



CORE DISTRICT DEVELOPMENT OPPORTUNITIES



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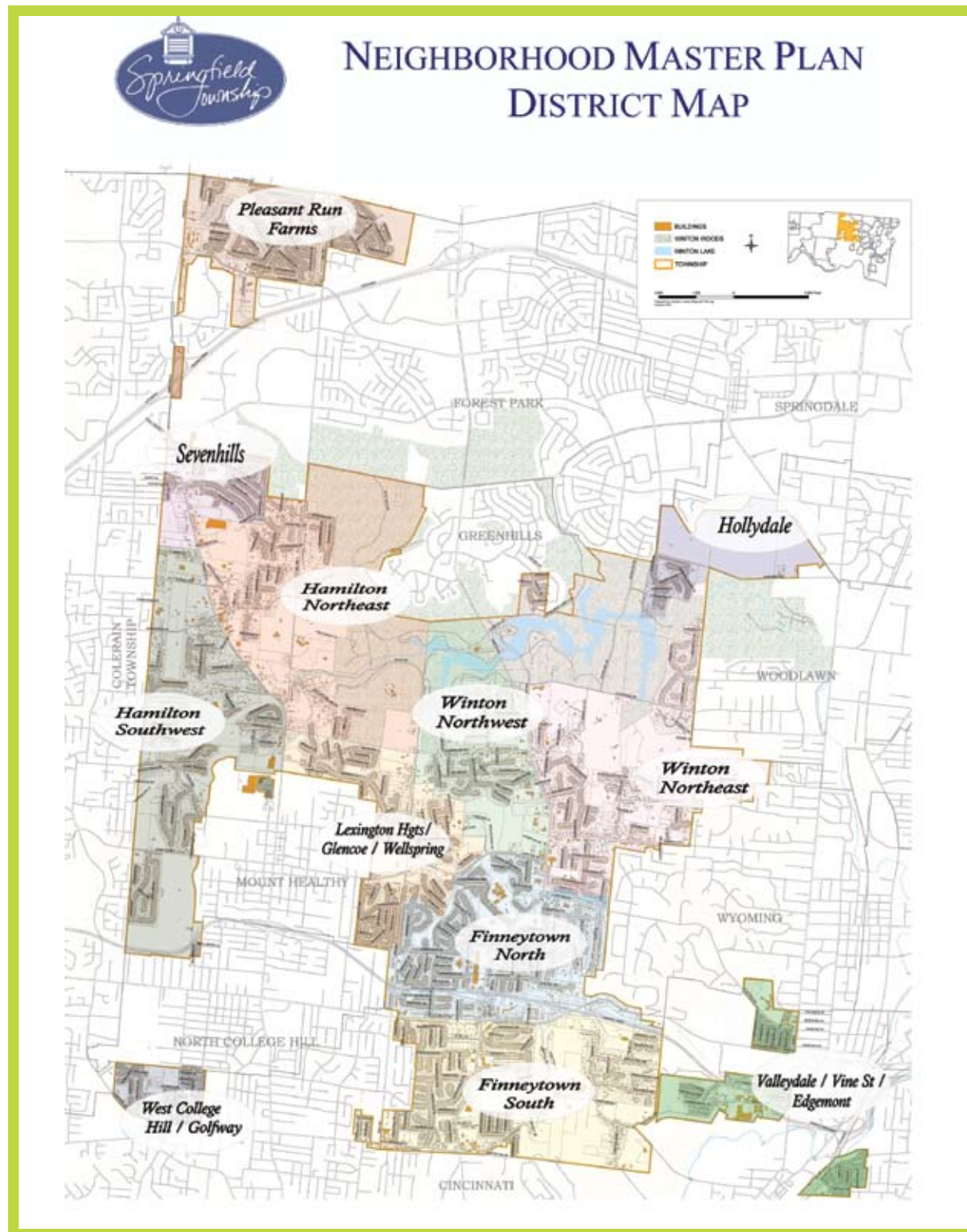
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Overview - Context For the Neighborhood Master Plan

Springfield Township is a diverse community of many distinctive neighborhoods. Founded in 1795, the Township has over 16 square miles of area and a population of 39,755 residents. Located in the center of Hamilton County just 15 miles north of downtown Cincinnati and within a short drive of other Greater Cincinnati business centers, Springfield Township's location in the region and proximity to an expansive transportation network are key assets. Ronald Reagan Highway, I-75 and I-275 all pass through the Township linking it with major employers, shopping and entertainment centers. The Township is also located within a 15-minute drive of the University of Cincinnati and Xavier University and six of the premier medical centers and hospitals in the region.

Because of its strategic location and proximity to other business and entertainment centers, the Township remains a predominantly residential community. Families are attracted to the many different neighborhoods that accommodate all income levels and reflect many different lifestyles. Like many first-ring suburbs, however, Springfield Township is faced with both tremendous opportunities and difficult challenges. In order to meet these challenges and preserve the distinctive character, services and quality of life that Township residents have come to expect and appreciate, the Board of Trustees together with Township staff and a cross section of community representatives created and adopted a Township Vision Plan in 2007. Through a series of generalized goals and action step statements, the Vision Plan outlines the needs, wants and aspirations of those who make their living and raise their families in Springfield Township.

One of the key action steps recommended in the Vision Plan is the completion of a more detailed Township Master Plan. Because the Township is a unique, diverse community that is comprised of many different neighborhoods, each with its own unique character, attributes and needs, the Board of Trustees and Township staff recognized that a Master Plan design utilizing a one-size-fits-all format for the entire Township might fail to address the individual and specific needs of the individual neighborhoods. Therefore, a Master Plan process was initiated that embraced the Township for what it is - a community of neighborhoods. Creating a Neighborhood Master Plan that encompasses many individually customized, but unified neighborhood and district plans, allows the Board of Trustees to better ensure the Township's sustainability and creates a path for a bright future and a guide to take advantage of strategic opportunities.

The Township Neighborhood Master Plan process design involves the designation and recognition of twelve specific Township districts and neighborhoods and the creation of unique individualized plans for each. This plan involves the study and analysis of existing conditions in each of these areas from a physical condition, land use and zoning policy standpoint and provides specific recommendations regarding both short and long-term goals and policies that should be implemented.

The Township Neighborhood Master Plan also provides operational and service delivery recommendations regarding specific areas that were identified through the planning processes as areas of weaknesses or as opportunities for success.

Master Plan Framework

Springfield Township is a “community of neighborhoods” with strong residential assets and various recreational and institutional establishments. Connection of these assets with enhanced streetscape, alternative connections with greenways, trails and sidewalks will garner the development of a “Cultural Trail” that can act as a connective tissue between the neighborhoods. Along with this development framework objective, several others exist for individual development of the neighborhoods:

- Neighborhood investments
- Promoting residential and commercial redevelopment opportunities
- Catalytic infill development opportunities
- Streetscape enhancement
- Policy development and administration of regulation
- Education and outreach

These pro-active development initiatives will ultimately pave the way towards repositioning of the Township in the regional marketplace and emerge as a sustainable township that will be ready to market itself for a stronger “community of neighborhoods” strung together with commercial and business opportunities.

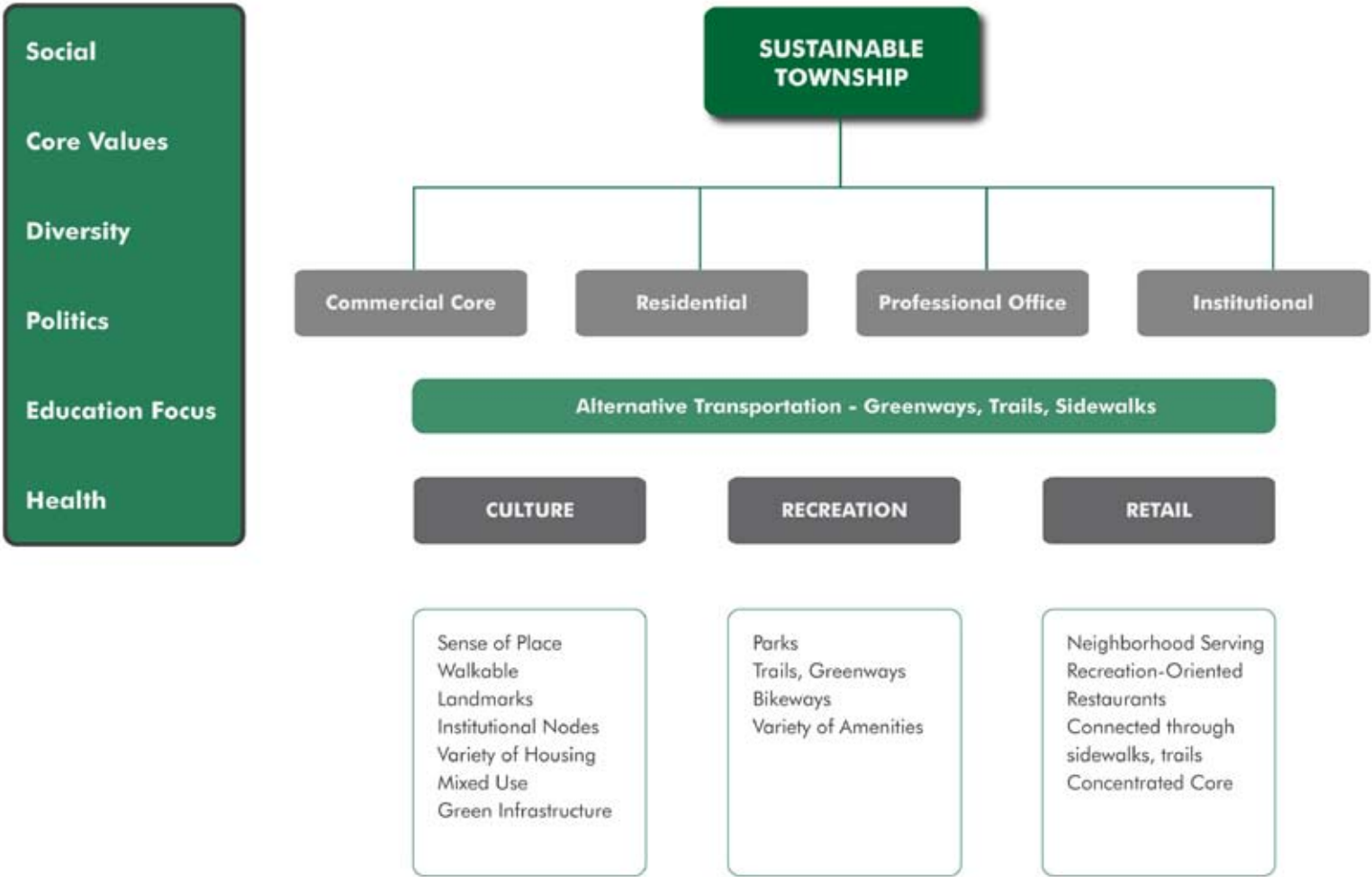
As such, it is important to highlight the strengths, assets and development strategies of the individual neighborhoods before concentrating on the “core area” redevelopment opportunities.

Springfield Township Neighborhoods:

- Pleasant Run Farms
- Seven Hills
- Hamilton Southwest
- Hamilton Northeast
- Lexington Heights, Wellspring & Glencoe
- Winton Northwest
- Winton Northeast
- Hollydale
- The Valley
- Golfway/West College Hill
- Finneytown

The neighborhood exhibits are arranged in the following sequence:

- Issues, Opportunities & Assets
- Existing Land Use
- Existing Zoning
- Land Use Plan
- Development Strategies



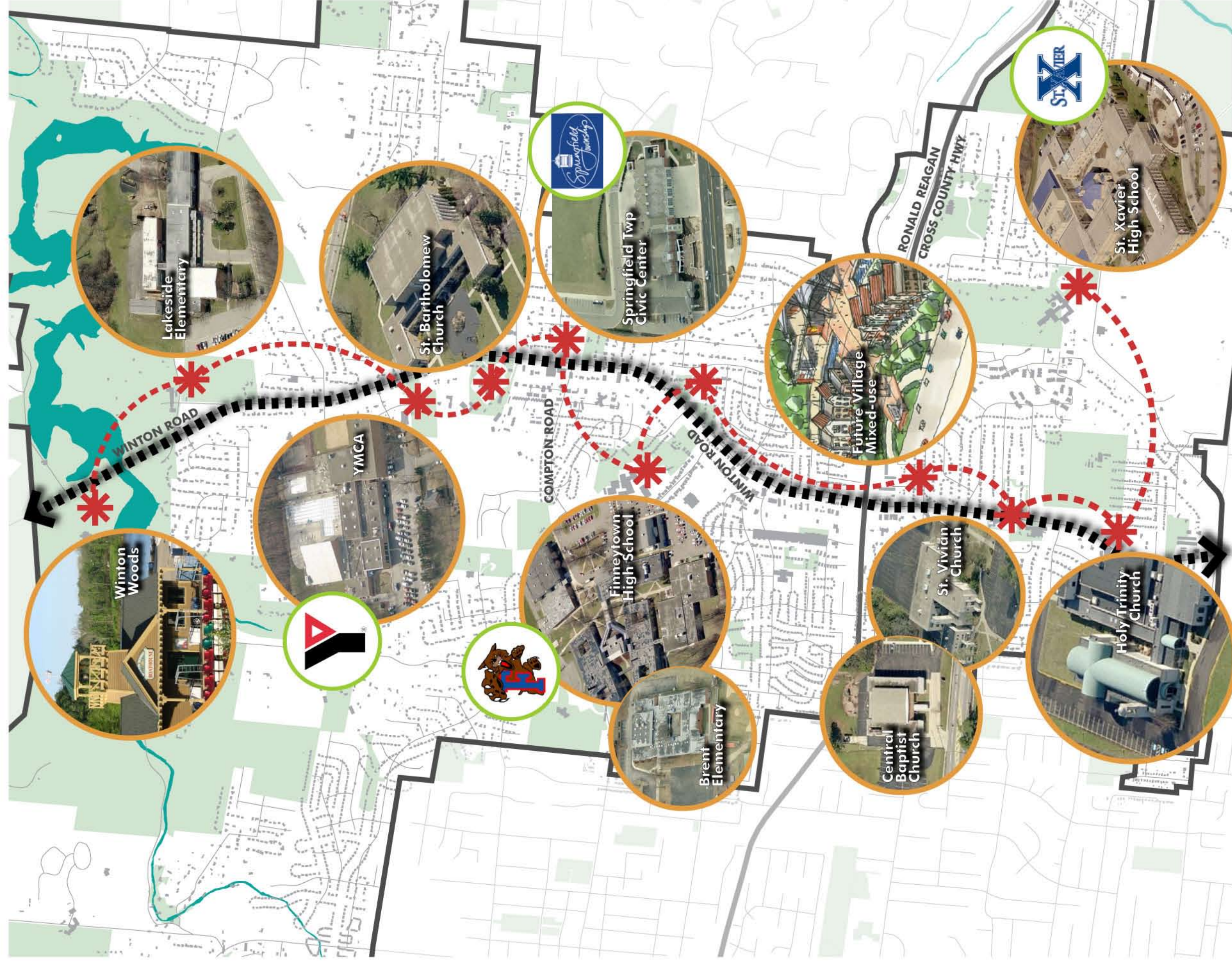


Springfield NEIGHBORHOOD MAP



OVERALL ISSUES, OPPORTUNITIES & ASSETS





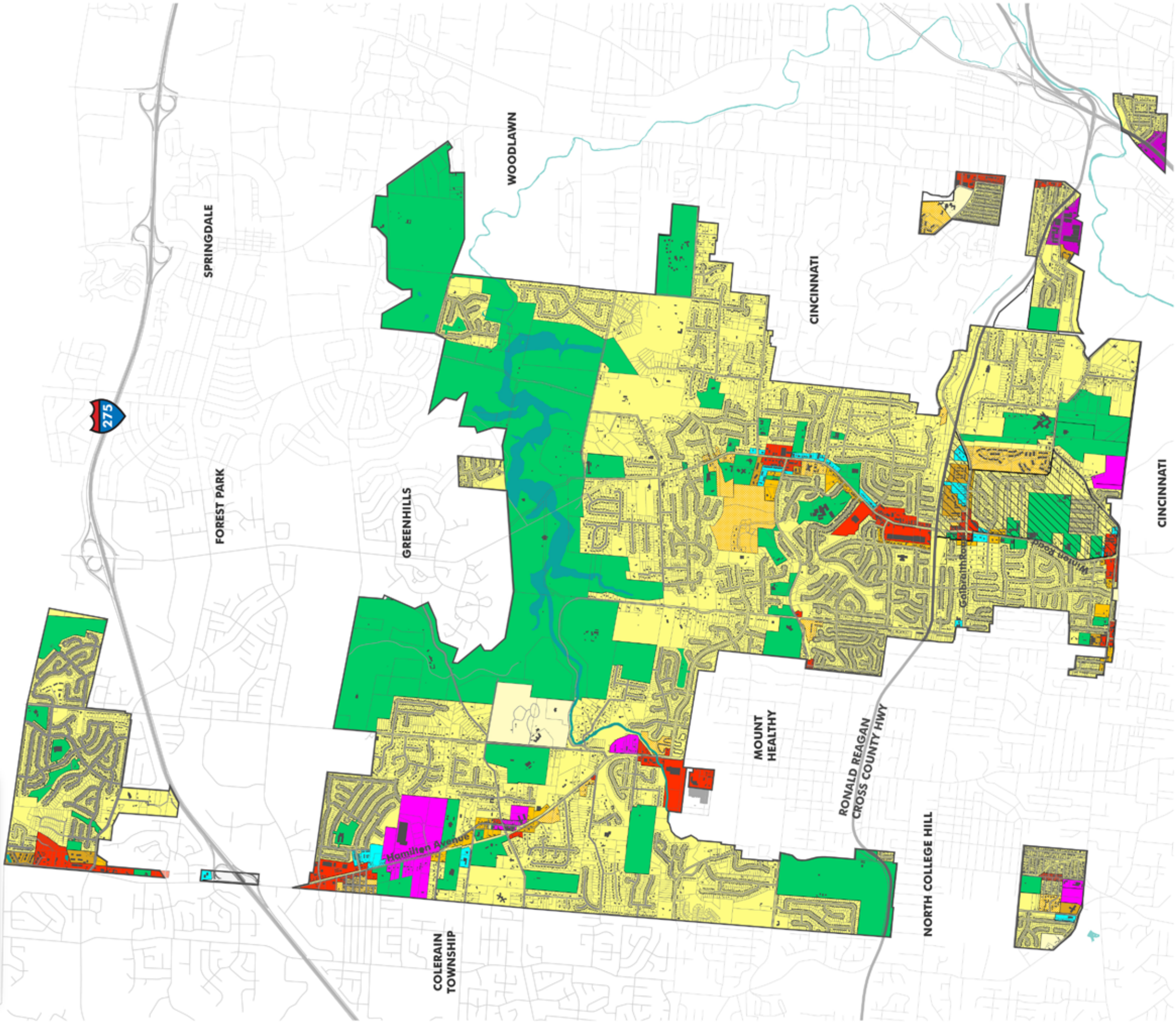
Springfield CULTURAL TRAIL

Legend

- Corporate Boundary
- Buildings
- Waterbodies, Streams, Lakes
- Green Space, Parks



OVERALL
LAND USE PLAN



Legend

Residential - Single Family

Special Purpose Residence

Transitional Residence

Multi-Family Residence

Transitional Office

Office

Retail

Light Industrial

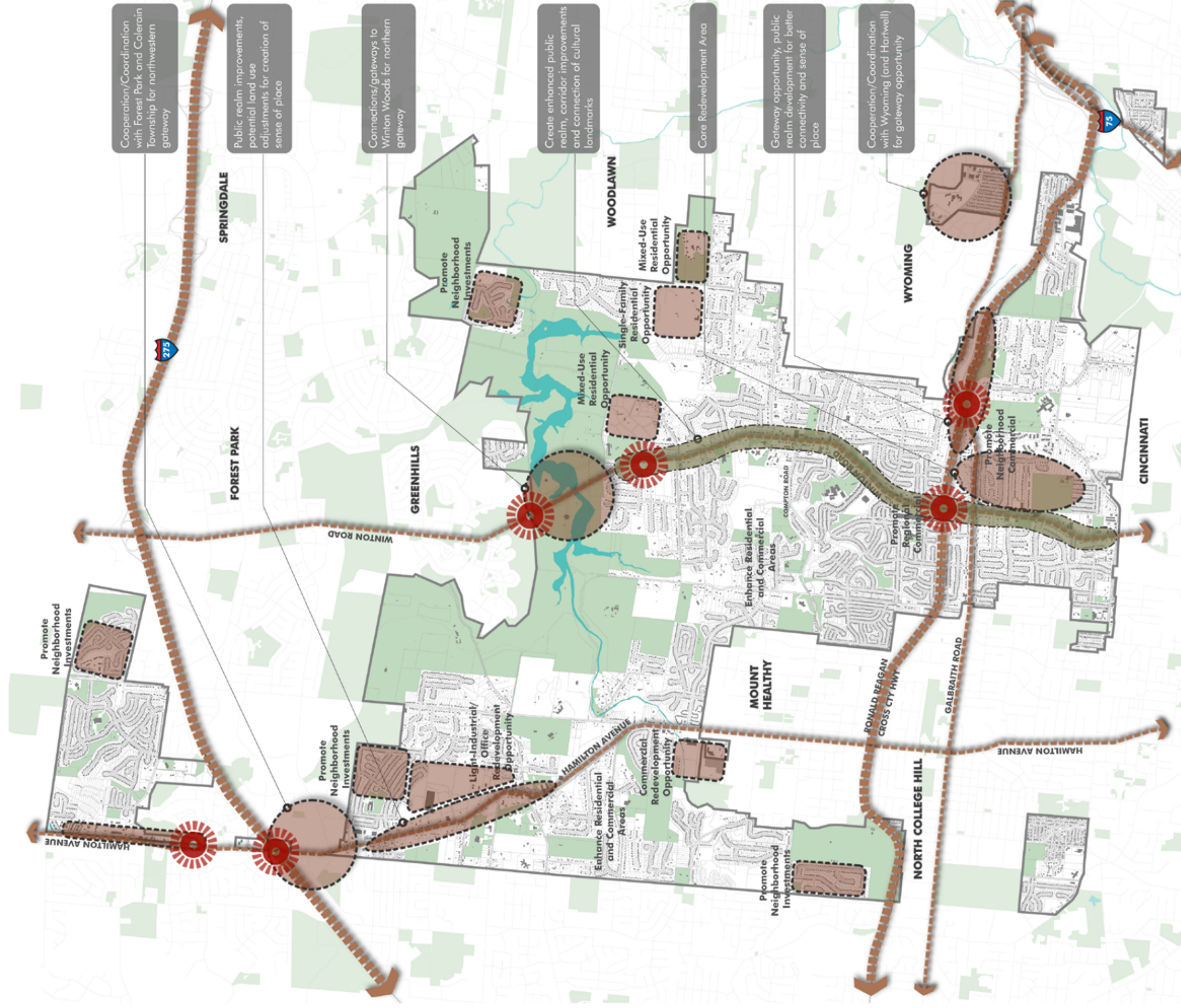
General Industrial

Public, Semi-Public, Institutional

Core Area Overlay Zone

0 0.375 0.75 1.5 Miles

North



OVERALL DEVELOPMENT STRATEGIES

Legend

Corporate Boundary

Buildings

Waterbodies, Streams, Lakes

Green Space, Parks

Major Roads

Gateway Opportunities



Market Understanding

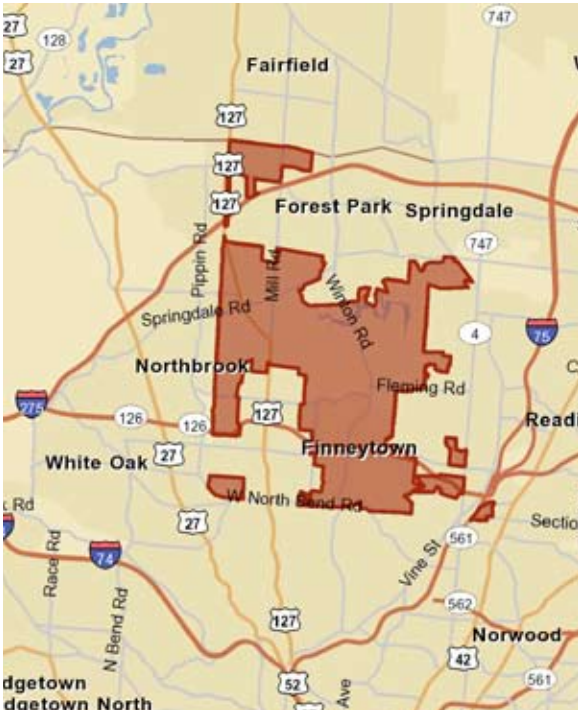
MARKET UNDERSTANDING

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Regional Context

Springfield Township is a mosaic of neighborhoods representing some of the best places in Greater Cincinnati to live and raise a family. Springfield Township prides itself on being a “community of neighborhoods” and a great place to call home. The township covers 16 1/2 square miles and is located in the northern part of Hamilton County, Ohio. It has convenient access to I-275, Cross County (Reagan) Highway and Interstate 75. As a result of incorporations and annexations over the years to surrounding communities, there are many small “islands” that exist within the township.

The information and exhibits in the following section provide an overview of the general context of the local marketplace in relation to the larger competitive environment. The exhibit on the following page illustrates the Springfield Township boundaries and location within the county.



Springfield Township Approximate Boundaries

Market Capture

The Township covers a wide geographic region without a single identifiable center point.

Springfield Township is very conveniently located inside the I-275 beltway around Greater Cincinnati.

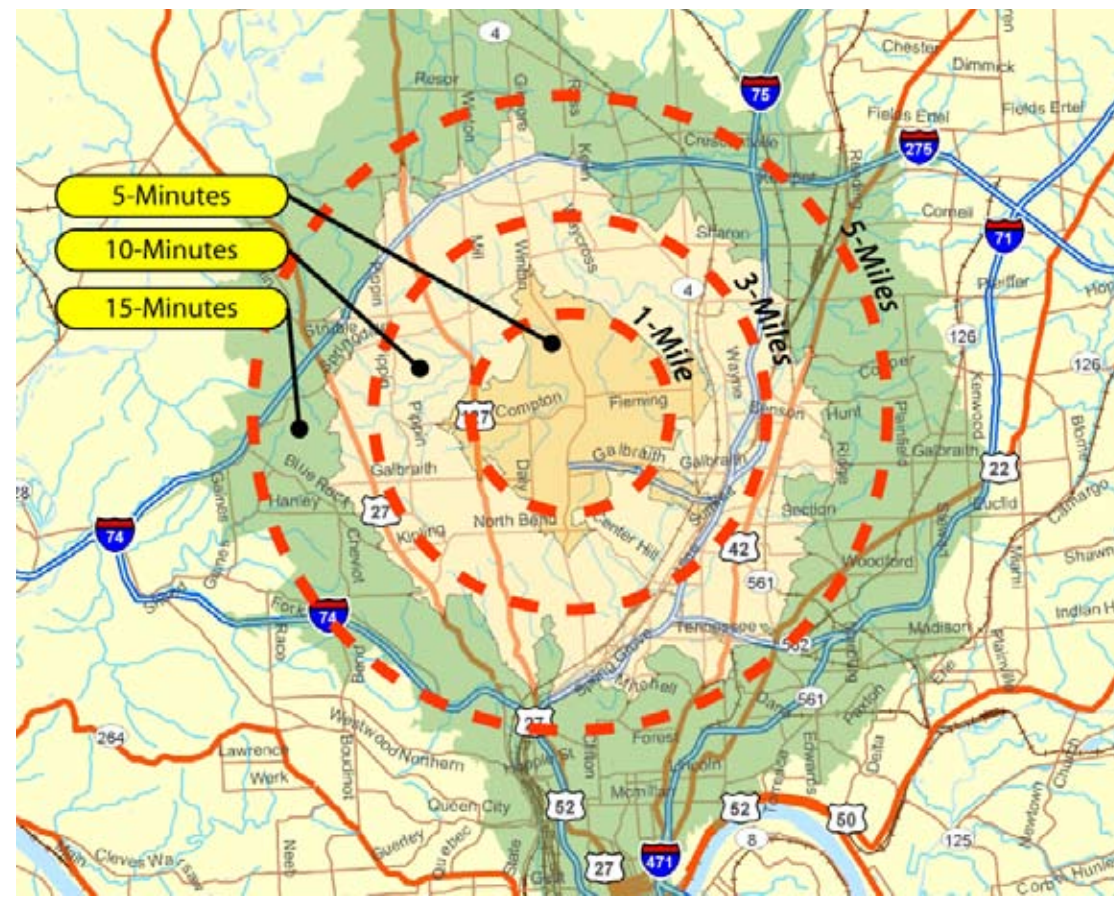
It is difficult to establish a single market area for a given geographic region - particularly one that is as widely spread as Springfield Township.

Consumers travel different distances for different types of retail and service purchases. Convenience purchases occur close to home and work while other types of retail purchases and services are sought at greater distances.

When evaluating the “market” for a particular community, a number of geographic regions should be studied.

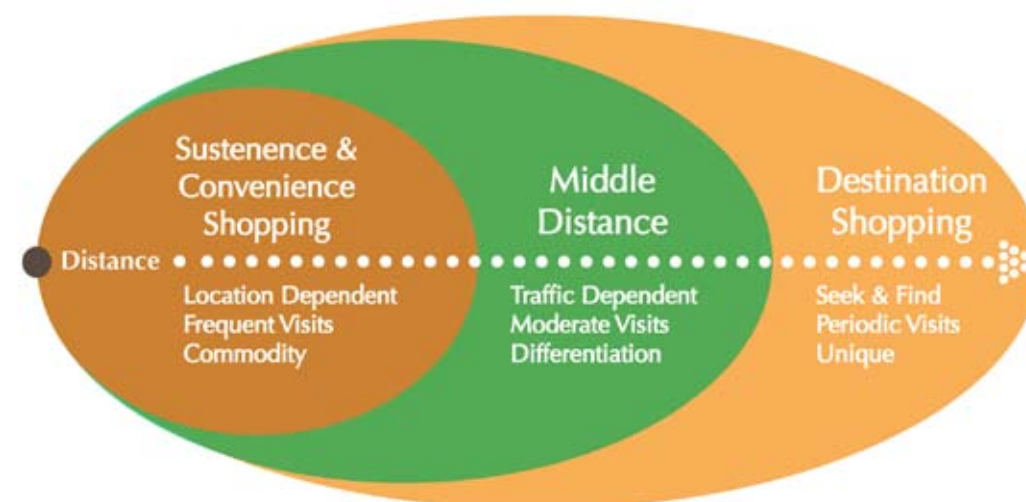
The map (right) details the estimated drive time capture areas for 5, 10 and 15-minute drive around the general center of Springfield Township. These areas represent the region within a short and medium drive based on the transportation network around the Township.

In addition, circular radii for 1, 3 and 5-miles are also included. Many potential tenants seek demographics for circular geographies.



Springfield Township Drive Time Market Capture

Retail Geography



Who is Springfield Township?

While tabular demographic data tells some of the story, understanding and generalizing the various segments of the Springfield Township population is a complex exercise.

Commercially available demographic segmentation schemes allow for more in-depth description of consumer behaviors, attitudes and purchase preferences. These segment groups are formed through analysis of census data but also reference national survey data on product and media preference, credit use, and actual reported purchase behaviors.

The segments and their descriptions paint a rich picture of the variability in neighborhoods that make up the mosaic of Springfield Township.

The chart to the right shows the distribution of market segments for the Springfield Township population based on the Claritas Prizm segmentation system.

It should be noted that the six largest segments make up less than half of the population. This shows inherent diversity in the community since other communities of similar size tend to show more consolidation (i.e. fewer consumer groups make up half of the population).

The exhibits that follow describe the segments in greater detail.

Springfield Township Claritas Segments

Segments	Percentage
Beltway Boomers	7%
Domestic Duos	7%
Upper Crust	6%
Blue-Chip Blues	6%
Kids and Cul-de-Sacs	6%
New Empty Nests	5%
All Others	53%

Claritas Segments described in pages 18-20.

Consumer Segments / Key Motivations

Group	Description	Observations
Empty Nesters	Active Adults Grown Kids	Active Lifestyle Convenience Will Age / Housing Choices
Families with Children	Singles and Couples Raising Children	Education Family Activities Active / Outdoor Pursuits Convenience / Thrift
Singles & Starting Couples	Younger Singles Upstart Couples	Convenience Active / Social Lifestyle Fun / Outdoors
Seniors	Aging Singles & Couples	Convenience to Neighborhood Value Healthcare Activities / Interaction / Community

Beltway Boomers - 7% of Township

Upper Middle Class - Older Households with Children

The members of the postwar Baby Boom are all grown up. One segment of this huge cohort--college-educated, upper-middle class, and home-owning--is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.

Demographics / Descriptions

Live in Suburban Areas
Upper Middle Class Income
Age 45-64
Generally Have Kids at Home
White Collar, Mixed Employment
College Educated
Mostly Homeowners

Behaviors / Brand / Media Use

Shop at Wholesale Club
Domestic Vacation, Skiing
Play Racquetball
California Pizza Kitchen, Family Restaurants
Electronic Games, XBOX, Playstation
Read Scouting Magazine, Newsweek, PC World, Seventeen



Domestic Duos - 7% of Township

Middle Class - Older Households without Children

Domestic Duos represents a middle-class mix of mainly over-65 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order, or going out to eat.

Demographics / Descriptions

Live in Suburban Areas
Midscale Income
Above Average Savings / Investments
Age 65+
Generally Do Not Have Kids at Home
Mostly Retired

Behaviors / Brand / Media Use

Veterans / Military
Shop at Kohl's
Eat at Bob Evan's
Watch Live from Lincoln Center, Jeopardy
Own Municipal Bonds / Annuities
Read Smithsonian, AARP
Order from Reader's Digest



Upper Crust - 6% of Township

Upscale Older Households without Children

The nation’s most exclusive address, Upper Crust is the wealthiest lifestyle in America--a haven for empty-nesting couples between the ages of 45 and 64. No segment has a higher concentration of residents earning over \$100,000 a year and possessing a postgraduate degree. And none has a more opulent standard of living.

Demographics / Descriptions

Live in Suburban Areas
High Income and Very High Savings
Age 45-64
Generally Do Not Have Kids at Home
Management Level Employment
Have Graduate and Higher Degrees

Behaviors / Brand / Media Use

Shop Saks, Bloomingdales, Talbots
Read WSJ, NYT, Travel & Leisure, Forbes
Watch Washington Week
Own/Lease Mercedes, BMW, Acura, Infiniti, Lexus
Travel / Take Cruises
News Radio, New Yorker, Money Magazine



Blue-Chip Blues - 6% of Township

Middle Class - Younger Households with Children

Blue-Chip Blues is known as a comfortable lifestyle for ethnically-diverse, young, sprawling families with well-paying blue-collar jobs. The segment’s aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

Demographics / Descriptions

Live in Suburban Areas
Midscale Class Income - Age 25 - 44
Ethnically Diverse
Generally Have Kids at Home
Service and Mixed Employment
Some College Educated

Behaviors / Brand / Media Use

Eat / Play at Chuck E Cheese
Buy Children’s Clothes & Toys
Own Game Systems - Xbox, Playstation
Checkers / Little Ceasars Pizza
Buy Children’s Clothes
Read Parenting, Latin Media & Watch Cartoons



Kids & Cul-de-sacs - 6% of Township

Upper Middle Class - Younger Households with Children

Upper-middle class, suburban, married couples with children--that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

Demographics / Descriptions

- Live in Suburban Areas
- Upper Middle Class Income - Age 25 - 44
- Ethnically Diverse
- Generally Have Kids at Home
- White Collar and Mixed Employment
- Some College Educated

Behaviors / Brand / Media Use

- Shop at Walgreens
- Buy Baby Dolls & Toys
- Read Cosmo Girl Magazina
- Play Soccer / Use Check Cashing Merchant
- Buy Children's Clothes
- Read Parenting, Latin Media & Watch Cartoons



New Empty Nests - 5% of Township

Upper Middle Class Mature Households without Children

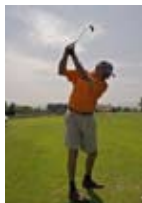
With their grown-up children recently out of the house, New Empty Nests is composed of upper-middle income older Americans who pursue active--and activist--lifestyles. Most residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Europe.

Demographics / Descriptions

- Live in Suburban Areas
- Upper Middle Class Income
- Age 65+ Households Without Children
- Mostly Retired and Homeowners
- Mixed Employment / Many are Single
- Have Graduate Degrees

Behaviors / Brand / Media Use

- Shop Bloomingdale's, Talbots
- Drives Buick LaCross
- Watch 60 Minutes, Attend Opera
- Municipal Bonds, Annuities
- Travel / Cruises
- Read Reader's Digest, Barron's, Golf Digest, Smithsonian, Tennis



Demographics

Population and Household Growth								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
2000 Total Population	37,587	22,500	85,976	258,586	42,200	268,286	591,376	2,009,632
2010 Total Population	37,605	22,166	84,072	252,791	41,128	262,403	582,464	2,180,823
2015 Total Population	38,249	22,489	85,219	256,491	41,676	266,206	592,126	2,267,477
2010 - 2015 Annual Rate	0.34%	0.29%	0.27%	0.29%	0.27%	0.29%	0.33%	0.78%
2000 Households	13,988	8,994	35,050	107,305	17,744	110,232	248,862	779,226
2010 Households	14,009	8,830	34,089	104,585	17,228	107,350	244,041	848,004
2015 Households	14,256	8,960	34,545	106,122	17,457	108,881	248,204	882,936
2010 - 2015 Annual Rate	0.35%	0.29%	0.27%	0.29%	0.26%	0.28%	0.34%	0.81%
2010 Average Family Size	3.10	2.99	3.07	3.06	2.99	3.06	3.06	3.09

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Households by Type								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
Family Households	76%	70%	64%	62%	64%	63%	58%	68%
Married-couple Family	57%	52%	43%	40%	45%	43%	39%	52%
With Related Children	25%	23%	19%	18%	20%	20%	18%	25%
Other Family (No Spouse)	19%	19%	21%	22%	18%	20%	19%	16%
With Related Children	13%	13%	15%	15%	12%	14%	13%	11%
Nonfamily Households	25%	30%	36%	38%	36%	37%	42%	33%
Householder Living Alone	22%	26%	32%	33%	32%	32%	35%	27%
Householder Not Living Alone	3%	3%	4%	5%	5%	5%	7%	5%
Households with Related Children	38%	36%	34%	34%	33%	33%	31%	36%
Households with Persons 65+	26%	28%	27%	25%	28%	26%	23%	21%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Population by Age - Current Year Estimates								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
Median Age	39.8	41.1	39.1	37.9	39.9	38.5	36.9	36.7
2010 Population by Age								
Total	37,602	22,167	84,071	252,792	41,127	262,401	582,462	2,180,823
Age 0 - 4	6%	6%	7%	7%	6%	7%	7%	7%
Age 5 - 9	7%	6%	7%	7%	6%	7%	6%	7%
Age 10 - 14	7%	7%	7%	6%	7%	6%	6%	7%
Age 15 - 19	8%	7%	7%	7%	7%	7%	7%	7%
Age 20 - 24	6%	6%	6%	7%	6%	7%	8%	7%
Age 25 - 34	11%	11%	11%	13%	12%	12%	14%	13%
Age 35 - 44	12%	12%	13%	13%	13%	13%	13%	14%
Age 45 - 54	15%	15%	15%	14%	15%	15%	14%	15%
Age 55 - 64	13%	13%	12%	12%	12%	12%	11%	11%
Age 65 - 74	8%	8%	7%	7%	7%	7%	7%	6%
Age 75 - 84	5%	6%	6%	5%	6%	5%	5%	4%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Springfield Township has just over 14,000 households and 37,000 persons based on previous estimates by U.S. Census Bureau.

In 2008, the Township challenged the census which resulted in a higher revised population of 39,755.

The population is growing - albeit at a rate just slightly less than the Cincinnati Metropolitan Statistical Area.

The vast majority (over 75%) of households in the Township are classified as families - almost 40% are households with children. Fully one-quarter of households have at least one member over the age of 65.

Overall, the Township appears to tend toward slightly older residents. The average age of a Township resident is just under 40 while the Cincinnati Metropolitan Statistical Area overall reports median age of under 37.

Demographics

The local population tends to be educated. Over 60% of population in Springfield Township (and 66% of population with 1-mile of the intersection of Winton and Galbraith Roads) have education beyond high school compared to 55% of the MSA’s overall population.

Educational Attainment - Current Year Estimates								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
Total	25,063	15,016	55,559	167,111	27,962	175,071	384,964	1,427,563
Less than 9th Grade	2%	3%	4%	4%	3%	4%	4%	4%
9th - 12th Grade, No Diploma	7%	7%	10%	11%	8%	10%	10%	9%
High School Graduate	29%	25%	29%	31%	29%	32%	28%	32%
Some College, No Degree	20%	20%	19%	19%	20%	19%	19%	19%
Associate Degree	9%	8%	8%	8%	8%	8%	7%	8%
Bachelor's Degree	21%	24%	19%	16%	20%	17%	19%	18%
Graduate/Professional Degree	12%	14%	12%	11%	13%	10%	12%	10%
High School or Less	39%	34%	42%	46%	40%	46%	42%	45%
More than High School	61%	66%	58%	54%	60%	54%	58%	55%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Household income appears strong - median household income for Township residents is higher than the Cincinnati MSA. Growth in income appears to lag the market slightly.

Median Household Income - Current Year Estimates								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
Household Income Base	14,011	8,832	34,089	104,584	17,227	107,353	244,038	848,001
< \$15,000	7%	9%	13%	14%	10%	12%	15%	10%
\$15,000 - \$24,999	6%	7%	10%	11%	9%	10%	10%	8%
\$25,000 - \$34,999	7%	8%	11%	11%	10%	11%	10%	9%
\$35,000 - \$49,999	16%	16%	17%	17%	18%	17%	16%	15%
\$50,000 - \$74,999	24%	25%	21%	21%	23%	21%	19%	21%
\$75,000 - \$99,999	20%	17%	13%	14%	16%	14%	14%	17%
\$100,000 - \$149,999	15%	12%	9%	9%	9%	10%	10%	14%
\$150,000 - \$199,999	3%	3%	3%	2%	2%	2%	3%	3%
\$200,000 +	3%	3%	3%	2%	3%	3%	3%	3%
Average Household Income	76,242	72,142	63,452	60,592	64,949	63,329	64,013	72,641
Median Household Income								
2000 Base Census Year	51,987	49,554	40,149	37,657	43,039	39,830	38,090	44,842
2010 Current Year Estimate	63,954	59,199	49,332	47,942	52,482	49,908	48,740	58,606
Growth	23%	19%	23%	27%	22%	25%	28%	31%
2015 Five-Year Projection	71,269	64,949	56,556	55,875	59,442	57,656	56,680	65,615
Projected Growth	11%	10%	15%	17%	13%	16%	16%	12%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Springfield Township is a diverse population - one in three person is African American, Hispanic or some other race / ethnicity.

Race and Ethnicity - Current Year Estimates								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
Total	37,605	22,166	84,072	252,793	41,128	262,403	582,464	2,180,823
White Alone	62%	64%	59%	57%	66%	64%	62%	84%
Black Alone	34%	33%	37%	38%	30%	32%	33%	12%
American Indian Alone	0%	0%	0%	0%	0%	0%	0%	0%
Asian or Pacific Islander Alone	1%	1%	1%	1%	1%	1%	2%	2%
Some Other Race Alone	1%	1%	1%	1%	1%	1%	1%	1%
Two or More Races	2%	2%	2%	2%	2%	2%	2%	2%
Hispanic Origin	2%	2%	2%	2%	2%	2%	2%	2%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Housing Data

U.S. Census Housing Statistics								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
2010 Housing Units	15,020	9,608	37,980	118,512	19,073	120,801	283,011	942,609
Owner Occupied Housing Units	73%	67%	54%	50%	58%	53%	46%	60%
Renter Occupied Housing Units	20%	25%	36%	38%	33%	36%	40%	30%
Vacant Housing Units	7%	8%	10%	12%	10%	11%	14%	10%
Median Home Value								
2000 Base Census Year	105,872	105,997	94,341	94,090	94,376	96,100	103,280	112,475
2010 Current Year Estimate	120,354	121,299	110,844	110,214	110,717	112,776	119,503	136,640
2015 Five-Year Projection	129,154	130,936	118,089	117,161	117,991	119,868	127,896	150,762
Total Growth Base to Projection	22%	24%	25%	25%	25%	25%	24%	34%
2000 Occupied Housing Units by Value								
Total	11,565	6,797	21,782	62,086	11,672	67,709	136,465	524,084
< \$50,000	3%	3%	5%	5%	3%	5%	6%	8%
\$50,000 - \$99,999	42%	43%	53%	53%	55%	51%	42%	35%
\$100,000 - \$149,999	36%	34%	24%	26%	26%	27%	28%	28%
\$150,000 - \$199,999	14%	14%	9%	8%	10%	9%	11%	14%
\$200,000 - \$299,999	4%	4%	6%	5%	3%	5%	8%	10%
\$300,000 - \$499,999	1%	2%	3%	3%	2%	3%	4%	4%
\$500,000 - \$999,999	0%	0%	1%	1%	0%	1%	1%	1%
\$1,000,000+	0%	0%	0%	0%	0%	0%	0%	0%
Average Home Value	118,074	124,074	121,354	115,938	113,288	118,918	135,716	140,518
Rent Rates								
Median Rent	\$521	\$499	\$440	\$418	\$488	\$426	\$423	\$438
Average Rent	\$511	\$508	\$495	\$453	\$576	\$465	\$461	\$466

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Local residential property appears to offer good value relative to the larger MSA. The average home value in the local Township area appears to be under \$120,000 and is expected to grow at a slightly lower rate than the market as a whole.

Vehicles per Household								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
None	5%	8%	13%	14%	10%	12%	16%	10%
2	45%	41%	35%	33%	36%	35%	33%	39%
2	45%	41%	35%	33%	36%	35%	33%	39%
3	16%	14%	10%	10%	12%	11%	10%	14%
4	4%	3%	2%	2%	3%	3%	2%	4%
5+	1%	1%	1%	1%	1%	1%	1%	2%
Average Number of Vehicles Available	1.90	1.70	1.50	1.50	1.60	1.60	1.50	1.80

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Most households - as prevalent in an automobile serviced suburban area - have at least one vehicle.

Housing Data

One particularly interesting statistic is the lack of housing type diversity. In Springfield Township, most of the housing is detached single-family residential.

Over half of the housing was built prior to 1990 compared to 35% for the MSA. This points to the mature, built-out nature of the area.

Furthermore, the Township is in an area that benefits from stable - non-transient population. Nearly 70% of the residents moved into the area prior to 1970.

This strength, however, can become a liability if new housing choices are not offered, reinvestment in housing stalls or new residents cannot be attracted to the area.

U.S. Census Housing Statistics - Continued								
	Springfield Twp	1-Mile	3-Miles	5-Miles	5-Min	10-Min	15-Min	MSA
2000 Housing Units by Units in Structure								
1, Detached	83%	74%	63%	56%	66%	59%	51%	63%
1, Attached	3%	4%	4%	4%	3%	4%	4%	4%
2	1%	2%	5%	6%	4%	6%	7%	5%
3 or 4	3%	4%	8%	9%	7%	9%	10%	6%
5 to 9	3%	5%	7%	8%	7%	7%	9%	6%
10 to 19	5%	7%	6%	8%	6%	7%	9%	7%
20+	2%	4%	8%	8%	6%	6%	10%	6%
Mobile Home	0%	1%	1%	1%	0%	1%	1%	4%
Other	0%	0%	0%	0%	0%	0%	0%	0%
2000 Households by Year Householder Moved In								
Moved in 1999 to March 2000	13%	14%	18%	20%	17%	19%	22%	20%
Moved in 1995 to 1998	24%	27%	28%	28%	28%	27%	29%	29%
Moved in 1990 to 1994	16%	15%	15%	15%	15%	16%	15%	16%
Moved in 1980 to 1989	16%	15%	14%	14%	14%	15%	14%	15%
Moved in 1970 to 1979	16%	12%	11%	11%	10%	11%	10%	9%
Moved in 1969 or Earlier	15%	17%	14%	12%	15%	13%	11%	10%
Median Year Householder Moved In	1991	1992	1994	1994	1994	1994	1995	1995
2000 Housing Units by Year Structure Built								
1999 to March 2000	2%	2%	1%	1%	1%	1%	1%	2%
1995 to 1998	4%	3%	1%	2%	2%	2%	2%	7%
1990 to 1994	3%	3%	1%	3%	2%	3%	4%	8%
1980 to 1989	4%	4%	4%	5%	4%	6%	7%	12%
1970 to 1979	18%	9%	11%	12%	9%	12%	13%	16%
1969 or Earlier	69%	80%	81%	78%	82%	78%	74%	56%
Median Year Structure Built	1963	1959	1956	1956	1956	1956	1956	1966

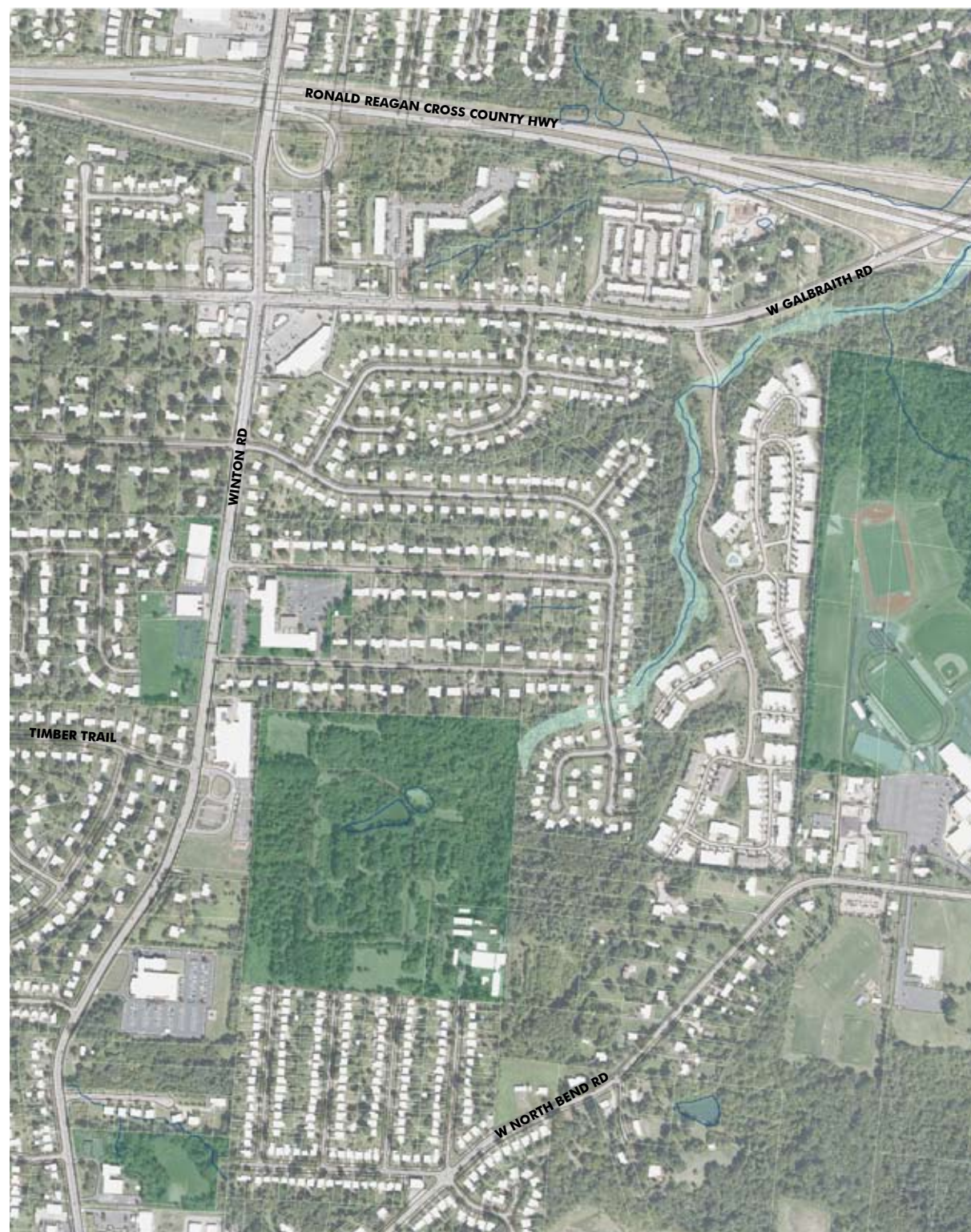
Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Core Development Opportunities

CORE DEVELOPMENT

- 21 Understanding
- 22 Existing Conditions and Analysis
- 23 Core Area Opportunities
- 24 Core Commercial Area Comparisons
- 25 Core Commercial Area Development Parameters
- 26-29 Core Commercial Area Priorities
- 30-35 Core Commercial Area Concepts
- 36-37 Strategy

“Core Area”



For better understanding of the Core Area and subsequent development of priorities, development parameters and conceptual designs, it is important to highlight the existing conditions, issues and opportunities of the area. Following maps have been included:

- Existing Conditions and Issues
- Opportunities

Although the maps highlight the related issues and opportunities, following is an overview of the Core Area.

Existing Conditions

- Lack of Identity
- Fragmented Commercial Corridor
- Major Influences
- Cultural Landmarks

Opportunities

- Potential Township Center
- Creation of Development Pods
- Galbraith Corridor Redevelopment
- Winton Cultural Nodes
- Connecting St. Xavier High School, Procter & Gamble
- “Green” Infrastructure

- Transitional Density

Core Area Redevelopment Concepts are based on the following:

■ Connecting Destinations

- Potential Township Center
- Residential Neighborhoods
- Institutions

■ Variety

- Housing
- Commercial
- Mixed Use

■ “Green” Connectivity

- Trails, Bikeways
- Buffers
- Cultural Landmarks
- Preserve Natural Features

■ Flexibility in Development

■ Development Parameters

■ Creation of Place

■ Branding and Marketing



CORE AREA - EXISTING CONDITIONS AND ISSUES

Legend

- Township Owned Parcels
- Buildings
- Commercial Areas
- Green Space, Parks
- Major Roads
- Institutions, Churches
Corporate Campus

Residential Characters

-  Higher Density - Condominiums, Apartments
-  High Density Single Family
-  Medium Density Single Family
-  Low Density Single Family, Higher Quality

Corridor Characters

- ➡ Residential with pockets of Institutional
- ➡ Fragmented Commercial

Major Destinations/Draw

- 1 Brentwood Plaza SC
- 2 Central Baptist Church
- 3 St. Vivian School
- 4 Whitaker Elementary School
- 5 Warder Nursery
- 6 Greek Orthodox Church
- 7 St. Xavier

DRAFT

Date: October 12, 2010





CORE AREA - OPPORTUNITIES

Legend

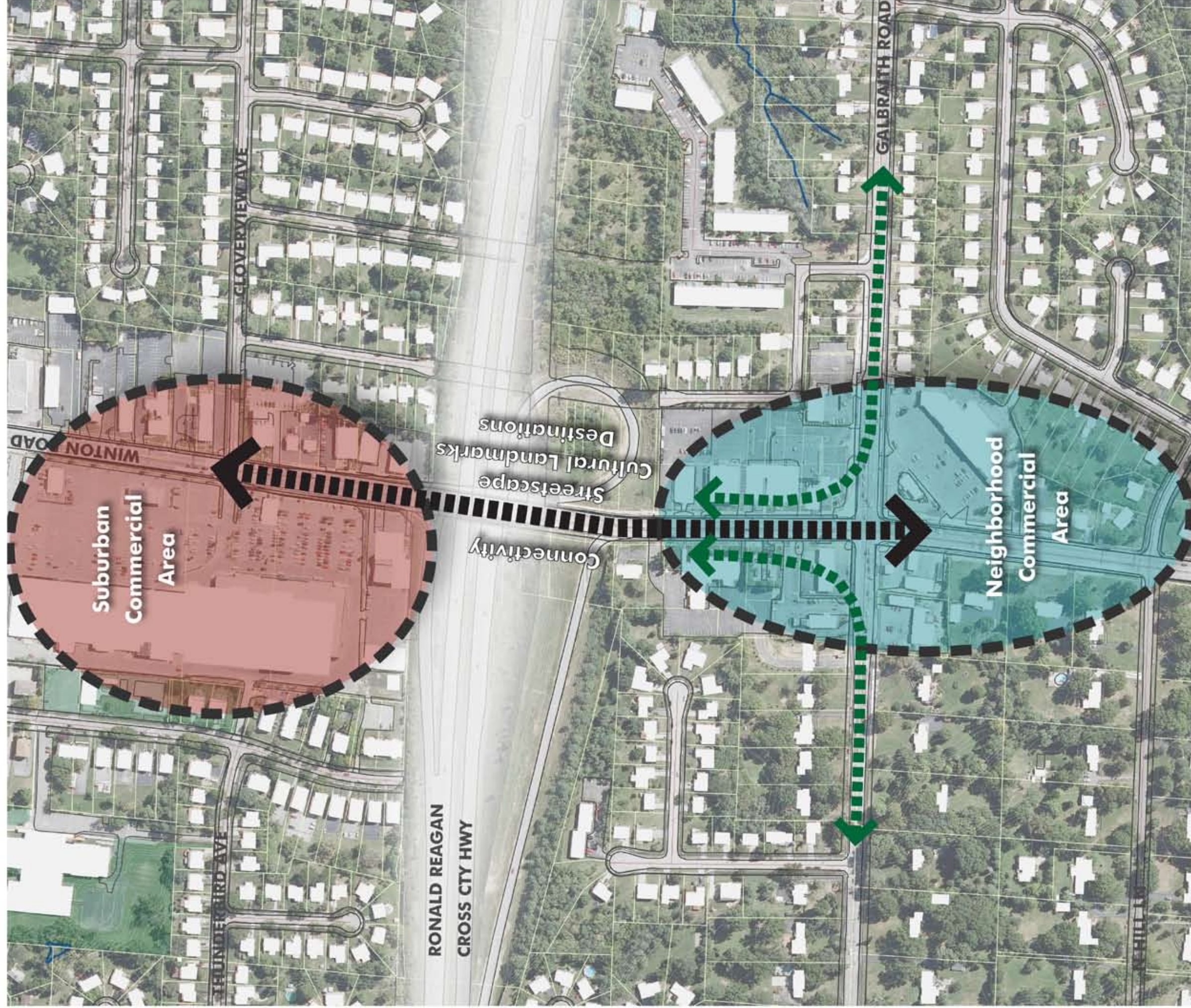
- Township Owned Parcels
- Buildings
- Green Space, Parks
- Major Roads
- Residential Character
- Institutional Character

- Development Pods
- Cultural Landmarks
- Connectivity Nodes
- Potential Trails
- "Green" Connections with
landscape buffers specifically on Winton Rd
south of potential Town Center

Major Destinations/Draw

- Brentwood Plaza SC
- Central Baptist Church
- St. Vivian School
- Whitaker Elementary School
- Warder Nursery
- Greek Orthodox Church
- St. Xavier





COMMERCIAL AREA COMPARISONS

“Core Area” Development Parameters

Applicability

- Priorities are identified to address the needs for the community and site.
- Development scale and density will be driven by market demand.
- Development parameters are provided to help Township officials, developers, property/business owners attain consensus on development character.
- Adherence to the development parameters will help shape the appropriate character for each area.
- The development parameters should act as a guide for Township officials during the site plan review process.
- Design and development guidelines should be developed as a part of any final development plan.
- Adopt New Urbanism, Smart Growth, Complete Streets and LEED sustainable principles appropriate to the priority areas
- Any existing use shall be permitted to continue and the use shall be subject to underlying regulatory framework.
- Any change in use without affecting the exterior modifications will be permitted subject to underlying regulatory framework.
- Any expansion or new developments affecting any exterior modifications shall abide by applicable design and development guidelines based on these development parameters. Such modifications and development would be subject to detailed site plan review process by Township officials.

Purpose

- Encourage mixed-use, pedestrian-friendly environment
- Promote complementary uses and neighborhood based commercial opportunities
- Encourage shared parking behind buildings in commercial areas
- Minimize traffic congestion, inefficient surface parking lots, curb-cuts to reduce infrastructure costs
- Integrate public plazas and gathering places to promote sense of place
- Provide a range of housing choices
- Regulate building height, massing, density and build-to lines to achieve appropriate transition and scale from commercial to residential and natural areas
- Adopt interconnected road network to ease traffic
- Promote walkable neighborhoods with sidewalk and trail connectivity
- Connect with the potential “cultural trail” consisting of Township landmarks, institutions, parks and recreational spaces
- Preserve environmentally sensitive areas such as steep slopes, floodplain, tree cover areas
- Promote sustainable design standards:
 - Reduce the energy use required for lighting, heating, and cooling of structures.
 - Reduce the energy use required for transportation
 - Encourage design that promotes non-motorized transportation alternatives like walking and biking.
 - Reduce on-site water usage.
 - Reduce the off-site runoff of stormwater.
 - Protect existing vegetation and habitat.
 - Promote higher density infill development where the infrastructure capacity exists.

Priority Areas

High Priority

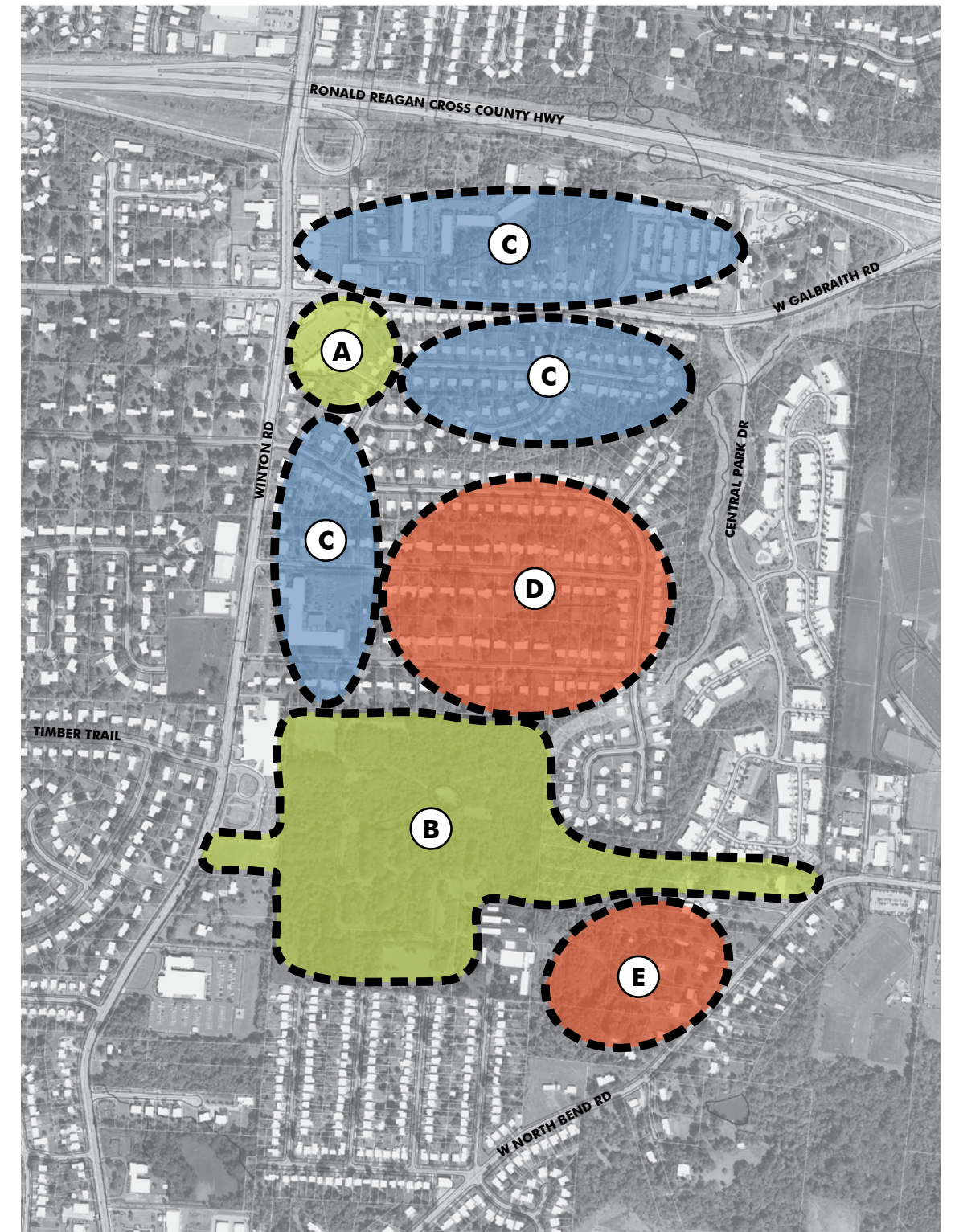
- A. Gateway Mixed-Use Development
- B. Higher Density Neighborhood with Community Center

Medium Priority

- C. Corridor Mixed-Use Development

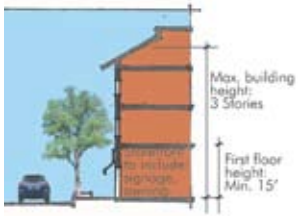
Long Term Priority

- D. Neighborhood Enhancement and Street Connectivity
- E. Estate Homes





General Development Standards	
Lot Area	No minimum or as guided by design guidelines/zoning
Lot Width	No minimum or as guided by design guidelines/zoning
Required Build-To Line	Building facade to occupy at least 75% of frontage along build-to line along primary road; unbuilt frontage should be screened with landscaping, fences, architectural wall, etc. except for curb-cuts/vehicular/pedestrian access areas
Open Space	15% or as guided by design guidelines
Side and Rear Yard	Zero setback for side yard with provision of firewall, otherwise a minimum of 10' or as guided by design guidelines/zoning; rear yard setbacks should be more between commercial and residential than between commercial areas
Building Height	Maximum 3 stories
Parking	Permitted only in side or rear yards; side yard parking should be setback from build-to line; 3 spaces/1,000 SF
Loading Areas	Permitted only in rear yard
Building Fenestration	Minimum of 50% of first floor facade to have clear glass/doorway; 30% - 50% for upper floors
Entrance	Minimum 1 along primary road frontage that enhances the building appearance



High Priority Area A

Site Planning Standards

- Encourage mixed-use, pedestrian-friendly environment, near the intersection of Winton and Galbraith Road, to promote “Township Center”
- Promote neighborhood based retail and commercial opportunities
- Provide shared off-street parking/garages behind buildings
- On-street parking and pedestrian crossings should be used extensively to enhance the streetscape and delineate an edge between sidewalks and the street.
- Incorporate enhanced public space, sidewalk cafes and pedestrian-friendly elements at the main intersection to showcase the gateway development
- Develop appropriate signage and wayfinding elements to direct both automobile and pedestrian traffic
- Encourage the use of bonus system for development incentive such as in development density, provision of open space, shared parking
- Promote tree-lined secondary/internal street network along with streetscape furniture (trash receptacles, benches, planters, etc.). Landscaping and street tree placement should be respectful of storefronts and building entrances
- Streetscape improvements should include transit-friendly elements such as bus stops and shelters
- Promote sustainable storm water management practices such as rain gardens, porous pavements and native plants
- Service and utility lines should be located underground or behind buildings, not along the public streetscape
- Lighting and landscaping should allow for surveillance and policing activities, but should be designed primarily to accommodate the intended use of the public space

Building Placement & Character

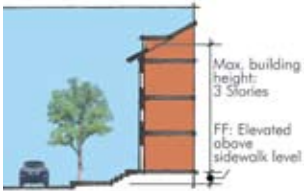
- Medium to high density along Winton Road & Galbraith Road (maximum 3 stories)
- Energy efficiency should also be considered when locating and orienting buildings on a site
- Promote energy conservation techniques with proper use of high quality building and architectural materials, color, doors, and windows and proper utilization of building mass to create shade.
- Promote breaking up surface planes of the building to create depth and remove the monotony of unvarying surface facades.
- Promote hierarchy of heights of buildings on primary streets to secondary streets
- Pedestrian-scale features should be incorporated on the first floor of buildings and at entrances to help relate buildings to the streetscape. These features include entrance canopies, storefront awnings, sidewalk dining areas, landscaping, lighting and signs
- Provide main entrances along the primary street to create a pedestrian-friendly presence
- Promote the use of sustainable design and construction practices both in construction phase and throughout the life of a building





General Development Standards

Lot Area	As guided by design guidelines/zoning; separate provisions for single family and multi-family
Lot Width	As guided by design guidelines/zoning; separate provisions for single family and multi-family
Required Build-To Line	Building facade to occupy at least 50% of frontage along build-to line along primary road
Open Space	10% for single family (SF) units; 20% for multi family (MF) units; or as guided by design guidelines
Side and Rear Yard	Zero setback for side yard with provision of firewall, otherwise a minimum of 10' or as guided by design guidelines/zoning
Building Height	Maximum 2 stories for SF units; 3 stories for MF units; 1 story for SF accessory units
Parking	For multi-family units permitted only in side or rear yards; side yard parking should be setback from build-to line; number of parking to be guided by zoning
Loading Areas and Garages	Loading areas permitted only in rear yard of multi-family units; garages should be setback from front building line
Building Fenestration	Minimum of 30% of first floor facade; blank walls more than 15' are discouraged
Entrance	SF and duplex units to provide pedestrian access from front lot line; dwellings to include front porch with steps; MF units shall provide at least 1 common entrance



High Priority Area B

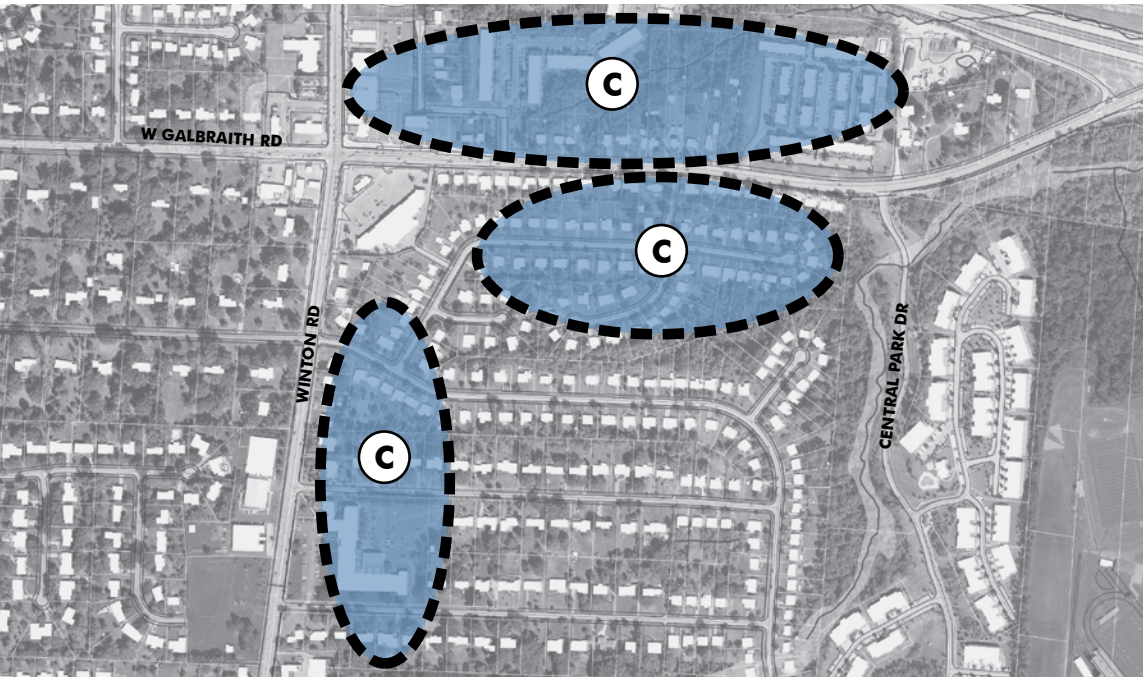
Site Planning Standards

- Encourage pedestrian-friendly neighborhood environment
- Provide a range of housing choices
- Stand-alone commercial buildings are prohibited; however, if required, neighborhood serving small scale commercial uses such as coffee shop should be integrated within first floor interior spaces of multi-family administration buildings. Such uses should be very limited to discourage conglomeration of commercial uses and maintain residential nature
- Provide shared off-street parking/garages behind buildings in multi-family dwellings
- Promote alley access for single family unit garages and for services
- On-street parking and pedestrian crossings should be used extensively to enhance the streetscape and delineate an edge between sidewalks and the street.
- Develop appropriate signage and wayfinding elements to direct both automobile and pedestrian traffic
- Encourage the use of bonus system for development incentive such as in development density, provision of open space, shared parking
- Promote tree-lined secondary/internal street network for parkway feel connecting Warder Nursery with Winton and W North Bend Road
- Provide alternative connections between neighborhoods to green spaces, parks, institutions and commercial areas through walking/biking trails and sidewalks
- Promote sustainable storm water management practices such as bio-swales, porous pavements and native plants
- Preserve steep slope, floodplains, wetlands, ponds and related environmentally sensitive areas
- Create greenway connection and flood protection plan along the creek

Building Placement & Character

- Promote range of residential density choices to cater to variety of age and demographics
- Energy efficiency should be considered when locating and orienting multi-family buildings on a site
- Promote energy conservation techniques with proper use of high quality building and architectural materials, color, doors, and windows and proper utilization of building mass to create shade.
- Promote breaking up surface planes of the multi-family building to create depth and remove the monotony of unvarying surface facades.
- Provide main entrances along the primary street to create a pedestrian-friendly presence
- Promote the use of sustainable design and construction practices both in construction phase and throughout the life of a building





General Development Standards	
Lot Area	No minimum or as guided by design guidelines/zoning
Lot Width	No minimum or as guided by design guidelines/zoning
Required Build-To Line	Building facade to occupy at least 75% of frontage along build-to line along primary road; unbuilt frontage should maintain street wall effect
Open Space	15% or as guided by design guidelines
Side and Rear Yard	Zero setback for side yard with provision of firewall, otherwise a minimum of 10' or as guided by design guidelines/zoning; rear yard setbacks should be more between commercial and residential than between commercial areas; multi-family unit requirements to be guided by design guidelines/zoning
Building Height	Maximum 3 stories; maximum 1 story for accessory units for multi-family dwellings
Parking	Permitted only in side or rear yards of commercial and multi-family areas; side yard parking should be setback from build-to line; 3 spaces/1,000 SF for commercial uses
Loading Areas and Garages	Permitted only in rear yard; garages should be setback from front building line in multi-family units
Building Fenestration	Minimum of 50% of first floor facade to have clear glass/doorway for any commercial uses; 30% - 50% for upper floors; 30% for residential
Entrance	Minimum 1 along primary road frontage that enhances the building appearance



Medium Priority Areas

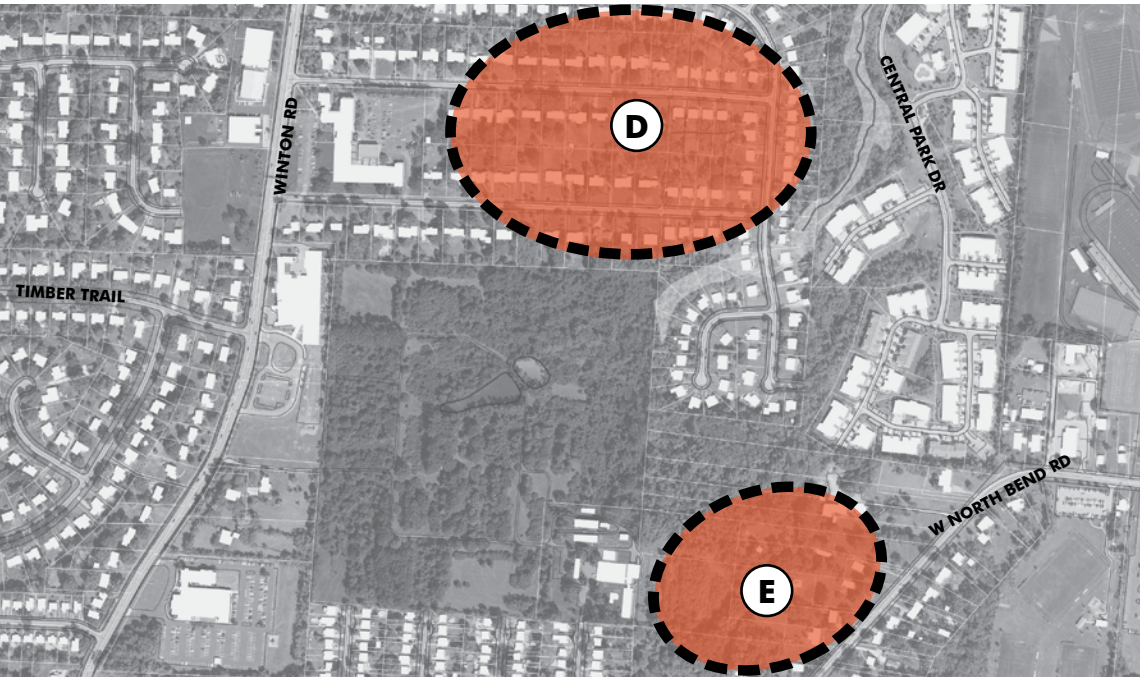
Site Planning Standards

- Encourage mixed-use, pedestrian-friendly corridor redevelopment
- Promote neighborhood based retail and commercial opportunities
- Provide higher density residential choices along secondary streets
- Provide landscape buffer between residential and commercial areas
- Provide shared off-street parking/garages behind buildings
- On-street parking and pedestrian crossings should be used extensively to enhance the streetscape and delineate an edge between sidewalks and the street.
- Incorporate enhanced public space, sidewalk cafes and pedestrian-friendly elements along primary corridors to enhance gateway development
- Develop appropriate signage and wayfinding elements to direct both automobile and pedestrian traffic
- Encourage the use of bonus system for development incentive such as in development density, provision of open space, shared parking
- Promote tree-lined secondary/internal street network along with streetscape furniture (trash receptacles, benches, planters, etc.). Landscaping and street tree placement should be respectful of storefronts and building entrances
- Streetscape improvements should include transit-friendly elements such as bus stops and shelters
- Promote sustainable storm water management practices such as rain gardens, porous pavements & native plants
- Service and utility lines should be located underground or behind buildings - not along the public streetscape
- Lighting and landscaping should allow for surveillance and policing activities, but should be designed primarily to accommodate the intended use of the public space

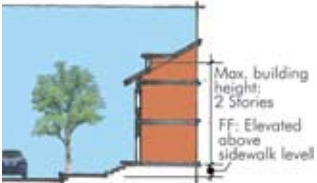
Building Placement & Character

- Medium to high density along Winton Road & Galbraith Road (maximum 3 stories)
- Promote range of residential density choices to cater to variety of age and demographics
- Energy efficiency should also be considered when locating and orienting buildings on a site
- Promote energy conservation techniques with proper use of high quality building and architectural materials, color, doors, and windows and proper utilization of building mass to create shade.
- Promote breaking up surface planes of the building to create depth and remove the monotony of unvarying surface facades.
- Promote hierarchy of heights of buildings on primary streets to secondary streets
- Pedestrian-scale features should be incorporated on the first floor of buildings and at entrances to help relate buildings to the streetscape. These features include entrance canopies, storefront awnings, sidewalk dining areas, landscaping, lighting and signs
- Provide main entrances along the primary street to create a pedestrian-friendly presence
- Promote the use of sustainable design and construction practices both in construction phase and throughout the life of a building





General Development Standards	
Lot Area	As guided by design guidelines/zoning
Lot Width	As guided by design guidelines/zoning
Required Build-To Line	Building facade to occupy at least 50% of frontage along build-to line along primary road
Open Space	10% for single family (SF) units
Side and Rear Yard	Zero setback for side yard with provision of firewall, otherwise a minimum requirement should be prescribed by design guidelines/zoning
Building Height	Maximum 2 stories
Parking	Parking to be guided by zoning
Garages	Garages should be setback from front building line
Building Fenestration	Minimum of 30% of first floor facade
Entrance	Dwelling units to provide pedestrian access from front lot line; include front porch with steps



Long Term Priority Areas

Site Planning Standards

- Encourage pedestrian-friendly neighborhood environment
- Promote alley access for single family unit garages and utility services
- On-street parking and pedestrian crossings should be used extensively to enhance the streetscape and delineate an edge between sidewalks and the street.
- Develop appropriate signage and wayfinding elements to direct both automobile and pedestrian traffic
- Promote tree-lined secondary/internal street network
- Provide alternative connections between neighborhoods to green spaces, parks, institutions and commercial areas through walking/biking trails and sidewalks
- Promote sustainable storm water management practices such as bio-swales, porous pavements and native plants
- Preserve steep slope, floodplains, wetlands, ponds and related environmentally sensitive areas
- Create greenway connection and flood protection plan along the creek

Building Placement & Character

- Promote range of residential density choices to cater to variety of age and demographics
- Energy efficiency should be considered when locating and orienting multi-family buildings on a site
- Promote energy conservation techniques with proper use of high quality building and architectural materials, color, doors, and windows and proper utilization of building mass to create shade.
- Promote breaking up surface planes of the multi-family building to create depth and remove the monotony of unvarying surface facades.
- Provide main entrances along the primary street to create a pedestrian-friendly presence
- Promote the use of sustainable design and construction practices both in construction phase and throughout the life of a building





CORE AREA CONCEPT

Legend

- Township Owned Parcels
- Potential Buildings
- Existing Buildings
- Parking
- Green Space, Parks
- Plazas, Sidewalks, Trails





CORE AREA CONCEPT

Legend

- Township Owned Parcels
- Potential Buildings
- Existing Buildings
- Parking
- Green Space, Parks
- Plazas, Sidewalks, Trails





CORE AREA CONCEPT

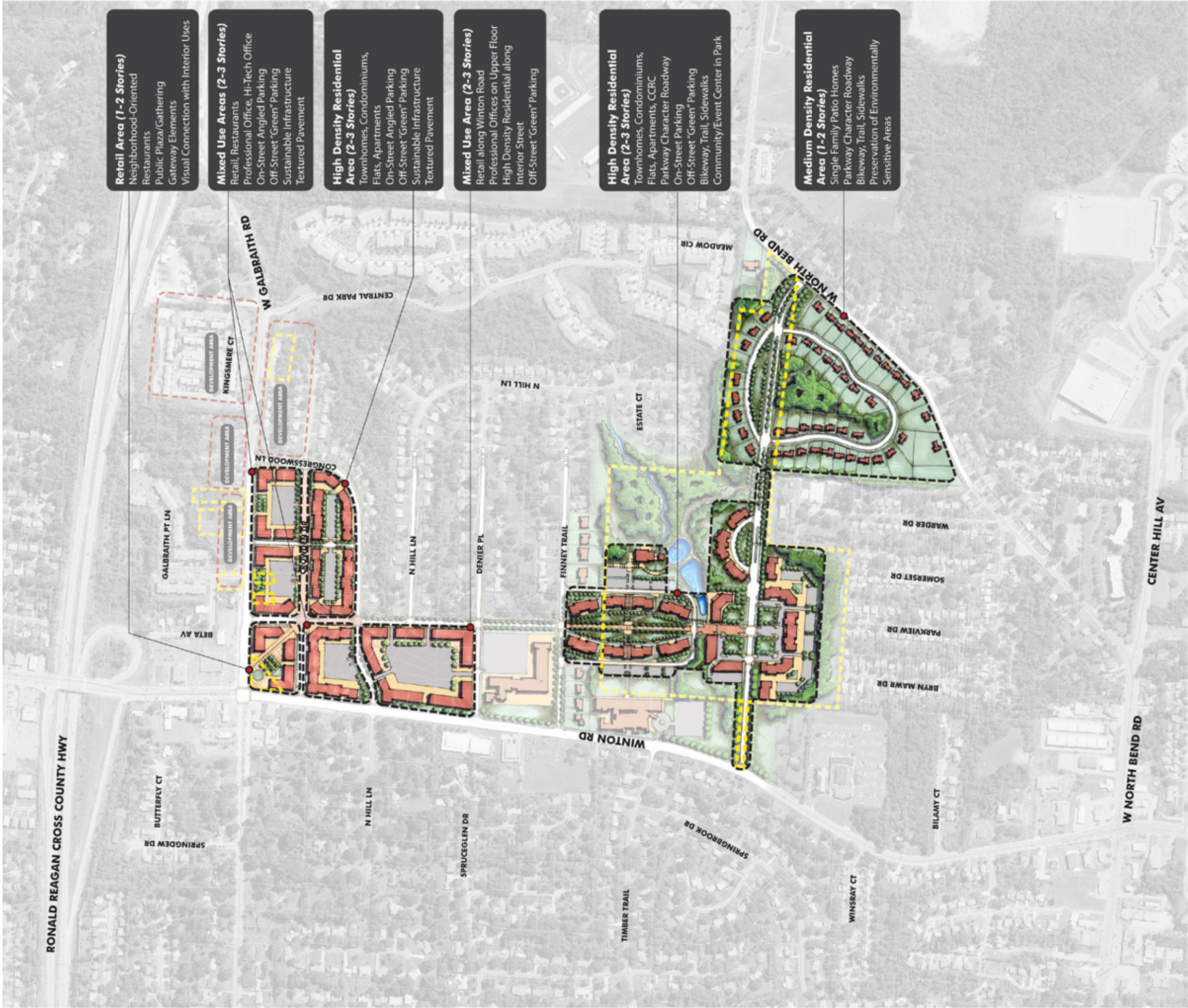
Legend

- Township Owned Parcels
- Potential Buildings
- Existing Buildings
- Parking
- Green Space, Parks
- Plazas, Sidewalks, Trails

- Sidewalk Connections and Potential Sharrows on Existing Roads
- New Roads with Sidewalk, Shared Bikepath
- Walking/Biking Trails
- Alley
- Right-in/Right-out Intersection

- Cincinnati Bicycle Transportation Plan June 2010
- Proposed On Road Sharrows
- Proposed On Road Bike Lane



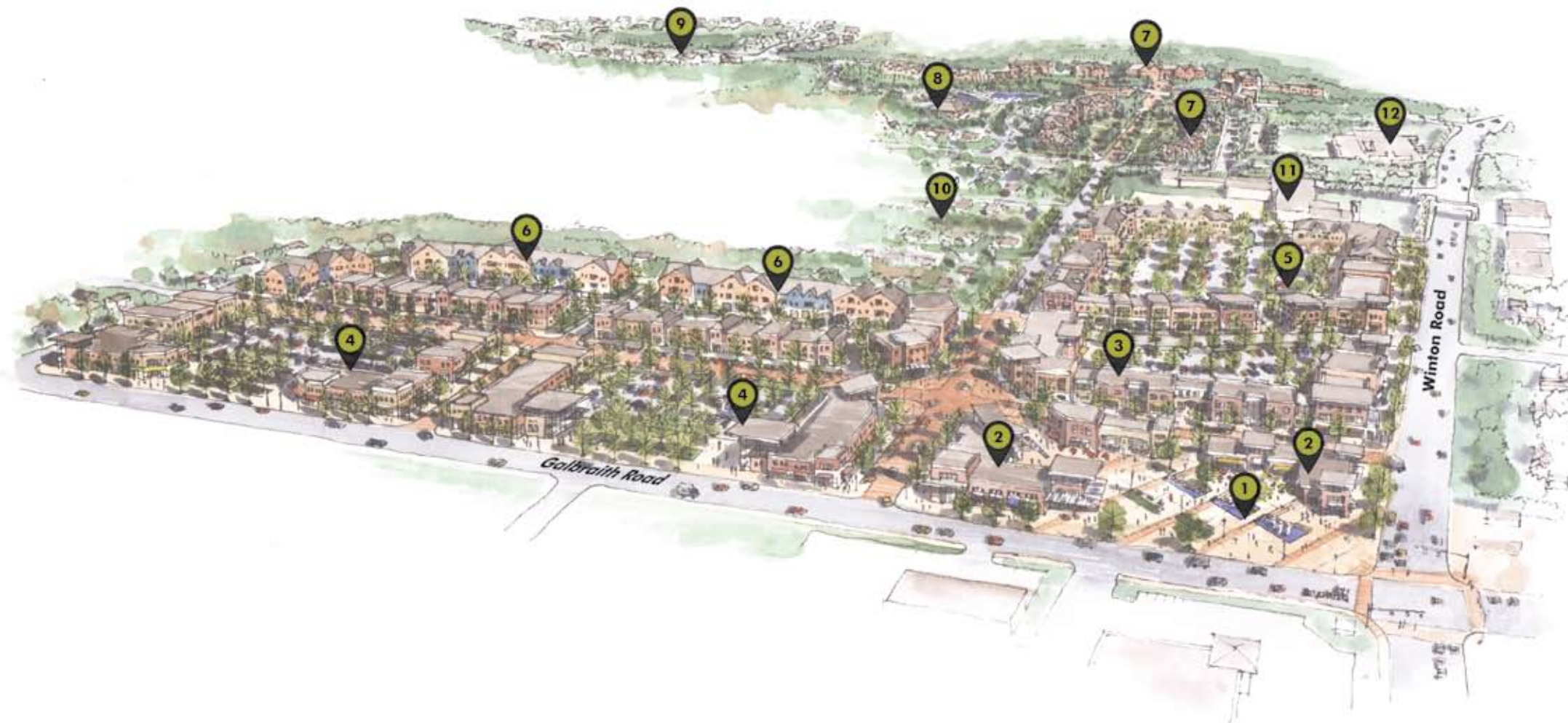


CORE AREA CONCEPT

Core Area Vision



Core Area Vision: Potential Uses



LEGEND

- 1 Entry Plaza
- 2 Neighborhood Serving Retail/Commercial
Restaurants
Professional Office Spaces
- 3 Retail, Restaurants
Professional Office
- 4 Office (Professional, Hi-Tech)
Commercial Corridor
- 5 Retail, Commercial along Winton Road
Professional Office
High Density Residential along Interior Street
Flats, Apartments
- 6 High Density Residential
Townhomes, Flats, Condominiums, Apartments
- 7 High Density Residential
Townhomes, Condominiums
- 8 Community/Event Center on the Park
- 9 Medium density Residential
Single Family Patio Homes
- 10 Existing Single Family
Residential
- 11 Existing St. Vivian School
- 12 Existing Whitaker
Elementary School

Township Owned Parcels



Parcel ID	Acreage
059002210191	0.110
059002210192	0.222
059002210169	0.172
059002130257	0.475
059002130204	0.159
059002130206	0.162
059002210205	0.599
059002210190	0.476
059002210189	0.238
TOTAL	2.613

Parcel ID	Acreage
059002130272	41.378
059002040102	2.447
059002040004	2.413
059002040005	2.165
059002040006	1.926
059002120276	0.412
TOTAL	50.741

Regulatory Framework

The successful repositioning of the Core Area will require modification of the current regulatory framework. Prospective developers must be given reason to accept the risk associated with such development efforts. Buying into the vision as laid out in this document along with appropriate development controls, incentives, flexibility, and a cooperative spirit must be introduced to increase the chances of success and allow the development community to share in the vision for these areas.

Development parameters for the individual priority areas have been prescribed earlier in this section. Although it is beyond the scope of this document to develop modified and/or detailed development controls, a range of potential regulatory and procedural improvements are described below.

Detail Design Guidelines

To enhance the character of any development/redevelopment and overall quality of the built environment, effective design and development guidelines should be developed for specific development based on the Development Parameters as enclosed within this document. Future guidelines should be crafted in a way to provide leverage to property owners and tenants to incorporate their built-form design, yet provide for a cohesive design composition for the Township. The design guidelines can guide development efforts to achieve a refined and appropriate solution, sustaining high level of design threshold according to the visions of this plan and the conceptual designs. The guidelines will be intended to augment existing regulations and ordinances and provide a common platform of understanding between developers and the Township, from which the Township can assess the quality of the proposed development plan.

Implementation

- Development of detailed design and development guidelines (Developer, Staff, Consultants)
- Review and adoption by Township Trustees

Overlay Zone

The Land Use Plan for the Core Area (reference Finneytown Neighborhood Plans) prescribes a Corridor Overlay Area. This overlay along with the development parameters will provide the guidelines for future redevelopment in the area. This method will not only allow for development as envisioned by the Township but also provides the flexibility to developers/investors to allow for incorporation of appropriate creative design/character and to craft detailed design guidelines.

This can be further regulated by instituting a Corridor Overlay Zone as a part of the Zoning Map and Ordinance. This district is not meant to supplant the intent of the “straight” zoning categories but can be applied as overlay that implies stricter regulations on top of those already applying to the underlying district. Overlay zoning district would help to develop design review criteria and processes to help manage design aesthetics, including curb cuts, streetscaping, signage, density of development, building setbacks, building mass, building materials, parking and other standards.

Implementation

- Adoption of the Neighborhood Master Plan by Township Trustees
- For Overlay Zoning
- Development of Overlay Zone text and mapping
 - Review and adoption by Township Trustees

Planned Unit Development

One option to implement the Core Area redevelopment is to extend the boundaries of the existing Commercial and Residential Planned Unit Development (C-PUD & R-PUD) to encompass the entire redevelopment area based on the intended uses. Essentially, this would be designed to permit total flexibility based on the submittal of a development plan for review and approval. The development plan should be based on the Development Parameters as identified within this document.

One limitation of PUDs, however, is that they are designed primarily for development of larger sites, and with few exceptions, are not well suited for use on individual lots in an urban environment. While many of the redevelopment Core Area in total comprise large areas, they may be made up of individual small parcels and lots, individually owned.

Implementation

- Review of existing zoning documentation related to C-PUD and R-PUD
- Development of modified PUD text and revised zoning map
- Review and adoption by Township Trustees

Form Based Code (FBC)

This technique would lend itself well to the redevelopment of the Core Area. Unlike conventional zoning districts, FBC promotes a mixture of uses but regulates their design and placement on the site.

Unlike traditional zoning that focuses on separating land uses and regulating private realm, form-based code focuses on both public and private realm. It addresses the building form as it relates to the streetscape and adjacent uses, allowing for a mixture

of land uses based upon the context of the building form. Compatibility of uses is achieved through design and orientation, instead of strict land use separation.

A form-based code can meet Township objectives for better and distinct design, but allow more flexibility for developers to respond to changing markets. Because the regulating plan sets forth detailed and predictable building form requirements, applications in compliance with the regulating plan can be approved administratively or at least in a lot less time than is common. The idea is that if a developer is willing to follow the detailed requirements of the regulating plan and form-based code, there should be little, if any, room for discretion or public opposition.

Instituting a form-based code requires more preparation than a simple zoning ordinance amendment, partly because it represents a new regulatory philosophy and requires a solid foundation to support the regulations.

Implementation

- Review of Existing Code
- Confirm the commitment to better places
- Determine the type of code desired – FBC, hybrid, parallel
- Define the existing “forms” to be preserved or new ones to be achieved
- Describe and document the forms
- Develop the code to match the forms
- Review and adoption by Township Trustees

