

# STATE ROUTE 28 CORRIDOR DEVELOPMENT PLAN



**Table of Contents**

- Executive Summary 3
- Project Approach 4
- Plan Goals & Objectives 4
- Planning Area Description 5
- Corridor Market Analysis 7
- Land Use & Development
  - The Commercial Gateway District 13
  - Goshen Town Center 18
  - The Agricultural Preservation District 28
- Corridor Design Principles 33
- Corridor Gateway Plan 43
- Corridor Transportation Master Plan 45
- Access Management Strategies 47
- Public Utility Plans 49
- Economic Development Strategies 52
- Implementation Plan 54



**Map Listing**

- Corridor Planning Area Map
- Corridor Zoning District Map
- Commercial Gateway District
  - Existing Land Use Map
  - Future Land Use Map
  - Development Opportunities Map
- Goshen Town Center
  - Existing Land Use Map
  - Future Land Use Map
  - Development Opportunities Map
  - Town Center Strategic Parking Plan
- Agricultural Preservation District
  - Existing Land Use Map
  - Future Land Use Map
  - Development Opportunities Map
- Corridor Gateway Plan Map
- Corridor Transportation Master Plan
- Public Utility Plans
  - Commercial Gateway District
  - Goshen Town Center
  - Agricultural Preservation District
  
- Appendix A Town Center Property Owner Data
- Appendix B Steering Committee SWOT Analysis Results

**Acknowledgements**

The authors of this plan gratefully acknowledge the support and commitment of the Goshen Township State Route 28 Corridor Development Plan. We appreciate the following individuals lending their time and vision in drafting this plan:

**Goshen Township State Route 28 Corridor Development Plan Steering Committee:**

- Sue Bowman
- Jeffery Corcoran
- Elben Miller
- Robert Hauserman
- Kendra Schroer
- Robert Seyfried
- Michael Swift

**Goshen Township Zoning Commission:**

- Tom Risk, Chairman
- Elben Miller
- Robert Haeufle
- Robert Hanavan
- Robert Hauserman
- Robert Seyfried
- Michael Swift

**Goshen Township Board of Trustees:**

- T.J. Corcoran
- Mike Keely
- Jack Kuntz

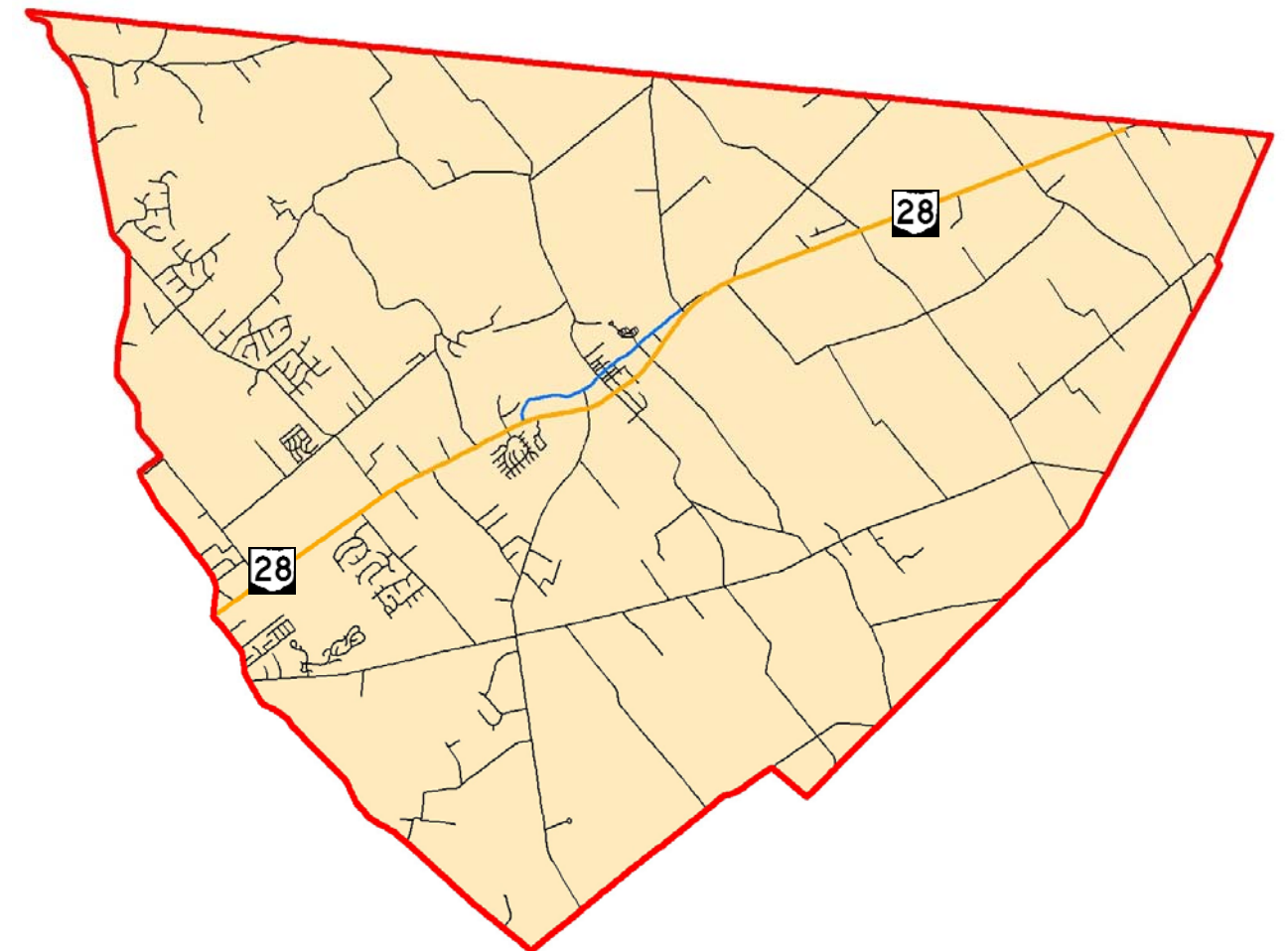
**Executive Summary**

This planning document represents an important milestone in the development of Goshen Township, Ohio. The expansion of retail, office and various residential developments eastward along State Route 28 corridor from adjoining Miami Township is increasing. As Miami Township continues to move closer to a build-out scenario along the corridor, Goshen Township sites are becoming more viable and sought after. By undertaking this planning process, Goshen Township is taking a proactive approach to planning for the appropriate types of development along its vital State Route 28 Corridor. Additionally, this document sets forth the first detailed visions and plans for a unique Goshen Town Center located at the intersection of State Route 28 and Goshen Road.

At present the corridor and Town Center area presents many opportunities along with several challenges to development. The corridor presents a number of strong contrasts in terms of visual quality and character. Portions of the corridor retain an undeveloped rural quality while other areas exhibit many of the characteristics of a typical aging commercial developments. Mixed within the older commercial development is newer commercial and residential uses.

The Corridor Development Plan that follows summarizes the work prepared by the consultant Team led by Kleingers & Associates, Inc., working in close collaboration with the State Route 28 Corridor Development Plan Steering Committee, The Goshen Township Planning Commission and the Goshen Township Board of Trustees. It is intended that the recommendations contained within this plan will provide Goshen Township with a comprehensive planning approach to the State Route 28 Corridor and Town Center areas.

**Goshen Township, Ohio**



**Consultant Team**



***Project Approach***

*Project Steering Committee*

The Goshen Township Trustees appointed a citizen steering committee comprised of zoning commission members, local business owners and citizens. The intent was to create a steering committee that representative a cross-section of the Goshen community. The steering committee held monthly meetings to discuss the various corridor plan elements. Specifically, the committee was charged with the duty to craft the vision, goals and objectives of the future development of the State Route 28 corridor and the new Town Center. Issues relating to development and land use, zoning, community identity, corridor access management and other plan elements were analyzed in detail during this year long process.

*Visioning Efforts*

The steering committee used strength, weakness, opportunities & threat (SWOT) visioning exercises to assist in identifying the vision for the corridor. SWOT sessions were also conducted to further identify the desired goals and objectives for the specific plan elements. A summary of the SWOT analysis exercises for the plan elements can be found in Appendix B.

*Public Open House*

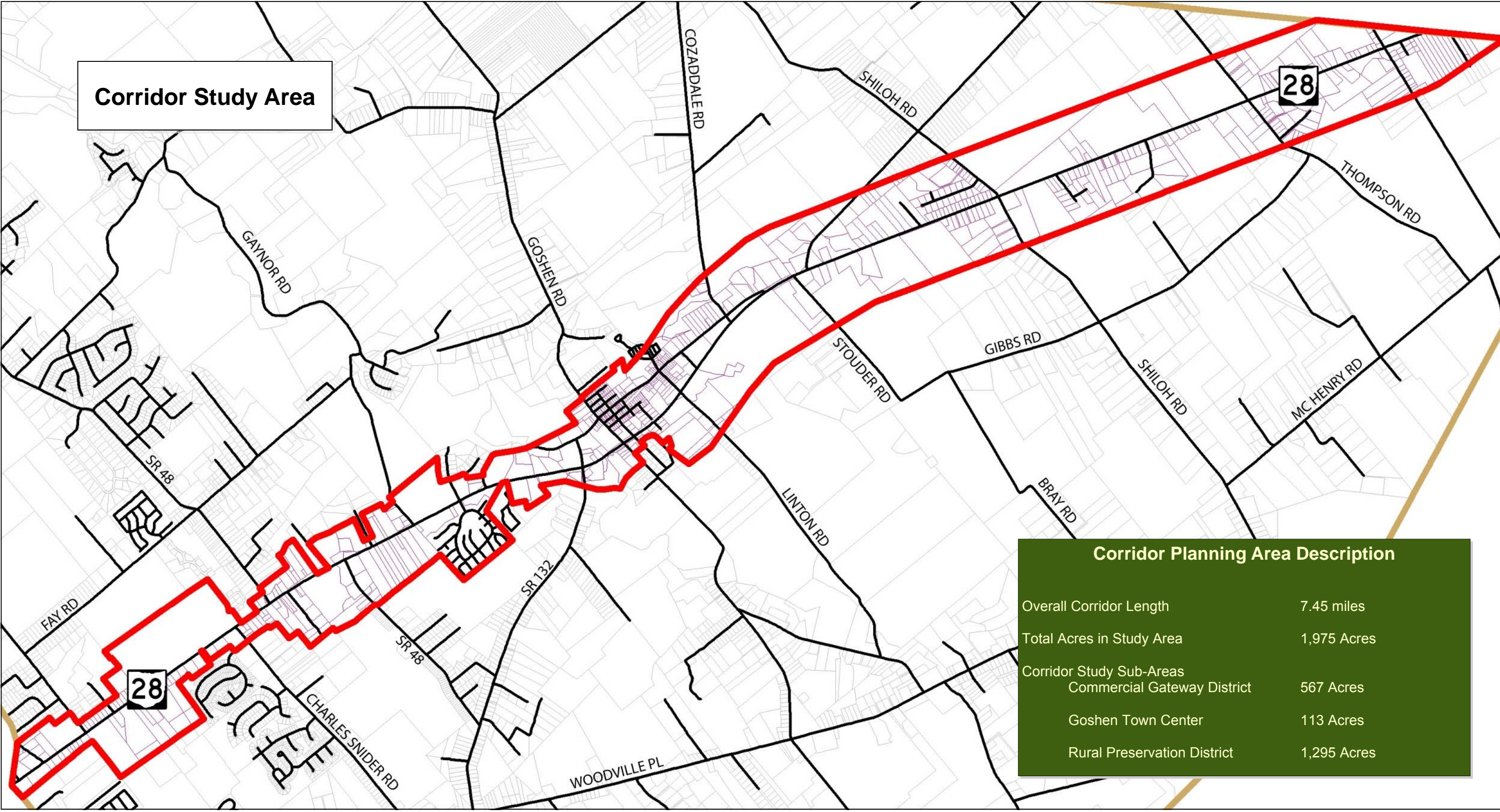
Two public open houses were held to solicit public comments and feedback on the corridor planning process to date. Poster boards providing relevant plan information were featured at these open house events. The first open house also included a brief presentation on the results of the corridor market analysis followed with a question & answer session for the attendees. Project surveys were also provided at the open house events to provide an additional method of public input regarding this project.

*Public Hearings*

The final public involvement forums were found in the public hearings before the Zoning Commission and the Board of Township Trustees. These formal public hearings included presentations by the project consultant in addition to Township staff describing the plan's features and key recommendations.

**Corridor Plan Goals & Objectives**

1. Address the Design Character of the Corridor.
  - Corridor Image
  - Corridor & Town Center Gateway Features
  - Community Pride
  - A Livable Community
  - A Healthy Community
2. Improve Corridor / Community Identity
3. Develop the conceptual blueprint of a Town Center.
4. Improve vehicular and pedestrian safety along the corridor plan for interconnectivity.
5. Identify the highest & best land uses for the corridor to promote responsible development.
6. Address Township service delivery impacts from increased corridor development.
7. Adopt a workable plan the takes into account funding and support of the Public.
8. Improve the tax base and promote economic development.
9. Create the framework for establishing a balanced land use mix throughout the community.



**Corridor Study Area**

<b>Corridor Planning Area Description</b>	
Overall Corridor Length	7.45 miles
Total Acres in Study Area	1,975 Acres
Corridor Study Sub-Areas	
Commercial Gateway District	567 Acres
Goshen Town Center	113 Acres
Rural Preservation District	1,295 Acres

State Route 28 Corridor Zoning Map



## Corridor Market Analysis Executive Summary

### ***Purpose and Objective of the Analysis***

The objective of the analysis is to provide market-based information that will enable officials of Goshen Township to develop plans for the future of the State Route 28 corridor, and its environs. The analysis will assist the Township in developing strategies, initiatives, and plans to serve the needs of residents of the community and provide for business opportunities that meet market demand.

### ***Specific Questions to Be Answered***

What is the current status of the Township and how competitive are existing developments?  
 What are the consumer and business needs in the community?  
 What business opportunities could be developed on the basis of market demand?  
 How will trends for the future influence land use needs in the study corridor?  
 Are there business opportunities for revitalized and/or redeveloped properties on State Route 28?  
 Is there anything that the Township can do to encourage commercial uses on the State Route 28 corridor in the future?

### ***Analytical Methodologies Used in This Analysis***

The methodologies applied during the course of this analysis include the use of both primary research and secondary data. Demographic data has been obtained from several public and proprietary sources that have been identified throughout this report. Basic quantitative methods have been applied to develop useable information from the data that has been obtained. Of course, the analyst's observations, judgment and conclusions are also contained in this report.

### ***Housing Market Observations and Conclusions***

By 2011, based on the current and projected pace of housing growth in Goshen Township, the Township should be approximately 1.34 times the size it was in 2000. The housing inventory will have grown from 5,104 units in 2000, to approximately 6,233 units, today, and to approximately 6,981 housing units by 2011.

Based on observation and field-based estimates and projections, vacancy rates in the Township should be approximately 6% from now through 2011. This indicates a stable housing market with a minor demand constraint. In analyzing the overall vacancy rate, the Township housing market appears to have a demand constraint in the rental housing market while there is a supply constraint in the ownership housing market. Traditionally, a 5% market vacancy rate has been regarded as representative of a stable (supply/demand balanced) market.

The overwhelming market for new growth is the owner-occupied housing segment comprised of freestanding, single-family homes on suburban lots. This segment of the housing market is expected to continue to propel the Goshen Township housing market through 2011.

### ***Housing Market Observations and Conclusions (continued)***

While it would be a break with the dominant form of housing being built in Goshen Township today, more diverse housing products should be considered in the future. There is no question, Goshen Township has a good housing market, but it is concentrated in essentially one product type; freestanding, single-family homes in relatively low density residential subdivisions. There is also no question that the housing in Goshen Township appears to be popular with consumers seeking a more "rural" setting. Once again this is only a segment of the population that could find Goshen Township to be a desirable place to live. Younger persons who have not yet reached the family formation years and seniors who may no longer want the responsibilities of freestanding homes are two large segments of the population that appear to be without new housing alternatives in the Township.

The point of this observation is that higher density housing products could be developed to serve more segments of the housing market for ownership and for rental. These are housing products that could have a place in an urbanizing environment like that emerging in the Township. These housing products are higher density products that can be interspersed in a suburban community like Goshen Township without changing the character of the community, in general. New, higher density residential products for specific segments of the housing market should be a part of the future in Goshen Township whether for sale or for rent. Higher density housing projects are likely to represent residential products that could be developed in close proximity to the State Route 28 study, corridor between the Miami Township boundary and the traditional core of the Township at the intersection with Goshen Road.

### ***Manufactured Housing***

The large percentage of the housing inventory comprised of manufactured housing units is likely to become problematic for the Township in the future. Some of the issues created by high-density manufactured housing parks have been cited in the discussion above. Before conflicts between manufactured housing parks and traditional development of all types emerges in the Township, a strategy for addressing manufactured housing products and manufactured housing parks should be considered. The Township should discourage the further development of manufactured housing parks. As part of a broader zoning strategy, planned unit development overlays should be required for all future residential development in the Township. All new residential developments should adhere to a well defined set of site development and design standards contained in a new PUD chapter of the zoning resolution. If drafted properly, these PUD standards will prove to be a true "win-win" scenario between the Township and the development community by providing development incentives for increasing the quality of site development, amenities and housing stock.

The extension of public utilities; especially water and sanitary sewer service trunk lines, will open up large land areas for development in the future and potentially raise the value of existing manufactured housing parks for redevelopment to other more conventional land uses. The corridor plan for State Route 28 through the Township is one means of identifying future land use alternatives many years before development actually takes place. Clearly identifying the potential alternative uses of manufactured housing parks well in advance of development is a way of offering residents valuable time to consider the parks in which they are now located whether they may want to relocate at will before development pressures force the issue.

The residential growth in Goshen Township is likely to be followed by commercial development. The pace of growth in the housing market and that projected for the commercial development market should enable the Township an opportunity to prepare for more rapid urbanization in the future. This urbanization may accelerate slowly at first, but will likely be evident in less than five years from the date of this market analysis. The magnitude and possibly the range of Township services will have to expand in the coming years.

## Office and Industrial Market Observations and Conclusions

At the present time Goshen Township does not appear to have much of a competitive market supply of existing office or service business buildings to address any potential market demand that comes its way. The pace of growth over the next five years is expected to be slow; however, the pace of commercial growth will only slightly lag the growth of housing in the Township. If the pace of housing growth accelerates in the next five years, the Township can expect an influx of commercial development requests. It is the time period from the conclusion of this study to the next decennial census in which the Township can plan for its future in the likely commercial corridor that will emerge along State Route 28.

Housing growth from 2000 to 2010 will be captured in the next Census along with growth in the adjacent jurisdiction of Miami Township. As land for new development is absorbed and the full magnitude of growth in Miami Township and Goshen Township is captured in the next Census, development pressures will likely build for new projects in the western segment of the State Route 28 study corridor.

### *Future Office Space Demand*

The analysis above suggests that a reasonable market for office and service business space is on the horizon in the Township. A simplified calculation suggests that the underserved segments of the office and service business markets could require as much as 260,000 square feet, more or less, to balance market supply of businesses with indigenous market demand. The five minutes drive-time market indicates a supply shortfall of only 130,000 square feet. Both of the numbers cited above would enable Township based businesses to meet 100% of the currently unmet market demand indicated by the model. This calculation only takes into account the demand generated by Township residents or residents of the drive time market area. The market can easily expand well beyond the limits of the Township, but existing competition outside of Goshen Township reduces the unmet market demand significantly. Of course, the Township will never retain all of the indigenous demand its residents generate for services.

There may be some trade off between residents going elsewhere for services and the influx of non-residents to well located businesses in the Township. This trade off will hopefully balance supply and demand or be skewed in favor of Goshen Township based businesses in the future, but no one can accurately forecast this outcome. A favorable balance would be dependent on recruiting the “right” businesses to the “right” locations in Goshen Township. The “right” locations are likely to be along the State Route 28 corridor between the intersection of Goshen Road and the western Township boundary with neighboring Miami Township. Virtually all of this growth will require new improvements on newly developed sites. Managing the development process will be crucial to the outcome for the Township. The next five years should allow the Township some time to anticipate growth and decide what it wants and does not want to entertain in the future.

### *Positioning Goshen for the Future*

Based on current market conditions and what appear to be future market opportunities, Goshen Township may wish to position itself to address market opportunities when presented through cooperative relationships with property owners who understand and embrace the desires of the Township to enhance employment opportunities within the Township while not just yielding to development pressure to build any project that comes along. This approach to commercial development of all types will be necessary in order to manage the growth and future development of Goshen Township to retain as much of the current “feel” of the community as possible while it continues to grow and evolve.

## Retail Market Observations and Conclusions

Goshen Township has an established, but limited retail business base within a recognized trading corridor. The few retail centers on the landscape in the Township are no longer current for many of the large-scale retailers that comprise the anchor tenant base in the region and the nation. In addition, the urbanization of the County in general means that retailers have a more widely dispersed customer base than in the past and new retail venues are emerging elsewhere in Clermont County to compete with the older, established centers in the area.

The Township has added limited retail developments as needed in the past, but is now at the point where it may be the location of future retail market growth for a trading area that is broader than the Township’s jurisdiction. This growth will be directly related to the development status of the State Route 28 corridor in neighboring Miami Township. When new competitive retailers emerge in the Township in the future, their retail gravity may pull small retailers, dependent on the traffic generated by strong anchor tenants, to locations in closer proximity to the epicenter of new high-traffic retail outlets. The effect would be to erode the retail merchant base in the “traditional downtown”.

### *Long-Term Outlook for Retail Growth*

A likely long-term scenario is that Goshen Township will increase in its importance as a retail center in Clermont County. This is likely be an outcome of the urbanization of the western portion of Clermont County and the possible relocation of merchants who may have come to neighboring Miami Township in the near-term, but want to be closer to the leading edge of residential growth in Goshen Township in the future.

The Township must try to find the elusive balance between the demand of consumers in the market today; many of whom are Goshen Township residents, and the needs of a population and households in the future that will have more and newer choices. There will be a great deal of pressure in the short run to meet current consumer demand within the context of current, competitive venues on the landscape. The Township must resist some of this pressure to try to remain balanced in its retail development in the future.

### *Town Center Retail Opportunities*

The “traditional downtown” or heart of the Township at the intersection of Goshen Road and the State Route 28 corridor could become the location of a number of small, locally owned, site based service businesses and specialty retailers. The successful transition of this “downtown corridor” in Goshen Township while there is an atmosphere of commercial expansion in the Township could be crucial to the future success of this district.

The Town Center area is a likely location for specialty merchants, but may hold even more potential for site based, consumer service businesses. While these may be small-scale businesses they will still require easy access and off-street parking. The access and parking will help to offset the inability to park on the street and the inconvenient access this condition creates. Even if these prerequisites are met, it still takes local entrepreneurs to address the potential market for their goods and/or services.



## General Market Observations

Goshen Township and Clermont County are in the midst of an urbanization process that began several years ago and is expected to continue well into the future. Much of the growth has come from households seeking new homes in suburban settings that offer a quality lifestyle and close proximity to urban amenities and work-places. Much of the growth has come to the Township and the County from within the metropolitan area. Clermont County and Goshen Township are ideal residential locations for households in which one spouse works in the City of Cincinnati and the other works in elsewhere in the metropolitan area. Urbanization is still in its early stages so the lifestyle is still “rural” in character.

The pace of growth in Goshen Township is projected to continue through 2011 only slightly off the pace of growth between 2000 and 2006 although the majority of growth will likely be skewed to the period between 2009 and 2011. The population of Goshen Township will likely comprise a larger share of the population of Clermont County than it has historically or does now given the pace of growth.

Goshen Township is witnessing new growth, but it is also has an old, established “traditional downtown” or heart of the Township. Therefore, Goshen Township must address new development while also addressing issues of age and urban decline in its “traditional downtown” on the State Route 28 corridor.

The older buildings in the State Route 28 corridor in the “traditional downtown” will require substantial investments in maintenance and renovation in order to retain their character in the future. The central portion of the State route 28 corridor expresses the tradition and heritage of Goshen Township or it would not be the central segment of the study corridor for which this market analysis has been conducted. The character expressed by this “traditional downtown”, in part, translates into the lifestyle that brings new households to the Township. As such, the “traditional downtown” will require continued monitoring, private investment, and possible public intervention in order to retain its vitality in future years.

Residential growth is seen as almost a given in the next five years. Commercial growth; however, is directly related to the Township’s capacity to address the needs of business and industry within its boundaries. The Township does not appear to have an adequate supply of existing, modern, fully functional, commercial buildings of any type for prospects who do not wish to build new buildings. Conversely, the Township appears to have ample land for future commercial, industrial, and retail development. It will be incumbent on Township officials to oversee the development of the available land for the most productive, long-term benefit of the Township.

In general, efforts should be made to facilitate revitalization, reuse or redevelopment of existing space or sites in the State route 28 corridor while the consumer market is still growing and all potential competitive venues have not yet emerged on the landscape. Efforts should begin, before competition emerges, to work with existing property owners and the potential developers of new venues to mitigate the impact of new locations on established locations within the Township.

During the process of revitalizing the “traditional downtown” area of Goshen Township, a mix of land uses is likely to emerge. This mix will help facilitate the revitalization and/or restoration process in the area, but the concept of mixed uses should not be overlooked in the development of new land uses in the Township. There may be opportunities to introduce mixed-use commercial and residential projects that include components of retail and office uses in conjunction with high-density residential products for the local market. This may not be an alternative offered by developers in the near-term because of the abundance of land for development in the Township, but it should not be overlooked as a means of conserving land and to create the “critical mass” of residents that is cited as a shortcoming in the commercial development of the Township in the preceding sections of this report.

In general, there are two ways to create mixed-use developments. The first way is to mix uses within the shell of a single, multi-story building. This is a vertical mix of uses; retail on the first floor, office space on the second floor, and residential units on the third floor for example. The second way to mix uses is in the form of a multi-purpose campus in which individual development pods may be of single use, but the combination of pods in the development create a mix of retail, office and residential uses on the “campus” of the overall project. Both methods of creating mixed-use developments could be applicable to Goshen Township. The “horizontal mix” is more likely to take place given the amount of land available for development. The “vertical mix” of development would be a break with the traditional form of development experienced in Goshen Township to date, but this form of development can provide an array of uses in any new development project. Even if a mixed-use project proves desirable in Goshen Township, market indicators should not be ignored and the scale of the development should reflect the magnitude of market demand anticipated for the products to be offered.

In general, the pace of residential growth is likely to remain steady for the next five-year period, but is likely to accelerate in pace near the end of the five-year period or beyond. As the pace of residential development accelerates, the character of the Township will begin to transition from a “rural” environment to a “suburban” environment. As this transition occurs, commercial development will begin to emerge in the Township, most likely along the State Route 28 corridor. The focus of this development is likely to be in the western segment of the study corridor as the result of two market dynamics. First, commercial development will “spill over” into Goshen Township as desirable commercial development parcels are “fully consumed” in neighboring Miami Township. Second, the “critical mass” of households in Goshen Township may encourage new development near the “traditional downtown” of the Township at the intersection of State Route 28 and Goshen Road. This development is likely to locate west of the “traditional downtown” due to the population density in the western portions of the Township.

As conventional residential and commercial development continues to expand in the Township in the future, a conflict may emerge between manufactured housing parks and conventional development. This conflict may be most evident with regard to manufactured housing parks along the State route 28 corridor. Current housing parks may represent future commercial sites. If commercial developers acquire housing parks for redevelopment, large numbers of households can be uprooted against their will. This can be disruptive to the Township’s growth and progress. The Township should consider a long-term strategy regarding manufactured housing parks that could work to offset the potential for conflict in the future. Even off the State Route 28 corridor, manufactured housing parks will probably come into conflict with traditional residential development in the future. Based on the experience of other communities as they have urbanized, this conflict between housing types is almost assured; the question is when this conflict manifests itself not if it will.

## Corridor Land Use

### Overview

Future Land Use Maps and Development Opportunity Plans were developed for each of the three study areas within the State Route 28 Corridor. The Future Land Use Maps represent a guide for future land use designations and land use related decisions within the corridor based upon physical features of the land, highest and best use analysis and maximizing the role of land use in achieving the desired design characteristics of the corridor. The Development Opportunity Plans reflect specific opportunities that can be expected in the corridor based upon the market analysis findings and general land use planning principles. These opportunity plans are created using the set of land use categories described below.

### Land Use Categories

Land use helps to capture and measure the physical aspects of an area. These physical aspects include the area's built environment as well as its natural features. The fourteen (14) land use categories described below are used in the 'Development Opportunity Plans' for the study areas.

#### **Residential – Planned Village**

This category represents conventional single family detached homes or development. Residential neighborhoods are created through the addition of schools, churches and parks/open space support these residential uses. The land within this area can support residential neighborhoods of low to medium density. Development occurs in a large enough area that a community – or village – is created. Mobile home park uses are not included within this land use designation.

#### **Residential – Multi-Family**

This category represents residential development characterized by two (2) to three (3) story structures containing multiple residential units. This land use is a higher density than single family development. It includes renter occupied (apartment) and owner-occupied (condominium) units. Typical multi-family development is loosely organized around landscaped areas and uses surface parking.

#### **Retail – Neighborhood**

This category represents limited retail uses intended to serve the needs of a small market area. Generally, the retail businesses here focus on goods and services such as groceries, prescription drugs and personal services. Most customers live in adjacent neighborhoods. This land use typically has a minimal impact on adjacent neighborhoods because it does not attract customers from a larger region and, as a result, generates less traffic and parking pressure than a large retail center.

#### **Retail – Special**

This category represents retail development designed for high volumes of pedestrian activity. Special retail serves the larger market area and has greater community impacts and parking requirements. This land use can include retail tourism centers, themed retail centers and smaller sports related retail developments. Typical special retail can have some or all of the following: public open space as a focus, unified architectural image, special landscaping, special light fixtures, coordinated signage and parking structures.

#### **Commercial – Highway**

This category represents retail uses intended to serve the needs of a regional market area. Its businesses may seek to draw a large customer base by offering significant discounts on merchandise, an extensive and diverse inventory and 24-hour service. Buildings for this land use can be quite large; they usually have extensive areas of surface parking in front of the buildings. The market for such commercial uses is typically drawn from a four (4) to eight (8) mile radius around the site. This land use can have significant impacts on adjacent development and should not be located next to residential land uses.

#### **Mixed Use**

This category represents a mix of uses in a vertical arrangement within a building. The active pedestrian uses are located on the ground floor with direct street access. The mix of land uses can include combinations such as retail on the ground floor and residential uses on upper floors; ground floor retail with office uses above; or ground floor office with residential uses above. Mixed use development fosters active pedestrian areas.

#### **Entertainment**

This category represents limited scale entertainment development. Entertainment includes such functions as small movie theaters, themed restaurants, outdoor game and recreation ventures, and park rental activities. Special site design is important to address impacts on adjacent properties and to make the most of the project's location.

#### **Office**

This category represents low to medium intensity office development for professional services and general business operations. Buildings typically do not exceed three (3) stories. Office uses can be located adjacent to residential neighborhoods if adequate buffering and building setbacks are provided.

#### **Office - Campus / Technical**

This category represents medium intensity office development in a campus environment. The office campus setting uses extensive landscaping, parking screened from view and high-quality building design. Buildings should not exceed five (5) stories and adequate buffering from adjacent residential neighborhoods is needed.

#### **Office - Flex**

This category represents a mix of office and warehouse distribution functions on one property. The office function is typically 25% and distribution area is 75% of the overall building. This use is generally one (1) story with truck docks along the back of the building allowing the loading and unloading of goods and materials. The buildings are usually large and this use often locates near major highways.

#### **Church / School / Civic**

This category represents nonprofit, public or semi-public uses such as churches, synagogues, public and private schools, post offices, libraries, community centers, fire stations, and other government/municipal facilities.

#### **Industrial - Light**

This category represents non-residential uses such as warehousing, distribution, assembly, fabrication, and light manufacturing. Light industrial uses typically have fewer impacts on their surroundings (in terms of noise, traffic, pollution, etc.) than do heavy industrial uses. Generally, these buildings have less than two (2) floors and can have large footprints. Good railroad and highway access is important to this land use type.

#### **Industrial - Heavy**

This category represents manufacturing or other enterprises with significant external effects, or which may pose risks due to the materials used or the operations conducted. It also includes extractive enterprises such as gravel mining. Generally buildings have less than three (3) floors; there may be substantial activity and storage of materials outside the buildings.

#### **Park / Open Space**

This category represents areas that are designated for park, active recreation, and/or open space functions. These areas can be within the current floodplain boundary. It includes uses such as public parks, outdoor amphitheaters, tennis centers, soccer complexes, ball field complexes, nature preserves and similar activities.

**General Land Use Policies for the Corridor**

**Intergovernmental Coordination**

Manage growth and development in an orderly and desirable manner consistent with the expressed goals of Goshen Township, Clermont County, regional and federal development related agencies, and the State of Ohio.

**Growth Rate**

Foster orderly, desirable growth in appropriate locations at a rate consistent with citizen desires and the provision of adequate services and facilities.

**Concentrated Development**

Growth and development throughout the State Route 28 corridor study area should be regulated, stimulated, and otherwise guided toward the development of compact concentrated areas to discourage sprawl, facilitate economical and efficient provision of utilities, public facilities and services, and expand transportation options to the public.

**Development Timing**

Direct development in accordance with a phasing plan directing new growth and redevelopment to occur in the Commercial Gateway District and Town Center concurrently with the Agricultural Preservation District maintain minimal new growth within the time frame of this study. Planning with a phased approach will ensure that new development and redevelopment is timed and properly located so as not to prematurely change undeveloped land to undesired land uses nor intensify the development inconsistent with the character of an area.

**Concurrent Provision of Public Services**

Development shall be approved only if adequate public facilities or services needed to serve the development are available at the time the demand for the facility or service is created or within a reasonable time as approved by the Township.

**Level of Service**

No development shall be approved which would result in a reduction in the adopted level of service standard for any needed public facility or service including transportation level of service and other core public service delivery.

**Inter-jurisdictional Coordination on Land Use Issues**

Work in cooperation with Clermont County, other adjacent municipalities and townships, special districts and other public agencies to address land use development and service issues of mutual concern.

**Infill Redevelopment**

Encourage the development of land within areas located along the State Route 28 corridor identified as future redevelopment zones in order to limit sprawl, decrease travel needs and further the goals of revitalizing the tax base and aesthetic qualities of the corridor.

**Cluster Subdivision Design Principles**

In order to help implement the creation of the necessary residential development critical mass as detailed in the market analysis, the principles of cluster subdivision design are recommended for implementation in the Goshen Township zoning resolution for application for future residential developments. One of the essential features of a cluster subdivision is the large portion of the tract that is preserved as permanent open space. While the terms “cluster subdivision” and “open space subdivision” are often used interchangeably, the emphasis here is on the design elements of a cluster subdivision that make it most appealing, including the configuration of the preserved open space. Other terms for cluster subdivision include “conservation subdivision” or “site sensitive subdivision” both of which emphasize the goals of preservation of open space and the conservation of natural features on the site.

In order to achieve significant open space preservation, houses on the site must be located closer together and on smaller lots than found in conventional neighborhoods, hence the term “cluster.” Rather than having 50 homes on one acre lots spread over an entire 50 acre tract (conventional), they might be located on one-half or one-third acre lots allowing 25 to 30 acres of the lot to be preserved as open space. In a well drafted zoning resolution, the smaller the lots, the more open space will be preserved. Clustering can accommodate a wide range of housing types including single-family detached, townhouses, landominiums and apartments. While many cluster developments may have a mix of dwelling types, they can be equally successful with only single-family detached homes as long as smaller lot sizes are permitted.

**Benefits of a Cluster Subdivision Design**

**Natural Resource Protection**

A major advantage of this design is that natural resources (or constraints) on the site, such as floodplains, wetlands, woodlands, and steep slopes, can be located in the open space and protected from disturbance. Not only are these resources preserved, but the serious negative environmental side effects associated with development, such as increased soil erosion and sedimentation of streams, can be prevented. Greater groundwater recharge, through a reduction in impervious surface (i.e., surfaces that water cannot penetrate), is another environmental benefit of cluster design.

**Historic Resource Protection**

Historic resources can also benefit from the cluster subdivision option. For example, an historic farmhouse and outbuilding could be allowed in or surrounded by the open space, preserving both the farmstead and its historic landscape context.

**Recreational Opportunities**

The preservation of open space provides recreational opportunities for the residents of the subdivision and, if the land is donated to and accepted by the Township, for all residents. Some portion of the preserved open space is generally required to be free of sensitive natural resources and constraints. These areas can be used for either passive enjoyment of the outdoors, walking paths, or tot lots. Active play fields could also be located in the open space if there is enough distance between residential and natural areas to prevent conflicts.

**Scenic View Preservation**

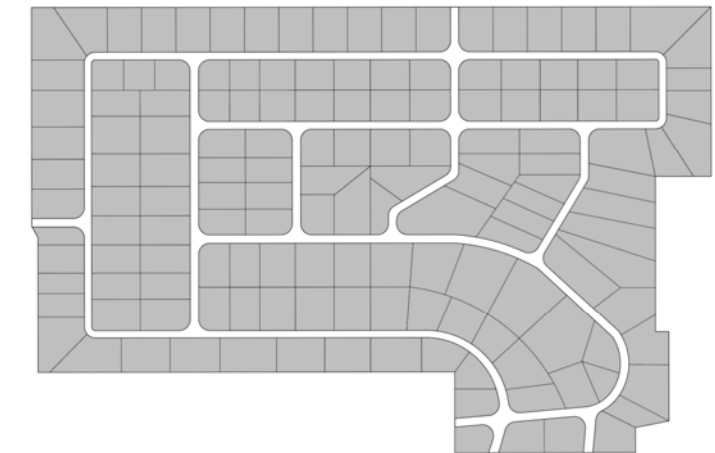
In a properly designed cluster subdivision, scenic viewsheds and traditional rural landscapes can be preserved. In some cluster subdivisions, the houses are set back and screened so well from existing roads that a passing driver or pedestrian would not even be aware that the development exists. Residents of a well designed cluster subdivision will have views of the preserved open space, providing scenic woodland or meadow views not possible in a traditional subdivision.

**Infrastructure and Maintenance Costs Reduction**

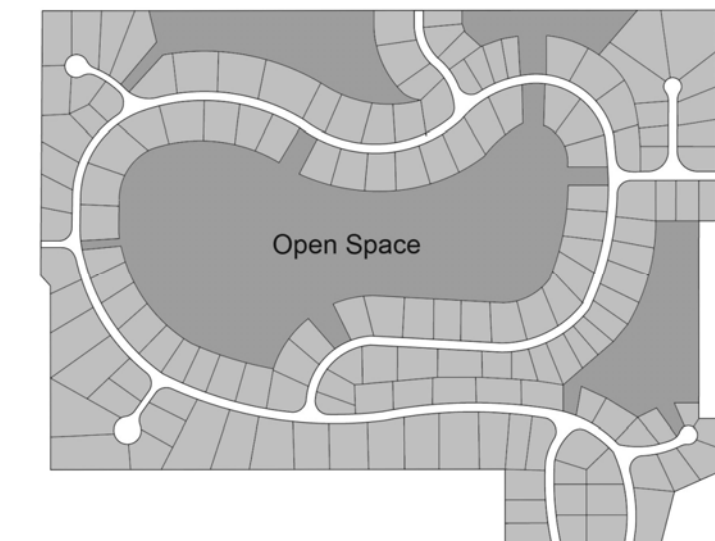
By locating houses closer together on a tract, the length of roads and utility lines are typically reduced. This provides both construction cost savings for the developer and lower public road and utility maintenance costs for the Township. Because earth disturbance and impervious surfaces on the site can be reduced, soil erosion and stormwater runoff can also be decreased.

**Community Creation**

The compact development form generally associated with cluster subdivisions provides the opportunity to create community-oriented neighborhoods. The neighborhoods can be more clearly defined, allow for easier interaction between residents, and provide access to shared open space amenities. The cluster design also provides an alternative for those who are looking for a lower maintenance living option. Many people prefer having less yard to maintain and landscape while still having access to trails, woodlands, and meadows. As the Goshen Township population continues to age, this type of lower maintenance residential option will become increasingly important.



*Conventional Subdivision Design*



*Cluster Subdivision Design*

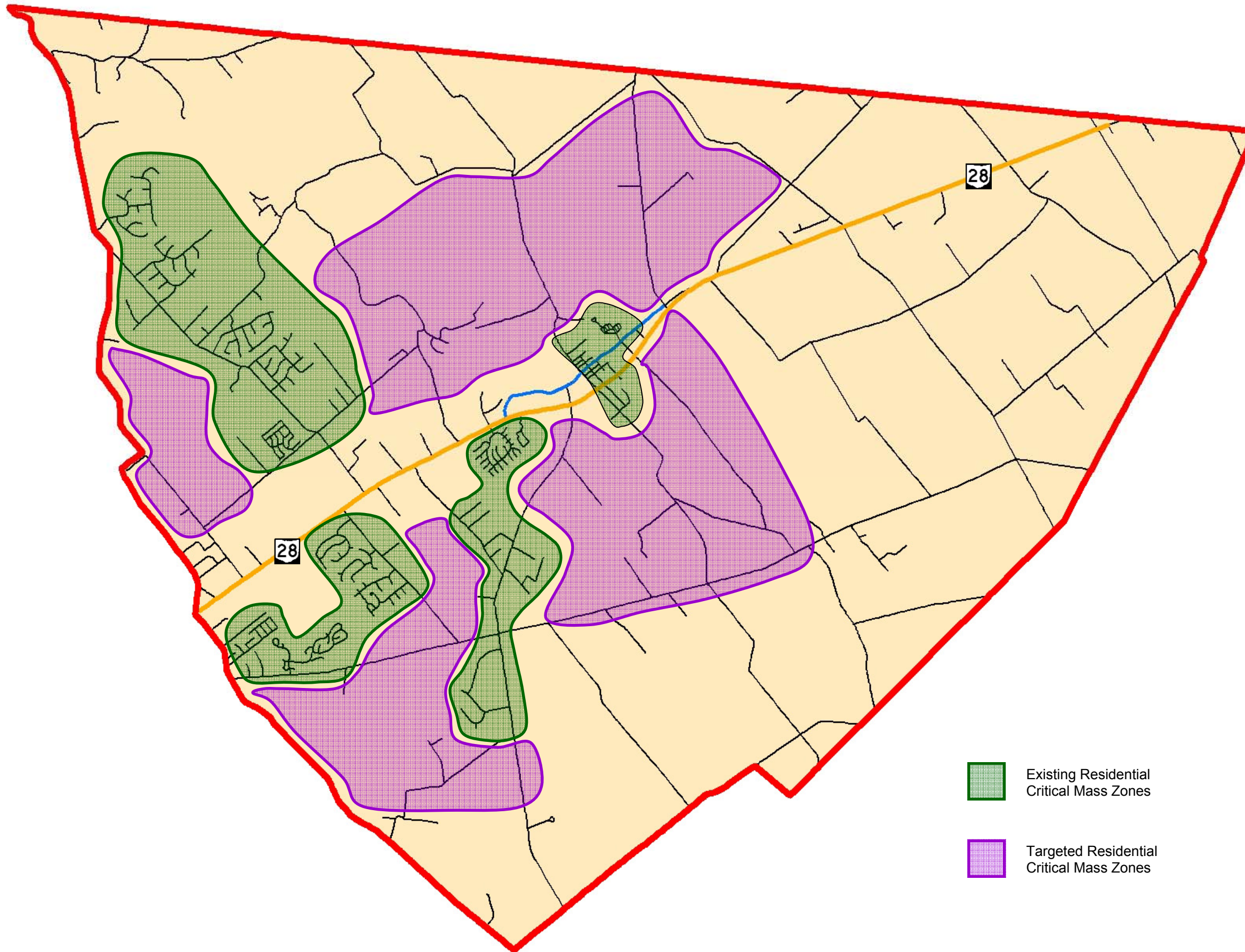
### Critical Mass Zones

Creating a residential critical mass is one of the key elements to developing a solid base of retail, service and professional office amenities in the Township. These businesses consider their locations based heavily upon primary and secondary trade data showing concentrated areas of potential customers. Ensuring that the necessary number of residential dwellings are located within these primary and secondary trade areas must occur in order for the State Route 28 corridor to be viewed as a viable and attractive area for commercial expansion.

Currently, no significant residential critical mass exists in the Township. There are four pockets of residential development which represents a small percentage of all the Goshen population. Much of the housing stock is spread throughout the Township.

This Critical Mass Zone Map provides four target areas for residential development. These targeted residential zones, when combined with the existing concentration of residential development, will help create the required critical mass concentration of potential customers for future commercial businesses.

The Township should consider examining the existing zoning districts and the future land use map throughout the Township to address the issue of concentrated residential development. The Township future land use map should be reviewed and amended to formally plan for future residential areas within the targeted critical mass zones. Conversely, residential development should be discouraged beyond the boundaries of the identified critical mass zones. This process will provide a clear roadmap for steering the Township's future medium and high density residential developments in a planned manner consistent with the goal of attracting quality commercial business development. The areas located outside of the critical mass zones may still be appropriate for low density residential development consisting of "minor subdivisions" plats.



**Commercial Gateway District Overview**

The Commercial Gateway District study area represents Goshen Township's main "front door" into the community. The Goshen corporation line has the highest traffic volume of any Goshen gateway point as residents and business related travel pass through this area to take advantage of the large number of retail and service establishments located in neighboring Miami Township in addition to utilizing this route to access Interstate 275.

This study area also represents the largest concentration of commercial, office and industrial land uses for the entire Township. Consequently, this study area is the major economic engine for the Township today and also possesses the most opportunity for property tax revenue generation in the future as there are large amounts of undeveloped land featuring excellent frontage along the corridor. The overall intent for the long term land use planning of this study area is to provide the land use guidance to preserve and foster new and redeveloped commercial, office and industrial land uses along the corridor.

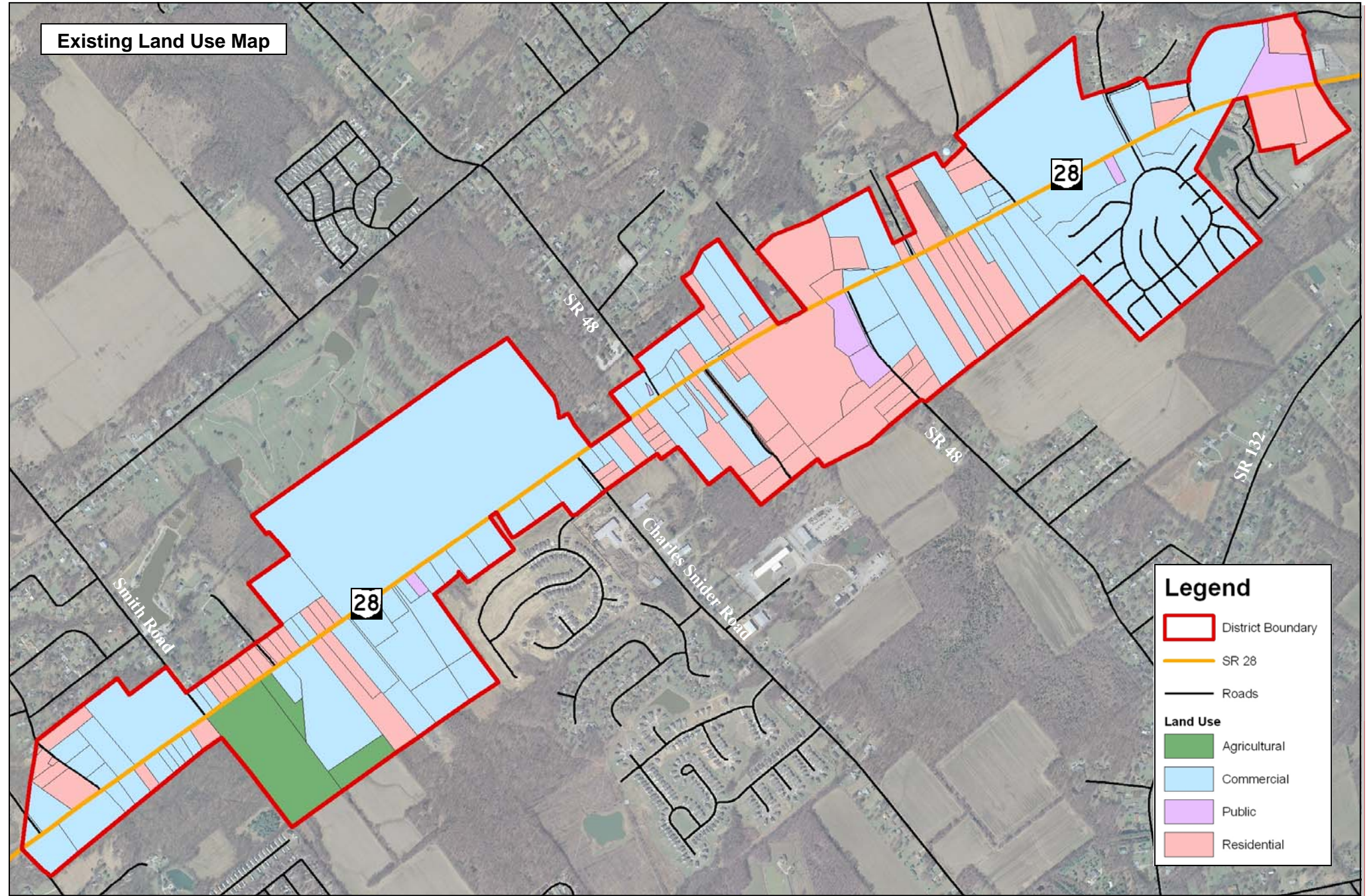
Coinciding with the land use make-up will be specific recommendations for the adoption of a Commercial Gateway Zoning Overlay District to provide the regulatory mechanism needed to implement the various techniques and regulations that will assist in transforming this corridor including: architectural and site design guidelines, upgraded sign regulations and streetscape guidelines.

**Land Use & Zoning Observations**

The predominant land use designations within the Commercial Gateway Sub-Area are commercial and residential properties. There are also smaller pockets of industrial, agricultural and public land uses located in this study area. Most of the commercial structures fronting along the corridor have begun to mature and may be appropriate for redevelopment. There are isolated pockets of new commercial and office construction along the corridor but has been carried out in a non-linear fashion without a uniform set of design and land use guidelines.

Eagles Nest PUD is located within this sub-area. The Eagle's Nest site represents the corridor study area's largest single owner commercial parcel featuring over 100 acres zoned for commercial and office development. Currently, the site has an approved planned unit development overlay that provides for a planned commercial / office development with upgraded site design standards.

Goshen Township's future industrial districts are located near the gateway of this district on the southern side of State Route 28 and along State Route 48 south of State Route 28. These existing industrial areas provide an important element towards diversifying the future land use mix in the Township.



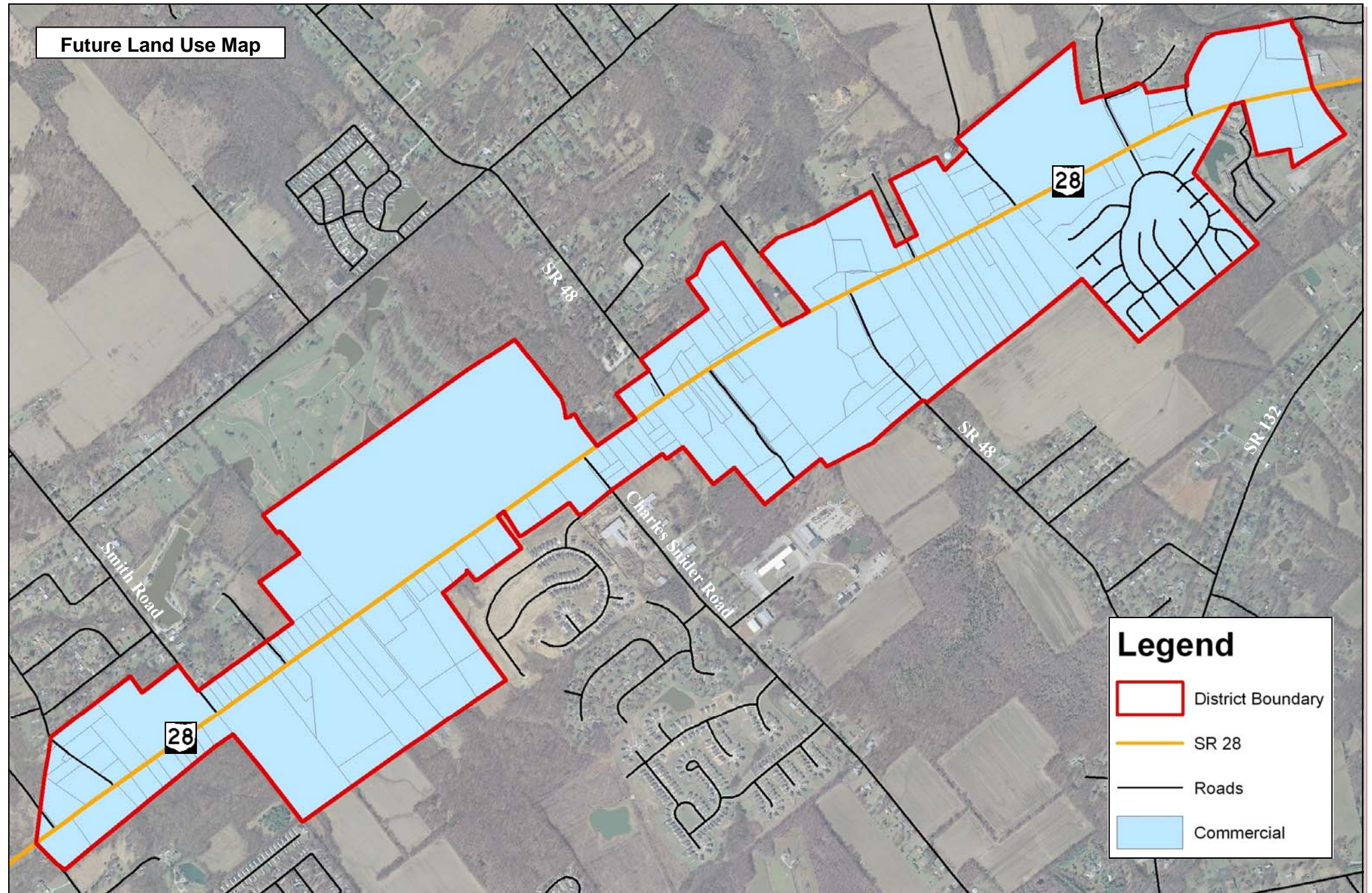
**Visual Analysis of Existing Conditions**



**Commercial Gateway District**

**Future Land Use Recommendations**

- Coordinate adopted access management plans with local land use planning.
- Encourage the rezoning of parcels targeted for light industrial development uses on the future land use map. The two identified industrial districts may extend beyond the limits of this corridor study area to assemble larger tracts for light industrial and office / flex space uses.
- Discourage strip commercial development along highways and direct development to commercial nodes with managed access points controlled by an adopted access management plan for the corridor.
- Parcels currently zoned mature residential dwellings and agricultural uses should be planned for the eventual development and redevelopment into higher density commercial and office land uses producing higher property tax revenues and job opportunities.
- Explore the concept of nodal development, also known as development "pulsing", within this sub-area. This planning technique focuses more intense commercial and office development in nodes or clusters along the corridor to reduce the number of curb cuts along the state route. The areas between the intensive nodes contain less intensive land uses requiring less curb cuts, thus funneling the majority of the traffic to the nodal areas. The development nodes should utilize planned improvements to the corridor to provide for a high roadway level of service despite the higher concentration of traffic.
- Land assemblage of small transition area frontage lots for appropriate infill or redevelopment is of extreme importance to the success of this plan. Developers should be encouraged to work with property owners of frontage lots and adjacent neighborhoods to ensure that commercial development projects are compatible with surrounding residential areas.
- Manufactured housing developments that are taxed as personal property should be considered "holding zones" for land use purposes. Based upon the market analysis findings, when market conditions transform the highest and best use of these parcels to a commercial, office or industrial land use, the Township should encourage such land use conversions.
- New single-family detached residential uses fronting on Creedmoor Road are discouraged, unless development plans incorporate shared access provisions. Those vacant frontage lots currently zoned R-4 could, however, be considered for possible rezonings in order to encourage low to medium density attached housing or other low-intensity uses where possible.
- Nonresidential conversions of and direct thoroughfare access from formerly single-family residential lots should be prohibited or strongly discouraged in an attempt to curb strip development patterns which negatively impact on traffic flow and have the potential of creating visual clutter along the roadway.
- Establish low to medium density residential uses or low intensity office uses to serve as transitions between nonresidential zones and uses and low density residential neighborhoods. In corridor transition areas along Creedmoor Road, low to medium density attached housing is recommended, although low intensity office uses are appropriate.



**Visual Analysis of Representative Future Land Uses**



Neighborhood Retail



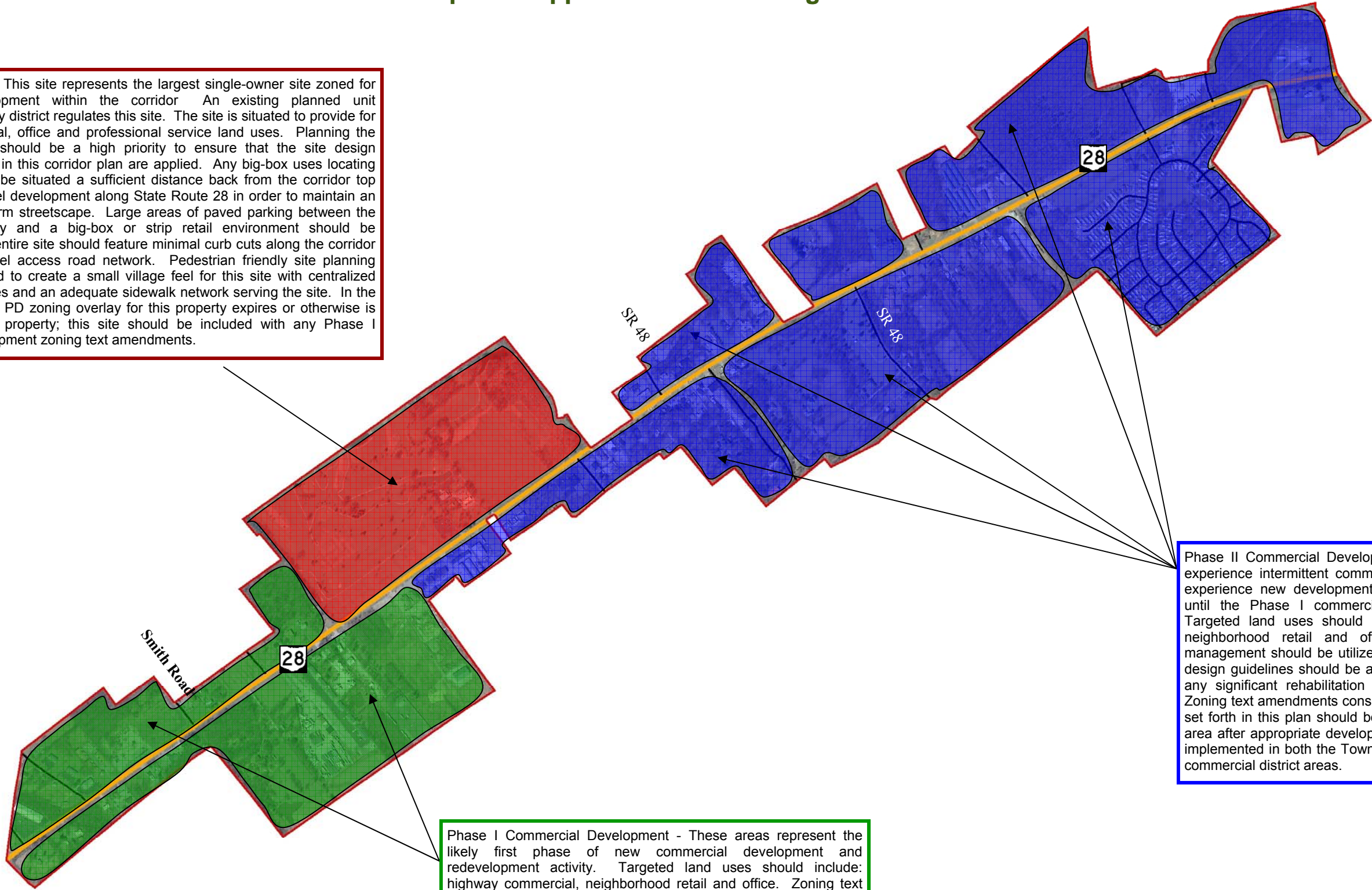
Office



Light Industrial / Flex Space

**Commercial Gateway District  
Development Opportunities & Phasing Plan**

Eagles Nest PUD - This site represents the largest single-owner site zoned for commercial development within the corridor. An existing planned unit development overlay district regulates this site. The site is situated to provide for a mix of commercial, office and professional service land uses. Planning the layout of the site should be a high priority to ensure that the site design guidelines set forth in this corridor plan are applied. Any big-box uses locating on this site should be situated a sufficient distance back from the corridor to provide for outparcel development along State Route 28 in order to maintain an attractive and uniform streetscape. Large areas of paved parking between the corridor right-of-way and a big-box or strip retail environment should be discouraged. The entire site should feature minimal curb cuts along the corridor in favor of a parallel access road network. Pedestrian friendly site planning should be promoted to create a small village feel for this site with centralized green space features and an adequate sidewalk network serving the site. In the event the approved PD zoning overlay for this property expires or otherwise is removed from this property; this site should be included with any Phase I Commercial Development zoning text amendments.



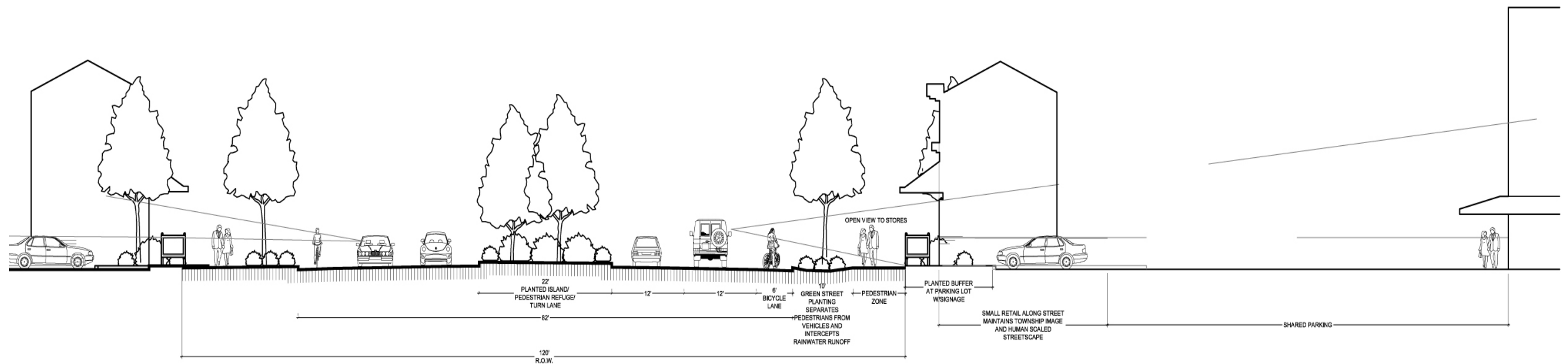
Phase I Commercial Development - These areas represent the likely first phase of new commercial development and redevelopment activity. Targeted land uses should include: highway commercial, neighborhood retail and office. Zoning text amendments concerning signage, building materials and other elements recommended in this plan should be implemented in this area first.

Phase II Commercial Development - These areas will likely experience intermittent commercial development but will not experience new development activity on a significant scale until the Phase I commercial areas approach build out. Targeted land uses should include: highway commercial, neighborhood retail and office establishments. Access management should be utilized and the architectural and site design guidelines should be applied to new development and any significant rehabilitation to structures within this zone. Zoning text amendments consistent with the recommendations set forth in this plan should be considered in this commercial area after appropriate development guidelines have first been implemented in both the Town Center district and the Phase I commercial district areas.

SR 28 Streetscape Concepts

Commercial Gateway District—Section View

Large Retail is located off of the State Route 28 corridor with smaller retail parcels along State Route 28 to preserve the street corridor. Off street parking between the large and small retail. Buffer plantings screen the shared parking while allowing views to all buildings. A landscaped center median island is shown dividing the travel lanes within State Route 28. It is recommended that future landscaped center median be constructed at strategic locations based on an overall State Route 28 access management plan.





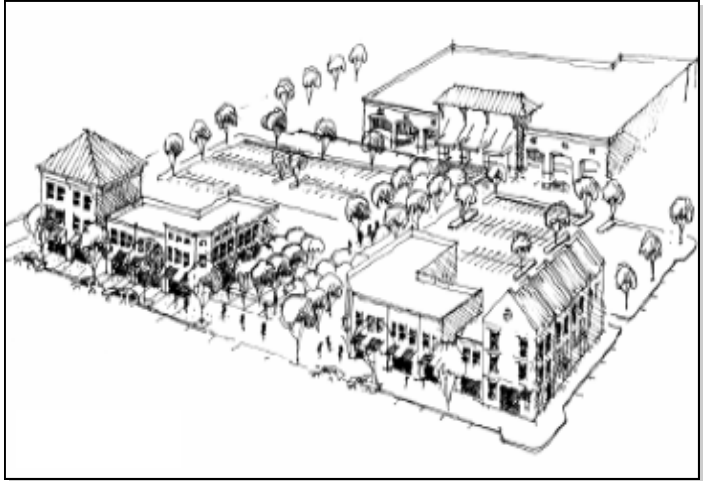
SR 28 Streetscape Concepts

Large Lot Commercial Development Streetscape

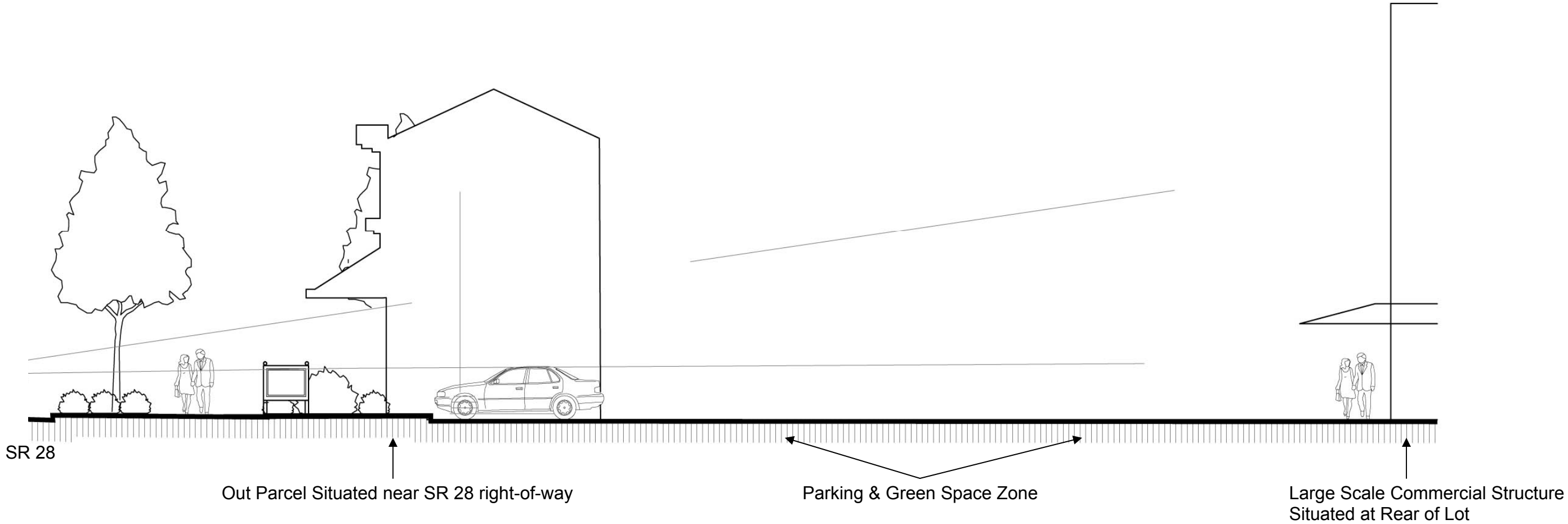
Below is a streetscape plan for large lot commercial developments that should be considered when reviewing future development applications. Where appropriate, out parcel buildings should be sited near the State Route 28 right-of-way with parking on the side and rear of the structures. Associated street tree plantings along the right-of-way areas will provide the desired streetscape feel for these traditionally large scale commercial developments. The larger commercial structure is located at the rear of the property with parking and green space areas located between the out parcel structures and the larger commercial structure.

A transitional zone bridging the larger scale development of the Commercial Gateway District at the western edge of the Township and the traditional small scaled development of the Town Center area.

Future Redevelopment of the existing strip mall at the intersection of State Route 28 and Dick Flynn Boulevard could include development of 2 story buildings related to the street to be developed to the front of the lot along State Route 28. This will provide a link for pedestrians from the Town Center and extend the pedestrian core.



Rendering depicting suggested layout for large lot commercial developments featuring outparcel structures situated at the State Route 28 right-of-way line to create the presence of a streetscape along the state route.



**Goshen Town Center Overview**

The Town Center area represents the core of the Goshen community dating back to the origination of the Township. This area is centrally located within the Township and contains many community business and institutional assets including the Township Administration building, the Goshen Fire Department facility, the post office and the community grocery store.

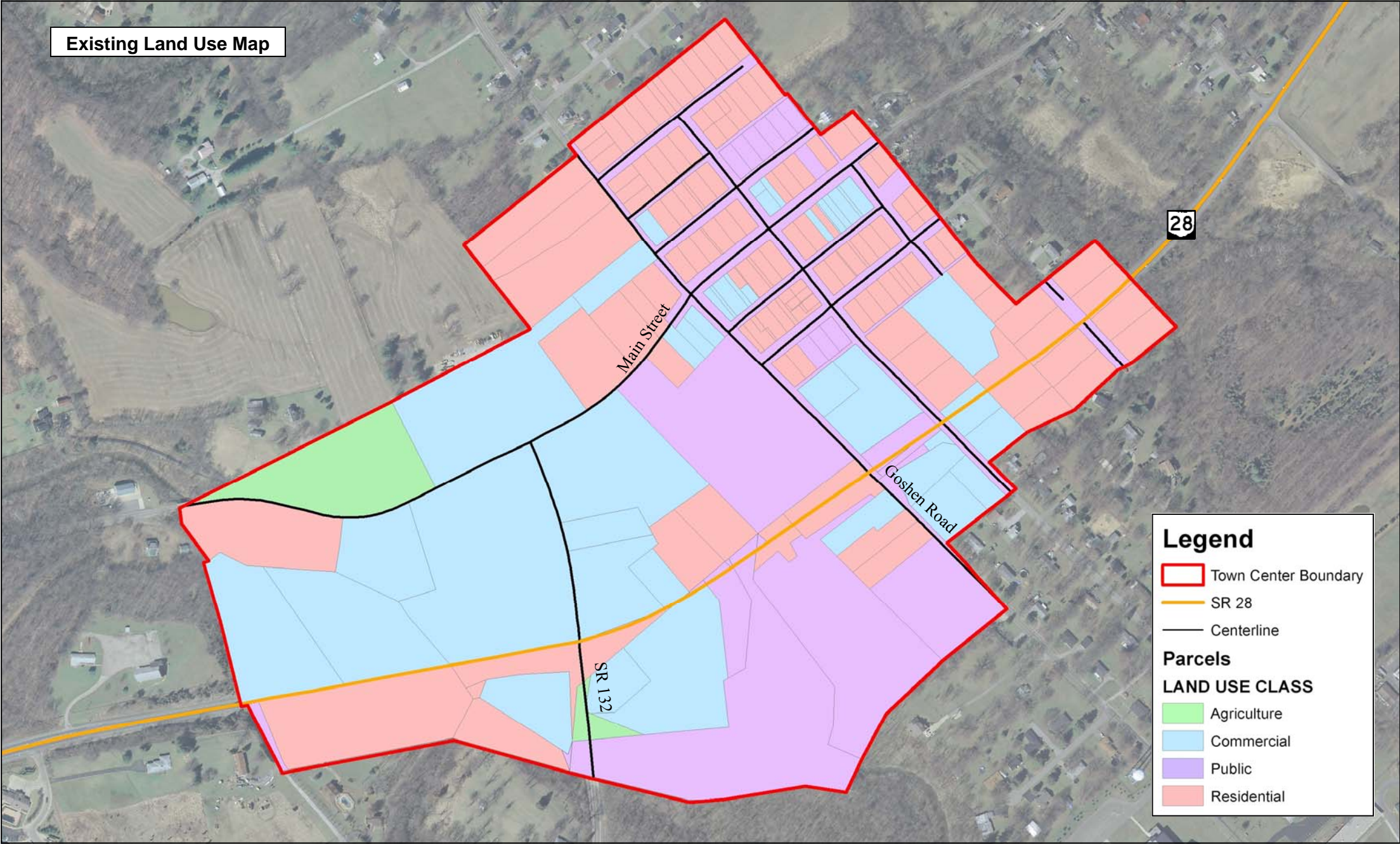
The intersection of State Route 28 and Goshen Road constitutes a major focal point in terms of both resident and visitor perception as well as functional transportation use.

**Land Use & Zoning Observations**

The Town Center area is primarily comprised of three types of zoning districts: Local Business District, General Business District and the Medium-Low Residential District. This study area contains the traditional core of Goshen Township and features some of the Township's most historic structures. A concentrated commercial activity district is also present within the Town Center boundaries containing a mix of banks, convenience neighborhood retail and the a grocery store.

The Town Center features a prominent concentration of public uses including the former high school site situated at the corner of Goshen Road and State Route 28. Converting this site to a public park use has many advantages for the development of this Town Center. First, a key planning theme for the Town Center has been the notion of destination based planning. Although destination based planning seeks to bring individuals and business to this area for several different reasons including: residing within the Town Center district, business customers traveling to the district, public uses serving as community gathering spaces for a variety of events and activities.

The former high school site has great potential as a public park and gathering space. It can serve as a catalyst for creating reasons to travel and spend time within the Town Center area. Converting this site to a public park use could also assist in providing shared parking during certain days / times that may be utilized by future neighborhood retail businesses located in close proximity to this site.



**Visual Analysis of Existing Conditions**



## Goshen Town Center Overview

### Future Land Use Recommendations

#### Creating a Mixed-Use Town Center

The intent of the Goshen Town Center future land use plan is to provide the guide to create a unique and vibrant community core for Goshen Township. Featuring a mix of land uses including traditional multi-story mixed-use, neighborhood commercial and highway commercial designations, this new center seeks to provide create an interwoven fabric of commerce, living and recreational options for the residents and visitors of Goshen Township.

Mixed-use centers are areas where development will be directed, concentrated and connected via a pedestrian oriented framework. The Goshen Town Center aims to provide more convenience and choice for residents and employees and emphasizes quality of life in a growing Township. Mixed-use centers are places that are distinctive, attractive, and rich in amenities.

The Goshen Town Center vision emphasizes:

- Building on community assets and character;
- Increased mix of uses (residences, shopping, jobs, services);
- Enabling and providing incentives for a variety of higher density housing for different needs and ages;
- Creating high quality and vibrant neighborhoods;
- Providing convenient and safe access for vehicles and pedestrians;
- Providing a community gathering space and public spaces; and
- Creating a safe, comfortable, interesting walking and biking environment through the efficient use of land.

#### Town Center Land Use Incentive Recommendations

##### Development Bonuses and Incentives

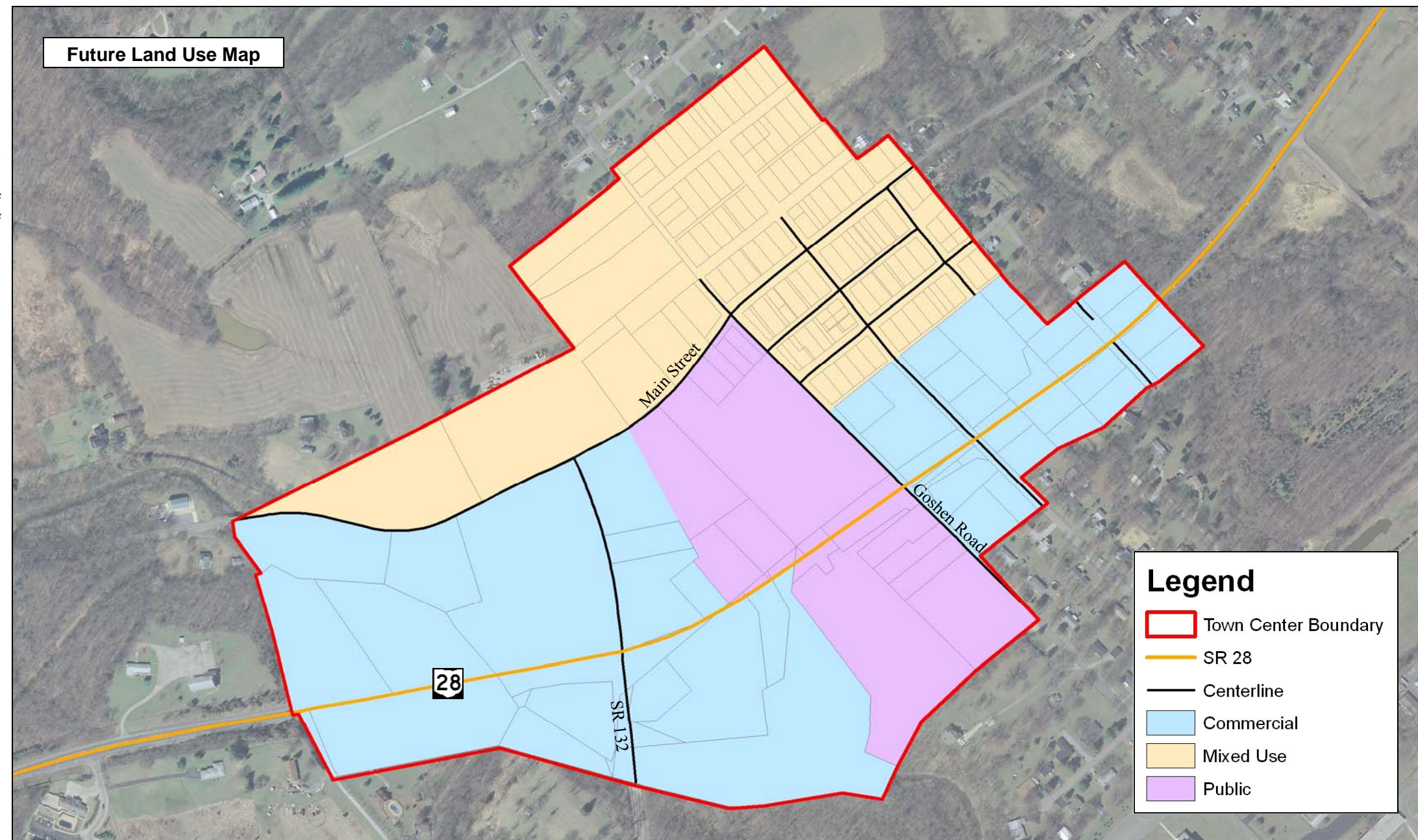
Provide a range of development incentives and bonuses in order to encourage specific types of mixed-use and commercial development as well as public benefits. Incentives may include reduced parking requirements, fee waivers, height increases, residential density bonuses, reduced setbacks, public funded capital improvements, and other techniques.

##### Development Incentives

Align existing and new incentives with the Town Center strategy and tailor incentives to specific areas of the Town Center based on market conditions and the development vision for each center. For example, the areas designated for mixed-use development should have a schedule of incentive programs specifically addressed to mixed-use development and the types of uses seeking these land use forms.

##### Design Plan Development Bonuses

Apply development bonuses to eligible development projects with established markets where adding public benefits such as providing public space, streetscape amenities, and high quality design is feasible in exchange for increased height, reduced setbacks, increased density, etc.



Mixed-Use



Public Open Space



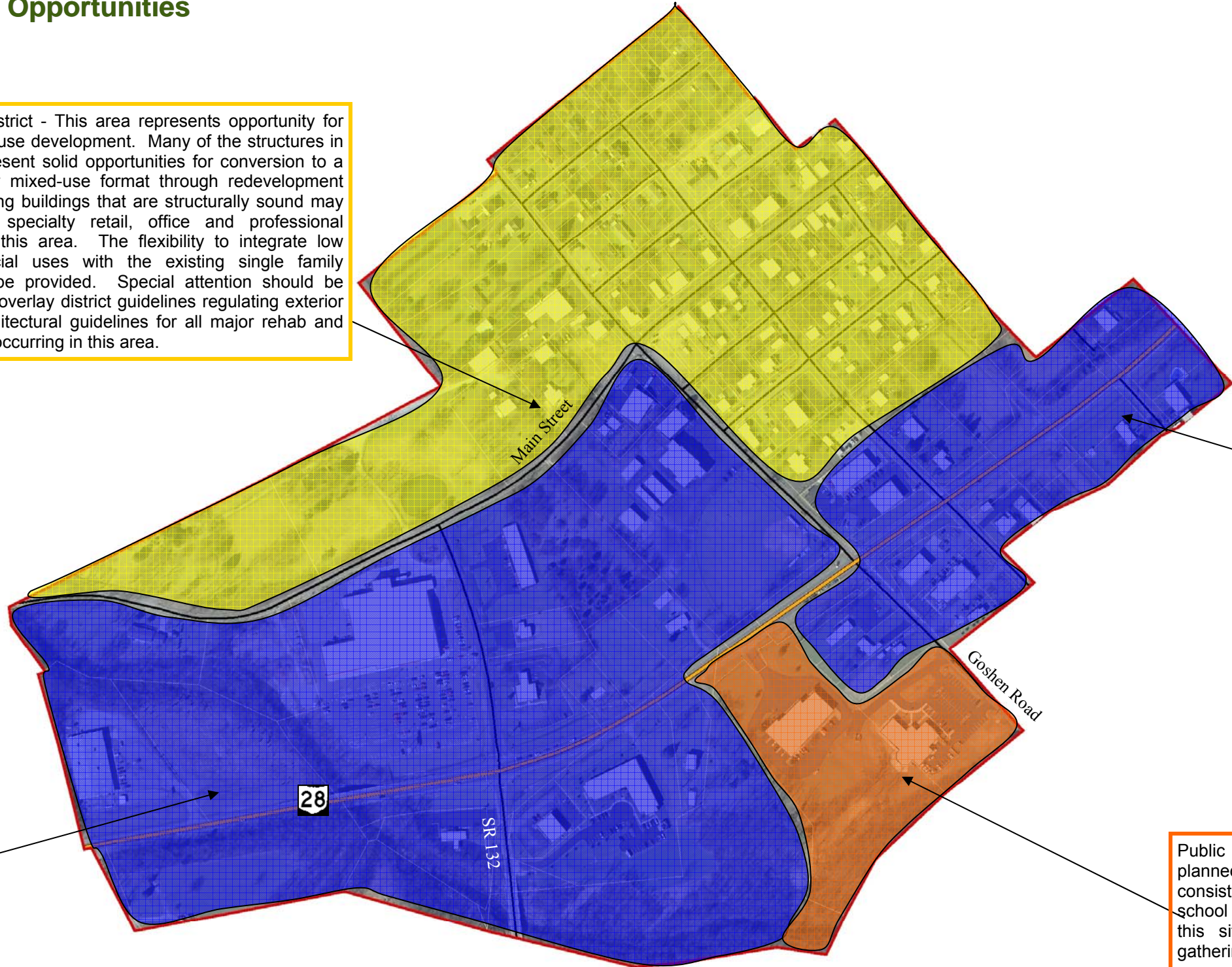
Neighborhood Retail



### Visual Analysis of Representative Future Land Uses

### Goshen Town Center Development Opportunities

Mixed-Use Sub-District - This area represents opportunity for small scale mixed-use development. Many of the structures in this areas may present solid opportunities for conversion to a two or three story mixed-use format through redevelopment efforts. The existing buildings that are structurally sound may be converted to specialty retail, office and professional business uses in this area. The flexibility to integrate low intensity commercial uses with the existing single family dwellings should be provided. Special attention should be given to enforcing overlay district guidelines regulating exterior materials and architectural guidelines for all major rehab and new development occurring in this area.



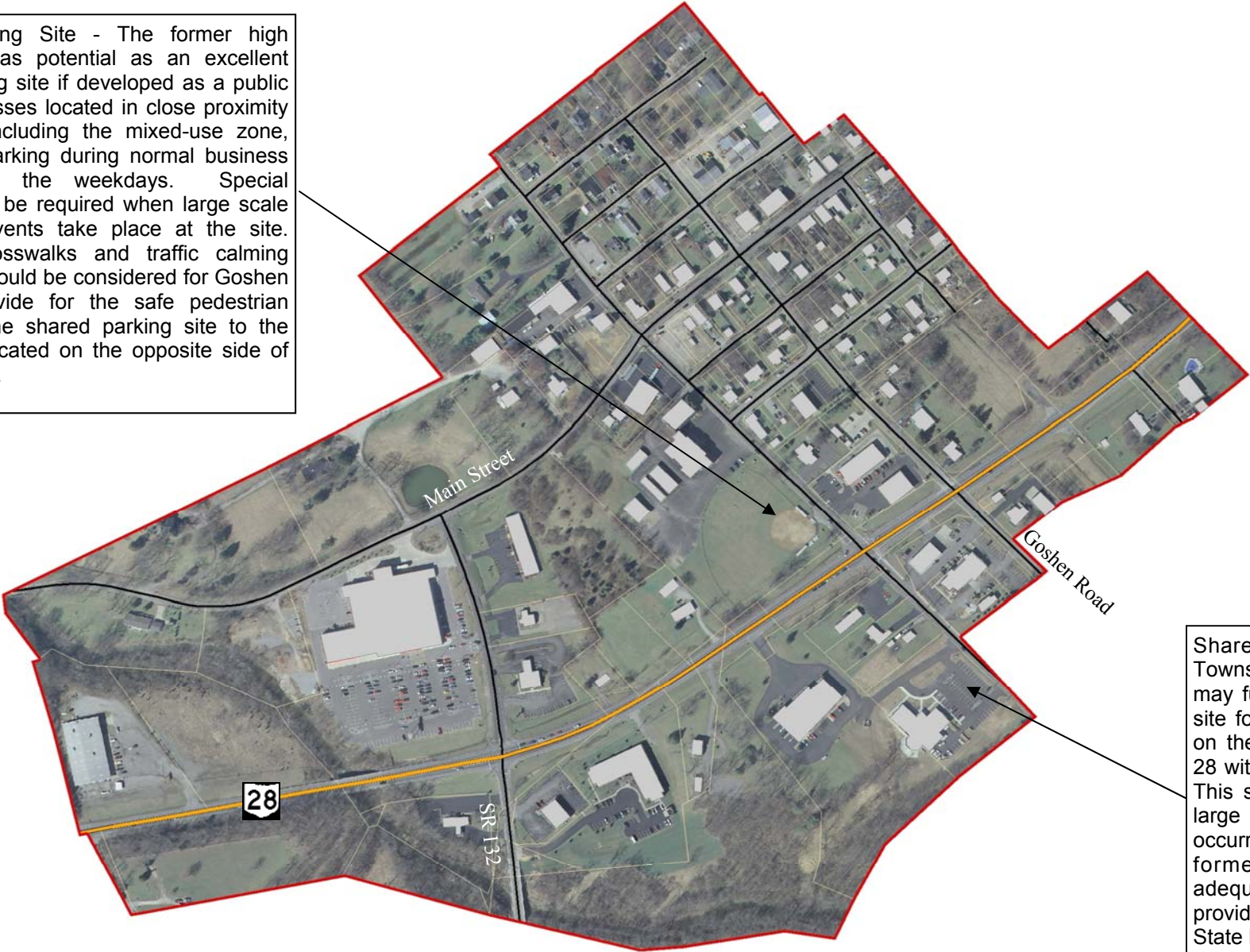
Commercial Sub-District - This commercial based zone contains a large grocery store facility along with several smaller stand-alone retail and service based land uses. Key principles to maintain in this zone include adhering to a future access management plan to prevent excessive curb cuts along State Route 28 through this section. Also, adaptive reuse guidelines should be explored for this zone. In the event, the large grocery store relocates to a new facility in the community, it is critical to provide clear direction on the types of uses for this structure in addition to the manner in which the structure may be converted for future tenants.

Commercial Sub-District - This commercial area consists of existing highway commercial land uses catering to a small trade area and vehicles traveling through Goshen along State Route 28. Future development within this zone should consist of neighborhood commercial and small scale highway commercial uses to take advantage of the good access and excellent visibility from State Route 28. Access management should be strictly adhered to in this area. Adequate buffering should be mandated for new commercial development adjacent to residential properties.

Public Use Sub-District - This area consists of a planned public use zone. This area currently consists of Township facilities. The former high school site is located within this zone. Converting this site to a future public park / community gathering space creates a cohesive public zone that can serve as a major destination based land use to attract activity the entire Town Center district. These public areas provide opportunity for Township identification as well as provide shared parking for local businesses in the Town Center area.

**Town Center Strategic Parking Plan**

Shared Parking Site - The former high school site has potential as an excellent shared parking site if developed as a public park. Businesses located in close proximity to the site including the mixed-use zone, may utilize parking during normal business hours during the weekdays. Special planning may be required when large scale community events take place at the site. Adequate crosswalks and traffic calming techniques should be considered for Goshen Road to provide for the safe pedestrian travel from the shared parking site to the businesses located on the opposite side of Goshen Road.



Shared Parking Site - The Township administration facility may function as a shared parking site for future businesses locating on the south side of State Route 28 within the Town Center district. This site may also be utilized for large scale community events occurring at a future park on the former school site provide adequate police protection is provided for the safe crossing of State Route 28.

**Intent**

Development within the Town Center will need to be conservative in its use of surface area, especially for such uses as parking areas. Transitions from center development to surrounding areas will need to be carefully designed to reduce impacts on less intensive land uses. Large parking areas disrupt the continuity of the streetscape and development pattern, and provide formidable barriers to pedestrian movement. Joint use of parking areas should be encouraged to efficiently use available land and allow additional compact development. Strategically located public parking lots are a good way to achieve compact development in the Town Center area; however, these parking facilities need special design considerations to avoid destroying the streetscape and overall character of this area in addition to providing adequate buffering against any residential land uses.

**Parking Policies**

**General Parking Plan**

Minimize the amount of land dedicated to parking and encourage alternative transportation by reduced off-street parking requirements, use of compact parking stalls, joint and cooperative parking between existing and future uses, off-street public parking facilities, transportation demand management, and other methods.

**Minimize Parking Impacts**

Discourage private surface parking lots and locate parking areas to the rear or side of buildings or within structures.

**Town Center Parking Management**

Develop Town Center-specific parking management plans that address pricing, enforcement, parking duration and turnover, strategies for preventing spillover into surrounding residential areas (such as Residential Parking Zones), revenue and cost sharing options.

**Community Center and Regional Growth Center Parking**

Encourage commercial and mixed-use development along major street frontages with parking behind or located in the side yard areas of the lot and encourage pedestrian connections through parking lots.

**Change of Use**

Develop mechanisms such as requiring a parking study once the center-wide parking management plan is completed to address increased parking demand resulting from a change of use or conditions that could not be met by the existing parking supply. This provide flexibility in determining the appropriate amount of parking on a case by case basis.

**Future Public Parking Areas**

Goshen should explore the feasibility of acquiring additional parcels in the Town Center area for future public parking lot facilities. Adequate screening should be provided to minimize any potential impacts against adjacent residential land uses. Careful consideration should be given to the location of any public parking facility to ensure the highest degree of usage and pedestrian mobility once parked in the facility.

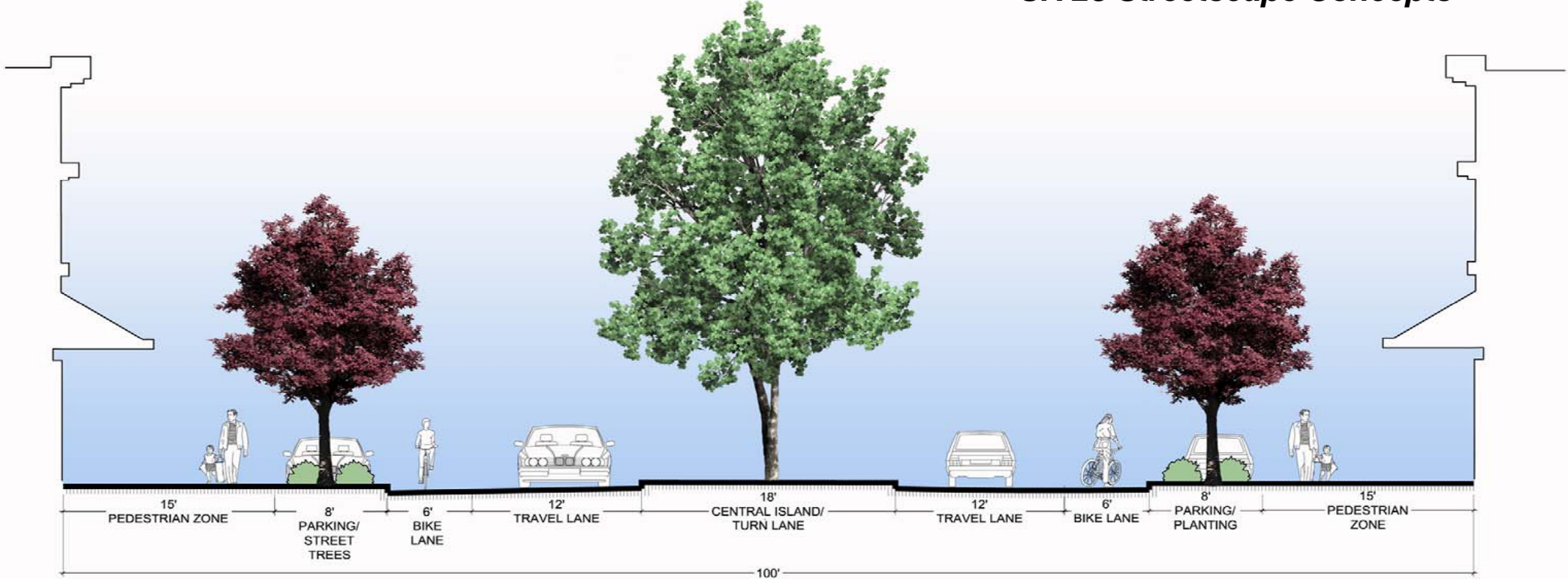
Shared Parking Strategy	Parking Issues Addressed	Considerations
By encouraging property owners to share their parking facilities, the amount of land needed to develop parking lots is greatly reduced. Shared parking works best in mixed use areas where adjacent buildings are used for different purposes.	Not enough on-street parking  Not enough parking available in busy activity centers  Too much land dedicated to parking or other paved areas  Unattractive commercial or shopping areas	Local zoning ordinance may work against shared parking if it requires each establishment to have a certain number of parking spaces.  May work best in a mixed use, compact development where parking is at a premium Shared parking generally requires a formal agreement between property owners.

SR 28 Streetscape Concepts

**Phase I Improvements (100' Right-of-Way)**

**Town Center Section—State Route 28 Section View  
R.O.W. 100'**

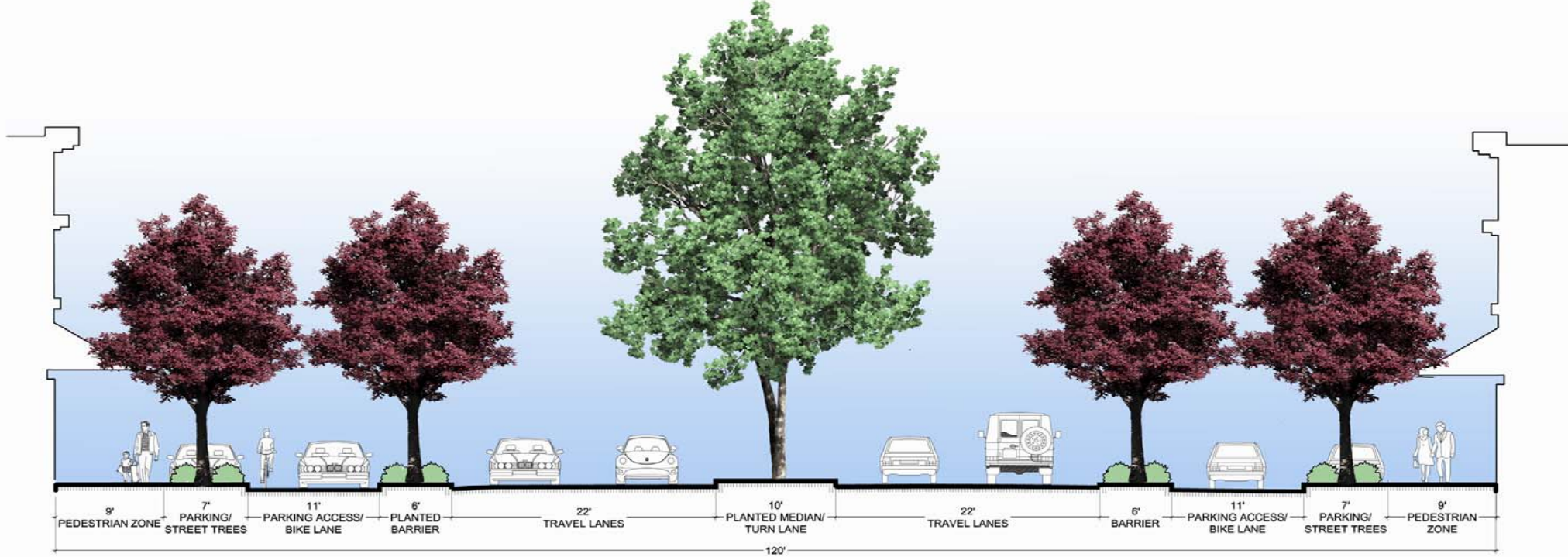
Two lanes featuring a bike lane in each direction. Central median island with landscaping features set the tone for this streetscape section.



**Phase II Improvements (120' Right-of-Way)  
(4 Travel Lanes & Parking Access Lane Option)**

**Town Center Section—State Route 28 Section View  
R.O.W. 120' with Parking Access Lane**

Four lanes with an additional parking access/bike lane in each direction— helps to maintain a higher flow of traffic along Route 28 by separating parking access and bike lanes from the flow of traffic with an additional planted island.

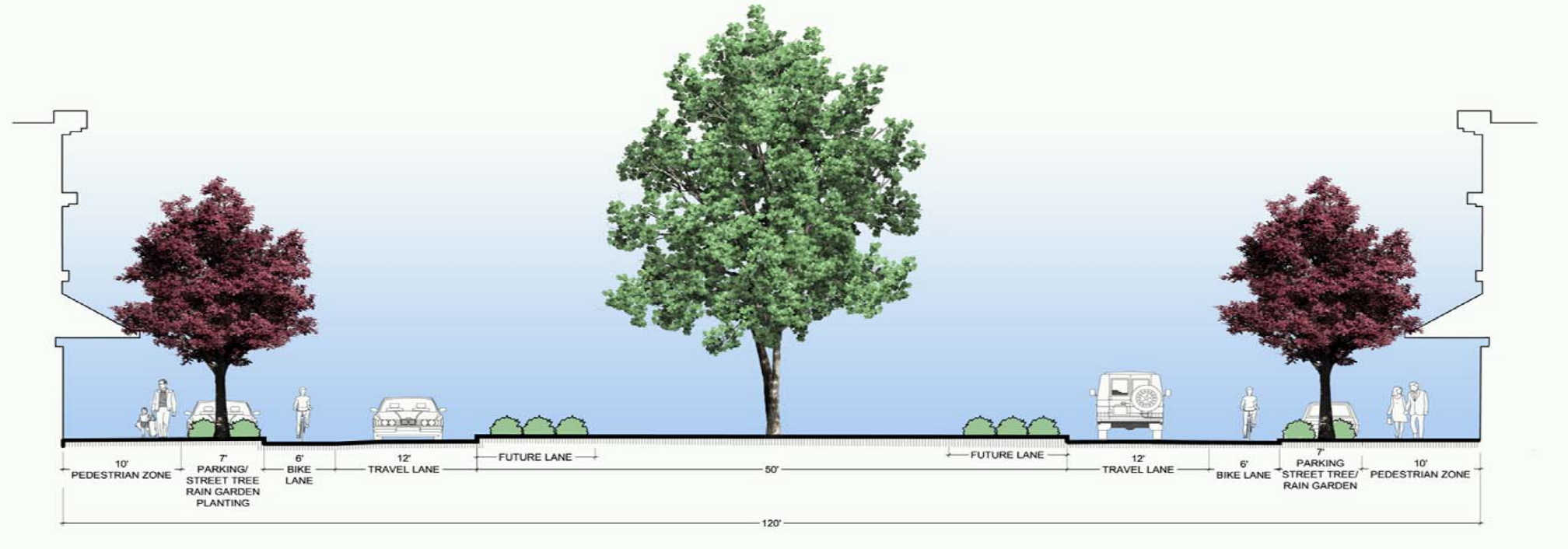


SR 28 Streetscape Concepts

**Phase II Improvements (120' Right-of-Way)  
(2 Travel Lanes Option)**

**Town Center Section— State Route 28 Section View R.O.W.  
120' - Phase 1**

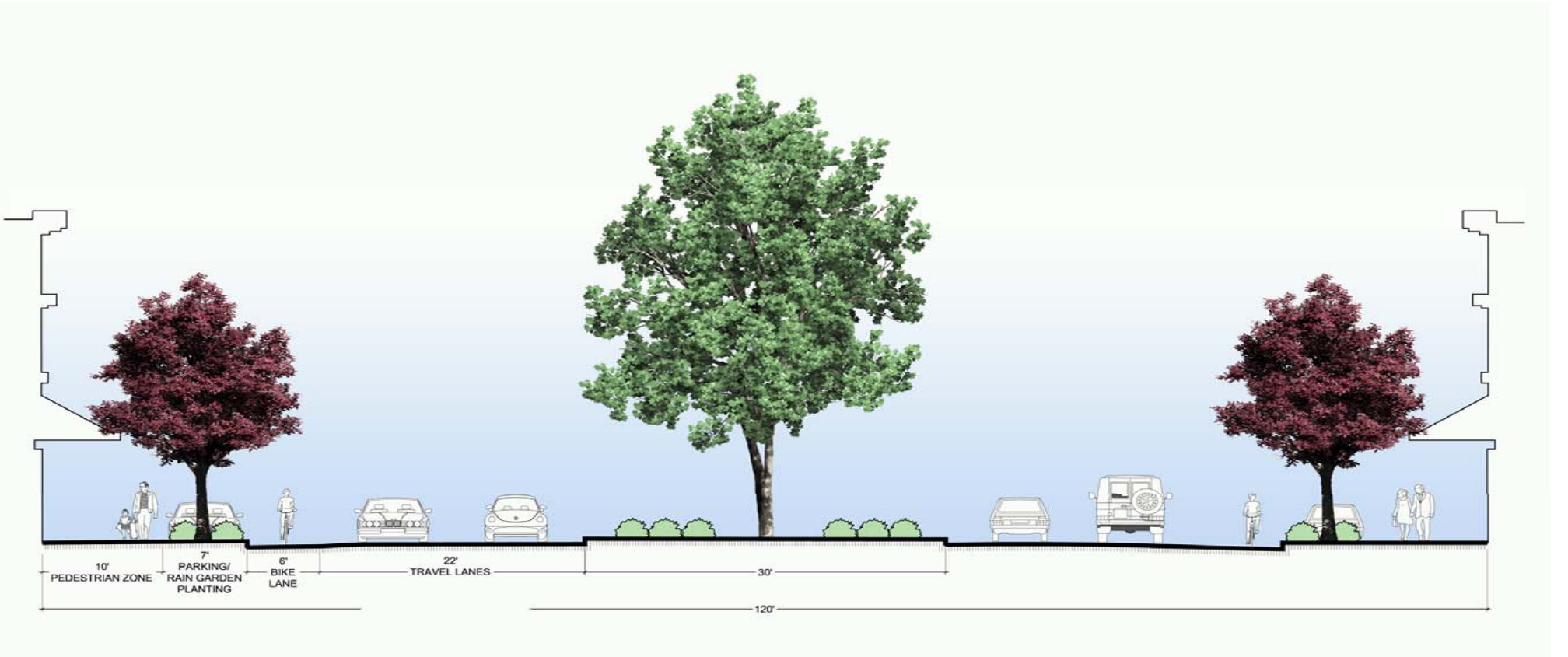
One travel lane in each direction with flexibility for future expansion.



**Phase II Improvements (120' Right-of-Way)  
(4 Travel Lanes Option)**

**Town Center Section— State Route 28 Section View R.O.W.  
120' - Phase 2**

Expansion to four travel lanes with a reduced center median island.

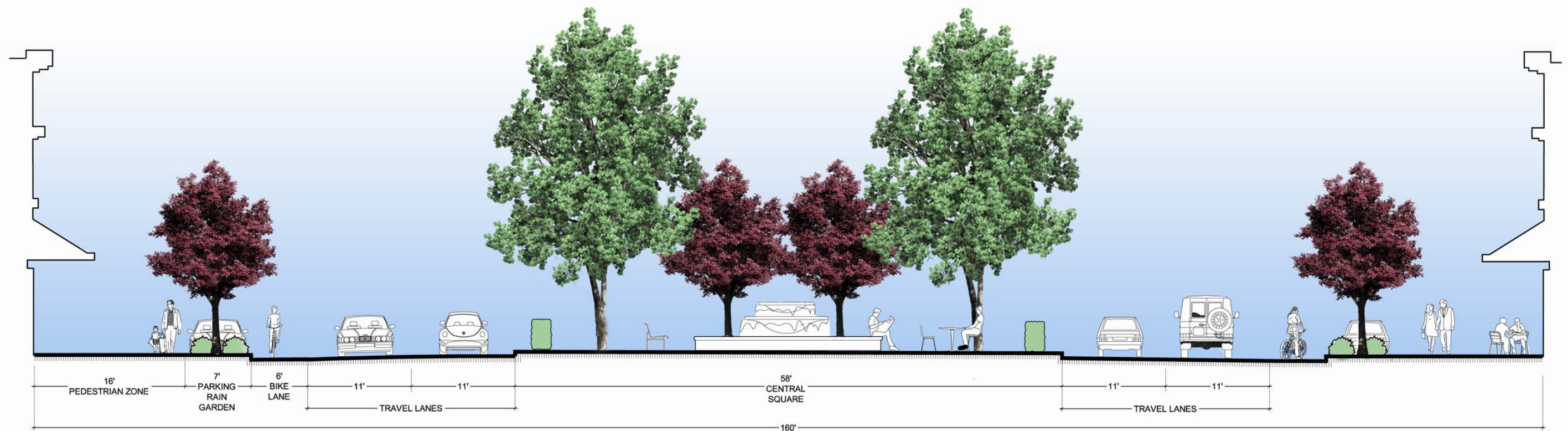


**Phase III Improvements (160' Right-of-Way)**

**SR 28 Streetscape Concepts**

**Town Center— State Route 28 Section View R.O.W. 160'**

Central Island Community Gateway-with fountain-This design concept takes advantage of the large R.O.W. and creates a community gathering space within an expanded island. The section shows a planted sitting area with a central fountain, that would provide a gathering place for pedestrians and an identifiable gateway to the downtown village. Adequate traffic calming devices would be required to slow the traffic along State Route 28 to provide safety for pedestrian crossings.





SR 28 Streetscape Concepts

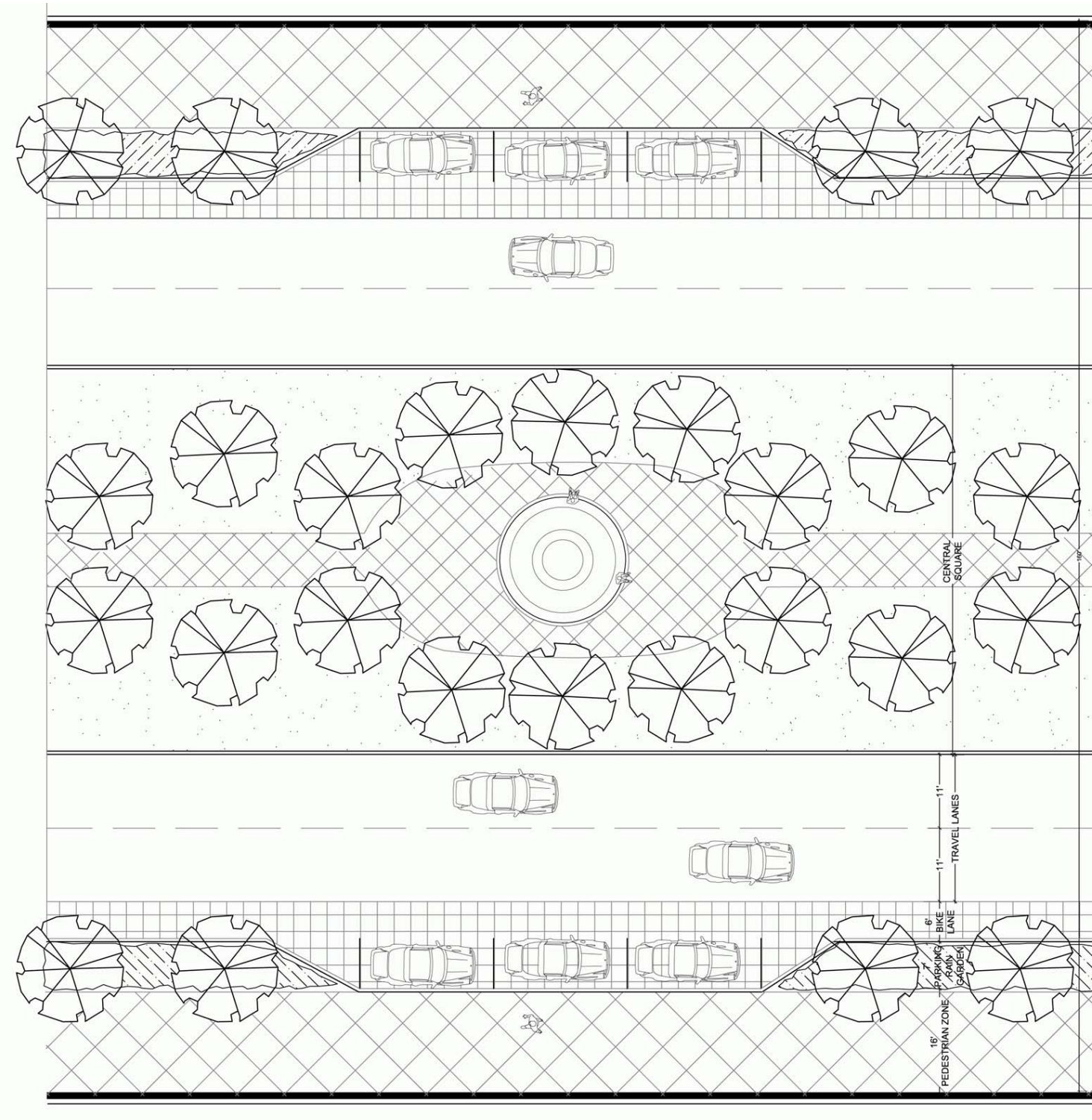
**Phase III Improvements (160' Right-of-Way)**

**Town Center—State Route 28 Plan View R.O.W. 160'**

This design concept addresses the corridor's greatest width in the downtown village sub-area. The challenge is to hold the design of the village together despite the large R.O.W.

This design concept takes advantage of the large R.O.W. and creates a community park within an expanded island. The plan shows a planted sitting area with a central fountain, that would provide a gathering place for pedestrians and an identifiable gateway to the downtown village.

A bike lane is shown adjacent to clustered on street parking separated with street tree planting bump-outs. Pedestrians are separated from moving traffic with parked cars or planting.



**Goshen Road Conceptual Phase I Streetscape Plan**

This streetscape illustration depicts a conceptual plan for the Phase I streetscape improvements to Goshen Road within the Town Center District. The overall goal is to construct a level of streetscape improvements that will create an immediate visual impact and set the tone for future development within this district. Another primary goal of this effort is to seek value added streetscape solutions to maximize the positive aesthetic impact while minimizing the total construction cost.

**Goshen Road Streetscape Concepts**

The plan calls for the construction of landscaped center medians on both sides of Goshen Road. Providing traffic site distance is not compromised, there may also be the opportunity for small scale identification signage to be placed in one or more of these median areas.

Street tree plantings are shown along Goshen Road within a grassy planting yard area between the edge of pavement and future sidewalks on both sides of Goshen Road. Pedestrian oriented crosswalks are proposed at the specified locations utilizing a textured pavement design and construction.

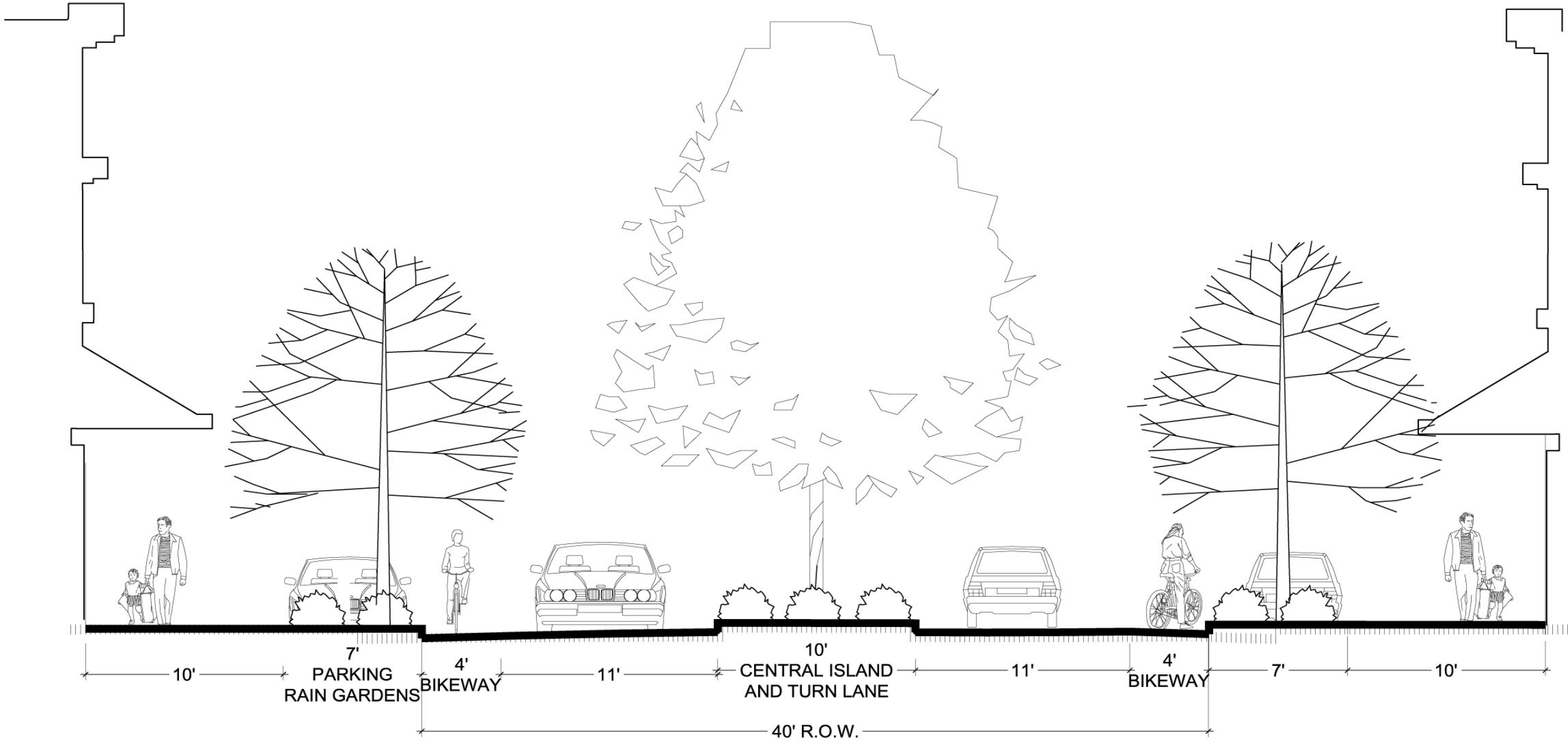


Goshen Road Streetscape Concepts

Town Center—Goshen Road Streetscape Section R.O.W. 40'

To accommodate a median within the narrow right-of-way, a building line would be implemented this line would set the location of the front face of new buildings along Goshen Road to allow space for parallel parking, sidewalks and pedestrian friendly streetscape improvements outside of the narrow right-of-way.

This plan represents a potential built-out scenario in terms of streetscape improvements. It is suggested that the streetscape improvements be implemented using a phased approach and concentrating on value added streetscape design and construction strategies. A conceptual Phase I Streetscape approach is found on Page 26 of this Plan.



### Agricultural Preservation District Overview

The Agricultural Preservation District features a predominantly rural character with a minimal occurrence of development activity. This district features a mix of both small and large scale agricultural based farming uses and low density single family residential development situated on large lots.

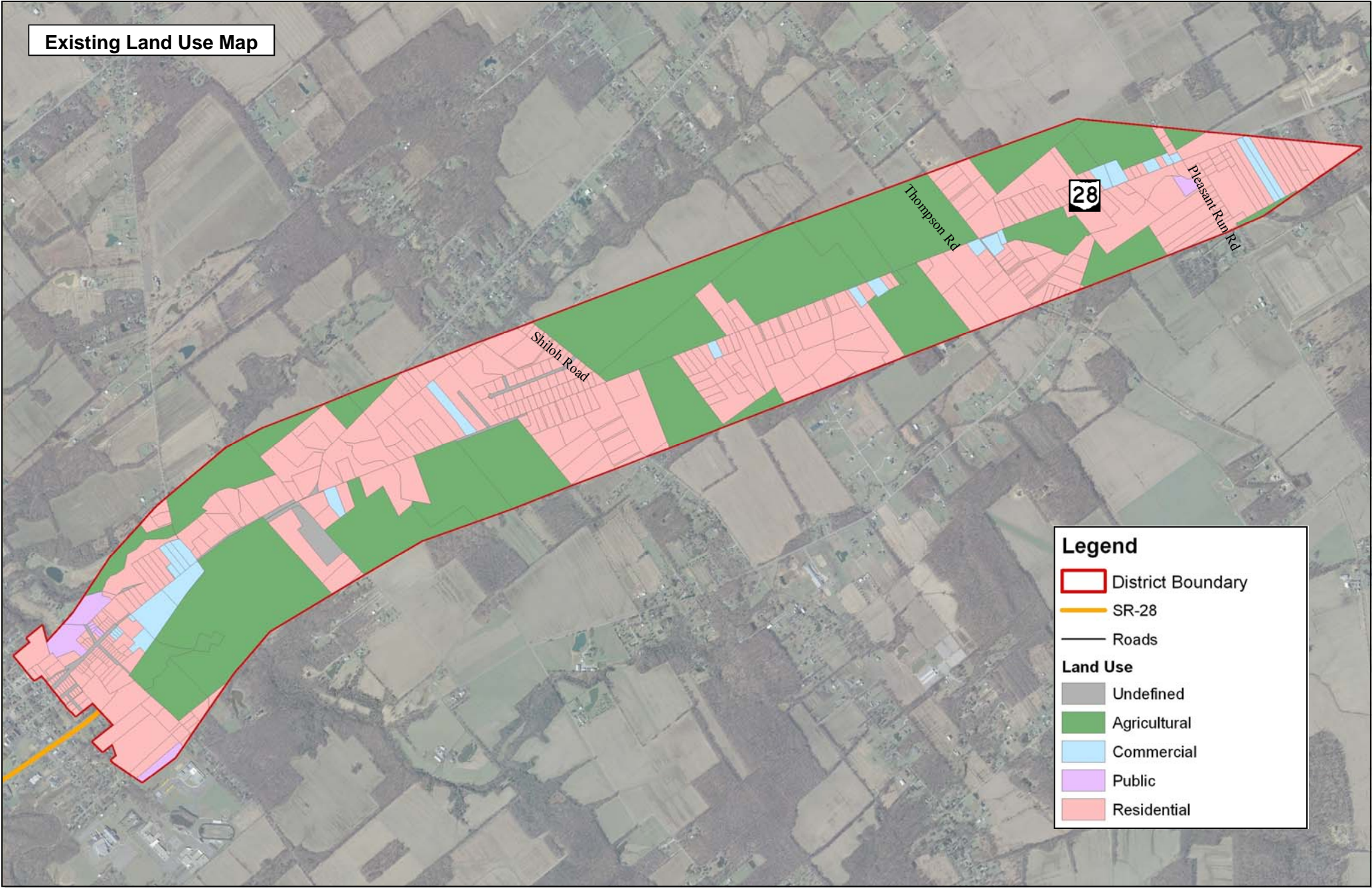
Currently, the majority of this study area is not served by public water service or public sanitary sewer service. Therefore, development is largely limited to low density residential development or agricultural operations that meet the Clermont County requirements for on-site sanitary sewer systems.

Traffic volumes begin to taper off once entering this study area traveling eastward along State Route 28. However, overall traffic volumes remain relatively constant along State Route 28 in this study area because this roadway serves as a primary access route to Interstate 275 for many travelers residing and working in the outlying communities in nearby Warren County and Clinton County.

#### Land Use & Zoning Observations

This district is zoned primarily agriculture with isolated pockets of General Business District zoning located in and around roadway intersections and one area of Medium-Low Residential District bounded by State Route 28, State Route 122 and Pleasant Plain Road. The residential land uses are single family style homes situated on a mix of both large lots with deep setbacks from State Route 28 and smaller, more suburban style residential lots.

This study area contains several medium and large scale agricultural based land uses situated along or adjacent to the corridor roadway. Most of these agricultural operations are adequately spaced and buffered from adjacent residential land uses. There also exists isolated instances of small scale (non-agricultural) commercial business operations that have located in the study area. Expansion of commercial land opportunities in this study area should be discouraged in favor of preserving the rural character of the study area.



*Visual Analysis of Existing Conditions*



## Agricultural Preservation District

### Future Land Use Recommendations

At the present time, it is the intent of the future land use plan for this study area to provide for the preservation of the existing low density and agricultural landscape. Public utilities only service a small portion of this study area located near the Town Center district. Therefore, it is unlikely any new development would occur with the existing status of public utility service.

The Township should adopt a Capital Improvement Plan (CIP) outlining the future development of public utility service in this area. Any proposed expansions to water or sanitary sewer services should be studied closely to eliminate the possibility of sprawl-like development patterns. The Township may wish to examine the Township future land use map for this area to ensure the proper land low density residential and agricultural land use designations are in place.

### Agricultural Preservation Zones

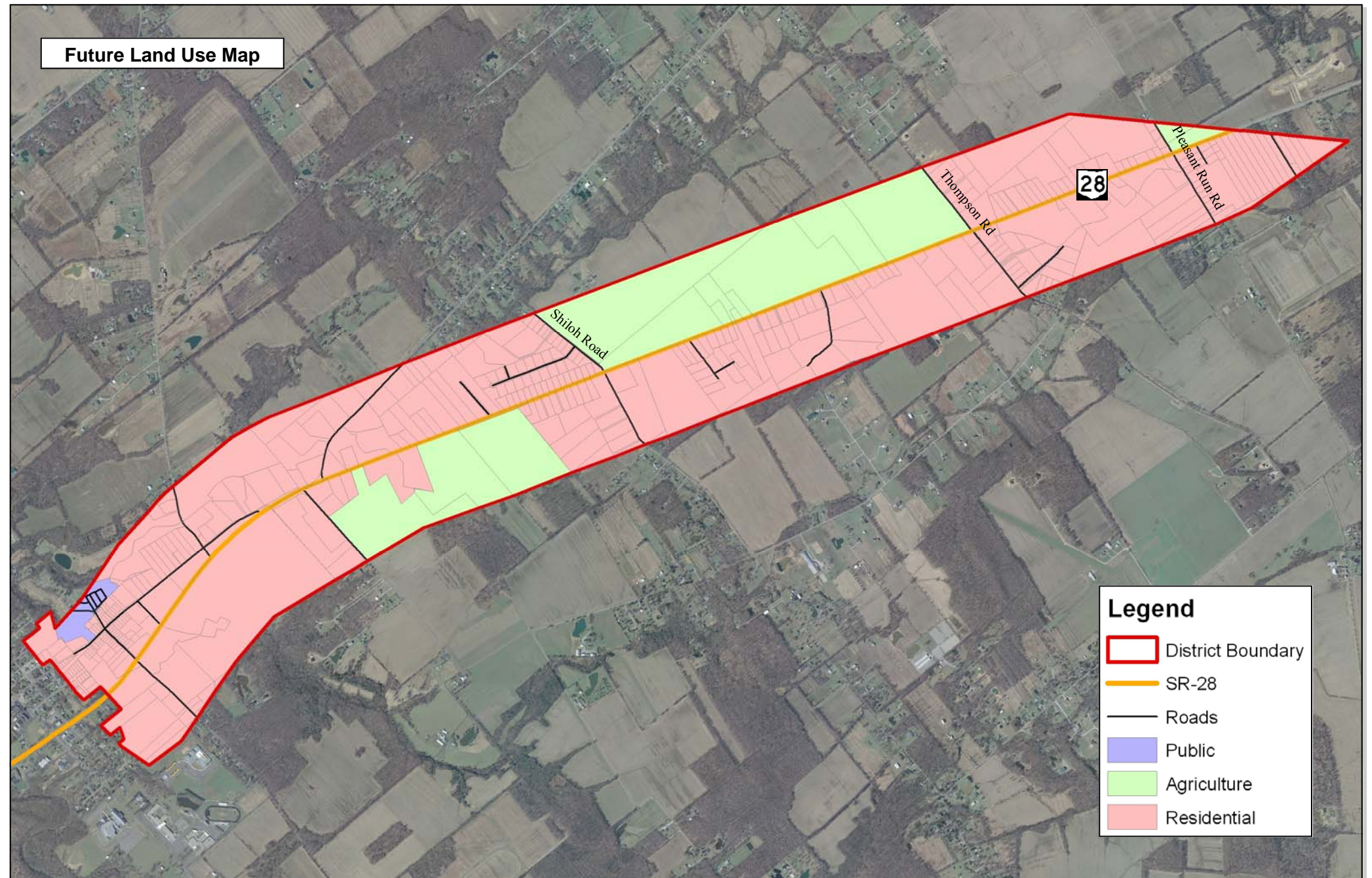
**The Township may explore aggressive agricultural preservation techniques if it is the desire of this area to retain a mostly rural character and form.** Agricultural preservation zoning is different from a typical agricultural district in a municipal zoning ordinance. Its intent is to support and protect farming by stabilizing the agricultural land base. This is done by designating areas where agriculture is the desired land use and discouraging other types. It places strict limits on the amount of development that is allowed to occur and attempts to retain the farm as a whole tract.

Agricultural Preservation Zoning prevents land uses that are incompatible with farming such as uses that would create excessive traffic, pollution, or consume large areas of farmland. Examples of such uses include quarries, landfills, airports, and golf courses. Agricultural preservation zoning generally permits non-farm dwellings, but their numbers are strictly regulated.

Uses that are typically allowed in agricultural preservation zoning districts are listed below:

#### Permitted Uses

1. Agriculture
2. Horticulture
3. Forestry
4. Farm Dwellings
5. Low Density Single Family Detached Dwellings
6. Public Uses - parks, township facilities, greenways
7. Home Occupations
8. Wildlife refuges, fish hatcheries



### Visual Analysis of Representative Future Land Uses

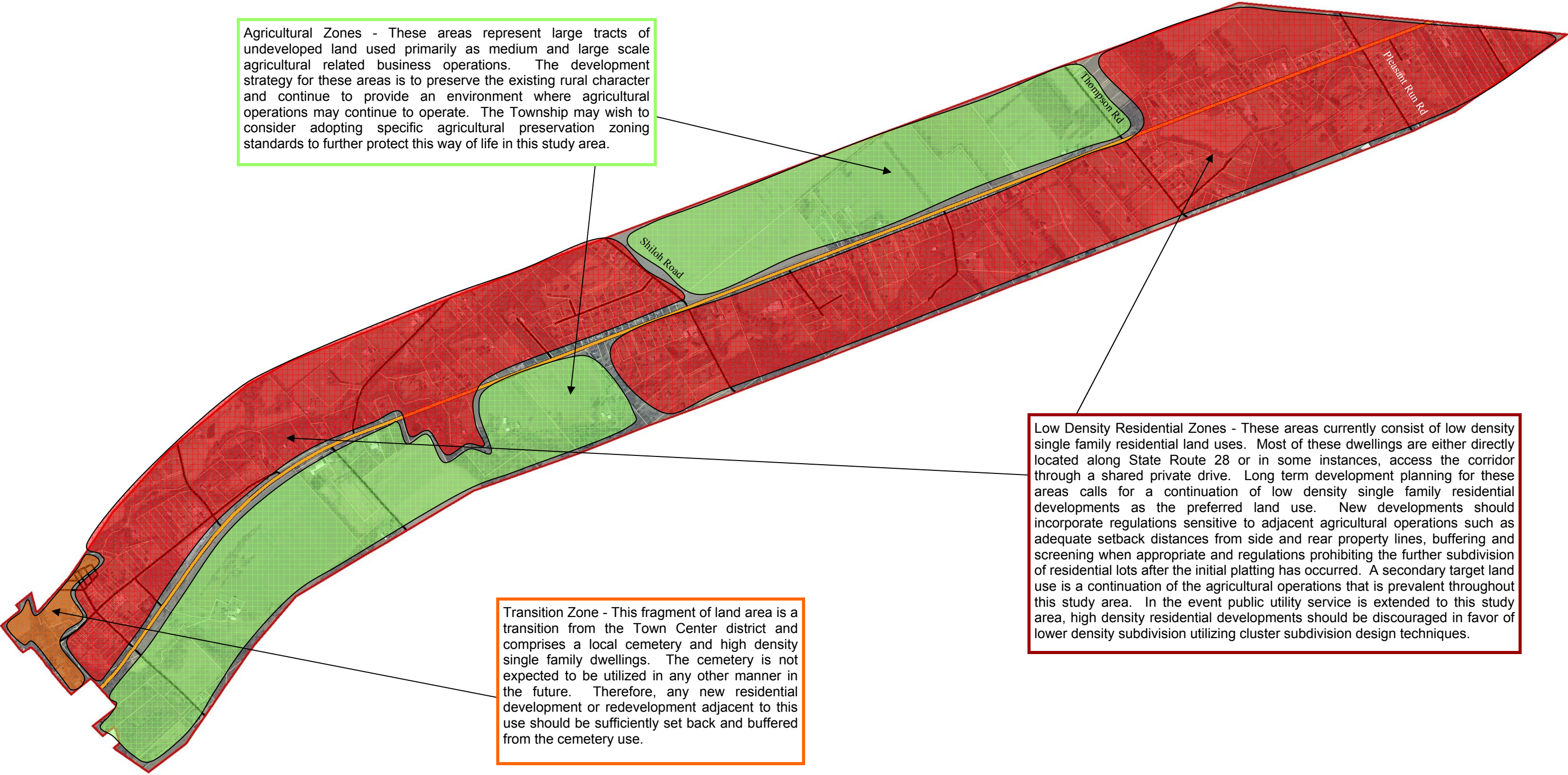


**Agricultural Preservation District  
Development Opportunities**

Agricultural Zones - These areas represent large tracts of undeveloped land used primarily as medium and large scale agricultural related business operations. The development strategy for these areas is to preserve the existing rural character and continue to provide an environment where agricultural operations may continue to operate. The Township may wish to consider adopting specific agricultural preservation zoning standards to further protect this way of life in this study area.

Transition Zone - This fragment of land area is a transition from the Town Center district and comprises a local cemetery and high density single family dwellings. The cemetery is not expected to be utilized in any other manner in the future. Therefore, any new residential development or redevelopment adjacent to this use should be sufficiently set back and buffered from the cemetery use.

Low Density Residential Zones - These areas currently consist of low density single family residential land uses. Most of these dwellings are either directly located along State Route 28 or in some instances, access the corridor through a shared private drive. Long term development planning for these areas calls for a continuation of low density single family residential developments as the preferred land use. New developments should incorporate regulations sensitive to adjacent agricultural operations such as adequate setback distances from side and rear property lines, buffering and screening when appropriate and regulations prohibiting the further subdivision of residential lots after the initial platting has occurred. A secondary target land use is a continuation of the agricultural operations that is prevalent throughout this study area. In the event public utility service is extended to this study area, high density residential developments should be discouraged in favor of lower density subdivision utilizing cluster subdivision design techniques.



**Agricultural Preservation District**

Policies should be developed to encourage a balanced development approach to preserve the existing scenic quality viewed from Route 28. Existing fields should be preserved to maintain Goshen's scenic rural quality.

**Design Guidelines for this District:**

- Protect rural beauty existing along road frontages
- Screen new development from the roadway using native planting buffers
- Protect historic features natural or manmade.

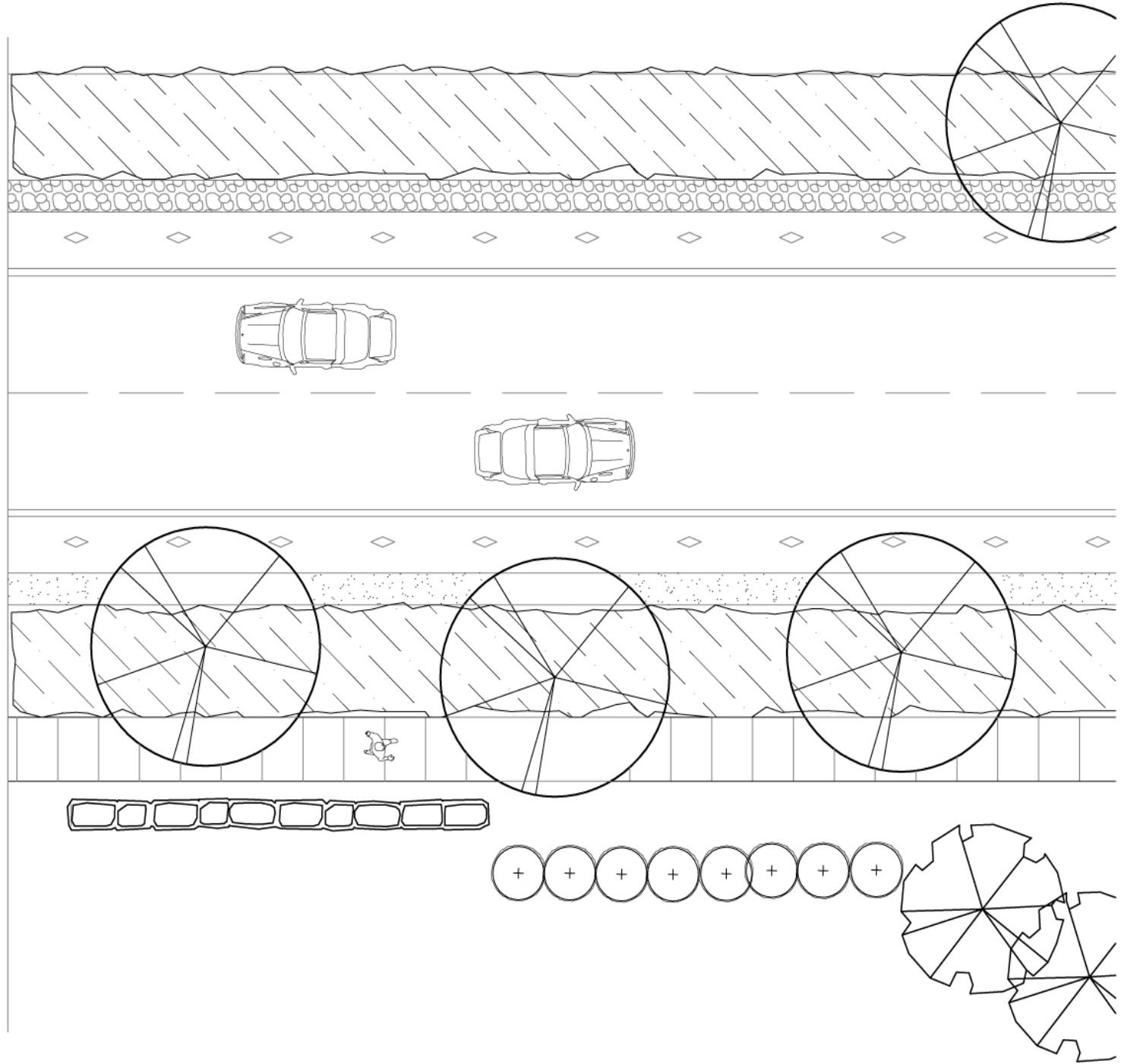
**Conservation Zone**—areas of environmental beauty or sensitivity that should be preserved.



*Agricultural Preservation District design recommendations need to provide alternatives to an automobile-dominated development that increasingly threatens the unique character of rural communities throughout Ohio. Balanced growth will consider preservation of Goshen's rural character as a guide to development. (Note the pedestrian).*

**Agriculture Preservation District—State Route 28 Plan View**

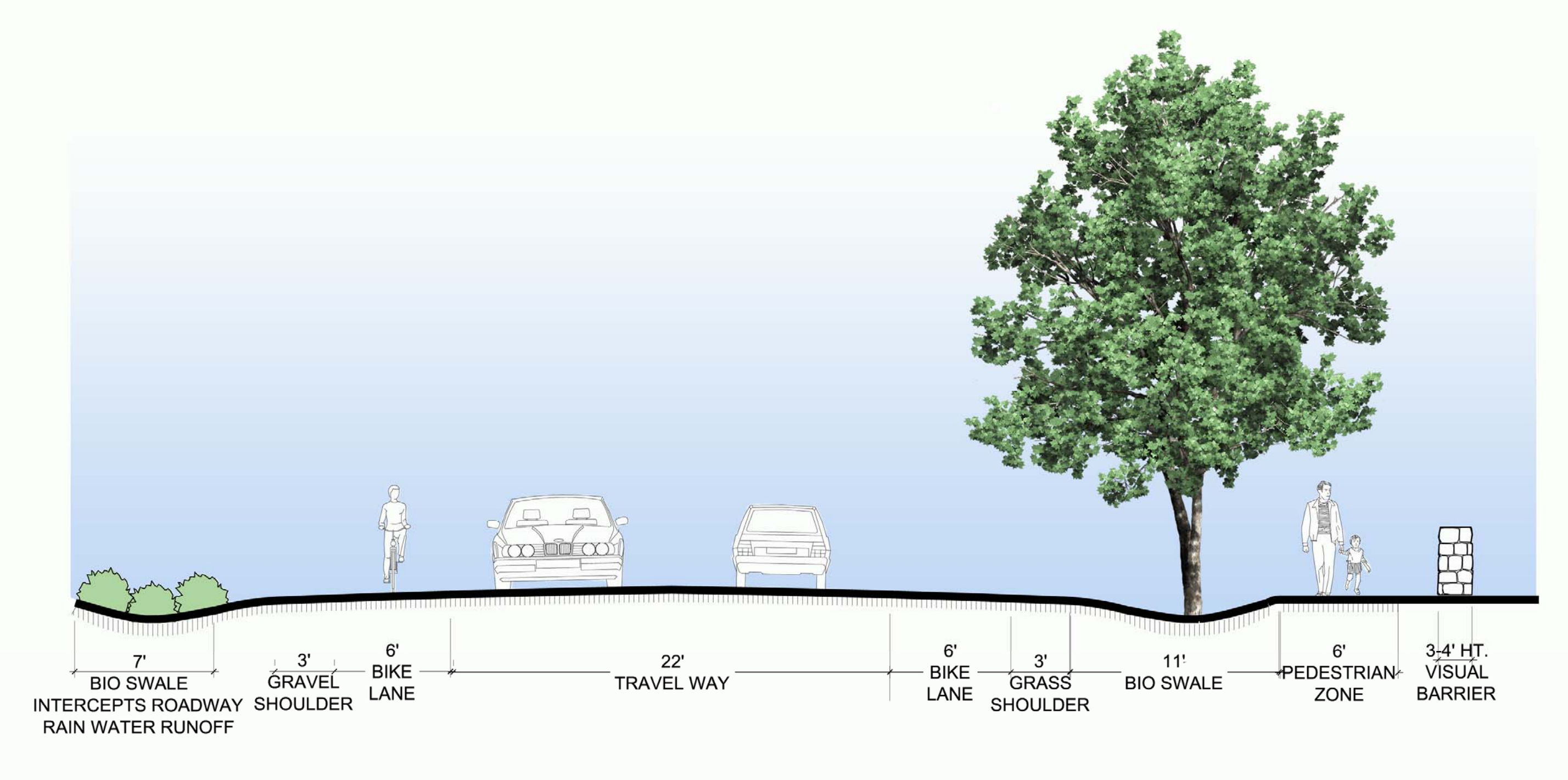
Bike Lanes and sidewalks should provide a continuous alternative to the roadway. The addition of bioswales along the roadway help to create a natural screen while treating roadway runoff. Decorative fencing or walls should be considered for new developments fronting along State Route 28.



**SR 28 Streetscape Concepts**

**Agricultural Preservation District—State Route 28 Section View**

Bike Lanes and sidewalks should provide a continuous alternative to the roadway. The addition of bioswales along the roadway help to create a natural screen while treating roadway runoff. High quality stonewalls can be part of a buffer plan to screen future areas of development.





**Establishing The Vision**

The design of the Route 28 corridor is essential to the future of Goshen. By controlling the image of Goshen along the 28 corridor the township will be able to determine the character of Goshen's future, and guide its development. Route 28, formerly Wooster Turnpike, is the front door to Goshen and is vital to the everyday life of Goshen. The guidelines that follow provide a development strategy to help the town balance the quality of the rural lifestyle with the Town's need to grow. These Design Guidelines present design strategies that should be used in future site specific design projects. The guidelines promote a safe and healthy communities and describe elements that can make Goshen a safe, attractive, healthy and economically viable community,- a livable community.

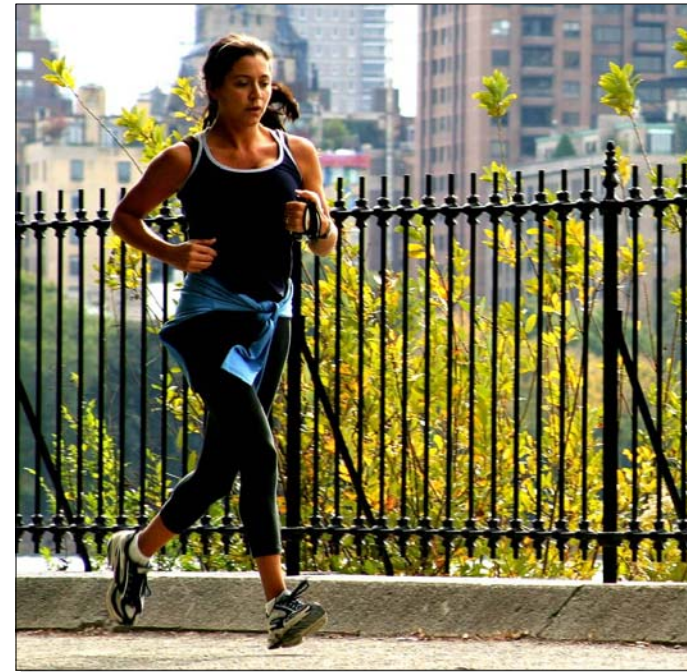
**The Goals:**

**A livable community** values the social needs of people. By building neighborhoods where people have the opportunity to walk, interact and observe each other in a safe and comfortable environment it is possible to build a community that fosters personal connections between residents and their community. Neighborhoods with these qualities are socially successful places where people want to live, or to visit and meet others. Social success brings economic vitality.

**A Healthy Community**

The consequences of a sedentary lifestyle have become a pressing public health problem. The design of sprawling communities constructed over the past 50 years has had a negative impact on public health by encouraging the use of automobiles at the expense of our overall health. Research has shown a link between the dramatic increases in overweight type 2 diabetes (and other conditions) to the increased time spent in our cars. Communities have begun to understand that design has an impact on public health and that it is possible to improve public health by providing opportunities for residents to integrate walking and biking into their daily life. A community that offers safe transportation options: walking, biking, bus, and rail, offers additional health benefits to its residents: by demonstrating that it values the independence of all its residents at all ages.

Goshen can start building a community that increases the overall health of its residents; fights obesity, type 2 diabetes, and the community's reliance on the automobile by building a pedestrian oriented streetscape and planning for pedestrian connections to future development.



**Environmental Assessment:**

The environment is a complex web of creatures, cycles and elements that support life. Goshen's rich rural environment is what draws new residents to the Township. Unplanned development can interfere with natural processes: destroying breeding areas, habitat or interfering with the water cycle. Of course all approved development should respect the environment, and the Township should require developers to use construction materials and methods that will have the least environmental impact, but before rich environments are lost, the Township should have an Environmental Assessment performed to better understand which sites are the most ecologically important to preserve.

**The Elements of Creating a Streetscape**

A successfully designed streetscape becomes possibly the most identifiable public open space within a town. The street zone begins at the face of building, and includes street trees and buffer landscaping; it extends to on street parking and may include public transit elements, seating areas and outdoor dining. The streetscape provides a clearly defined comfortable and continuous travel corridor for pedestrians. It may also include amenities like public art, street furnishings, plazas and courtyards; items of historical significance or cultural references add another level of richness and meaning for residents and visitors.

**The Streetscape**

A successfully designed streetscape becomes possibly the most identifiable and vital public open space within a town. It is important to remember that the streetscape is a valuable community open space, linking and supporting the economic and social elements along its length. A safe and attractive pedestrian space is fundamental to the successful streetscape. The street zone begins at the face of building, and includes street trees and buffer landscaping; it extends to on street parking and may include public transit elements, seating areas and outdoor dining. The streetscape provides a clearly defined comfortable and continuous travel corridor for pedestrians. It allows pedestrian access to the same destinations as the roadway for automobiles. The streetscape insulates pedestrians and adjacent properties from the traffic and noise of the street and provides a recognizable identity to its community.

**Building Architecture**

Buildings create a backdrop to the action on the street and contribute a scale to the streetscape. It is important to identify maximum and minimum building heights and building setbacks and to have determined the streetscape and its requirements prior to the construction of buildings to insure that a pedestrian friendly background to the corridor is developed.

**Sidewalk Pavement Design**

Pedestrian pavement design provides visual cues for the use of the pedestrian space and reinforces the activity along the pedestrian corridor. Details in pavement and materials can provide a hierarchy to the streetscape. Paving patterns can suggest areas to define a safe crossing zone, a place to rest, or define a zone for window-shopping.



Public Seating



Trash Receptacle



Bicycle Rack



Street Lights

**Streetscape Furnishings**

The addition of site furniture on a streetscape makes the environment more comfortable. Street furnishing also promote safety by encouraging people to sit and observe the action on the street, the presence of benches, trash receptacles and pedestrian lighting provides a indicate that drivers should be prepared to share the street with pedestrians.

Town Center standard furnishings should be selected and incorporated into public places, streetscapes, and parks and furnishings should be designed to resist weather, wear and vandalism.

The best places to locate benches are those places that provide an overall view of the action while feeling protected. Locating benches against buildings or backed by hedges. Benches should be oriented toward the sidewalk or perpendicular to it. Grouping benches in a L-shaped arrangement will encourage conversation.

Trash receptacles- a closing trash receptacle should be selected to coordinate with the benches selected. Trash receptacles should be located along the street near food vendors and benches.

A Town Center standard for pedestrian scaled street light fixtures and poles should be selected.



*These renderings illustrate the scale and context sensitive design elements targeted for the Town Center District.*

**Pedestrian Connectivity**

As the area around the Route 28 corridor is developed and additional housing communities are proposed, it is important for Goshen to continue to promote the concept of a healthy community by encouraging the development of pedestrian and bikeway connections between new housing areas and community services.

New street configuration is of prime importance when promoting pedestrian connectivity. Town design standards for housing developments should reject the suburban street pattern of cul-de-sacs and arterials common of suburban developments of the 60's and 70's. This type of community is designed to provide few linkages and is a pattern that encourages driving. Goshen should encourage the development of an interconnected street system, reminiscent of old towns and villages with pedestrian connections to shopping, school, town facilities and adjacent neighborhoods.



**Planning for Multi-Model Transportation Elements**

**Bike Lanes**

A designated portion of the roadway 4'-6' in width, provide continuous markings.

- One way with the flow of auto traffic.
- Provide bike lane connections to schools, shopping and neighborhoods to encourage bicycle use.
- Consider areas for bike parking or shelters at a central village destination and transit stops.

**Intersections**

- Pedestrian crossings should include a signal as well as striped street markings with a 5' band of material changes prior to the crosswalk to warn drivers.
- Provide pedestrian push buttons and signal heads at all signalized pedestrian intersections
- Avoid striping crosswalks at unsignalized intersections with inadequate site distance.



**Intersections of driveways**

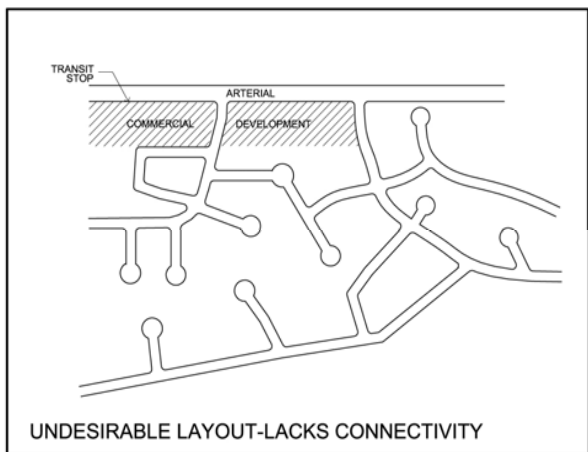
- Minimize curb cuts
- Require narrow openings for driveways to encourage drivers to slow down
- Use high quality materials for paving and curbs

**Roadway surface**

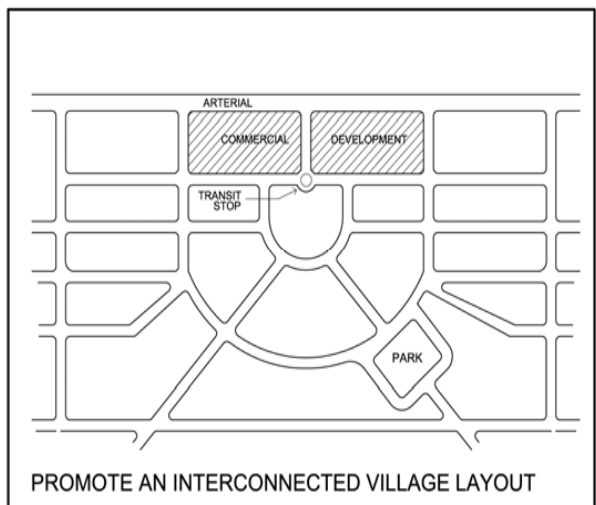
The roadway material communicates information to pedestrians and drivers; changes in paving materials highlight a zone of special activity for drivers and will help to regulate vehicular speed and calm traffic. Pavement changes for crosswalk areas and can provide information to drivers that they should expect to share the roadway with pedestrians.

**Roadway Speed**

The higher speeds along all of Route 28 allow for an ease of vehicular movement at the expense of pedestrian quality. With parking lots lining its frontage, the current Route 28 presents an alienating, vehicle dominant environment. This should be reversed, and traffic slowed if any portion of Route 28 is to be successfully redeveloped as a pedestrian friendly commercial downtown village. Roadway speed should be reduced in a limited downtown village zone to match the development goal. Traffic calming in selected areas will invite more pedestrians.



*This type of community provides few linkages and is a pattern that encourages driving.*



*An interconnected street system, reminiscent of old towns and villages encourages pedestrian activity.*

**Corridor Fencing and Pedestrian Barriers**

**Low Walls**  
 The use of high quality materials along the corridor is important to the image of the Township. Stonewalls should be of a limestone and they should be encouraged for retaining, and as part of a buffer or screening plan.

**Fences and Gates**  
 Should be made of wood pickets or wrought iron. Fences may have wood, brick or stone posts and may be placed as a topper above a brick or stonewall. Fences should be a traditional design and should not exceed 3'-6" along the front property line.



Corridor Fencing Option



Town Center Fencing Option



Town Center Fencing Option

**Traffic Calming - Design elements that visually communicate slower speeds to drivers:**

- A gateway indicates to drivers that they are entering a special area of town.
- A narrowing or perceived narrowing of the ROW.
- Buildings close to the roadway and oriented toward it
- Avoid parking lots in the front yard of buildings.
- A strong well-designed streetscape
- Minimized side yard setbacks between buildings on the corridor to increase the perceived density.
- Street trees –provide a perceived narrowing to the ROW
- A planted median
- Parallel parking along the street edge
- Pavement changes at cross walks
- Street furnishings
- Pedestrian scaled light fixtures



This photo represents a combination of both raised crosswalks and the addition of parallel on-street parking as traffic calming devices.



Shown above is a traffic circle. These designs provide for both traffic calming and present opportunities for landscaping and signage projects



This photo illustrates the use of brick pavers to create a raised crosswalk. This provides for both traffic calming and adds an important streetscape element.

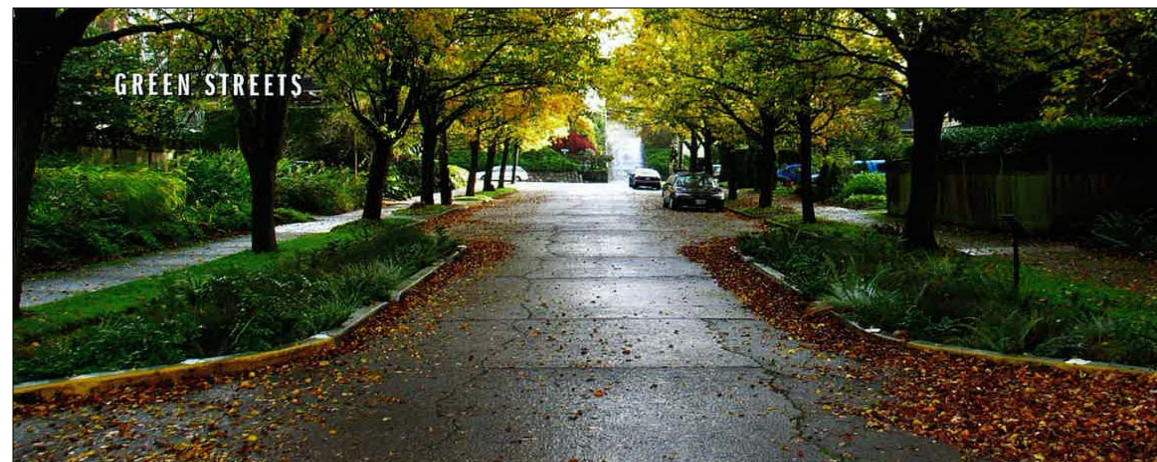


- Bioswales can also be designed within medians.

## Green Streets

Street trees are an important part of community identity and an essential element of a livable street. They can also be part of a system of storm water management, reducing the amount of rainwater introduced into piped storm systems. During a rainfall event, trees are able to intercept rainwater with their leaves and delay the amount of rainwater meeting the pavement, reducing runoff volumes and rates of peak flow. Trees planted in a streetscape with bioswales can also be used to absorb stormwater runoff and promote rainwater infiltration into the soil. By catching and infiltrating runoff and diverting it from the stormwater system, bioswales actually improve water quality and reduce the level of pollutants in streams.

Bioswales should also be considered for the planted islands within parking areas where suitable trees shrubs and perennials can be used in rain gardens to clean and intercept runoff before it enters streams. (See parking lot design)



- Here the green bump-outs collect rainwater from the street reducing the amount of overland flow and removing pollutants before the water enters the sewer system.

## Street Tree Plantings

Street trees are essential to the beauty comfort and safety of a street. Street trees help to define the pedestrian zone and separate it from the vehicle travel way, they provide tranquility by creating a sense of enclosure and contribute a human scale to the street. Visually, streets with large trees provide a comfortable and inviting corridor, cooling pedestrians and buildings in the summer, they also improve air quality. Street trees provide identity and prestige to their street. It's also interesting to note that crime levels in communities are lower when there are extensive street tree systems and well-landscaped parks.

## Street Tree Planting Guidelines

- Create a continuous canopy of large shade trees (see recommended list). Space trees 15'-25' on center depending on the species.
- 3" cal. min. size B&B at installation
- Use several different trees species. These can alternate in clusters, not necessarily by tree.
- Consider using trees to reduce stormwater runoff. (See Green Streets).
- Select tree species that provide a minimum of 7' headroom at installation
- Provide a 5'x5' planter area where possible, a 3'x3' is acceptable if it is possible to allow for the tree root corridors to be designed to extend under paving.

### Recommended Street Trees-

Princeton Elm (*Ulmus americana* 'Princeton')  
 Liberty Elm (*Ulmus americana* 'Liberty')  
 Lacebark Elm 'Allee' (*Ulmus parvifolia* 'Allee')  
 Lacebark Elm 'Athena' (*Ulmus parvifolia* 'Athena')  
 Lacebark Elm 'Milliken' (*Ulmus parvifolia* 'Milliken')  
 Japanese Pagoda Tree (*Koelruteria paniculata*)  
 Japanese Scholar Tree (*Sophora japonica*)  
 Ginko (*Ginko biloba*)—male only  
 Japanese Zelkova 'Village Green' (*Zelkova serrata* 'Village Green')  
 Thornless Honey Locust (*Gleditsia triacanthos inermis*)  
 Willow Oak (*Quercus phellos*)

**Architectural Design Guidelines**

Buildings create a backdrop to the action on the street and contribute a scale to the streetscape. It is important to identify maximum and minimum building heights and building setbacks and to have determined the streetscape and its requirements prior to the construction of buildings to insure that a pedestrian friendly background to the corridor is developed.

- Buildings should be located close to the street along the building line in the Town Center District.
- Proposed and renovated buildings should have major entrances, windows and frontages oriented toward street and pedestrian ways.
- Street facing facades should be designed with traditional pedestrian scaled doors and large windows to allow for window-shopping. The intention of large pedestrian scaled windows is to create a relationship between people and the vendor; windows shall not be opaque or highly tinted. Photos, or advertisements that prevent views into the shop or traditional storefront display should not be permitted.
- Parking lots should be located behind buildings (See Parking Lot Design)
- Additional clearly articulated entrances should be located off of the rear parking areas
- Care should be taken to control the scale of buildings since the buildings define the scale of the streetscape.
- New buildings, new additions or renovations should respect the tradition of Goshen's historic architecture in scale, colors and building materials. Examples of Goshen architectural traditions can be found in the neighborhood west of route 28 at Goshen Road.
- The addition of a larger building mass can be created by combining a rhythm of smaller scaled forms compatible with the scale of the buildings of the historic core.
- Using overhangs and awnings attached to the front façade to shelter window shoppers is encouraged to create a human scale.
- Flat roofs without a decorative parapet or cornice elements should not be permitted
- Trademark or themed buildings should be discouraged.
- Blank walls along the street frontages should not be permitted



*Suggested Exterior Materials for New Buildings*



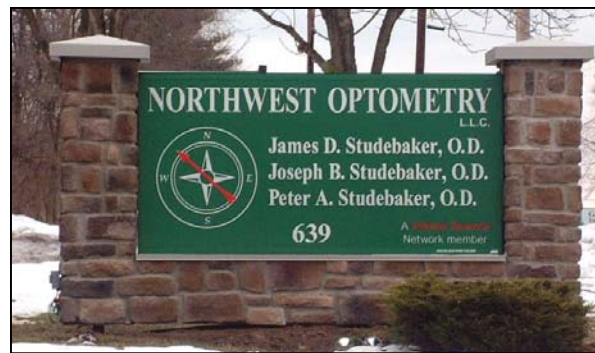
## Signage

Signage provides impact to the street it can clarify and reinforce a location or it can clutter and disrupt the quality of a streetscape and distract drivers. Good signage rewards both the street design and businesses.

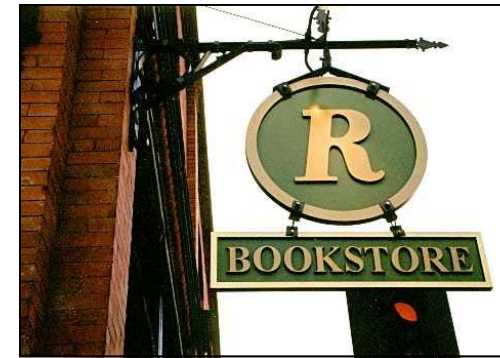
Consider the following recommendations:

- Signs should be made from high quality natural materials, wood is recommended, background and lettering colors should be selected to harmonize with the historic colors of the village core.
- One freestanding directory sign should be permitted per lot with a maximum height of 7' above the finished grade. The directory sign should include an area of 6 sq. ft. for the name of the building and 4 sq ft of area for each business name.
- Additional freestanding signage should be allowed by special permit only and should be subject to design review. The maximum allowable size for this signage should be 28 sq. ft with a maximum height above finished grade of 7'.
- All freestanding signage should be located at 90 degrees to the roadway and should not be located within the public right-of-way.
- Projecting and wall signs are limited to one per business. Signs and their mountings should be hung at a 90 degree angle to the front face of the building and allow for a 10' minimum clearance above pedestrian areas or a 15' clearance above driveway areas, they should project no more than 10" from the face of the building. Wall signs should be .75 of the lineal front face length (in feet) of the building or storefront with a maximum of 30 sq. ft. of sign face area.
- Wall signs should respect the height of neighboring signage (if compliant with these recommendations) and strive to create a consistent line.
- Awning signs are limited to one per business with a maximum area of 8 sq. ft. Awning and signage colors should be consistent throughout a development.
- Light spray should be controlled and limited to the sign area.
- Neon, flashing or strobing or any moving lights are not permitted

Ground Mounted Signs



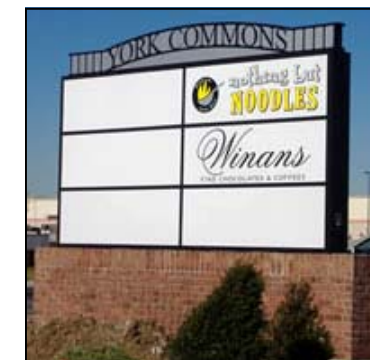
Projecting Wall Signs



Multi-Tenant Signs



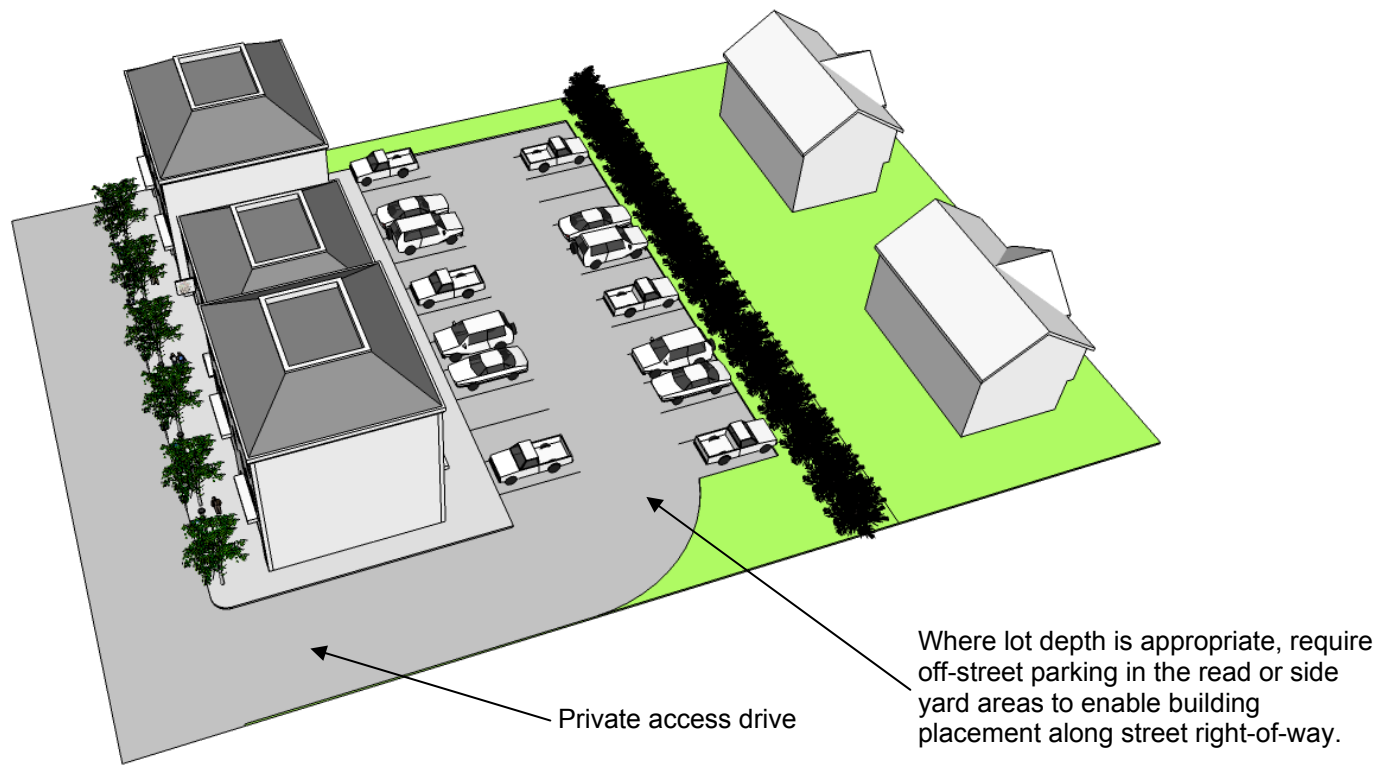
Wall Mounted Channel Signs



**Parking Lot Design**

Locating parking lots along the right-of way destroys the sense of a pedestrian corridor. To avoid parking lots from dominating the view along Route 28, parking should be developed behind future buildings along the corridor. It is also recommended that these future lots be encouraged to share parking with neighboring uses. Shared parking within mixed use buildings allow for an overlapping parking requirement since each building will not utilize 100% of the parking at any one time. This helps to minimize: curb cuts, simplifying vehicular movement; pavement and stormwater runoff and will encourage pedestrian movement between developments.

To create a strong street corridor buildings must line the right-of-way and open areas of parking should not be permitted within the front yard. Parking lots should be discouraged along the sides of buildings and permitted only if conditions prevent the location of parking behind the building.



**Parking Lot Planting Strategy**

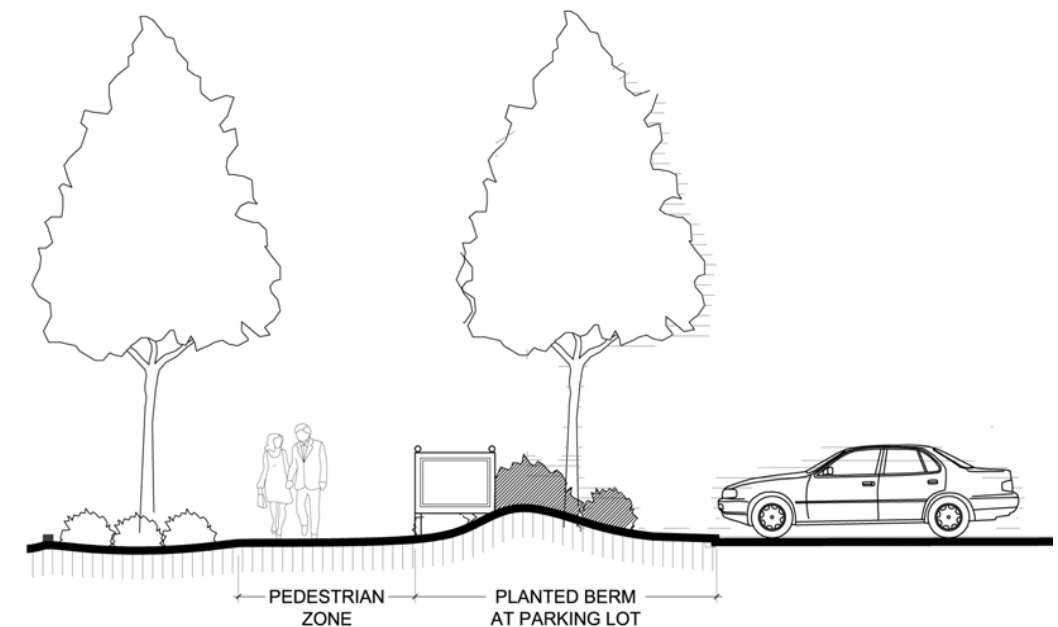
- Green Parking Lots- Rain Gardens should be encouraged as part of all off street parking areas. Island planting areas can include leak off areas of flush curb to capture runoff from parking area pavement before it enters the storm sewer. Town should require that a State of Ohio licensed landscape architect design and seal the parking layout, grading and planting of all Green Parking lots.
- 1 deciduous tree of at least 3” caliper should be provided for every 8-10 spaces of parking to shade parked cars and pavement and reduce the heat island effect.
- End islands should measure the equivalent of one parking space per row of parking and contain a minimum of one shade tree and should be provided at the ends of each parking row.
- One intermediate planted island measuring the equivalent of one parking space should be provided every 8-10 spaces.

**Parking Lot Screening**

All parking areas should be adequately screened using a mix of native trees from the list of recommended trees that follows. Evergreen trees should measure a minimum of 6-7’ in height at installation and shade trees used for screening should be of 2-1/2” minimum caliper at installation. Trees and evergreen shrubs and can be combined with other decorative fencing or screening devices to provide a minimum of 50% opacity at installation. Low berming in combination with plant material can increase the effectiveness of a planted screen (see graphic)

**Native Trees and Shrubs for Screening:**

- Native Trees:**
- Acer nigrum
  - Acer rubrum
  - Acer saccharinum
  - Acer saccharum
  - Aesculus flava
  - Betula lutea
  - Betula nigra
  - Carya codiformis
  - Carya ovata
  - Carya tomentosa
  - Celtis occidentalis
  - Diospyros virginiana
  - Fagus grandifolia
  - Gleditsia triacanthos inermis
  - Gymnocladus dioicus



Representative cross section of parking lot screening.



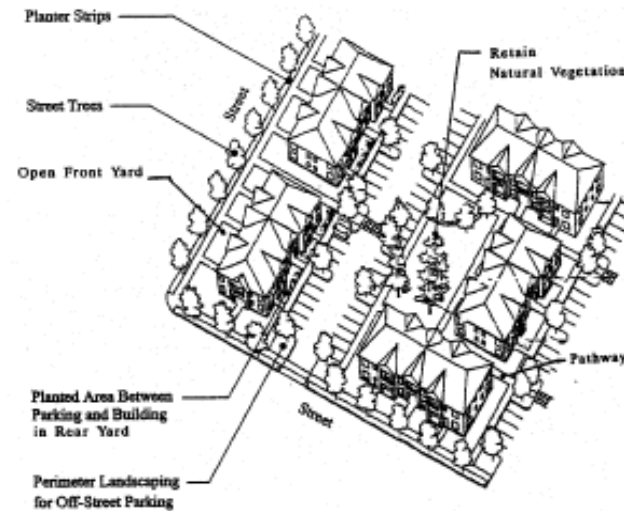
**General Design Guidelines for All Study Areas**

Three different development zones were identified: The Commercial Gateway District (Sub Area 1) - the western gateway to the Township representing the primary commercial and economic development center, The Goshen Town Center (Sub area 2) - the downtown destination zone and the Agricultural Preservation District (Sub area 3) - the rural zone along the Route 28 corridor.

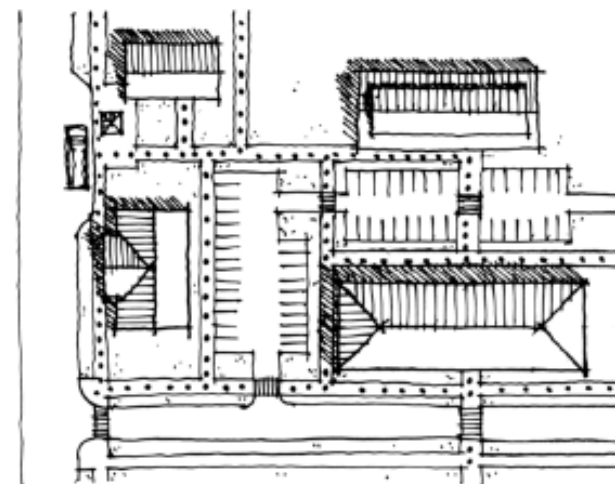
Each zone has differing urban design needs.

To create a cohesive environment there are several overriding principles that should be addressed in all three sub-areas along the State Route 28 corridor:

- All development along the corridor should be multi-modal travel and include pedestrian and bikeways. In the future, transportation options may include bus.
- All areas of existing historic significance should be enhanced and protected. Historic structures should be protected and used as design examples with special attention to the use of their materials and their scale. Elements of historic structures: doors, windows and siding should be studied as a design resource for new structures developed for the Route 28 corridor.
- Protection should be extended to the landmarks or landscapes visible from the State Route 28 corridor since fields and farms will be the first areas to experience development pressures the Township should consider providing incentives to land owners or restrictions of developments of the visual corridor if these elements of rural beauty are to remain a part of Goshen.



This illustration highlights the use of landscaping features throughout a development to create a unique and pleasant environment in which to shop or work.



This illustration depicts a multi-structured site plan featuring pedestrian connectivity between the parking zones and the buildings. This type of connectivity design should be utilized in both individual site plans and larger scale planned unit development plans.

**Commercial Gateway District**

This area was described by the marketing study as the area experiencing the overflow of development from Miami Township. Once development sites have been exhausted in Miami Township development will begin to extend into the western edge of Goshen. This will be the area identified for retailers interested in larger properties featuring State Route 28 frontage. Larger scaled buildings and larger setbacks can be used in this zone.

**Design Guidelines for the Commercial Gateway District:**

- Encourage site design that relates to the street; discourage parking between the front of buildings and the street.
- Encourage shared parking between and behind new buildings.
- Establish requirements for high quality landscape design by requiring that the Landscape Plan drawings be prepared, signed and sealed by an Ohio licensed landscape architect as part of the site plan application.
- Require continuous sidewalks to extend the pedestrian environment from adjacent residential areas and the Town Center District.
- Provide pedestrian and bicycle connections to adjacent residential areas. Plan for future pedestrian and bikeway connections to future residential neighborhoods.



Existing State Route 28 viewed within the Commercial Gateway District. Most of the existing commercial and office properties within this district feature deep setbacks with minimal or no streetscape vegetation.

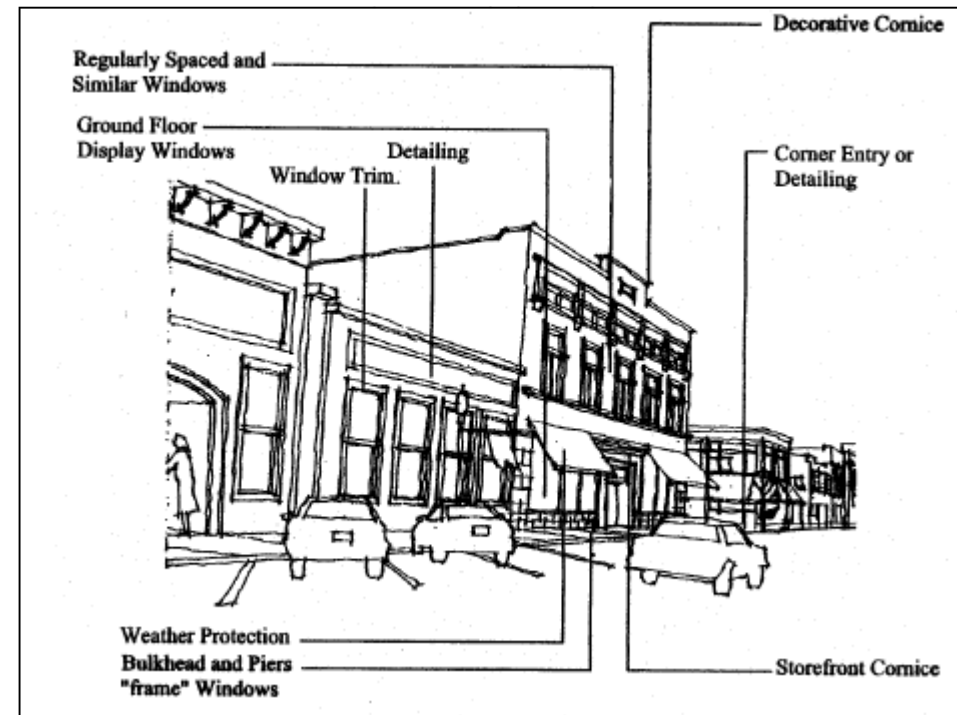
## The Goshen Town Center:

According to the market analysis, Goshen's traditional downtown and its rural character are the most important reasons new residents cite for moving to Goshen. This is important information for planning because, as described in the marketing study: Goshen must first increase the critical mass of households within its Township in order to attract future retail development. By understanding what brings households to Goshen, the township is better able to attract new residents and ultimately new retail businesses. The study also cautions that the Township beware of unrestrained development that could destroy the very character that attracts residents to Goshen. With planning, Goshen can preserve its character, continue to attract residential development and identify areas for retail development that will not interfere with the quality of life that appeals to future residents.

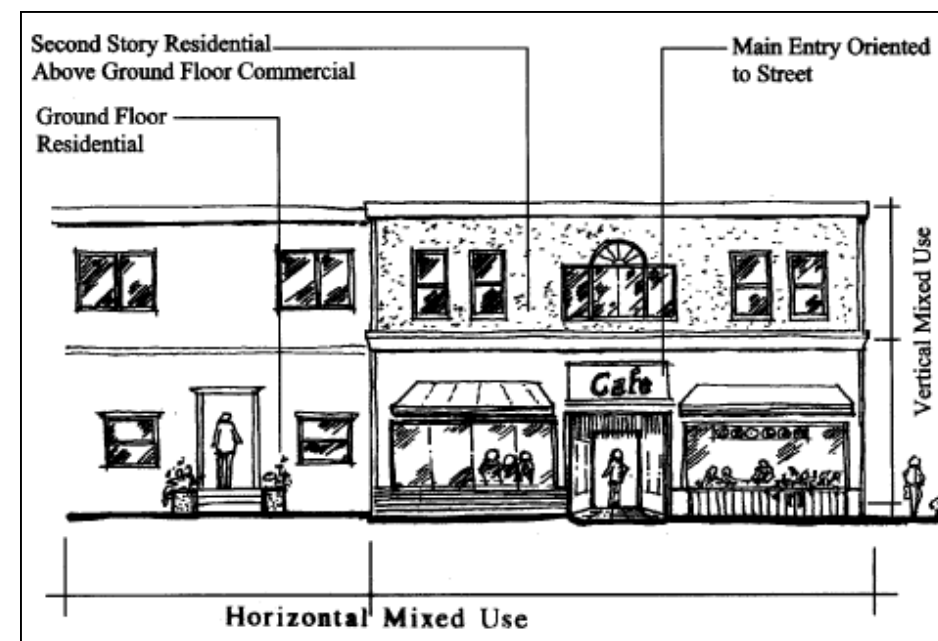
The marketing study highlighted mixed-use development as a means to revitalizing the traditional downtown while increasing residential 'critical mass'. As explained by the study: three story mixed use buildings along the downtown village core with retail uses located on the ground floor, office space on the second floor and residential space on the third floor offer a different development product that will appeal to a more diverse market. Spatially the mixed-use development keeps the village core populated at all times of the day and night. According to the study this three-pronged development opportunity will provide some much needed office space that is currently unavailable in the area.

Careful planning is necessary to balance growth and development while preserving Goshen's rural character.

The location of community services along Goshen Road directly supports the development of a downtown village core. Town Hall, the High School and Elementary school provide existing community uses that can be linked and reinforced with development of the first phase of a pedestrian system and provide the opportunity to develop a village streetscape with pedestrian character along Route 28 and Goshen Road. The proposed addition of a Community Green at the site of the elementary school to act as a gateway to reinforce the concept of the downtown.



Illustrations depicting mixed-use sub-district design objectives.



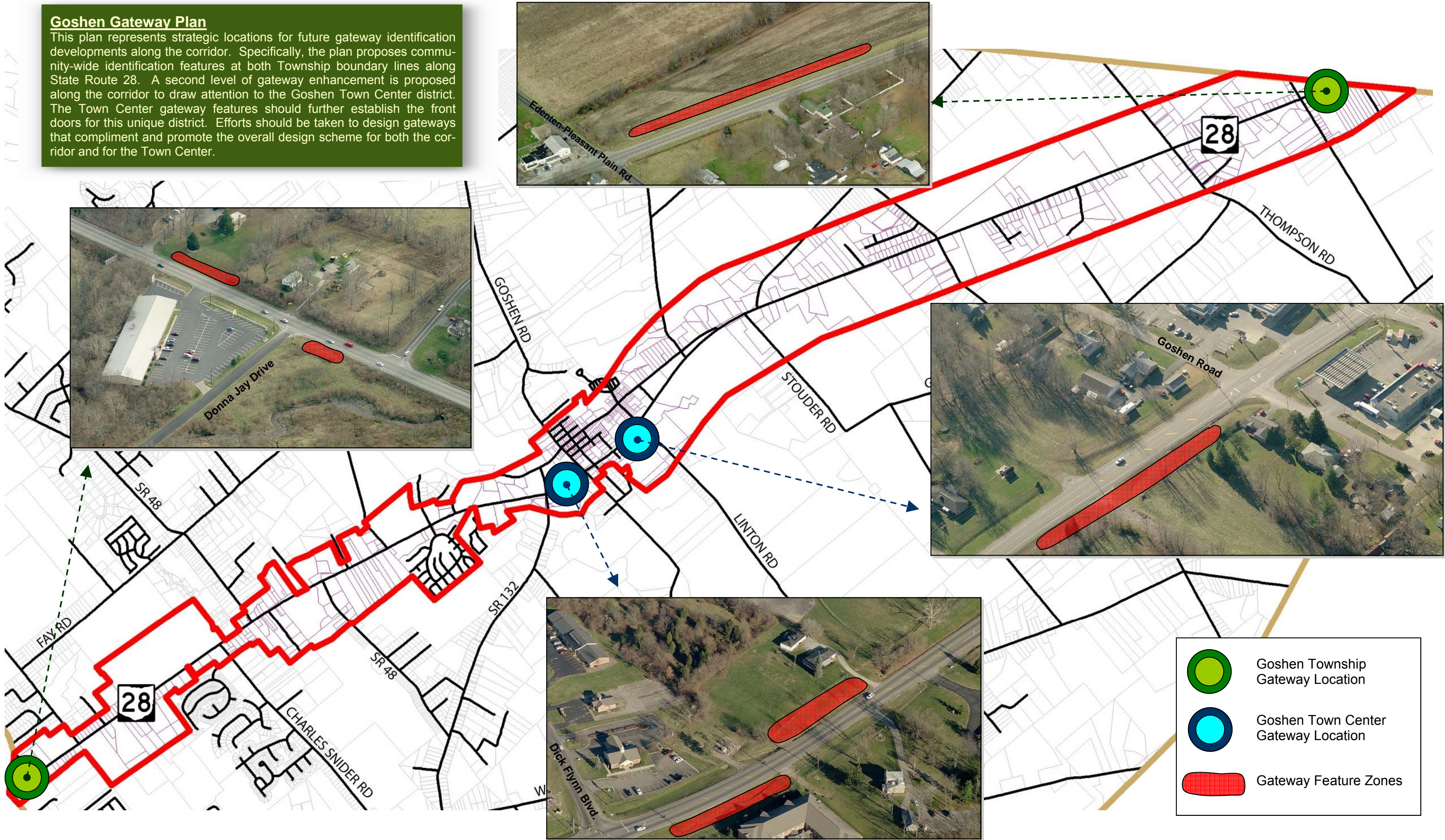
## Goshen Town Center Design Recommendations

Utilize the existing neighborhood of around Goshen Road as an architectural design resource to provide the historic basis for future development along State Route 28 and Goshen Road. Encourage development of new buildings along State Route 28 to borrow from this traditional neighborhood using architectural forms, rhythms, materials and scale from this existing area. Larger scaled development can use the existing buildings as a design resource and combine multiple building faces that mimic the rhythm and scale of the smaller structures of the neighborhood.

- Guide development opportunities using traditional forms found in the Town Center District.
- Orient all main building entrances off of the main street.
- Establish a comfortable pedestrian corridor.
- Develop shared parking lots to the rear of buildings and minimize curb cuts.
- Prohibit development of strip mall development, over-scaled structures and parking lots along road frontage.
- Implement techniques of traffic calming to reduce driving speed through the Town Center.
- Provide on street parking to calm traffic and separate moving vehicles from pedestrians.
- Encourage large windows along street frontage for window-shopping.
- Encourage canopies and architecture scaled to the pedestrian.
- Establish a tree-lined streetscape with large shade trees.
- Improve standards of signage (see signage section).
- Provide pedestrian scaled lighting.
- Consider implementing bioswales with street tree plantings.
- Consider undergrounding utility wires in this area and remove wood poles where practical.
- Plan for an entrance gateway to acknowledge the Town Center District.
- Encourage pedestrian use of this district through destination-based events (sidewalk sales, outdoor dining, create public gathering places)



**Goshen Gateway Plan**  
 This plan represents strategic locations for future gateway identification developments along the corridor. Specifically, the plan proposes community-wide identification features at both Township boundary lines along State Route 28. A second level of gateway enhancement is proposed along the corridor to draw attention to the Goshen Town Center district. The Town Center gateway features should further establish the front doors for this unique district. Efforts should be taken to design gateways that compliment and promote the overall design scheme for both the corridor and for the Town Center.



### Conceptual Township Gateway Concept

#### State Route 28 Corridor Gateway Initiative

Consistent with the recommendations in this corridor plan, the Township should seek to create unique and identifiable gateway locations at strategic points along the corridor. The proposed locations for these new gateways are shown on the following page.

The conceptual gateway feature images on this page represent a vision for what the western corridor gateway from Miami Township may resemble. Material selection, color scheme and architectural design should ultimately compliment the design and architectural guidelines established by the Township for the corridor overlay district. *It is suggested that further input from the Goshen residents and business community be provided for the specific design, material selections and locations of these gateway features.*



#### Roadway Medians as Gateways

Roadway medians as Gateways can be used to highlight a special downtown zone or to indicate a zone change, while they provide traffic calming.

Planted medians help narrow the visual sense of a wide street.

Provide a refuge for crossing pedestrians through many lanes of traffic.



**Roadway Functional Classification System**

Roadway functional classification groups streets and highways according to the service they are intended to provide. It helps define the role each street or road will play in serving the flow of traffic on a highway network. As a whole, the street network in an urbanized area has two distinct functions: providing access to abutting property and providing travel mobility - getting from one point to the other. These two functions compete with one another; travel mobility will decline with good access and good travel mobility cannot be accomplished with good access.

There are two sets of functional classification definitions including one set for urban and one set for rural area. Both classifications have fundamentally different characteristics relative to density and types of land use, travel patterns, and the frequency of streets and highways. The rural street system includes principal Arterials (Interstates and Other Principal Arterials) Minor Arterials, Major and Minor Collectors, and Local Streets. The urban street system has the same categories but does not divide collectors into major and minor. In addition, principal arterials in urban areas are defined as interstate, other freeways and expressways, and other principal arterials. This plan applies the rural street system to the State Route 28 corridor system.

**ROADWAY FUNCTIONAL CLASSIFICATION DEFINITIONS**

**Rural System** - A typical rural system consists of a network or routes with the following service characteristics:

**Principal Arterial**

1. Corridor movement with trip length and density suitable for substantial statewide or interstate travel.
2. Movements between all, or virtually all, urban areas with substantial populations.
3. Integrated movements without stub connections except where unusual geographic or traffic flow conditions dictate otherwise.

**Minor Arterial**

1. Linkage of cities, larger towns, and other traffic generators that are capable of attracting travel over similarly long distances.
2. Integrated interstate and inter-county service.
3. Internal spacing consistent with inter-county service.
4. Corridor movements consistent with items (1) through (3) with trip lengths and travel densities greater than those predominantly served by rural collector or local systems.

**Major Collector**

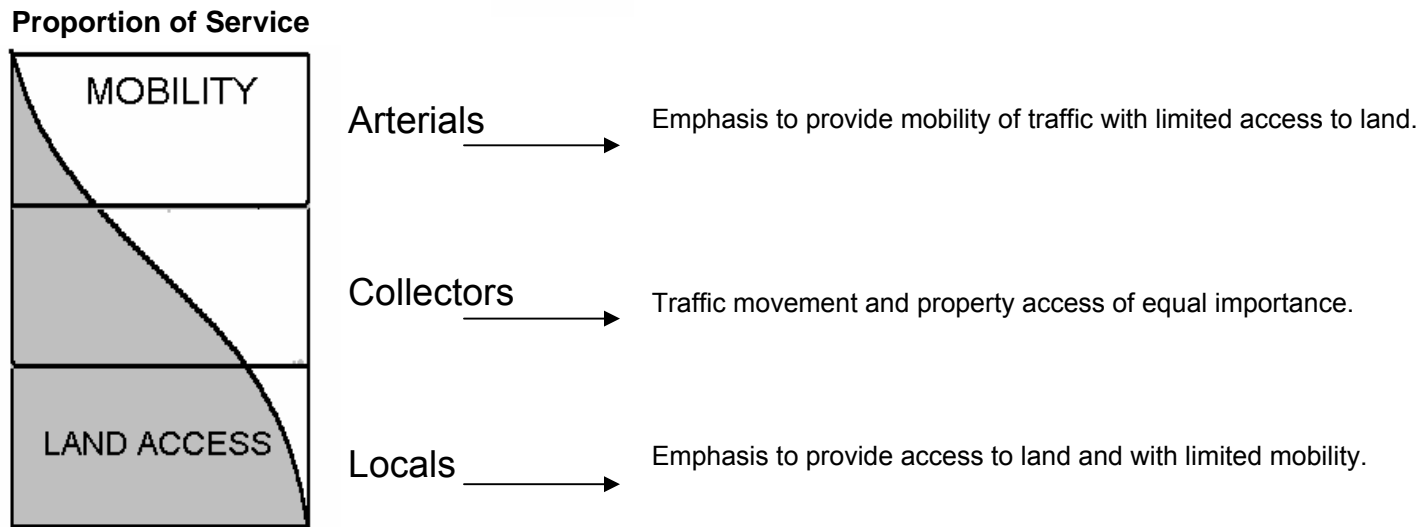
1. Serve county seats not on arterial routes, larger towns not directly served by the higher systems, and other traffic generators of equivalent intra-county importance, such as consolidated schools, county parks, etc.
2. Link these places with nearby larger towns or cities, or with routes of higher classification.
3. Serve the more important intra-county travel corridors.

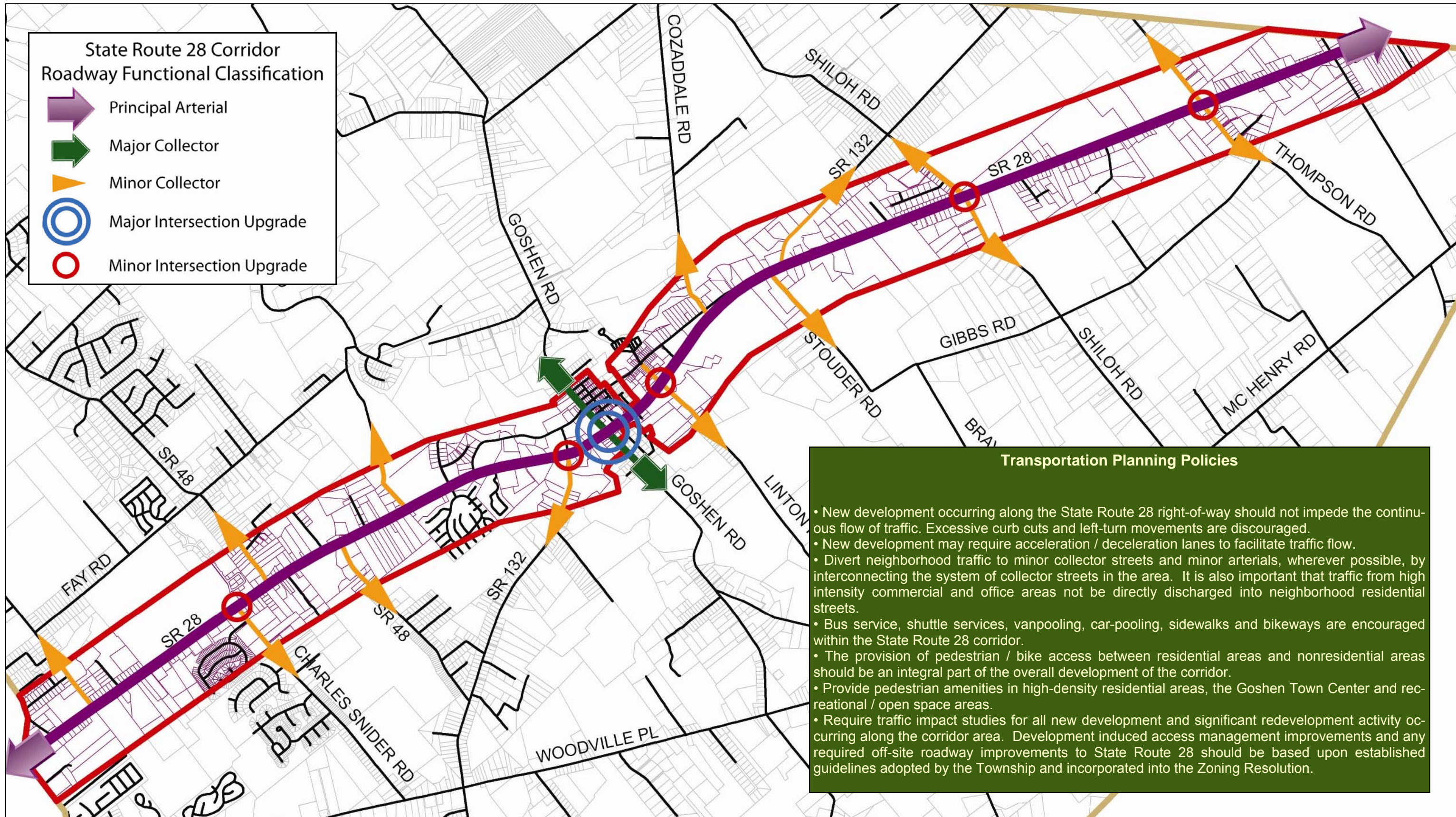
**Minor Collector**

1. Spaced at intervals consistent with population density to accumulate traffic from local roads and bring all developed areas within reasonable distance of collector roads.
2. Provide service to the remaining smaller communities.

**Local Road System**

The rural local road system, in comparison to collectors and arterial systems, primarily provides access to land adjacent to the collector network and serves travel over relatively short distances. Local road mileage, of course, constitutes all rural mileage not classified as principal arterial, minor arterial, or collector road mileage.





**Access Management Defined**

Access management attempts to reduce and combine access points along major roadways while still encouraging complete circulation systems. The product is a street system that functions safer and more efficiently while creating a more attractive and pleasant transportation experience.

As development grows along State Route 28, there must effective systems to manage street access to increase public safety, extend the life of the roadway, reduce congestion, support alternative modes of transportation, and improve the overall appearance of the roadway. With the absence of access management, roadways can deteriorate functionally and aesthetically as well as affect social, economic, physical, and environmental characteristics. The following issues arise in areas where there is little or no access management along major arterial corridors:

- Increased vehicular accidents
- Collisions involving pedestrians and cyclists
- Reduction in roadway efficiency
- Unattractive strip commercial development
- Decay of scenic views
- Dispersion of higher traffic volumes on adjacent lower class streets
- Increase in commute times, fuel consumption, and area of paved surfaces

When there are many closely spaced access points to businesses and other destinations along a corridor, it makes it difficult for users to enter and exit the access points. In turn, this discourages travel to these congested areas and the patronage moves to safer and more convenient business establishments at other locations within the community.

Quick solutions to the above problems such as street widening and adding traffic signals often cause more issues in the future. Additional bypass roadways usually must be built to accommodate through traffic and attempt to improve circulation. This solution, however, only creates another location for access management issues to begin again. The real solution is to adopt an Access Management Plan that will help to stop the cycle of roadway and circulation deterioration.

Comprehensive Access Management Plans have five key elements to help alleviate the conditions caused by unregulated curb cuts and commercial development along major corridors:

1. Classify roadways according to function and giving them a hierarchy.
2. Plan, design, and maintain roadways based on the hierarchy classifications.
3. Detail acceptable levels of access and volume levels of roadway classifications and establish criteria for spacing of signals and access points.
4. Apply appropriate geometric design and engineering standards at access points that relate to the roadway functional classification .
5. Establish policies, regulations, and permitting procedures to implement the management plan.

**State Route 28 Access Management Strategies**

**Technical Tools**

Technical tools for managing access typically pertain to the physical construction of the roadway and its access points. Technical methods that may assist in the long-term planning of State Route 28 include: driveway consolidation, joint and cross access, adequate corner clearance, two-way continuous left turn lanes, frontage roads, parallel roadways, reverse access, and raised medians. These tools may also be appropriate for consideration in the design and improvement of county roads adjacent to State Route 28 as future growth and development occurs.

**Driveway Consolidation**

Driveways are consolidated to limit the number of access points per mile along a road and to provide adequate spacing between driveways in order to reduce the number of conflicts. Consideration requires any property owners agree to combine their access points or share access with adjacent properties.

**Joint Driveways / Cross Access Easements**

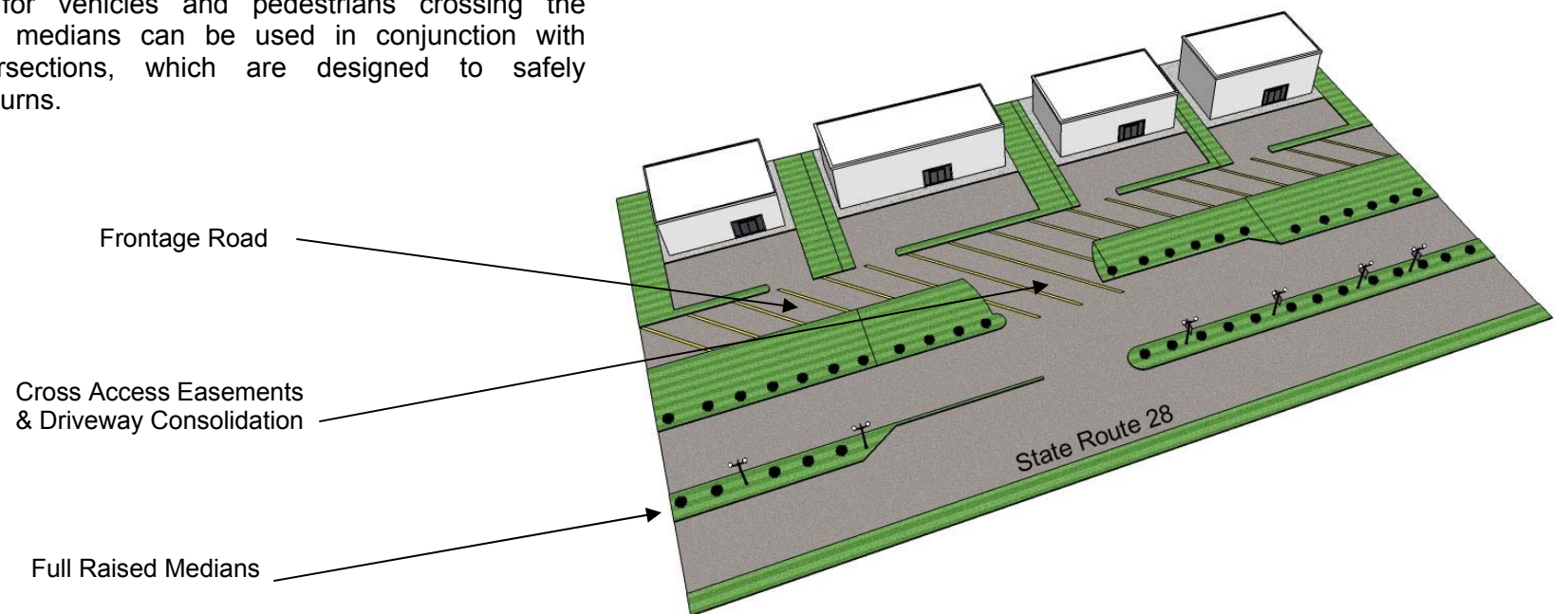
Joint access requirements provide for a unified on-site circulation plan serving several properties at a commercial strip or center. This serves as an alternative method of achieving adequate driveway spacing where lot frontage is otherwise inadequate. Cross access requirements allow internal circulation between adjacent properties and may be applied in accordance with a joint access plan, or as a means of connecting major developments to allow circulation between them without using the main roadway. This method requires the design of joint-use driveways and cross access easements (established between parcel owners and the site developer) to accommodate a circulation system. It also requires a city or county ordinance requiring property owners to meet cross access standards to develop their property.

**Raised Median Islands at Intersections**

Raised median islands at intersections (or driveways) provide a center barrier to prevent certain turning movements from occurring. For example, “pork chop” islands can be constructed to allow left turn in only/no left turn out, which allows greater access to the adjacent property and leaves right turns unrestricted. Right-in/right-out driveways are also commonly used. The advantage of using raised islands at an intersection is to clearly define the allowed movements while eliminating undesirable ones.

**Full Raised Medians**

Continuous raised or curbed medians provide a barrier on the main roadway that separates opposing travel lanes and prevents both left turns and cross traffic. Full raised medians reduce conflict points by restricting turn movements to right-in/right-out only, except at full median breaks. The main advantage of a raised median is that it limits highway crossings to specific locations where adequate sight distance and vehicle storage can be provided. If the median is wide enough, it can also provide shelter for vehicles and pedestrians crossing the highway. Raised medians can be used in conjunction with roundabout intersections, which are designed to safely accommodate U-turns.



**Corridor Access Management Strategies (continued)**

**Corner Clearance**

Adequate corner clearance (i.e., the distance from the edge of the intersection to the nearest curb cut) is important in maintaining safe and efficient operations at the intersection. Driveway and access points along State Route 28 should be located outside the functional intersection area. Improving corner clearance reduces conflicts that can cause accidents, especially rear-end crashes. In some cases, driveways are moved from the main street to the side street to provide adequate corner clearance.

**Traffic Signal Spacing**

Traffic signal spacing is among the most important access management components. According to the Access Management Manual decreasing signal spacing from four to two per mile decreases total delay by nearly 60% and vehicle-hours of travel by nearly 50%. (TRB, 2003)

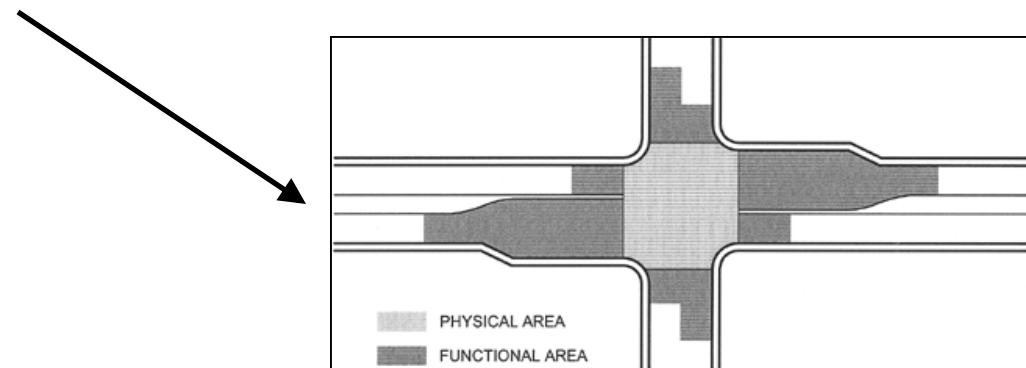
**Driveway Regulations**

- Require minimum distance between driveways based on the speed limit of the roadway consistent with FHWA guidance documented in "Access Management for Streets and Roads" FHWA, 1982.
- Require shared driveways whenever feasible.
- Limit the number of driveways per lot to minimize the conflict points on the roadway.
- Where feasible, encourage using of frontage roads to maintain traffic flow.
- Where feasible, provide connection between parcels to limit the need for traffic to reenter the roadway.

**Functional Intersection Area**

The physical intersection boundary is typically assumed to be the extension of the curb face for each approach to the roadway. The functional intersection area, however, is defined by AASHTO's A Policy on Geometric Design of Highway and Streets, which states "the functional area extends both upstream and downstream from the physical intersection area and includes the longitudinal limits of auxiliary lanes." The functional area includes the turn lanes approaching the intersection as well as the perception-reaction distance of the driver approaching the intersection. Figure 4.3.1 presents the functional intersection area as it relates to geometry and the physical intersection area.

Logic and analysis indicate that the functional area is longer on the upstream (approach) side of the intersection than the downstream (departure) side. Desirably, access points should not be located within the functional intersection area, as drivers on the main roadway are making decisions regarding the intersection and do not expect turning movements from adjacent driveways.



**Recommended Related Zoning Resolution Amendments:**

- Require larger minimum lot frontages
- Adopt minimum spacing standards for driveways
- Encourage joint and cross access
- Require complete on-site circulation
- Promote activity centers rather than strip development





## Corridor Utility Service Strategies

### Growth and Development's Relationship to Public Utilities

Development will be dependent on the availability and adequacy of necessary facilities and services to support growth. It is anticipated that new development and redevelopment activity will occur first in the commercial gateway district, followed by new activity in the Goshen Town Center. The agricultural preservation district is not planned to experience significant new development activity within the analysis period of this corridor plan.

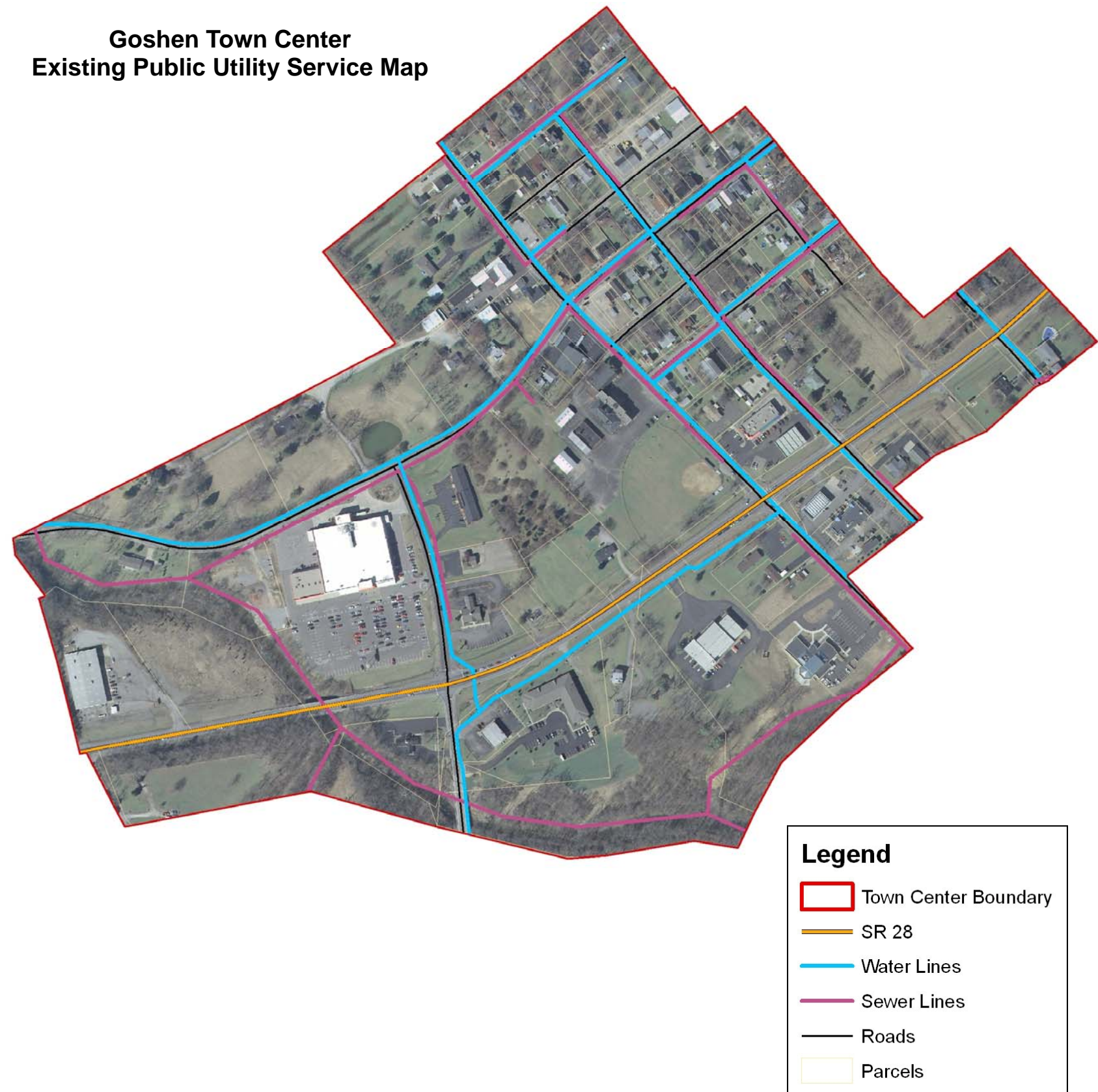
Development will occur next in areas that are developed or partially developed that can be served by a combination of existing and new facilities and services within the first two study areas. Development of an in-fill nature will occur on vacant lots located in largely developed areas along the corridor where excess capacity is available. As growth and development occurs, the expansion or upgrading of existing public utility facilities may be necessary. The timing and phasing of utility extensions are planned to occur concurrent with growth.

Goshen Township is provided public water and sanitary sewer service through Clermont County who maintains jurisdiction and responsibility for both capital improvements and maintenance of these public utility facilities. Goshen Township still retains an important role in the relationship between public utility service and new development activity. In working with Clermont County regarding utility capacity issues and directing the location and sizing of new capital improvements, both the Township and the County can jointly control the rate of growth within the corridor in accordance with this plan.

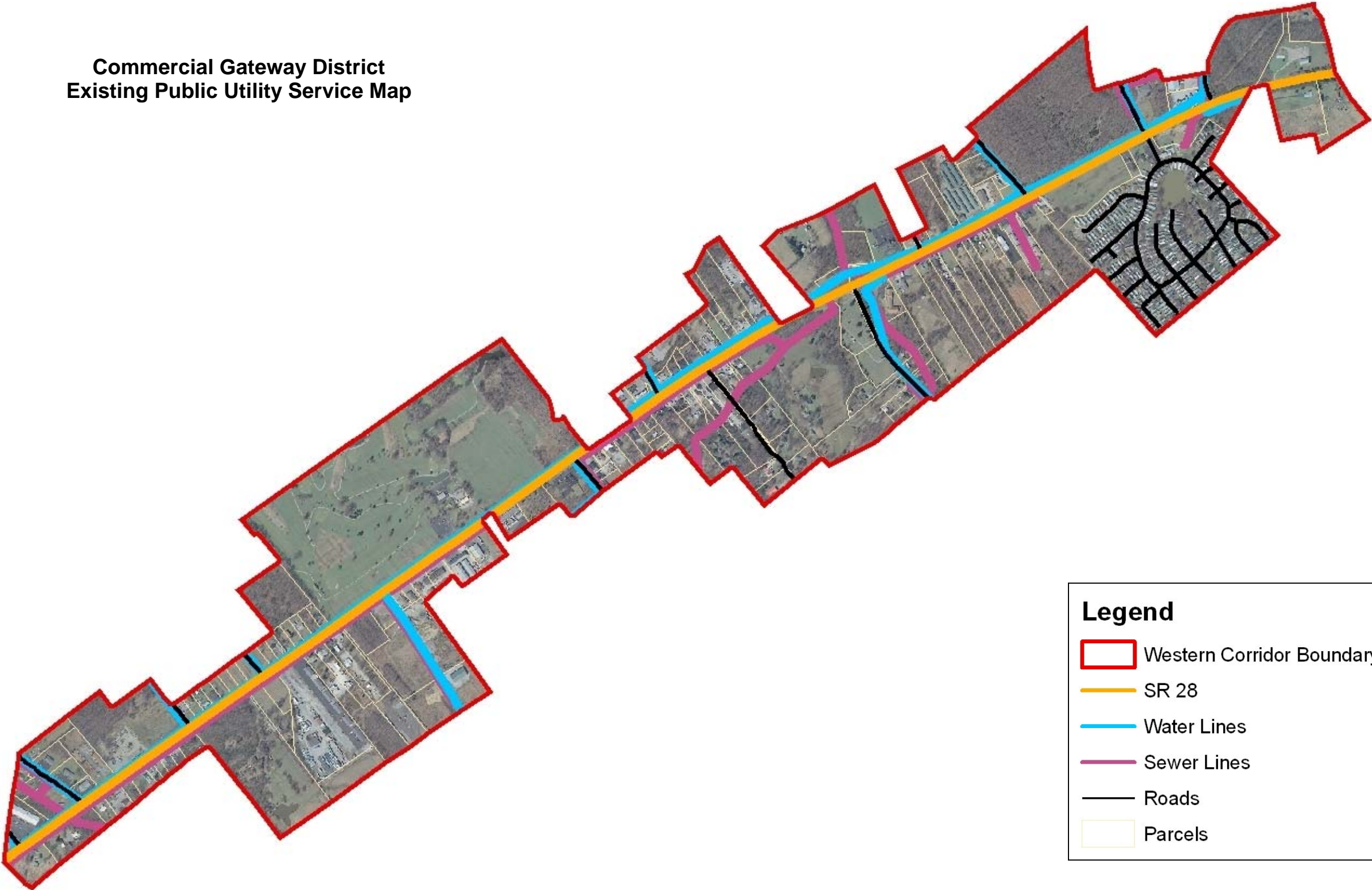
### Public Utility Service Policies

- The County should install or permit a property owner to install extensions to the water distribution system outside the Township limits when such extensions are in the best interest of the Township. Proposals to extend water service outside the Township should first be reviewed by the Goshen Township Trustees and a formal recommendation be transmitted to the County when the proposals are consistent with service expansion plans, sufficient capacity exists to accommodate the extension, Township and County standards are met and the logical development of the Township is enhanced.
- Water mains installed by a property owner should extend through the entire property to permit further extension to adjacent properties.
- Developers should provide service to all lots within subdivisions.
- The water system should be financially self-sustaining with users of the system paying the direct cost associated with their individual usage and with users paying a proportional share, based on consumption, of general costs shared by all users, including the capital, operations and maintenance costs of providing treatment, pumping, storage, major transmission facilities, distribution, metering and general administration.
- Property owners should pay for local service facilities, connections and a proportional share of major mains that serve their property as well as other properties.
- Utility service extensions will be timed and phased to occur concurrent with expected growth and development and should be consistent with this corridor and subsequent growth related plans and studies.
- Give priority to capital facility improvements which will support, enhance, and complement development of mixed-use and manufacturing/industrial centers.

Goshen Town Center  
Existing Public Utility Service Map



Commercial Gateway District  
Existing Public Utility Service Map









**Legend**

- Western Corridor Boundary
- SR 28
- Water Lines
- Sewer Lines
- Roads
- Parcels

Agricultural Preservation District  
Existing Public Utility Service Map



**Legend**

-  Eastern Corridor Boundary
-  SR-28
-  Water Lines
-  Sewer Lines
-  Roads
-  Parcels

## Recommended Economic Development Initiatives

### Community Reinvestment Area

Community Reinvestment Areas are areas of land in which property owners can receive tax abatements for investing in real property improvements. The CRA program has been used with great success in stimulating economic development projects for both commercial and industrial projects throughout Ohio communities. Eligible projects may receive up to 100% real property tax abatement for a period up to 15 years (for new commercial, industrial and residential construction). The County can establish its own set of project criteria and goals and have authority to deny projects an abatement if the stated project criteria are not met. CRA abatements are especially useful in mixed use development scenarios where a residential component is included in the project.

### Goshen Community Improvement Corporation

The newly formed Goshen Community Improvement Corporation (GCIC) should be utilized to engage in public sector development activities. The GCIC gives Goshen Township the flexibility to invest in and development property. The GCIC may be utilized to acquire, dispose and develop identified properties. The GCIC can purchase and lease property as well. Many creative deal structures may be formulated between the private sector and the GCIC that enables a more flexible working relationship between the private and public sectors.

### 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, public 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.

### Rehabilitation Grant Program w/ Deferred Payment Loans

The Township 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 Township 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 Goshen Township.

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

### Create Database and Marketing Packet for Available Corridor Sites

Creating the materials necessary to convey the positive message of the Corridor's assets is critical. These materials may take the form of traditional brochures, print advertisements, and website promotion. Other tools may include bird's eye view corridor videos distributed on DVD's. The marketing material should also highlight a comprehensive financial incentive plans for prospective targeted businesses. Lastly, any incentive zoning that may be implemented as part of this plan should be highlighted as well. A comprehensive incentive package combines both the economic development financing tools offered through local and state governments along with incentive bonuses typically provided through creative overlay and planned unit development districts. Providing a project density bonuses, setback relief and other zoning related "incentives" are often highly sought after from the development community.

### Establish Street Banner Program

Street Banners are a vital part of successful corridors. Besides adding aesthetic value, they can provide information to travelers as well as give the area more of an identity. Banner costs may be deferred by selling advertising space to local corridor business owners. Street banners can also aid in creating a unified theme along the corridor while visually connecting to gateway enhancements and other corridor themes and attributes. The banner program could be applied to both targeted sections of State Route 28 in addition to streets located within the Goshen Town Center.

Developing an effective economic development incentives package is a critical element of successfully achieving the goals and objectives set forth in this corridor plan.

Within the context of this corridor plan, it is appropriate to examine long-range economic goals and the strategies required to help Goshen Township achieve those goals. In contrast, most economic development programs are undertaken within a relatively short time-frame, targeting specific and immediate needs. Stand-alone economic development plans address these issues and get into significantly greater detail than corridor plans addressing this topic.

However, the steps in both efforts are similar - setting goals, identifying opportunities and obstacles, and developing strategies that help Goshen Township achieve its desired economic future.

Business development and job creation are guided both to central locations, promoting redevelopment and infill growth along the State Route 28 corridor as well as the identified Goshen Town Center area. Well-located and service business and office developments are critical to the expansion of existing businesses and key to attracting new companies to the corridor.

Goshen Township and its partner, the Goshen Community Improvement Corporation, should aggressively support investment in the targeted redevelopment and green field development areas as identified in both the Corridor Future Land Use Maps and the Corridor Development Opportunity Plans.

## Recommended Economic Development Initiatives

### Encourage Public—Private Partnerships

Encouraging the formation of public-private partnerships (PPP) on future Goshen projects located within the corridor business districts can create the synergy of moving a project from the concept stages into construction. The advantages of these scenarios include: long term land leases that ease the burden of land acquisition, reduced investment risks for both parties, streamlined approval processes when planning the project from a “team” perspective, and leveraging private sector business experience.

### Encourage “Property Intensive” Businesses

Goshen Township should consider targeting business uses that maintain a higher level of real property tax investment over those uses with minimal property tax investment. A primary funding source for Township’s is derived from real property taxes, therefore, targeting those businesses investing higher amounts in their structures will ultimately yield higher tax revenue benefits. Unless an income tax is established within the Corridor through a Joint Economic Development District or similar program, the focus on high valued business structures is critical.

### Adopt Capital Improvement Plan for Corridor

A capital improvement plan (CIP) identifies the infrastructure needs of the corridor to support proposed redevelopment plans and policies. A critical component of a well drafted CIP is to adequately address financing strategies identifying the most economical means to construct the improvements. A CIP can aid in attracting state and federal matching funds. Another benefit of adopting a State Route 28 corridor CIP is that the documents can assist in building community support and keeps the citizens and business owners informed about the future infrastructure needs of the corridor. The Township may seek to partner with The Clermont County Engineer's Office for the creation of a CIP.

### Special Improvement Districts

Goshen Township may 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 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.

### Community Development Block Grants

The Township should continue to explore economic development related projects for application of Community Development Block Grant funding. CDBG project applications should be closely integrated with the Goshen Community Improvement Corporation and seek creative use of economic development related funding including property acquisition, façade improvement funding, infrastructure improvements and gateway enhancement projects.

### “Green” Building Incentives

Based on established standards set forth by the U.S. Green Building Council, LEED recognizes achievements and promotes expertise in green building through a comprehensive system offering project certification, professional accreditation, training and practical resources. Four LEED certification levels are offered – certified, silver, gold and platinum. Encouraging LEED certified commercial buildings in a community can dramatically enhance its tax base and income tax revenues. Some creative methods to incentive LEED building practices include: CRA Tax Abatements (used as an additional points-based selection criteria), expedited building permit reviews, building permit fee credits, cash grants for LEED projects, and by providing zoning density bonuses for LEED projects.,

LEED commercial buildings are still relatively new, but data regarding the benefits associated with these buildings is beginning to be compiled. Realized economic benefits include:

- Higher lease rates
- Quicker lease up periods
- Lower vacancy rates
- Lower building operating expenses
- Higher employee productivity & morale
- Lower insurance rates

### Establish Business Retention Program



The Township may consider establishing an aggressive business retention program for the existing business located within the corridor. Reaching out to the existing businesses on an annual basis holds many benefits. In most instances, local business owners welcome the opportunity to have one on one meetings with public officials. These meetings can be invaluable to gain information on why the business owners choose to continue to operate within the corridor and also a chance to learn about potential issues the business may be facing. In some cases, the Township official may be able to answer or at least address the problem, while in other cases, the official can assist in putting the business owner in contact with an individual to help resolve the issue. Other benefits of a retention program include the promoting a pro-active public stance to retaining businesses and providing the opportunity to promote new Township programs and initiatives.

### Establish Developer Roundtable Forum



Goshen Township 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 along the State Route 28 corridor and the Township initiatives in place targeting specific development in the Goshen Town Center. These forums should be conducted once or twice per year to keep Goshen news and initiatives in front of the development community.

Goal / Strategy	Implementation Time Frame	Implementation Tool
<b>General Land Use &amp; Zoning Policies</b>		
<p>1) Review and revise Township future land use map to reflect future land uses identified in this plan.</p> <p>2) Review and amend the Township zoning resolution to implement both the proposed zoning overlay districts and the other proposed zoning regulation and standards required to implement the goals and strategies in this corridor plan.</p> <p>3) Encourage the development of land within areas located along the State Route 28 corridor identified as future redevelopment zones in order to limit sprawl.</p> <p>4) Adaptive reuse guidelines should be incorporated into the zoning resolution for applicability in the Commercial Gateway District and the Town Center areas.</p> <p>5) Promote a balanced mix of development opportunities. Encourage as broad and as balanced a range of development as possible including shopping, housing, offices, light industrial, restaurants, hotels, recreational facilities, entertainment, public facilities and others, to meet the needs of all segments of the community, especially youth, seniors, and families.</p>	<p>&lt; 1 Year Ongoing</p> <p>&lt; 1 Year</p> <p>Ongoing</p>	<p>Land Use Map Update Land Use Map Update</p> <p>Amend Zoning Resolution</p>
<b>Commercial Gateway District Land Use</b>		
<p>1) Implement a zoning overlay district over the designated Commercial Gateway overlay district properties.</p> <p>2) Explore the concept of nodal development, also known as development "pulsing", within this sub-area</p> <p>3) Encourage the rezoning of parcels targeted for light industrial development uses found in the future land use map for this sub-area</p> <p>4) Discourage strip retail development along SR 28 and encourage concentrated development utilizing access management techniques</p> <p>5) Discourage any new development of single family detached homes on parcels fronting along SR 28</p> <p>6) Mandatory bufferyard requirements should be required for all new non-residential development proposed to be adjacent to residential land uses</p> <p>7) The Eagles Nest PUD site should be developed under the existing planned development scenario or a modified PD to reflect the addition of office and commercial uses in the northern half of the site where currently, single family residential is slated.</p>	<p>&lt; 1 Year</p> <p>↓</p>	<p>Amend Zoning Resolution to incorporate these land use policies as development standards for new subdivision and site plan applications.</p>
<b>Town Center Land Use</b>		
<p>1) Implement a zoning overlay district over the identified properties within the Town Center</p> <p>2) Future land uses in the Town Center should consist of a combination of mixed-use, public uses and neighborhood commercial as identified on the Town Center future land use map</p> <p>3) Create a zoning framework that provides the flexibility for the development of mixed-use structures</p> <p>4) Provide a range of development incentives and bonuses in order to encourage specific types of mixed-use and commercial development as well as public benefits. Incentives may include reduced parking requirements, fee waivers, height increases, residential density bonuses, reduced setbacks, public funded capital improvements, and other techniques.</p> <p>5) Design Plan Development Bonuses: Apply development bonuses to eligible development projects with established markets where adding public benefits such as providing public space, streetscape amenities, and high quality design is feasible in exchange for increased height, reduced setbacks, increased density, etc.</p> <p>6) Provide for flexible parking requirements that utilize on-street parking in recognizing the abundance of compact building sites in the Town Center area</p> <p>7) Initiate pro-active steps to create destination-based land uses and activity venues in the identified public space district located within the Town Center area consistent with the future land use map in this plan.</p> <p>8) Strict buffering and screening requirements should be adopted for the Town Center area to protect the existing residential properties from new non-residential development</p>	<p>&lt; 1 Year</p> <p>↓</p>	<p>Amend Zoning Resolution to incorporate these land use policies as development standards for new subdivision and site plan applications.</p>
<b>Agricultural Preservation District Land Use</b>		
<p>1) The Township should explore the adoption of agricultural preservation zoning guidelines for application in this district</p> <p>2) Public water and/or sanitary sewer service should be discouraged in this district to reduce uncontrolled sprawl development patterns</p> <p>3) The Township future land use map should provide for limited nodes of neighborhood commercial development at key intersections within this sub-area to serve the eastern portion of the Township.</p>	<p>&lt; 1 Year</p> <p>↓</p>	<p>Amend Zoning Resolution and the future land use map to incorporate these land use policies as development standards for new "minor" subdivision and site plan applications.</p>

Goal / Strategy	Implementation Time Frame	Implementation Tool
<b>Township Gateway Initiative</b>		
<ul style="list-style-type: none"> <li>1) Identify suitable locations at Township along SR 28 for new signage &amp; landscaping gateway features</li> <li>2) Determine design, color scheme and scope of gateway features.</li> <li>3) Construct gateway features along SR 28 at the eastern and western Township boundary lines.</li> <li>4) Construct gateway features along SR 28 at the identified Goshen Town Center gateway locations.</li> </ul>	<ul style="list-style-type: none"> <li>&lt; 1 Year</li> <li>&lt; 1 Year</li> <li>1 - 2 Years</li> <li>2 - 3 Years</li> </ul>	Create public input process concerning design and location of gateway identification features.
<b>Access Management</b>		
<p><i>Adopt access management guidelines if Township attains limited home rule status addressing the following policies:</i></p> <ul style="list-style-type: none"> <li>1) Reduce and combine access points along major roadways while encouraging complete circulation systems.</li> <li>2) Group streets into urban and rural areas, and create a hierarchy of streets and maintain them based on this hierarchy.</li> <li>3) Establish criteria for spacing of signals, signs and access points.</li> <li>4) Create full raised medians and islands to define access points and to define desirable movements.</li> <li>5) Require larger minimum lot frontages and minimum spacing for driveways.</li> <li>6) Require on site vehicle circulation, where possible.</li> <li>7) Promote node-based activity centers instead of strip development.</li> <li>8) Encourage the use of frontage roads to maintain traffic flow.</li> <li>9) Restrict driveways in any defined Functional Intersection Area.</li> <li>10) Promote the use of full raised medians along identified sections of SR 28 to reduce left turn movements.</li> <li>11) Require the use of cross access easements / joint driveway usage for appropriate commercial and mixed-use projects.</li> <li>12) Establish minimum corner clearance requirements for curb cut separation from existing intersections.</li> </ul>	<p>Ongoing</p>	Incorporate into Zoning Resolution if Township attains Limited Home Rule status. In the alternative, work closely with the Clermont County Engineer's Office and ODOT to enforce these access management strategies.
<b>Transportation Planning Policies</b>		
<ul style="list-style-type: none"> <li>1) Construct a network of neighborhood streets that are inter-connected to divert neighborhood traffic from main arterials. This technique discourages the use of excessive cul-de-sac usage in new residential subdivisions.</li> <li>2) Encourage mass transit, car or van pooling, sidewalks and bike lanes along the corridor.</li> <li>3) Provide pedestrian and other non-motorized transportation amenities in high and medium density residential areas.</li> <li>4) Require traffic impact studies for all significant development and redevelopment activity in coordination with the guidelines adopted by the Township and incorporated into the Zoning Resolution.</li> </ul>	<p>&lt; 1 Year</p>	Amend Zoning Resolution to include these policies as development standards for new subdivision and site plan applications.
<b>Public Utilities</b>		
<p><i>The Township should maintain a close working relationship with its' public water and sewer service providers. The following policies should be promoted by the Township to the appropriate utility that maintains jurisdiction over the utility systems.</i></p> <ul style="list-style-type: none"> <li>1) Allow property owners to install extensions to the water distribution system outside of the Township if it is in the best interest of the Township.</li> <li>2) Water mains installed by property owners should extend through the whole property to allow future extension.</li> <li>3) The water system should be financially self sustaining by having users share the general cost of the service.</li> <li>4) Service extensions should be timed and phased along with expectant growth.</li> <li>5) Give priority to capital improvements that will support or complement development or mixed use and manufacturing/light industrial centers.</li> </ul>	<p>Ongoing</p>	Amend Zoning Resolution to include these policies as development standards for new subdivision and site plan applications.

Goal / Strategy	Implementation Time Frame	Implementation Tool
<b>Commercial Gateway District Corridor Overlay District (Architectural Design Guidelines)</b>		
<p>1) Building Setbacks– 30’ minimum– 50’ maximum from curb to avoid uneven street edges and front area parking.                  2) Site Development- smaller scaled village area structures are encouraged along the street frontage to extend the sense of the village streetscape, with shared parking behind them and large retail to the rear.                  3) Building Orientation- Buildings located along the street frontage should be oriented and accessed from State Route 28.                  4) Height of new construction- should be respectful of neighboring structures (40’ high maximum).                  5) Massing– use multiple smaller scaled building masses to create a larger structure.                  6) Rooflines- facing the street should be articulated and flat roofs should be avoided.                  7) Materials- Natural siding is preferred.                  8) Finishes- Unfinished sides of buildings or of exterior surfaces are not permitted                  9) Color– Building color should favor neutrals or traditional colors and should not highly contrast with neighboring structures. Color should not be used as a means of gaining attention.                  10) Utility Areas- service and machinery areas will be screened.                  11) National chains– should vary standard design template to accommodate town building standards.</p>	<p>&lt; 1 Year</p> 	<p>Amend Zoning Resolution to create this zoning overlay district after the Corridor Plan has been formally adopted.</p>
<b>Commercial Gateway District Corridor Overlay District (Site Design Guidelines)</b>		
<p><u>Pedestrian Amenities</u>- Encourage pedestrian use, provide a comfortable pedestrian environment and use the street zone to tie this district to the rest of Goshen.</p> <p>1) Sidewalks– a 6’ wide continuous sidewalk with a 8’-10’ planting strip adjacent to a curb.                  2) Lighting– Coordinate with State and local requirements and match traditional light selected for downtown, and locate at the minimum height required by the State. Use the taller overhead light where required for street lighting, and add pedestrian scaled fixtures within the pedestrian zone adjacent to the curb. Provide 0.5– 2.0 foot candles of light.                  3) Street Furnishings– To match those selected for the Town Center. Benches and trash receptacles should be provided at development nodes and at future bus stops. Provide trash receptacles at key intersections.                  4) Crossings– Provide a pedestrian refuge with a central planted island at development nodes.</p> <p><u>Landscape Amenities</u>– Use landscape elements to tie together the streetscape, improve pedestrian comfort, and to calm traffic.</p> <p>1) Street Tree Planting– within the 8’-10’ wide planting strips with evergreen spreading groundcover beneath, treed areas can be planted as rain garden to collect rain water runoff.                  2) Low shrub planting (24”-30” high) in areas of increased traffic provide additional pedestrian comfort.                  3) Use high quality plant materials- Street trees should be installed at 3” caliper and spaced 30’-50’ on center within the 8’-10’ planting strips.                  4) Street Trees for this zone- Princeton Elm, Lacebark Elm, Japanese Zelkova, Willow Oak, Linden, .</p>	<p>&lt; 1 Year</p> 	<p>Amend Zoning Resolution to create this zoning overlay district after the Corridor Plan has been formally adopted.</p>




Goal / Strategy	Implementation Time Frame	Implementation Tool
<b>Town Center Corridor Overlay District (Architectural Design Guidelines)</b>		
<p>1) Building Setbacks– 20’ for mixed use sub-district and 50’ for non-mixed use sub-districts.</p> <p>2) Height of new construction- should be respectful of and consistent with the historic neighborhood structures east of SR. 28 on Goshen Road structures (or 35'-45' high).</p> <p>3) Massing– proposed facades of longer buildings should be broken down through offsets of material, height or varied with stepped massing.</p> <p>4) SR 28 Building Orientation- should be toward State Route 28 (if fronting on the state route) with their main pedestrian access from State Route 28.</p> <p>5) Rooflines- facing the street should be articulated and flat roofs should be avoided.</p> <p>6) Materials- Natural exterior materials should be required.</p> <p>7) Finishes- Unfinished sides of buildings or of exterior surfaces are not permitted.</p> <p>8) Color– Building color should favor neutrals or traditional colors and should not highly contrast with neighboring structures. Color should not be used as a means of gaining attention.</p> <p>9) Utility Areas- service and machinery areas should be screened.</p>	<p>&lt; 1 Year</p> 	<p>Amend Zoning Resolution to create this zoning overlay district after the Corridor Plan has been formally adopted.</p>
<b>Town Center Corridor Overlay District (Site Design Guidelines)</b>		
<p>1) <u>Pedestrian Amenities</u>- Encourage pedestrian use, provide a comfortable pedestrian environment and use the street zone to tie this district to the rest of Goshen.</p> <p>1) Sidewalks– a minimum 6’-8’ wide continuous sidewalk with a 6’ parking/ planting strip adjacent to a curb.</p> <p>2) Lighting– Coordinate with State and local requirements and select an updated but traditional light placed at the minimum height required by the State. Select a light fixture that has models at a variety of heights, using the taller overhead light where required for street lighting, and adding pedestrian scaled fixtures within the 7’ planting strip zone adjacent to the curb. Provide 0.5– 2.0 foot candles of light for pedestrian zones.</p> <p>3) Street Furnishings– Provide and maintain benches, bike racks and trash receptacles within the public R.O.W. Select benches and street furnishings to be compatible with light fixtures.</p> <p><u>Landscape Amenities</u>– Use landscape elements to tie together the streetscape, improve pedestrian comfort, and to calm traffic.</p> <p>1) Street Tree Planting– within the 6’ planting/ parking zone with evergreen spreading groundcover beneath, treed areas can be planted as rain gardens to collect rain water runoff.</p> <p>2) Low shrub planting (24”-30” high) in areas of increased traffic provide additional pedestrian comfort.</p> <p>3) Use high quality plant materials- to set the standard for landscaping on private land. Street trees should be installed at 3” caliper and spaced 15’-30’ on center within the 7’ planting/parking zone.</p> <p>4) Street Trees for this zone- Princeton Elm, Lacebark Elm, Japanese Zelkova, Willow Oak, Linden, Japanese Pagoda Tree, Thornless Honeylocust.</p>	<p>&lt; 1 Year</p> 	<p>Amend Zoning Resolution to create this zoning overlay district after the Corridor Plan has been formally adopted.</p>

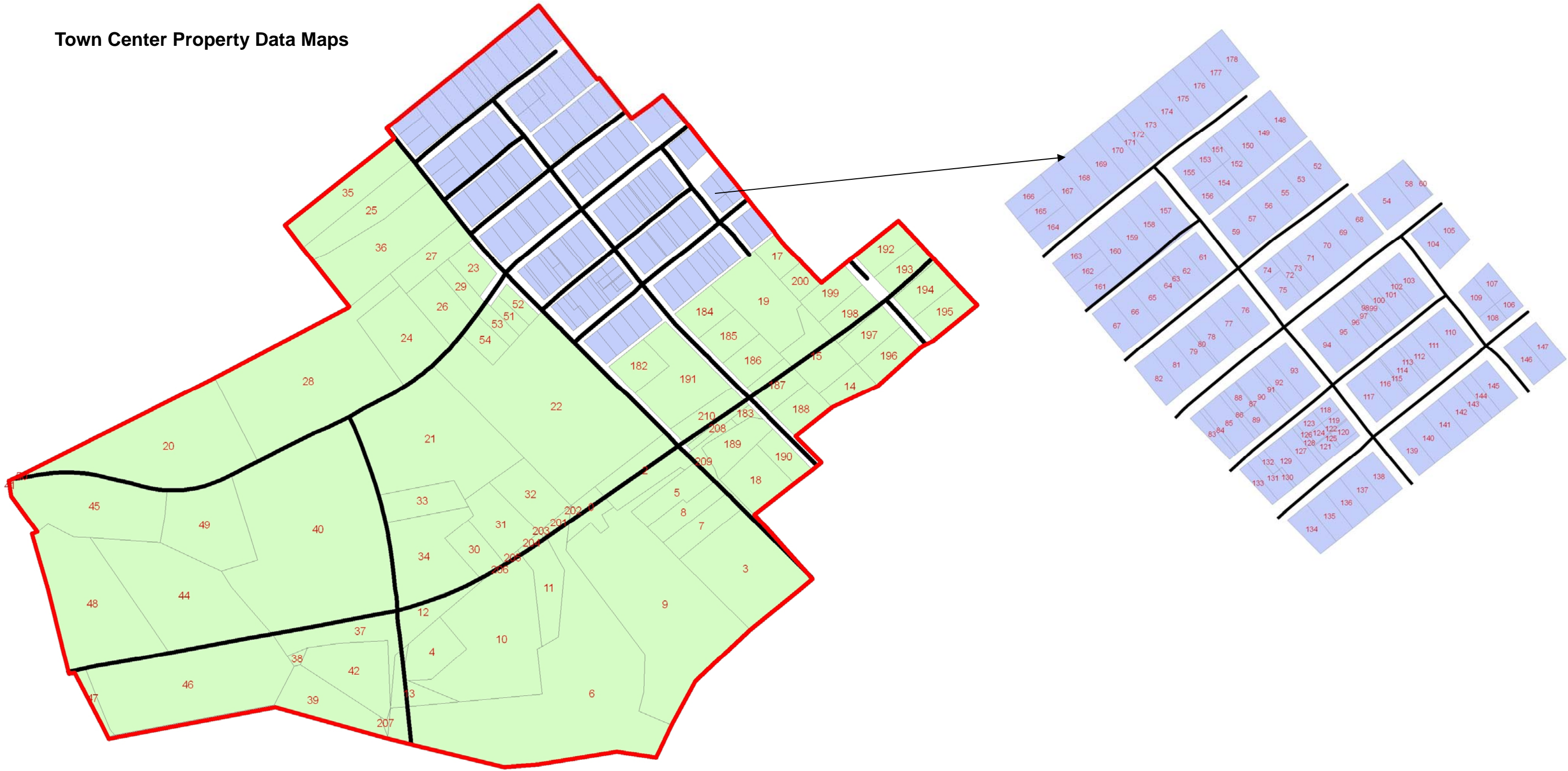
Goal / Strategy	Implementation Time Frame	Implementation Tool
<b>Residential Development Policies</b>		
1) Review and revise the Township future land use map to promote the concentration of future residential development in a manner consistent with this corridor plan and the market analysis to create the necessary levels of residential critical mass . 2) Adopt a land use plan map that identifies the areas of the Township slated for future low density residential development and amend the zoning resolution to allow for "minor" subdivision plats in these designated areas. 3) Amend the zoning resolution to upgrade the exterior material requirements for all residential zoning districts. 4) Amend the zoning resolution to ensure the minimum residential lot size, lot width and dwelling size is consistent with the "cluster" subdivision and planned unit development recommendations. 5) Require all "major" single and multi-family subdivisions be developed under either a "cluster" subdivision design or planned unit development framework featuring mandatory open space requirements and flexibility to provide increased density subject to a clear set of guidelines.	< 1 Year ↓	Amend Future Land Use Map
<b>Cluster Subdivision Design</b>		
1) Adopt a framework in the zoning resolution that provides clear guidelines and standards for the design of "cluster" residential subdivisions. 2) Consider requiring all future residential developments be developed under either a planned unit development or cluster framework. 3) Require the creation of home owner's associations for maintenance and upkeep of residential subdivision open space areas.	< 1 Year ↓	Amend Zoning Resolution to include these policies as development standards for new "major" subdivision applications.
<b>Town Center Strategic Parking Plan</b>		
1) Minimize the amount of land dedicated to parking and encourage alternative forms of transportation through zoning resolution amendments. 2) Discourage private surface parking lots and locate parking areas to the side or rear of the building. 3) Develop a Town Center-specific parking management plan that addresses pricing, enforcement, turnover and strategies to prevent spillover into residential areas. 4) Encourage commercial and mixed use development along major street frontages with rear parking and encourage pedestrian connections through parking lots. 5) Require a parking study for new development that may change conditions not met by the existing parking supply on a case by case basis. 6) Explore the feasibility of acquiring additional parcels for future parking areas along the corridor.	1 - 2 Years ↓ 2 - 3 Years	Amend the Zoning Resolution to create a section dedicated to establishing policies and guidelines specific to future Town Center parking plans for new substantial redevelopment and new development within this area.  The concept of creating public parking areas within the Town Center district may be a joint project between the Township and the Goshen CIC if the acquisition of property is deemed to be necessary.

Goal / Strategy	Implementation Time Frame	Implementation Tool
<b>State Route 28 Streetscape Plan</b>		
<p>1) Building Setbacks– 16’ minimum-25’ maximum from curb to avoid uneven street edges and front area parking.                  2) Height of new construction- should be respectful of and consistent with the downtown Goshen Road structures (or 35’-40’ high).                  3) Massing– proposed facades of longer buildings should be broken down through offsets of material, height or varied with stepped massing.                  4) Street Orientation-Buildings should be oriented toward Goshen Road and have their main pedestrian access from Goshen Road.                  5) Rooflines facing the street should be articulated and flat roofs should be avoided.                  6) Materials- Natural siding materials are preferred.                  7) Finishes- Unfinished sides of buildings or of exterior surfaces are not permitted.                  8) Color– Building colors should favor neutrals or traditional colors and should not highly contrast with neighboring structures. Color should not be used as a means of gaining attention.                  9) Utility Areas- service and machinery areas will be screened.</p>	< 1 Year 	Amend Zoning Resolution to include these standards in the Commercial Gateway Overlay District after the Corridor Plan has been formally adopted.
<b>Goshen Road Streetscape Plan</b>		
<p><u>Pedestrian Amenities</u>- Encourage pedestrian use, provide a comfortable pedestrian environment and use the street zone to tie this district to the rest of Goshen.</p> <p>1) Sidewalks– a 8’-10’ wide continuous sidewalk with a 6’-7’ parking/ planting strip adjacent to a curb.                  2) Lighting– Coordinate with State and local requirements and match traditional light selected for the Town Center, and locate lighting at the minimum height required by the State. Use the taller overhead light where required for street lighting, and add pedestrian scaled fixtures within the pedestrian zone adjacent to the curb. Provide 0.5– 2.0 foot candles of light.                  3) Street Furnishings– Provide and maintain benches, bike racks and trash receptacles within the public R.O.W. Benches and street furnishings to match the Town Center.                  4) Crossings– Provide a signal and a change of paving material in the crossing zone. Provide a pedestrian refuge with a central planted island in areas with 4 lanes of traffic if feasible.</p> <p><u>Landscape Amenities</u>– Use landscape elements to tie together the streetscape, improve pedestrian comfort, and to calm traffic.</p> <p>1) Street Tree Planting– within the 6’-7’ planting/ parking zone with evergreen spreading groundcover beneath, treed areas can be planted as rain gardens to collect rain water runoff.                  2) Low shrub planting (24”-30” high) in areas of increased traffic provide additional pedestrian comfort.                  3) Use high quality plant materials- to set the standard for landscaping on private land. Street trees should be installed at 3” caliper and spaced 15’-30’ on center within the 6’-7’ planting/parking zone.                  4) Street Trees for this zone- Princeton Elm, Lacebark Elm, Japanese Zelkova, Willow Oak, Linden, Japanese Pagoda Tree, Thornless Honeylocust, Trident Maple, Hedge Maple.</p> <p><u>Street</u>-</p> <p>1) Pedestrian signals- at intersections.                  2) Crosswalks- Change of material in crosswalks to differentiate them from the street paving.                  3) Parallel parking lanes along street to calm traffic and increase pedestrian comfort where the right-of-way is wide enough to accommodate this concept.                  4) Bicycle Lanes– provide a continuous 4’ wide lane, both sides of roadway, with continuous marking adjacent to parking lane.                  5) Curb cuts– should be combined to maintain a strong and continuous pedestrian corridor and to minimize vehicle turning movements.</p>	< 1 Year   2 - 3 Years 	Amend Zoning Resolution to include these standards in the Town Center Overlay District after the Corridor Plan has been formally adopted.

Goal / Strategy	Implementation Time Frame	Implementation Tool
<b>Economic Development Initiatives</b>		
<p>1) Utilize the Community Reinvestment Area program for targeted commercial, light industrial and mixed-use (residential component) projects. It is suggested the Township adopt a CRA Eligibility Criteria to use when considering future TIF requests based on a combination of the number of new FTE jobs created, and the real property tax value of the proposed project.</p> <p>2) Work closely with the Goshen Township Community Improvement Corporation on projects aimed to promote economic development.</p> <p>3) Utilize Tax Increment Financing for targeted commercial and light industrial projects. It is suggested the Township adopt a TIF Eligibility Criteria to use when considering future TIF requests based on a combination of the number of new FTE jobs created, and the real property tax value of the proposed project.</p> <p>4) Consider creating a Rehabilitation Grant Program w/ Deferred Payment Loans where the Township funds rehabilitation efforts in an overlay district using a 100% deferred payment loan. A second mortgage is placed on the property and is forgiven at a rate of 20% per year as long as the resident continues to own and occupy the property.</p> <p>5) Create a Database and Marketing Packet for available corridor sites</p> <p>6) Establish a Street Banner Program to create a unified theme for the corridor. Costs may be offset by selling ad space on the banners.</p> <p>7) Encourage Public/Private Partnerships utilizing the Goshen CIC as a resource and conduit to the private sector.</p> <p>8) Encourage “Property Intensive” Businesses—Target businesses that maintain a higher level of real property tax over uses with minimal tax investment. Tie this into the eligibility criteria for the TIF and CRA programs.</p> <p>9) Adopt a Capital Improvement Plan for Corridor addressing financing strategies to identify the most economical way to construct improvements.</p> <p>10) Consider the use of Special Improvement Districts to finance capital improvements and as a tool to offer for private sector developers to use in project-related public infrastructure improvements.</p> <p>11) Pursue Community Development Block Grant funding for projects that promote economic development including providing "seed" money for a corridor façade rehabilitation program and acquiring properties for redevelopment.</p> <p>12) “Green” Building Incentives—Encouraging LEED certified commercial and industrial buildings through additional credits in the TIF and CRA eligibility criteria.</p> <p>13) Establish a Business Retention Program for reaching out to local businesses and promoting a pro-active stance to retain existing Township businesses.</p> <p>14) Establish a Developer Roundtable Forum to promote the corridor to developer community once or twice a year to keep opportunities and Township initiatives in front of these potential investors.</p>	<p>Ongoing</p> <p>↓</p> <p>1 - 2 Years</p> <p>&lt; 1 Year</p> <p>1 - 2 Years</p> <p>Ongoing</p> <p>Ongoing</p> <p>&lt; 1 Year</p> <p>Ongoing</p> <p>1 - 2 Years</p> <p>&lt; 1 Year</p> <p>1 - 2 Years</p> <p>&lt; 1 Year</p>	<p>Draft and adopt an Economic Development Plan for the Township with input and review from the Goshen Community Improvement Corporation.</p>
<b>Sign Standards</b>		
<p><i>Amend the sign section of the Zoning Resolution based on the following recommendations:</i></p> <p>1) Restrict the use of pole signs and promote the use of ground mounted signs used to identify new developments and businesses.</p> <p>2) Limit the types of signs utilized in this district to wall signs, awning signs and window signs.</p> <p>3) Limit number of wall signs and window signs utilizing a formula based on building / tenant frontage area.</p> <p>4) Wall sign lighting should come from an inconspicuous source featuring minimal glare and light spillage.</p> <p>5) Ground signs should have common materials with other ground signs and be lit from hidden fixtures on the ground.</p> <p>6) The use of wall mounted signs as the primary sign type should be strongly encouraged with all wall signs sized to an appropriate scale and design context with the building.</p> <p>7) Sign graphics should include the name of the establishment, the function and the logo of the business.</p> <p>8) The design of commercial signage should be of a quality comparable to the building in its scale, materials and consistency.</p> <p>9) Wall mounted accent lighting over signboards, or individually lit letters should be considered as an alternative to backlit sign boxes.</p> <p>10) Where multiple tenants exist, consistent signage design should be incorporated into the building design, such as block letter signage mounted on grilles or fascia panels, or placed within a monument sign whose appearance complements the building’s design.</p> <p>11) The design of commercial signage should be of a quality comparable to the building in its scale, materials and consistency.</p>	<p>&lt; 1 Year</p> <p>↓</p>	<p>Amend Zoning Resolution to include these policies as development standards for new sign permit applications.</p>

Goal / Strategy	Implementation Time Frame	Implementation Tool
<p><b>Market Analysis Recommendations</b></p> <p><i>Below are recommendations contained in the State Route 28 Corridor Market Analysis. Therefore, there may be items listed above that are referenced in other plan implementation sections.</i></p> <p>1) If restoration of existing commercial structures is not feasible in the initial phase of corridor business expansion, new construction utilizing complementary architectural cues and building materials should be provided for through upgraded zoning regulations.</p> <p>2) Some effort should be devoted to maintaining a consistent scale between restored and new structures in the “traditional downtown” segment of the corridor if this situation arises.</p> <p>3) The Township should be proactive in setting the stage for restoration, revitalization, and/or redevelopment by securing reciprocal easements for access and off-street parking.</p> <p>4) The Township should consider facilitating financing for restoration projects in conjunction with local financial institutions. In addition, the Township may want to consider financial support that covers “buy down” costs in excess of new construction and/or appraised values of the older properties as restored. A “loan convertible to grant” type program secured by a junior lien may be the means to accomplish this goal.</p> <p>5) The Township may want to consider a demonstration project. This is essentially speculative development, but it may be useful as a “pump priming” exercise. This step should only be taken if none of the other steps results in any market interest.</p> <p>6) The Township should review the western segment of the study corridor to ensure that utilities are present in sufficient capacity to support commercial development.</p> <p>7) Future thoroughfare upgrades should be anticipated along with future traffic control locations in anticipation of the time when the corridor is fully developed.</p> <p>8) The Township may also want to begin to think strategically with regard to points of ingress and egress along the corridor. Many communities wrestle with the problem of excessive curb cuts onto primary thoroughfares. The Township could be well served in the future to anticipate this potential problem and address it in advance rather than have to have to retrofit the corridor in the future after the land along this heavily traveled route is fully developed.</p> <p>9) Many parcels along State Route 28 are sufficiently “deep” that zoning of the frontage may be different than the zoning of rear portions of the sites for future development purposes. Land owners may not want to have multiple zoning districts overlay portions of their land. These issues should be evaluated and strategically considered in advance as opposed to reactive zoning based on specific development plans.</p> <p>10) The Township should consider a long-term strategy regarding manufactured housing parks that could work to offset the potential for conflict in the future. Generally, these existing residential developments represent prime redevelopment opportunities to commercial or office uses.</p>	<p>Ongoing</p> 	<p>These recommendations should be considered for inclusion into the Economic Development Plan for the Township.</p>

Town Center Property Data Maps





**SWOT ANALYSIS RESULTS**  
**State Route 28 Corridor Plan Steering Committee**

**Overall Corridor Analysis**

**Strengths**

Open space  
 A strong sense of community pride  
 Natural resources (highlight)  
 Safe Community  
 Hard working people  
 A lot of community pride, good sites  
 Prime commercial development  
 Major thoroughfare, good access  
 Great history

**Weakness**

The corridor is a "dividing line"  
 Uncontrolled Development  
 Lack of retail amenities  
 External image → Negative  
 Update image  
 Spot zoning  
 Lack of infrastructure  
 Hodge podge development  
 Difficult traffic access (lack of access management)  
 Lack of county support

**Opportunities**

Open space development  
 Potential for overlays (zoning)  
 Historical (Main street)  
 Covered bridge  
 High caliber schools  
 Affordable land  
 Can be aesthetically pleasing  
 Most prime Township In Clermont

**Threats**

Overdevelopment  
 Low end business (future)  
 Balancing land uses  
 Lack of common vision  
 Lack of education (residents)  
 Low voter turn out  
 Involve the kids

**Commercial Development**

**Strengths**

Have a grocery store  
 Have a bank  
 Golf courses  
 Long Branch Farm

**Weakness**

Lack of recognition of golf courses  
 No major retail  
 Lack of comm. variety  
 Very little restaurants  
 Lack of office space  
 Lack of professional services  
 Lack of arch. designs / Uniformity  
 Sign Issue  
 Multiple zip codes, Identity issues

**Opportunities**

N/A (Same as Strengths)

**Threats**

Not having originality

**Residential Development**

**Strengths**

Housing stock is getting better  
 Zoning Commission holding developers accountable  
 Great visibility

**Weakness**

Lack of housing diversity  
 Best housing is not located in the corridor  
 Lack of neighborhood connectivity  
 Housing values

**Opportunities**

More diverse housing  
 Mixed uses  
 Encourage PUD developments  
 Upgrading entry ways / uniformity

**Threats**

Land speculators  
 Crime in all residential sectors

**Transportation & Utilities**

**Strengths**

Good north/ south & east/ west connector  
 Old SR28

**Weakness**

Limited gas service  
 SR 28 traffic flow  
 Access management conditions  
 Limited town center parking  
 For short term parking  
 For Longer duration parking needs  
 Poor delivery access  
 Lack of recreational parking  
 Pedestrian safety/ access  
 Lack of sewer service in certain corridor areas  
 Sewer capacity issues in certain corridor areas  
 Issues with future water capacity/ condition  
 Lack of North/south roadway extensions / connectors

**Opportunities**

Promote connectivity by existing road network  
 Converting orphan lots to parking or new faculties  
 Promoting pedestrian access

**Threats**

Pedestrian safety/ access  
 Lack of county utility funding  
 Electric capacity