve the surrounding Community would be appropriate at this Study Area. The potential for a major interchange at Austin Pike and I-75 has placed increased pressure in this area to develop.

Uses: *Clustered residential uses, and civic use (school, day care, library, recreation, and community center) fronting open space at the southeast corner (Map I-4).* Predominately single family with some low-density multi-family residential uses are appropriate for this Study Area to maintain a rural feel and to preserve wooded areas. With the introduction of civic and open space at the northwest corner of the intersection, civic uses should be arranged to front onto open space. Parking should be located to the side or rear of buildings. Curb cuts along Social Row and Sheehan roads should be reduced to better control access to the Study Area. The preservation of existing natural/open areas has been identified as a key principle in the Plan, particularly to the southern portion of the Community. The wooded portion of the site should be integrated into residential development.

### b. Development Density/Intensity

The Study Area is located at the intersection of Social Row Road and Sheehan Road, and there has been development pressure from the south and west, which is expected to continue upon development of the proposed Austin Pike interchange. One of the key principles identified by the Community is to have new development strengthening the sense of place. In this Study Area, the sense of place is defined by established rural corridors such as Social Row Road and Sheehan Road. Residential land use in this Study Area should be predominately single family with some accompanying multi-family/townhouse structures, with density in keeping with surrounding land-use patterns (2 dwelling units/acre gross maximum).



Map I-4: Proposed Land Use

Approximate acreage and percentage of proposed land use are detailed in Table 11.A:

**Table 11.A: Proposed Land Use**

Proposed Land Use	Acres	Percentage
Residential	52	81.3
Civic Use/Open Space	8	12.5
Open Space	4	6.2

*Note: Right-of-way for access roads are excluded in acreage counts (overall acreage for the Study Area is approximately 68 acres).*

**c. Architecture**

Architecture should incorporate durable, indigenous building materials (mostly stone and brick) finished in the same level of detail on all sides of the building.

A “4-corner” rural open area should be established at the Social Row Road and Sheehan Road intersection. There are opportunities in the Study Area to orient residential and civic structures in a manner such that main elements of architecture (entrance, and porch elements) front green/open space to create a village type setting at this greenfield location.

The main component of this Study Area should be single family residential use. Residential uses that accentuate the prominence of the front façade should be encouraged, such as with neighborhoods

incorporating traditional development patterns (streetscape would comprise of 15 to 25 foot front yard building setback, garages either side-loaded or set back 20 feet from the front façade, landscaping, prominent entryways, first floor height above street level, and a walkable street network). Residential and civic uses can be integrated into a neighborhood pattern that is walkable, connected to other neighborhoods, and shares open space features.

**d. Parking**

There is currently no parking on the site, as the site is undeveloped. Future surface parking lots should be designed with landscaped islands and be located to the rear or side of primary structures. Limited on-street parking within the Study Area should be encouraged. Any parking lot lighting should be angled or downcast so as to minimize glare and potential illumination of neighboring residential uses.

**e. Circulation (pedestrian and vehicular)**

Development in the Study Area should be centered around a main circulation system that parallels Social Row Road. This circulation system should be both vehicular and pedestrian, and should parallel Social Row Road both to the north and south and extend into adjacent parcels upon potential development for proper connectivity.

Pedestrian and potential vehicular connection should be explored from this Study Area to the Links at Yankee Trace (Parcel 31 to the north). Pedestrian circulation in this Study Area should be connected with existing adjacent residential uses to the north, and be extended to the proposed open space and wooded area of the site. Pedestrian connection should also be extended along the frontage of Social Row Road, but integrated with landscaping to retain a rural feel. There should be limited access to Paragon Road and the residential uses to the west.

The Montgomery County Engineer's office is presently studying possible realignment of the Sheehan Road/Social Row Road intersection. Development on this Study Area should be coordinated with any future road improvements to Sheehan, Social Row, and Paragon roads.

**3. Public Realm**

**a. Streetscape**

The subject site falls within the jurisdiction of the City of Centerville. Street trees, reduced parking in advance of building lines, minimal number of curb cuts along Social Row Road, landscaping, and appropriately scaled signage can positively enhance the streetscape of this Study Area. The streetscape is currently predominately a rural corridor. Emphasis should be placed on preserving or integrating this rural character in any new development proposal along Social Row Road.

The Washington Township Thoroughfare Plan and Functional Classification recommends Social Row Road to be a minor arterial in 82



to 90 foot of right-of-way. Ninety feet of right-of-way will allow a basic 5-lane street cross section with curb and gutter, and sidewalks. If an alternative road design is to be used (greater setback, bikeway path, graded shoulder, and median) more than 90 feet of right-of-way may be required.

General recommendations from the Washington Township Streetscape Enhancement Guidelines pertaining to Social Row Road (to the east) as a Tertiary Corridor, should be followed on this Study Area, as the sites are adjacent. Pertinent recommendations include burying utility lines underground, introducing mast arms for warranted signals, providing plant material and mounding to screen parking lots and planned residential developments that front Social Row Road, and providing random plantings along the road to create a rural or residential characteristic(s).

It is an important principle to the Community that existing roads and streets be considered for maximum use before new roads are built, particularly rural roads as found in the Study Area that contribute to the Community's sense of place.

**b. Landscape**

Landscaping can be an important tool to unify an area aesthetically, particularly if there are multiple users or property owners. Placing street trees in the public right-of-way is one technique to soften the street and sidewalk edge of the Study Area and create a positive pedestrian environment. Random plantings can help in maintaining a rural feel.

**c. Transit**

Presently, there is no direct transit service to this Study Area. As the region develops, a park-and-ride location in the southern portion of the Community might be an option to encourage transit ridership. Such a facility should be integrated with residential, and commercial/office uses, and take advantage of the location and accessibility of the proposed Austin Pike interchange.

**d. Open space**

This Study Area is a greenfield site that is currently zoned Agricultural, but has not yet been developed. The property has significant natural amenities. With development of this site, it should be a priority to provide for and incorporate open space, utilizing the natural amenities and also providing linear open space along Social Row Road. By clustering development on the site, open areas could be an integral part of the future plans for this property. The woodland grove and some preserved open space along Social Row to help retain the rural feel of the area should be incorporated into the overall design and master plan for the site.

**e. Zoning**

The current zoning on this Study Area would not permit most of the uses/densities proposed in this report. Re-zoning of the site to

accomplish residential and civic uses would need to be accomplished along with additional design guidelines.

## **F. Fiscal and Market Implications**

### **1. Fiscal Implications**

The Community will benefit the most fiscally from limiting retail development in Greenfield sites such as Study Area I. This location provides an opportunity to define the types of uses along Social Row Road as the area develops. Residential and civic uses would better serve the Community from a fiscal perspective by establishing neighborhood qualities (walkable street patterns, greater housing choice, and opportunities for public gathering) that can retain or enhance long-term property values. Regional retail uses closer to the proposed Austin Pike interchange with I-75 would be more appropriate from the standpoint of providing supporting infrastructure and the necessity to build/rebuild road systems. Generally, larger retail centers should be located closer to the highway and in existing retail locations within the Community, not in greenfield locations.

### **2. Market Conditions**

Uses at this location should take advantage of the rural setting that presently exists along the Social Row Road corridor. Residential and civic uses developed in a more compact form of village or neighborhood can incorporate the open and wooded areas into a clustered form of development. The saturated retail market has been a concern of the Community, and should not be targeted for a greenfield site. A mixture of residential uses can be incorporated into a pedestrian-friendly setting with an on-site park area, and proximity to the golf course can accentuate pedestrian connectivity throughout the area.

As stated in this report, the City of Centerville and Washington Township can expect 470 and 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of that market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, traditional neighborhood housing, single family homes (with space for home occupations), golf course housing, and patio homes. The plan for this Study Area is to accommodate both the move-up and move-down housing demand, by supplying traditional neighborhood housing as well as multi-family housing options for the Community.

OUR COMMUNITY

12. Appendix

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CREATE  
THE VISION

OUR FUTURE

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## 12. Appendix

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### A. Overview

The Appendix is comprised of a glossary of planning terms and bibliography of sources consulted in preparing the Community Plan.

### B. Glossary

- **Agriculture:** Land that is farmed and/or used for other agricultural purposes, such as raising livestock.
- **Americans with Disabilities Act (ADA):** ADA is a Federal law that gives civil rights protections to individuals with disabilities and guarantees equal opportunity for individuals with disabilities in State and local government services, public accommodations, employment, transportation and telecommunications.
- **Benchmark:** A measure that represents a specific milestone reached in the process of achieving a larger goal.
- **Big Box Retail:** A singular retail or wholesale user who occupies no less than 75,000 square feet of gross floor area.
- **Bikeway:** A bicycle path, in the form of a special reserved lane on a street or a separate facility such as in connection with a greenway.
- **Buffer:** Land area used to visibly separate one use from another or to shield or block noise, lights or other nuisances.
- **Build-Out:** Build-out is the point at which a community's total land area is completely developed.

- **Built Environment:** The physical elements and characteristics relating to land use, structures and buildings constructed and/or used by persons.
- **Business Incubator:** A broadly defined effort to nurture new and emerging businesses.
- **Chicane:** A series of narrowings or curb extensions that alternate from one side of the street to the other forming S-shaped curves.
- **Collector Street:** Roads designed and located to connect residential or commercial areas to larger thoroughfares.
- **Commercial:** Parcels of land where goods and services are sold. These uses include general commercial services such as shopping centers, restaurants, auto dealerships, storage facilities, and small neighborhood businesses such as beauty shops and hardware stores.
- **Community Scale Retail:** These are medium size businesses that meet community-wide retail and personal service needs, typically with off-street parking. Store sizes should range from 5,000 to 20,000 square feet. Uses would include smaller grocery stores, drug stores, furniture stores, smaller department stores, etc.
- **Conservation Easement:** An easement precluding future or additional development of the land.
- **Density:** Two types of densities are referred to in this document: population density and building density. These are related but distinct concepts. Population density refers to the number of people living in a given area. Building density refers to the number of dwelling units in a given area, usually measured as the number of dwelling units per acre. A density of 4.0 dwelling units per acre is translated into a 10,890 square-foot lot.
- **Flex Office:** A building providing its occupants the flexibility of utilizing space, including configurations allowing a flexible amount of office or showroom space in combination with light manufacturing, laboratory, warehouse distribution.
- **Floor Area Ratio (FAR):** The floor area ratio (FAR) is the numerical value obtained by dividing the floor area gross of the building or buildings located upon a lot or tract of land by the total area of such lot or tract.
- **Goal:** A broad policy statement that indicates preferences for specific subject areas or planning values.
- **Greenway:** This can be a natural area or a pedestrian and bicycle path within a natural corridor, often associated with a stream.
- **Historic District:** An area designated to be of historic value. The area is regulated through overlay zoning in such a way as to preserve its historic character. Exterior alterations are permitted only if they are in keeping with the historic character of the district.
- **Historic or Architecturally Significant Site:** A site or structure which should be preserved because of its unique or historic

architecture or particular historical associations with events, persons or people important to local history. Such a site may or may not be a designated historic site, but it is important to the streetscape, character, or fabric of a particular area or neighborhood.

- **Industrial:** Parcels of land where heavy industrial, light industrial and manufacturing uses occur.
- **Infill:** The development of vacant or underdeveloped land (that is, land that is not developed to the intensity allowed by the existing zoning) in areas that are otherwise substantially developed. This may range from the construction of a new house on a vacant lot in a 50 year old subdivision to the demolition of a substandard housing block for the construction of an office building.
- **Intensity:** Regarding land use, intensity is an indication of the amount of development on a site and is a reflection of the effects generated by that development. These effects include traffic, stormwater runoff, noise and light, etc.
- **Land Use:** The way in which land is used or occupied by people.
- **Light Industrial:** Industrial uses that control the external effects of the manufacturing process, such as smoke, noise, soot, and dirt. Includes flex office, office, and warehousing uses.
- **Level of Service (LOS) Standard:** A LOS standard is used by government agencies to measure the quality or effectiveness of a municipal service, such as police, fire or library, or the performance of a facility, such as a street or highway.
- **Major Arterial Street:** A street with access control, channelized intersections, restricted parking and which collects and distributes traffic to and from minor arterials.
- **Minor Arterial Street:** A street with signals at important intersections and stop signs on the side streets, and which collects and distributes traffic to and from collector streets.
- **Minor Residential Streets:** A street serving less than 40 dwelling units and less than two blocks long, which does not connect thoroughfares.
- **Mixed-Use Development:** A form of development in which two or more uses are located within the same building or area. For instance, a mixed-use building may have stores or offices on the ground floor and apartments on upper floors.
- **Multi-Family Residential:** Two or more residences that are attached. These include duplexes, townhouses, condominiums, retirement communities and apartment complexes.
- **Natural Constraints:** Characteristics of the natural environment that constrain human land use activities, such as the 100-year floodplain, wetlands and poorly drained soils.
- **Neighborhood:** A primarily residential area which has a sense of geographic unity.

- **Neighborhood Scale Retail:** These are small, often family-owned businesses that meet local, convenient retail and personal service needs (typically in a walkable distance from nearby homes). Store sizes should range from 1,000 – 5,000 square feet and would include bakeries, convenience stores, shoe repair, florists, etc.
- **Objective:** Is a refinement of a goal and indicates a policy direction and action to implement the related goal.
- **Office:** Parcels of land where professional services are offered. These include large professional office complexes as well as converted residences housing medical and legal services, etc.
- **Open Space:** Land reserved from development as a relief from the congestion of urbanization. It is often intended to be used for passive recreation purposes, but may also include pedestrian plazas or active recreation areas.
- **Ordinance:** A city law, which upon adoption by the City Council becomes part of the City Code.
- **Pedestrian-Oriented Development:** A kind of urban form and land development pattern that is conducive to pedestrian access and circulation rather than or in addition to automobile or transit service.
- **Principal Arterials:** The highest level of major thoroughfares. These facilities consist of limited access freeways and expressways, as well as major, non-access controlled facilities referred to as gateway corridors. They are of regional importance, often designated as interstate and U.S. primary routes, and have an extensive statewide continuity and usage by local traffic.
- **Private Recreation and Open Space:** Land which is not publicly owned or operated in which participants pay to use. These include private golf courses, athletic clubs, etc.
- **Public/Institutional:** Community parcels used by the general public for non-recreational purposes. Such uses include schools (public, private, and day care facilities), cemeteries, government offices, hospitals, and churches.
- **Public Parks and Recreation:** Land set aside and maintained by government agencies for the general public's passive and active recreational activities.
- **Redevelopment:** Replacement of a previous land use with a new or more viable use. A substandard housing area may be demolished and redeveloped as new housing at the same density. A strip shopping area may be redeveloped as an office complex or a new retail concentration within a transition area. Redevelopment achieved through public action is carefully regulated by state and local law. Private redevelopment is subject to the regulations governing other private development projects.
- **Residential Density, Gross:** Gross residential density is a measure of total residential units compared to the total site.

- **Residential Density, Net:** Net residential density is a measure of the total residential units compared to the total site minus land set aside for roads, parks and greenspace.
- **Residential Street:** An internally-oriented neighborhood street. Residences access onto these streets, which are not intended to be through streets.
- **Senior Housing:** Housing options for those 60 years and older which are not licensed by the State of Ohio. The options do not include assisted living facilities, nursing homes and residential care facilities.
- **Single Family Residential:** All detached residences, including mobile homes.
- **Speed Hump:** Rounded, raised areas of pavement, typically 12 to 14 feet in length often placed in series to slow traffic.
- **Speed Table:** Long raised speed humps with a flat section in the middle and ramps on the ends used to slow traffic.
- **Strategy:** A strategy details the steps necessary to initiate and complete an objective.
- **Subdivision:** The splitting of tracts of land into smaller parcels. The most common usage of this word applies to the splitting of large land parcels into numerous housing lots or lots for commercial uses.
- **Tax Increment Financing District:** A tool used by cities and other development authorities to finance certain types of development costs. The public purposes of TIFs are the redevelopment of blighted areas, construction of low- and moderate-income housing, provision of employment opportunities, and improvement of the tax base. With TIF, a city “captures” the additional property taxes generated by the development that would have gone to other taxing jurisdictions and uses the “tax increments” to finance the development costs.
- **Traffic Calming Measures:** These are physical improvements to a local street that slows traffic speeds and discourages cut-through traffic movements. Examples include stop signs, speed bumps, intersection tables, intersection islands and chicanes.
- **Traffic Circle:** Raised islands, placed in intersections, around which traffic circulates and motorists yield to motorists already in the intersection. Traffic circles require drivers to slow to a speed that allows them to comfortably maneuver around them.
- **Undeveloped:** Land that is vacant, not tree covered, and not currently being used for agricultural purposes or other activities.
- **Utility Services:** The various utility services that support development, including sanitary sewers, water, stormwater, natural gas, electricity, telephone, cable television, cellular telephone and fiber optics.



- **Warehouse:** A use engaged in storage, wholesale, and distribution of manufactured products, supplies and equipment.
- **Woodland:** Land covered with a dense grouping of tree canopy, which is undeveloped and not used as agriculture.

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