



22
& 3

ROUTE 22 & 3
CORRIDOR PLAN
DEERFIELD TOWNSHIP, OHIO



ACKNOWLEDGMENTS

Deerfield Township Elected Officials

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Kristin Malhotra, Trustee *(Steering Committee)*

Julie Seitz, Trustee *(Steering Committee)*

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On behalf of the Board of Trustees, I thank our Steering Committee - comprised of elected officials, the township planning commission and board of zoning appeals, local agencies, residents, property owners, and business owners - for their participation. As key stakeholders, they brought diverse expertise and perspectives, ensuring the plan was well-informed, comprehensive, and aligned with organizational goals.

I thank our township residents for bringing the crucial component of effective local government planning to the table: your participation in the process. Your collaboration and understanding of your community ensure that decisions are made based on a deep understanding of your concerns and needs.

I thank the businesses impacted by the 22&3 Corridor Plan for recognizing that this study adds value to the corridor's future quality, vitality, and sustainability in the region. With measurable and executable goals, (re)development opportunities - based on public feedback - are now easily viewed by specific property and character areas.

The 22&3 Corridor Plan began as a conversation with our residents about what they wanted to see on a corridor they drive daily. It became a plan for what the public wanted to support: more local businesses, more connectivity, more beautification, more of a Destination. This fluid plan takes the community's ideas and addresses the area as it is and how they want to see it. Here's to the future of 22&3!

Sincerely,

Lelle Lutts Hedding, Trustee

Technical Review & Steering Committees



Lelle Lutts Hedding



Julie Seitz



Kristin Malhotra





**MESSAGE FROM
THE TRUSTEES**

SECTION ONE: BACKGROUND

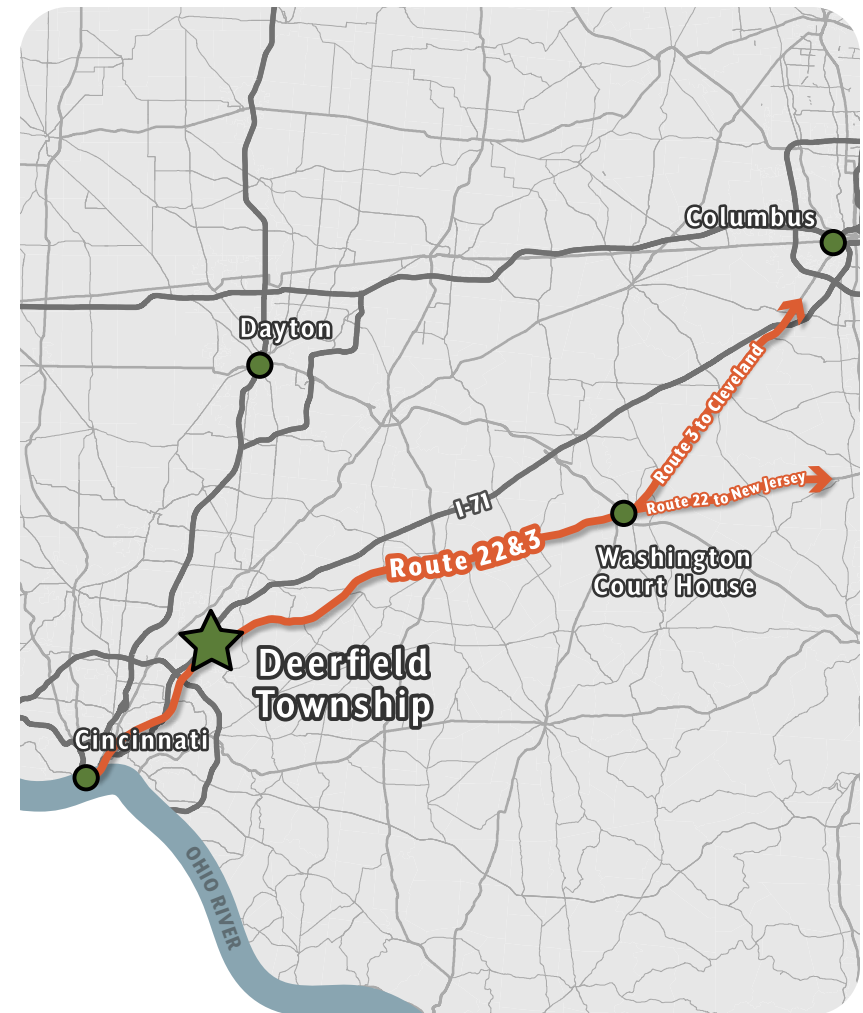
An aerial photograph of a winding road through a dense forest. A large, semi-transparent green circle is overlaid on the left side of the image, partially covering the road and the forest. The road is a two-lane highway with a white center line and dashed white edge lines. Several small, dark-colored cars are visible on the road, traveling away from the viewer. The forest is dense with green trees, and a small stream or river is visible on the right side of the road, winding through the trees. The sky is visible in the upper right corner, showing some clouds.

PLAN AREA

The Route 22 & 3 Corridor Plan covers a 3.2-mile stretch of Routes 22 and 3 between the Little Miami River and Fields-Ertel Road in Deerfield Township, Ohio. These state routes cover 70 miles from Cincinnati to Washington Court House before diverging east to Newark, New Jersey (Route 22) and north to Cleveland (Route 3).

Deerfield Township, the most populous community in Warren County, has experienced significant growth, with a 12% increase in population between 2010 and 2020. This growth has particularly impacted the plan area, which has become a hub for Township expansion due to its access to state routes and proximity to Interstate 71. The area has seen a surge in big box stores, strip center retail, multi-family housing developments, and assisted living facilities, emphasizing the need for the Route 22 & 3 Corridor Plan.

The plan focuses on the 500 feet adjacent to this stretch of 22 & 3. It recommends strategies to enhance the area's beauty, connectivity, and vibrancy while improving the experience for its residents, neighbors, employees, commuters, and visitors.



Route 22&3 Southwest Ohio Extents



Route 22 & 3 Study Area Extents

DEMOGRAPHICS



Total Population:

Route 22 & 3

Township

Warren

18,854

40,525

242,337

Under 18 Population:

19.9%

24.6%

24.2%

Over 65 Population:

16.9%

13%

15.8%



Median Household Income:

\$94,543

\$117,853

\$104,066

Workforce Employment:

10,950

22,048

129,845

Work further than 15 minutes:

75.5%

72.8%

79.8%



Housing Units:

8,560

16,334

93,276

Median Housing Value:

\$278,900

\$312,500

\$271,000

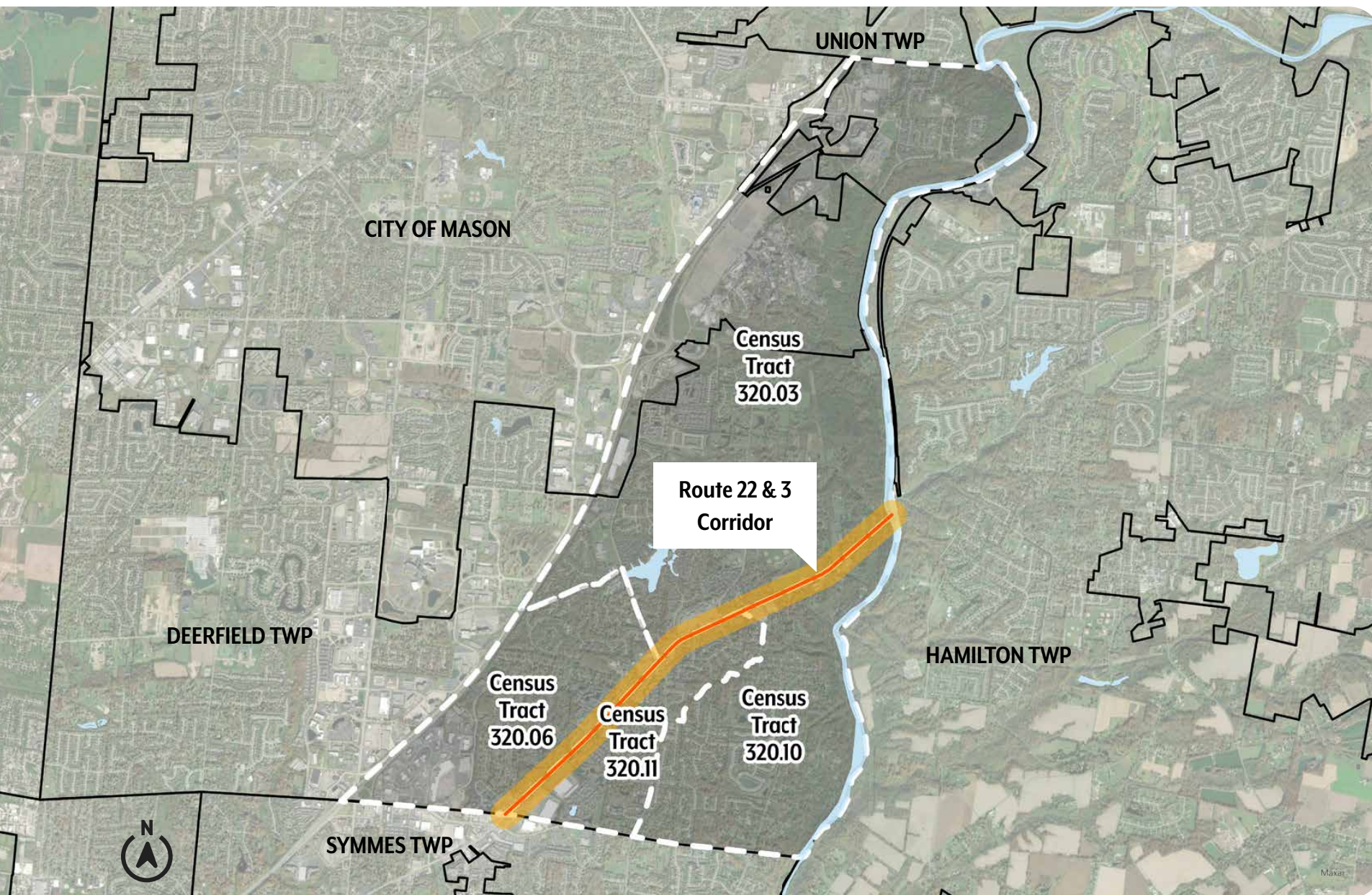
Renter Occupied:

29%

28.5%

18.3%

- All data sources from the U.S. Census Bureau via Decennial Census (2020) and American Community Survey (2023)
- The "Corridor" demographical area extends beyond study area, includes Census Tracts: 320.03, 320.06, 320.10, 320.11



Route 22 & 3 Census Tracts Identified

EXISTING CONDITIONS

The planning process started with a review of the existing conditions along the corridor. This research helped us identify the opportunities, issues, and focus areas that formed the basis for our public engagement and strategies. The analysis was compiled into a report that was shared with the Steering Committee and published on the project's website. The following list outlines the corridor elements that we studied:

- Average Annual Daily Traffic
- Regional Connections
- Character Areas
- Key Site Lines
- Topographic Map
- Water Features
- Land Use
- Zoning
- Community Facilities
- Vacant Parcels
- Building Heights and Setbacks
- Surface Parking Lots
- Access Driveways
- Block Size and Crossings
- Pedestrian Connectivity
- Bus Stops
- Residential Gateways
- Medians
- Landscaping
- Right-of-Way
- Tree Lawns
- Swales and Drainage

Key Findings

- The most trafficked areas are near Fields-Ertel Road and Landen Drive.
- There are four distinct character areas.
- Key sight lines exist as you approach the intersections of Old 3C Highway, Landen Drive, and Columbia Road. Careful planning and design are necessary to ensure safety and efficiency.
- The steepest slopes are near the Little Miami River in the Northeastern area. These hillsides are critical to the corridor's drainage, contributing to the River's watershed and water quality.
- The most common land use is residential (35%), split between Multi-family (18%) and single-family (17%), followed by commercial (25%) and parks and open space (25%).
- Very little vacancy exists along the corridor, and many vacant parcels are used as access drives or unbuildable land.
- The building heights and setbacks are very uniform.
- Fifty-six acres, or 17% of the study area, is surface parking.
- Sixty access points exist along the 3.2-mile stretch.
- Six (6) pedestrian crossings exist, resulting in an average block size near a half mile (.46).



CORRIDOR PROJECTS

Deerfield Streetscape and Landscape Enhancements

In 2023, Deerfield Township worked with the Kleingers Group to develop streetscape and landscape recommendations for areas around the township. Two sites were identified for gateway enhancements along 22 & 3. The upgrades included repainting signage, improving landscaping, incorporating township branding elements, and adding a ledge rock border. The gateway enhancements were slated for completion in 2025.

Columbia Road Improvements

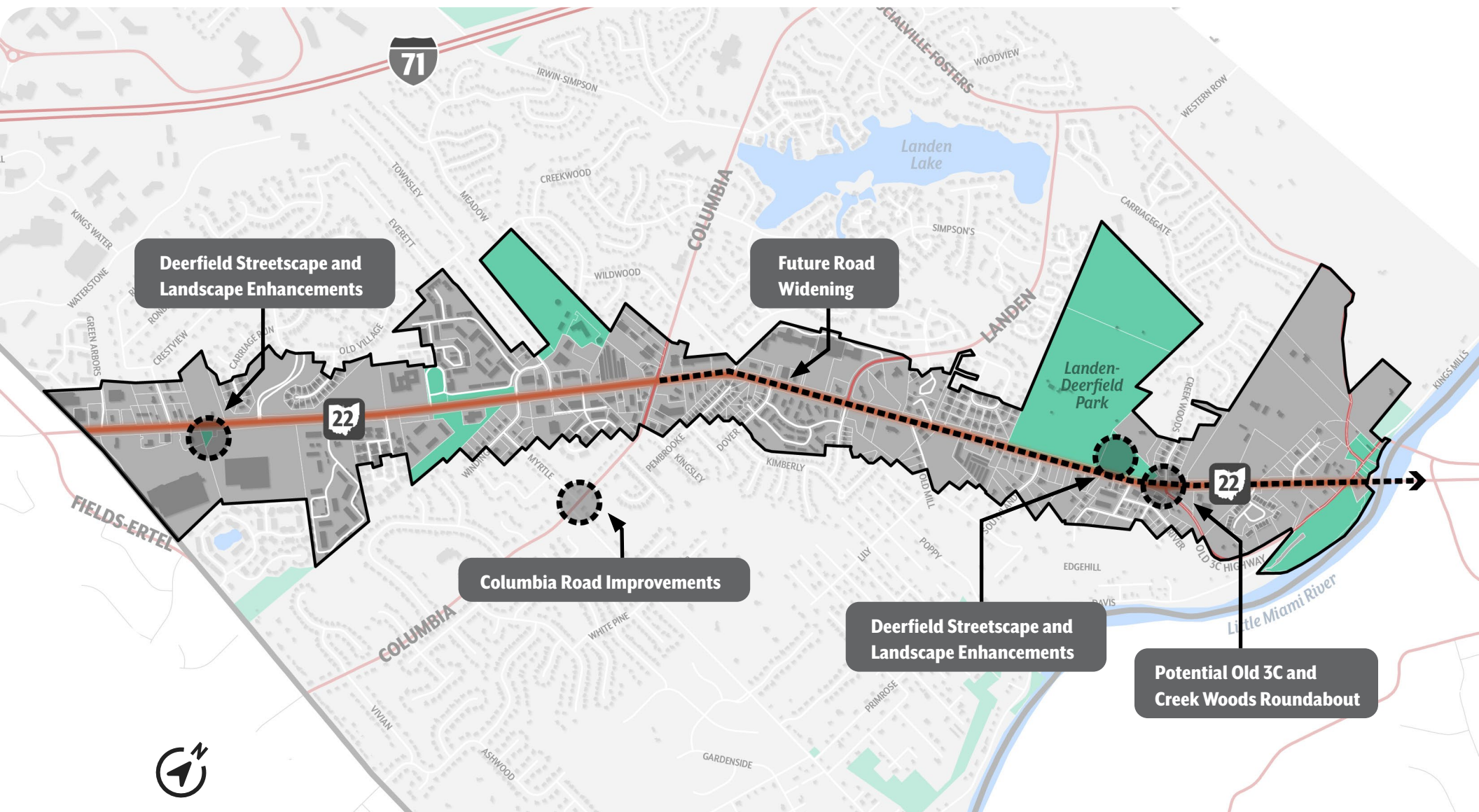
The Warren County Engineer's Office is constructing a roundabout at the intersection of Columbia Road, Davis Road, and Myrtle Ave. in Deerfield Township. The project is underway and tentatively scheduled to be completed in Summer 2025. The project scope includes a profile adjustment, drainage improvements, a large culvert replacement, and sidewalk stubs in the project area. This is just beyond the plan's scope area; however, the township can work with the county and ODOT to extend the improvements of Columbia Road from 22 & 3 to Fields-Ertel Road.

Potential Old 3C and Creek Woods Roundabout

In 2022, Warren County and ODOT began planning and evaluating the location of a roundabout at the intersection of 22 & 3, Old 3C Highway, and Creek Woods Place. The design of the roundabout is crucial for the visual appeal of the area. Deerfield Township can work with both agencies to ensure that if the roundabout plans proceed, the design will serve as an important gateway and beautification project for this section of 22 & 3.

Future Road Widening

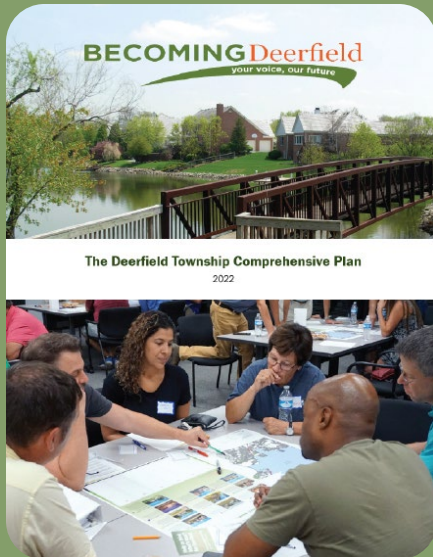
Warren County has identified the widening of 22 & 3 between Columbia Road and the Little Miami River as a priority in the 2023 Warren County Thoroughfare Plan. The widening is under evaluation, and there is an opportunity for the township to collaborate with the county and ODOT through the design process to ensure that the township's goals and vision for the character areas are taken into consideration.



Route 22 & 3 Parcels within 500' of Corridor Identified (Study Area).

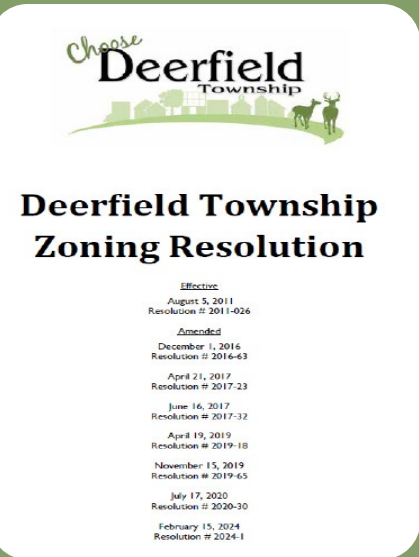
PURPOSE

The plan aims to optimize the development and use of the corridor in Deerfield Township to support the community's goals and vision, such as economic development, vibrant and friendly environments, enhanced connectivity, and sustainable growth. The Township recognizes the value of having a strategic framework in place for future development and redevelopment along Route 22 & 3. This plan will provide additional standards alongside the Becoming Deerfield Comprehensive Plan and the Zoning Resolution. It will help developers, business owners, Township staff, elected officials, and board members make informed decisions regarding development and infrastructure.



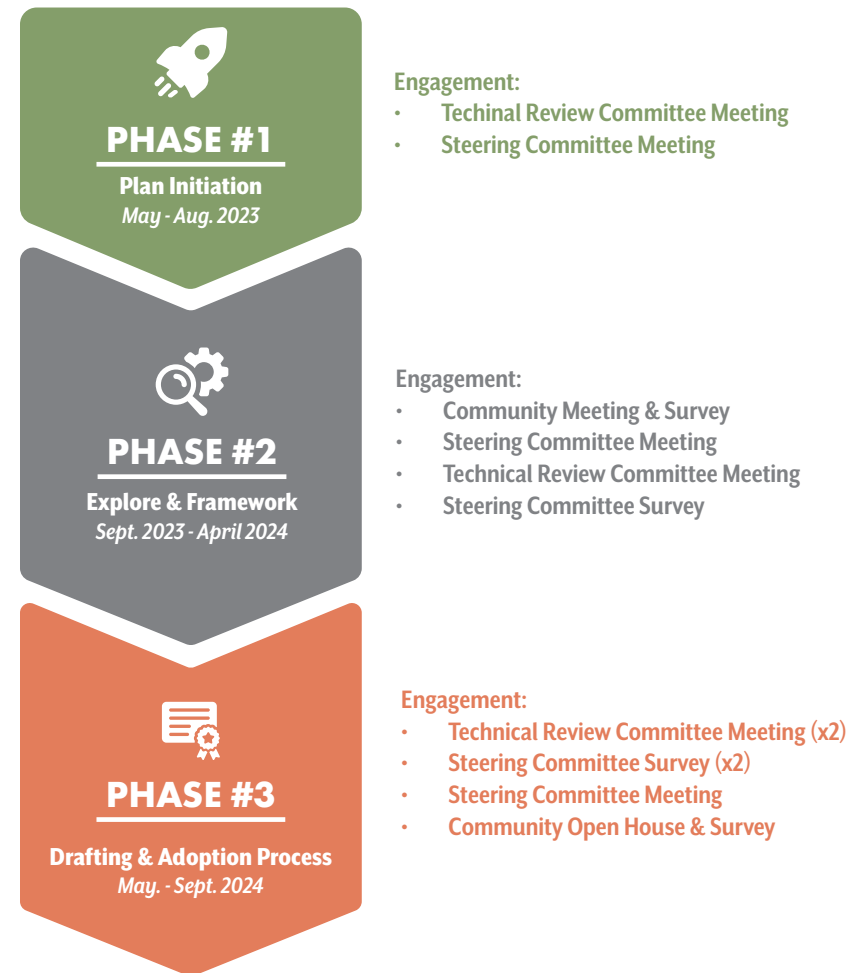
The **Deerfield Comprehensive Plan**, known as Becoming Deerfield, was adopted in 2022 to guide the community's urban and regional vision and goals. The plan identified twelve focus areas along the corridor and set the objective to prepare redevelopment plans for targeted corridors, including Route 22 & 3.

The **Deerfield Zoning Resolution** regulates land use and development while balancing competing interests, promoting public welfare, and guiding growth in a way that benefits both current and future residents and businesses.



PROCESS

The planning process was divided into three phases. The first phase involved establishing a steering committee of community members and stakeholders, researching existing conditions, and studying demographic trends. In the second phase, we met with the community to understand issues and needs along the corridor, developed the plan's framework, defined character areas, and created the vision, goals, and strategies. The third phase brought all the pieces together into the planning document, which was then reviewed by the committees and public, revised, and adopted.



COMMUNITY ENGAGEMENT

Community Meetings & Surveys

The Deerfield Township community participated in the planning process through multiple engagement events and online surveys. This input was critical to developing the goals, strategies, and actions in a responsive manner.

3 Community Meetings

2 Community Surveys

Steering Committee Meetings & Surveys

Our 17 Steering Committee members provided invaluable insight into how they want Route 22 & 3 to better serve their businesses and organizations in the future.

3 Steering Committee Meetings

4 Steering Committee Surveys

Technical Review Committee Meetings

The four members of the Technical Review Committee helped refine the details of the entire Route 22 & 3 Corridor Plan and provided a realistic timeline for implementation.

5 Technical Review Committee Meetings



242+

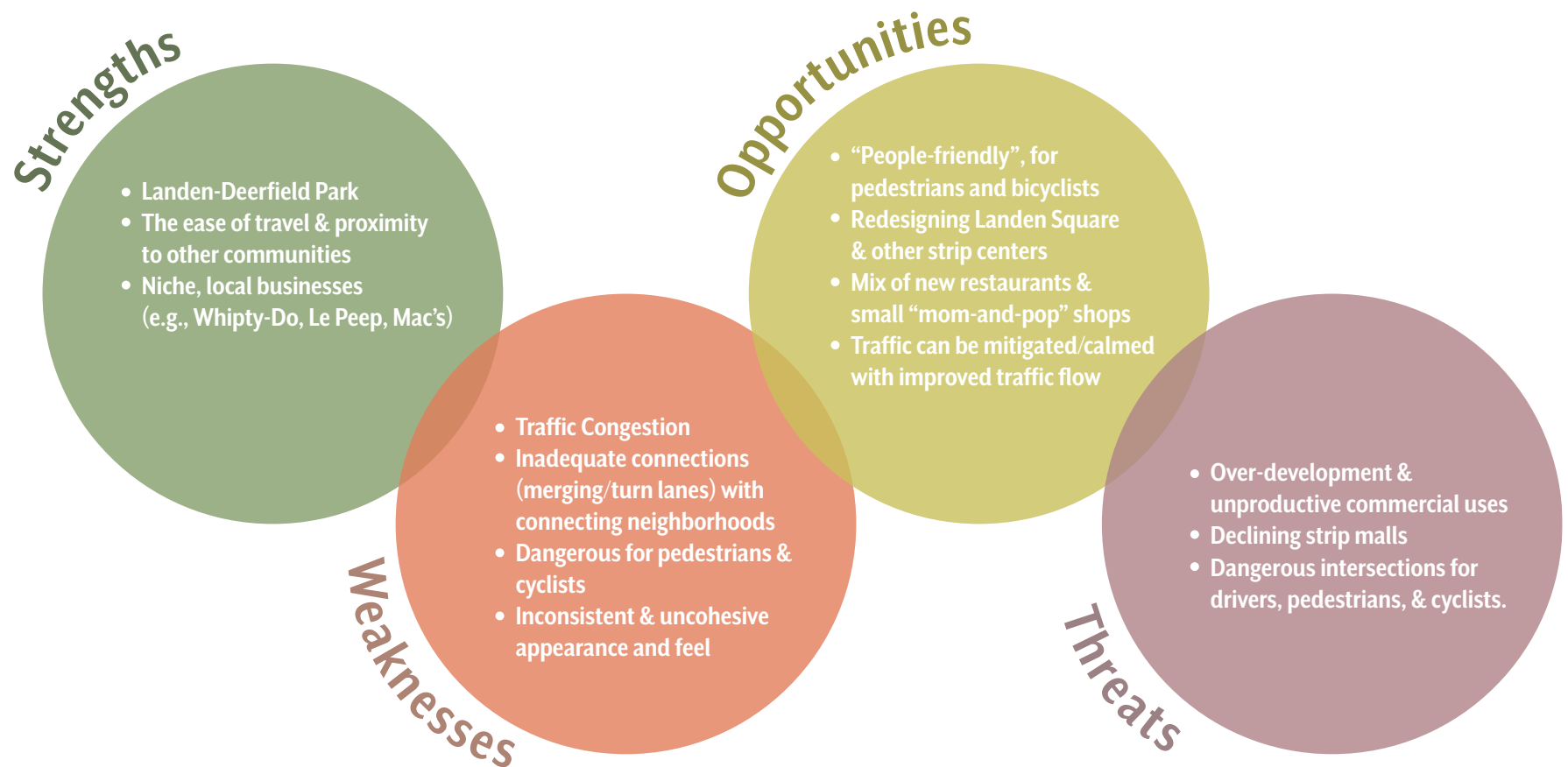
Public Participation

1,500+

Unique Website Visitors

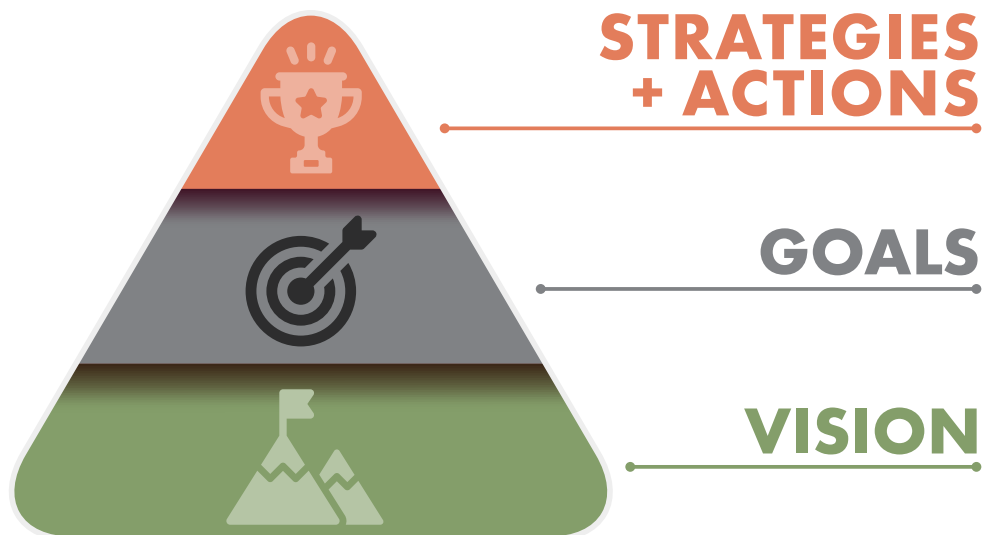


The community input gathered in phase one was organized into a SWOT analysis. It divided the input into Strengths, Weaknesses, Opportunities, or Threats. Strengths represent the positive aspects that should be protected. Weaknesses are negative aspects that need to be addressed. Opportunities are aspirational aspects that can improve the corridor. Threats are aspects that limit the corridor's potential and can cause harm. The community's SWOT analysis helped guide the drafting of the plan's vision, goals, and strategies throughout the process.



PLAN FRAMEWORK & FUNCTION

The plan's framework begins with the vision, establishing the community's ideal future for the corridor and serving as the foundation for the goals, strategies, & actions. The goals represent the overarching, desired outcomes that align with the three themes identified in the vision: "beautiful, connected, and vibrant." Lastly, the strategies & actions are policies, enforcement, or recommended actions aimed at achieving goals and fulfilling the vision.



The plan presents a set of carefully developed strategies based on feedback from the public, stakeholders, and Township elected officials, and staff. These strategies aim to achieve the Beautification, Connection, and Vibrancy goals in each of the four distinct Character Areas along the corridor. The plan is designed to allow residents, developers, staff, and elected officials to easily view the recommendations of a specific property and its surrounding character area. The proposed strategies are categorized into action items, zoning implementation, and overlay recommendations, each described in more detail below :



ACTION ITEMS are specific and actionable strategies that the Township can implement to achieve its goals for 22 & 3. These strategies can be executed independently by the Township or may involve collaborating with other agencies and property owners.



ZONING IMPLEMENTATION strategies aim to reinforce zoning regulations and discourage variances or changes to the Deerfield Township Zoning Resolution that can help implement the goals for 22 & 3.



OVERLAY RECOMMENDATION strategies propose additional requirements for the Township to adopt and implement along 22 & 3. These requirements aim to ensure that any new development or redevelopment along the corridor complies with the overlay standards and guidelines, particularly in terms of use, design, circulation, and safety.

The plan concludes with the implementation chapter, which outlines the lead & support entities, action items, and a timeframe for the Township's desired completion year of each item.



SECTION TWO: PLAN VISION



“ As a safe thoroughfare with useful amenities and nice aesthetics. ”

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

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

Route 22 & 3 will be beautiful, connected, and vibrant.

“ A beautiful, functional, and easily navigated area. ”

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

“ A beautiful and useful area that Deerfield residents are proud of. ”



SECTION THREE: PLAN GOALS

BEAUTIFICATION

Goal 1 | Create a unified, cohesive, beautiful, pleasant, and properly scaled environment for pedestrians, with enough landscape, lighting, and shade to provide comfort and safety.

Goal 2 | Strengthen the sense of place along the Route 22 & 3 Corridor.

Goal 3 | Incorporate sustainable practices into the corridor landscape to improve stormwater and natural resources.

BEAUTIFICATION aims to enhance the aesthetic appeal of urban areas. It involves strategies and interventions to make areas more visually attractive, pleasant, and enjoyable for residents and visitors.

BEAUTIFICATION typically includes various elements:

- Green Spaces, Landscaping, and Water Features
- Street Furniture and Lighting
- Public Art and Gateways
- Pedestrianization and Streetscape Improvements
- Public and Communal Spaces
- Placemaking and Community Identity

BEAUTIFICATION is not merely about superficial enhancements. It involves sustainable practices that improve a community's overall quality of life and contribute to a healthier urban environment. The aim is to create environments that are not only visually appealing but also functional, safe, and conducive to social interaction and well-being.

CONNECTIONS

Goal 1 | Pursue opportunities to upgrade and add sidewalks, trails, or shared-use paths to build a cohesive corridor for pedestrians of all ages and abilities.

Goal 2 | Future development and redevelopment prioritizes the on-site pedestrian experience and connections with the surrounding pedestrian network.

Goal 3 | Partner with transportation agencies to add safe pedestrian crossings on Route 22 & 3 at key anchor points, improve traffic flow and congestion, and upgrade the Township's transit network.

CONNECTIONS refers to the deliberate design and facilitation of physical and social linkages within an urban area. These connections are crucial for creating a cohesive, accessible, and functional urban environment that supports the needs and activities of residents and visitors.

CONNECTIONS typically include various elements:

- Vehicular Network, Infrastructure, and Safety
- Pedestrian Network, Infrastructure, and Safety
- Cycling Network, Infrastructure, and Safety
- Trail System
- Public Transportation
- Accessibility
- Site Design and Circulation

CONNECTIONS emphasizes creating a well-connected, integrated, and livable urban environment that supports mobility, accessibility, social interaction, and sustainability. It involves careful consideration of physical infrastructure, social dynamics, and environmental stewardship to enhance the overall quality of life for residents and visitors.

VIBRANCY

Goal 1 | Build upon community anchors and improve key opportunity areas.

Goal 2 | Ensure the land uses along the corridor enhance the local character of the community.

Goal 3 | Future development and redevelopment is cohesive and compliments the area's envisioned identity and vibrant appearance.

VIBRANCY is the energetic and dynamic quality of an urban area. It is characterized by a bustling atmosphere, diverse activities, and a sense of liveliness that attracts people and encourages social interaction. Vibrant urban spaces are often associated with creativity, cultural richness, economic vitality, and a high quality of life.

VIBRANCY typically includes various elements:

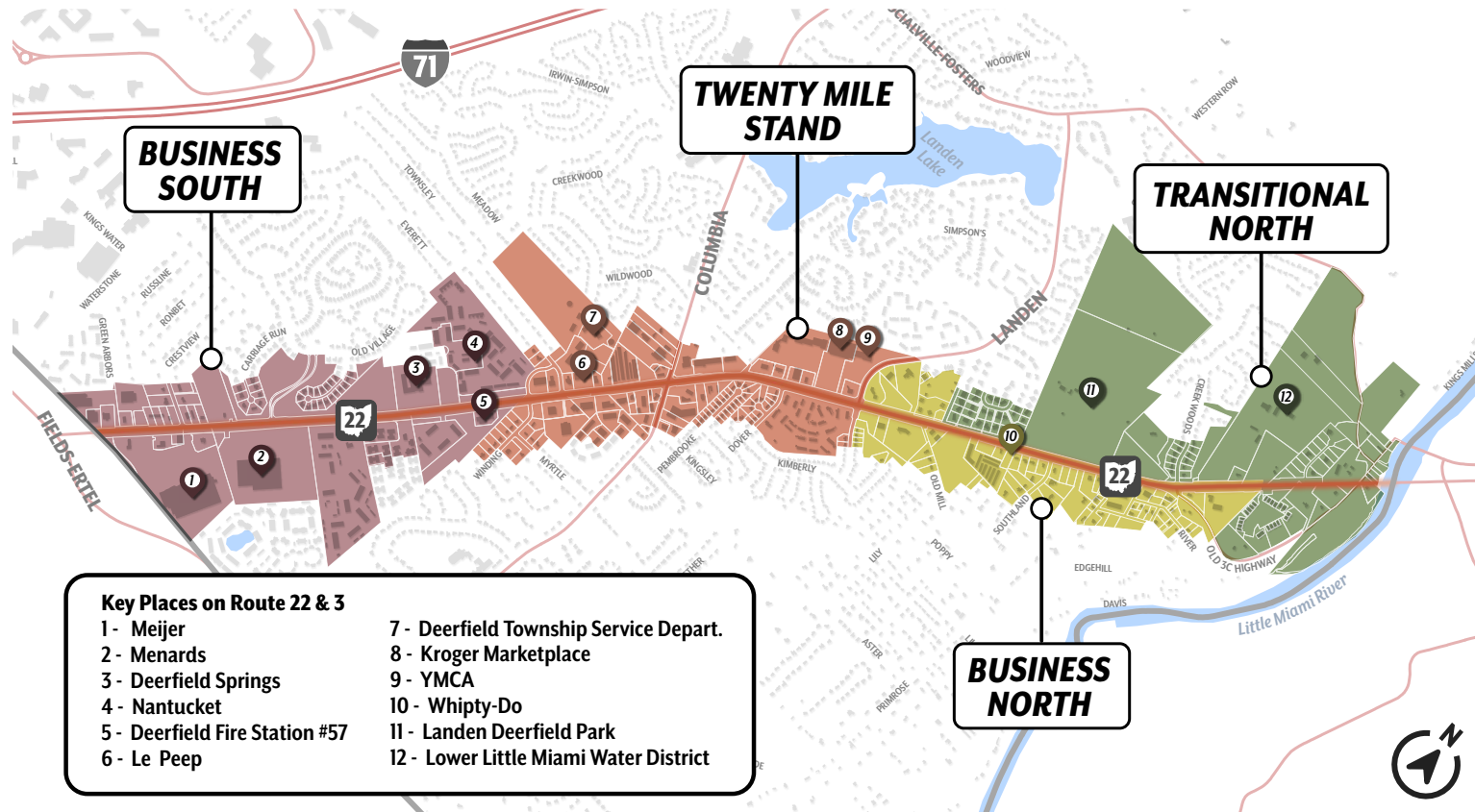
- Community Anchors
- Mixed Use Environments
- Public and Communal Spaces
- Building Architecture
- Walkability and Connectivity
- Commerce Attractions
- Safety and Comfort

VIBRANCY is about creating dynamic, inclusive, and culturally rich urban spaces. It involves a careful balance of physical design, cultural programming, economic policies, and community engagement to create environments where people want to live, work, and play.

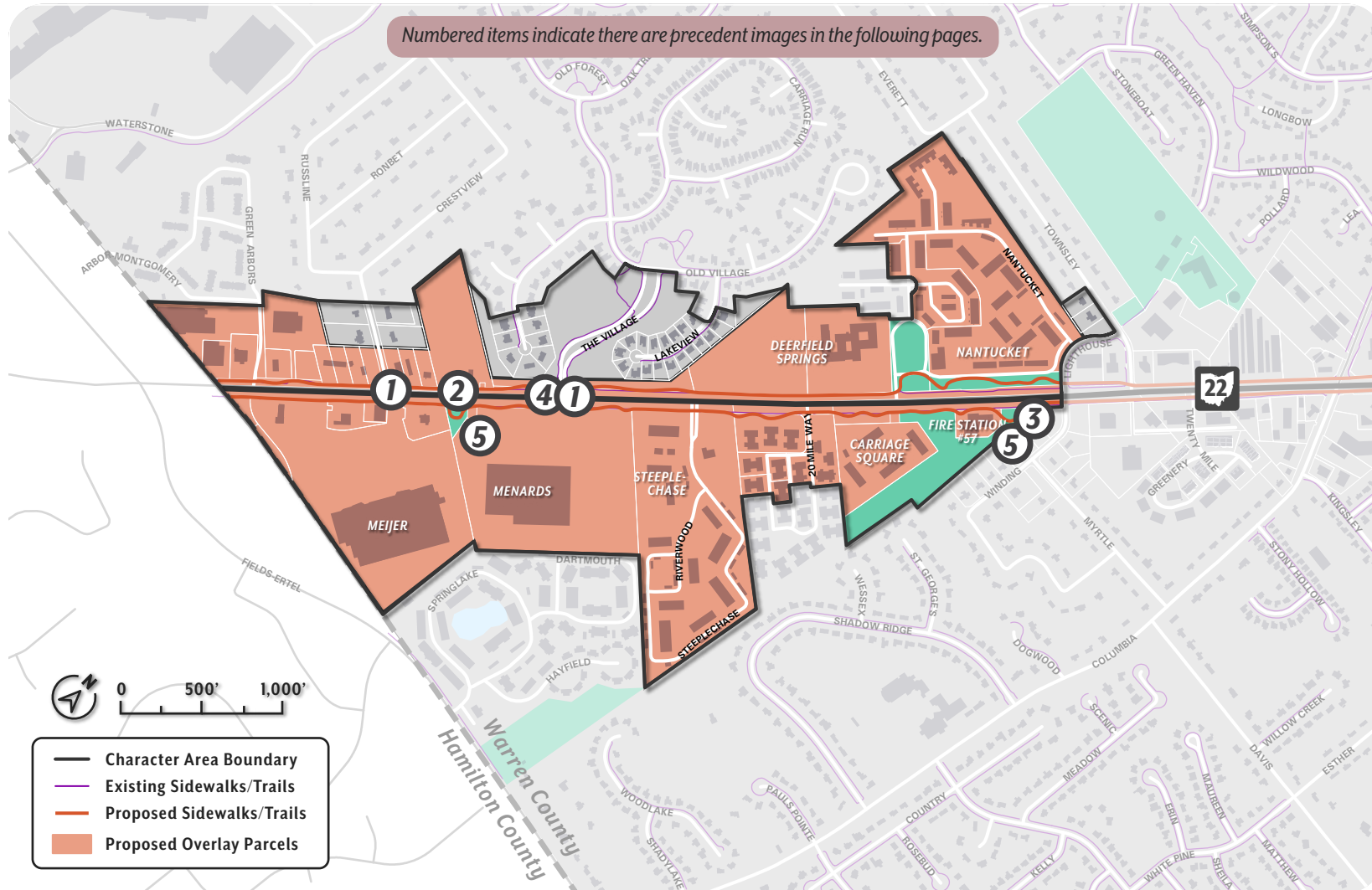
SECTION FOUR: CHARACTER AREAS AND STRATEGIES



Character areas are distinct geographic or thematic areas along Route 22 & 3 with unique physical patterns, appearance, land uses, and activity. These areas are identified and defined based on their specific attributes and qualities, which set them apart from surrounding areas and contribute to the overall diversity and identity of the corridor. Each character area section begins with the area's identity and vision, followed by the strategies. The plan strategies have been organized and applied to the specific character area sections based on the area's unique characteristics and needs. The sections conclude with guiding visual opportunities and inspiration.



BUSINESS SOUTH



The **Business South** is larger in scale than the remainder of the corridor, and it is filled by big box stores and multi-family complexes. Due to its convenient location near Fields-Ertel and Interstate-71, it's a popular spot for corporate and auto-oriented businesses. We aim to prioritize redevelopment in the Business South to increase the land potential and create an exciting and thriving environment that emphasizes pedestrian connection and circulation.



BEAUTIFICATION STRATEGIES

- ▶ Develop a consistent family of intersection enhancements (landscaping, paving walls, furnishings, lighting) and signage/branding that is related to the gateways. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ ① Develop a crosswalk design specific to Route 22 & 3 to help establish character and a sense of place at Crestview Drive and The Village Drive. *See precedents in the Twenty Mile Stand section*
- ▶ ② Build upon the proposed gateway improvements near Menards with public open space enhancements that provide a welcoming and visually pleasant environment for people entering the Route 22 & 3. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement plan*
- ▶ ③ Create a new community park adjacent to the fire station to provide a community space, rest area, and picnic lawn, and to improve Township land and encourage family-friendly activities.
- 📖 Utilize landscape buffers to help screen adjacent parking areas without limiting the business/building visibility.
- ▶ Enhance existing grass swales with more landscaping to improve stormwater runoff quantity and quality. *See precedent in Transitional North section*
- ▶ Develop a consistent plant palette for gateways, medians, buffers, and right-of-way plantings along the entire corridor that coordinates with the 2023 Deerfield Street scape Landscape Enhancement plan while reducing maintenance demand and providing visual interest that is unique to Route 22 & 3.
- ▶ Develop a consistent family of furnishings, paving, lighting treatments, and amenities that complement the color scheme of the gateways while adding earth tone accents.
- ▶ Develop a cohesive signage strategy that is compatible with the Township's branding and the materials, style, and color of the proposed streetscape amenities.



Proposed gateway near Menards enhancements by Kleingers Group



Precedent for cohesive signage strategy in Milford, Ohio by Brownstone Designs



Existing Streetscape along Route 22 & 3 at The Village Drive



Note: This is a conceptual image based on the potential application of the strategies herein.

- A** Preserve and coordinate with existing trees and buffers along the edges of the right-of-way
- B** Develop a continuous sidewalk design with paver banding
- C** Develop a crosswalk design specific to Route 22 & 3 to improve visibility and safety
- D** Intersection enhancements
- E** Accessible and meandering sidewalks/ multi-use paths (8-12') that offer safe and parklike experience
- F** Develop a consistent plant palette for gateways, medians, intersections, buffers, street trees, and other right-of-way plantings
- G** Develop a consistent family of furnishings, pavings, lighting treatments, signage/ banners, and amenities

CONNECTION STRATEGIES

- ▶

① Develop a crosswalk design specific to Route 22 & 3 to improve pedestrian path visibility and increase intersection safety at Crestview Drive and The Village Drive. *See precedents in the Twenty Mile Stand section*
- ▶

④ Study enhancements for a pedestrian refuge island at The Village Drive to improve pedestrian safety and age-friendly crossing.
- ▶

⑤ Create pedestrian rest areas along Route 22 & 3 with seating and shade to encourage pedestrian circulation and age-friendly access at the gateway open space near Menards and the fire station open space.
- 📄

Encourage private frontage properties to partner with the Township to enhance existing sidewalks and create accessible, meandering (where feasible), multi-use paths that are set back from traffic and offer a safe, park-like environment with seating and shade for users of all abilities. *See precedent in Transitional North section and/or Nantucket Apartments and The Maples at 20 Mile Farm*
- 📄

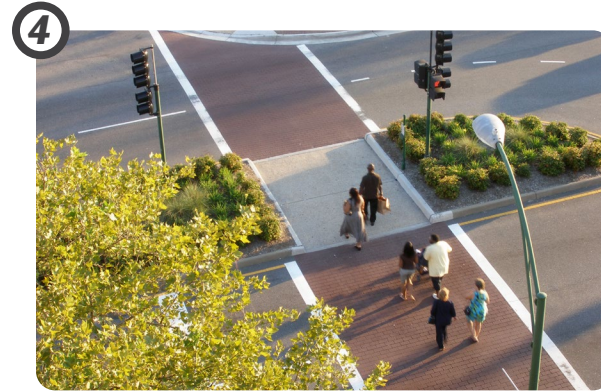
Enforce all required bicycle parking.
- 📄

Require walkway connections from the sidewalk network to the building's primary entrance.
- 📄

Required landscaped medians and islands for non-residential uses should include a minimum four-foot path throughout the designed area to provide safe, age-friendly access throughout the site's interior parking areas. *See precedent in the Twenty Mile Stand section*
- 📄

New developments and redevelopments for non-residential use should provide safe, non-motorized transportation throughout the internal streets and perimeter roads and be connected by a cross-access easement to adjacent parcels, including a network of sidewalks and crosswalks to encourage pedestrian circulation. *See precedent in the Twenty Mile Stand section*
- ▶

Coordinate with ODOT and Warren County Engineer's Office to develop an access management strategy to improve pedestrian safety and vehicular flow and driveway apron standards for the corridor.



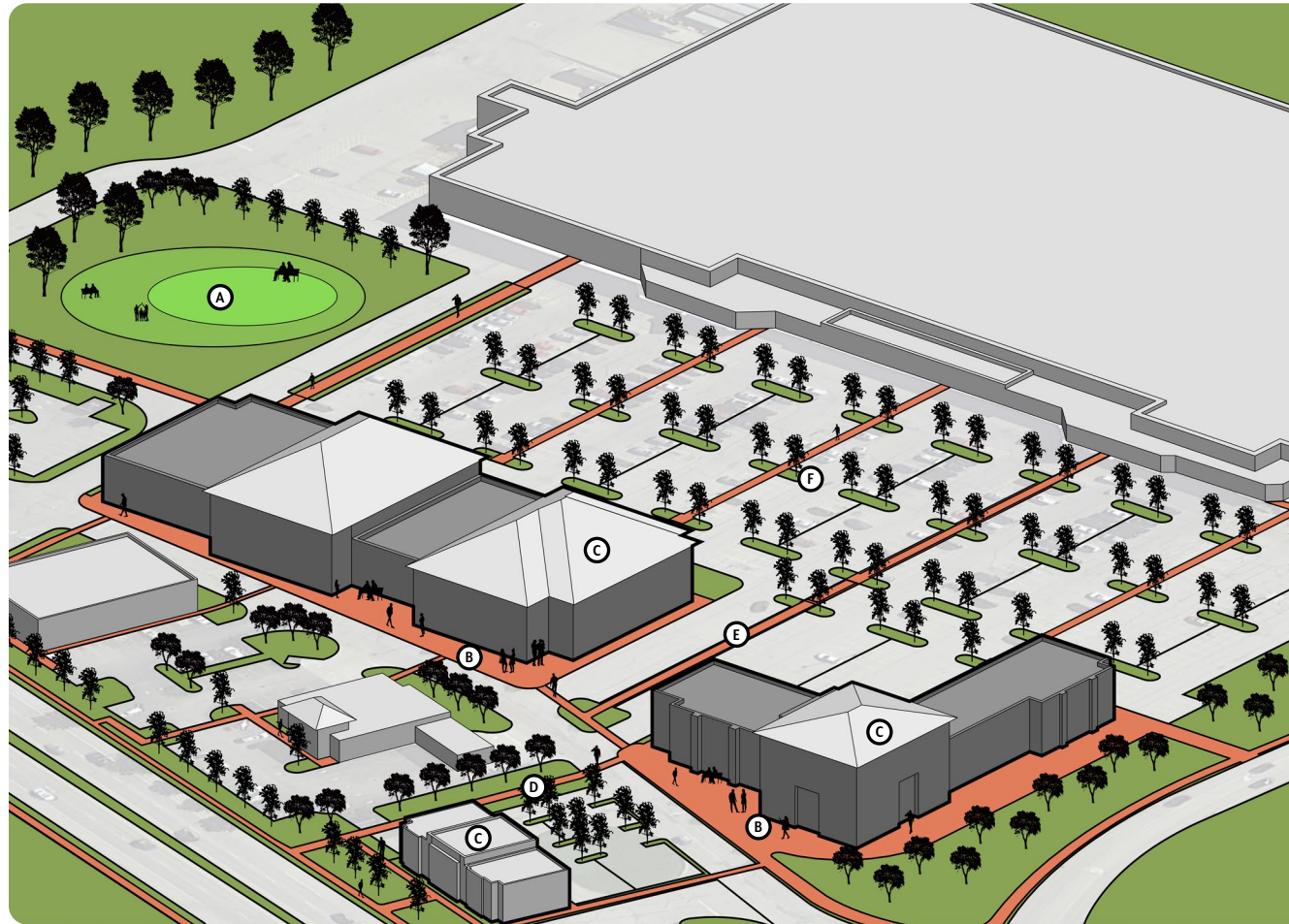
Refuge islands increase safety and accessibility for crossing pedestrians by reducing the crossing length/time.



Rest areas encourage walking by giving safe spaces for pedestrians to stop and sit.



Existing Meijer lot and surrounding properties



Note: This is a conceptual redevelopment image based on the potential application of the strategies herein.

- A** Dedicated active park and community spaces within large development sites
- B** Provide public plazas and outdoor spaces with connectivity between businesses
- C** Infill buildings into open parking areas oriented with parking in the rear
- D** Cross-access walkways from Route 22 & 3 and from building to building to provide pedestrian circulation throughout
- E** Parking medians and islands with walking paths offer pedestrians a safer, separated route away from vehicles in large parking lots
- F** Trees islands added to parking areas to increase shade area and reduce surface temperatures

VIBRANCY STRATEGIES



Enforce building relationship and outparcel orientation requirements to frame adjacent sidewalks, streets, and intersections to develop a more coherent environment.



Require developers to reduce their front yard setback by locating surface parking to the side and/or rear yards to lessen the visibility of parking from sidewalks and/or streets.



Require all non-residential uses greater than five acres to devote a minimum of 5% of land to active park and recreational uses or facilities, outdoor plazas, or other communal outdoor spaces to create new public amenities and engaging environments.



Encourage adjacent business uses to enter into shared parking agreements to consolidate surface parking and reduce access driveways along Route 22 & 3.



Encourage developers to reduce disposable parking surfaces to create new outparcel lots, landscape areas, active park and recreational uses or facilities, outdoor plazas, or other communal outdoor spaces.



Prohibit and/or reduce the number of Adult Establishments, CBD Establishments, Hookah Lounges, Marijuana Businesses, Outdoor Storage, Self-Storage Facilities, and Vape or Smoke Shops.

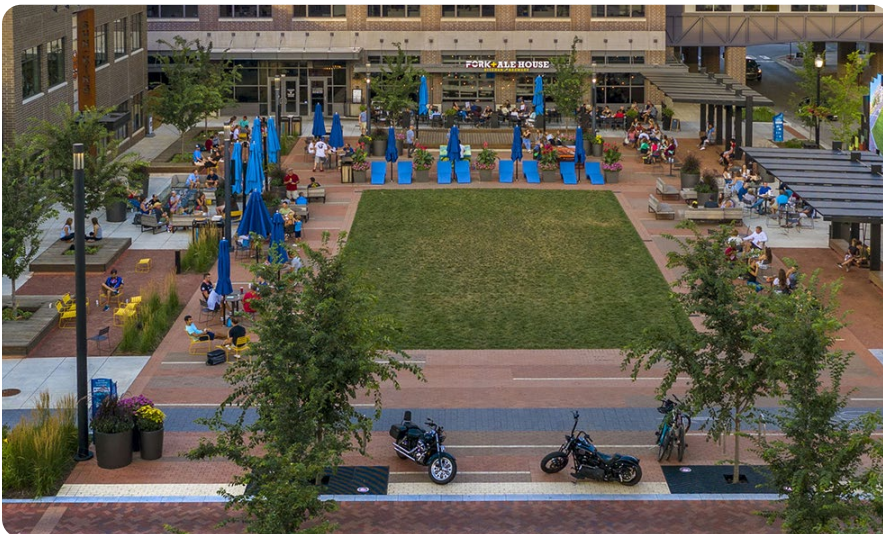


Limit and/or reduce the number of Auto-oriented businesses in the Business South to greater than 1,000 feet between uses, including Automotive Fuel Sales, Automotive Repair, Automotive Sales or Rentals, Automotive Service, and Automotive Washing Facilities.

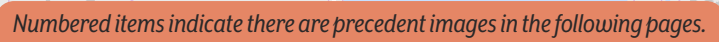


Building Guidelines:

- Buildings directly along Route 22 & 3 should be within 30 feet of the street right-of-way line to frame the street and discourage front yard parking.
- Buildings can be 1-4 stories tall unless adjacent to single-family zoning districts, then the buildings can be 1-2 stories tall.
- Use of at least 2 different materials of brick, jumbo brick, stone, wood, or cultured stone combined with 40% windows or transparent entrances on the front facade and 20% on the secondary facade. The use of EIFS material is prohibited.
- Each facade includes a variety of architectural treatments, both vertical and horizontal features, that break up facade walls, including building projections, recesses, cornices, pilasters, contrasting horizontal or vertical bands, awnings, canopies, balconies, or varying colors.
- Include roof line changes that fluctuate and/or create asymmetrical forms to enhance building design.
- Bright and neon colors should be limited
- Freestanding signage should be a ground-mounted structure with the base constructed with similar materials as the primary building(s) in a landscaped area of trees, shrubs, low-level plantings, and/or perennials. Electronic message signs are prohibited.
- LED, neon tubing, and string lights used as building accent lighting or window trimming are prohibited. String lights may be used as decoration around outdoor eating and drinking areas, parks, public spaces, or gathering areas.
- Chain businesses should create unique designs that are complimentary to the surrounding character.



Note: These are images to be used as inspiration for the desired implementation of strategies.



The **Twenty Mile Stand** is the heart of the corridor fed by Columbia Road and Landen Drive. It's a robust hub for local businesses, brimming with potential for redevelopment and revitalization of older strip centers. We want to invigorate the Twenty Mile Stand as redevelopment occurs to be a community anchor in Deerfield Township once again, a place residents visit because of the attractive businesses, welcoming streetscape, and outdoor spaces.



BEAUTIFICATION STRATEGIES

- ▶ Develop a consistent family of intersection enhancements (landscaping, paving walls, furnishings, lighting) and signage/branding that is related to the gateways. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ ① Develop a crosswalk design specific to Route 22 & 3 to help establish character and a sense of place at Townsley Drive, Columbia Road, and Landen Drive.
- ▶ ② Create a Crossroads Plaza at the southeastern corner of the Columbia intersection celebrating the historical site of the original Twenty Mile Stand with seating, shade, and landscaping to encourage pedestrian circulation and age-friendly access.
- 📄 Utilize landscape buffers to help screen adjacent parking areas without limiting the business/building visibility.
- ▶ Enhance existing grass swales with more landscaping to improve stormwater runoff quantity and quality. *See precedent in Transitional North section*
- ▶ Develop a consistent plant palette for gateways, medians, intersections, buffers, street trees, and other right-of-way plantings along the entire corridor while reducing maintenance demand and providing visual interest that is unique to Route 22 & 3. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ Develop a consistent family of furnishings, paving, lighting treatments, and amenities that complement the color scheme of the gateways while adding earth tone accents.
- ▶ Develop a cohesive signage strategy that is compatible with the Township's branding and the materials, style, and color of the proposed streetscape amenities. *See precedent in the Business South section*
- ▶ ③ Partner with Duke Energy to explore the possibility of enhancing screening of the utility site near Columbia Road from the public view.



Abstract painted crosswalk design in Sacramento, California



Stamped asphalt crosswalk design in Plymouth, Minnesota



Conceptual design for Crossroads Plaza at the intersection of Route 22 & 3 and Columbia Road



Existing Streetscape along Route 22 & 3 at Columbia Road



Note: This is a conceptual image based on the potential application of the strategies herein.

- (A)** Establish apron standards for driveways along the corridor
- (B)** Coordinate with Duke Energy to enhance screening
- (C)** Develop a continuous sidewalk design with paver banding
- (D)** Utilize landscape buffers to help screen adjacent parking lots

- (E)** Develop a crosswalk design that celebrates the central crossroads of the corridor and improves visibility
- (F)** Intersection enhancements
- (G)** Develop a consistent plant palette for gateways, medians, intersections, buffers, street trees, and other right-of way plantings

- (H)** Develop a consistent family of furnishings, pavings, lighting treatments, signage/banners, and amenities
- (I)** Twenty Mile Stand/Crossroads Gateway Park with landscaping, shade, furnishings, lighting treatments, and amenities to activate space and encourage community use
- (J)** Regularly spaced street trees, lights, and banners within this area

CONNECTION STRATEGIES

- 

① Develop a crosswalk design specific to the 22 & 3 corridor to improve pedestrian path visibility and increase intersection safety at Townsley Drive, Columbia Road, and Landen Drive.
- 

Increase existing sidewalk widths in the Twenty Mile Stand to provide multi-use paths with ADA accessibility that improve comfort and safety for pedestrians, bicyclists, strollers, and wheelchairs in the core area.
- 

Collaborate with GO Metro to explore the possibility of extending regional routes to add a stop east of Columbia Road.
- 

Enforce all required bicycle parking.
- 

Require walkway connections from the sidewalk network to the building's primary entrance.
- 

Required landscaped medians and islands for non-residential uses should include a minimum four-foot path throughout the designed area to provide safe, age-friendly access throughout the site's interior parking areas.
- 

New developments and redevelopments for non-residential use should provide safe, non-motorized transportation throughout the internal streets and perimeter roads and be connected by a cross-access easement to adjacent parcels, including a network of sidewalks and crosswalks to encourage pedestrian circulation.
- 

④ Create pedestrian rest areas along 22 & 3 with seating and shade to encourage pedestrian circulation and age-friendly access at the Columbia intersection and near Landen Square.
- 

⑤ Coordinate with ODOT and Warren County to align Columbia Road improvements with local goals and further enhance non-motorized transportation routes.
- 

Coordinate with ODOT and Warren County Engineer's Office to develop an access management strategy to improve pedestrian safety and vehicular flow and driveway apron standards for the corridor.



A multi-use path in Austin, Texas provides additional buffer from pedestrians and traffic while giving a dedicated lane for cyclists.



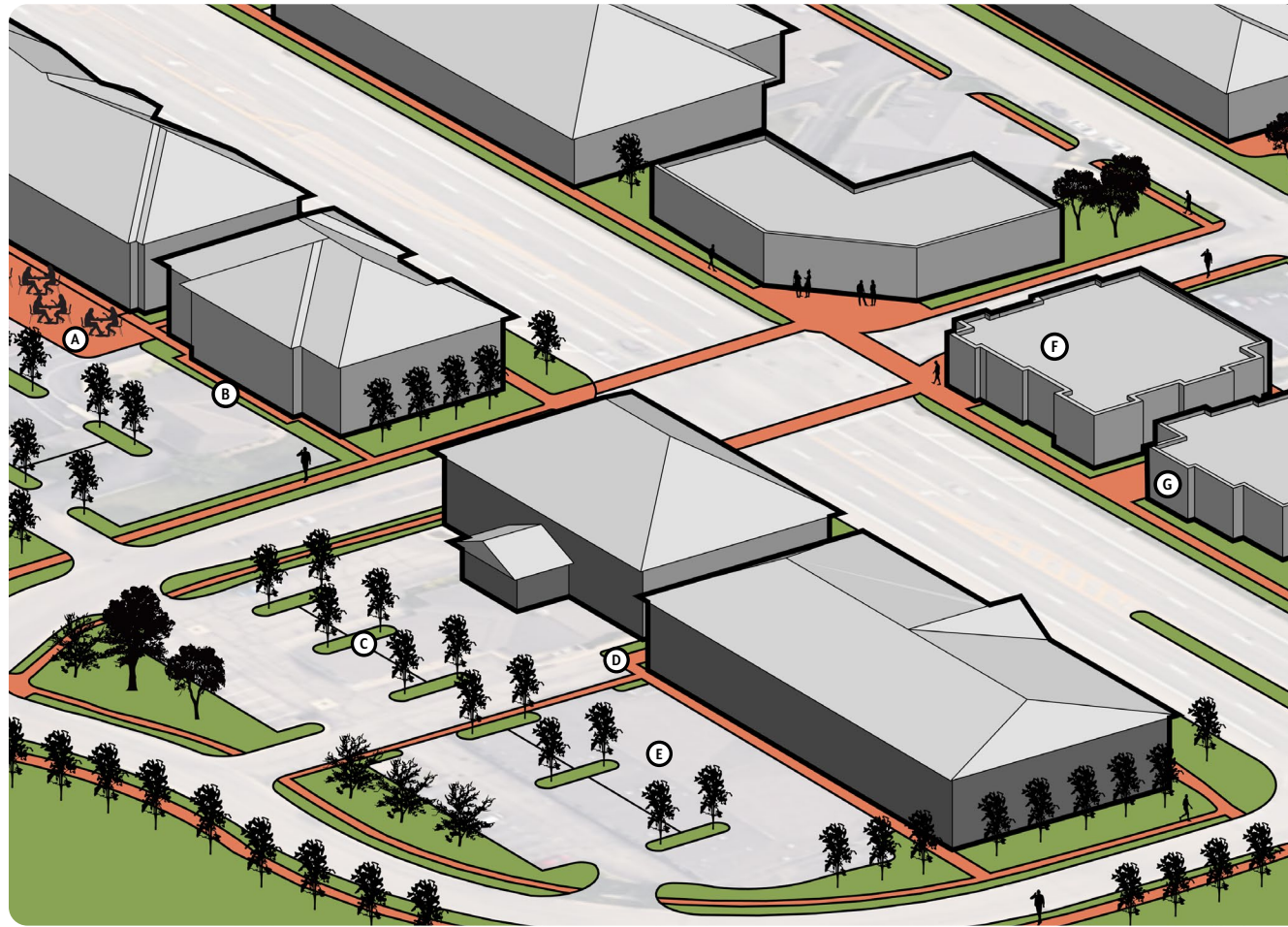
Parking medians and islands with walking paths offer pedestrians a safer, separated route away from vehicles.



Cross-access easements with pedestrian connections in commercial areas encourage visitors to walk and explore more storefronts.



Existing businesses at 22 & 3 and Townsley Drive



Note: This is a conceptual redevelopment image based on the potential application of the strategies herein.

- A** Outdoor dining / plazas to bring business and public activity outside
- B** Cross access paths providing dedicated paths between businesses
- C** Trees islands added to parking areas to increase shade area and reduce surface temperatures
- D** Walkway connections from the sidewalk network to the building's primary entrance
- E** Parking relocated to the rear and side yards for buildings fronting Route 22 & 3
- F** Buildings oriented to front Route 22 & 3, reducing setbacks to create "main street" feel
- G** Buildings that utilize changes in plane per the building design guidelines

VIBRANCY STRATEGIES



Enforce building relationship and outparcel orientation requirements to frame adjacent sidewalks, streets, and intersections to develop a more coherent environment.



Require developers to reduce their front yard setback by locating surface parking to the side and/or rear yards to lessen the visibility of parking from sidewalks and/or streets.



Require all non-residential uses greater than five acres to devote a minimum of 5% of land to active park and recreational uses or facilities, outdoor plazas, or other communal outdoor spaces to create new public amenities and engaging environments.



Encourage adjacent business uses to enter into shared parking agreements to consolidate surface parking and reduce access driveways along Route 22 & 3.



Encourage developers to reduce disposable parking surfaces to create new outparcel lots, landscape areas, active park and recreational uses or facilities, outdoor plazas, or other communal outdoor spaces.



Prohibit and/or reduce the number of Adult Establishments, CBD Establishments, Hookah Lounges, Marijuana Businesses, Outdoor Storage, Self-Storage Facilities, Vape or Smoke Shops, and Auto-oriented businesses, including Automotive Fuel Sales, Automotive Repair, Automotive Sales or Rentals, Automotive Service, and Automotive Washing Facilities.



Develop initiatives to attract and retain locally-owned businesses.

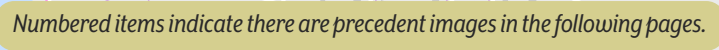


Building Guidelines:

- Buildings directly along Route 22 & 3 should be within 15 feet of the street right-of-way line to frame the street and discourage front yard parking.
- Buildings directly along Route 22 & 3 can be 1-2 stories tall to create a business core that is quaint and welcoming .
- Use of at least 2 different materials of brick, jumbo brick, stone, wood, or cultured stone combined with 40% windows or transparent entrances on the front facade and 20% on the secondary facade. The use of EIFS material is prohibited.
- Each facade includes a variety of architectural treatments, both vertical and horizontal features, that break up facade walls, including building projections, recesses, cornices, pilasters, contrasting horizontal or vertical bands, awnings, canopies, balconies, or varying colors.
- Include roof line changes that fluctuate and/or create asymmetrical forms to enhance building design.
- Bright and neon colors should be limited
- Freestanding signage should be a ground-mounted structure with the base constructed with similar materials as the primary building(s) in a landscaped area of trees, shrubs, low-level plantings, and/or perennials. Electronic message signs are prohibited.
- LED, neon tubing, and string lights used as building accent lighting or window trimming are prohibited. String lights may be used as decoration around outdoor eating and drinking areas, parks, public spaces, or gathering areas.
- Chain businesses should create unique designs that are complimentary to the surrounding character.



Note: These are images to be used as inspiration for the desired implementation of strategies.



The **Business North** extends 22 & 3's core area, the Twenty Mile Stand, and includes a variety of commercial establishments such as an ice cream shop, thrift store, salon, and animal hospital. In contrast to the tightly packed shops in the core area, the Business North features standalone businesses with ample space between them, providing a charming roadside setting surrounded by greenery. Our goal is to foster a local, small-business atmosphere in the Business North and to advocate for future development and redevelopment that is less intense and harmonizes with the lush scenery of the area.



BEAUTIFICATION STRATEGIES

- ▶ Develop a consistent family of intersection enhancements (landscaping, paving walls, furnishings, lighting) and signage/branding that is related to the gateways. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ ① Coordinate with ODOT and Warren County to incorporate gateway signage and landscaping in the potential Old 3C roundabout.
- 📄 Utilize landscape buffers to help screen adjacent parking areas without limiting the business/building visibility.
- ▶ Enhance existing grass swales with more landscaping to improve stormwater runoff quantity and quality. *See precedent in Transitional North section*
- ▶ Develop a consistent plant palette for gateways, medians, intersections, buffers, street trees, and other right-of-way plantings along the entire corridor while reducing maintenance demand and providing visual interest that is unique to Route 22 & 3. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ Develop a consistent family of furnishings, paving, lighting treatments, and amenities that complement the color scheme of the gateways while adding earth tone accents.
- ▶ Develop a cohesive signage strategy that is compatible with the Township's branding and the materials, style, and color of the proposed streetscape amenities. *See precedent in the Business South section*



Roundabout
landscape design
precedent in Carmel,
Indiana



Existing Streetscape along 22&3 in the Business and Transitional North character areas



Note: This is a conceptual image based on the potential application of the strategies herein.

- A** Preserve and coordinate with existing trees and buffers along the edges of the right-of-way
- B** Establish apron standards for driveways along the corridor as part of an Access Management plan
- C** Develop a continuous sidewalk design with paver banding
- D** Utilize landscape buffers to help screen adjacent parking lots
- E** Create/enhance pedestrian connections to local business destinations
- F** Accessible and meandering sidewalks/ multiuse paths (8-12') that offer safe and parklike experience
- G** Develop a consistent plant palette for gateways, medians, intersections, buffers, street trees, and other right of way plantings
- H** Develop a consistent family of furnishings, pavings, lighting treatments, signage/ banners, and amenities

CONNECTION STRATEGIES



Encourage private frontage properties to partner with the Township to enhance existing sidewalks and create accessible, meandering (where feasible), multi-use paths that are set back from traffic and offer a safe, park-like environment with seating and shade for users of all abilities. *See precedent in Transitional North section and/or Nantucket Apartments and The Maples at 20 Mile Farm*



Enforce all required bicycle parking.



Require walkway connections from the sidewalk network to the building's primary entrance.



Required landscaped medians and islands for non-residential uses should include a minimum four-foot path throughout the designed area to provide safe, age-friendly access throughout the site's interior parking areas. *See precedent in Twenty Mile Stand section*



New developments and redevelopments for non-residential use should provide safe, non-motorized transportation throughout the internal streets and perimeter roads and be connected by a cross-access easement to adjacent parcels, including a network of sidewalks and crosswalks to encourage pedestrian circulation. *See precedent in Twenty Mile Stand section*



① Coordinate with ODOT and Warren County to align 22 & 3 widening and possible Old 3C roundabout with local goals.



② Research opportunities for a pedestrian crossing at Landen-Deerfield Park.



Coordinate with ODOT and Warren County Engineer's Office to develop an access management strategy to improve pedestrian safety and vehicular flow and driveway apron standards for the corridor.

VIBRANCY STRATEGIES



Enforce building relationship and outparcel orientation requirements to frame adjacent sidewalks, streets, and intersections to develop a more coherent environment.



Require developers to reduce their front yard setback by locating surface parking to the side and/or rear yards to lessen the visibility of parking from sidewalks and/or streets.



Require all non-residential uses greater than five acres to devote a minimum of 5% of land to active park and recreational uses or facilities, outdoor plazas, or other communal outdoor spaces to create new public amenities and engaging environments.



Encourage adjacent business uses to enter into shared parking agreements to consolidate surface parking and reduce access driveways along 22 & 3.



Encourage developers to reduce disposable parking surfaces to create new outparcel lots, landscape areas, active park and recreational uses or facilities, outdoor plazas, or other communal outdoor spaces.



Prohibit and/or reduce the number of Adult Establishments, CBD Establishments, Hookah Lounges, Marijuana Businesses, Outdoor Storage, Self-Storage Facilities, Vape or Smoke Shops, and Auto-oriented businesses, including Automotive Fuel Sales, Automotive Repair, Automotive Sales or Rentals, Automotive Service, and Automotive Washing Facilities.



Develop initiatives to attract and retain locally-owned businesses.



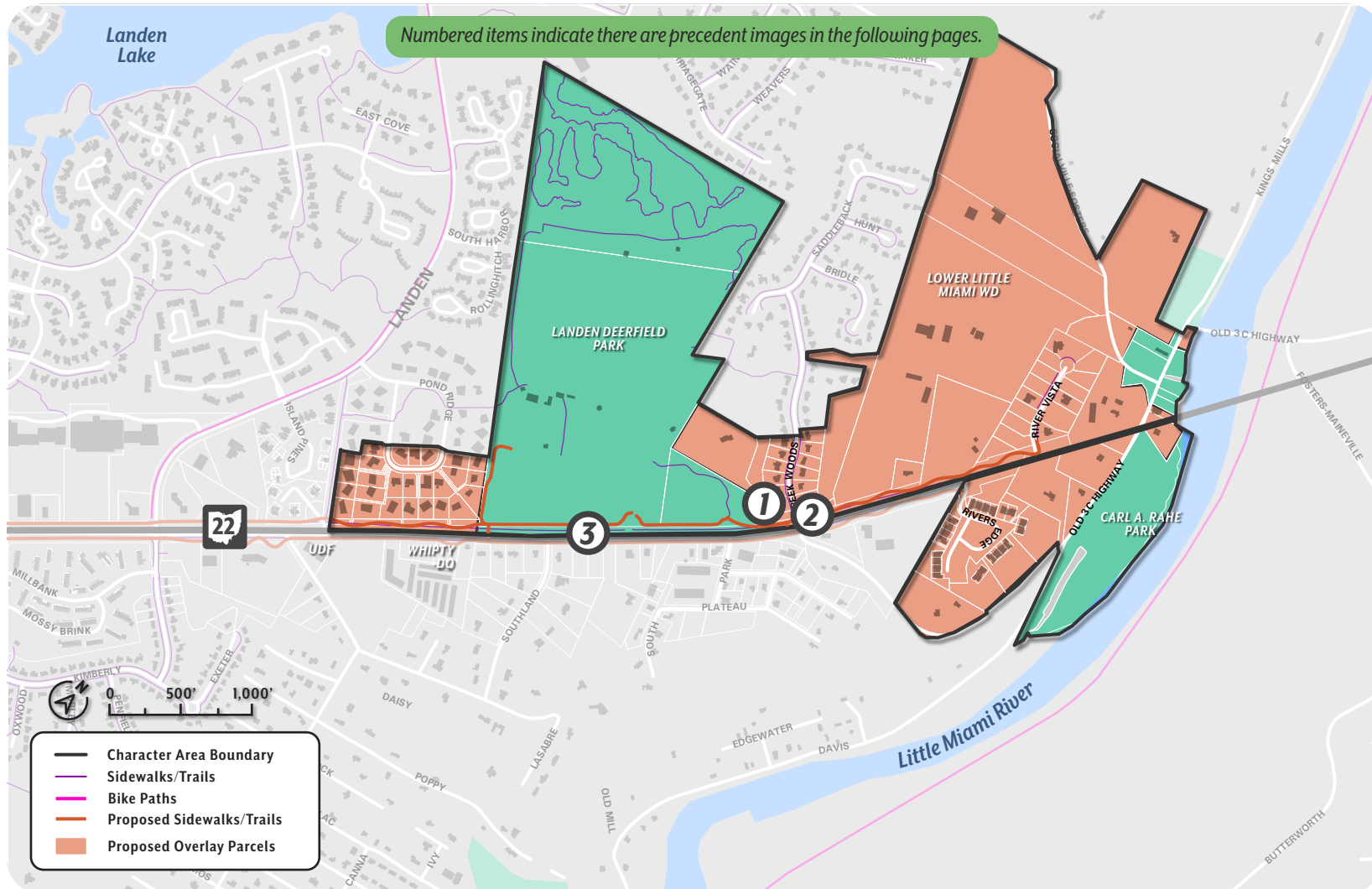
Strongly encourage the preservation of the existing tree canopy.



Building Guidelines:

- Buildings directly along 22 & 3 should be within 30 feet of the street right-of-way line to frame the street and discourage front yard parking.
- Buildings can be 1-2 stories tall to limit the impact on the natural environment and scenic views.
- Use of at least 2 different materials of brick, jumbo brick, stone, wood, or cultured stone combined with 40% windows or transparent entrances on the front facade and 20% on the secondary facade. The use of EIFS material is prohibited.
- Each facade includes a variety of architectural treatments, both vertical and horizontal features, that break up facade walls, including building projections, recesses, cornices, pilasters, contrasting horizontal or vertical bands, awnings, canopies, balconies, or varying colors.
- Include roof line changes that fluctuate and/or create asymmetrical forms to enhance building design.
- Bright and neon colors should be limited
- Freestanding signage should be a ground-mounted structure with the base constructed with similar materials as the primary building(s) in a landscaped area of trees, shrubs, low-level plantings, and/or perennials. Electronic message signs are prohibited.
- LED, neon tubing, and string lights used as building accent lighting or window trimming are prohibited. String lights may be used as decoration around outdoor eating and drinking areas, parks, public spaces, or gathering areas.
- Chain businesses should create unique designs that are complimentary to the surrounding character.

TRANSITIONAL NORTH



The **Transitional North** offers a more relaxed and expansive atmosphere than the other character areas. It provides a welcoming transition for commuters moving between rural and urban environments. The area boasts the corridor's largest public park, Landen-Deerfield Park, and is situated alongside the picturesque Little Miami River and parallel bike trail, providing exceptional natural resources, recreational opportunities, and scenic beauty. We strive to enhance the natural beauty of the Transitional North area by preserving its scenic views and tree coverage and ensuring that any planned road and gateway enhancements or developments align with the tranquil and passive nature of the area's environment.



BEAUTIFICATION STRATEGIES

- ▶ ① Build upon the proposed Landen-Deerfield Park gateway improvements with public open space enhancements that incorporates a pedestrian path and rest area with seating and shade behind gateway signage. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ Develop a consistent family of intersection enhancements (landscaping, paving walls, furnishings, lighting) and signage/branding that is related to the gateways. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ ② Coordinate with ODOT and Warren County to incorporate gateway signage and landscaping in the potential Old 3C roundabout.
- 📄 Utilize landscape buffers to help screen adjacent parking areas without limiting the business/building visibility.
- ▶ Enhance existing grass swales with more landscaping to improve stormwater runoff quantity and quality.
- ▶ Develop a consistent plant palette for gateways, medians, intersections, buffers, street trees, and other right-of-way plantings along the entire corridor while reducing maintenance demand and providing visual interest that is unique to Route 22 & 3. *Coordinate with enhancements proposed in the 2023 Deerfield Streetscape Landscape Enhancement Plan*
- ▶ Develop a consistent family of furnishings, paving, lighting treatments, and amenities that complement the color scheme of the gateways while adding earth tone accents.
- ▶ Develop a cohesive signage strategy that is compatible with the Township's branding and the materials, style, and color of the proposed streetscape amenities. *See precedent in the Business South section*



Proposed Landen-Deerfield Park gateway enhancements by Kleingers Group



Roundabout landscape design precedent in Carmel, Indiana



Improvements to grass swale areas can increase stormwater management efficiency, better filtrate rainwater, and add a visually aesthetic appearance.

CONNECTION STRATEGIES



Encourage frontage properties up to River Vista Court to partner with the Township to enhance existing sidewalks and create accessible, meandering (where feasible), multi-use paths that are set back from traffic and offer a safe, park-like environment with seating and shade for users of all abilities. *See Nantucket Apartments and The Maples at 20 Mile Farm*



Require walkway connections from the sidewalk network to the building's primary entrance.



② Coordinate with ODOT and Warren County to align 22 & 3 widening and possible Old 3C roundabout with local goals.



③ Research opportunities for a pedestrian crossing at Landen-Deerfield Park.



Coordinate with ODOT and Warren County Engineer's Office to develop an access management strategy to improve pedestrian safety and vehicular flow and driveway apron standards for the corridor.



Meandering, multi-use path precedent on 22&3 in front of Nantucket Apartments

VIBRANCY STRATEGIES



Only permit residential, public, and parks and open space uses in the Transitional North.



Strongly encourage the preservation of the existing tree canopy.



Building Guidelines:

- Buildings directly along 22 & 3 should be further than 50 feet from the street right-of-way line and/or provide significant screening of the structure.
- Buildings can be 1-2 stories tall to limit the impact on the natural environment and scenic views.
- Use at least 2 different materials of brick, jumbo brick, stone, wood, or cultured stone. The use of EIFS material is prohibited.
- Bright and neon colors should be limited

An aerial photograph of a multi-lane highway interchange with several cars. A large orange circle is overlaid on the left side of the image, containing the title text. In the background, a parking lot with a 'MENARDS' sign is visible.

SECTION FIVE: IMPLEMENTATION AND ACTIONS

HOW DO WE MAKE IT HAPPEN?

This section establishes a list of action items the township and community can follow to best achieve the recommendations outlined in this plan. The actions are categorized by each of the three goal types: beautification, connection, and vibrancy and apply to each character area of the corridor. Additionally, each action is supported by the following an approximate timeframe for the item's completion:

- Short term (1-2 years)
- Medium term (2-5 years)
- Long term (5+ years)
- On-going (continuous)

These actions will serve as a checkpoint for the township as 22 & 3 continues to grow and evolve. This implementation plan should be reviewed and updated frequently (each 1~2 years) to ensure that the overall intent is valid and relevant for 22 & 3's growth.

22 & 3 logo = Deerfield Township led actions.



LEAD & SUPPORT ENTITIES

The established actions require a multitude of entities to implement the recommendations of the Route 22 & 3 Corridor Plan. A lead and support entity for each action is established to help define roles for implementation.

22
& 3

Public Sector

Lead

Support

Deerfield Township	B.1-B.11, B.13, B.15, C.1, C.2, C.6-C.11, V.1-V.5	B.2(A/B), B.3(A/B), B.4(A/B), B.5(A/B), B.8, B.12, B.14, C.2(A/B), C.3, C.4(A/B), C.5, C.6, C.12
Warren County	B.8	C.6, C.8, C.9
Ohio Department of Transportation (ODOT)	B.8	B.3, C.4, C.6, C.8-C.10, C.12
GO Metro	C.5	

Private Sector

Existing Business & Employers		B.3, B.7, B.8, C.11, C.12, V.3, V.4, V.5
Residents in the Plan area		B.7, B.8, B.14, C.11, C.12, V.3
Property Owners in the Plan area	B.12, B.14, C.3, C.12	B.3, B.6-B.8, C.11, V.3, V.4
Developers / Consultants	B.2(A/B), B.4(A/B), B.5(A/B), C.2(A/B), C.4(A/B)	B.2-B.7, B.9-B.12, B.14, B.15(A/B), C.10

BEAUTIFICATION ACTIONS

Timeframe

22 & 3	B.1) Draft and update Deerfield Township Zoning Resolution with corridor overlay district and standards.	Short
22 & 3	B.2) Develop a consistent plant palette for gateways, medians, intersections, buffers, street trees, and other right-of-way plantings along the entire corridor while reducing maintenance demand and providing visual interest that is unique to Route 22 & 3.	Short
	(A) Develop landscape design / plans for the corridor.	Short
	(B) Implement / construct the designs.	Medium
22 & 3	B.3) Develop a crosswalk design specific to the 22 & 3 corridor to help establish character and a sense of place.	Short
	(A) Develop a crosswalk design.	Short
	(B) Pending ODOT approval, implement / construct the crosswalk design at Townsley Drive.	Medium
22 & 3	B.4) Build upon the proposed Landen-Deerfield Park gateway improvements with public open space enhancements that incorporates a pedestrian path and rest area with seating and shade behind gateway signage.	Medium
	(A) Develop a design for the open space enhancements.	Short
	(B) Implement / Construct the design at each intersection.	Medium

BEAUTIFICATION ACTIONS CONT.

Timeframe

**22
& 3**

B.5) Develop a consistent family of intersection enhancements (landscaping, paving walls, furnishings, lighting) and signage/branding that is related to the gateways.

Medium

(A) Develop a design for each intersection along the corridor.

Short

(B) Implement / Construct the design at each intersection.

On-going

**22
& 3**

B.6) Build upon the proposed gateway improvements near Menards with public open space enhancements that provide a welcoming and visually pleasant environment for people entering the 22 & 3 corridor.

Medium

**22
& 3**

B.7) Create a new community park adjacent to the fire station to provide a community space, rest area, and picnic lawn, and to improve Township land and encourage family-friendly activities.

Medium

**22
& 3**

B.8) Coordinate with ODOT and Warren County to incorporate gateway signage and landscaping in the potential Old 3C roundabout.

Long

**22
& 3**

B.9) Create a Crossroads Plaza at the southeastern corner of the Columbia intersection celebrating the historical site of the original Twenty Mile Stand with seating, shade, and landscaping to encourage pedestrian circulation and age-friendly access.

Long

**22
& 3**

B.10) Develop a cohesive signage strategy that is compatible with the Township's branding and the materials, style, and color of the proposed streetscape amenities.

On-going

BEAUTIFICATION ACTIONS CONT.

Timeframe

22
& 3

B.11) Implement crosswalk design at Townsley Drive, Columbia Road, Landen Drive, Crestview Drive, and The Village Drive.

On-going

B.12) Partner with Duke Energy to explore the possibility of enhancing screening of the utility site near Columbia Road from the public view.

On-going

22
& 3

B.13) Enforce zoning implementation standards.

On-going

B.14) Enhance existing grass swales with more landscaping to improve stormwater runoff quantity and quality.

On-going

B.15) Develop a consistent family of furnishings, paving, lighting treatments, and amenities that complement the color scheme of the gateways while adding earth tone accents.

On-going

(A) Develop a design for the corridor.

Short

(B) Implement / construct.

On-going

CONNECTION ACTIONS

Timeframe

22
&
22
&
3

C.1) Draft and update Deerfield Township Zoning Resolution with corridor overlay district and standards.	Short
C.2) Develop crosswalks along 22 & 3 to improve pedestrian path visibility and increase intersection safety.	Short
(A) Develop crosswalks for key intersections.	Short
(B) Implement / construct.	On-going
C.3) Create pedestrian rest areas along 22 & 3 with seating and shade to encourage pedestrian circulation and age-friendly access at the Columbia intersection, near Landen Square, the gateway open space near Menards, and the fire station open space.	Medium
C.4) Study enhancements for a pedestrian refuge island at The Village Drive to improve pedestrian safety and age-friendly crossing.	Medium
(A) Develop design for pedestrian island.	Short
(B) Implement / construct.	On-going
C.5) Collaborate with GO Metro to explore the possibility of extending regional routes to add a stop east of Columbia Road.	Long
C.6) Coordinate with ODOT and Warren County to align Columbia Road improvements with local goals and further enhance non-motorized transportation routes.	Long

22
&
3

CONNECTION ACTIONS CONT.

Timeframe

22 & 3	C.7) Enforce zoning implementation standards.	On-going
22 & 3	C.8) Coordinate with ODOT and Warren County to align 22 & 3 widening and possible Old 3C round-about with local goals.	On-going
22 & 3	C.9) Coordinate with ODOT and Warren County Engineer's Office to develop an access management strategy to improve pedestrian safety and vehicular flow and driveway apron standards for the corridor.	On-going
22 & 3	C.10) Implement crosswalk design at Townsley Drive, Columbia Road, Landen Drive, Crestview Drive, and The Village Drive.	On-going
22 & 3	C.11) Encourage private frontage properties to partner with the Township to enhance existing side-walks and create accessible, meandering (where feasible), multi-use paths that are set back from traffic and offer a safe, park-like environment with seating and shade for users of all abilities.	On-going
22 & 3	C.12) Increase existing sidewalk widths in the Twenty Mile Stand to provide multi-use paths with ADA accessibility that improve comfort and safety for pedestrians, bicyclists, strollers, and wheel-chairs in the core area.	On-going

VIBRANCY ACTIONS

Timeframe

22
& 3

V.1) Draft and update Deerfield Township Zoning Resolution with corridor overlay district and standards.

Short

22
& 3

V.2) Enforce zoning implementation standards.

On-going

22
& 3

V.3) Strongly encourage the preservation of the existing tree canopy.

On-going

22
& 3

V.4) Encourage adjacent business uses to enter into shared parking agreements to consolidate surface parking and reduce access driveways along 22 & 3.

On-going

22
& 3

V.5) Develop initiatives to attract and retain locally-owned businesses.

On-going