

*Clough Pike Business District:
Redevelopment Plan*



Anderson Township, Ohio

*Adopted by the Anderson Township Board of Trustees
May 2007*

Clough Pike Business District: Redevelopment Plan



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A very special thanks to the students at the University of Cincinnati, School of Planning, for their time and effort put towards the study of the Clough Pike Business District, as well as the participation of the residents and business owners.

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Introduction



Nestled tightly among established neighborhoods in the northeastern part of Anderson Township, the Clough Pike Business District serves as a central focal point to the adjacent largely disconnected subdivisions, providing both a sense of “place” to this area while also serving an important source of services for nearby residents. Originally developed in the 1950’s during Anderson Township’s first residential growth boom, the District, anchored by Bartels Road to the west and Berkshire Road to the east, is beginning to show its age. At the same time, Anderson Township has been increasingly attracting high-wealth professionals and their families to the aforementioned stable residential neighborhoods with easy access to the City of Cincinnati, features that the District is uniquely positioned to capitalize upon.

Predominantly free-standing, single story, commercial buildings set among paved areas, the District was obviously developed in an ad hoc fashion, lacking any clear plan. While functioning quite well and the home of many long-standing successful businesses, the undefined circulation among buildings is a notable problem stemming from Clough’s unplanned development, which desperately needs to be addressed. Furthermore, the structures are becoming less visually appealing, and the District needs a general infusion of new life to enable the area to best serve the community.

Planning History



In 2005, Anderson Township adopted the Anderson Plan, the result of a nearly two year comprehensive planning process that was aimed at helping to set the course for the future planning and decision making activities in the community. One of the Land Use and Development Goals from this plan was the desire to undertake detailed plans or studies relating to geographic areas of the community.

Consequently, later that year the Anderson Area Chamber of Commerce, in conjunction with Anderson Township, began a neighborhood business district program in an effort to reach out to the many, predominantly smaller businesses, which are located along these heavily traveled county roadways. While past outreach efforts focused on Beechmont Avenue, this was an attempt to identify issues and help assist the awareness of the Township's smaller business districts, which are important anchors and service providers in close proximity to many of the Township's neighborhoods. Meetings began in the Clough Pike area in the summer of 2005, and quickly issues of circulation, building appearance and viability were identified as areas of concern.

In the fall of 2005, Anderson Township contacted the University of Cincinnati Planning School to discuss a possible student study of this area, like had been done in other communities in the greater Cincinnati region. Soon thereafter, from January through March 2006, the Second Year Planning and Design Studio in the School of Planning focused on the Clough Business District for a study area, to analyze a typical aging commercial strip that needs special consideration in terms of strategic planning and design.

This work began with an initial public input open house in January 2006, to solicit ideas, suggestions, and comments from businesses, property owners, and residents in the area. In February, following individual explorations of future plans by each of the students, three teams were formed to arrive at three future options, varying from mild, to moderate, and ultimately intense redevelopment. These proposals were discussed at another public meeting, and in March, a final plan was developed. The essence of this final concept entailed redeveloping the southern half of the site from the Ameristop area south to Corbly/Hunley and adding an access road between Hunley and Royalgreen along the rear of the site.

Along Clough Pike, streetscape elements were proposed, including a median, elimination of nearly all curb cuts, and a new traffic signal to focus access to the businesses, among other recommendations. In summary, the recommendations sought to capitalize on the strong demographics of the surrounding neighborhoods, while at the same time improving the aesthetics of the site. The proposal sought to create a viable business district more actively vibrant rather than mere viability. This final proposal was presented to the Board of Township Trustees in March 2006.

This summary plan seeks to build upon the work of the University of Cincinnati students, and crystallize their final recommendation, with some minor modifications based on the desires of businesses, property owners, and Township staff. The University of Cincinnati Study contains lengthy background information, including site plans, elevations, detailed maps, and other analyses that should be considered in utilizing this plan for decision making activities. With this, the Plan that follows seeks to provide a blueprint for the redevelopment of this corridor, linking both public and private redevelopment. In addition, a number of implementation strategies are suggested in this Plan, to help realize the vision outlined in the University of Cincinnati Study.

Existing Conditions

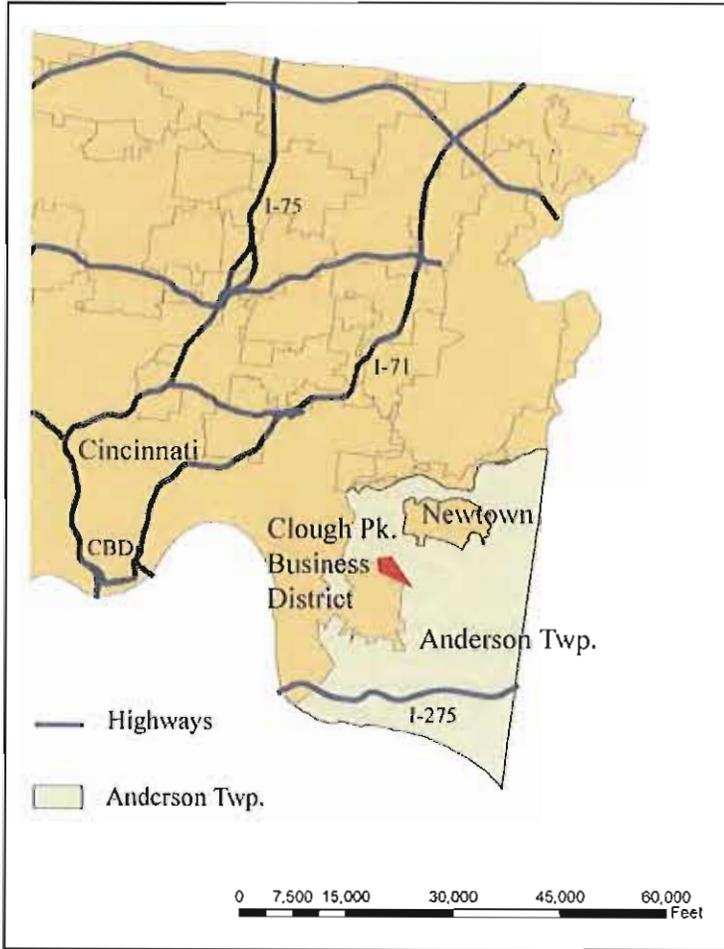


One of the key steps in developing a plan for any area involves developing an understanding of a site's existing conditions. To accomplish this, in depth studies are undertaken into many facets of the site area. Examining such features as infrastructure, visual analysis, historical analysis, demographics, building conditions, land use, zoning, topography, circulation, and parking, coupled with an understanding of the role of neighboring business districts and importance of business/customer feedback, a comprehensive picture of the Clough Pike District is formed. Studying the site on a local site basis, Clough Pike and its immediate vicinity, as well as on a contextual basis, Anderson Township, a greater perspective is built from the various pieces of research into a complete picture of the Clough Pike Business District.



Aerial of Study Area, looking NE between Royalgreen and Hunley. Photo Courtesy of Henry Dolive (2006)

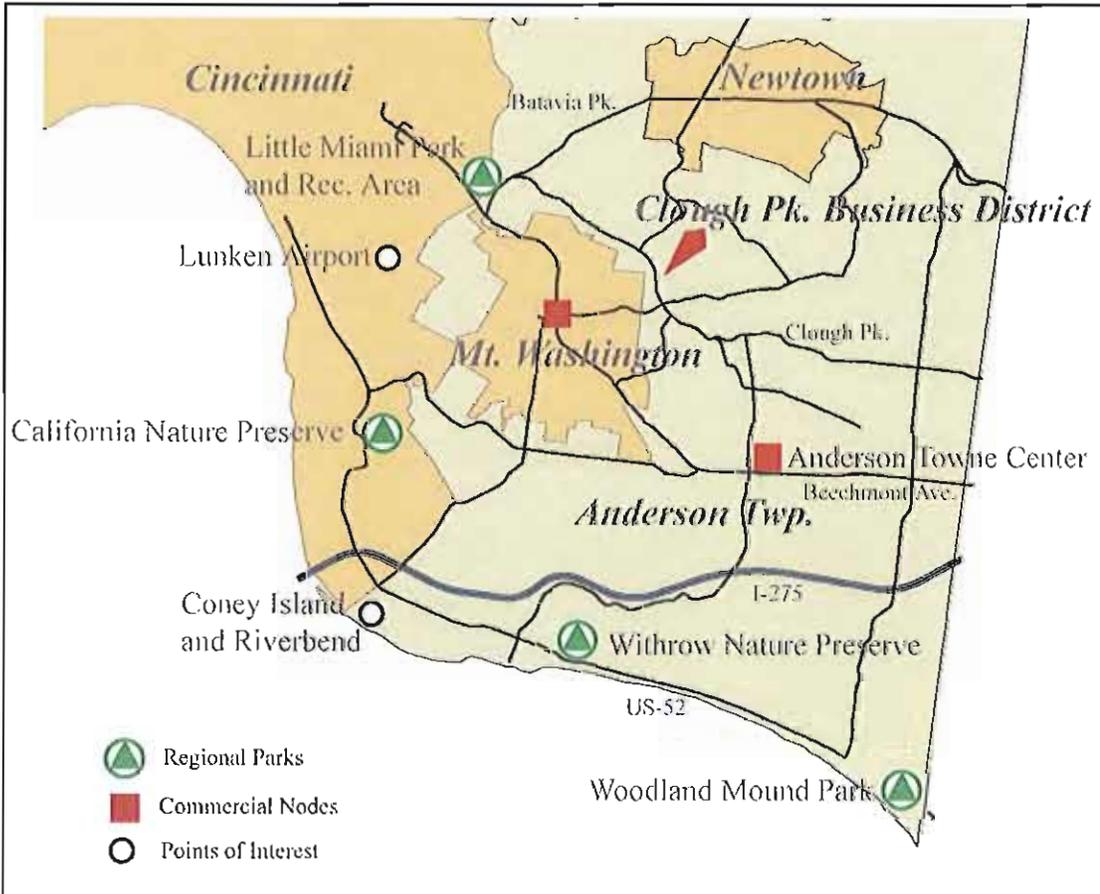
Figure 1.1: Regional Location Map



Regional Context

The Clough-Hunley business district is located in Anderson Township, Ohio and Anderson Township is in Hamilton County directly east of the City of Cincinnati. The business district lies along Clough Pike and is bordered on the north and south by Bartels Road and Hunley Road. Clough Pike has access to the major arterial Beechmont Avenue as well as Interstate 275 via Five Mile Road.

Figure 1.2: Township Location Map



Evolution of the Urban Form of the Clough Creek Valley: Clough-Hunley Business District

With a lengthy history dating back to the days of the Revolutionary War, the Clough-Hunley business district saw settlements as early as the 1790's, shortly after nearby Columbia was founded by Benjamin Stites. At that time, Anderson Township was a part of the Virginia Military District—land Congress granted between the Scioto and Miami Rivers to compensate Revolutionary War veterans in return for Virginia's cession of its claims to the areas (in fact, General George Washington himself owned a parcel of land near the Little Miami River). Established shortly thereafter in 1793, Anderson Township was named for Richard Clough Anderson, Virginia's chief surveyor.

Small farms and homesteads dotted the Clough Creek Valley; the Miller log cabin, which remains intact, was built in 1795 and is a reminder of the type of development common in the early frontier days. Cluff Pike (as it was known at the time), surveyed in 1805, was the first primary road in the area, followed by Batavia Pike and Cincinnati West Union Turnpike, today's Beechmont Avenue, both of which were built in 1825. Mills along the Little Miami represented the chief commercial industries—Turpin, Armstrong and Wickerham Mills were closest to the Clough Creek area. Eventually, small communities such as Mt. Washington and Mercersville (present-day Newtown) sprang up along the stagecoach lines.

Beginning in the 1840's and lasting until the Second World War was an age of transportation and rapid industrialization in the region. A stagecoach line in Anderson Township started in 1846 by Stephen Sutton made new communities like Mt. Washington accessible to the city of Cincinnati. Cincinnati's growth began to have a spillover effect on communities in and around Anderson Township; in the 1870's, an inter-urban rail was built between Mt. Washington and Cincinnati. Though farms were still dominant in the area, rail had an immense impact on population and density—more and more people located along these main transportation corridors urbanizing places like Mt. Washington and Newtown.

After the Great Depression, during the inter-war years, the automobile arrived; over the next few decades suburbs emerged and began to spread across Anderson Township. Comprised of single-family, detached housing and strip retail developments, suburbs had a huge impact on the landscape of the Clough-Hunley district and surrounding areas—population and physical development literally exploded in the area, increasing rapidly over the next 50 years.

Today Anderson Township is a major suburb of Cincinnati (Figure 1.3). Relatively young compared to some of the surviving historic houses within it, the Clough-Hunley business district has a quaint and rural feeling—much of which can be attributed to the preserved woodlands of Clough’s surrounding ridge lines. Though aging, the district is fully occupied by small, healthy, locally-owned businesses. With a long history, and much of its natural surroundings preserved despite the rapid suburbanization of the nearby neighborhoods, the area has retained its small-town, rural atmosphere over time—all qualities that keep the district attractive, bustling, and vital.

Figure 1.3: Anderson Township (2005)



Introduction

To comprehensively analyze and understand the demographic features of the Clough Pike Business District, it was necessary to employ a multifaceted, many-sided approach to the research. As such, the six social features identified as relevant to the planning process – total population, median household income, household size, educational attainment, and age – were examined on the basis of both their spatial and temporal characteristics. This examination specifically entailed reviewing and comparing the data in two different ways:

1. Over two particular periods in time, namely over the 1990 census and the 2000 census;
2. Over multiple geographic levels, namely over the county, township, tract, and block group census classifications.

The results of this data collection process, including current conditions and indications of trends, are described below.

Total Population

Total population – the first demographic element considered – increased between 1990 and 2000 not only within the study area (that is, the vicinity contained by the census tracts and census block groups), but also within the larger Anderson Township area. This tendency, in turn, is reflected in four out of the five studied census tracts and six of the eight studied block groups. Census tract 249.02 and the two block groups within census tracts 46.01 and 46.02 experienced the largest increases in population. The largest decreases in population occurred to the southeast of the Clough Pike business site, in tract 250.01, and two of its four respective block groups.

Educational Attainment

Between 1990 and 2000, the percentage of the population in both the census tracts and block groups with a cumulative educational attainment no higher than high school diploma decreased. In contrast, during this same time period, the percentage of the population holding a college degree increased significantly. In fact, among the studied block groups, there was a growth of 59% in the number of people holding graduate and professional degrees.

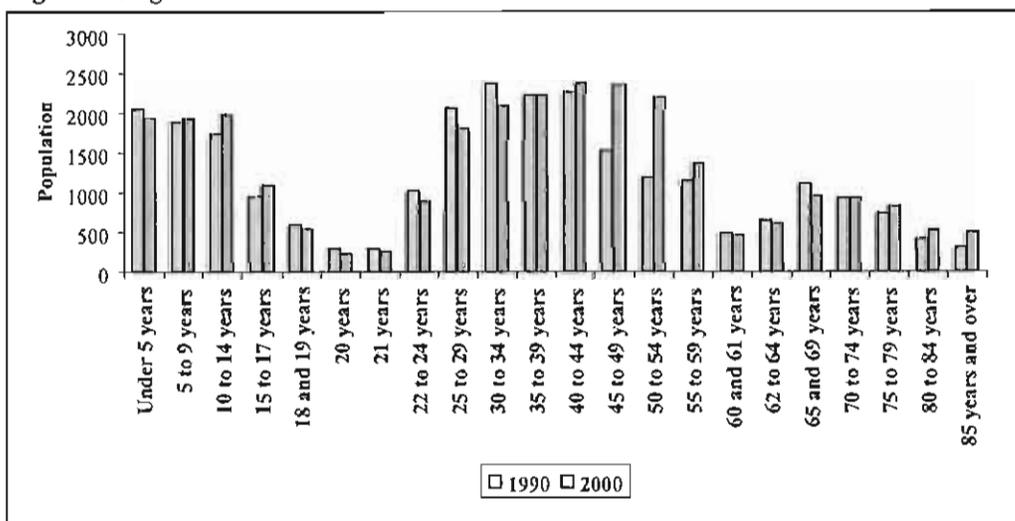
Median Household Income

The median household income saw consistent and substantial increases between 1990 and 2000 for all of the studied areas. As of the most current census, the median household income is approximately \$55,000 for the census tracts and \$68,000 for the census blocks. The largest increases in income occurred south of the Clough Pike business district, in tracts 46.03 and 250.01.

Age

The study area experienced a decrease in 18 – 35 year olds and 63 – 70 year olds over the 1990 to 2000 census period. Despite this decline, considerable growth did occur among 45 – 60 year olds and 80+ year olds in both the block groups and the tracts. The most prominent increase happened among the 50 – 54 age bracket, which saw an 86% growth in population at the tract level and a 98% growth in population at the block level.

Figure 1.4: Age Chart



Conclusion

The information outlined above suggests several important things about the people living near the Clough Pike Business District. Indeed, it is clear that the surrounding population is progressively older, more affluent, and more educated. These demographic elements, both individually and as a group, contribute to the uniqueness and viability of the site as a commercial opportunity; as such, they should be taken into full consideration when developing and weighing potential design alternatives.

Residential Neighborhoods

Surrounded by numerous residential neighborhoods, Clough Pike has quite a customer base within its immediate vicinity. Mostly comprised of single-family detached homes, there exists a smattering of multi-family housing in the area—though they are by far the exception rather than the rule. In addition, there is a very high home-ownership rate for the area providing stable ground for further investments by both the public and private sector. Furthermore, in some neighborhoods there is a noticeable concentration of wealth making commercial investments potentially very lucrative.

The Clough Business District also has an extremely low vacancy rate in all the neighborhoods surrounding it—with the highest vacancy rate for a particular neighborhood reaching only 6%. Indicating a strong demand for housing in the area, this ensures a strong customer base, definitely in the near future, but also for well into the future.

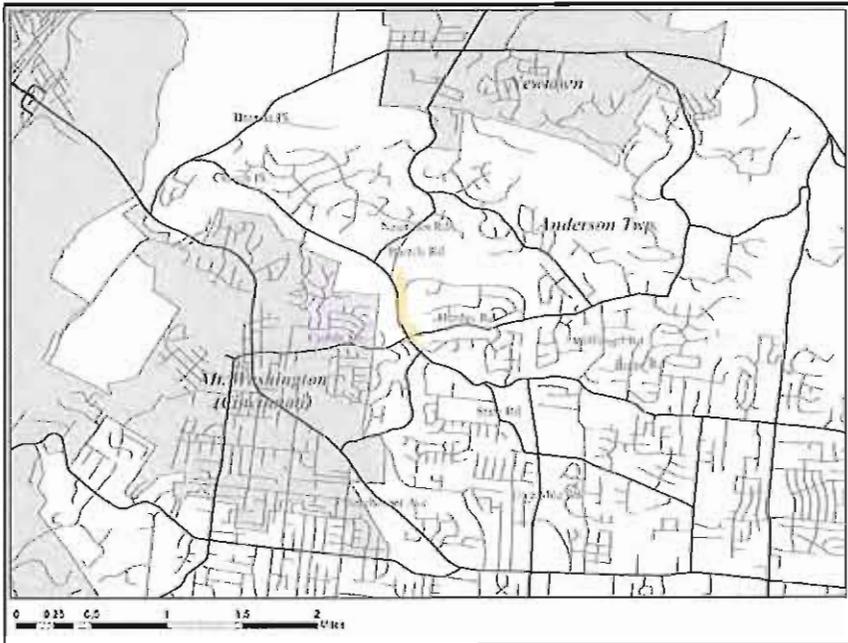
In closing, the residential stock of the surrounding area provides a solid framework from which to build a strong, viable business district. With considerable amounts of high-wealth and middle-class housing, the area contains quite a bit of disposable income which could easily be parleyed into a healthy, vibrant, bustling, business district.



Traffic Network and Circulation

Clough Pike, the prime road of concern in this study, is considered a minor arterial in the grander scheme of Anderson Township and eastern Cincinnati's road network. Defined as such because of its physical features like right of way and speed limit, its traffic volumes also define its role in the overall network.

Figure 1.5: Street Network Map



In a broader context, Clough Pike plays an important role in establishing a loose grid layout of Anderson Township roads—working with Beechmont Avenue and Batavia Pike (St. Rt. 32), to form the east and west routes trisecting the township. Clough's intersections pertinent to the business district include Five Mile Road, a major arterial running north and south, Corbly and Hunley Streets which connect the district with Mt. Washington, and Bartels Road which runs north from Clough Pike past Turpin High School on to Newtown (Figure 1.5). From the intersection at Clough and Five Mile it is about two miles southward to I-275 and access to the national transportation network.

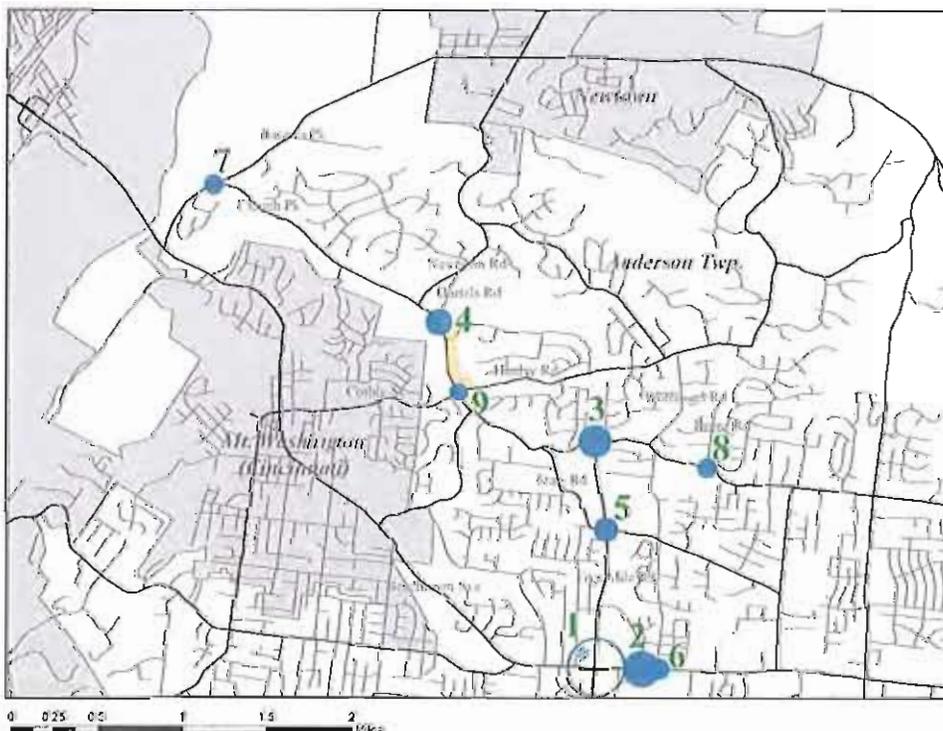
Metro Bus Rt. 24 uses Clough Pike west of Five Mile Road for a little less than a mile. Running from Cincinnati to Mt. Washington and Anderson Towne Center via Beechmont Avenue, it links up with the park and ride location at the Towne Center—the only mass transit hub within a reasonable distance.

Traffic volumes on Clough Pike are moderately high as well—roughly 16,000 cars pass by the Clough Pike Business District on a given day. As an arterial, much of this is through traffic of commuters traveling to and from work. Such high traffic volumes, combined with a 35 miles per hour (mph) speed limit, present a dangerous situation for drivers, even as it has recently lowered from 40 miles per hour.

Two stoplights regulate traffic in the business district—a four way, full traffic light at Clough and Corbly/Hunley and a three way light at Clough and Bartels. At most other intersections in the site’s vicinity, Clough Pike takes the right of way over stop signs on the intersecting streets.

Accidents are quite frequent in Anderson Township as the township ranks third highest in number of accidents for Hamilton County townships for 2004. The intersection of Beechmont and Five Mile has the highest number of accidents in the entire county—Five Mile and State Road actually saw a fatality in 2004. As for Clough Pike there are five accident prone locations: at Batavia Pike, Bartels Road, Corbly and Hunley, Five Mile Road and Bruns Lane (Figure 1.6).

Figure 1.6: Accident Prone Intersections Map



Slope, Topography and Woodlands

Anderson's greatest natural resource is its ample and luscious woodlands (Figure 1.7). Ninety acres located across Clough Creek from the business district starts the natural frame, carried by the two historical sites through the district, and completed by the heavily wooded residential lots to the east—setting the business district apart from similar commercial strips in Anderson Township. Though they cannot be improved by adding trails, steps, or any other structures as a part of Anderson Township's Green Space program, the plus side is that they will be protected and will not be removed.

Topography in the study area ranges from relatively flat to surprisingly steep (Figure 1.8). Parcels in the district are relatively flat and, for the most part, already graded. When slope is analyzed by percentage (Figure 1.7), it is easy to determine the limits of physical expansion. Development to the east would require a substantial retaining wall to hold the hillside back, while the creek on the other side of Clough limits development in that direction as well.

Figure 1.7: Woodland Cover

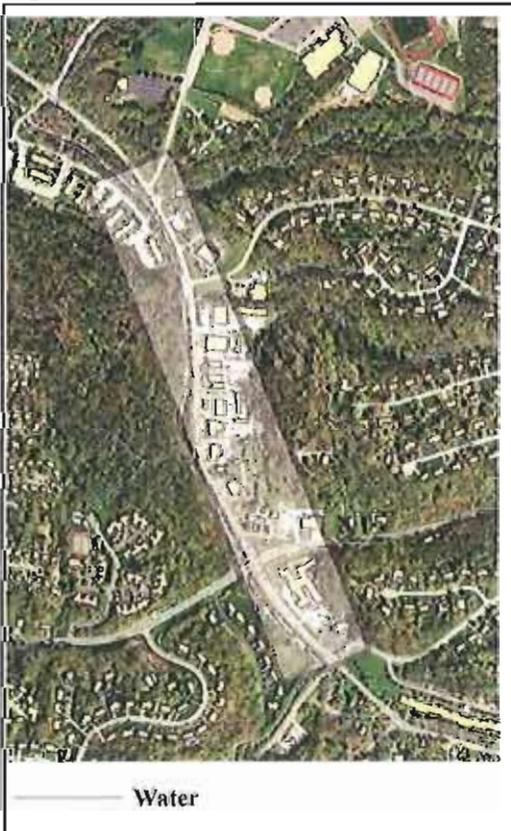
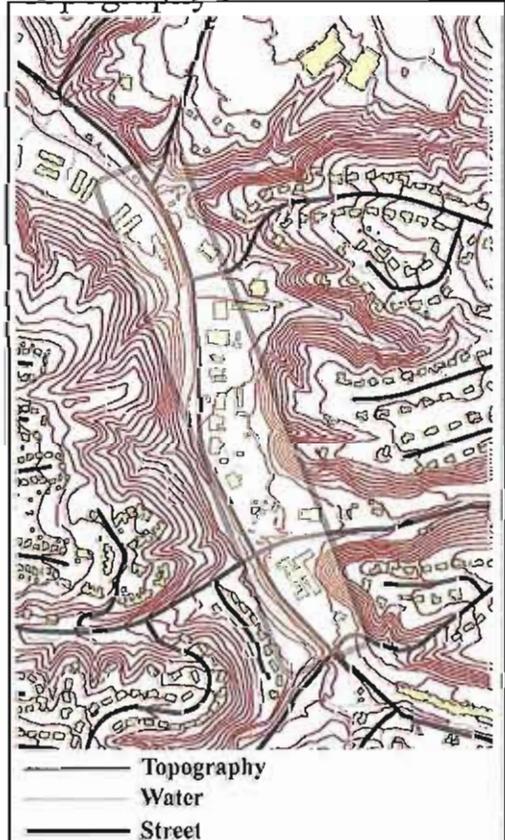


Figure 1.8: Topography



Building Conditions

Studying how the Clough Pike business District works from a visual standpoint is very important when deciding what action to take. From a visual analysis point of view, the area has both positives and negatives.

Lacking connectivity, the district must address this problem first and foremost. Each building in the district was developed separately without taking into account how it would mesh with the rest of the district; buildings have different setbacks and are of a bland, flavorless architectural style that, instead of adding to the character of the district, detract and confuse customers. Sporting little or no character, the buildings create a place that lacks quality and significance. Dated building stock generates a feeling that the district is in fact barely surviving—a feeling that may maintain current customers but is unlikely to attract any new shoppers. Buildings seem to push people away rather than draw them in; with the buildings being so separated, the district's inner connectivity is broken. This interconnectivity allows people to walk from store to store, it allows people to visit more than one store at a time without having to drive from one parking area to the next.

Furthermore, the immense amount of under-utilized space is a clear and important problem that needs to be addressed. Across the district, the parking/paved areas flow undefined off of Clough Pike; they ambiguously run into one another creating a vast, empty, unusable waste of space. Additionally, signage is also a problem that needs to be addressed—the lion's share of the district's signage is dated and bulky. These signs compete rather than complement one another making it hard for customers to find a particular store with so much visual clutter.

Building and property ownership is also key to any possible redevelopment. In general, most property owners do not own the business on their property—most properties are rented or leased to tenants.

Anderson Township owns considerable property in the area—key because the governmental body has a substantial stake in the redevelopment of the district. However, other than Anderson Township, there is no large-scale property holder in the district; the majority of the land is held by smaller-scale individual property-owners.

Historic Sites and Visual Analysis

When studying an area such as the Clough Pike business district, it is important to not only study how well it functions, but just as important to define the district in a visual sense. Historic sites and the existing conditions that positively or negatively affect the district’s character must each be studied to fully take advantage of a site’s potential—in this case, through analyzing historic sites and a system of attractive or unsightly view sheds.

Clough Pike has three distinct historic sites. The Miller-Leuser log cabin sits at the intersection of Clough and Bartels; the cabin and its outbuildings were constructed in 1796 by Ichabod Benton Miller. Not only significant to Anderson Township and the Clough Pike business district, the cabin has relevance to all of Hamilton County as the oldest log cabin in the county remaining on its original site—currently, it is used as a museum.



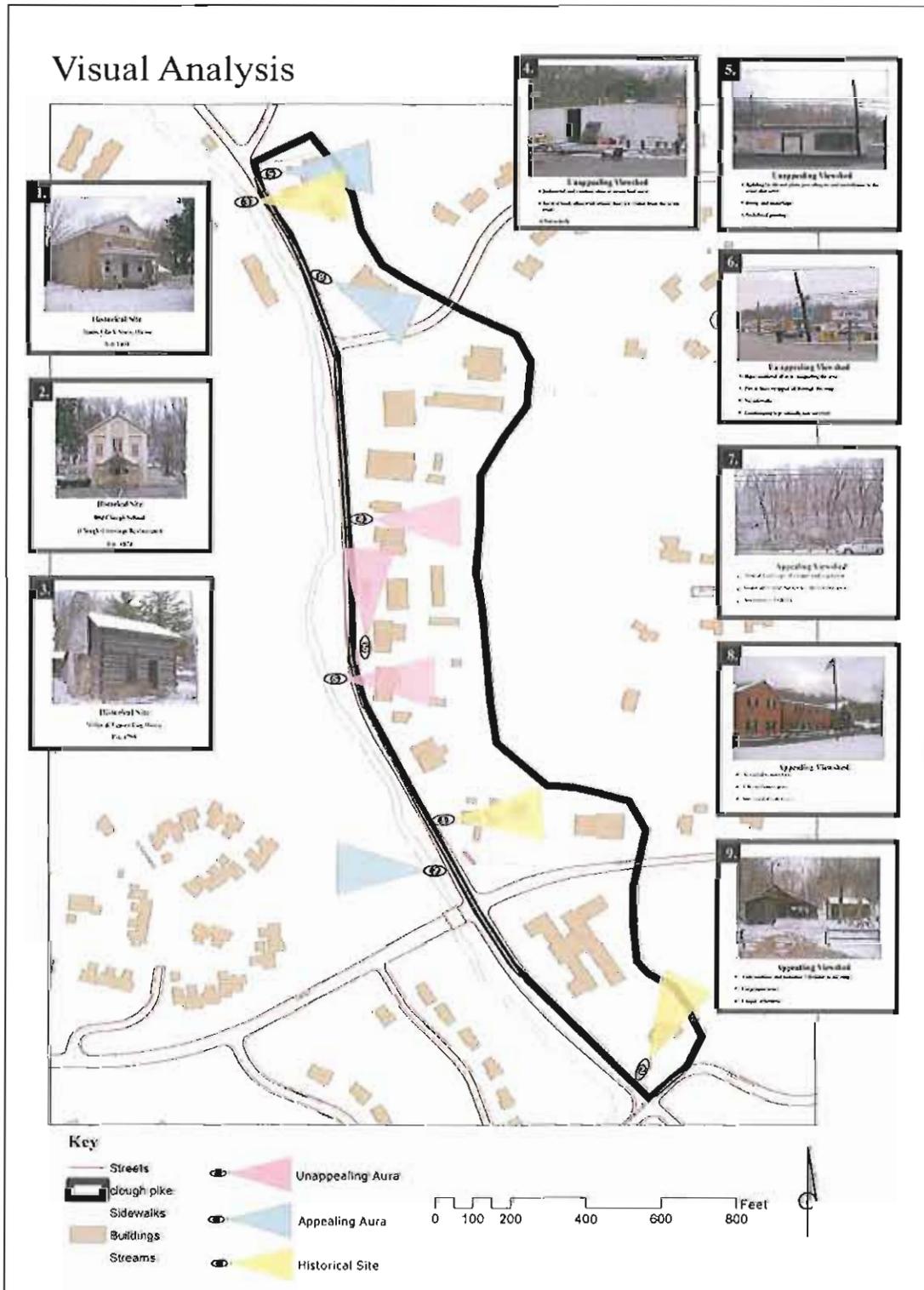
The next historic site, traveling south on Clough, is the James Clark Farmstead, built in 1803. It and its outbuildings, including a large barn, rest on the corner of Clough and Hunley, a major district node. Despite the fact it was built of limestone in the stone vernacular style, the building isn’t believed to have a great historical significance—other than being old. It is a major focal point of the district and provides a link to Anderson Township’s farming roots.

The third historic site, going south, is District School No. 7 built in 1874. Located near the intersection of Clough Pike and Five Mile Road, the school is currently being used and a restaurant and bar. Retaining its historic character with the display of original desks and the original bookcases that line the dining room, Clough Crossings restaurant provides a unique dining experience. All three historic sites positively add to the district's character and they could be highlighted in a redesign of the district.



Numerous features positively affect Clough Pike's character to create attractive view sheds (Figure 1.9). The historic sites, coupled with Clough's picturesque natural setting—Clough Creek, hilly terrain, and heavily wooded terrain—all work together to create highly attractive view corridors. Exclusive to Clough Pike, these are valuable resources and should be emphasized in a redesign.

Figure 1.9: Visual Analysis



However, many of these features are currently lost behind the unsightly elements of the district—ambiguous paved areas, overwhelming signage, and power lines on utility poles. Determining where to enter into any single parking lot is considerably difficult because of their poorly defined nature. Not only is this confusing for the potential customer, but the vast amount of pavement, along with its poor condition in some areas, detracts from the natural surroundings. This gives the business district a random, unplanned, haphazard look—reflecting its random, unplanned, haphazard development.

Signage was another major detraction from the character of the district and confusion to customers. Three major problems exist with the current signage. First is placement; currently they are sporadically placed with no obvious organization. Secondly, there is a large variety of sign types from lighted, wood, plastic, to banners draped over objects. Thirdly, many of the signs are in poor condition due to weathering over the years—lack of upkeep makes the district feel neglected.

The last major detraction of appeal is the power lines. Lining both sides of the street, the poles run the length of the district with wires sporadically flowing across the street connecting both rows of utility poles. The major problem with the utilities is not their presence, rather their location and ubiquitous presence. Along with the signs, the large abundance of utility poles overwhelms potential customers driving through the business districts and blocks the natural features of the areas.

Clough Pike Business District has an abundance of natural, existing potential. From the historic sites to the natural features, Clough Pike has a unique combination of features; a rethinking of the businesses, signs, and infrastructure, can capitalize on the existing potential and make it stand out from other business districts in the area.



Parking and Lighting Conditions

In studying the parking, circulation, lighting, and safety of the district, these elements were found to be some of the site's worst current problems. Improvements must be made to the lighting, circulation, parking, and safety of the site if any development is to be attempted.

Most obvious is the long, continuous, undefined street edge between Clough Pike and the private parking lots. In driving through the area, confusion reigns for potential customers where or when to enter and exit these undefined places—safety becomes a serious issue here. Such an ambiguous traffic area presents ample opportunities for traffic accidents as well as making pedestrian circulation between businesses nearly impossible. Reducing curb cuts to two or three clearly defined points could greatly increase safety and reduce confusion to patrons entering and exiting the site.



Circulation between businesses was another overarching problem for the district. Current layout makes sound automobile traffic nearly impossible. For instance, vast areas of ambiguous paved area—much of it in poor condition—with no visible direction markers means drivers are apt to drive where they will across the site. Closer to the road, where the lots are better designed, some circulation arrows can be found; however, many of them were hardly discernable and need repainting. Finally, there are almost no directional signs on the site at all. The lack of signage to direct and inform drivers on possible dangers could be the cause of unnecessary accidents and problems.



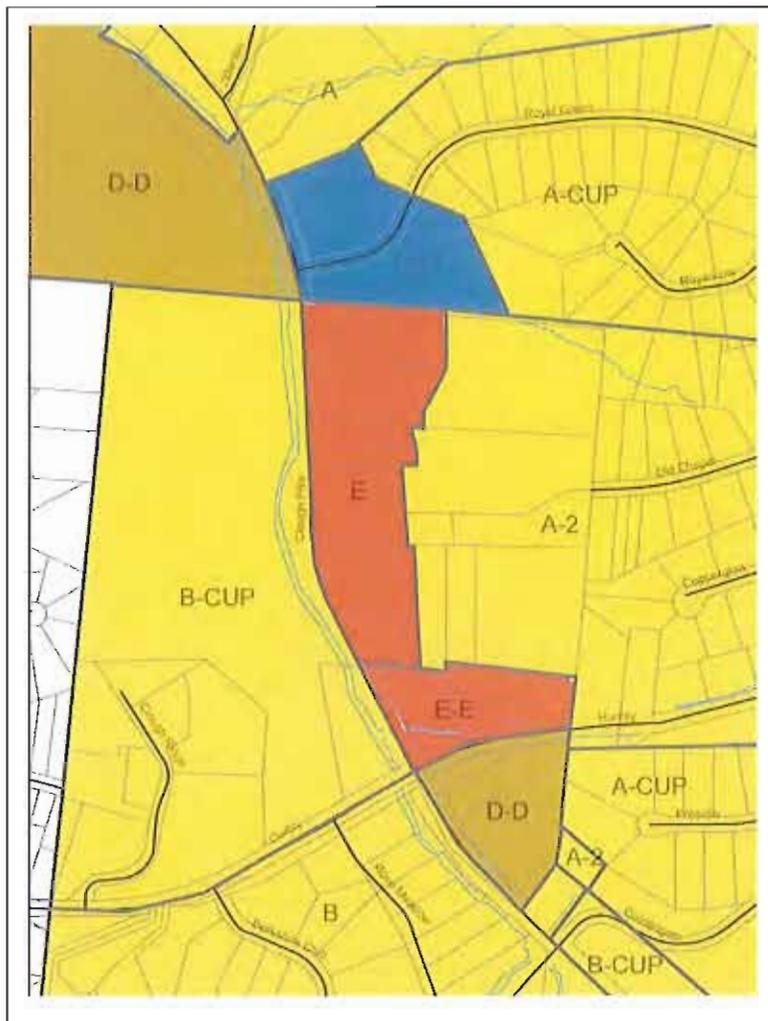
Parking is also a concern. The site has an abundance of current parking, yet much of it resides in ignored and neglected parking areas. In many places with defined parking, concrete parking bumpers have been knocked out of place and parking lines have faded to the point of anonymity. In many cases it appears that parking is left up to the whim of the driver to park wherever he or she pleases. Repainting the lines, realigning parking bumpers, and making better use of current parking space would all be easy improvements for the site.

Finally, current lighting on the site, especially in the rear of the lots, is poor at best. Almost all of the vast rear parts of the lots are totally devoid of light fixtures except for those on the sides of buildings; furthermore, there is no type of overhead lighting in these spots making for a possible safety hazard as well as repelling possible visitors at night—more lighting could make the site infinitely more friendly to business patrons and enhance security after dark.

Most of the problems documented in the Clough Pike commercial district concerning parking, circulation, and lighting are all a result of neglect. Things like repainting lines, fixing parking bumpers, repairing pot holes, and improving lighting could be handled by the lot owners on their own. Though, with redevelopment a possibility, there are large scale improvements that could improve the district as well—unifying parking lots, defining circulation patterns, and in general taking steps to eliminate confusion to drivers visiting the site will be an instant and substantial upgrade.



Figure 1.10: Current Zoning



Current Zoning

Zoning regulations for all of Anderson Township are resultant and have been defined in the Zoning Resolution, as overseen by the Anderson Township Zoning Commission. The current zoning of and around the Clough Pike Business District, coupled with the surrounding physiography, relatively confines the business district to its current defined area. Overlay district “Development Plan[s]” may be developed and submitted to the Zoning Commission for approval of future development, and any appeals under the Zoning Resolution itself are seen before the Township Board of Zoning Appeals.

Clough Pike Business District is currently zoned “E” and “E-E”, designating retail and planned retail for future uses. To the north of the retail district on either side of Royal Green Drive there are “O-O” parcels, designating office use. North and south are zoned “D-D” parcels, designating multiple residence districts. Parcels to the rear (east) of the district are zoned “A-2” parcels, designating low density residential; and across the creek to the west, property is zoned “B-CUP,” designating low density planned residential, most of which is owned by Anderson Township and is preserved as green space.

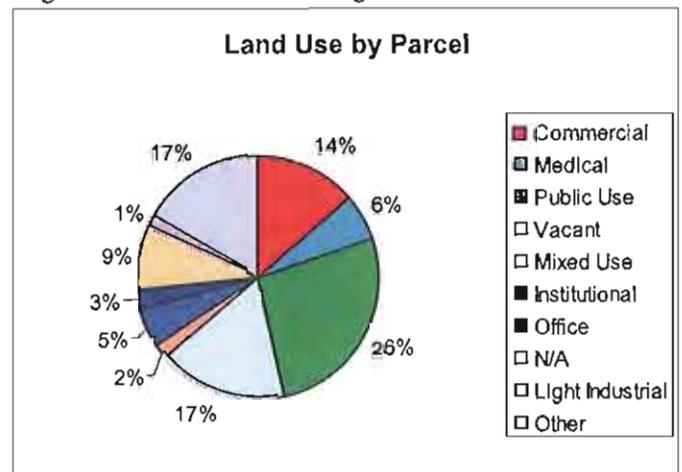
Current Land Use

Identifying the current land uses and their relationship with current zoning districts, a field survey was conducted to determine existing land usage of the site. Each building's usage was verified through visual research. The uses were broken down into the following categories:

- Commercial Service
- Commercial Retail
- Governmental
- Medical
- Light Industrial
- Institutional
- Residential

Land Use		
Parcel	Area (Sq. Ft.)	Area (Acres)
Commercial	576280.76	13.2296
Medical	263146.01	6.0410
Public Use	1120023.30	25.7122
Vacant	737037.54	16.9201
Mixed Use	84892.44	1.9489
Institutional	217321.57	4.9890
Office	108664.83	2.4946
N/A	369066.87	8.4726
Light Industrial	49319.84	1.1322
Other	710650.90	16.3143

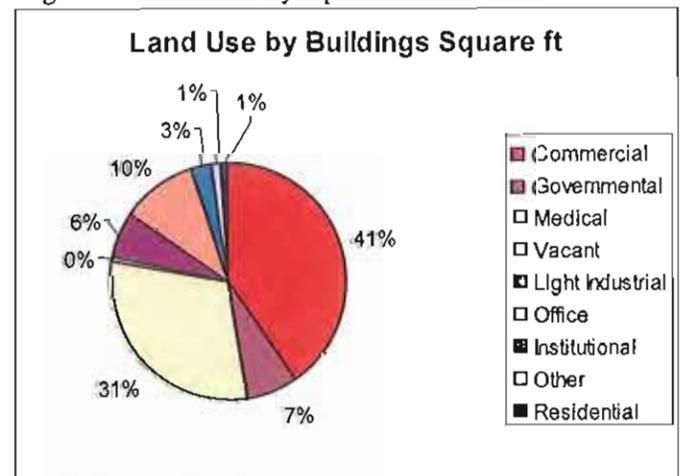
Figure 1.11: Land Use Percentage Chart and Table



The table and charts provided (Figures 1.11 and 1.12) show that the project area contains commercial uses with a mixture of public space with residential in the surrounding area; furthermore, included in the study area is a mixture of medical, office, light industrial and institutional uses.

Land Use		
Parcel	Area (Sq. Ft.)	Area (Acres)
Commercial	49041.7293	1.125843189
Governmental	8410.49735	0.193078452
Medical	37074.6614	0.851117112
Vacant	495.05	0.011364784
Light Industrial	7880.1825	0.180904098
Office	12395.1541	0.284553584
Institutional	3328.3091	0.076407463
Other	1683.4442	0.038646561
Residential	1067.065	0.024496442

Figure 1.12: Land Use By Sq. Ft. Chart and Table



Preliminary Business Owner and Customer Survey

A door to door survey of existing business owners in the study area yielded several expected issues and some unexpected concerns as well. The average tenure of the owners surveyed was 11.5 years with several owners in operation for over 20. No businesses expressed a need for additional space to expand—nearly all were content with their current space. Additionally, they were run as a primary source of income with an average of 17 employees. Business across the district is stable and reliable with each operation serving a niche market, so, although similar businesses are in close proximity, none were considered direct competition.

The most common complaints were security, excessive curb cuts, and traffic speed. Circulation issues were apparent from a visual survey; however, the crime statistics in the area were surprising. Several businesses expressed concern about the crime problems in the area—with several having experienced break-ins and other security problems. Furthermore, business owners were unanimously of the opinion that the speed limit on Clough Pike needed to be addressed. High volumes of signage, combined with the high traffic volume makes for dangerous traffic conditions; in addition to that, the large amount of curb cuts and lack of a turning lane means there are large numbers of cars entering and exiting the district at random, undefined points—further compounding the traffic issues.

Proposal



For the purposes of this study, the Clough Pike Business District has essentially been divided into four sections from the north to the south end of the District; the design of the streetscape pertains to anything along Clough Pike as well as its intersecting streets. Figure 2.1, in concept, shows the entire Plan from the north to the south entrance, and a more detailed discussion of each of these subareas occurs later in this Plan. First, however, there are specific elements carried throughout the Plan, as the concept was to create a cohesive character for the District. These common elements include street trees, a central median, sidewalk lamps and cobra lights with neighborhood banners to unify the District end to end. Included with these physical improvements is a list of suggested land uses that could be attracted to the District to help enhance the area. A discussion of these elements appears below:

Modification/Replacement of Structures

The Plan entails a mixture of existing buildings with façade enhancements, and new structures to complete the urban fabric of the District. As illustrated in Figures 2.2 and 2.3, most of the buildings at the north and south end of the District would be maintained. However, the buildings in the middle, focusing on a new retail/office center just north of the Corbly/Hunley intersection, would serve as the catalyst for change within the area. In the case of the buildings that are proposed to be replaced, this redevelopment will allow other recommendations of the plan, primarily those related to access management, to be realized.

Land Uses & Establishments

As discussed earlier, the existing land use pattern consists of various firmly established—but noticeably fragmented—commercial, institutional, public, and medical uses. The proposed land use pattern seeks to build upon these foundational elements in a manner that preserves what is physically and economically advantageous, and improve that which is not. In reviewing the components of this proposal, please note that the text of the plan supersedes any illustrations, renderings, figures, or maps. These items were generated and are included with the plan access connections, well designs, and other details must be finalized based on redevelopment opportunities, and only after additional detailed studies.

Figure 2.1: Streetscape Site Plan

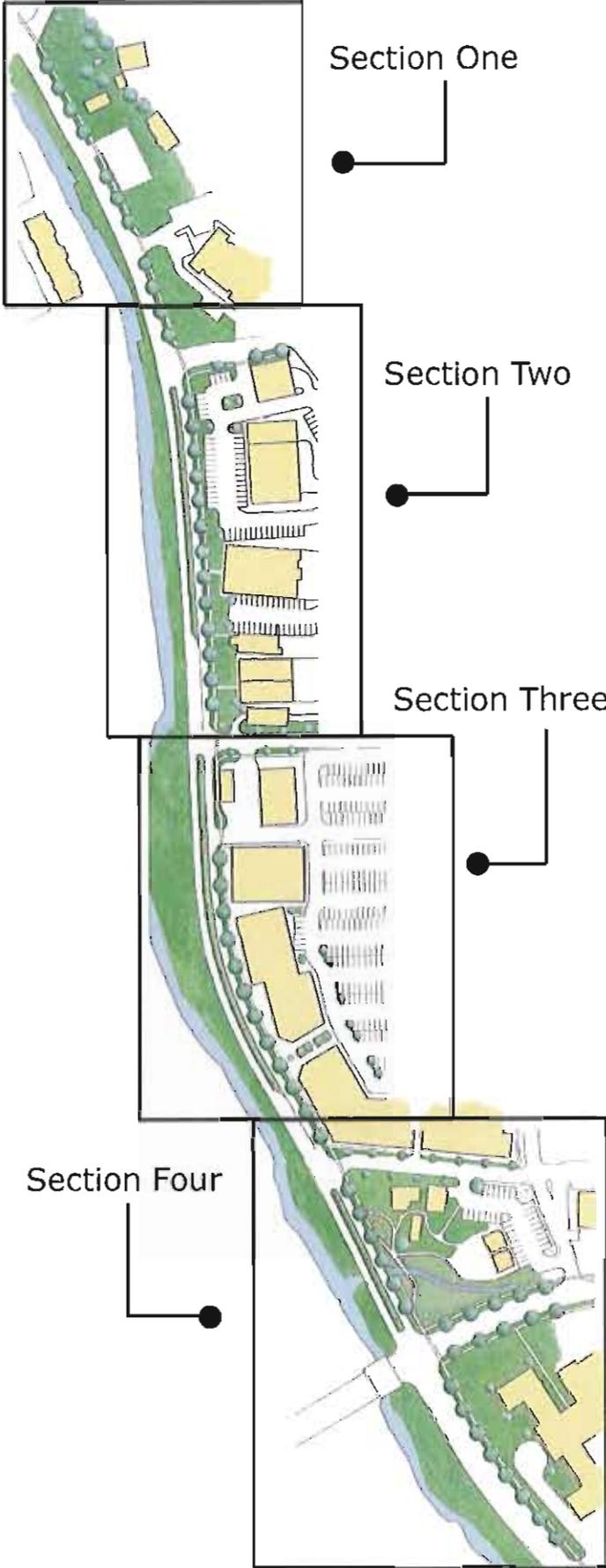


Figure 2.2: Proposed Improved and Demolished Buildings

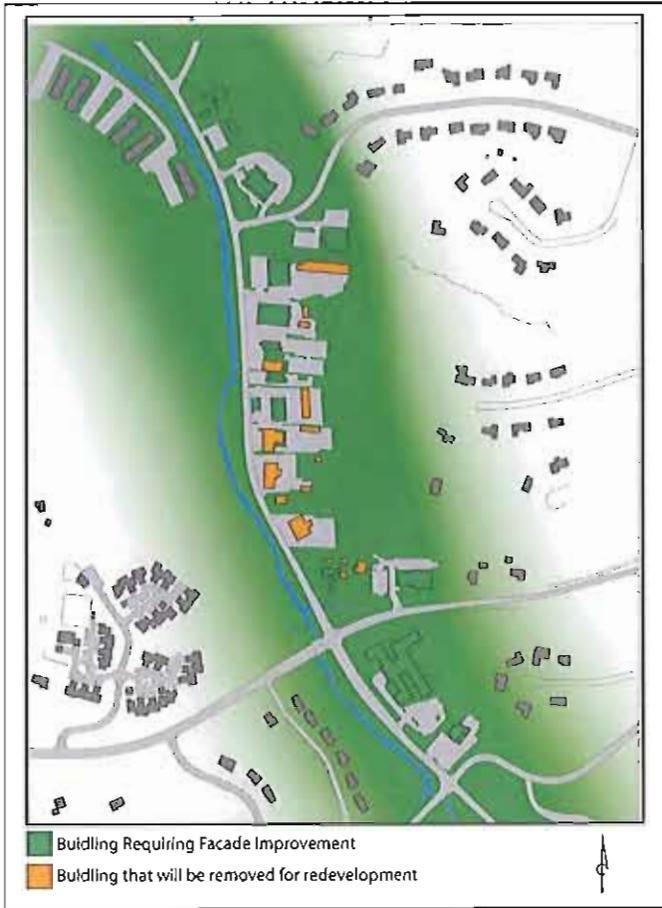
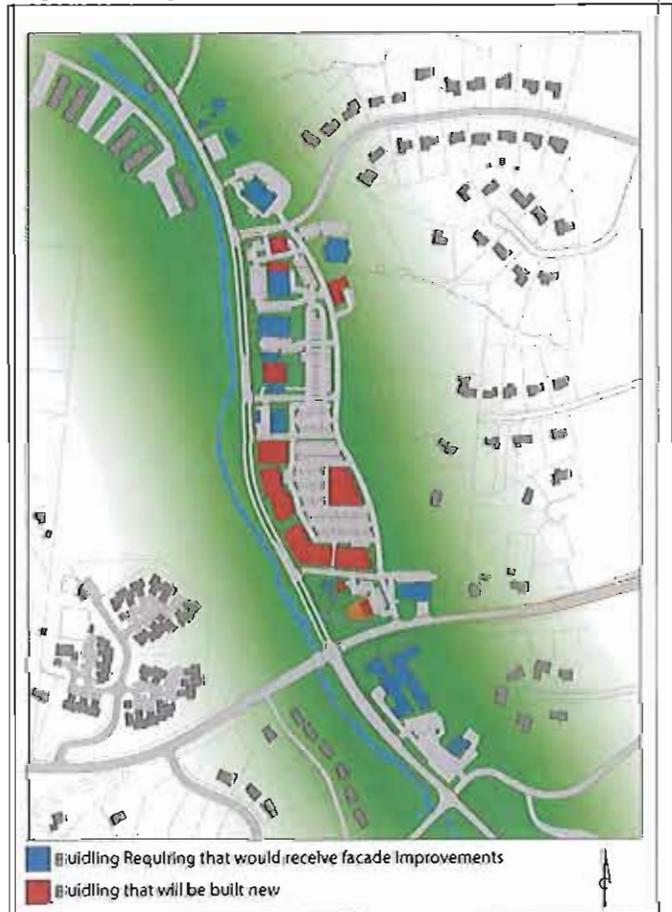


Figure 2.3: Improved and New Buildings



This is principally accomplished by the expansion, redevelopment, and integration of those sections of the District designated for commercial purposes (it should be noted that the building footprints shown on this and other maps are conceptual, and that site uses may dictate varying configurations). Throughout the District, many existing commercial uses have been retained, even while the form and locations of some buildings have been altered.

Potential New Commercial Business Types

- Café
- Restaurant/Diner
- Gift shop
- Apparel/shoe stores
- Book store
- Music store
- Florist
- Dessert/ice cream shop
- Leisure/sports store
- Jewelry store
- Retail pharmacy
- Whole foods market
- Various specialty stores

Retained existing commercial uses have, in turn, been seamlessly assimilated into the proposed additions. New commercial locations enhance the potential profitability of the District as a whole, by providing an increased amount of attractive retail space, the area can accommodate a greater variety of business types and sizes.

Above and beyond changes to the commercial elements of the site, the office component of the existing land use pattern has also been expanded under the proposed plan. Adding land set aside for office purposes will introduce diverse and interesting activity into the District. Moreover, by being located in close proximity to retail areas, these office uses may conceivably create a consistent and loyal market for nearby businesses.

The proposed land use pattern, despite these aforementioned modifications, does maintain several current features from the existing land use pattern. In fact, all previously existing public, institutional, medical, and office uses are left largely unchanged. These uses, all of which are economically, aesthetically, and structurally sound, operate to effectively frame and draw attention to the site's commercial and retail core.

Circulation – Access Management & Rear Roadway

Traffic circulation along Clough is a prime concern of business owners and residents for the future of the District. Clough's circulation poses numerous problems to the District, as it is a major thoroughfare boasting extremely high traffic volumes. Also, while the speed limit was changed to 35 mph (from 40 mph) earlier this year, most business districts have speed limits in the vicinity of 25 mph. Additionally, an abundance of curb cuts along the stretch of Clough Pike that fronts the District creates hazards as drivers may enter and exit wherever they may, while the absence of a left turn lane on Clough creates the potential for traffic back-ups anywhere in the District. Lastly, the District as a whole lacks a clear hierarchy of road networks to service the site.

Subsequently, improving vehicular and pedestrian circulation was a major goal of the Plan, as outlined in Figure 2.4 (already in place--advance a few pages) (please note that "Clough Crossings" on the legend is a suggested possible name for the entire District). Forming the linchpin of the entire redevelopment project, a new rear access drive is proposed for the District. Adding the rear access drive will enable removal of nearly all of the curb cuts along Clough Pike, helping to reduce congestion along the thoroughfare and facilitating a more organized traffic pattern. Moreover, the rear access drive will allow parking to be moved behind the businesses, clearing room alongside Clough Pike to allow for the second major circulation improvement, expansion of Clough itself. It is important to note that any secondary access route must be accompanied by directional signage at intersections with public roadways, to provide ease of understanding for motorists trying to access a specific business.

The most radical change of the streetscape is the median located in the center of Clough. Slowing traffic for safety reasons and allowing the motorist time to see the District better, the median calls out this section of Clough as the Clough Pike Business District, clearly separating it from any other portion of Clough. The median is equal width of the street at about twelve feet, containing some low ground cover and providing space for the overhead cobra street lamps to follow the median as it meanders through the District, allowing for left turns at critical intersections.

The median and new traffic light with turning bays near Ameristop and the Quencher, will regulate traffic flow in and out of the site as well as creating a District focal point. The relationship of this proposed access road, improvements along Clough, and the reorganized parking area are illustrated conceptually in Figures 2.4 and 2.5. It is also important to note that while the median is shown between Royalgreen and Corbly/Hunley, it may also be applied north of Royalgreen and south of Corbly/Hunley. Finally, a left turn lane, coming off Royalgreen, will be added to help ease traffic onto Clough Pike as well.

Figure 2.4: South Facing Elevation



Figure 2.5: North Facing Elevation



Street Trees

One of the more dominating elements are the new street trees lining Clough, each one equally spaced, forty feet on center, ranging in type and canopy size. Located between the road and the sidewalk, they ease walking by providing a barrier between the street and sidewalk (the Hamilton County Engineer may require such trees to be located just outside the right of way areas). Trees are also important in creating spatial definition and are a valuable asset to the community in terms of visual character and amenity, creating a sense of enclosure and comfort for pedestrians. A mixture of tree species with varying densities will be used to allow visual penetration to the storefronts. Trees can also be thinned, maintained, or selected (such as Honey Locusts) so as to not block or obscure storefronts, while continuing to provide a positive image of the District. Canopies along Clough, Hunley and Royalgreen will be larger, with canopy sizes reaching twenty-five feet at maturity while the smaller secondary roads, such as those that connect to the rear parking, will boast canopies of no more than fifteen feet.

Lighting

Lighting is also very important in unifying the aesthetic quality as well as the safety of the District and a thorough update is planned. New street lamps will dot the new and existing trees, fourteen feet high and spaced out fifty or sixty feet on center depending on location. Larger cobra street lights featuring welcoming neighborhood banners will be located in the center of the median one-hundred feet apart. In addition, higher wattage lights are recommended to provide safety for the parking areas, compliant with the height and foot-candle requirements found in the Township's Zoning Resolution.

Waste Removal & Equipment Areas

Proper waste removal will become easier due to pickup stations behind each of the buildings in the new plan. Such areas, for both waste and equipment storage, must be accessible to service providers and delivery vehicles, but also screened in a manner (through walls, fences, landscaping, etc.) so as not to be a visual detriment to the rear access to buildings. It is this rear access that most of the businesses' customers, in many situations, will enter the stores; thus, screening and façade treatment is critical in the placement and appearance of these areas.

Signage

Signage and advertisement, complemented by attractive landscaping, will be rearranged to the front of each business. In an effort to bring attention to the roadway line of sight, a mix of wall signage and smaller, lower, freestanding or hanging signage from buildings is proposed. This will respond to the increasing pedestrian traffic in this area, but must be large enough to be legible for motorists on Clough Pike. Such signage shall reflect the architecture, color, and materials of the particular building, and be designed in a manner to compliment the streetscape appearance (i.e. not block sidewalks, line of sight, etc.). Similarly, directional signage is essential at common driveways and along the rear access drive, so as to direct motorists from Clough and adjacent roadways to a specific business.

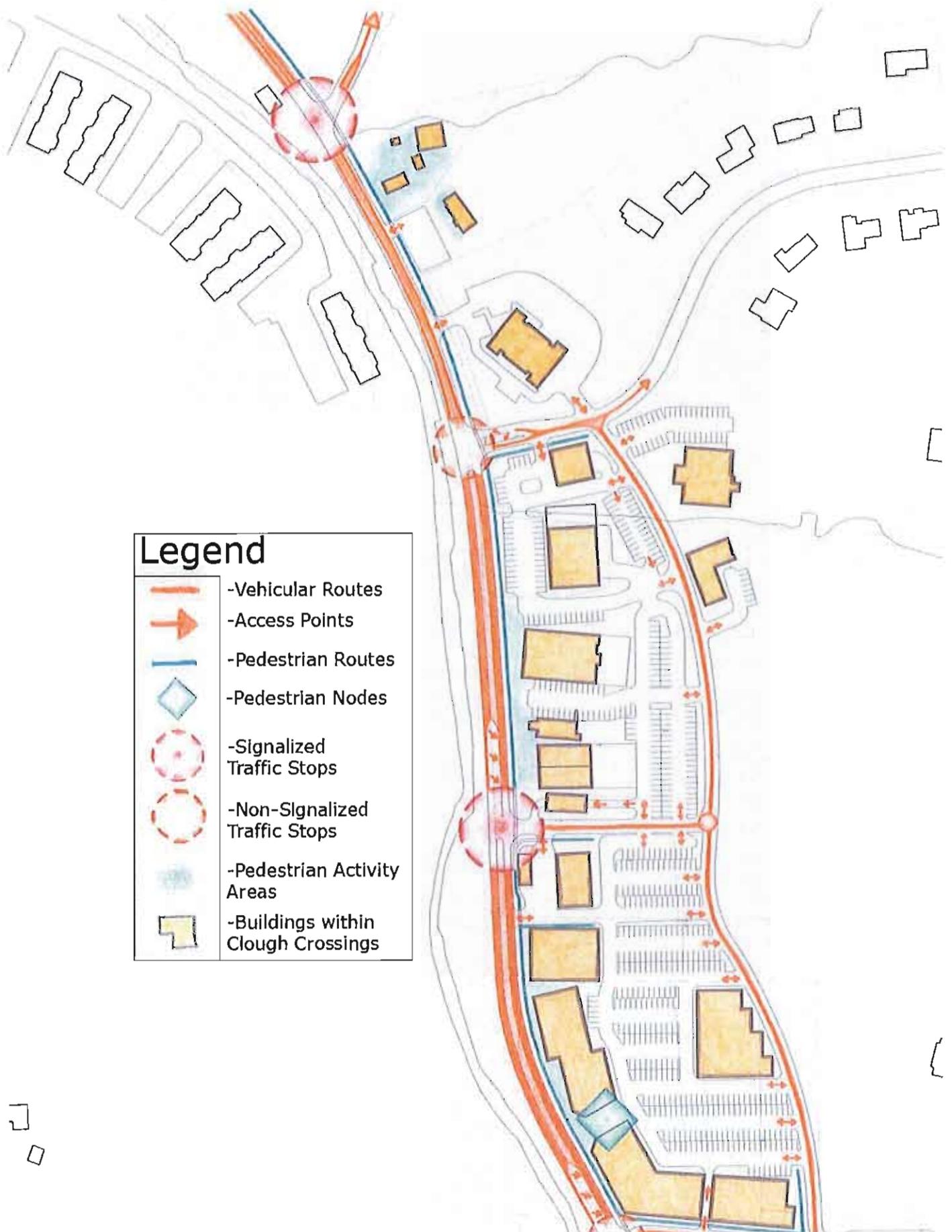
Pedestrian/Streetscape

The pedestrian network will be vastly upgraded, as outlined on Figure 2.4. One complete connection for all of the sidewalks will be implemented, as well as the creation of natural pedestrian nodes throughout the District. In reality, making these modest improvements to the pedestrian circulation will be a massive improvement over the current situation in which a cohesive sidewalk network is nonexistent. Enabling pedestrians to move about the District creates a more amicable business environment where customers may walk from store to store rather than making a stop and continuing on their way. Key to this connectivity is providing safe access points from the District to surrounding neighborhoods. Some improvements have already been made by the Township, such as the sidewalk and crossing at Corbly to Berkshire Estates and Clough Ridge Condominiums. However, additional connections should be considered, especially along Clough to the north and along Bartels Road to connect to Turpin High School, the Turpin Area, the Woods of Anderson Apartments, and ultimately the Five Mile Trail (with adjacent subdivisions). Additional smaller connections are also needed at the south end to best serve the Telegraph Hill area. Unfortunately, without major road improvements, pedestrian connections on Hunley Road would be quite difficult and likely cost prohibitive.

Gateway Signage

Finally, 'gateway' signs will be added at key points in the District, one at the north end on the corner of Bartels and Clough next to the Miller log cabin and one at the approach from Corbly and Hunley at the southern end of the District. Surrounded by flowerbeds, shrubbery and small trees, gateways act as a greeting to people who enter the District, much like the neighborhood banners. In addition, a twenty to twenty-five square foot business sign could be located near the center of the District in front of the Quencher Drive- Thru, as well as at either end of the rear access driveway at Royalgreen and Hunley. Such signage would showcase all the businesses of the District, and serve as an access management sign such as those proposed with the Anderson Accessways program on Beechmont.

Figure 2.6 Proposed Circulation



Four Planning Areas

With these planning considerations in place, the District was essentially segmented into the four aforementioned subsections, as outlined in Figure 2.1. Each of these areas borrows themes or concepts found corridor wide, but entails a varying level of proposed redevelopment or improvements to help realize the overall plan for the District, which is shown in an aerial perspective on Figure 2.7. A discussion of the concepts or recommendations in each of these areas follows below, and in reviewing the images, please note that these are conceptual in many areas. The need to reconfigure building masses or parking areas to accommodate building uses and functions (such as drive thru's, equipment delivery & pick up locations, etc.) is paramount to the ultimate redevelopment of the District:

Figure 2.7: South Facing Aerial



Figure 2.8: Streetscape Section 1

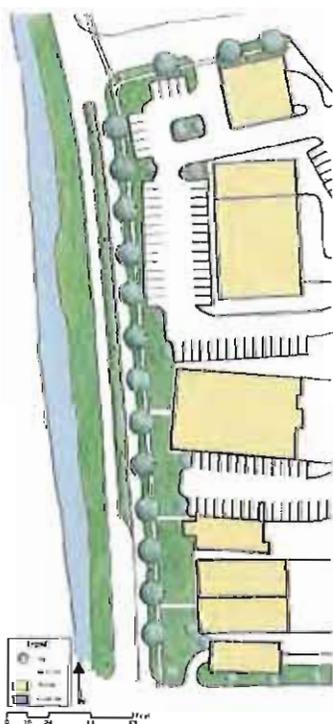
Figure 2.8, or Section 1, is the northernmost part of the District streetscape plan. It features the main 'gateway' entry at the corner next to the historic log cabin and extends to the corner of Royal Green and Clough. This area is home to the Historical Society, the Miller-Leuser House, and an office building, and will be retained mainly in it's existing configuration.



Section 2, which is outlined in Figure 2.9 begins at the corner of Royalgreen and Clough near the Clough Pike Market and extends to the Quencher, where the tall business sign is located. One of the medians is suggested for this area.

In this plan, many existing businesses will undergo some renovations. Beginning with the Anderson Township Pub, parking will be arranged around the building in a more conducive way. There will be no structural changes to the Pub, but landscaping and an outdoor dining area will enrich the ambience with a café style atmosphere. Next, Ringler Rentals will see structural and aesthetic upgrades. An added garage will store machinery and equipment enabling the other half of the building to function as a store and showroom. Additionally, the back lot will be able to accommodate vehicles, supplies, other materials, and an equipment pick up/drop off area. For the most part, the Quencher Drive-Thru will remain the same, with its largest change being that its driveway will now begin in the parking lot behind the buildings, adjacent to the new traffic signal. As outlined earlier, signage and advertisement, complemented by attractive landscaping and streetscape enhancements, will add to the attractiveness and function of the front of these buildings.

Figure 2.9: Streetscape Section 2



As shown in Figure 2.10, Clough is proposed to be widened in the area to accommodate a left turn lane and new traffic light that would provide signalized access from Clough to the new access drive at the rear of the properties. This is the same treatment, without a traffic light, that is proposed for the northern end of this subarea, at Royalgreen Drive, as shown in Figure 2.11. New sidewalks, a welcoming gateway feature, and restaurant with accompanying parking located in the rear, hugging the right of way of both Clough and Royalgreen, will change the face of the corner itself. This additional use will accommodate increased traffic and reinforce one's arrival in the District.

Figure 2.10: Entrance Site Plan



Figure 2.11: North Corner Site Plan



Section 3 starts at the Ameristop and runs through the entirety of the new development, just north of the Corbly/Hunley intersection, as shown in Figure 2.12. A second median is located in this section. Two planters and a fountain are located at the center of the new development, as this section will see quite an upgrade under the new plan. Most obviously, the new access road to the back and parking realignment and definition will considerably upgrade the area; however, Clough itself will also be widened to accommodate a landscape median. A new three-way intersection, between the Quencher Drive-Thru and Ameristop, will be added complete with left-turning lanes and a traffic signal off of Clough, to focus access.

As stated earlier, this area presents the site of major redevelopment, as this portion of the District will see five new buildings. As outlined in Figure 2.13, four new one-story retail buildings (A,B,D and E) and one new two-story office building (F) will be built around a new, central, defined parking area. These buildings will provide a more aesthetically pleasing space for the current business owners within the District. Allowing for new commercial retail options and office space to locate in the District, the buildings will also create a more architecturally cohesive look. New orientations of the buildings and parking provide higher intensity land use and greater connectivity and continuity. Parking at the rear of the businesses allows the patron to leave their car and walk from business to business easily and safely; additionally, newly designed parking provides definition in place of ambiguous paved space.

Figure 2.12: Streetscape Section 3

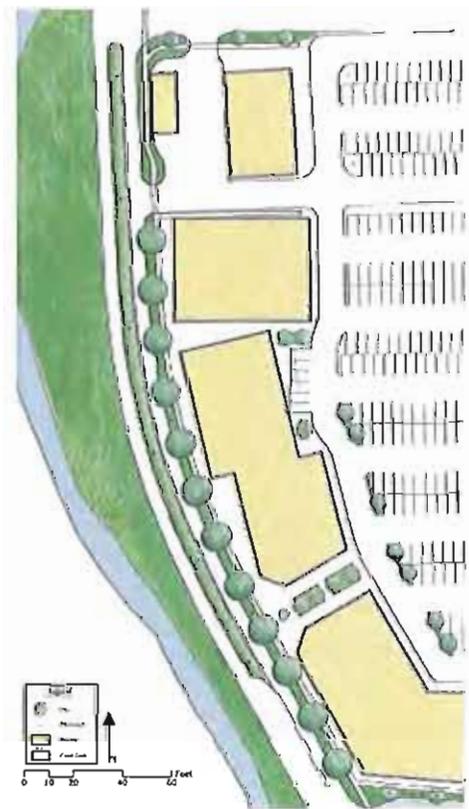
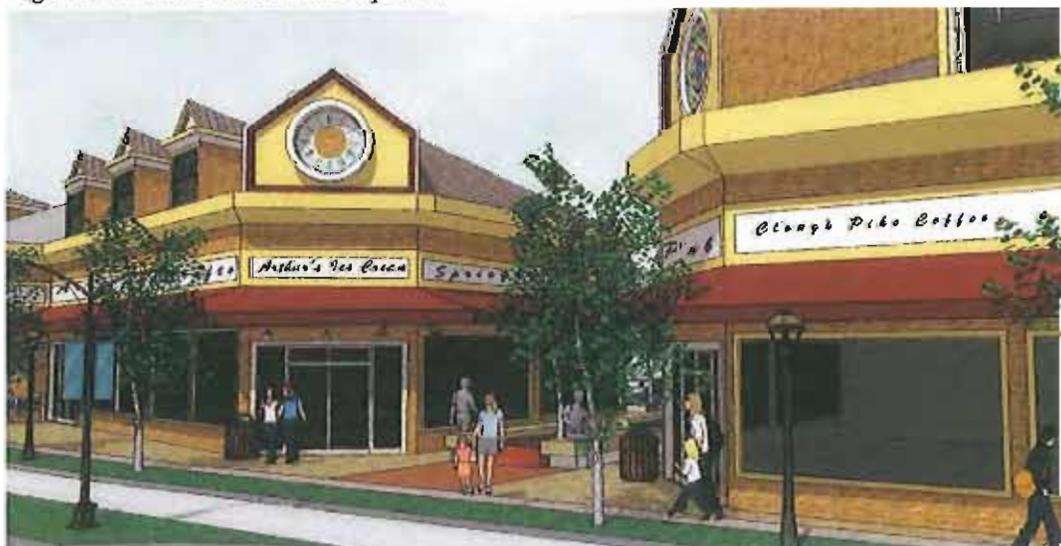


Figure 2.13: New Development Site Plan



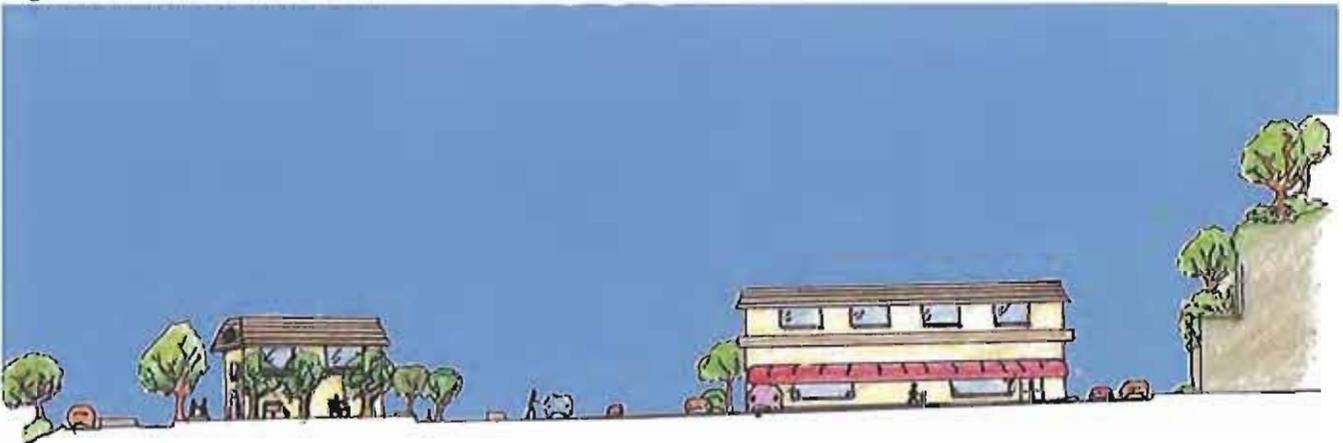
Area C is identified as a public open space and acts as a focus point for this new area. Featuring planters to beautify the site, they may also serve as benches for shoppers on site to enable mingling, sharing, memory making, etc. Lastly, the planters will also be added at the corners of the space to unite the public area into a cohesive unit. A rendering of this proposal space is shown on Figure 2.14, which helps to provide the intended pedestrian feel of streetscape of the new buildings, where the buildings are to be accessed from either Clough or the rear parking area.

Figure 2.14: Visual Character Perspective



Finally, Figure 2.15 helps to depict the relationship of the buildings in the new development area to Clough, and steep slopes to the rear of the properties abutting the single family residential development. In this area, out lots have been consolidated, cleared up, and replaced by new structures housing an additional retail and office space, surrounding a consolidated parking lot. Specifically, detailing two possible new buildings, the perspective allows for a greater impression of how the site is a large retaining wall to hold back the hillside, which also allows for additional office space along the rear access road. However, care should be given to design landscaping and other barriers so that the wall won't become an overwhelming aesthetic element.

Figure 2.15: Access Road Elevation



Lastly, Section 4, as shown in Figure 2.16, extends from the edge of the new development, just north of Corbly/Hunley, and continues through the nursery, ending shortly after the intersection of Corbly/Hunley past the retirement community. The other 'gateway' sign is located on the corner of the intersection at the nursery due to the intersection's central location in the District; furthermore, the sign will be set among beautiful landscaping, making it a natural location for a District "gateway" in that respect as well. With this, a public open space will be created to act as a focal point for the entire area.

Figure 2.16: Streetscape Section 4



A highly visible defining attribute to the whole area, this south end of the District is one of great aesthetic and economic importance. In its current state it lacks the aesthetic character to draw attention to the nursery and charm of the historic structures and heavy landscaping. Some of the current structures have fallen into disrepair or are underutilized, such as the small creek is unattractive with heavy, litter-collecting overgrowth. Accessibility is also an issue, lacking the pedestrian infrastructure to efficiently direct and move people on the property; moreover, the current parking is situated in a less than optimal orientation.

Addressing these issues, the Plan adds flash and signature while joining community interest to the project. Restored and repurposed, the James Clark Farmstead acts as the business and office center of the Greenfield Plant Farm with space for a large new barn to accommodate equipment, as shown in Figure 2.17. Parking has been added close to the site and made accessible to the new access street in the rear of the property. Now directly tied to the development to the north, the site compliments the new structures by maintaining visibility without overpowering or visually breaking up the new architecture. Added sidewalks better direct pedestrian flow in the area and the creek has been rerouted and aesthetically enhanced by large wildflower plantings on each embankment along the whole property.

Figure 2.17: Greenhouse Site



Still accommodating the Greenfield Plant Farm, the site will be additionally utilized through the addition of a unique public space for outdoor entertainment and dining as well as a space for festivals or markets, either outside or in newly added pavilions. Featuring large planters, this spacious paved space furnished with outdoor tables and chairs as well as large market umbrellas adds flavor and color to a highly visible location. Heavily landscaped, the corner becomes a signature gateway entrance to the Clough Pike Business District. All of these details increase viability for the site; overall, they enhance the District attracting customers and residents to the community spaces as well as those enchanted by a beautifully landscaped corner.

Plan Implementation



The Clough Pike Redevelopment Plan envisions the Clough Pike Business district as a shopping destination able to cohesively connect throughout and draw customers from Anderson Township and beyond. Though ambitious, the plan is also based on existing realities and constraints. The time frame for implementation will vary depending on the desire of private investment and opportunity for public improvements to be in place. Before any specific actions and decisions can be made, the public financial commitments and other supports will need to be identified and be made available so that private investment and individual business commitments can be courted. Acting as a catalyst, the Township's role is to jumpstart development—financial commitments will be offered as a strong leverage to entice and commit private investment, primarily focused on streetscape improvements along Clough Pike.

Strong consideration is given to the district's current strengths and weaknesses in order to assure the best plan be developed; however, plans are just that until implemented. One of the most difficult parts of the planning process, the implementation is what takes the plan from paper to reality. In order for implementation to become a reality, key stakeholders including local business owners, property owners, Anderson Township, area residents, and various other organizations must come together and create an atmosphere of cooperation, with the shared goal of making the plan happen—without this, the plan and its envisioned improvement will never become a reality. The biggest challenge facing the implementation of the plan is for all the stakeholders to act on the basis of a shared benefit; individual benefits will accrue when the changes benefiting the entire district and attraction of investment are already in place.

The recommended strategy for plan implementation includes eight (8) key elements as explained below:

One: *Establish Broader Support and Involvement*

Working with key stakeholders, the Township should work to garner broad support for the redevelopment. Coordination among private owners and businesses must be spearheaded in order to secure commitments for change and needed financial participation. In addition, other organizations and agencies that can play a key role in the financing of improvements should be included in the process and should make the necessary commitments. Communication with the surrounding residential community will also be key to building a strong web of neighborhood support.

Stakeholders in the plan need to base their participation on a collaborative spirit. Cooperation will ensure that proper resources and ideas can be found in order to make a vibrant district. This partnership is quite a complex responsibility—it must ensure that both public and private ideas and resources are used appropriately. The nature of this type of organization will guarantee everyone’s opinions are heard and funds made available. Early cohesion of the partnership must be decided upon early in the implementation process in order for the success of this project to be fully realized.

Usually, public investment includes infrastructure costs, acquisition, and streetscape improvements, while private investment focuses on building rehabilitation and expansion, façade improvements, and new development. Also, the public partner facilitates the project implementation by the encouragement of a low interest loan program through local banks earmarked specifically for funds for property enhancements, zoning and building streamlining, and other initiatives. In addition, the public partner works with other agencies to ensure their commitment and support of the implementation of key activities, including the relocation of the telephone and power lines to the rear of the district along the proposed access road.

Two: *Establish Priorities and Improvements Schedule*

Undertake all necessary studies and adopt recommendations for zoning changes, traffic and engineering studies for street improvements, and other necessary actions. Establish priorities for infrastructure improvements and redevelopment, including new development and building rehabilitation. In accordance with the recommended phasing, the specific tasks and decisions need to be identified and incorporated into an implementation schedule that identifies the stakeholders, their role, work tasks, and commitments.

Three: *Undertake Key Improvements and Redevelopment as Soon as Possible*

There is a need to jump-start the implementation of the plan. It is imperative that visible projects start as soon as possible to begin the redevelopment process—building confidence for the plan and recommendations among property and business owners as well as residents and the general public. An implementation plan, including a phasing strategy, is included so that commitments and funding can be secured. Improvements and redevelopment undertaken first is likely to make the greatest impact in spurring new private investment.

Four: *Establish Effective Zoning Controls and Urban Design Guidelines*

Zoning and design guidelines need to be established so the physical form and quality of the environment envisioned in the plan may be accomplished. The district's current zoning of general commercial uses needs to be reviewed and expanded to include requirements for effective building design, building expansion and redevelopment, building siting to increase flexibility, pedestrian circulation, traffic management, combined business district parking lots, landscaping, streetscape character, and signage. In addition, the boundary of the existing commercial district needs to be expanded in order to accommodate the proposed new development.

Five: Additional Studies Needed

This planning study represents an initial analysis of the Clough Pike Business District, but certainly prior to proceeding with projects or recommendations contained in this Plan, much more study is needed. Most of the recommendations found within this document were the result of input during the University of Cincinnati Planning Students' investigations in early 2006; however, since that time additional questions and comments have surfaced that were not part of this initial study and should be addressed in forthcoming engineering studies. It is intended that initial engineering may be financed by the Township, with the intent of securing grant funding for public improvements that would spawn private investment. As part of these additional studies, issues to be further studied, include, but are not limited to, the following:

Storm Water/Water Table - The water table in the study area is very high, and development would further be complicated by the presence of underground springs that are found the area. In addition, several property owners referred to the large volume of storm water in the area, sometimes crossing Clough, during heavy storms. These conditions have been known to even pop manholes off their casings. In addition, study of the water situation must also include an investigation into possible sanitary sewer overflows within the District.

Future Roads/Buildings - While images and renderings are shown depicting possible parking lot connections, an access road, new parking facilities, etc., it is important to restate that these images are shown merely to help further illustrate the recommendations of the text. Certainly, future parking connections and other improvements shall be made, around existing businesses and buildings, as it is not the intent of this Plan to recommend elimination of viable businesses, business components (propane tanks, etc.) and structures.

Traffic Signal - A proposed traffic signal is denoted in a location that is approximately midway between the traffic signals at Corbly/Hunley and Bartels. While this may be ideal from a signal spacing perspective, the ultimate introduction of another signal must meet traffic warrants (volume, etc.), as well as be located in an area that enhances, not detracts, from the operations of existing businesses.

Sidewalks - The introduction of sidewalks is a much needed improvement, but the location of such a facility is a critical concern as it relates to businesses and driveway. Preliminary sidewalk design must be done with pedestrian safety, motorist awareness, and property owner feedback in mind.

Financing/ Developer Strategies - The Plan is intended to provide a blueprint for future development, and any of the recommendations contained within this document could only be realized if they make sound financial sense. The private developments suggested in the Plan could be made by an individual owner, but most likely could be undertaken by a developer who consolidates a number of parcels.

Residential Impact - One of the hallmarks of this District is that is a neighborhood businesses district, nestled among several fine neighborhoods, and serving the needs of the residents in these homes. While some small areas are identified for possible business expansion, this must be done in a well planned manner, so as not to cause any detrimental impacts (noise, traffic, hillside stability, etc.) on these adjacent homes, especially those found to the east of the District.

Utility Poles/Wires - Initial discussions have been facilitated with Duke Energy, Cincinnati Bell and Time Warner Cable regarding power line relocations, both on the south side of Clough, as well as to the rear of businesses. As redevelopment opportunities arise, and additional engineering funds are made available, the feasibility of these options should be further studied. Again, future study of these items is critical to any specific projects that may be introduced within the Business District.

Six: Implementation Phasing Strategy

As a large redevelopment project, the Clough Pike business district will require phasing in construction. Recommending two major phases with specific recommendations for improvements and development, the plan's phases were selected for specific areas in the district based on their location and relationship to the overall plan, type of construction/development, and by priority. The recommended activities for each phase include two categories: infrastructure improvements, mainly road and street improvements and utilities; recommendation for building rehabilitation, redevelopment, and new development.

Phase I: Infrastructure

Phase I infrastructure improvements include the widening of Clough Pike, storm water drainage control, addition of median and left turn lanes, new traffic signals, streetscape improvements, sidewalks, the construction of a portion of the rear access road, and the relocation of utilities to the rear of the district. As shown in the plan, the access road will connect Clough Pike by Ameristop and Quencher's Drive-Thru with the rear of the property and eventually with Hunley Road.

Phase I: Development/Redevelopment/Parking

Phase I development includes a new large commercial development, the redevelopment of the existing nursery property as previously described, combined parking lots, and parking/access improvements for Clough Crossing's and Arden Court's parking lots.

Phase II: Infrastructure

Infrastructure improvements during Phase II will include the extension of the rear access road to connect with Royal Green Drive, which would likely follow any improvements within the Phase I area.

Phase II: Development/Redevelopment/Parking

Redevelopment and some new development are recommended for Phase II. A new proposed restaurant will be built in the vacant area on the corner of Clough and Royal Green, next to the Clough Pike Market. Phasing also includes a building addition for Clough Pike Market for a café and coordinated parking improvements. Parking lots will be coordinated into business district parking areas. A garage addition is recommended for Ringler Rentals for storage of machinery; in addition, a defined outdoor space for storage of equipment is also recommended. Chapman's Cabinet Store/Factory's current building will be eliminated for the new access road; a new building for this establishment is recommended to the rear area of the business district. Construction of the new building will be coordinated so as to avoid a significant lapse of time between building closing and opening.

Seven: *Cost Considerations and Funding Strategy*

The proposed recommendations within this plan are not without sizable costs to implement, and thus refined estimates must be prepared (preliminary figures were included in the UC study) and funding strategies calculated to achieve the following improvements:

Clough Pike Improvements

1. Expansion of Clough Pike includes the addition of a turn lane, storm water management and resurfacing.
2. The new traffic light on Clough Pike.
3. Streetscape improvements, including trees, pedestrian lighting, overhead roadway lighting and sidewalk construction.

Potential Sources of Funding:

Hamilton County Road Improvement Fund; Tax Increment Financing (TIF) for streetscape improvements, Transportation Efficiency Act (TEA) or Congestion Mitigation and Air Quality (CMAQ) Grant funding through the Ohio-Kentucky-Indiana Regional Council of Governments (OKI).

Rear Access Road

1. The rear access road, including grading, paving, curbs, and storm water system.
2. The parking lot development includes grading, paving, drainage, lighting, and landscaping.

Potential Sources of Funding:

Costs for the rear access road and parking lots will be funded mostly by TIF financing, as even with the related public benefits on Clough Pike, grant monies would require significant right of way and environmental costs.

Utility Relocation

1. Working with Duke Energy, the relocation of the utility poles to the rear access road.

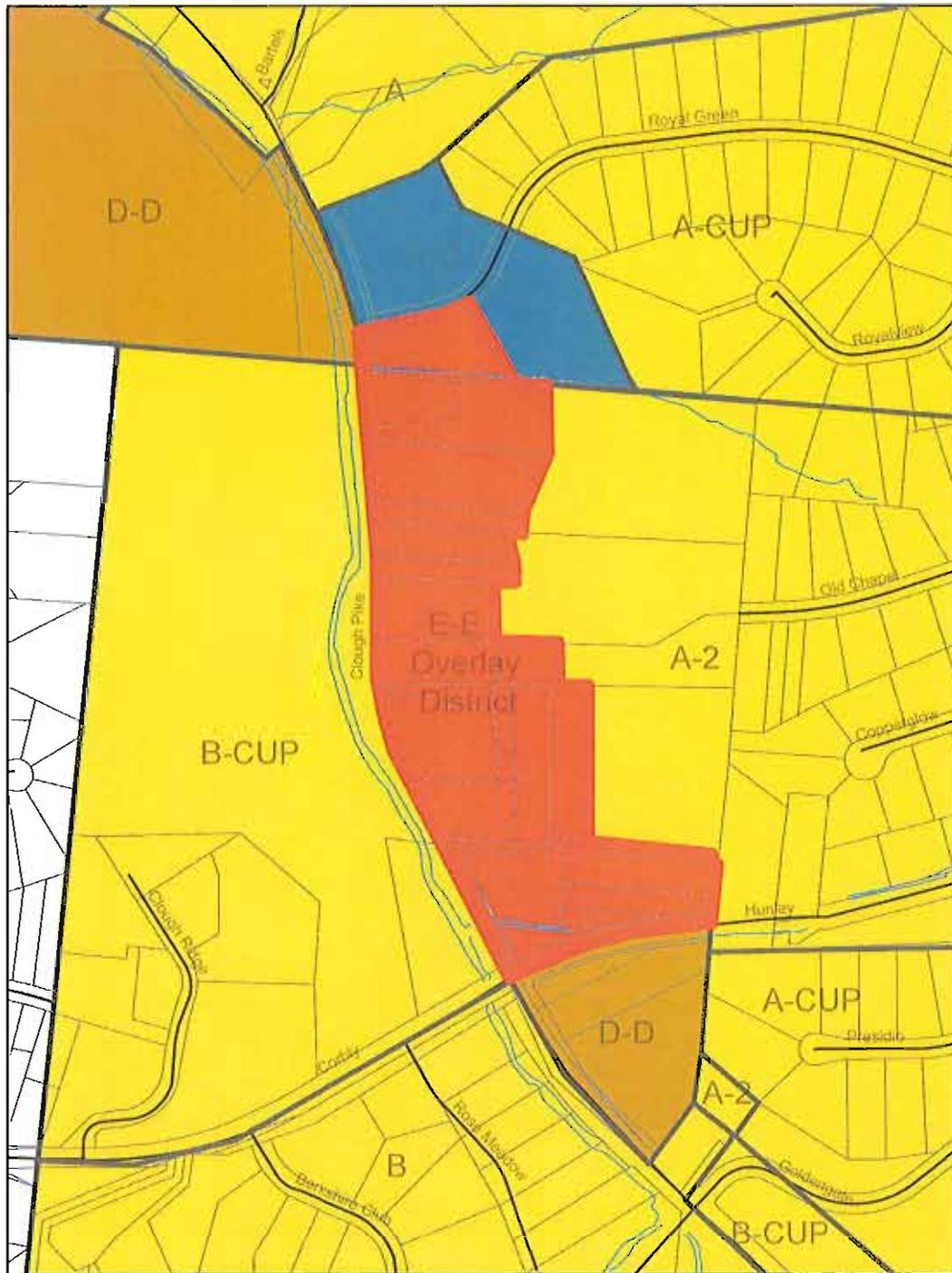
Potential Sources of Funding:

Hamilton County Road Improvement Fund, TIF, Grants, Utility Companies

Eight: *Zoning Effectiveness Strategy*

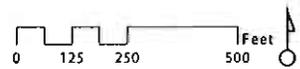
The Plan recommends that three important parcels of land be rezoned to commercial use from existing single family and office districts. The parcels include three "A-2" residential parcels to the rear (east) of the district, and the division of an "O-O" office parcel to the north to be included (See also Figure 3.2).

Figure 3.2: Proposed Zoning



Key

Residence Districts	Office Districts
Multiple Residence Districts	Planned Business District Overlay



Proposed Zoning Map

Clough Pike Business District
Anderson Township, Ohio

Planning/Design Studio
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These changes will make it possible for the plan to be implemented in its totality. Furthermore, it is recommended that the entire area be classified as an EE district or as an E commercial district with a EE overlay classification. Zoning text should specify the permitted uses so that future development moves away from auto-oriented uses to attract neighborhood business type, pedestrian oriented uses. In addition, the text will be coordinated with the urban design guidelines as stated earlier.

The goal for the EE or overlay district for the Clough Pike Business District is to unify future growth and development efforts of the district and the surrounding neighborhoods. Such recommendations are in accordance with the further development of the Clough Pike Business District and the Anderson Township Comprehensive Plan.

Rezoning the Clough Pike Business District with a “Development Plan” overlay in accordance as a retail district would guide the site through future development. The new “Development Plan” overlay would pertain to all parcels currently zoned “E” and “E-E” in the district, in addition to three “A-2” residential parcels to the rear (east) of the district, and the division of an “O-O” office parcel to the north to be included (see Figure 3.2).

Such recommendations are in accordance with the further development of the Clough Pike Business District and the Anderson Township Comprehensive Plan. The goal through adopting such a “Development Plan” overlay district for the Clough Pike Business District is to unify future growth and development efforts of the district and the surrounding neighborhoods and Township.

Therefore, a “Development Plan” overlay will be submitted containing:

- All affected parcels or tracts and their boundaries
- Any and all zoning/land use changes to all parcels or tracts
- Location, size, height, and use of all structures
- All vehicular and pedestrian ways and parking areas, public and private

- All landscaped areas to be installed and maintained

A final “Development Plan” must be reviewed and approved by the Anderson Township Zoning Commission for implementation. Suggested principles to be included in such an overlay zone could include, but not be limited to, the following:

- Recommended building heights, in that buildings along Clough Pike shall be multi-story, or at least present the appearance of a 2-story building to provide mass along the roadway.
- Discussion of building setbacks, especially from Clough Pike where they are encouraged to be closer than the existing 30’ setback from the right of way.
- Use of varied building materials, but encouragement of wood, stone, brick and other materials that are more durable and provide a more defined image of the district.
- Encourage the use of building projections, both vertical and horizontal, to break up building facades.
- Elimination of parking in the front yard areas, especially along Clough Pike, and parking along feeder roadways (Hunley, Royalgreen, or common driveways), should at a minimum be landscaped and mounded to provide a separation between the parking fields and roadways.
- Requirement of pedestrian amenities, such as sidewalks, benches, trash receptacles, bicycle parking, etc.
- Loading areas, which shall be located behind the buildings (away from Clough Pike) and screened with materials that reflect those found on the building.

- Buildings shall have multiple entrance points to allow for ingress/egress both from the sidewalks area and Clough Pike, as well as the parking areas usually found at the rear of the building.

Funding Tools for Implementation:

Funding Tool. Tax-Increment Finance (TIF) will play a key role in financing the rear access road in collaboration with property owners. The property owners should relinquish their right to their property needed for the road in exchange for receiving immediate rise in the value of their property. TIF funds could also be used for part of the streetscape improvements as well as the development of the business district parking areas. Both private businesses and the local government should facilitate the implementation of the parking improvements in the district. Also, cross easements would have to be set up in order for the parking lots to be configured across property lines—this is critical for the viability of the plan.

Funding Tool. Anderson Township has been very successful in applying for and receiving Federal grant monies, which are sub-allocated to OKI, for improvements ranging from bicycle and pedestrian facilities, to a park and ride and streetscape improvements. Since this project area could stand to benefit from both aesthetic improvements/enhancements, and better circulation through reduced travel delays, it is suggested that both Transportation Enhancement Funds (TEA) and Congestion, Mitigation and Air Quality (CMAQ) funding, both of which are administered through OKI, be considered. Prior to making formal application, more detailed engineering and cost estimates are needed, as well as a full analysis of the pros and cons of such outside grant monies.

Funding Tool. A Special Assessment District could be established, through change in state legislation to pay for the maintenance and upkeep of the business parking areas and both the landscaped parking areas and the landscaping along Clough and surrounding arterial roads. The rate of assessment should be decided upon and implemented as soon as possible in order to create funds for projects. These funds would greatly increase the individual business' role in the development of the area—hopefully creating a more active business community in the Clough Pike Business District.

Funding Tool. Establish a Revolving Loan Fund with local financial institutions. Providing incentives for property owners to undertake rehabilitation and redevelopment, the plan will enable construction of new development by offering loans at reduced interest rates. There should be a specific program established outlining the administration of the loans, procedures, eligibility requirements, interest rates, repayments, etc. These funds would make it easier for a business to decide to expand and/or improve their property because of the competitively favorable terms.

The private funding for this project is mainly based on the needs of each individual business. Typically, the more financial risk that one business takes, the more economic benefit that business will receive; on the flip side, lower financial risk equals lowered economic potential. Responsible for the development and construction of any new buildings in the plan, the private sector has an important role to play in the implementation of this plan. In addition, property owners should relinquish their right for no compensation for the construction of the rear access road and business parking lots.

Nine: *Implementation Agent*

Finally, if/when legally permitted the Plan recommends a Community Implementation Corporation be established by the Township to serve as the implementation agent of the plan. Established on the basis of Ohio Revised Code and Department of Development requirements, the Corporation will work in close collaboration with Township administration. Its appointed board members would be required to receive approval for any action from the Anderson Township Board of Township Trustees.

Conclusion



Desiring a more aesthetically pleasing, as well as economically vibrant Clough Pike, this document presents an in-depth description of the plan and implementation strategy for redeveloping and rejuvenating the Clough Pike Business District. Research shows Anderson Township is prosperous enough to support Clough Pike; however, it is a matter of utilizing that support to its full potential. Seeking to capitalize on the demographics, the plan proposes site design as a mechanism for improved economic development. By improving Clough Pike into a self-integrated, cohesive, easily-readable site, the business environment will be thusly bolstered, strengthened, and able to capitalize on the potential of its central location. These improvements, with a strong, well-reasoned approach, will be beneficial to the community as a whole as well as for entrepreneurs who have or will invest in the site. We believe that our effort represents a significant step towards achieving the goal of a beautified, active, effervescent business community on Clough Pike to the benefit of abutting businesses and property owners, surrounding residential areas, the traveling public, and Township in general.

