

CHAPTER 2: FUTURE LAND USE CONCEPTS

INTRODUCTION

The future land use concepts presented in this chapter are an expression of community support for a viable and vital US 50 Corridor. Land use recommendations made for US 50 apply to new development, redevelopment, and property and streetscape enhancements along the US 50 Corridor. This chapter establishes a guiding framework for more site-specific recommendations, zoning recommendations and implementation strategies in chapters six through eight.

At six miles long, the US 50 Corridor travels through a variety of development patterns, from dense, urban cores to sparsely developed rural areas. Accordingly, recommendations were tailored to five distinct corridor sections (or sub-areas) according to differences in the character of the existing roadway and adjacent development, as well as community preferences expressed for each corridor section. The location of the five corridor sections used in this chapter include: (1) State Line Road to I-275, (2) I-275 to Argosy, (3) Argosy Parkway to SR 48, (4) SR 48 to SR 350, and (5) SR 350 to SR 62.

The US 50 Corridor is constantly changing. New development has occurred with the expansion of the Cincinnati metropolitan area. Dearborn County's rich history, abundance of natural resources, vacant land and increasing labor force are important factors contributing to development along US 50.

Dearborn County communities are excited about the opportunity economic growth brings, but they also hope to mitigate incoherent land use patterns, "sign blight," undesirable strip development, increased traffic congestion and increased vehicle crash rates.

This chapter's, maps, tables and land use intensity descriptions serves as an area-wide, multi-jurisdictional land use plan and policy document. As such it should be used as decision making tool by public officials and private sector developers when development is contemplated anywhere in the US 50 study area.

LAND USE AND DEVELOPMENT STRATEGY

One objective of this plan is to create a sustainable environment where long-term property values and community benefits are maximized. To that end, the US 50 Corridor land use strategy recommends the maintenance of distinct communities, each with a strong sense of place, high quality of life and appealing environment to attract and retain residents, business and tourism. In that context, new development should be sensitive to the area's rich historical and natural assets.

The future land use concepts presented in this chapter preserve desirable features of each development type while recommending changes for undesirable elements. Implementation of the concepts will generally occur incrementally as new development occurs. Streetscape improvements, however, can be implemented more proactively in concert with access management improvements to set the stage for continued economic development. This land use strategy is best accomplished by utilizing a mixed-use, form-based approach to land use planning. That reduces the significance of specific land uses and increases the importance of design and appearance in new developments. This strategy allows market forces to determine the highest and best use of US 50's frontage. To balance this land use flexibility, adherence to corridor design standards is critically important to ensure new development is sustainable for long-term economic development and quality of life purposes.

LAND USE AND DEVELOPMENT GOALS AND PRINCIPLES

The land use and development strategy will be achieved through the following goals and principles:

1. Development will occur in a planned and organized manner to create a strong visual and physical connection along US 50.
2. Development will include a wide range of land use types within the corridor including mixed use and compact development nodes to prevent monotonous strip development.
3. Larger employers, offices and clean industrial uses will be clustered in landscaped master-planned business parks at appropriate locations.
4. New development will be pushed to existing development nodes to maximize the use of existing roadway and utility infrastructure.
5. Redevelopment and reuse of existing structures and development centers will be encouraged as market demand for goods and services continues to grow.
6. Development in rural areas will occur in a fiscally responsible and environmentally sensitive manner. Intense development should not occur in rural areas until public utility and roadway infrastructure is adequately in place.
7. Elements of the natural environment will be preserved as the built environment grows, maintaining the natural beauty of the region.
8. The scale of the built environment will evolve to favor pedestrians, while maintaining automobile convenience.
9. The design of development and redevelopment will support and facilitate future expansions of mass transit along the US 50 Corridor.
10. Streetscape, gateway and other infrastructure improvements will be phased in over time in conjunction with access management improvements as a means to proactively position the US 50 Corridor for economic development.

FUTURE LAND USE DESIGNATIONS

This section provides more detailed descriptions of land uses.

Mixed Use

Mixed use development which promotes a mix of office and retail is permitted and encouraged in land located in the segments of the corridor between State Line Road and SR 350. The mixed use designation calls for greater flexibility by moving away from prescriptive single-use districts. Mixed uses can be arranged horizontally, where different uses are provided side-by-side, or vertically where different uses are located in the same structure but generally on different floors. Retail or office is preferred on the first and office and/or residential is preferred on upper stories in multi-story structures.

Office

Office land use within the corridor is likely to evolve over time. Small general and professional offices are envisioned throughout the corridor to serve the needs of area residents and business service needs. The total land and building area devoted to office space will likely be limited at first and grow incrementally as additional residents are attracted to US 50 Corridor communities.

Examples include medical, dental, real estate, financial, legal, accounting, engineering, employment, education, administrative and managerial, etc. Regional and corporate offices are also desired especially in the I-275/US 50 area. Permitting office uses with high employment densities will help balance job to housing mismatches and create a diverse local economy that requires varying employment skills and education levels.

Retail

Retail land uses are generally appropriate anywhere in the study area. Fast food restaurants, big box retail and shopping centers should be limited to defined development nodes to avoid the proliferation of strip commercial development that is notorious for creating unsafe traffic conditions and unwanted congestion.

Convenience-oriented retail uses are permitted to provide needed goods and services to residents located in nearby neighborhoods. Examples include carry-outs, dry-cleaning, service facilities, clothing, pharmacy, medical device, optical, car parts and electronics, etc. Hospitality uses such as hotels, conference centers and standard restaurants are desired and needed business and tourist amenities.

Industrial

Industries utilizing clean and modern manufacturing, processing, and/or fabrication techniques are planned between State Line Road and I-275 where industrial uses already exist in the US 50 Corridor. Industrial uses that discharge

obnoxious odors or cause excessive vibration or noise are not appropriate. Likewise, industrial uses that generate excessive truck traffic, such as warehousing and distribution, are not appropriate. Exceptions can be made when the identified negative impacts can be mitigated through thoughtful site design and building placement.

Business Park

Though office and industrial uses are generally appropriate in any section of the corridor, interstate-visible and/or accessible land is planned for modern, high-tech business parks. The purpose of the business park designation is to attract a high-tech employment base to diversify the economy and increase non-residential tax revenues.

Business park land uses encourage a compatible mixture of clean industry and professional office uses within the same development parcel in a landscaped master-planned, campus-style setting. The business park land use designation permits a flexible range of land uses to be responsive to the market including: medical, engineering, architectural, managerial, corporate and regional offices; research and prototypical development and design; data storage, information technology and computer centers.

Suitable clean industry includes manufacturing using advanced or leading technology and industrial research and development. Clean industrial uses must harmoniously co-exist with office development and meet similar performance standards for noise, fumes and vibrations, etc. Clean industry building design and materials must be high-quality and be indistinguishable from office structures.

Residential

Residential land uses includes single family detached or attached housing, as well as multi-family housing. Residential land use is generally not appropriate along the US 50 Corridor frontage between State Line Road and State Route 350, due to the exposure to high traffic volumes, speed and road noise. Adhering to this strategy will avoid future land use and transportation conflicts and preserve valuable road frontage for economic development. Conversion of existing residential uses to commercial uses should be encouraged. The access management recommendations made in this plan should be implemented as part of any residential to commercial land use conversion project.

The only portion of the US 50 Corridor frontage that is appropriate for residential development is west of State Route 350. Residential development in this currently rural area must be buffered from other uses, and individual homes should not have direct access to US 50.

Transit

Currently, public transit in Dearborn County is limited to a small on-demand system as described in Chapter 1 of this report. Due to the limited transit options currently in place, the land use recommendations described here are primarily auto-oriented. These land uses however, do not preclude the use of expanded more traditional transit in the future if it is available.

CORRIDOR SECTION RECOMMENDATIONS

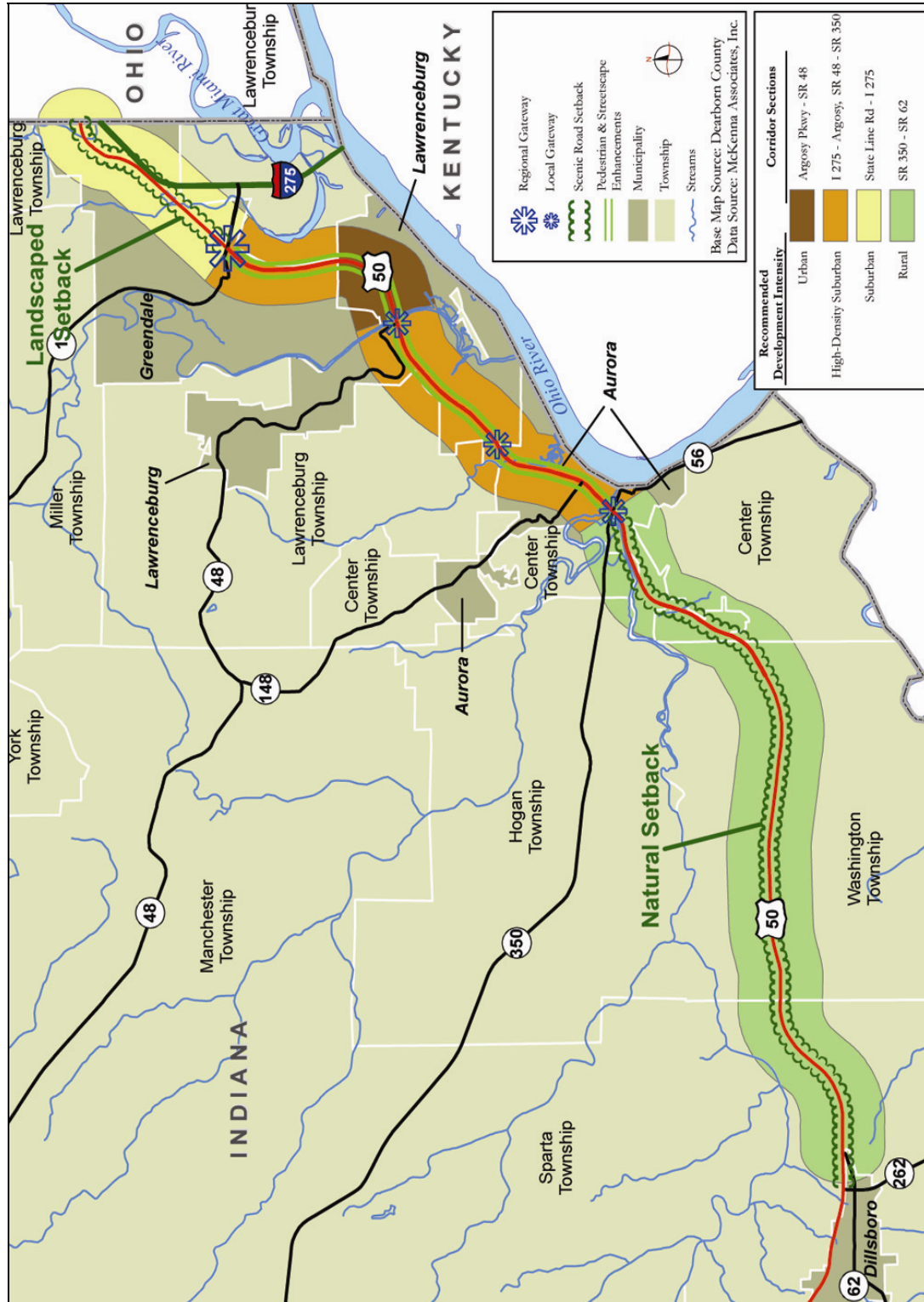
This section provides a detailed description of proposed future land use and development strategies for the five corridor sections. A closer examination of each corridor section serves as a summary of the development vision and strategy created during the planning process. Land use policy statements, suggested capital improvements and streetscape improvements are included.

The land use strategies recognize the diversity of existing development in the corridor and the need to encourage development and redevelopment in some areas while preserving natural features in others. The corridor's five defined land use sections were classified under one of four "development intensity" (or place) types. They are: (1) urban, (2) high density suburban, (3) suburban and (4) rural. Figure 2-1 provides an overview of each corridor section's planned development intensity, along with the desired land uses and design vision. The location of each recommended development intensity type is shown on Exhibit 2-1.

Figure 2-1: Summary of Land Use Recommendations

Location(s)	Development Intensity	Uses	Vision
State Line Road to I-275	Suburban	Master-planned business parks, mixed commercial uses.	Landscaped setting with high-quality building and site design.
I-275 to Argosy Parkway	Higher Density Suburban	Mixed commercial uses, including "destination" retail and professional office.	"Parkway" framed by buildings to create an attractive "front door" to the region.
Argosy Parkway to SR 48	Urban	Commercial and institutional uses mixed horizontally and vertically, residential only permitted on upper floors	Support and strengthen urban, pedestrian-oriented environment.
SR 48 to SR 350	Higher Density Suburban	Mixed commercial and institutional uses, emphasizing local retail and office services.	"Parkway" framed by buildings that connect Lawrenceburg and Aurora.
SR 350 to SR 62	Rural	A compatible mix of retail, office, light industrial and institutional uses. Residential uses with adequate buffering from other uses and the roadway.	Preserve rural character and preserve natural features such as woodlands, wetlands, streams and topography.

Exhibit 2-1: Future Land Use Corridors



State Line Road to I-275

Development design guidelines for this section can be found in Exhibit 2-2.

Vision

Future land use in this relatively undeveloped portion of the corridor would include a mix of commercial and clean industrial uses in a green, landscaped setting. Buildings and parking would be set back from the roadway with trees and landscaping gracing the roadway frontage. Sidewalks will connect uses to one another and surrounding residential uses.

Land Uses

Office and light industrial uses in landscaped, master-planned business parks are very desirable at this location for the purpose of increasing the number of higher-wage jobs in the region and diversifying and expanding the local tax base. Such uses would benefit from the proximity to the interstate, as well as amenities offered in new retail developments.

A wide range of commercial uses are appropriate in this section of the corridor. Proximity to I-275 and nearby residential areas would create demand for retail services. Big-box retail uses, fast food restaurants, carry-outs, and shopping centers are appropriate along with smaller retail operations such as cleaners, laundry mats and beauty salons. However, land in the State Line Road to I-275 section should be preserved to the extent possible for economic development purposes (i.e., office and industrial employment growth). Stand alone small-scale office and industrial uses are also appropriate. Local professional services such as medical or insurance offices could be placed in stand-alone structures or integrated in shopping center space.

Streetscape Design

Understanding that no median is recommended for this section of US 50, the streetscape design would consist of improvements made to either side of the roadway. As development occurs, a sidewalk should be installed along the roadway with at least a 10 foot treelawn separating the sidewalk from the road. This treelawn would act as a buffer between pedestrians and US 50 auto and truck traffic. Street trees would create additional buffering and a sense of enclosure for pedestrians. Trees should be planted at a maximum of 35 feet apart. The point at which US 50 crosses the Ohio/Indiana state line should be enhanced with improved signage and landscaping.

Site and Building Design

In order to achieve the green, landscaped character envisioned for this section of the corridor, buildings should be set back from the ROW by at least 50 feet. Parking may be located to the front, sides or rear of the building, though side and rear parking is encouraged. Parking must also be set back at least 50 feet.

Exhibit 2-2: Development Design Guidelines, State Line Rd. to I-275



The buffer formed by the front yard setback should be used as a tree preservation zone or landscape buffer yard that includes densely-planted evergreen and deciduous trees and shrubs. This would retain the corridor's remaining natural character and create an attractive frontage to each property.

Buildings should include an entrance facing the street, with pedestrian connections to the roadside sidewalk. Buildings should be constructed out of high-quality, durable materials including, but not limited to, brick, stone, stucco, and concrete masonry units. Architectural details should be included to break up the mass of large buildings.

I-275 to Argosy Parkway

Development design guidelines for this section can be found in Exhibit 2-3.

Vision

Future development, redevelopment and streetscape improvements should reflect the fact that this segment is a “front door” to the region. Development and streetscape enhancements should create a “parkway” effect by creating a green strip on either side of the roadway framed by buildings, with parking placed behind or to the sides of buildings. Trees should be planted in the median and along the sides of the roadway, and landscaping should be added at key intersections and gateways. Future land uses should include a range of commercial uses that enhance the corridor as a destination and grow the local economy.

Land Uses

A wide range of professional office and retail uses are appropriate in this section of the corridor. Retail development should emphasize destination shopping, dining and entertainment uses that serve a regional audience and help to attract visitors to the corridor. Such uses would take advantage of and add to existing regional attractions such as Argosy Casino and Perfect North Ski Slopes. Proximity to I-275 and exposure to a large volume of traffic would serve these uses well.

Streetscape Design

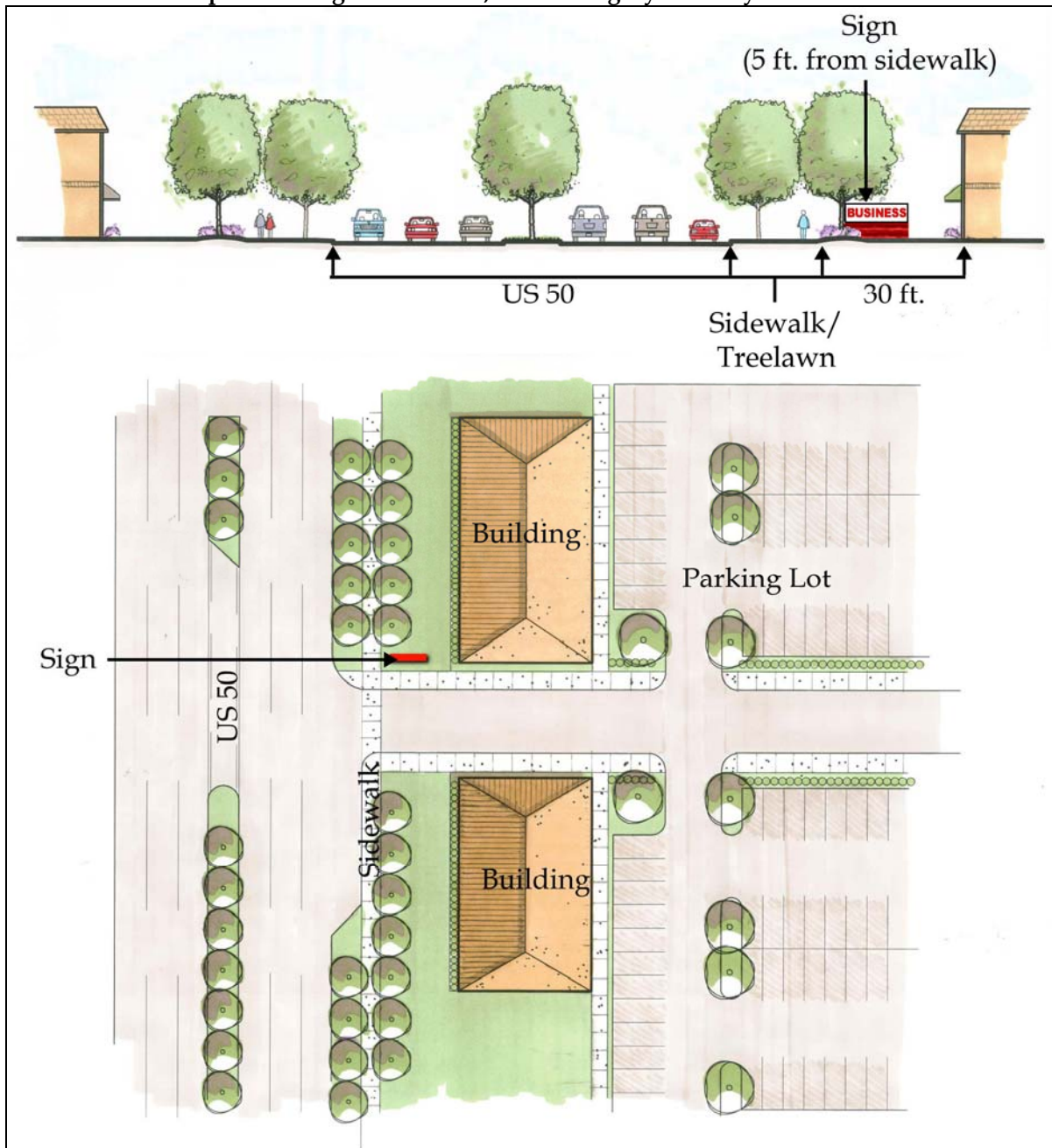
Street trees should be planted no more than 35 feet apart along the proposed median and in treelawns on the sides of the roadway. Flower beds and shrubs should be placed at key intersections and gateway locations. Sidewalks should be constructed to connect uses to one another and to surrounding neighborhoods. Where feasible, the sidewalk should be separated from the roadway by a treelawn that is at least 10 feet wide.

Site and Building Design

Buildings and parking should be set back from the ROW between 25 and 50 feet. Up to one row of parking may be located in front of the building, and all other parking must be located to the rear or sides of the building. Parking must be screened from the roadway by buildings, evergreen shrubs, trees and/or an ornamental brick wall or fence.

Buildings should include an entrance facing the street, with pedestrian connections to the roadside sidewalk. Buildings should be constructed out of high-quality, decorative materials, with architectural elements to break up the mass of large buildings.

Exhibit 2-3: Development Design Guidelines, I-275 to Argosy Parkway



Argosy Parkway to SR 48

Development design guidelines and property enhancement guidelines for this section can be found in Exhibits 2-4 and 2-5.

Vision

Future redevelopment and streetscape improvements would support and strengthen the urban, pedestrian-oriented nature of this segment of the corridor. Buildings should be placed close to the sidewalk, with parking located behind or to the sides of buildings. Sidewalks should be widened to increase pedestrian comfort

and safety. Street trees should be planted to soften the appearance of the buildings and street and calm traffic. Land uses should include a mix of predominantly commercial uses, mixed horizontally and vertically.

Land Uses

A mix of retail, office, and institutional uses is appropriate in this setting. Residential uses would be permitted on upper floors only. Uses would be mixed vertically or horizontally. Retail uses would be encouraged on the first floor, with other uses placed on upper floors. The uses encouraged in this segment of the corridor would be mainly small-scale, local services but might also include specialty retail establishments that benefit from being located in a historic, urban setting.

Exhibit 2-4: Development Design Guidelines, Argosy Parkway to SR 48



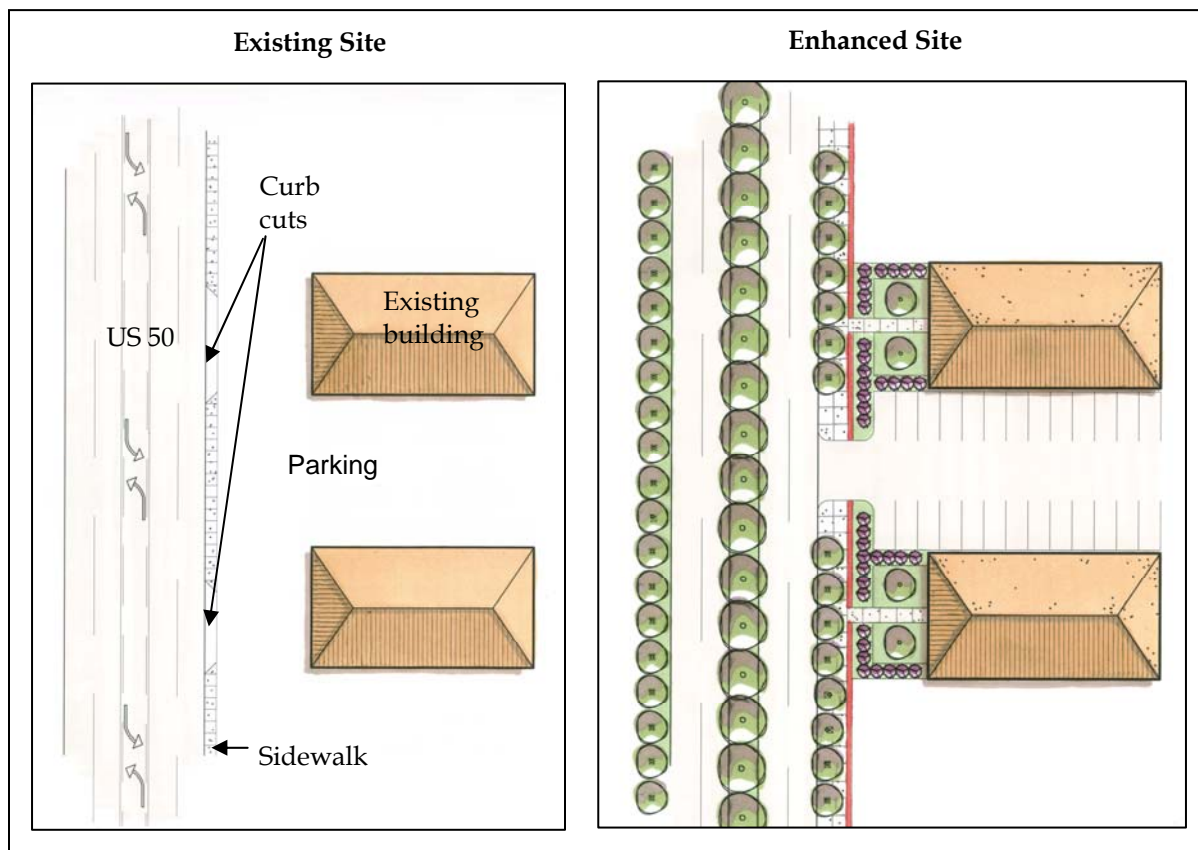
Streetscape Design

Street trees should be planted no more than 25 feet apart along the median and widened sections of the sidewalk. Existing sidewalks should be widened to at least 12 feet to increase pedestrian safety and comfort and to allow space for street trees. Raised pedestrian crosswalks should be constructed at the intersections of US 50 with Main and Front Streets to further calm traffic and increase pedestrian safety.

Site and Building Design

New buildings or building additions should be set back no more than five feet from the ROW. Parking must be located to the side or rear of buildings. Due to the limited space available for off-street parking, parking requirements should encourage shared parking arrangements where feasible and account for the availability of on-street parking on side streets. Decorative masonry or stone walls should be constructed between parking lots and the sidewalk to maintain the urban “street wall” and screen the parking from public view.

Figure 2-5: Property Enhancement Guidelines, Argosy Parkway to SR 48



Property Enhancement

Since this area is completely developed and redevelopment is a costly, challenging process, a set of interim recommendations has been developed for the enhancement of existing development. The scenario shown in Exhibits 2-4 and 2-5 depict methods

to retrofit a property to bring it closer to the design guidelines. Actions would include taking advantage of available space on properties to widen the sidewalk, constructing a brick wall along the existing parking lot, and replacing portions of the parking lot with landscaping.

SR 48 to SR 350

Development design guidelines and property enhancement guidelines for this section can be found in Exhibits 2-6 and 2-7.

Vision

This section of the corridor would evolve into a green parkway that connects the urban centers of Lawrenceburg and Aurora. Green strips on either side of the roadway would be framed by buildings, with parking placed behind or to the sides of buildings. Trees should be planted in the median and along the sides of the roadway. Future land uses should include a range of commercial uses that provide services to local neighborhoods as well as passing motorists.

Exhibit 2-6: Development Design Guidelines, SR 48 to SR 350

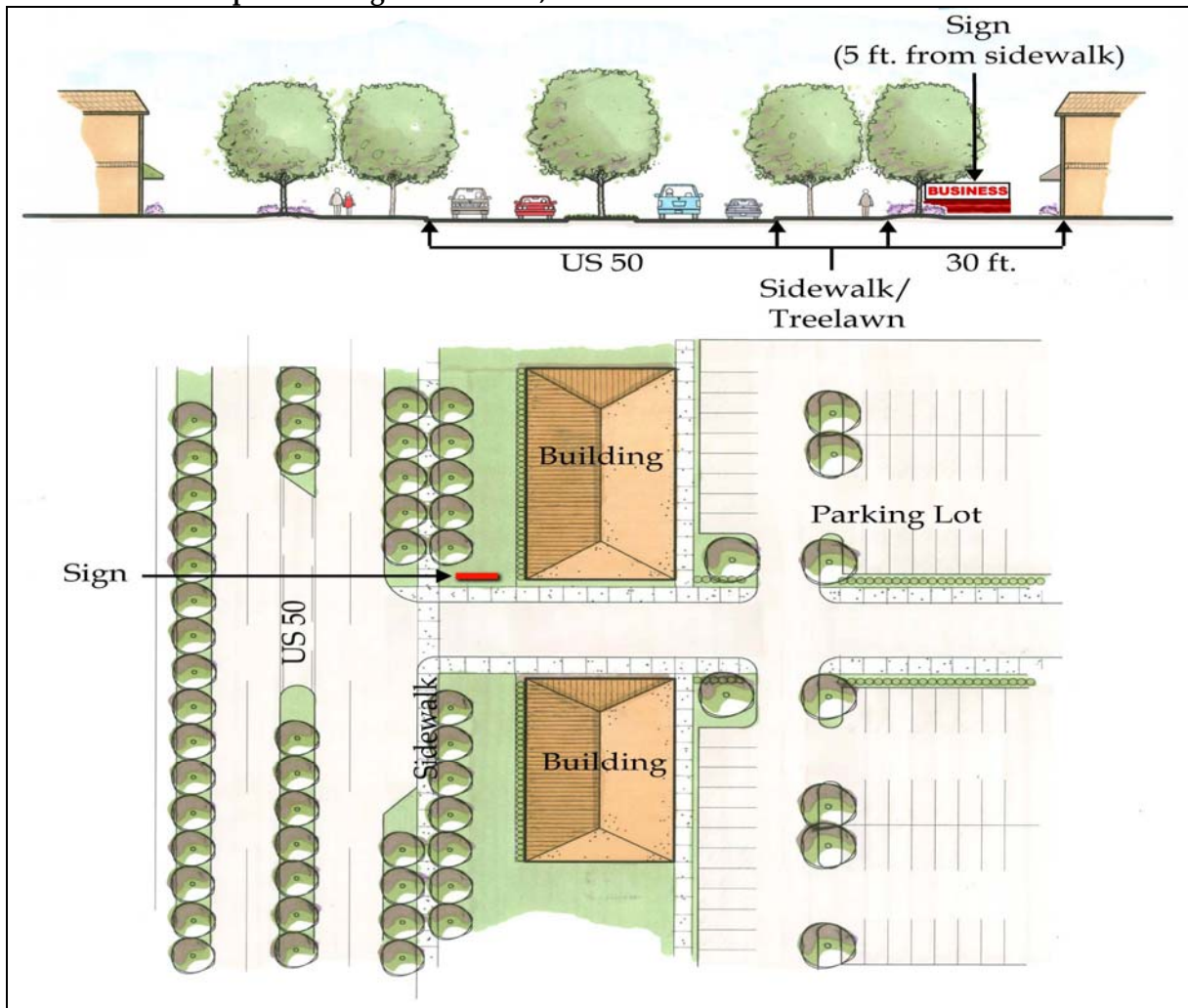
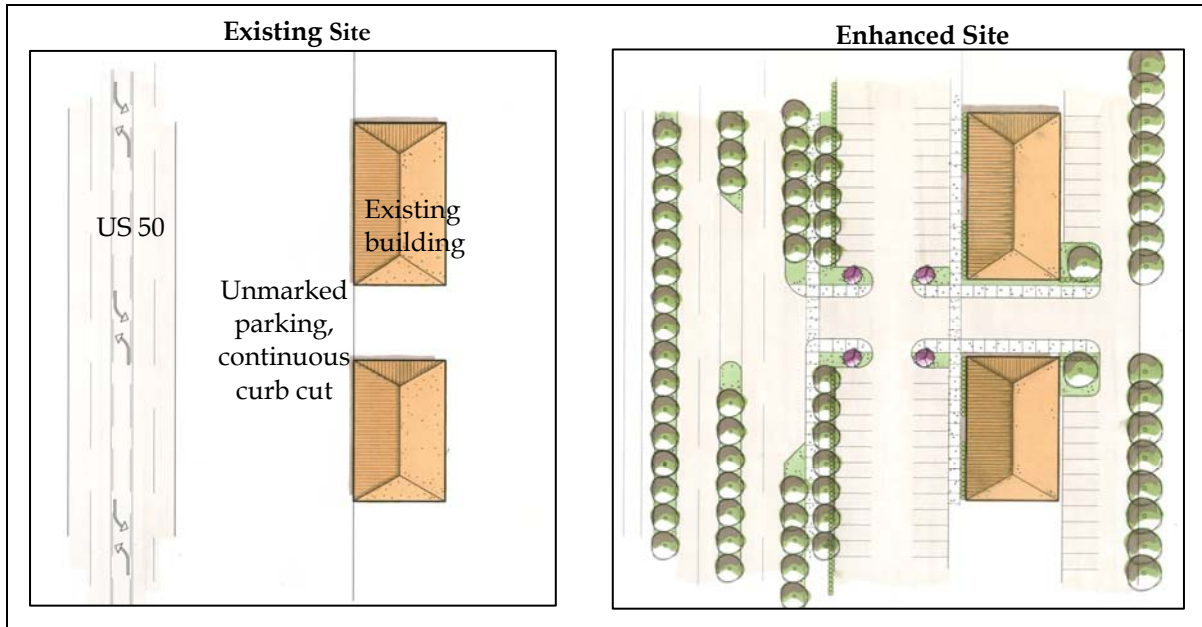


Exhibit 2-7: Property Enhancement Guidelines, SR 48 to SR 350



Land Uses

Future development in these areas should consist of convenience-oriented commercial uses to provide goods and services needed by local residents. Big box retail uses, fast food restaurants, carry-outs and shopping centers would be appropriate along with smaller retail operations such as cleaners, laundry mats and beauty salons. Roadside services that cater to motorists would be acceptable as long as they can meet design guidelines. Small-scale office uses would also be appropriate, including local professional services such as medical or insurance offices, which can be placed in stand-alone structures or integrated in shopping center space.

Streetscape Design

Street trees should be planted no more than 35 feet apart along the proposed median and in treelawns on the sides of the roadway. Flower beds, shrubs and improved signage would enhance the gateway between Lawrenceburg and Aurora. Sidewalks should be constructed to connect uses to one another and to surrounding neighborhoods. Where feasible, the sidewalk should be separated from the roadway by a treelawn that is at least 10 feet wide.

Site and Building Design

Buildings and parking should be set back from the ROW between 25 and 50 feet. Up to one row of parking may be located in front of the building, and all other parking must be located to the rear or sides of the building. Parking must be screened from the roadway by buildings, evergreen shrubs or a decorative masonry or stone wall or metal fence.

Buildings should include an entrance facing the street, with pedestrian connections to the roadside sidewalk. Buildings should be constructed out of high-quality, decorative materials, with architectural elements to break up the mass of large buildings.

Development of remaining hillsides should fit with the landscape and minimize disruption to natural drainage patterns and topography to the extent possible.

SR 350 to SR 62

Development design guidelines for this section can be found in Exhibit 2-8.

Vision

Future development would act to preserve the rural character of this section of the corridor. Large setbacks from the roadway would preserve a feeling of openness and preserve the natural beauty of the roadway frontage. Development would preserve natural features throughout the site to the extent possible.

Exhibit 2-8: Development Design Guidelines, SR 350 to SR 62



Land Uses

A compatible mix of retail, office, light industrial and institutional uses are appropriate in this section of the corridor. Residential uses are appropriate given adequate buffering from other uses, and as long as individual homes do not have direct access to US 50.

Streetscape Design

No streetscape improvements are recommended for this section of the corridor, as the intent is to preserve natural features and maintain rural character.

Site and Building Design

This section of the corridor would include the lowest density of all sections of the corridor, with the intent of allowing development while preserving the rural character of the area. Buildings and parking should be set back at least 75 feet. Natural drainage patterns, topography and vegetation should be preserved to the extent possible, particularly within the front setback.