

AMBERLEY GREEN

2017 PLANNING & VISIONING STUDY

February 15, 2018

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1. EXECUTIVE SUMMARY

In August of 2017 MKSK was retained by Amberley Village to assist the Land Development Committee, Village Council and the Village Administration in evaluating alternative planning and development scenarios for the Amberley Green Property.

Specifically, MKSK was charged with reviewing conceptual plans for the development of a daycamp, event center and outdoor recreation facility being proposed by the Mayerson Jewish Community Center (JCC). As part of this work MKSK was asked to suggest potential modifications as logical to optimize the utilization of the JCC site and address opportunities for the most beneficial integration of complimentary land uses across the larger property.

The findings and recommendations of this study are based on MKSK's physical analysis of the property, a preliminary review of the JCC's conceptual plan, initial interviews with the Land Development Committee Members and feedback from the Village Administration.

This report and the resulting alternative land use plans are intended to be used as an aide in determining the larger community's goals and objectives for the possible future development and/or conservation of the property and ensure that any near-term improvements to the property do not compromise opportunities for its' future use and enjoyment.

SITE INVENTORY & ANALYSIS FINDINGS & OBSERVATIONS

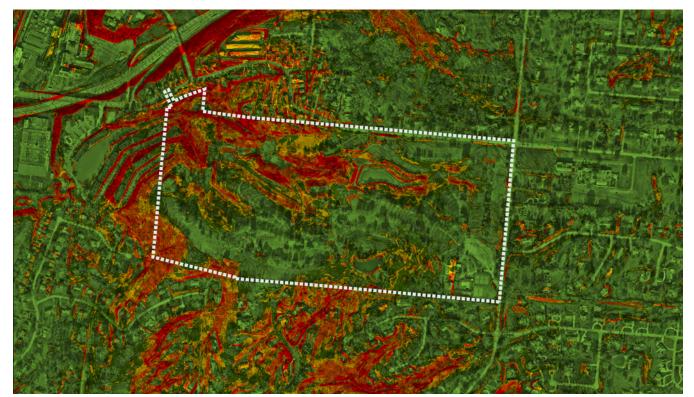
During August and September of last year MKSK prepared an analysis of a variety of site development influences. These included physical mapping of the following factors:

- Existing Land Cover / Natural Resource Distribution
- Scenic Vistas
- Contributing Buildings and Site Infrastructure
- Topography / Slope considerations
- Park & Open Space linkages
- Right-of-ways
- Jurisdictional water features
- Roadway Linkages and Connections

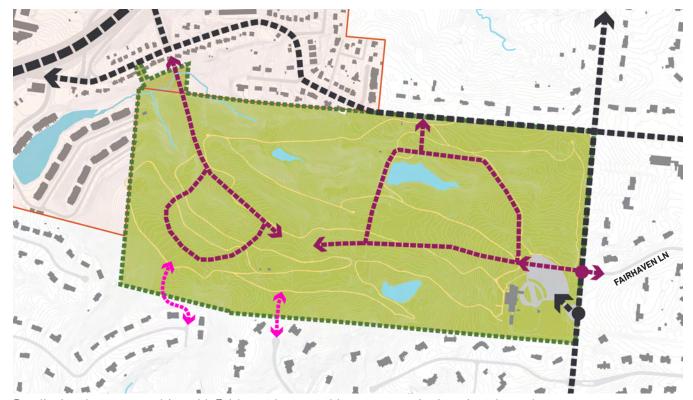
Using the results of the above investigations MKSK prepared overlay mapping suggesting the feasibility of development for recreation, conservation and various types of land uses.

A partial summary of the findings of this work are listed below:

- Nearly 45 acres of Amberley Green are comprised of environmentallyvaluable stream corridors and woodlands on slopes exceeding 20%. These areas are most suitable as buffer and open space or for low-impact land development.
- Relatively poor sight distance at the existing entrance drive to the property could be improved by shifting the drive north to align with Fairhaven Lane
- The surface parking lot for the Former Ridge Club Clubhouse facility is located within the prevailing setback along Ridge Road. Suggest relocating and/or screening parking to establish a more attractive entrance and buffer.
- A lack of trail connections makes walking and biking to the park less safe and convenient than access to comparable properties in Greater Cincinnati.
- Views to the Millcreek Valley are afforded at prominent ridgetops and plateaus on the eastern half of the property.
- The western-most third of the property lies below the tree line of the west property boundary. While further study would be required, this area of the property could potentially be accessed by an extension of Knollcrest Drive across Galbraith Road.
- Deteriorating pathways and invasive species present ongoing operational and management expenses which should be addressed in future scenario planning.



The red color on the above slope analysis map depicts undevelopable slopes exceeding 20%.



Re-aligning the entrance drive with Fairhaven Lane would open up scenic views into the park

JCC PLAN REVIEW FINDINGS & OBSERVATIONS

In Mid-September MKSK and Frank Davis met with the leader of the JCC's design team to discuss the JCC's design goals, review the current concept plan and seek input on the potential for modifications that respond to the issues and opportunities noted as a result of MKSK's work to date. Topics discussed during the meeting included the JCC's priorities for the Event Center, Day Camp and Drop-off areas and the potential for shifting the placement of the proposed pool complex, ampitheatre, multi-purpose field, entry drive and parking fields. The JCC's Design Team representative noted that he believed that the JCC would be receptive to discussing potential modifications and suggested convening a work session to diagram the possibilities with his client group and Village representatives at some future date.



Existing Concept Plan

LAND DEVELOPMENT COMMITTEE INTERVIEW FINDINGS

In October of 2017 MKSK and Frank Davis (acting as the Village's project manager) met separately with each Land Development Committee member to survey their opinions – both on the JCC proposal and a variety of questions related to determining the future character, utilization and identity of Amberley Green. Each member was asked to help MKSK understand what they are hearing from their constituents and what they see as future goals and priorities for the property. Questions & discussion with each member were framed around the following major topics:

- What are your long-range goals and priorities for the use of Amberley Green? Why do you hold those views?
- What are your thoughts and priorities for the near-term use of the property? How did you arrive at those?
- What are your views on the current JCC proposal including any specific likes or dislikes?
- What are your views on other current, recent, or past proposals for the property?



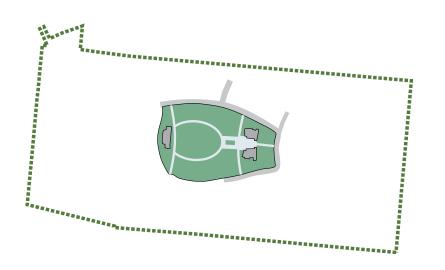
Amberley Green - Existing Conditions

RESPONSES FROM THE MEETINGS

- 1. The Land Development Committee (LDC) unanimously believes that the primary use of Amberley Green should be reserved for community gathering, open space, natural areas and recreational uses. Members cited a desire to make Amberley Green a community hub for social and cultural events throughout the year.
- 2. Each committee member agreed that the JCC proposal brought desirable amenities to the property and that the JCC day camp, pool complex and event center facilities could be viable near-term uses.
- 3. Two of the LDC members cited the desirability of developing an expanded array of park amenities which would serve a wider cross-section of users than those that currently use the park for hiking, gardening or walking and running with their dogs. Ideas specifically cited during the discussions included playgrounds, a casual dining venue, an off-leash dog park, a challenge course and various other amenities that would attract younger generations and families to Amberley Village.
- 4. While recognizing the significant differences between the communities, members cited Blue Ash's Summit Park as a local example for the types of amenities, activity and vibrancy that would be desirable at Amberley Green. (It's interesting to note that the Amberley Green Property is slightly larger than the entire boundary area of Summit Park).



Zero depth pool & spray ground are desirable amenities that will help attract younger families and generations to Amberley village.



This scaled park comparison shows Blue Ash Summit Park's 8 acre commons area where the majority of performance, play & dining activities are staged.



This Shake Shack restaurant located in Madison Square Park, NYC turns a casual dining venue into a destination within the park.



Natural play areas such as the log jam shown in this example are major draws in neighborhood parks.

RESPONSES FROM THE MEETINGS (CONT.)

- 5. Two of the three LDC members cited the desirability incorporating some senior/retiree housing on the property as a complimentary use. All three LDC members agreed that providing senior/retiree housing options within the Village would be beneficial.
- 6. Opinions on prior proposals and other potential complimentary uses (such as commercial spaces, hotels or other types of housing) varied, however, all agreed that any future secondary use should not detract from the park-like quality of the property or diminish the scenic qualities and unique identity of the Village.
- 7. Each of the three members cited the desirability of establishing better trail connections between Amberley Green, the JCC, Municipal Center and French Park and each supported the goal of creating trail connections to the Elbrook and Aracoma Neighborhoods.

After reviewing MKSK's preliminary analysis findings and our comments on the JCC concept plan, each committee member agreed it would be beneficial for MKSK to study the potential functional organization of site amenities and programing alternatives and work with the Village Administration and JCC to achieve the followings objectives:

- Create a stronger sense of entry and arrival into the property and reduce the visual impact of parking areas.
- Consider alternatives for the placement of the proposed pool area which maintain vistas across the property and allow for more direct access to the ridgeline and the interior of the Green.
- Create a multi-purpose commons / gathering space that links the proposed JCC campus amenities with other potential amenities such as a café/ restaurant, dog park, children's play area and/or other desired park features.
- Consider the location and functional relationship of any complimentary, revenue-generating land uses to the balance of the Amberley Green Property.



This senior housing example from the northeast, uses varied materials & fenestration to create a neighborhood scale & character.



Linear Commons / esplanade at Norton Commons, KY



The Lindner Center of Hope could serve as a local precedent for low-impact campus develo[pment.



This low-impact, bio-medical research campus in Cold Harbour, NY, nestles within steeper wodded terrain.

RELEVANT CASE STUDIES & SCENARIO PLANNING DIAGRAMS

Following the LDC meetings, and based on feedback and direction from the Village Administration, MKSK assembled case-study examples that show how parks and open spaces have been developed as community anchors for active and passive recreation, social interaction and cultural activities. It is interesting to point out that many of the civic parks used to benchmark the types of cultural programming and amenities cited by the LDC are many times smaller than Amberley Green. (See the attached scale studies for reference).

In addition, MKSK prepared functional diagrams showing the potential overall future organization of the property along with alternative arrangements for the JCC's proposed parking, pool area, amphitheater and multi-purpose field.

The functional diagrams included in the following compendium of exhibits show the potential for the incremental improvement of the property with emphasis on the following elements:

- a. Opportunities for improved external linkages and connections
- b. Identification of priority open space, passive use and conservation areas
- c. Potential internal vehicular and pedestrian circulation
- d. Placement of potential active recreation areas
- e. Potential locations of outdoor performance & event spaces
- f. Potential restaurant, café and/or convenience facilities

These diagrams are not proposed development plans and are intended to show the potential for the property given the goals and priorities cited by the LDC members, only. Any future plans for enhancements to the property will be directed by City Council and the Administration.



Concept 'A' shown above, depicts how the JCC concept plan might be modified to allow better access to the interior of Amberley Green.



Concept 'B', above, depicts the long-term potential for the development of a walkable, mixed-use, village commons along a new boulevard extending north to Galbraith Road.

ECONOMIC IMPACTS OF PARKS & OPEN SPACE

TOURISM, HOSPITALITY, & OUTDOOR RECREATION

ohio outdoor recreation

\$17.4B annual spending

\$1.3B tax revenue

196,000 jobs

urce: The Economic Benefits of the Clean Ohio Fund Conservation, TPL 2013

butler county tourism

\$900M business activity

11,000 jobs

Source: Butler County Visitors Bureau, 2011

Travel and tourism is one of the nation's leading retail sales industries, and outdoor recreation is one of the strongest growth areas of the nation's economy. Parks and open space play a significant role in this tourism economy. In addition to hosting festivals, concerts, sporting events, and civic activity, well-designed signature parks serve as tourist attractions themselves and an anchor for the community's hospitality industry. Landmark parks such as Central Park, Balboa Park, Golden Gate Park, and Millenium Park serve as destinations that attract out-oftown, overnight visitors as well as day-trip and local visits. The top five most visited city parks in the country totaled over 84 million visitors in 2009.

Tourism and visitor activity is a vital source of local spending and a driver for economic development. Retail and restaurant sales, hotel bed nights, and support of cultural, historic, and civic resources are all by-products of a healthy tourism economy and can be both supported and driven by high-quality parks and open space. Parks-based tourism activity can account for up to 15% of tourism revenue in major cities such as San Diego, New York and Philadelphia, and can generate larger percentages in communities where parks are the primary civic and cultural attractions.

MUNICIPAL REVENUE

Commercial rents, residential sale prices, and assessed values for properties near a well-improved park generally exceed those in surrounding submarkets.

How Smart Parks Investment Pays the Way - Ernst & Young

CRITERIA FOR GREATEST ECONOMIC IMPACT

located in urban areas
well-designed
well-maintained and managed
highly visible and accessible
passive, natural resource-based
local partners and advocates

A positive impact of 20 percent on property values abutting or fronting a passive park area is a reasonable point of departure for estimating the magnitude of the impact of parks on property values

The Economic Benefits of Land Conservation - Trust for Public Land

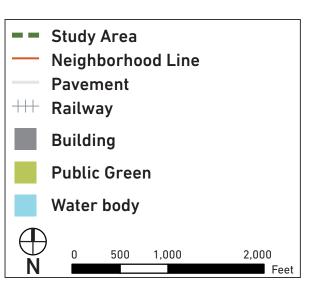




2. SITE ANALYSIS

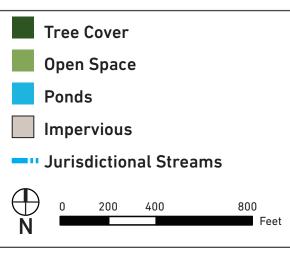
VILLAGE CONTEXT





LAND COVER





VIEWSHEDS





View to Valley



View from "Top"

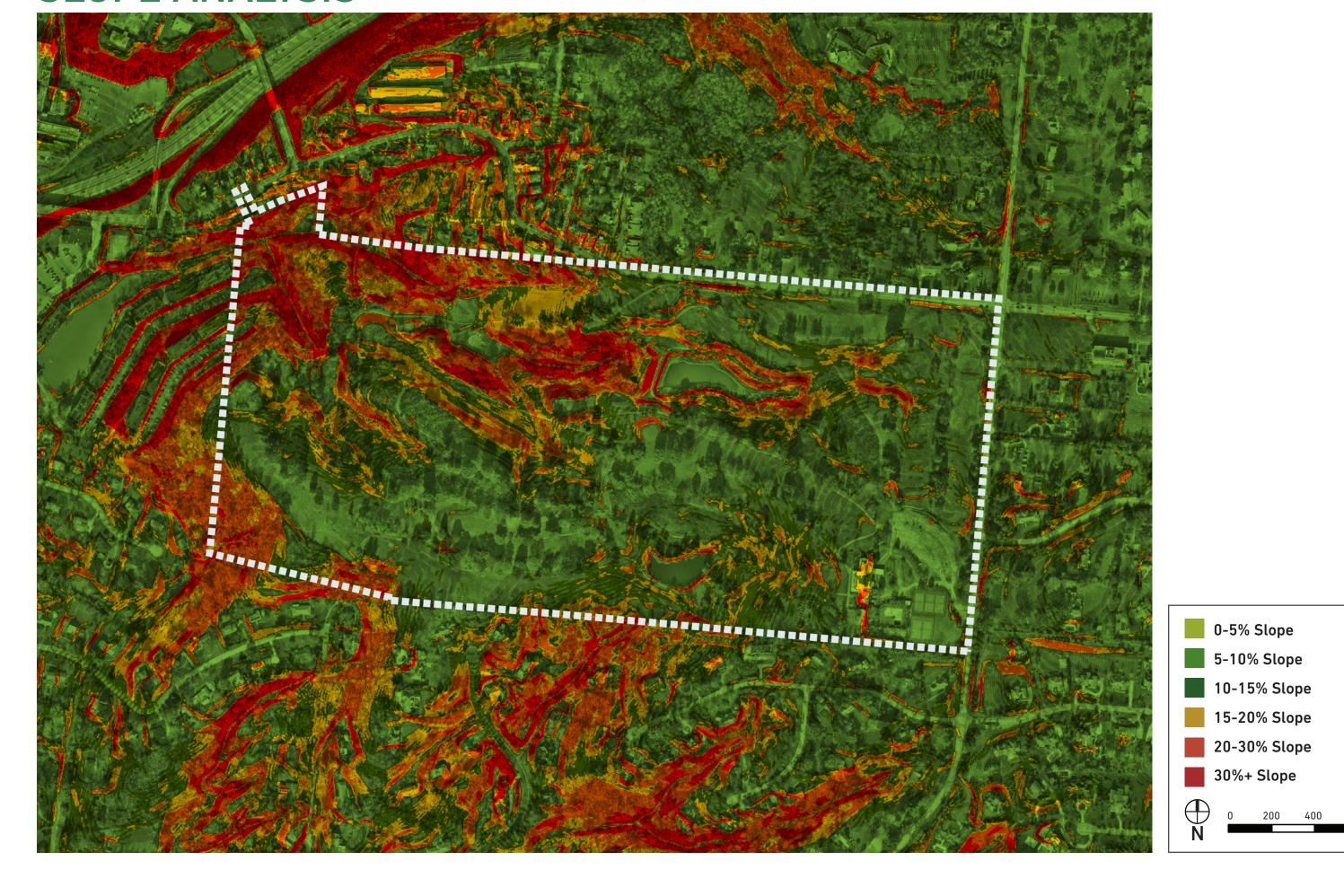


View North

TOPOGRAPHY



SLOPE ANALYSIS



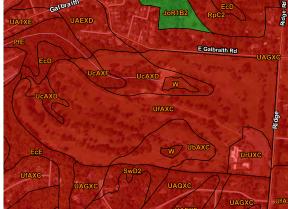
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SOIL ANALYSIS

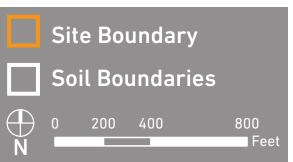


Agriculture Suitability

UnsuitableSuitable



Source: USDA Web Soil Survey

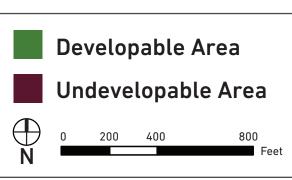


DEVELOPMENT SUITABILITY

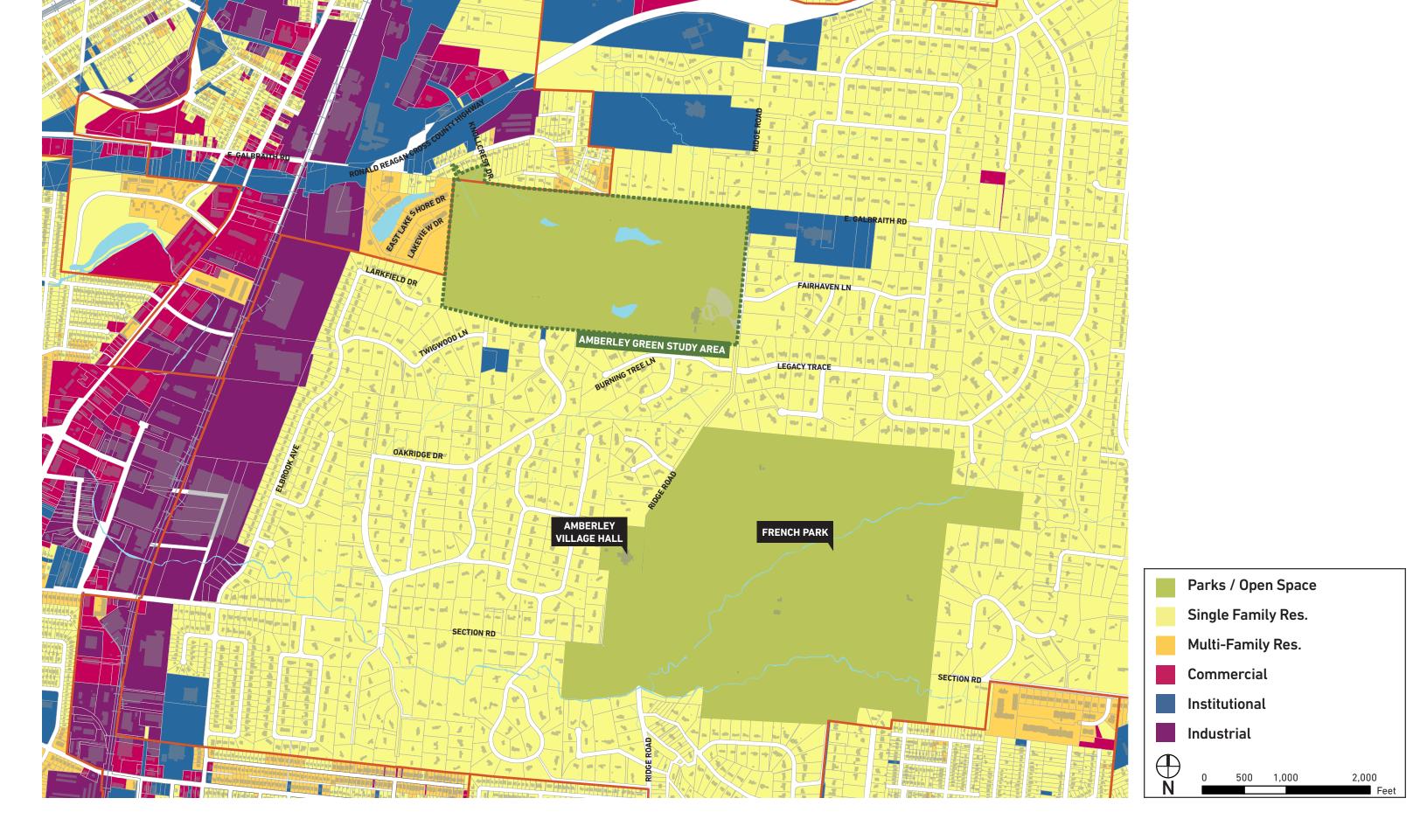


Factors that determined Undevelopable Area:

- Slope
- Water
- Dense Natural Areas



LAND USE



LAND USE ADJACENCIES



POTENTIAL ACCESS



--- Potential Auto Access

Potential Pedestrian
Path

--- Current Access



PEDESTRIAN & BICYCLE ACCESS



JCC PLAN + ACCESS



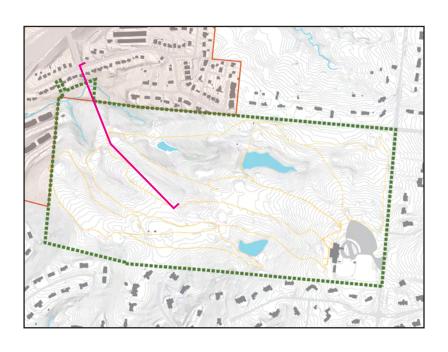
JCC PLAN



JCC PLAN + ACCESS



POTENTIAL ACCESS SECTION





3. CASE STUDIES	

OUTDOOR DINNING













THINGS TO DO













THINGS TO DO

OUTDOOR GAMING / ACTIVITIES













OUTDOOR CHALLANGE / ADVENTURE FEATURES













SUMMIT PARK BLUE ASH, OH



Summit Park Amenities

Commons Area

- 1 Observation Tower & Performance Stage
- 2 Great Lawn
- 3 Glass Canopy
- 4 Community Center
- 5 Water Feature & Sculpture
- 6 Restaurant Pavilion
- 7 Great Lawn Promenade
- 8 Northeast Market Pavilion & Wine Garden
- 9 Adventure Playground

Active/Adventure Play Area

- 10 Nature Playscape
- 11 Skate Park
- 12 Sledding Hill
- 13 Rainwater Harvesting Pond
- 14 Dog Park
- 15 Stream Corridor
- 16 Summit Park Trail (5k)
- 17 Shelter & Picnic Pavilion
- L8 Pond Overlook

Nature Area

- 19 Woodland Nature Preserve
- 20 Golf Practice Facility
- 21 Rainwater Harvesting Pond

SUMMIT PARK BLUE ASH, OH



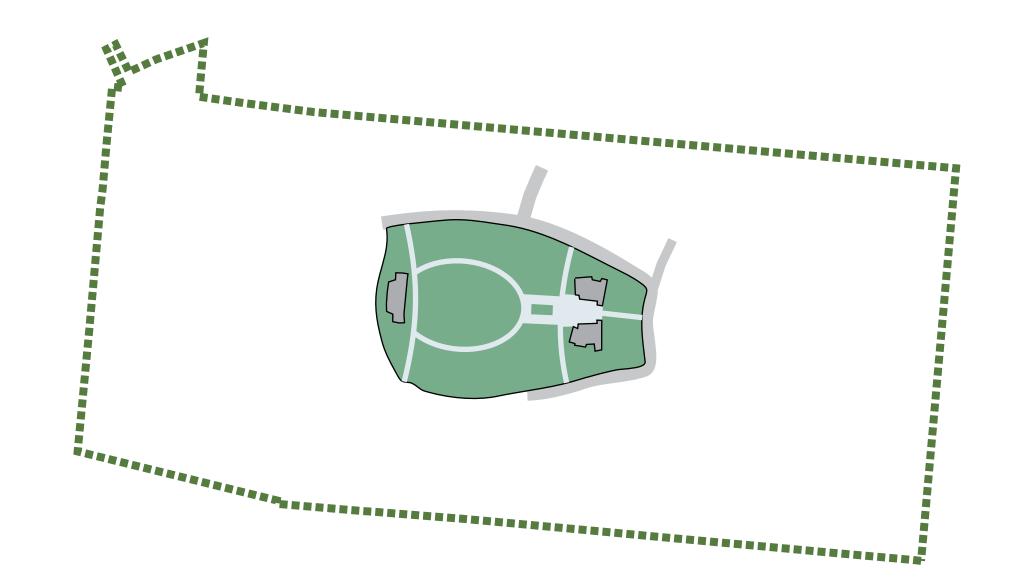








UNDERSTANDING SCALE

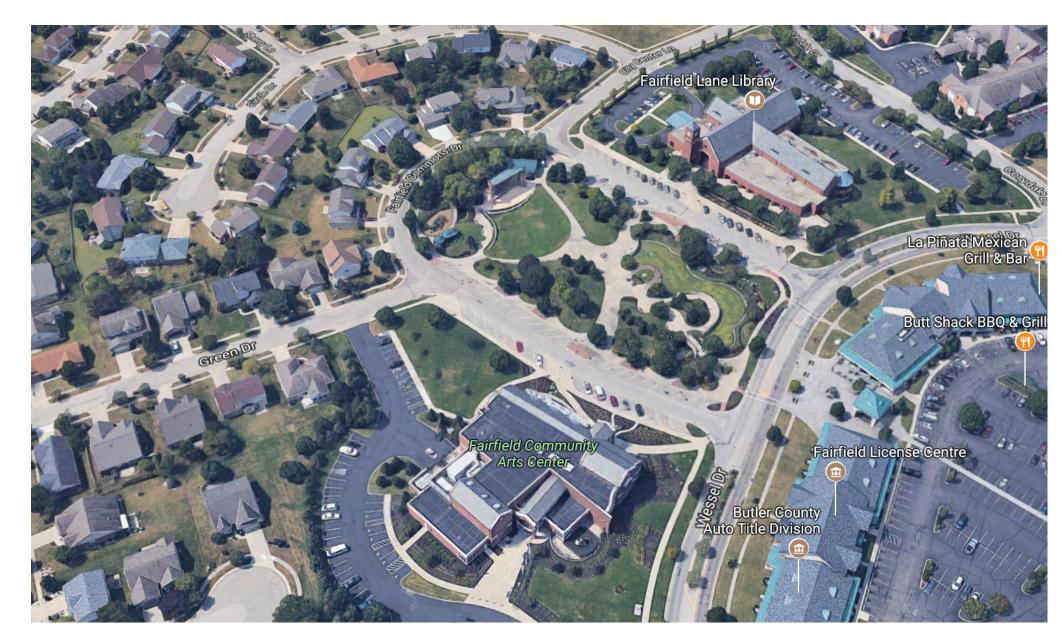


SUMMIT PARK BLUE ASH, OH





VILLAGE PARK GREEN FAIRFIELD, OH







Coffman Park Construction Timeline

1996 | Dublin Community Recreation Center Phase 1

1998 | Coffman Park Pavilion

1998 | Coffman Park Amphitheater

2000 | Dublin Community Recreation Center Phase 2

2001 | Skate Park

2002 | Bridge over Indian Run

2015 | New skate park, restroom, parking lots

2016* | Five tennis courts, two basketball courts – all lighted "subject to budget approval



COFFMAN PARK DUBLIN, OH





COFFMAN PARK DUBLIN, OH





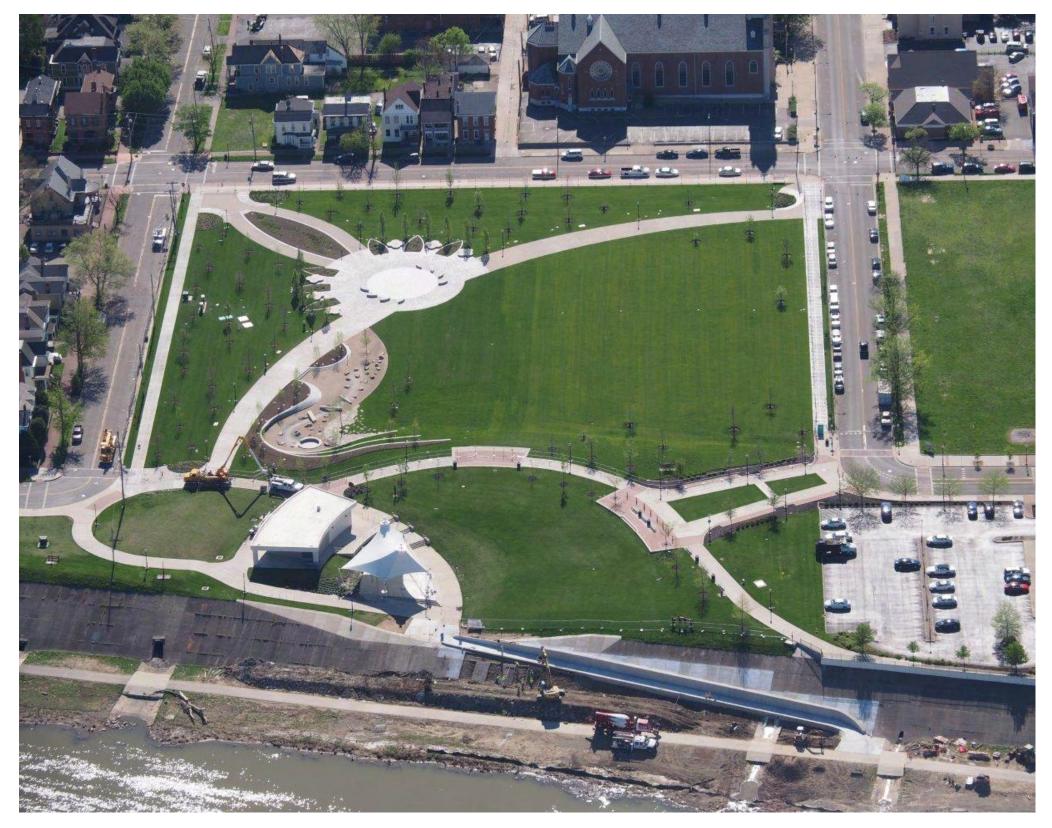








MARCUM PARK HAMILTON, OH







MARCUM PARK HAMILTON, OH













BRYANT PARK NEW YORK, NY







BRYANT PARK NEW YORK, NY





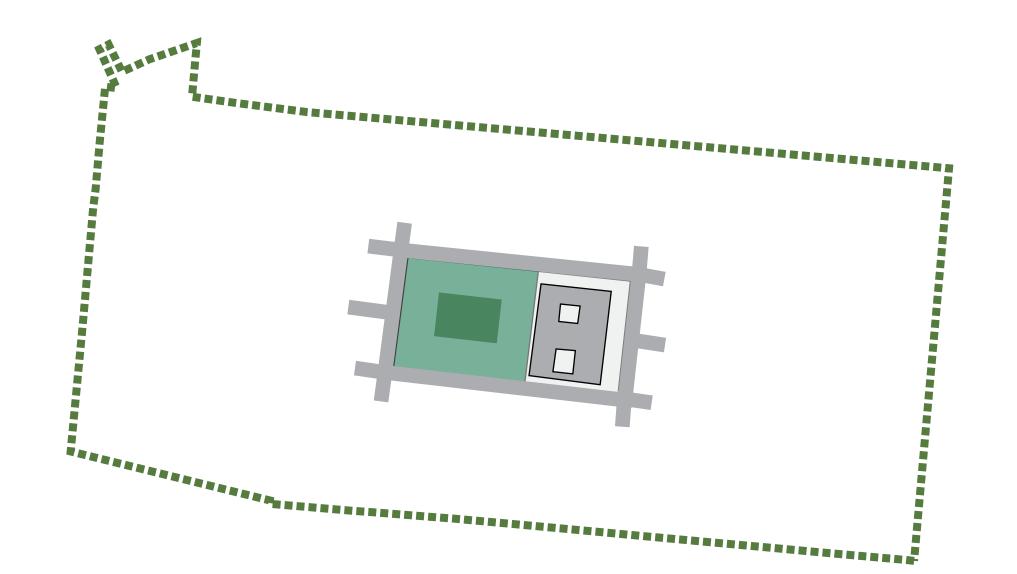








UNDERSTANDING SCALE



BRYANT PARK NEW YORK, NY





MADISON SQUARE PARK NEW YORK, NY







MADISON SQUARE PARK NEW YORK, NY







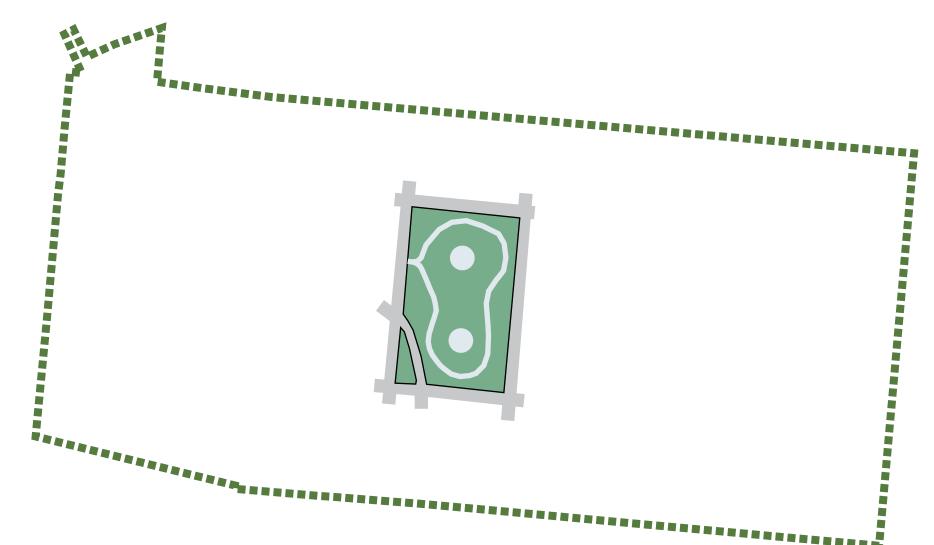






UNDERSTANDING SCALE

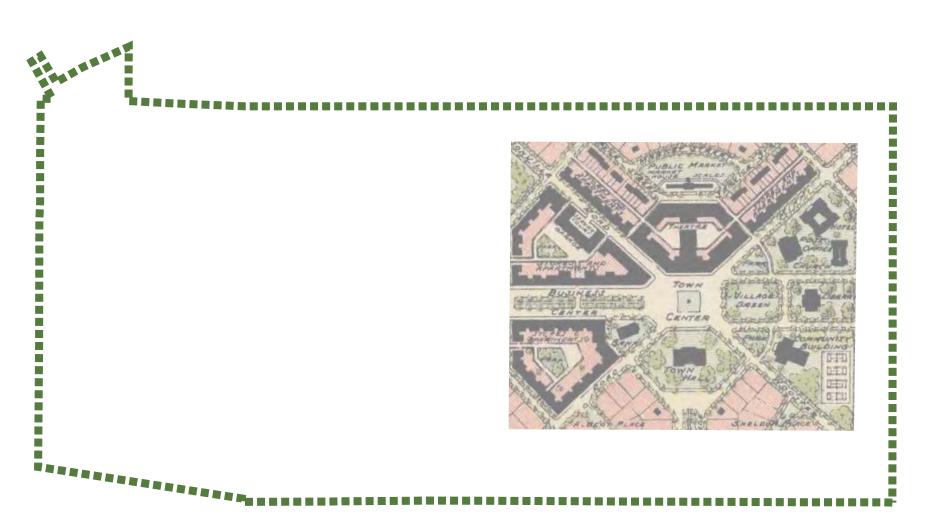
MADISON SQUARE PARK NEW YORK, NY







UNDERSTANDING SCALE



At around 40 acres, the village center of Mariemont occupies under 1/3 of the total area of the Amberley Green property.

VILLAGE COMMONS MARIEMONT, OH





4. ALTERNATIVE USE PLAN





→ Vehicular Traffic

←---→ Trail

Access Point

New Intersection



View from Fairhaven Lane across Ridge Road



A zero-depth pool & spray ground would increase daily patronage of the green & support dining / concession



Community garden plots with social spaces at Franklin County Conservatory





TRAIL CONNECTION TO MAYERSON JCC

RIDGE ROAD

- 1 The primary entrance could be relocated along a tree-lined boulevard that aligns with Fairhaven Lane. This location provides expansive westward vistas along the crest of the ridgetop.
- 2 The Proposed JCC pool complex and its' associated parking could be shifted to the north side of the entrance boulevard to allow for more direct public access and "valley views."
- 3 A well-defined "civic greene" could become the focal point of a larger park commons and serve as a flexible venue for a seasonal farmer's market, musical performances, and/or various cultural & civic events.
- Parking for the JCC's proposed event center could be screened and compartmentalized to create a more "Park-like" entrance to the property.
- 5 The existing tennis courts could be reconfigured to maximize the efficiency of event parking.
- 6 Multi-purpose trails could be developed along Ridge Road to provide greater walkability to the property from French Park, the Municipal Center and the JCC.
- 7 Walking Trails could be extended to adjoining neighborhoods along public easements at Twigwood Lane and Fernwood Drive.



MUNICIPAL BUILDING







← Vehicular Traffic

←---→ Trail

O A

Access Point



Play areas could feature natural materials & equipment for all ages



Challenging play features could be integrated at playgrounds or throughout the park



Shake Shack restaurant at Madison Square Park, NYC







← Vehicular Traffic

←---→ Trail

Access Point





This senior housing example from the northeast, uses varied materials & fenestration to create a neighborhood scale & character



Village scale attached living units could front directly to open spaces



Linear commons / esplanade at Norton Commons, KY















✓ Vehicular Traffic

←---→ Trail

0

Access Point

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OPPPORTUNITIES

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MUNICIPAL BUILDING





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Vehicular Traffic

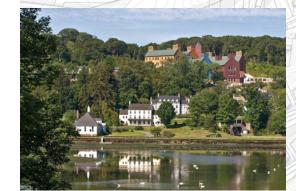
←---→ Trail

0

Access Point

%

New Intersection



This low-impact, bio-medical research campus in Cold Harbour, NY, nestles within steeper wodded terrain



The Lindner Center of Hope could serve as a local precedent for low-impact campus development

OPPPORTUNITIES

TRAIL CONNECTION TO MAYERSON JCC

RIDGE ROAD

- 1 The feasibility of a new access road at Knollcrest Drive could be studied to determine the potential for developing the most remote quadrant of the property for revenue generating uses such as a heathcare, bio-medical or research campus.
- 2 A perpetual conservation easement or bufferyard could be established to preserve sensitive slopes, the existing stream and woodlands and maintain public access to the westernmost perimeter of the property.

SITE DATA

JCC Event Center, Pool & Day Camp

Potential Senior Living Area

Potential Campus Development Area

Total Development Area

Net Remaining Open Space

Total Property Area

8.0 ac.

41.0 ac.

41.0 ac.

92.0 ac.

133.0 ac.



TRAIL CONNECTION TO FRENCH PARK & AMBERLEY MUNICIPAL BUILDING





