



CENTERVILLE PLACE

MASTER PLAN

JANUARY 23, 2017
Resolution No. 01-17

Creating the Vision

This master plan presents a vision of what could and should be for this existing commercial site located along South Main Street. This plan and the process that developed it, should be used as an inspiration and guide for the future redevelopment of the site. This re-development planning project was made possible through the award of a Montgomery County Land Bank Planning Grant.

The master plan process involved two design Charrettes comprised of a steering committee representing interested stakeholders and City staff. The Charrette process began with the creation of three unique design concepts for the site (see adjacent plan images). Using a collaborative and iterative Charrette process, the three concepts were condensed into a single preferred master plan layout. The process sought to address the individual stakeholder's ideas and concerns.

Master Plan Steering Committee:

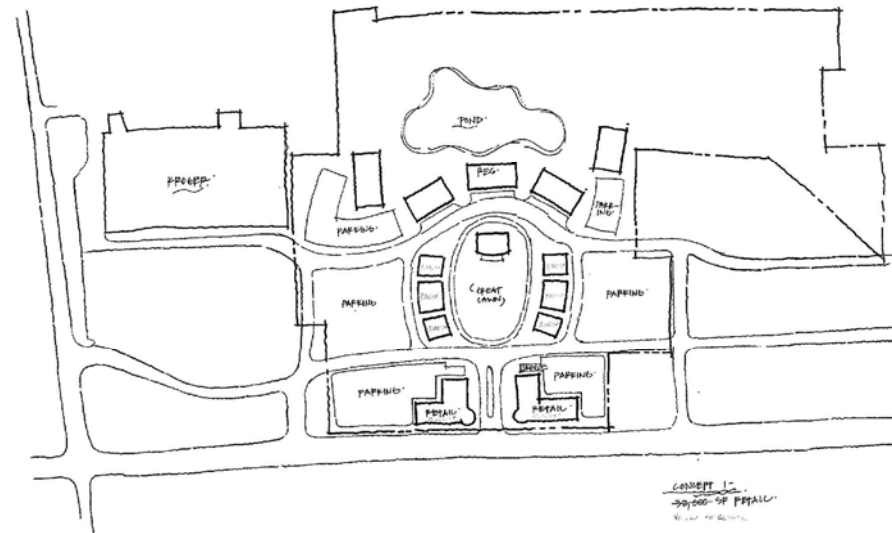
- | | |
|------------------|--|
| Tim Albro | Crest Commercial Realty
(Representing the Property Owner) |
| Corinne Huber | Huber Management Co. |
| Christy Snelling | Kroger |
| Joanne Rau | Centerville City Council |
| Mark Engert | Centerville City Council |
| Jim Durham | Centerville Planning Commission |
| Amy Korenyi-Both | Centerville Planning Commission |
| Jim Brinegar | City of Centerville, City Engineer |
| Jerad Barnett | Synergy Building Systems |
| Jennifer Jessen | City of Centerville, Planning Intern |

Project Consultants: The Kleingers Group
and
Market Metric\$

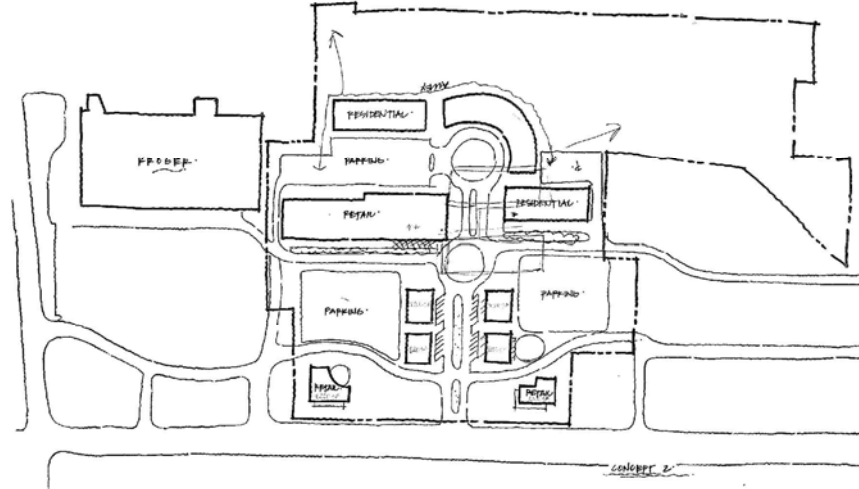


A primary goal of this planning effort was to properly balance the market realities with a visionary approach toward redevelopment. A phased approach is expected which may include the retention of one or more of the existing commercial structures remain in operation while other areas of the site are redeveloped. Ultimately, the City of Centerville desires the future redevelopment of this site to serve as a catalyst for other re-development opportunities along this South Main Street commercial corridor. By creating a wholly unique and exciting set of land uses and programming for this site, the destination and entertainment theme could generate substantial visitor traffic from throughout the greater Dayton area.

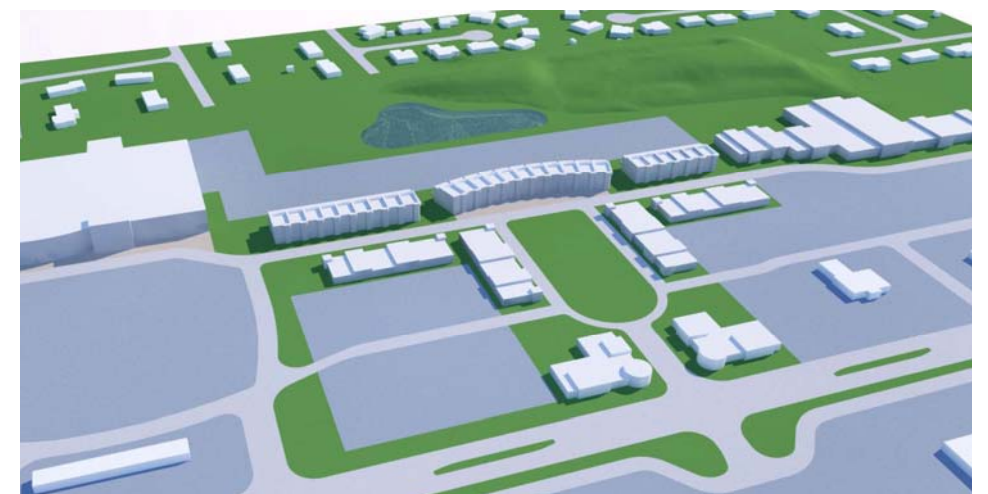
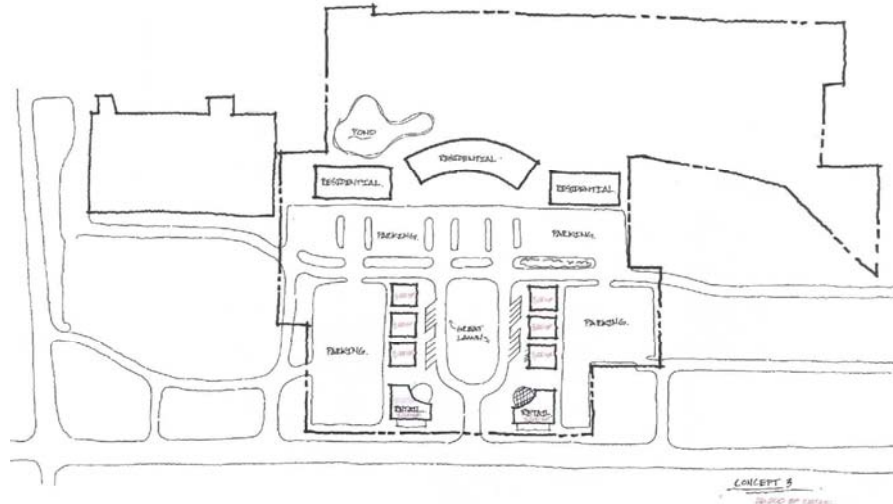
Charrette Concept #1



Charrette Concept #2



Charrette Concept #3



Existing Site Data

Parcel A Data

Parcel A: 12.218 acres
 Owner: Centerville Place 1023 Main LLC
 Parcel ID: O68 00136 0014
 Existing Retail Center: 101,038 sq. ft.
 Existing Outlot Buildings: 3

Parcel B Data

Parcel B: 18.94 acres
 Owner: Huber Management Corp.
 Parcel ID: O68 00136 0019

Adjacent Land Uses

The project area is bounded by existing single family residential to the West, Commercial / Retail to the North and South and a major thoroughfare (South Main Street) to the East. The land uses on the East side of South Main Street include a mixture of small scale retail, office and commercial uses.

The project site is in close proximity to Downtown Centerville, Stubbs Park, Centerville City Hall and Library.

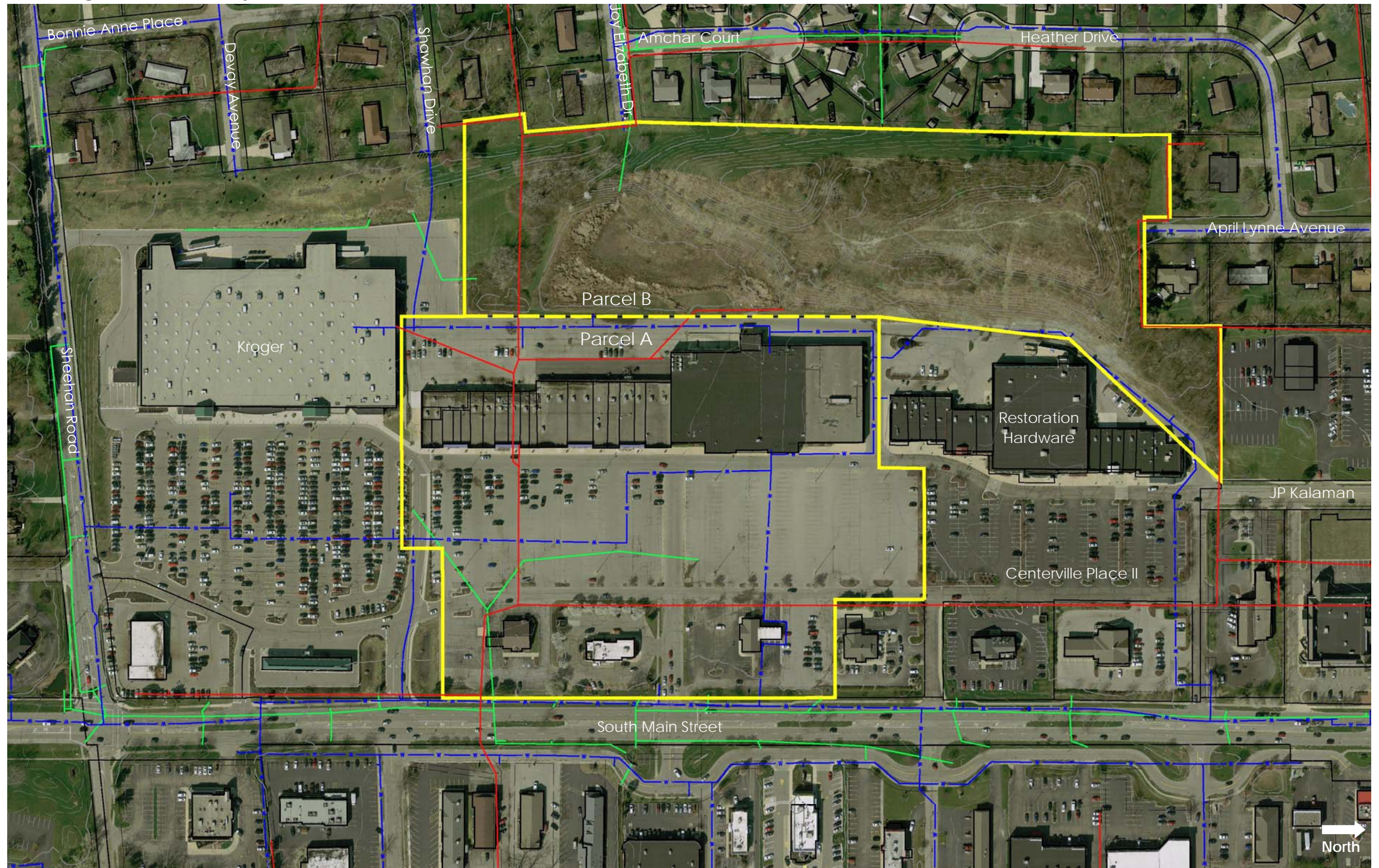
Water and Sanitary Sewer Service

Water and sanitary sewer is provided by Montgomery County Environmental Services. Water main lines are found along South Main Street and Sheehan Road. Sanitary Sewer main lines are found along a portion of South Main Street. Sanitary Sewer service is also currently available through the existing residential subdivision located to the west of the project site as well as accessed to the north across the existing Centerville Place II site.

Stormwater Service

The existing stormwater facility (basin) is located in the rear of the Huber property. The master plan suggests a slightly relocated basin footprint to better maximize development potential in the rear of the site. Stormwater service is provided by the City of Centerville.

Existing Water, Sanitary Sewer & Stormwater Utilities



LEGEND

- Water Line
- Stormwater Line
- Sanitary Sewer Line
- Site Area Boundary

Existing Site Data (continued)

Topography

The site is generally flat in the existing developed portion of the project area. The undeveloped area of the site features a manmade hill created from previous development "spoils." The elevation at the highest point is 1,014 feet and the slightly smaller hill top elevation is 1,004 feet. The GIS based topographic map on this page presents the contours at 2 foot intervals.

Wetlands & Soils Analysis

A wetlands and soil desktop review was performed on the site. The soils contained in Parcel B are generally well drained. There does exist one very small area of Brookston Silt Loam near the existing stormwater basin that may drain poorly. Based on the National Wetlands Inventory data, no wetlands were identified during the desktop review.

Access Points and Access Easements

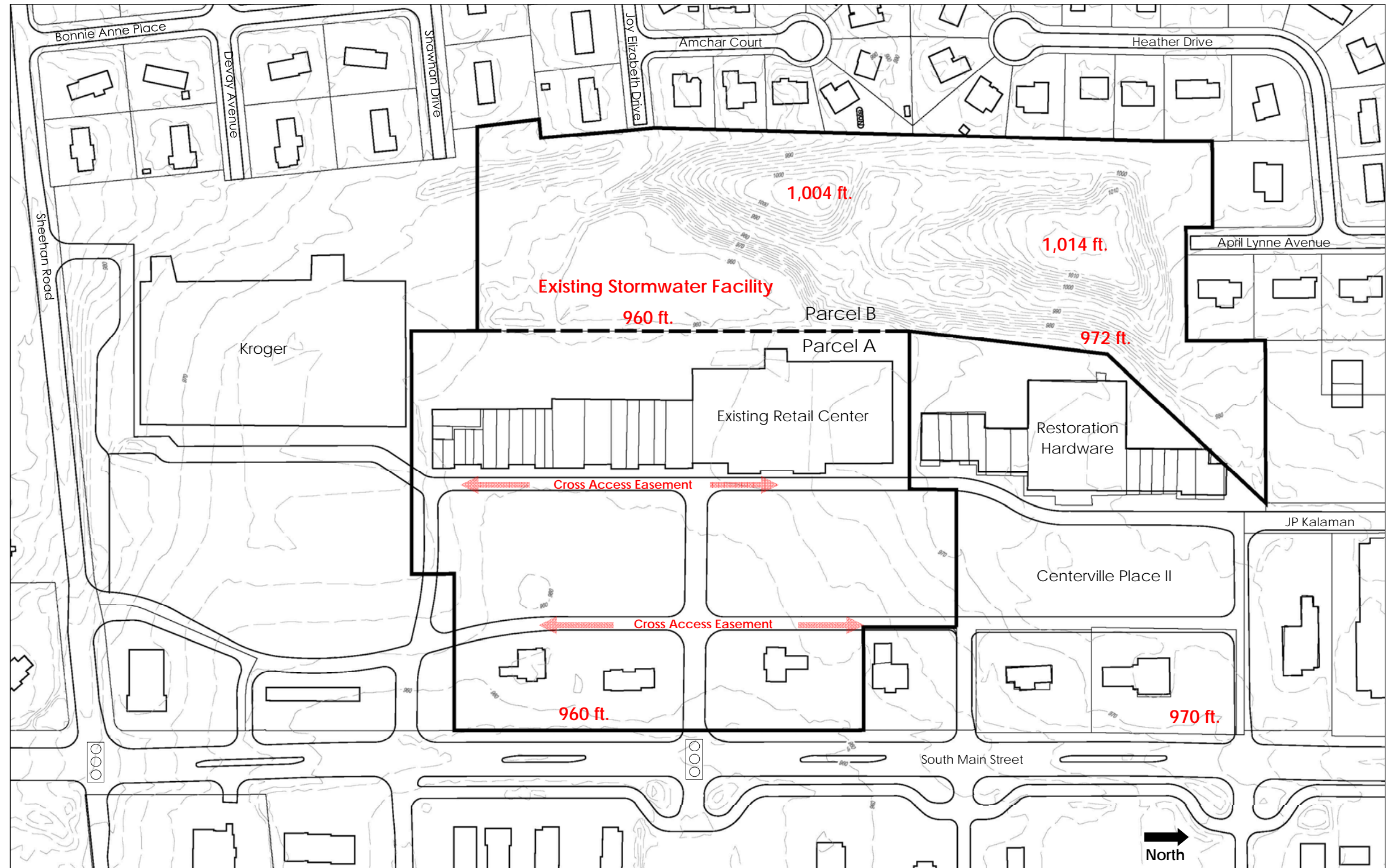
The access points along South Main Street are set. Likewise, the site maintains parallel road cross access easements proving on-site access between the Kroger anchored site and the Restoration Hardware anchored site. Signalized intersections along South Main Street are located at Sheehan Road and at the main entrance to the Centerville Place Development.

ODOT Traffic Counts

The most recent ODOT generated average daily traffic counts along South Main Street at this location is 24,098 vehicles per day.

Site Buffering & Screening

Any development occurring in the western portion of the site (Huber parcel) will be required to install sufficient buffering treatments to properly screen this site from the adjacent single family detached properties. The master plan identifies a 100 foot wide buffer area along this common property line for planning purposes.



Market Analysis Overview

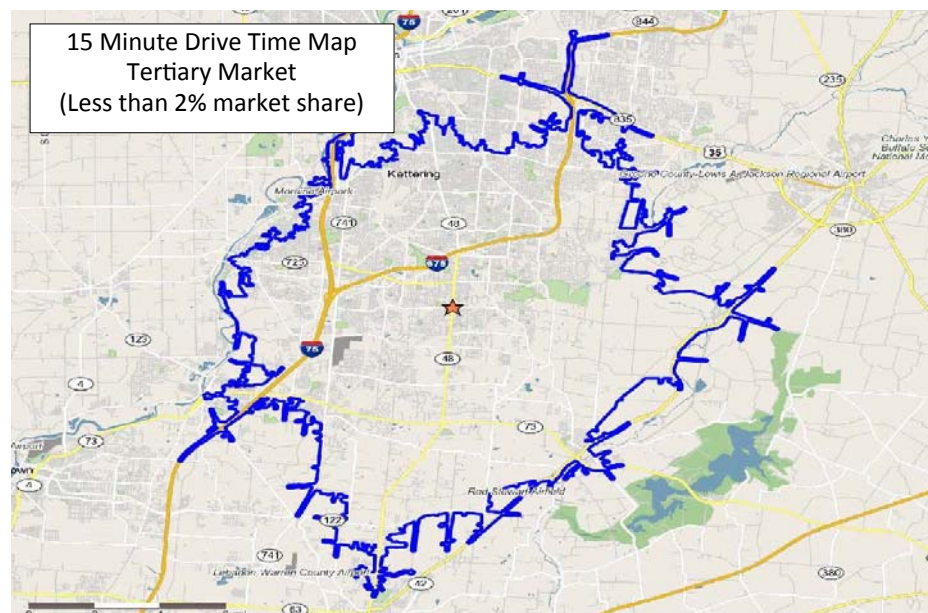
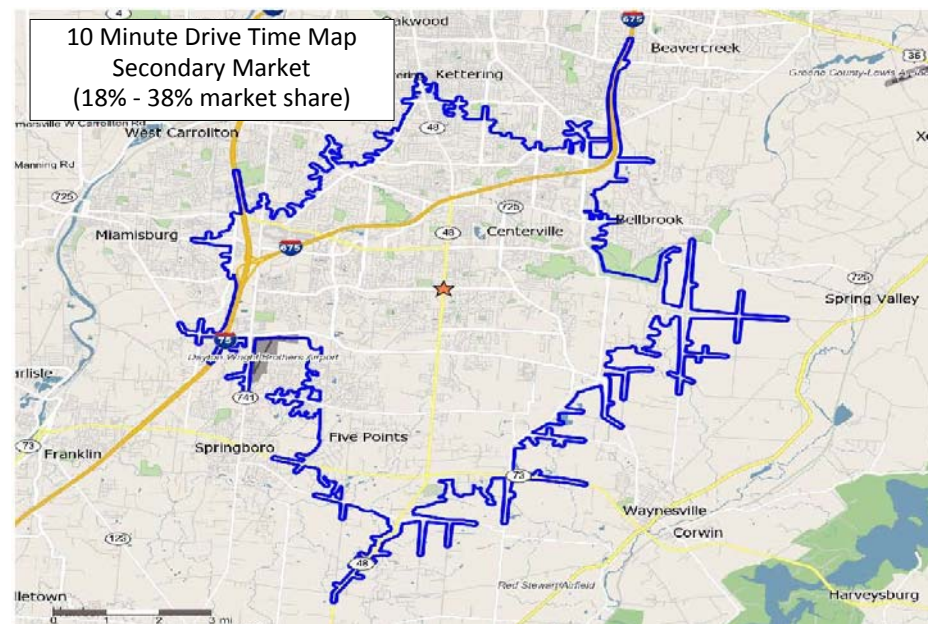
A market analysis was performed by Market Metric\$. The purpose of this analysis was to determine if there is a market for community expansion and economic growth on the two subject parcels. Four major land use groups were examined in the framework of "Highest and Best Use." The four groups are residential, industrial, office, and retail uses. Note that only those uses deemed to be representative of the "Highest and Best Use(s)" of the subject parcels were considered in this analysis.

After applying the tests of highest and best use to the subject parcels, the conclusion was reached that residential use is the dominant single category of land use for which there is an immediate market for land contained in the subject area.

In addition, the market could support a limited amount of new retail along with dining and entertainment uses. Small-scale, locally known enterprises catering to the upscale, or luxury, market segments may be able to find success on the subject site in conjunction with dining and entertainment oriented uses.

Chronically high office vacancy rates throughout the southern suburbs of Montgomery County indicate that there is a very limited market for additional, new office space at the subject location. Office and industrial uses fail the tests of highest and best use; therefore, office and industrial uses have been eliminated from all further consideration as an alternative on the subject properties. However, adaptive reuse of commercial space for office uses would be possible.

The demographics of the primary market suggest that the population is aging with the most substantial growth projected to occur in households headed by persons between 65 and 74 years of age. The next most significant growth age bracket was for households headed by persons 75+ years of age. The third most significant growth age bracket was for households headed by persons between 25 and 34 years of age. Three other age brackets under the age of 55 are all projected to decline in the next five years. This would indicate that the "heart" of the market through 2020 and possibly beyond, would be for households that are aging and potentially downsizing and those young professionals looking to settle in the Centerville Community.



POPULATION			
	2010 Census	2015 Estimate	2020 Projection
Dayton MSA	799,235	802,559	814,400
Montgomery County	535,155	534,677	536,877
Centerville	24,004	24,124	24,705
SR 48 and Spring Valley Road			
5 Minutes Drive Time	18,518	18,661	19,643
10 Minutes Drive Time	82,898	84,444	89,710
15 Minutes Drive Time	219,746	222,378	232,456

HOUSEHOLDS			
	2010 Census	2015 Estimate	2020 Projection
Dayton MSA	327,630	328,939	335,888
Montgomery County	223,942	223,708	225,812
Centerville	10,729	10,786	11,047
SR 48 and Spring Valley Road			
5 Minutes Drive Time	7,712	7,782	8,166
10 Minutes Drive Time	35,505	36,060	38,329
15 Minutes Drive Time	92,309	93,283	97,635

AVERAGE HOUSEHOLD INCOME			
	2010 Census	2015 Estimate	2020 Projection
Dayton MSA	\$63,118	\$66,704	\$77,777
Montgomery County	\$59,400	\$62,269	\$71,938
Centerville	\$82,322	\$86,616	\$98,564
SR 48 and Spring Valley Road			
5 Minutes Drive Time	\$91,020	\$95,469	\$109,627
10 Minutes Drive Time	\$89,235	\$94,893	\$109,728
15 Minutes Drive Time	\$80,914	\$86,819	\$101,505

Tables and maps prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com

Residential Market Analysis

The market analysis compiled ample evidence to determine that a market for residential development exists now and at least through 2020. The magnitude of the potential market is substantial although the size of the market potential in Centerville remains a small component of potential development in the three counties in the larger context market and five townships in the immediate market area.

A total of 16,136 new housing units are projected in Montgomery, Warren, and Greene counties while a total of 4,186 new housing units are projected for the City of Centerville (307 new housing units), Washington, Miami, Clear Creek, Wayne, and Sugarcreek townships through 2020. Most of this projected new housing development is captured in the three previously defined drive-time market areas included in this market analysis.

Housing products that address this segment of the market are likely to be in high demand. Smaller home sizes may be in order as well as smaller lots, or higher density multi-unit dwellings that reduce or eliminate the care needed to maintain a home.



While addressing the growth segment of the market in the near term, flexibility of design will be important so as not to create housing products that are so specialized in their target market that they are not attractive to other age groups of home buyers that may emerge in the future. Flexibility of design is a key phrase.

Residential Market Analysis Key Points

- The lack of available land for development is seen as a significant barrier to realizing the household growth projected to occur in Centerville.
- Many households have strategically determined that it is better to rent than to own. Providing new rental options further allows younger persons to “try out” a community before purchasing a home.
- The aging population and households data suggests that housing products geared more to the senior population may be in order. Single floor plans and/or higher density condominium units may be needed to retain households in Centerville once they no longer desire the space or the maintenance involved with a freestanding, single-family home.
- As the population continues to age, there is a need to proactively attract young persons to Centerville to maintain a well balanced age distribution.

Commercial Market Analysis

For future development-redevelopment purposes, segments of the retail market centered around upscale “luxury” goods and services as well as unique, single site merchants and dining and entertainment establishments would appear to be the best positioned to attract customers to the subject site. More emphasis should be placed on dining and entertainment than on consumer goods. Merchandise outlets that can be easily supplanted by internet based sources are not good candidates for the subject site.

Large-scale establishments of all types are not good candidates for the subject site. In searching for businesses that could populate a retail venue, established, well-recognized, local business operators who have a proven ability to draw consumer traffic would likely be the best candidates for any new retail space at the subject location.

Many of these potential candidates are likely to be relatively small businesses with limited space requirements. As such, any structures should be configured in such a way as to be subdivided into small storeroom spaces. Based on the definitions of the primary, secondary, and tertiary markets at the outset of this analysis, the intensity of existing competition, and the observation that large-scale users are not appropriate for the subject site, retail space demand will likely be in a range from a low of 10,000 square feet to a high of 40,000 square feet.

Convenience will be a critical factor in enhancing commercial uses on the subject site. This aspect of the marketplace is worth noting due to the intense competition already on the landscape throughout the three drive-time areas. Destination establishments should also be emphasized. As stated

above, single site merchants that attract consumers from more distant areas of the local market will serve to enhance the identity of the location and serve to establish the location as a destination.

It should be noted that there is an overarching assumption that the community, City leaders, and the current property owners want to see additional commercial development on the subject properties. For purposes of this analysis it is assumed they do and the appropriate measures will be taken to enable it to occur.



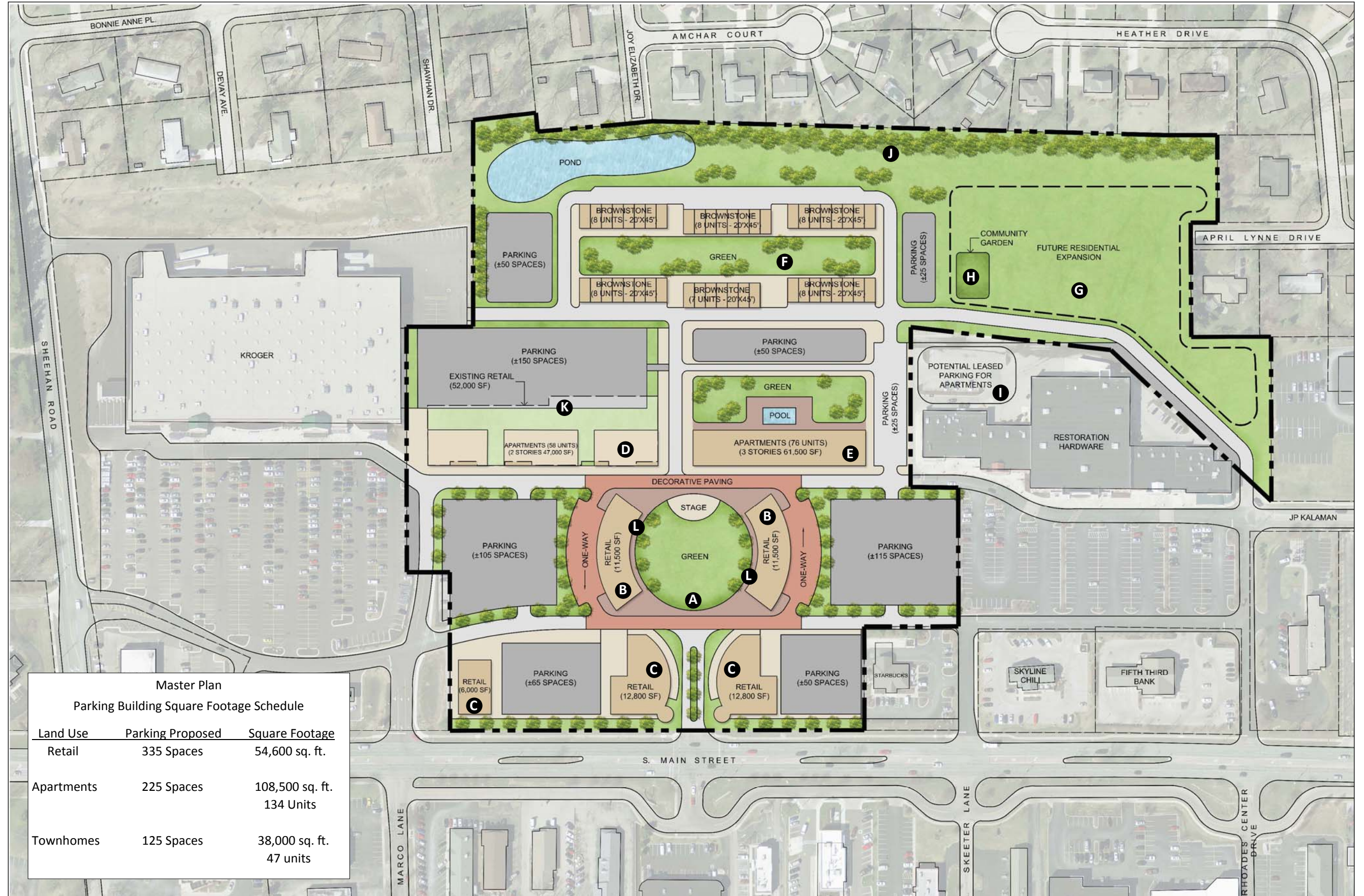
Commercial Market Analysis Key Points

- It is more likely that the new merchants at this site will be smaller scale, niche enterprises or in the dining and entertainment segment of the marketplace which appears to be growing in its importance in retail centers of all types.
- In searching for businesses that could populate a retail venue on this site, established, well-recognized, local, business operators who have a proven ability to draw consumer traffic would likely be the best candidates for any new retail space at the subject location.
- A phased construction approach would likely occur on this site. The master plan has accounted for a phased construction scenario with much of the existing strip center being retained and utilized while commercial and residential development occurs on the other portions of the site.

Master Plan

This page features a vision for a preferred layout for the site.

- A** Great Lawn / Stage
- B** Commercial / Dining / Bar uses featuring Patio Zones opening to the Great Lawn
- C** Commercial uses
- D** Two-story market rate apartments on former retail center site
- E** Three-story market rate apartments
- F** Townhomes
- G** Future residential
- H** Community Garden
- I** Potential for off-site leased parking
- J** Buffer Zone: Townhomes setback 100 ft. from western property line.
- K** Existing retail center is shown in a phased approach allowing other site uses to be built and occupied while the retail center stays operational.
- L** Patio Zones fronting on the Great Lawn.



Master Plan		
Parking Building Square Footage Schedule		
Land Use	Parking Proposed	Square Footage
Retail	335 Spaces	54,600 sq. ft.
Apartments	225 Spaces	108,500 sq. ft. 134 Units
Townhomes	125 Spaces	38,000 sq. ft. 47 units

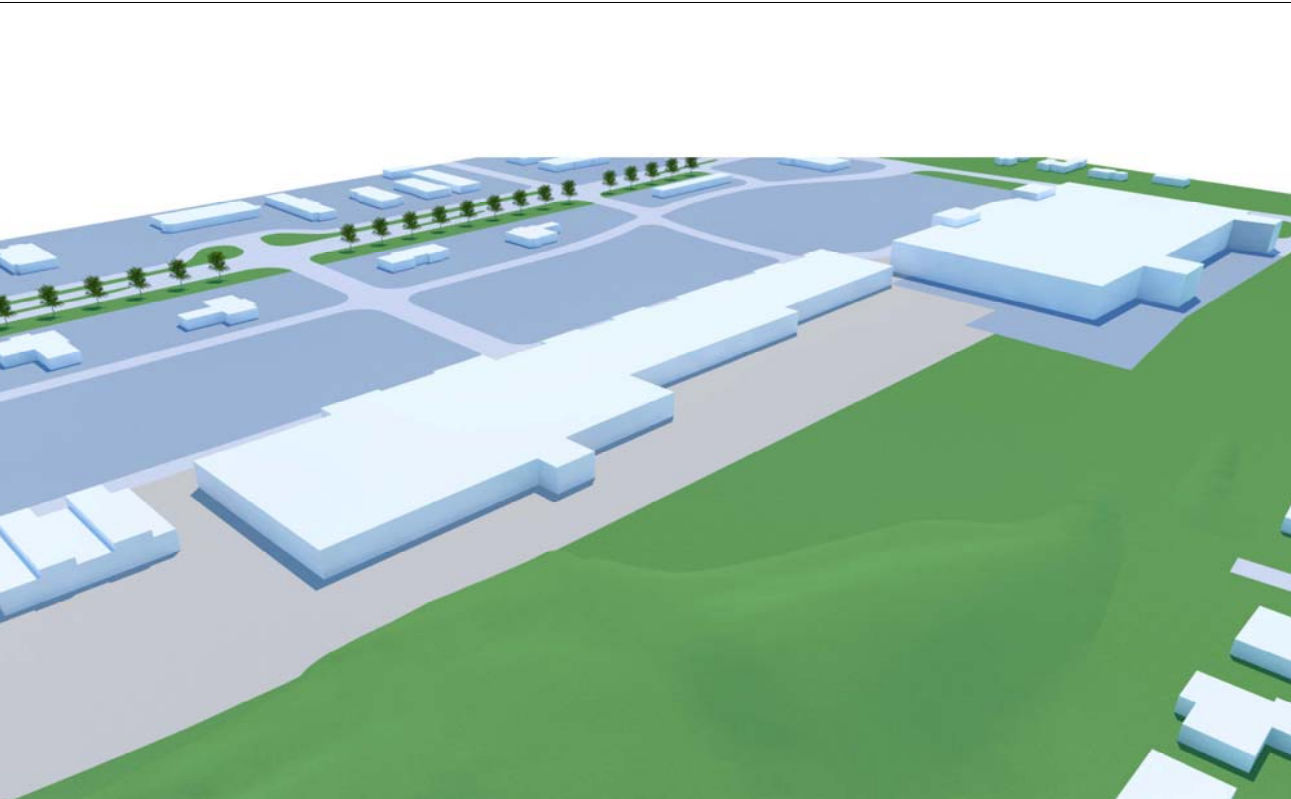
Existing View Looking Northwest



Buildout View Looking Northwest



Existing View Looking Southeast



Buildout View Looking Southeast



Destination District

The overarching theme for the re-development of this site is to focus on a balanced combination of destination based entertainment, dining and smaller scale commercial uses to take advantage of the site's visibility and access along South Main Street. While reserving the rear of the property for a diversified product mix of market rate residential uses.

The re-developed site should clearly have its own identity within the greater Dayton marketplace. A robust and varied set of on-site programming focusing on inter-active, entertainment and similar events seeking to draw visitors to the site. The anticipated land use for the commercial portion of the site is meant to compliment and strengthen this destination based approach. The development is envisioned to include a mix of restaurants, bars, unique single site merchants and small scale office uses.

In support of the tenants of the site, the master plan features a highly flexible Great Lawn which serves as the anchor and "heart" of the development. This element, along with a robust programming plan, is meant to activate the site. Flexible, active spaces meant to promote a fun, healthy and active lifestyle are desired. Illustrative programming for the development could include:

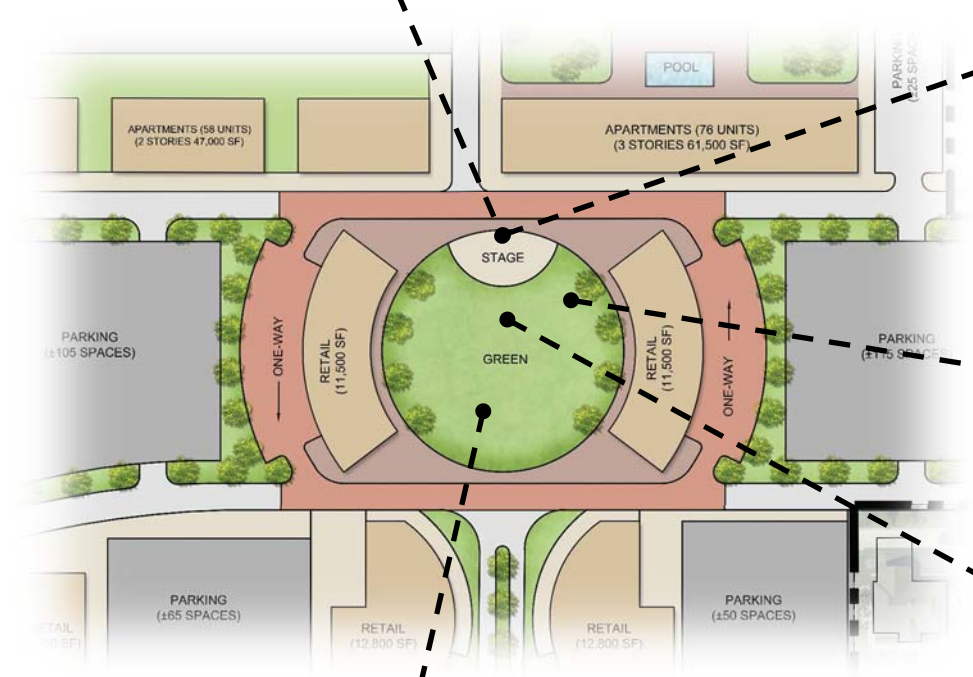
- Small Scale Music Concerts
- Food Truck Festivals
- Community Yoga Classes
- Movie Nights
- Seasonal Festival Programming
- Programmed Street Entertainment



Concerts at the Great Lawn Stage



Movie Nights



Food Truck Festivals



Integration of the Great Lawn and Adjacent Establishments



Yoga Classes on The Great Lawn

Site Enhancements

The overall special scale and “sense of place” for the Centerville Place development requires the use of site elements which add to the visual detail and variety while promoting the overall destination theme for the site. The images on this page are meant to illustrate a few sample site elements anticipated as being helpful to further create a truly unique development in the target marketplace.

Using the market analysis as a foundational planning tool, a goal of this project would be providing for new and exciting uses and experiences that currently are not readily available to the market. Site elements and associated treatments are a key element to drawing in visitors, shoppers and residents to the site through the use of these unique elements and the programming that would accompany them.

Site elements envisioned for the site include:

- Flexible and active green spaces
- Wide Sidewalks
- Decorative pavers
- Multi-Purpose stage
- Unique lighting throughout the site
- Outdoor art pieces
- Lush Landscaping
- Street Entertainment

Site management options to consider for the commercial area include:

- Single Owner Developer Ownership
- Special Improvement District
- Private Business Association



“Fiesta Lighting” could be used to reinforce the fun and unique atmosphere for the site.



The master plan features a Great Lawn anchored by a multi-purpose outdoor stage. The stage could accommodate a wide range of community based activities such as live music and summer movie nights series.



Pavers or similar materials should be used to both accent the site and provide clearly defined pedestrian crossings .

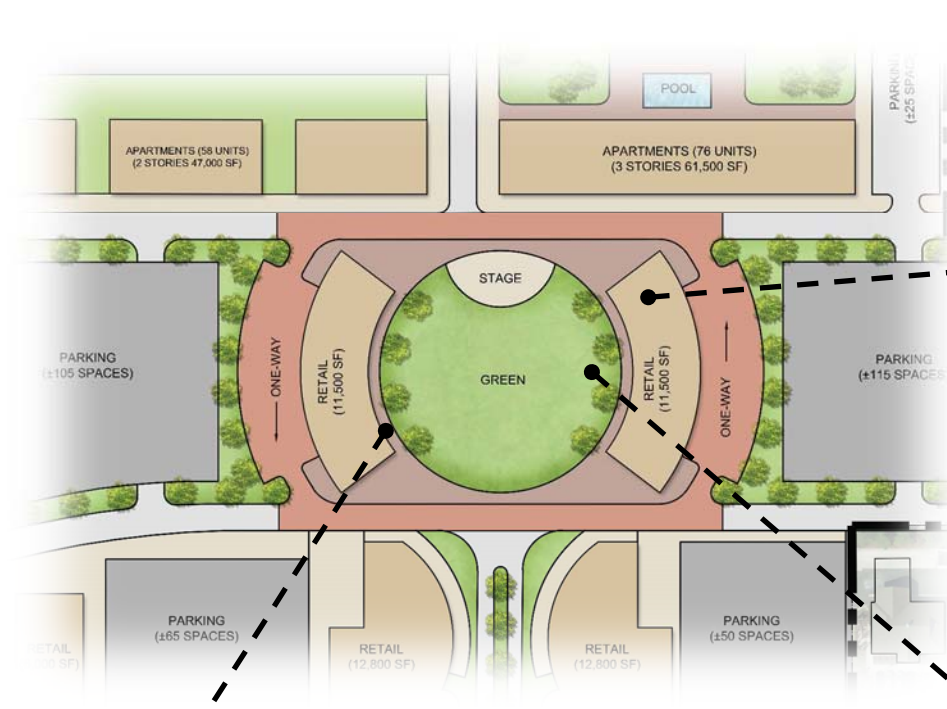


Incorporate public art and unique plantings

Patio Zone + Rooftop Spaces

The master plan contemplates a Great Lawn as the feature site element of this development. To capitalize on this amenity, the plan identifies "patio zones" that would be created where the adjacent commercial structures could feature outdoor dining and seating areas that flow seamlessly into the Great Lawn.

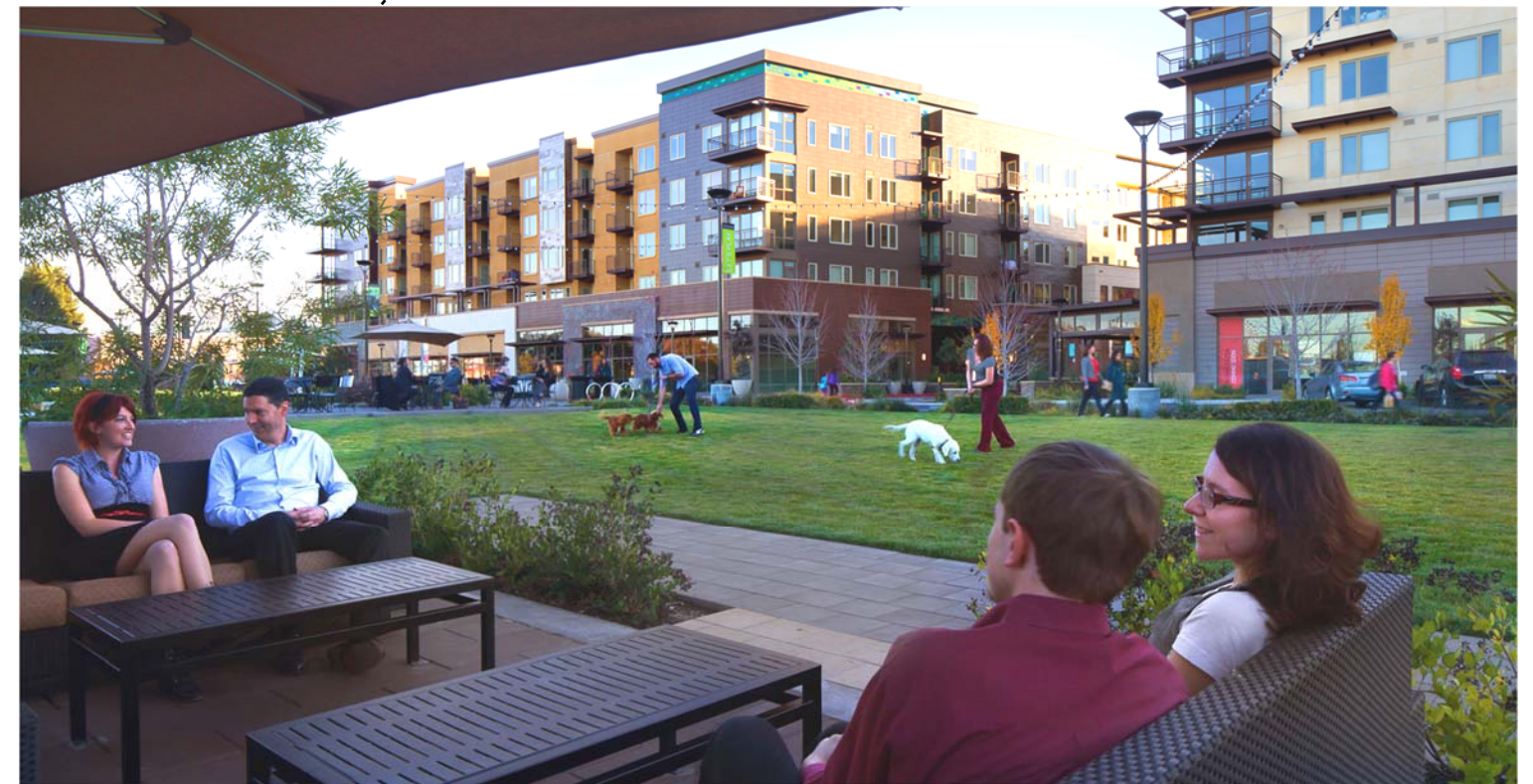
Since the land use mix theme for this development focuses on entertainment and dining as a main driver, the use of outdoor dining and seating areas, as well as rooftop bar amenities, should be pursued. The activity programming for the Great Lawn can also greatly benefit the patio zone establishments by creating valuable visibility and easy access to these areas.



Rooftop bars and dining should be considered for establishments fronting the Great Lawn.



Inviting outdoor patio spaces encourage a unique dining and entertainment district experience.



Dining and bar patio zones can be seamlessly incorporated into the Great Lawn to fully activate the spaces.

Signage & Wayfinding

The approach to signage and wayfinding for this site should feature unique, fun and bold sign designs meant to complement the destination theme for the non-residential portions of the site. Sign designs should consider internal lighting and appropriate neon elements to assist in creating the overall fun and active feel for the development. Projecting building signs should be encouraged to help enforce a vibrant and engaging shopping and entertainment district.

The residential apartment structures should also take advantage of the unique of the mix of uses and incorporate fun and fresh sign design and colors.



Branded wayfinding signage should be considered to reinforce the visitor's experience



Unique Projecting Signage



Unique Projecting Signage



Residential Signage



Branded Development Gateway Signage

Residential District

The master plan identifies rear portions of the development site as having potential for a mix of market rate residential product types. The market analysis supports the notion that a land use mix that includes varied residential product as one of the components can be supported by the market based on demographic and future housing start projections.

Specifically, the plan shows market rate apartments spread across multiple structures and attached brownstone style dwelling units. This arrangement is meant to provide flexibility in construction phasing based on the market conditions as well as offering a variety of housing options as recommended by the market study. The master plan provides additional area to the north of the Brownstone units for future residential development based on market demand.

The style and materials proposed for these housing structures should be consistent with both surrounding residential areas as well as complimenting the overall look and feel of the Centerville community. The use of exterior materials such as stone, brick and other durable materials are strongly encouraged for these structures. The images on this page provide a vision for illustrating these guiding principles.

The master plan attempts to incorporate close integration with the residential structures and common green spaces and amenities. On-site community gardens accessible by all the residents of the development could further create a unique space in the market for this project.

The views from the residential unit should highlight both these green spaces as well as the Great Lawn area when practical to create a true sense of integrated place among the various uses in the development.

