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## Crescent Springs Gateway Study- Final Report



# Land Use

The existing land uses in the study area is an unplanned mix of industry, single-family residential, retail and office uses. Industrial uses are concentrated in the area's southeast corner. Single-family residences are located primarily on the west side, with some located in the eastern portion adjacent to Interstate 71/75. Office and retail/services dominate the central and northern side of the study area, as well as some on the eastern side along Ritchie Street. Many of these parcels were previously residential properties.

The current pattern of land use exhibits the lack of planning throughout the original development process. The area appears cluttered and disorganized. The *Crescent Springs Gateway Study* seeks to take a closer look to determine the best land use pattern, given the area's many assets and limitations. These assets and limitations, discussed in the preceding chapters, form the basis for the types and locations of selected land uses.

### Conceptual Considerations

In order to determine the appropriate land use, an evaluation of the surrounding area has been considered. Located immediately adjacent to Interstate 71/75, the study area is the gateway into the City of Crescent Springs. It presents the city's first impression to visitors and locals alike. This highly visible location provides easy access both for customers coming into the area and to those traveling past to other commercial areas in the Cincinnati metro area. These attributes make the land within the study area expensive. In addition to the high land purchasing cost, the need for potential removal of existing structures limits the type of uses that can afford to locate within the study area.

As noted in the introduction, the study area is only a portion of a larger commercial area. A recent redevelopment across the Norfolk Southern Railroad from Sub Area B removed a residential enclave and replaced it with commercial land uses. The traffic generated by this new commercial development was a primary catalyst for this study. The addition of these new commercial land uses has significantly expanded the commercial center attracting customers from a much larger area than previously experienced.

Surrounding the study area is a large residential neighborhood which the market analysis has described as being more affluent than the average for the metro area. This neighborhood provides a strong market for retail and service uses, and potential employees to fill new or redeveloped office buildings. These three factors make the study area ideal for commercial uses.

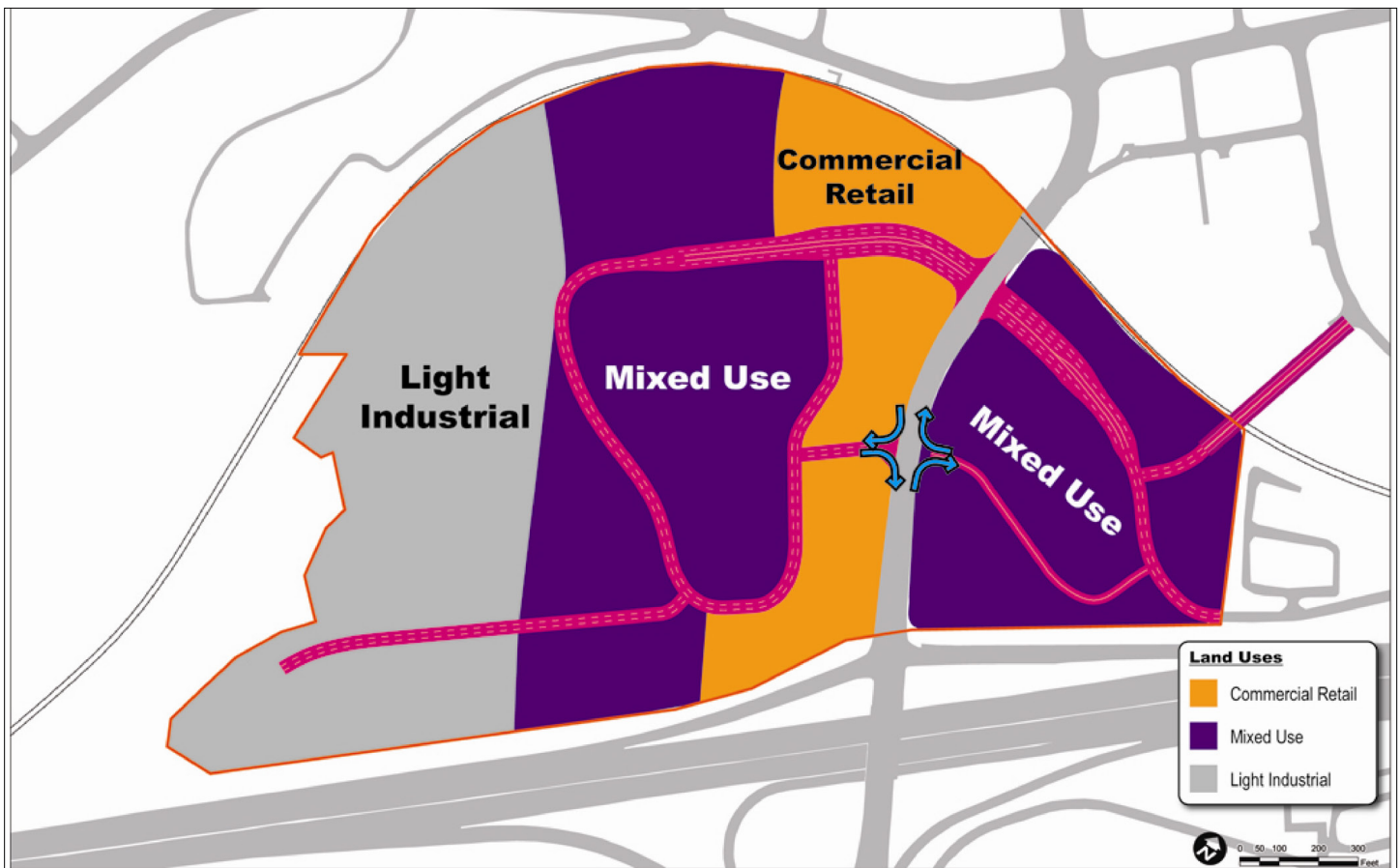
Sub Area A, as noted previously, has limitations on the amount of exiting traffic. See Chapter 3 for further information on traffic. In order to prevent intolerable traffic congestion, the amount of development within Sub Area A should be limited. In general, the more square footage of development that is built the more traffic is generated. However, not all uses generate the same amount of traffic. Highway retail generates the most traffic, with general retail and office a distant second. Residential and most industrial land uses tend to generate the least amount of traffic. Balancing these uses is important to obtain the most effective use of the land without causing traffic problems. For example, balance may be obtained by managing the uses to ensure that typical traffic generation does not exceed the projected capacity limits and/or the mix of uses can have peak traffic generation times that differ. The different peak traffic times helps to spread peak hour traffic through more of the day. The following recommendations are considered the best uses of the study area with a solid understanding of the areas assets and limitations.

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## Recommended Land Uses

The land uses described below take into account the assets and limitations previously discussed for both Sub Areas A and B. A key part of the land use designations are not only those uses identified, but the location strategy necessary to assist in managing redevelopment in light of the known and anticipated limitations. These factors primarily play a role in Sub Area A, but are also of importance for Sub Area B. The challenge before the City of Crescent Springs is to identify land uses consistent with anticipated market demand, but to also ensure that redevelopment is achieved in a manner that functions most appropriately for all those who utilize the area on a daily basis. The location strategy portrayed on the Recommended Future Land Use Map (see Map 4) is evaluated within the context of access limitations (i.e. traffic generation) to plan the area to ensure advantage is taken of the area's proximity to the interstate.

**Commercial Retail/Services** allow for a wide variety of commercial and office land uses. This designation is primarily intended for highway retail land uses, such as fast food restaurants, service stations, and other businesses. These business types tend to locate near major roadways to capture more of the travelling public. The market analysis (see Chapter 2) recommends these uses and considers them to be a good fit for the study area. Locating these types of land uses along Buttermilk Pike will provide businesses the high visibility they need and limit the high volumes of traffic these uses generate to the front of Sub Area A. This location along Buttermilk Pike is planned to try and reduce as much traffic as possible on the interior of Sub Area A. It is anticipated that many customers to these highway retail businesses will be interstate highway travelers in need of fast service and a quick return onto the highway.



Map 4: Recommended future land use map

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**Mixed Use** will be located in the middle of Sub Area A and will comprise all of Sub Area B covering the largest amount of land within the study area. Mixed use allows for a wide variety of uses including retail/service, professional office, and multi-family residential. It is intended that professional office will dominate this area with general retail land uses supporting office uses. The market analysis recommends professional office as one of the “highest and best” uses, given the combination of location and development costs. It is expected that this will limit drive-thru windows and keep those uses in the commercial retail/service area.

Professional office uses can typically afford the high price of the land and the high costs of redevelopment. Professional offices also typically provide higher tax revenues than other land uses. Multi-family structures are included but given the high cost of redevelopment in the study area, residential uses are not expected to be a major component. The mixing of uses can occur in individual buildings of single uses located adjacent to each other in separate buildings (horizontal) or by stacking different uses within the same building (vertical). This allows for a great deal of flexibility in redeveloping the area as both styles of mixing land uses can be utilized to create a viable area that functions well both economically and physically (see Chapter 6).

**Industrial** uses are not typically found near highway interchanges in dense suburban communities. This is due to the high cost of the land and the fact that they do not generally benefit from high visibility sought by other land uses. In Sub Area A, however, industrial land uses become both viable and desirable given the ingress/egress limitations of Sub Area A. Traffic volumes generated by industrial uses are typically lower than commercial uses. Increasing the amount of land within Sub Area A for mixed land uses would cause traffic to exceed that which the existing and proposed road systems could handle. Industrial land uses, therefore, have been identified for the southern portion of Sub Area A. Many industries generate very low volumes of traffic compared to the size of the business. These industries are a good fit for the southern side of the study area. The area recommended for industrial use is rather small and it is expected that businesses will be small in scale, further reducing the expected vehicular traffic. These uses may include small manufacturing businesses, wholesalers, warehouses, and storage facilities.

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