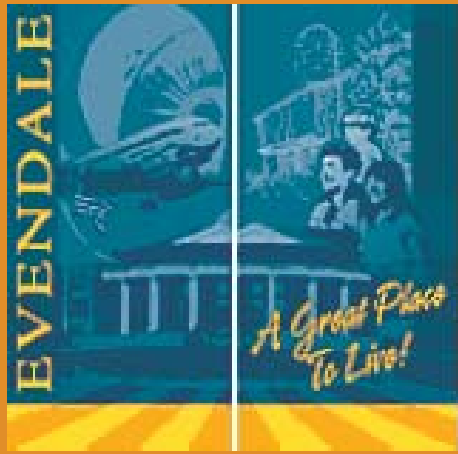


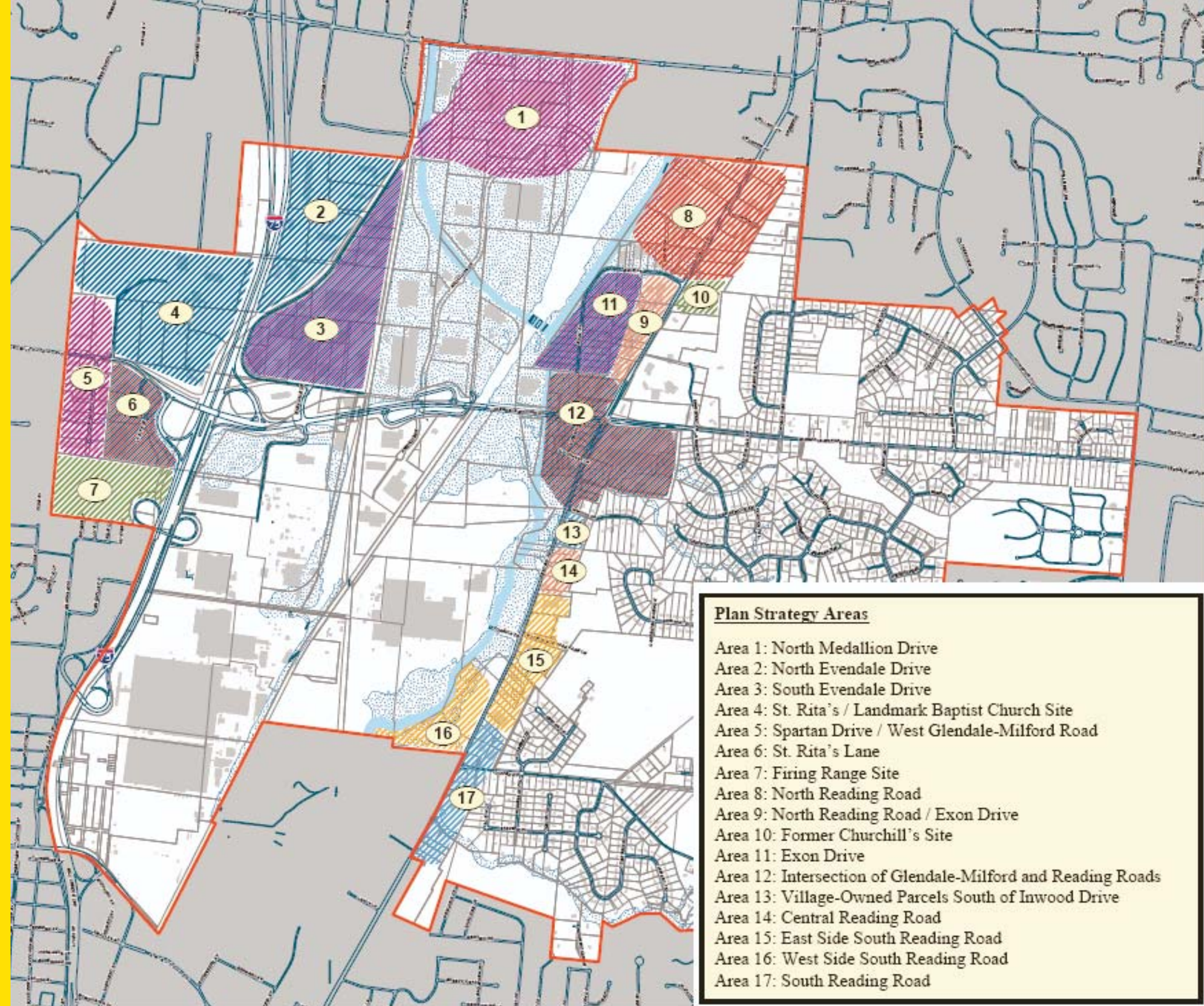
Prepared For:



Submitted By:



July 9, 2009



**Plan Strategy Areas**

- Area 1: North Medallion Drive
- Area 2: North Evendale Drive
- Area 3: South Evendale Drive
- Area 4: St. Rita's / Landmark Baptist Church Site
- Area 5: Spartan Drive / West Glendale-Milford Road
- Area 6: St. Rita's Lane
- Area 7: Firing Range Site
- Area 8: North Reading Road
- Area 9: North Reading Road / Exon Drive
- Area 10: Former Churchill's Site
- Area 11: Exon Drive
- Area 12: Intersection of Glendale-Milford and Reading Roads
- Area 13: Village-Owned Parcels South of Inwood Drive
- Area 14: Central Reading Road
- Area 15: East Side South Reading Road
- Area 16: West Side South Reading Road
- Area 17: South Reading Road

# EVENDALE COMPREHENSIVE MASTER PLAN





# Village of Evendale Comprehensive Master Plan

Accepted July 9, 2009

Prepared for:

The Village of Evendale,  
Ohio

Prepared By:



1880 Waycross Rd.  
Cincinnati, Ohio 45240  
[www.jacobs.com](http://www.jacobs.com)

*Comprehensive Master Plan  
Village of Evendale*





# *Comprehensive Master Plan Village of Evendale*

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## *Acknowledgements*

### Comprehensive Master Plan Steering Committee

J. Jeffrey Albrinck	John Perazzo (to Sept. 2007)
Don Apking	Richard Shaffer
Natalie Greulich (from Nov. 2007)	Christian Schaeffer (to Dec. 2007)
Douglas Lohmeier (from Dec. 2007)	

### Village of Evendale Council

The Hon. Don Apking, Mayor	John Ranz, Jr.
J. Jeffrey Albrinck, Vice Mayor	Carolyn Smiley-Robertson, President of Council
Douglas Lohmeier	Stiney Vonderhaar
William Puthoff, Jr.	

Village of Evendale Staff		
Jack Cameron	Barbara Rohs	Linda Fitzgerald (to December 2008)

### Jacobs Edwards and Kelcey Project Staff

Della G. Rucker, AICP	Mark Kirby, ASLA
Sarah L. Headlee	Paul A. Culter, AICP

*Many thanks to the dozens of Village residents who participated in Steering Committee meetings!*







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# *Comprehensive Master Plan*

## *Village of Evendale*

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## 1. Introduction

The Village of Evendale Comprehensive Master Plan was commenced in 2007. The Master Plan is designed to help the Village's officials, administration, residents and business operators develop a shared understanding of Evendale's future land use needs and the best strategies for managing the Village's growth and redevelopment. Evendale's planning process was designed from the start to be unique because this initiative was the latest in a long series of studies and plans that had been designed to address specific issues. As a result, the Comprehensive Master Plan was designed to build upon the findings and recommendations of these initiatives and use them as a foundation to create an effective Plan.

Within this context, any Comprehensive Master Plan must meet the following standards:

- The Plan must be based on a clear, realistic evaluation of the Village, including its assets, its challenges, its regional context and the likely impacts of these issues over the coming 10 to 20 years.
- The Plan must draw on the meaningful, active feedback of the Village's stakeholders, including its residents, its business operators and its own municipal staff and officials.
- The Plan must develop a vivid statement of its preferred future – a statement that demonstrates how the Village intends to function and appear in the future.
- The Plan must identify ambitious but achievable future land uses that will move the Village toward its objectives.
- The Plan must lay the groundwork for the future land uses it identifies by developing a specific plan of action for helping its recommendations become reality.

This document reflects the best efforts of a large number of Evendale residents, officials, business operators and others to meet these high goals.

## Planning Process

The Village of Evendale Comprehensive Master Plan process began with the retention of Jacobs Edwards and Kelcey in early 2007 and the reorganization of an Ad-Hoc Steering Committee that had been established to manage a previous planning project. The Steering Committee was designed to represent the Village's Planning Commission and Community Improvement Corporation (CIC), the two entities that would be most responsible for implementing the Comprehensive Master Plan's recommendations. The planning process was guided through regular meetings between JEK staff and the Steering Committee. The Steering Committee was responsible for reviewing the community's existing conditions, formulating the Plan Vision, and developing Plan elements that fit the community's needs. The Steering Committee met regularly for approximately nine months and participated in the development or review of every aspect of this Plan. All meetings were open to the public, and anyone who attended a meeting was invited to participate in the discussions and activities that took place at that meeting.

The planning process involved several integral elements, which were based on professional best practices and the specific needs of the Village. These included the following:

- Regular working meetings with the Ad-Hoc Steering Committee.
- Compilation of existing conditions data, the technical and public participation results of previous plans and studies, and the recommendations made by previous plans and studies.
- The solicitation of feedback from members of the community through a Comprehensive Master Plan survey that was conducted via mail and internet in May 2007.
- The development of a statement of Preferred Development Characteristics for several land use types that provide a clear policy foundation for the Plan's recommendations.
- The development of a Preferred Future Land Use map that identifies the Village's long-term preferences for each of several geographic areas that were identified by the Committee as either undeveloped property or areas that were likely to undergo development or redevelopment within the next 20 years. The Preferred Future Land Uses were developed within the context of the Preferred Development Characteristics and the Committee's understanding of the existing conditions and previous findings that have bearing on that location. The Preferred Future Land Uses are specifically designed to meet one or more of the Preferred Development Characteristics.
- The development of an Implementation Matrix that identifies recommended priorities, timeframes, partners and funding opportunities for specific recommendations.





## *Comprehensive Master Plan Village of Evendale*

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- The creation of a draft and final Comprehensive Master Plan document that presents the final versions of these elements, as reviewed and revised by the Ad-Hoc Steering Committee.

### **A Final Word**

A Comprehensive Master Plan is critical to a community's success because it facilitates a coordinated and strategic effort to capitalize on the Village's potential. However, a Comprehensive Master Plan document alone does not make it happen.

A Comprehensive Master Plan is a tool - it helps the community to articulate and organize its priorities and decide on its actions. But the Comprehensive Master Plan alone will not make desired development happen. Evendale residents know this because parts of the Village have been the subject of many other plans and studies -- some grand, some modest. But across those plans, the only proposals that have been achieved have been the ones that the community chooses to champion. Plans are successful if they give people a strategy and direction to make something happen, but any Plan is worth little more than paper if the community's people do not carry it forward.

Reaching that preferred future is seldom easy, and it will probably not turn out exactly as planned. This process, however, has demonstrated that Evendale's residents and officials are willing to do the hard work necessary to maintain and build upon Evendale's desirability. A community that maintains that commitment will continue to find opportunities for great success.



## 2. Existing Conditions

This chapter summarizes the existing characteristics of the Village of Evendale and surrounding areas at the time of this Plan's development. Existing Conditions analysis identifies physical characteristics, such as existing land use and locations of natural features, as well as regional trends and key features. This information was used by the Steering Committee to guide the creation of the Preferred Development Characteristics and the Preferred Future Land Use.

Some of the sections below contain a figure reference in the heading. The figures are provided at the end of this chapter.

### Regional Location and History of Development (Figure 1)

The Village of Evendale is located in north-central Hamilton County, on the near east side of the Mill Creek/Interstate 75 Corridor that extends from Cincinnati north through Hamilton County. Evendale is largely surrounded by other small municipalities, including the City of Sharonville to the north, the City of Blue Ash to the east, the villages of Woodlawn and Glendale to the west, and the City of Reading to the south. The Village of Evendale is approximately 14 miles north of downtown Cincinnati along Interstate 75, which is a major national transportation route between Detroit, Michigan and Miami, Florida. The interstate's Exit 14 (Glendale-Milford Road) is located just inside the Village's western boundary.

Evendale is connected to the Greater Cincinnati region by two primary regional surface routes. U.S. Route 42, also known as Reading Road, serves as the Village's historic spine, extending north-northwesterly through the Village's primary commercial district between Reading to the south and Sharonville to the north. Evendale's primary east-west route is Glendale-Milford Road, which extends east-west through the Village of Woodlawn, the Village of Evendale and the City of Blue Ash. These two roads carry the overwhelming majority of through and destination traffic; other roadways in the Village of Evendale generally serve as collectors and local access streets. Evendale is also traversed by the Mill Creek, which runs through central Hamilton County from its origins in Butler County to the Ohio River.

Evendale's development history is similar to that of many other north-central Hamilton County suburbs. James Cunningham gained possession of 840 acres south of what is now Glendale-Milford Road as early as 1789, establishing a grist mill (a mill for grinding grain into flour) and a sawmill along the Mill Creek soon afterward. By 1860, the settlement was large enough to arrange for the construction of a school house, which opened on the northeast corner of

Reading and Glendale-Milford roads in 1862.<sup>1</sup> Since the surrounding territory between the cities of Reading and Sharonville was almost exclusively farmed, the crossroads school served as the center of the informal community for several decades.

The construction and expansion of the Cincinnati-area railroad system in the last quarter of the 19<sup>th</sup> century increased opportunities for selling local farm products and led to further transitions in land uses resulting from the area's improved access to the rest of the region. St. Rita's School for the Deaf, a boarding school for deaf children, opened in 1915 on an expansive plot of land that allowed the school to provide a "healthful rural environment."<sup>2</sup> The school was originally conducted in existing farm buildings, but by 1924 those facilities had been largely replaced with the current Spanish Revival complex. Evendale's first manufacturing facility was constructed by the Tennessee Corporation in 1925 near the southwest corner of Glendale-Milford and Reading roads; this fertilizer manufacturer benefited both from its location in a busy agricultural district and from its access to the nearby rail lines.

Construction of the Wright Aeronautical Company's aircraft engine site west of the railroad tracks and the Mill Creek in the late 1930s was largely responsible for instigating the rapid business and residential growth that Evendale and most of the surrounding communities experienced in the mid- and late 20<sup>th</sup> century. By 1948, this facility had been sold AutoLite, an automobile lamp manufacturer, and was being partially leased by General Electric to house its jet engine production.<sup>3</sup> Residents of the area known as Evendale voted in favor of incorporation in 1950, and included the former Wright Aeronautical facility and a cluster of other defense industry manufacturers in the vicinity. Reading, Lockland and Lincoln Heights filed suit to overturn the incorporation; their suit was denied in 1951. The new village's population was 360.

In 1953, Evendale completed its first Master Plan and adopted its first zoning code and subdivision ordinance, which "gave Evendale the most restrictive residential zoning of any village in the county."<sup>4</sup> This zoning code restricted residential units to single-family detached units on lots with a minimum size of one-half acre. The zoning code also restricted industrial development to the lands west of Reading Road, confined residential development to lands east of Reading Road, and established a commercial zone along Reading Road. Total population remained under 1,500 residents until the 1980s, when a Homearama event was held in the new Park Hills subdivision and construction increased throughout this and other new subdivisions in the village.

<sup>1</sup> *Village of Evendale: the First Fifty Years*. (Village of Evendale, 2001), page 15.

<sup>2</sup> *The Bicentennial Guide to Greater Cincinnati: A Portrait of Two Hundred Years* (The Cincinnati Historical Society, 1988). Volume 2, page 575.

<sup>3</sup> *Village of Evendale: the First Fifty Years*, page 19.

<sup>4</sup> *Village of Evendale: the First Fifty Years*, page 24.





# Comprehensive Master Plan Village of Evendale

Evendale’s current development pattern continues to demonstrate this history. Industrial development is still concentrated west of Reading Road, and residential development still consists almost exclusively of single family homes on lots of at least one half acre. Reading Road, which historically functioned as a regional thoroughfare and later as a commercial district, still includes a variety of retail and, increasingly, medical office uses. Evendale also continues to enjoy a strong civic identity in the form of an extensive recreation complex, which includes several sports fields, a recreation center and aquatic facility, in addition to the village municipal building and fire station. The civic/recreation complex includes more than 34 acres at the northeast corner of Reading and Glendale-Milford roads, including the 1932 Evendale School building, which was constructed on the site of the original Evendale schoolhouse. Evendale’s park and recreational facilities also include the Griffin Family Nature Preserve, a 16-acre site that includes a pond, walking trails and wildflower gardens. Finally, Evendale is home to the Gorman Heritage Farm, a 99-acre working historic farm that is operated by a private foundation supported by the Village. Gorman Heritage Farm is in the process of becoming a regional destination for agricultural history, special events and passive outdoor recreation.

## Existing Land Use (Figure 2)

Land use, as the term is used in planning, refers to the primary activities that humans pursue on a given parcel of land. It is essential to note that an existing land use map is based on a

Land Use	Total Acres	% of Total
Agricultural	119.89	4.02%
Commercial	140.32	4.71%
Commercial / Distribution	20.59	0.69%
Educational	17.07	0.57%
Heavy Industrial	560.77	18.83%
Institutional	202.07	6.78%
Light Industrial	192.12	6.45%
Office	52.05	1.75%
Park and Recreation	134.37	4.51%
Public Service / Public Utility	115.87	3.89%
Right-of Way	341.22	11.45%
Single Family Residential	706.04	23.70%
Truck Distribution	71.15	2.39%
Vacant	219.76	7.38%
Warehousing	85.54	2.87%
<b>Total</b>	<b>2978.81</b>	<b>100.00%</b>

Existing land use distribution

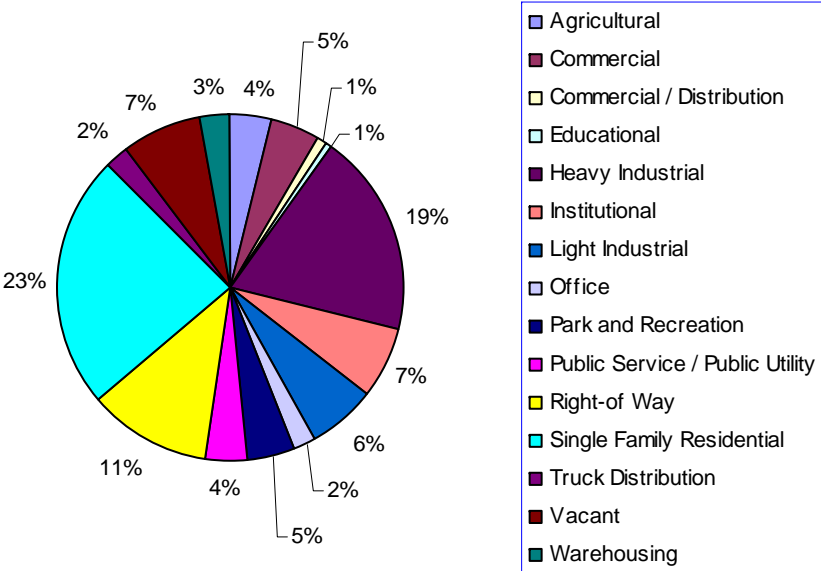
categorization of current uses. Land use categories do not indicate either existing zoning or any planned future land use. Current zoning for any given property may be entirely different from the existing land use -- zoning only comes into effect when a property changes its land use through development, redevelopment or a change in use. Similarly, land uses that may be planned for the future do not necessarily reflect the existing land use.

The table and chart illustrate the distribution of land uses within the Village. Existing land use classifications are based

on data obtained from the Cincinnati Area Geographic Information Service (CAGIS) network and on-site analysis. The Existing Land Use terms are defined as follows:

- **Agricultural.** Agricultural land is primarily used for growing crops, raising livestock and other activities that produce natural goods for consumer or manufacturing use. Gorman Heritage Farm, the only agricultural land within the Village, is a working educational farm that is operated by a nonprofit foundation that receives partial support from the Village.

- **Commercial.** Commercial land uses are occupied by any business that sells goods, merchandise or non-professional services directly to the ultimate consumer for direct consumption and not for resale. Such uses include, but are not limited to, supermarkets, specialty products stores, gas stations, convenience stores and discount stores. In Evendale, commercial land uses are primarily concentrated on the length of Reading Road near Glendale Milford Road.



Existing land use distribution

- **Commercial/Distribution.** This category is not typically used in land use plans, but was developed for the Evendale Comprehensive Master Plan to identify a unique subsector of commercial land use activity that occurs with some frequency in Evendale. Commercial/Distribution businesses have a generally commercial-style street frontage, with prominent signage, a public parking lot and a showroom or retail display space. However, the retail display space constitutes a small proportion of the overall building, and the majority of the building space is used for warehousing and distribution of the bulk products whose samples are displayed in the retail space. Commercial/Distribution businesses generally have less commercial traffic and more truck and shipping traffic than conventional commercial properties.

# Comprehensive Master Plan Village of Evendale



- **Education.** Educational facilities in Evendale include Evendale Elementary School, the Cincinnati State branch campus on south Reading Road, and St. Rita's School for the Deaf.
- **Heavy Industrial.** Heavy industries are engaged in the processing and manufacturing of materials or products predominately from extracted or raw materials or represent a land use that is engaged in storage of or manufacturing processes using flammable or explosive materials. Heavy Industrial businesses potentially involve hazardous or commonly recognized offensive conditions which would generate objectionable or hazardous elements such as heat, smoke, odor, vibration, water pollution, electromagnetic disturbances, radiation or dust. It should be noted that not all heavy industries actually have these effects.
- **Institutional.** Institutional uses include governmental, quasi-public and non-profit institutions, such as Village Municipal Building, churches, and public services, such as the Hamilton County MR/DD facility on South Reading Road.
- **Light Industrial.** Light industrial businesses are generally involved in the assembling, altering, converting, fabricating, finishing, processing or treatment of a product using a relatively clean and quiet process that does not include or generate objectionable or hazardous elements such as smoke, odor, vibration, water pollution or dust. Light industries also generally operate and store products and materials in a completely enclosed structure.
- **Office.** An office facility has as its primary function the support of services that are performed involving predominately administrative, professional, or clerical operations. Professional service offices that are visited by small numbers of general public members, and back office-type operations that generally house professional workers and are not visited by the public, are both included in this category.
- **Parks and Recreation.** Park and recreation facilities include non-commercial, not-for-profit facilities designed to serve the active and passive recreational needs of the residents of the community. The Parks and Recreation category includes the Village's recreational and aquatic facilities and sports fields, as well as the Griffin Family Nature Preserve on Wyscarver Road. This category also includes a steep and densely wooded system of ravines that follows Carpenter's Creek through the Park Hills subdivision. This area is maintained by the Park Hills Homeowners Association and includes a walking trail and gazebo for use of the subdivision's residents.
- **Public Service/Public Utility.** A Public service or public utility use or structure is owned or managed by the local, state or federal government or by a licensed utility provider and provides a governmental function or essential services to the general public. In Evendale, this category includes electrical transmission facilities, a Cincinnati Bell switching station, the Village of Evendale Service Department facilities and a series of narrow hillside parcels along the east side of Reading Road that were purchased by the Village to preserve the stability and attractiveness of the slopes.
- **Right of Way.** This category includes all publicly-owned roadways and railroad facilities. Evendale has a slightly higher proportion of its total land area dedicated to Right of Way because of the presence of a portion of the large Sharon Yards rail facility at the north end of the Village.
- **Single Family Residential.** Single family residences are permanent structures designed for occupancy by one family on an individual lot. Because of Evendale's historic zoning, this is the only type of residential land use within the Village.
- **Truck Distribution.** This type of land use is typically included within the light industry or heavy industry categories, but was designated separately for the Evendale Comprehensive Master Plan due to the Village's interest in understanding this specific land use. Truck Distribution facilities differ from warehouses because they provide little internal storage space and are primarily designed to facilitate the short-term transfer of goods from one truck to another. Truck distribution facilities generally include a small amount of office





# Comprehensive Master Plan Village of Evendale

space and a building that consists of a series of loading bays connected to a small amount of internal storage space. Truck distribution facilities generally have small building footprints compared to the size of the parcel, and the remainder of the parcel is generally paved and otherwise unimproved in order to facilitate the easy maneuvering of tractor trailers.

- **Vacant.** A vacant property is any land or structure that is not actively used for any purpose at the time of the Existing Land Use analysis. This category includes both buildings that are temporarily unoccupied and parcels that do not have buildings upon them.

- **Warehousing.** Again, warehousing properties are usually included in the light industrial category of an Existing Land Use Analysis, but were designated separately for the Evendale Comprehensive Land Use Plan to aid understanding of this sector of the local economic structure. Warehousing facilities are generally dominated by open enclosed space that is used to store goods that have been shipped from one location and whose ultimate destination is somewhere else. Warehouse uses generally generate little non-truck vehicular traffic but often require easy access for tractor trailers.

## Existing Zoning (Figure 3)

Zoning is the primary mechanism used by local governments to legally regulate the permissible types of land uses and the manner in which those land uses are distributed throughout the community. While zoning is often used as a reactive tool (most rezonings result from the request of an applicant), it can be proactively used to implement the policies of a land use or master plan. It is important for any community to enforce an up-to-date set of zoning regulations that permit the community to implement plans and studies that guide their future. Communities with outdated regulations often find that they are put in the difficult position of denying a project that they desire, or accepting a project that they do not necessarily want.

The current Village of Evendale Planning and Zoning Code was last extensively revised in 1999, with some minor alterations occurring since that time. The Planning and Zoning Code establishes minimum standards for application throughout the Village by means of Districts.

The Districts established in the Evendale Planning and Zoning Code are as follows (the reader should review the Planning and Zoning Code for the details and requirements of these designations):

- |                                     |  |
|-------------------------------------|--|
| ■ (R) Residential District          | ■ (ITC) Industrial Truck Center District |
| ■ (GC) Commercial Corridor District | ■ (OR) Office/Research District          |
| ■ (HC) Heavy Commercial District    | ■ (PF) Public Facilities District        |
| ■ (GI) General Industrial District  | ■ (PBD) Planned Business Development     |

Each zoning category sets minimum requirements for such items as building height, parcel dimensions, building setback, and parking requirements. The code also establishes landscaping standards, requirements for signs and parking and a variety of other criteria.

## Environmental Constraints (Figure 4)

Figure 4 illustrates the location of floodways, flood plains, water bodies, waterways and wetlands, as well as the relative slope of steep-slope areas. Such features are often referred to as environmental constraints because they may limit the amount or type of development that is advisable in a specific location.

Significant portions of Evendale's industrial areas have historically struggled with flooding, and the Environmental Constraints map illustrates the likely extent of this problem. Large areas of 100-year floodplain are located on either side of the Millcreek and along most of its tributaries. Officially-designated floodways and flood plains are established by the Federal Emergency Management Agency (FEMA) based on hydro-geologic modeling. A floodway is the area adjacent to an open waterway that is subject to flooding when there is a significant rain, while a flood plain is an adjoining area that has some chance of experiencing flood conditions every year. Statistically, a 100-Year Flood Plain has a 1% chance of flooding in any given year. Actual experience may or may not accurately reflect the Flood Plain boundaries, since impervious surfaces such as buildings and parking lots can change the flow of floodwaters and increase the frequency of floods beyond what hydro-geologic models would predict. Flood Plain designations provide the official basis for FEMA's determination of a property owners' eligibility for flood insurance.

Evendale is also characterized generally by rolling hills that are interspersed with relatively steep hillsides and gorges, particularly on the east side of the Village. Several of the steep slope areas are associated with creeks and flowages, but large portions of the east side of Reading Road are



also adjoined by steep slopes. As in much of Greater Cincinnati, these slopes generally consist of un-compacted glacial till and can become unstable if their profile is altered or if they are stripped of vegetative manner. The Village of Evendale established a hillside preservation program to prevent these impacts, and the Village now owns or controls the majority of the Reading Road hillside's steepest points. The Village also owns the majority of the steep slope and flood plain areas south of Cooper Road.

## Regional Context (Figure 5)

For a small community within a diverse metropolitan area, understanding how the community may be impacted by events in other nearby communities is essential. Figure 5 presents a schematic summary of issues in surrounding communities as reported via interviews with officials of surrounding communities during April and May 2007. Not all of these issues may still be valid, although the broader trends generally continue. Issues from these interviews were organized around five primary themes:

- **Committed/In Process Developments.** One of the three sites in this category is the Blue Ash Airport Park, located against Evendale's eastern border in Blue Ash. The City of Blue Ash passed a property tax increase in early 2007 that was designated, in part, for the construction of a mixed use facility. Blue Ash obtained ownership of the site in August 2007. Plans at this time call for the existing airport facilities (including the tie-downs, taxiways and hangars) to be relocated to the southeastern portion of the property. The northwest portion of the property is then proposed to become the site of a 130-acre park that will include a performing arts center and potentially a small number of shops. The park will be within walking distance of residents of the eastern portion of the Evendale residential area, who may be able to access it via Glendale-Milford Road, Carpenters Run and a trail that extends through the western portion of the Park Hills subdivision and Rest Haven Cemetery. The second site in this category is Tri-County Mall, a regional enclosed shopping center that is currently undergoing an extensive expansion and face lift that is expected, when complete, to resemble the recently-completed expansion of Kenwood Towne Center in Sycamore Township. In terms of driving time, Evendale's residential areas are almost exactly halfway between these two major regional shopping centers. In addition, the recent development of the Union Center Area, which includes a variety of retail and restaurants and the mixed use development known as the Streets of West Chester, has increased competition for retail, dining and entertainment dollars in the Evendale area.

- **Potential Development/Redevelopment Sites.** Although north-central Hamilton County, including Evendale, is largely built out, there are a few available development or redevelopment sites that are not currently under construction or in the planning phase. One of the largest such areas straddles the Evendale/Glendale boundary; it is currently owned by Landmark Baptist Church and has been the subject of at least two recent development proposals (one of which is under review as of this writing). Others areas include the former Robert E. Lucas Middle School in Sharonville, which has been the subject of residential housing proposals, and the east side of Reading Road in northern Sharonville, which has begun to experience infill development. In addition, there are two potential development sites near Evendale's south border. One is located in the City of Reading and has been designated for industrial development, while the area on the east side of Reading Road lies partly in Reading and partly in Evendale and is currently characterized by steep slopes and a thick tree canopy. It should also be noted that West Chester and other Warren and Butler County townships still include extensive amounts of undeveloped property.

- **Development/Redevelopment Plans and Initiative.** This Plan has been developed during an intensive period of commercial development and redevelopment, and several of the commercial trade centers surrounding Evendale are proposing redevelopments and other revitalization initiatives. Communities on virtually all sides of Evendale have recently invested significant effort into creating plans and strategies to increase the vitality of older commercial areas. These efforts range from the ambitious Downtown Master Plan recently prepared by the City of Blue Ash and the Northern Lights initiative being spearheaded by the City of Sharonville on Chester Road to the grassroots downtown revitalization initiatives occurring in Sharonville and the incremental improvements planned for Springfield Pike in Woodlawn. These efforts indicate that Evendale's neighbors are continuing to compete for shoppers, visitors and residents, and that proactive approaches to redevelopment are becoming increasingly the norm in this area.

- **Trends.** This category attempts to capture more incremental, long-term changes that are occurring in Evendale's neighboring communities. Significant regional trends that may impact Evendale include an increase in infill development and increase in teardowns of older, smaller homes in desirable communities such as Blue Ash, Montgomery and the Kenwood neighborhood of Sycamore Township. On the industrial front, the older industrial district between Kemper Road and I-275 in Sharonville appears to be transitioning from older industrial uses to retail and warehouse activities, a trend that may reflect the current state of traditional manufacturing in Greater Cincinnati and the increasing role of distribution and retail as economic drivers. A third trend that has bearing for Evendale is the increasing concentration of hotels along Sharonville's portion of Sharon and Chester Roads, which now include several mid-priced and one higher-level hotel that is attached to a regional indoor water park.

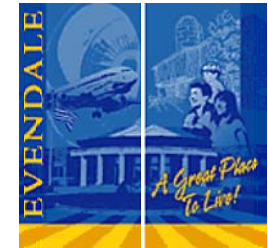


## *Comprehensive Master Plan Village of Evendale*

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- **Regional Destinations.** Since Evendale's Gorman Farm and Sports Plus are increasingly functioning as regional destinations, it is worth noting that Evendale is in a region that has several regional park and recreational destinations. The three most prominent of these – Sharon Woods in Sharonville, Glenwood Gardens in Woodlawn and Winton Woods in Springfield Township, are operated by the Hamilton County Park District. These parks offer a wide range of passive and active recreational activities, ranging from horse riding facilities to boating and fishing, indoor children's recreation and walking and bicycling trails.
- **Town Centers.** Finally, it is worth noting that Evendale, which does not have a traditional downtown or central business district, is surrounded by small communities that do have traditional town centers. These include Glendale, Reading, Blue Ash and Sharonville, in addition to communities such as Montgomery and Wyoming, which are located within a slightly longer drive from Evendale, and quasi-"new" downtowns, such as the Streets of West Chester and Deerfield Towne Center.

# COMPREHENSIVE MASTER PLAN



Village of Evendale, Ohio

## Legend

- Village of Evendale
- City of Blue Ash
- City of Cincinnati
- Village of Glendale
- Village of Lincoln Heights
- Village of Lockland
- City of Reading
- City of Sharonville
- Village of Woodlawn

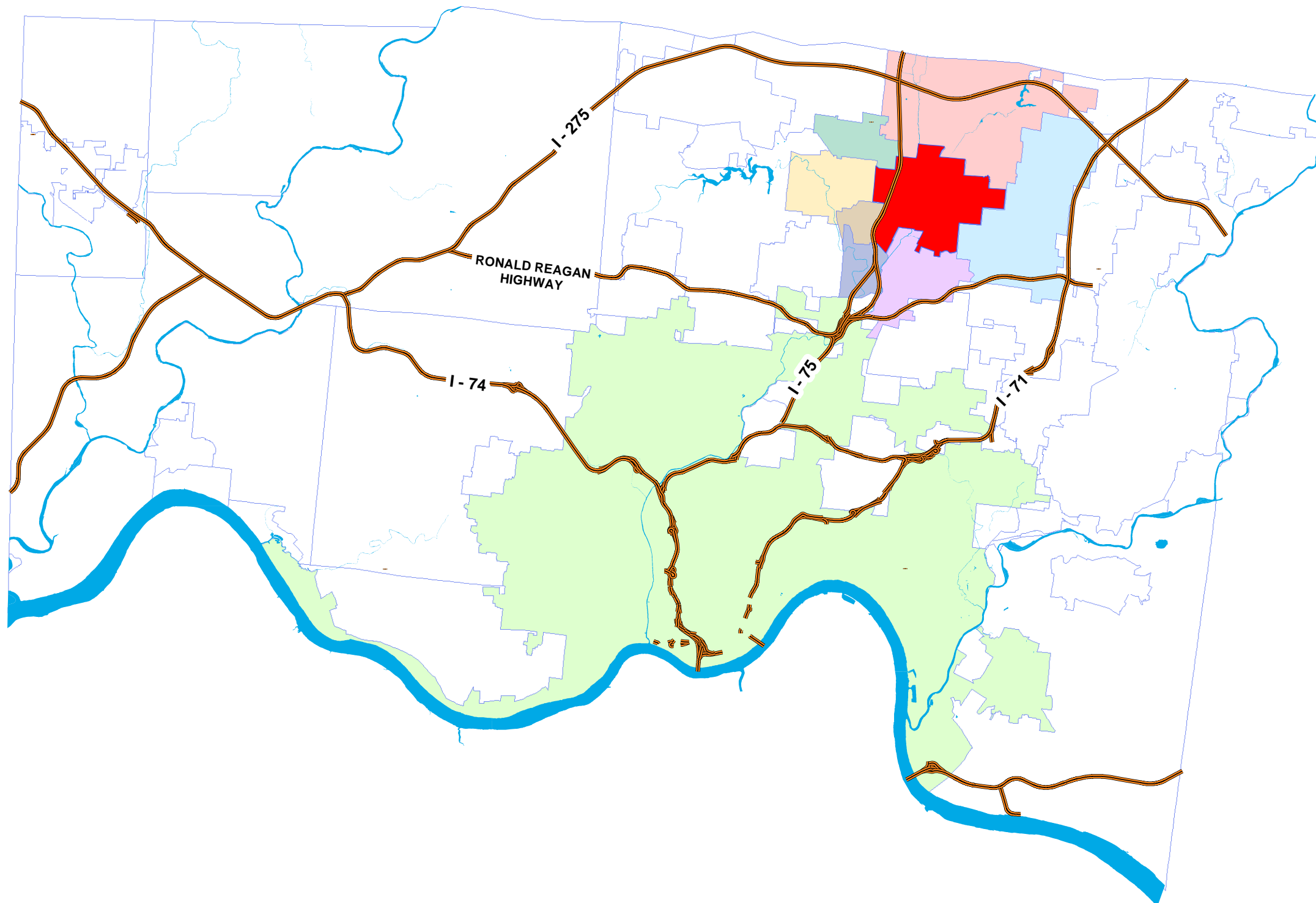


Figure 1:  
**Regional Location**

December 10, 2007







## *Comprehensive Master Plan Village of Evendale*

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# COMPREHENSIVE MASTER PLAN



Village of Evendale, Ohio

## Legend

  Village of Evendale

### Existing Land Use

- Agricultural
- Single Family Residential
- Commercial
- Commercial / Distribution
- Institutional
- Office
- Light Industrial
- Heavy Industrial
- Warehousing
- Truck Distribution
- Educational
- Park and Recreation
- Public Service / Public Utility
- Vacant

Figure 2:  
**Existing Land Use**

December 10, 2007

Source: CAGIS and Windshield Survey



0 0.15 0.3 Miles







## *Comprehensive Master Plan Village of Evendale*

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# COMPREHENSIVE MASTER PLAN



Village of Evendale, Ohio

## Legend

  Village of Evendale

### Zoning District

- R - Residential
- GC - General Commercial
- HC - Heavy Commercial
- GI - General Industrial
- ITC - Industrial Truck Center
- OR - Office/Research
- PF - Public Facility
- OR-PBD - Office/Research
- Planned Business Development
- HC-PBD - Heavy Commercial
- Planned Business Development
- GI-PBD - General Industrial
- Planned Business Development

Figure 3:  
**Existing Zoning**

December 10, 2007

NOT AN OFFICIAL ZONING MAP

**JE JACOBS**  
Edwards and Kelcey

0 0.15 0.3 Miles







## *Comprehensive Master Plan Village of Evendale*

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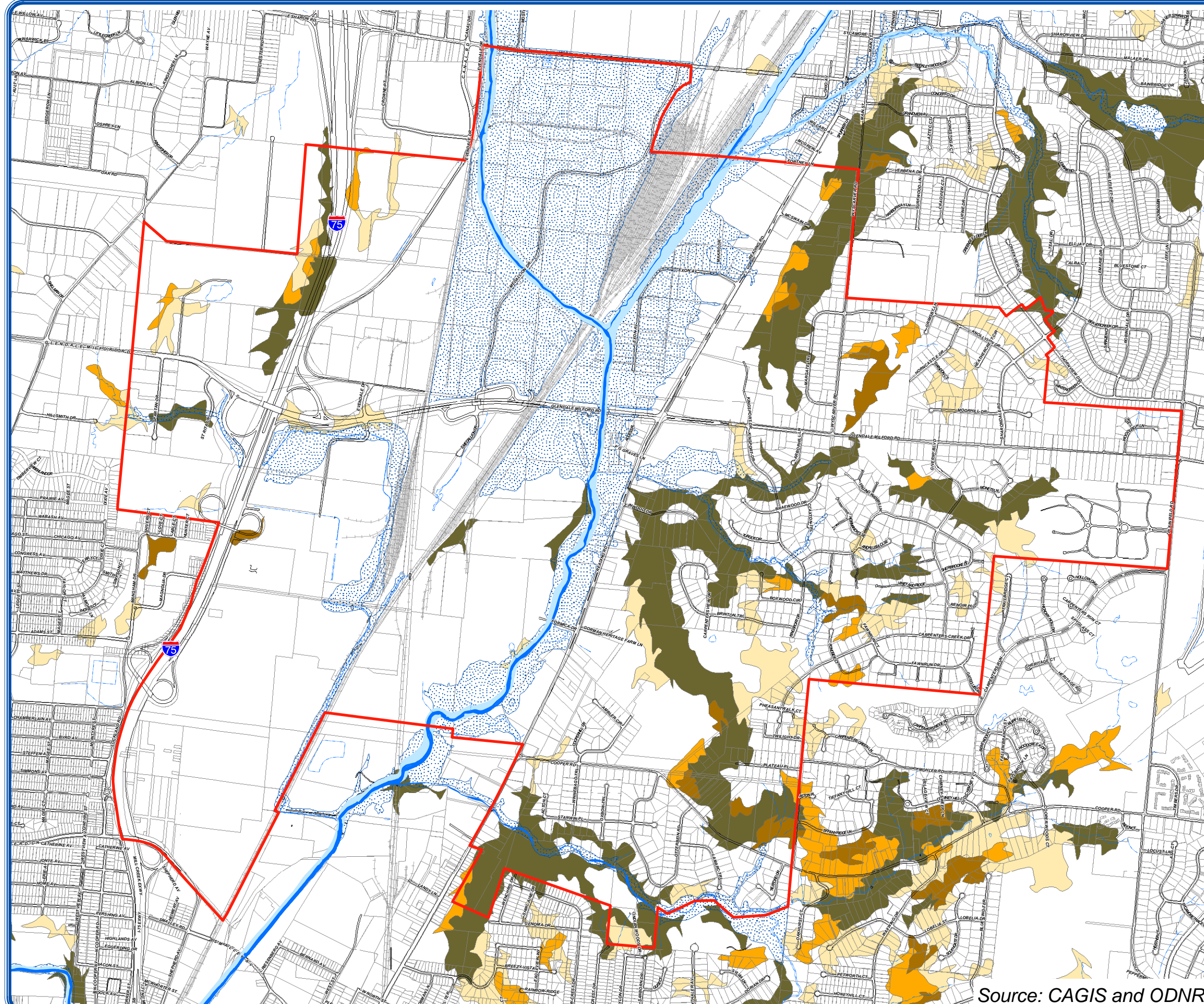
# COMPREHENSIVE MASTER PLAN



Village of Evendale, Ohio

## Legend

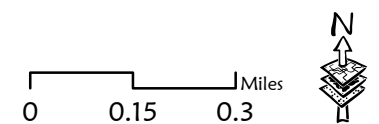
- Village of Evendale
- Rivers
- Floodway
- 100 Year Floodplain
- % Slope**
  - 11 - 15
  - 16 - 20
  - 21 - 25
  - 26 - 30



Source: CAGIS and ODNR

Figure 4:  
**Environmental  
Constraints**

December 10, 2007







## *Comprehensive Master Plan Village of Evendale*

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# COMPREHENSIVE MASTER PLAN



Village of Evendale, Ohio

## Legend

- Committed/In Process Developments
- Potential Developments/Redevelopment Sites
- Regional Destinations
- Development/Redevelopment Plans and Initiatives
- Trends
- Town Centers
- Village of Evendale

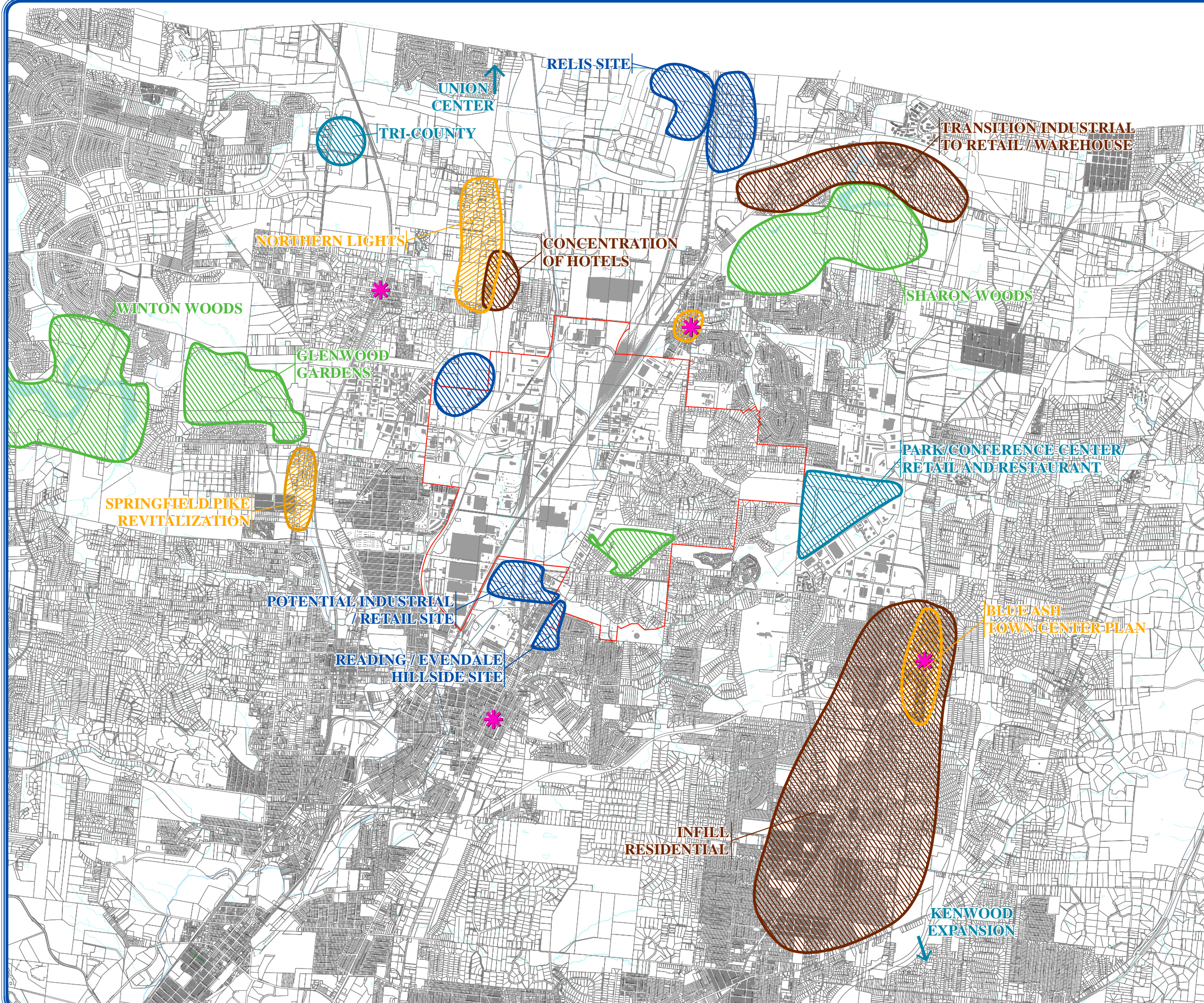


Figure 5:  
**Regional  
Development  
Context**

December 10, 2007





## *Comprehensive Master Plan Village of Evendale*

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## 3. Summary of Previous Plans and Studies

Unlike most communities that undertake comprehensive or master planning efforts, Evendale has participated in an exceptionally high number of plans and studies during the past ten years. While the majority of these efforts focus on the Reading Road corridor, these efforts also include a large amount of information and analysis regarding the community at large. For this reason, a number of the typical activities that are conducted as part of preparing a comprehensive or master plan, such as demographic or market analyses, were not conducted for this Comprehensive Master Plan – such efforts would have replicated previous, still-valid initiatives and would not have provided a value added to the Plan. Instead, a summary of the most pertinent results from those plans and studies are provided in this section. The reader is encouraged to review these documents for additional information and potentially useful insights.

### Previous Findings, Public Input and Analysis

This section includes two aspects of those previous studies:

- The findings of any analysis of existing conditions, including demographic characteristics, market trends, traffic patterns, organizations, etc.
- The results of any public participation initiatives, including surveys, focus groups, comment cards and other items.

This section sorts the findings into Factual Findings and Public Feedback, compiling the key information of each type from all of the plans and studies. Where updated information should be noted, comments are inserted in brackets [ ].

### Key Factual Findings:

*Analysis of Market Dynamics (MDI, 2006).* This study represented the first phase of a planned “branding” strategy that was not pursued due to the termination of the contract with the firm. This study evaluated Evendale’s potential market opportunity in a number of broad economic categories, focusing primarily on retail but also including the office, industrial and hotel markets, among others.

- Evendale has “enviable demographics.”
- The Village and its trade area population is aging and shrinking in numbers. County projections do not expect that to change until 2014.
- The opening of Evendale Commons will create trade area that extends beyond Evendale.
- “The demand findings indicate cautious levels of... expansion possible on a strategic basis... stimulated by Wal-Mart’s capability of redefining the trade area.” (p. 3).
  - A projected trade area is identified that generally includes the southern portion of Sharonville, the northern portion of Reading, most of Woodlawn and Lincoln Heights and a small portion of Glendale.
  - There is a potential for Corridor to develop low price point retail and services if it is left solely to market forces.
- The number of large employers in Evendale has decreased in the past 20 years; the number of small employers has increased over that time.
- Evendale’s existing independent merchants demonstrate the viability of the location, but they lack the intensity of development necessary to generate the “follow the leader” effect that is common among franchise restaurants and retail.
- A large portion of Evendale’s economic growth is claimed to come from other portions of Hamilton County.
- This study reprints the CincyTech USA analysis of potential targeted clusters for Greater Cincinnati as a whole:
  - Office Using Cluster: Advanced Design Services, Business Management Services, Financial Services
  - Technology Cluster: Biotechnology, Digital equipment and telecommunications; software and data processing
  - Manufacturing: Advanced Manufacturing, Aerospace manufacturing; Chemicals and plastics; Motor vehicle manufacturing.
- The Evendale trade area’s daytime population is estimated at 35,000 employees within a two mile radius. Daytime population, particularly in business parks, may create additional demand for “fast casual” dining.



## Comprehensive Master Plan Village of Evendale

- Evendale's proximity to the Blue Ash office submarket limits demand for office space in Evendale as a whole and may provide a customer base of dining in Evendale locations [the impact of planned retail and restaurants in the Blue Ash Airport park at Plainfield Road is not addressed].
  - There is some potential to attract General Electric suppliers and support businesses.
  - There is a potential opportunity in medical services.
  - Evendale's existing recreational and cultural facilities are significant, but they are not mutually reinforcing and they do not create opportunities for synergy.
  - Demand for additional residential housing exists in the Evendale vicinity, but there are few appropriate opportunities.
  - Retail market potential is expected to occur at the Community Retailing level, focusing on convenience merchants. Specialty retail and casual restaurants are also identified as opportunities.
  - The overall Cincinnati retail market is significantly oversaturated with retail space.
  - A gap analysis indicates that Evendale's retail trade area is underrepresented in some categories, which are listed on page 19 of that report.
    - A projected trade area deficit in appliances is insufficient to attract a "category killer" store; the unmet demand is projected to be filled by the new Wal-Mart.
    - Projected deficits in the men's and children's clothing categories are identified as potentially being filled by mid-sized stores [the potential impact of the Wal-Mart is not addressed].
    - The same retail trade area is over-supplied in several categories, including restaurants, building supplies, jewelry and women's apparel, among others.
    - The study claims that opportunity exists in toys, sporting goods, and computers/peripherals.
    - Restaurant sales in the trade area at present are higher than would be expected given the projected demand.
  - The regional office sector is currently [2006] projected to be entering an expansion phase; the office sector has had relatively high vacancy and little growth overall in the region for several years previous.
    - The study claims that the potential exists to attract office development as available office areas in Blue Ash reach capacity [the amount of remaining Blue Ash capacity is not identified].
    - Potential is claimed for life sciences/biotechnology/medical sector due to the existing research node in Reading and the success of surgery center [any projected synergy between basic medical services provision and high-technology research is not explained].
  - Lodging is identified as a weak opportunity due to the number and strength of nearby hotels and motels.
  - The industrial sector is generally identified as strengthening opportunity, particularly in terms of warehousing and distribution facilities.
  - The study notes the difficulty of site assembly for redevelopment at P.G. Graves.
  - Current threat: on Reading Road, "Frontage businesses serving transient users predominate over destination businesses that reinforce trade area drawing power." (p. 31)
- Reading Road Corridor Plan (Poggemeyer Design Group, November 2004)*  
*This plan was developed to identify future land use, urban design and redevelopment strategies for Reading Road. It also included several public participation events and another market analysis.*
- The Plan notes that Evendale residents have a high level of discretionary income. Analysis also notes that Evendale represents a very small proportion of the population of the northeastern/north central Hamilton County trade area.
  - Evendale's yearly purchasing power was estimated at \$62.5 million per year, which is enough to support a significant amount of retail space. However, a large portion of this purchasing power may be expected to leak to surrounding retail centers.

# Comprehensive Master Plan Village of Evendale



- Evaluation of housing characteristics indicated that the Village has no housing except for single family residences. The Plan noted that the Village has few senior housing options and no dedicated senior housing.
- The Plan noted that the number of personal vehicles per household was higher than average, and notes that “a compelling and lively pedestrian environment will be required to lure Evendale residents away from the luxury of their vehicles.” (p. 23)
- The Cincinnati retail market had a vacancy rate in 2003 of 11.2%, which was a decline from previous years but well above the national average of 8.5%.
- Evendale is located at a nearly even distance between two of the region’s major retail areas, Kenwood and Tri County. [it is also in relatively close proximity to the developing commercial areas of West Chester and Symmes Township/Deerfield Township].
- Office development was reported to be at a “virtual standstill” in 2003. Local developers were reported to expect this market to recover in 2006.
- The Plan claimed that “Looking forward, the suburban Cincinnati office market will be re-shaped by new (and, in some cases, recycled) land use concepts that steer away from the traditional sterile office parks...(p. 12)” Concepts identified included:
  - Suburban office park, “which is essentially a small neighborhood that mixes office space with retail uses, housing, restaurants, day care centers, fitness clubs, and other amenities” (p. 13). The Plan notes that this is similar to the plan underway at that time for the development for the Jessie Bosse Heine (JBH) property, which subsequently became known as the Anchor Properties, Evendale Crossings or Wal-Mart site.
  - Office suites, which support micro-businesses by providing small offices with shared administrative services and other amenities.
  - Office condominiums (similar in structure to residential condominiums), which the Plan proposed for most of the land banked parcels on Reading Road.
  - Work-live spaces, such as may be used by independent consultants requiring home offices.
  - Medical offices.

- The Plan identified potential niches for the corridor as

- Family Destination Point
- Education and Research
- Medical and Life Sciences

## *A Land Use Study of the Reading Road Corridor Plan (GEM Real Estate, 2000)*

*This earlier study was the first attempt to quantify Reading Road’s market opportunities.*

- GEM did not study residential development, concluding that “the introduction of any new residential supply would be difficult and would need to be extremely specialized and dense yet still fit within the character and preferences of the local community.” (p.5)
- Given market characteristics at the time of this study, high vacancy rates and high end lease rates among industrial properties GEM “suggests that the primary goal for Evendale is retention of its existing businesses.” (p. 5)
- Many of the fast food outlets and automotive service stations observed by GEM were older and somewhat outdated by current standards, yet remained in operation. GEM attributed this to the lack of relocation/redevelopment alternatives in close proximity. The age of existing outlets also speaks positively to the strength of the subject intersection [Reading and Glendale-Milford roads] and its vicinity as a retail location.
- “GEM believes that there is, at present (2000) no indication of any significant market need for new retail space.” (p. 6)
- “GEM believes that Evendale would be better served by not introducing any new office product within the Evendale market until its competitor areas are more built out.” (p. 6)
- “Demand for industrial space in Evendale remains strong ...Evendale’s industry could be extended in the southwest quadrant of Glendale-Milford and Reading roads. Even so, opportunity to create a significant employment concentration which could drive demand for upscale and niche retail would be lost.” (p. 6)
- The study notes market potential in the bio-medical industry and notes regional efforts to grow this sector in Greater Cincinnati, particularly in Reading.
- “Destination retail is not needed...but could be helpful to reposition the existing retail establishments.”





## Comprehensive Master Plan Village of Evendale

- “The government center/civic center complex is a good start. However, this destination perception must extend to the retail trade and the social classes of Evendale’s residents and the larger market beyond.” (p.9)
- “GEM foresees another challenge for Evendale’s policy makers due to the fact that a large portion of the local population is nearing retirement age....as this portion of the population retires... they will seek retirement living options that better fit their needs than their current housing situation....a flight of wealthy seniors out of the community could affect the stability of residency base (i.e., turnover). If so, it could be a sizeable task for Evendale to preserve the sense of community currently enjoyed by its residents and to provide the governmental services demanded. (p. 22)
- Study includes a discussion of potential impact of flood risk on economic viability, p. 25
- Highest and best use analysis results:
  - “New office space could work along the east side of Reading Road if it is low density professional or general office... (2,000 - 12,000 SF).
    - After construction of an access road, typical build out ratio would be 4:1 land to building ratio for office and 5:1 land to building ratio for retail.
    - The shape and acreage of parcels along Reading Road does not work well for multi-tenant office; therefore small single office uses are more appropriate.
  - Southwest quadrant of Glendale-Milford and Reading: highest and best use identified as office or industrial (limited intensity). P.G. Graves sites cited as impediments.
- Study notes as a general trend an “upward migration of tenants from Class B to Class A office space” due to the soft office market and oversupply of Class A office space, resulting in weakened demand for Class B space. (p. 50)
- Regarding the Town Center concept: “a town center is a psychological concept as well as a physical place. The efforts to create the perception of a town center are often more cumbersome than the physical reality. Notwithstanding a physical ability to create a town center, it will not succeed unless the psychology of a town center (perception) is established.” (p. 52)

### *Evendale Recreation Master Plan (Edsall & Associates, 2003)*

- Evendale has no neighborhood-scale parks.

### Public Feedback results

#### *Reading Road Corridor Plan (2004), Key Person Interviews*

The Consultant interviewed 15 Key Persons.

- A significant majority of respondents felt that tax base diversification remained important.
- A majority of respondents felt that development of additional restaurants was important.
- Three key person interview respondents stated that the soccer fields north of Glendale-Milford Road should be relocated to the Churchill’s site, and that the Civic Center should be used as a town center [meaning of the term is not defined].
- Approximately half of the Key Person Interview respondents felt that businesses in the P.G. Graves industrial park should be relocated, presumably to allow construction of the design features that have been proposed or to enable more attractive development.
- A majority of Key Person Interview respondents felt that the combined land banked parcels south of Inwood should be developed for small offices. Several respondents specified office condominiums.
- A majority of Key Person Interview respondents felt that the land banked parcels north of Inwood Drive should be developed as an office building.
- The Key Person Interview respondents were divided in their perception of the future of the Civic Center building.
- A majority of Key Person Interview respondents felt that the former Imperial Inn land banked parcel should be developed as an office/retail facility.
- A majority of Key Person Interview respondents felt that land banked parcel south of PNC should be developed as an office/retail facility.



- A majority of Key Person Interviewees felt that the Churchill's site should be redeveloped as an office park, while others felt that it should be used for senior housing, relocated soccer fields or other Village uses.
- A majority of Key Person Interviewees felt that PNC Bank should be relocated.
- Approximately one third of respondents felt that senior housing options were needed in the Village; one noted that the need for senior housing had been an issue in the last two elections.
- The Key Person interviews expressed some interest in improving pedestrian access, but noted that lack of destinations and the distance and grade change between Evendale's neighborhoods and Reading Road limited interest in walking.
- Stormwater management issues received the highest rankings from the Key Person Interviewees.

## *Reading Road Corridor Plan (2004), Visioning Session*

The number of participants is not noted.

*Land Use Session comments [note: these appear to be individual person's comments and may not reflect any broad consensus].*

- Can Formica develop its frontage property?
- Need for removal of deteriorated outbuildings and property improvements at Village Crossings.
- Statement that Civic Center building should be demolished.
- Anchor development site needs to be a destination for residents.
- Statement that south soccer fields should not be moved from current location; would place them too far from other facilities for children.
- Add more small retail from Gorman to Village Crossings.
- Concerns regarding traffic congestion near Reading and Cooper intersection resulting from thrift shop and senior services center.

- Preference for landominiums over residential condominiums.
- Note that community is highly active; likely to use walking/biking facilities.
- Several people rejected idea of putting a Cunningham house replica on the soccer fields north of Glendale-Milford Road.
- Interest in increasing office space and restaurants.
- Proposal to construct indoor recreation facilities on Churchill's site.
- Interest in increasing number of "nice" restaurants.
- Consultant felt that "most of the public wanted the soccer fields to remain where they are."

## *Vision Planning Process, Reading Road Corridor (KZF Design, 2002)*

*This process focuses on gathering public feedback regarding the Reading Road Corridor's future. Feedback was gained through several initiatives, including this community meeting, a series of geographic subregion focus groups and sessions with the Community Improvement Corporation (CIC).*

60 people attended a community meeting, including residents and business operators. The report summarizes the results, noting the following:

- Differences of opinion with regard to key intersections being unsatisfactory due to congestion or operating at acceptable levels.
- "Most everyone" was claimed to want better pedestrian and bicycle access from residential areas to commercial corridors.
- There were differences in opinion with regard to whether undeveloped land should be maintained as green space or developed.
- Some persons expressed interest in improving access to the Mill Creek as a recreational amenity through increased park land access.
- "A number of residents" felt that a mixed use, pedestrian-accessible town center would be beneficial.



## Comprehensive Master Plan Village of Evendale

- Some felt the Village should emphasize recruitment of high quality educational facilities.
- Some perception that signage is not controlled adequately
- Participants expressed a strong dislike of the appearance of many current buildings—lack of design standards, cheap-looking, poorly maintained buildings and landscaping.
- Interest in creation of a Town Center.
- Perception that Civic Center needs to be put to better use.
- Claim that there is not enough retail.
- Claim that there are not enough midlevel restaurants.
- The corridor has an oversupply of car washes.
- Participants expressed a need for upscale senior housing.
- There were differences of opinion as to whether additional businesses would be beneficial or not.
- Concerns over flooding.

### *Focus Group results, Reading Road Corridor (2002)* *Group 1 (North end Reading Road, Sports Plus North):*

- Likes: highway access, streetscape improvements, landbanking, and the government center.
- Dislikes: flooding, peak hour traffic, lack of identity, lack of retail traffic, zoning, and lack of evening attractions.
- Desired improvements to the Corridor as a whole:
  - Group promotion and advertising
  - Create pedestrian friendly environment
  - Upgrade or redevelop deteriorated, etc. buildings
  - Enforce property maintenance
  - Recruit/maintain family friendly businesses.

- Potential improvements that would benefit participants' businesses: promote Evendale as business location, fix flooding, improve side street signage, create open dialogue with Village, and improve business signs.

### *Group 2 (North Reading Road, GE Credit Union to Sports Plus):*

- Likes: location, traffic flow, municipal facility access, maintenance, streetscaping.
- Dislikes: Flooding problems, Mill Creek debris, closed businesses, lack of retail, lack of night time uses.
- Desired improvements to Corridor as a whole:
  - Improve traffic flow
  - More restaurants
  - Property improvements
  - Recruit businesses
  - Greenspace and landscaping around parking lots
  - Enforce property maintenance regulations.
- Potential improvements that would benefit participants' businesses: fix flooding on Exon, open both ends of Exon for truck traffic, and clean up Mill Creek.

### *Group 3 (Glendale-Milford and Reading Road intersection, south to Elite Photography):*

- Likes: small businesses, location, upscale market, business mix, medians, medical center, Village services.
- Dislikes:
  - Vacant buildings
  - Perception of failing business
  - Too much traffic
  - Landscaping blocks view of businesses
  - Lack of visual continuity
  - Rundown/abandoned buildings
  - Lack of sense of community
  - Flooding
  - Lack of evening/weekend traffic
  - Lack of planning for high quality development
  - Quality of businesses in shopping center
  - Vacant land
  - Lack of good route identification.

# Comprehensive Master Plan Village of Evendale



- Desired improvements to the Corridor as a whole:
  - Better coordination between planning and zoning
  - Recruit more businesses
  - Create vision for destination
  - Establish façade design guidelines
  - Generate positive publicity
  - Recruit an evening attraction
  - Create incentives to attract upscale businesses
  - Improve communications between businesses and village
  - Seek input from businesses before the Village decides to act on things
  - Revive the business spotlight in the Mayor's newsletter.
- Potential improvements that would benefit participants' businesses:
  - Promote businesses to residents via newsletter
  - Improve Burger King visibility from Reading Road
  - Redesign parking at Village Crossings
  - Develop vacant land
  - Stop the flooding
  - Focus on aesthetics and curb appeal.

## Group 3 (South Reading Road):

- Likes: Green space, light traffic flow, location, landscaped medians.
- Dislikes: billboards, inconsistent signage, lack of businesses, inadequate lighting, lack of unifying look to buildings, 1950's feel.
- Potential improvements to Corridor as a whole:
  - Better signs - public and private
  - Add street lighting
  - Develop theme or business destination
  - Older outdated buildings need to be addressed.
  - Recruit more businesses.
- Potential improvements that would benefit participants' businesses:
  - General feel of area needs to be improved
  - Develop community identity and education program
  - More businesses
  - Bring some nightlife - restaurants.

## Evendale Recreation Master Plan (Edsall & Associates, 2003)

*This Plan developed created a needs assessment and reported the results of a citizen survey regarding the Village's recreational facilities. This analysis was used to create a master plan for future park and trail improvements.*

- Desired facilities:
  - Dog park
  - Sledding hill
  - Free play area
  - Playground for older youth
  - Connectivity of park elements
  - Walks from the Center to Wyscarver
  - Skateboard park
  - Walking trails.
- Results of Citizen Survey:
  - 72% felt Village had enough park land.
  - 138 requests for bikeway and/or jogging trails.
  - 45 requests for nature trails.
  - Requests for improved playgrounds [not indicated if on current site]
  - Interest in space for field games - Frisbee golf, football, lacrosse/rugby
  - Interest in court games, such as platform tennis, roller hockey etc.
  - Equal interest in sledding hill and cross-country skiing facilities. [amount of interest not indicated]





# Comprehensive Master Plan Village of Evendale

## Recommendations from Previous Plans and Studies

As this section will demonstrate, the number of actual recommendations or plan elements that are found in Evendale's previous plans and studies are significantly less than the number of factual findings. This section includes both site-specific plans, general land use strategies and program or systematic recommendations. The reader is encouraged to review these studies as well for additional detail that is not reprinted entirely here.

Where updated information should be noted or other location identifiers are necessary, comments are inserted in brackets [ ].

### *Reading Road Corridor Plan (PDG, 2004)*

- The plan identified the area surrounding the intersection of Reading and Glendale-Milford roads as a "Village Center," and proposes development standards and marketing for the area. This proposal emphasizes New Urbanist standards, which are intended to create a sense of place for the area. Characteristics proposed for this area include:
  - Pedestrian friendly design
  - Green space and buffers
  - Mixed uses
  - "A heightened sense of community identity" [this is not defined]
  - Narrow streets
  - Use of lanes and alleys
  - Zero lot lines
  - Pocket parks.
- Village Crossings shopping center site: Plan maintains generally existing retail/office land use; discusses improvements to the rear of the existing building and removal of some outlying structures. [At this time, removal of some outlying structures has occurred and western portion of Village Crossings is proposed for demolition to improve access to Surgery Center site.] Plan emphasizes access management and pedestrian walkways.

- The Plan also provides recommendations for the Village's land-banked parcels along Reading Road:
  - The former Colonial Inn site and the three parcels adjoining it [center of consolidated Village-owned parcels south of Inwood Drive] are proposed for an expanded catering business, an outdoor photo area and small office condominiums.
  - The former Majestic Auto site [small parcel immediately north of Inwood Drive] is proposed for a small office building.
  - The Imperial Hotel site [immediately north of Gorman Lane] is proposed for use as a Cincinnati State expansion site with small retail and office closer to Reading Road. [Site has since been leased to the Dan Beard Council of Boy Scouts for construction of a headquarters facility.]
  - The former Queen City Autotel site [south of the Formica entrance drive] is proposed for green space as part of the golf facility;
  - The former Churchill's site north of the existing north soccer fields is proposed for office or commercial use, with a small portion at the southeast corner of the site retained by the Village in order to expand the existing north soccer fields to regulation size.
  - The former Woody's Car Care site [narrow parcel three parcels north of Inwood Drive] is proposed for commercial or office use with "visual connections to Elite Photography building."
- The Plan also identifies some options for senior housing, including conversion of the Quality Inn [Building has since been razed in early 2008] and use of part of the Jewish Hospital building.
- Other recommendations included:
  - Joint marketing with surrounding communities
  - Improved wayfinding from I-75
  - Redevelopment of Village Crossings shopping center for medical and life science offices
  - Targeting the tenancy of the Jesse Bosse Heine site [the Evendale Crossings complex] for family-oriented shopping and entertainment, such as book stores, pet supplies, home goods, etc.
  - Positioning Reading Road as an "Avenue of Research" and center of medical facilities with strong ties to the Jewish Hospital building and biomedical activities in Reading.



## *Village of Evendale: Analysis of Market Dynamics (Marketing Development Concepts, 2006)*

- Analysis indicates “cautious levels of offering expansion possible on a strategic basis.” However, “market forces” are anticipated to result in low-value added establishments, such as dollar stores or check cashing.
- Wal-Mart is expected to provide “economic basis for additional initiatives in other sectors.”
- Retail trade area served by Wal-Mart is anticipated at two to three mile radius in all directions [see the Regional Context map, Figure 5 of this Plan, for an overview of existing and upcoming developments in this trade area].
- St. Rita’s /Landmark site: “is a prominent opportunity.... This parcel physically has adaptive reuse potential as a hotel, senior housing, training/conference center, and/or office campus.... An additional alternative use, depending upon strategic analysis, could be an active retirement community” (p. 4-5)
- The report lists the targeted industry clusters identified as the region’s strongest potential markets, according to the Cincy Tech USA cluster analysis from the 1999 - 2001 period. These clusters are as follows:
  - **Office-using cluster:** Advanced Design Services, Business management Services, Financial Services.
  - **Technology Cluster:** Biotechnology, Digital equipment and communications, Software and data processing.
  - **Manufacturing cluster:** Advanced manufacturing, Aerospace manufacturing, Chemicals and plastics manufacturing, Motor vehicle manufacturing.
- Occupancy of existing business parks appears to indicate potential for additional fast dining opportunities.
- Proximity to Blue Ash office submarket identified as retail/restaurant opportunity [Blue Ash plans for Plainfield/ Glendale-Milford roads intersection apparently unknown at the time].
- Potential for GE to attract suppliers [no direct justification given except for clustering analysis noted above].
- Outpatient surgery center identified as potential cluster with growth opportunity.
- St. Rita’s/Landmark site is “of strategic value for commercial reuse given its size, location and visibility.” [p. 10; no rationale given for divergence from previous statement].
- “The community is under-served by restaurants at several price/service levels.”
- Opportunity for entertainment/cultural development cluster, although there is a lack of synergy between existing offerings.
- Retail opportunity is expected to be limited to “convenience retailers and merchants targeting residents at the level of ‘community retailing.’” (p. 15)
- “The clustering of a significant number of hotels/motels with national reservations systems within three to five minutes of Evendale...works against the financial feasibility of new hotel development in the immediate term.... Feasibility in Evendale is problematical [sic].” (p. 23)
- “Evendale is well positioned to attract additional tenants and warehouse/distribution businesses.” (p. 25)



## *Comprehensive Master Plan Village of Evendale*

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## 4. Summary of Results from the Comprehensive Master Plan Public Survey

### Points of Consensus, Disagreement and Unaddressed Issues.

As the previous chapter indicates, Evendale's previous plans and studies have generated a great deal of information regarding several important issues, but they also demonstrate some areas of disagreement, and fail to address other issues entirely. The Steering Committee's review of the results of those previous initiatives indicated several issues that appeared to require additional input. These included:

- Future land use and implementation strategy for P.G. Graves site.
- Future of the Civic Center building
- Future maintenance or relocation of the soccer fields north of Glendale-Milford Road.
- Future land use for Churchill's site.
- Need for senior housing/type of senior housing
- Need for and definition of Town Center
- Future development/redevelopment of Medallion Drive area
- Future redevelopment of Evendale Drive area
- Preferred future use for St. Rita's/Landmark site
- Preferred future use for hotel/firing range site (St. Rita's Lane and Spartan Lane vicinity).

Gaining more complete insight into residents' perceptions of and desires relating to these issues became one of the primary objectives of the Comprehensive Master Plan Public Survey

### Survey Design, Distribution and Execution

The Comprehensive Master Plan Survey employed a combination of multiple choice and ranking questions, combined with open-ended written comment opportunities in every section. The Survey was reviewed and revised in detail by the Steering Committee and residents who participated in the Steering Committee meeting. The Survey was mailed to every known residence and business address in the Village, and was distributed via the Village's broadcast email system and the Village internet site. Copies were also made available at the Recreation Center and the Village Administration building. Respondents were given the option of responding via mail, via internet, or by dropping their surveys off at the Recreation Center or the Village Administration building.

### Survey Response

A total of 265 surveys were returned, representing a more than 10% response rate, which is outstanding for a general distribution survey. The tabulation of survey responses are provided below. The survey also generated a large number of individual written comments; these are provided in Appendix A.



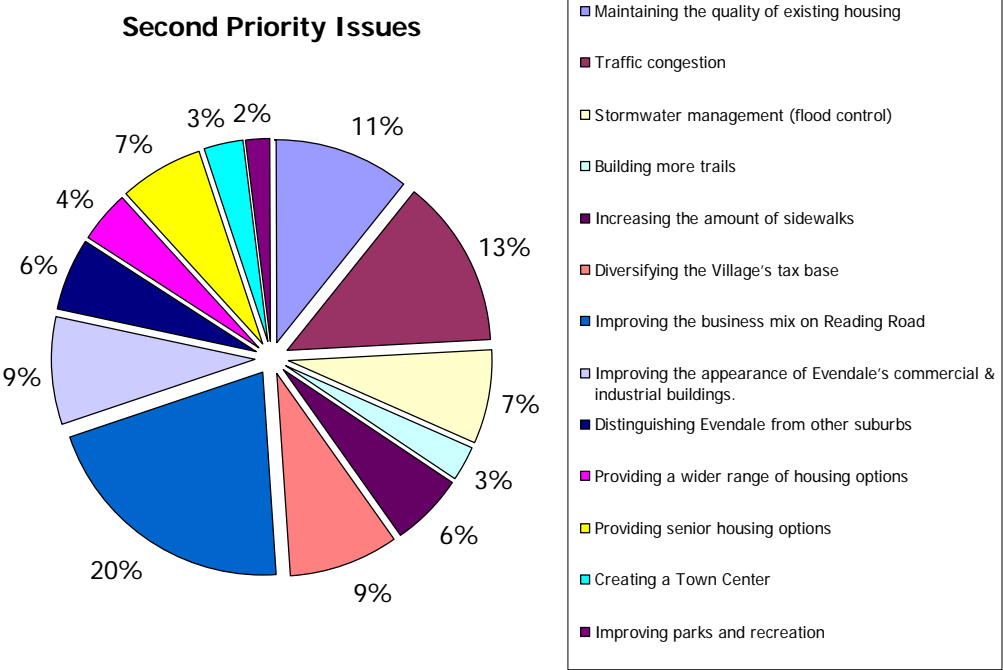
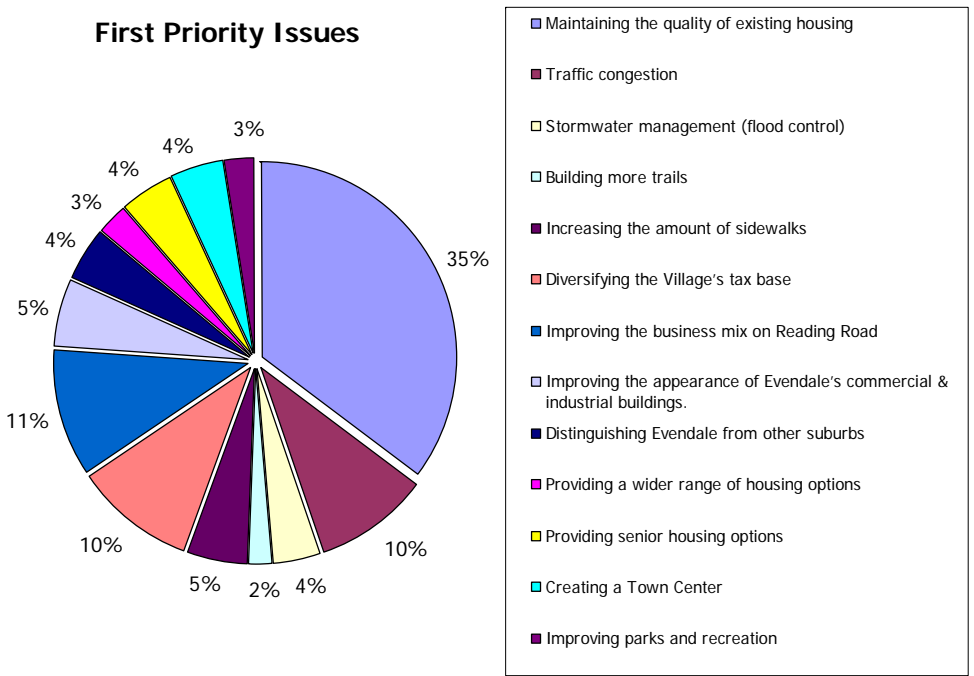
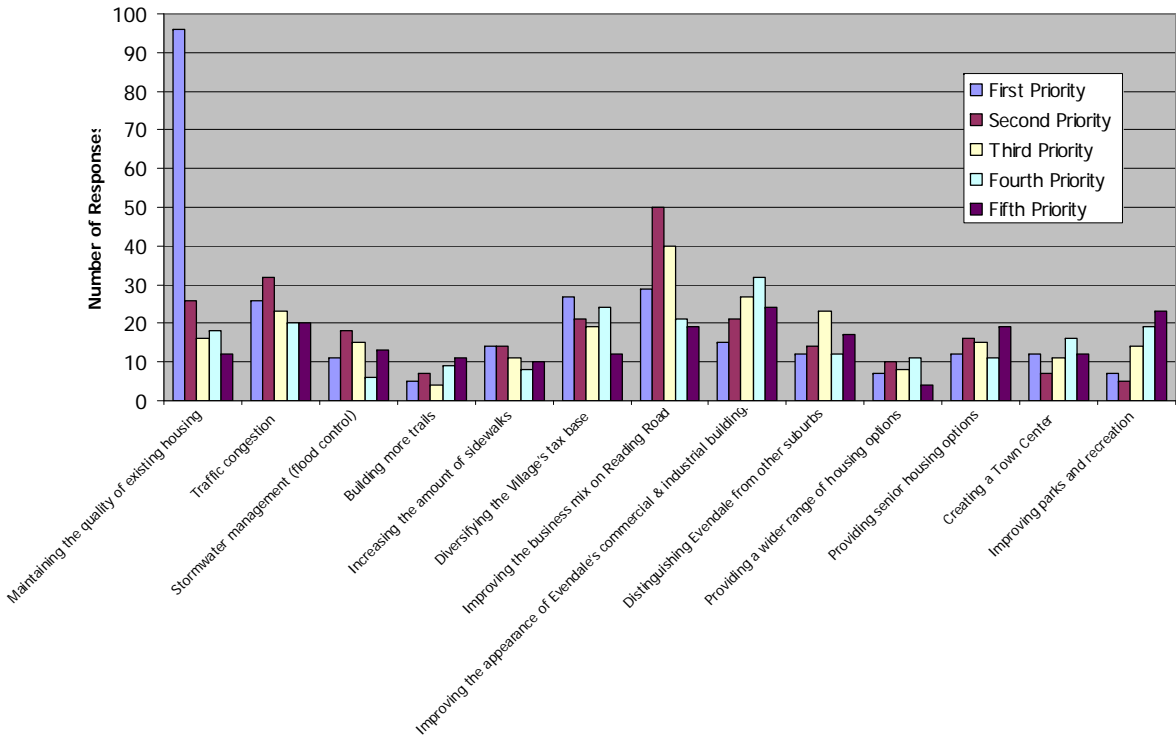


# Comprehensive Master Plan Village of Evendale

Question 1 (respondents were asked to choose their top five priorities from the provided list)

1. What do you think are the most important issues Evendale should be working on today?	Number of Responses				
	First Priority	Second Priority	Third Priority	Fourth Priority	Fifth Priority
Maintaining the quality of existing housing	96	26	16	18	12
Traffic congestion	26	32	23	20	20
Stormwater management (flood control)	11	18	15	6	13
Building more trails	5	7	4	9	11
Increasing the amount of sidewalks	14	14	11	8	10
Diversifying the Village's tax base	27	21	19	24	12
Improving the business mix on Reading Road	29	50	40	21	19
Improving the appearance of Evendale's commercial & industrial buildings	15	21	27	32	24
Distinguishing Evendale from other suburbs	12	14	23	12	17
Providing a wider range of housing options	7	10	8	11	4
Providing senior housing options	12	16	15	11	19
Creating a Town Center	12	7	11	16	12
Improving parks and recreation	7	5	14	19	23

Top 5 Priority Issues

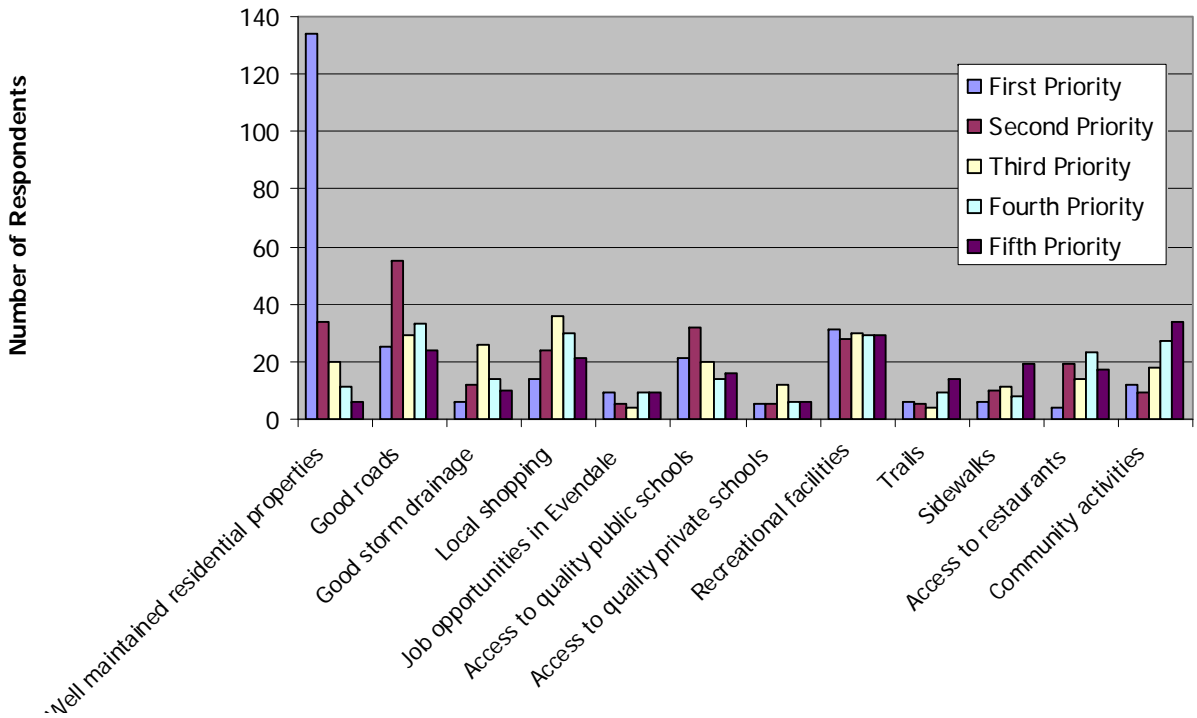




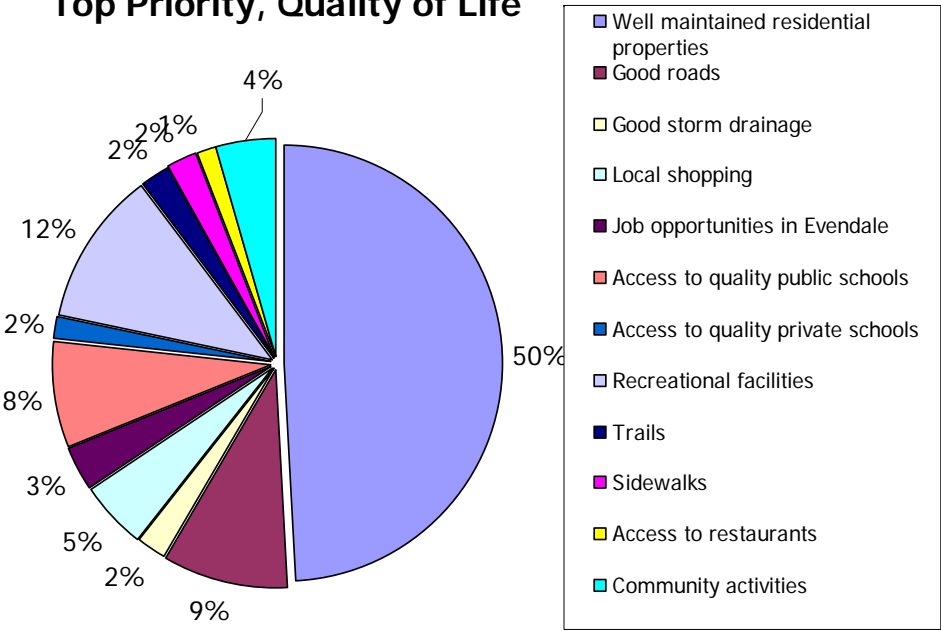
Question 2 (respondents were asked to choose their top five priorities from the provided list)

2. How do the following issues impact your quality of life in Evendale?	Number of Responses				
	First Priority	Second Priority	Third Priority	Fourth Priority	Fifth Priority
Well maintained residential properties	134	34	20	11	6
Good roads	25	55	29	33	24
Good storm drainage	6	12	26	14	10
Local shopping	14	24	36	30	21
Job opportunities in Evendale	9	5	4	9	9
Access to quality public schools	21	32	20	14	16
Access to quality private schools	5	5	12	6	6
Recreational facilities	31	28	30	29	29
Trails	6	5	4	9	14
Sidewalks	6	10	11	8	19
Access to restaurants	4	19	14	23	17
Community activities	12	9	18	27	34

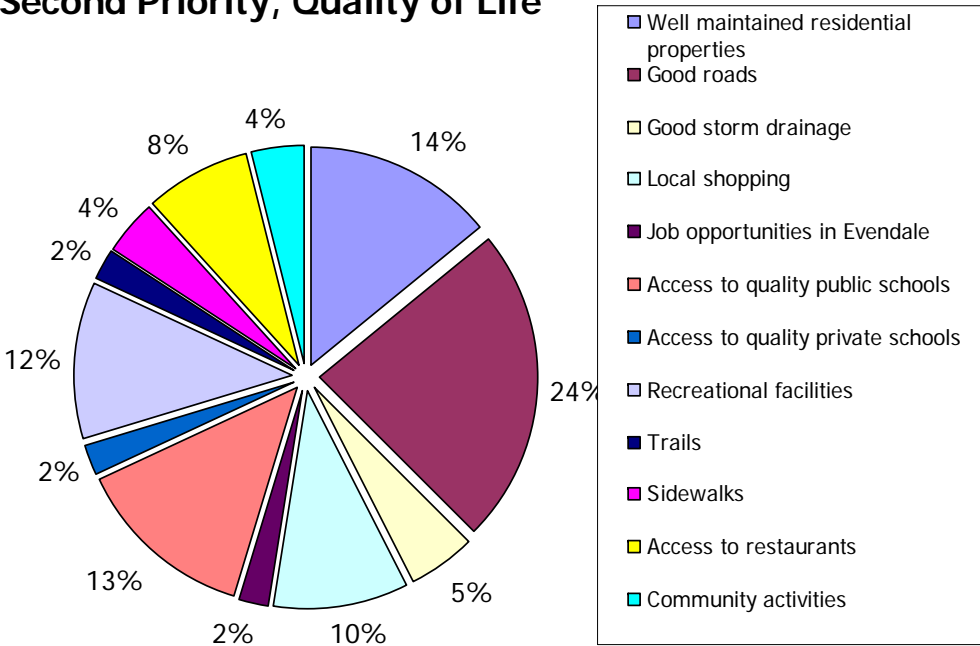
Top Priorities, Quality of Life



Top Priority, Quality of Life



Second Priority, Quality of Life



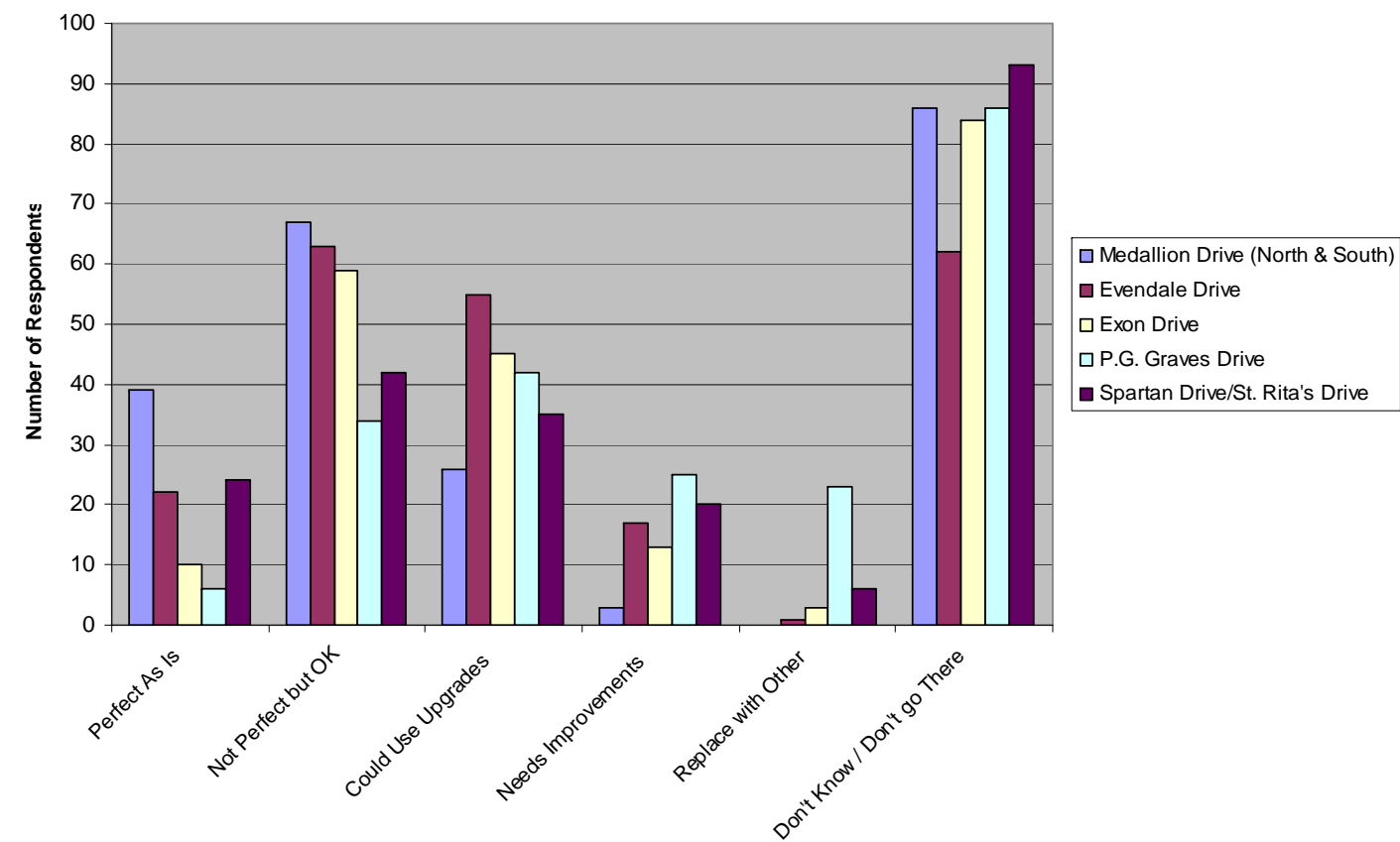


# Comprehensive Master Plan Village of Evendale

Question 3 (respondents were asked to mark the response that fit their opinion of each place)

3. How do you feel about Evendale's industrial areas?	Perfect As Is	Not Perfect but OK	Could Use Upgrades	Needs Improvements	Replace with Other	Don't Know / Don't go There
Medallion Drive (North & South)	39	67	26	3	0	86
Evendale Drive	22	63	55	17	1	62
Exon Drive	10	59	45	13	3	84
P.G. Graves Drive	6	34	42	25	23	86
Spartan Drive/St. Rita's Drive	24	42	35	20	6	93

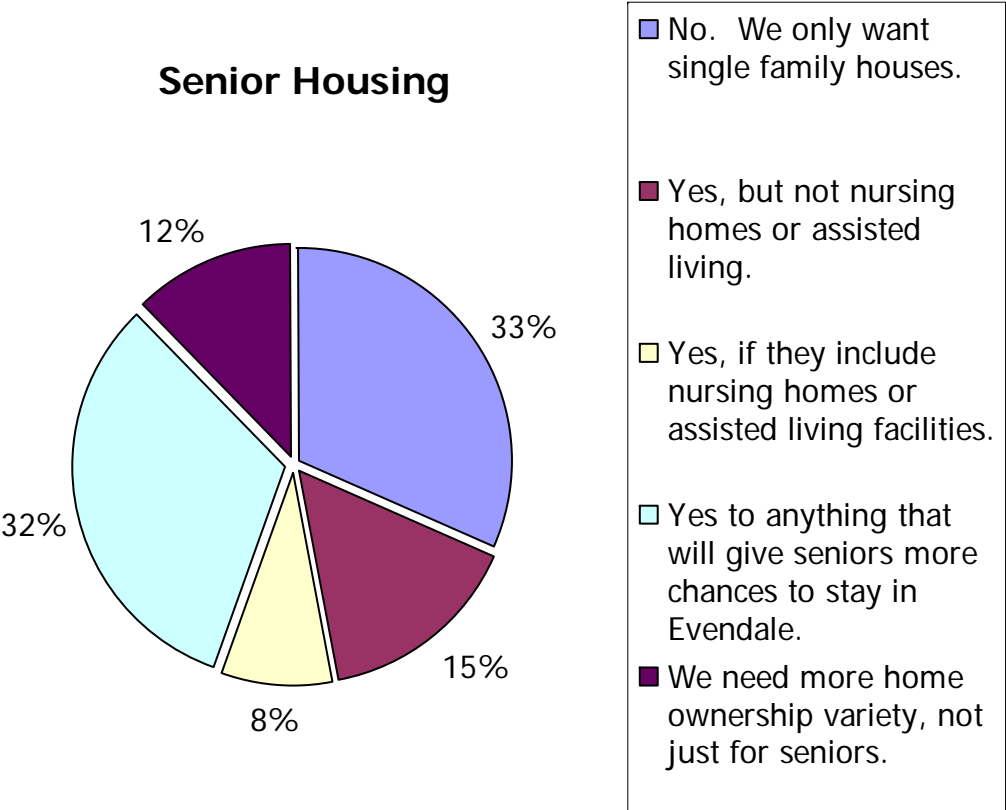
Industrial Areas



Question 4 (respondents were asked to mark the response that fit their opinion)

4. Some plans and studies have identified opportunities for increased variety in senior living options (condominiums, patio homes, etc.). What do you think?	Number of Responses
No. We only want single family houses.	75
Yes, but not nursing homes or assisted living.	36
Yes, if they include nursing homes or assisted living facilities.	20
Yes to anything that will give seniors more chances to stay in Evendale.	77
We need more home ownership variety, not just for seniors.	29

Senior Housing



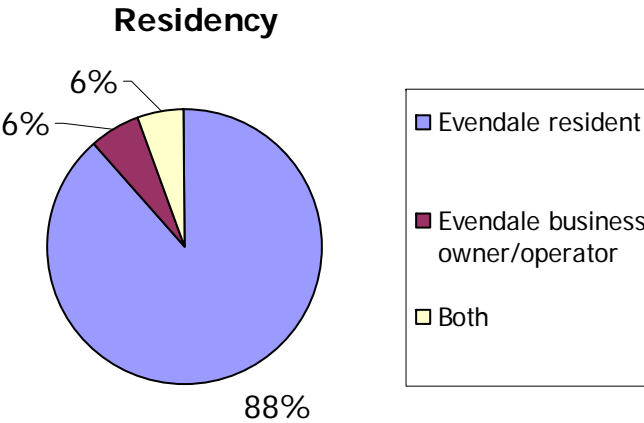




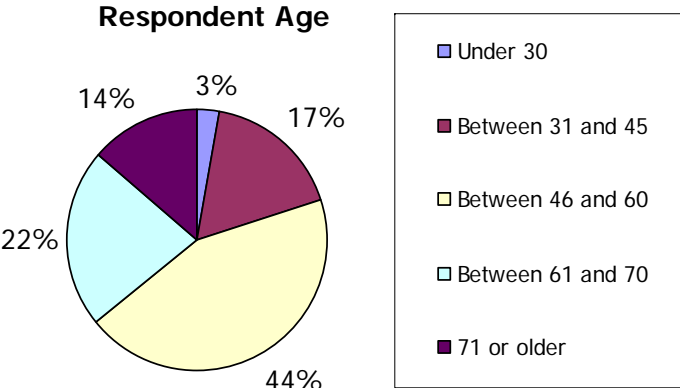
Question 5 (respondents were asked to mark the response that fit their opinion)

5. Previous plans have proposed that Evendale needs a “Town Center” consisting of new development at the intersection of Glendale-Milford and Reading roads. What do you think?	Number of responses
The existing recreation center is our Town Center. We don't need anything else.	110
We need a community gathering place like Blue Ash or Fairfield.	35
We need someplace that we can walk or bike to for dining, entertainment, etc.	80
We need something that makes a big impact on visitors and says, “You are in Evendale.”	51
We don't need a Town Center	55

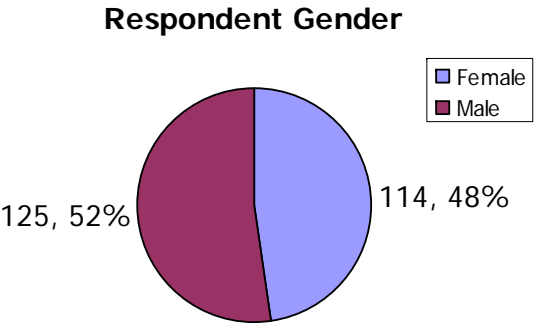
6. Are you an:	Responses
Evendale resident	223
Evendale business owner/operator	15
Both	14
Neither	0



7. What is your age?	Responses
Under 30	7
Between 31 and 45	43
Between 46 and 60	111
Between 61 and 70	56
71 or older	34



8. What is your gender?	Responses
Female	114
Male	125





## Comprehensive Master Plan Village of Evendale

### Selected Key Results:

- Maintaining the quality of existing housing was overwhelmingly the top priority of survey respondents.
- Improving the business mix on Reading Road was the most common second priority and the second most common first priority, but the survey results indicated a wider range of second priorities, including traffic congestion and, again, maintaining the quality of existing housing.
- Other priority choices were widely dispersed among the options and demonstrated no clear consensus around any single issue.
- Well maintained residential properties were strongly identified as the most important impact on respondents' quality of life; this option was chosen as most important by fully half of the total respondents. Good roads were the most common second priority, but received a much smaller proportion of the choices.
- The question regarding the industrial areas indicates strongly that most Evendale residents are relatively unfamiliar with the industrial areas and do not perceive themselves as being directly impacted by them. Those who are familiar with them tend to regard them as being in need of minor to moderate improvements.
- One-third of respondents did not support any kind of housing stock except for single family homes, while another 15% supported senior living options as long as they do not include nursing homes or assisted living facilities. Another one third supported any senior living options. In total, two-thirds of respondents supported residence options other than single family housing, and almost half opposed either assisted living and nursing homes or non-single family residences in general.
- Fifty percent of respondents did not support development of a new town center, while the other fifty percent supported some form of town center. One-third of respondents felt that the recreation center fulfills any town center needs, and approximately one-quarter expressed interest in a town center-type location that they could walk or ride bicycles to for dining and entertainment.
- The majority of respondents were Evendale residents, and 44% were between the ages of 45 and 60.



## 5. Preferred Development Characteristics

The Preferred Development Characteristics were designed to be broad statements that embody the Village's top priorities with regard to the function, use and design of the Village's development and redevelopment areas. These statements are intentionally simple, because they are designed to ensure that the most fundamental characteristics that are important to the Village can be readily understood and used as a litmus test to determine the appropriateness of land use choices. The Preferred Development Statements were revised multiple times by the Steering Committee, with active participation from residents and others who attended Steering Committee meetings. The Preferred Development Statements were accepted by the Steering Committee on July 31, 2008.

### *All Development Types*

- A preferred development will create no significant adverse impacts on the transportation network.
- A preferred development will use environmentally-friendly building methods to the greatest extent possible.
- A preferred development will adhere to high quality building standards.
- A preferred development will result in the installation and maintenance of appropriate high quality landscaping.
- A preferred development will attract businesses that maximize earnings tax generation.

### *Residential*

- A preferred residential development will not increase the Village's population to the Statutory City requirement (5,000 population).
- A preferred residential development will help to maintain Evendale as a community that provides options for residents in a variety of life stages, including families with children, active seniors and middle aged residents.
- A preferred residential development will maintain or improve the diversity of Evendale's residential base (age, gender, occupation, and ethnicity).
- A preferred residential development will encourage residential living closer to the Village complex to create a stronger perception of a Village community.





## Comprehensive Master Plan Village of Evendale

### Commercial

- A preferred commercial development will maintain or improve the quality of the local and Village-wide commercial environment.
- A preferred commercial development will facilitate the redevelopment of existing older commercial sites to other uses.
- A preferred commercial development will meet the Village's demand for high quality site and building appearances.
- A preferred commercial development will maintain the suburban architectural scale and character of the commercial area.
- A preferred commercial development will support the creation of a visually unified commercial corridor.
- A preferred commercial development will facilitate safe pedestrian and bicycle accessibility within commercial areas and between Village residential and commercial areas.
- A preferred commercial development will mix retail with other land uses that complement and support the retail use.

### Industrial

- A preferred industrial development will maintain and support adequate landscaping and greenspace commensurate with site.
- A preferred industrial development will support Evendale's continuing position as a major industrial destination.
- A preferred industrial development will facilitate a mix of manufacturing and research and development activities.
- A preferred industrial development will support the continuing diversity of Evendale's industrial base.
- A preferred industrial development will aid in the revitalization of deteriorated, aging or obsolete areas.
- A preferred industrial development will be complementary to surrounding land uses that may be reasonably expected to continue into the future.



## *Institutional*

- A preferred institution will enhance residents' quality of life.
- A preferred institution will give Village residents a variety of choices in activities.
- A preferred institution will attract visitors from throughout the region.
- A preferred institution will support the development of a cluster of related institutions.
- A preferred institution will reinforce the family-friendly character of the Village.
- A preferred institution will serve specialized clients.
- A preferred institution will provide educational resources.
- A preferred institution will support the needs of the community in general.
- A preferred institution has regional connections (symphony, Play House, XU, UC).

## *Office:*

- A preferred office development will support the repositioning of surplus retail space to higher uses.
- A preferred office development will support medical offices and services.
- A preferred office development will help establish Evendale as a regional office destination center.
- A preferred office development will maintain an appropriate architectural scale and character.
- A preferred office development will facilitate pedestrian and bicycle accessibility to areas with offices and within office and mixed-use areas.
- A preferred office development will facilitate the development of signature buildings.
- A preferred office development will help rejuvenate deteriorated, challenged and obsolete areas.



## *Comprehensive Master Plan Village of Evendale*

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## 6. Developing the Plan Strategy

Since Evendale is a mature community with a number of recently-developed areas and little undeveloped ground, one of the first challenges in the planning process was to identify those portions of the Village that should be targeted for new development or redevelopment. Areas to be targeted for planning attention generally include those that are either undeveloped or have been established for several decades and are approaching either building or site obsolescence or changing trends in land use demand. Recently-developed and generally stable areas, such as most of Evendale's residential neighborhoods and the Medallion Drive area, were assumed likely to continue as at present over the next 10 to 20 years. Future plans should closely re-evaluate these areas to determine whether additional planning direction is needed at that time.

The Plan Strategy Areas were initially divided into two categories, Previous Plan Recommendations (areas addressed to some extent by planning documents created within the last 10 years), and Areas of Focus (areas that were not substantially addressed by previous plans and recommendations). The Plan Strategy was developed by the Steering Committee with active input from attending participants over two separate sessions.

The Plan Strategy areas are shown in Figure 6. The areas are identified by numbers and some key terms that were provided to help the Steering Committee and other participants recall the key pertinent findings of the previous plans and studies. The Plan Strategy Areas are described as follows:

- **Area 1: Evendale Drive.** This area is predominately zoned Industrial Truck Center (ITC), a zone that was developed to permit truck terminals and associated warehousing and storage in proximity to Interstate 75. The area includes several newer industrial and warehousing buildings and several mid-twentieth century warehouse and truck terminal buildings, as well as a truck sales facility. While several of the facilities are well-maintained, several are significantly deteriorated. The area is located immediately adjacent to Interstate 75, but the facilities in this area have low visibility from the highway due to their generally low profiles and the fact that the grade upon which they sit is lower than that of the highway.

Under the Village of Evendale Earnings Tax Ordinance, truck drivers who perform significant amounts of their work outside of the Village of Evendale may request a refund of their Evendale Earnings Tax proportionate to the amount of time they spent outside the Village, even if their employer is based within the Village.

- **Area 2: Exon Avenue.** This area is one of Evendale's oldest existing industrial districts and faces many of the challenges common to Millcreek corridor industrial areas. The area consists of generally small buildings on parcels of approximately one-half to one acre each, which provides little room for building additions or flood control measures. These properties are located in close proximity to the railroad tracks and are in the Millcreek flood plain. These properties are virtually invisible from major rights of way and have generally poor access to the regional surface transportation network (the recent completion of the roadway through to the Jewish Hospital building private access road improves emergency vehicle access but does not permit routine commercial traffic north of the office buildings). The southern parcel of this Strategy Area has been recently developed with small office buildings.
- **Area 3: South of the Formica facility.** This area excludes the Formica plant and associated facilities and includes an approximately 30 acre section immediately south of the plan facilities. Most of this property fall within the floodway or flood plain. Although there has been interest in developing this property in the past, the lack of access to Reading Road has created a significant complication for all development efforts.
- **Area 4: Spartan Drive/St. Rita's Lane.** This area, at Evendale's extreme western edge, is virtually invisible to Evendale residents, with the exception of the former Fifth Third Bank and former hotel sites on Reading Road. At this writing, both properties are recently vacated; the hotel property is owned by the Village of Evendale, has been razed, and is awaiting a redevelopment proposal. St. Rita's Lane terminates at an active General Electric office facility, while Spartan Lane is lined with small office/warehouse and industrial spaces and terminates at the entrance to the Cincinnati Police Firing Range. Although there are no known plans to relinquish ownership of the firing range at this time, it is likely that environmental concerns and its proximity to residential and business users may eventually create pressure for the relocation of these activities to a more rural site.
- **Area 5: The 100% Corner.** This name was intentionally chosen for this area for two reasons: to avoid emphasizing any one of the developments and destinations that border this intersection, and to emphasize that the intersection as a whole is likely to be Evendale's most valuable location well into the future. This intersection significantly fails to capitalize on its potential at this time, although recent medical facility developments behind the underutilized Village Crossing shopping center and in on the former Jewish Hospital site, as well as development of niche commercial activity such as CAM Cincinnati Asian Market, appear to be creating new opportunities.

Part of the value of this intersection, although not a monetary value lies in the northeastern quadrant, which is dominated by the historic Evendale School and Civic Center building and by soccer fields along Glendale-Milford Road. The Civic Center building, which is currently



## Comprehensive Master Plan Village of Evendale

the subject of plans for renovation as an arts facility, is one of very few buildings in Evendale that demonstrates the Village's historic identity and illustrates that the Village's history goes back further than the shopping centers and commercial buildings that otherwise dominate the intersection. Although the building is in need of attention, the level of care that has been given to the maintenance of its exterior and grounds continues to enhance the Village's uniqueness and attractiveness, and changes the character of what would otherwise be one of many reasonably attractive commercial corridor intersections in Greater Cincinnati. The soccer and baseball fields east of the Civic Center also have a strong impact on Evendale's unique identity; the fields are used for a variety of sports throughout much of the year, and drivers on Glendale-Milford Road are regularly treated to the sight of Village children playing on these bright green fields. As many participants in this planning process indicated, the sight of these children reinforces the perception of Evendale as a pleasant, family-friendly community. It should also be noted that these fields sit well below the road grade and that they were developed with assistance from a state grant that would require their replacement elsewhere if development should occur on this site.

- **Area 6: Northern Reading Road.** The northern portion of Reading Road in Evendale consists of a largely unrelated mix of older commercial buildings of varying shapes and sizes. This area includes several businesses that draw from a wide regional customer base, including the Sports Plus complex and the Anand India restaurant, while other occupants include a range of local product and service providers and a small number of retail facilities. Although there are no vacant lots in this area, the area has a very low density of buildings and is in many places visually dominated by expanses of moderately deteriorated parking lots.
- **Area 7: St. Rita/Landmark Baptist Church Sites.** Although neither of these institutions are expected to cease operation in Evendale in the near future, both are undergoing transitions in their operations and may be available for full or partial redevelopment in the near future (at this writing, the western portion of the Landmark property has been proposed for a senior housing community, and at least one previous proposal for the development of a portion of the Landmark facility was under consideration in recent years). The historic St. Rita's School is an excellent example of the Spanish Revival architectural style and a seminal building in the history of the development of educational facilities for children with special needs; if educational uses are discontinued, this building complex may provide an exceptionally unique opportunity for a variety of high-visibility developments.

- **Area 8: Reading Road Corridor, East Side:** This area encompasses a number of small properties between the 100% Corner Plan Strategy Area and the southern border of the Village. This area includes much of the corridor that has received the most scrutiny in past studies and plans: the section of small parcels and small, generally utilitarian and visually unrelated buildings that embody the auto-oriented commercial corridor of the mid- to late-twentieth century. This area also includes the largest concentration of properties that were "land banked," or purchased by the Village to remove unwanted land uses and facilitate redevelopment, during the 1990s and 2000s. These land banked properties range in size from a fraction of an acre to more than 5 acres and are directly visible from Reading Road.
- **Area 9: The former Churchill's site.** This site was purchased and cleared by the Village in the early 2000s after the closing of this longtime regional retailer. This highly visible site is unoccupied and remains under Village ownership.
- **Area 10: North Medallion Drive/Sharon Road.** This area includes a collection of older and newer commercial, industrial and warehousing facilities, including several that are served by a dedicated railway spur. These properties have good highway access due to their proximity to the Interstate 75 interchange at Sharon Road.
- **Area 11: Northeast corner of General Electric facility.** This site was initially identified as a Plan Strategy area due to the amount of vacant land it includes and its proximity to General Electric and to Interstate 75. However, it was not included in the Preferred Land Use recommendations because of the uncertainty of future access to Glendale-Milford or Interstate 75 due to the proposed reconfiguration of the Glendale-Milford-Interstate 75 interchange area.
- **Area 12: Land Banked Parcels.** This site was initially identified as a Plan Strategy Area separate from Area 8 because it represents one of the largest land bank sites on Reading Road. However, it was later determined that plans for this site had to be developed within the context of Area 8.
- **Area 13: Southern Reading Road Hillside site.** This area was initially identified as a Plan Strategy Area because it represents a relatively large, potentially developable area. However, later review of slope data and surrounding development activity indicated that this area had a relatively small amount of developable property and was not likely to come under development pressure during the time period of this Plan.



# COMPREHENSIVE MASTER PLAN



Village of Evendale, Ohio

## Legend

- Village of Evendale
- Areas of Focus
- Previous Plan Recommendations

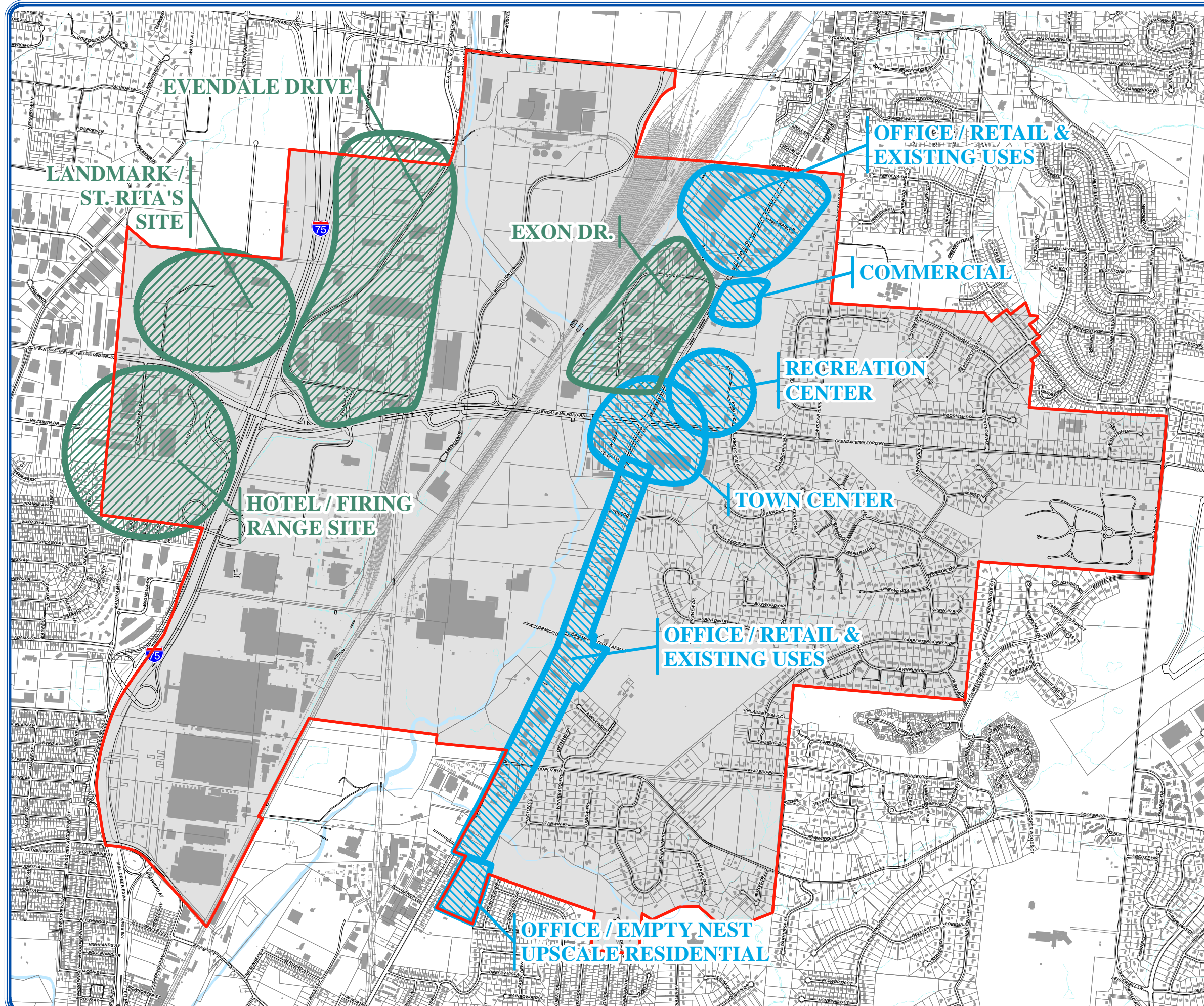


Figure 6:  
**Draft Plan Strategy**

December 10, 2007





## *Comprehensive Master Plan Village of Evendale*

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## 7. The Preferred Future Land Use Plan

Figure 7 illustrates the Village of Evendale's Preferred Future Land Use Plan, focusing specifically on the Plan Strategy areas as they were revised during the plan development process. The preferred land uses are identified by color designation and via labels; the darkness or lightness of the color applied to a specific area gives an indication of the relative level of intensity of development that is preferred. This ensures that the broad preferred land use designations are not misinterpreted to imply the same type or intensity of development in all areas that are designated for the same basic development type.

The following section identifies some **Overarching Issues** that will impact future land uses, development and redevelopment throughout the Village or in large portions of the Village. The section after that describes the **Preferred Land Uses** for each of the Planning Areas. The reader should keep in mind that these descriptions are not zoning code or land use regulations, but are designed to articulate the fundamental characteristics of the Village's preferences for these areas. In some cases, existing zoning may need to be revised to implement these Preferred Future Land Uses, but these descriptions purposely extend beyond the types of issues that may be addressed via land use regulations because it is the intention of the Steering Committee to also provide guidance to the Village's economic development efforts, such as business recruitment and land acquisition.

### Overarching Plan Issues:

- Preferred Land Uses are designated on Figure 7 as generalized areas that in many cases do not exactly correspond to existing parcel lines. The areas' boundaries may be determined by natural features, man-made infrastructure, or simply by a reasonable distance from an existing or proposed center of activity. The Preferred Future Land Use areas are intentionally designed to minimize us of existing parcel lines, in part to emphasize natural boundaries or functional boundaries and in part to ensure differentiation between this map and existing or future zoning and land use maps. Properties on a border between two Preferred Land Use areas should take on the appropriate characteristics of both areas to facilitate the transition between adjoining land uses, business types and buildings.
- The reader will note that this Comprehensive Master Plan does not directly address residential properties. Evendale's residential property base is widely perceived to be stable, in generally good repair and unlikely to experience redevelopment pressure in the next 20 years. This Plan recommends that all properties currently used for single-family residential development remain in that use, and that all efforts be made to continue to

strengthen Evendale's desirability as a residential location. Expansion of existing non-residential land uses within the residential areas, such as Rest Haven Cemetery, may be permissible if the expansion is minor and if it will not generate negative impacts on surrounding residential properties. Existing natural and green space land uses within or adjoining residential areas, such as the Griffin Family Nature Preserve and Gorman Farm, should be maintained to protect the character and quality of life of surrounding residents and to provide attractive and beneficial outdoor recreational opportunities for Village residents.

- This Plan does not propose extensive changes to recreational land uses. The Village's *Recreation Master Plan* identifies some potential facility additions and outlines a proposed trail system; the reader is encouraged to review that document for additional recommendations for park and recreational facilities.
- As in any land use plan, there are a number of existing, successful properties whose current use is different from the Preferred Future Land Use that is identified for that area. The Preferred Future Land Use identifies recommendations for land uses *when the existing land uses in that location change*; none of the Preferred Future Land Use descriptions should be interpreted as removing or eliminating any existing properties.
- This Plan does not include a traffic study; however, future development projects may create the need for a study in order to identify how these developments are impacting the existing transportation system. There are several traffic studies that have been conducted in recent years, including the Thru the Valley Project and other studies conducted in association with the Evendale Business Commons development, which the reader may use as a guide for current transportation-related issues for Evendale and the surrounding communities.
- Finally, the reader should note that this Plan does not directly address some of the specific issues raised in the Master Plan Survey, which was conducted in May 2007. Items such as the maintenance of specific properties, construction of sidewalk segments and other specific issues were determined to fall outside of the Scope of Services established at the beginning of this Plan process. Instead, a conscious decision was made to focus this Comprehensive Master Plan on those issues that will directly impact the types and quality of land uses in the Village over the next 10 to 20 years. The results of the Master Plan survey are extremely insightful and should be incorporated into all relevant future Village policies. To assist in this future use of the Survey results, the entire collection of survey results, including all individual comments, are contained in Appendix A of this document.



## Comprehensive Master Plan Village of Evendale

### Preferred Future Land Use Policy Areas

The following paragraphs describe preferred future land uses for those areas identified on Figure 7. Approximate total acreages for each Area are provided in parentheses after the name and brief description of the Preferred Future Land Use. The reader should note that the actual developable area may be less due to requirements for right-of-way, environmental constraints, etc.

Photographs provided are for general reference to the type of development described and do not represent existing or expected Evendale developments. These photographs also may not precisely reflect the building or site design characteristics that the Village of Evendale may require in the future.

1. **Northern Medallion Drive: General and Light Industry (93 acres).** This area is expected to continue as a predominately light industrial sector, particularly given its proximity to the Sharon Road Ford Motor Company transmission manufacturing facility and the presence of some newer industrial properties. As redevelopment occurs in this area, industrial operations are expected to continue to be appropriate. Successful retail facilities in this location are also expected to continue.



2. **North side of Evendale Drive: Regional Office and Corporate Headquarters (52 acres).** As the Preferred Development Characteristics indicate, the Village has expressed a preference for developments that attract businesses that maximize the Village's earning tax capacity. The north side of Evendale Drive has the potential for high interstate visibility and enjoys excellent interstate access. It is also in close proximity to the GE Aviation complex and is within a few minutes' drive of major office centers in Blue Ash and West Chester. Although most of the previous studies indicated that Evendale's potential to become a major office center was not likely to develop until the Blue Ash office market had substantially built out, this horizon appears likely within the coming 10 to 20 years. Additionally, this site's location within the I-275 beltway is likely to become increasingly valuable as the location becomes more central to the Greater Cincinnati/Dayton metro area, and as developable sites within the north 275 beltway become increasingly rare.

Office development in this area should emphasize moderate scale buildings of potentially two to four stories in height, depending on the location. Sites in this area should also exhibit high design qualities, potentially including campus-style developments, and should include as much landscaping as possible, both for aesthetic reasons and to support stormwater management. Successful redevelopment will also require coordination with Sharonville and other nearby suburbs to anticipate and address the potential impacts that redevelopment of this site and others may have on each other.



3. **South side of Evendale Drive: Office and Warehouse (72 acres).** This area includes several industrial properties that have experienced some level of deferred maintenance; these properties are further impacted by heavy truck traffic and stormwater drainage issues. The area has excellent highway access but relatively poor highway or surface roadway visibility. Preferred future development in this area should focus on office/warehouse facilities, which generally consist of a smaller, operations-oriented office space appended to a larger flexible storage space. This land use reflects the regional demand for warehousing and distribution facilities.



Office/warehouse properties should also be held to reasonably high architectural and site development standards, particularly with regard to facades that face Evendale Drive. Management of truck traffic and internal truck circulation will be particularly critical to this area's long-term success, as the increase in employment resulting from Office/Warehouse and the Regional Office land uses discussed for the northern portion of the Evendale Drive area are likely to increase traffic levels substantially.

4. **St. Rita School/Landmark Baptist Church Site: Transitional Use Campus (81 acres).** This area has the best highway access and the highest visibility of any Evendale site. This site's redevelopment, particularly near the interchange, will have a profound impact on Evendale's perceived desirability and its ability to attract high quality





development to other parts of the Village. This site, located adjacent to a residential Glendale community, should be developed with consideration to the neighbors it is directly impacting, as well as serving as a gateway community to the rest of Evendale. Whether developed as an upscale senior living community or campus-style office community, the grounds should reflect the history and pastoral nature of the site. This site is visually dominated by the architecture of St. Rita School and any new development should reflect the historic significance of this design.

5. **Spartan Drive/Western Glendale-Milford Road: Light Industry (34 acres).** This area's existing light industrial land uses should be continued and enhanced. Not only do these sites provide good opportunities for small businesses to get started in Evendale, but they can also serve as a buffering land use between the light industrial uses that predominate east of Chester Road in Woodlawn and the more intensive office destinations that are proposed for areas closer to the interchange. The current mix of small light industrial property along Spartan Drive should be continued, although upgrades to buildings and infrastructure will be necessary to maintain this area's ability to attract tenants. The north portion of this preferred land use area consists of two parcels that total approximately 15 acres; this site may provide a good opportunity for an assembly facility or other type of light industrial activity, provided that an adequate buffer is maintained between this and any potentially conflicting adjacent land uses.



6. **St. Rita's Lane: Office with Mixed Use Retail (27 acres).** This area includes a former hotel site now owned by the Village, a small former branch bank site and a successful office facility leased by GE Aviation. Between the interstate access and visibility and the proximity to the GE Aviation facility, this site provides opportunities for a wide range of office types, including small independent firms with regional trade areas and establishments that work in partnership with GE Aviation or other regional industries. As part of an office development in this location, a small amount of convenience retail and restaurants that are predominately oriented to local office employees would be beneficial. Heights of two to three stories would be preferable and architectural and site design should receive high quality treatments. The Village may also wish to consider realigning St. Rita Lane



to facilitate site assembly and improve access to this site and the site that is currently leased by GE Aviation.

7. **Firing Range Site: Light Industry or Office, depending on Development Patterns (29 acres).** This site is not expected to change use in the near future. The type of development that is most appropriate for this site will depend to a great extent on the relative successes of the Spartan Drive light industrial area and the St. Rita Lane Office/mixed use retail area. Either light industrial or back office uses (offices that do not host visitors, such as processing centers or call centers) may be appropriate for this site, which has low visibility but has proximity to the interstate. Either use would be compatible with the Village's Preferred Development Characteristics. The site's current use may create a potential for brownfield remediation initiative and/or use of the Job Ready Sites program for infrastructure improvement.
8. **North end of Reading Road: the Entertainment/Hospitality Center (67 acres).** The preferred future land use for this area proposes to build upon the success of the area's entertainment, retail and restaurant facilities and develop a synergistic mix of complimentary land uses that would take better advantage of the area's good regional access and current low density of development. Critical to this strategy are the maintenance and expansion of the existing private recreational facility and the development of quality hotel or motel facilities to support the growing demand for tournaments and participatory sporting events. Another critical aspect of this attempt to build synergy will be the development of comfortable and pleasant pedestrian access between destinations, including destinations on opposite sides of Reading Road. This can be accomplished through a combination of private site standards to enhance pedestrian comfort (such as pathway connections between buildings and dedicated walkways within large parking lots) and public sector improvements, such as improved public sidewalks and an enhanced crosswalk at the intersection of Reading Road and McSwain Drive.
9. **Northern Reading Road: Mixed Use Retail Frontage (13 acres).** This section is envisioned as a transitional area between the more intense development nodes of the 100% Corner area and the proposed Entertainment/Hospitality Center. Redevelopment of this area should include small-scale office and retail facilities, and efforts to provide both office and retail activities within one





## Comprehensive Master Plan Village of Evendale

facility are encouraged. Access management strategies will be essential to this area's long-term success, and pedestrian connectivity between this area, the rear Exon Avenue area and the Entertainment/Hospitality Center will be particularly valuable. Development of this area will be partial until a large nonconforming use chooses to discontinue operations.

10. **Former Churchill's Site (Northern Reading Road across from Exon Avenue): Entertainment and Hospitality Catalyst, or Mixed Use Office (6 acres).** This parcel is owned by the Village and adjoins the Entertainment and Hospitality Center described above (Number 8). As noted in the Entertainment and Hospitality Center Preferred Land Use description, this use strategy appears to provide opportunities to build on successful establishments in that area and to help establish this area as a unique destination center, one that provides a number of benefits:

- Enhancing Evendale's reputation as an outstanding community;
- Establishing a unique character for this area, which will help differentiate it from other older commercial districts in north central Hamilton County
- Shifting the balance of land use along Reading Road more away from general commercial uses, which are oversupplied in northern Hamilton County and are thus frequently vacant.
- Creating a change in scale and character for this segment of Reading Road, which will help reposition all of Reading Road in Evendale as a unique and interesting place, rather than a continuous row of generally similar businesses and buildings.

One significant challenge facing the Entertainment and Hospitality Center is that it proposes to reposition the area toward uses that, with relatively few exceptions, has little precedent in this vicinity. As a result, the businesses that are necessary to establishing a successful niche may find it difficult to arrange adequate financing.

The Village may have a unique opportunity to catalyze the Entertainment and Hospitality Center by marketing the Churchill's site for entertainment and hospitality-related businesses. The Village's ownership of the site gives it an opportunity to exert more extensive controls over the site's development; the Village can require development of the site to meet stringent visual and site design requirements that can set a strong precedent for future high quality development in this area.

11. **Exon Avenue: Office/Warehouse (30 acres).** This area struggles with periodic flooding, low visibility, poor access and small lot sizes, which complicate efforts to address any of the other issues. This area is likely to require substantial redevelopment if the flooding issues, in particular, are to be addressed. The area also adjoins the main railway line, which further limits the types of development that may be feasible. Given the development of the medical office cluster to the south of this area, the Exon Avenue properties appear to provide some opportunity for medical or technical research and development, particularly for small firms that are beyond the start-up phase and looking for affordable opportunities to develop their own facilities. Although such uses generally require some warehousing space for products and materials, the scale of these properties should be smaller than those discussed on Evendale Drive. Uses that require semi trailer access are likely to be particular disadvantageous, both because of the relatively narrow roadway and the difficulties of access from Reading Road. Uses requiring small trucks, such as panel trucks, would be appropriate.



Since development in this area may require significant demolition, stormwater management and potentially environmental remediation costs, and since the proposed land uses have long-term benefits for the Village, the Village may wish to consider strategies for supporting property assembly and otherwise helping to offset the costs of redevelopment.

12. **100% Corner: Medical Office and Support Retail/Office (62 acres).** As several previous plans and studies have indicated, Evendale is not ideally suited to the basic retail functions that have historically dominated this intersection's economic activity. The Village has strong local demographics, but it is a very small portion of a much larger market area that already includes several major retail centers that are located at nearly even distances from Evendale's residents. Although the Evendale Commons development does hold potential for expanding Evendale's retail options, this development is several years away from build out and, when completed, will more than satisfy the majority of the basic retail demand available to the Evendale trade area. An additional factor is the presence of the Village Crossings shopping center and associated outbuildings, which have maintained a relatively high level of vacancy in recent years and were the subject of a great deal of resident dissatisfaction in the Master Plan Survey. Finally, the P.G. Graves site, which has been addressed in a



# Comprehensive Master Plan Village of Evendale



number of previous plans and studies, includes a number of land uses that do not reflect the potential value, visibility and impact of its prime location.

Preferred land uses for the northwest, southwest and southeast quadrants of the Reading Road-Glendale Milford Road intersection focus on destination medical offices and medical facilities, supported by a moderate amount of small retail oriented to the convenience and dining needs of medical facility employees and residents. Medical office uses have found Evendale to be a convenient and successful location for accessing a wide trade area, and the development of medical offices and facilities in Evendale has benefited the Village by building its employment base and earning tax revenues, in addition to providing valuable services for residents. Although some niche retail opportunities may continue successfully into the future, retail land uses are expected to be limited to restaurants and food suppliers and other convenience retail.

This is the preferred strategy for all of the three quadrants addressed by this Preferred Land Use area, including P.G. Graves, which is likely to experience redevelopment pressure from both the Evendale Crossings site and the remainder of the intersection. This Plan intentionally does not pursue the proposals outlined in some previous plans and studies for a Town Center (outlined below) on the P.G. Graves site, since its location on the opposite side of a busy intersection, and at a very long distance from the residential areas of Evendale, make it unlikely that a Town Center on this site would generate the kind of residential activity that would be necessary to meet the social objectives of a Town Center development. Additionally, this area does not appear to be large enough to accommodate the amount of parking that would be necessary to accommodate Evendale residents and other patrons if all were to drive to the site, even if all of the existing parcels could be assembled into one development.

Given the challenges of land assembly, the existing poor access and the site's location at the intersection, redevelopment in this location should focus on small office and support retail, preferably accessed from an internal roadway that connects to Cunningham Drive. Construction of this roadway and the necessary bridge over the Mill Creek may be the most influential activity the Village can pursue to facilitate transforming this area. An additional beneficial strategy may be to prepare a conceptual master plan that demonstrates to property owners and potential buyers the Village's perception of the opportunities available for this area.

The Village Crossings site appears to provide the best available opportunity for a Town Center-style development (variously defined in previous plans and studies, but generally understood to include small-scale dining, shopping and entertainment opportunities in a development that is easy and comfortable to walk around). However,

creating this kind of environment would require a wholesale demolition of the existing property. This does not appear likely to occur in the near future; the site's current Class B Retail status does not appear to indicate a high level of current demand for the site. It is likely, however, that a reconfiguration of the site could improve its profitability in the long term by eliminating the overly deep store areas that have hampered profitability.

Finally, this Plan intentionally does not pursue the proposals that have been raised in some previous plans and studies for development of the soccer and baseball fields on the north side of Glendale-Milford Road or the redevelopment of the Evendale School/Civic Center site. Although these uses, it may be argued, do not represent the monetary "highest and best use" of the site, the consensus of the Steering Committee and citizen participants was that the soccer and baseball fields play a key role in maintaining the popular perception of Evendale as a family-friendly small community, that the fields provide convenient recreational opportunities for Village residents' children, and that the visibility of this community experience played a key role in the Village's designation as a *Business Week Online* Top 25 U.S. Suburb in 2006. The Village may wish to consider an unobtrusive fence along the south edge of the play area to help protect small children who may wander too close to the street. At the time of this writing, the Civic Center building is proposed for rehabilitation as an arts center that would provide lessons and exhibit space. There are a number of arts centers of various types in adjoining communities, and programming for the building must be carefully designed in light of that potential competition. The Civic Center's presence helps to set Evendale apart from the numerous other post-World War II suburbs that dot the region.



In the southern portion of the 100% Corner Preferred Land Use area, a strategy to permit development that is functionally and visibly more compatible with that described for Area 12 will be beneficial. Permitting a smaller scale and more general office types in this location will facilitate the transition from the more intensive development of the 100% Corner to the smaller-scale properties and preferred future land uses south of the 100% Corner area, particularly along the east side of Reading Road.

13. **Village-owned parcels south of Inwood Drive: General Office (4 acres).** This grouping of parcels is owned by the Village of Evendale, and as a result presents an excellent





## Comprehensive Master Plan Village of Evendale

opportunity to catalyze the preferred redevelopment of this segment of Reading Road. This property should be developed as an office building, and the site should include one or two buildings not more than three stories in height (proposed building height should be carefully evaluated to ensure that it will not block the view of Inwood Drive residents). Retail uses would not be preferable and would be likely to undermine efforts to improve and reposition this corridor. This property's access should be designed according to the *Evendale Access Management Plan*, and it is critical that the property exhibit high quality building design and materials and site design and landscaping.

14. **Central Portion of Reading Road: Support Retail node (6 acres).** This area, which is located between the General Office area described (Number 13) previously and the Institution Center to the south (Number 15) is envisioned as a convenient destination for business support services, such as printing and shipping. Again, high design standards for buildings and sites and appropriate site access management techniques will be critical to the success of this area and the rest of the Reading Road corridor.
15. **East side South Reading Road: Institution Center (24 acres).** This area includes the most significant concentration of institutional land uses in Evendale, including the Kidd Adult Center operated by the Hamilton County Board of Mental Retardation and Developmental Disabilities (MR/DD), Gorman Heritage Farm and the proposed headquarters for the Daniel Beard Council of the Boy Scouts of America. The potential for synergy between these and other institutional uses would create opportunities for joint activities and mutual support, but current land use patterns and pedestrian access appear to be limiting that potential. Enhanced opportunities for walking and non-roadway motorized transport between sites would be likely to help build the effectiveness of these and other facilities and to help regionally-oriented facilities, such as Gorman Farm, maintain their viability and attract new participants. Efforts to establish joint programs and events between the area's different institutions would also help build these synergies.
16. **West side of Reading Road immediately North of Village Boundary: Industrial-Based Education, Research and Development (20 acres).** As the Steering Committee and community participants noted, this site has the potential to provide an outstanding opportunity for building Evendale's and Greater Cincinnati's capacity for high-technology manufacturing by providing technical training



and education targeted to the region's strongest growth industries (two of these, the aerotechnology and biotechnology industries, have major regional centers of activity within a few minutes' drive of this site.) This property provides an opportunity for the development of an educational facility that is relatively secluded from traffic and congestion but is located within easy access of both the GE Aviation and associated facilities and the emerging biotechnology/pharmaceuticals hub in the City of Reading. Providing specialized training in these and other in-demand technical industries would help strengthen Evendale and Greater Cincinnati's ability to attract and retain highly technical employers, and developing changes in state workforce training priorities makes it likely that this site could receive development assistance. Site development has been historically impaired by the lack of existing public access to Reading Road; the Village may find it beneficial to obtain a right of way or an easement for access to help facilitate this development. The Village may also find it beneficial to pursue partnerships with adjoining communities to help build support for future funding applications.



If reasonable efforts to establish this preferred land use fail (for example, if a nearby community establishes a large facility of the same type as proposed here), then an office campus or light industrial land use could be considered for the site, provided that access, stormwater management, traffic management and other site needs can be addressed.



17. **Southern Reading Road: Small Office (20 acres).** This portion of Reading Road is not expected to experience intense redevelopment pressure in the near future, unless the development of sites in Evendale or the City of Reading substantially changes the nature of traffic in this vicinity. Given the generally small lot sizes and the desire to preserve the quality of life of residents on the hillside east of this area, redevelopment in this vicinity should be limited to small offices. Successful office types may include small personal service providers, such as insurance or financial advising; small technical consulting or specialty advising firms; etc. Development should also be held to high building and site design and materials standards, and curb cuts should be consolidated to the greatest extent possible. The Village currently plans to construct a gateway feature at the south end of this area. Hillside areas owned by the Village in this area should not be developed, and should be maintained in a natural state to control erosion and maintain the visual character of the area.





## *Comprehensive Master Plan Village of Evendale*

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# COMPREHENSIVE MASTER PLAN



Village of Evendale, Ohio

## Legend

### Predominant Use

-  Retail
-  Office
-  Industrial
-  Flex
-  Education/Institution
-  Floodway
-  100 Year Floodplain

### Plan Strategy Areas

- Area 1: North Medallion Drive
- Area 2: North Evendale Drive
- Area 3: South Evendale Drive
- Area 4: St. Rita's / Landmark Baptist Church Site
- Area 5: Spartan Drive / West Glendale-Milford Road
- Area 6: St. Rita's Lane
- Area 7: Firing Range Site
- Area 8: North Reading Road
- Area 9: North Reading Road / Exon Drive
- Area 10: Former Churchill's Site
- Area 11: Exon Drive
- Area 12: Intersection of Glendale-Milford and Reading Roads
- Area 13: Village-Owned Parcels South of Inwood Drive
- Area 14: Central Reading Road
- Area 15: East Side South Reading Road
- Area 16: West Side South Reading Road
- Area 17: South Reading Road

Figure 7:

## Preferred Future Land Use

March 27, 2009



**JE JACOBS**  
Edwards and Kelcey

0 0.2 0.4 Miles



## *Comprehensive Master Plan Village of Evendale*

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## 8. Implementation Strategies and the Action Plan Matrix

This final chapter of the Evendale Comprehensive Master Plan provides a road map for the implementation of this Plan's recommendations. This chapter, like the previous chapter, is divided into two sections: one that addresses **Overarching Strategies** that are important to the long-term health of the entire Village or large parts of it, and one that provides an **Implementation Matrix** that addresses specific actions needed in each of the Preferred Future Land Use areas. The Implementation Matrix provides a wide variety of information on each item, including:

- Time benchmarks;
- Other issues, entities or sites with which actions should be coordinated;
- Lead and supporting agencies and staff positions;
- Estimated costs, where appropriate;
- Potential funding sources, where appropriate; and
- The relative level of priority that the Village should apply to each area in allocating the limited resources it has available to implement the Plan, and
- A relative level of priority for the area, which is identified as "A," "B," or "C."

The level of priority designations were derived from a Nominal Group Technique (NGT) exercise that was conducted with the Steering Committee. Letters were used to identify tiers of priority, rather than strictly ranking them according to NGT scoring, to avoid over-emphasizing small scoring differences. Score fell into generally three groups - less than 3, between 3 and 7, and above 7 - and groups were assigned a priority level based on where their score fell within those categories. The highest scores were assigned priority level "A," while the lowest were assigned priority level "C" and those in the middle were assigned priority level "B." The priority levels do not indicate that a certain area should be overlooked or that certain areas should receive all of the Village's attention, but they are provided as a means of helping the Village decide where to invest its resources if all tasks cannot be completed at a given time.

### Overarching Strategies:

Several Village-wide action strategies will have a significant impact on Evendale's future. These include the following:

- **Focus promotions and business recruitment strategies on the Village's advantages, including its regional access, its quality of life, its proximity to aeronautics and biotechnology centers of activity, and its municipal support for businesses.** As a small municipality in the midst of a relatively dense and diverse region, Evendale must consciously and consistently capitalize on those aspects that make the Village unique.
- **Improve the incentives that are offered for the redevelopment or rehabilitation of older industrial areas.** Most of the existing State and regional industrial incentives are designed to facilitate the construction of new industrial sites. Evendale, however, needs to facilitate the redevelopment and upgrading of existing industrial sites, and many conventional incentive options are not designed to address or give priority to these types of locations. Evendale may wish to evaluate opportunities for providing its own incentives for repairing and upgrading existing older industrial properties in areas where continued use for these purposes is desired. Such incentives would be generally less costly than conventional new construction incentives. It may be feasible for the Village to provide a matching grant or low-interest loan for such activities as façade upgrades, parking lot paving, landscape installation, new signage, etc.
- **Code enforcement for all types of properties, including residential, will become increasingly critical as the Village's overall building stock continues to age.** Property maintenance code enforcement is a critical issue for most mature suburban communities throughout the Midwest, and Evendale's building stock is at or approaching the age where property maintenance may become an issue. As the Master Plan Surveys clearly indicate, even a few isolated properties that are permitted to deteriorate for whatever reason can have a profound negative impact on the quality of life and value of surrounding properties. The village may wish to evaluate its property maintenance code and enforcement practices and determine if any improvements can be made in the near future. In the long term, the Village may find it useful to periodically survey residents to determine their levels of satisfaction with property maintenance and property code enforcement.





## Comprehensive Master Plan Village of Evendale

- **Manage existing and future nonconformities.** Since the Preferred Land Uses identified in the previous section include several areas where the Plan proposes to fundamentally change the appearance and function of the area over the next 10 to 20 years, it is likely that these areas will have some number of nonconforming land uses. Nonconforming land uses are properties whose use or physical layout does not meet current zoning requirements, but were in legal conformance under the code(s) that existed at the time when the buildings were constructed. The Village has existing nonconforming uses that have resulted from changes to the current zoning code over time, and future changes to the zoning code prepared to implement this Plan's recommendations will also lead to nonconformities, at least in the short-to mid-term time frame.
- Legally, a municipality cannot forbid a nonconforming land use from continuing to operate, but nonconforming land uses are generally subject to two limitations. First, the Village of Evendale zoning code (Chapter 1264), as well as most Ohio zoning codes, limit a nonconforming land use's ability to expand or replace severely damaged buildings, unless that expansion or replacement will bring the property into compliance with the current code(s). Second, nonconforming land uses in the Evendale code, as well as elsewhere, lose their right to the nonconforming status if they discontinue operations from the property in question for a certain period of time (e.g. more than six months).
- To facilitate the transition of the Village's land uses to those that have been identified as being in the Village's best interests according to this Comprehensive Master Plan, the Village may find it useful to more closely monitor the Village's nonconforming properties and assist property and business owners, wherever possible, to either move their business to a more appropriate location or redevelop the property to comply with existing requirements.

- **Visualize buildout potential for key sites.** This Comprehensive Master Plan has been kept intentionally simple, in part to keep the focus on determining future land uses, and in part to avoid costly duplication of previous plans and studies. As a result, it has described potential future land uses in writing, rather than providing the conceptual graphics that are often included in Master Plans. The Village may find it useful to commission conceptual renderings of key development and redevelopment sites as a means of further communicating its vision for its future to residents, property owners and potential developers or business operators. Conceptual designs have proven particularly powerful in helping to concretely demonstrate a community's priorities for a site's development

Site-specific digital renderings may prove particularly useful for the Village's marketing and public relations efforts, as they will allow:

- Three-dimensional examination of a conceptual design, including rear facades and interfaces with adjoining properties;
- Quick and inexpensive revisions to the conceptual design to accommodate participants' reactions to draft design concepts;
- The ability to make the conceptual design available as a two-dimensional graphic or a three-dimensional video.

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	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
1	North Portion of Medallion Drive							
C	Revise Zoning to more closely emphasize Preferred Future Land Use traits	Revise definition of Distribution land use; shift emphasis to primary office use. Manage site design and architectural treatment and grandfathering of existing uses	2010	Rest of Zoning Code revisions; I-75 redesign	Planning Commission	Council, CIC, Village Administration, Village Economic Development staff	Cost will depend on whether revisions are completed incrementally or comprehensively. Incremental costs may range from \$1,000 to \$8,000, depending on scope of revision; comprehensive revisions will cost \$30,000 to \$50,000.	General Fund
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
2	Evendale Drive North							
C	Revise Zoning to facilitate preferred redevelopment	Zoning and design standards should permit desired uses, severely limit undesired uses and establish high standards for building design, site design, stormwater management and landscaping.	2010	Design standards for the south side of Evendale Drive	Planning Commission, Village Administration	Village Economic Development Staff, CIC, Council.	See Area #1 above	See Area #1 above
	Increase enforcement of existing building, property maintenance and signcodes	Full enforcement of zoning code relating to permitted uses and process and other land-based codes, such as property maintenance	ongoing	Code requirements and potential revisions.	Village Administration, code enforcement staff		No additional cost anticipated	
	Evaluate potential impacts on Evendale Drive that may result from office development and improve Evendale Drive roadway to accommodate increased traffic, if necessary.	Deep ditches and narrow shoulders are likely to require replacement if traffic is expected to increase. Stormwater management will also be critical.	2013	Evendale Drive zoning standards; traffic impact projections, potential changes to I-75 interchange area	Village Engineer; Village Administration	Hamilton County Engineer's Office; Council	Costs to be determined via preliminary engineering studies	TIF, Issue 2
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
3	Evendale Drive South							
C	Revise area zoning to permit Preferred Land Use and avoid facilitating other land uses.	Land use regulations should include building, site design, landscaping and stormwater management guidelines designed to implement the Preferred Land Use.	2010	Evendale Drive North zoning and land use regulations	Planning Commission, Village Administration	CIC, Economic Development staff, Council	See Area #1 above	See Area #1 above
	Update the Building Inventory	Building inventory should include detailed, current and regularly-updated information on property ownership, plans for site use, physical condition of site, brownfield or other potential site redevelopment issues.	2009	Existing building inventory and Business Recruitment and Retention Visit program	Village Economic Development staff, CIC	Village Administration	no additional cost anticipated	
	Target the Business Recruitment and Retention process to this area to facilitate Village understanding on property owners' long-range goals.	Consider increasing frequency of visits and interim communications to ensure property owners' awareness of Village interests and support.	ongoing	Other Business Recruitment and Retention initiatives; property database	Village Economic Development staff, CIC	Village Administration	no additional cost anticipated	
	Continue to support the preservation of the St. Rita's gatehouse.	Site is maintained by Village; maintenance by Village service department as part of ongoing efforts may ensure greater long-term stability.	ongoing	I-75 reconstruction plans; Evendale Drive improvements; adjoining property owner	Village Administration, Village Service Department	Evendale Historical Society	no significant additional cost anticipated unless I-75 or Evendale Drive improvements appear likely to require building's relocation or demolition. Since significance of structure is as a marker of the historic edge of the St. Rita's property, moving the building a significant distance is likely to remove its significance as an individual structure.	
	Improve Evendale Drive as discussed in Preferred Future Land Use Area #2 above	See Area #2 above.						



# Comprehensive Master Plan

## Village of Evendale

	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
4	St. Rita/Landmark Baptist Church							
A	Pursue a joint initiative between Village of Evendale, Landmark Baptist Church, St Rita's and Village of Glendale, as appropriate.	Develop a consensus-based conceptual master plan for the eventual redevelopment of those portions of the Preferred Land Use area that may be the subject of eventual redevelopment.	2010	Property owners' long-term plans for their facilities; surrounding property owners; Village and County access management standards; I-75 redesign plans	CIC, Planning Commission, Village Economic Development Staff	Village Administration, Council, Village Engineer	If sponsored by Village, cost of agreement development and conceptual master plan may be approximately \$20,000 to \$40,000	TIF
	Evaluate options for developing a Joint Economic Development District (JEDD) between the Village of Evendale and the Village of Glendale to implement the conceptual master plan and facilitate service and income distributions between the two municipalities.	Develop formal agreement as to division of services and revenues resulting from developments in the border area on the basis of a land use strategy for the site that is approved by both governments.	2011	Glendale and Evendale charter requirements and fiscal conditions	Village Administration and Council	Village Economic Development Staff, CIC, Planning Commission	JEDD development is likely to require facilitation and legal services that may or may not be feasible under existing staff contracts.	
	Develop a PBD overlay for the appropriate portions of the Preferred Land Use Area that will facilitate implementation of the Conceptual Master Plan	Revision of underlying zoning may also be necessary. Should include high standards for buildings, sites, access, hillside preservation and stormwater management.	2011	Existing zoning	Planning Commission, Village Administration	Village Economic Development Staff, CIC,	See Area #1 above	
	Evaluate the need for and owners' interest in marketing the property and/or developing an RFP for the development of the appropriate portions of the site.	Time frame and potential sale conditions will be determined by property owners.	2012	conceptual master plan, JEDD agreement, zoning standards	Village Economic Development Staff, CIC	Planning Commission	If administered by Village, cost not expected to be significant.	
	Construct a Village Gateway feature near the southeast corner of the site.	Gateway should have high visibility from northbound and southbound interstate exits. Potentially incorporate hillside adjoining highway; include hardscape and landscape materials.	2013	Other gateways and streetscape design elements; I-75 redesign plans	Village Administration, Village Engineer	Hamilton County Engineers office, Planning Commission	Cost depends on design elements; potential cost may be \$20,000 to \$75,000.	
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
5,6,7	St. Rita's Lane/Spartan Drive/Firing Range site							
B	Revise zoning strategies to facilitate preferred development and facilitate coordinated and mutually reinforcing redevelopment of all three areas	Use of Planned Business Development technique would be beneficial.	2010	Development proposals for St. Ritas/Landmark sites	Planning Commission	CIC, Village Administration, Village Economic Development Staff	See Area #1 above	See Area #1 above
	Pursue Village purchase of former 5/3 Bank site	Consider whether relocation of St. Rita's Lane would benefit property's redevelopment potential.	2010	Plans for surrounding property; I-75 reconstruction plans	CIC, Village Economic Development Staff	Village Administration, Council	to be determined by appraisal	
	Determine if opportunities exist for GE Aviation or owner of property at terminus of St. Rita Lane to expand operations	Open ongoing communications with GE Aviation and building owner	ongoing	Plan for Village-owned property to north	Village Economic Development Staff, CIC	Village Administration, Council	no additional cost anticipated	
	Pursue Request for Proposals process to identify potential developer(s) for construction of 1717 Glendale Milford Road vicinity as identified in Comprehensive Master Plan	Preparation of conceptual master plan for site may aid developer recruitment and developer understanding of Village objectives	2011	Incentive opportunities; plans for properties to north.	Village Economic Development Staff, CIC	Village Administration, Council	no additional cost anticipated	
	Open communication with City of Cincinnati Police department regarding long-term plans for Firing Range site.	Ensure that Cincinnati Police are aware of Village interest in facilitating redevelopment of site.	ongoing	Village Economic Development staff	Village Economic Development Staff, CIC	Village Administration, Council	no additional cost anticipated	



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	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
8	North Reading Road - Hospitality District							
B	Revise Zoning to more closely emphasize Preferred Future Land Use traits	Revise preferred land uses to emphasize public gathering and hospitality uses; require pedestrian friendly site design.	2010	Rest of Zoning Code revisions; any Sharonville plans for adjoining sites.	Planning Commission	CIC, Village Administration, Village Economic Development staff	See Area 1 above	See Area 1 above
	Market area as an Entertainment & Hospitality district	Target industries based on perception of area's strengths and existing centers of activity.	2010	zoning code revisions	Village Economic Development Staff, CIC	Village Administrations, Planning Commission	Cost s may vary widely based on market analysis and marketing materials approach	
	Enforce building, property maintenance and sign codes relating to permitted uses	Full enforcement of zoning code relating to permitted uses and process and other land-based codes, such as property maintenance.	ongoing	Code requirements and potential revisions.	Village Administration, code enforcement staff		No additional cost anticipated	
	Construct Pedestrian-friendly Crosswalk at McSwain Drive/Sports Plus Entrance	Attractive, character-defining feature that emphasizes the uniqueness of the Entertainment and Hospitality District.	2011	Should be coordinated with North Gateway below	Village Engineer, Village Administration	Village Economic Development staff, Planning Commission	Depends on design of feature	TIF
	Construct North Village Gateway	Gateway on North Reading Road near municipal line. Design should be coordinated with other gateway featyres and with McSwain crosswalk.	2011	Should be coordinated with other gateways and with crosswalk above	Village Engineer, Village Administration	Village Economic Development staff, Planning Commission	Depends on design of feature	TIF
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
9	Exon Drive/Reading Road Frontage							
B	Revise Zoning to more closely emphasize Preferred Future Land Use traits	Revise from Highway Commercial to more targeted Office Mixed use designation. Maintain smaller scale.	2010	Rest of Zoning Code revisions	Planning Commission	CIC, Village Administration, Village Economic Development staff	See Area #1 above	See Area #1 above
	Construct sidewalk along west side of Reading Road	Address all available properties; uncompleted segments may be necessary in the short term due to potential property owner resistance.	2012	Other sidewalk elements	Village Engineer	Village Economic Development Staff, Village Administration and Council.	Costs may vary depending on length of segment and whether publicly funded or funded through assessment	
	Acquire strategic parcels to facilitate potential redevelopment whenever possible.	Focus on properties that are too small for modern redevelopment but could be combined with adjacent parcels.	2014	Property owners; roadway engineers.	CIC, Village Economic Development Staff	Council, Planning Commission	Costs may vary widely depending on type of property acquired.	Clean Ohio Funds, other brownfield remediation funding
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
10	Former Churchills Site							
C	Evaluate Strategies for interim recreational use		2015	Other Recreation plans, economic activity in North Reading Road area	Recreation Commission	Village Economic Development staff	Costs may vary widely depending on type of use determined	
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
11	Exon Drive (Rear)							
B	Revise Zoning to more closely emphasize Preferred Future Land Use traits	Permit small-scale distribution	2010	Rest of Zoning Code revisions	Planning Commission	CIC, Village Administration, Village Economic Development staff	See Area #1 above	See Area #1 above
	Undertake property acquisition to facilitate redevelopment	Strategically acquire and market parcels to enable redevelopment at an appropriate scale.	2014	Property owners	CIC	Village Economic Development Staff, Village Administration, Village Engineer	Costs may vary widely depending on type of property acquired.	stormwater management funds
	Require and enforce stringent stormwater management controls	Require use of best practices stormwater management. Likely to require significant property consolidation.	2014		Village Engineer, Planning Commission	Village Administration	Costs likely to be primarily incurred by private property redeveloper; may require some investment in roadway system upgrades	TIF, Issue 2



# Comprehensive Master Plan

## Village of Evendale

	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
12	100% Corner							
A	Pursue, support and facilitate property acquisitions by developer(s) at PG Graves and PNC.	Will require ongoing Business Retention and Recruitment attention to site; Village recruitment of potential developers may be beneficial.	ongoing	Conceptual Master Plans and redevelopment of adjoining sites	CIC	Village Economic Development Staff, Village Administration and Council.	no additional cost anticipated	
	Evaluate strategies for developing a shared consensus among PG Graves property owners regarding potential sale and redevelopment of site	A conceptual master plan and accompanying preliminary pro forma analysis may be beneficial in convincing property owners of the potential financial rewards of cooperation	2010	Land Use controls and bridge permitting, design and construction	CIC	Village Economic Development Staff, Village Administration, Village Engineer, Council.	Depending on conceptual master plan approach, scope and level of detail, cost expected to be between \$5,000 and \$20,000	
	Evaluate Strategies for constructing bridge across Millcreek from PG Graves site to Cunningham Drive per Evendale Crossings site plan	Design should be context sensitive and incorporate elements of Cunningham Drive improvements. It may be appropriate to close the P.G. Graves access to Reading Road when Cunningham Drive access is operational	2014	Environmental permitting process and P.G. Graves Reading Road access point	Council, Village Administration, Village Engineer	Planning Commission	Permitting, design and construction anticipated to cost \$2 million to \$3 million	Issue 2, TIF
	Enhance existing regulatory controls for PG Graves redevelopment with elements designed to address building orientation and encourage coordinated redevelopment	Opportunities may include stormwater management or landscaping requirements that are more easily met if parcels are consolidated. Building orientation (to PG Graves, Reading Road or Millcreek/Cunningham Drive) and connectivity between buildings should be specifically addressed.	2010	Any conceptual master plans, surrounding land use controls, bridge design and access improvements	Planning Commission, Village Administration	Village Economic Development Staff, CIC, Council.	See Area #1 above	
	Create a conceptual master plan for the redevelopment of the Village Crossings shopping center	Plan should incorporate recent regional demand analysis for multiple land use types, feature strong internal pedestrian circulation and present high quality appearance to Glendale Milford and Reading roads.	2011	Previous Neyer site plans and pro forma analyses, if any and if available	CIC, Village Economic Development Staff, Neyer leadership	Village Administration, Planning Commission, Council	Depending on conceptual master plan approach, scope and level of detail, cost expected to be between \$5,000 and \$20,000	
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
13, 14, 15	South Reading Road Office, Support Retail and Institutional Center							
A	Revise area zoning to support designations	Existing zoning standards may require enhancement to manage permitted building size and floor area ratio, ensure reasonable parking standards, manage a consistent building relationship to the street and meet other objectives to ensure the attractive and effective redevelopment of the street frontage.	2010	Existing zoning standards and overlays for this area and adjoining areas; Access management standards.	Planning Commission, Village Administration	CIC, Economic Development staff, Council	See Area #1 above	See Area #1 above
	Increase pedestrian comfort in using streetscape by adding enhancements, such as seating and street trees.	Given the need to facilitate pedestrian movement between the interrelated parts of the Corridor, the existing sidewalk may be too narrow and too unbuffered from street traffic. Strategies may include shift in the sidewalk away from the street, increasing the amount of tree lawn planting and/or installing hardscape elements, such as knee walls segments, in strategic locations. Decreasing the number of curb cuts is also critical to pedestrian comfort.	2014	Existing streetscape elements; Walk Audit results; roadway engineering requirements; curb cut consolidation efforts.	Village Engineer; Village Administration, Planning Commission	CIC, Economic Development staff, Council	Costs will depend on the scope of improvements and materials used.	
	Market #13 to private sector as opportunity for high quality small office site or issue rfp.	RFP should specify uses and design features required. Village may find it useful to identify available incentives. A conceptual design and either summary of previous market analysis results or site-specific concept pro forma may be beneficial to recruit the desired development.	2010	Zoning standards as revised; access management standards;	CIC, Village Economic Development Staff	Planning Commission, Village Administration, Council	Additional incremental costs for marketing and RFP not anticipated unless preparation of design concepts is desired.	
	Create a process for encouraging the institutions to find ways to collaborate.	Such a process could consist of a simple regularly-scheduled breakfast designed to share information and explore opportunities for coordination. Opportunities likely to increase when Boy Scout facility is completed.	2011	Institutional members	Village Administration; Village Economic Development staff	Institutional members	no additional costs anticipated	
	Evaluate opportunities for creating a multi-mobility trail linking key institutions, including MR/DD, the Daniel Beard Council Headquarters and Gorman Farm to strengthen these institutions' capacity for collaboration.	Such a trail must meet ADA standards and be designed in partnership with key area institutions	2012	Site design for Daniel Beard Council of Boy Scouts facility; access management plan; existing trails and sidewalks plans	Village Engineer; Recreation Commission	Village Economic Development Staff, CIC, Village Administration and Council	Depending on length and features of trail, costs may range from \$75,000 to \$300,000.	ODNR NatureWorks grants; disabled access resources.
	Use Business Recruitment and Retention process to monitor corridor for potential business relocations and expansions of appropriate uses.	Continue ongoing process, placing priority on this area.	ongoing	Property database management and other Business Recruitment and Retention efforts	CIC, Village Economic Development Staff	Village Administration; Council	no additional costs anticipated	

Comprehensive Master Plan  
Village of Evendale



	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
16	West side of Reading Road immediately North of Village Boundary							
B	Revise zoning to facilitate desired land uses	remove from industrial; permit office and educational as of right	2010	Other zoning revisions, South Reading Road redevelopment , access management principles	Planning Commission	CIC, Village Administration		
	Action Plan Steps	What should it include?	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?	What will it cost (Estimate)?	How pay for it?
17	South Reading Road Office District							
C	Revise zoning map to facilitate desired land uses	Office as preferred use, retail as secondary use, standards for site access, building orientation, landscaping	2010	Other zoning revisions, South Reading Road redevelopment , access management principles	Planning Commission	CIC, Village Administration		
	Work with owners of 9884 Reading Road to acquire property behind 2860 Cooper and acquire vacant property at 9888 Reading Road to facilitate expansion	Cooperative agreement with MRDD to provide parking	2012	surrounding property owners	CIC, Village Administration, Economic Development staff, Village Engineer	Village Administration	minimal anticipated cost. Village owns properties; is sunk cost. Opportunity cost of land transfer is acceptable due to interest in strengthening South Reading Road.	Village sale of land
	Facilitate combination of hillside property at south end of Village with privately-held Reading Road properties for larger scale development	Determine construction feasibility; coordinate with Reading	2016	road frontage property owners, City of Reading	CIC, Village Economic Development staff	Village Administration	Preliminary studies expected to be \$20,000 to \$100,000 depending on technical requirements; development costs to be determined via study results.	
	Pursue sale to Village or developer of property on south Reading Road with proximity to GE Aviation facility.	Identify market opportunities (short and potential long term),stormwater control needs and access requirements	2019	property owner(s), Village and County access and stormwater standards	Village Economic Development staff	GE Aviation, property owner, Hamilton County Development Corporation, Army Corps of Engineers	Property cost, if incurred by Village, to be determined by appraisal or market value. Private purchaser preferred.	
	Proceed with plans to construct landscaped gateway at south end of Village	Hardscape and landscape materials.	2009	Other Village landscape architecture, graphic design, logos etc.	Village Administration; Village Public Works		Costs already committed	





## *Comprehensive Master Plan Village of Evendale*

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# *Comprehensive Master Plan Village of Evendale*

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## **Appendix A:** Result of the Comprehensive Master Plan Survey, May 2007



# *Comprehensive Master Plan*

## *Village of Evendale*

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The following tables, charts and comments identify the final results of the Evendale Comprehensive Master Plan Community Survey that was conducted in May 2007. Surveys were mailed to every household in the Village. A total of 265 surveys were returned.

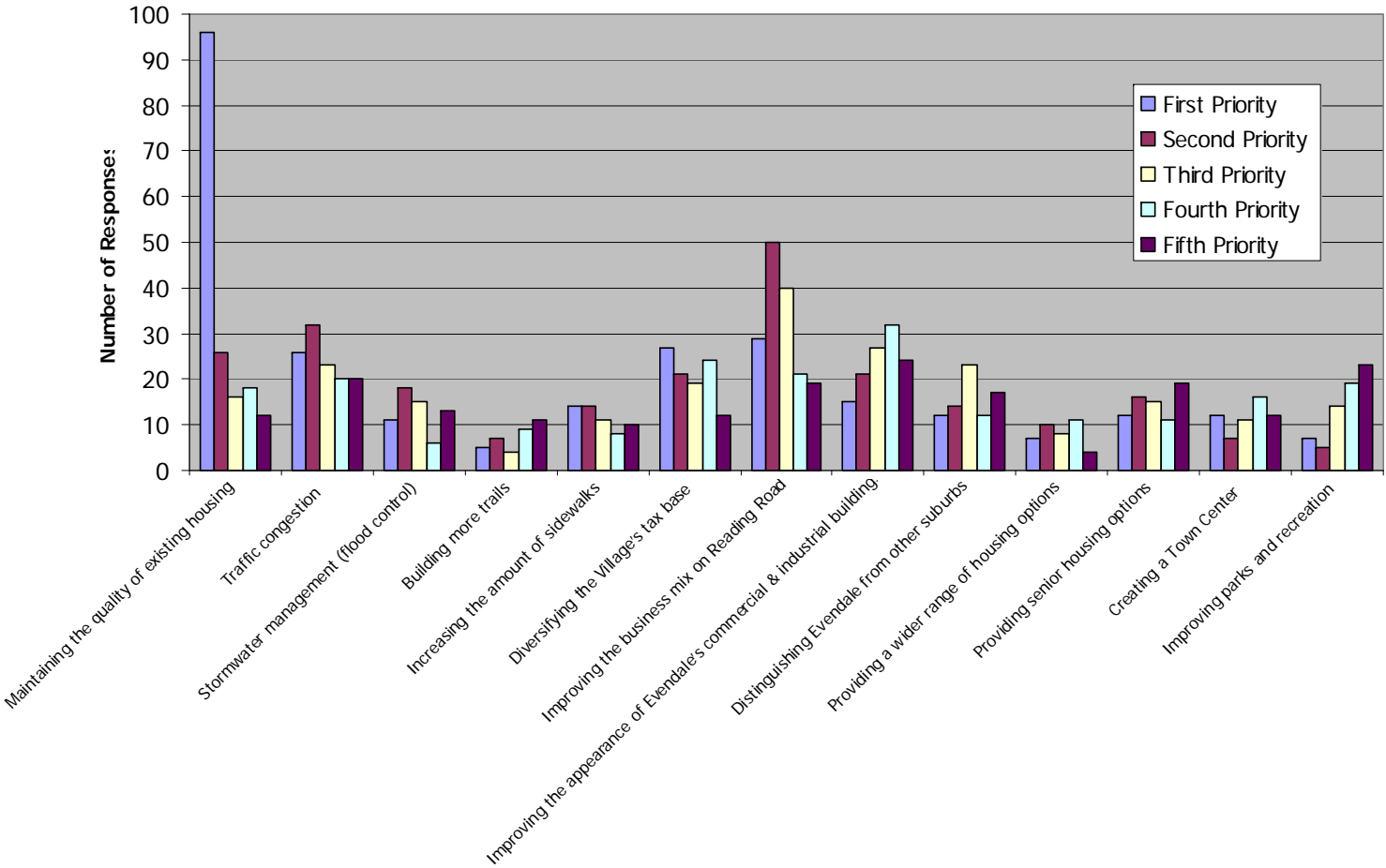
This document summarizes the quantitative results of the survey - the responses to multiple choice questions. Additional comments that were received for each particular question are listed after the charts and tables *exactly* as noted by the individual survey recipient. The valuable results of the Survey will be considered during the process of development of the Comprehensive Master Plan.

1. What do you think are the most important issues Evendale should be working on today?	Number of Responses				
	First Priority	Second Priority	Third Priority	Fourth Priority	Fifth Priority
Maintaining the quality of existing housing	96	26	16	18	12
Traffic congestion	26	32	23	20	20
Stormwater management (flood control)	11	18	15	6	13
Building more trails	5	7	4	9	11
Increasing the amount of sidewalks	14	14	11	8	10
Diversifying the Village's tax base	27	21	19	24	12
Improving the business mix on Reading Road	29	50	40	21	19
Improving the appearance of Evendale's commercial & industrial buildings	15	21	27	32	24
Distinguishing Evendale from other suburbs	12	14	23	12	17
Providing a wider range of housing options	7	10	8	11	4
Providing senior housing options	12	16	15	11	19
Creating a Town Center	12	7	11	16	12
Improving parks and recreation	7	5	14	19	23

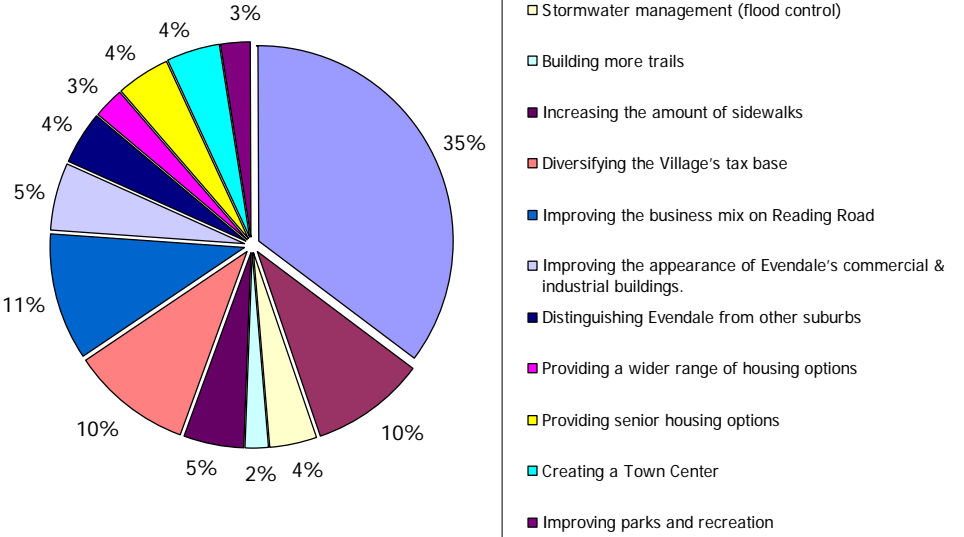


# Comprehensive Master Plan Village of Evendale

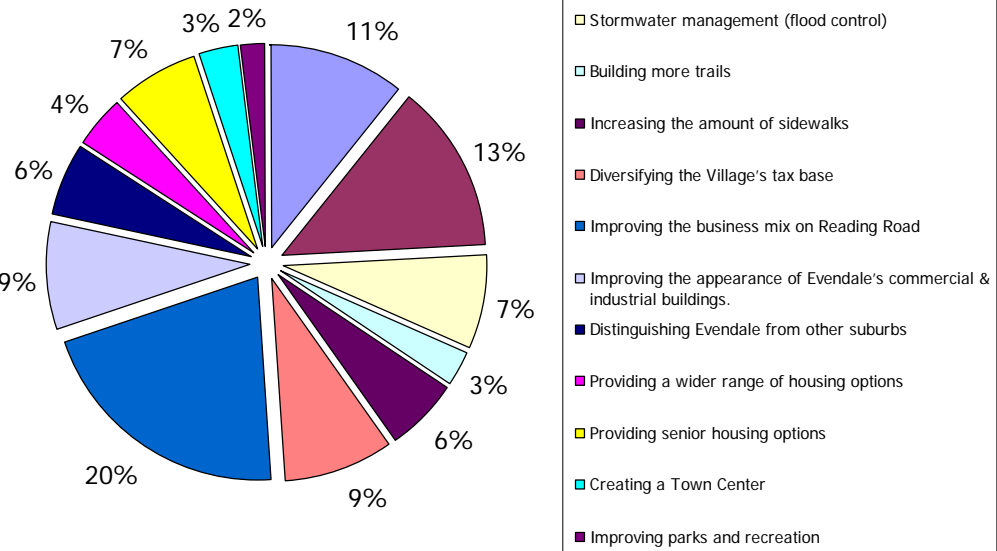
Top 5 Priority Issues



First Priority Issues



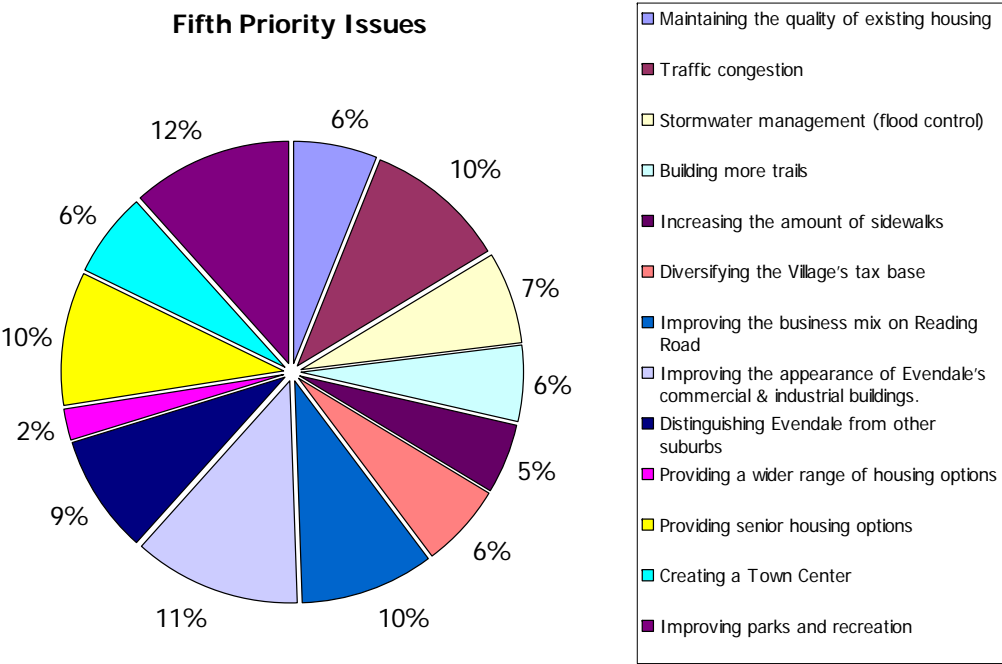
Second Priority Issues





Question #1 Comments

- Recreation facility and parks already good, keep up the forward thinking!
- Family Restaurants
- Add indoor walking trails
- Would like a small skate park to practice my sport.
- 1 - Adding a skate park
- Skate park kids can skate without being arrested
- 4 - Join Sycamore School District
- Valley Thrift causes a lot of congestion. Accidents or near accidents an issue there.
- Beautification of Glendale Milford/reading Road corner where the Walgreens shopping center has numerous vacant buildings and have fallen into disrepair.
- Providing better police security.
- Dog park
- Put some good lighting on Reading Road.
- Put more sidewalks in Evendale.
- Thanks for the great events during the year such as holiday light up, concerts in the park and town meeting.
- Police/Fire.
- By decreasing the number of homes that "may" be rentals – such as a very low percentage of the total homes. This would keep landlords from buying up property and renting to undesirables.
- Improving the reputation of the school system to keep home values from declining.
- Arts Center.
- We never want sidewalks added to existing subdivisions!
- Diversifying the tax base is important. However, hold to upscale restaurants and stores. Learn from Wal-Mart fiasco.
- 2 - Skate park for children's safety.
- 3 - No condos or apartments.
- 1 - Single family homes only.
- 2 - Need a light at Park hills entrance.
- 3 - Lower our property tax.
- 4 - Improve urban forestry management (deer, invasive honeysuckle, Emerald Ash borer, etc.).
- We need condos for all income levels.
- Probably ties in with diversity – need some family restaurants – like Union Centre Boulevard.
- 4 – Tax relief for seniors.
- Would like to see bike trail.
- 1 – Maintain high standards on businesses allowed (anywhere).
- Maintain quality landscaping (annual flowers).







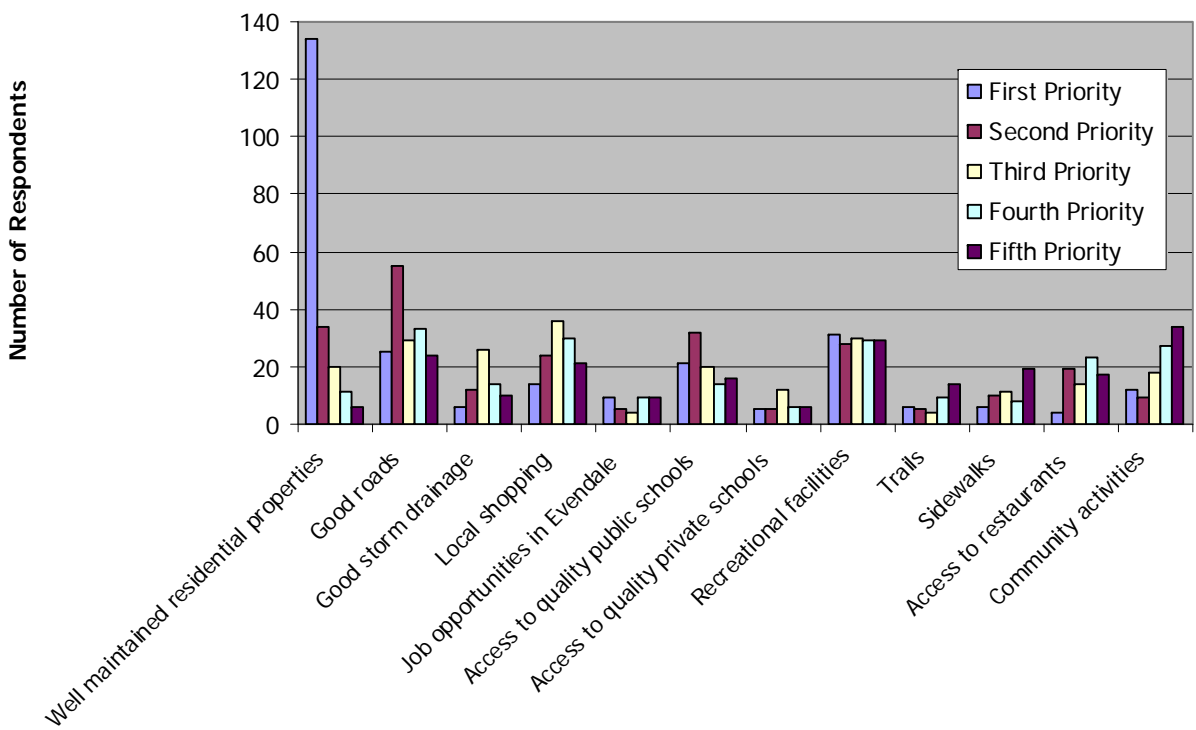
# Comprehensive Master Plan Village of Evendale

## Question #1 Comments – Continued

- Improve appearance and quality of the “little shopping area.”
- A bakery (Buskens).
- Only walking path desirable to all would be on the village park grounds (i.e., Springdale). \*\*Could include property north of soccer fields on Reading Rd – should definitely own for future development by Evendale as part of community center grounds.
- Creating bike lanes.
- Pro-business.
- Hooray for Master Plan!
- Control of government and administration expenses.
- Elevated walkway over Glendale-Milford to get to recreation center.
- Maintaining Evendale as a single family housing community with amazing community resources for families.
- Make current businesses keep properties clean.
- Improving the Princeton school system – particularly the high school.
- 5 – Stop destroying our green space.
- Too many vacant store fronts that become eyesores.

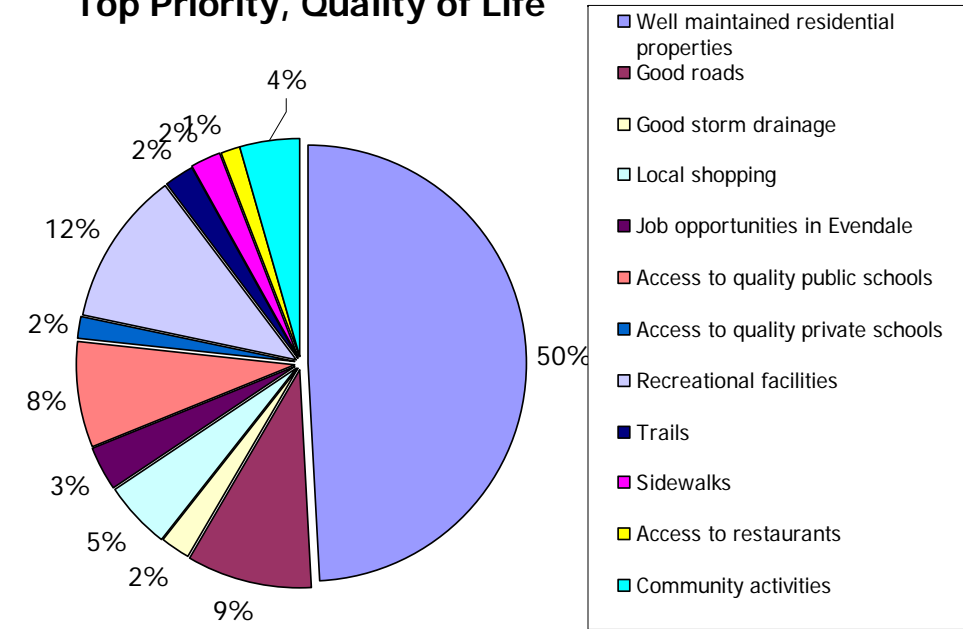
2. How do the following issues impact your quality of life in Evendale?	Number of Responses				
	First Priority	Second Priority	Third Priority	Fourth Priority	Fifth Priority
Well maintained residential properties	134	34	20	11	6
Good roads	25	55	29	33	24
Good storm drainage	6	12	26	14	10
Local shopping	14	24	36	30	21
Job opportunities in Evendale	9	5	4	9	9
Access to quality public schools	21	32	20	14	16
Access to quality private schools	5	5	12	6	6
Recreational facilities	31	28	30	29	29
Trails	6	5	4	9	14
Sidewalks	6	10	11	8	19
Access to restaurants	4	19	14	23	17
Community activities	12	9	18	27	34

Top Priorities, Quality of Life

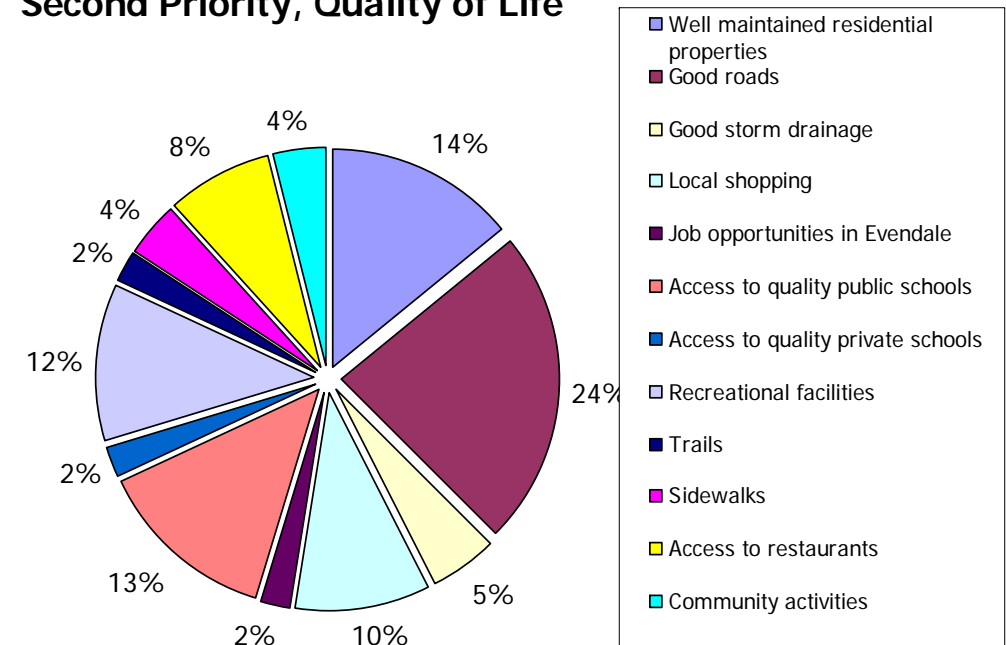




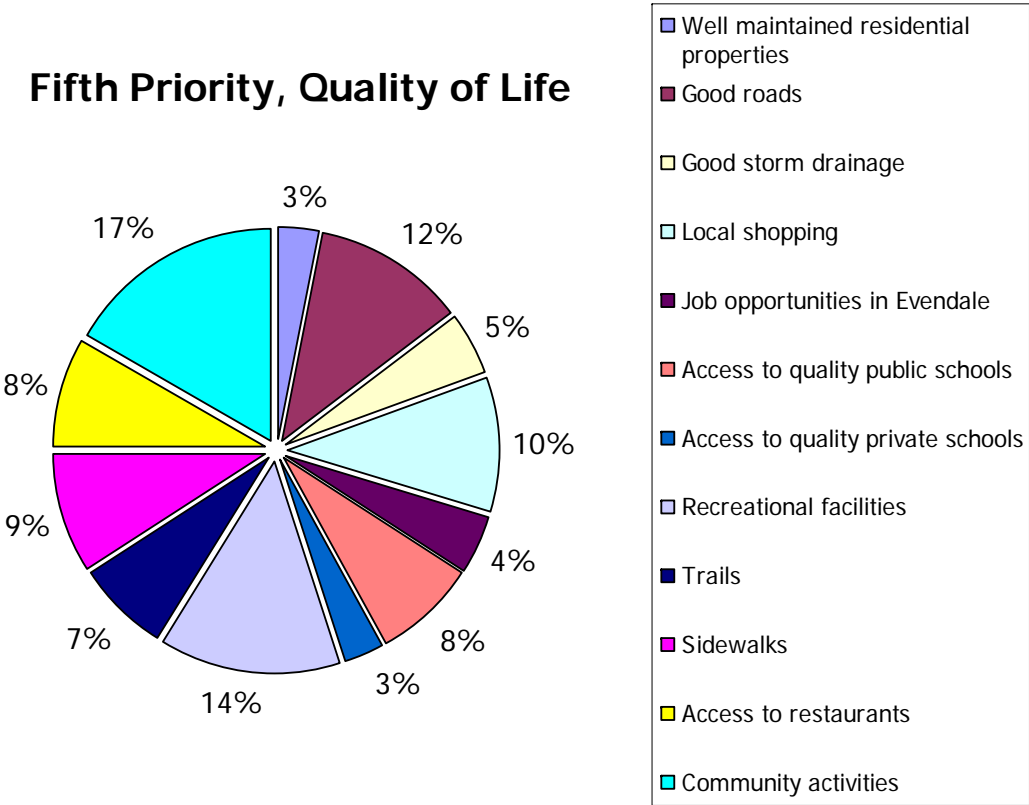
Top Priority, Quality of Life



Second Priority, Quality of Life



Fifth Priority, Quality of Life





# Comprehensive Master Plan

## Village of Evendale

### Question #2 Comments

- I take for granted well maintained properties, good roads, and good storm drainage. I didn't rate them because in the 20+ years I have lived here they have been great!
- Sidewalks for families with kids or trails.
- Life safety services.
- Village services.
- Professional business and commercial planners to oversee the future use of current empty buildings and new business/ restaurant/recreational ventures.
- 1- law enforcement and fire protection.
- 3 Senior housing options.
- I do not think continuous parking should be allowed on residential streets (overnight).
- Restaurants – not fast food, prefer restaurants like P.F. Changs, Macaroni Grill, etc.
- Safety.
- 5 – Beautification of the area – or the current lack thereof.
- Service on street by Burger King, Medical Center and Gold Star Chili.
- Dog Park.
- Police-Fire.
- Be nice to have more restaurants other than fast food. Like promised in Evendale Commons.
- Paved walking trails.
- More restaurants.
- Put all utilities underground – Duke, (Cincinnati Bell), (Time) Warner.
- Not fast food restaurants.
- No condos or apartments.
- Tell us what else is planned in the Evendale Commons area? Traffic pattern it created is already a major problem.
- Switch to Sycamore School District.
- 3 Excellent Village services (law, fire, service etc.).
- We need the restaurants.
- Security – need highly visible police.
- Safety for children!!
- No condos or apartments.
- One gathering spot for all... have enough separate areas throughout Village.
- Sidewalks: only on major roads – not residential.
- Property on Margate Terrace is very poorly maintained by a few residents.
- Quality of life in Park Hills affected by heavy traffic on Glendale-Milford but no light at Giverny.
- Evendale is a great place to run, walk, bike, etc. but it could be so much better!

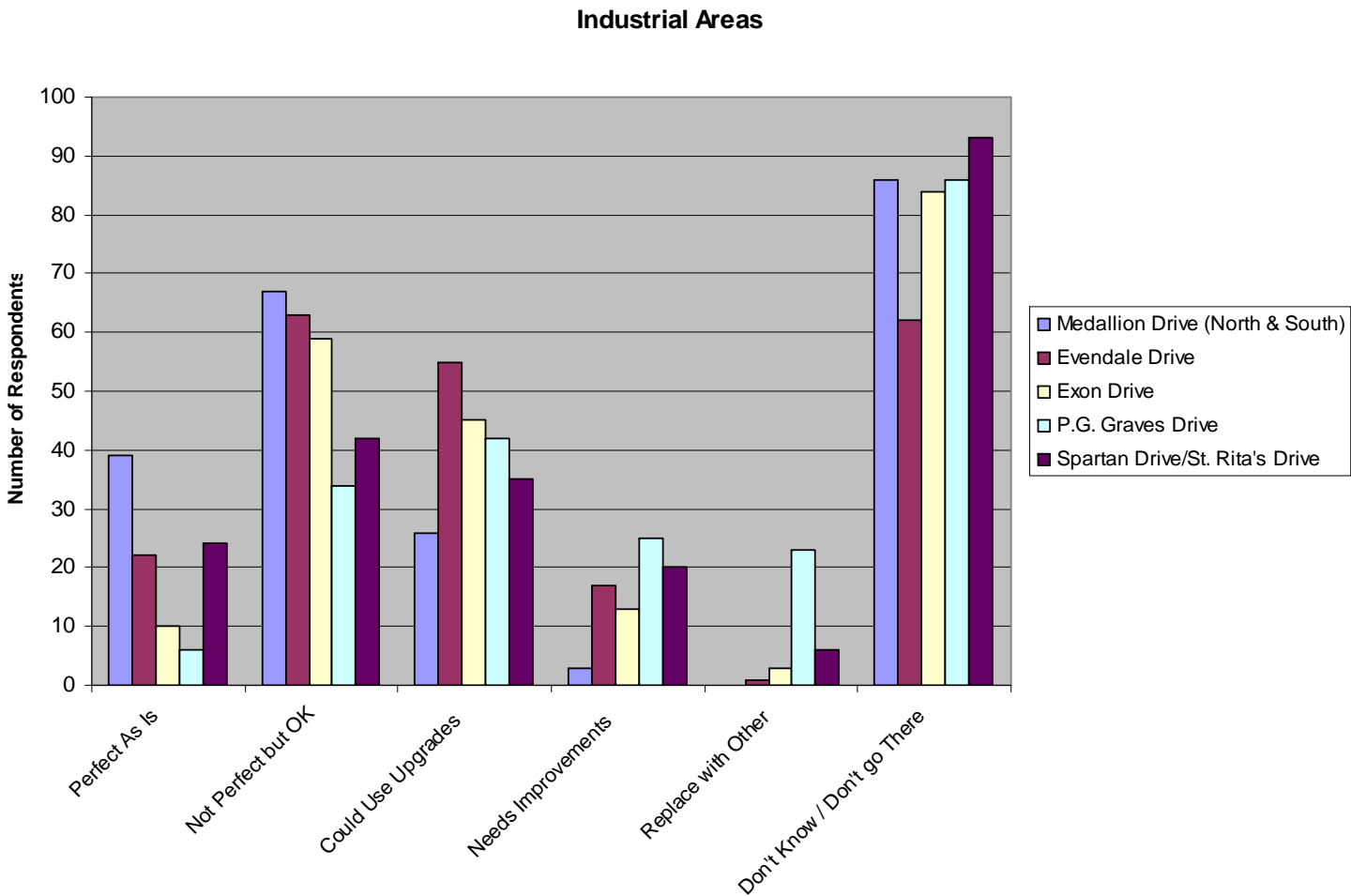
- The middle and high school need improvement in achievement, not new buildings! I probably wouldn't send my kids there today if they were school aged, and I was a public school teacher!
- Need an Olive Garden or Red Lobster in Evendale Commons. No McDonalds or similar!
- 5 - Gorman Farm.
- We do not need sidewalks. They aren't used anymore.
- Residential streets in Park Hills (e.g., Sherbrooke) are completely unsafe for kids on bikes, strollers, people walking, etc. Too much traffic and a ton of people walking, etc.
- Park and Recreation are great and need to be continued as well. More restaurant choices would be nice.

3. How do you feel about Evendale's industrial areas?	Perfect As Is	Not Perfect but OK	Could Use Upgrades	Needs Improvements	Replace with Other	Don't Know / Don't go There
Medallion Drive (North & South)	39	67	26	3	0	86
Evendale Drive	22	63	55	17	1	62
Exon Drive	10	59	45	13	3	84
P.G. Graves Drive	6	34	42	25	23	86
Spartan Drive/St. Rita's Drive	24	42	35	20	6	93





Question #3 Comments

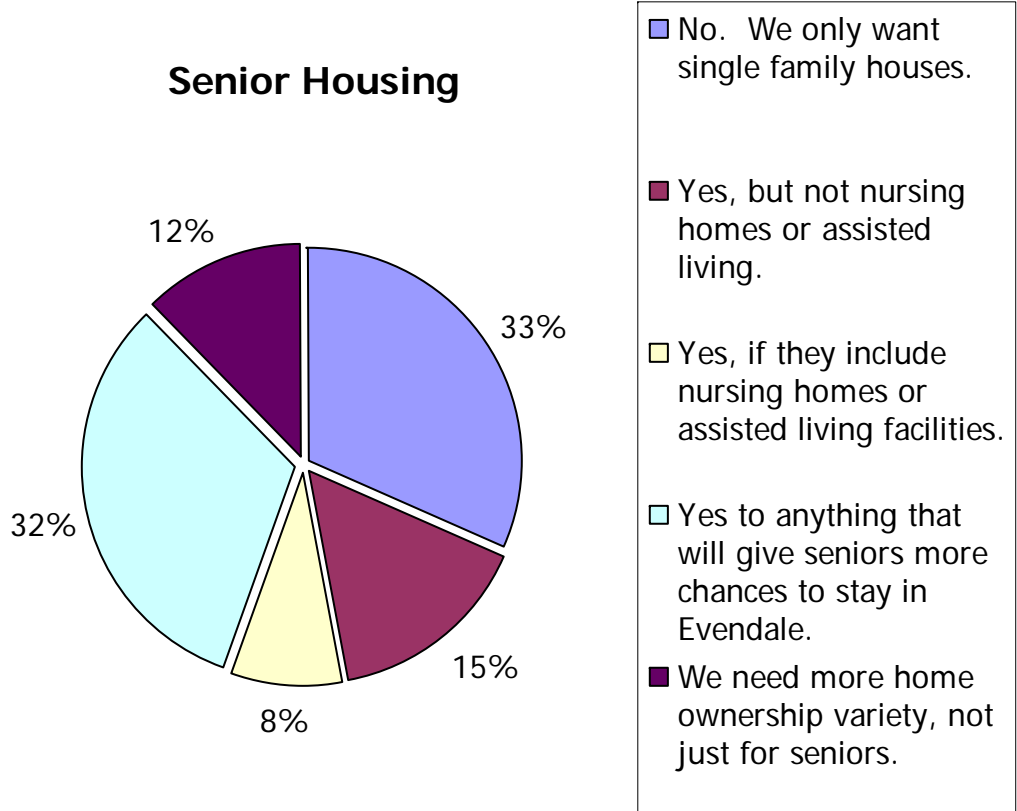


- Not familiar enough with these areas to judge.
- I've driven on some of these roads recently. There could be some changes, but let's face it, these are INDUSTRIAL areas, not residential. Everything can't be "beautiful" to the eye.
- The water tower needs a paint job. It is a rusty mess and embarrassing (one at Brendamoore Building).
- Medallion Drive is underutilized.
- I like the fact that Evendale's residences and industrial.
- Areas are separated by Reading Road – these do not impact the residential area.
- P.G. Graves Drive – needs a lot of improvements especially south side – it looks like a disaster area.
- Medallion Drive – noisy stinky asphalt plant.
- Evendale Drive – should have never been allowed.



# Comprehensive Master Plan Village of Evendale

4. Some plans and studies have identified opportunities for increased variety in senior living options (condominiums, patio homes, etc.). What do you think?	Number of Responses
No. We only want single family houses.	75
Yes, but not nursing homes or assisted living.	36
Yes, if they include nursing homes or assisted living facilities.	20
Yes to anything that will give seniors more chances to stay in	77
We need more home ownership variety, not just for seniors.	29



## Question #4 Comments

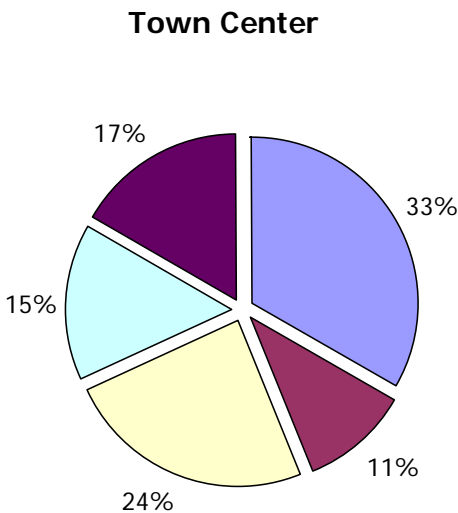
- Undecided.
- Only want Sr. housing like Twin Lakes, not apartments.
- Yes, if the community is very high quality.
- Increased variety in senior living options so that seniors giving up their homes can still live in Evendale.
- We only want single family homes.
- Need more jobs for qualified seniors over 60 in the Village – consulting firms, businesses that only hire seniors.
- I have concerns about multiple family situations – might foster group homes, Section 8 housing, etc.
- Would be interested in patio homes, ranches, condos etc. in the medium price range suitable for 55 and up residents – don't want to leave Evendale.
- This is what sets Evendale apart from other communities!!!
- Yes- assisted living only. Also – size would be a factor because don't want population increase to impact Village status.
- But not apartment complexes/rental properties.
- Or reasonable living, my mom lives in FL because there are not cost effective housing to rent for a senior living alone on a budget.
- Senior housing should be reasonably priced.
- Need more housing to support all of the new retail or the retail will not make it!
- The last proposed project for seniors was way too expensive.
- No apartments or condos – just retirement community including assisted living and nursing facility.
- In Louisville, my brother bought a condo in area that was supposed to be fore [sic] seniors – now units are rented to young people.
- I would not object to condos or patio homes if they were high end.
- This is an extremely important issue.
- Having seniors stay in Evendale would be fine, but not as patients. The idea would be active seniors who participate in the community.
- Nursing home- only if located on Reading Road.
- Our long time resident population is aging. Many wish to stay and could be an asset to our community.
- Only if zoned this – no multi family that could go Section 8. No low income housing.
- We want housing that will keep up quality of standard of living (Patio homes).
- No apartments, ranch style condos could be built on a small scale for seniors only.



Question #4 Comments - *Continued*

- Condos and independent living. A small portion of assisted living as in private pay not nursing home. Do not want facility that have to buy in to month to month or yearly rate only.
- Prefer patio home.
- Evendale should stay focused on the single family house.
- Don't forget that there is an assisted living/nursing home facility in Woodlawn, and more to come on that lot.
- Sharonville has Cottingham which gives seniors choice of independent living to needed care. Something like that could be conditioned.
- Sharonville has Cottingham – I do not think this has been a contributing factor to Sharonville.
- High end – set square feet and cost – no Section 8 to ever have a chance of entering picture.
- Patio homes, 2 BR ranch.
- What's the cost/benefit?
- Any living option sounds great.
- Patio homes.
- Condos or apartments or town homes.
- And highly restrict rentals – this is the only hope for the future of Evendale as we know it!
- Nursing homes OK – there are doubts about other senior living options.
- No to all 5 questions.
- More home ownership, less rental/transient families in Evendale. Stop the real estate magnet [sic] in the Village. We all know who he is!

5. Previous plans have proposed that Evendale needs a “Town Center” consisting of new development at the intersection of Glendale-Milford and Reading roads. What do you think?	Number of responses
The existing recreation center is our Town Center. We don't need anything else.	110
We need a community gathering place like Blue Ash or Fairfield.	35
We need someplace that we can walk or bike to for dining, entertainment, etc.	80
We need something that makes a big impact on visitors and says, “You are in Evendale.”	51
We don't need a Town Center	55



- The existing recreation center is our Town Center. We don't need anything else.
- We need a community gathering place like Blue Ash or Fairfield.
- We need someplace that we can walk or bike to for dining, entertainment, etc.
- We need something that makes a big impact on visitors and says, “You are in Evendale.”
- We don't need a Town Center





# Comprehensive Master Plan Village of Evendale

## Question #5 Comments

- I'd like to see an art center.
- The old Northland Shopping Center must be declared blighted and torn down – Create more area for the medical complex in the rear.
- We need a way to safely walk to what we have now!
- If not going to build Town Center (which I don't think is needed), more green space around Arby's would be nice (benches, fountain, etc.).
- I don't think we can support a whole lot of commercial, but something at the intersection that stands out visually (see what Madeira, Hamilton & others have done recently) would be good.
- Do something about the back of the old shopping center to make it more appealing to new building construction.
- Some nice sit down restaurants of good quality.
- Esquire-type theater, family restaurant, Panera Bread, ice cream parlor, bowling.
- Movie theater would be good. Nice to have a setup like Union Center.
- What's the cost/benefit?
- I think the shopping center needs a big face lift. I welcome any expansion of the surgery center of Evendale as well.
- A town center of P.G. Graves is a possibility – its redevelopment is a must.
- Residents have never supported local businesses – that's why they fail!
- Do not like the name "Evendale Commons" for the shopping center. It makes Evendale sound common – not special.
- Cultural arts center needed.
- However that shopping center needs to be torn down. Something of economic need needs to be built. I like the medical center there seems to be vibrant and working. So build on that theme. Evendale Commons should become our focus for retail and shopping area now.
- We have a lot in our recreation center area – amphitheatre, trails, etc. – we just need better communication.
- We need a grocery store.
- Please don't invest funds in civic center. Will only end up with substandard old building consistently in need of repair with a new façade.
- Beautify the intersection of Glendale-Milford and Reading Road.
- We need a focal point.
- In favor of anything that will reinforce impression that "this looks like a great place to live".
- "Clean up" the little shopping area on Glendale-Milford – it is pitiful looking.
- Include nice shops – like the ones on Hyde Park square.
- A Hyde Park square like development at Reading & G-M Roads. To counteract Wal-Mart.



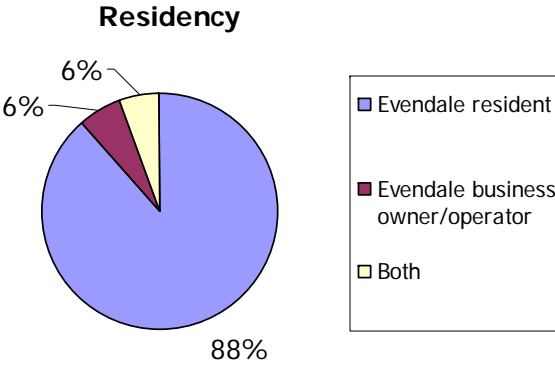
## Question #5 Comments - *Continued*

- This should be created as soon as possible. Should have been done when Wal-Mart opened.
- A town center would be great but we have almost no options for one therefore the recreation center suffices.
- Again we need (2) shelter houses.
- Talk about where the money is going to come from before you think of ways to spend it.
- We need an elevated walkway over G-M Rd. and red light at Giverny & G-M Rd.
- Doesn't need to be one spot, though. Sidewalks combined with more choices on Reading Road (plus the recreation center) should be sufficient.
- If you want to replace old school on corner and use that, OK.
- What did the art survey show for classes, etc. in the old school bldg on corner?
- [Existing recreation center is Town Center]...but could be expanded.
- Not sure what they have (Blue Ash, Fairfield).
- What exactly is a Towne Center?
- Our recreation center is wonderful but the SE corner of GM-RR could be developed into something nicer.
- Please get rid of pine trees. They are overgrown and block views.
- A deli type store with wine would be nice. The Blue Goose in Sharonville is the best addition to this area in decades.
- Dog park.

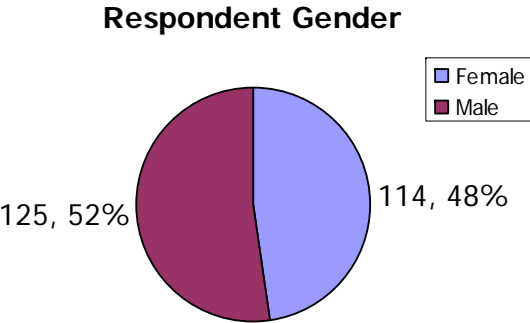


# Comprehensive Master Plan Village of Evendale

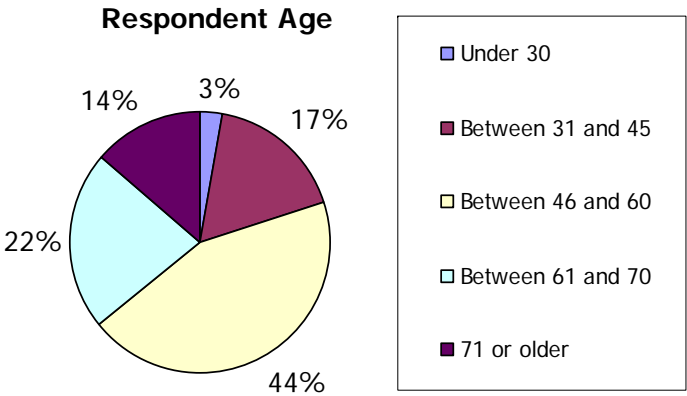
6. Are you an:	Responses
Evendale resident	223
Evendale business owner/operator	15
Both	14
Neither	0



8. What is your gender?	Responses
Female	114
Male	125



7. What is your age?	Responses
Under 30	7
Between 31 and 45	43
Between 46 and 60	111
Between 61 and 70	56
71 or older	34





## 9. What else do you want to tell the Village?

- The access to Glendale Milford road from Giverny is an accident waiting to happen. It's difficult to believe this was ever approved by Engineering. It is the only boulevard entrance/exit on Glendale Milford & Pfeiffer Road that is not controlled by a traffic light or 4 way stop. (Wasn't this actually the entrance design for the Park Hills Subdivision when it was to be located at the East end with Common traffic light at Sharondale? And just got moved to appease the developer.)
- I feel the people in Park Hills want to cross Glendale-Milford to access the north side. They need to install a traffic light at Giverny. Sidewalks at the south side will ruin the properties there, but that might be the intention! I do not for one minute believe the story that they need sidewalks to go to the Town Center. It's too far for young children to walk when they can drive. Give them a traffic light at Giverny which is a more practical and cheaper option.
- The shopping Center at Glendale Milford is a negation operation in a high profile area. Can Evendale help get some positive, functional tenants that will serve the community?
- Traffic light is needed at Medallion and Reading – it is a very dangerous intersection
- Property – such as scrap or dismantled cars – should not be allowed for over a small period of time – eye sore and brings property values down.
- Service and a name for the street between Burger King, Medical Center and Gold Star Chili. Also the new turn lane for Wal-Mart needs to include a turn to this street.
- More police patrol on the areas that have been susceptible to robbery.
- As you can see, I feel strongly about producing a dog park for our community. When watching a news show – and their rating of the best cities to live in – they look at how dog friendly it is. It would only take up a couple of acres and relatively inexpensive for the Village to provide.
- I think the Wal-Mart Commons project was a Trojan Horse development, whereby we were promised an “upscale” business park with “upscale” shopping and an “upscale” anchor. The anchor was to become the base for satellite businesses. What “upscale” business or restaurant will establish itself in the shadow of a Wal-Mart Super Store? I fear this development will make “upscale” development in Evendale more of a challenge. Just one I-75 exit away from Evendale, Sharonville is replacing tired properties with new restaurants and hotels in support of their convention center. Two exits away Evendale is the remarkable development of West Chester's entertainment area. Aside from La Petite France, there isn't a single reason to entertain in Evendale or a single distinctive shopping location other than, perhaps, the CAM Asian market. Our politicians must be more careful with contracts and with re-zoning agreements that allow a surprise like Wal-Mart to happen again.
- I think Evendale should visit the option of filling in the “rainwater” creek that runs along Woodleigh. This is a breeding place for disease and unwanted wild animals.
- We want higher quality businesses.
- We would also like an indoor tennis facility.
- No apartments or condo complexes.
- Please keep a high quality of business. Stay away from cheap stores like Wal-Mart and move more toward a Kenwood Towne Centre atmosphere.
- Prepare to launch a business in Evendale Commons when Wal-Mart shuts down.
- I feel our eligible status for participating in recreation programs has become much too broad. Resident children are limited to the number of programs they can attend so that anyone who has ever lived in Evendale; has a grandparent or relative living in Evendale; has ever driven through Evendale; or wishes they could live in Evendale can join the programs. WHAT HAPPENED TO RESIDENTS ONLY? This upsets many residents that so many outsiders use the facilities and increase costs, wear and tear on existing facilities as well as create a need for additional staff. The prestige of living in Evendale no longer exists. Why would seniors want to stay?
- Where would you build patio homes? On Reading Road? No thanks.
- Indoor Pool.
- A number of vacant buildings in the present shopping area. Hard to find businesses to fill those.
- TRAFFIC: on leaving the Village Crossings Mini Mall to enter Glendale Milford only Right hand turns should be permitted. West bound traffic is backed up as far as La Petite France and still cars come out and block eastbound traffic. With the traffic light only half a block south on Reading Road it would ease congestion and make for safer driving conditions.
- Since Cooper Road to our south does not permit trucks and Cornell and Kemper have limited access we seem to have a lot more traffic on Glendale Milford. Can some of this be directed some where else?
- Housing: we do not believe that any more than 10% of the present people living in Evendale will be able to spend their final years living in their own home. Health issues combined with ever increasing maintenance around the house will take its toll. Even those families that have a number of relatives living nearby should not expect unlimited help, as in many cases these people are busy raising their own families. Some conditions require professional services almost 24 hours a day and that type of care is not now available in Evendale. Housing without nursing and assisted living facilities will not do the job. It is a shame that after living in a very nice town 20 or 30 years one must move elsewhere in order to obtain the housing that more and more seniors require.
- No more fast food places; add only quality restaurants.
- Do something with the old school building. What is the matter with you?
- An indoor pool and possibly a walking track would be excellent.
- Northland shopping center is an eyesore mostly empty stores. We do not need any more fast food restaurants.
- You also need to stress to residents to keep their house and yard intact. We have residents with rotten fences, dead trees and unkempt yards. North end of Reading Road is a mess also south end.
- We need to have a downtown Evendale looking better. We don't need strip malls. Comparing downtown Evendale to Blue Ash or Montgomery would give Evendale a D-.
- A Town Center is a great idea! More shopping and restaurants are needed.
- Evendale should change from Princeton School District to Sycamore School District.
- The thing that has impressed me most over the years has been the small community atmosphere when we get together for fun and for community business.
- Extend to local businesses that there are qualified professionals who live in Evendale – they need to take advantage of that when they conduct a job search (I.E. – G.E., Formica etc.) Would love to also work in Evendale!
- Keep village status as it is no new zoning.
- Get rid of Development Director. You need a new look new vision for Evendale. This person can't work for Reading and Evendale at the same time. You say in the TC press you want to attract high income people- yet you bring Wal-Mart and low end stuff. We are Thrift Store row. Where you are right now is so far from the original vision -- downtown Mariemont – it is laughable. Change is good and healthy.





## Comprehensive Master Plan Village of Evendale

- No multi family housing.
- No assisted living, nursing homes or senior complexes.
- Color and appearance restrictions on retail business (no purple paint)
- No new retail development east of Reading Road.
- Restrictions of height and intensity of outdoor lighting.
- Wal-Mart is the worst thing to ever happen to Evendale. We all just took a step down the ladder with that BAD choice.
- Tax base diversification is a long term must.
- Spartan Drive, although unseen, needs redevelopment.
- Redevelopment should be driven by economics and not by a few residents' desires.
- P.G. Graves is an eyesore – uses currently there should not be allowed.
- Do everything in your power to get PNC Bank to move.
- I would like to see some affordable senior housing.
- I would like to see more businesses in Evendale to relieve the residents of the taxes paid.
- I would like to see better shopping. I am not happy with the shopping at the new Wal-Mart.
- I like the summer concerts in the park. We do not need any more recreational facilities.
- I think that the Village's planning for summer activities for kids assumes that there are no families with working parents. Most activities, like the Fun in the Sun program, have no extended care option. Working families are willing to pay a premium for full-day care during the summer and school breaks, and the cost of the extra staff could be easily covered and then some. I think the Village makes it impossible for a number of potential resident children to participate in these programs because their parents need more than a four-hour window. Thanks for the opportunity to say this.
- Empty shops etc at Glendale Milford do not speak well for town.
- Thank you for the wonderful recreation center – delightful staff, great classes, good equipment.
- Investing in Gorman Farm was an excellent move for the whole village. Thank you!
- When you get too many undesirable people in an area, business moves out – that is the bottom line. Therefore the #1 goal is to keep our village so that undesirables are unable to move in the first place. This will save our Village. So, to save our Village, restrict rentals! If we can't do that, nothing else matters.
- Maintaining the quality of existing housing also means:
  - Keeping junk from accumulating in the yards, driveways, and behind shrubs.
  - Keeping that junky look from happening by not continuing to add on out buildings, extra driveways, walls etc. These kinds of things decrease property value of the immediate neighborhood.
  - Storing your stuff under and inside roof.
  - Keeping lawn ornaments to a minimum.
  - It also means that the Village police and fire departments should keep property safe by enforcing the rules involving the use of firecrackers and fireworks and bonfires and open flames in general.
- New Wal-Mart area looks great.
- I do not think a P&G car wash will create a negative image.
- I agree with the direction the development of the Village is headed.
- Evendale is a great community. I live and work here. I am a physician at the Surgery Center and I think it is a fantastic addition to Evendale. I think that the shopping center should be replaced to allow expansion of the center and offices/retail.
- We love Gorman Farm as well!
- We are proud members of this community.
- The Village needs a recreation park for biking, skateboarding and mini bike riding or go kart racing and other motorized toys.
- Redevelop Civic Center to a cultural arts center.
- I love the Village.
- Dog park would be nice.
- They do a great job with police and fire protection.
- Thanks. I think to start that Evendale is one of the best kept secrets in Cincinnati.
- I think that the current Northland Shopping Center is a big problem. It detracts from our community. It is a place where people abandon their cars. I hope more of it will be torn down and replaced with the kind of buildings like the medical suites in back. Some green space would be nice in front.
- I am concerned about what may happen to Inwood Drive, my home for 20+ years. With the purchase of the Sandy property and the closed executive sessions after council meetings concerning property acquisition, I am left to wonder about the future of my quiet little street. I also hope the Village intends to honor its promise to protect the entrance of our street with a more substantial deterrent than the two no outlet signs (great, but hope they are temporary)
- I am a mother of small children, and I love Evendale but if I had to do it over I would not have moved here, I would have moved to a neighborhood with sidewalks. I am scared to death every time I take my kids for a walk because they are in the street with cars ripping by. They will learn the rules of the road eventually, I guess, but at their age I can't trust them and am scared they will get hit. I really wish we had sidewalks. I don't think it's a safe environment for kids – maybe it used to be but now there's more cars and more people walking, more chances for someone to get killed. It's just a matter of time.
- Evendale is a wonderful place to live, but it would be nice to give a choice of living arrangements for those who no longer want to make a farm a home.
- I'd like to have an indoor and outdoor walking trail, bike path that goes throughout Evendale.
- We need restaurants, like Smokey Bones, a steak house, Olive Garden. Stores like Kirkland's, Target, Sam's, JC Penney.
- Industrial areas seem fine, but the Reading Road commercial buildings need major improvements. Some need to be torn down/removed (like the motels). Perhaps others could redo facades. Some standard building appearance code should be followed for all future new buildings.
- The children's playground at the recreation center needs to be replaced with a new one.
- The village needs an improved sidewalk system with better access to the recreation center. Kingsport, Sherbrooke, Giverney need sidewalks.
- Evendale has an amazingly high percentage of tennis players and swimmers. We would like to see indoor swimming and tennis options available at the recreation center.
- We like the idea of a Town Square/Center. It should include restaurants, a park area, ice cream shop, bagel/breakfast shop. Sidewalk access is important.
- We'd like bike trails as well.

# Comprehensive Master Plan Village of Evendale



- I don't understand why there are so many questions dealing with housing and options for the elderly in the survey. The elderly does not seem to me to be the type of demographic we should be targeting in Evendale if we are looking to build new residences. The elderly typically consume many social services while not paying many taxes and thus represent a drain on the financial assets of a community. They may certainly enrich our lives in many other ways, and it may be worthwhile to improve their lives in ways we can for those living here today, but I don't think they should be the target of a recruiting effort with new housing plans. From a strictly financial point of view they can constitute social baggage and many times make choices reflective of their limited means rather than what would be right for the community as a whole, ex. School levies. If we are looking to add residences to Evendale why not target young families? These are people in the peak of earning and spending, who care about the community as a whole since they are raising children. These are the people who would spend money on a nice restaurant for night out without the kids, support Starbucks on the way to work, support the schools and parks, and would contribute to Evendale's revenue with salary based income taxes. These are the people we should be targeting, if indeed new housing is desired, not the elderly.
- My concern is that it seems in our area more residents are doing on the street parking. With some homes it is not an occasional night but a consistent pattern. Most homes have driveways long enough to park cars. One in particular is at a bend and in a real blind spot.
- Evendale is a wonderful place to live and own our business. We love it here but would love to see some improvements to some of the old businesses (i.e. along reading). We are very happy to see the old Harvey's building finally gone. Hurray! It would be great to see a Rockwood Commons type of place to be able to take a walk to & maybe stop for an ice cream with the family. We also need some nice places to dine at & entertain (whether for family or business purposes) there aren't any places to take our business clients for lunch or dinner.
- More trails and community gathering would be nice.
- Thanks for sending this out. We think you're doing a fantastic job with improvements.
- We're impressed with the Wal-Mart and Starbucks. What a great start. Thanks.
- No apartments or condos. Be stricter on upkeep of existing housing. Some of the properties need to be kept up a lot better. Apartments or condos will compromise the quality of housing in all of Evendale.
- Having a Wal-Mart in Evendale is not making a good statement either. You guys really blew it with the way that property was developed. Let's do better now from now on.
- We are still unhappy to see the vast expanse of Wal-Mart. If that kind of building continues, Evendale will never be the same community that we choose to raise our children in. We are very concerned for the safety of young children growing up in Evendale now. Please try to maintain the integrity we know & love in Evendale.
- I would like to see that someone is looking out for the Inwood Drive residents.
- We need more restaurants in Evendale. A movie theater would be nice. Would love a place like Streets of Union Center up in West Chester.
- Public bus Service within the Village.
- Would like to see the Village Crossing Plaza redone, adding some nice restaurants and specialty shops. We love Evendale – it is a wonderful place to work, live & play. Some kind of public bus service in Evendale, especially during summer months.
- I've been a resident of Evendale for over 20 years and worked in Evendale for nearly 30 years. I think Evendale is great and my family really appreciates the new Wal-Mart. I would like to see the Old Twin Fair {Plaza s/e corner of Glendale Milford and Reading Rd torn down. The Recreation center is great but lacks a skate park. With increased popularity in skateboarding a skate park would be great addition for our children's safety. A skate park would give them a place to practice their sport. Thanks.
- WE need a skate park. Why do you deny us the right to practice our sport?
- Want more upscale family restaurants.
- WE are so fortunate in Evendale to have great services-public works, recreation programs that are affordable. Now that my kids are almost grown, I'd like community places to gather – restaurants, ice ream, bakery, YEH to Starbucks!
- The Northland Shopping Center is an eyesore. Needs to be upgraded with some upscale stores and/or restaurants. Reading Road south of Glendale Milford still looks terrible. Could definitely use new upscale retailers and or restaurants.
- Forming community requires more than building. WE need programs that will help residents to interact with each other. Sidewalks to the Recreation Center would be a beginning. Sidewalks (shaded)-with some destination that would get residents out of their homes. We could start with one neighborhood. Install sidewalks to the Recreation Center and walks that would interconnect the neighborhood – and see if anything changes – if not get the Recreation Center to implement some community interaction. Have a neighborhood day at the ice center or at a Pizza or other restaurant. Etc. etc. At one time, most all of the residents would come to a light up. As always feeding people – and involving their children and grandchildren in exciting programs – seems to bring the residents out.
- I would also like to see us work with the local schools and high schools to help the community.
- I find it disappointing that in the monthly newsletter sent very little adult programming is included. It seems that the adult programming is a second class group. And we have a great group with lots of possibilities.
- As a senior citizen, I appreciate Evendale Tax Code.
- I am not a huge fan of the Wal-Mart but have to admit it doesn't seem to have impacted traffic too much.
- I would rather see some smaller stores that could be good attractions for the family to walk to. Graeters? I am a huge fan of getting kids (and their parents) outside their houses and walking/biking through the neighborhood. That's what makes it a community as opposed to the subdivision it is today.
- We do not need a Towne Center or anything like it. Someday the major industries like General Electric will move on. If fiscal restraint is not used now, we could very easily build an infrastructure we will not be able to maintain in the future. Evendale should get back to the basics and try not to outspend other suburbs.
- If you want the Village to look better, enforce the laws already on the books. An example is it is now the end of May and there are businesses in our village that have not cut their grass yet this year. No enforcement. It is dangerous to go for a walk on my street not because there are no sidewalks but because the driving habits of the residents. No enforcement. When turning onto Glendale Milford from Kingsport Drive even though I have a green light I must sit and wait as so many people run the red light. No enforcement. There is no right turn on red onto Reading Road from Glendale Milford but about 30%-40% of the people turn right. No enforcement. Too many times I have seen and dodged cars to dump trucks even semis running the red light at Reading Road. Someday there will be a fatality all because of problems that are being ignored while all the talk is about a Towne Center.
- I am glad we are finally working towards a comprehensive master plan and embarrassed we have never had one so far.
- I would like to see the surgical center grow and an upgrade of the existing shopping center at Glendale Milford.
- The P.G. Graves area continues to be an eyesore & I hate that there is a drive-thru liquor store at the gateway to my community.
- I use and appreciate the new Park hills trail. It would be fun to walk to the farm via trails.
- Unfortunately the Wal-Mart says you are in Evendale, although appropriately named Evendale Commons...you can't be more common than Wal-Mart. I see Wal-Mart as a detriment for any high end retail stores to want to



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locate in Evendale. Evendale should try to encourage office complexes to increase income tax revenue, but would not stress Village services, that is: police, fire & EMS.

- Evendale residents do not realize how lucky they are to live in this community with all of its amenities & services & low costs, we are blessed.
- I wish that Evendale would continue to have that small community feel. the more businesses that come in (super Wal-Mart) the more traffic and congestion we will have. I already notice an increase. I'd also like to see more of the abandoned buildings (Pizza Hut, etc.) either be knocked down (like Hardees) or filled with more upscale occupants. No more low end stores! Let's keep the community nice and remain one of the top 25 in the nation.
- Overall Evendale is a great place to live, we have some issues but mostly small things. It is my understanding that the medical industry is doing well, expand on that.
- Hopefully the restaurants will come. I think everyone is looking for that. The amenities for convenience businesses are needed. Evendale Commons will be a good addition with upscale retail stores that our residents will frequent.
- Some assistance in marketing vacant properties in area. Assistance in Millcreek flooding issues.
- I feel that Jack Cameron has Evendale's interest at heart and gives 110% efforts to it. Thank you.
- Please do not add sidewalks to existing subdivisions which were planned without them.
- Keep upgrading recreational facilities.
- Maintain/support value of existing residential property. Minimize rental properties. Enforce maintenance of homes -- rental properties on "old" Otterbein and Cooper Roads are looking blighted. If not addressed soon, will negatively impact values of homes on neighboring streets.
- Diversify the tax base. However, do not cheapen Evendale's perception. Think Blue Ash (what would Blue Ash allow); don't become another Reading. Wal-Mart Development – good idea in theory, lousy execution.
- Reality! Residents can live here decades and all is well, until they reach their upper years and can no longer handle the tasks and challenges of complete independence. Time to move out, to perhaps Springdale Maple Knoll apartments. Neighbors since 1966 did just that – the Longstreets. A former councilman (Greensfelder) was chiefly responsible for Sharonville's senior apartments, although City Hall has since deteriorated in operations. Cost of land too high for the consideration?. Consider the consequences of doing nothing. Relocating will be a must for most residents, for there is no other option, unless Evendale Council makes it happen – "create an option".
- As soon as you re-zone the multi Family you will lose control over what goes in. You lost control of Wal-Mart and that will never be the "upscale" you promised.
- You must keep Evendale ACCESSIBLE TO THE RESIDENTS THROUGH SIDEWALKS AND BIKES. IF YOU DO NOT DEVELOP WITH THIS IN MIND YOU WILL LOSE THE VILLAGE AND TURN IT INTO ANOTHER SPRINGDALE/TRICOUNTY AREA. It will be an area too full of congestion that Evendale residents will not venture out. I have personally witnessed this in White Oak, Beechmont, and Northgate. The secret to a sought after community is to keep us as pedestrians...Look at Madeira, Wyoming, and Mariemont for inspiration and example, not Springdale, Beechmont and White Oak. PLEASE!
- I love living in Evendale. I am excited over the possible Fine Arts classes.
- I am interested in housing for seniors as I approach that time in my own life.
- I wish we could attract a nice retailer like Kohl's and an economical family sit down restaurant.
- Also I wish we could invite Cincinnati Pops to play at the amphitheater in the summer.
- Move faster on decision making regarding our beautiful Village. Get the empty businesses filled, encourage current businesses that we are happy to have them and expect them to respect and maintain their properties. Be more open about new offers and possible tenants. Keep citizens informed! Thank you for your service.
- Consider more cooperation/merging with Blue Ash.
- Please maintain the lighting in the median area (across from soccer fields). Also fix all lights so that the area looks good and is not a traffic hazard.
- Sports Plus is an excellent concept – too bad it looks like a dump on the inside! This place has potential which is wasted.
- Need some nice restaurants in Evendale, not fast food only.
- Do not want sidewalks. Use the money more wisely.
- The new Wal-Mart is great.
- A skate park for our children's safety would be a good addition
- Village Crossings should be torn down or totally updated.
- Why so many studies? Our village has paid for countless "plans" in the past and not really done anything with them. After the last urban renewal "plan" divided this community and made many see our government as a joke/incompetent, it scares me to think what this plan might result in.
- Heard Aldi's and Dollar General are coming. My husband and I are looking to move. This is anything but the upscale retail that Villagers asked for.
- We love Evendale because of the single family housing -- please don't change!
- I think that the lack of sidewalks in neighborhoods like Park Hills is on the verge of ruining our home resale value. All of the new neighborhoods that we will compete with when we try to sell our homes have sidewalks – take a look at any new or less than 10 year old neighborhood in Mason, Deerfield, South Lebanon, whatever – and you'll see what I mean. They ALL have sidewalks. This is because the only people left to buy these big houses are people with kids, and maybe it was OK 30 years ago to let your kid walk in the street, but there are more cars and more driving now and people do NOT want their kids directly in the path of a bunch of distracted drivers. I know that I wouldn't do this again. Enforcement doesn't help – getting hit by a car going 25 is basically the same as getting hit by a car going 40.
- When will the curb and gutter project be completed on our street (Horncastle Drive) as it has been throughout most of the remainder of the community?
- Please change out street and stop signs and do so soon!
- Increase police patrols and ticketing for speeding and stop sign violations in Carpenters Creek.
- Force clean up of neglected properties.
- I have lived in Evendale since 1978, longer than I have lived anywhere else. I can't imagine living anywhere else. I am a widow and I feel safe in Evendale. Keep up whatever you are doing to make Evendale what it is today and to grow.
- I think our recreational facilities are great.
- My mother lived in Village Green in Fairfield. We have an amphitheater and lawn space, we too could provide more community gatherings. They have concerts every Thurs and Disney movies every month May-Oct. If we could just put our effort into improving what we have and marketing it we too could be like Fairfield and Blue Ash with our events. We have a wonderful community we just need to focus more on coming together and utilizing what we have.



# Comprehensive Master Plan Village of Evendale



- As far as #4 I think condos would be an asset for not only our empty nesters but what about our families who want to stay in Evendale but suddenly have become widowed or divorced and can't quite afford their house anymore?
- Zoning – keep business WEST of Reading Road.
- Only residential on the east side of Reading Road (Grandfather what's there, do not put any more businesses where people live/walk/recreate.)
- Green space along Reading Road is OK too.
- From someone who was hesitant about moving to Evendale from Mount Looking...three kids later...I would not live anywhere else in the city now!! We love Evendale – the recreation center, pool, children's activities, fitness center, Ms. Patti's are first rate. I truly couldn't imagine our lives with out it all.
- 
- I do wish we had sidewalks in our neighborhood. We (as do many residents) enjoy walking through the beautiful streets of our village and it would be wonderful to have a safe place to walk with our children. It would really connect the community as well. Montgomery has done a really great job of keeping up and adding sidewalks to enhance their community. We should do the same!
- Another wonderful feature would be to add to our already excellent recreation center by adding an indoor pool and climbing wall (I believe Blue Ash us adding a climbing wall to theirs). With the amount of children/adults who enjoy swimming as a sport or recreation I think a year round opportunity to swim would be amazing. I understand that these are all big money wishes so I must put most of my emphasis on SIDEWALKS!
- I think it is a good idea to use the old school on Reading Road for educational center or classes.
- We need a gas station and more medium priced restaurants.
- The light at Reading Road and Glendale Milford is too long every way. It needs to be properly timed.
- I am not a huge fan of the Wal-Mart, but have to admit it doesn't seem to have impacted traffic too much.
- I would much rather see some smaller stores that could be good attractions for the family to walk to. Graeters?
- I am a huge fan of getting the kids (and their parents) outside their houses and walking/biking through the neighborhood. That's what makes it a community as opposed to the subdivision it is today.
- Focus on being a family friendly village. Good schools, places to eat out, lots of recreational activities. Make sure that we keep traffic down! We don't want so much "enterprise" that it's a hassle to get home, or around in the area.
- As an aside, changing the Glendale-Milford / Reading intersection light (on Reading Road) to make the left turn arrows "blinking red" while Reading Road traffic is green would be a welcome change!
- I'd love to continually improve to make Evendale a better place to live. My concerns are recognizing we are a relatively small residential village and don't want to over extend too much so that we can't sustain what is built. I'd like high quality things that draw people from a variety of places and compliment our Blue Ash, Sharonville, Reading neighbors, but would be cautious about creating things that depend on the residential portion of those or any other community to support. It would be a nice mix to have things that quality businesses located in Evendale can support that compliment the Residents needs and wants.
- I hope you really think about this before you again rezone to multi-family housing and lose the village control over how it develops. You are correct to diversify the tax base but the vision of an upscale community is quickly fading as we zone away our control in the "hope" that Evendale is enough in itself to attract what you keep promising as "upscale"
- So far we have Wal-Mart, which will be gone in 5 years and a "Car Wash", belonging to Neyer, a Landlord with vacant property on our most lucrative business corner and who has no intent on developing upwards. What's

more, we spent how much money "blighting " the Reading Road Corridor, getting rid of Car Washes and nasty Hotels to put in...a Car Wash.

- I'm am glad you are asking for input but are you really listening to it? If so please clarify the vision so at least we are working with the same definitions of "Town Center", "Upscale", "Diversified Tax Base". So far I am not impressed.
- I would like Evendale to eliminate its leaf bag distribution program. At one point in time that may have been a useful program but it is easy to buy leaf bags anywhere now (including at Wal-Mart) and I don't see the purpose of having people stand around handing out leaf bags and checking names off lists. Why not hand out trash bags too? Or boxes for spring cleaning? Why is the village government involved in this? This cannot possibly be as efficient as buying them in a store. Seems like an expense that could be eliminated. I'd rather just have the village cut me a check or take less of my money in the first place.
- One thing I would like the village to consider would be purchasing or renting a vacuum truck to remove unbagged leaves raked near the curb. The worst part about raking is the bagging. In communities where I have lived previously this was common and I was surprised to learn Evendale doesn't have this service, particularly in light of its otherwise excellent chipper service.
- Is there anything that can be done with the traffic light at Plainfield and Glendale-Milford? Ever since turn arrows were installed morning commuter traffic backs up past the entrance to Park Hills.
- I would love to see a fine arts movie theater in Evendale, something similar to the theater in Clifton that could pull from the surrounding suburbs as well. I don't see a need for a performing arts center since Blue Ash is already building one 5 minutes away....
- I like to see the quality of homes maintained. Communities with aging population tend to let the quality of the homes and schools decline. If there was a place that could house seniors (condo's, etc.), the well maintained homes would be sold to families who would stay and invest in the Evendale community.
- More single family homes would be nice too. In Indian Hill, some developers have "taken down" old homes to put of new ones. Some homes in our community have acreage (i.e. Knollview, Stanwin).
- I am very concerned that Evendale is going to become known as the "discount capital of Cincinnati". I understand we are getting an Aldi's and Dollar Store. These stores along with Wal-Mart, thrift sores certainly fit that description. My vision is to be a medium to high scale neighborhood and decisions in the last couple of years lead us to a low scale shopping area.
- Concern over the client customer base and workers at the new Wal-mart. As soon as the store was built, there was a robbery at the local Arby's is that something of the future we can count on? Plus the store is not great from the 2 times I went in – likely never go again. Would have hoped for a group of stores that most Evendale residents shop at. A "Meijer" would have been great – none near us. Small card shop, gift store, factory card & party outlet store, DEALS, Pizza dine in and carry out, soup and salad type restaurant, health food store, gas station with free car wash with fill up of 6 gallon or more, Mexican restaurant, small pub-type place, happy hour type place, fresh fruit and vegetable market, the CAM market needs to go, only has smelly fish and it is not very sanitary even to go in for milk. Bring back IGA. Bring back the Candle outlet sore. So that whole complex going to be a medical center?
- We love Evendale; please don't make radical changes.
- Evendale is a wonderful place to live and raise a family – but we need a variety of living options for different income levels.
- I would like to see the Village define its borders better. When you drive off I-75 there should be nice welcoming signs with decent landscape. Some should hold true on the actual border entrances as well.





## Comprehensive Master Plan Village of Evendale

- Streets should always be kept in good condition. Glendale-Milford Road from the new Wal-Mart to I-75 is not in good condition. It hasn't been repaved since 1985. Highway doesn't butt against bridge properly and pavement has several ridges in it.
- Continue to bring good business to the Village industrial – commercial area. It is key to the continued growth and long term vitality of the Village. You have money to live and good tax base is what has been the heart of this Village's prosperity.
- We need an indoor swimming pool.
- We need to work on expanding the Wal-Mart area – add some family restaurants.
- Homers needs a health inspection – it is a filthy restaurant and there are issues about food being at right temperatures, clean conditions.
- Need to improve our public schools – the administration is lacking and not giving good direction. Princeton has gone from a top-notch school to be the “suburban Cincinnati” – we need to tell them to tighten up and stop the students running the school.
- I am very disappointed with the Wal-Mart. Didn't we learn anything from having the BINGO! It attracts a lower class of people – how about upscale shopping, restaurants, bakery, ice cream shops, Steinmart, TJ Maxx, Panera something like the Olive Garden – come on people use your imagination.
- Why do we continue to pay consultants when they don't recruit the caliber of development that we deserve?
- The addition of Wal-Mart is a huge disappointment. Their target core customer is low income shopper which does not describe Evendale.
- Property Maintenance Ordinance should be enforced to clean up eyesores such as the Brendamoore Water Tower.
- We like it the way it is – keep it simple.
- I like it the way it is – I love living here and I hope I can stay.
- Bring bus service though Evendale so our employees can get to work. Bus stops in Reading.
- No multi-family buildings. Look for high quality businesses for Evendale Commons – No Aldi's.
- Indoor Tennis Facility.
- How about a new and bigger slide for the Pool.
- I appreciate the support given Gorman Farm. It is unique to the Village and provides quality views, trails, and natural areas.
- Traffic congestion gets difficult around rush hour.
- Walking on-street is problematic.
- Would appreciate more variety of restaurants.
- We need a focal point – Demolish the civic center but save the cupola. Build a fountain on the site of the civic center and use the cupola as the main feature of the fountain. Then, with landscaping, link the new fountain with pathways to the recreation center and Village complex.
- 
- I would like to see two types of businesses as part of my #1 priority in question #1
  - A home improvement store like Lowes
  - Diversity in eating establishments
- A general upgrade in the businesses along Reading Road from Cooper Rd. to Sharonville line.
- We shouldn't be so frantic to create alternate sources of tax revenue (besides GE). If necessary, we can create property taxes like other communities. We're blessed to have a good base of residents who can afford to maintain great village services.
- Decision to allow car wash was a big mistake! Evendale Commons looks terrific. Need to keep it that way. Don't allow businesses that cater to low income people (Aldi, Dollar General, Check Cashing Services, etc.). What's next – tattoo parlor??
- Our land at 1500 Glendale-Milford Rd is zoned industrial. We write to retain the zoning without any changes or restrictions. Please confirm.
- Need a new Evendale slogan – “It's easy to do business in Evendale” etc.
- P.R. needs to be done on Gorman Farm, shopping, etc. Greater Cincinnati does not know about Evendale and its many attributes.
- All residents should have E stickers on their bumpers like Amberly Village to show that they are residents.
- Be creative!
- Cincinnati area needs a place where people can walk, shop, and enjoy outdoors.
- Build an outdoor shopping area with boutiques, restaurants, theaters. Something like 3rd street promenade in Los Angeles. This would separate Evendale from other suburbs.
- Traffic congestion/interference has become a problem in several places:
  - Glendale-Milford Rd between Plainfield and Reading Roads especially in morning “rush” hours. Nearly impossible to enter G-M Rd. except at lights. DON'T WANT MORE LIGHTS; instead find ways to re-route traffic off G-M Rd, such as Sharon-Creek for traffic to Blue Ash.
  - Residential streets not wide enough for both-side on-street parking, trucks and trailers, including long and wide lawn service or construction trailers. Latest trouble spot is entering Giverney from G-M Rd with vehicles parked too near the “split” or in the first turn making it “blind.” Need signs posted for parking on one side of streets only and no parking in narrow and “blind” areas.
  - When streets were re-paved last year in Carpenter's Creek Area, the intersection at the east end of Carpenter's Creek Drive with Fawn Run was narrowed and squared off, removing space for on-street parking. Now it is too slow there, so the new stop signs are superfluous and should be removed. When any cars are parked in front houses on or near that intersection, it becomes impassible for 2-way traffic. In addition to removing the stop signs, no on-street parking should be allowed in or near the intersection with signs posted.
- Love the way it is! Don't overdo it.
- We've just moved here and not really up on the issues but we love it here. We were disappointed that the grocery and all was gone on Reading and Glendale-Milford.
- We want to be in a place where neighbors/neighborhoods mesh, meet, and hang out.
- Please control the quality or lack of retail (Wal-Mart & Aldi's Yuck!)
- Keep Evendale the quiet, quaint Village I moved into 10 years ago.
- Stop trying to be a Blue Ash...
- I am concerned about the change that I see happening in Chippewa Woods. Trailer parked in side yards, trampolines in several yards, garages junked up so that cars have to sit out. Work trucks parked on the streets night after night. I wish existing regulations were enforced. Neighborhoods go down hill one house at a time. There are also several houses that have weeds in the yard – no shrubs – they are a mess.

# Comprehensive Master Plan Village of Evendale



- Rental property owners need to keep their properties better maintained. (i.e. grass mowed regularly, bushes trimmed, all landscape maintained)
- Why are we purchasing more property and then giving it away (i.e. boy scouts)?
- Tear down the existing shopping center. Create a more attractive shopping center at Northland Center. This is downtown Evendale and does not in any way make our community look appealing. This is Evendale's biggest eyesore.
- Give each street an entrance way (stone)! Make our residential areas look equal.
- I would like you to take a look at the style of architecture being built in Blue Ash near Sycamore Jr. School and the streets of West Chester on Union Center. I am drawn aesthetically to old style facades and lantern style lighting and brick roads. Lot of tree lined streets pines, flowering trees, color, nostalgia.
- Purchase a big truck vacuum for fall leaves raked and piled to the edge of our roads.
- I wish there were more sidewalks to make it user friendly to walk or bike from neighborhoods to stores, restaurants, recreation, etc. Just look at Blue Ash and copy parts of their plan.
- Keep doing what you're doing by keeping the residents involved.
- Evendale needs:
  - Affordable senior living that offers basic amenities and dignity; affiliation with assisted living/nursing homes is a plus.
  - A full-service grocery (e.g. Kroger) Wal-Mart does not meet our needs.
  - A variety of mid-priced restaurants (e.g. a Chinese buffet or steakhouse).
- You seem to care more for the younger residents and not enough for your aging population.
- I believe that your spending is out of control and that Evendale needs to build a budget surplus; while it's possible.
- Quality of life in Evendale has deteriorated since I have lived here. We used to have our own quality public high school. The roads have been improved in ways that facilitate much more thru traffic. We used to have a sign ordinance (small, not directly illuminated) that said "you are in Evendale". We gave in to businesses that convince council that large electric signage would somehow make up for their bad value to customer (eg. The athletic shoe store that charged retail, the supermarket that insisted that Evendale cut down beautiful mature trees along the south side of G-M Rd. "so that people would know that a supermarket was in the center". I say look to the past to understand why people wanted to live here, raise families, and made Evendale something more than the transient bedroom communities around.
- If you allow senior housing, there is no way to control it as units turned into rentals or grandchildren move in with grandparents. Keep single family homes only.
- A stop sign on Giverny at Vineyard Ridge is needed to slow down traffic on Giverny. I live on Giverny and speeding is a problem.
- When property is acquired it should be businesses NOT residential. We need to be able to control our own destiny.
- I would be okay with any type of senior center but I do not like the idea of other condo's and apartments. The best part of Evendale is the focus on family. Senior centers fit into "family" concepts. Most condo/apt. dwellers are singles.
- I would like to see improvement at the corner of Reading and G-M Rd., as far as having upscale new, well landscaped, "nice" shopping, possibly including dining. I do not want to see low-end stores that are typical to "strip malls" like a "dollar store" or such.
- I also would love to get a Lowes or Home Depot in the area.

- I think the focus should be to fix up the stretch of G-M between Wal-Mart and Kingsport. People don't judge Evendale on how the industrial areas look, nor does that affect our property values or our community. But some parts of this stretch are currently looking outdated and "junky."
- Remaking of old Evendale school into arts center is a great idea.
- Evendale is a great community to raise a family. The small number of residents coupled with great neighborhoods and amazing recreation facilities make Evendale the best community in greater Cincinnati to raise a family. Through school and the recreation center, as well as within the neighborhood residents get to know each other and form a strong sense of community. I don't want to see the character of Evendale change by adding multiple family housing units-whether for seniors, condos, townhouses, apartments, Section 8, etc. Evendale has a great start, beginning to develop the light commercial area of Evendale into a place we can shop and hopefully gather to eat. Evendale should continue in that direction to build the tax base as opposed to increasing housing density.
- The new Wal Mart is fine, but the center on GM where the Chinese market is, is a dump. We need to dramatically improve it or tear it down
- No more things like Wal-Mart! What a waste, not a good message to incoming residents.
- This is already a wonderful community in which to live. The primary focus must be to maintain that status by addressing deterioration of our physical and financial infrastructure. Improvements are welcome, but secondary in priority.
- Why are you talking about upscale shopping and now we get Wal-Mart and a car wash? How upscale is this? No upscale shopping is going to come here.
- Why didn't the retirement not come? Because it was too upscale!
- No more retail like Wal-Mart. No more small fast food places. Would like nice restaurants, unique shops. We need retail that serves our residents first rather than retail or groceries that bring others into our community. No more low end retail& groceries.
- We have lived here for over 4 years and love what we have in "our" Village. Please continue to raise the bar & make Evendale the envy of Greater Cincinnati.
- Key is home ownership – no rental condos or apartments. As an "almost villager" I want UPSCALE patio homes/condos after I outgrow my large home.
- Several homes on Margate Terrace are out of control. Evendale has to contact them and issue a fine against them if they don't clean up. "Blight" is a serious name for Margate. Addresses are 10XXX, 10XXX, 10XXX and 10XXX. A couple others are on the edge.
- Have a way to link trails, recreation, farm etc. (know this is in motion) without loss of membership to farm. Article in Tri-City Press already said what Village wants. So is the feedback here of value?
- We believe road maintenance in the winter (after snow, etc) is outstanding. Keep up the good work.
- I think the Village provides quality living with the activities, maintenance, etc. Keep up the good work and thanks to employees of Evendale.
- Who owns the water tower behind Brendamoore? It looks awful-needs paint- makes Evendale look like old part of town.
- Renovate the old school house and make into a gathering place like an upscale bookstore & coffee shop with outside facilities to relax. Only quality construction and architecture should be approved. The SE corner of Reading Road and Glendale Milford is a big eyesore.
- Absolutely no apartments or condos!
- Keep Evendale from becoming another Roselawn!



## Comprehensive Master Plan Village of Evendale

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- Keep up the good work!
- We are blessed to live in such a wonderful community.
- The recreation center provides great activities for all ages of the family.
- I am a little concerned about the impact of Wal-Mart but time will tell.
- Also making the fine arts center out of the building at Reading & Glendale Milford seems expensive and unnecessary.
- It would be nice to have an indoor pool for winter usage.
- Keep up the good work – great job so far!
- Try to buy PNC Bank – it will only get more expensive.
- Expand surgery center out to Reading where PNC is now (encourage surgery center to do it).
- Don't unnecessarily and onerously narrow uses & zoning. Broad guidelines are good and allow the market place and those willing to invest to really determine (within reason) uses and will prevent consistent and ad hoc zoning changes. I am for guidelines and a master plan, but it needs to be "open" for what can/will really happen.
- Village has done a great job buying up dilapidated or abandoned businesses willing to invest in & provide services to our community.
- Get signage on interstate for restaurants & hotels. We are positioned great for the I-75 traffic and should not cede all to the Sharon Rd. exit.
- Try to get an Ameri-suites type hotel, Hampton Inn, or better on east side of Reading Rd. south of Inwood to service our community, prompting more business opportunities.
- Try to buy P.G. Graves from owners if possible.
- Market as hard as possible Evendale to Dr's and medical using surgery center & old Jewish hospital as a lynchpin to these attractive business and salaries as a tax base.
- Please publish responses to this survey both "in full" and "in summary" to avoid claims of unfairly summarizing the results and make all of the feedback one non-separable report. That way everyone who gets any part also gets it all. A previous public survey fell prey to changes of "steering" the data, featuring snippets that served an alleged "bias." Unfairly or not publishing comprehensive feedback would prevent that – hopefully!