



## STEERING COMMITTEE SUMMARY #1

Deerfield Township, Ohio – Fire station #57

Route 22 & 3 (Montgomery Road) Corridor Study

August 30, 2023 @ 6:30

### 1. Overview

Staff and consultants led the Steering Committee kick-off meeting on Wednesday evening, August 30th, at Fire Station #57. The meeting began with an opening statement from Deerfield Township Board of Trustee President Lelle Lutts Hedding, proceeded by self-introductions from the steering committee. Next, Deerfield Planning & Zoning Director Sam Hill introduced Liz Fields (Project Manager). Liz ran through the kick-off presentation, covering team introductions, the steering committee's role, the project's extent and purpose, the planning process, the project schedule, the project website ([22and3plan.com](http://22and3plan.com)), and the Existing Conditions Analysis report.

The presentation flowed into activities designed to spur conversation and receive committee feedback. Starting with a Mentimeter survey, an interactive live polling tool that allowed the committee members to vote on various topics and to see how other members voted. The survey covered focus topics, land uses, transportation improvements, and the vision statement. Following the Mentimeter survey, committee members broke into teams and analyzed the corridor's strengths and weaknesses by drawing and writing on map posters. Key takeaways from the activities are posted in sections three and four below.

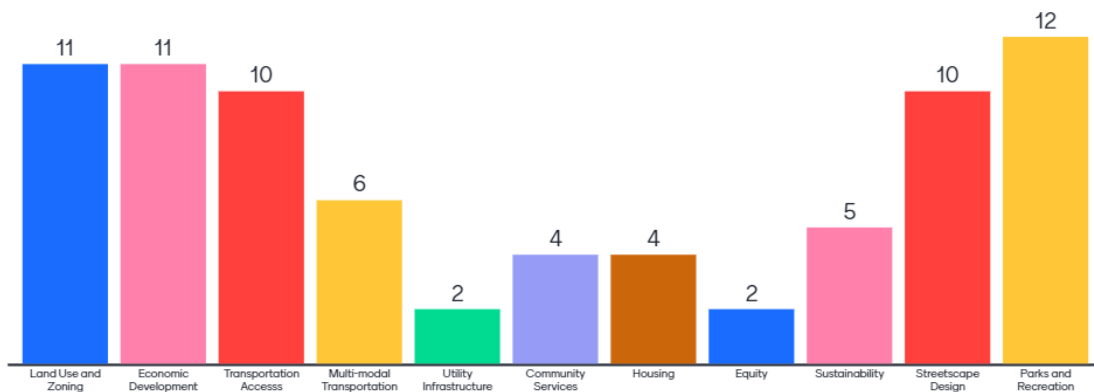
The meeting ran for two hours and was a great kick-off to begin the project's engagement process. The Steering Committee will meet again in October after the first public meeting.

## 2. Attendance

Fourteen (14) of the seventeen (17) Steering Committee members were present for the kick-off meeting, including all three Trustees, alongside three (3) general public attendees, a representative from the Ohio Department of Transportation (ODOT), Deerfield Planning & Zoning and Economic Development staff, and the consultant team.

## 3. Mentimeter

Question #1: What topics/focus areas do you think should be the highest priority in the corridor plan? Results: Parks and Recreation – 12 votes, Land Use and Zoning – 11, Economic Development – 11, Transportation Access – 10, Streetscape Design – 10, Multi-modal Transportation – 6, Sustainability – 5, Community Services – 4, Housing – 4, Utility Infrastructure – 2, Equity – 2



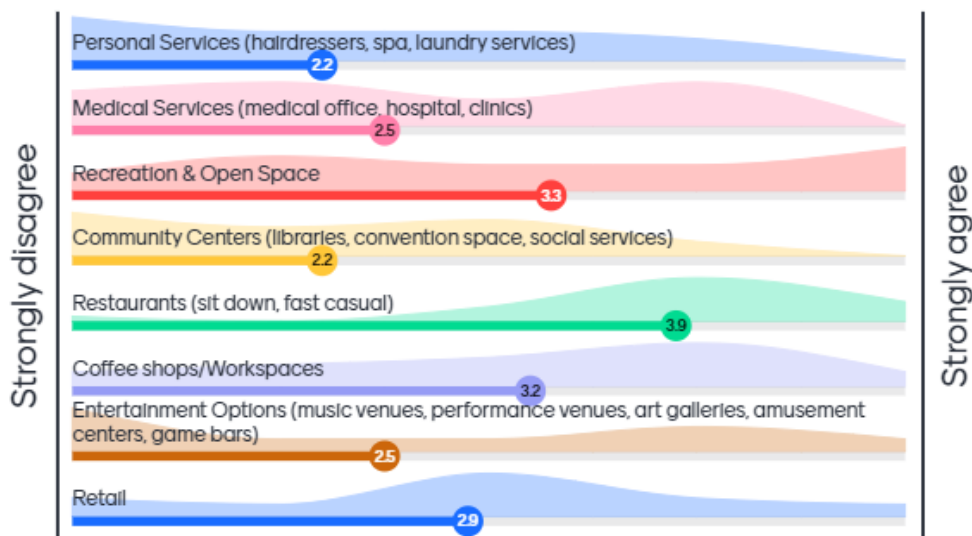
A deeper conversation dug into why Parks and Recreation was the most chosen topic. Committee members discussed the need for more parks along the corridor besides Landen Park (owned by Warren County) and Nantucket (privately owned). Members desire to have Township-owned parks strategically along the scope area. The Committee was vocal about their enthusiasm for good Land Use planning on the corridor, with one Trustee saying, “Land Use is the most important piece of the plan.” Many members spoke about how car-related and storage uses have gotten out of control on the corridor and the plan’s need to incentivize other business and service uses that benefit the community and encourage people to stay and visit. The discussion around Transportation touched on expanding bus routes, improving pedestrian safety and crossings, and

the new ODOT round-about. The Streetscape Design discussion focused on improving standards for fronting businesses (many used Nantucket as an exemplary treatment) and the newly adopted Beautification Project, which will be incorporated and expanded in the Corridor Plan to discuss landscaping and gateways. Lastly, a few members expressed a desire for aboveground utilities (e.g., power lines) to be converted to underground if the available funds and the opportunity were presented in the future.

One topic overlooked and recommended was Building Design. This is an excellent suggestion because building design recommendations can ensure that redevelopment and new development are held to a quality standard that provides desirable materials, facades, massing, and treatments.

**Question #2: Rate what type of uses are most needed along the corridor. Results (1-5):**

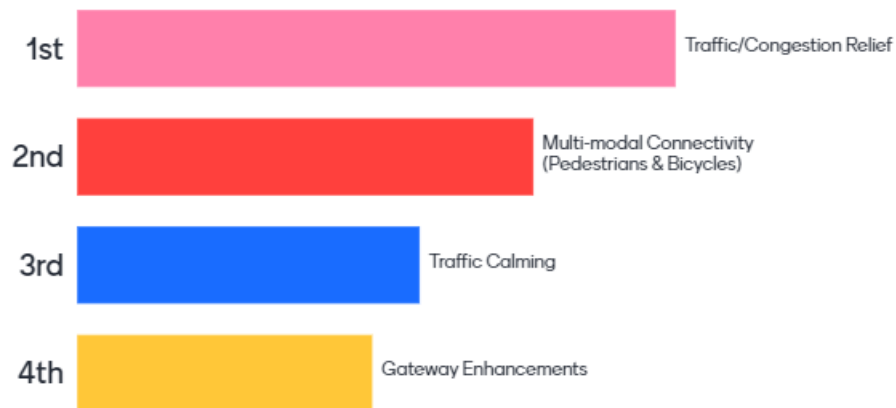
Restaurants – 3.9, Recreation and Open Space – 3.3, Coffee shops/workspaces – 3.2, Retail – 2.9, Entertainment – 2.5, Medical Services – 2.5, Personal Services – 2.2, and Community Services – 2.2



The conversation around uses was on attracting full-service restaurants, incentivizing redevelopment, focusing on local businesses, and creating programmable spaces for events and community gatherings. Many members discussed the difference between the business types

attracted to Mason-Montgomery instead of Route 22&3, despite their similarities and proximity. Members talked about the importance of “improving all parts of the community,” not just Mason-Montgomery. The committee agreed that the Corridor Plan is an opportunity to improve Route 22&3 and not to copy and paste what Mason-Montgomery is doing but to give the corridor its own unique identity. A use brought up that was not included in the options was the need for additional residential uses, specifically workforce housing. A resident and business owner talked about their experience and hardships in keeping staff because of the lack of nearby housing for their employees. Workforce housing is a topic that was agreed to be explored moving forward.

**Question #3: Rank the biggest priorities related to future transportation improvements along the corridor.** Results (1-4): 1<sup>st</sup> - Traffic/Congestion Relief, 2<sup>nd</sup> – Multi-modal Connectivity, 3<sup>rd</sup> – Traffic Calming, 4<sup>th</sup> – Gateway Enhancements

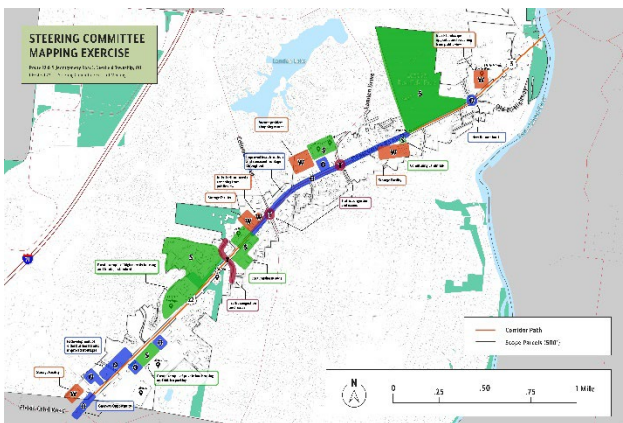


Many members discussed the terrible traffic congestion on the corridor during peak hours, specifically traveling East from Columbia Road to the Little Miami River. It was also pointed out that the congestion backs up into the local streets as drivers struggle to turn left onto the corridor at several points. Trustees gave details on ODOT planning a roundabout in this section to help relieve the traffic pressure; this project will be incorporated into the Corridor Plan. Members would like to consider additional roundabouts on the corridor and to include bus routes in Multi-modal Connectivity as we explore recommendations to improve pedestrian access.

Question #4: How would you like the corridor to be perceived a decade from now?

Well thought	Smooth traffic, with walkable businesses, and plenty of green.	I'd love to live here.
Be consistent with the rest of Deerfield with thriving services and restaurants for the residents here and as a destination for those outside Deerfield	A nice place to call home!	A destination for dining and entertainment
Redevelopment success Community drivenPride in ownership economic driver of Warren County A place I want to go out of my way to visit	Comfortable	Variety of businesses, beautified streetscapes, a destination - not a pass-through
Destination location	I would like to see this area revitalized to a more modern standard in order to support current and future business and community	I would like to see it just as nice as mason montgomery road
Homemade Small businesses	Small business sector	It looks like the residents and leaders thought it out to make it look appealing
Great place to go for full service dinners.		

### 4. Map Exercise



Download map with following link:

<https://www.dropbox.com/scl/fi/kiwbpjvo4p4p1wohfpba/Poster-Results.jpg?rlkey=r3ta3170jip118ldi75l8dafy&dl=0>