

Village of Cleves Ohio

Business District Master Plan

Village of Cleves, Ohio | June, 2016



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1.0 introduction

1.1 Study Area

The study area for the Cleves Business District Master Plan encompasses 1/2 mile of S Miami Avenue between Mt. Nebo Road and W Laird Street in the Village of Cleves, Ohio.

The corridor represents Cleves' Business District, straddled by a diverse mix of retail, office, institutional, residential, and service-oriented land uses. The corridor can be characterized as the central business district of the village but is currently segregated into "North" and "South" business districts separated by a large section of residential and mixed-use residential uses. The Cleves Business District Master Plan should strive to re-link the two districts and unify the core into a single cohesive mixed-use district while promoting walkability, more bicycle transportation, a unified aesthetic, and socially equitable development/redevelopment.

1.2 Objective & Goals

The master plan is intended to provide a framework to facilitate decision-making related to present and future streetscape/roadway improvements, redevelopment, and aesthetic standards within the Business District Corridor.

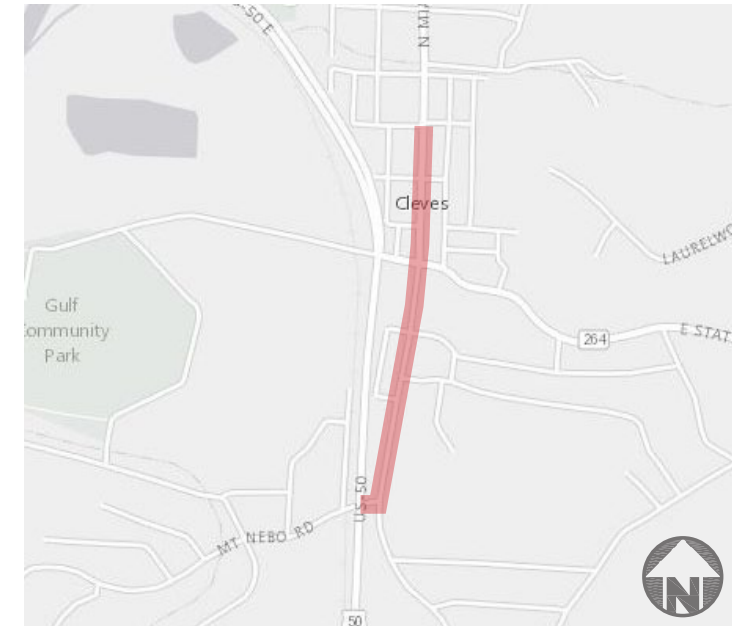
The following goals for the Master Plan were established by the Steering Committee at its first meeting:

- Remove/Renovate vacant and blighted buildings and enhance overall property appearance and signage to enhance the overall Curb Appeal.
- Recruit new and diverse businesses, with a focus on restaurant and community scaled retail, while retaining the existing business core.
- Promote Street Life and Safety . Clean, lighted, and repaved streets will help in increasing safety by encouraging pedestrian use.
- Focus on the revitalization of the entire business district and marketing strategies to ensure the future of Cleves success.

1.3 Approach

To achieve the objectives and goals, the following steps were completed:

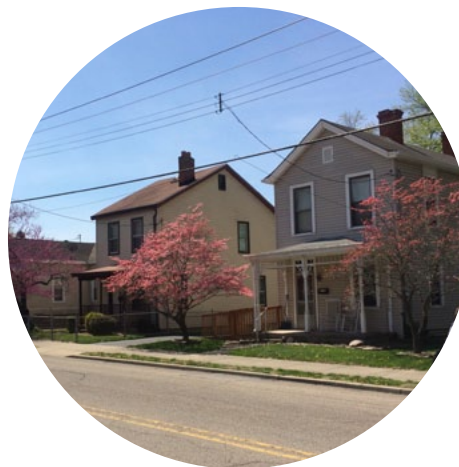
- Establish the vision, objectives, and goals of the village through stakeholder engagement.
- Conduct a visual survey to understand the existing conditions of the corridor. Prepare inventory maps documenting the existing conditions of the corridor and analyze them to understand the opportunities and constraints associated with the physical conditions of the corridor.
- Develop a preliminary Market Review to understand the economic potentials for redevelopment.
- Create a comprehensive Business District Master Plan synthesizing the market, existing conditions, and analysis documentation phases.
- Identify implementation strategies that include potential phasing and redevelopment targets to assist the village to plan for recommended improvements.



study area vicinity map



2.0 assets & challenges



2.1 Visual Survey

On March 18th, 2016, a visual survey was conducted for the Cleves Business District Corridor. For the purposes of this document, a visual survey is described as an examination of the form, appearance, and composition of the street in an effort to evaluate the assets and liabilities. Key elements include pedestrian & vehicular movement, condition/appearance of structures, existing land usage, and place-making.

In addition to the physical features of the corridor, field observations of how pedestrians, vehicles, and other user groups utilize the corridor on a daily basis are critical to making design decisions. The following items were considered during the visual survey:

Existing Conditions:

Existing site elements and their state of repair, such as buildings, walks and pavement, and amenities

Use Classification:

Existing use of properties along the corridor

Patterns, Textures, and Rhythm:

Significant existing architectural elements that may influence design decisions as the corridor develops

Routes:

Noticeable pedestrian/vehicular movements outside the realm of what can reasonably be expected or any evidence of improvised movements due to a lack of dedicated routes

Districts & Development Patterns:

Significant changes in the development pattern and land use along the corridor

Landmarks, Nodes, Magnets, & Generators:

Any noticeable / potential landmarks, nodes, businesses, or spaces of substantial community activity

Open Space:

Any existing or potential open spaces and/or gathering areas

Points of Conflict:

Any areas that have the potential to or currently cause conflict between two or more uses or user groups

From the visual survey, a number of key features & considerations were discovered that will play an important role in the development of the corridor.

Segmented Business District:

The south end of the Business District corridor is primarily an office/business district and the north end of the corridor is primarily the Retail district of the corridor. Separating the north and south districts is a third district, primarily composed of multi-family residential and mixed-use residential structures.

Critical Historical & Cultural Generators & Magnets:

Within and adjacent to the Cleves business district corridor are a number of key community assets including a Miami Township Branch Library, the Miami Township Hall and Museum, a public skate park, a number of churches, and the American Legion. These unique institutional and public magnets draw users by vehicular transit and walking/biking.

Primary Gateways:

There are two primary gateways into the Cleves Business District. The first is located at the intersection of U.S. Route 50 and Mt. Nebo Road and the second is located at the intersection of E State Road and U.S. Route 50. At both primary gateway locations, the lack of available space, visual clutter of the associated traffic accoutrements, and overhead utilities severely limit the potential impact of a significant gateway feature.

Overhead Utilities:

Overhead utilities exist on both the east and west side of S Miami Avenue. The lines with the largest volume of service are located on the west side of the corridor. Although frequency, location, and service volume vary, it is likely that overhead utilities will interfere with the establishment of a unified streetscape and may be a factor in development/redevelopment opportunities.

Ambiguous Aesthetic Character:

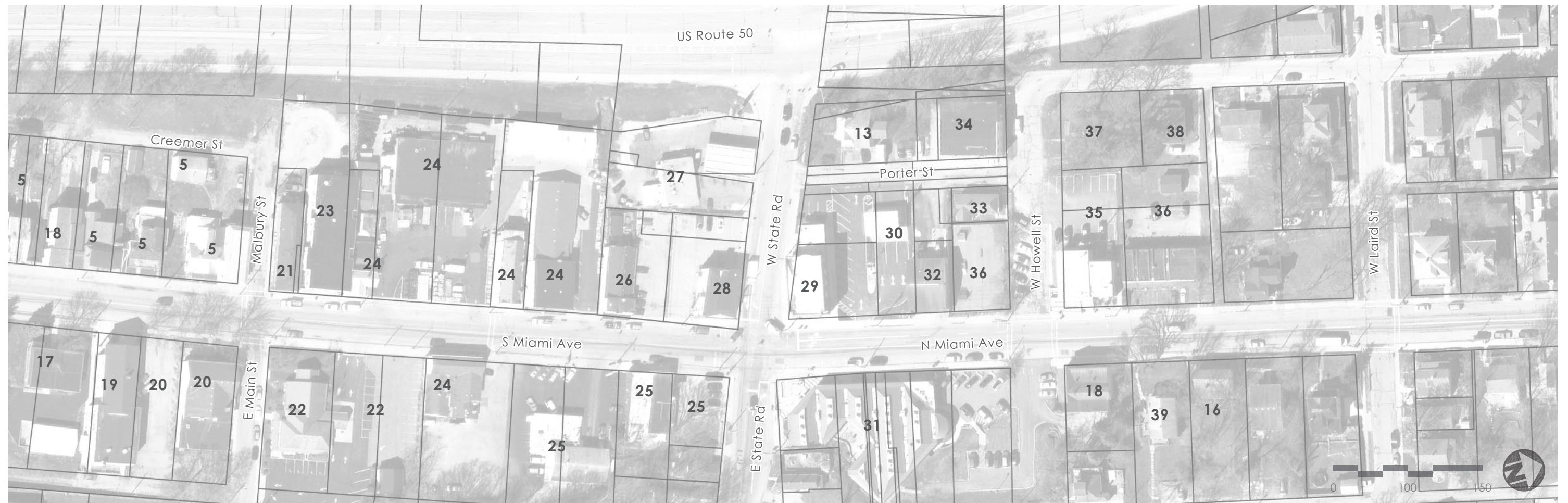
From signage and streetscape elements to the architectural styling and materiality, the Cleves Business District corridor lacks a unifying aesthetic character. Main Street Design policies should be established to support and implement land use and transportation decisions, encourage economic revitalization, and improve the quality of life in the Cleves Business District.



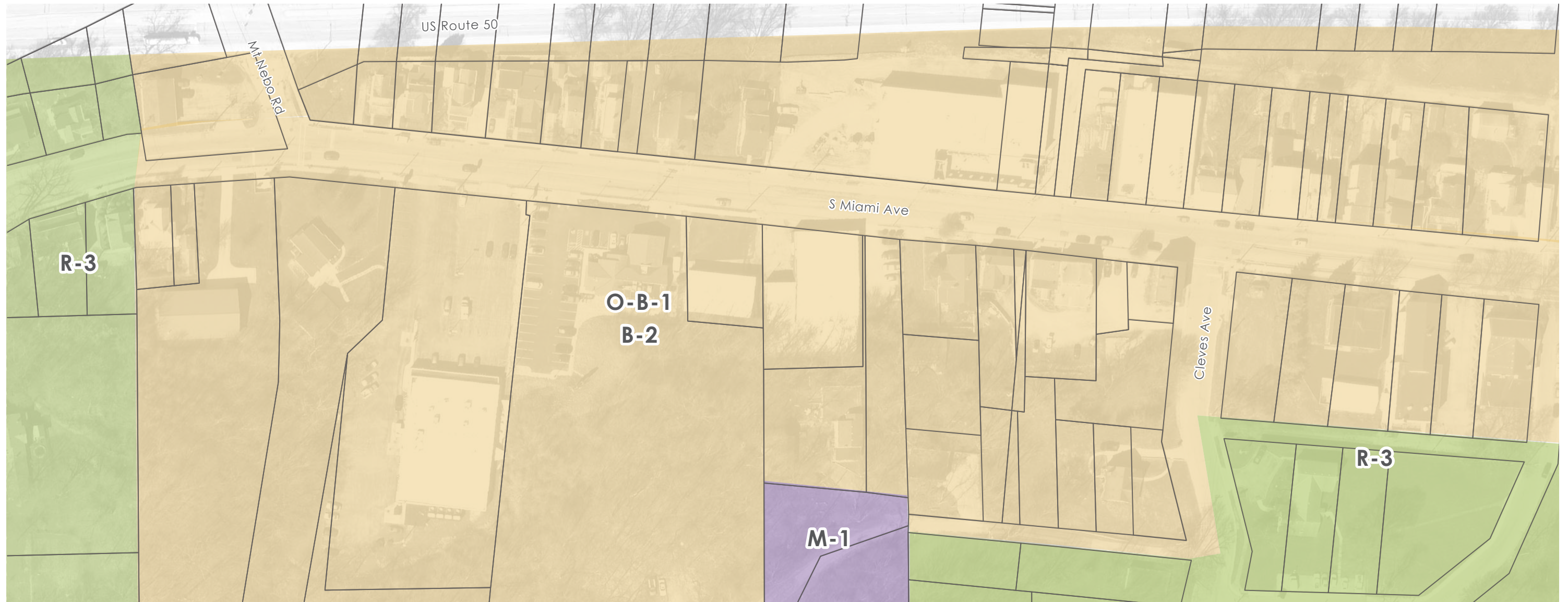
- | | | | | | |
|-----|----------------------------|------|----------------------|------|------------------------------------|
| 1 - | Joseph & Mary Mazzei | 8 - | Theodore Roberts III | 15 - | TRRWB LLC |
| 2 - | Tom & Theresa James | 9 - | Carl Reatherford | 16 - | Aris Investments LLC |
| 3 - | Donald Lee and Rosie Hines | 10 - | Gary & Wilma Seal | 17 - | Laura Puckett |
| 4 - | John Tisch | 11 - | John Ritchie III | 18 - | H & D Rental Properties |
| 5 - | Tisch Properties LLC | 12 - | Louise Kurlas | 19 - | The Miami Township Hall |
| 6 - | Leeann Dunabr | 13 - | Hartwick Luebkeaman | 20 - | Bolton & Lunsford Funeral Home INC |
| 7 - | O.E.B. Holdings LLC | 14 - | John & James Tisch | 21 - | Hibberd Holdings LTD |

2.2 Property Owners

Within the Cleves Business District Corridor exists roughly 72 properties consisting of 40 total property owners. One owner possesses approximately 32% of all the property along the corridor, primarily in the southern portion. There are 6 other multiple property owners along the corridor and these are primarily in the northern portion. Fifty-seven standing structures exist within these 72 properties.

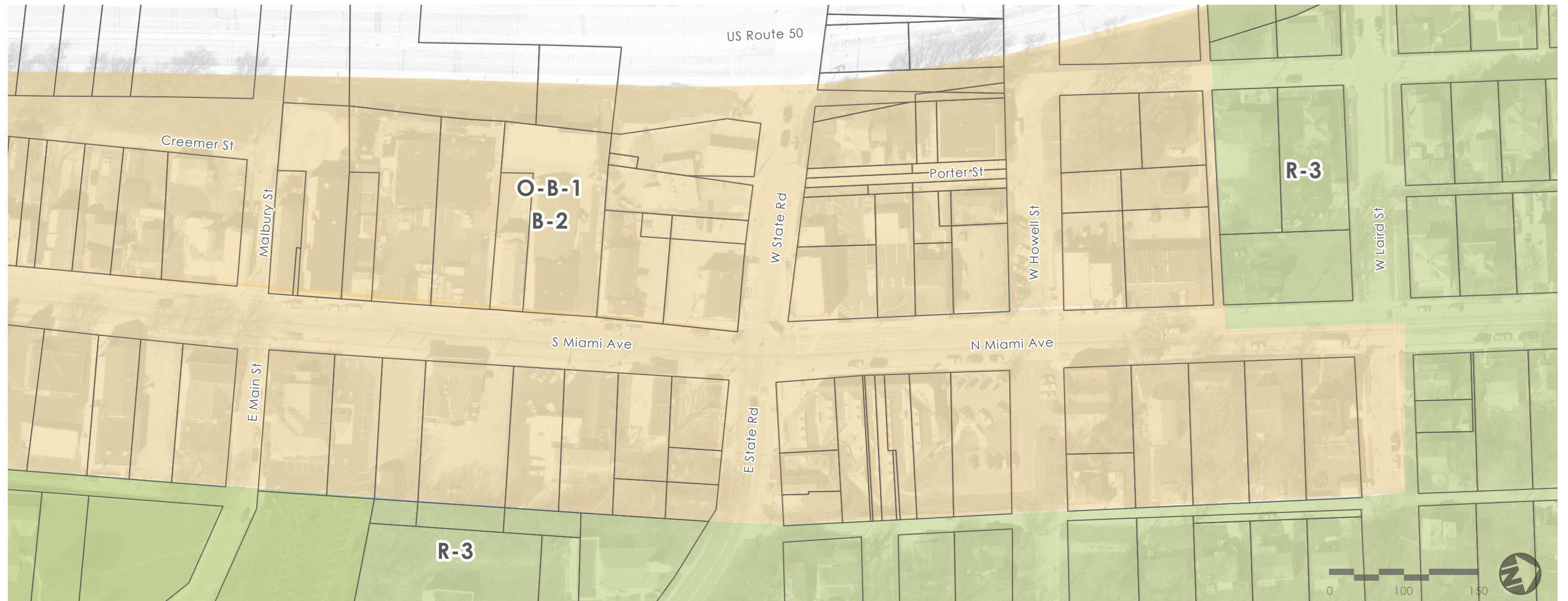


- | | | |
|---------------------------------|---------------------------------------|-----------------------|
| 22 - South Miami LLC | 29 - The Cleves National Bank | 36 - MIH Holdings LLC |
| 23 - Daniel and Pamela Rountree | 30 - PNC Bank National Association | 37 - Lisa Mcwethy |
| 24 - Mrdrew Properties LLC | 31 - Miami Township Board of Trustees | 38 - Mary Lewis |
| 25 - Tyler & Connor LLC | 32 - Asha Groceries | 39 - James Huber |
| 26 - Dean & Marianne Becker | 33 - Ronald & Patricia Eisenacher | |
| 27 - Firelite LLC | 34 - Douglas & Peggy Corcoran | |
| 28 - North Bend Lodge No 346 | 35 - The Village of Cleves | |



2.3 Zoning Map

In regards to current zoning within the region, the Cleves Business District Corridor is zoned O-B-1, B-2 which is listed as a “Special Planning District.” However, within the current zoning manual for the village, there are no provisions, definitions, regulations, or requirements for the given district. Therefore, permitted uses and requirements within this “Special Planning District” are left up for interpretation. The adjacent zones to the corridor are R-3 which is “Medium Density Residential” and M-1 which is “Restricted Industrial.” These two are listed in depth within the current zoning manual.



- O-B-1, B-2 (SPECIAL PLANNING DISTRICT) ●
- R-3 (MEDIUM DENSITY RESIDENTIAL) ●
- M-1 (RESTRICTED INDUSTRIAL) ●



- 1 - N-Hance Wood Renewal of Cincinnati
- 2 - Storage Facility / Garage
- 3 - Residential (Single Family)
- 4 - Residential (Single Family)
- 5 - Residential (Single Family)
- 6 - Skyline Chili | Another Bar
- 7 - Residential (Single Family)
- 8 - Residential (Single Family)

- 9 - Residential (Single Family)
- 10 - Residential (Single Family)
- 11 - Ritchie Photographic
- 12 - Nick's American Cafe
- 13 - Residential (Single Family)
- 14 - Storage Facility / Garage
- 15 - Vacant
- 16 - Residential (Multi-Family)

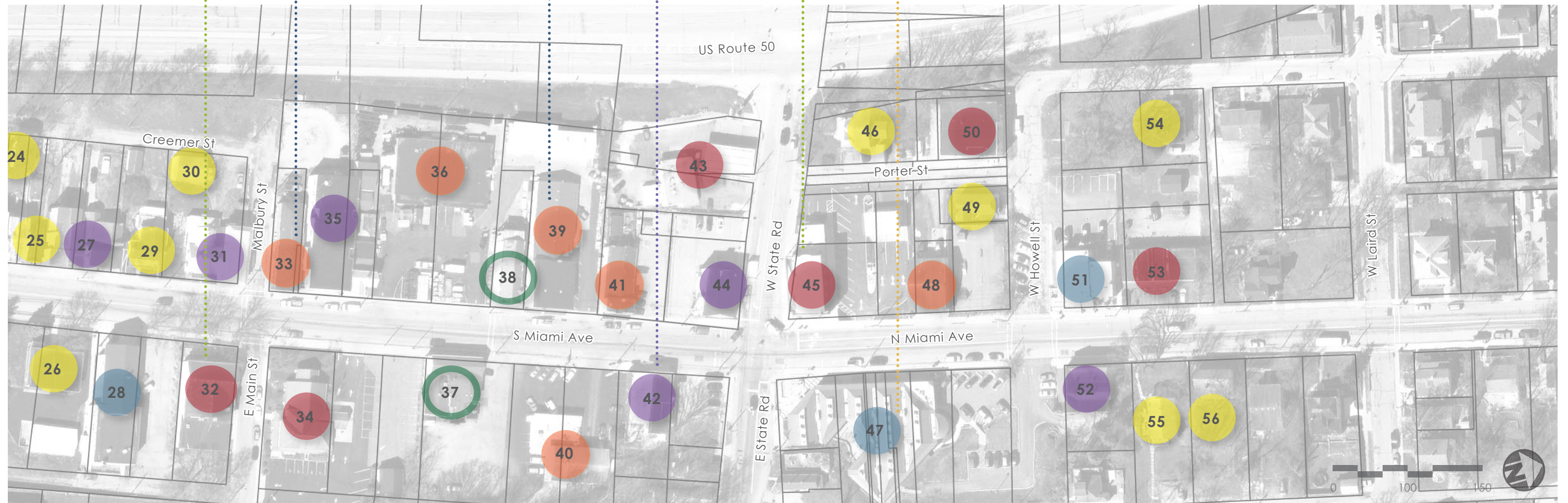
- 17 - Residential (Single Family)
- 18 - TISCH Environmental, Inc.
- 19 - Suzy's Grooming | Residential (Vacant)
- 20 - AADCO Instrumental, Inc.
- 21 - Residential (Multi-Family)
- 22 - Hogue Massage & T.F. Williamson Chiropractic
- 23 - Retail (Vacant) | Residential (Multi-Family)
- 24 - Residential (Multi-Family)

- 25 - Residential (Multi-Family)
- 26 - Residential (Multi-Family)
- 27 - Retail (Vacant) | Residential (Multi-Family)
- 28 - Miami Township Hall
- 29 - Residential (Single Family)
- 30 - Residential (Multi-Family)
- 31 - Schwartz's Logo Art | Residential (Multi-Family)
- 32 - Bolton & Lunsford Funeral Home



2.4 Use Inventory

The land uses that surround the Cleves Business District Corridor are extremely diverse. The corridor is predominantly filled with mixed-use, residential, service, and retail uses. Approximately 60% of the land uses are categorized as mixed-use or residential; focused around a mixture of stand alone residences and buildings with ground level office/retail accompanied by residential above. Three properties along the corridor are vacant. There are a variety of adjacent uses outside the corridor such as US Route 50 to the west and two historical churches to the east; Cleves Presbyterian and The Bridge Church.



- 33 - Hibberd Armory Guns & Ammo
- 34 - Dennis George Funeral Home
- 35 - Brossart Pharmacy & Compounding
- 36 - Merrilees Hardware Company
- 37 - Vacant
- 38 - Vacant
- 39 - Merrilees Hardware Company
- 40 - Cleves Drive-Thru | Máka Mia's Pizza

- 41 - Ann's Tavern
- 42 - Nature Nook Florist & Wine | Ronda's Hair Design
- 43 - BP Gas Station
- 44 - Firefly Tatoon Shop | Freemason Lodge
- 45 - PNC Bank
- 46 - Residential (Single Family)
- 47 - Miami Township Branch Library & Senior Center
- 48 - Tommy's Drive-Thru

- 49 - Residential (Single Family)
- 50 - Classic & Antique Restoration
- 51 - Village of Cleves Offices & Police Department
- 52 - Retail (Crafts) | Residential (Multi-Family)
- 53 - Miami Motel
- 54 - Residential (Single Family)
- 55 - Residential (Single Family)
- 56 - Residential (Single Family)

- MIXED-USE ●
- SERVICE ●
- INSTITUTIONAL ●
- RETAIL ●
- OFFICE/BUSINESS ●
- RESIDENTIAL ●
- VACANT



1 US Route 50 is a high-speed (5) lane signalized highway. There are dedicated left-turn lanes from US 50 but no right-turn/deceleration lane to Business District Corridor.

2 Sidewalk ends before intersection & pedestrian crossing signal. Signal timing too quick to safely cross US Route 50, especially for pedestrians with mobility issues.

3 (2) large curb cuts are too close to intersection. Unsafe vehicular & pedestrian access.

4 Thru traffic from Mt. Nebo Rd doesn't stop & odd angle creates an unsafe pedestrian crossing.

5 No direct pedestrian access to Skyline/Another Bar from Miami Ave.

6 Large parking field with no buffer to the street. Unpleasant street appeal.

7 (2) Curb Cuts seem unnecessary for the parking layout. Removal of northern access point would increase parking and create a more pedestrian friendly street.

8 Remove unused / superfluous curb cut

9 Multiple curb cuts for vacant building. Limit, reduce, and or remove curb cuts as part of the approval for any future development / redevelopment.

10 Heavier & faster moving vehicular traffic on south end of the corridor.

11 Former public street vacated by property owner for private access.

12 Remove curb cut and force rear access from the side street to reduce access points on S Miami Avenue.

13 Buildings pushed back from the right-of-way. Outdoor pedestrian space created by the offset and an elevation transition. Potential Outdoor Dining/ Retail opportunity.

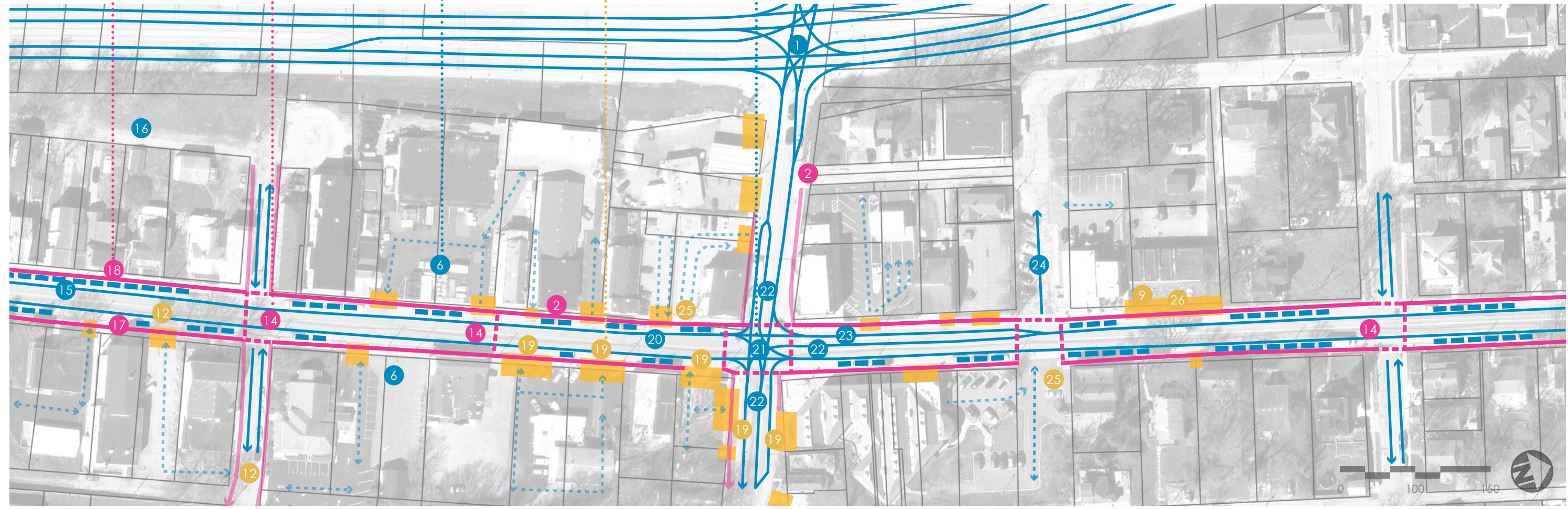
14 East/west crosswalks not installed. Unsafe pedestrian access.



2.5 Access & Parking Inventory

Access along the corridor is limited to vehicular and pedestrian oriented infrastructure. Key findings include adequate but underutilized pedestrian infrastructure and on-street parking opportunities along the entire length of the corridor, numerous and excessive curb cuts off S Miami Avenue, limited pedestrian oriented amenities, and apparent heavier traffic and vehicular use near the intersections with Mt. Nebo Road and E State Road.

Within the corridor there are approximately 150 on-street and 578 off-street parking spaces. Using ULI Shared Parking Calculations and an approximation of building square footages, the corridor as it exists today, would require approximately 650 parking spaces. If the vacant structures were redeveloped/occupied, the total number of required parking spaces for the corridor would jump to 725.



- 15 Large quantity of uninterrupted on-street parking reduces the need for dedicated off-street lots.
- 16 Rear access from adjacent side street reduces / eliminates access points onto S Miami Avenue.
- 17 Sidewalk narrowed to accommodate tree lawn. Tree roots are undermining / heaving the sidewalk and have created an unsafe walking condition.

- 18 Sidewalk extends the full width from the back of curb to the right-of-way.
- 19 Multiple curb cuts utilized by multiple tenants. Limit, reduce, and/or remove curb cuts as part of the approval for any future redevelopment.
- 20 On-street Parking and traffic seem heavier directly adjacent to the S Miami Avenue / East State Road Intersection.

- 21 Signalized Intersection at S Miami Avenue & E State Road .
- 22 Dedicated left turn lane at the signalized intersection of S Miami Avenue & E State Road.
- 23 Dedicated right turn lane onto E State Road from southbound S Miami Avenue.

- 24 Howell Street is one-way, west bound, with angled on-street parking.
- 25 Large / extraneous curb cut for former public roadway.
- 26 Curb cut located along the entire length of the building with 90 degree pull in parking spaces.

SIDEWALK ———
 CROSSWALK - - -
 CURB CUT ■■■
 VEHICULAR LANE ———
 TRAFFIC DIRECTION ⇄
 PARKING SPACE ■■■
 PARKING LOT CIRCULATION - - -



- 1 Primary gateway into the business district for US Route 50 traffic.
- 2 Unused / underutilized privately owned open space.
- 3 Healthy, full, and mature trees create a good visual backdrop for the southern business district.

- 4 Well maintained properties with proper landscaping and vegetation.
- 5 Privately owned open space with accouterments. Represents the existing focal element for the corridors southern gateway.
- 6 Well lit parking lot with modern lighting fixtures.

- 7 Healthy, full, and mature trees create a visual and sound buffer from US Route 50.
- 8 Lack of street trees for the majority of the business district corridor.
- 9 Sidewalk and large, privately owned, terraced pedestrian space. Potentially used for outdoor display and/or sales.

- 10 New commercial development by Tisch Environmental Inc.
- 11 Side streets intersect the corridor to create secondary gateways from adjacent neighborhoods.
- 12 Privately owned pocket park. Only significant open / green space within the corridor. Space includes benches, gazebo, flag pole, and open grass adaptive use area.



2.6 Community Assets

Overall, the corridor has ample sidewalks, diverse community amenities, and several structures with historic character, but lacks a unifying aesthetic and/or development standard to help establish and solidify an overall community character. Community gathering areas need to be enhanced to help this. While there is some existing vegetation within the district, more should be included in order to buffer and soften the parking lots. The corridor also lacks a unified street tree program and many of the existing trees are in poor condition due to conflict with overhead utilities.



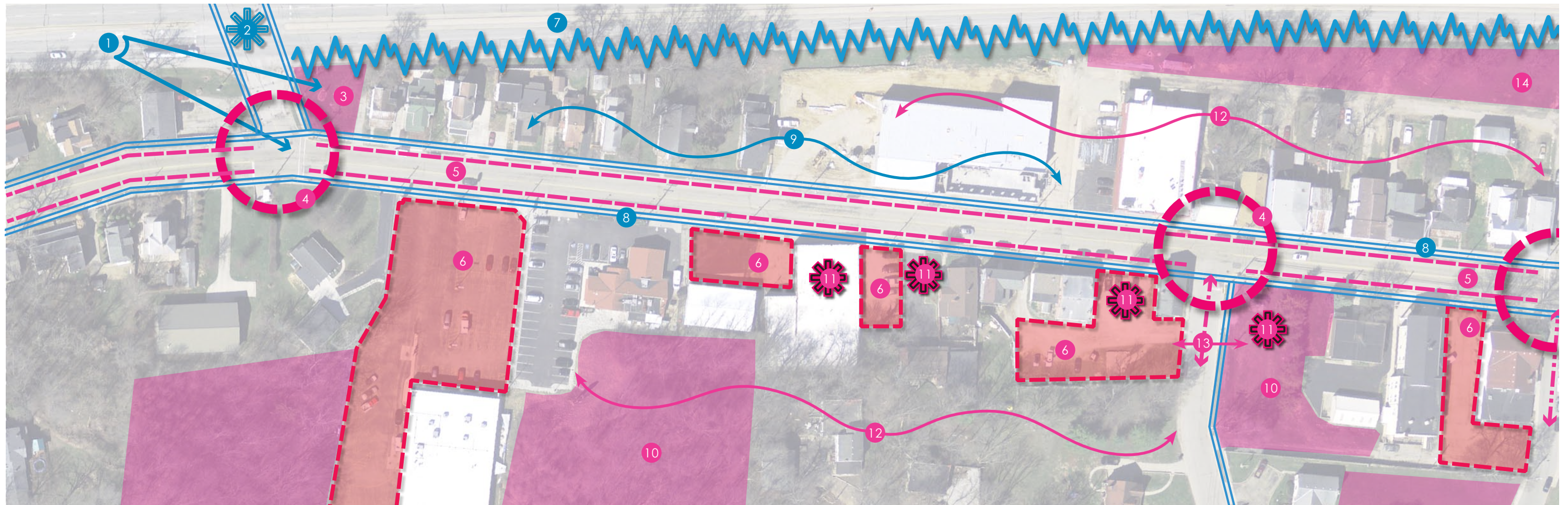
- 13 Small public plaza associated with the Miami Township Hall. Space includes Informational signage, flag pole, and circular planter; otherwise devoid of pedestrian amenities.
- 14 Healthy, full, and mature street trees. Tight spacing may create health and visibility concerns in the future.

- 15 Open space and/or right-of-way along US Route 50 allows for buffer between the major highway and the business district corridor.
- 16 Underground urban waterway. Investigate further to fully understand implications & potential for visual expression of the unique element.

- 17 Small public plaza associated with the Branch Library. Space includes Informational signage and a flag; otherwise devoid of pedestrian amenities and lacks interest.
- 18 Small public skate park associated with the Cleves Village Offices. Appears to be well used.

- 19 Adjacent Church/Community Driver, highly used and have a significant impact of the social and economic life of the business district during peak use.

- EXISTING VEGETATION
- OPEN SPACE
- HISTORIC CHARACTER
- COMMUNITY DRIVER
- MAJOR GATEWAY
- MINOR GATEWAY



- 1 Existing structures and utilities may block views of any future gateway.
- 2 (5) lanes of fast moving traffic with poorly timed signals and pedestrian crossings inhibit safe pedestrian crossing. May require extra safety measures to traverse.

- 3 Underutilized open space could provide a location for a gateway feature into the business district.
- 4 Street intersections provide an opportunity for full access pedestrian crossings to improve the walkability of the corridor.

- 5 Potential to reduce the width of the travel lanes to provide space for additional sidewalk and/or street trees.
- 6 Off-street parking lots could be used/shared to alleviate concerns about eliminating street parking or encourage infill development.

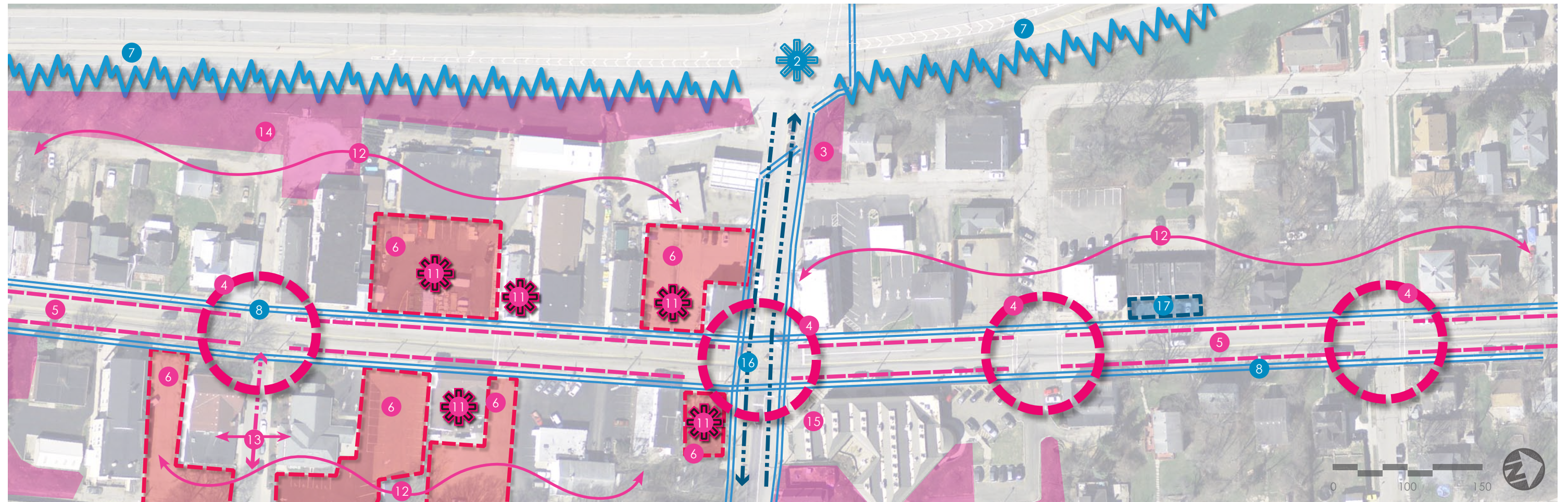
- 7 Fast moving traffic along US Route 50 produces considerable sound and visual concerns for the corridor and adjacent residential districts.
- 8 Overhead utilities limit the potential for a traditional street tree program.

2.7 Opportunities & Constraints

Overall, the Cleves Business District has a vast array of opportunities and assets as well as its constraints and threats. In regards to assets, the Library and Senior Center is a primary magnet within the northern portion of the corridor providing a benefit to the community. In the southern portion, the magnet is the restaurant core that seems to be the primary site of activity and interaction. The corridor has good access to US Route 50 and contains

a main intersection with a primary gateway opportunity to link the urban fabric. There are several “historical” structures along the district creating an essential visual balance. A strong core of property owners throughout the district care about the community and its future success. This is, and will continue to be, crucial in facilitating the potential opportunities moving forward.

Several weaknesses of note exist within the corridor as well. The business district is disjointed, separated into two subdistricts, and lacks identity. Blighted/derelict buildings, unkept properties, and overhead utilities all foster a sense of visual clutter within the district. The impact of US 50 has both positive and negative effects, as noted below, but the lack of a strong gateway or entry sequence reduces the impact of the positive attributes.



- 9 The lack of a traditional street grid and intersections make pedestrian crossing difficult. Will require unique pedestrian crossing scenarios.
- 10 Underutilized open space could provide space for pedestrian, vehicular, and/or other access/amenities.

- 11 Vacant lots, underutilized parking, and vacant structures directly adjacent to the road provide ideal opportunities for infill development & redevelopment.
- 12 Opportunity to eliminate or narrow on-street parking to provide additional space for pedestrian, vehicular, stormwater, and/or other access/amenities.

- 13 Potential to eliminate curb cuts and shared access from public roadway network.
- 14 Underutilized open space could provide buffer for unwanted noise and visuals of US Route 50.
- 15 Existing pedestrian plaza provides an opportunity to provide a secondary gateway feature into the northern portion of the corridor.

- 16 High traffic intersection with (3) lanes; eastbound, westbound, and southbound lanes makes pedestrian crossing difficult.
- 17 90 degree parking spaces directly adjacent to the right-of-way is a safety/access concern. Will require owner support to remedy.

3.0 vision and planning

3.1 Urban Design & Smart Growth

Similar to many small American cities and downtowns, the Cleves Business District fell victim to the auto-centric suburban sprawl movement that occurred at an alarming rate during the latter half of the twentieth century. When US Route 50 was widened in the 1940's and 1950's, it was also rerouted and located west of the Cleves Business District. This seemingly minor adjustment essentially removed the now auto-dependent resident from the business district and provided them with a direct route to more regional shopping centers. As a result, the business district began to decline. Yet, as sprawl begins to decline and smart growth gains momentum, the village has an opportunity to reinvest in their central business district and once again make it the economic and social heart of the Cleves community.

What is Smart Growth?

According to Smart Growth America, "Smart growth means building urban, suburban and rural communities with housing and transportation choices near jobs, shops and schools. This approach supports local economies and protects the environment." "Smart growth creates jobs that pay well and reinforces the foundations of our economy. Americans want to make their neighborhoods great, and smart growth strategies help make that dream a reality."

Key Urban Design/Smart Growth Principals.

The first step in the visioning and planning process is to understand and promote the facilitation of good urban design/smart growth principals that are, and will continue to be, a vital part of the revitalized Cleves Business District.

Alleys and Secondary Streets

Often overlooked, secondary streets and alleys play a critical role in the vitality of a business district. Roadways like Porter Street, Creamer Street, and the alley between Cleves Road and Main Street, located behind the Miami Township Hall, all provide access to the rear portion of the properties located directly adjacent to the Central Corridor; allowing the corridor to maintain a relatively solid Street Wall or continuous building frontage along the roadway. As redevelopment occurs, these secondary roads and alleys should be used to provide access, conceal parking lots, and to house transformers, communications boxes, meters, and other utilities that clutter the current business district corridor.

Design Consistency

The best urban areas contain buildings of many different types, sizes, and uses, but they often share a common design language. One of the easiest ways to create a sense of place is to establish an overarching architectural vocabulary for the business district. Beyond simple aesthetic consistency, similar architectural stylings offer a multitude of other benefit; most importantly, promoting diversity by concealing objectionable uses. For example, affordable housing can blend into market rate housing if they both are required to have similar architectural qualities.

Complete Streets

Most streets have been designed to solely convey the automobile and as a result, pedestrian and bicycle use has declined. This lack of pedestrian activity limits the viability of buildings and businesses fronting the street. The future Cleves Business district corridor should provide narrow/slower speed travel lanes, bicycle facilities, on-street parking, continuous tree cover, ample sidewalks, and pedestrian oriented street furnishings & lighting; making the street a pleasant place where citizens feel comfortable leaving their cars.

On-Street Parking

On street parking provides four critical roles for the business district. On street parking slows drivers, who instinctively watch for other cars, protects pedestrians from traffic with a heavy steel barrier, reduces the demand for off-street parking, and increases sidewalk activity as driver/passengers enter and exit their vehicles. For these reasons, on-street parking should remain a vital part of the Cleves Business District.

Eyes on the Street

A critical key to the safety or perceived safety in the business district is the idea of natural surveillance, the idea that crime is reduced when someone might be watching. Inhabited buildings with doors, windows, and other hints of common pedestrian activity serve as the neighborhood watch. Additionally, first floor facade transparency and outdoor retail activities increase pedestrian presence and perceived safety. As design standards are developed for the Cleves Business District, buildings should have all primary entrances off of S Miami Avenue and not off side or rear parking facilities.





3.2 Vision & Future Land Use

Fundamental to the creation of a business district master plan is, first and foremost, the establishment of an overall vision. In order to stimulate interests of community members, focus efforts, and sustain commitment over time, the vision needs to unite and energize the entire community.

Situated along East Miami Avenue, the Cleves Business District corridor encompasses the traditional downtown/main street of the village. Historically and culturally, the corridor has long been considered the hub of community activity for the village. Inspired by this tradition, the business district master plan vision provides an organizing framework that further strengthens the overall idea of the corridor as a point of convergence for business, entertainment, culture, residents, and shared community ideals.

Master Plan Vision:
Create a safe, walkable, and unified business district within the Miami Avenue corridor establishing and reinforcing the area as a destination within the village; while stimulating diverse economic, entertainment, and re-investment opportunities for the benefit of businesses and residents alike.

Future Land Use Plan:
To achieve this vision, the next step is to reorganize the business district corridor into a Future Land Use Plan. The Plan organizes the corridor by ideal land use and provides recommendations / guidance on the character, type, and style of future development and redevelopment projects within the business district.

The Future Land Use Plan identifies and describes seven proposed land-uses categories. As previously noted in the Urban Design & Smart Growth section, all future development/redevelopment within the corridor should comprise of similar form, architecture, or other characteristics that distinguish them as unique to the Cleves Business District, thus fostering an over-arching identity for the corridor.

This does not mean that existing uses, by themselves, should be stopped. The proposed Land Use Plan is meant to act as a guide to focus future development within the corridor.

The seven land use categories are:

Single Family
Limited to Single Family Residential Development. Provides the traditional housing type found in suburban areas and encourage housing diversity within the district. Future Single Family development should be limited with setbacks and aesthetics consistent with established district character of the area.

Business Redevelopment
Limited to Commercial, Service, and Limited Light Industrial Development that is accessible to the general public and surrounding neighborhoods. Uses may include real estate, insurance, and professional offices, furniture and instrument manufactures, and micro-breweries / distilleries.

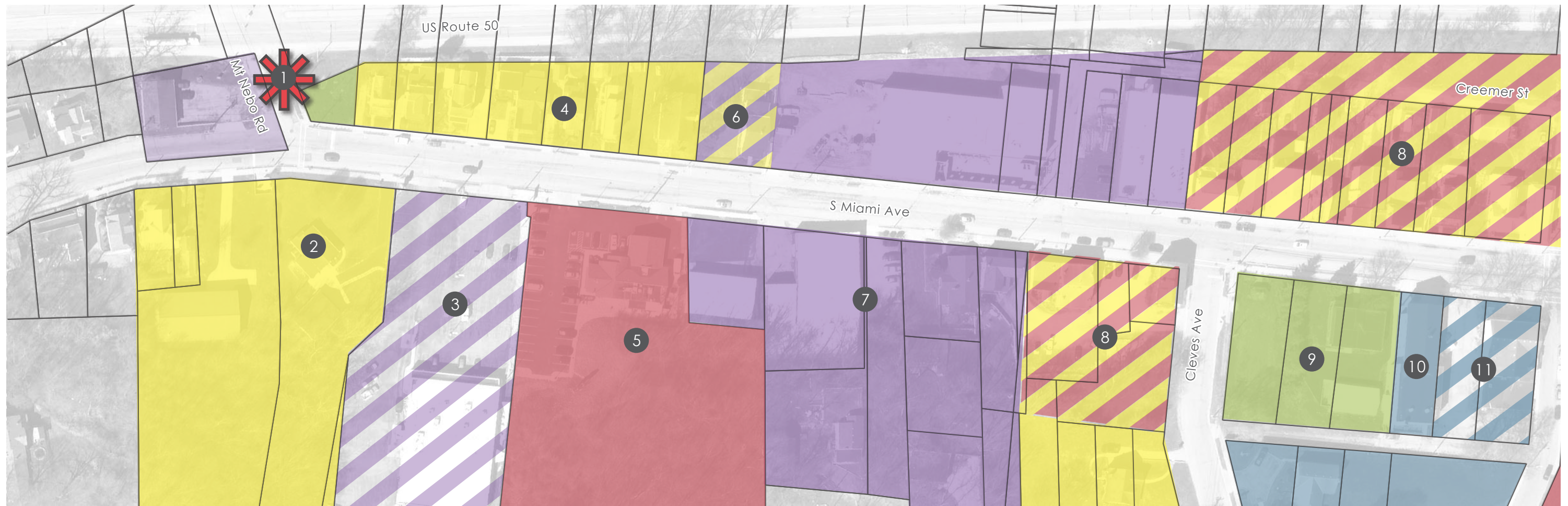
Mixed-Use
Limited to Mixed-use development with a blend of retail, office, and residential uses that complement each other and are vertically & horizontally integrated. Typical developments house neighborhood scale retail and commercial uses on the first floor with one or multiple stories of office or residential above.

Public Open Space
Public Open Space, comprised of soft and hard surfaces within the public realm, that helps promote social interaction, an attractive pedestrian environment, & a sense of community.

Public/Institutional
Limited to Public and Quasi-public uses which are under public or public-related ownership and used for public purpose and promote quality of life in the village.

Neighborhood Retail
Limited to retail and commercial uses that are specifically meant to fit in with the neighborhood surroundings and cater to the needs and desires of the local populace. Uses may include flower shops, bakeries, dry cleaners, small offices, toy stores, hardware stores, and other similar uses.

Entertainment District
Limited to entertainment & food/drink service/distribution with a high concentration of restaurants, bistros, pubs, coffee shops, wine bars, brew pubs, or other entertainment venues.



1 Secondary Gateway at US Route 50 & Mt Nebo Road.

2 Existing Single Family Residential to Remain South of Mt Nebo Road.

3 Existing Restaurant & Bar Parcel to convert to Business Redevelopment.

4 Due to limited lot depth, Single Family Residential to Remain.

5 Existing Restaurant Parcel to remain unchanged

6 Lot depth allows for limited potential Business Redevelopment Expansion.

7 Existing Warehouse & Multi-family to convert to Business Redevelopment.

8 Existing Multi-Family to Convert to Mixed-Use & both frame and flank the Public Open Space.

9 Existing Open Space and Multi-Family should be acquired for and converted to Public Open Space / Town Square for public gathering and community engagement.

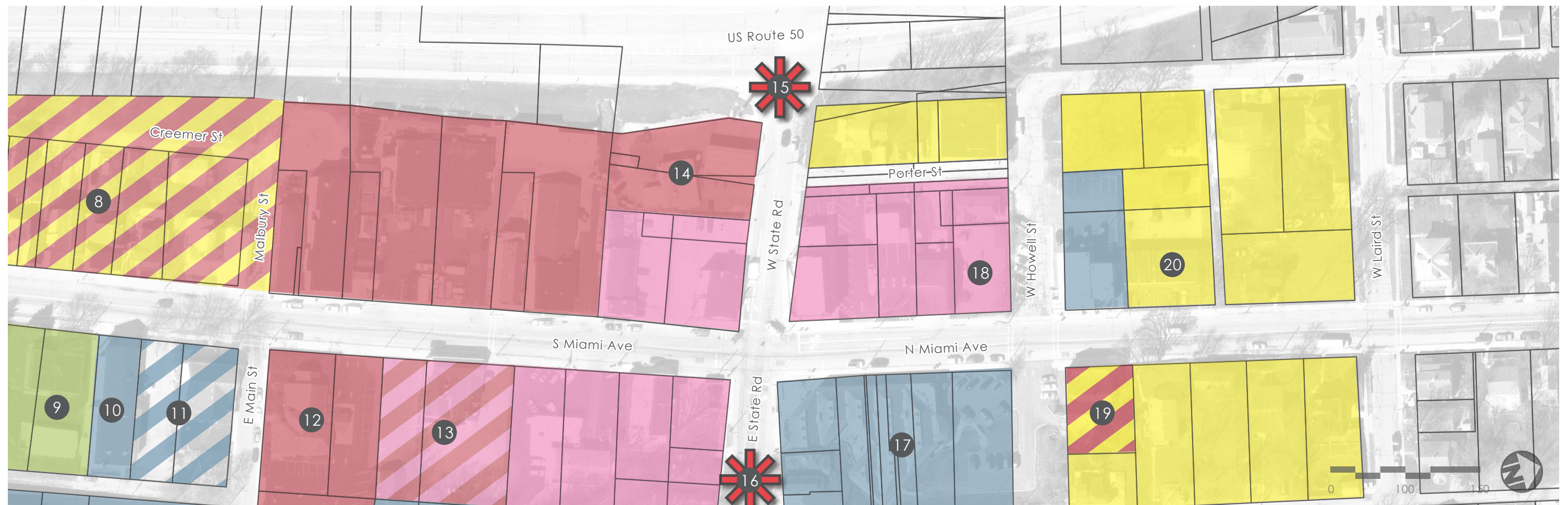
10 Existing Museum & Meeting Hall to Remain & Expand Public Operations

11 Existing Neighborhood Retail Parcel should be acquired and converted to Public Use. Potential location for a centralized Public Parking Facility to complement the Museum and Public Open Space.

12 Existing Neighborhood Retail to Remain. Potential for Public/Private Parking Agreement

3.3 Land Use Plan

The Future Land Use Plan represents the vision for the future of the Business District and is defined in terms of proposed land uses, each of which represents a unique development type, situated within the corridor in a way that maximizes the potential of creating a lasting asset for the village. Although the Future Land Use Plan illustrates hard edges and defined areas for each land use, it is not intended to be limiting or restrictive. Instead, the plan should be used as a guide to focus development types to general areas within the corridor.



- 13 Vacant Lot to be converted to either Neighborhood Retail or Entertainment Use
- 14 Existing Gas Station to Remain. The Current Location is Ideal. Close, but off the Central Corridor.
- 15 Primary Gateway at the intersection of W State Road & US Route 50.

- 16 Primary Gateway coming down the hill along E State Road.
- 17 Existing Library and Senior Center to Remain an integral Public Space within the Corridor.
- 18 Skate Park should be relocated to a centralized public park & land to be converted to an Entertainment Use.

- 19 Existing Mixed-Use Parcel to remain & assist the transition between the entertainment/retail district to the residential neighborhood north of the Corridor.
- 20 Existing Motel to convert to Single Family Residential.

- SINGLE-FAMILY ●
- BUSINESS REDEVELOPMENT ●
- MIXED USE ▨
- PUBLIC OPEN SPACE ●
- PUBLIC/INSTITUTIONAL ●
- NEIGHBORHOOD RETAIL ●
- ENTERTAINMENT DISTRICT ●

4.0 market review

4.1 Market Overview

The Village of Cleves Business District contains local businesses that serve the needs of the community, including Merillees Hardware Company, Brossart Pharmacy & Compounding, and Nature Nook Florist & Wine. A PNC Bank Branch sits prominently on the corner of State and Miami. There are two bars, a Skyline Chili, and one full-service restaurant with a liquor license. The business district contains two funeral parlors, a branch of the Hamilton County Library and two Drive-Thru convenience stores. Tisch Environmental is the largest commercial/industrial business in the district. Though the district lacks a grocery store, a Kroger is only one mile away in neighboring Whitewater Township. In every interview and discussion related to this study, the single use most desired in the business district is an additional full-service, family-friendly restaurant with a liquor license. Additional retail options desired by the community include boutiques, a coffee shop, and an ice cream parlor. The business district will succeed by adding retailers and amenities that complement rather than compete with nearby “big-box” stores.

4.3 Target Market

New residents are coming into the community as new construction single family homes continue to be developed and sold. This affordable yet attractive product is bringing young families into Cleves and into the Three Rivers School District. Cleves should target new residents and the families and professionals that populate nearby communities such as Miami Heights, North Bend, and Addyston. Cleves can attract these populations with events, family-friendly restaurants, façade improvements, and working with existing retailers to market to new demographics.

The community around the Three Rivers School District is an important, captive audience for the Cleves Business District. The school district’s brand-new K-12 63 acre campus is proximate to the business district, and contains 3 gymnasiums, ball fields, and a state-of-the-art Performing Arts Center. The new school buildings were built using green design and construction methods, including geothermal wells that heat and cool the campus. Businesses in the Cleves Business District should target parents and students before and after games, performances, and events.

Cleves should leverage recent developments, existing amenities and demand drivers as a catalyst for new development. Programming geared towards families at Cleves parks and the library can elevate the Village’s brand for the target market. The most successful events and businesses will be attractive to employees of Tisch, recent home buyers, longtime residents, and Three Rivers parents, students, and faculty. A family-friendly restaurant with a liquor license would service demand from all demographics.

The Land Use Plan recommends the creation of a Town Square in the heart of the business district for public gathering and community engagement. Activating this public space will bring foot traffic to the corridor and alter perceptions of the village. Large events in parks are important for promoting the village and building community, but even more intimate events in a public square can strengthen the community while elevating the assets of the business district. Today’s vendor at a farmers’ market is tomorrow’s restaurateur, and each potential entrepreneur that recognizes Cleves as a village of opportunity and affordability is a win.

The establishment of a cohesive brand and shared marketing plan for the district will elevate the existing businesses and attract new customers and new opportunities.

4.2 Demographics

While the immediate area does not have strong population density, the income levels and home-ownership rates within the 5 mile radius of the business district convey a region with stability and buying power. The national trends that caused the decline of neighborhood business districts have reversed, and consumers are looking for walkable shopping experiences with character and charm. While some aesthetic challenges in the district need to be addressed, the right business with proper marketing to the surrounding communities could succeed.

	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population			
2020 Projection	4,979	14,845	46,890
2015 Estimate	4,940	14,730	46,011
2010 Census	4,840	14,510	44,629
Growth 2015 – 2020	0.79%	0.78%	1.91%
Growth 2010 - 2015	2.07%	1.52%	3.10%
2015 Population	4,940	14,730	46,011
White	96.07%	97.04%	96.36%
Black	1.34%	0.88%	1.00%
Am. Indian & Alaskan	0.34%	0.32%	0.22%
Asian	0.45%	0.52%	1.21%
Hawaiian & Pacific Islander	0.00%	0.01%	0.01%
Other	1.78%	1.23%	1.19%
U.S. Armed Forces	1	16	53
Households			
2020 Projection	1,786	5,264	16,576
2015 Estimate	1,770	5,221	16,285
2010 Census	1,728	5,142	15,835
Growth 2015 – 2020	0.90%	0.82%	1.79%
Growth 2010 - 2015	2.43%	1.54%	2.84%
Owner Occupied	72.09%	82.76%	84.40%
Renter Occupied	27.91%	17.24%	15.60%
2015 Households by HH	1,769	5,220	16,285
Income			
Income: <\$25,000	20.18%	15.94%	13.72%
Income: \$25,000 - \$50,000	22.33%	21.07%	18.55%
Income: \$50,000 - \$75,000	18.82%	19.27%	16.09%
Income: \$75,000 - \$100,000	11.25%	13.03%	14.23%
Income: \$100,000 - \$125,000	12.32%	13.01%	14.66%
Income: \$125,000 - \$150,000	6.61%	9.02%	9.73%
Income: \$150,000 - \$200,000	4.58%	4.69%	6.23%
Income: \$200,000+	3.90%	3.97%	6.78%
2015 Avg Household Income	\$75,491	\$80,919	\$93,227
2015 Med Household Income	\$58,178	\$66,087	\$77,863

4.4 Area Developments

1 101 Cooper Avenue



- Owner: OHP-CLeves LLC
- Purchased 7/15 for \$576,400
- Approx. 9 acres, mostly vacant
- Proposed retail use but delayed by floodplain issues.

2 Coleman Court



- Developer: Drees
- 7 new homes sold 2015-16 for avg. price of \$341,681

3 Edgefield Drive



- Developer: Drees
- 5 new homes sold 2015-16 for avg. price of \$250,968

4 Hamilton - Cleves Pike



- Nearby "Big Box" retail corridor
- Kroger/Kroger Fuel; Gold Star Chili; Great Clips; Subway; Pizza Hut

5 Tisch Environmental HQ



- Property Owner: Tisch Properties LLC
- Recent 24,000 square foot expansion

6 Nick's American Cafe



- Property Owner: Louise Kurlas
- New Construction
- Full service restaurant and bar

7 St. Joseph's Church excess property



- Property Owner: Archdiocese of Cincinnati
- Considered concept plans for development, but has kept it as green space

4.5 Demand Drivers and Amenities

1 3 Rivers School District



2 U.S. 50



3 Residential Developments



4 Library



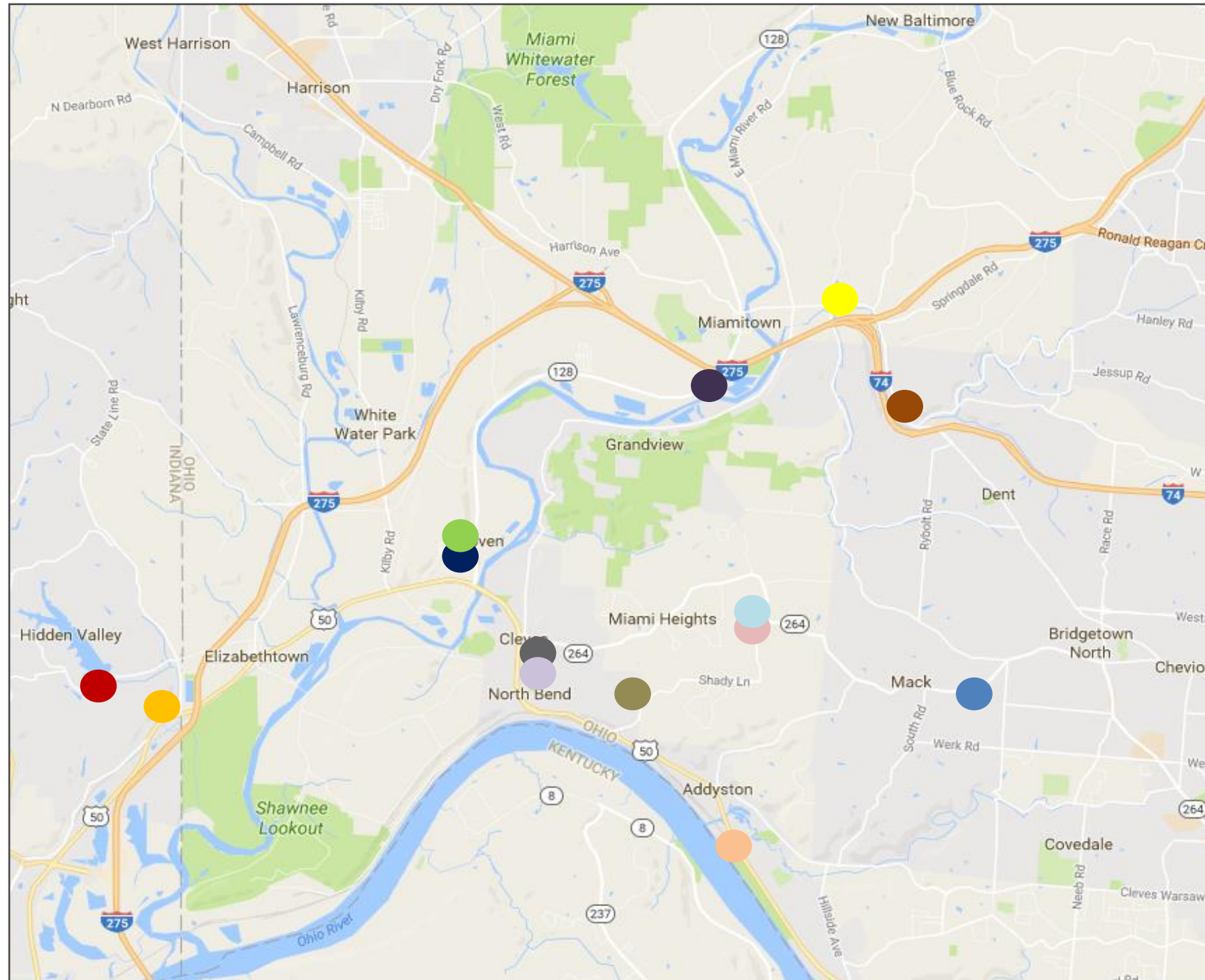
5 Parks



6 Employers



Restaurants within a 10-minute drive of Cleves Business District



LEGEND

- Cabana on the River
- Kreimer's Bier Haus
- LaRosa's Pizza
- Lin's Garden
- Nick's American Café
- Patrick's Family Restaurant
- Skyline Chili
- State Line Restaurant
- Subway
- Sunnyside Grill
- Take 5 Bar & Grill
- The Oak Leaf at Aston Oaks
- Wild Mike's
- Willie's Sports Cafe

5.0 community incentives

5.1 Public Incentive and Development Tool Examples

These examples are meant to be illustrative that there are an array of tools available for local communities to incentivize and propel development. We recommend retaining legal counsel for advice and guidance before considering any of these options.

5.2 Community Improvement Corporation

The powers of the CIC are broad and include, by way of illustration, the following:

- To borrow money for any purpose of the corporation by issuing debt. Such debt is secured by a mortgage or other lien on its property.
- To make loans to persons, partnerships, corporations or other business organizations and to regulate the terms and conditions of such loans. Such loans cannot be approved by a CIC unless the person has tried to obtain a loan through ordinary commercial channels and has been refused by at least one financial institution.
- To purchase or acquire real and personal property and to dispose of such property.
- To acquire the good will, business, rights, real and personal property, and other assets of firms and persons and to assume or pay debts and liabilities of such persons and firms.
- To acquire real estate for the purpose of constructing industrial plants or business establishments or to dispose of such property for such purposes. In addition, a CIC may acquire industrial plants and business establishments and may sell, operate, maintain or lease such facilities.
- To acquire, sell, pledge, etc., stock shares, bonds, notes or other securities of persons, firms, or corporations.
- To do all things necessary to carry out the powers of a CIC.

5.3 Tax Increment Financing

TIF is a public financing method that is used as a subsidy for redevelopment, infrastructure, and other community-improvement projects. Through the use of TIF, municipalities typically divert future property tax revenue increases from a defined area or district toward an economic development project or public improvement project in the community.

5.4 PACE Financing

Property Assessed Clean Energy is an economic development tool designed to assist commercial and industrial building owners to access affordable, long-term financing for clean energy improvements to their buildings.

PACE allows building owners to finance efficiency and renewable energy improvements through a voluntary assessment on their property tax bill. The repayment obligation transfers automatically to the next owner if the property is sold. Capital is secured by a priority lien on the property, so long-term debt capital can be raised from the private sector.

In order to encourage property owners to utilize this tool, Cleves can take the first step by establishing a PACE special assessment district.

5.5 New Community Authority

New Community Authorities can levy extra taxes on property owners in its jurisdiction. They can also charge special assessments on retail purchases. Those funds can be used to promote development within the district.

5.6 Port of Greater Cincinnati Development Authority Programs

Program	Financing Type	Tax Exempt	Target Size	Primary Benefit	Additional Considerations
Bond Fund	Debt	Deal Specific	2.5 – 6.0 Million	Access Cost	Company lending for capital improvements or small TIF deals. Can be combined with other Ohio Bond Funds for bigger deals
Lease	Optional	No	5.0 Million	Cost Reduction	Sales tax exemption on Construction Materials; Smaller deals are possible, but economics may not work
EB-5	Debt	No	10+ Million	Access Cost (Mezz) Terms	First Mortgage or Mezz Debt; 5-7 yr term; approximately 25-30 % of capital stack (min \$30 Million project)
Tax Increment Financing (TIF)	Debt	Deal Specific	2.5+ Million	Cost Reduction	Smaller deals via Bond Fund; larger deals on a standalone basis; credit enhancement is key
Special Assessments	Debt	Deal Specific	2.5+ Million	Cost Reduction	Charges against property to pay costs of related improvements or services
PACE	Debt	Deal Specific	\$50,000 Minimum	Access Terms	Primarily for rehab, capital improvements or upgrades; positive cash flow on retrofits
501(c)3 Bonds	Debt	Yes	2.0+ Million	Cost	Reduces the borrowing costs of credit worthy non-profit organizations
Industrial Revenue Bonds	Debt	Yes	2.0 – 10.0 Million	Cost	Manufacturing and processing facilities
Exempt Facility Bonds	Debt	Yes		Cost	Certain facilities owned or used by private entities including airports, rail, water, and surface transportation
Foreign Trade Zone	Debt	n/a	n/a	Cost Reduction	Duty deferral, reduction or elimination; lower supply chain costs

Chart from <http://www.cincinnatiport.org/wp-content/uploads/Tools-chart-HYPERLINKED2.pdf>

5.7 Hamilton County Development Corporation (HCDC) Tax Incentive Programs

Enterprise Zones:

With the approval of local jurisdictions, the Hamilton County Commissioners may grant property tax incentives to non-retail enterprises that agree to establish, expand, renovate, or occupy a facility within a county-designated enterprise zone and agree to retain or create employment at the project's location. A business must finalize an agreement prior to project commencement.

Community Reinvestment Areas:

Improvements resulting in real property tax increases may be eligible for tax exemptions within designated Community Reinvestment Areas. Real property investment incentives are available for projects involving remodeling or new construction, local retail and service businesses, and residential renovations or new construction. Projects must be consistent with local zoning and community objectives for area development.

Program descriptions from: <http://www.hcdc.com/development/tax-incentive-programs/>

