



Initial Trustee Review Meeting

February 23, 2010


COLERAIN AVENUE STREETSCAPE PLAN

COLERAIN TOWNSHIP, OHIO

Kinzelman Kline Gossman
Front Street Analytics
Brownstone Design
CDS Associates, Inc.



Agenda

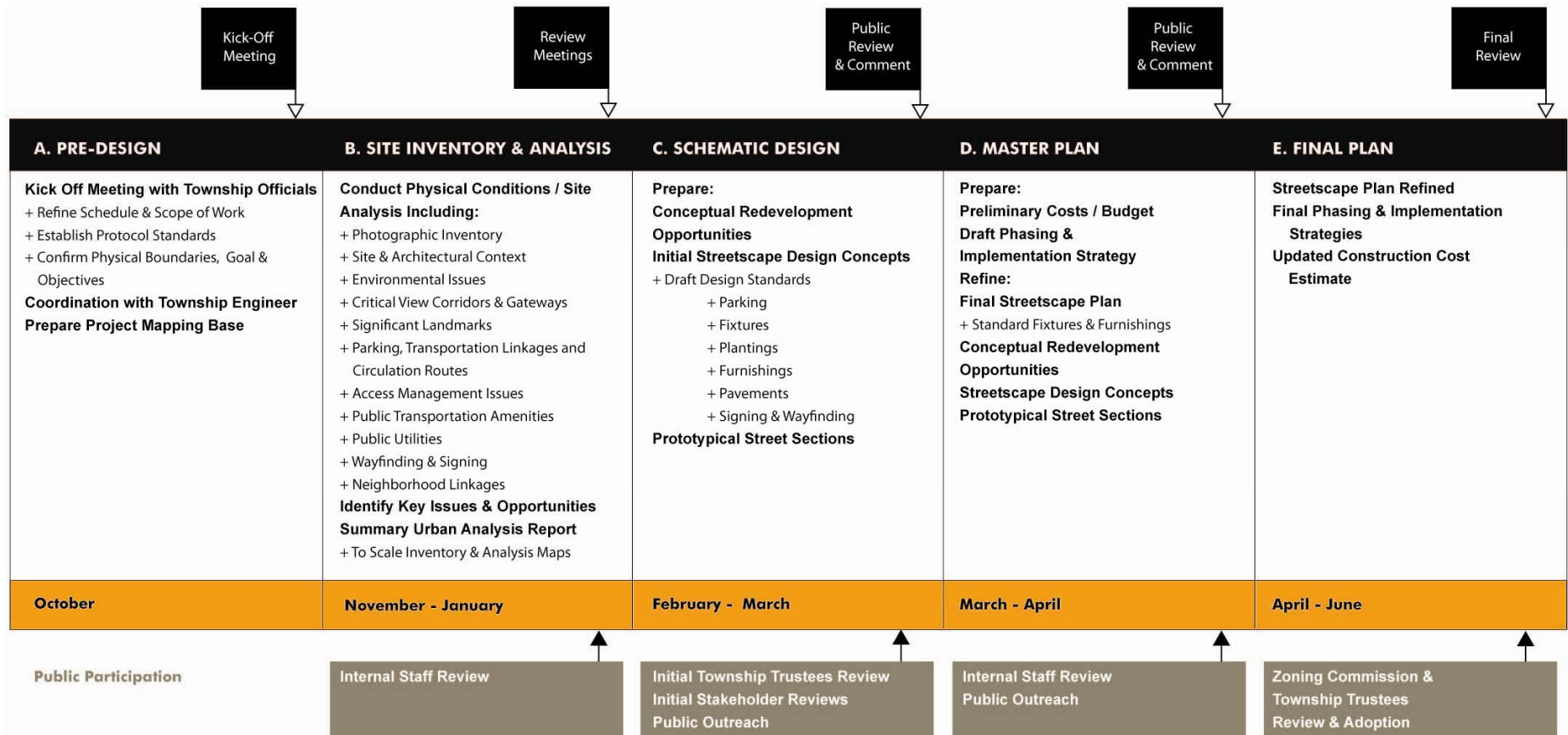
- **Project Goals**
 - **Project Schedule**
 - **Existing Conditions Assessment**
 - **Preliminary Market Findings**
 - **Potential Redevelopment Opportunities**
 - **Potential Design Guidelines**
 - **Next Steps**
- 

Goals

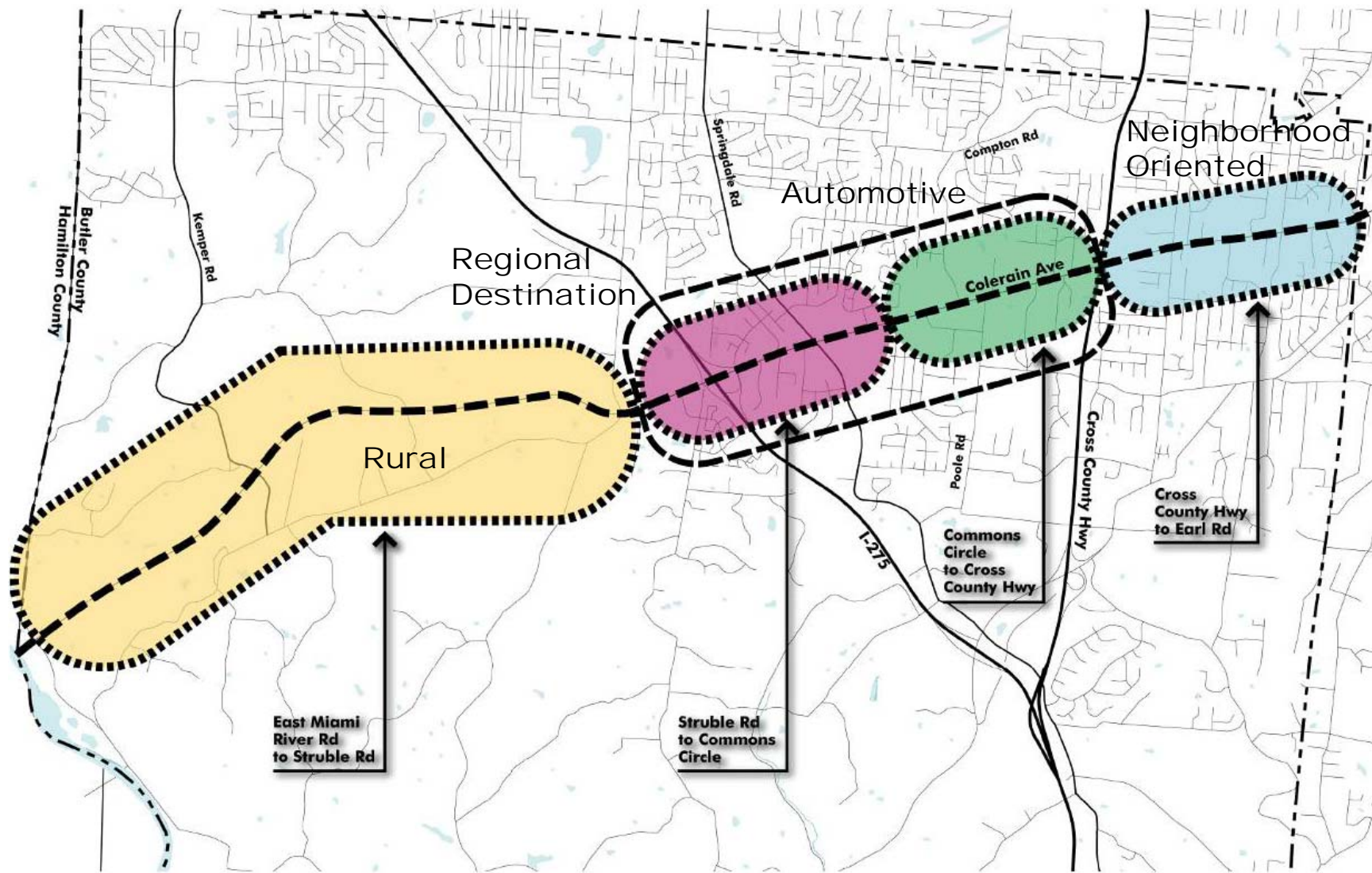
- **Create a higher quality corridor identity**
- **Create a higher quality of place and pedestrian experience**
- **Incentivize private redevelopment, reinvestment and job growth**
- **Position corridor properties for transformation to future highest and best use and increased tax revenue**
- **Create stronger linkages to community, civic and institutional anchors**



Project Schedule

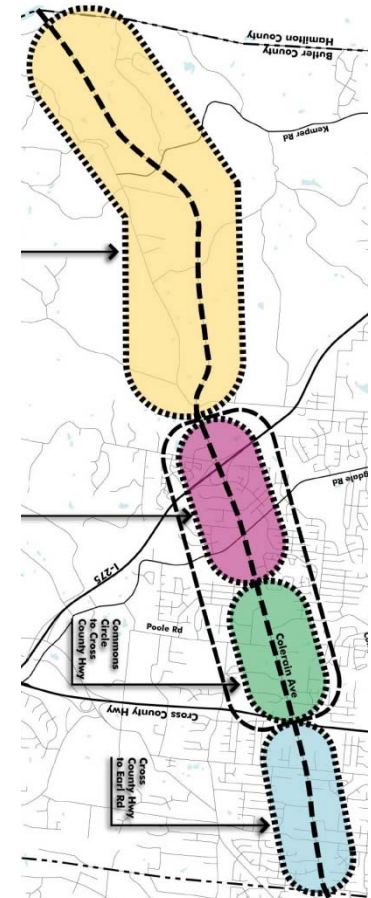


Context Map – Corridor “Districts”



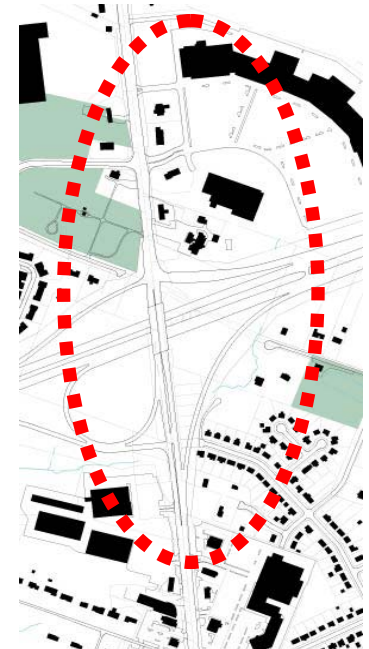
East Miami River to Struble Rd

- Developing rural area
- Northern gateway to Township
- Limited access highway
- Varying width turf median
- Rural in nature
- Zoned Estate Residential
- No pedestrian linkages
- Lacks sense of arrival, poor sense of identity



Struble Rd to I-275

- “Regional Retail District”
- Opportunity to create significant gateway at Struble Rd and Old Colerain Ave.
- Generous roadside and median enhancement potential
- Poor interconnectivity between Colerain Town Center, Lowes and adjoining local streets
- Under-utilized highway frontage



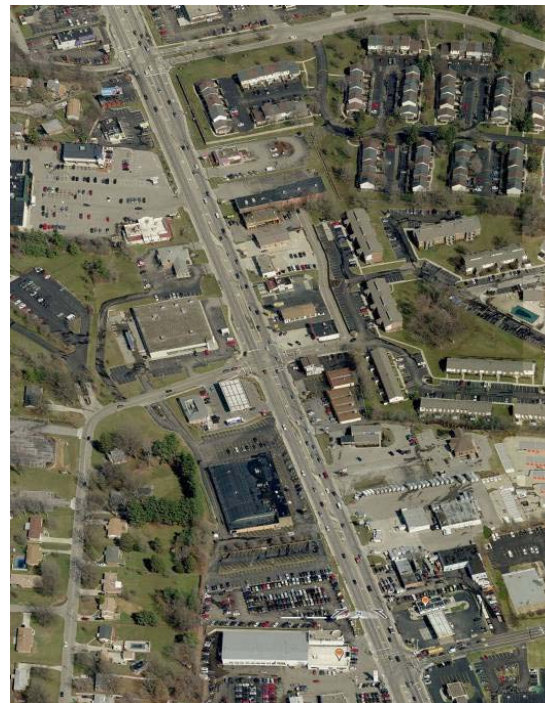
I-275 to Commons Circle ("Northgate" Area)

- Anchored by Northgate Mall and Stone Creek Towne Center
- Limited connectivity / poor cross-connections between commercial centers
- Primarily zoned Planned Business / Neighborhood Business
- Deep parcels and building setbacks



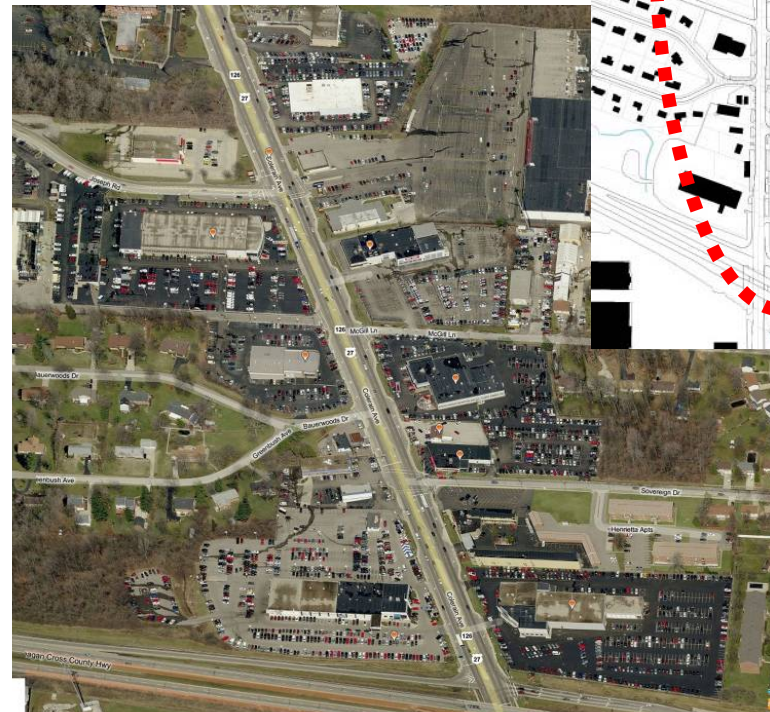
Commons Circle to Compton Rd

- “Local Mixed-Use Corridor”
- Shallow, smaller parcels adjoining residential properties
- Less desirable commercial sites due to parcel limitations and distance from highways
- Limited pedestrian connectivity along Compton Roads
- Primarily zoned Neighborhood Business
- Mix of transitional neighborhood retail, service and office uses



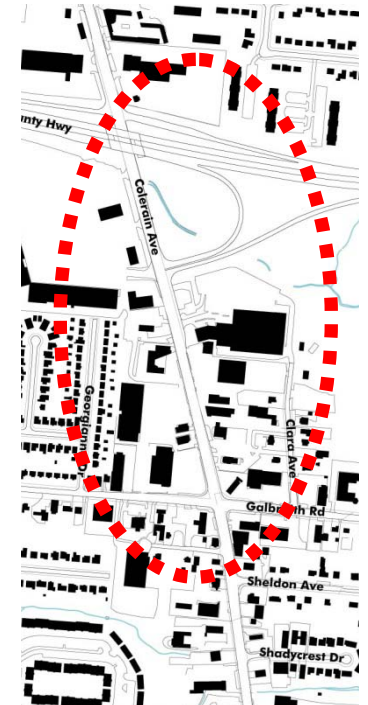
Compton Rd to Cross County Hwy

- “Automotive Sales District”
- Poor cross connectivity between parcels and adjoining local streets
- Constrained R.O.W.
- Limited pedestrian connectivity along Poole Road to H.S. and YMCA
- Numerous left turn movements and curb cuts
- Primarily zoned Neighborhood Business



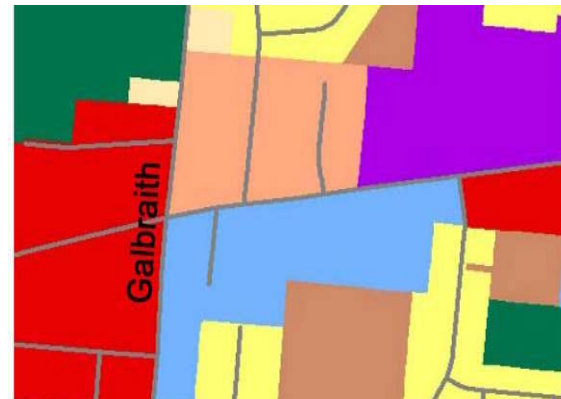
Cross County Hwy to Galbraith Rd

- “Local Commercial Center”
- Anchored by The Crossings / Biggs and Colerain Hills / Walmart
- Constrained R/W with limited landscape buffer
- Sidewalk adjacent to roadway
- Mix of retail with deep parcels and outparcel development near roadway
- Primarily zoned Neighborhood Business
- Significant gateway opportunity at Cross County Highway



Galbraith Rd to Earl Rd

- “Local Mixed-Use Corridor”
- Zoned Neighborhood Business (4 different land-use classifications)
- Constrained R.O.W. from Galbraith to Jonrose Ave.
- Deeper setbacks from Jonrose to Earl Rd.
- Sidewalk is not continuous
- Areas of no curb
- High density of curb cuts and continuous drive aprons
- No median barrier



Typical Corridor Issues

- Image and Identity
- Mobility / Pedestrian Accommodations
- Overhead Utility and Signage Clutter
- Landscape / Streetscape Amenities



Image and Identity

- Automotive Oriented
- Large fields of pavement
- Extensive width of roadway
- Visual clutter



Mobility / Pedestrian Accommodations

- Unmarked / faded crosswalks
- Limited locations of ADA detectable warning pavers
- Lack of crosswalk pedestrian signals
- No sidewalks in some locations
- Poor pedestrian accommodations within parking field
- Poor transit stop accommodations
- No buffer / separation of sidewalk from roadway



Overhead Utility and Signage Clutter

- Overhead utility clutter
- Span wire supported traffic control
- Limited lighting / Unattractive Lighting fixture
- Retail signage clutter



Landscape / Streetscape Amenities

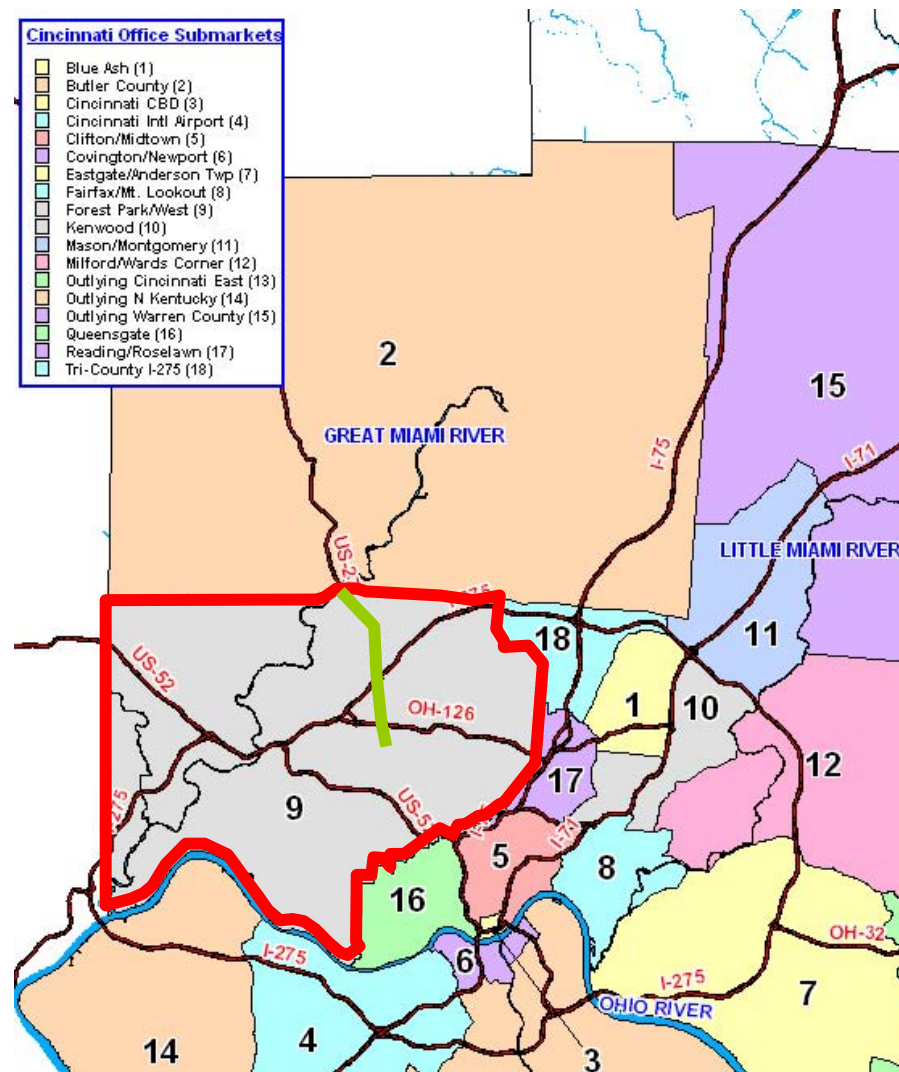
- Lack of landscaping within parking fields
- Uninterrupted views to parking fields
- Lack of buffer between sidewalk, roadway and parking fields
- Lack of pedestrian scale streetscape amenities



Key Market Observations

- **Key Uses**
 - Neighborhood Commercial
 - Regional Retail
 - Automotive
- **A Large Submarket for Retail in the Larger Cincinnati Region**
 - 15.4 million sf of retail in the larger “Forest Park West” sub market*
 - Moderate vacancy
 - Aging Retail Infrastructure

*CoStar Defined Market Areas



Office Market Potential

- Highway visibility
- Very little Class A
- Very strong B/C lease rates
 - + 2009 quoted rate
 - B - \$16.81
 - C - \$13.09

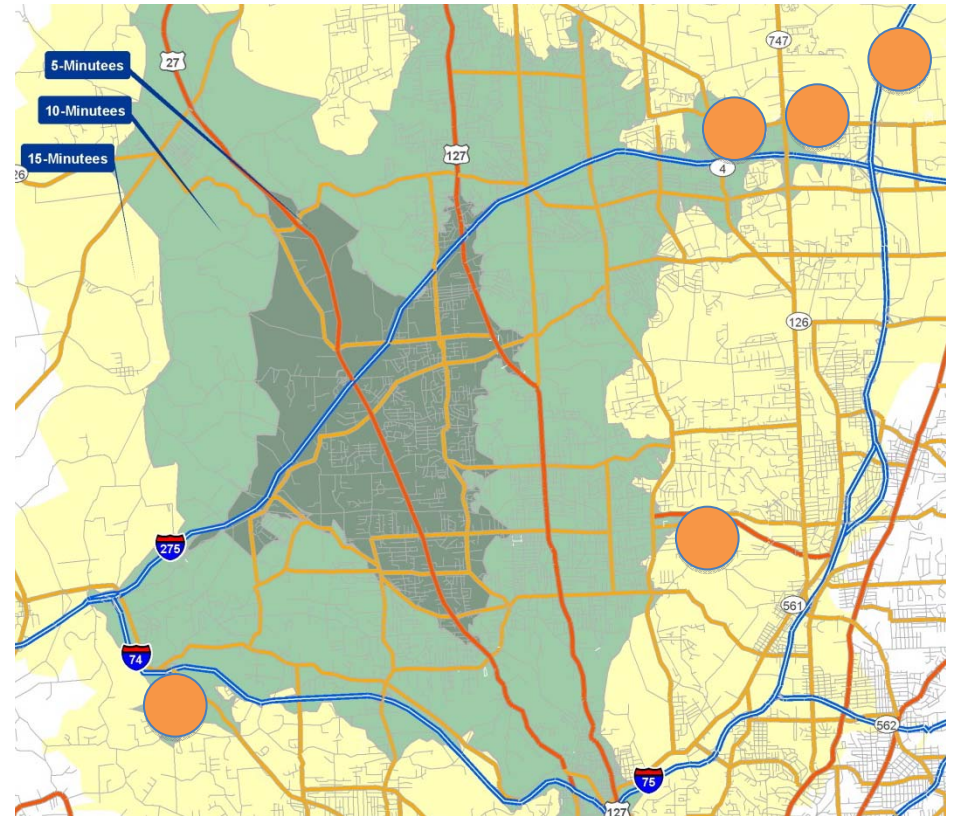


Medical Office Potential

- Apparent Demand
- More Readily Financed
- Hybrid / Retail Concepts
 - Sports Med
 - Cosmetic
 - Scanning / MRI
 - “Close to Home” Clinics
 - Surgery Outpatient

Cinema Market Potential

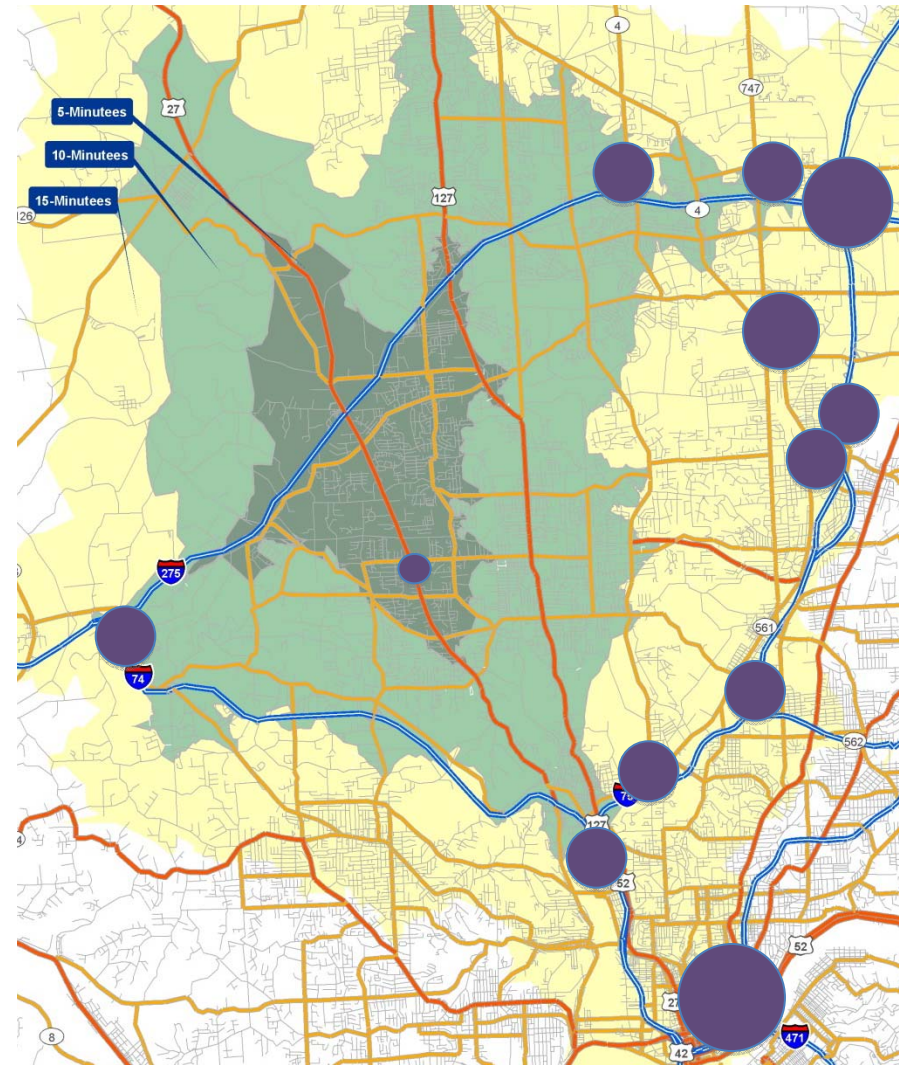
- **Driving Force**
 - Apparent Gap in Marketplace for Cinema
 - Older smaller cinemas have closed
 - Cinema User interested in modern multiplex in the area
- **Location Decision Criteria**
 - Demographics Regional Accessibility, Surrounding Amenities – adjacent food and other retail
 - Regional Accessibility, Surrounding are Key Location drivers
 - Typical Site Size – 8 to 10 Acres
 - Industry consolidations, technical upgrades and economy have slowed expansion.
 - Current Financial climate is slow



Major Cinema Locations

Hospitality Market Potential

- **Current Geographic Gap in Marketplace for Hospitality Use**
- **Demand Follows (1) Office Uses (2) Convention / Tourism (3) Traffic**
 - Local Office Demand is Lacking
 - Convention is Focused Downtown and Sharonville
 - Strong Traffic
 - Typical Site Size – 3 to 5 Acres
 - Interstate Sight Lines / Signage is Critical
- **Very Little Development Occurring Today**
 - Resale Values are Lower than New Construction Costs



● Hotel Concentration Nodes

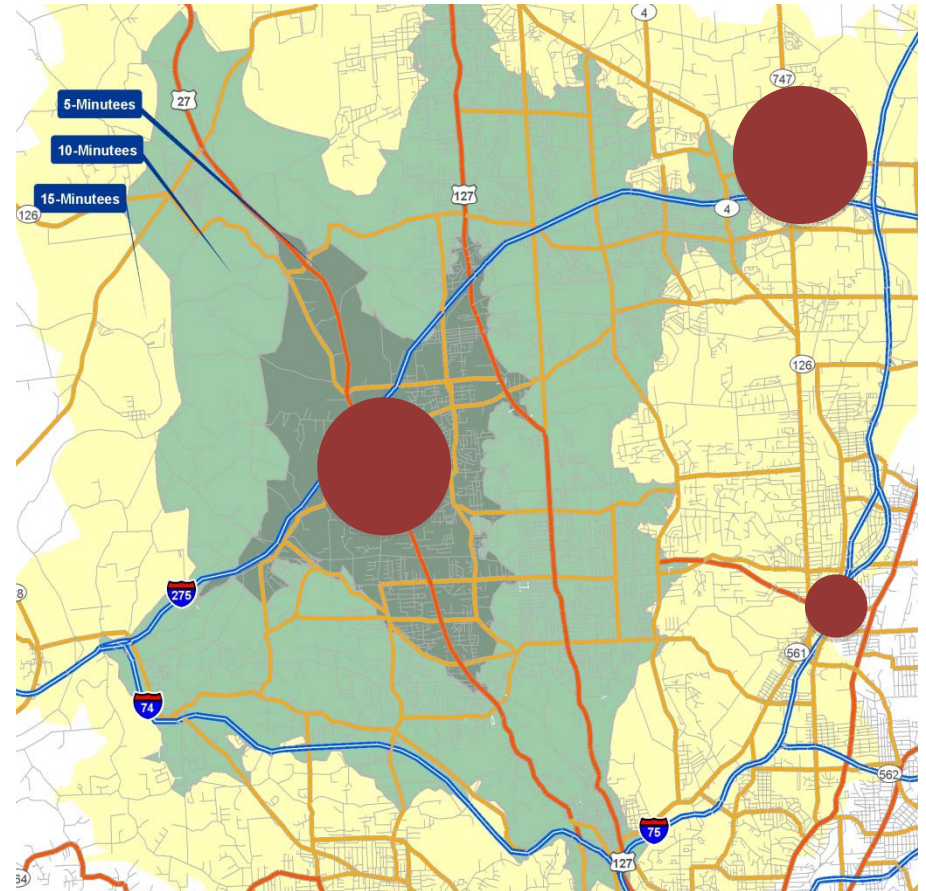
Independent / Assisted Living Market Potential

- **Development Strategies Differ**
 - **Assisted Living tends toward convenience**
 - High Traffic / Visibility
 - Marketing to children caring for parents – shorter purchase deliberation cycle
 - Make care close and easy to get to
 - **Independent Living is more location driven**
 - Allow nearby residents to move in without displacing from friends, community & activities
 - Campus concept – from condo, to apartment, to assisted, to nursing – amenity driven



Automotive Market Potential

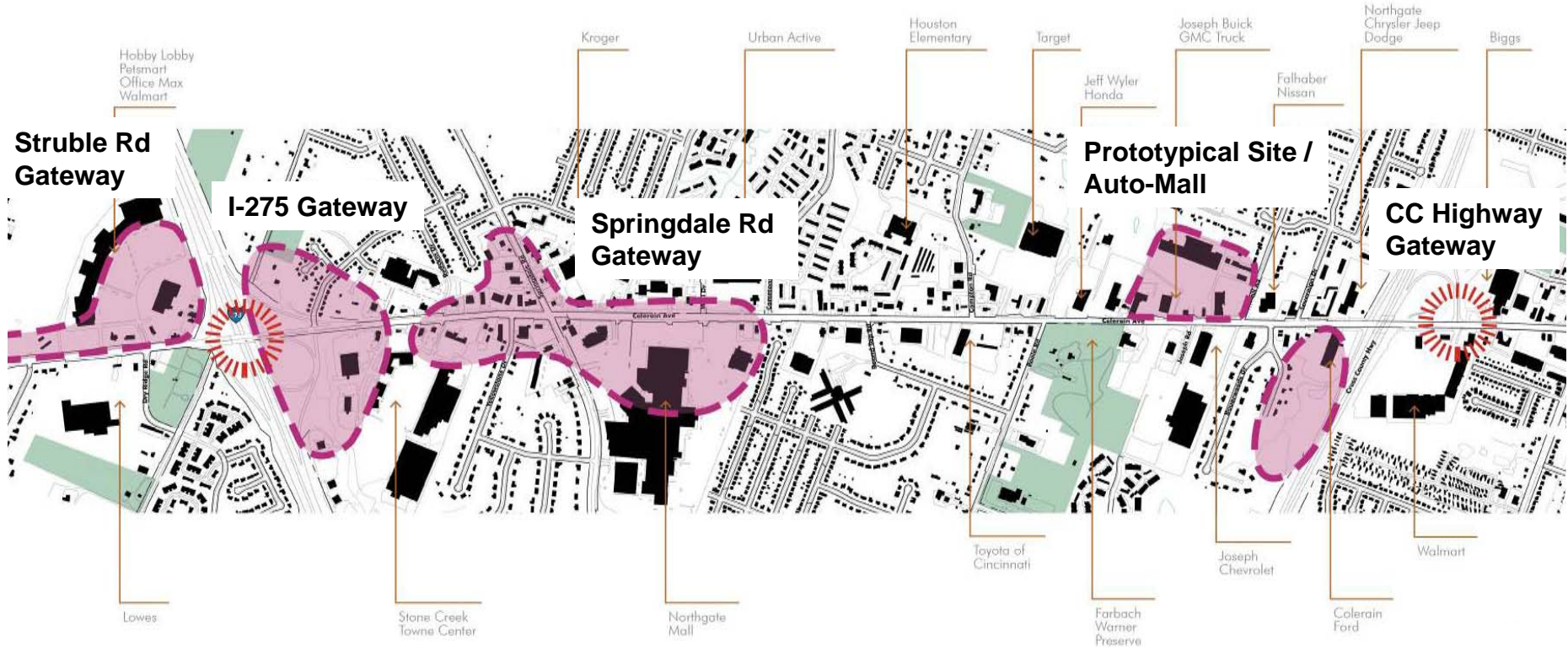
- **Brings customers from outside district**
- **Clustered between Cross County and Compton Road**
- **Manufacturers dictating upgrades and brand consolidation**
- **Location Decision Criteria**
 - Regional Accessibility, Visibility, Other Dealers (Auto Mall Concept)
 - Site Size Trend - 4-6 acres to 8-10 acres
 - Owner / Occupied - Motivations ?
 - General Economics / Continued Recovery / Incentives



 Major New Automobile Nodes

Redevelopment Opportunities

- Struble Road Gateway
- I-275 Gateway
- Springdale Road Gateway
- Prototypical Site / Auto-Mall
- Cross County Highway Gateway
- U.S. 27 Overpass Gateways
- Multi-Use Trail Along U.S. 27
- Landscaped Medians



Current “Best Practices” – Stone Creek Towne Center



Struble Road Gateway Concept

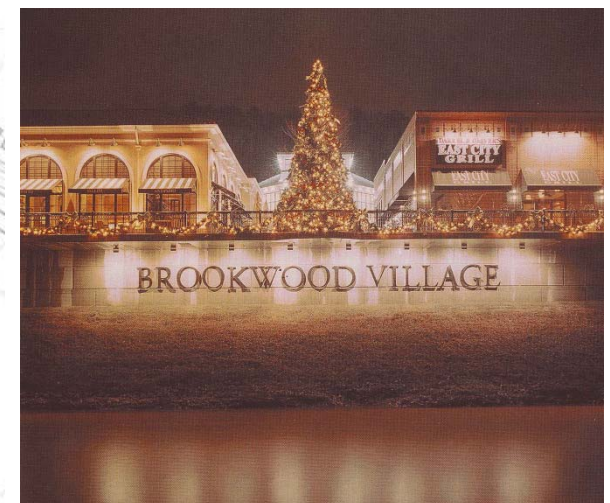


- Create an enhanced gateway, median and intersection at Struble and Colerain Ave
- Improve pedestrian connectivity along Dry Ridge Road and within development sites
- Redevelop highway frontage and introduce a better-organized street grid

I-275 Gateway Concept

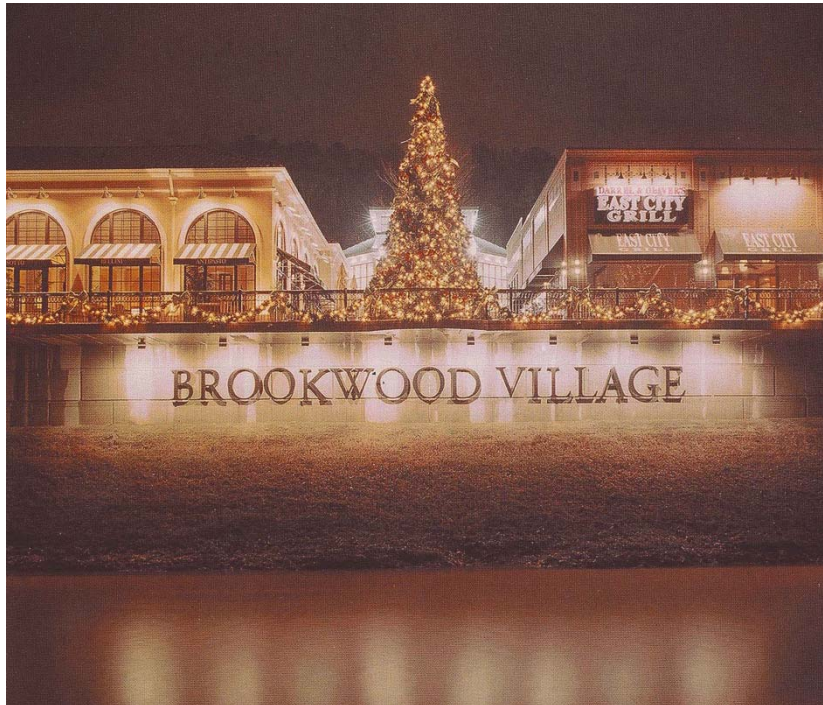


- Hospitality development @ Toys-r-us & Capstan Drive
- Gateway Landscape treatments could be extended behind the ODOT R.O.W. in order to create more dramatic amenity features and signing.



Gateways

- Future enhancements to bridges on U.S. 27, I-275 and Cross County Highway could be treated with architectural enhancements which establish a more distinctive Township identity.



Springdale Road Gateway

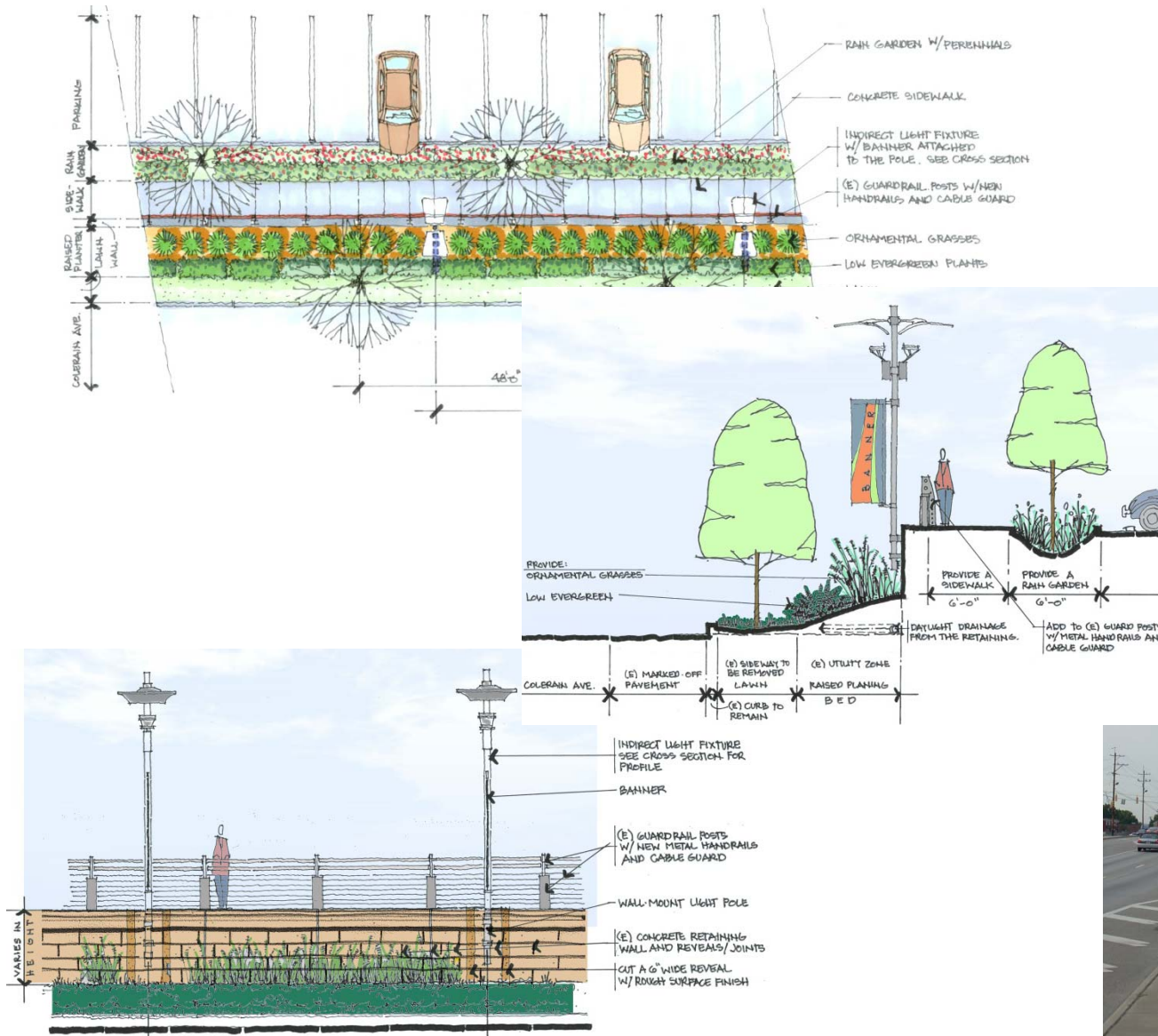


Kenwood Mall

- Link Northgate Mall & Stone Creek Towne Center via new frontage road
- Improved pedestrian experience through frontage road, landscaping and streetscape enhancements
- Soften Roadway and parking fields through landscape buffers and parking lot islands
- Create better sites for office & hospitality uses
- Staged gateway redevelopment of former cinema & BP site
- New retail / restaurant laminated to mall façade (Kenwood Mall)

“Mall Wall” Treatments

- Remove sidewalk from street level and relocate sidewalk to Mall parking lot
- Create vegetated buffer between roadway and wall
- Apply stone façade to wall to match stone found at Township Admin. Building
- Install ornamental light post and banners on top of wall

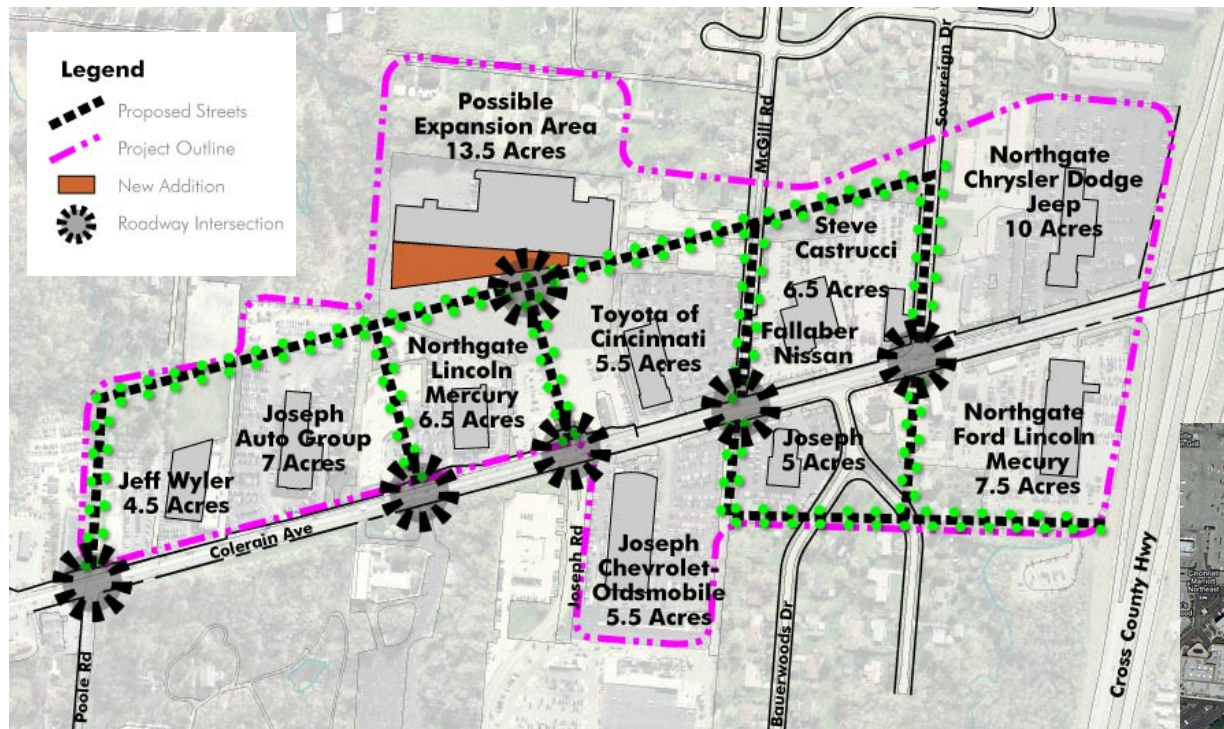


Prototypical Site Redevelopment Concept



- Redevelop out-moded retail centers to introduce a better organized street grid
- Re-tenant former big boxes as office and/or smaller retail spaces
- Introduce transitional multi-family housing as buffer to adjacent neighborhoods
- Introduce pedestrian friendly “urban” street grid
- Improve sidewalks, establish tree lawn and parking buffer setbacks
- Reduce / consolidate curb cuts
- Introduce landscaped medians
- Soften parking fields through landscape buffers and parking lot islands

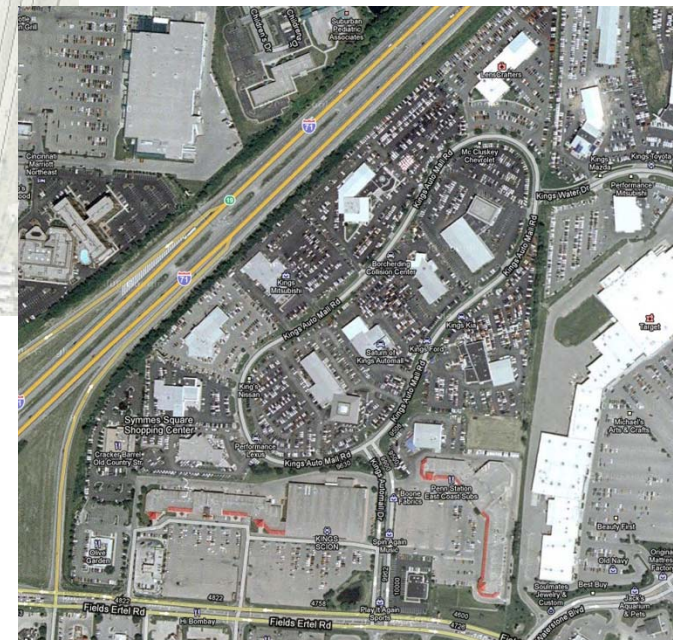
Cross County "Auto-Mall" Concept



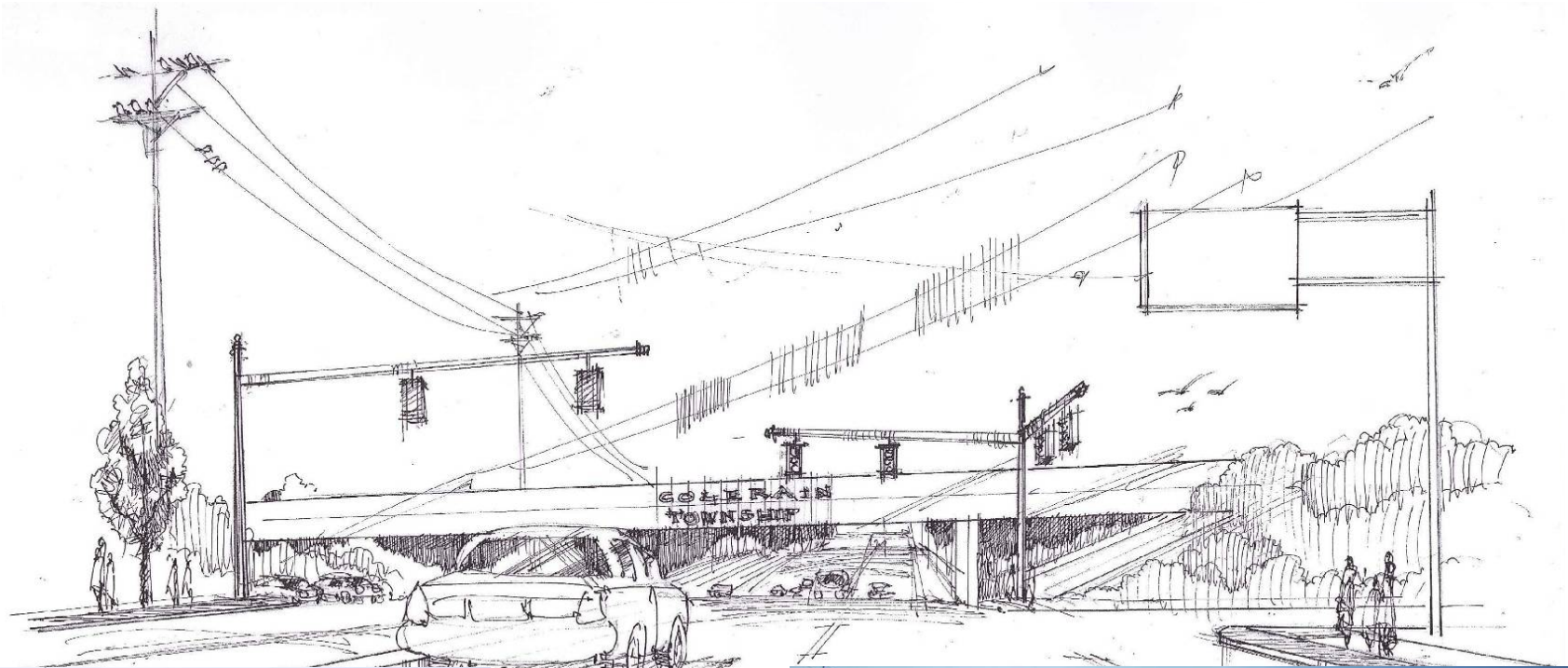
- Introduce better access and pedestrian amenities
- Reduce / consolidate curb cuts

- Existing total acres of Car Sales = +/- 54 Acres
- Potential total acres of Car Sales = +/-70 Acres

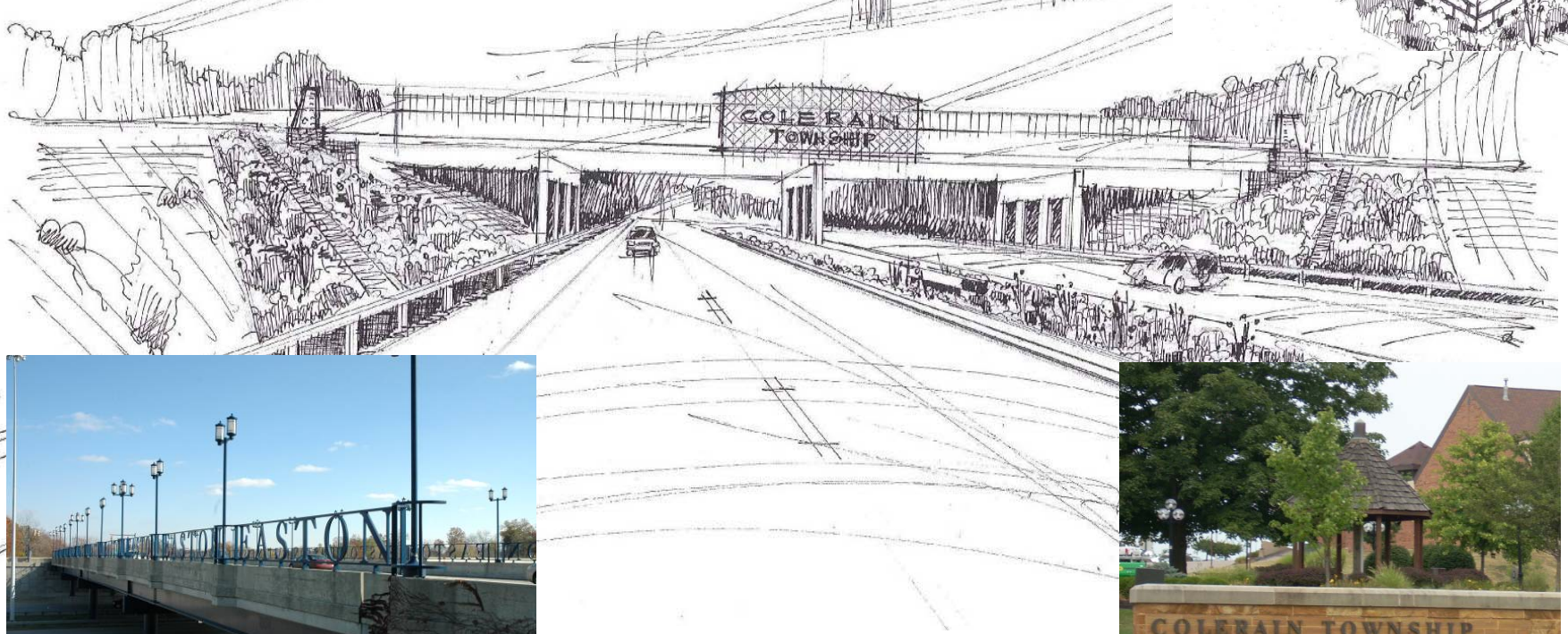
Kings Auto Mall
= +/-70 Acres



Cross County Highway Gateway

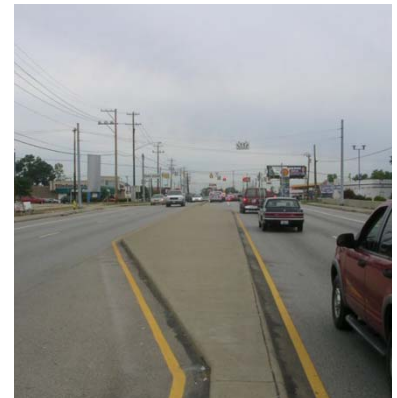
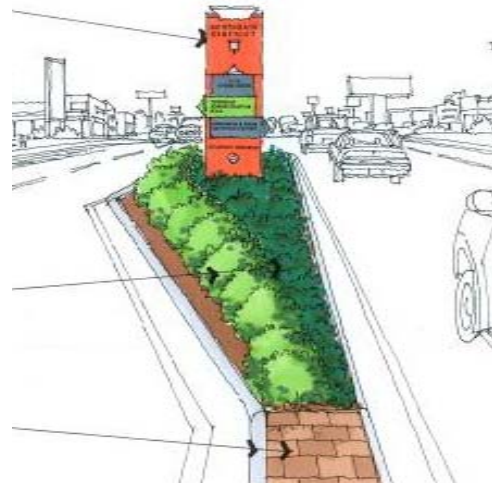


US 27 Overpass Gateway



Medians

- **Recommendations**
 - Phase the development of planted medians where barrier curbs can be replaced.
 - As curb cuts are eliminated introduce more landscaped medians.
 - Utilize low plantings of small shrubs or perennial to maintain visibility while adding color.
 - Work with ODOT to determine acceptable wayfinding & lighting applications.

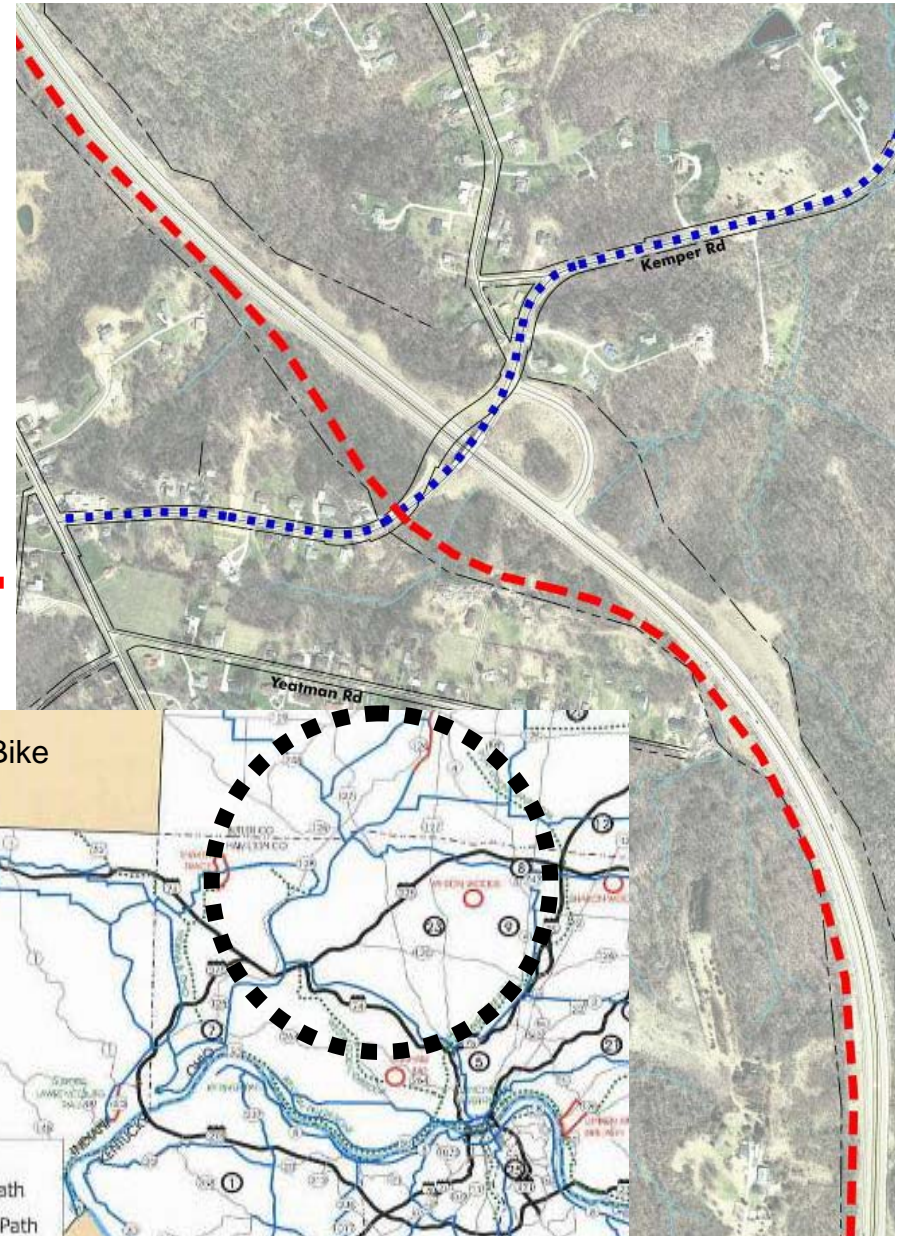


Multi-Use Trail

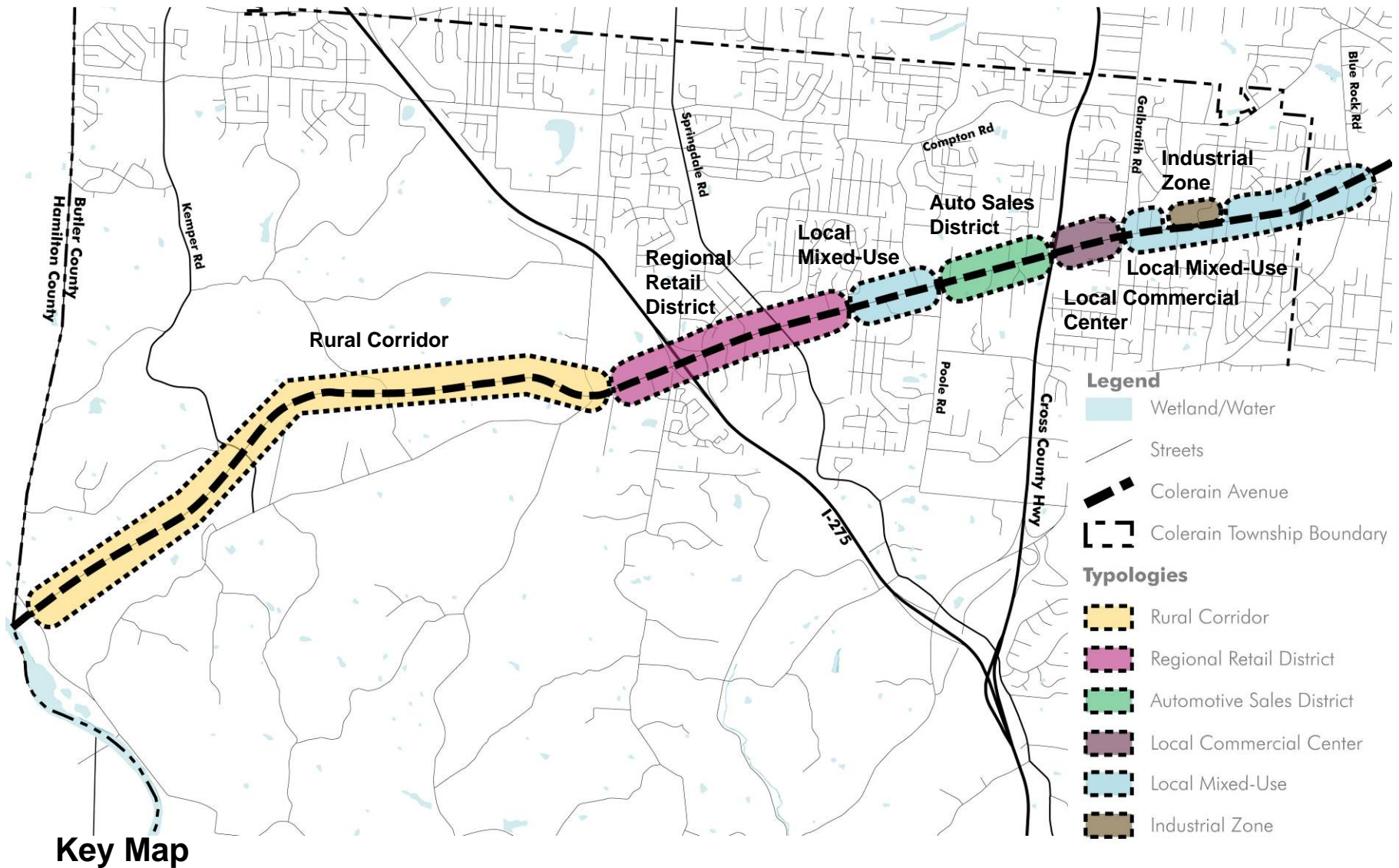
- Study potential for connection from Struble Rd to East Miami River Road Scenic By-Way and OKI regional bike path system



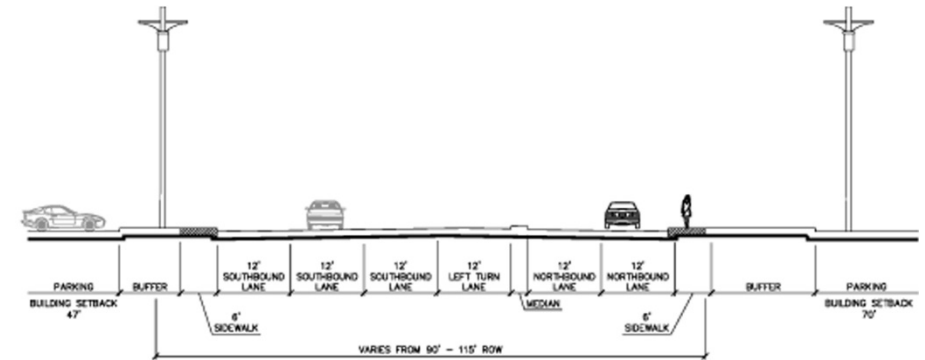
Multi-purpose Trail ————
Shared-use Trail ······



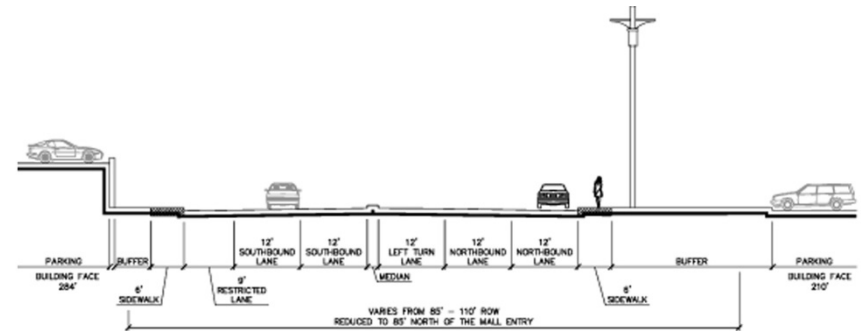
Recommended Corridor Design Guidelines



Regional Retail District – Existing Conditions

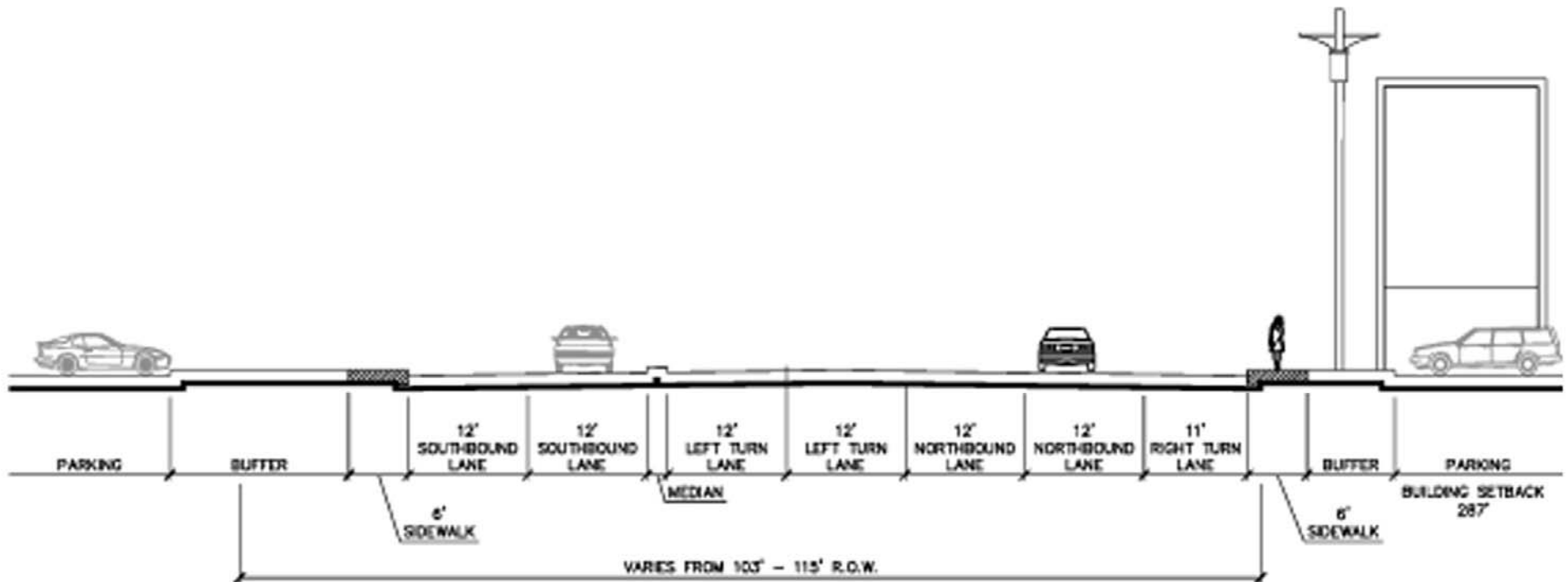


North of Springdale Road



North of Mall Drive

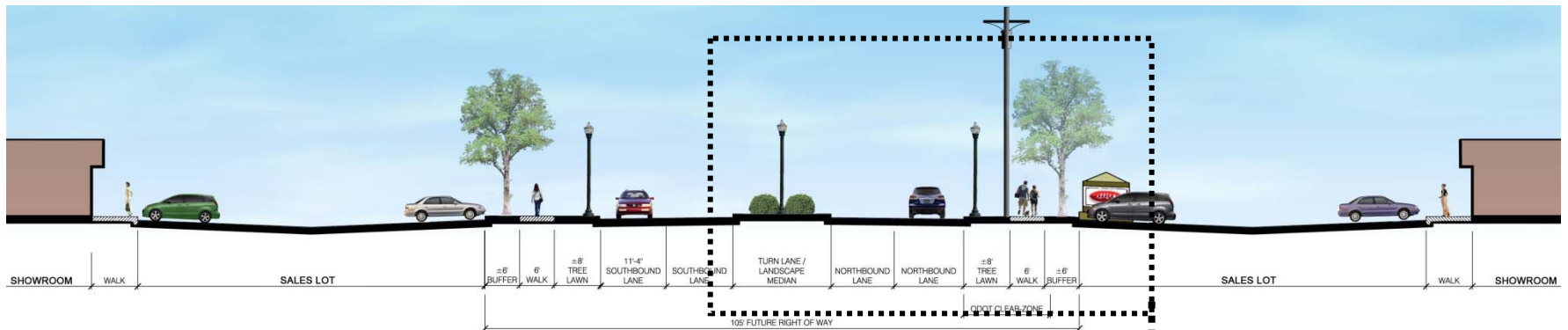
Regional Retail District - Prototypical Street Section



Design Guidelines

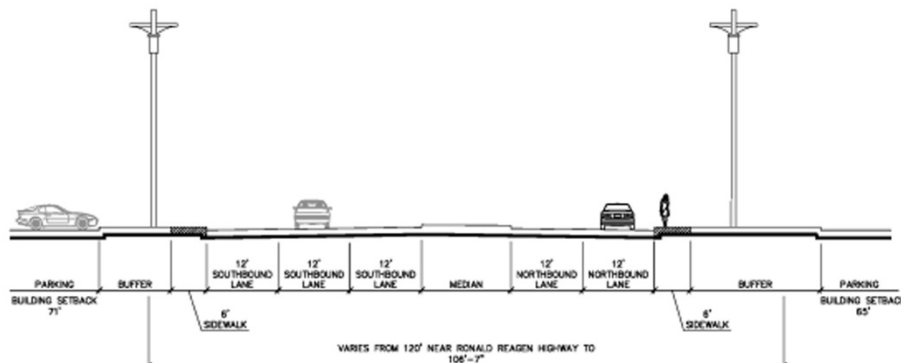
- 120' R.O.W.
- +/- 8' Wide Tree Lawn
- 6' Wide Sidewalk
- +/-6' Wide Landscape Buffer
- Landscaped Median
- Ornamental Street Lighting

Automotive District - Prototypical Street Section

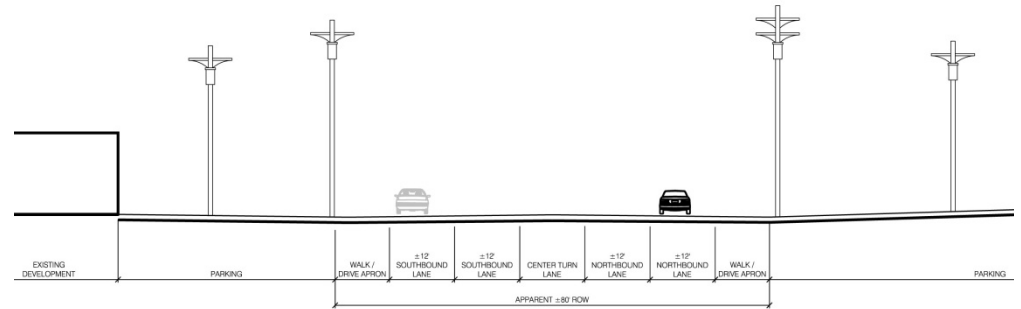


Design Guidelines

- 120' R.O.W.
- +/- 8' Wide Curb Lawn
- 6' Wide Sidewalk
- +/- 6' Wide Lawn or Low Landscape Buffer
- Landscaped Median



Industrial Zone - Existing Conditions



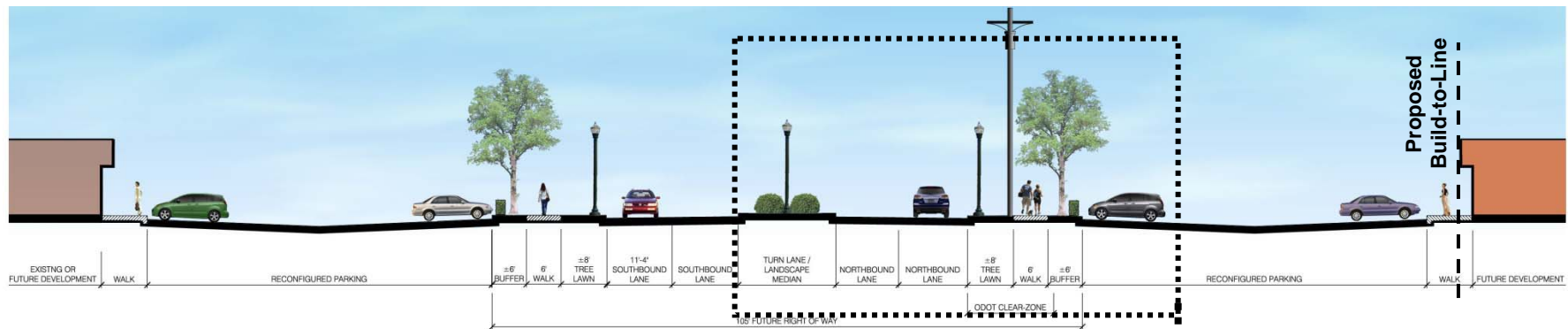
North of Harry Lee Lane

Industrial Zone - Streetscape Guidelines



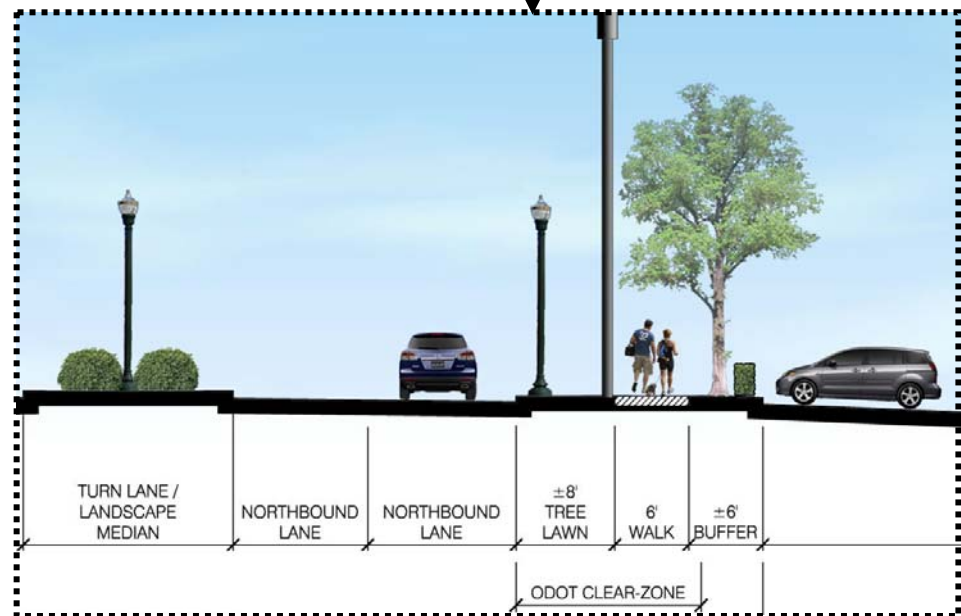
- Establish build-to line for future redevelopment
- Improve sidewalks, establish tree lawn and parking buffer setbacks
- Reduce/consolidate curb cuts
- Soften Roadway and parking fields through landscape buffers and parking lot islands

Industrial Zone - Prototypical Street Section

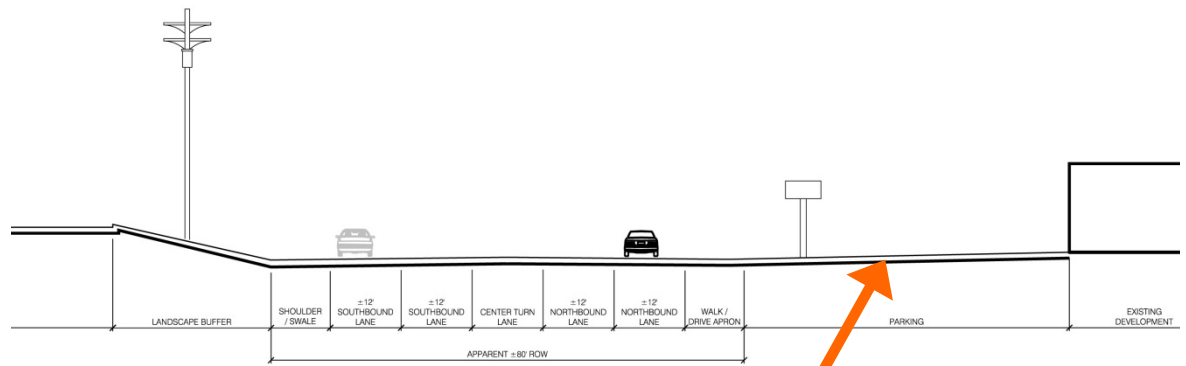
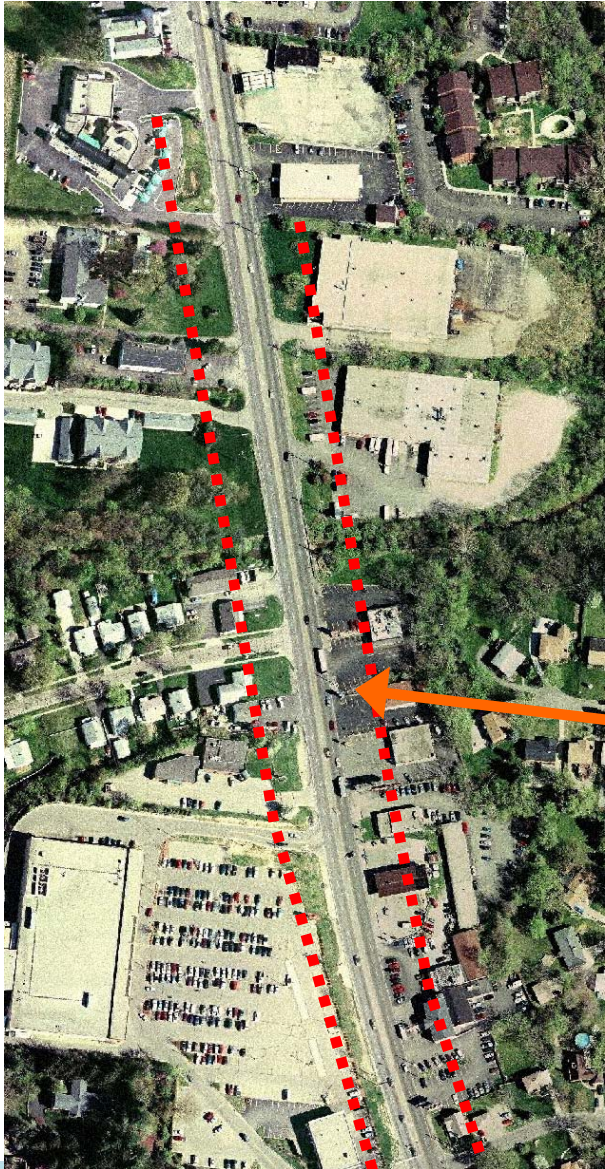


Design Guidelines

- Establish consistent Build-to line
- +/- 8' wide curb lawn
- 6' wide sidewalk
- +/- 6' wide parking buffer



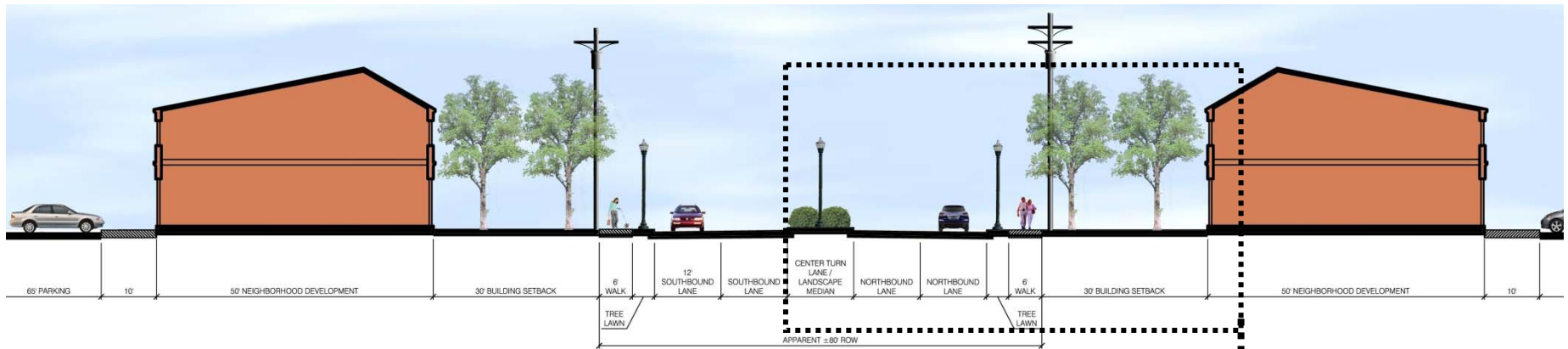
Local Mixed-Use Area – Existing Conditions



Through the Kroger Site

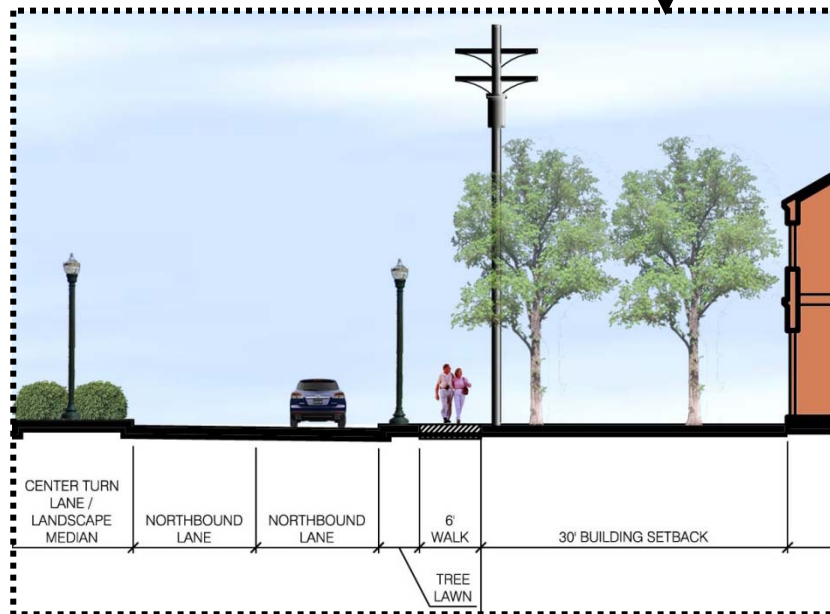
Former “Front Yards”
along east side
converted to parking

Local Mixed-Use - Prototypical Street Section

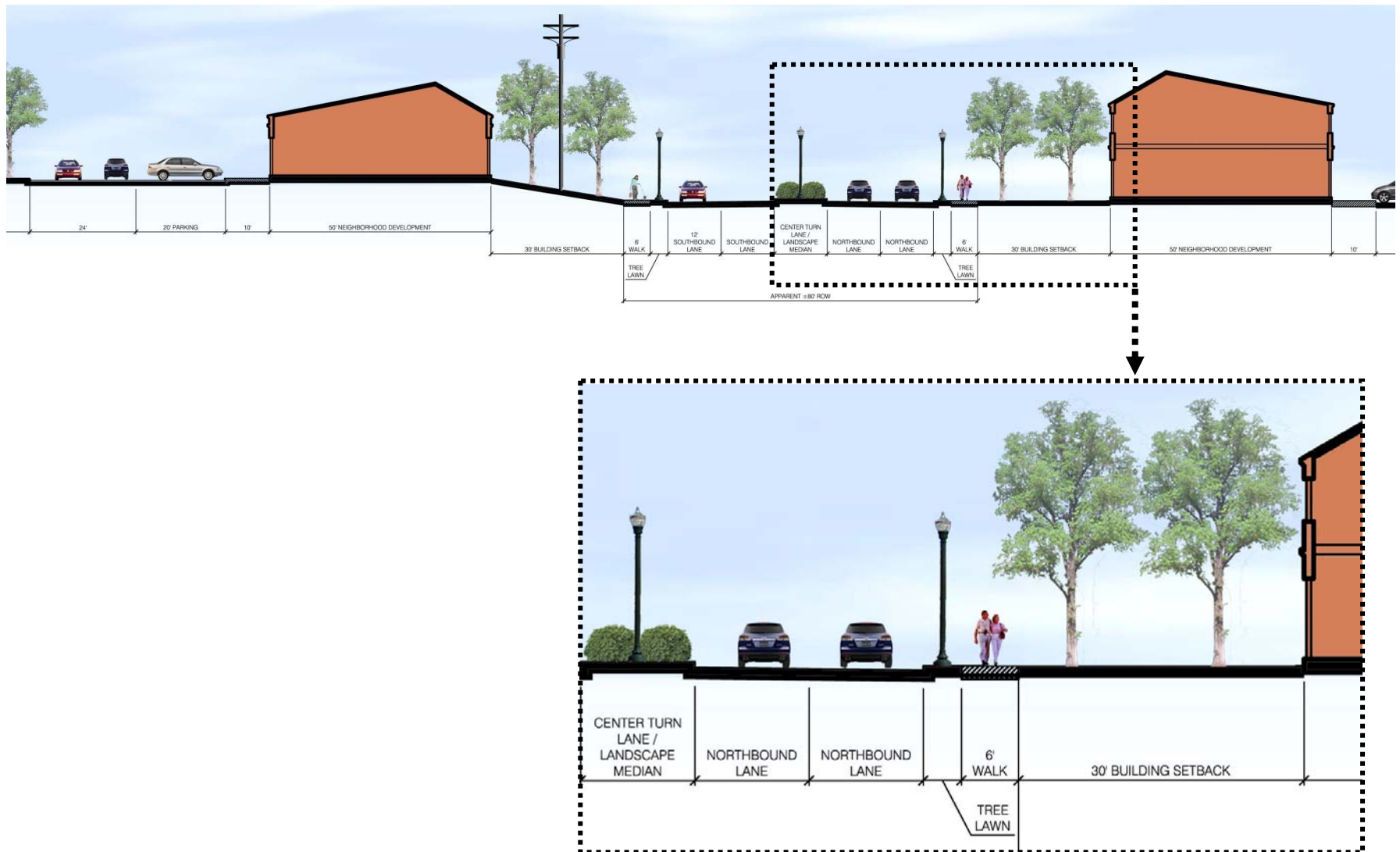


Typical Design Guidelines

- 4ft min. Curb Lawn
- 6' Wide Sidewalk
- +/- 30' Front Yard Build-to Line
- Parking concealed at side or rear yards



Local Mixed-Use - Prototypical Street Section (Kroger Site)






Implementation Possibilities

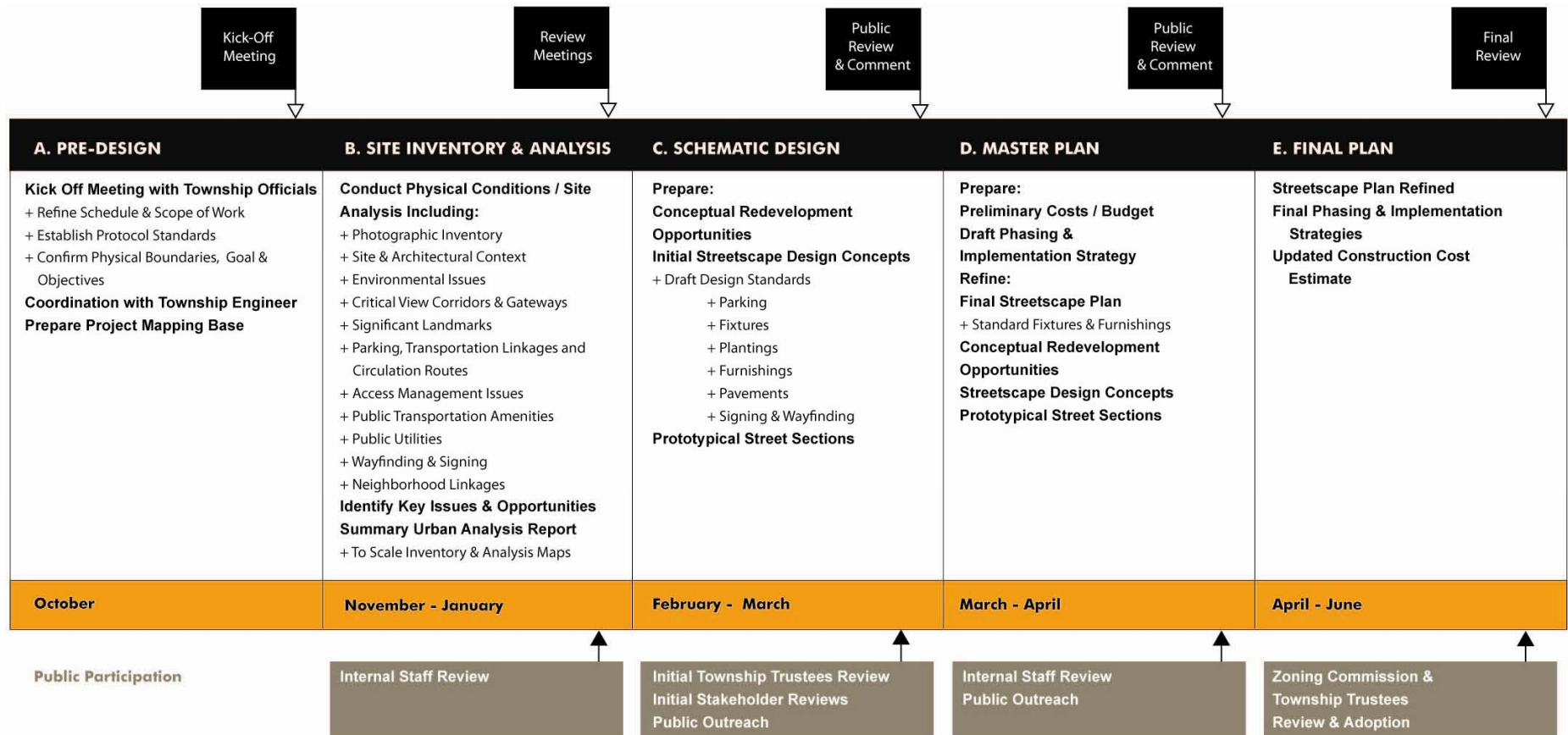
Regulatory / Financial

- Amend Zoning & Land-use Plan
- Adopt Design Guidelines as part of Zoning Code
- Incentivize Redevelopment Through:
 - TIF Financing
 - Enterprise Zones
 - C.R.A. Financing

Project Opportunities


- Improve Springdale Road Gateway (Inc. Overhead Utility Burial + Lighting District)
 - Stone Creek Towne Center to Northgate Mall Frontage Road
 - Establish I-275 Gateway
 - Establish Cross County Highway Gateway
 - Begin Median Enhancements
 - Pedestrian Enhancements at Intersections
 - North U.S. 27 Overpass Gateway – East Miami River Road or Kemper Road
 - Multi-use path / shared access
 - Connection to East Miami River Road Scenic By-way
 - Connections from adjacent neighborhoods
- 

Project Schedule





Next Steps

- **Public / Stakeholder Input**
 - **Design Guideline Refinement**
 - **Cost Estimating**
 - **Phasing Opportunities**
 - **Implementation Recommendations**
- 

Questions / Comments

