



GREENHILLS COMPREHENSIVE PLAN

COLLECTIVE VISION FOR THE FUTURE: GREENHILLS 2029

GOALS, OBJECTIVES AND STRATEGIES

DRAFT

COLLECTIVE VISION GREENHILLS – 2029

IMAGE

Greenhills, a National Historic Landmark, is a progressive community that seamlessly connects strong neighborhoods to a vibrant Village center and the natural environment. The Village embraces its tradition of innovative planning, design and sensitivity to the environment.

THE VILLAGE CENTER

Commerce within the Village is a key component to the community’s quality of life and ongoing financial stability. At the heart of Greenhills is a vibrant, welcoming, mixed-use Village Center where citizens have access to a variety of shopping and cultural opportunities. Eco-friendly, sustainable buildings populate the Village Center providing a broad range of employment opportunities.

COMMUNITY LIFE

The Village is a friendly, well-maintained and accessible community where neighbors are active, caring and informed. Families and residents of all ages enjoy parks, public spaces, tree-lined streets, neighborhood events, and places of worship, volunteer opportunities, safe neighborhoods, recreational, art and cultural amenities. The Village supports, recognizes and utilizes the time and talents of its residents and organizations, and helps shape and form the community now, and in the future.

SCHOOLS/EDUCATION

The Village works in unison with public and private entities to foster a commitment to high quality education. Volunteers and citizens work to provide exceptional educational opportunities for all ages. Innovative school facilities and programs play an integral part in the cultural and civic life of the community.

HOUSING/NEIGHBORHOODS

The Village of Greenhills is an inviting residential community that offers a wide variety of sustainable housing choices that meets the needs of residents of all ages. A system of pedestrian paths and walkways link historic and new neighborhoods. The Village offers a small town feel and strong sense of community.

OPEN SPACES, RECREATION AND COMMUNITY SERVICES

The Village of Greenhills invests in its open spaces, parks, recreation programs, tree-lined streets, walkways and community services. Greenhills leads by example and is widely recognized for its distinguished police, volunteer fire department and administrative services. The Village is responsive to the needs of its citizens and encourages active public involvement. Bicyclists and pedestrians can easily reach adjacent communities and Winton Woods-Hamilton County Park.

REDEVELOPMENT

Redevelopment in Greenhills is characterized by its practice of mixing retail, housing and office that maximizes the use of available land resulting in a stable and diverse local economy. Best practices have streamlined the development process fostering increased interest in the overall redevelopment effort. Innovative developments and alternative modes of mobility has renewed interest in inherent benefits of community focal points.

GOALS, OBJECTIVES AND STRATEGIES

IMAGE

Greenhills, a National Historic Landmark, is a progressive community that seamlessly connects strong neighborhoods to a vibrant Village center and the natural environment. The Village embraces its tradition of innovative planning, design and sensitivity to the environment.

Goal

To develop a recognizable positive image of the community that it is a great place to live, work, play and invest

Objectives

- Develop a “brand” and create and sustain a marketing campaign that helps build brand/name recognition
- Create a positive “buzz” about the Community
- Identify and promote successes of the local school district that enhance the community image
- Identify and promote successes of local organizations that enhance the community image

Goal

To create visual markers and identifiers that reinforce the sense of place and arrival to Greenhills

Objectives

- Create and implement a streetscape plan for Winton Road
- Create gateways for the Village
- Consider the segment of Winton road between Ingram and Farragut as integral parts of “downtown” (shopping center) redevelopment

Goal

To build a reputation as a hub for sustainable development and redevelopment practices

Objectives

- Conduct energy audits in all municipal buildings and retrofit buildings to make them more energy efficient
- Commit to build LEED certified municipal buildings and properties
- Promote the use of rain gardens, vegetated swales and other environmentally friendly practices to manage stormwater run off on private properties
- Pursue complete “green” street program
- Provide incentives to property owners to consider energy efficient retrofits to existing housing stock
- Promote Energy Star/LEED certified infill housing
- Consider offering alternative transportation services that connect east and west neighborhoods to “downtown” (shopping center)
- Improve bus shelter and park and ride facilities to facilitate the use of public transportation
- Consider applying to become a Duke Energy pilot project smart grid community in Ohio
- Promote recycling and reduction of trash
- Promote the “green” in Greenhills name

Goal

To make Greenhills a high speed communication hot spot

Objectives

- Consider broadband wiring for the entire community
- Offer Wi-Fi connection in community parks and other municipal facilities
- Have electronic/digital kiosks for exchanging of information
- Make Greenhills more attractive to employees and potential residents interested in new technologies and or communications

Goal

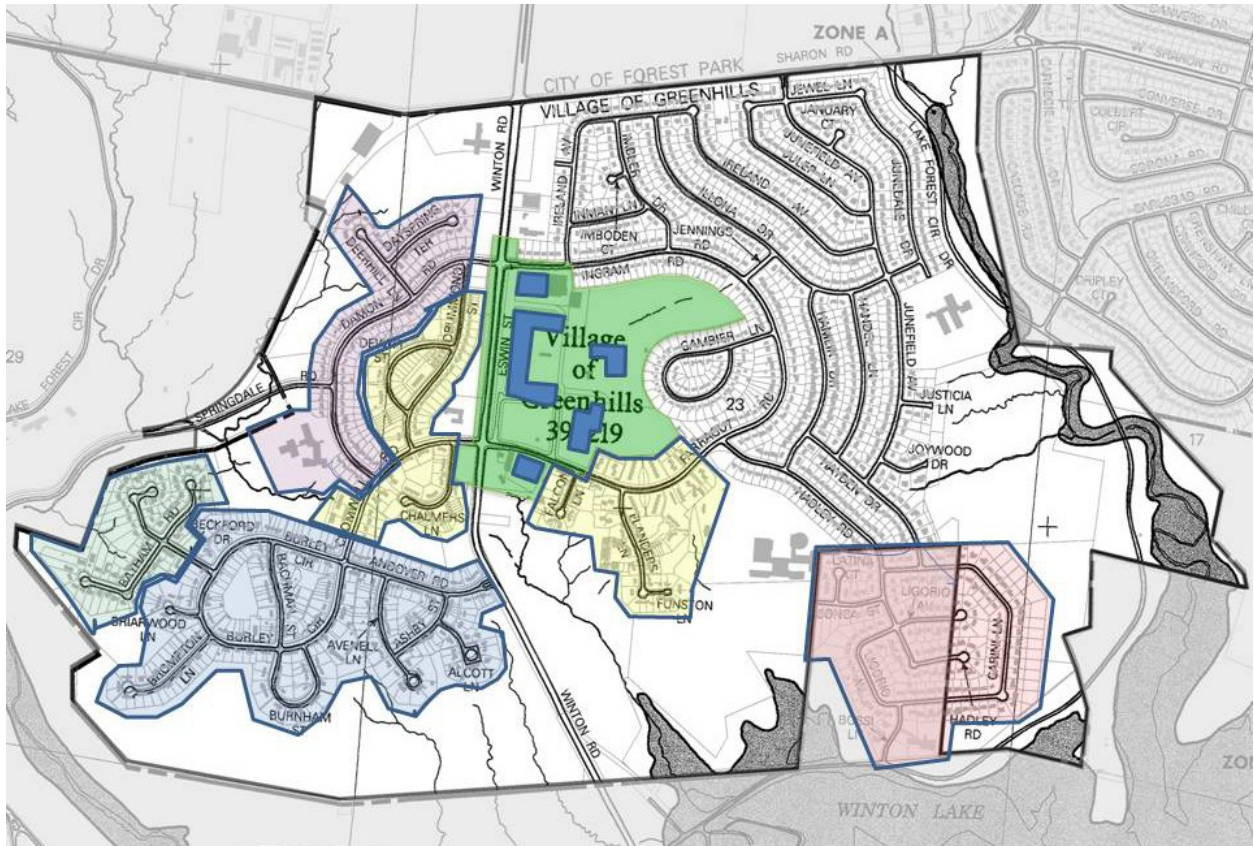
To promote special character of neighborhoods and assist their residents to build and implement civic agendas that contribute to the progress of Greenhills

Objectives

- Create residential districts
- Utilize districts identity in marketing the community
- Provide opportunities for residents to interact with neighbors in the same district

Strategies (partial list in no particular order)

- Sponsor a Leadership Academy for residents (educate residents and groom volunteers to take on community projects/responsibilities)
- Different pavement treatment on Winton Road at Ingram and at Farragut (similar to Winton Road retrofit occurring in Springfield Township)
- Improve sidewalks and add water fountains along major pedestrian corridors
- Develop design guidelines for the shopping center
- Offer on-site education opportunities for those interested in rain gardens
- Organize recycling program similar to the city of Montgomery, OH
- Provide city-wide broadband access modeled after the city of Lebanon, OH
- Utilize pervious pavement technologies for surface parking lots
- Provide bike racks in parks and other public facilities



Suggested residential and commercial districts

THE VILLAGE CENTER

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Goal

To redevelop the shopping center and adjacent properties as a mixed-use project reinforcing the "new urbanism" environment of the community

Objectives

- Consider the segment of Winton road between Ingram and Farragut as integral parts of the Village Center (shopping center) redevelopment
- Develop a strategy for the Village to assist and guide development/redevelopment
- Identify the best uses for the site by conducting a market study
- Create a form-based zoning overlay district
- Create building design guidelines
- Create guidelines to regulate appearance and operational style of mixed-uses including businesses and residences
- Develop a conceptual site plan
- Promote sustainable development and retrofitting
- Prepare a "development ready" marketing package for sites within the Village Center
- Identify partners that could assist in redevelopment
- Get community involvement and support for redevelopment
- Create tax incentives and other incentives to attract new development and businesses

Goal

In the short-term, upgrade the building and surrounding property to make it more efficient to attract more businesses

Objectives

- Identify and address code violations
- Improve facade and surrounding grounds
- Improve signage: work with businesses and property owners to coordinate signage
- Improve accessibility for pedestrians and bicyclists
- Redesign the streets and parking areas
- Advertise the shopping center and its businesses on one freestanding sign located on Winton Road designed by the municipality
- Maintain the grounds surrounding the stores (snow, leaf and garbage removal, mud floods during heavy rains)
- Coordinate joint advertisements and events that bring customers to the shopping area
- Recruit new businesses and retain existing ones
- Create tax incentives

Goal

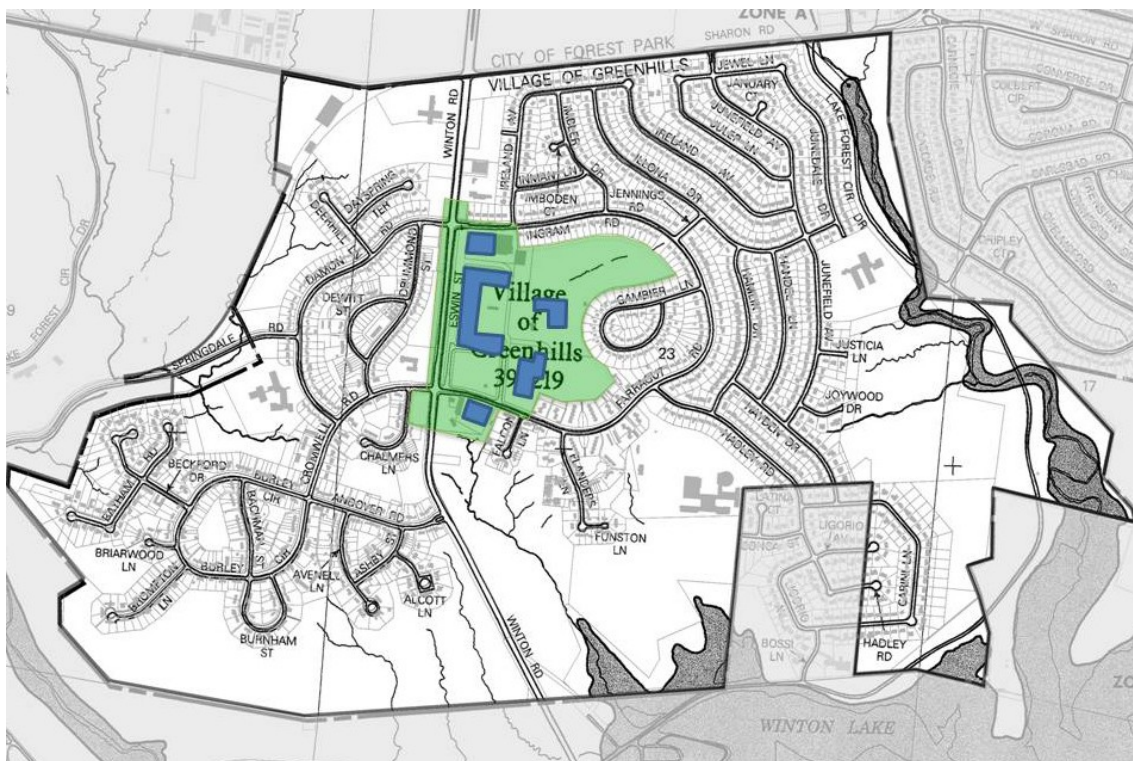
To become a catalyst for mixed-use development in The Village Center

Objectives

- Assist businesses obtain professional guidance to perfect business model, improve operations, gain market share, etc.
- Assist businesses with marketing
- Organize networking events for business owners
- Assist businesses with funding sources to improve signage and other physical improvements

Strategies (partial list in no particular order)

- Add or repair sidewalks, curbs, make them ADA compliant
- Add street furniture in accordance with a streetscape plan. Examples: bike racks, benches, planters, street lamps
- Create a CRA –Community Reinvestment Area to give tax abatements to building improvements in designated areas.
- Coordinate information sessions with SCORE, the Small Business Center at the College of Business at UC, HCDC Business Incubator to assist local businesses
- Create a zoning overlay district for downtown /business district to guide improvements
- Create a “Welcome/Information Center”



Downtown area and municipal recreation complex

COMMUNITY LIFE

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Goal

To provide opportunities to local groups to volunteer in community projects that enhance the image of Greenhills

Objectives

- Reestablish a farmers' market
- Build a rain garden in a neighborhood park
- Evaluate potential location of a skateboarding park
- Coordinate programs with the School District to sponsor teen events
- Build a community playground
- Promote fairs and festivals

Strategies (partial list in no particular order)

- Sponsor a Leadership Academy for residents (educate residents and groom volunteers to take on community projects/responsibilities)

HOUSING/NEIGHBORHOODS

The Village of Greenhills is an inviting residential community that offers a wide variety of sustainable housing choices that meets the needs of residents of all ages. A system of pedestrian paths and walkways link historic and new neighborhoods. The Village offers a small town feel and strong sense of community.

Goal

To encourage a mixture of housing densities, ownership patterns, and building types to serve diverse households types

Objectives

- Explore diverse types of housing development within the business district, the greenbelt, and targeted neighborhoods, considering types of development currently not available in these areas, such as student housing, senior housing, and complementary retail and service facilities
- Development special standards/guidelines that result in a trade-off/benefit for any developments within the greenbelt
- Determine the most appropriate mix and location of new/infill housing development

Goal

To increase the ratio of owner-occupied housing units in the Village by xx%

Objectives

- Market new infill housing as home-ownership opportunities for current renters
- De-incentivize conversion of owner-occupied units to rental units
- Market the Village to potential home-buyers
- Incentivise a mechanism for conversion of rental units into condominiums

Goal

To maintain and rehabilitate existing housing stock

Objectives

- Encourage residents and property owners to maintain properties
- Promote preservation and restoration of housing that has historical significance
- Make resources available to residents and property owners to maintain and rehabilitate properties
- Periodic review of maintenance and land development codes

Goal

To create opportunities for infill housing development

Objectives

- Identify vacant or underutilized lots with potential for infill housing development
- Identify appropriate architectural styles for new structures and additions
- Clean up sites occupied by vacant and blighted properties
- Eliminate slum and blight by removing identified structures that detract from a healthy image of the area
- Streamline the development process to make it clear and predictable
- Work with realtors, developers, and non-profit housing groups to determine market for various housing types

Goal

To inform and educate residents of housing policies, strategies and resources so they become partners in creating strong neighborhoods

Objectives

- Inform residents and property owners of the Village's property maintenance ordinances and guidelines
- Promote "maintenance know-how" by conducting regular "building/property maintenance" trainings
- Promote better relations between tenants & landlords and the Village by offering "tenants and landlords" rights and duties training

Strategies (partial list in no particular order)

- Create a Good Neighbor Next Door (HUD) type of program
- Form partnerships with local employers to market the community to their employees.
- Promote the savings of becoming a one-car household
- Create cash incentives for employees of local organizations, including the School District, to relocate in Greenhills (Example: Columbus' Nationwide Children's Hospital \$5K per employee)
- Create a portfolio of amenities, services, and other benefits available to Greenhills residents
- Organize Realtors' Breakfast to introduce them to the Village resources (amenities and services that help sell a property)
- Create a handbook that outlines appropriate architectural styles for new structures, additions, and appropriate exterior treatment of existing buildings (eg. Glendale Guidelines)
- Promote Energy Efficient improvements For Low Income (HEOP – Home Energy Assistance Program and HWAP- Home Weatherization Assistance Program)
- Create awareness of Energy Efficient improvements – programs available (State of Ohio, Duke Energy, others)
- Promote County's Home Improvement Program (HIP) – reduced rate loan
- Create a home improvement matching grant program (using CDBG funds-low income- or other funds-market rate)
- Revise and update the Village's Property maintenance code
- Enforce property maintenance codes and nuisance regulations
- Identify sources of funds for rehabilitation of residential dwellings
- Continue conducting regular rental property inspections
- Consider creating a "Citizens Housing Committee" (Example: City of Milford)
- Consider establishing a "Certificate of Compliance" Program for all residential properties to be sold (Example: Village of Shorewood a suburb of the city of Milwaukee, Wisconsin)
- Define Land Banking goals and disposition strategy, for example:
 - Acquisition of key properties
 - Infill: vacant residential lots and vacant residential structures
 - Lease land for \$1 (properties available for use as garden or beautification projects)
- Prepare a "Developer's packet": include key economic development materials (demographics, development and service costs, policies, tax incentives, regulations, procedures, amenities)
- Study and outline a process for the conversion of rental properties into condominiums

OPEN SPACES, RECREATION AND COMMUNITY SERVICES

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Goal

To reinforce the value of Greenhills parks and recreation facilities

Objectives

- Market the Greenhills parks and recreation facilities as a network/district
- Promote the parks and services offered at each one of the locations
- Highlight connectivity and encourage walking/biking

Goal

To improve the appearance of neighborhood parks and fields

Objectives

- Involve neighbors in identifying what major uses/ improvement are needed in the neighborhood parks
- Consider creating a rain garden or a community garden in neighborhood parks
- Upgrade sports fields to include concessions and permanent bathrooms
- Upgrade lighting, wayfinding signage, and site furniture
- Include park improvements in annual Capital Improvement programming

Goal

To maintain tree-lined streets throughout the Village that enhance the park-like setting of the community

Objectives

- Conserve and protect the tree canopy in Greenhills
- Avoid any unnecessary disturbance of existing vegetation within Greenhills rights-of-way
- Preserve Tree City USA designation
- Expand participation in environment programs

Goal

To make open spaces and recreation facilities accessible for pedestrian and cyclists

Objectives

- Create and implement a comprehensive connectivity plan
- Make trails and parks and recreation facilities ADA compliant
- Create designated trails in areas where multi-modal transportation modes share the space (for example in parking lots)

Goal

To make the Village Recreation Complex a state of the art facility

Objectives

- Develop new indoor facilities for year round leisure activities
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- Rejuvenate the Greenhills golf course (increase play, improve facilities and course amenities)
- Create a skateboard park
- Expand concessions
- Redevelop Community center/Banquet Hall to house a coffee shop, flexible banquet hall space, a B&B, offices
- Retrofit and promote use of shelter/picnic area
- Offer Wi-Fi connection

Strategies (partial list in no particular order)

- Have markers/wayfinding signs that identify location of parks
- Continue the shade tree program
- Meet ADA accessible requirements
- Build a barrier free playground
- Repair sidewalks and trails
- Have pedestrian and/or cyclist crossing signs
- Clearly mark street crossings (pavement treatments)
- Improve Winton Road pedestrian crossings
- Provide appropriate lighting
- Improve and/or extend sidewalks and trails
- Place bike racks and benches along the trails

REDEVELOPMENT

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Goal

To promote housing redevelopment

Objectives

- Address building obsolescence and ownership issues
- Make decisions based on professionally prepared market analysis
- Note: refer to objectives for “Housing”

Goal

To redevelop the Village Center as the vibrant, identifiable center of the community

Objectives

- Note: refer to objectives for “Village Center”

Goal

To facilitate growth of local businesses

Objectives

- Consider expansion possibilities of Alois Alzheimer Center
- Consider expansion possibilities of Mobilcomm
- Identify financial incentives appropriate to encourage business expansion and attraction

Goal

To identify acceptable revenue generating uses of lands that are in the greenbelt district

Objectives

- Greenbelt district to be reviewed for potential development opportunities
- Promote infill development that increases density and revenues to support the Village, the School District and local businesses

Goal

To incorporate the Bastion Tract into the Village

Objectives

- Create awareness of the benefits of incorporation
- Engage Bastion Tract property owners in conversation about annexation
- Provide services to the area

Sites with potential for redevelopment and area for incorporation

