

22 & 3

ROUTE 22 & 3 CORRIDOR PLAN

DEERFIELD TOWNSHIP, OHIO



PHASE 1
ENGAGEMENT
SUMMARY

12/04/2023



BACKGROUND

The 22/3 Corridor Plan will be a “roadmap” of the next 10 years for Route 22/3 in Deerfield Township, and the community is the author of that plan. It will address transportation & mobility, redevelopment and economic development, housing quality & diversity, parks, recreation, and open space. The 22/3 Corridor Plan is an extension of “Becoming Deerfield”, which is the Township’s comprehensive plan adopted in 2022. Drafting and adopting this corridor plan allows us to hear from residents and visitors, address their needs and concerns, take inventory of our community, research emerging trends, and form goals to reach collective vision within the focus area.

Through the steering committee meeting, public meeting, and online survey, we heard from 228 people eager to help envision the future for Route 22/3. The following report will review the engagement efforts, highlight the key findings, present the first Vision Statement draft, share the initial recommended goals, and explore next steps.

Timeline to date:

- Existing Conditions Report | 8/23/2023
- Steering Committee Meeting | 8/30/2023
- Public Meeting | 10/4/2023
- Public Survey | Opened: 10/4/2023 – Closed: 10/23/2023 (19 days)
- Engagement Report | 11/20/2023

ENGAGEMENT OVERVIEW

Three key items went into phase I of engagement: the August Steering Committee Meeting, the October Public Meeting, and an Online Survey/Mentimeter Survey. We heard from 228 people with a great mix of residents and visitor responses. The following content is built from the language and feedback recorded at these events.

We heard
from...
228
people





17
steering committee
members

36
public meeting
attendance

171
participated in the
online survey





KEY FINDINGS

The following statements were created from the public feedback and responses collected in the latest round of community engagement. These findings helped design the plan's vision statement and goals and will guide the upcoming community engagement round as we draft future land uses and strategies.

How do *you* want Route 22&3 to be perceived a decade from now?

People want to see Route 22&3 become a ***beautiful and attractive boulevard*** with a ***cohesive feel*** similar to other town centers in the region. They want ***walkable, multi-modal, and accessible routes to shopping, restaurants, and parks.***

What we heard:

“Be consistent with the rest of Deerfield with thriving services and restaurants for the residents here and as a destination for those outside Deerfield.”

“Thriving, attractive, “main street” boasting high car-free accessibility to amenities by locals, quality access to local resources, and surrounding this center a commitment to maintain lots of quiet, rural and suburban space.”

“A beautiful, functional and easily navigated area.”

“I would love to see it brought back to the vibrant hub it was when Landen was first built. Good restaurants, shops, attractive building and landscape. They used to have farmers markets and art fairs. The trails offer easy access to the Kroger complex which would be amazing if it had more attractive offerings.”

“A beautiful and revitalized corridor with easy flowing traffic and a sense of community.”

“Accessible, pedestrian & bike friendly”

“Vibrant, walkable, attractive, safe, a destination”

“Community instead of a highway. Pedestrian friendly. Known as a specific area and destination.”

Note: Public comments have been edited for grammar/clarity purposes where appropriate.

Top Planning Priorities.

We learned the five highest priority topics for the plan are ***transportation access, land use and zoning, streetscape design, parks and recreation, and economic development.***

Highest Priority Topics:

- | | |
|--------------------------------|------------------------------------|
| 1. Transportation Access (18%) | 7. Multi-Modal Transportation (7%) |
| 2. Land Use and Zoning (16%) | 8. Utility Infrastructure (6%) |
| 3. Streetscape Design (14%) | 9. Community Services (4%) |
| 4. Parks and Recreation (13%) | 10. Equity (2%) |
| 5. Economic Development (10%) | 11. Housing (2%) |
| 6. Sustainability (8%) | |

What uses are most needed along the corridor?

Residents ranked ***recreation & open space, restaurants, and community centers*** as the most needed uses in the Public Menti-meter survey.

Most Needed Uses along the Corridor:

- | | |
|----------------------------|---------------------------------|
| 1. Recreation & Open Space | 5. Coffee shops/Workspaces |
| 2. Restaurants | 6. Entertainment Options |
| 3. Community Centers | 7. Retail and Personal Services |
| 4. Medical Services | 8. Housing Options |

What other uses should be considered?

18% mentioned traffic congestion/management, **14%** want bicycle access/trail connections, **11%** mentioned sidewalks/walkability, and **9%** do not want additional uses considered.

Other mentions:

- Business: More business space, grocery, local/healthy restaurants
- Housing: Senior living, affordable housing
- Public/Institutional Uses: Churches, public uses, kid centric spaces, event space, greenspace, wildlife corridors
- Other uses than retail, no apartments/housing, no vape stores, no dollar stores, no gas stations.

Residents enjoy the variety of businesses available currently, however, there is ***concern about the over-saturation of commercial uses along the corridor.***

What we heard:

“I think a reduction in uses for commercial use would be most welcome and a focus on public use such as better walkways, traffic controls, access lanes, etc. would be more beneficial.”

“None. There is too much traffic already and we do not need any other services, parks, restaurants, etc. We need to maintain the flow of traffic for what is there already.”

“There is plenty of all of the above. traffic is the biggest issue.”

“I don’t want to see over saturation that will lead to empty housing/storefronts. Need to account for impact on schools and other infrastructure.”

“I’m open to this but there’s strong competition on Mason Montgomery Rd that I’m not sure how successful we’ll be in developing our own version of this.”

“Use space we already have that can be functional in another way without adding traffic to the area.”

Note: Public comments have been edited for grammar/clarity purposes where appropriate.

Transportation Priorities.

Residents want a **convenient, functional, and safe thoroughfare with good traffic flow** using a **mix of traffic calming techniques, signal timing evaluation, and additional lanes** where appropriate. **Traffic/Congestion relief, multi-modal connectivity, and traffic calming** are the **three biggest priorities** related to transportation improvements along the corridor.

Biggest Priorities related to Transportation Improvements:

- Traffic/Congestion Relief (4.23)
- Multi-modal Connectivity (3.54)
- Traffic Calming (3.02)
- Streetscape/landscaping (2.42)
- Gateway Enhancements (1.78)

Other priorities most mentioned:

- Bike lanes / shared use path / sidewalks, 16 mentions
- Signal timing evaluation and/or consider additional signals, 15 mentions
- Alternative routes / Improve other roads to take traffic away from 22/3, 13 mentions
- Safety for all, 10 mentions

What we heard:

“Improve other roads through township to take traffic away from 22/3.”

“We need a stop light at the creek woods and 22/3 intersection. We can’t leave the neighborhood. There is no way to go from and to Landen – Maineville without fear of a wreck due to speed and no signal light. We are looking outside of the area to move because of this major concern.”

“Entrances and exits of businesses and neighborhoods. Plan for future growth now.”

“Easier access to 22&3 from residential areas/parks”

“Deal with the daily congestion backing up 22/3 north during rush hour to get over the bridge.”

“Great area for a day trip shopping, parks, restaurants great sidewalks without the danger of 65mph cars brushing you as you walk the dog.”

Note: Public comments have been edited for grammar/clarity purposes where appropriate.

People would like to see ***improved pedestrian safety and accessibility along Route 22&3, especially around Landen Deerfield Park and surrounding neighborhoods.***

What we heard:

“Walking/biking paths along the side to help encourage pedestrian traffic”

“Make it safe for pedestrians and bicyclists”

“Traffic and pedestrian visibility”

“It is a major school bus route, make sure it is pedestrian friendly.”

“Shade for pedestrians and cyclist. Rest stations. Hydration stations. Safety and beauty to promote walkers and cyclists.”

“Accessible, pedestrian & bike friendly”

“Safe for multi modes (car, bike, pedestrian)”

“Pedestrian, bike ways and crossings”

“Make a safe passageway for pedestrians and bikes between Landen-Deerfield park and the south side of 22-3.”

“Be able to reach park without playing frogger”

“Crosswalks and Pedestrian Safety Improvements”

“The cross walks could be safer with pedestrian islands.”

“Facilitate safe pedestrian crossings on U.S. 22/3 including installation of crosswalks, overpasses, signs, and signals.”

“Promote bicycle and pedestrian facilities to increase travel options.”

“Would also love a pedestrian/bike access on Irwin Simpson from Columbia to Kingswood”

“Acquire and improve identified trail connections to increase pedestrian and bike connectivity off-road especially between neighborhoods and township parks, and destination districts.”

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MAPPING EXERCISE

Two mapping sessions happened at the public and steering committee meetings. Residents and stakeholders were asked to map strengths, weaknesses, opportunities, and threats.

We received over...

30
comments

This area could have a great community feel with walkability and mixed uses

Vacancy issue at shopping center

COHESIVE DESIGN / BEAUTIFY

TRAFFIC CONGESTION ISSUES

DUKE FACILITY NEEDS SCREENING FROM PUBLIC VIEW

STORAGE FACILITY

Traffic congestion issues

Great example of high density housing and frontage standards

VACANT GREEN SPACE

GREAT EXAMPLE OF PRIVATE LANDSCAPING AND HIDDEN PARKING

LANDSCAPE MEDIANS

LOCAL BUSINESS NODE

Redevelopment of older businesses and improved frontages

STORAGE FACILITY

Gateway opportunity

Fields Ertel Road

Landen Lake

Colony Road

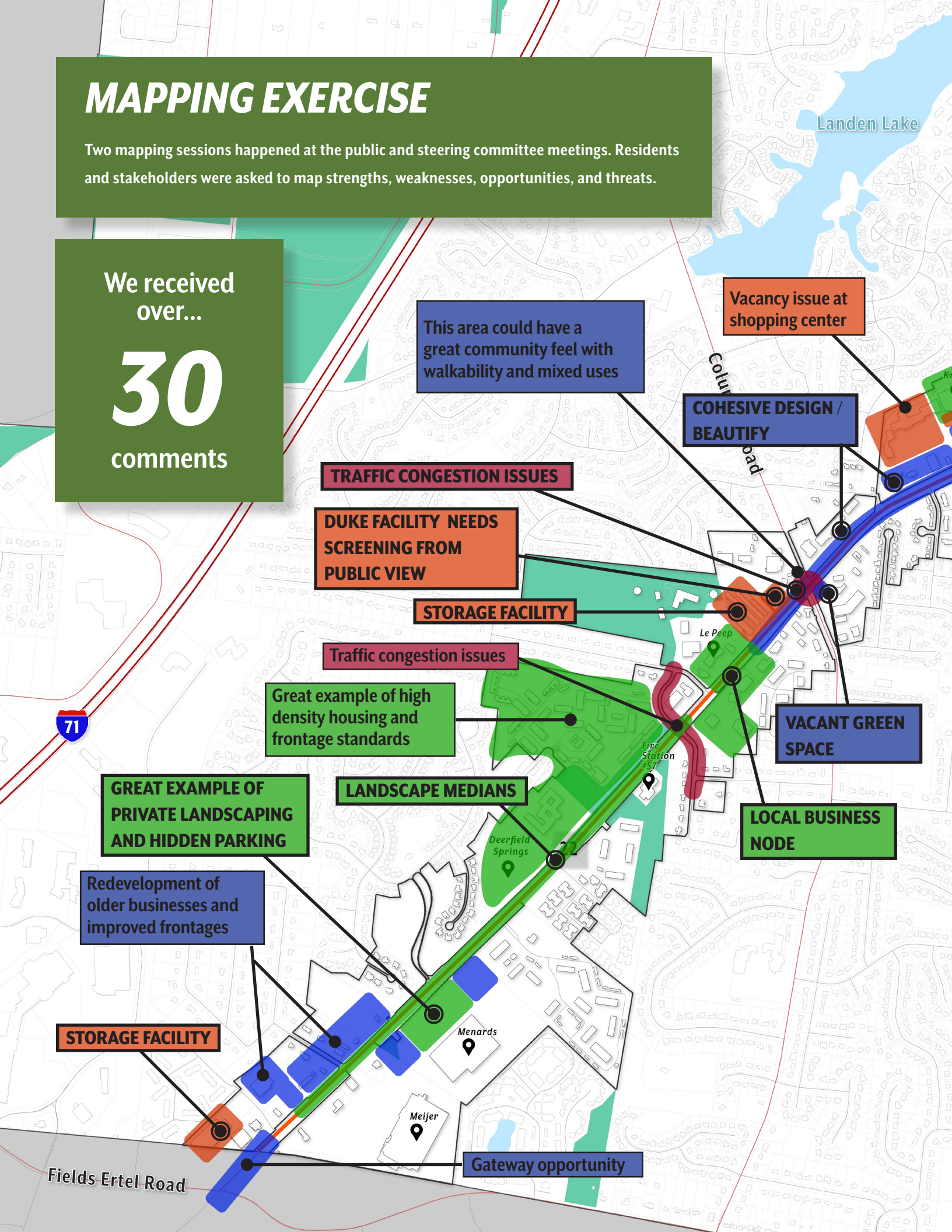
Le Peep

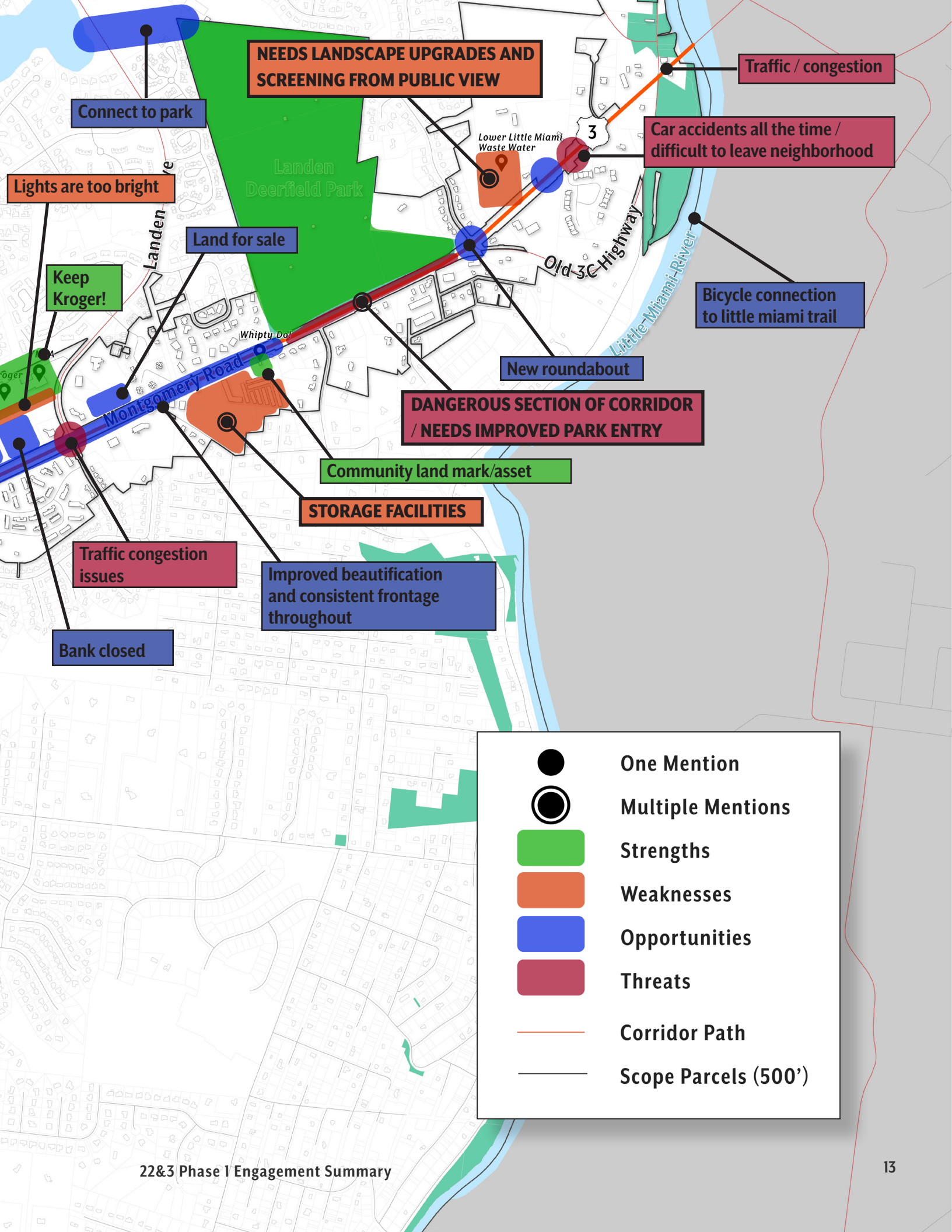
Fire Station #57

Deerfield Springs

Menards

Meijer





NEEDS LANDSCAPE UPGRADES AND SCREENING FROM PUBLIC VIEW

Traffic / congestion

Connect to park

Car accidents all the time / difficult to leave neighborhood

Lights are too bright

Land for sale

Keep Kroger!

Bicycle connection to little miami trail

New roundabout

DANGEROUS SECTION OF CORRIDOR / NEEDS IMPROVED PARK ENTRY

Community land mark/asset

STORAGE FACILITIES

Traffic congestion issues

Improved beautification and consistent frontage throughout

Bank closed

●	One Mention
⦿	Multiple Mentions
■ (Green)	Strengths
■ (Orange)	Weaknesses
■ (Blue)	Opportunities
■ (Red)	Threats
— (Orange)	Corridor Path
— (Grey)	Scope Parcels (500')

Strengths.

Mentioned in 36% of comments, we learned Route 22&3's three biggest strengths are **Landen-Deerfield Park**, the **ease of travel & proximity to other communities** (like Mason and Loveland), and **proximity to Whipty-Do, Le Peep, Mac's**, and other **niche businesses** along the corridor.

What we heard:

"Le Peep, Bucks Tavern, La Rosas, Skyline and Mac's are all great restaurants. Landen Park has great walking trails and playgrounds, as well as multiple youth sports. I like that both Kroger, UDF & CVS are so close, as well as other stores along the corridor."

"Traffic flow during non-rush hour is currently great. I love Landen-Deerfield park. The hiking trails are amazing. The addition of the 2nd entrance is wonderful (would like option to turn left into the park though)."

"Landen Park, Kroger (or, generally, access to a good grocery store), desirable areas accessible BY 22&3 (e.g., Landen Lake), desirable and useful businesses (e.g., Whipty Do, Mac's, Skyline, UDF - though access to them leaves something to be desired), the green entry from the east is beautiful."

"Proximity to shopping, food options, entertainment, housing."

"Connecting multiple neighborhoods/areas of the city"

"Connects multiple municipalities."

"Landen YMCA, Kroger, CVS, restaurants, deli, Tanyas alterations, meijers, menards ,UPS store"

"22/3 is a gateway to many places, convenient location to live, shop, and have car repaired"

"I like the businesses already there. I love Station 57. The overall feel of the corridor is nice and attractive."

"The beautification of the highway between Meijer and Columbia Road"

"I live in Landen. It is still, mostly a quiet area with plenty of green space and plenty of local places to shop and eat. I love the small town feel and I love to patronize the small businesses like Buck's and Leon's."

Note: Public comments have been edited for grammar/clarity purposes where appropriate.

Weaknesses.

Traffic congestion was mentioned in 43% of answers describing the corridor's weaknesses – 12% highlighted there were **issues with merging, turn lanes, and inadequate connections from neighborhoods between Columbia Road & Foster's Bridge**. The corridor is **dangerous for pedestrians and cyclists**, with a lack of consistent and connected sidewalks/trails, missing transit stops, and shade. There is an **inconsistent and uncohesive appearance and feel**.

What we heard:

"Whipty-Do is an amazing business, but there isn't a sufficient turn lane and it's very difficult to turn left out of there. I worry kids at the park will be tempted to cross the street there. Turning on and off old 3C is a mess. Biking from Landen to the bike trail is increasingly dangerous. 22-3 has the best visibility and shallowest slope, but traffic flies over the bridge making it unsafe to bike."

"The transition from two lanes to one between Landen Drive and Landen Deerfield Park is awful. There needs to be a solution to turning left out of Old Mill. It is so unsafe!"

"I would love to be able to get to this area without driving. Many existing commercial spaces are empty. The park is wonderful but hard to get to because of traffic back ups."

"Mismatched buildings. No identity. Just random strip malls. No cohesive plan. No branding."

"Pass through area on your way somewhere else. Traffic due to bottleneck at 22/3 bridge. Not enough restaurants. No upscale restaurants or bars. Not connected with sidewalks / access to surrounding communities. No identity."

"Lots of empty storefronts/lots/ wasted developed space (huge unused parking lots)"

"The area close to Fields Ertel is something of a mess. The "feeder" systems to the corridor aren't great. Columbia Road from the north gets backed up while Fields Ertel isn't much better despite being multi-lane."

"Scary intersections. Fast cars. No shade for sidewalks. No benches. Unsafe cross walks"

"The road is so wide, that we have lost the neighborhood feel."

Note: Public comments have been edited for grammar/clarity purposes where appropriate.

Opportunities.

There are opportunities to make the corridor more **“people-friendly”, for pedestrians and bicyclists**, using the addition of shared-use paths, accessible routes to businesses, and additional landscaping. Residents see potential through **redesigning Landen Square and other strip centers** to incorporate a **mix of new restaurants and small “mom-and-pop” shops**. **Route 22&3 traffic can be mitigated/calmed with improved traffic flow** to improve connectivity to neighborhoods and adjacent communities.

What we heard:

“Open more small shops, kids and adults related activities”

“Although the Landen Plaza is at capacity, I’d like to see better stores/restaurants there that appeal to a broader audience.”

“Connecting neighborhoods and providing good new restaurants”

“Make it a community. Make it feel like a place instead of a highway. The Landen area/Columbia road intersection could be a “downtown” Landen if reimagined.”

“So much of the corridor backs up to existing communities, but I don’t think those communities have easy access to those businesses.”

“Landscaping and beautification, increased traffic control, speed limits, walkways/paths”

“Walkability for all of the folks living in the area! We have the sidewalks but no place really to go... add some restaurants or other attractions.”

“Streetscape Improvements. Crosswalks and Pedestrian Safety Improvements. Connectivity of Adjacent Residential Uses. Greater Variety of Residential Uses. Programmed Community Events. Gateways. Design Standards for a Walkable Corridor. Building Design Standards. Public Parking. More Efficient Use of Development Sites. Improve the Viability for Destination Businesses. Incentivize the Redevelopment of Commercial Site”

“Lots of beautiful water features. Safe bicycle/jogging paths to access the Little Miami Bike Path. This is an amazing natural resource that we are cut off from.”

Note: Public comments have been edited for grammar/clarity purposes where appropriate.

Threats.

“Over-development” of surrounding land and unproductive commercial uses were identified as the largest threat to Route 22&3 Corridor with **traffic congestion** a close second. There are major concerns about the impacts of **declining strip malls** with aging and empty storefronts. The **Old 3C Hwy, Columbia Rd, and Fields Ertel Rd connections to Route 22&3 are dangerous intersections for drivers, pedestrians, and cyclists.**

What we heard:

“Over- development. It’s no longer as attractive as it was nor is there a “heart” of the community as there once was.”

“Making it just more highway. Piecemeal development.”

“Congestion through entire area. Very dangerous for pedestrians and it is a major bus and pedestrian corridor for nearby schools.”

“More development on the other side of the bridge leading to more traffic, more frustrated drivers passing through 22/3, or cutting through our neighborhoods to bypass traffic, causing higher risk of accidents”

“Traffic issues near Landen Park and 20 mile stand. Residents and commuters will shop and play elsewhere without easy access.”

“It all comes back to traffic. Bigger attraction means more traffic. It’s already an awful situation, so unless mitigated, it’s only getting worse.”

“More businesses and apartments without infrastructure improvements. Limited pedestrian crossings”

“The greatest threat is approving the wrong business that would be a detriment to current or future retail business. No potential retail business owner is going to risk a capital investment. For example, would First Watch open a store with outside seating in close proximity to a carwash?”

“The over-development of commercial property does not align with the original plan that made Landen a desirable place to live. Too many strip malls and storage units lessen the value of our property and take away from the resort-like aesthetics Landen residents desire.”

Note: Public comments have been edited for grammar/clarity purposes where appropriate.



20 MILE STAND PARK
Deerfield Township

UPCOMING ENGAGEMENT

The following engagement topics will be the focus and what we want to hear from residents and stakeholders in the upcoming engagement phase. We will continue to build on past community feedback while advancing the planning process into more actionable input.

What's Next.

The first round of engagement revealed some of the key topics the plan will cover and how the community perceives the corridor. We learned about what's most important to residents and visitors and what key issues should be addressed as we work through the next phase of the planning process. Round 2 of engagement will include additional surveys, mapping exercises, and visual preference boards to begin addressing the community's priorities and concerns.

Round 2 of Engagement.

Character Areas. Route 22/3 will be broken down into a small number of key character areas for further analysis.

Development Preferences. The team will prepare a new survey and project boards to seek feedback on what new development or redevelopment could look like.

Streetscapes. The project team will begin exploring and preparing materials to address the roadway, transportation network, beautification, landscaping, etc.

Upcoming Schedule.

- **Advisory Committee Meeting** - December, 2023
- **Public Meeting** - January, 2024

22
&
3

ROUTE 22 & 3
CORRIDOR PLAN

DEERFIELD TOWNSHIP, OHIO