Deer Park 2035 Vision Plan

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Table of Contents

Introduction to the Comprehensive Plan 3
Comprehensive Plan Goals & Objectives 4
Demographic Data 7
Land Use 11
Deer Park Business District Plan 21
Housing 45
Transportation 52
Parks & Recreation 58
Economic Development 64
Public Involvement 70

What This Plan Means to the City of Deer Park

Every community needs a vision for its future. Without a clear and unified vision for the City's future direction, Deer Park leaders and citizens may place themselves at a disadvantage when presented with redevelopment and other growth related opportunities. Deer Park's comprehensive planning process is about building a unique and vibrant community. The original Comprehensive Plan was adopted in 2008 and this document represents the first update to the original Plan. The Plan's purpose is to lay out a path to fiscal sustainability, to maintain and enhance citizens' and business owners' quality of life, to preserve the many traditional neighborhoods that exist in the City, and to place Deer Park in a competitive position in the greater Cincinnati economy.

The Plan's shared vision and policy framework will establish a unified approach to the physical redevelopment of portions of the City, economic development and neighborhood enhancement efforts.

A Comprehensive Plan's Benefits Are Many:

• A clear community vision created through community consensus, one that captures the values, goals and objectives of the community.

• An up-to-date policy guide for encouraging quality physical and economic development.

• A competitive community prepared for the changes the future will bring.

• Preservation of community character.

• An enhanced quality of life.

• Efficient, coordinated use of public resources.

• Advancement of actions that will be in the long-term best interests of the community.

• Application of innovative planning, development and growth concepts.

The Role of the Plan and How It Will Be Used

The Deer Park Comprehensive Plan is advisory in nature. It lays out a vision for the future growth and development of the community, what the community will be like and look like in the future. At the vision and policy level, it will serve as a guide for community decision-making. It addresses both where we will grow and how the City redevelops over time.

Communities should strive for concurrence with the Plan in rezoning or development approvals. These high aspirations mean that sometimes different objectives and strategies may conflict with one another, requiring careful balance. As such, a comprehensive plan supplies guidance in the decision-making process, but it is not the final word.

This plan will be used by the community as public and private decisions are made concerning development, redevelopment and capital improvements, including: community infrastructure improvements, economic incentives and other matters affecting the growth of the community.

Comprehensive Plan Time Frame

This Comprehensive Plan address both short-term and long-term goals, objectives and strategies to guide the city through redevelopment and other growth related issues. The long term goals and objectives are presented against a 20 year development period. Whereas, many of the recommendations and strategies in this plan should be considered within the first year of the adoption of the Comprehensive Plan. It is important to note that comprehensive plans should be reviewed on an annual basis and plan amendments should be considered as dictated by both changing conditions within the Deer Park community as well as external market or other related conditions.

DEER PARK *A Neighborhood City.*

Comprehensive Plan Vision Statement

The City of Deer Park is a vibrant community distinguished by its convenient location, access to urban amenities and unique small-town character. Deer Park is an inclusive and diverse city with a livable business and civic core that promotes walkability and social interaction. The citizens of Deer Park are civically engaged, and civic groups and existing neighborhoods work collaboratively to continually improve quality of life.

Goals & Objectives for the Plan

1. Enhance and promote Deer Park's physical and perceived identity to create a unique sense of place.

2. Develop proactive land use and economic development policies aimed at attracting targeted new retail, residential, office and mixed-use development within identified re -development areas.

3. Develop an economically sustainable balance of city services, amenities and infra-structure to promote targeted growth in the commercial and residential sectors.

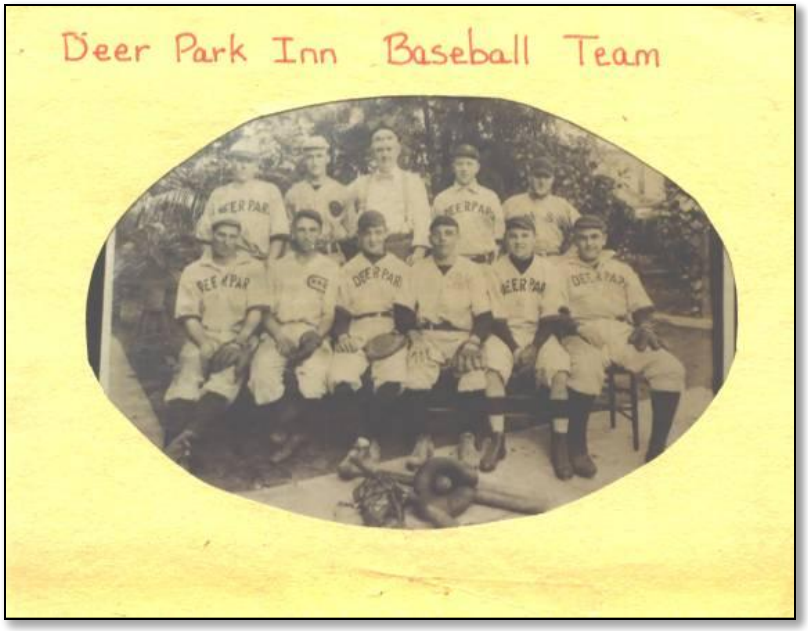
4. Promote community interaction by supporting gathering places, open spaces, and parks and recreation opportunities.

5. Support community members of all ages in their efforts to promote active lifestyle choices.

6. Connect the city business districts, parks, neighborhoods, and neighbors though pedestrian mobility options.

7. Establish processes that engage citizens and community partners and implement policies that reflect the desires and concerns of community members and business owners alike.

8. Continue to proactively seek intergovernmental solutions on a regional scale to increase municipal service levels and offerings.



Deer Park...Beginnings

The City's founders gathered in the back room of what is now the Deer Park Inn on Blue Ash Road. Built in 1886 as Helds Tavern, it was just the second building in what would eventually become Deer Park, said former owner, Hermann Tegenkamp.

"They used to say if you could hit a ball from the field across the street into the front door, you'd get a free drink," he said. The new Deer Park Roofing facility now stands on the site of that baseball diamond.

Deer Park was laid out in 1886 as a suburb of residences. Still mostly rural, Deer Park was incorporated as a village in 1912. There were 327 residents.

Most of the meetings of the leaders pushing to incorporate the area as a village were held in the back room of Helds Tavern. So when Deer Park was formed, council meetings were held in that same room. At the end of meetings, official minutes say, "council adjourned to the bar."

Deer Park developed slowly at first. It was 24 years before village leaders built a municipal building, leaving tavern-room meetings a thing of the past. But with suburban growth exploding with the baby boom, the City grew. By 1950 there were 7,247 residents. Deer Park was incorporated as a city in 1952.

During the 50's, 60's and 70's the City was typical Americana with silver maple canopy tree lined streets. The neighborhood streets were always full of kids. The park was always a short walk away, where there once was a small swimming pool often called the ``toe wash''. The park was the place to be if you were a kid. The park was always the center of the community's activities like the 12th Night Christmas tree burning or the summer ice cream socials. The Playground Mothers kept the park looking nice with flowers and such.

Deer Park Historic Timeline

- 1788 John Cleves Symmes purchases all land between two Miami Rivers for subsequent resale and development.
- 1795 Treaty of Greenville signed, giving Ohio settlers assurances of safety over Indian "intrusions", Samuel and Rachel Dument Pierson establish log home in vicinity of Deer Park
- 1806 Dr. Daniel Schenck and family construct first brick home in Deer Park.
- 1863 Morgan's raiders visit the area as they pass through Ohio. Story's have it they stopped at what is now Wards Florist.
- 1881 Passenger train runs from Deer Park to Lebanon along "Highland Route."
- 1886 Mutual Homestead Building Co. purchases large section of Pierson estate for suburban development.
- 1890 At some point Mr. Chamberlain and Mr. Parrott purchased land in the area.
- 1903 Rapid Railway interurban transit (for the "black cars") brings trolley service to Deer Park; car barns built at Hegner and Blue Ash.
- 1906 Amity school constructed.
- 1912 Deer Park incorporated as village, with backing of Deer Park Welfare Corporation.
- 1930-1951 Several annexations increase overall size of village.
- 1952 Deer Park becomes a city.
- 1953 Deer Park Township is formed.
- 1962 Celebration of Deer Park's 50th anniversary.
- 1971 The City builds a new Community Center.
- 1987 Celebration of Deer Park's 75th anniversary.
- 2001 Deer Park newly renovated war memorial in Chamberlin Park is dedicated.
- 2012 Centenial Celebration

DEMOGRAPHIC DATA

DEER PARK 2035 VISION PLAN

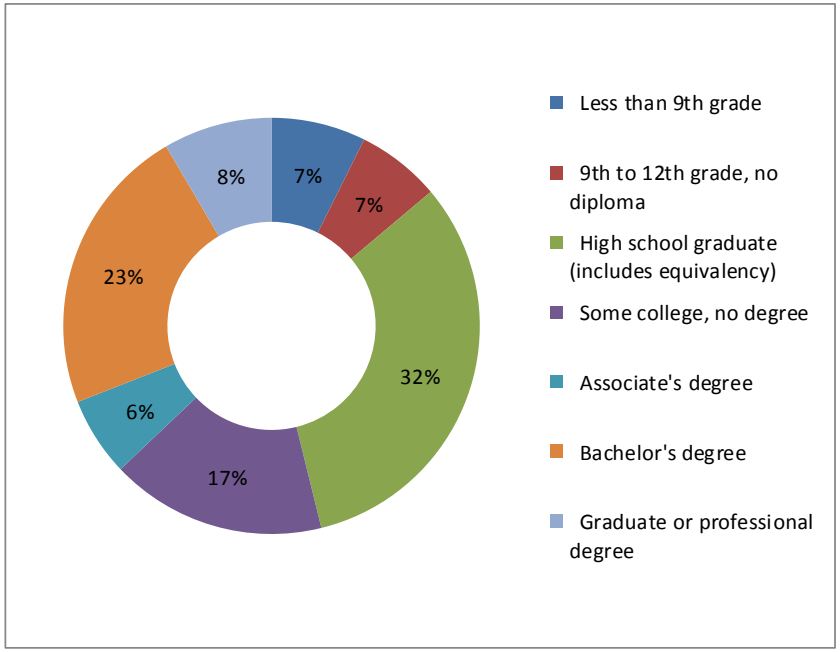
Demographic Data Overview

Demographic data is important in a comprehensive plan for two reasons. First, it shows the existing conditions of the city, and second, it shows trends about the social and economic conditions of the city. A change in demographic data over a period of ten years can dramatically change the planning direction of the city, affecting the physical, social and economical characteristics of the city. The purpose of this chapter is to identify relevant trends affecting Deer Park. These trends are supported by a pattern of change in other areas of the community such as land use consumption, housing condition, employment levels, etc. Deciding whether or not to support these trends or take a different direction is a key component to developing future policy.

The following data and charts presented throughout this plan were compiled using U.S. Census Bureau information. A census of the United States' population is taken every 10 years. Each household in the country receives a questionnaire. One out of every 10 households receives a longer, more detailed survey. This data provides the best base of demographic information that is available to and used by the majority of the country's jurisdictions. Although the information becomes outdated toward the end of the decade, the census still provides a valuable resource. The most recent census was taken in 2010.

Deer Park has a 2010 population of 5,736. The majority of the population is 25-54, with a median age of 38.5 years old, which has stayed consistent with the 2000 Census figure of 35.0 years old. The community is predominantly white and nearly 74% of the housing units are owner occupied.

Deer Park Educational Attainment Levels

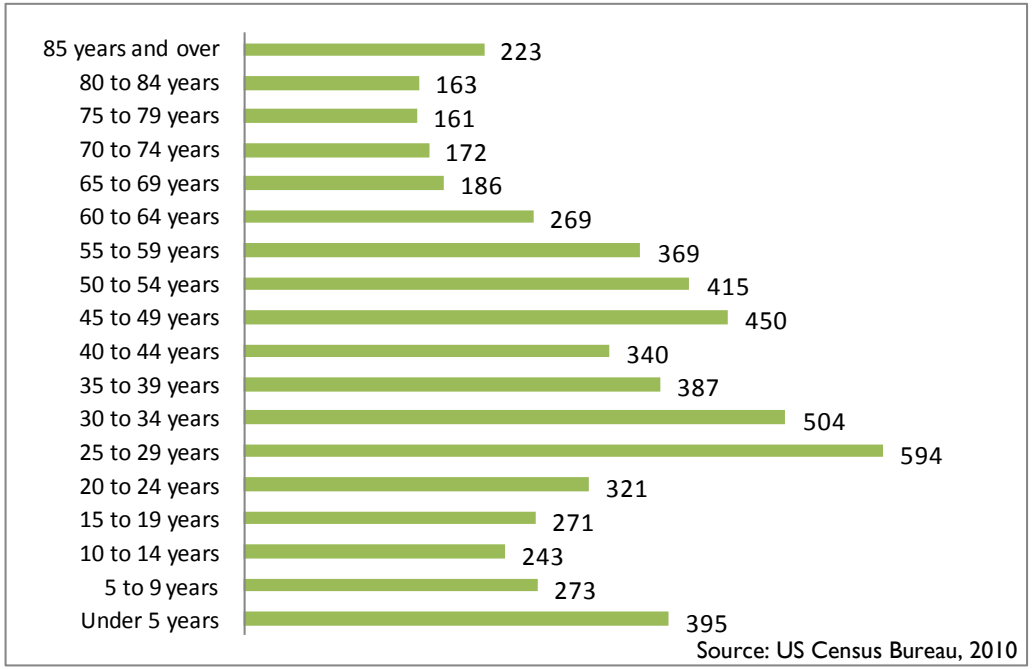


Source: US Census Bureau American Community Survey, 2008-2012

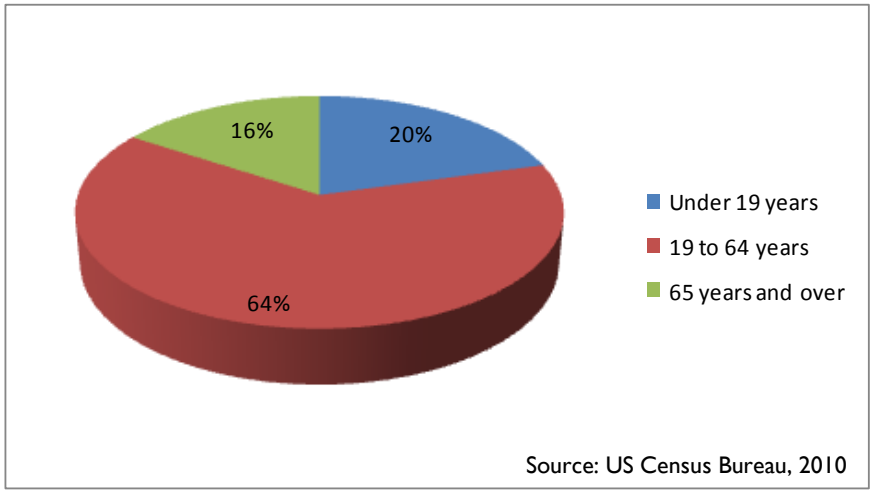
Population Data	
Total population	**5,736**
SEX AND AGE	
Male population	2,719
Female population	3,017
Under 5 years	395
5 to 9 years	273
10 to 14 years	243
15 to 19 years	271
20 to 24 years	321
25 to 29 years	594
30 to 34 years	504
35 to 39 years	387
40 to 44 years	340
45 to 49 years	450
50 to 54 years	415
55 to 59 years	369
60 to 64 years	269
65 to 69 years	186
70 to 74 years	172
75 to 79 years	161
80 to 84 years	163
85 years and over	223
Median age (years)	38.5
18 years and over	4,660
Male: 18 years and over	2,187
Female: 18 years and over	2,473
21 years and over	4,502
62 years and over	1,057
65 years and over	905
Male: 65 years and over	328
Female: 65 years and over	577
Average household size	2.12
Average family size	2.86

Source: US Census Bureau, 2010

Age Distribution



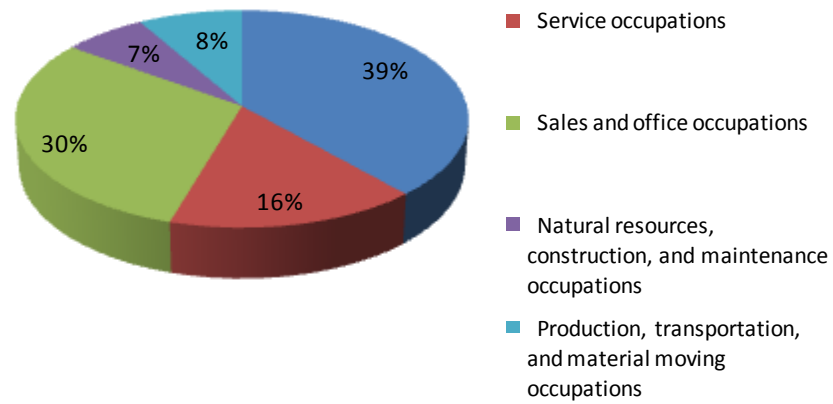
Distribution of Minors, Adults, and Retirement Age



Employment Status Data	
Population 16 years and over	**4,844**
In labor force	3,372
Employed	3,129
Unemployed	243
Not in labor force	1,472
Employed civilian population 16 years and over: Occupation	3,129
Management, business, science, and arts occupations	1,203
Service occupations	505
Sales and office occupations	951
Natural resources, construction, and maintenance occupations	209
Production, transportation, and material moving occupations	261
INDUSTRY	
Agriculture, forestry, fishing and hunting, and mining	0
Construction	140
Manufacturing	249
Wholesale trade	138
Retail trade	359
Transportation and warehousing, and utilities	147
Information	105
Finance and insurance, and real estate and rental and leasing	232
Professional, scientific, and management, and administrative and waste management services	376
Educational services, and health care and social assistance	831
Arts, entertainment, and recreation, and accommodation and food services	246
Other services, except public administration	220
Public administration	86
Household Income	**2,500**
Less than $10,000	104
$10,000 to $14,999	164
$15,000 to $24,999	272
$25,000 to $34,999	219
$35,000 to $49,999	479
$50,000 to $74,999	565
$75,000 to $99,999	355
$100,000 to $149,999	299
$150,000 to $199,999	30
$200,000 or more	13
Median household income (dollars)	51,667

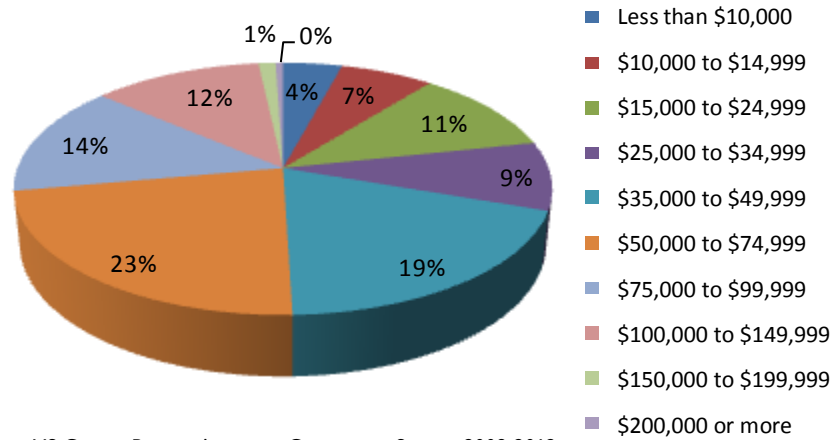
Source: US Census Bureau American Community Survey, 2008-2012

Occupation Type Distribution



Source: US Census Bureau American Community Survey, 2008-2012

Household income



Source: US Census Bureau American Community Survey, 2008-2012

LAND USE

DEER PARK 2035 VISION PLAN

Introduction to Land Use

The land use element of the Comprehensive Plan examines the existing land use and zoning district conditions in the City in addition to providing a suggested future land use pattern to help guide the City through future redevelopment phases.

Currently, the majority of the city parcels are residential uses. According to Hamilton County GIS data, single-family residential dwellings make up 79.8% of the parcels, with multi-family residential comprising 7.5% of all parcels. Commercial and office land uses make up 4.7% of parcels, while 1.4% of parcels are industrial land uses. The remaining 6.6% of parcels are public uses, such as schools, parks, and city rights-of-way.

While these various land use classifications are generally grouped together, there are many instances of spot land use. Spot land use is a condition where a small number of parcels with different land use are found within a larger group of parcels with a different, usually more intensive, land use. An example of this in Deer Park are the multi-family units found sporadically within single-family neighborhoods.

The future land use plan will address these spot land use issues and attempt to maximize social and economic growth potential throughout the city. The plan creates a consistent land use pattern, building off existing land uses and infrastructure, to arrive at a plan tailored to the best interest of Deer Park and the surrounding neighborhoods to help spur future growth and preserve existing neighborhood character and quality of life.

Land Use Goals & Objectives

- Stabilize the character and increase the revenue potential of Deer Park area by providing a balanced mix of land uses focusing on quality construction and design.

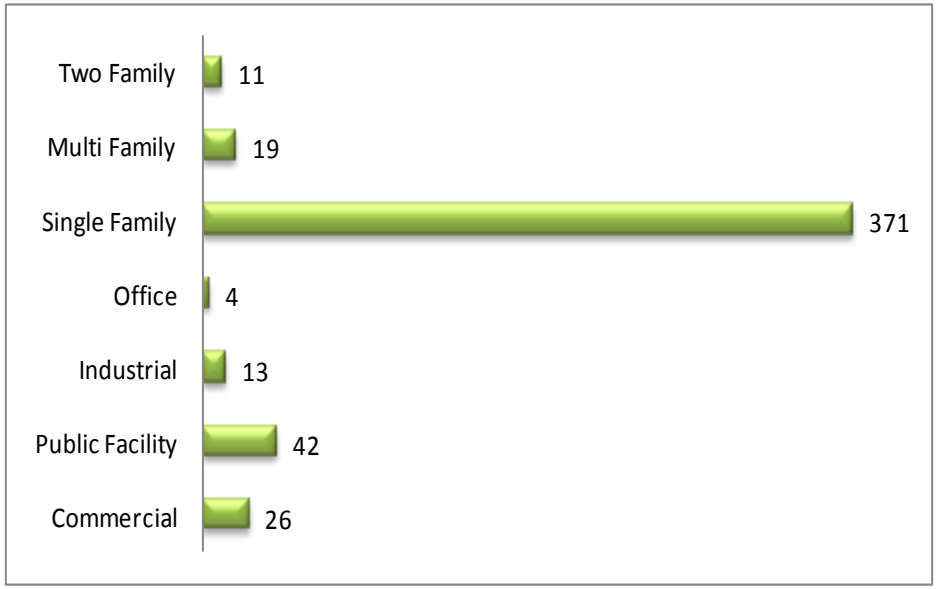
- Promote an orderly and systematic land use development pattern that is compatible with existing uses and focuses redevelopment activity into specific areas within Deer Park.

- Provide for the proper transitioning and buffering of land uses to protect low intensity land uses such as residential neighborhoods from higher intensity land uses such as commercial and retail activity.

- Promote a variety of quality retail, office, mixed-use and residential uses within the City of Deer Park.

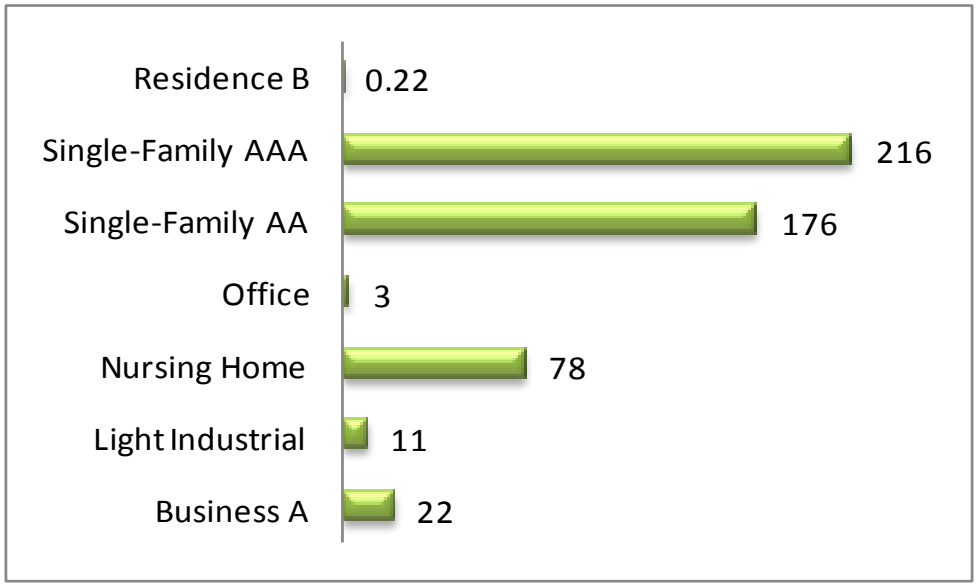
- Encourage a land use pattern that promotes infill development in neighborhood areas, redevelopment along the City's primary commercial corridor areas and efficient reuse of existing land within the Deer Park limits.

Existing Land Use Distribution (# of acres)



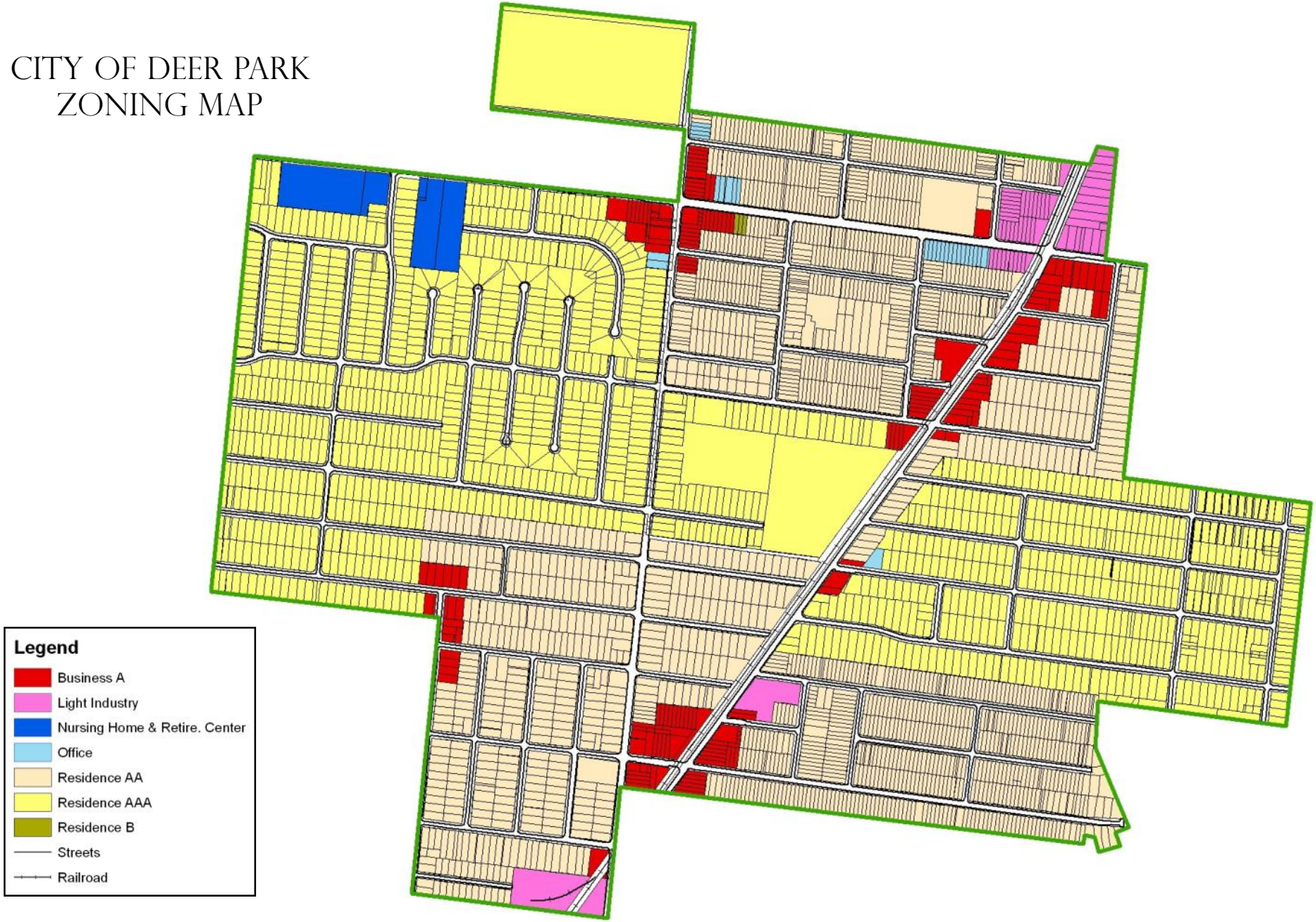
Similar to the existing land use distribution, the zoning district breakdown is heavily weighted toward Single-Family AA and Single-Family AAA. Business, office and light industrial zoning district area is minimal; accounting for 34 total acres within the City. Deer Park does have two large parcels designated as a Nursing Home zoning district. The amount of land zoned for business, light industrial and office is only 36 total acres. Although Deer Park is a small city in terms of overall land area, the amount of landed zoned for revenue producing land uses is very small. Therefore, creating opportunities for increasing revenue producing commercial and office based land uses should be a priority within this plan so long as the character and quality of life of the City's residential neighborhoods is preserved.

Zoning District Distribution (# of acres)



The primary existing land use category within the City is the detached single-family dwelling (371 total acres). Commercial, office and light industrial account for only 40 acres within the City while multi-family (two-family and above) consists of 30 acres. The non-residential land uses are concentrated along Deer Park's primary corridors of Blue Ash Road, Galbraith Road and in isolated areas along Plainfield Road. The single-family lots within the City comprise compact traditional neighborhood development patterns as is typical of most first ring suburbs. The existing land uses exhibit a mostly uniform layout. However, there are several instances of incompatible multi-family and other non-residential land uses surrounded by lower intensity single-family residential dwellings.

CITY OF DEER PARK ZONING MAP



Deer Park Businesses (# by Sector)

Wholesale Trade	7
Retail Trade	15
Real estate & rental & leasing	5
Professional, scientific, & technical services	7
Administrative & support	6
Health care & social assistance	11
Arts, entertainment, & recreation	1
Accommodation & food services	13
Other services (except public administration)	13

Residential Land Uses

Residential land uses make up the vast majority (about ninety percent) of the parcels in Deer Park. The existing residential land uses within Deer Park consist of a mix of single-family and multi-family dwelling structures. Most structures are well maintained but isolated properties are exhibiting property maintenance issues and general devaluation through the lack of routine maintenance. Most of the structures are detached single-family dwellings, with areas of multi-family dwelling units located along primary roadways.

The majority of the housing stock is older; being built before 1959, with almost 30 percent built before 1939. There was no new home construction between the years 1995 and 2000. There appears to have been significant home ownership turnover in the last twenty years, with over fifty percent of homeowners moving into their homes between 1990 and 2000. However, approximately one fifth of the population has lived in their current residence since before 1969.

Commercial Land Uses

Deer Park's commercial businesses are concentrated along the Blue Ash Road, Galbraith Road and Plainfield Road corridors with a small commercial node located in the western quadrant of the City near the Lansdowne Avenue and Ohio Avenue intersection. Most Deer Park businesses are neighborhood scale businesses, with an exception along Galbraith Road in the western part of the City, where there is limited strip style development.

Industrial Land Uses

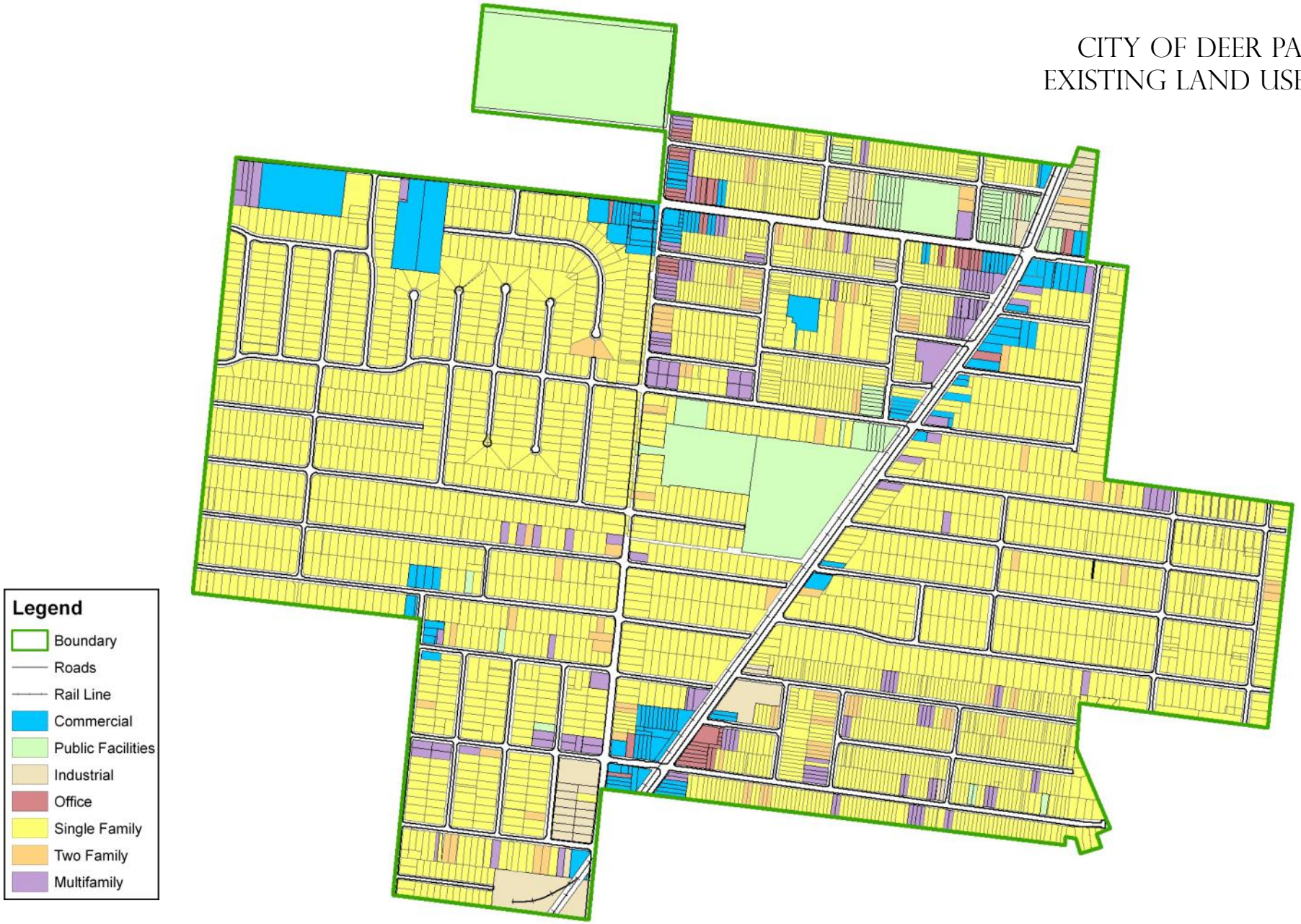
Deer Park has approximately 13 acres devoted to light industrial or warehouse uses. These higher intensity business operations are located along Blue Ash Road. The major concentration of this land use class is located north of the Blue Ash Road and Galbraith Road intersection. Limited spot zoning industrial land use occurrence can be found further south along Blue Ash Road.

Public & Institutional Land Uses

The Deer Park School District has four public schools. The Early Learning Center at Howard is located at 4131 Matson Ave. Amity Elementary is located at 4320 East Galbraith Road. Deer Park Primary is located at 8688 Donna Lane. Deer Park Junior/Senior High is located at 8351 Plainfield Road. And Leaves of Learning is located at 7131 Plainfield Road.

In 2004, the new Deer Park Municipal Building was constructed to better serve the residents of Deer Park featuring one stop public services. It is located at the corner of Blue Ash Road and Matson Avenue, situated next to Chamberlin Park. This provides great opportunities for shared parking and other public resources for community-wide events held at Chamberlin Park.

CITY OF DEER PARK
EXISTING LAND USE MAP



Residential Land Uses

Single-Family Residential
Deer Park's land area is predominantly built out. When discussing future single-family residential land use recommendations, the attention is focused upon infill development patterns. Many communities adjacent to Deer Park have witnessed "tear down" or infill single-family development as land values increase for new home sites. Deer Park must address the possibility of this type of infill development and adopt zoning regulations accordingly.

Maintaining an existing neighborhood's character becomes a primary goal of regulating infill residential development. Standards should be considered covering the following topics: principal structure setbacks, types of exterior materials required, insuring compatible architectural design with the surrounding homes / neighborhood and maximum livable square footage for dwellings.

Infill residential development in established neighborhoods should be a component of the City's overall redevelopment strategy only if properly planned to preserve and enhance the existing neighborhood.

Planned Residential
In many small communities such as Deer Park, multi-family development may be seen as more of a burden than an asset. Concerns over the tax base, traffic congestion, and the sometimes overwhelming scale of multi-family developments have left such uses with very little support.

However, multi-family housing is an essential element of any growing community seeking a balanced land use pattern. Several demographic groups are looking for multi-family housing options, including:

- Employees of both retail and service related jobs (i.e. school teachers, cashiers, janitorial staff, police officers, etc.).

- Young professionals who are still mobile and not interested in being tied down to a 30 year mortgage (including future employees of the offices which Deer Park wishes to attract).

- Elderly persons who are no longer able or willing to struggle with the responsibilities of home ownership such as lawn mowing, snow shoveling, and the like. Multi-family development can range from duplex condominiums to attached townhomes to senior housing and other "empty nester" style communities. This plan suggests a combination of all of these multi-family housing options and recommends that the City consider the needs of the elderly, the young, and future residents who may prefer home ownership options beyond a single-family dwelling.

Commercial Land Uses

Commercial related land uses are among the most important to the long term financial sustainability of the City of Deer Park. The future land use map suggests a mixed-use commercial district to following the identified boundaries of the Deer Park Business District consisting primarily of the Blue Ash Road, Galbraith Road and Plainfield Road corridor areas. Future land uses within these areas are targeted for a mixture of compatible neighborhood scale uses including retail, office, professional service, and residential dwelling units on the second or third stories. This Business District land use mix must maintain a degree of regulatory flexibility to promote a dynamic and pedestrian friendly environment. The overall scale and intensity of these land uses should be lower intensity to remain within the context of both the scope of the existing corridor areas and to preserve the character and quality of life of the adjacent residential neighborhoods.

The future land use plan also designates a small node of neighborhood commercial uses generally located along Lansdowne Avenue, between Ohio Avenue and Plainfield Road. This small commercial node is planned for low level commercial and retail land uses that do not adversely impact the dense adjacent residential neighborhood areas. Limited expansion of this existing commercial node may be appropriate through the conversion of single–family dwellings to a niche retail or professional service and office use context. Any expansion of this commercial node should be carefully reviewed against standards implemented in the Deer Park zoning code to regulate the use, scale and intensity of any proposed residential dwelling conversion.

Industrial Land Uses

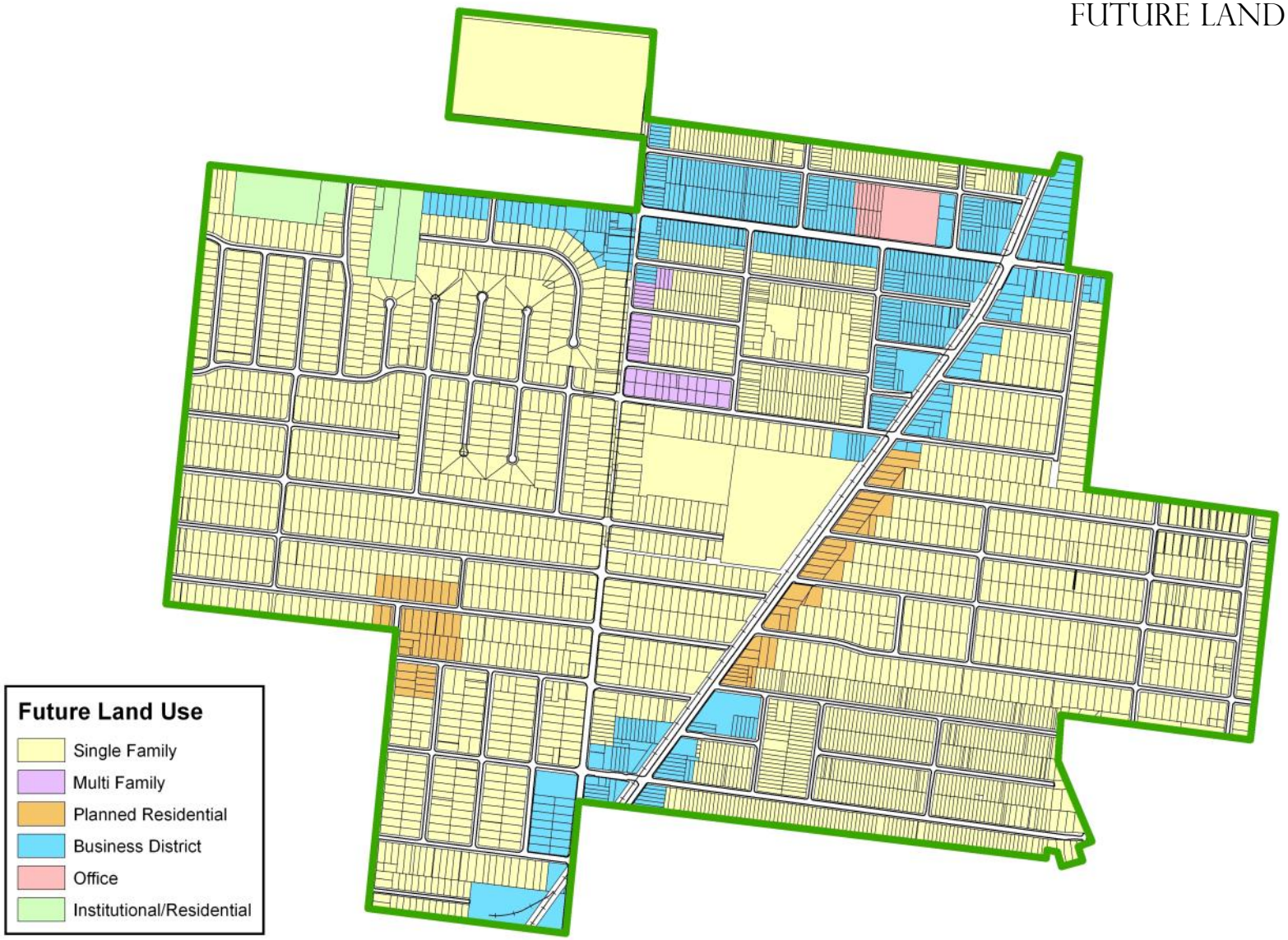
The approximate 13 acres of light industrial land uses are targeted for future redevelopment over a long term planning period. These light industrial properties are located within or adjacent to the planned Business District areas and maintain excellent visibility and roadway access along Blue Ash Road.

Another factor influencing this conversion to a commercial or mixed-use pattern is the potential for land use conflicts. Currently, these light industrial properties are situated either directly adjacent to or in very close proximity to residential neighborhoods. Conflicts such as noise, odor, reduced property values and safety issues may be present or increase over time if the current land use pattern is left intact. Converting these properties to a less intense use along with implementing future buffering and screening measures will provide additional protection and preservation for the surrounding low density residential neighborhoods.

Special Redevelopment Area

A special redevelopment area has been identified within the Blue Ash Road North Sub-Area that encompasses a neighborhood consisting of a mix of single-family and multi-family dwellings. Although no plans for redevelopment exist at the present time, the proximity of this area to both the Blue Ash Road and Galbraith Road corridors is significant enough to designate the area as a having the potential for redevelopment of existing multi-family structures or conversions of existing single-family dwellings to small scale commercial uses.

CITY OF DEER PARK FUTURE LAND USE MAP



Land Use Policy Recommendations

OVERALL LAND USE OBJECTIVE: ADOPT LAND USE DEVELOPMENT PRACTICES THAT ASSIST IN CREATING THE FRAMEWORK TO IMPLEMENT THE SUGGESTED LAND USE AND BUSINESS DISTRICT RECOMMENDATIONS CONTAINED IN THIS PLAN.

LU Policy 100 Update the zoning code to provide the regulatory framework to provide the ability to manage future land development in a manner consistent with this comprehensive plan. Specific actions to consider include: the creation of new zoning districts that better reflect the desired type and quality for the future redevelopment of Deer Park and creation of a business district that provides incentive zoning and flexible guidelines to encourage new redevelopment opportunities.

LU Policy 110 The Deer Park Future Land Use Plan Map is a guide for how, where and when growth should occur. Any deviation from this map is an indication that both this Comprehensive Plan and the Map should be amended to ensure that the development plan approval process remains consistent. Therefore, it is recommended that the City periodically review the Future Land Use Plan Map for its applicability to the types of developments that are being approved or being sought.

LU Policy 120 Do not rezone land for uses not recommended in the Comprehensive Plan.

LU Policy 130 Maintain updated zoning regulations designed to prevent fragmented, inharmonious, and disorderly development within the City.

LU Policy 140 Discourage corridor strip style commercial development and minimize conflicts between residential and commercial uses by requiring the establishment of buffer and screening guidelines, the size of which is based on the intensity of the commercial or professional use.

LU Policy 150 Encourage a variety of commercial, retail and office uses that will expand and stabilize the City tax base.

LU Policy 160 Consider additional small–lot residential infill development that could be compatible with the existing neighborhoods and add increased variety of residential housing options for the City.

DETAILED LAND USE OBJECTIVE: CONSIDER AMENDING THE ZONING CODE AND ZONING MAP TO IMPLEMENT THE SPECIFIC LAND USE OBJECTIVES IDENTIFIED IN THE PLAN.

LU Policy 200 Encourage all future commercial development to be located in the designated business district locations along the Blue Ash Road, Galbraith Road and Plainfield Road corridor areas.

LU Policy 210 Consider the creation of a planned residential district targeting the redevelopment of properties providing new types of residential housing products such as attached townhomes, empty nester developments and condominium uses.

LU Policy 220 Close attention should be given to creating the successful environment to facilitate high quality redevelopment activity. One method to achieve this goal is to plan for special redevelopment areas that may be appropriate for the implementation of special zoning overlay districts, zoning incentives and certain economic development programs. This plan has identified certain areas that should be considered for future zoning and economic development initiatives consisting of the designated Business District areas, the special redevelopment area located within the Blue Ash Road North Sub-Area and the identified planned residential development district.

LU Policy 230 Industrial and warehouse related land uses should be discouraged within the City if they are proposed to be directly adjacent to residential land uses.

LU Policy 240 Commercial land uses located within the Business District should include an appropriate mix of neighborhood retail, service oriented and small scale office land uses. New zoning regulations should be adopted to facilitate a mixed-use redevelopment environment in this district that includes the allowance of second story and third story residential uses.

LU Policy 250 Incentive zoning techniques should be explored to assist in attracting the desired type and scale of residential redevelopment projects. Zoning incentives should include density bonuses, flexible building setbacks and market oriented parking requirements that provide alternatives to off-street parking such as shared parking, cross-access easements and on-street parking credits.

BUSINESS DISTRICT PLAN

DEER PARK 2035 VISION PLAN

Introduction to the Business District Plan

The Business District Plan conveys the community's vision for how commercial development should fit into the landscape and contribute to the character and quality of life of the City of Deer Park. At the same time, the Business District Plan also respects and supports the efforts of those proposing projects in the City's designated business districts, those who bear the risks and devote personal time and resources to commercial endeavors. As such, the strength of the Business District Plan and the recommended guidelines derive from:

(1) A clearly articulated overall land use and design vision for commercial and mixed-use development in the Blue Ash, Galbraith Road and Plainfield Road corridor areas, and
(2) Providing room for flexibility and common sense solutions for individual projects.

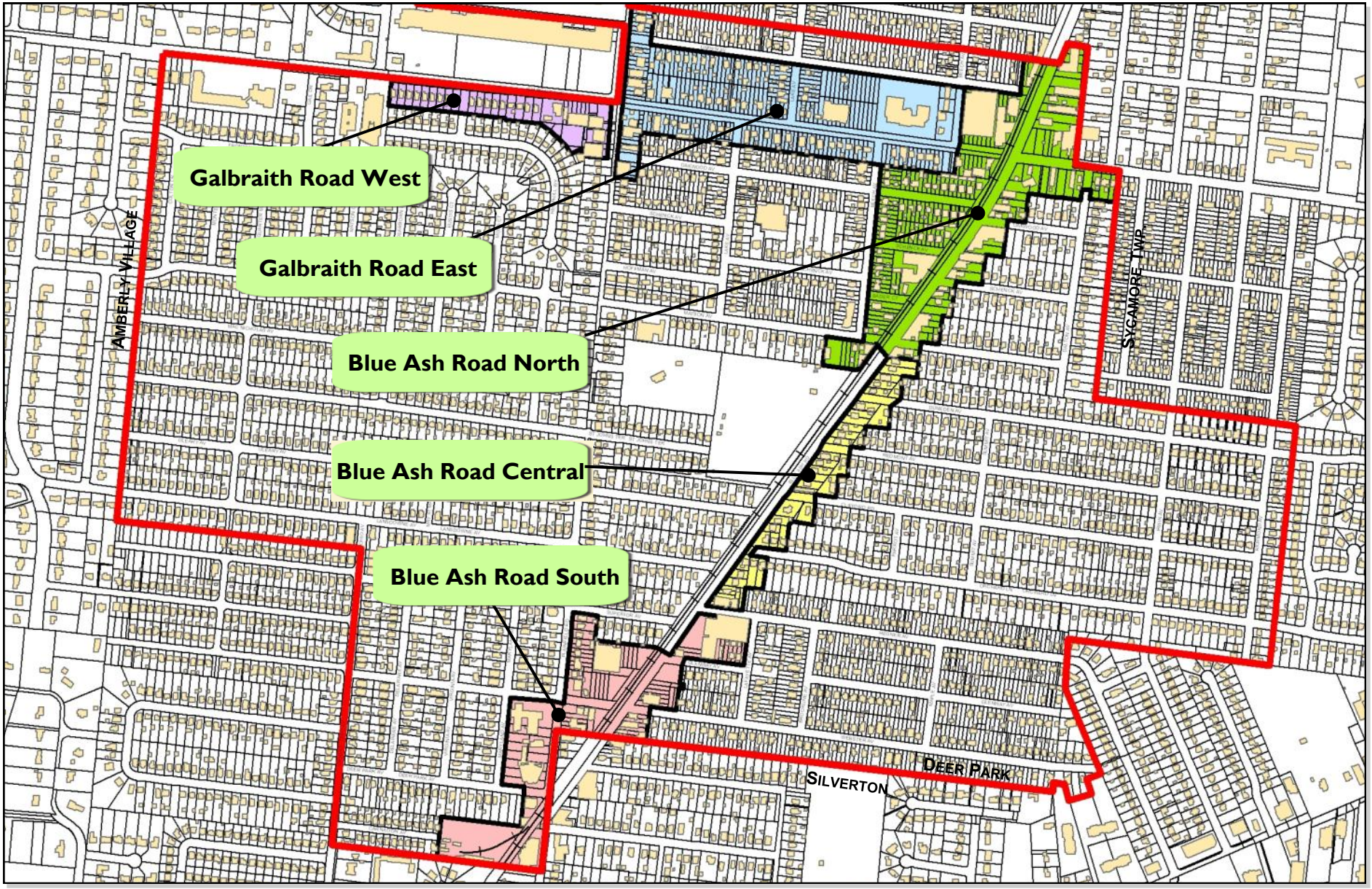
Successful implementation of the recommended Business District Guidelines will require collaboration and cooperation between those proposing commercial and mixed-use projects, and the Deer Park officials and staff charged with reviewing and approving them. As such, the proposed Business District Guidelines should be viewed as a "framework" for dialogue that sheds light on expectations and opportunities during the development review process, for all parties involved. In the end, the Business District Guidelines are about creating high quality settings in the City that provide for economic opportunity and innovation, while strengthening the City's quality of life and "unique sense of place" for years to come.

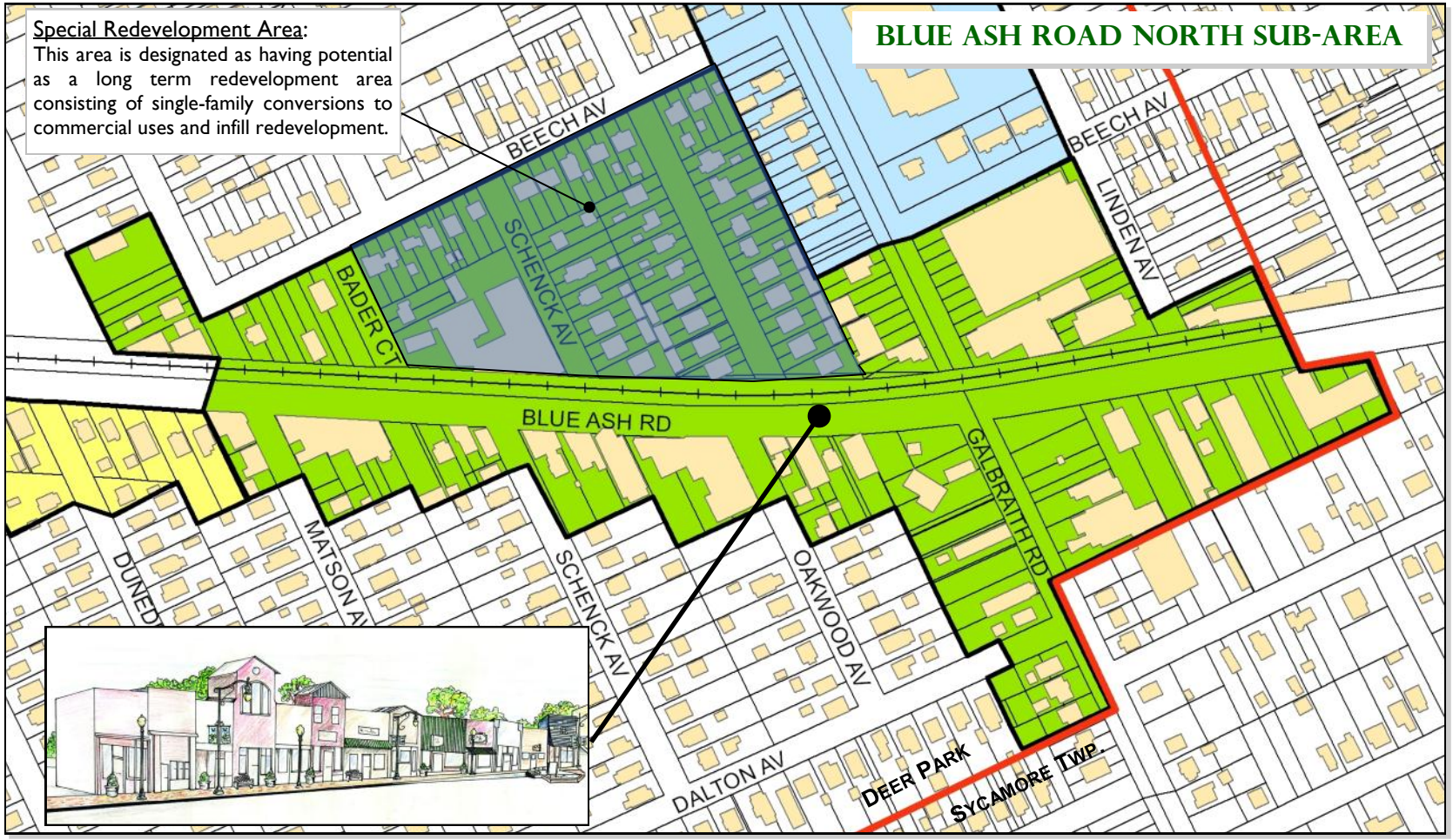
The Vision for Redevelopment

The Deer Park Business District is expected to redevelop as a destination shopping and entertainment area providing personal services, dining and entertainment options and mixed-use residential development. Residential development in these defined planning areas is expected to support urban scale multi-family projects at higher densities, consistent with the policies set forth in this chapter. Projects in the Business District are expected to incorporate mixed-uses including retail, office, residential, and service uses that support pedestrian transit and further the synergism of public and private sector activities. In the surrounding residential neighborhoods, infill urban scale townhouse and multi-family residential developments are anticipated. Site planning and streetscape infrastructure improvements will help promote a pedestrian scale environment and amenities.

Rendering of the Proposed Blue Ash Road North Business District Gateway

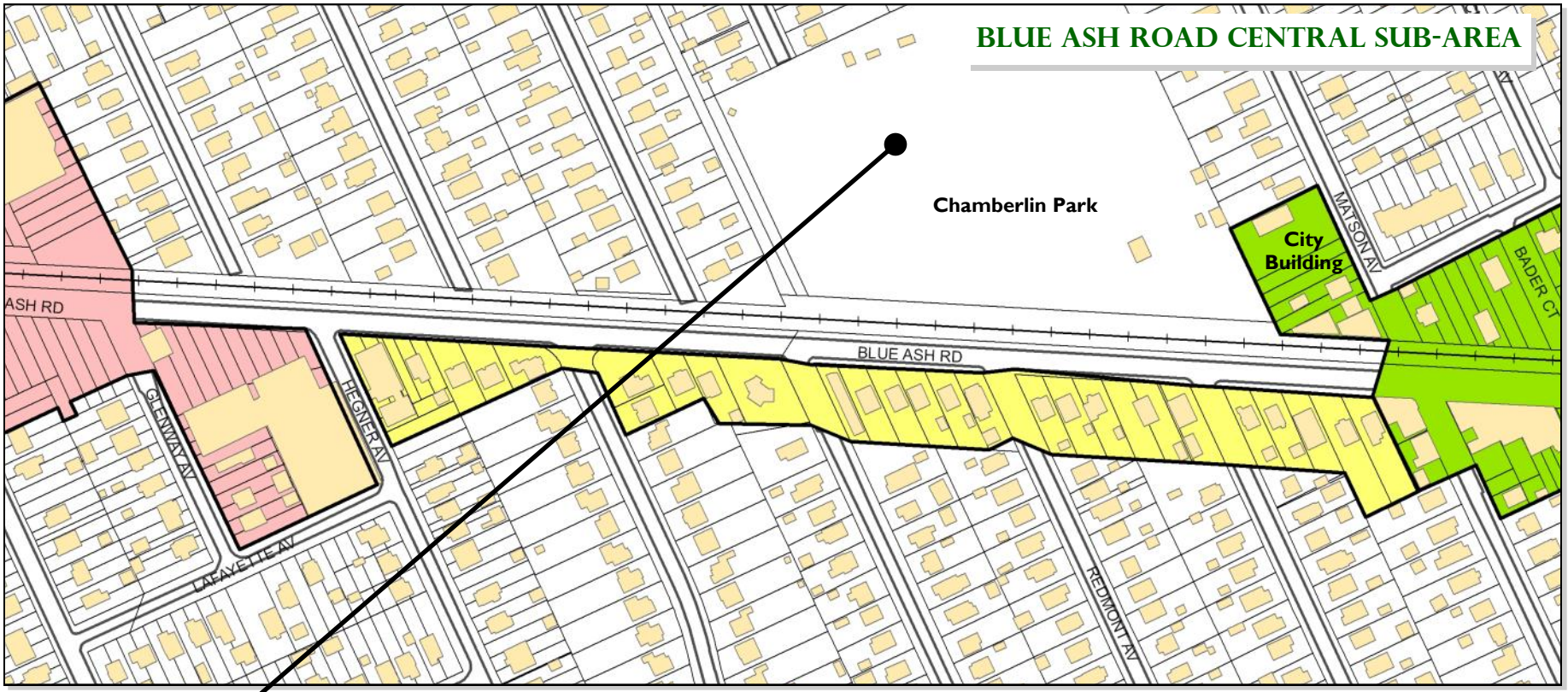
DEER PARK BUSINESS DISTRICT PLANNING SUB-AREAS





Sub-Area Development Strategies

- The Blue Ash Road Sub-Area has been targeted for the first phase of streetscape improvements given it's existing business district core establishments and the significance of the Blue Ash Road and Galbraith Road intersection. The proposed streetscape project will create the necessary safety and infrastructure improvements needed to drive the transformation of this business district. See Page 33 for additional information on the proposed project.
- This planning sub-area contains mostly low intensity commercial and service uses found in both commercial structures and residential structures converted to a commercial use. Flexible zoning regulations for application in this district were implemented in 2008. These zoning standards should provide the framework to promote a true mixed-use environment containing upper level residential units and pedestrian oriented scale design applied to any redevelopment activity.
- This sub-area is recognized as the initial redevelopment area for the City given the existing concentration of businesses and commercial structures. In conjunction with a Phase I streetscape program and the implementation of design guidelines and flexible zoning regulations to promote mixed-uses, other issues must be addressed including creating more parking opportunities and implementing pro-active façade improvement programs and incentives to transform this area.

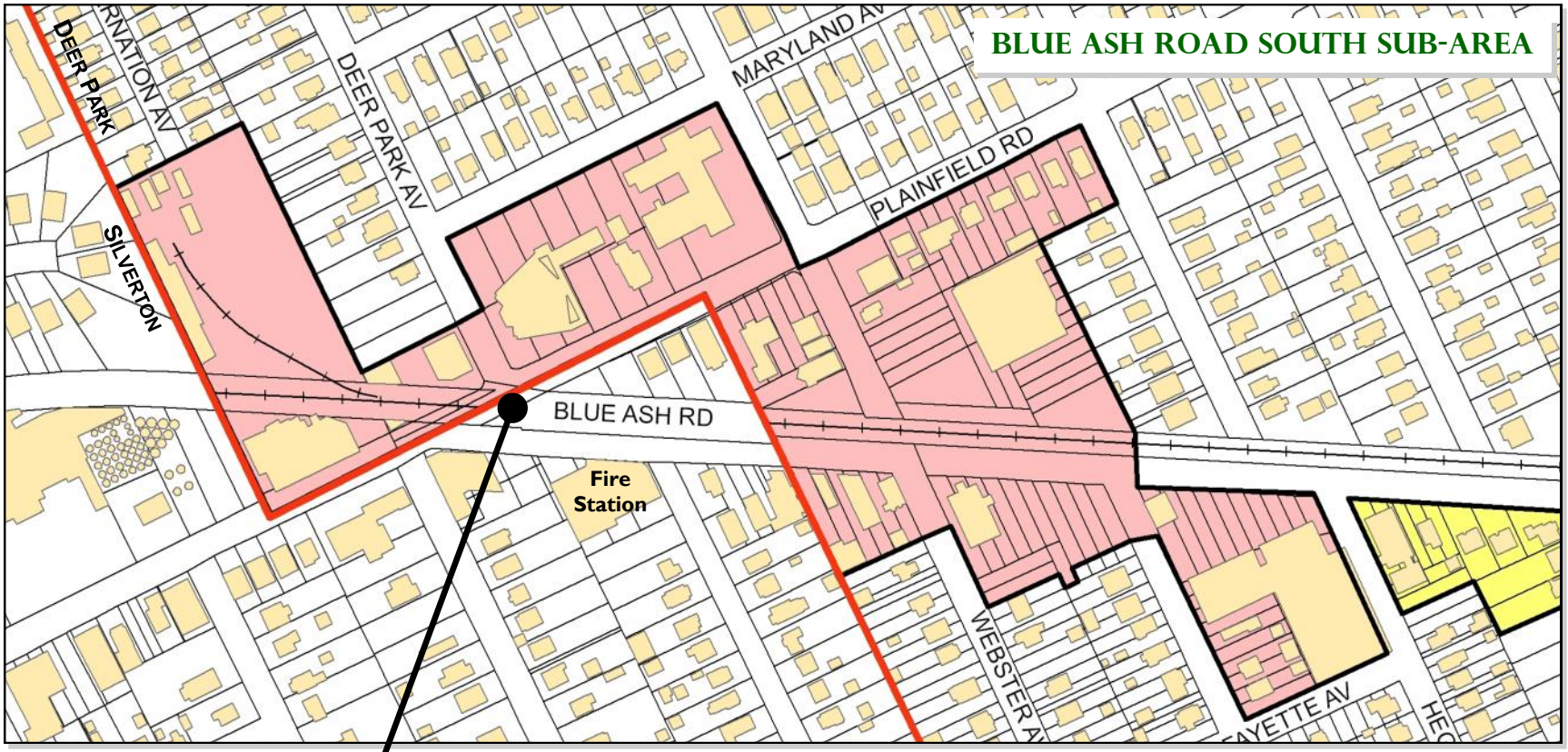


Chamberlin Park

Chamberlin Park is one of Deer Park's greatest assets and should be preserved and enhanced to compliment corridor revitalization efforts. The central location of this facility can be leveraged to create increased pedestrian foot traffic for the businesses located along Blue Ash Road. Attention should be given to creating a safe and identifiable pedestrian environment to promote increased movement of people from the park to the Business District and vice versa.

Sub-Area Development Strategies

- This sub-area consists of residential dwellings with the exception of two business located at the corner of Blue Ash Road and Clifford Road. The plan for this sub-area is to provide for future residential redevelopment opportunities consisting of new single family or multi-family units.
- The targeted style of residential dwellings is small scale single-family residential or townhome style designs. Residential structures should be encouraged to be located near the public right-of-way to compliment the pedestrian oriented streetscape of the commercial oriented sub-areas located to the north and south of this planning district.
- A planned residential zoning district was applied to the yellow shaded parcels in the above diagram in 2008. The planned residential zoning standards set forth the specific type, scale and quality of the targeted multi-family dwelling products. Uniform architectural standards and exterior material guidelines have been incorporated into this planned zoning district which provides for traditional oriented structures with an emphasis on natural exterior materials consistent with those requirements in the other planning sub-areas.
- Streetscape improvements should be considered for both sides of the street along Blue Ash Road within this sub-area. The streetscape for the eastern side of Blue Ash Road should compliment the Phase I streetscape work in the northern sub-area in terms of street trees, street lights and street banners. Pedestrian friendly improvements should also be continued into this sub-area including the construction of curb bump-outs and textured crosswalks located at strategic intersections to promote connectivity to Chamberlin Park.



Sub-Area Development Strategies

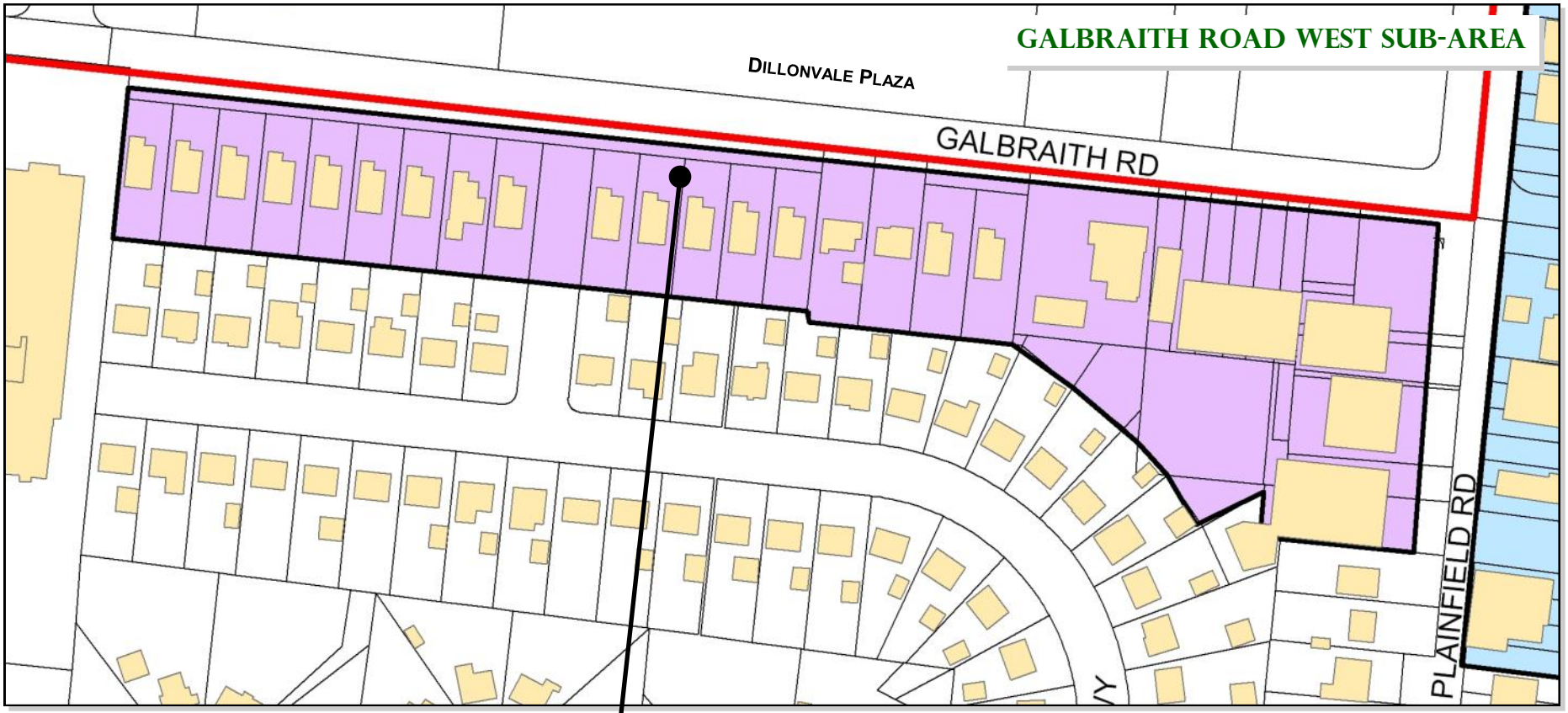
- This planning sub-area maintains a unique land use pattern involving lower density commercial development. The land uses are primarily commercial and institutional or public in nature.
- Within this planning district, opportunities exist for assembling several parcels of land to create a developable and marketable site. Programs such as the Ohio Neighborhood Stabilization Program and Urban Land Assistance Program should be considered to assist in redeveloping sites that require demolition of existing structures.
- The City should explore the incorporation of adaptive reuse guidelines into the zoning code to provide flexibility for redeveloping the existing structures in this district. Design guidelines have been implemented within this MUB Mixed Use Business zoning district that promote façade rehabilitation efforts for structure undergoing redevelopment.
- Consideration should be given to facilitating joint infrastructure improvement projects with the Village of Silverton in the planning district in order to promote a more defined gateway entrance along Blue Ash Road at the corporation line.

GALBRAITH ROAD EAST SUB-AREA

Existing Galbraith Road and Plainfield Road Intersection

Sub-Area Development Strategies

- This planning area features predominantly single-family dwellings with a commercial node at the Plainfield Road and Galbraith Road intersection. Adaptive reuse zoning regulations allowing for the conversion of these dwellings into commercial and office uses should be implemented.
- Signage controls in this sub-area should continue to be enforced using the 2008 sign code standards as adopted by City Council.
- The City should explore future joint construction projects with Sycamore Township regarding improvements to the Plainfield Road and Galbraith Road intersection. The northwest quadrant is situated in Sycamore Township and contains a large strip retail development (Dillonvale Plaza). A redeveloped UDF retail site was completed in 2012 which can be a catalyst for future redevelopment in this planning district.
- Upgraded traffic signal mast arms, textured crosswalks and wayfinding and signage elements should be considered for this intersection.



The existing character of this sub-area is a transitional zone from higher intensity commercial uses to lower intensity single-family residential dwellings. If commercial conversions of the dwellings take place, a parking strategy is required to create adequate customer and employee parking along Galbraith Road.

Sub-Area Development Strategies

- This planning area consists of single-family dwellings and commercial structures at the southwest quadrant of the Galbraith Road and Plainfield Road intersection.
- The dwellings included in this sub-area are identified as having long term potential for adaptive reuse through conversions to small scale retail or professional office uses. These homes are bound by commercial, institutional and the Dillonvale Plaza on three side respectively; with the south side being adjacent to a single-family neighborhood.

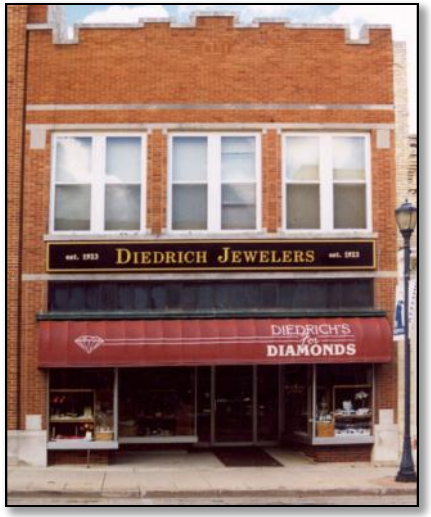
Preferred Business District Land Use Mix

Neighborhood Commercial Uses

The revitalization of the Business District will likely include a combination of the adaptive reuse of existing structures and the redevelopment of parcels requiring the demolition of one or more buildings along the corridors.

Neighborhood commercial land uses should be promoted in the business district areas. These type of businesses feature small scale and niche products and services that appeal to both the local and broader regional market. As part of the strategy of creating a unique shopping and entertainment experience in the Business District, other plan elements should be incorporated such as a public art program and planning joint events between the Business District and Chamberlin Park.

The photo represents a converted retail storefront featuring a brick exterior and substantial windows to provide the preferred amount of transparency.



This building illustrates a two-story commercial structure incorporating ground level retail and second story office land uses.

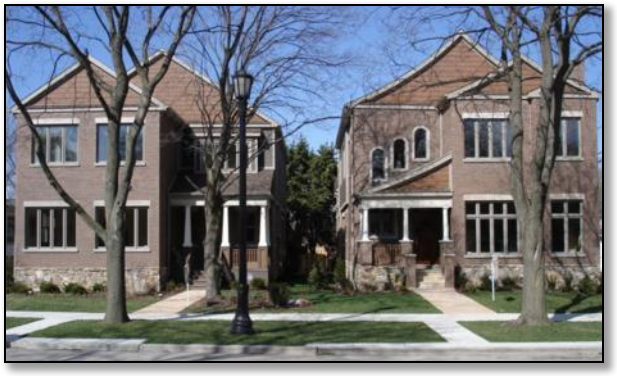
A component of the Business District focuses on promoting destination oriented entertainment establishments. These establishments help create the necessary critical mass of pedestrian foot traffic required for the District to support other after hour businesses.

Residential Uses

New residential construction is targeted for the Blue Ash Central sub-area. This sub-area offers a break between the commercial nodes located to the north and south along Blue Ash Road. This area also provides aesthetic views of Chamberlin Park that may encourage the availability of 2nd and 3rd story balconies. Attached or detached town home style dwellings are the preferred housing type in order to maintain the proper medium residential densities and to take advantage of zero lot line site development.

Attached Walk-Up "Brownstone" style dwellings work well within Deer Park's limited depth lots along the Blue Ash Road Corridor.

Attached townhome style condominiums with limited front yard depths are encouraged in the Blue Ash Road Central Sub-Area.



Detached two or three story townhouse style dwelling units represent another option for the Blue Ash Road Central Sub-Area. Flexibility must be provided for front, side and rear yard setbacks as well as allowing on-street parking to count toward the project parking space requirements.

Preferred Business District Land Use Mix

Mixed-Use Development

A primary objective of the Business District land use plan is to create opportunities for a mixed-use corridor including a residential component. Flexible zoning regulations must be adopted to support the residential densities required for mixed-use projects to succeed in today's marketplace. Regulations should also address shared parking requirements, reduced or no setback provisions and height limitations to maintain the context of the corridor areas.

In this district, first floor land uses should be reserved exclusively for commercial, retail and office businesses. The second and third floor should provide opportunities for office, professional services and residential options. This strategy aims to transform this district into a destination location for both future visitors and residents.

This photo represents good use of incorporating architectural elements into a two-story mixed use building through use of awnings, high window transparency ratios and prominent front door features.

This two-story mixed use building serves as a good example of site design by placing the front door at an angle with the intersection to optimize pedestrian / vehicular visibility while promoting an inviting pedestrian environment.

Strip Retail Development

Conventional strip retail developments featuring minimal architectural character and large parking areas in front of the commercial space should be avoided. Attached commercial developments should be properly planned to blend in with the surrounding streetscape and conform to the targeted design themes for the Business District. Elements to address in a zoning code update should include requiring architectural roof enhancements when flat roofs are proposed, minimizing the amount of parking area located in front of the structure and placing the buildings near the street to help create a uniform streetscape and promote pedestrian activity. Other architectural elements should be considered including designs that break up the front elevation of the structure and the use of non-standard window designs on the front façade.

This rendering depicts good use of architectural building elements and varying roof lines to break up the normally linear façade of a traditional strip retail style development. This site features varying awning placement and design in addition to creating a green buffer area between the parking lot and the streetscape. Parking in the front of a strip style development should be limited and allowed only if the site meets standards for creating a context sensitive streetscape within the area between the parking and sidewalk.

This strip-style retail site represents effective application of different natural exterior materials and architectural elements to create a façade with character. This building also creates a unique character by offering varying storefront designs for each tenant space. This type of design approach should be required for future strip-style commercial and retail developments in Deer Park. This approach also allows for flexibility for varying uses within the same structure since the façade design essentially creates the illusion of separate and distinct spaces.

Creating a Vibrant Streetscape for the Business District

Design features and strategies that present attractive and interesting environments to customers, investors in the community, and existing and future tenants enhance business potential and economic viability. Businesses such as restaurants, markets, cafes, specialty stores, and professional services are more attractive to patrons when interesting window displays, large sidewalk-level openings, and attractive night lighting and tasteful advertising are present.

Business environments are enhanced by pedestrian amenities such as weather protection, shade, seating areas, safe crosswalks and places to gather, rest, and relax. Together, these elements provide for a vibrant streetscape.

Business District Streetscape Plan

Streetscape Design Visioning Exercise

The original 2008 Comprehensive Plan Steering Committee conducted a visioning exercise designed to generate input and ideas on the elements of a future Blue Ash Road and Galbraith Road Streetscape project. A visual preference survey was utilized to assist the Steering Committee in studying different examples of urban design principals in built streetscape environments. Below is a summary of the visioning exercise recommendations:

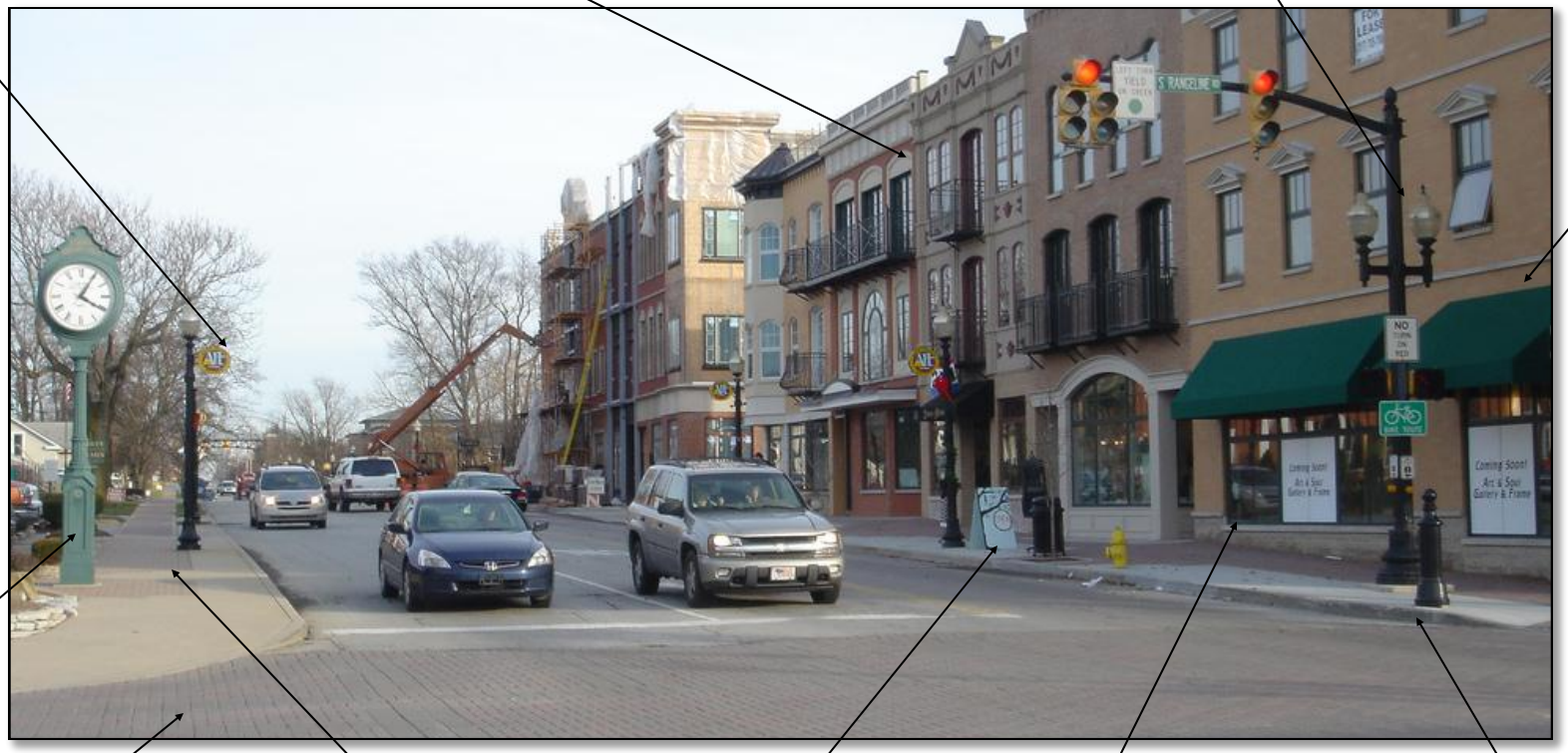
- Construct medians with trees on Blue Ash and Galbraith Roads and remove portions of parallel parking.
- Upgrade traffic signal mast arms.
- Use textured or raised crosswalks at Blue Ash and Galbraith Roads, and Galbraith and Plainfield Roads.
- Seek assistance for funding from railroad company (re: landscaping on rail side).
- Combine some benches and planters to form single element and gathering space opportunities.
- Recommend a sidewalk replacement program on Blue Ash Road.
- Utilize night-time decorative lights and holiday lights in corridor areas.
- Extend the City building street landscaping down Blue Ash Road.
- Create a bike path along the Chamberlin Park side of tracks to enhance street beautification.
- Place fencing along rail tracks to serve as visual screen.
- Install curb bump outs on the east side of Blue Ash Road.
- Place curb bump outs on both sides of street, near the crosswalks to provide crossing points.
- Acquire other corners of Galbraith Road & Blue Ash Road intersection for future redevelopment.
- Rezone most of Galbraith Rd. to office to match existing and planned Galbraith Rd. development neighboring in Sycamore Township.

Preferred Streetscape Elements

Unique street banner attached to a decorative street light pole.

Two and three story mixed use structures feature the use of masonry exterior materials, and buildings utilize architectural details to break up flat roof lines. Faux balconies are an effective architectural element to create a traditional main street experience.

Upgraded traffic signal mast arms incorporating dual street light fixtures reduce visual clutter in the streetscape.



The use of durable cloth awnings adds unique character to the structure and also adds to a pedestrian friendly experience by providing shelter in poor weather.

Streetscape is given character by a public clock feature.

Brick pavers used in the crosswalk and intersection areas serve both as a traffic calming device and provide unique character to the streetscape.

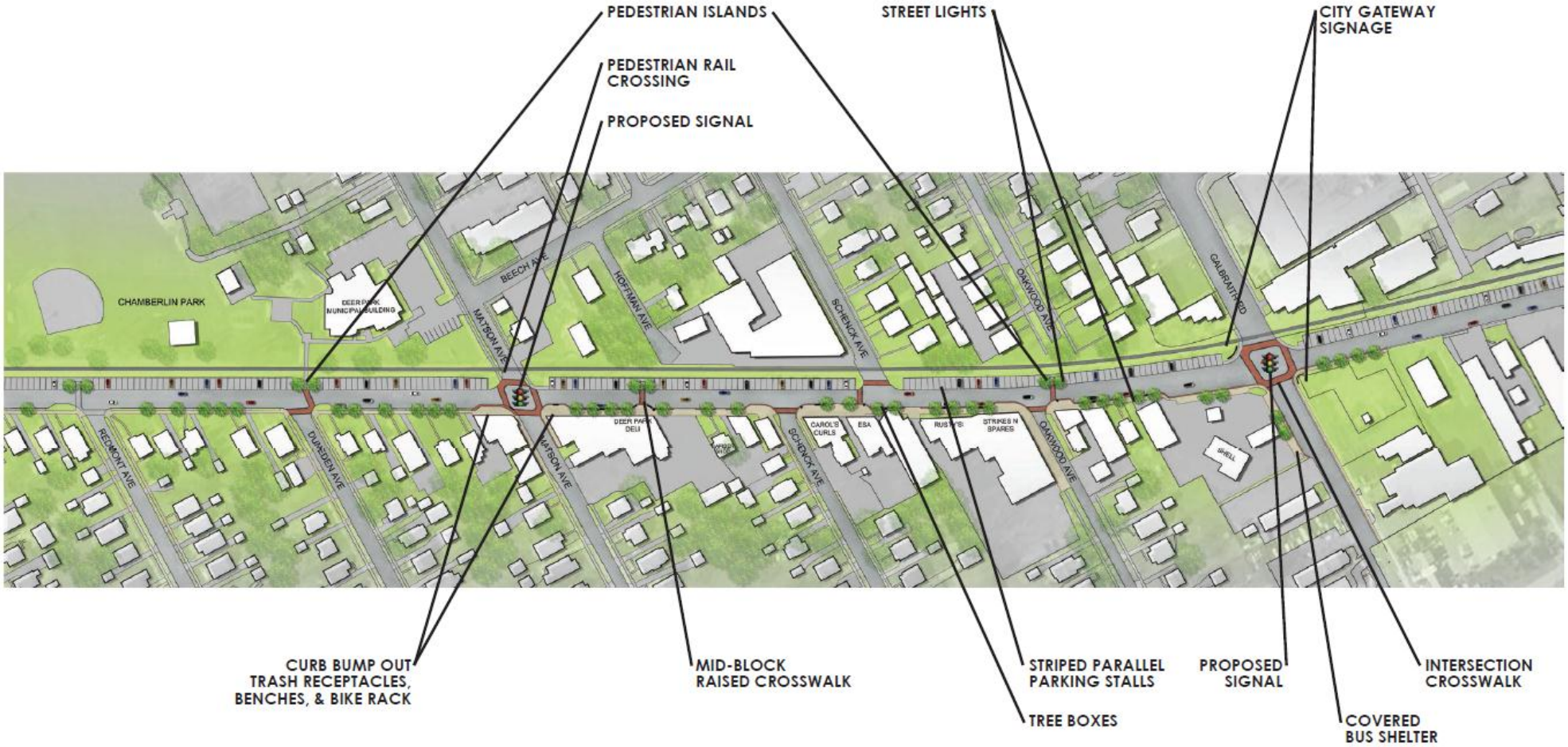
Brick pavers are utilized at interval points along the sidewalk to break up the solid concrete look and feel.

A sidewalk sandwich board is used to advertise special events and help create a pedestrian friendly environment.

1st floor commercial spaces feature high percentages of window transparency which promotes pedestrian activity and allows tenants to showcase internal uses.

The placement of a decorative bollard serves as a distinctive street furnishing and focal point for the cross walk area.

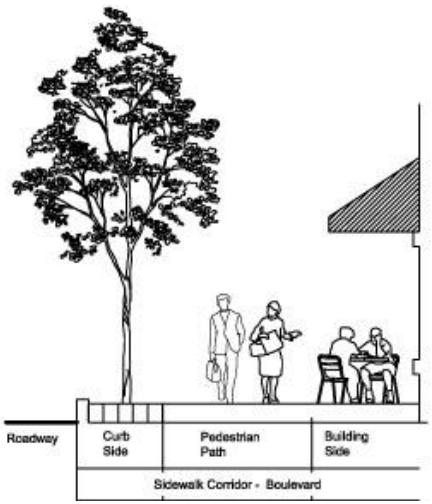
BLUE ASH ROAD IMPROVEMENT PLAN - NORTH SUB-AREA



BLUE ASH ROAD - TYPICAL DESIGN FEATURES

Streetscape Strategies

Pedestrian Zones



Providing adequate area for pedestrian walkways and other pedestrian oriented elements is critical to creating a successful streetscape. The suggested first phase of the Business District's streetscape plan calls for the widening of specified sidewalk areas along the east side of Blue Ash Road beginning at Galbraith Road and terminating at Matson Road. The right-of-way is very narrow in these areas. To create additional pedestrian zones, some of the on-street parallel parking is converted to sidewalk. Pedestrian friendly elements should be targeted including sitting areas, wide planters that also serve as a sitting element, and providing the zoning flexibility required to promote outdoor dining areas located within the new pedestrian zones.

Creative Planting Locations

Plantings may be placed on existing structures as shown in this photo. This technique provides the "greening" of a streetscape while preserving space within the sidewalk pedestrian zones. Placing this vegetation slightly above the pedestrian view level draws attention away from other, higher placed objects within the streetscape such as utility poles and power lines. This represents an effective method to divert pedestrian and vehicular passenger attention away from the utility poles, power lines and railroad crossing equipment on both the Blue Ash Road and Galbraith Road corridors.

Creating Gathering Spaces

Public gathering spaces can be created by the placement, orientation and selection of streetscape seating options. Decorative benches should be considered for every block within the Phase I streetscape plan where feasible. Decorative planters may also be added to these gathering places as a means to create a unique place that catches the attention of pedestrians.

Multi-Purpose Tree Planters

This photo represents good use of a large tree planter as it also serves as a convenient sitting place for pedestrians. Its' size and proximity to the street also transform the planter into a barrier from the public street which increases the perception of a safe and inviting pedestrian streetscape.

Creating a Walkable Business District

Sidewalk Cafes

Encouraging sidewalk dining areas is an effective way to create the perception of a pedestrian friendly business district. Sidewalk dining areas should be regulated as they are typically permitted to be located within the public right-of-way areas. The most likely location for these outdoor dining options are along the Blue Ash Road Corridor. Planning for future sidewalk dining areas should also be addressed in Blue Ash Road streetscape designs to provide adequate spacing along the sidewalk areas for both an outdoor dining area and adequate pedestrian walkway corridors.

Recommended Streetscape Design Considerations to Promote a Walkable Business District

Designated Space
Pedestrian facilities should be well delineated, signed, and marked.

Security and Visibility
It is important to design a safe and secure environment for pedestrians. Lighting, increased visibility, open sight-lines, access to police and emergency vehicles.

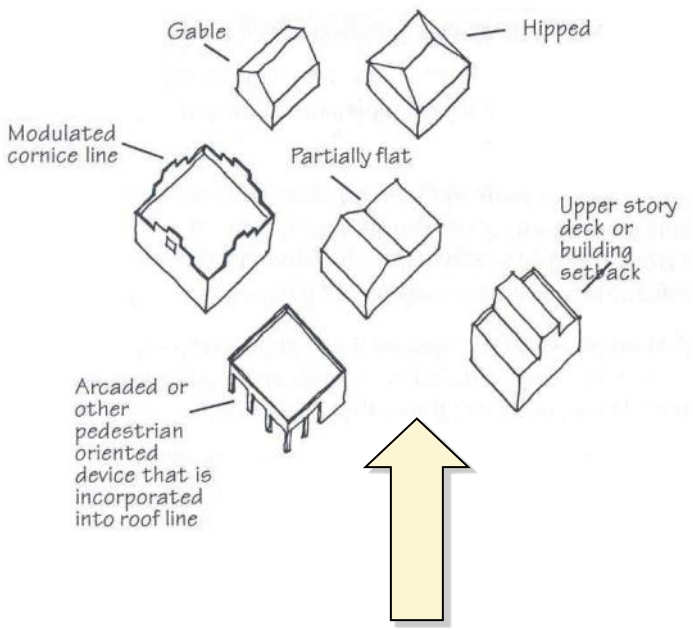
Neighborhood Traffic Calming
Narrowed streets using center medians, traffic circles, curb bump-outs, neck-downs, and other techniques can lower vehicle speeds and create safer conditions for pedestrians.

Lively Public Spaces
Secure, attractive, and active spaces provide focal points in the Deer Park community where people can gather and interact. Pedestrian plazas and providing connectivity to Chamberlin Park are examples.

Pedestrian Furnishings
Providing amenities, such as benches, restrooms, drinking fountains, artwork and other elements, creates a more attractive and functional environment for pedestrians.

Street Trees and Landscaping
Street trees bring human scale to the street environment. Landscaping and flowers in planting strips, containers, and other areas soften surrounding hard edges of buildings and parking lots and add life, color, and texture to the pedestrian's field of vision.

Proper Streetscape Maintenance
Frequent cleanup and repair on a regular basis ensures ongoing, consistent use.



Architectural Design Elements

Guiding Business District Design Principals

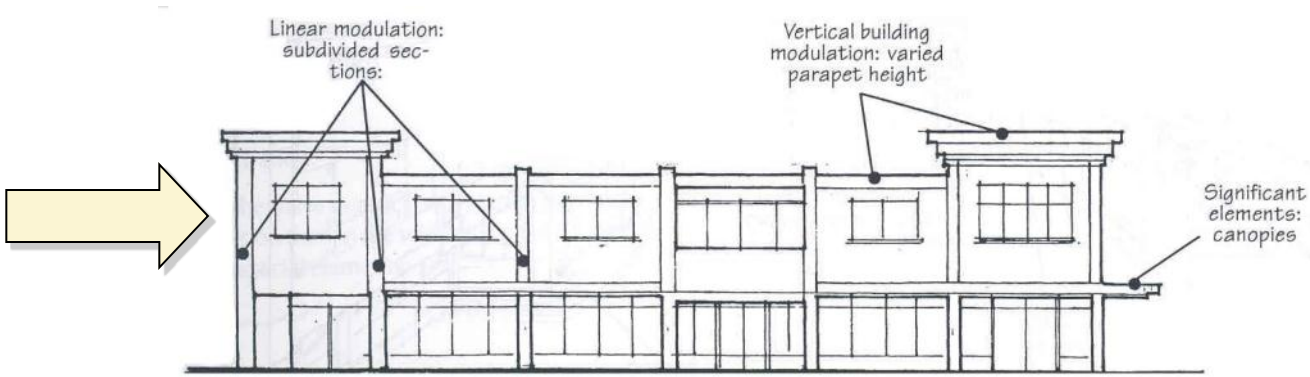
- All new construction and existing building façade replacement within the district should be constructed of natural materials including brick, stone, wood. Cement siding products may be considered on a case-by-case basis.
- New construction should be or appear to be a maximum of three stories in height. Additional commercial and residential uses are encouraged on the second and third stories.
- Ground floor commercial (office/retail) is encouraged along principal roads.
- Shared mail boxes and newspaper delivery points should be encouraged for new construction.
- Building facades should have ample windows that can be seen into, with darkly tinted windows discouraged.
- Front porches may be used to create a strong rhythm and to provide shelter for pedestrians, as well as outdoor seating for restaurant uses.
- Building character and scale should compliment and strengthen the Business District character.
- The usage of metal sided buildings as façades for primary structures should be avoided, especially in highly visible areas within the Business District.

Roof Design

In order to create lasting character within the Business District, flat roofs containing no architectural treatments should be prohibited for new commercial, residential and mixed-use building construction. The illustration shown above depicts selected roof styles that should be incorporated into the Business District design guidelines. Additional elements may be considered such as roof dormers or widened eaves.

Building Façade Design

New redevelopment projects should be designed in a manner that furthers the effort to create a unique character for the Business District areas. One method to achieve this is the adoption of building design guidelines. Guidelines should be flexible enough to provide the developer ample opportunity to design for the market while maintaining minimum exterior material requirement and other architectural elements to produce a cohesive look and feel for the corridor area. The illustration shown here depicts the use of suggested architectural elements for a multi-tenant redevelopment project.



Business District Sign Guidelines

The City implemented a comprehensive set of zoning standards for new and existing signs within the City in 2008. It is strongly urged that the sign regulations be enforced to promote uniform and aesthetically pleasing commercial corridors. The strict enforcement of these guidelines is a critical element to the overall transformation of the Business District corridor areas and ultimately will serve to increase Deer Park's economic development efforts. Below are a few sign design guidelines that have been implemented into the Deer Park Zoning Code:

- Lower, monument style signs are preferred where visibility from the right-of-way is not an issue. Preferred monument signs are low, horizontal with raised lettering set off by flowers, shrubs, or lawn.

- Sign materials should relate to the materials and style of the building they serve.

- Plastic signs, banners, or flags that include loud colors, particularly colors not pertaining to the building materials or style should be prohibited.

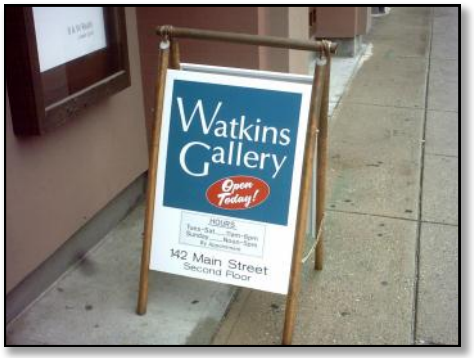
- All signs should be architecturally integrated with their surroundings in terms of size, shape, color texture, and lighting so that they are complementary to the overall design of the buildings.

- The number of signs per building façade should be limited to the fewest necessary to clearly identify businesses located within.

- All signs are to be maintained properly such that they are always in clean, working condition and the copy is not obscured or damaged.

Preferred Sign Types

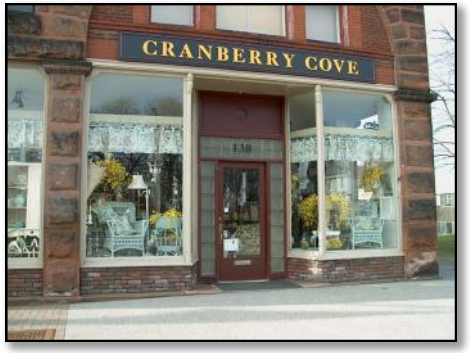
Projecting Wall Sign



Sandwich Board Sign

Awning Sign

Channel Letter Wall Sign



Wall Sign

Channel Letter Wall Sign

Business District Gateway Plan

Deer Park Business District Entryway Location

This gateway corner is currently occupied by an existing City of Deer Park identification sign and small planting area shown to the left. It is suggested that a new sign and landscaped entryway feature be constructed in this general location within the existing City owned right-of-way area. This gateway feature can transform this corner into the "front door" for the Business District and set the tone for the character and sense of place theme for the district.

Conceptual Deer Park Business District Gateway Rendering

Existing City Gateway Signage

Business District Gateway Plan

Primary Business District Entryway (Southern Location)

This irregular shaped corner is identified as a potential joint southern gateway opportunity between Deer Park and the Village of Silverton. This corner represents the gateways to both Deer Park's Business District to the north and the Silverton Renaissance District to the south. Long term, this corridor stretching from the Plainfield Road and Montgomery Road intersection in Silverton to the Blue Ash Road and Galbraith Road intersection in Deer Park, may be viewed to potential shoppers and developers as a single business and entertainment district. The placement of a joint identification sign could assist in asserting each Community's unique identity while promoting the overall corridor.

Joint Gateway Project with the Village of Silverton

During the initial comprehensive planning process, a joint planning session was held with the Village of Silverton Comprehensive Plan Committee in 2008. One of the joint efforts discussed at the session was the construction of a sign and landscape feature that could identify both Deer Park and Silverton in addition to promoting the Blue Ash corridor and Plainfield Road corridor. The municipal boundaries are irregularly shaped at this point along this corridor section. The site discussed is located in Silverton and provides enough area to design a gateway feature that can serve both municipalities.

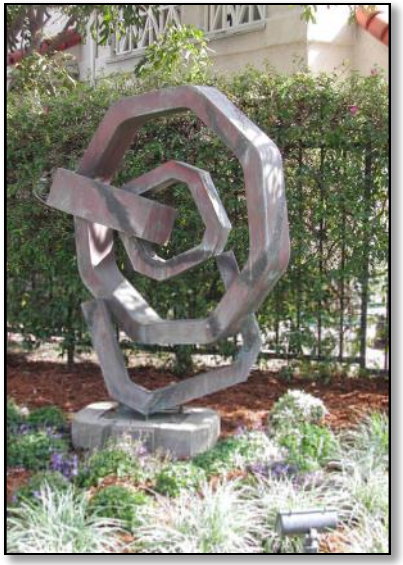
One consideration discussed was the importance of creating a sign and landscaping plan that complements both Cities' efforts in their redevelopment and streetscape plans while affording some flexibility for each City to maintain an individual identity.

Business District Identity Strategies

Street Banner Program

Consideration should be given to expanding the current street banner program. Banners should be placed on new light poles or other similar structures to promote Deer Park events and add character to the Business District. The program should continue to be subsidized by the business community through providing advertising opportunities on the banners.

Public Art Displays



A public art program is a method that would create a unique character for the Blue Ash Road and Galbraith Road corridor areas. Municipal art programs vary greatly but most provide the opportunity for local artists to showcase their art in a highly visible public space. Some programs rotate works of art on a scheduled basis while other programs are more permanent. Public art displays placed in strategic areas of the corridor areas would serve to create a fresh and progressive tone for the corridor streetscape.

Streetscape Lighting

The use of small "bee lights" on trees and street light poles on a year round basis creates a unique experience for both the visitors of the business district and the vehicular passengers traveling through the business district. This lighting approach brings positive attention to the public spaces and invokes a higher sense of pedestrian usability and safety in the evening.

Business District Redevelopment Policies

LAND USE OBJECTIVE: CREATE A BALANCE OF LAND USES THAT CONTRIBUTE TO THE REVITALIZATION OF THE BLUE ASH ROAD, GALBRAITH ROAD AND PLAINFIELD ROAD CORRIDOR AREAS.

BD Policy 100 Land uses in the Business District should include a dynamic mix of uses, including retail, office, mixed-use and residential, that contribute to a vibrant city core. Specifically, encourage the location of entertainment, dining, specialty shops and locally owned businesses in the District.

BD Policy 110 Development and redevelopment of the Business District should strive for an urban density and intensity of uses to maximize the space allocated for commercial and mixed uses within the district.

BD Policy 120 Ground floor uses with street frontage within the Business District should be limited to businesses which primarily cater to walk-in customer traffic (i.e. retail goods and services) in order to generate and maintain continuous pedestrian activity in these areas. Office uses located on the ground floor may also be an acceptable usage for ground level spaces.

BD Policy 130 Projects in the Business District should achieve an urban density and intensity of development that is greater than a typical suburban neighborhood. Characteristics of urban intensity include minimal or zero setbacks, taller structures, mixed-use structures, flexible parking requirements and urban plazas and other pedestrian oriented amenities.

BD Policy 140 Non-conforming uses should transition to conforming uses over time. Nonconforming structures should be re-used to house conforming uses unless the size and scale of the structure significantly limits the intensity and quality of development that can be achieved.

BD Policy 150 Development should not exceed low-rise building heights (a maximum of 3 stories) within the Business District.

BD Policy 160 The existing Deer Park school site located along the north side of Galbraith road should be considered for future high density office development and new educational facility projects in order to develop a stronger revenue tax base for the City. This site represents one of the largest single owner parcels maintaining excellent access and visibility along an arterial corridor roadway.

PARKING OBJECTIVE: PROMOTE A REASONABLE BALANCE BETWEEN PARKING SUPPLY AND PARKING DEMAND WITHIN THE BUSINESS DISTRICT.

BD Policy 200 The existing supply of parking should be better managed to encourage joint use and after hours parking arrangements.

BD Policy 210 Alternatives to individual on-site parking that encourage efficient use of urban land (e.g. fees in lieu of parking, multiple-use or shared parking leased off-site parking, car-sharing) should be encouraged.

BD Policy 220 Parking standards and requests for the waiver of parking regulations for Business District property owners should reflect the market demand of urban commercial and mixed use development patterns.

BD Policy 230 In order to maximize on-street parking availability in the downtown, loading and delivery areas for downtown uses should be consolidated and limited to alleys if feasible, other off-street areas, or city-designated on-street loading zones. Alley and off-street loading and delivery areas should be screened from view of the street.

BD Policy 240 Develop public centralized parking in each commercial planning sub-area within the Business District of the downtown and reduce on-site parking requirements.

BD Policy 250 Screen off-street parking areas from view from streets and residential areas.

Business District Redevelopment Policies

PEDESTRIAN ENVIRONMENT OBJECTIVE: IMPROVE THE CITY'S PEDESTRIAN AND BICYCLE NETWORK TO INCREASE ACCESS TO AND CIRCULATION WITHIN THE BUSINESS DISTRICT AND ITS SURROUNDING RESIDENTIAL NEIGHBORHOODS.

BD Policy 300 Pedestrian spaces should be emphasized and connected through out the Business District and adjacent residential areas.

BD Policy 310 Pedestrians should be given priority use of sidewalks within the Business District designated pedestrian areas.

BD Policy 320 Block lengths and widths should be maintained at the pedestrian friendly standards that predominate within the downtown.

BD Policy 330 Secure bicycle parking facilities, such as bike lockers and bike racks should be provided at residential, commercial, and public establishments to encourage bicycle use, which in turn will encourage increased pedestrian traffic in the district.

BD Policy 340 Promote street level activity in the district through management of land uses, design of the public domain, and movement of pedestrian activity to the Street.

BD Policy 350 Transform Blue Ash Road, Galbraith Road and Plainfield Road into an interesting, comfortable and lively place, with unique lighting, wide sidewalks where existing right-of-way is available, public seating, the use of decorative paving materials and well-defined textured crosswalks at strategic locations.

BD Policy 360 Maintain and expand the available amenities to make the Business District more appealing to existing and potential customers, residents, and employees.

BD Policy 370 Require new buildings to hold the street edge, with parking areas behind or on the side of a building when appropriate lot area permits.

BD Policy 380 Street level activities should be pursued such as music events, art shows and other cultural events. This approach further creates the Business District as a destination location for outside visitors and provides good exposure and foot traffic to local businesses.

IMPROVE THE QUALITY OF THE BUILT ENVIRONMENT OBJECTIVE: IMPROVE THE VISUAL AND PHYSICAL APPEARANCE OF BUILDINGS TO CREATE A MORE POSITIVE IMAGE FOR THE BUSINESS DISTRICT AREAS.

BD Policy 400 Encourage high quality natural building materials and extensive landscaping in public and private projects.

BD Policy 410 Require all sides of a project to be of a consistent design quality when it will be visible from public streets, residential uses or areas accessible to the public.

BD Policy 420 Insure that mechanical and electrical equipment is screened from public view.

BD Policy 430 If large retaining walls are required for a project and are visible from a public street, reduce the scale of the wall by terracing and landscaping where feasible.

BD Policy 440 Site and building designs, (e.g. signage; building height, bulk and setback; landscaping; and parking), should reflect unity of design to create a distinct sense of place and mitigate adverse impacts on adjacent uses.

BD Policy 450 Zoning and financial incentives should be considered to encourage rehabilitation (e.g. façade improvements) of older Business District buildings.

BD Policy 460 Design guidelines should assist developers in creating attractive projects that add value to the downtown community, attract new residents, employees, and visitors, and foster a unique downtown identity.

BD Policy 470 Public amenities such as art, fountains, or similar features should be incorporated into the design of public areas, streetscape upgrades and gateways of the Business District.

Business District Redevelopment Policies

LANDSCAPING OBJECTIVE: USE LANDSCAPING TO SOFTEN NEW DEVELOPMENT, SCREEN UNATTRACTIVE ELEMENTS, MINIMIZE HEAT GAIN, AND TO PROVIDE RELIEF FROM URBANIZATION.

BD Policy 500 Incorporate frequent large planters with deciduous trees in parking lots.

BD Policy 510 Screen building and ground-mounted mechanical and electrical equipment from public view using shrubs, trees, berms and/or screen walls.

BD Policy 520 Screen parking lots from streets using either shrubs, low walls, berms or a combination of materials.

BD Policy 530 Use large setbacks, evergreen trees, fences and shrubs to buffer residential uses from commercial and other non-residential land uses.

BD Policy 540 Implement an active street tree planting and maintenance program.

BD Policy 550 Landscape projects with a combination of evergreen and deciduous plant material.

BD Policy 560 Use landscaping to establish a sequence of entry to sites and buildings.

BD Policy 570 Include outdoor use spaces in new developments, including seating, tables, paths, vegetation, enhanced pavement, shade, and trash receptacles.

BD Policy 580 Exterior material standards should be applied to all retaining walls constructed in the Business District. Such materials should complement those natural materials required for primary structures constructed with in the district.

PUBLIC ART OBJECTIVE: PROMOTE ART IN PUBLIC PLACES, IN NEW DEVELOPMENT PROJECTS, AND THROUGHOUT THE COMMUNITY.

BD Policy 600 Incorporate a requirement for public art into design guidelines for commercial, office and mixed-use projects.

BD Policy 610 Collaborate with arts organizations, individual artists, other communities and businesses to advance the arts in Deer Park.

MAINTAIN PEDESTRIAN CONTEXT OBJECTIVE: INSURE THAT NEW DEVELOPMENT MAINTAINS A HUMAN SCALE

BD Policy 700 Break large building masses into smaller, distinct units using separate architectural elements on elevations, landscaping and changes in roof planes.

BD Policy 710 Use landscape islands and pedestrian walkways to divide large parking lots into smaller fields, and to make street crossings safer.

BD Policy 720 Use small-scale materials such as brick, stone and block to create visual interest.

BD Policy 730 Reduce the scale of parking lot lighting, signage and structures in retail, mixed-use and office projects.

BD Policy 740 When feasible, provide multiple, convenient entrances to retail buildings and public places.

BD Policy 750 De-emphasize or screen utilitarian aspects of projects, including service areas, loading docks and utility areas.

BD Policy 760 Avoid visual clutter in retail and mixed-use development by limiting random outdoor merchandise displays through zoning regulations.

BD Policy 770 Emphasize the human entrance for all buildings; promote the use of entrance canopies and awnings for shelter, with only minimal signage.

Business District Redevelopment Policies

LIGHTING OBJECTIVE: CONSIDER LIGHTING AS A DESIGN ELEMENT IN NEW PUBLIC AND PRIVATE DEVELOPMENT PROJECTS.

BD Policy 800 Use lighting as a tool to accent architecture and improve streetscapes.

BD Policy 810 Mount pole and building light fixtures as low as possible to achieve adequate lighting.

BD Policy 820 Permit creative and energy-efficient illumination sources that enhance signs and architecture, but which do not become a distraction to motorists.

CITY GATEWAY OBJECTIVE: HIGHLIGHT SIGNIFICANT GATEWAYS AND IMPORTANT PLACES WITHIN THE CITY BY COMMUNITY SIGNAGE AND PUBLIC ART.

BD Policy 900 Install identification / welcome signs at the targeted entry points to the Business District per the Gateway Plan.

BD Policy 910 Establish unique street signage and identification for the Business District and any significant buildings or sites within the City by creative wayfinding techniques and clearly readable signage elements.

SIGN GUIDELINES OBJECTIVE: MAKE PUBLIC AND PRIVATE SIGNAGE AN ASSET TO THE COMMUNITY.

BD Policy 1000 Insure that signs are legible and in scale with adjacent streets and structures.

BD Policy 1010 Avoid sign clutter by the design and spacing of ground-mounted and wall signs; encourage building designs that establish locations for signs.

BD Policy 1020 Require signs to be built of high quality materials, meet minimum maintenance standards, and require a sign message to be removed when no longer utilized by the use on the lot.

BD Policy 1030 Restrict the use of freestanding signs to ground mounted designs only.

BD Policy 1040 Develop wayfinding signs for the Business District areas.

BD Policy 1060 Permit projecting and perpendicular signs in downtown pedestrian areas.

BD Policy 1070 Explore the creation of a street banner program to both create a unique streetscape experience and assist in promoting District businesses by providing limited advertising opportunities.

HOUSING

2035 DEER PARK VISION PLAN

Introduction to the Housing Element

The purpose of the Housing Element is to assess the housing status in the City of Deer Park in regard to its condition, availability and affordability and to develop goals and policies that will ensure that adequate housing is available to existing and future residents of the City. The City recognizes that if housing needs for its residents are addressed, it will contribute to the overall well being of the community. In planning for the future housing needs of the community, it is essential to maintain the integrity and quality of the existing residential neighborhoods. Included in this element is an assessment of existing housing conditions, goals and policies to address the housing needs of the community and strategies to maintain and provide adequate housing in the City of Deer Park

Housing is a basic need for all Deer Park residents. Housing opportunities and choices determine where we send our children to school, where we raise our families and where we will grow old. Maintaining a healthy and diverse housing stock is critical to the long term success for the City.

Current Housing Conditions in Deer Park

Deer Park offers a mixture of single family detached homes and multi-family dwelling structures ranging from two-family units to larger structures containing 20 or more dwelling units per building. Provided that Deer Park has been essentially built out for several decades, the majority of the owner-occupied housing stock was constructed between the years 1930 and 1960.

This chapter will explore strategies to prepare for future residential infill development as well as identifying an effective approach to promoting owner-occupied rates for single-family dwellings within the City.

Housing Element Goals & Objectives

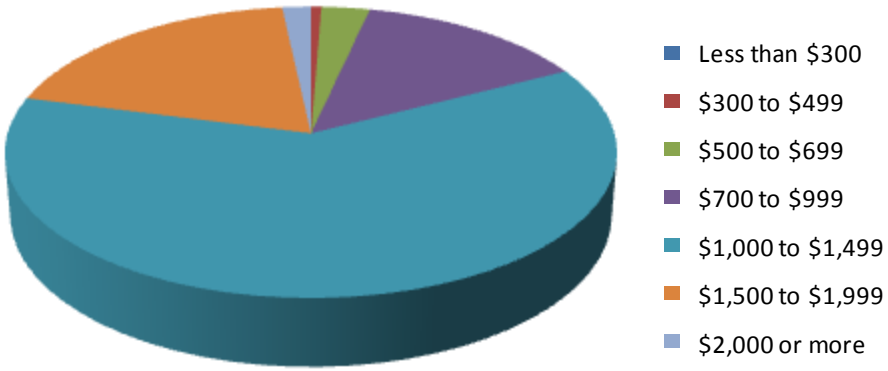
- Provide an adequate housing supply that meets existing and forecasted housing demand.
- Promote a range of housing choices for residents of varying income levels, age groups and needs.
- Maintain and rehabilitate the City's existing housing stock.
- Promote opportunities for mixed-use development including a residential housing component.
- Promote compact, residential redevelopment that provides efficient service delivery and remains in context with the existing neighborhood.
- Promote the availability of sites for development or redevelopment of targeted housing types.

Existing Housing Stock

Housing Data	
Total Number of Housing Units	**2,739**
DWELLING UNITS IN STRUCTURE	
1-unit, detached	2,038
1-unit, attached	63
2 units	119
3 or 4 units	241
5 to 9 units	53
10 to 19 units	7
20 or more units	218
Number of Specified Owner-Occupied Dwelling Units and Housing Value	**1,844**
Less than $50,000	28
$50,000 to $99,999	258
$100,000 to $149,999	1,101
$150,000 to $199,999	445
$200,000 to $299,999	0
$300,000 to $499,999	0
$500,000 to $999,999	0
$1,000,000 or more *(multi-family structures)*	12
Median (dollars)	128,200
MORTGAGE STATUS AND SELECTED MONTHLY OWNER COSTS	
Housing units with a mortgage	1,453
Less than $300	0
$300 to $499	9
$500 to $699	42
$700 to $999	202
$1,000 to $1,499	896
$1,500 to $1,999	279
$2,000 or more	25
Median (dollars)	1,298
Number of Specified Renter-Occupied Dwelling Units and Monthly Rent	**624**
GROSS RENT	
Less than $200	0
$200 to $299	0
$300 to $499	50
$500 to $749	318
$750 to $999	47
$1,000 to $1,499	125
$1,500 or more	84
Median (dollars)	705

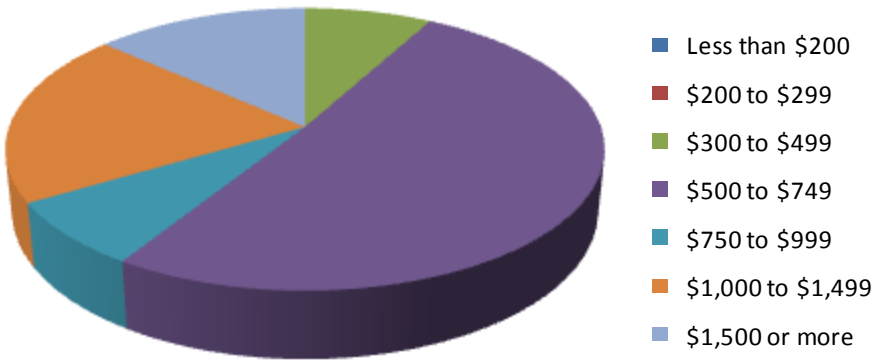
Source: US Census Bureau American Community Survey, 2008-2012

Monthly Mortgage Cost



Source: US Census Bureau American Community Survey, 2008-2012

Monthly Rent Amount



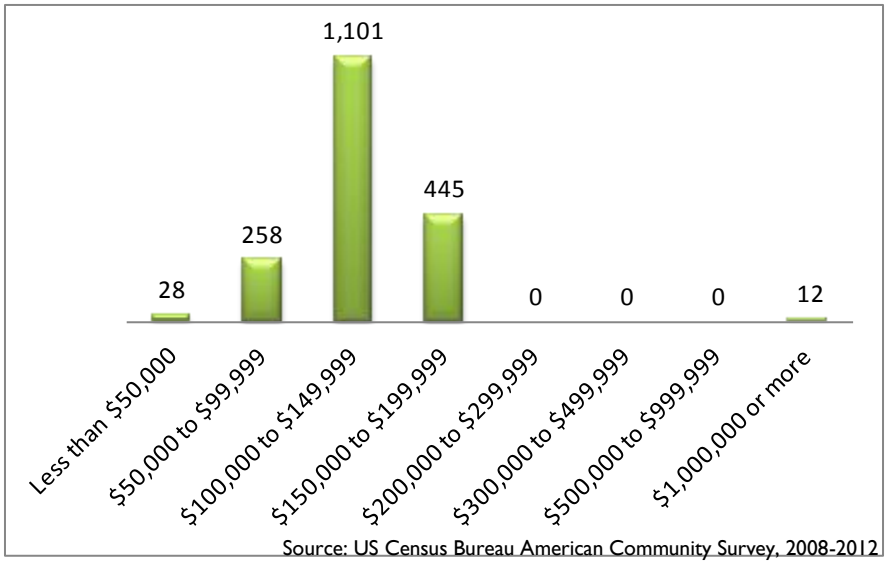
Source: US Census Bureau American Community Survey, 2008-2012

Value of Current Housing Stock

The value of Deer Park's residential housing units primarily falls within the range of $50,000—$199,999. This range accounts for almost 98% of the housing stock in the City. The $100,000—$149,000 value category accounts for the largest concentration of housing at 1,101 units This property value range is consistent with many other first ring suburbs containing a similar aged housing stock.

These property values are likely to remain predominantly flat due to the increase in the number of renter-occupied single-family homes. Based upon the 2010 Census data, approximately 26% of all housing units are non-owner occupied (*rentals*). It is possible the property values may begin to decrease over time if the owner-occupied rate trend is not reversed.

Value of Deer Park Housing Units



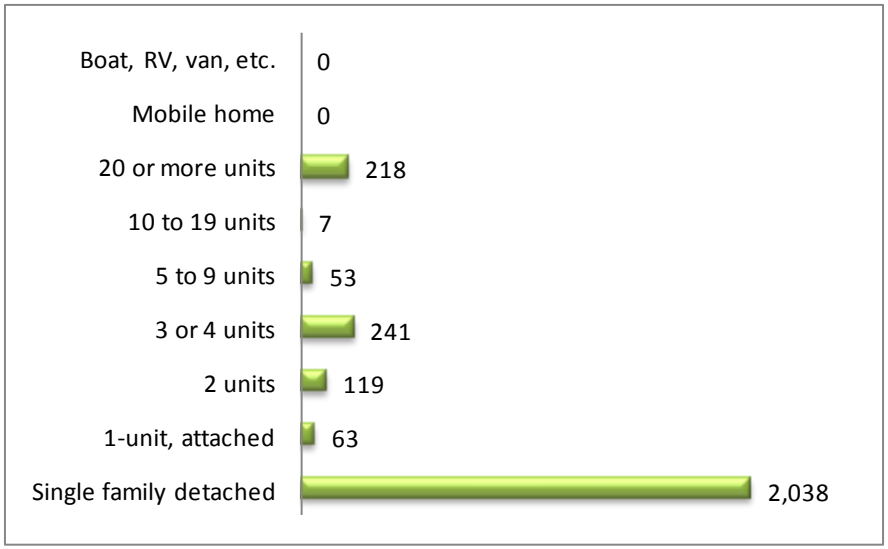
Types of Residential Structures

The type of residential housing structure in Deer Park is overwhelmingly single-family detached structures. The mix of multi-family dwelling options in the City range from two-unit "duplex" units up through larger apartment structures containing twenty or more dwelling units per building. The majority of the multi-family dwelling units are buildings containing between three and nine residential dwelling units per building. Most of these multi-family units are renter-occupied units.

The current mix of residential dwelling offerings is heavily weighted toward single-family dwellings. As a result, other residential product types should be targeted to provide other choices such as townhomes and empty-nester oriented housing choices.

Source: US Census Bureau American Community Survey, 2008-2012

Residential Housing Type
(# of dwelling units per structure)



Source: US Census Bureau American Community Survey, 2008-2012

Owner-Occupied / Renter-Occupied Statistics	Number	Percent
TENURE		
Occupied Housing Units	**2,500**	**100.0%**
Owner-occupied	1,844	73.8%
Renter-occupied	656	26.2%
TENURE BY HOUSEHOLD SIZE		
Owner-Occupied Housing Units	**1,844**	**100.0%**
1-person household	557	30.2%
2-person household	678	36.8%
3-person household	253	13.7%
4-person household	240	13.0%
5-person household	73	4.0%
6-person household	19	1.0%
7-or-more person household	24	1.3%
Renter-Occupied Housing Units	**656**	**100.0%**
1-person household	442	67.4%
2-person household	138	21.0%
3-person household	48	7.3%
4-person household	21	3.2%
5-person household	0	0.0%
6-person household	7	1.1%
7-or-more person household	0	0.0%
Tenure by Units in Structure		
Single-Unit (Detached and Attached)	**1931**	
Owner Occupied	1760	91.1%
Renter Occupied	171	8.9%
Multi-Unit	**569**	
Owner Occupied	84	14.8%
Renter Occupied	485	85.2%

Source: US Census Bureau American Community Survey, 2008-2012

Owner-Occupied Housing Analysis

The Decline of Owner-Occupied Single-Family Home Rates

Given the age of the existing Deer Park housing structures, the City is experiencing a steady increase of the conversion of owner-occupied single-family dwellings into renter-occupied structures. All communities maintain some percentage of single-family rental properties. However, when the percentage of renter-occupied single-family dwellings steadily rises, it can be an indicator of a trend toward a sustained reduction of owner-occupied single-family properties. Based on the 2010 Census, approximately 24% of Deer Park's residential housing stock was renter-occupied.

Failure to reverse these conversion trends can lead to stagnant or negative property values within the City in addition to the increase of property maintenance issues. This chapter will address strategies to assist in promoting owner-occupied rates for single-family dwellings within the City.

The City has successfully implemented a community-wide Community Reinvestment Area (CRA) program that provides for tax abatement to qualifying home improvement projects. Other strategies include targeted marketing toward young families encouraging them to make Deer Park their home. As demand rises, so will housing values. As this occurs, rental properties are more likely to convert to owner occupied structures to take advantage of the increased housing stock values.

Residential Infill Development Strategies

Housing Stock Age	Number	Percent
TENURE BY YEAR STRUCTURE BUILT		
Owner-Occupied Housing Units	**1,844**	**100.0%**
Built 2010 or later	0	0.0%
Built 2000 to 2009	0	0.0%
Built 1990 to 1999	6	0.3%
Built 1980 to 1989	0	0.0%
Built 1970 to 1979	0	0.0%
Built 1960 to 1969	78	4.2%
Built 1950 to 1959	505	27.4%
Built 1940 to 1949	659	35.7%
Built 1939 or earlier	596	32.3%
Renter-Occupied Housing Units	**656**	**100.0%**
Built 2010 or later	0	0.0%
Built 2000 to 2009	13	2.0%
Built 1990 to 1999	8	1.2%
Built 1980 to 1989	78	11.9%
Built 1970 to 1979	8	1.2%
Built 1960 to 1969	169	25.8%
Built 1950 to 1959	139	21.2%
Built 1940 to 1949	106	16.2%
Built 1939 or earlier	135	20.6%

Source: US Census Bureau American Community Survey, 2008-2012

Targeted Housing Types

To respond to the expected changes in the population, life-styles, and the rising cost of housing, Deer Park should provide opportunities for a mix of housing types including townhouses, duplexes, small lot single-family cottages and mixed-use residential and commercial development. All new development must both meet the market demand as well as meet the City's goal of retaining its small town atmosphere. Accomplishing this objective will be achieved in part by the creation and retention of integrated systems of open spaces and upgraded pedestrian oriented elements.

Single-Family Detached Dwellings: This housing structure type represents the largest dwelling type within Deer Park. Given Deer Park's location to key retail and commercial markets, the City should review the existing minimum house sizes for its single-family residential districts to insure those requirements are consistent with modern housing trends. Cottage style dwellings should be considered when appropriate within the context of the neighborhood proposed.

Attached Town Homes: Attached owner-occupied town home style dwellings should be promoted for the Blue Ash Road Central Sub-Area in addition to the multi-family districts indicated on the future land use map. This dwelling style works well within compact infill site patterns and offers the type of density that is compatible with mixed-use neighborhoods. "Brownstone" walk-up designed town homes are specifically targeted for the Blue Ash Road Central sub-area to assist in creating the pedestrian friendly streetscape theme.

Empty-Nester Options: The desire for increased options in "empty-nester" style dwellings is increasing in most communities. Deer Park has a segment of its population that currently has little or no down-sizing housing opportunities within the City. Consideration should be given towards promoting these specialized developments through the use of CRA tax abatements, zoning density bonuses or waived or reduced application and inspection fees. Providing this critical housing element is key to maintaining a truly balanced offering of housing choices in Deer Park.

Housing Policy Recommendations

HOUSING GOAL 1: PROVIDE A WIDE RANGE OF HOUSING OPPORTUNITIES FOR EXISTING AND FUTURE DEER PARK RESIDENTS.

HOUSE Policy 100 Provide a diversity of quality new housing choices consisting of both single-family and multi-family dwelling styles.

HOUSE Policy 110 Plan for and accommodate adult housing developments in anticipation of increased senior population. Specifically, promote the development of senior citizen housing that enables older residents to "age in place" including independent living and assisted living housing.

HOUSE Policy 120 Require uniform context of housing styles for infill residential development occurring within established neighborhoods.

HOUSE Policy 130 Identify opportunities to provide higher density housing in conjunction with retail-oriented mixed-use developments along the identified portions of the Blue Ash Road and Galbraith Road corridor areas.

HOUSE Policy 140 Conduct a housing survey of Deer Park to determine the types and sizes of housing stock desired by current residents. This may assist in targeting specific types of housing types that may appeal to both the move-up market in addition to the elderly demographic segment that may desire downsizing to smaller dwellings or locating in an "empty-nester" style development.

HOUSING GOAL 2: PRESERVE THE CHARACTER OF ESTABLISHED NEIGHBORHOODS

HOUSE Policy 200 Prevent commercial encroachment into residential neighborhoods by adhering to the future land use plan for the City when reviewing development proposals.

HOUSE Policy 210 Ensure that rental housing meets minimum housing quality standards.

HOUSING GOAL 3: IMPROVE NEIGHBORHOOD QUALITY

HOUSE Policy 300 Establish multi-family housing design standards for building facades, site planning and landscaping elements.

HOUSE Policy 310 Encourage all residents and property owners to become stakeholders in improving their neighborhoods by continually communicating the efforts and programs sponsored by the City.

HOUSE Policy 320 Continue to generate strategies to continue and expand the City street repaving program which will assist in creating higher residential dwelling values.

HOUSE Policy 330 Explore strategies and financial options for creating a City sidewalk program that promotes walkable and pedestrian friendly neighborhoods. Programs to explore include special assessment financing and application of CDBG funds. This can build upon the Ohio Safe Routes to School funded improvements recently constructed along Galbraith Road.

HOUSING GOAL 4: PROMOTE MIXED-USE LIVING PATTERNS IN DESIGNATED AREAS.

HOUSE Policy 400 Incentives may also be applied to the inclusion of residential units in a commercial structure including providing for residential density bonuses, reduced or waived local permits and fees and flexibility in off-street parking requirements.

HOUSE Policy 410 Identify existing non-residential properties that are suitable for adaptive reuse and encourage their redevelopment for housing.

HOUSE Policy 420 Finally, mixed-use development also permits the creation of low intensity home businesses that encourages entrepreneurship without changing the character of existing neighborhoods. The City should develop policies and parameters for promoting home occupations, or cottage industries, that do not negatively impact the quality of life of adjacent neighbors in mixed-use districts.

HOUSING GOAL 5: MAINTAIN THE EXISTING DEER PARK HOUSING STOCK.

HOUSE Policy 500 Continue seeking opportunities to strengthen property maintenance codes and remain diligent in enforcing the codes in a consistent manner.

TRANSPORTATION

2035 DEER PARK VISION PLAN

Introduction to the Transportation Element

The transportation element of the Comprehensive Plan outlines a long range plan for infrastructure improvements in addition to adopting a Transportation Master Plan for the City. Transportation involves more than simply vehicular applications. Other multi-modal transportation methods should be accounted for including pedestrian mobility and connectivity, bicycling options and public transportation planning.

The Transportation Element embraces the vision of Deer Park as a more human-scaled community where transportation facilities and services are safe, convenient, and create a positive experience for the traveler.

The Transportation Master Plan

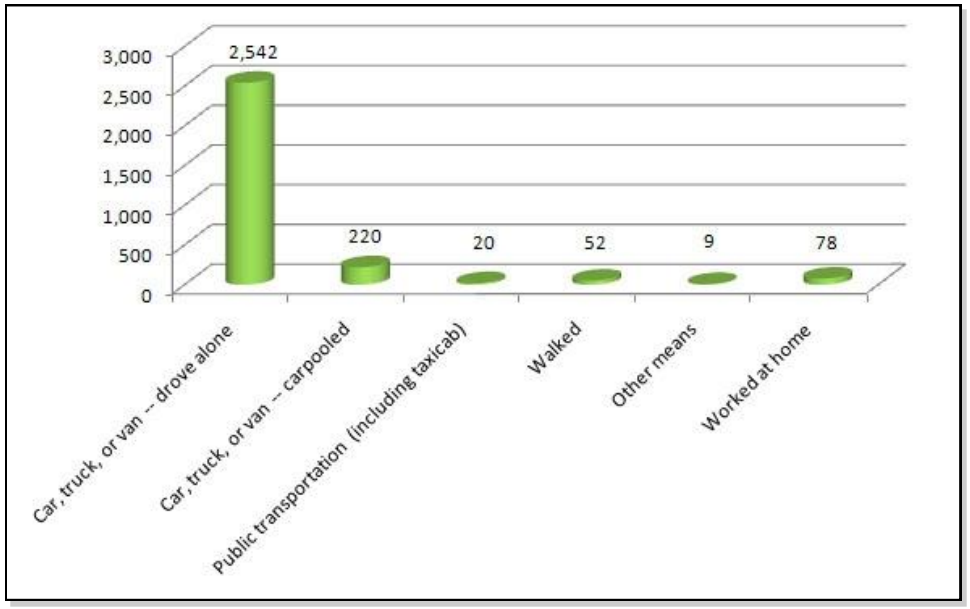
The Transportation Master Plan creates a hierarchy of street and roadway classifications beginning with the least intense local street networks through the major arterials. This is known as the roadway functional classification system. This infrastructure network supports a variety of modes of transportation, from cars to buses and pedestrians. Local streets, roads, and sidewalks are the starting and ending points of most trips for the community.

Investment in our existing transportation facilities is the cornerstone for improved safety, economic vitality, mobility, and personal and environmental health. We must recognize the symbiotic relationship between land use and transportation and properly plan for the two elements to complement and support each other. One overriding goal of this Transportation Plan must be to implement a plan for the strategic investments on public roadways and associated infrastructure in order to help maintain the quality of life the residents and business owners of Deer Park have come to expect.

Transportation Goals & Objectives

- Retain a sense of place when designing new transportation improvement projects.
- Achieve a more human-scaled and pedestrian-oriented environment.
- Adopt access management regulations for the major corridor areas.
- Focus commercial activity into the Business District corridor areas.
- Increase connectivity of roads, sidewalks, bikeways, and bus routes.
- Concentrate efforts on traffic calming measures along the Blue Ash Road, Galbraith Road and Plainfield Road corridors to help create a safer pedestrian experience and to increase retail

Methods Used for Commuting to Work by Deer Park Residents



Transportation Master Plan Elements

Roadway Functional Classification System

The City of Deer Park roadway network is classified into the following categories based on the function of the particular roadway or pedestrian facility:

- Principal Arterials
- Collectors
- Local Streets
- Pedestrian Facilities

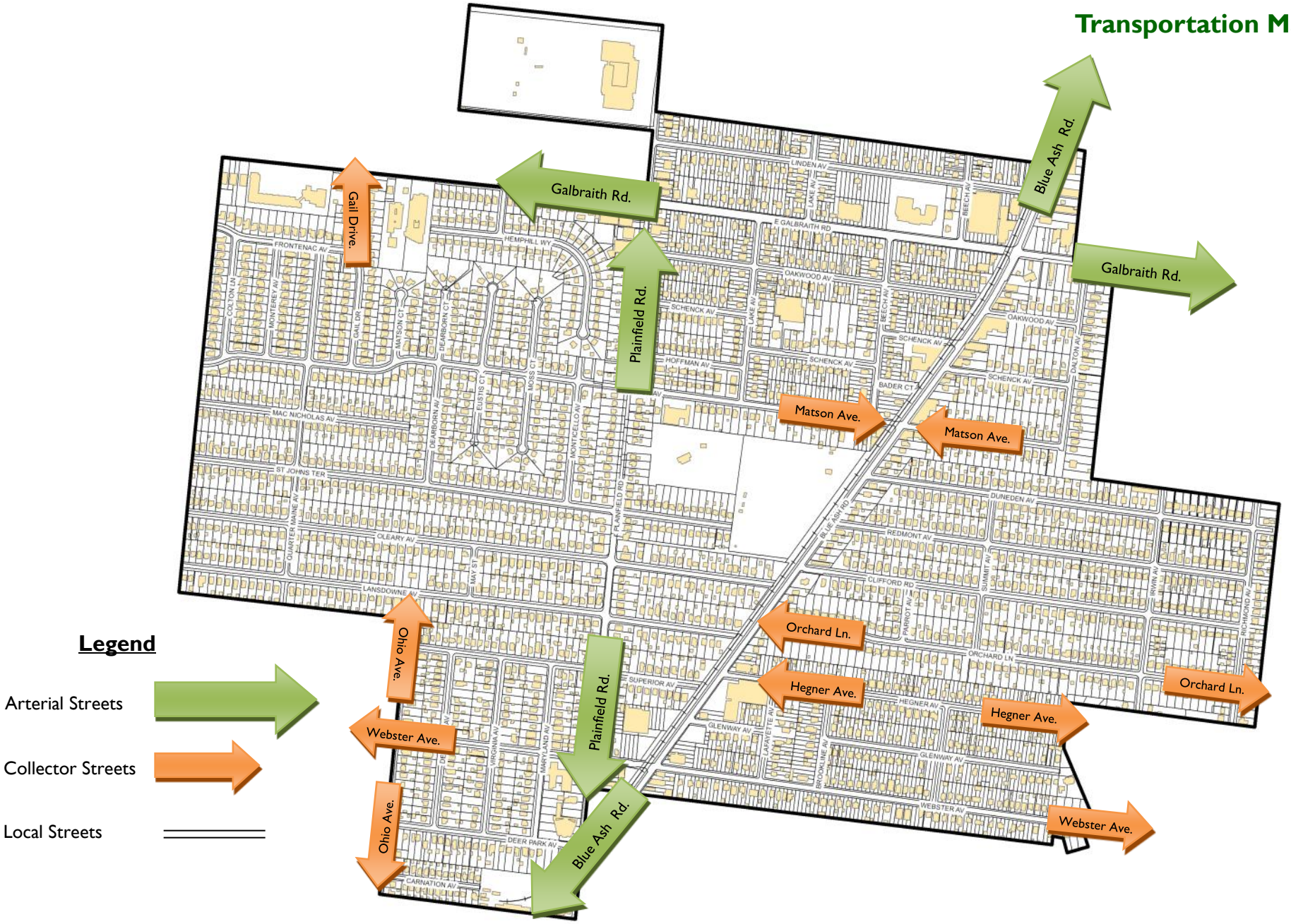
Arterials are used in an urban setting and are divided into principal and minor arterials. They carry the highest volumes of traffic within the urban roadway system, provide connections within the system for traffic using other classifications of roadways such as regional interstate roadway systems, and link high-volume destinations and land uses, such as major employers or larger commercial centers within the Greater Cincinnati Area.

Collectors connect traffic from residential streets to arterials. They can be used for through trips, or they may be the origin or destination of trips for purposes such as neighborhood services. Collectors are approximately 32 - 36 feet wide and designed for speeds up to 25 - 30 miles per hour.

Local Streets are low volume roadways typically serving specific residential areas. They are typically not used for through trips, and are often the origin or destination of vehicle trips. Local streets are typically designed for travel at no more than 25 miles per hour and are 28 to 32 feet wide.

Pedestrian Facilities within the City of Deer Park are mainly composed of sidewalks constructed in association with public streets. Current design standards for residential collectors and residential streets include provisions for 4-foot sidewalks. Most of Deer Park is connected with a sidewalk system. Future Bicycle path development may also serve as pedestrian pathways.

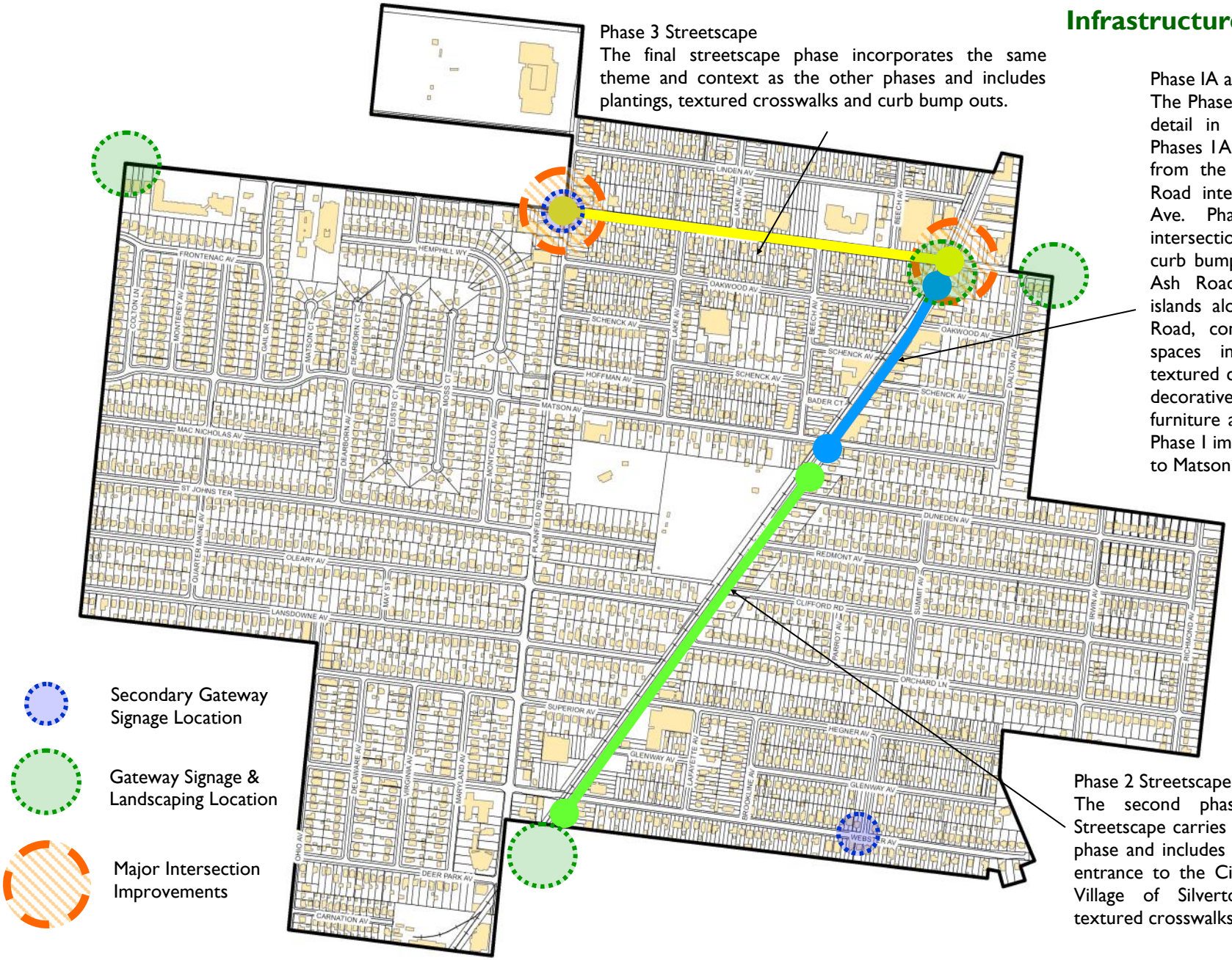
Transportation Master Plan



Infrastructure Improvement Plan

Phase 3 Streetscape
The final streetscape phase incorporates the same theme and context as the other phases and includes plantings, textured crosswalks and curb bump outs.

Phase IA and 1B Streetscape
The Phase IA work is described in further detail in this Business District chapter. Phases 1A and 1B are proposed to stretch from the Blue Ash Road and Galbraith Road intersection southward to Matson Ave. Phase Phases 1A & 1B involve intersection improvements in addition to curb bump outs on the east side of Blue Ash Road, the creation of pedestrian islands along the west side of Blue Ash Road, converting some parallel parking spaces into additional sidewalk area, textured crosswalks and various plantings, decorative street lights and street furniture additions. If funding is available, Phase I improvements should be extended to Matson Avenue.



Phase 2 Streetscape
The second phase of the Business District Streetscape carries the theme and scale of the first phase and includes a gateway sign feature near the entrance to the City (or a joint project with the Village of Silverton), decorative street lights, textured crosswalks and plantings.

Transportation Implementation Plan

TRANSPORTATION GOAL 1: DETERMINE FUTURE PROJECTS AND FUNDING MECHANISMS TO IMPLEMENT THEM TO UPGRADE CITY STREETS AND INTERSECTIONS.

TRAN Policy 100 Work with regional, state and federal partners to provide funding for transportation enhancement projects.

TRAN Policy 110 Continue to seek local and state funding opportunities for transportation projects.

TRAN Policy 120 Explore proactive funding methods for annual street paving and upgrade programs. Incorporate the assistance of local volunteers in assembling grass-roots education and exploratory funding mechanisms activities.

TRANSPORTATION GOAL 2: ENSURE THAT LAND USE AND TRANSPORTATION DECISIONS ARE COMPATIBLE

TRAN Policy 200 Support the integration of transportation and land use planning at all levels of strategic planning by the City, County and Regional planning partners.

TRAN Policy 210 Ensure that land use and transportation are considered concurrently for all transportation and land use projects under review with the Planning Commission and City Council.

TRAN Policy 220 Refer to the Transportation Master Plan and related access management policies within this Comprehensive Plan when considering site plan or subdivision plat applications seeking new or modified curb cuts on any public street.

TRANSPORTATION GOAL 3. MANAGE PARKING TO MEET LAND USE, ECONOMIC DEVELOPMENT AND URBAN DESIGN GOALS AS SET FORTH IN THIS PLAN.

TRAN Policy 300 Sign parking areas in a consistent and easy to read manner.

TRAN Policy 310 Develop a wayfinding sign program for the Business District and Plainfield Road to assist pedestrians and motorists in finding places of interest and parking.

TRAN Policy 320 Develop new bicycle parking standards for new commercial, mixed-use and multi-family development and redevelopment projects.

TRANSPORTATION GOAL 4: MANAGE MAJOR CORRIDOR TRAFFIC AND NEIGHBORHOOD TRAFFIC.

TRAN Policy 400 Increase traffic enforcement activity in neighborhoods, as needed.

TRAN Policy 410 Utilize traffic calming measures, such as textured or raised crosswalks, pedestrian islands, and bump-outs to slow traffic in selected areas. The targeted redevelopment areas along Blue Ash Road, Galbraith Road and Plainfield Road should be a high priority for consideration of future traffic calming measures.

TRAN Policy 420 Consider the use of roundabouts in place of controlled intersections where feasible to enhance traffic flows.

TRANSPORTATION GOAL 5: REMAIN ACTIVE IN LOCAL AND REGIONAL MASS TRANSIT DISCUSSIONS TO PROTECT THE INTERESTS OF DEER PARK AND TO PROVIDE MAXIMUM OPPORTUNITIES FOR REVENUE ENHANCING TRANSIT PROJECTS.

TRAN Policy 500 This plan recommends that a public steering committee be assembled to seek community input and help draft formal recommendations in the event the Light Rail project resurfaces at a later date.

TRAN Policy 510 Any mass transit facilities considered for location within Deer Park must conform to the plans and objectives set forth in this Comprehensive Plan to mitigate the potential for adverse impacts to existing Deer Park properties.

TRANSPORTATION GOAL 6: SUPPORT MULTI-MODEL TRANSPORTATION ENHANCEMENTS TO PROMOTE A WALKABLE DEER PARK COMMUNITY.

TRAN Policy 600 Explore opportunities to create a bike path and other interconnecting biking facilities to connect with adjacent communities' pathways in addition to creating connections to the City park and school sites.

TRAN Policy 610 Actively promote bus ridership and leverage the existing Metro bus stop location in order to generate Business District exposure in addition to promoting efforts to create new housing opportunities within the Business District. Bus Shelters should constructed where appropriate.

PARKS & RECREATION

2035 DEER PARK VISION PLAN

The Parks & Recreation Element

Generally speaking, parks and recreation services are considered good things. Parks and recreation contribute to our landscape, our health, our community and our overall quality of life. Urban environments, such as Deer Park, are characterized by a concentration of people and built conditions that when planned and managed properly provide many cultural and communal activities not possible in a rural setting. Planning and managing these urban environments includes providing adequate parks, recreational facilities, and open spaces that allow residents and visitors to engage in both active and passive indoor and outdoor activities.

When properly planned, parks and open spaces soften the impact of urban development on the land by cleaning stormwater runoff, lowering temperatures during hot months, and providing healthy activities for our residents and visitors. Parks and open spaces can also be viewed as a valuable community asset used to attract and retain residents and businesses alike.

It takes resources, however, to provide parks and recreation services and because resources are limited, the City must plan ahead for their use.

Photos depicting the existing conditions at Deer Park's Chamberlin Park facility.

Chamberlin Park

Deer Park features a 9.5 acre community park located in the geographic center of the City. The multi-use park facility hosts many events and sporting activities including baseball, and softball.

Park Development Strategies

Targeted Park Types

Mini Park / Tot Lot

A less than one-acre park generally consists of play areas and shaded seating/picnic areas. These parks may be associated with retention or detention areas. These parks are intended to provide convenient play areas for small children and informal gathering areas within walking distance of one's home. Mini Park/ Tot Lots can be both privately or publicly owned and maintained. Because Deer Park is built out in a compact urban pattern, mini parks would likely be much smaller than one acre in size. However, this type of park facility can add substantial value to the surrounding neighborhoods and the community as a whole, even on a small scale.

Neighborhood Park

Neighborhood Parks serve as a neighborhood's recreational and social focus. They are typically a minimum of two acres in size and are designed to serve a 1/2-mile service area. These parks are primarily intended for passive and low intensity recreation activities. Neighborhood Parks may include on and some off-street parking, low-level lighting, potable water, shade, seating, outdoor gathering areas, and a turf open space for sports play. They generally include landscaped paths, sports courts and tot lot play structures. These parks may be publicly or privately owned. Connectivity to the surrounding area, by way of residential streets, sidewalks, and interconnecting trails are vital to a Neighborhood Park's success.

Park Programming

Chamberlin Park offers substantial opportunities to expand and build upon Deer Park's existing parks and recreational programming offerings. Below is a park programming survey that was conducted in 2014. The City may consider conducting a more robust parks and recreation survey of its residents and business owners to help determine the current recreational needs of the community. It is important to review the City's programming and park facility options on an annual basis to keep pace with current trends in popular recreational activities.

Entertainment related activities is an area that should be explored for Chamberlin Park. Incorporating music and arts activities into Chamberlin Park can provide the type of destination draw required to help the Blue Ash Road corridor businesses gain valuable exposure. The centralized location of the park provides the setting in which Deer Park visitors may enjoy the park activities and walk to the nearby business establishments to shop or dine.

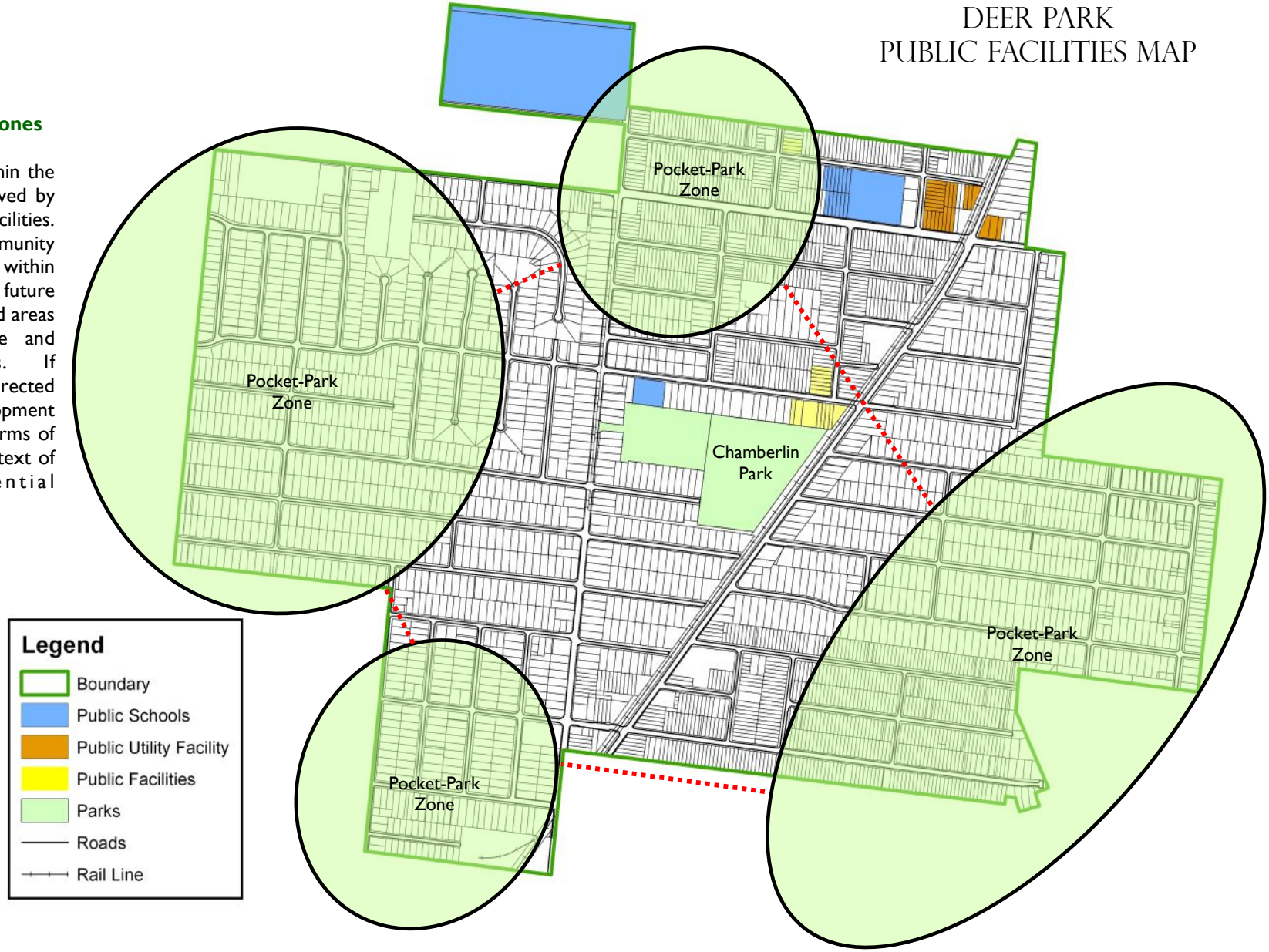
Survey Question: Check the top five (5) park programming activities most important to you.

Answer Options	Response Percent	Response Count
1 Children summer program	60.4%	58
2 Movies in the Park	59.4%	57
3 Yard Sale in the Park	18.8%	18
4 Farmers Market	70.8%	68
5 Holiday Events (Christmas, Easter, Halloween)	75.0%	72
6 Senior programs	19.8%	19
7 Music in the Park (concerts/music events)	79.2%	76
8 Nature program	21.9%	21
9 Arts and Crafts program	24.0%	23
10 Business Association Events (Bark in the Park, etc.)	46.9%	45

DEER PARK PUBLIC FACILITIES MAP

Neighborhood Pocket Park Zones

These areas represent zones within the City that are not adequately served by nearby park and open space facilities. Although Deer Park's single community park facility is centrally located within the City, it is important to seek future opportunities to acquire small land areas for conversion to both active and passive pocket-park facilities. If considered, attention should be directed towards the selection and development of these small park facilities in terms of preserving the character and context of the surrounding residential neighborhood.



Parks & Recreation Policy Recommendations

PARK & RECREATION GOAL 1: BALANCE ACTIVE AND PASSIVE OPEN SPACES.

Park Policy 100 Solicit input from Deer Park residents on desired park and open space facilities and amenities / activities through the use of a stand-alone Park Facility & Programming Survey.

Park Policy 110 Support creation of specialized parks and open spaces when the need for each is documented and land area is available.

Park Policy 120 Allow for evolution of Chamberlin Park and its facilities to accommodate new equipment and infrastructure to meet resident use demands.

Park Policy 130 When developing active and passive recreation facilities, insure that they can be fully used by persons of all levels of abilities, including those of very limited abilities.

Park Policy 140 Recognize and coordinate with community volunteers, such as the local Block Watch organization, to assist in the maintenance, promotions, operations and education of park availability and potentials for recreational activities.

Park Policy 150 Continue working with the Park Board and local Deer Park social and sports organizations towards the development of special purpose recreation offerings at Chamberlin Park (such as tennis courts; soccer fields; lacrosse courts; bocce courts; lawn bowling; open-air theatres; etc).

Park Policy 160 Consider the conversion of the Schenck House into a Historical Society facility.

PARK & RECREATION GOAL 2: INCREASE THE PROGRAMMING OPPORTUNITIES FOR THE DEER PARK COMMUNITY.

Park Policy 200 The City should continue to work with the Park Board and local community organizations and individual volunteers to develop new activities programming for Chamberlin Park.

Park Policy 210 Expand recreational programs to address the needs of a diverse population (age, capacity and activity-level) through coordination and the sharing of resources among existing recreation program providers, and by sponsoring the creation of new activities and programs. Below are proposed programming activities generated during the Comprehensive Plan Parks & Recreation Charrette.

> Consider a natural playscape development in Chamberlin Park that involves the use of natural materials to create new and exciting play and learning opportunities for children.
>
> Expand the walking trail in Chamberlin Park to include a longer path distance.
>
> Consider creating a Deer Park Summer Music Series to be held in Chamberlin Park featuring a wide variety of musical acts throughout the summertime months.
>
> Consider recreational opportunities targeted for senior citizens.
>
> Consider adding a chess & checker program in the community.
>
> Consider the viability of a limited farmers market to be held in Chamberlin park.

Park Policy 220 Review the fee schedule for the Deer Park Community Center to ensure the facility is being leased at rates comparable to similar communities.

Park Policy 230 Consider partnering with the Hamilton County Library branch to provide a more diverse range of educational based programming activities.

Park Policy 240 Consider partnering with the Deer Park Business Association on park and recreational events.

Parks & Recreation Policy Recommendations

PARK & RECREATION GOAL 3: SEEK OUT FUNDING MECHANISMS FOR IMPROVEMENTS TO CHAMBERLIN PARK AND FOR THE ACQUISITION OF NEW PARK AND RECREATION FACILITIES.

Park Policy 300 Participate in efforts to ensure that an adequate financial resource stream can be available to properly care for Chamberlin Park.

Park Policy 310 The City should explore implementing a park improvement fee applied to building permit applications for the new construction of commercial, office, mixed-use, multi-family and single-family structures within the City. This fee should be based on a detailed analysis of the future park and recreation needs of Deer Park. If adopted, this fee should be specifically earmarked for capital improvement projects directly related to expanding and improving Deer Park's existing and future park and recreation facilities.

Park Policy 320 Planned Unit Developments: Although the existence of large parcels usually well suited for the application of a planned unit development overlay district are not plentiful within the City, the opportunity for PUD use may still exist on a smaller scale. The City should encourage developers to consider taking proposed developments proposals through the PUD rezoning process to provide the highest degree of flexibility for the project. The inclusion of open space or other active recreational uses within a PUD in exchange for residential density and other incentivized zoning regulations should be considered as an approach. This method of park acquisition can assist in developing the pocket park initiative to provide neighborhood scale park and recreational spaces.

Park Policy 320 Deer Park should continue to explore future applications for funding from the Ohio Department of Natural Resources. Specifically, the Ohio NatureWorks grant program provides up to 75% reimbursement assistance for local governments for the acquisition, development, and rehabilitation of recreational areas and park related uses. This park and recreation funding program may be a key part of a comprehensive strategy involving local matching dollars and donated / volunteer labor and equipment.

PARK & RECREATION GOAL 4: STRIVE TO DEVELOPMENT LOCAL "POCKET PARKS" WHEN LAND AREA BECOMES AVAILABLE.

Park Policy 400 Seek out opportunities to acquire small parcels of land, or assemble several small parcels of land, for the conversion into "pocket parks" aimed to serve a local neighborhood service area.

PARK & RECREATION GOAL 5: REQUIRE OPEN SPACES AS PART OF DEVELOPMENT APPROVALS FOR ALL SIGNIFICANT RESIDENTIAL AND NON-RESIDENTIAL PROJECTS.

Park Policy 500 Encourage additional open space when a project consists of an appropriately sized area to be developed within the PUD zoning framework.

Park Policy 510 Seek to incorporate an active gathering space within the new Blue Ash Road improvement project.

ECONOMIC DEVELOPMENT

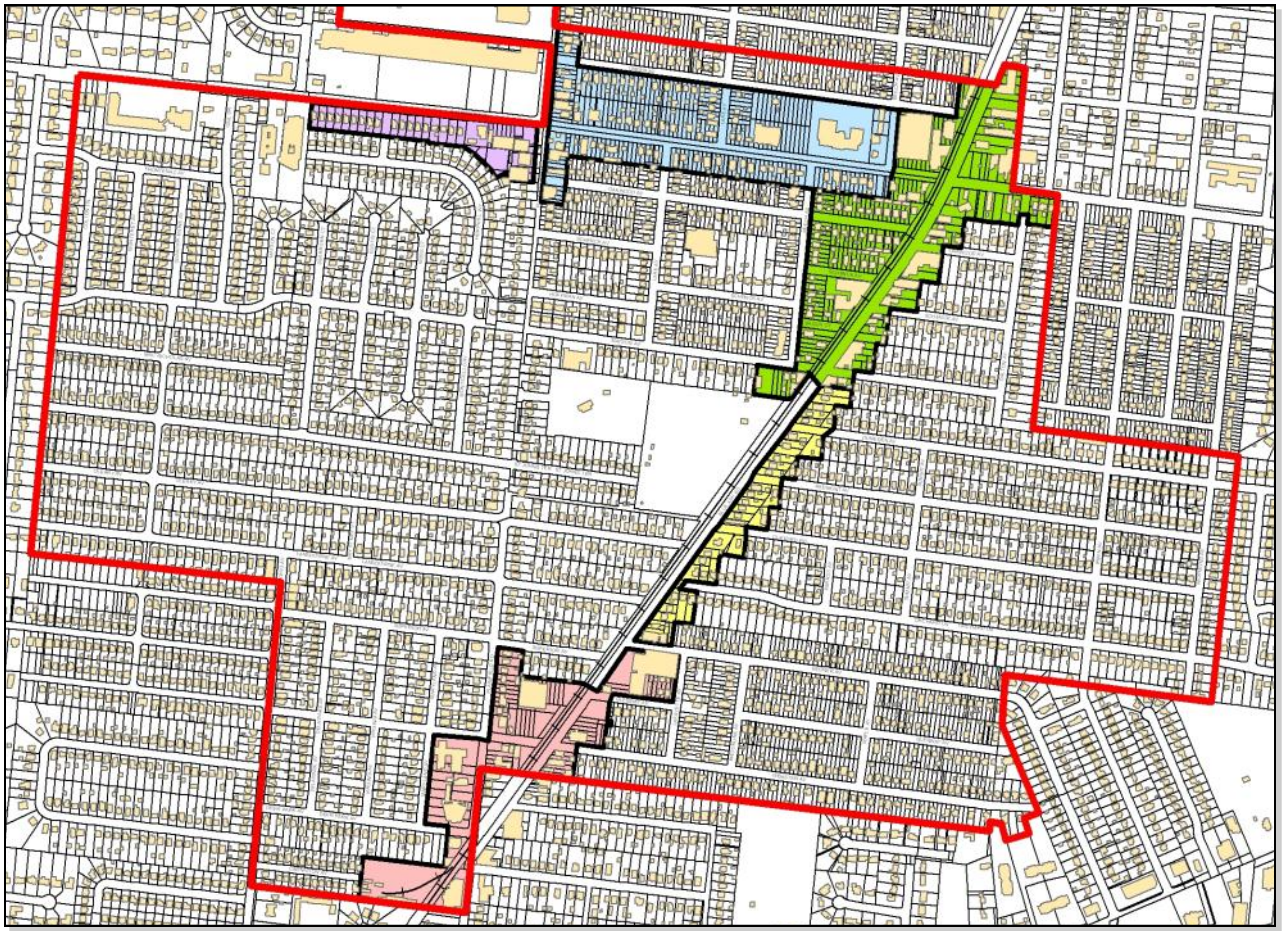
2035 DEER PARK VISION PLAN

Introduction to the Economic Development Element

The Economic Development and Redevelopment element is a guide to the economic growth and redevelopment of Deer Park, which in turn will make the city a more pleasant and prosperous place to visit, work, and reside. Through an understanding of the origin and progression of commerce in the City, opportunities for continued economic growth, and forces affecting the future of the City, this plan element sets attainable goals to help Deer Park continue as a place to be proud of.

The most important aspect of this element is to establish policies toward the economic future of the City. These policies are intended to be guiding principles that represent the values of those who have a stake in the present and future of Deer Park. Remaining true to these policies can help attain the goals set by this element, thereby retaining the valued business and corporate citizens and attracting new ones while providing a community where all can grow and prosper. Many of the policies within this element are reflected in other elements of this Comprehensive Plan. This is done intentionally as the economic vitality of Deer Park is codependent with all aspects of life in the City addressed in the other plan element sections.

THE DEER PARK BUSINESS DISTRICT



The Deer Park Business District map shown above identifies the shaded areas that are planned for the implementation of targeted zoning guidelines and economic development program initiatives to further the primary economic development goal of expanding the City tax base while seeking quality redevelopment activity in a planned and orderly manner.

Tax Increment Financing

Tax Increment Financing (TIF) districts are a valuable tool for creating a revenue stream to construct the public improvements necessary to service a growing corridor business district. TIF's provide revenue from the increased real property valuation after new construction occurs within the district. The real property taxes derived from the increased property valuation may be used to service the debt for new public improvement projects including new roadways, sidewalks, pubic utility extensions, public parking facilities and public gateway projects. With local school district approval, a TIF can exist for a period up to 30 years. TIF districts may prove beneficial in assisting Business District redevelopment projects construct the necessary off-site street improvements or to fund public parking areas required to serve the proposed project.

Special Improvement Districts

The City should explore the creation of a special improvement district (SID) over one or both of the corridor business districts under the provisions in ORC Chapter 1710. A SID must be petitioned by 60% of the front foot property owners or 75% of the total area property owners to be created. Once created, assessments may be levied within the district to pay for public improvements and the cost to provide public services that are not currently being offered by the local government. The improvements or services are paid by the property owners within the district who are assessed on their tax bills. SID's can be an effective tool in building public improvements and public services needed to further the growth and development of a business district corridor. Some examples of public improvements for a business corridor may include: streetscape and other beautification projects, gateway entrance signage and other features, public parking facilities, public gathering places and sidewalk construction.

Creating a SID for portions of the Business District can assist in spreading the investment in streetscape and intersection improvements across a larger pool of stakeholders. These financing arrangements take advantage of a strong grass roots business community who are prepared to invest in the necessary improvements to help transform the corridor areas in partnership with complimentary improvement projects funded by the City.

Establish Developer Roundtable Forum & Business District Tour

Deer Park staff should consider facilitating an inaugural developer round table discussion after promoting the event to both the development community and the public at large. The intent of the roundtable meetings serve to educate and stimulate interest in development opportunities within the Deer Park Business District and highlight City initiatives in place targeting specific development within Deer Park. These forums should be conducted once or twice per year to keep Deer Park news and initiatives in front of the development community.

A complimentary program involved conducting a Business District Tour for potential developers and investors. A hands-on style tour of the available properties and improvements that are planned or completed can be a powerful marketing tool for the City to utilize in order to sell the vision of the Business District.

Community Reinvestment Area

Section 3735.65-3735.70 of the Ohio Revised Code authorizes the Ohio Community Reinvestment Area (CRA) program as an economic development tool that can be administered by municipal and county government to provide real property tax exemptions for property owners who renovate existing or construct new buildings. On September 10, 2012 the Council of the city of Deer Park passed Ordinance NO. 2012-29 designating the entire city of Deer Park as a Community Reinvestment Area.

In September 2013 the City adopted a 10 year, 100% CRA agreement with Sabino Properties, Inc. for the acquisition and renovation of a vacant building at 4116 Webster Ave. for use as the facilities for Deer Park Roofing. Over $1.2 million was invested in the new project resulting in the retention of 30 existing jobs in Deer Park with an annual payroll of $1.6 million, and the creation of 20 new jobs with an annual payroll of approximately $800,000.

Create Database and Marketing Packet for Available Business District Sites

Deer Park has worked with the Hamilton County Community Development Company on the creation of the Deer Park Development Information Packet. This comprehensive development information guide offers a brief summary of information on the City of Deer Park, including demographics, economic development options, municipal services and contact information.

The report focuses on the development assets and potential of sites at the City's three major retail corridors including proximity to Jewish Hospital's growing health service community, and its location within one of the region's strongest consumer demographic areas , the Kenwood Town Center.

Business Retention and Communication Programs

The City has implemented an aggressive business retention program that focuses on a strategic communication plan that strives to remain current on the needs, issues and opportunities presented by the City's business owners. The Deer Park Business Retention program involves key City staff and elected officials and business ambassadors visiting local companies to thank them for their investment in Deer Park, help determine their operating needs and provide follow up to meet these needs. Approximately 80% of all Deer Park Businesses have been visited over the past three years.

Utilize the Deer Park Community Improvement Corporation

In 2010, the City took the necessary steps to establish the Deer Park Community Improvement Corporation. The Deer Park CIC is organized under Chapter 1724 of the Ohio Revised Code and provides the City a method for conducting real estate re-development activities in a more flexible and pro -active manner.

The newly created Deer Park CIC has been active in driving the establishment of the framework for re-development in the City. Specifically, the CIC has been involved in the creation of the Deer Park CRA program, the Blue Ash Road improvements plan and façade improvement projects along the Blue Ash Road corridor. As the framework for re-development is mostly in place, the CIC will be turning its attention to the implementation of the various adopted plans. The CIC will also be moving into a more active role in attracting potential developers and business owners to the City while working in partnership with City Staff and the Deer Park Business Association.

Economic Development Tool Box

Build Upon the Existing Business Retention and Program for Business District Property Owners

Continue to add proactive events to the current business retention program being implemented by the City Provide for a web-based or letter-based business owner survey regarding the advantages and issues / emerging concerns of doing business in Deer Park. The survey results serve as the basis for improving the retention and communication program aimed at providing the latest Business District initiatives and other important City news and programs to the business owners.

One method to employ under this retention program heading is establishing a Deer Park Business District Walk Program that features staff and/or City Council members visiting business owners in a door to door fashion.

The intent is to support corridor businesses by gaining feedback into their issues and concerns while also providing information to the business and programs.

Building Façade Improvement Program

Deer Park may wish to explore the creation of a rehabilitation grant program or deferred payment program aimed at providing financial assistance to those eligible property owners for improvements to a buildings' façade or other site improvements consistent with the design regulations set forth in an adopted corridor overlay zoning district. A typical program may have the following guidelines:

Those property owners who qualify for assistance under the program may receive a 100% Deferred Payment Loan. A second mortgage in the amount the City spends on the rehabilitation shall be placed on the property for a period of five (5) years. This second mortgage shall automatically be forgiven at the rate of twenty percent (20%) per year as long as the recipient continues to own and occupy the property as a business or as a residence (if residential properties are a targeted redevelopment effort). Should the recipient not meet one of these criteria prior to the five year expiration, the amount owing at the time the recipient sells or ceases occupancy shall be due and payable to the City of Deer Park.

The City would subordinate its second mortgage only if, in the opinion of the City, sufficient equity exists in the property to protect Deer Park's position. In the event the recipient must secure private financing to accomplish the work eligible under the program, the City may take a subordinate position to the private lender should that be required in order for the private loan to be approved.

Using the proceeds of a $22,820 grant through the 2013 Duke Energy Urban Revitalization Initiative, the City funded professional predevelopment services for the Deer Park Business Façade Design Project. Grant proceeds were used to fund 1) architectural designs for façade improvements to key commercial buildings located on the northeast corner of Blue Ash Rd. and Matson Ave.; and 2) to develop city-wide architectural design guidelines for the city's three major commercial corridors: Blue Ash Rd., Galbraith Rd. and Plainfield Rd.

In September 2014 approximately $(Mike can get this # from Keith) in façade renovations were made to the Deer Park Deli Building, resulting in the creation of 5 new jobs and the retention of 13 existing jobs. The new façade provides a positive impression at one the City's major retail intersections and will help trigger other façade improvements. The newly developed city-wide design standards will apply to building alterations and construction in the city's other retail districts and provide a basis for making decisions about the appropriate treatment of existing buildings including historic resources. This façade improvement will also complement the public improvements proposed along Blue Ash Rd.

Economic Development Tool Box

Economic Development Action Plan

TIER 1 ACTIVITIES
(Action Timeframe = 0 - 1 Year)

Available Building Inventory	Continue to maintain an up to date inventory of available buildings within the City. The City should also continue to work closely with the property owners of the available buildings and local real estate agents to find suitable users of this available space.
CDBG Program Applications	Submit a grant application for Community Development Block Grant (CDBG) funds through Hamilton County. City Council and Staff should work to identify the most strategic uses of these funds in order to support the development goals set forth in this Comprehensive Plan while meeting the CDBG program guidelines.
TIF Districts	Explore the creation of one or more Tax Increment Financing Districts over the Business District areas that employ "Springing TIF" language enabling the City to preserve its statutory TIF agreement time limits based on a project by project start date.
Blue Ash Road Project	Continue working towards securing funding support for the proposed Blue Ash Road improvement project.

TIER 2 ACTIVITIES
(Action Timeframe = 1 -3 Years)

Property Acquisition	As a overriding pro-active economic development strategy, identify and seek to acquire business district properties for future redevelopment opportunities. This task may be delegated to the Deer Park CIC
Blue Ash Road Redevelopment Site	Assist with the facilitation of the assemblage and redevelopment of the Northeast Corner of Blue Ash Road and Galbraith Road. Continue working with developers and area businesses to spur interest in the redevelopment of the northeast corner of Blue Ash and Galbraith Roads Emphasis should be afforded to the .39 acre corner lot owned by Duke Energy. This site will be pivotal in this overall property assemblage.
Façade Improvement Program	Implement a façade improvement program over the Business District areas.
Developer Roundtables / Tours	Conduct annual or semi-annual developer roundtable and Business District tours to prospective commercial and residential developers, real estate agents and other desired future stakeholders.
Special Improvement District	Explore support for the adoption of a special improvement district within identified areas of the Business District.

PUBLIC INVOLVEMENT

2035 DEER PARK VISION PLAN

Public Input Process

Public Open House

Two Public Open Houses were held during this 2014 Comprehensive Plan update process to solicit input from the residents and business community in addition to providing updates on the progress to date on the Comprehensive Plan. These casual open house style events were well attended and provided visitors the chance to view the progression of the plan drafting and provide the opportunity to discuss community topics and issues with the Comprehensive Plan Update Steering Committee.

Comprehensive Plan Survey

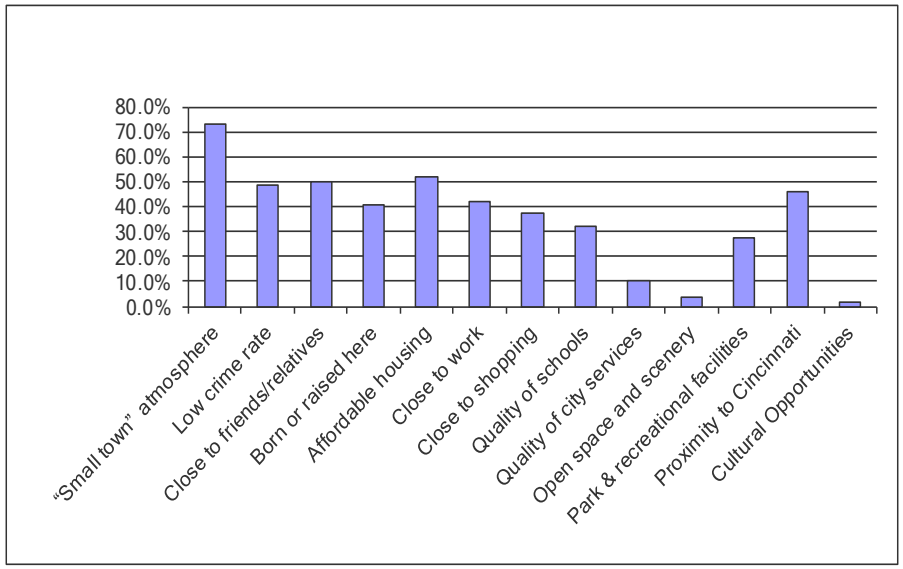
An on-line survey was made available during the early portion of 2014 to all who were interested in providing feedback and input into the planning process and comments to specific plan topics and community issues. Selected results of the survey appear on the following pages.

2014 Public Open House Display Boards

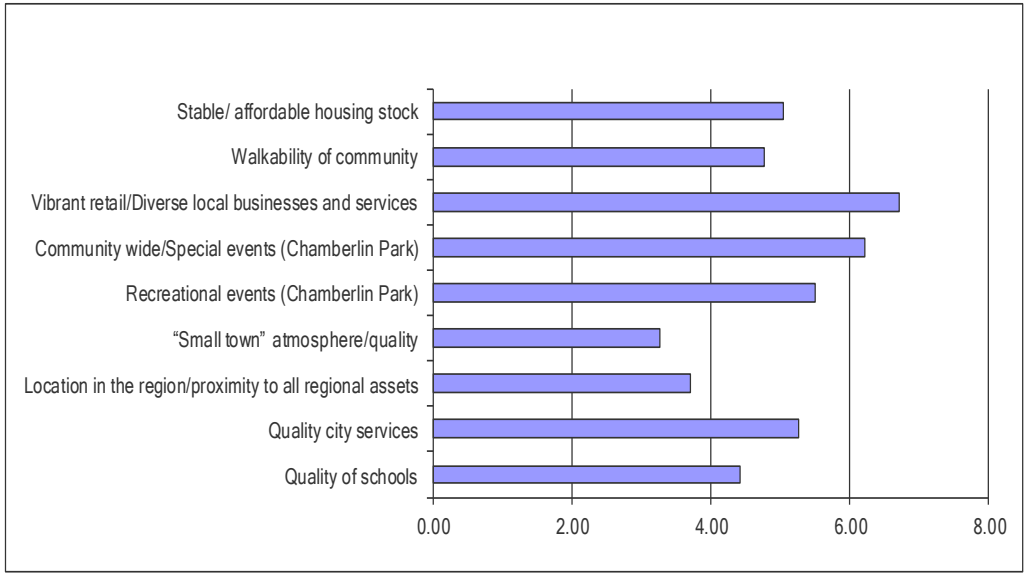
2014 Public Open House

Selected 2014 Comprehensive Plan Survey Results

Survey Question: Check the top five (5) reasons why you live in Deer Park

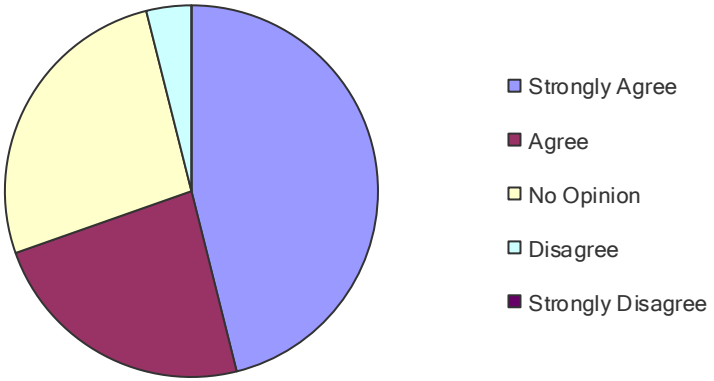


Survey Question: The City of Deer Park intends to develop an identifiable, community "brand" in order to best describe the City to potential businesses and future residents. As Deer Park develops this "brand", please rank the qualities.



Selected 2014 Comprehensive Plan Survey Results

Survey Question: Deer Park continues to proactively pursue private sector commercial development/redevelopment opportunities. In your opinion, are MORE of these services/businesses desirable for Deer Park? (check all that apply)

Answer Options	Response Percent	Response Count
Restaurants	76.5%	78
Daycare facilities	14.7%	15
Entertainment establishments	52.9%	54
Tourism or “destination” based events	25.5%	26
Health care services	20.6%	21
New condo/townhome residential development	25.5%	26
Retail stores	56.9%	58
Art/cultural facilities	24.5%	25
Recreational and park facilities	47.1%	48
Office uses	28.4%	29
New single family residential development	26.5%	27
Light industry	22.5%	23

Survey Question: To enhance the visual appeal of the City, Deer Park should continue to promote and adhere to its signage standards for businesses in the community.