

13. Study Area J

A. Overview

(Regional and Community setting) Study Area J lies at the far northeastern edge of the Community and within close proximity to the I-675/Wilmington Pike interchange. The position of the Study Area located east of Wilmington Pike north of Feedwire Road and west of I-675 makes it an integral part of a major business and commercial corridor. The area is also part of a highly utilized traffic corridor running north/south along Wilmington Pike connecting to Study Area J. The lands that comprise this Study Area were recently annexed into Centerville and are situated in Sugarcreek Township, Greene County, Ohio. The zoning on the property at the time of the annexation was Sugarcreek Township Planned Mixed-Use Development. The City of Centerville rezoned this property to a combination of B-PD and R-PD. This Study Area is currently being used for agricultural purposes. The current landowner has plans for developing the site into a large, multi-parcel retail, residential and mixed-use center.

(Type of area) The 157-acre Study Area has many potential characteristics of an infill site. An infill site is typically undeveloped, and lies at the edge of an urbanized area or community. It may or may not be served by utilities. The Study Area is currently prime for development, with the necessary

infrastructure in place. The site is one of the few remaining large vacant parcels in the City, and therefore, has significant long-term value for the Community.

Study Area J is analyzed in four sections; study area limits, development conditions, existing development, and development recommendations.

B. Study Area Limits

(Description of Study Area location within the Community)

Study Area J is located in the northeastern quadrant of the I-675/Wilmington Pike interchange. The Study Area is also part of a larger business and commercial corridor that extends westward through the Community along I-675.

(Description of Study Area boundary) The boundaries of Study Area J are defined by the bordering roadways. The border to the east is I-675, to the west Wilmington Pike, and to the south Feedwire Road.



Map J-1: Study Area Limits

C. Development Conditions

Summary of Key Findings:

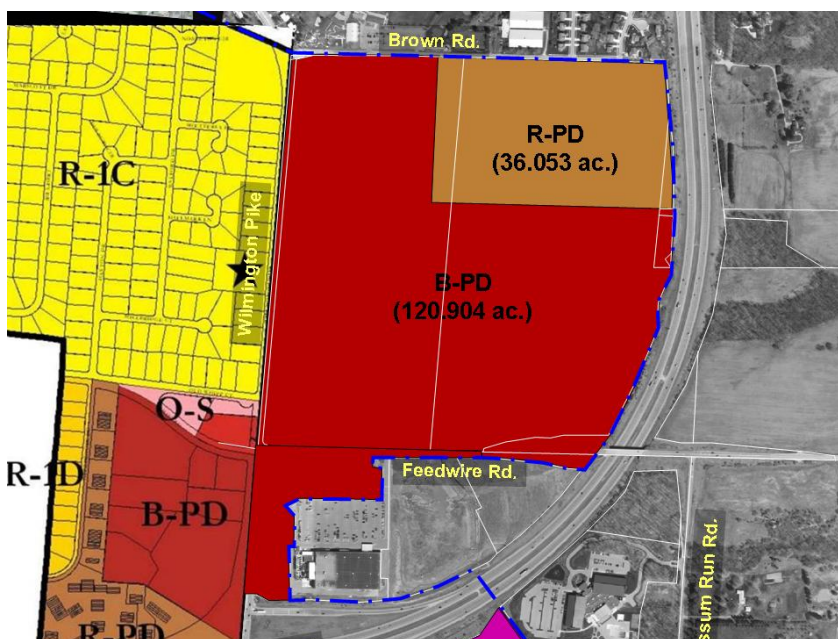
- Study Area J is under single ownership and prime for development with the necessary zoning and infrastructure in place to allow a major retail, residential, and mixed-use center.
- The 157-acre Study Area is undeveloped and contains a large stand of trees adjacent to Wilmington Pike.
- Adjacent land uses include regional shopping, commercial, residential and recreational uses.

- The development of a regional shopping, residential and mixed-use center would significantly increase the amount of traffic on Wilmington Pike and Feedwire Road.

D. Existing Development

1. Land Use and Zoning

(General land-use and adjacent land-use) According to the zoning code, the B-PD district “is designed to permit greater flexibility, and consequently, more creative and imaginative design for the development of business areas than is generally possible under conventional zoning regulations. It is further intended to promote more economical and efficient uses of larger tracts of land.” The district requires a development plan to be submitted, but does not include development standards that establish the form that development should take or how the development should incorporate the natural characteristics of the site. The district also permits a wide variety of commercial uses and restricts overall height to 45 feet. Setback provisions in B-PD districts create large side and front yards, and allows for only 50 percent of the land parcel to be developed.



Map J-2: Existing Zoning

Land uses located outside the Study Area but within the larger vicinity include a variety of uses. The area directly south and west of the Study Area, is primarily commercial. This Study Area is in close proximity to Study Area B. Study Area B is situated at the southwest corner of Wilmington Pike and I-675. The City of Centerville has approved a Master Development Plan for a medical campus. Phase One is currently under construction

that includes an Emergency and Trauma Center, Cancer Center and medical offices. The Miami Valley South Campus will become a major employment center for Centerville. To the north are a combination of outdoor and indoor recreational uses including the Rolandia Golf Course, miniature golf and arcade, a racquet club and a single-family residential subdivision. Single-family residential uses are located west of the Study Area.

2. Market Considerations

(Office, retail, and residential market) According to the office, retail, and residential market studies prepared by Development Economics, Washington Township and the City of Centerville lie within the competitive south Dayton sub-market. This area benefits from its location in the emerging Cincinnati-Dayton region. The results of the Community-wide market studies are as follows:

- The expected office tenant market absorption is 8,000-10,000 square feet of office space on average through 2008.
- There will be an increasing locally generated demand of 200,000 square feet of retail space over the next several years in the form of restaurants (chain or unique specialty), grocery/pharmacy, apparel/accessory, and home furnishings stores. Demand will also increase for gas stations and convenience stores, hardware, specialty shopper goods, and personal services. Key retail marketing issues revolve around the need to upgrade and strengthen older strip spaces.
- The Community can expect 470 to 1,200 housing units respectively by 2007. Move-up families will make up over 50 percent of this market followed by transfers and relocations (20-25 percent) and empty nester/move-downs (10 percent). They will demand a variety of housing, including cluster homes, traditional neighborhood housing, single family homes (with space for home occupations), golf course housing, and patio homes.

The Study Area has the potential to accommodate a large share of the Community's market potential upon development because of its proximity to the I-675 interchange and location along a major arterial network.

3. Visual Character

(Landscaping, streetscape, building setback, parking, and visual character) Approaching the Study Area from the southeast and east on I-675 is the first impression many have of the Community. Looking west, the view is mostly open, with the southern portion framed by tree rows resulting from fencing that defines one large parcel and two smaller parcels in the past. Looking east from Wilmington Pike, the view is filtered by the

extensive woodland on the western portion of the site. The woodland also forms a visual buffer from I-675 and the existing house and agricultural uses on the site. The site's elevation gradually rises to the west from I-675.

4. Natural Features

(Topography, vegetation, watercourses, and ponds) The natural features in Study Area J offer visual reprieve from the urban landscape. Natural features are often viewed as a hindrance to development, but they can be incorporated into a site's overall design and improve the aesthetic and land values in the surrounding region. Study Area J is unique because it contains a large woodland area totaling approximately 30 acres. This woodland should be protected and incorporated into future development. There are no major watercourses in the area other than the pre-existing drainage swales.

5. Vehicular/Pedestrian Circulation and Parking

(Traffic conditions) Study Area J is in the northeast corner of the Community, directly west of I-675, east of Wilmington Pike, and north of Feedwire Road.

Wilmington Pike on the west side of Study Area J is a curbed five (5) lane roadway, with a full interchange to I-675. The Thoroughfare Plan for the City of Centerville classifies Wilmington Pike as a Major Arterial Street. The posted speed limit is 45 mph, and is access controlled. The single-family homes fronting onto Wilmington Pike west of the Study Area all have driveways onto this thoroughfare. These driveways greatly limit the ability to establish a raised landscaped median on this portion of Wilmington Pike. Currently the center lane is a left-turn lane.

The first median break is approximately 920 feet south of the eastbound freeway ramp, and at the east side with the combined rear service road to the Sugar Creek Plaza Shopping Center and the Hope United Methodist Church. On the east side of Wilmington Pike is a narrow driveway, stubbed into Study Area J.

Feedwire Road on the south side of Study Area J is a two-lane roadway that is considered to be a thoroughfare street. Feedwire Road has been widened in front of the Sugarcreek Crossing Shopping Center to the south. The widening provides for two left-turn lanes onto southbound Wilmington Pike. Access into the shopping center is limited to three drives plus a fourth to the vacant commercial parcel to the east. These driveway locations provide the opportunity for raised landscape medians for improved access control, landscaping and gateway enhancement purposes.

Brown Road to the north of Study Area J is a narrow two-lane roadway that ends at the I-675 right-of-way. Brown Road currently serves the recreational uses and the single-family residences to the north.

The commercial orientation of the Wilmington Pike area places a heavy burden on peak travel in the area. Feedwire Road and Wilmington Pike form the first major intersection from I-675, and like most of these intersections, it receives the majority of the traffic flowing through the area.

(Pedestrian facilities) Pedestrian access to and around Study Area J are extremely limited. A sidewalk located on the west side of Wilmington Pike is the only public walkway in the vicinity of Study Area J. With the development of a Retail and Mixed-Use Center, significant improvements will be needed to support additional pedestrian traffic. Provisions will need to be made to accommodate bicycles by building bike paths and strategically locating bicycle racks.

6. Utilities

(Water) Although the site within Study Area J is not developed, public water is available in the existing right-of-way of Wilmington Pike. Static pressures in the Study Area, assuming ground elevations ranging from 960 to 1000 feet, should be between 45 and 70 psi. Adequate fire flow should be available due to the close proximity of the Bigger Road elevated storage tank, and assuming the waterlines constructed off the main lines are designed to meet the desired fire flow conditions. *(Sanitary)* Existing sanitary sewer service is provided within the western right-of-way of Wilmington Pike. These sanitary sewers eventually discharge into the Greene County collection system. *(Storm)* Runoff from the site generally drains to the east toward I-675.

7. Site and Building Configuration

The site contains two houses and several farm-related outbuildings. The site has good access to both Feedwire Road and Wilmington Pike. I-675 cuts the site off to the east, and secondary access is available to Brown Road at the northern edge. Though presently used for agricultural and residential purposes, the site has been rezoned B-PD for planned business development and some R-PD in the northeast corner. Businesses depend on connections between private and public realm (right-of-way) for connection and visibility. This site is highly visible from the freeway right-of-way, and also has visibility from Feedwire Road and Wilmington Pike. The residential and agrarian uses have access to Wilmington Pike and Feedwire Road.

E. Development Recommendations

The following describes the overall concept for directing future change within the study area. It is based on the previous existing conditions analysis and the land use concept for the Community. It begins by setting an overall direction for the Study Area and makes specific recommendations for both the private and public realm. The private realm includes property under private ownership and typically adjacent to a major roadway. The public realm includes the area within the right-of-way and any other property under public ownership.

1. Focus

This is one of the most important sites remaining in the Community. How this site is developed will have significant impact on the Community financially. The focus of development potential within Study Area J is to assure that fiscally viable uses are accommodated, capitalizing on significant views from the freeway to create an image or sense of place for the Community (prominent gateway), while preserving and integrating natural features existing on-site.

Two of the goals created at the outset of the Community planning process were to protect open areas and to improve the economic health of the Community. Development on this site will potentially have a substantial impact in terms of economic benefit to the Community based on site location, access, and visibility. The site can also increase the sense of community by capitalizing on the high visibility location to create a gateway and community identifier. The Study Area would function most efficiently integrated into the fabric of the community to the greatest extent practical. Vehicular access to the external roadways network and freeway interchange must be established as a part of the planning process for this Study Area providing this integration and connectivity to surrounding land uses. The Study Area is located in close proximity to a major freeway interchange and has significant natural features on site (wooded areas). Surrounding land-use include residential, commercial, and institutional uses.

Summary of recommendations for Study Area J:

- Encourage uses that will have a positive impact on local businesses and institutions, such as office, a conferencing facility or hotel, and commercial and retail uses.
- Take advantage of freeway visibility by creating a community identifier and maintaining the site as a gateway to the Community.

- Allow flexibility in zoning to permit parking structures on site, to minimize surface parking and create more development potential.
- Focus building massing around a central public gathering place (plaza or square). Create contemporary pedestrian friendly development, with clustered development fronting common areas.
- Preserve natural wooded features.
- Create an edge/buffer for existing residential area to the west.
- Integrate walkway/bicycle path throughout the Study Area for residents, customers, and employees to use. Connect pedestrian and bicycle systems to and from the site.
- Provide for traffic calming throughout the Study Area and connections to the external roadway system.
- Create a boulevard effect on entrance roads from Feedwire Road and Wilmington Pike to stress one major entrance along each thoroughfare, creating a vista into the site, and serving as a transition for adjacent land-use.
- Focus commercial and retail uses towards the intersection with direct arterial frontage, and extend/continue the residential land-use pattern along Brown Road from the north.
- Provide internal roadway network of both public and private streets and integrate the pedestrian walkway/bikeway network with it. Integrate the residential lands into this network.
- Encourage a mix of retail, residential, hotel, and office uses into the development.
- Large retail users should be focused towards the eastern and southern portions of the site.

2. Private Realm

a. General Land Use

Study Area J is under single ownership and prime for development with the necessary zoning and infrastructure in place to allow a major retail, residential, and mixed use development. Current land-use is residential, agricultural, and wooded areas. Adjacent land-use includes residential, commercial, and public/institutional. Commercial intensity of use to the south is particularly high. The west side of Wilmington Pike is dominated by single-family homes, a church at the north edge, and a gas station/convenience store to the southern edge.

Development Opportunities: A development of mixed-uses, with consolidated parking to support multiple buildings, clustered around common open areas is recommended as the

primary development direction for this site. Commercial and retail uses can be concentrated with direct frontage to I-675 and Feedwire Road. Frontage to Wilmington Pike should be limited due to the wooded area along this thoroughfare. Access should be internal to the site (reduce curb-cuts). Access management will be critical at this corner site location.

Uses: Excepting the northeastern portion of the site, the Study Area would be suitable for office and business uses with supporting retail (sit-down restaurants, dry cleaning, and day care), or hotel or corporate conferencing facility taking advantage of freeway access and natural features on the site. Distribution/warehouse, office, institutional, and research & development type uses are also appropriate for this Study Area. Residential uses should be developed in the northeastern portion of the Study Area along Brown Road. Retail/commercial, office or mixed uses clustered along the western edge of the site could take advantage of the wooded portion of the Study Area. Retail/commercial office and mixed land uses located on the periphery of the site would have frontage along existing arterials, and retail/commercial uses would be appropriate on the first floor of office facilities.

b. Development Density/Intensity

This is a large site that needs to be used efficiently. Community planning goals and principles indicate interest in creating mixed-use environments with greater intensity of use in a high-quality pedestrian-friendly environment. Study Area J recommendations include allowing higher intensity of use and greater height flexibility at the center or core of the site. This will emphasize the site as a gateway, and reduce the view of rooftops and mechanical systems seen from the freeway. Retail and commercial uses incorporated on the site should be arranged at the periphery of the Study Area and/or on the first floor of buildings to the interior of the site. The site should not be split into individual parcels having a variety of incompatible uses.

Table 13.A: Development Intensity – Proposed FAR

Land Use Category	Gross Acres	Net Acres	Floor/Area Ratio	Yield (Square Feet)
Non-Residential	121	83	0.33 – 0.40	1,193,100– 1,446,200
Residential	36	22	0.30 – 0.40	287,500 – 383,300
Open Space	*	35	n/a	n/a
Total	157	140		1,181,100 – 1,333,000

**Integrated into residential and non-residential land uses. Gross residential density of 6 units/acre is appropriate, with net density of 9-12 units/acre appropriate only if significant wooded/open areas are incorporated into development.*

Study Area J is one of the few remaining large undeveloped parcels in the Community that has excellent freeway access and visibility. Uses on this site are envisioned as being multi-story with shared parking structures to reduce the amount of surface parking, thus creating a higher overall Floor Area Ratio (FAR). A non-residential FAR range of .33-.40 is applied to this site creating a yield of between 1.2 and 1.5 million square feet of non-residential use (Table 4.A), the majority of which should be uses associated with creating a destination including neighborhood scale retail, large format retail, recreation, dining, hotels, office, and residential. All land uses in this Study Area are envisioned as supporting uses for the Medical Campus in Study Area B and future office uses envisioned in this portion of the community.

c. Architecture

Architecture should incorporate durable, indigenous building materials (mostly stone and brick) finished in the same detail on all sides of the building. Architecture is an important element on this highly visible site in terms of transforming the Study Area into a recognizable destination for the Community. Specific architectural design standards should be developed for this site. Architecture shall be consistent with uniform standards and features developed by the Community Plan. Service courts should be screened from residential uses using architectural elements from the building. Freestanding signs should be proportionate to the setback, speed, and roadway width. Wall signs should be planned into a building's architecture (scale, setback, and landscaping). Gateway recommendations from the Community Appearance Chapter (see Volume 1: General Elements) should be adhered to for this site.

d. Parking

There is currently no parking on the site, as the site is used for residential and agricultural purposes and is undeveloped. Because this site has a grade change from the freeway, views from the freeway should be taken into consideration in terms of parking and building layout. Expanses of surface parking and low-rise buildings will detract from the site's potential as a visual gateway to the Community. Parking should be consolidated, incorporating shared parking techniques with office and retail/commercial uses. Parking structures should be encouraged on site, possibly taking advantage of any grade change from the freeway. Parking structures can also be incorporated into office or hotel architecture. On street parking is encouraged on the internal road network. Typically, office uses are designed with a

supporting parking ratio of 4:1,000 square feet. If on street parking, shared parking, and a structured parking facility are implemented in Study Area B, a ratio of 3:1,000 square feet should suffice.

Additionally, the parking ratio for retail uses could also be reduced to a ratio of 3.5 to 4 spaces per 1,000 square feet when these same techniques are implemented. Views of parking areas from Wilmington Pike should be discouraged.

e. Circulation (pedestrian and vehicular)

There is currently no existing traffic on site, as the Study Area is being used for agricultural purposes. Circulation design patterns should focus on internal movement and connectivity within the site, with focused external connectivity at a few key areas. Multiple curb cuts on adjacent out-parcels should be avoided. There is currently one curb cut each from Wilmington Pike and Feedwire Road to the site. The site should be arranged in a manner that creates a traditional grid type pattern and encourage greater pedestrian activity. Traffic calming techniques should be implemented to mitigate traffic impacts on the site. A central plaza or square could be used to create a centerpiece for pedestrian friendly development and to minimize through traffic. The site should encourage internal pedestrian circulation, while incorporating natural features and open space.

Traffic implications of uses on this site will need to be studied carefully, as Feedwire Road and Wilmington Pike are already experiencing congestion problems. Streets, parking areas, and driveways should connect in a way so as to efficiently move traffic within the site.

3. Public Realm

a. Streetscape

The subject site falls within the jurisdiction of the City of Centerville. The intersection of Feedwire Road and Wilmington Pike is a prominent location near freeway access. Landscape boulevards could be constructed along Feedwire Road to enhance the community appearance and provide gateway elements into the community. A boulevard/main entryway from Feedwire Road and/or Wilmington Pike leading to a central open area in the center of the Study Area could create the opportunity to provide a vista into the site.

b. Landscape

Landscaping can be an important tool to unify an area aesthetically, particularly if there are multiple users or property owners. Placing street trees in the public right-of-way is one technique to soften the street and sidewalk edge of the subarea

and create a positive pedestrian environment. The site is surrounded on three sides by intense thoroughfares (freeway and major arterials). No sidewalks presently exist in or adjacent to the Study Area.

c. Transit

This site offers an excellent opportunity to provide a transit stop or facility that would serve the development and the Community. The mix of uses at a greater intensity could provide an environment to make transit viable for employees and residents. The site is located at a prominent location in the region and the Miami Valley Regional Transit Authority should be consulted with any future plans involving this site.

d. Biking/Hiking

A biking/walking path could be used in conjunction with the wooded area on the western portion of this site. This could serve to provide employees and residents of the area as well as the larger Community with a place to recreate. Where possible, the internal biking/walking paths should be connected with external pedestrian systems.

e. Open Space

It should be a priority to provide open space with development on this site, as this is an undeveloped site with an abundance of natural amenities. By clustering development, open areas could be an integral part of future plans for this property. On-site retention ponds can be designed to contribute to the open setting. This Study Area is an infill site that is currently zoned but has not been developed. Amenities such as major tree stands and open areas should be retained. These items can be incorporated into the overall design and master plan for the site. This could be accomplished by allowing higher density and/or lessen height restrictions on certain uses towards the center of the site in exchange for the preservation of natural wooded areas to the west.

f. Zoning

Many of the recommendations for this Study Area are not permitted under the existing zoning code of the City of Centerville, particularly recommendations pertaining to increased height, greater intensity and density, and structured parking. An overlay on the site could be immediately enacted that would have guidelines for developing the undeveloped site in conformance with the recommendations of the Community Plan.

F. Fiscal and Market Implications

1. Fiscal Implications

One of the largest fiscal costs to the City is servicing the commercial areas, especially with police and emergency medical responses. Improving the circulation system for both vehicles and pedestrians in this area and reduce the EMS and police runs could be a benefit fiscally. Overall, development and full occupancy of the area will enhance property values the most, especially since this area functions as a major gateway to the community.

2. Market Conditions

There already exists a significant amount of retail in this area, especially in a relatively stagnant market. Although a net increase in retail uses is not recommended, there will be increasing demand for restaurants, for retail uses such as grocery/pharmacy, apparel and accessory, and home furnishings as well as service uses that could locate in this area. Uses at this location should take advantage of the gateway visibility from the east off of I-675 and the Miami Valley Hospital South Campus.

According to the Housing Competitiveness study, This Study Area may be conducive to housing for the "empty nesters and move-downs" or baby boomers that are looking for housing that is near amenities and are easy to maintain. Moving down does not necessarily mean moving into lower-cost housing, especially while interest rates remain low and expensive houses are more affordable on a monthly basis. Centerville and Washington Township are attractive locations for these couples, many of whom might be moving down from within their community.