

JULY
2022



CITY OF LOVELAND, OH **COMPREHENSIVE MASTER PLAN**

PIECING TOGETHER TOMORROW TODAY



Acknowledgments

Loveland Strong.

This plan is first and foremost a product of the community that has given voice to a vision and desire for the future of Loveland. The plan could not have been created without every view and comment that has been contributed towards this effort.

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1. Background



Image : Parade with the Loveland Tigers

The Sweetheart of Ohio...

A big town with a small town feel.

Loveland is a welcoming community with a vibrant presence and a strong sense of home. The unique charm and appeal that Loveland offers is thanks to a combination of a passionate community, a dynamic downtown character, strong neighborhoods, and engaging outdoor trails and activities. With the added advantage of proximity to the greater Cincinnati region, Loveland is indeed the sweetheart of Ohio!

INTRODUCTION

Loveland is an active, thriving, and welcoming community anchored around the Little Miami River and Bike Trail. The city has spirited charm which, along with the significant natural amenities, brings people from across the region to visit and stay in Loveland. As an established city in the greater Cincinnati area, Loveland is home to more than 13,000 residents and is well developed as a premier outer-ring destination. There are plenty of opportunities for visitors and residents to settle in Loveland and enjoy the reputable schools, employment opportunities, entertainment, eating and drinking establishments, outdoor recreation options, and strong neighborhoods. As the city continues to grow, develop, and become a flagship destination for housing and recreation, there is a need to pause and think about how these changes could impact the future. What could Loveland look and feel like 10 years from now? To help answer that question and determine what the community wants to strive for in the future, the City is updating the Comprehensive Plan to guide growth and development over the next decade.

The Comprehensive Plan formulation was an approximately two year long process that resulted in the plan's adoption on July 26, 2022. At its core, this plan relied on engagement with the residents and community stakeholders to devise a communal future vision for the city. This process involved inviting and gathering input from various groups of the community to understand how the plan can best serve Loveland in the coming years.



Image : Loveland 4th of July Parade



Image : Fire Department presentation to local boy scout troupe



Image : Bridge over Little Miami River

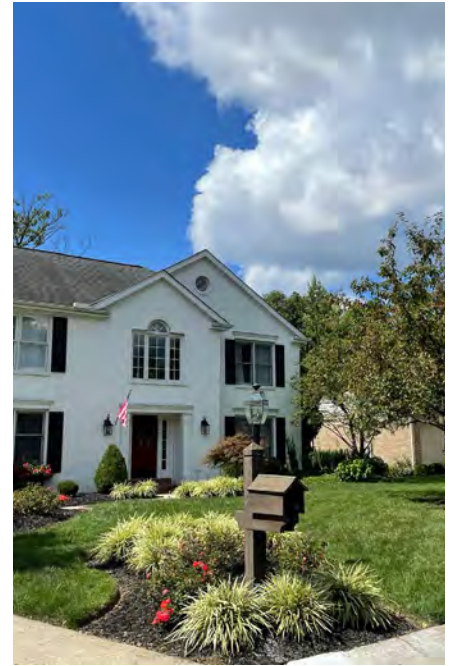


Image : House in Loveland

What is a Comprehensive Plan?

A Comprehensive Plan is a guiding policy document for a city. It presents a community-created future vision and goals on a variety of topics including land use, economic vitality, housing and neighborhood development, transportation and connectivity, parks and natural resources, infrastructure development, and other such aspects of a city. These are often accompanied by feasible implementation strategies aligned to help the city work toward those goals. The comprehensive plan is intended as a long-term plan that supports improvements in the physical and social aspects of the community over the course of the next 10+ years. The focused recommendations and policy frameworks will inform and support future development and help uplift general quality of life in the city.

The **Loveland Comprehensive Plan** is the result of a planning process that helped the community determine a desired future for the city. The plan acts as a guide to achieve this aspirational vision by focusing upon topics such as *community character*, *economic development strategies*, *neighborhood revitalization*, and *land use planning*. It is accompanied by an Implementation Strategy that provides objectives and action items for plan realization.

Plan Themes

- **COMMUNITY CHARACTER**
- **BUSINESS PROSPERITY**
- **NEIGHBORHOOD PROTECTION**
- **NATURAL RESOURCE PRESERVATION**

PLANNING HISTORY

The City of Loveland has engaged in various planning efforts in the past, the most recent of which is the Downtown Strategic Plan in 2019. It is a vital document that informs and supports a defined vision for Downtown Loveland that aims to strengthen the existing development framework and natural assets, and improve upon other areas to create a cohesive, socially vibrant, and concentrated economic generator for the city. Similarly, other plans have helped the community cultivate opportunity around resources, such as the Little Miami River, and to improve upon identified areas within the city that have development potential. The 2002 Comprehensive Plan played a major role in identifying strengths and weaknesses in the region and acted as a catalyst for downtown development.

Related planning efforts

- ▶ **2021** Nisbet Park Master Plan
- ▶ **2019** Downtown Strategic Plan
- ▶ **2018** Loveland Collector Trail and River Crossing Plan
- ▶ **2002** Comprehensive Plan



Image : Public engagement event August 26, 2021

Comprehensive Plan - 2002

The 1993 Loveland Comprehensive Plan addressed the considerable suburban growth facing the city. By 2000, there was little undeveloped residential land available and the Loveland Commerce Park was built out. A new comprehensive plan effort was started to address the lack of opportunities to expand the tax base and ensure the plan still reflected the city's values. This Comprehensive Plan update to the 1993 plan split the City into 11 distinct districts and developed goals and strategies for each one. Focus Area plans for the Loveland-Madeira corridor and the White Pillars property were also included in this update.



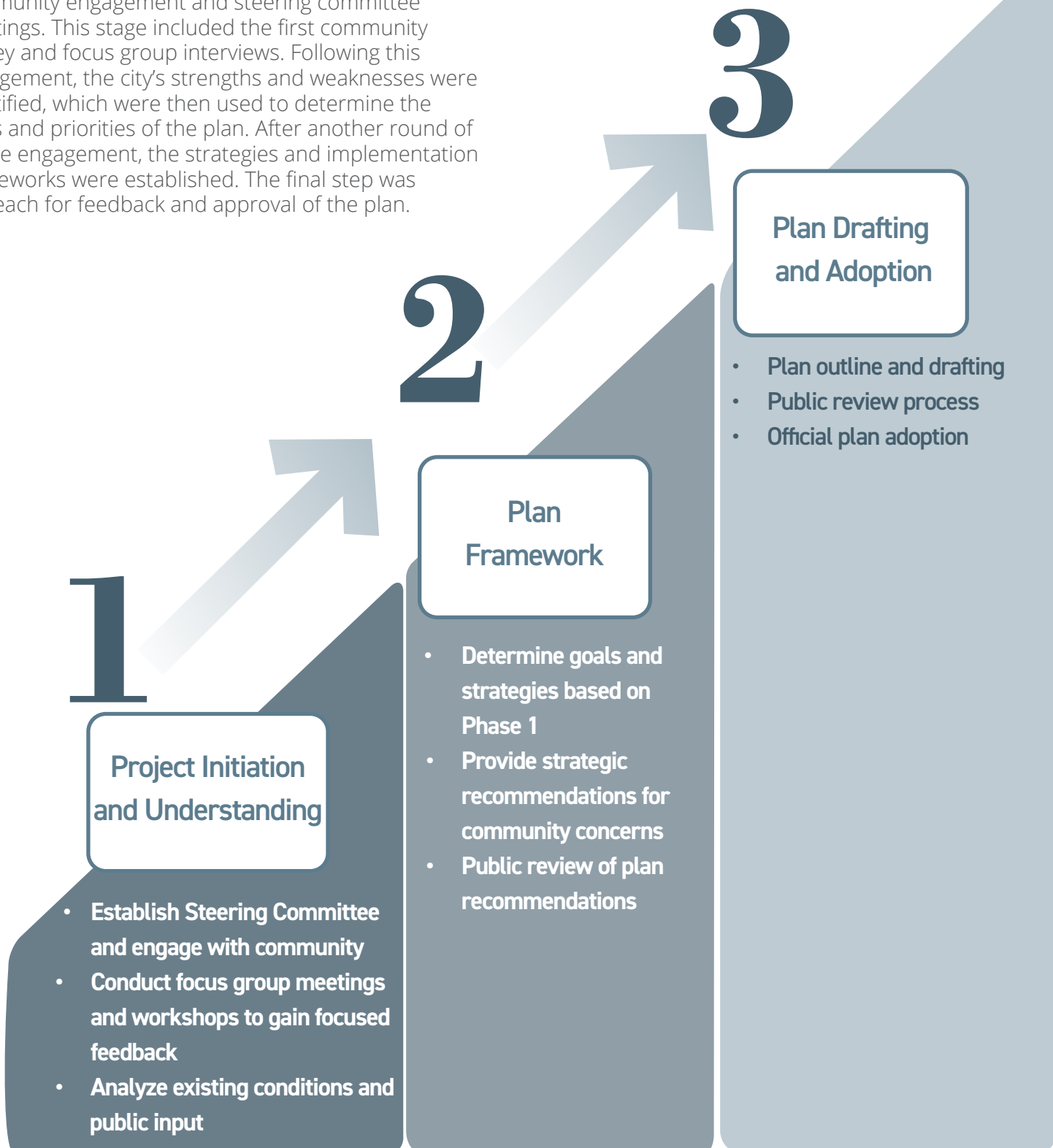
Downtown Strategic Plan 2019

The City of Loveland contracted with Yard and Company to develop a Downtown Strategic Plan. The plan was published in May 2019 and the centralized vision is a downtown Loveland in which "You can settle down without settling, we go in feet first, we provide an unmatched experience, and you can spend the day or stay the night." The implementation of the plan is divided into three periods: the first 36 months, years 3 to 5, and years 5 to 10 and beyond. The plan proposes a bold, inviting future for the downtown area. The City of Loveland Comprehensive Plan will work in conjunction with this Downtown Strategic Plan to create a cohesive vision for the future of the city.



PLANNING PROCESS

The planning process began in spring 2020 with online community engagement and steering committee meetings. This stage included the first community survey and focus group interviews. Following this engagement, the city's strengths and weaknesses were identified, which were then used to determine the goals and priorities of the plan. After another round of online engagement, the strategies and implementation frameworks were established. The final step was outreach for feedback and approval of the plan.



Public Participation

Public participation throughout this process came in the form of **surveys, public events, steering committee meetings, and stakeholder engagement**. The first public survey was put out in February 2020 and focused on what people like about Loveland, the city's opportunities and challenges, strategies for improving Loveland, and the future people envision for 20 years from now. Focus group meetings with Loveland Schools, local business owners, residents, and various city board and committee members centered on economic development, neighborhoods, recreation, connectivity/mobility, and identity. A large survey was conducted at the end of 2020 relating to those main themes. More than 600 responses were received in total for the surveys conducted through this process. From these public engagement strategies, many specific recommendations emerged as community priorities.

Loveland's small-town character, active downtown, local businesses, parks, bike trails, community activities, and school district are the largest reasons why people love the city. The biggest challenges that came up during the public engagement efforts were the disconnection between Downtown Loveland and the rest of the city, the underutilization of the riverbank, and the visual appearance of and traffic along the Loveland-Madeira Road corridor. Residents would like for Loveland to manage future growth in a way that maintains the nostalgic character and valuable greenspace.



Public Surveys



Online engagement



Focus Group meetings



Steering Committee meetings



Image : Public engagement August 26, 2021



Image : Activity page for public engagement

TRENDS & FORCES

The demographic makeup of a population and driving trends in the community help determine the demand and scope for development and policy changes in the future. To envision and prepare for the future, we capture the present conditions and past trends that make Loveland what it is today.

Demographics

POPULATION

Loveland's population has not changed significantly in the last 20 years. Per the 2020 census, the city's population is 13,307 people, with a population growth of about 500 people since 1999. This is an indication of the lack of developable land in the area. In recent years, the increase in population is due to the development of the Loveland Station and Rivers Edge Apartments.

MEDIAN AGE

The Loveland population is slightly younger on average compared to neighboring communities and on par with the state. Data suggests that 26% of the community is below 19 years of age with 28% of people between 30-49 years old. This is indicative of a family-focused community.

HOUSING & OCCUPANCY TYPE

Single family units are the predominant housing typology in Loveland at 73%. Multi-family structures are less prominent, but the city has experienced demand

and interest from residential developers that want to build new multi-family projects. The community also offers a healthy split of owner versus renter housing occupancy at 75% homeowners to 25% renters.

HOUSING AFFORDABILITY

The median household income in Loveland is greater than the state household income average, but lower than some surrounding municipalities. Loveland's housing value is also lower than neighboring communities, on average, but is about \$50,000 greater than Ohio's average value.

RESIDENT TENURE

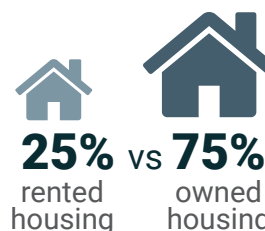
Loveland has excellent population retention as a large number of residents invest into and stay in the city for longer than a decade. This is indicative of a stable and consistent community that caters to family living and other long-term settlement interests.



13,307
2020 population



39.4
median age



\$69,691
median household income



\$149,300
median housing value

Loveland needs to consider....

What does the Community want to improve?

What are Loveland's strengths and weaknesses?

Where should we focus the growth?



PLAN THEMES

Public input, along with analysis of the relevant trends and driving forces, produced four umbrella themes that broadly encompass the concerns and desires of the community. These themes form the crux of the plan and cover Community Character, Development Strategies, Loveland Neighborhoods, and Open Space and Natural Resources. Discussion and refinement of these themes led to the formulation of goals and strategies for each focus theme. These help define community priorities and provide objectives and action items that would serve as steps toward achieving those goals.



Image : Outdoor public event

Community Character

There is general public consensus that the people love Loveland's charm and unique appeal. The community is aware of the strong brand and image of the city, and there is a desire for a future where this distinctive character of Loveland is preserved and cultivated. This plan helps the community identify the areas and assets that contribute to Loveland's special appeal and presents guidelines for protecting and enhancing these advantages.



Image : South end of Loveland-Madeira Road

Business Prosperity

Loveland has rapidly grown in strength in regards to economic development. Many residents and business owners in the community want to draw the commercial success of Downtown into other parts of the city by reinvesting into strategic areas. One such prospective area is the Loveland-Madeira Road corridor. The plan provides visioning and improvement strategies for this commercial spine.



Image : Single family home in Loveland

Neighborhood Protection

The residential neighborhoods in the city are rich in character and history. Community input suggests a desire to protect and preserve the existing charm and architectural style of these areas, while enhancing general quality of life and infrastructure in the neighborhoods. A key concern for the future is how to improve amenities and preserve the original character of the historic areas, while protecting them from unaffordability.



Image : Natural, forested area

Resource Preservation

The community is proud of the scenic and natural assets that are housed within Loveland. The city has built an economic generator and recreational core around the Little Miami River and other natural spaces. Considering the sensitive character of these areas, the plan addresses how we can preserve the natural and environmental integrity while balancing economic and development interests.

2. Development



Image : Construction in the city

What makes us unique?

Here in Loveland you can live, work and play!

The community of Loveland is one that takes pride in their city, and why not? Loveland truly embodies the live-work-play trend that is the ultimate goal of many communities. Well-connected to nearby cities and natural amenities, it is an attractive suburban community that offers a spectrum of options ranging from established and affordable residential neighborhoods to exciting housing and dining opportunities, plentiful recreational activities, and everything in between!



OVERVIEW

Loveland attracts both visitors and prospective residents in abundance. People are drawn to the vital energy of the Downtown, the well-connected and affordable neighborhoods, and exciting outdoor activities.

Loveland's significant natural and built assets create a unique character and charm that the city's image draws upon. Public survey results indicate that the community views the Loveland bike trail as a major attraction in the region that acts as a successful generator for social and economic activity. Another thriving element of the city's fabric is the Downtown district that embodies dynamic character and energy.

GOALS & STRATEGIES



1. Emphasize and capitalize upon what makes Loveland unique.

- ▶ Loveland is not, and never should be, a cookie cutter community. Ensure it stays this way by creating better zoning and site design standards to improve the overall quality of development within the City.
- ▶ Appropriately identify and market the Little Miami River as one of 156 American rivers designated as a National Scenic River.
- ▶ Overwhelmingly, the community believes that the Little Miami Scenic Bike Trail is what makes Loveland unique. Continue to promote businesses, activities, and amenities that support the trail and its users.
- ▶ Memorialize people, places, and events throughout Loveland to preserve our history and stories for generations to come.

2. Preserve and enhance what makes Loveland a friendly, charming, quaint, active, and fun community.

- ▶ The community is happy with the look and feel of Downtown Loveland. Elements of what makes Downtown Loveland special and unique should be continued throughout the community's business districts and primary corridors including streetscaping elements, landscaping, signage, or other similar design aesthetics.
- ▶ Loveland has many successful neighborhoods, a prosperous Downtown district, and plentiful of recreational opportunities, all of which are divided by the Little Miami River. Define ways to unite the east and west sides of Loveland in order to better unify the community.
- ▶ Increase the number of festivals and activities in the community and diversify their location in order to attract visitors to a variety of locations in Loveland.

FUTURE LAND USE

This section establishes a vision for the future of land uses and development within Loveland. This vision is illustrated on the Future Land Use Map and further described with the Land Use Categories. This serves as the city's guide to future development projects and policy regulation. The category descriptions include the general makeup of the areas and the complementary secondary uses. The map identifies what category each parcel of land represents.

This Future Land Use Map is the first one for the city that identifies individual parcels as different land use categories. This allows the city to review development proposals on specific properties against the recommendations of this plan. The previous comprehensive plan for the city divided up Loveland into 11 distinct districts, based on their character and development patterns, and developed goals and strategies for each one. The makeup of the land use map in this plan was done strategically to give the city more guidance on an individualized level, rather than overall recommendations for a whole neighborhood or area of the city.

Land Use Categories:



Single Family – Low density detached single family homes with compatible secondary uses that are typical of residential neighborhoods including parks, churches, schools, and public facilities. These neighborhoods should be preserved as single family areas, without any dramatic increase or change to the existing development patterns.



Loveland Heights Residential – Loveland Heights is a primarily single family neighborhood in central Loveland with compatible secondary uses that are typical of residential neighborhoods including parks, churches, schools, and public facilities. This area would benefit from increased property maintenance efforts and improvements to existing infrastructure.



Historic Residential – Residential neighborhood comprised of historic-aged homes. These neighborhoods are primarily single family, but do include small multi-family uses, churches, parks, and service uses. The existing character and development patterns of this area shall be maintained and preserved, and residents should be encouraged to maintain and support these historic properties.



Mixed Residential Low Density – Low density mix of residential development types ranging between single family and small-scale multi-family housing with compatible secondary uses including parks, churches, schools, public facilities, and service uses. New multi-family developments that are proposed adjacent to single family neighborhoods should include significant landscape buffers and setbacks to preserve the character of the existing neighborhoods.



Mixed Residential High Density – High density mix of residential development including small to large scale multi-family housing developments with compatible secondary uses including parks, churches, schools, public facilities, and service uses. Multi-family developments may also include resident-serving amenities such as coffee shops, wine bars, dog parks, fitness studios, and pools. New multi-family developments that are proposed adjacent to single family neighborhoods should include significant landscape buffers and setbacks to preserve the character of the existing neighborhoods.



Residential Downtown – Residential neighborhoods in close proximity to Downtown Loveland. Residential uses should include single family, townhomes, and small scale multi-family such as four-plexes. New residential development shall be low profile in nature to not interfere with existing viewsheds. New development shall also not drastically increase the density and development patterns within the area, unless mitigation efforts are utilized to protect adjacent uses.



Mixed Use Downtown – A mix of commercial and retail uses in the core of Loveland, supplemented with civic, entertainment, and residential uses. This area shall adhere to the recommendations provided in the Downtown Strategic Plan and is subject to the Historic Preservation Design Guidelines.



Commercial – Mix of retail, office, service, and other commercial uses, primarily along the Loveland-Madeira corridor. These areas shall comply with development recommendations contained within this plan including building layout, pedestrian circulation and access, parking, street lighting, and improved signage.



Institutional – Large-scale civic and institutional uses that cater to the region including city facilities, secondary schools, and churches. These parcels are located throughout the city within both neighborhoods and commercial districts. If these institutional uses redevelop, new development should be complementary to adjacent developments in terms of size, scale, and density.



Office/ Industrial – Mix of office, medical offices, high tech industrial, light industrial, and research and development uses. These areas represent the economic drivers of the city and the primary job centers. Uses that continue to support income tax generation is the primary focus of this area. Secondary uses may include supportive service and commercial uses that benefit the employees of the office and industrial uses.



Development Opportunity Area – Areas within the city that are key areas for new development. This plan highlights the Chestnut Property as a key site. Specific, in-depth recommendations are included for redevelopment of this area. Additional development opportunity areas may be identified in the future.

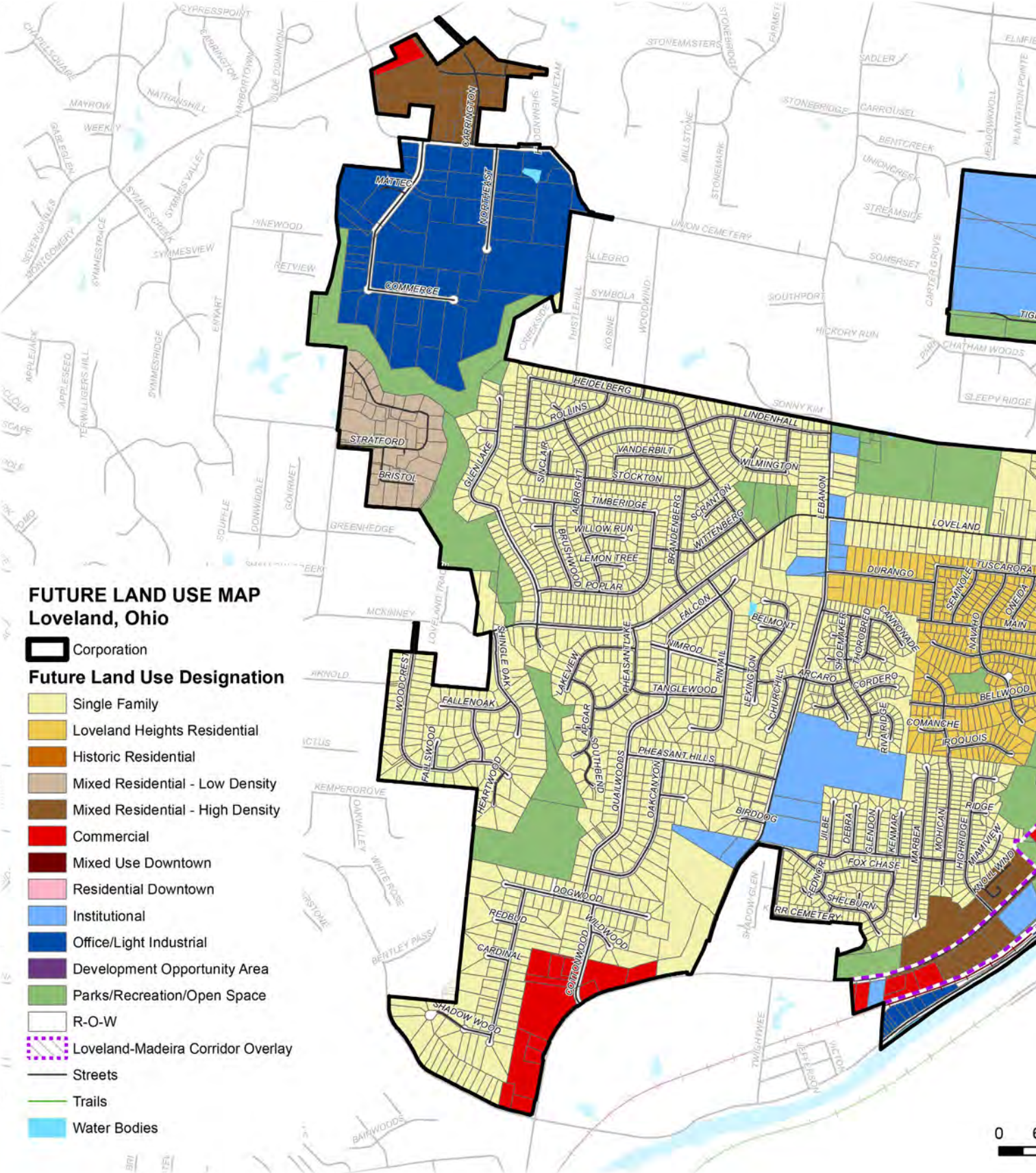


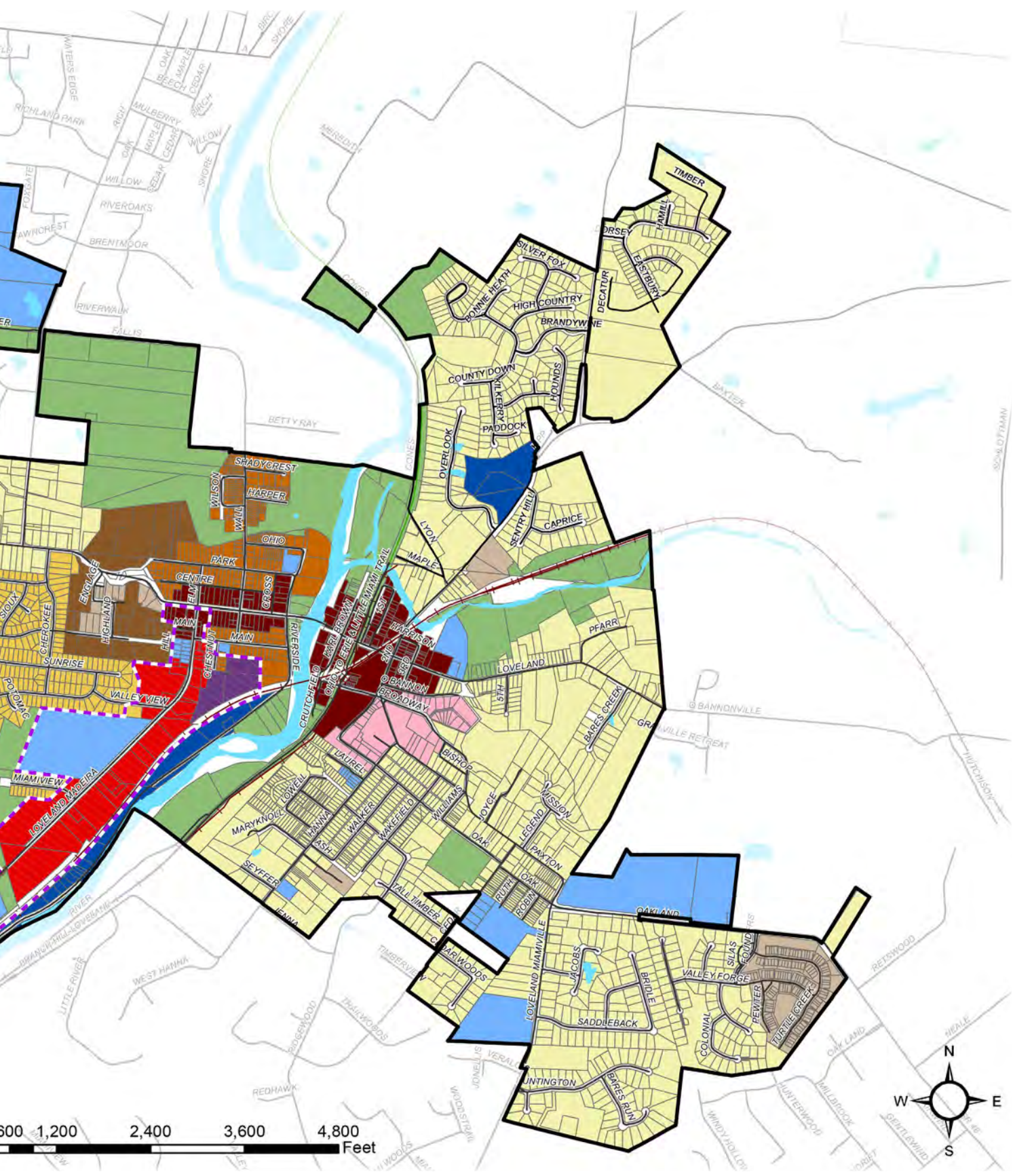
Parks, Recreation, & Open Space – Parks, green spaces, and recreation areas that serve Loveland's residents and the region. These areas provide a variety of activities including hiking, walking paths, tennis courts, basketball, a skate park, pickleball, picnic shelters, and additional sports fields.



Loveland-Madeira Overlay – The Loveland-Madeira Overlay represents the zoning designation where additional design and development standards apply to new and redevelopment projects. The overlay establishes heightened building design standards, landscaping and screening requirements, building location, and similar standards in order to achieve an enhanced look for this corridor.

Future Land Use Map





EXPANSION OPPORTUNITIES

The City of Loveland has grown over time by bringing in new land area from surrounding townships into the city boundaries through the process of annexation. It is possible that additional expansion opportunities for the city may arise that will allow for new development potential. This may include new residential development to the north and east of the city and new commercial development along primary thoroughfares. If the city does annex new land in the future, it is important that the land develops in a symbiotic manner, sensitive to the existing development character of the surrounding area. Specific interests should be paid to how and when services would be available for these newly annexed areas. Annexation, if done, should be strategic and carefully thought through to ensure that it will benefit the residents of the City of Loveland.

CONSIDERATIONS FOR ANNEXATION :

- ▶ Impacts to infrastructure
- ▶ Impacts to public services
- ▶ Revenue
- ▶ Other benefits to the city



Image : Grailville Area

DEVELOPMENT OPPORTUNITY AREAS

Development Opportunity Areas, as identified on the Future Land Use Map, are intended to highlight areas within the city that are key sites for new development or redevelopment. This plan highlights one key development opportunity area - the Chestnut Property.

Chestnut Property

The Chestnut Property is a large and vacant parcel of land located between Loveland-Madeira Road and South Riverside Avenue. To aid in realizing the potential of the site as an asset to the community and city, the plan dedicates a section that analyzes the site conditions and provides possible options for future development. As zoning and developmental regulations in the area allow for industrial, office, commercial and retail uses, combinations of these uses and their spatial implications have been demonstrated in three different development options. These include potential building footprints and developable area, access to and within the site, parking and vehicular circulation, landscaping, and stormwater management. These plans are merely suggestive options that identify agreeable uses and development potential for the site. They do not serve as the city's visions for the future.



Image : Aerial view of Chestnut Property

The proposed concepts illustrate the scale and opportunity of what could be acceptable uses of the site. They are not intended to be an exact representation of future development.

Existing Site Conditions

The Chestnut Property spans 8.35 acres in total. Currently, the site is covered by dense vegetation and has acute topography along its western boundary. A major portion of the property falls within the 500 year floodplain and will require filling and rising to meet development standards. The site has road access from Chestnut street to the north. The property is edged by commercial buildings to the west (along Loveland-Madeira), residences to the north and a rail line to the south. It is zoned for Mixed Use-Industrial with minimum setback requirements and allows for varied development opportunities.

The property has tremendous development potential because of its proximity to the Loveland-Madeira commercial corridor and the nearby Downtown core. It is advantageously connected to active and established commerce and has direct access to a rail line. Its prime location and development capacity place it in a unique position to capture and build upon the interest in its surrounding areas and become a major asset to the Loveland community.



Image : Historic Mt. Calvary Baptist Church on Chestnut Street

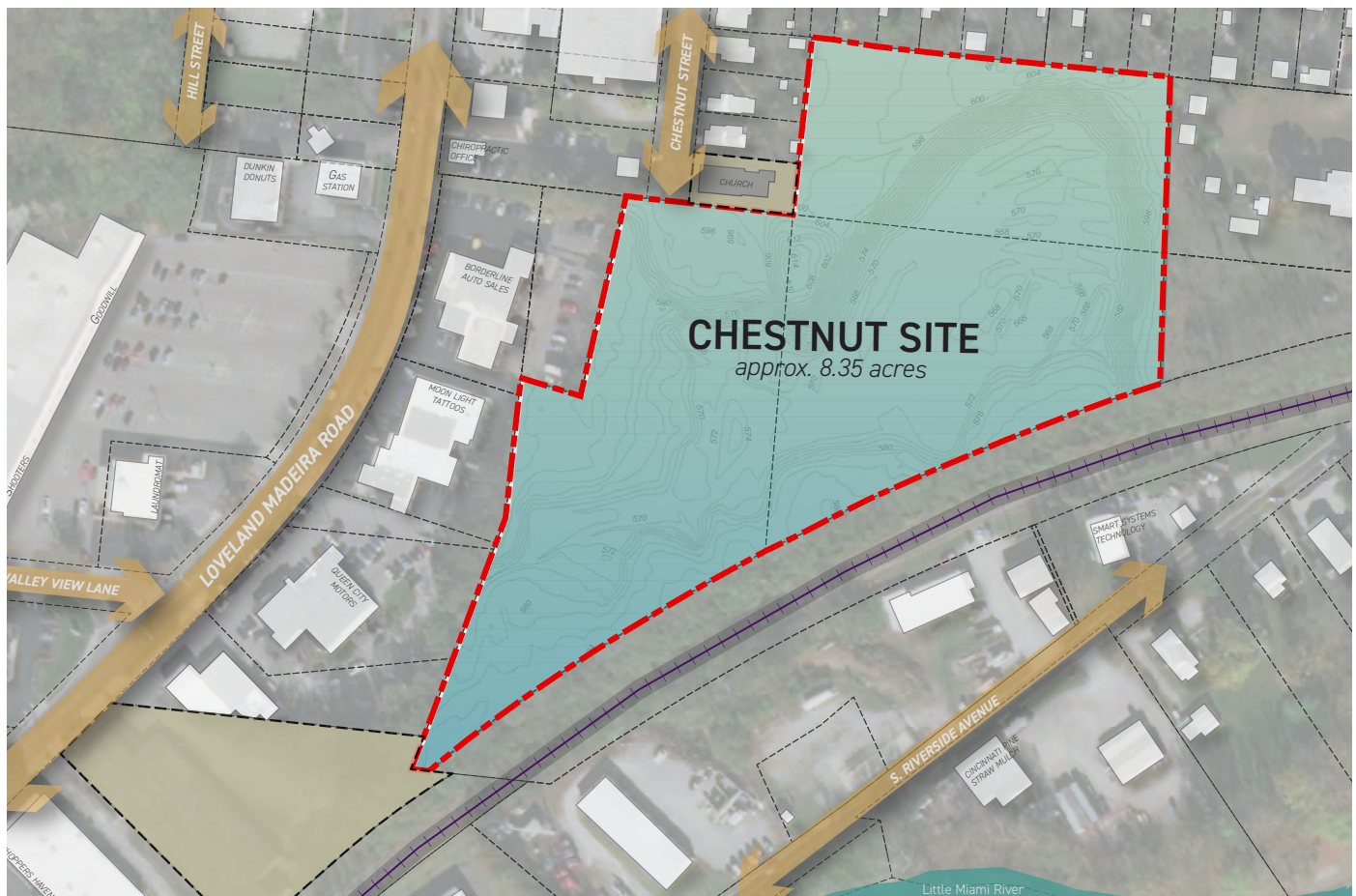


Image : Chestnut site extents

Design & Development Considerations

The following development and design guidelines are suggested to guide the development of the Chestnut Property.

Uses

- ▶ The uses that may be appropriate on this site include, but are not limited to: retail, office, service, entertainment, restaurant, brewery, clean manufacturing, makerspace, and co-working facilities.
- ▶ Any development on this property should produce quality employment opportunities that will expand the city's income tax base.

Design

- ▶ New buildings should not be designed with uninterrupted lengths of blank walls and should utilize a variety of quality building materials and muted colors.
- ▶ Modern and innovative architecture and a creative use of buildings materials, design, and site layout is encouraged on this site.

Neighborhood Protection

- ▶ Any development that occurs on the Chestnut property should provide a significant landscaping buffer along the property lines that face residential uses.
- ▶ All uses on the site should be developed in a way to protect the health, safety, and welfare of the adjacent neighbors.
- ▶ Parking lot and building lighting should be full cutoff or shielded fixtures that are pointed down and away from the adjacent residential uses.



Image : Office inspiration



Image : Customers at a Brewery

Connectivity

- ▶ Developments should include pedestrian and bicycle-friendly connections from Loveland-Madeira Road through the property, as feasible.
- ▶ Vehicular access to the site should be from Loveland-Madeira Road. Pedestrian and/or bicycle-friendly paths may connect to Chestnut Street.

Environmental Sensitivity

- ▶ Any new development of the Chestnut property should include a significant amount of open space - a minimum of 20% is desirable.
- ▶ New development should incorporate the required stormwater quality and quantity requirements. Such stormwater facilities should be improved in order to be visually attractive amenities of the development.



Image : Multi-use paths within a development

Option 1 – Commercial/ Retail

Development of small-scale commercial and retail activity that includes outdoor dining options could capitalize on the demand for such uses in the downtown Loveland area and extend this activity into the Loveland-Madeira corridor. This option further supports that by exploring the potential for pedestrian and bike connectivity between these areas. The schematic plan suggests two individual units at 8,000 sq. ft. each and a larger building footprint of 18,000 sq. ft with attached patio space, that could accommodate multiple users. This option offers possibilities for a node of extensive landscaping and aesthetic development along the pedestrian pathways that lead toward the Little Miami trail and can become a distinctive anchor for Loveland.



Image : Fortress Landing in Murfreesboro, TN



Image : Small-scale retail center concept



Option 2 – Office Park

This option offers a total built footprint of 72,000 sq. ft. This cluster of office buildings has footprints of 9,000 sq. ft. each but can be modified to reflect different built area or volumes with variations in the number of developed floors. As the site is buffered from the active Loveland-Madeira by commercial buildings, it would be an ideal location for office development that offers calm away from commercial bustle along with ease of access from the 275 loop. The location is particularly well suited for office space that does not require prominent frontage for advertising like medical offices, daycares, realtors, etc. This development option additionally proposes small pedestrian trails around stormwater detention ponds that could add recreational aesthetic value to office employees and visitors alike. A pedestrian trail and bike path also run through the property to create a connection to Downtown Loveland. To better connect the property with Loveland-Madeira Road, an access roadway could be developed through the vacant property adjacent to the site. This would entail public acquisition of this property. The plan also denotes clear vehicular circulation from this proposed road access along with ample parking for all buildings.



Image : Office building in Mason, OH



Image : Office building in Columbus, OH



Option 3 – Flex Office/ Industrial

Flex Office/Industrial developments combine office and warehousing infrastructure in one building. This use type is a recent growing trend with many successful examples available in nearby Cincinnati. This option denotes a 35,000 sq. ft. flex structure, along with 10,500 sq. ft. of Multi-story Co-Working space. The Co-working space is also a contemporary use type that allows multiple entities to rent working space within one building. In principle, this allows companies and workers access to a larger range of communal resources and workplace amenities at considerably lower costs. Detention ponds have been portrayed to accentuate the need for stormwater management. This option identifies a potential footprint for both the buildings, along with the scope for more than 80 parking spaces and multiple loading bays. The pedestrian trails and plazas within the site add value for visitors and employees of these spaces, and the walking and bike paths on the south side connect people to downtown.



Image : Flex space in Cincinnati, OH



Image : Modern flex space in Conroe, TX



3. Prosperity



Image : McCluskey Automotive

How do we focus growth?

Loveland grows enthusiastically. Loveland grows consciously.

Loveland offers plenty of opportunity for commercial and entrepreneurial growth. Downtown Loveland, in tandem with the Loveland Bike Trail, is wildly successful and captures tremendous interest in the Cincinnati region. This demand opens up potential to expand this interest and excitement into other areas of Loveland to strengthen the economic fabric of the city.



OVERVIEW

Loveland offers prominent commercial energy and a plethora of unique experiences that draws people of all ages and interests from across the region. The core of this activity is centered around the Downtown area. There is much interest within the community to seize the opportunity to develop other non residential areas in the city to emulate and support the brand of commercial and social activity in Downtown Loveland. The plan identifies the potential opportunity areas and provides strategic recommendations to help the community realize this desire.

GOALS & STRATEGIES



1. Explore Opportunities to expand and diversify the City's tax base.

- ▶ Support the success of Downtown Loveland and the Downtown Strategic Development Plan.
- ▶ Capitalize on opportunities to expand or densify commercial uses through redevelopment and business expansion within the City's existing commercial areas.
- ▶ Create an economic development fund dedicated to supporting economic development activities in the City such as purchasing land, assisting small businesses, and general advertising.
- ▶ Update the City's Zoning Regulations to ensure that new commercial and industrial uses are built with quality materials, have well-landscaped sites, and utilize appropriate signage and screening devices, while still meeting the needs of the business.
- ▶ Promote a Community Entertainment District along the Loveland-Madeira corridor to build upon and expand the commercial and recreational activity from Downtown Loveland.

2. Improve the visual aesthetics, business diversity, connectivity, and attractiveness of the Loveland-Madeira corridor within the community.

- ▶ Develop a uniform theme of landscaping, streetscaping, signage, and architectural design for new buildings and redevelopment.
- ▶ Promote neighborhood-serving commercial uses that are local or unique in nature and fill a market need in the community.
- ▶ Create more extensive directional signage that directs people to Downtown Loveland and the Little Miami Scenic Bike Trail.
- ▶ Update the Loveland-Madeira Corridor Zoning Regulations to align with the Comprehensive Plan's recommendations.
- ▶ Coordinate sidewalk expansion plans with surrounding jurisdictions to align planned improvements and work towards comprehensive connectivity.

BUSINESS DEVELOPMENT & RETENTION

The City of Loveland is committed to the success of the city's existing and potential businesses, which range from locally owned boutiques and restaurants to company headquarters. The City of Loveland is committed to:

- ▶ Creating and retaining quality jobs
- ▶ Improving the quality of life for all citizens
- ▶ Increasing private investment in the community
- ▶ Increasing the city's income tax revenue
- ▶ Providing and maintaining public infrastructure
- ▶ Removing blight from the community

The continued economic vitality of the community hinges on the prosperity of the city's four primary business areas. Income tax generated by employees that work within the City of Loveland fund many of the city's services including road and infrastructure maintenance, police, fire, and parks. These services and amenities directly impact the quality of life of Loveland residents and therefore are a priority focus for the city to ensure the continued success of our community.



Images : Examples of commercial uses



BUSINESS AREAS

The economic vitality of the City of Loveland is based on the success and growth of the city's business districts. The city has four primary business areas which include:

- ▶ **LOVELAND COMMERCE PARK**
- ▶ **DOWNTOWN LOVELAND**
- ▶ **W. LOVELAND AVENUE**
- ▶ **LOVELAND-MADEIRA CORRIDOR**

Each of these four areas provides a unique economic opportunity for the city. The 2019 Downtown Strategic Development Plan identifies the vision and objectives for Downtown Loveland, extending into the West Loveland Avenue corridor. This Comprehensive Plan will focus on the other two areas.

Loveland Commerce Park

The Loveland Commerce Park is the main engine for economic activity in the City of Loveland. Located in the upper northwest corner of the city off of Union Cemetery Road, the Commerce Park is home to approximately 30 businesses ranging from office and training centers to high-tech manufacturing and research and development operations. The park is almost completely built out, with only one remaining parcel left to develop.

As businesses come and go, and parcels develop or redevelop, it is crucial that this area remain an economic generator for the city focused on providing quality jobs for both Loveland residents and the region. Ideal uses within this park include:

- ▶ High-Tech and Clean Manufacturing
- ▶ Research and Development
- ▶ Office and Co-Working
- ▶ Business Generators and Makerspace
- ▶ Medical Office and Operations
- ▶ Laboratories and Research



Images : Loveland Commerce Park

Retention of the existing businesses within the Commerce Park is very important to the city. Outreach efforts are done on a regular basis to ensure that the city is meeting the existing and future needs of these companies. This might include items such as infrastructure improvements, expansion needs, aesthetic upgrades, and other such efforts. A survey was conducted of the businesses within the commerce park in 2019 to better understand the needs of this area. Feedback included comments regarding what employees like about this area - easy commute, access to businesses, location, quiet setting; what employees don't like about the area - traffic, turning left onto Union Cemetery Road, and access to the highway; and what the Commerce Park needs. These recommendations are producing real changes in the park including re-paving of the interior streets, new entrance signage, and upgrades to existing landscaping.

The implementation recommendations of this plan include specific actions for the city to take to address these recommendations. Additionally, the city is actively marketing the last developable parcel within the park. It is crucial that the right use and development utilize this property; and one that complements and enhances the existing fabric of the area and produces additional quality jobs to serve the economic resilience of the community.

“

**We love Loveland and
hope to be here for a
very long time**

**Safe, clean, and
easy parking**

”

*Feedback from Commerce Park
business owners*



Images : Loveland Commerce Park

Downtown Loveland and W. Loveland Avenue

In 2019, the city approved a Downtown Strategic Development Plan that was to inform and shape investments in Downtown Loveland and W. Loveland Ave over the next several years. It recognized that people who raise their families here, and those just now coming to start ones, can settle down in Loveland without settling. Loveland's renowned trail and traditionally village form make Downtown walkable, but it can be even more so through placemaking, rich experiences and best-in-class hospitality. The plan urges Loveland to boldly enter its next generation of growth as an authentic, thriving town center of life and activity.

The graphic below highlights the Downtown Plan's recommendations for the first 36 months after adoption. At the time of this plan's adoption, we fall within the middle of that time frame.

Some progress has already been made, while some development has been delayed due to the COVID-19 pandemic. Some key achievements that have come out of the plan include:

- ▶ The opening of the Landing Events Center in the old warehouse on Karl Brown Way
- ▶ Two new restaurants on Karl Brown Way (Rodi Italian and Tahona Kitchen and Bar)
- ▶ Drafting of Historic Preservation Design Guidelines
- ▶ Targeted paid parking

THE FIRST 36 MONTHS



To review the full Downtown Strategic Development Plan click [here](#).

Image : Downtown Plan, image credit- Yard & Company

LOVELAND-MADEIRA CORRIDOR

As identified through public engagement, the Loveland-Madeira corridor is one of Loveland's largest challenges as a high traffic vehicular corridor. It is auto-focused and does not encourage foot or bike traffic. Due to its proximity to Downtown Loveland, this commercial corridor has great potential to bring the charm from the Downtown area to the rest of the city. It can also become a catalyst for more bike and pedestrian connectivity if properly redesigned. On most of the street, there is only a 4-foot sidewalk on the West side of the corridor. Closer to the intersection with West Loveland avenue, there is a sidewalk on the East side as well. There is currently no bike infrastructure along the corridor, which is a priority given that biking is one of the main things people love about Loveland. The number of curb cuts by Shoppers Haven and along the auto uses located further north on the corridor also increases conflict points between cars and pedestrians/bikers, discouraging alternative forms of transportation. The plan proposes a redesign of the corridor to include pedestrian and bike infrastructure that would connect Loveland-Madeira Road to Downtown Loveland. A comprehensive study of existing conditions and amenities was carried out to help guide the recommendations for improvements that are provided in the plan. The image below illustrates the area of study, accompanied by an index of the current uses located along the corridor.



INDEX	OWNER	FRONTAGE (ft)
a	New Hope Baptist Church	620
b	Oasis Turf & Tree	450
c	Castle Skateland	380
d	Kroger	718
e	LaRosa's /El Picante	245
f	Tender Towne/ Boost/ Bank of America	201
g	McDonald's	298
h	807 Loveland Madeira Rd	70
i	Loveland School Property	1100
j	910 Loveland Madeira Rd	195
k	916 Loveland Madeira Rd	380
l	912 Loveland Madeira Rd	30
m	Shopper's Haven	820
n	LCNB Bank	140

INDEX	OWNER	FRONTAGE (ft)
o	507 Loveland Madeira Rd	104
p	501 Loveland Madeira Rd	164
q	421 Loveland Madeira Rd	185
r	320 Loveland Madeira Rd	194
s	Goodwill Shopping Center	289
t	409 Loveland Madeira Rd	180
u	Marcotte Auto	199
v	BP/ Dunkin	146
w	Chiropractor	109
x	KOI Auto Parts	239
y	USPS	420
z	Express Deli	204
aa	The Quilter's Studio	160
bb	Quick Stop	137



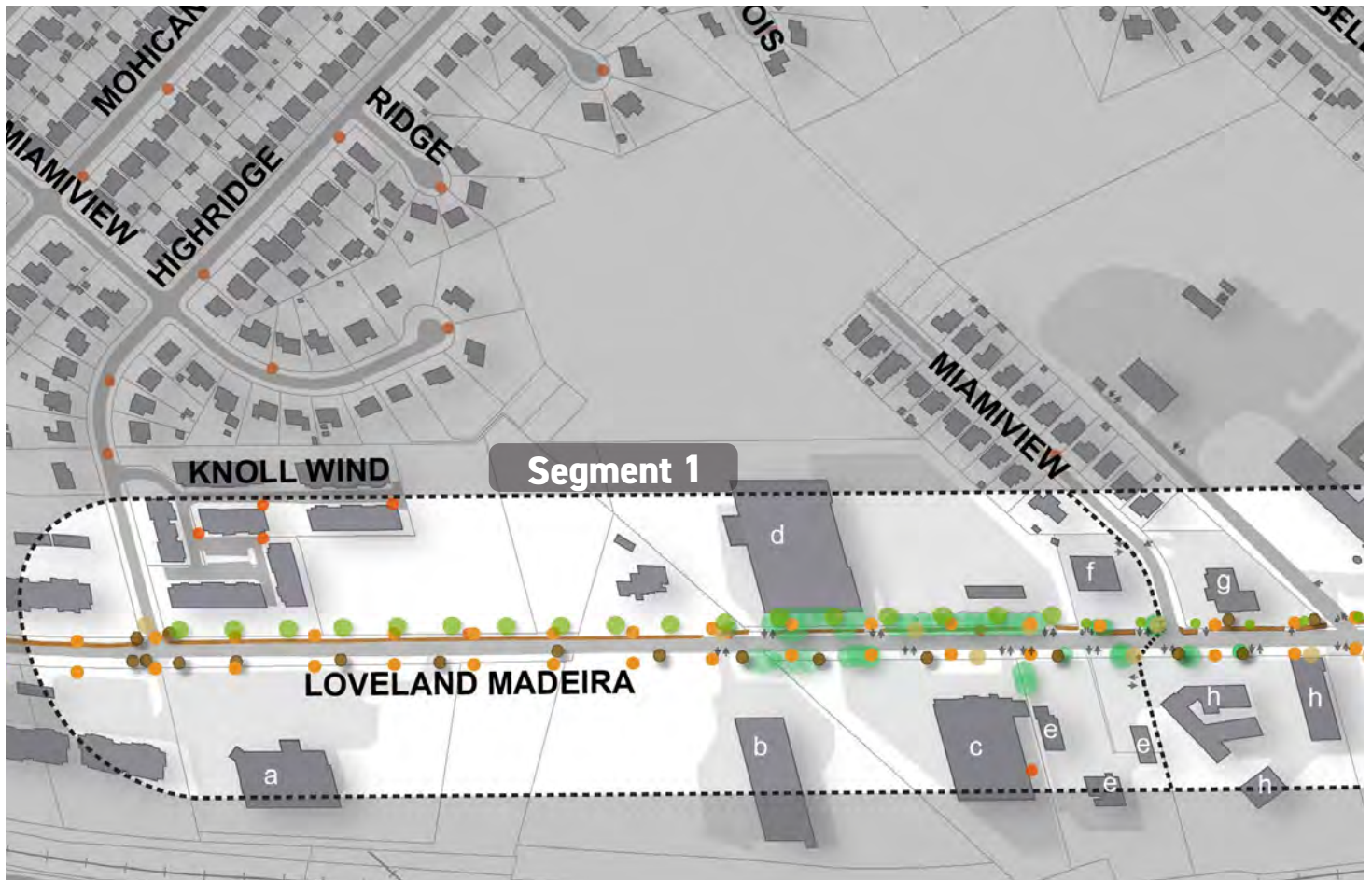


Image : Proposed Redesign of the Loveland-Madeira Corridor

Segment 1

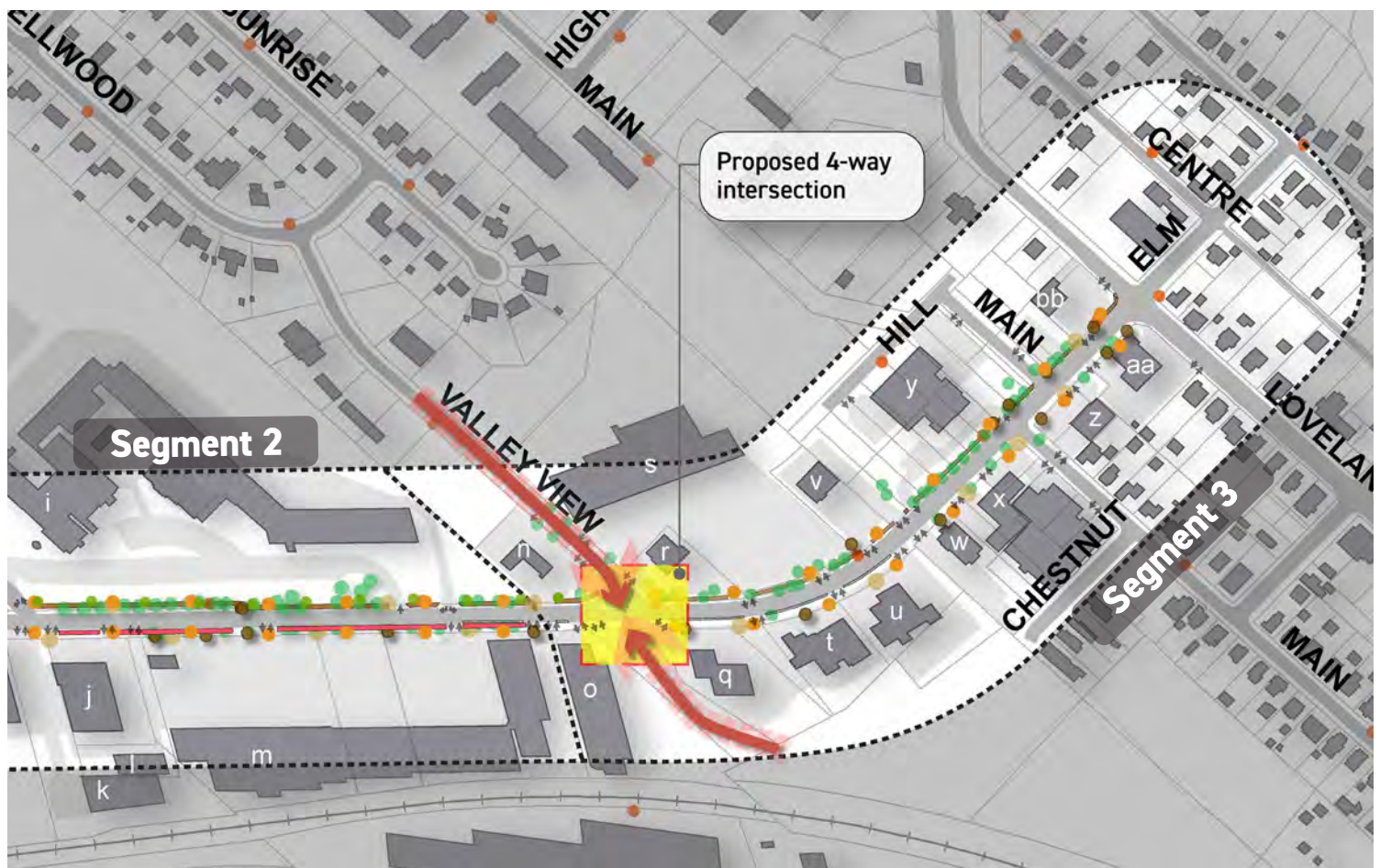
HIGHRIDGE DR TO MIAMIVIEW DR

This segment of the Loveland-Madeira corridor street shows the addition of street trees, lighting and other pedestrian amenities along both sides of the street. Proposed improvements include a 5ft sidewalk along the east side of the street, creating continuous pedestrian infrastructure from Highridge Drive all the way to W Loveland Ave.

Segment 2

MIAMIVIEW DR TO VALLEY VIEW LN

This segment includes the Loveland Primary and Elementary schools as well as Shoppers Haven. During the redevelopment of Shoppers Haven, a 5ft sidewalk will be installed along the length of the property. This will eventually connect to the 5ft sidewalks that the properties further north will also install as they make improvements or redevelop. Additionally, a plaza will be created in the Shoppers Haven lot at the end of the crosswalk from the schools. Increased landscaping and pedestrian connections will make the shopping center more accessible for pedestrians. Parking for the cycling groups in Loveland was mentioned as a problem during public engagement. To address this need, part of the Shoppers Haven lot will be reserved for the cars of people wanting to use the Loveland bike trail. Bike racks will be incorporated into the plaza space to encourage more bicycle traffic to the shopping center and complement the amenities offered at the public library in Shoppers Haven.



Segment 3

VALLEY VIEW LN TO W LOVELAND AVE

This segment includes the Chestnut Development Opportunity Area as well as many auto-oriented uses. The Valley View Ln and Loveland-Madeira corridor is currently a three-way stop. As the Chestnut site is developed, this will become a four-way intersection with greenspace and corridor branding elements. Pedestrian and bike paths are proposed along the new roadway to the Chestnut site. This infrastructure will serve to better connect the Loveland-Madeira corridor with the downtown area.

On the Goodwill parking lot, a commercial use such as a sit-down restaurant is recommended. Outdoor seating, an increased buffer between the road, and additional landscaping in the parking lot will make this an attractive space for residents and visitors. Currently, the corridor is not pedestrian-friendly because there is no sidewalk until the Loveland Chiropractic office. As properties in this

segment develop, sidewalks will be installed to create continuous pedestrian access on the East side of the street from Shoppers Haven to W Loveland. At the intersection of W Loveland Ave and Loveland-Madeira Road, bike lanes will be created on W Loveland leading to downtown.

Current Conditions

While the Loveland-Madeira corridor is an established commercial spine and is successful in its own right, it lacks infrastructure that encourages desired pedestrian activity. The images below highlight issues that impede enhanced usage of the corridor.



No Sidewalks.

Currently, there are many stretches along the street that do not offer pedestrians any sidewalk infrastructure. This is especially prominent along Segment 1, which houses many auto-uses. These breaks in the sidewalk network disrupt convenient pedestrian passage and create an environment that is conducive to and encourages vehicular circulation above all else in the corridor.



Minimal Buffer.

Existing sidewalks along the corridor are narrow and often located directly on the road edge or buffered by a thin strip of grass. These conditions raise concerns of safety from vehicles on the road. Areas of sidewalk without considerable buffer require efforts to provide safer and more comfortable passage for users.



Uninviting.

Although located in close proximity to the vibrantly appealing downtown, the corridor does not paint an inviting image for pedestrians. The lots and building layouts are overwhelmingly car-friendly and are not conveniently accessible for pedestrians. Street elements that serve active pedestrian use like lighting, seating, shade, and landscaping can encourage and invite pedestrian interest into the corridor.

Images : Existing conditions on Loveland Madeira Road

Recommended Pedestrian Plan

The pedestrian network plan includes the addition of a 5-ft sidewalk on the east side of Loveland-Madeira Road connecting the north end of the corridor to Shoppers Haven and further south to Highridge Dr. At a future date, if the city deems that an expansion of the existing sidewalk on the west side of Loveland-Madeira is warranted, it is recommended that the existing sidewalk on the west side of the street be replaced by an eight foot multi-purpose path. There will be dedicated bike lanes along W Loveland, consistent with the downtown plan done by Yard and Company, to connect cyclists to Downtown Loveland.

A third option explores the possibility of having the walk/bike path cut through the Chestnut property to connect to the bridge and bypass the auto-oriented section of Loveland-Madeira. This option would require the development of the Chestnut property and the permission from a private property owner, so it is not the primary option for increasing pedestrian and cyclist access to Downtown Loveland.

Legend

-  Railroad
-  Pavement
-  Buildings
-  Parcels
-  Proposed Sidewalk
-  Proposed Sidewalk Improvements
-  Proposed Bike lane
-  Potential Sidewalk expansion to support proposed Valley View and Chestnut intersection
-  Intersection Enhancements

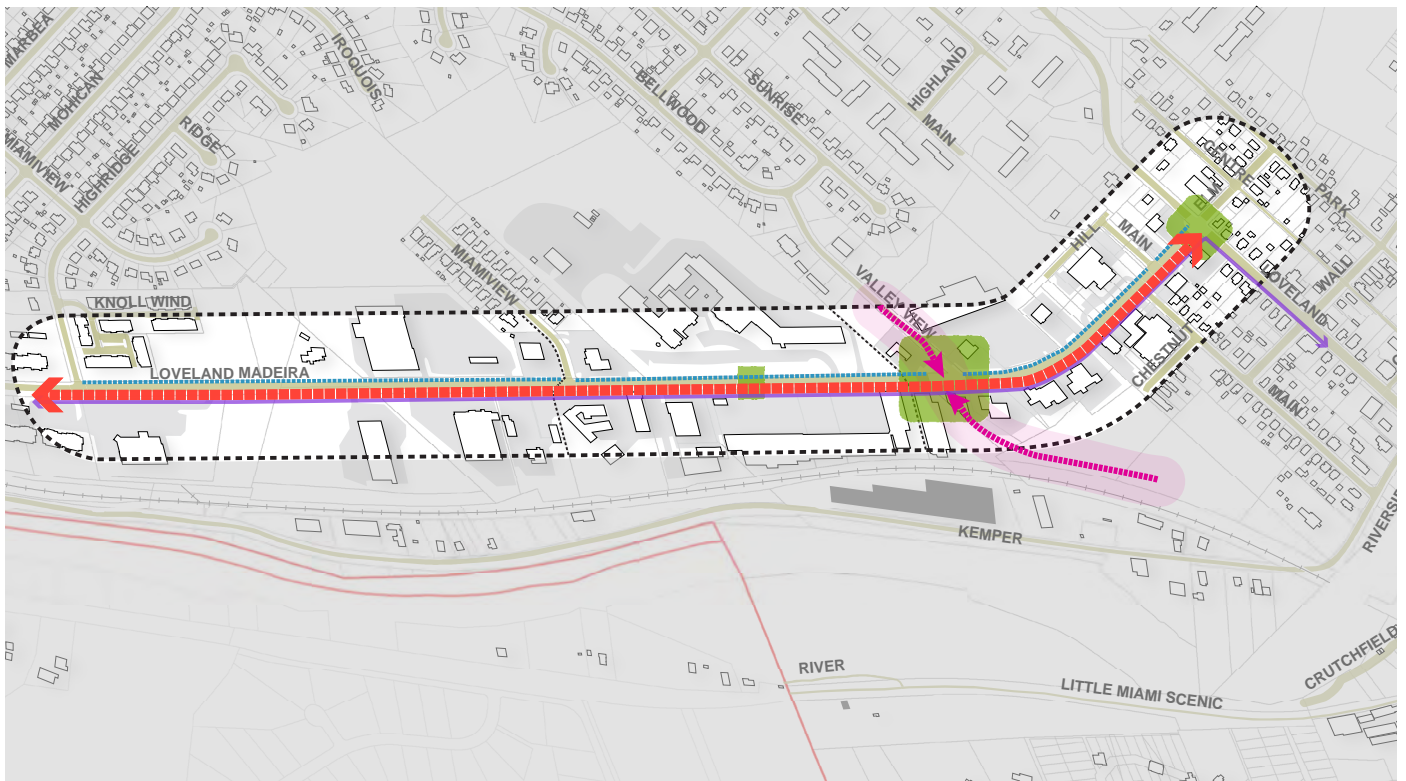


Image : Accessibility along Loveland-Madeira Road

Segment 1

Looking Southwest toward Oasis and Kroger

Pedestrian activity can be fostered by providing access to clean, wide, and safe sidewalks, good lighting, and visually appealing amenities. Installing a sidewalk on the east side of Loveland-Madeira to ensure there is pedestrian infrastructure on both sides of the street would increase the overall walkability of the corridor. Additionally, crosswalk surfaces could be treated to mimic the downtown sidewalk style and finish. Similarly, pedestrian scale street lighting and furniture including seating benches and trash receptacles can be used to create an inviting and safe experience and extend the Loveland branding into this area. Small street trees can be planted along with shrubs in a green buffer to protect pedestrians/ bikers from traffic.

LEGEND

- ↕ Access Points
 - +— Railroad
 - Sidewalks
 - New Sidewalks
 - Pavement
 - Buildings
 - Parcels
 - Fire Hydrants
 - Pedestrian-Scale Lights
 - Street Lights
 - Utility Poles
- ### Street Trees
- Small
 - Medium
 - Big
 - Proposed Street Trees

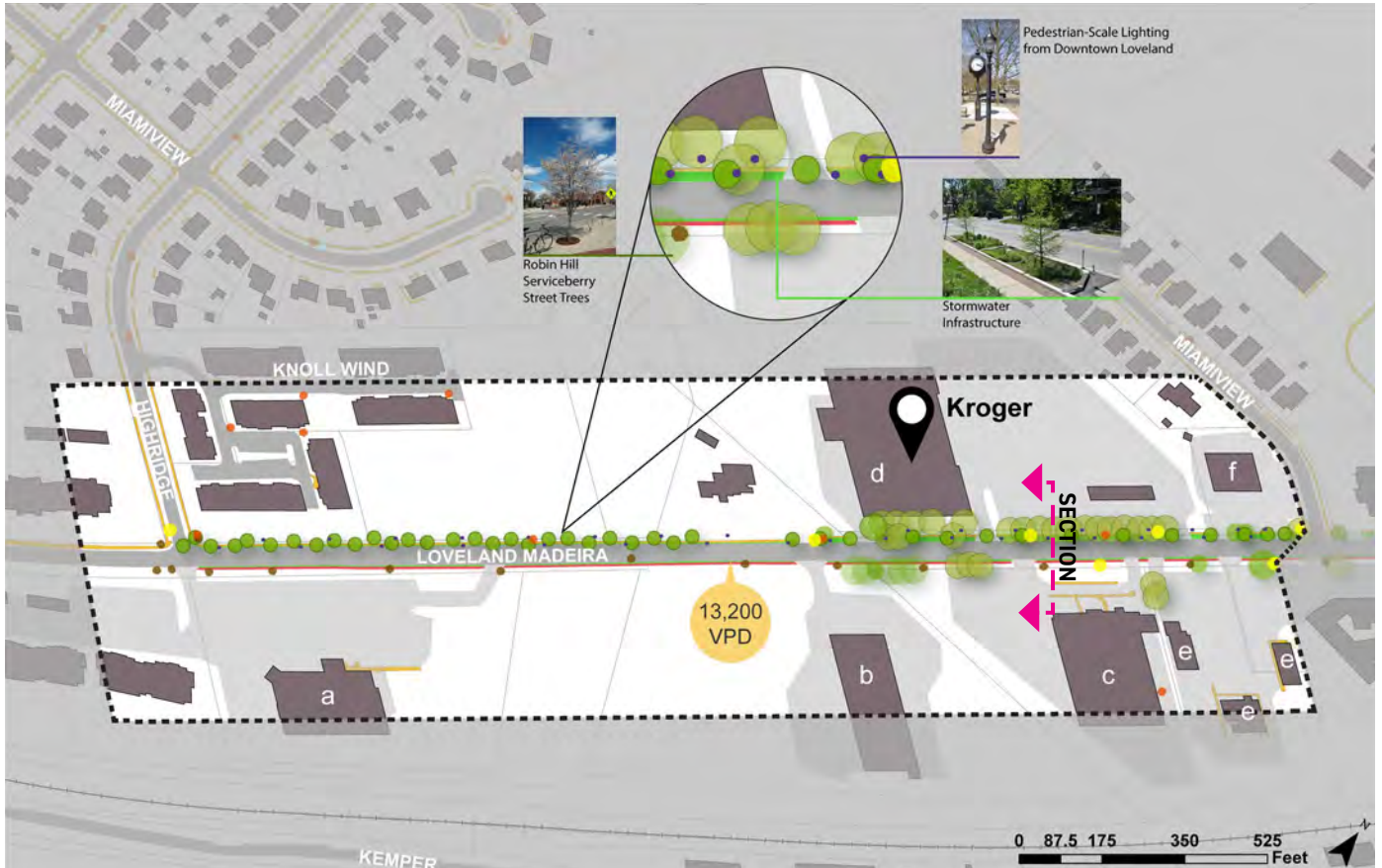


Image : Segment 1 of corridor from Highridge to MiamiView. * building index on pg. 39

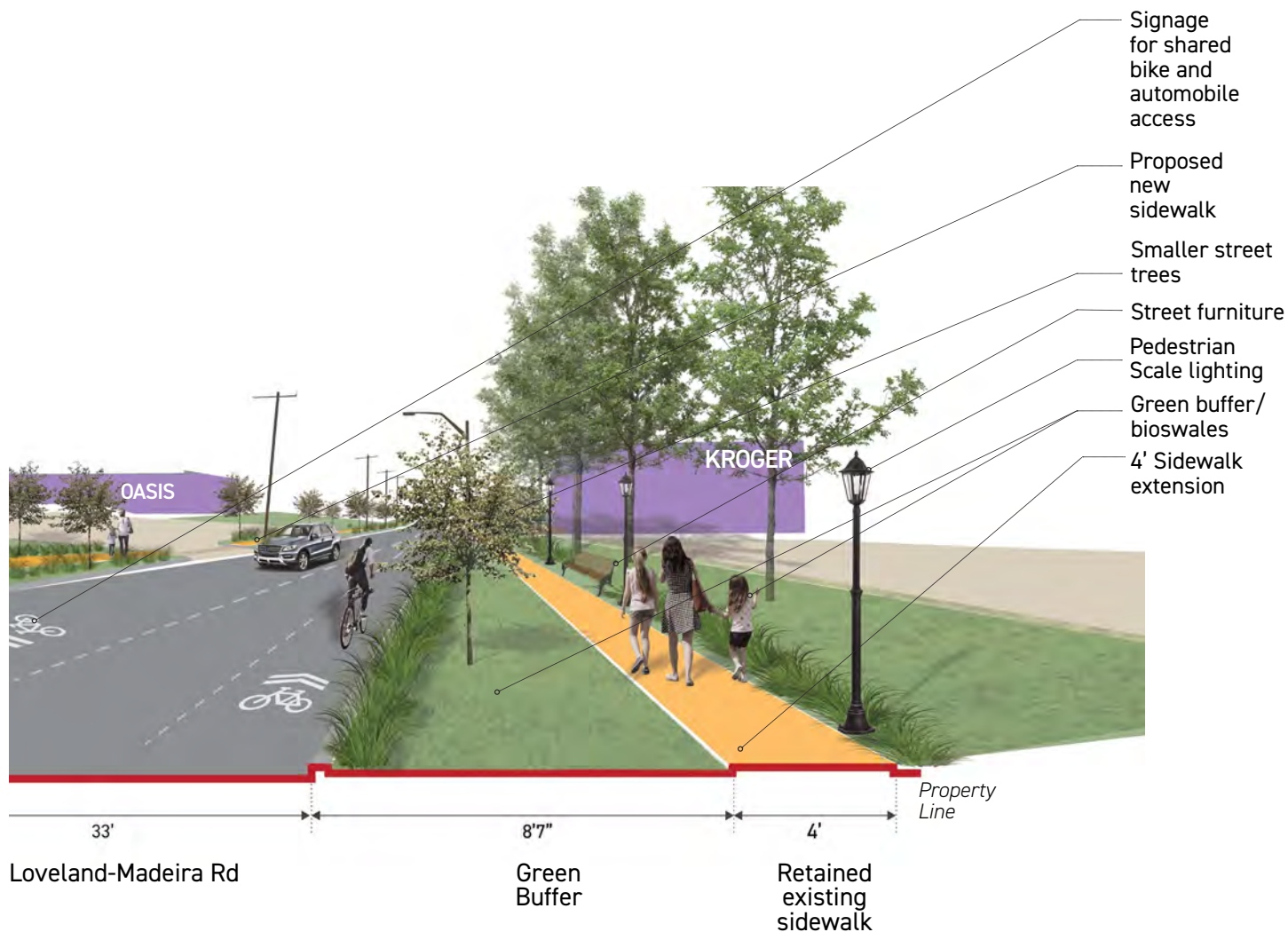


Image : Existing Conditions

What Are We Improving?

Safe and convenient pedestrian access pathways to the Kroger grocery store from the Loveland Heights neighborhood and River Ridge apartments.

Proposed Additions:

- New sidewalk
- Signage for roadsharing with bikes
- Street trees
- Pedestrian lighting
- Street furniture

Segment 2

Looking Northeast toward Loveland Elementary and Shoppers Haven

General recommendations from Sector 1 can be applied here, along with an emphasis on the improvement of safety in the major crossing from the school to the Shopper's Haven property. A painted crosswalk along with a new additional sidewalk fringing the Shoppers Haven parking lot would accommodate for the heavier foot traffic in this area. Redesigning the parking lot to create a small plaza along the road edge would bring about opportunities for adaptable use of the large parking space for social programming too. Creative bike racks can serve as both functional amenities for bicyclists and art installations to create visual interest. Landscaping improvements to provide shade and a visually pleasing effect can also elevate the parking lot. These additions can help make the area an active hub that attracts attention and creates a social identity for the corridor. As redevelopment happens, it can attract more visitors to Shoppers Haven and make their experience of the center more enjoyable.

LEGEND

- ↕ Access Points
- +— Railroad
- Sidewalks
- New Sidewalks
- Pavement
- Buildings
- Parcels
- Fire Hydrants
- Pedestrian-Scale Lights
- Street Lights
- Utility Poles
- Street Trees**
 - Small
 - Medium
 - Big
 - Proposed Street Trees

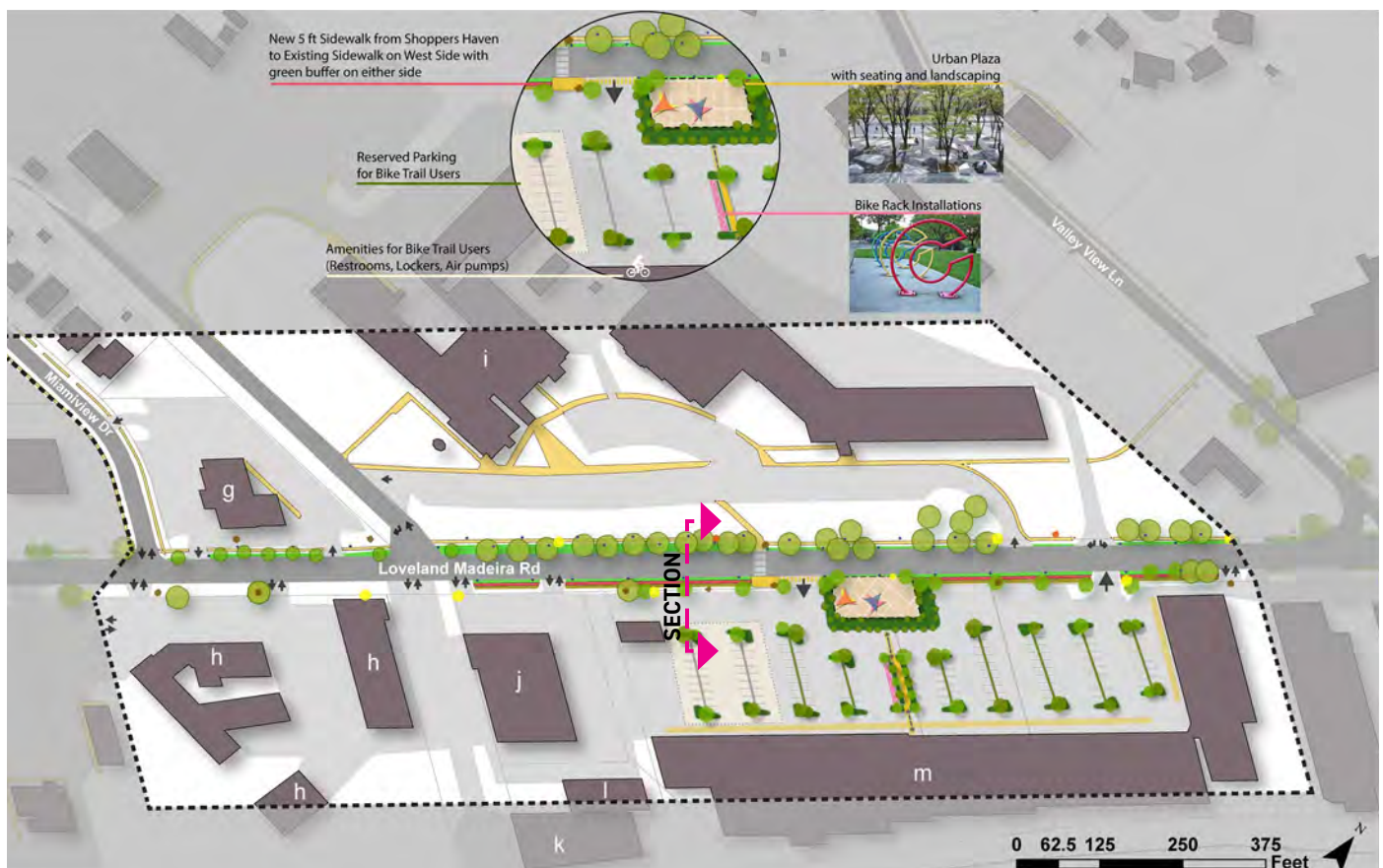


Image : Section 2 of corridor from Miami View to past Shoppers Haven * building index on pg. 39



Image : Existing conditions of Section 2

What Are We Improving?

Bike and pedestrian access to the Shopper's Haven and Loveland Elementary locations to support heavy foot traffic in these areas and to promote bike activity & commercial interest up this corridor.

Proposed Additions:

- New sidewalk
- Signage for roadsharing with bikes
- Crosswalk and traffic lights
- Branding and signage
- Street trees and furniture
- Pedestrian lighting

Segment 3

Looking North toward W Loveland/Madeira intersection

The proposal for this segment aims to retain the existing sidewalk along the western edge of the road way while laying new pavement on the missing sections of the eastern side. All sidewalks would be fringed by street trees and shrubbery to buffer pedestrians/bikes against vehicular traffic. A major recommendation in this segment incorporates a four-way intersection at the junction of Loveland-Madeira and Valley View lane. The intersection would serve the proposed road access to the Chestnut site and provide the opportunity for pedestrian and bike connectivity to be directed west into the Chestnut development and towards West Loveland Avenue.

The proposal also includes the redevelopment of the Goodwill parking lot to accommodate a small commercial use that can include dining or entertainment services. Such a use can be supported by outdoor dining or seating facilities that is oriented along the street edge to create an inviting and vibrant look for the area.

LEGEND

- ↕↕ Access Points
- +— Railroad
- Yellow box Sidewalks
- Red box New Sidewalks
- Grey box Pavement
- Dark grey box Buildings
- White box Parcels
- Red dot Fire Hydrants
- Blue dot Pedestrian-Scale Lights
- Yellow dot Street Lights
- Brown dot Utility Poles
- Street Trees**
 - Small Green circle
 - Medium Green circle
 - Big Green circle
 - Proposed Street Trees (Green circle with outline)



Image : Section 3 of corridor from Shoppers Haven to W Loveland Ave. * building index on pg. 39



Image : Existing conditions of Section 3

What Are We Improving?

Improve pedestrian and bike access along roadway to increase visibility, provide ease of access and promote opportunities for local businesses through direct connectivity to downtown core.

Proposed Additions:

- New sidewalk
- Signage for roadsharing with bikes
- Branding and signage
- Street trees and furniture
- Pedestrian lighting
- Street furniture

Streetscape Recommendations

Redevelopment of the Loveland-Madeira Road will include many streetscape additions to beautify the corridor, make it more inviting for pedestrians and cyclists, and increase stormwater capacity. These elements will include pedestrian scale lighting, street trees between the sidewalk and street, benches along the path, and stormwater management within the green buffers to reduce runoff. These components add to the physical and visual appeal of the roadway as they create a more accessible, safe, and user-friendly experience for pedestrians and bike users. Improvements and additions along this corridor can draw upon the aesthetic style of the Downtown area to create a unified and cohesive look and feel that can be associated with being in Loveland.



Image : Sidewalk expansion to create more space for lights/trees

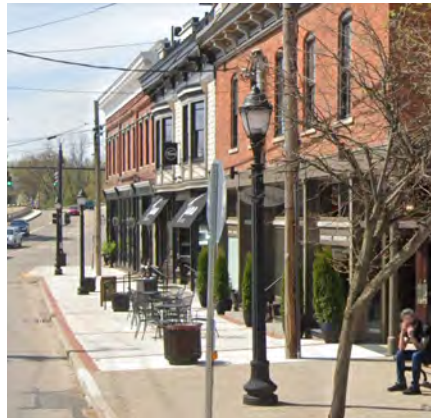


Stormwater Management:

Green stormwater infrastructure can be used to harness storm water runoff, replenishing ground water reserves. This is a sustainable and efficient buffer for pedestrian pathways.



Sidewalk Furniture: Street furniture and amenities like seating benches, planters and trash receptacles promote a sense of order and cleanliness and can induce more pedestrian activity by inviting a wider spectrum of the local demographic - like mothers with strollers, or older users.



Pedestrian-Scale Lighting: Lighting at a pedestrian scale at shorter intervals than traditional road lighting, provides better visibility and safety for pedestrians. Signage and branding can also be incorporated into these features.



Sidewalk Treatment: There are many available surfacing options for sidewalks and pavements. Downtown Loveland has a paved finish that could be extended into the focus area. Permeable surfaces are sustainable and easy to maneuver on for pedestrians and bike users. Chosen treatment should also facilitate ADA accessibility.



Parking Lot Plaza: A small plaza space in the Shopper's Haven parking lot could provide a midway respite for pedestrian access down the corridor. It can also add value as a visible public landmark for motorists. With suitable lighting and vegetation, the plaza can also serve flexibly in combination with the parking lot as a pop-up event facilitator.



Signage: Downtown Loveland has adopted a signage and branding style that exudes an identity that is unique to Loveland. This style can be followed in new signage along the Loveland-Madeira corridor to incorporate the same recognition of Loveland.



Crosswalk Design: There are multiple creative crosswalk solutions that could be used, especially between Shopper's Haven and Loveland Elementary. It could be an engaging addition that increases safe passage across the motorway, while also adding to the arts and culture in Loveland.

4. Neighborhoods



Image : Single family home in Loveland

Celebrate our places and people

Loveland keeps the community safe and content.

The well-established and healthy neighborhoods of Loveland are home to more than 13,000 people and are well-supported by the school districts, parks, and public facilities. Public feedback indicates that residents have a sense of pride and belonging, along with a desire to protect and preserve the existing character of these areas. Future growth can occur through improving sidewalk amenities and enhanced connectivity to key city destinations and through rehabilitating and reinvesting in the Loveland Heights neighborhood.



OVERVIEW

Residents in Loveland love the close-knit, small-town character of the city, which is largely due to the unique, historic neighborhoods. According to the public surveys, residents are extremely satisfied with their community, but are interested in seeing improvements to the roads and sidewalks in the residential areas to ensure safe and accessible connectivity to commercial hubs, community centers, and parks. Survey respondents said that single family homes and apartments are the types of housing that are most needed in the city, so this plan proposes a variety of single family and low density multi-family options. This would ensure a wide range of housing options that are both affordable and can accommodate various lifestyle choices. The plan goals and strategies for residential neighborhoods emphasize the protection of the existing scale and character of these areas. New development in Loveland neighborhoods should strive to reduce environmental impacts and preserve the unique charm of Loveland.

GOALS & STRATEGIES



1. Define, protect, and reinforce the distinct identity of Loveland's unique residential neighborhoods.

- ▶ Develop a plan to preserve the unique character of Loveland's original neighborhoods including the size, scale, setback, and character of the structures.
- ▶ Maintain similar development densities in our established residential neighborhoods.
- ▶ Identify residential roads, curbs, gutters, and public sidewalks that need maintenance, replacement, or upgrades and establish a plan of action to address those needs.
- ▶ Continue to emphasize and enforce the City's existing property maintenance regulations.
- ▶ Support and promote Loveland's Historic Preservation efforts. Consider adding additional historic preservation events to endorse existing efforts like historic home tours, walking tours, and rehabilitation awards.

2. Evaluate the potential for sidewalk expansion and improvements in our neighborhoods to better connect them to our business districts and community destinations and to minimize conflicts between pedestrians and automobile traffic.

- ▶ Connect our northern neighborhoods to Downtown and the Little Miami Scenic Bike Trail.
- ▶ Connect our eastern neighborhoods to Downtown, Loveland Early Childhood Center, St. Columban Church, and other community destinations.
- ▶ Provide better connections and more options for our western neighborhoods, including Loveland Heights, to cross the Little Miami River to reach Downtown and the bike trail.

GOALS & STRATEGIES



3. New residential development should be strategically located and appropriately designed to not overwhelm current infrastructure, drastically increase traffic, or radically alter the character of an established neighborhood.

- ▶ When new residential units are built, they should be focused on a mix of market-rate single family homes, high-end single family homes, and ranch-style single family homes designed for aging adults.
- ▶ Multi-family units, if and when constructed, should be of a lower-density including duplexes, tri-plexes, four-plexes, and townhomes.
- ▶ Encourage creative site planning, such as clustering, to protect hillsides, wooded areas, and streams from the impacts of development.

4. Support the rehabilitation of the Loveland Heights neighborhood.

- ▶ Preserve the existing housing stock within Loveland Heights in terms of aesthetics and property values.
- ▶ Eliminate existing or potential blighting influences and their 'spill-over effect' to adjacent properties and neighborhoods.
- ▶ Encourage an increased sense of responsibility with regard to property maintenance.
- ▶ Research options for the City to use land banking and similar tools to obtain ownership of vacant or nuisance properties within the neighborhood.
- ▶ Continue to emphasize and enforce the City's existing property maintenance regulations and rental registration regulations.
- ▶ Continue targeted financial investment of property and infrastructure improvements.

EXISTING CONDITIONS & CHARACTER

The character, charm, and natural benefits of Loveland's neighborhoods should be retained and protected. The residential areas primarily offer suburban style, single family homes with scattered townhomes and multi-family developments. Loveland has a strong base of quality housing options, areas of historic residential character, excellent resident retention rates, and a family-oriented population. This indicates Loveland's appeal for families and others with long-term settlement interests who are attracted to the family-focused neighborhoods, great schools, and abundant parks and natural resources. Appropriate regulations for residential development and enforcing the city's property maintenance regulations can help protect and preserve the character and benefits of residential Loveland.

The majority of Loveland's residential areas are stable and unchanging. For these areas, change is not expected, nor are there plans to drastically impact the existing development patterns. There are two neighborhoods, though, that have unique circumstances, history, and planning needs. These are the residential neighborhood southeast of Downtown Loveland and the Loveland Heights neighborhood. Each of these areas have a dedicated section to explore their unique opportunities and conditions.

Housing Demand

Community input indicates a desire to attract young working professionals to Loveland, thus producing a demand for housing in the community. Such housing could accommodate a range of pricing options and lifestyle choices and could also ease housing developmental pressure within the city. A greater variety in the housing stock could also address a current and growing potential need for empty-nesters and seniors within the community.

This housing demand could also prompt people to tear down existing homes in order to construct a larger, modern home or subdividing existing larger lots in order to construct two or three additional homes on a property. This phenomenon is occurring across the region and the state, including in communities such as Montgomery and Madeira. If this trend happens in our neighborhoods, it is important that the general character and development pattern are retained.

From the street, the size, scale, and massing of homes, whether newly built or historic, should complement their surroundings. If the city sees this happening a lot in certain neighborhoods or areas, it may be necessary to do an additional study or amend the zoning regulations in that area in order to ensure that inappropriate development does not occur.

Residential Infrastructure

Improvements to existing sidewalks and infrastructure amenities can be made to boost quality of life within Loveland. Some neighborhoods have existing sidewalks that need upkeep or upgrades while other areas, such as the Cedar Woods neighborhood, do not have any sidewalks. A sidewalk improvement program could drastically alter the connectivity within Loveland and increase accessibility to other parts of the city from the residential areas. Area-focused efforts can be more feasible and eventually lead to city wide efforts and an entirely walkable Loveland!

DOWNTOWN RESIDENTIAL NEIGHBORHOODS

The residential area that is located southeast of Downtown Loveland is part of the original village of Loveland and home to some of the first housing structures in Loveland. This area is primarily comprised of single family residential homes, but does include several multi-family developments and institutional uses mixed throughout.

Growth pressure over the past 20 years or so has resulted in some new developments within this neighborhood, primarily on infill lots or previously undeveloped properties. The city has no residential design requirements for this area (except for standard zoning dimensional requirements). Therefore, the new development has tended to result in single family homes of a much larger scale and stature than the existing homes. This has resulted in an inconsistent character between new and older developments.

The development patterns of this area include a generally traditional gridded street pattern with some smaller streets that dead-end into the bike trail open space. Due to the settlement age of this neighborhood, most of the streets

do not have curb and gutter, and only some of the streets have sidewalks. Additionally, this area has a significant topography change of over 100 feet from the base of Downtown Loveland to the peak of the neighborhood. This has created some interesting development patterns along with some cherished views of the area.

New development within this neighborhood should complement the existing fabric in terms of size, scale, mass, and height. New townhomes and small scale multi-family developments may be appropriate along the district's major thoroughfares, on undeveloped sites, or as redevelopment projects of existing multi-family uses. In general, the existing single family streets should remain as new development or redevelopment should not drastically increase the density and development patterns within the area, unless significant mitigation efforts are utilized to protect adjacent uses.



Image : Homes in the Downtown Residential area



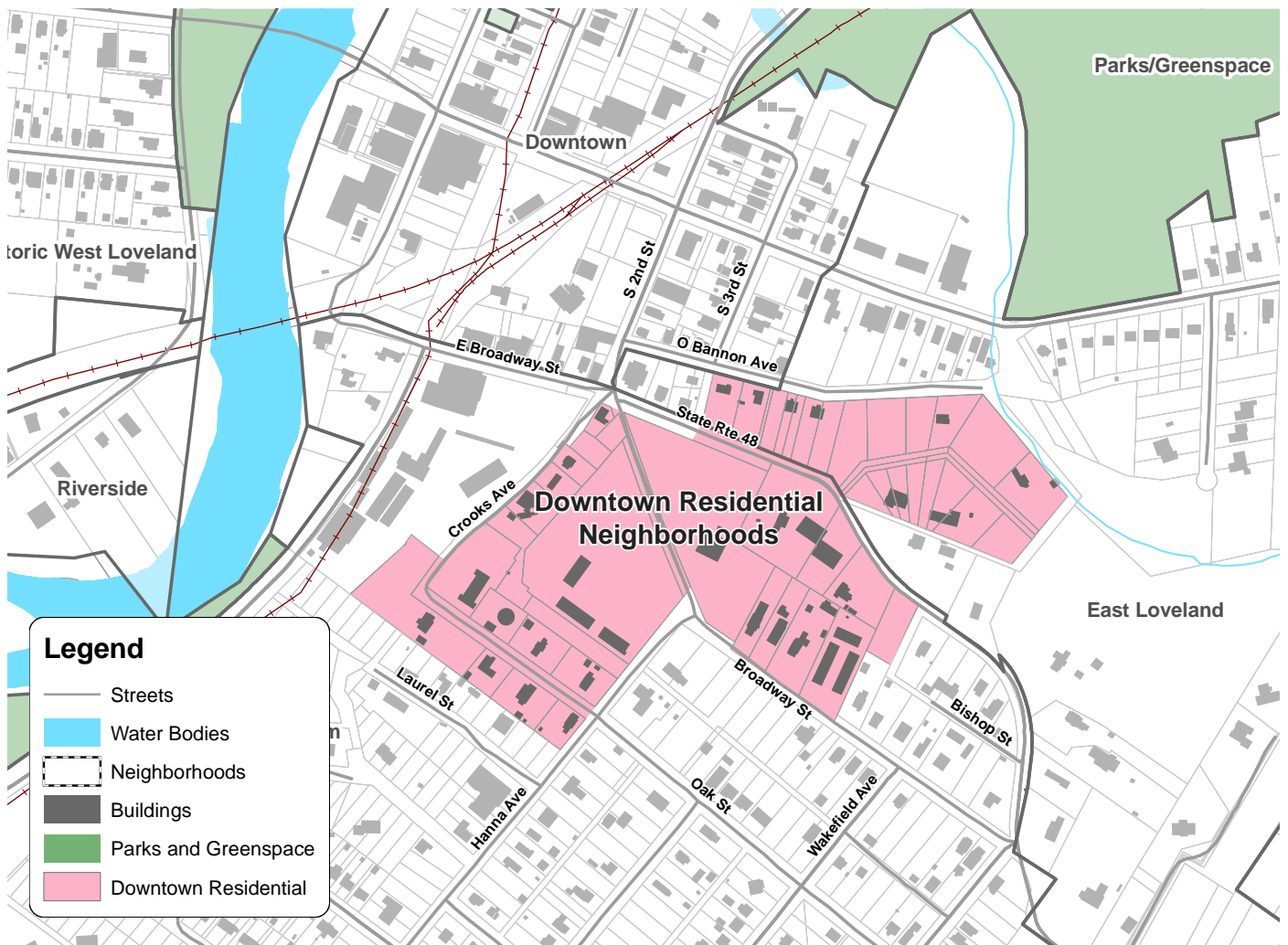
Image : Home on O'Bannon Ave

KEY TAKEAWAYS :

- ▶ Improve the infrastructure and pedestrian connectivity to Downtown Loveland and the bike trail
- ▶ Ensure new development does not radically alter the character of the neighborhood
- ▶ Protect existing viewsheds
- ▶ Enforce the property maintenance code and Historic Preservation Guidelines



Image : Home in Downtown Residential Neighborhood



Map : Downtown Residential Neighborhood

LOVELAND HEIGHTS NEIGHBORHOOD

Loveland Heights is comprised of a group of older residential subdivisions that are located south of West Loveland Avenue and west of Loveland-Madeira Road. As noted in the 2002 Comprehensive Plan, issues have arisen in the neighborhood due to the development's age as well as unmaintained properties. These issues have not yet been resolved. The lot layout and sizes in the neighborhood have resulted in little room for desired expansion, so development should focus on preserving and improving the current housing stock. General improvements of roads and curbs is also recommended, along with maintenance of signage and pedestrian pathways within the neighborhood.

Loveland Heights should be maintained as a primarily single family neighborhood, but with the opportunity for townhomes or multi-family infill developments. Continued enforcement of property maintenance regulations is encouraged to address general neighborhood upkeep and prevent spillover of blight. The city may explore financial and legal tools such as the Loveland Heights Housing Rehabilitation Grant Program to improve maintenance and instill a sense of pride and responsibility in the neighborhood.

KEY TAKEAWAYS :

- ▶ Reinvest in the neighborhood
- ▶ Preserve and improve housing stock
- ▶ Eliminate blight
- ▶ Enforce the property maintenance code
- ▶ Improve pedestrian connectivity within and around the neighborhood
- ▶ Protect and maintain the parks, tot lots, and other community facilities



Images : Home in Loveland



Images : Homes in Loveland Heights



Map : Loveland Heights Neighborhood

5. Assets



Image : Family playing and kayaking in Little Miami River

Preserving our assets...

We appreciate and protect our natural and built environment

Loveland is rich in natural resources and the community enjoys the bountiful opportunities this presents. The nationally renowned Little Miami River, the Bike Trail, and numerous parks are only a few of the city's attractions. As Loveland grows in prominence as a regional attraction for recreation, it becomes more important to appropriately identify and protect natural resources and other assets that are an integral part of Loveland's identity and community.

The background of the page is a photograph of a lush green forest. In the lower right foreground, a wooden sign is partially visible, featuring a quote in blue script and a signature. A semi-transparent green rectangular box covers the middle-left portion of the page, serving as a backdrop for the title and main text.

OVERVIEW

Loveland provides both residents and visitors with an abundance of opportunities for outdoor and social recreation destinations. Open space, parks, and green buffers are environmentally beneficial and aesthetically pleasing as they provide visual relief from built development. Loveland is almost completely developed, so it is especially crucial to protect and preserve these assets within the city. The Little Miami River is one such asset that has national significance and brings much economic and recreational interest to the city. Such a resource needs protection to ensure that growth around the river is balanced between development and preservation.

“Look deep into
nature, and then you
will understand
everything better

Albert Einstein

GOALS & STRATEGIES



1. Preserve and enhance our natural resources

- ▶ Identify undeveloped land to preserve for recreational development or open space.
- ▶ Continue planting street trees and trees throughout the community under the Tree City USA program.
- ▶ Protect existing and old vegetation (specifically trees) throughout the community.
- ▶ Capitalize on the benefits of having the Little Miami River, a national scenic river, run directly through the City. Balance the need for the City to grow through development with the need to preserve this natural resource.

2. Expand and highlight our recreational amenities and destinations throughout the City

- ▶ Work with developers and provide incentives for public amenities, such as pedestrian connections, for all new development and redevelopment projects.
- ▶ Increase the number of playgrounds in our City parks and expand the footprints of our existing playgrounds.
- ▶ Identify missing recreational needs within the community and establish a plan to fill those voids over time, as feasible. This may include the City considering a senior center, recreation center, and/or municipal pool.
- ▶ Promote programs and partnerships with other agencies that will contribute to health and wellness opportunities within the City.
- ▶ Improve accessibility both within and to our existing park network.
- ▶ Improve amenity and safety features at the City parks including restroom facilities, shelters, picnic tables, drinking fountains, trash cans, lighting, etc.

COMMUNITY RESOURCES AND EVENTS

Local natural resources are a large part of Loveland's identity and appeal. Residents and visitors are both drawn to the opportunities for outdoor recreation offered by the Little Miami River and adjacent trails. The Little Miami river is one of 156 American rivers designated by the US Congress as a National Wild and Scenic River. It is a popular destination for both locals and visitors to indulge in activities such as canoeing and kayaking. The Little Miami Scenic trail (known as the Loveland Bike trail where it cuts through the city) is a nationally acclaimed rail trail that sees heavy bike and hiking use. The scenic trail is 70 miles long and a segment of more than 1.7 miles runs through and directly adjacent to the city of Loveland. The trail pierces through the heart of the downtown core and is a major contributor to the economic success of the area. The organic interest and potential this brings to Loveland has incentivized growth and activity. Efforts to protect existing vegetation and the natural character of the area, along with development that is held to heightened review and regulation processes, can help the community capitalize on this asset without compromising on the natural integrity of these resources.



Image : Loveland Bike Trail

Little Miami River

The Little Miami River is the jewel of Loveland. This nationally recognized landmark brings visitors from all over to Loveland for recreation and leisure activities. The Little Miami Conservancy is the organization committed to protecting the forested corridor along the Little Miami River and improving appreciation for the beauty of this national resource. The conservancy was founded in 1967 by Glenn Thompson and has grown in size and stature ever since. Their initiatives include various volunteer clean up efforts, bike trail funding and development, educational gatherings, addressing abandoned and dilapidated properties, and working with developers to protect river edge lands. The city is committed to working with the Little Miami Conservancy to continuously improve the experiences along the river while protecting this resource

Enhancing the connections to the Little Miami River:

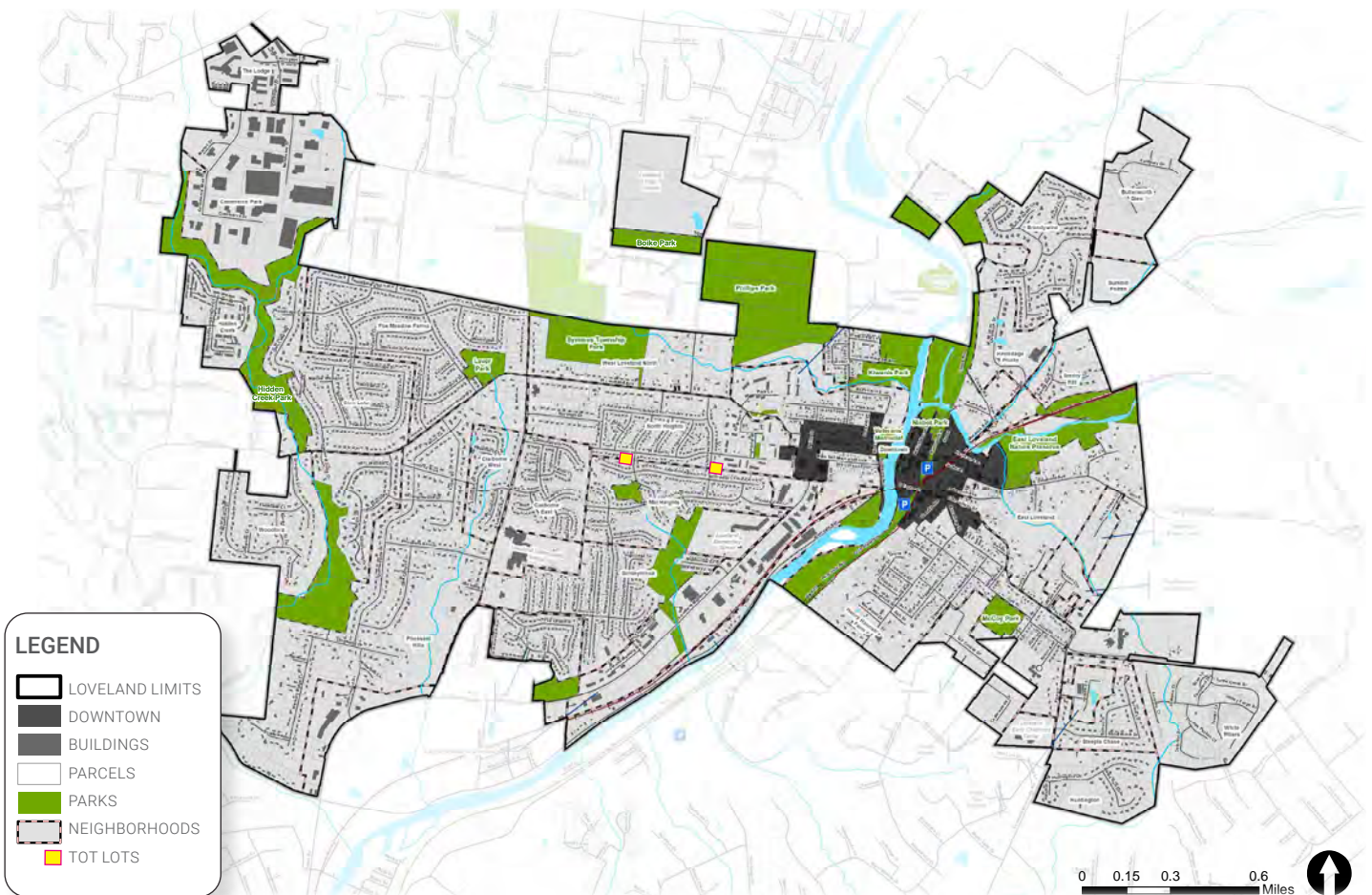
- ▶ Improve signage for designated access points to the river
- ▶ Identify opportunities for additional designated access points
- ▶ Protect river front tree canopy
- ▶ Protect against invasive vegetation species
- ▶ Promote educational programming to raise general awareness
- ▶ Install signage history and preservation efforts
- ▶ Encourage collaborative clean up efforts.

Loveland Parks

Loveland neighborhoods are serviced by numerous parks that are located throughout the city. Loveland parks are publicly owned and maintained. They vary in scale and nature and accommodate diverse facilities within them. They offer one or more elements of individual and team sporting fields, playgrounds, picnic shelters, trails, walk paths, gazebos, memorials, restroom facilities, and other amenities to engage and serve the residents and visitors of Loveland. In the future, the existing parks network can be strengthened through increased connectivity between parks and into the surrounding residential neighborhoods.

Loveland Parks:

- Bishop Park
- Boike Park
- Kiwanis Park
- Lever Park
- McCoy Park
- Nisbet Park
- Philips Park
- Hidden Creek Park
- Tot Lots
- Veteran's Memorial
- Village Anniversary Park



Map : Loveland Parks

Trails

Loveland has extensive trails that cater to bike users and hikers. While the Loveland bike trail is the most prominent and well known, many of the local parks and the East Loveland Nature Preserve offer walking and hiking trails that are accompanied by interpretive signs, demonstration areas, and other such facilities.

These trails can be maintained and expanded further through collaboration with local and regional trail development initiatives. They can also be extended to connect to existing parks and open spaces through pedestrian networks to create a holistic and accessible city-wide green network. Further studies and exploration may be necessary in order to understand the feasibility of expanding the existing trail network.

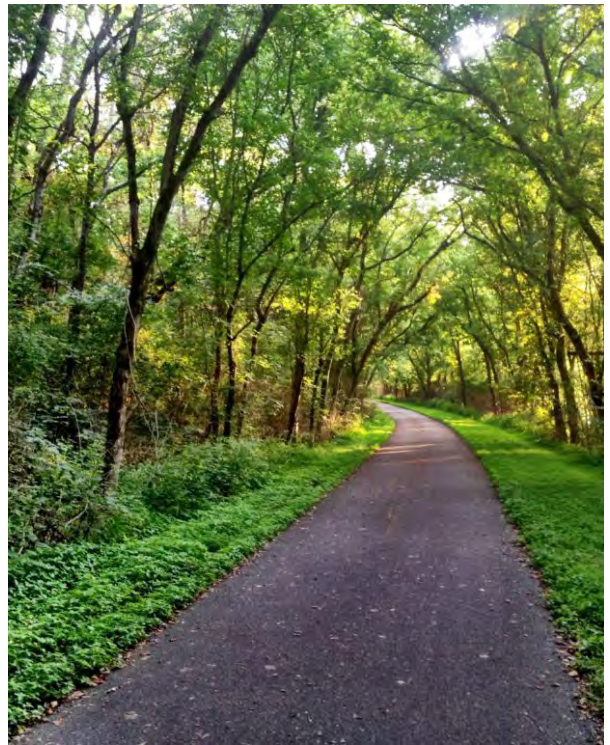


Image : Little Miami Trail

Recreation

The Loveland community has plenty of options for natural recreation outside of the Little Miami River area. The various parks in the city are home to a skate park and a variety of fields for sports including soccer, baseball, tennis, basketball, etc. These are often supplemented by restroom facilities, seating, and other amenities for user convenience.

Loveland has historic landmarks and areas, including historic residential neighborhoods, in walking distance to Downtown. The city currently does not offer a community center or public recreation centers, but demand for new facilities can be monitored and met when possible.



Image : Tennis courts at McCoy Park

Open Spaces

In addition to the established park land in Loveland, there is also plenty of passive open space to enjoy throughout the city. This open space ranges from river banks, floodplains, forested areas, and undeveloped parcels. The city should continue to aggressively preserve land for open space to ensure that our community remains a green haven for our residents and wildlife.

Social Events

Social activities that are of local significance are the weekly Farmers Market, Christmas in Loveland, 4th of July celebration, and public holiday celebrations. These bring regional attention and are highly successful. Nisbet Park is a particularly successful venue for events and public gatherings because of its convenient location adjacent to the Bike Trail. The city is currently evaluating improvements to this park to further attract residents and visitors in Downtown Loveland.

There is community demand for more event programming throughout the city. Loveland is committed to implementing social events within the Loveland Madeira Road corridor, such as food truck rallies. Active concentration in this area will service to capitalize on the resources provided by the local businesses and will generate the necessary energy and synergy to assist in the creation of a more lively corridor.

New and existing events and social gatherings can be actively promoted through the city's website and other social media platforms to increase visibility within and around the city. More information on city events and activities can be found through the city's www.lovinlifeloveland.com site.



Image : Loveland Nature Preserve



Image : Event with Loveland-Symmes Fire Dept.

MOBILITY INFRASTRUCTURE

As Loveland grows, it becomes more important to address the issues of traffic, parking, and connectivity to ensure safe and convenient accessibility for residents and visitors alike. It is vital to enhance road, bike, and pedestrian networks to complement and support development and prevent them from hindering future economic growth within the city. High traffic vehicular corridors, pedestrian networks, and bike paths within the city are a large part of Loveland's identity. Good maintenance, upkeep, and expansion of this infrastructure will help boost Loveland's image and appeal to prospective residents and visitors.

Pedestrian Networks

The health of residents and others in the community can be promoted through encouraging walking and biking activities. Continuous and well-kept sidewalk infrastructure can incentivize children and adults to use these amenities, thereby indirectly reducing vehicular transit within the city.

Pedestrian networks can be improved upon along the major road corridors and local roads to fully connect the Loveland neighborhoods to the activity centers and parks. Road edge gutters, curbs, and curb cuts can be held to heightened maintenance and development standards and treated to encourage safe and easy pedestrian access.

Sidewalks along roadways can be improved to promote walkability in the community. Areas without sidewalks should be developed to accommodate pedestrian infrastructure when new development occurs. Additionally, the city can promote walkability through adding elements such as pedestrian scale lighting, street furniture, and frequent crosswalks.



Image : North End of Loveland-Madeira Road

Bicycle Networks

On-street and/or off-street bike trails and pathways should be established along high traffic corridors and in key areas of the city. An overall improvement of trail connections throughout the city would make Loveland feel more connected and would lessen the burden on Downtown Loveland.

The Connector Trail Feasibility Study (2018) by KZF Design indicated the potential of creating a separate bicycle and pedestrian facility along Loveland-Madeira Road. That is explored in this plan as well. Additionally, that plan recommended a modification to the West Loveland Avenue bridge to accommodate a 10 foot wide separated path. After further analysis, it would be recommended that this path be located on the north side of the bridge due to topography and site development patterns.

This bridge modification, coupled with the “road diet” recommendations of the Downtown Strategic Plan, would greatly increase the ability for people to walk or bike to Downtown and the bike trail from the west side of the Little Miami River. Additional bike infrastructure, such as bicycle parking, restrooms, and maintenance equipment, in other areas of the city could help spur and sustain additional commercial and service-oriented development in these areas. Such improvements are indicated for the Shopper’s Haven center on the Loveland-Madeira corridor improvement recommendations.

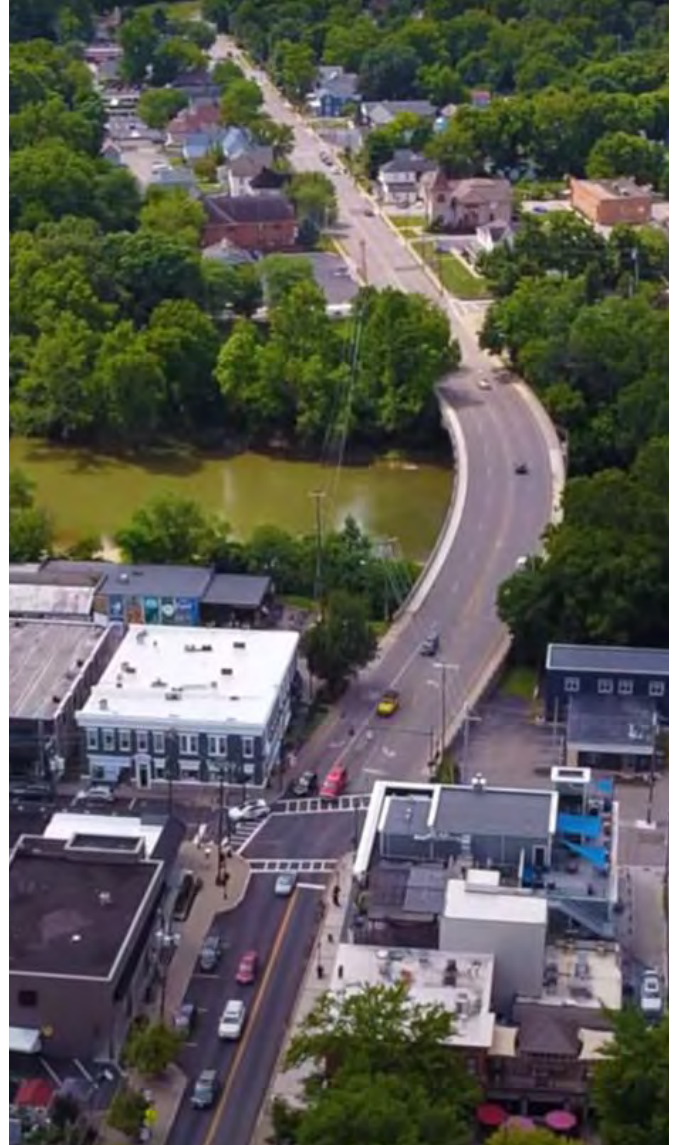


Image : Aerial view of the W. Loveland Ave Bridge. Image credit: Matthew Skiba YouTube Video “Tour of Loveland, Ohio (Aerial Footage)”.

Road Networks

Loveland is conveniently located in close proximity to the I-275 loop and I-71. This makes the city an attractive prospect for residents with workplaces in the surrounding areas. This also creates great volumes of commuter traffic that flows both away from and into the city. This traffic is regularly supplemented by visitors to the community who are attracted to destinations, especially Downtown Loveland, the bike trail, and the schools. It is not a surprise that traffic congestion is one of the city's top complaints.

Loveland is bisected by the Little Miami River. This river is a wonderful asset to the community, but also is the root cause of many of the traffic congestion complaints. Within Loveland, there is one bridge that allows both vehicles and pedestrians to cross the river. To the south of the

city, there is a bridge within Miami Township that crosses the river at Hopewell Road near the I-275 interchange. To the north of the city, the next bridge is approximately four miles away from the Loveland Avenue bridge, at the OH-22 crossing in Deerfield Township.

This dispersion of river crossings causes backups and delays for people that live on the east side of the river and work or go to school on the west side. For these Loveland residents, going through Downtown is really the only choice. What's more, much of the traffic congestion is not derived from Loveland residents alone, but is also originated from neighboring communities as they travel to and from work or school. The city is aware of this issue and acknowledges the indispensable

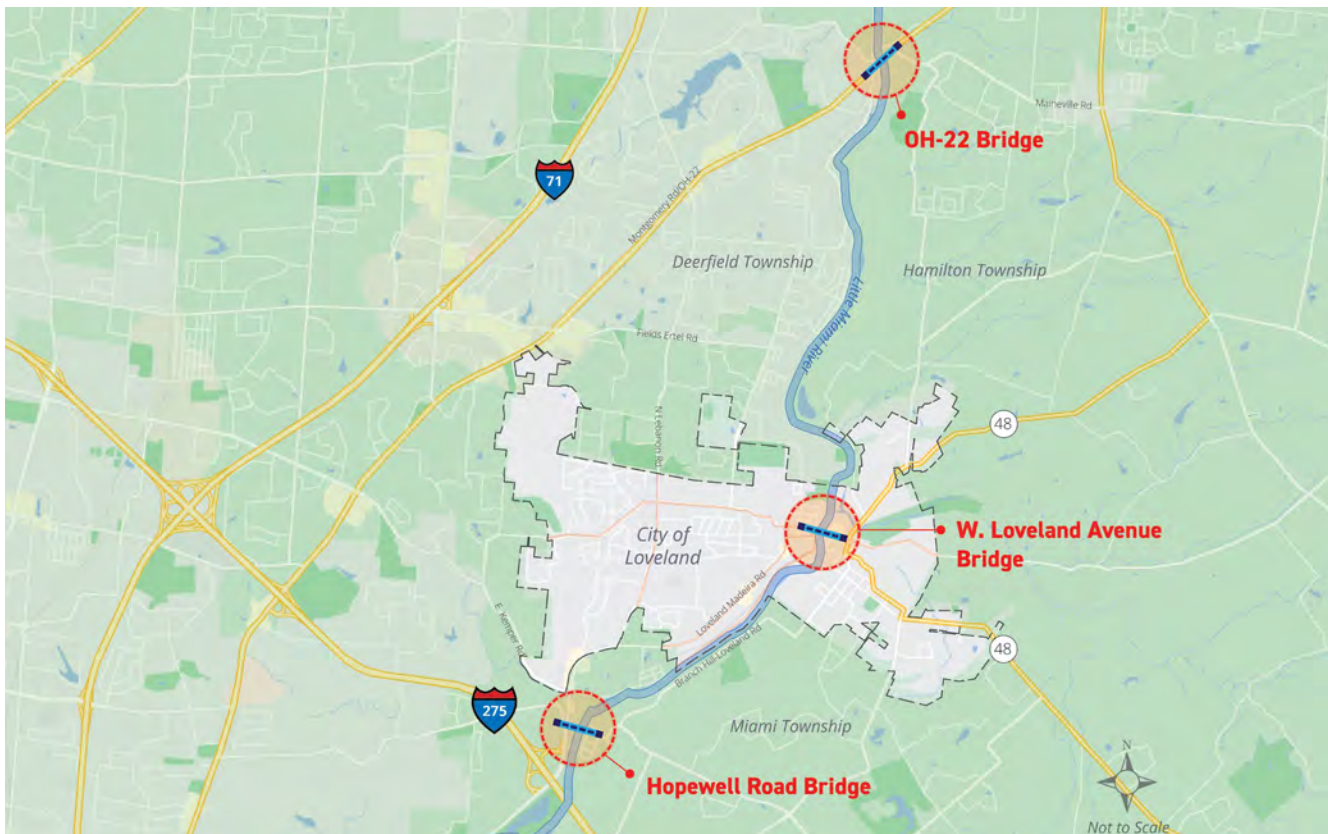


Image : Regional map identifying Little Miami River bridge crossings. Source: Google Maps

need for a solution. However, this problem cannot be solved by the City of Loveland alone due to the sensitive and environmental concerns of the Little Miami River; the jurisdictional authority of county, state, and federal governments; and trip generations from adjacent communities. A solution requires a collaborative effort with a regional approach.

Loveland will be an enthusiastic partner with this effort, but it is unlikely that another bridge will be constructed within Loveland's city limits. From a regional standpoint, it would more practical and feasible to have a potential new bridge located in Miami Township to the south or Deerfield or Hamilton Township to the north. This confirms the importance of looking at traffic patterns and congestion at a regional level, as over 10,000 cars travel into, out of, and through Loveland on a daily basis.

Notwithstanding, the city can focus on ways to reduce congestion in Loveland by other means than a second bridge. This could include enhancements to pedestrian and bicycle networks, as discussed, or multi-modal transportation options like shuttle or circular buses that could deliver residents from one area of the city to another. These ideas, and more, should be further evaluated, vetted, and researched to understand the costs and benefits of each one.

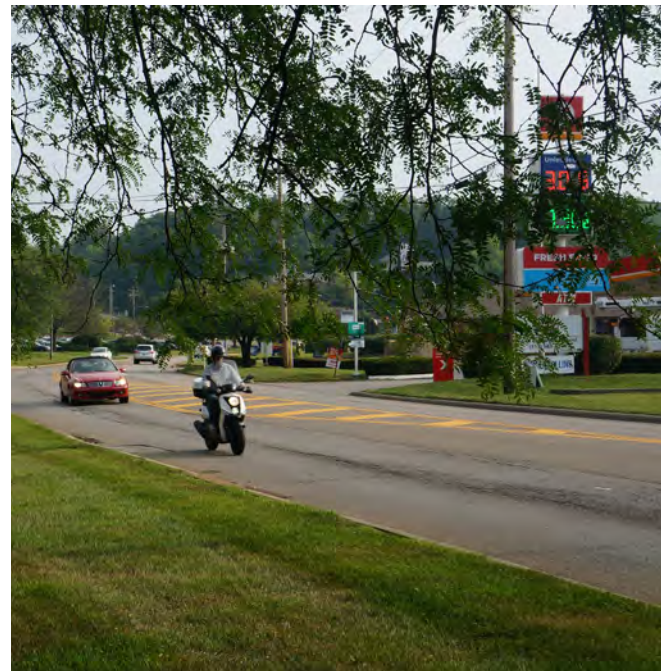


Image : South end of Loveland-Madeira Road



Image : Old 3C Highway bridge over the Little Miami River, at the Monkey Bar & Grille, Source: Google Maps

6. Implementation



Image : Fountain in Loveland

What's next for Loveland?

This should not be a plan that lives on a shelf.

This Comprehensive Plan establishes the vision for Loveland for the future. It includes goals and strategies for how the city should change and evolve over time. This change, though, will not happen without clear implementation efforts from city leadership and staff. It is crucial that the city take ownership and responsibility for monitoring the implementation action items to ensure that they are being completed in the timeframe that is identified.



OVERVIEW

This concluding chapter identifies the various action items that the city should focus on to implement this plan. These items are categorized by their completion date in order to allow the city to prioritize which actions should occur first and which ones could be delayed until future budgeting cycles. The action items intend to implement the community vision established in this plan and are a direct result of the plan's community outreach, input, and guidance.

IMPLEMENTATION STRATEGY

The following pages include an implementation table that identifies a series of action items for the city to achieve. These items are categorized by the time frame in which they should be completed and the plan themes that they relate to (refer to the icon legend for more information). This table should be used to help guide city leadership and staff to prioritize finite financial and human resources.

It is recommended that this table be reviewed on a yearly basis to reflect on what items have been completed, what are no longer applicable, and what actions have not yet been started. Reviewing and updating the table on a yearly basis will require the city to continuously be working to implement the vision and goals of this plan.

ICON LEGEND



All Loveland

Action items with this designation impact all aspects of the Loveland community



Development

Action items with this designation impact land development



Prosperity

Action items with this designation impact economic growth



Neighborhoods

Action items with this designation impact the quality of life in our neighborhoods















Assets

Action items with this designation impact the protection and safe enjoyment of our resources




Image : Loveland 4th of July Parade

TOPIC	ACTION ITEM	TIMEFRAME
 	Implement the Downtown Master Plan Continue to monitor the action steps identified in the Downtown Master Plan to ensure that the city is furthering those goals and objectives	ONGOING
	Update the Implementation Matrix On a yearly basis, review and update this implementation matrix with new city priorities and action items	ONGOING
	Continue to implement the city's property maintenance code The city should enforce property maintenance regulations for both commercial and residential properties. Additionally, review if existing regulations need strengthening	ONGOING
 	Maintain and improve the city's infrastructure Monitor and identify opportunities for maintaining and improving city infrastructure, including water and storm water improvements	ONGOING
 	Update the Zoning Code Revise the city's zoning regulations to ensure that they align with the recommendations of this plan - including updating districts, uses, use standards, parking, signage, landscaping, and other similar regulations	SHORT TERM
	Update the Loveland-Madeira Design Regulations Update the zoning overlay for the Loveland-Madeira corridor to ensure that the regulations reflect the vision of this plan. They should require quality building design, allow for appropriate uses that are desirable for the community, and establish development regulations that reflect the desired building form and location	SHORT TERM
  	Install Loveland-Madeira Streetscape Improvements Establish a plan to install streetscape improvements including, pedestrian lighting, benches, trash cans, and bike racks that are consistent with Downtown Loveland	SHORT TERM
Short Term : 0-3 Years Medium Term : 3-5 Years Long Term : 5-10 Years		

TOPIC	ACTION ITEM	TIMEFRAME
 	<p>Work with Loveland-Madeira property owners to update properties based on the plan's recommendations</p> <p>Reach out to property owners and discuss opportunities to implement the plan recommendations including new pad site buildings, plazas, amenities, etc.</p>	SHORT TERM
	<p>Install new sidewalks on Loveland-Madeira Road</p> <p>Prioritize installation of new sidewalks on the east side of Loveland-Madeira Road, from 215 Loveland-Madeira Road through 507 Loveland-Madeira Road. Install additional sidewalk along the corridor as redevelopment projects occur and/or funding becomes available</p>	SHORT TERM
 	<p>Install new bike infrastructure on city's roads</p> <p>Research the feasibility of and install new bike infrastructure including striped bike lanes and sharrows on the city's main thoroughfares including Loveland-Madeira Road, Kemper Road/Riverside Drive, W Loveland Ave, and Lebanon Road</p>	SHORT TERM
 	<p>Establish an economic development fund</p> <p>Establish an economic development fund for the city that would create additional funding mechanisms to implement the recommendations for Loveland-Madeira Road</p>	SHORT TERM
 	<p>New commerce park entry way signage</p> <p>Modernize signage to reflect existing businesses in the park</p>	SHORT TERM
	<p>Improve infrastructure in the commerce park</p> <p>This could include upgrading streets, parking lots, landscaping, street trees, etc.</p>	SHORT TERM
 	<p>Redevelop Nisbet Park</p> <p>Implement the recommendations of the Nisbet Park redevelopment plan</p>	SHORT TERM

Short Term : 0-3 Years **Medium Term** : 3-5 Years **Long Term** : 5-10 Years

TOPIC	ACTION ITEM	TIMEFRAME
 	Research creating a vacant property registration Research if a vacant property registration makes sense for Loveland, and how it would take place. Additionally, determine if it would apply to both commercial and residential properties or just one	SHORT TERM
 	Develop the last lot of the Commerce Park Work with local economic development agencies to determine the best ways to market and promote the last developable lot in the Commerce Park. Also consider issuing a RFP to solicit developer proposals, hosting a developer open house, prepping the site to make it “shovel ready”, and other such activities	MEDIUM TERM
  	Research the feasibility of installing new sidewalks to better connect neighborhoods to activity centers Identify what city roads are lacking sidewalks and prioritize what roads would benefit the greatest from a sidewalk installation. Focus on connecting neighborhoods to activity centers	MEDIUM TERM
	Work with the Little Miami Conservancy to increase access and visibility of the River Identify locations where river access can occur. Install signage at such locations to make sure people know where access is	MEDIUM TERM
 	Work with OKI (<i>Ohio-Kentucky-Indiana Regional Council of Governments</i>) or other similar organization to conduct a regional traffic study A regional traffic study could help evaluate the traffic patterns of people coming in, through, and out of Loveland and how traffic could be improved not just in Loveland, but regionally	MEDIUM TERM
	Establish a plan for Boike Park Create a plan for the future of Boike Park to determine how this property could enhance the High School property	MEDIUM TERM

Short Term : 0-3 Years **Medium Term** : 3-5 Years **Long Term** : 5-10 Years

TOPIC	ACTION ITEM	TIMEFRAME
 	<p>Work with Symmes Township on improved highway gateway signage</p> <p>Work with Symmes Township to consider improving and upgrading the existing signage, landscaping, and design of the I-275 and Loveland-Madeira interchange. Improving the aesthetics of this interchange would be mutually beneficial for both jurisdictions</p>	MEDIUM TERM
 	<p>Work with the Loveland School District to install new informational signage along Loveland-Madeira Road, Lebanon Road, Rich Road, and/or Loveland-Miamiville Road</p> <p>Consider if new electronic messaging signs located on or near school properties would be beneficial to both the school district and the city. Connected citywide messaging could be done through the signage to publicize events, city programs, schools fundraisers, awards, and other similar messages</p>	MEDIUM TERM
 	<p>Update the Comprehensive Plan</p> <p>Establish a regular schedule to update the Comprehensive Plan to ensure that the plan's recommendations continue to be relevant</p>	LONG TERM
 	<p>Research the feasibility of a Loveland Recreation Center and/or Community Pool</p> <p>Further explore if it is feasible, and supported by the community, to develop a community recreation center and/or public pool</p>	LONG TERM
 	<p>Install a 10 foot wide separated path on the north side of the W Loveland Ave Bridge</p> <p>Consistent with the 2018 Connector Trail Feasibility Study, work towards expanding the existing bridge to accommodate a new separated path. Research regional, state, and federal grant opportunities to help fund this expansion as it would increase regional connectivity</p>	LONG TERM

Short Term : 0-3 Years **Medium Term** : 3-5 Years **Long Term** : 5-10 Years



7. Appendix



Image: Loveland Strong graffiti wall

What Loveland says...

Loveland Strong.

Over 600 voices contributed to this plan through engagement events, public surveys, open houses, etc. The Loveland community has robustly participated in the comprehensive planning process and significantly influenced the recommendations and vision provided in the plan. Loveland spoke, and the plan followed!



OVERVIEW

The appendix is a documentation of the feedback received from the community through the comprehensive planning process. This includes survey responses, input from focus group meetings, and other conversations with the community that contributed to the creation of this plan. Each public event and outreach effort garnered responses from various groups of Loveland citizens including residents, business owners, and community stakeholders. The feedback and analysis presented in the following pages guided the approach and vision of the plan.

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Comprehensive Plan Initiation Survey Results

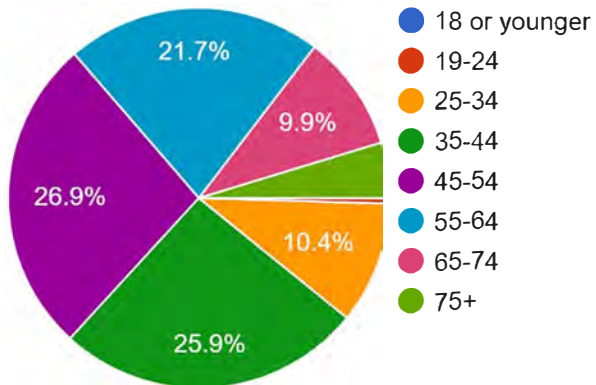
212 RESPONSES | FEBRUARY 24, 2020

1. What do you love about Loveland, why do you call it home?
 - a. Small town feel
 - b. Bike trail access/Outdoor activities
 - c. School district
 - d. Community events
 - e. Downtown Loveland – restaurants, bars, entertainment
 - f. Walkability
 - g. Housing affordability
 - h. Family-oriented community/Family history/Friendliness
 - i. Proximity to freeway/Close to shopping
2. What do you think is the city's biggest opportunity?
 - a. Utilize natural amenities more
 - b. Bike trail
 - c. Economic growth and variety/Local businesses
 - d. Develop brand
 - e. Community swimming pool
 - f. Preservation of the history/Less development
 - g. Increase walkability/bikeability
 - h. Use Nisbet Park more
 - i. Improve L-M
 - j. More inclusiveness/diversity
 - k. More community events
 - l. Support the schools
 - m. Fix parking and Traffic
3. What do you think is the biggest challenge facing the city?
 - a. Traffic and parking
 - b. Single family homes for active transitioning seniors
 - c. Development focused in too small of an area
 - d. Lack of support for schools
 - e. Trying to increase development but also maintain small town feel
 - f. Road improvements
4. Do you have a suggestion on how the city could address this challenge?
 - a. Parking garage
 - b. Connect to L-M, improve look of corridor
 - c. One-way streets, additional bridge, roundabout
 - d. More community input
 - e. Economic growth past downtown
 - f. Promote schools
 - g. Designated biker parking
 - h. Implement 2019 downtown plan

- i. Aesthetic improvements to strip malls
 - j. River boardwalk
 - k. Traffic study/rerouting
 - l. More community events
 - m. Second bridge
 - n. Keep current density, stop developing on greenspace
5. If you could visit Loveland 20 years from now, what would you hope to find?
- a. Thriving downtown with local businesses
 - b. Vibrant community spaces
 - c. More trees and greenspace
 - d. Clean river with more access
 - e. Small town character
 - f. More diverse community
 - g. Restored historic buildings
 - h. Less cars, more pedestrian and bike infrastructure
 - i. Unified development along L-M
 - j. Second bridge
6. Is there anything else you would like to share with us?
- a. Concern about additional residential units causing more traffic
 - b. More events at the amphitheater
 - c. Excellent fire/police service
 - d. Maintain parks and river
 - e. Expand business base
 - f. Focus on current residents
 - g. Historic preservation
 - h. Don't let Loveland become too big
 - i. Local transportation to minimize need for parking downtown
 - j. Unify east and west side
 - k. Affordable, one-level senior housing
 - l. Consider low-income and fixed-income residents

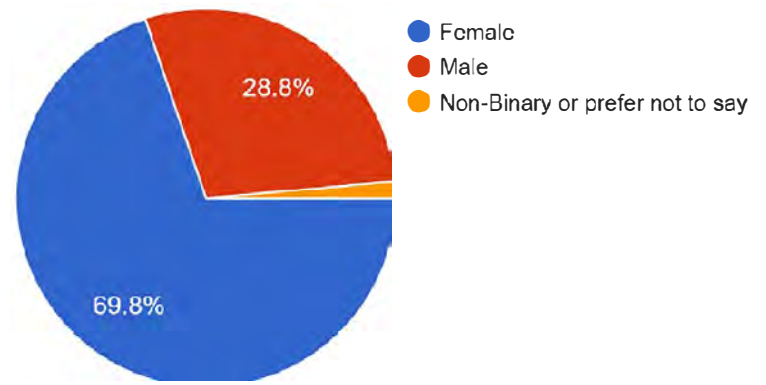
What is your age?

212 responses



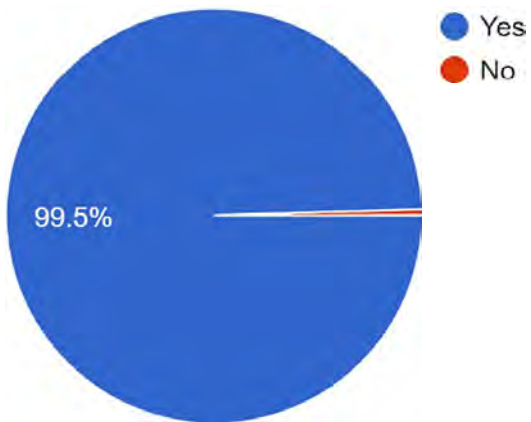
Are you ...

212 responses



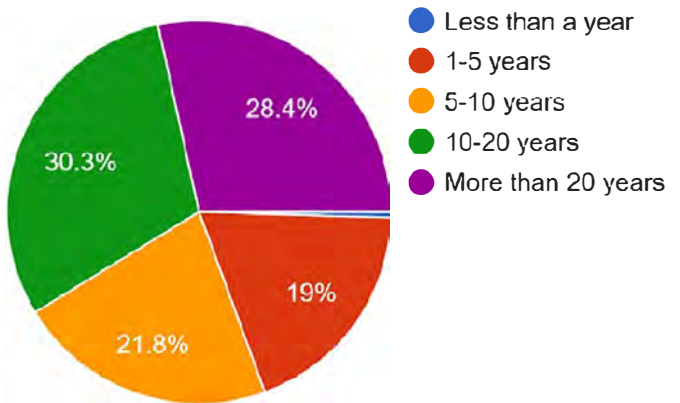
Do you live in Loveland?

211 responses



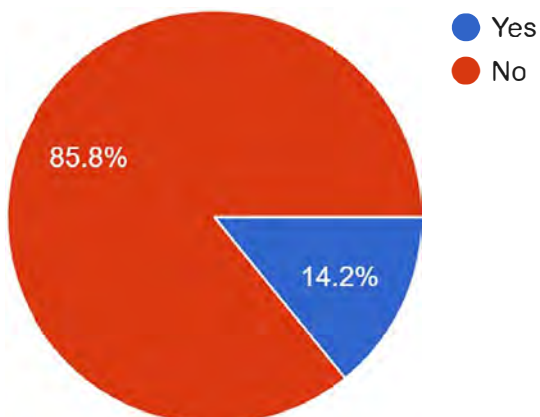
If you live in Loveland, how long have you been a resident?

212 responses



Do you own or operate a business in Loveland?

212 responses



Focus Group Discussion

MARCH 2020

Loveland Schools

- Enrollment Numbers
 - Flat since 2009
 - Roughly 350 students per grade
 - Multi-family residential (apartments/condos) generally have little to no impact on enrollment numbers – schools are not concerned with new multifamily within the city
 - Most new single family development in Loveland will happen outside the Loveland school district
- Connectivity/Mobility
 - Would like to see additional connectivity from Loveland-Madeira corridor to Downtown
 - Walking and biking paths
 - Safe routes to school program
 - Providing a pedestrian path to LECC would be a huge financial burden with not much impact – not many students walking to LECC
 - Traffic Congestion
 - W Loveland/Lebanon intersection improvements needed
 - Traffic congestion due to left turn lane
 - City needs to talk to Prince of Peace to see if additional right of way can be provided in order to lengthen the left turn lane
 - Not much congestion at the high school – as long as busing continues. If busing is cancelled for the high school then traffic will need to be re-evaluated
 - Parking for LES/LPS is an issue – relies on Shoppers Haven parking lot for events
- Economic Development
 - Loveland/Madeira corridor – how can it be improved?
 - Develop the Chestnut property – what are the opportunities here?
 - Kroger – what is the future of this store?

Business Group

- Community Character/Identity
 - Small community
 - 2 residents – old Loveland and new Loveland (how to merge the two cohesively)
 - Affordable to live in
 - Appreciate that Loveland is mainly locally owned business
 - Showcase the “experience” and value of Loveland
 - Downtown feel - “Old Loveland”
 - How to incorporate the “Old Loveland” feel throughout all of Loveland
- Neighborhoods
 - Rental occupied program to maintain properties
- Economic Development
 - Gateway corridors are key piece into Loveland – should be improved

- Connectivity/Mobility
 - Street maintenance

Residential Group

- Connectivity/Mobility
 - Traffic congestion
 - Majority falls in downtown area
 - Loveland/Madeira can also get backed up in peak hours of the day (rush hour)
 - Would like to see more east/west connections
 - Would like to see more access points into downtown
 - Consider bus/shuttle services during major events to alleviate traffic
 - Improve sidewalk connections throughout the community to make Loveland more walkable
 - Look into connections for additional bike paths throughout the community
- Community Character/Identity
 - Great family place
 - Appreciative of the small town feel – downtown is definitely a central point
 - Is there a way to pull that feel throughout the rest of the community?
 - Incorporate decorations year round for different holidays
 - The lights are popular during Christmas, maybe find a way to incorporate
 - Improved marketing and notifications for events (email list)
- Recreation
 - Concern the current rec facilities (parks, green spaces, etc) will not be able to keep up with neighbor areas
 - Facility maintenance, needs updates, look into youth sports partnerships to maintain grounds and facilities
 - Establish more community events throughout the year, but in other places besides only downtown Loveland
 - Look into opportunities to build a community center that serves multiple purposes
 - Additional rec space for the schools
 - Senior center
 - Community pool
- Economic Development
 - Community loves what's happening downtown
 - Growth should be managed to fit the needs of the community
 - Green space should be incorporated into city scape
 - Loveland- Madeira
 - Needs a variety of restaurants (not fast food)
 - Should be more walkable and welcoming
 - Look into hosting community events on the corridor, if it is done well and in the right location

Plan Committees

- Economic Development
 - Need higher end/unique businesses

- Should focus on bringing in development projects that strengthen the business tax base
- Green space must be incorporated in development
- Loveland-Madeira top priority
 - Needs a better look and feel
 - Needs more community entertainment/events
 - The Kroger site needs to be improved
 - Consider a commerce park with Loveland feel (business campus)
- Neighborhoods
 - Have enough rental properties
- Recreation
 - Park maintenance (collab with schools)
 - Add restrooms to encourage people to park (Linda Cox)
 - Need a community center – Could serve a dual purpose (senior center, schools)
 - Better collab school system and city for mutual benefits
 - Need more activities/services for aging population
- Connectivity/Mobility
 - Emphasis on walking/biking community
 - Maybe include Red Bike services
 - Riverside/Kemper bike path
 - Improve sidewalk connectivity
 - Need another way to get across the river
- Community Character/Identity
 - Add character

Loveland Public Survey Results

301 RESPONSES | DECEMBER 15, 2020

The following are summarized responses from the City of Loveland's second survey for its Comprehensive Plan Update. Results below were pulled December 15, 2020 with a total of 301 responses from the community. Certain questions have been condensed into main themes of what was said from the total responses.

Please note that responses relating directly to Downtown or topics that are covered in the Downtown Plan are not noted here as the Comprehensive Plan Update will be addressing areas outside of Downtown.

The full version of responses can be found on the city's website.

CHARACTER AND IDENTITY QUESTIONS

What are the top 5 adjectives you would use to describe our city?

The top 5 words have been listed.

1. Quaint – 78 responses
2. Charming – 41 responses
3. Fun – 39 responses
4. Historic – 28 responses
5. Family – 24 responses



What is it about Loveland that made you decide to move here?

- School District
- Overall small town charm, but with urban elements
- Vibrant, charming, historic Downtown
- Sense of community, friendly neighbors
- Affordability of neighborhoods
- Feeling of safety
- Grew up here and decided to stay
- Location, easy access to interstate
- Outdoor recreation and activities (access to bike trail, river, parks)
- Sense of being in nature (not overburdened by development)

What is Loveland not?

1. Diverse – 33 responses
2. Big City – 23 responses
3. Mason (along with other communities such as Hyde Park and Blue Ash) – 15 responses
4. Downtown – 12 responses
5. Traffic (easily trafficked/very congested) – 12 responses
6. Parking (easily able to find parking) – 12 responses



What makes Loveland unique?

- Ability to be an active community with access to the bike trail and Little Miami River
- Has a good balance/blend of suburban and urban feel
- Camaraderie of the community
- Small town atmosphere with emphasis on local business
- Niche historical spots such as the castle, and the Little Miami River
- Community events

For the following areas, please select whether you are happy with the look and feel of that area.

1. Loveland Madeira Corridor
 - a. Yes – 42 responses
 - b. No – 198 responses
 - c. Neutral – 62 responses
2. West Loveland Avenue
 - a. Yes – 142 responses
 - b. No – 64 responses
 - c. Neutral – 97 responses
3. Historic District
 - a. Yes – 239 responses
 - b. No – 49 responses
 - c. Neutral – 15 responses



Describe your vision for the future of Loveland.

Economic Development

- Continued preservation and renovations to the community
- Sustained responsible growth
- Maintained infrastructure to meet growing population
- Revitalized Loveland-Madeira Corridor
- Strong tax base
- Local businesses preserved and supported (bedroom community with boutique shopping and restaurants)
- Smart growth (be careful with developments taking away from charm) – Refurbishment and reinvestment, not new development

Character and Identity

- Jewel in greater Cincinnati
- Cohesive appearance (consistent historic style, landscaping along main streets)
- Expand the charm of Downtown
- Anything Downtown should match look and feel of downtown (design standards moving forward)

- More community activities outside of downtown district
- Accessible to all abilities and ages (both kid friendly and senior friendly environment)
- Continue to have a strong and supported school system

Transportation and Mobility

- Mitigated, smooth flowing traffic
- Improved accessibility
- Bypass around downtown area
- Connections through neighborhoods (bike trails, sidewalks)
- Increased parking downtown

Residential and Neighborhoods

- Mix of affordable housing options
- Less apartment complexes

Parks and Recreation

- Additional recreational amenities
- Better utilization of riverbank (amphitheater use)
- Preservation of green space

ECONOMIC DEVELOPMENT QUESTIONS

What Economic Development (community investment) activities should the city prioritize?

1. Partner with existing businesses to create and retain high quality jobs – 254 responses
2. Market the City of Loveland to prospective employers, residents, and visitors – 218 responses
3. Develop new mixed-use areas – 197 responses
4. Building new housing or assist with renovating existing housing developments – 70 responses
5. Develop or assist with public housing options – 32 responses

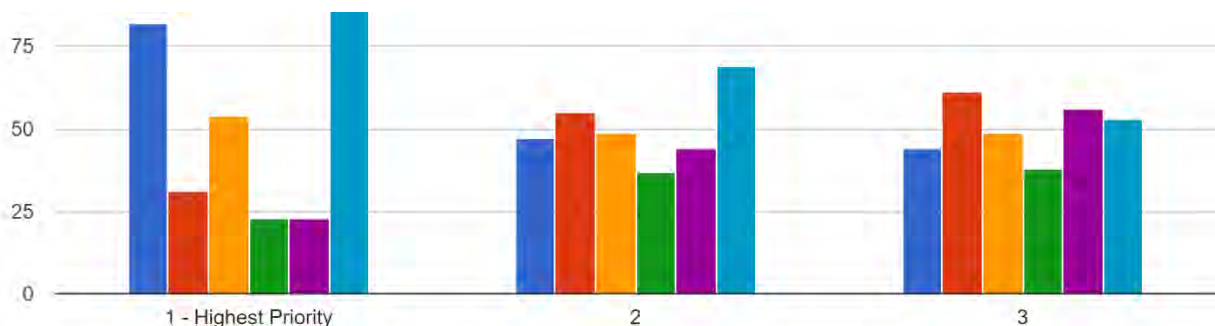
Other Inputted Responses:

- Traffic and parking
- Attracting quality businesses that will increase tax base
- Focus on existing site for reinvestment rather than new development
- Improve and upgrade the parks and green spaces

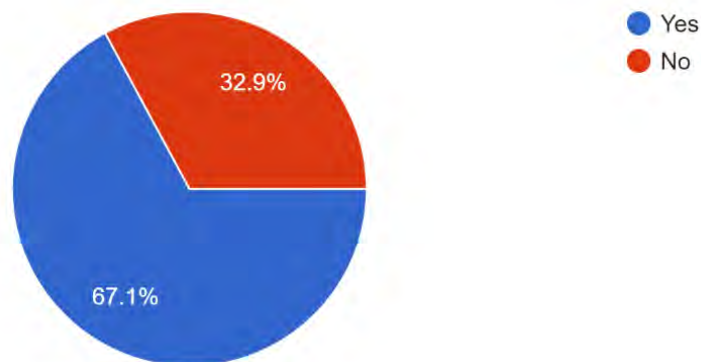
Of the following, what physical improvements should the city focus on?

The following have been ranked according to the responses. 1=Highest priority

1. Loveland Madeira Corridor Development
2. Road improvements
3. Improved pedestrian and bike connectivity
4. Streetscape aesthetic enhancements – benches, sidewalks, landscaping, pedestrian lighting, etc.
5. Downtown redevelopment
6. Parks



Would you support City Council creating an Economic Development Fund dedicated to supporting economic development activities in the city such as purchasing land, assisting small businesses, advertising, etc?



LOVELAND-MADEIRA ROAD QUESTION: What are the biggest issues with the Loveland Madeira business district (From W Loveland Ave south to New Hope Church/Oasis)?

1. Visual appearance – 231 responses
2. Disconnected from Downtown Historic District – 197 responses
3. Lack of retail and shopping options – 119 responses
4. Lack of restaurants – 116 responses
5. Pedestrian/bike access and connectivity – 112 responses
6. Poor traffic flow in and out of business parking lots – 83 responses

Other Inputted Responses:

- Run down and doesn't represent what Loveland actually is
- Not welcoming
- Unused and underused space

LOVELAND-MADEIRA QUESTION: What types of additional businesses would you like to see located on Loveland-Madeira Road?

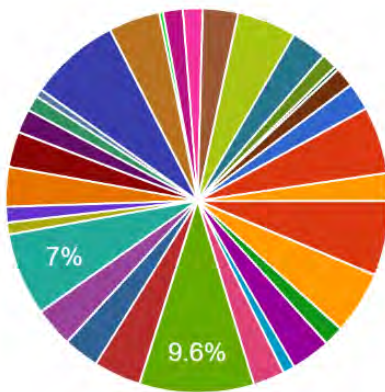
1. Sit-down restaurants – 216 responses
2. Specialty grocer - Whole Foods, Trader Joe's, Fresh Market, etc. – 211 responses
3. Retail/shopping – 172 responses
4. Public facilities – city offices, recreation center, senior center, fire/police station, etc. – 135 responses
5. Office uses – medical, dental, real estate, legal, etc.– 57 responses
6. Service uses – insurance agents, dry cleaners, nail salons, day care centers, etc. – 26 responses
7. Low-income services – 21 responses
8. Fast-food/take out restaurants – 19 responses

Other Inputted Responses:

- Entertainment uses
- Rec center
- Mixed residential

RESIDENTIAL AND NEIGHBORHOODS QUESTIONS

What neighborhood do you live in?



- Bluffs of Bares Creek
- Brandywine
- Butterworth Glen
- Cedar Woods
- Claiborne East
- Claiborne West
- Downtown
- East Loveland

1/5

Fox Chase	Loveland-Madeira Corridor	Sentry Hill	White Pillars
Fox Meadows Farms	Mid Heights	Steeple Chase	Woodford
Glen Lake	North Heights	Stoneybrooke	
Henry Hannah's Farm	Pheasant Hills	Sugar Tree Estates	
Hermitage Pointe	Pheasant Hills on the Lake	Summit Pointe	
Hidden Creek	River's Bend	The Lodge	
Historic West Loveland	Riverside	The Reserve of Loveland	
Huntington	Sanctuary	West Loveland North	

What are the biggest challenges in your neighborhood?

1. None of the (options provided) – 122 responses
2. Public walkway (or lack thereof) and/or street quality – 119 responses
3. Crime - low level (noise, speeding, graffiti, etc.) – 56 responses
4. Lack of beautification of public spaces – 55 responses
5. Junk, trash, debris – 35 responses
6. Many rentals with high turnover – 18 responses
7. Hazardous buildings or land (dilapidated or extended vacancies) – 12 responses
8. Crime - serious (harm, theft, etc.) – 11 responses
9. Home based businesses – 5 responses
10. Airbnbs/short term rentals – 3 responses

Other Inputted Responses:

- Speeding in neighborhoods
- Traffic

What can the city do to improve your neighborhood?

1. Road improvements – fix potholes, repave, re-stripe, etc. – 122 responses
2. Add sidewalks within the neighborhood or to connect the neighborhood to other areas of the city – 119 responses
3. Beautification – landscaping, signage, trees, etc. – 56 responses
4. Enforce property maintenance regulations – Require homeowners to maintain yards, clean up junk, etc. – 55 responses
5. None of the above – 35 responses

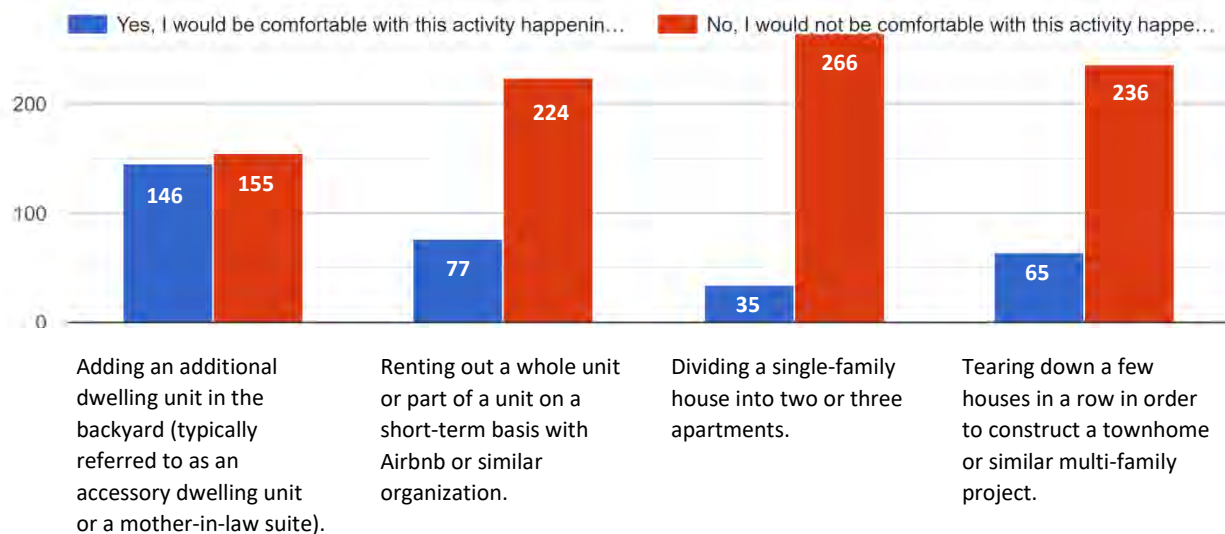
Other Inputted Responses:

- Speeding in neighborhoods
- Traffic

What types of housing do you think are most needed in Loveland?

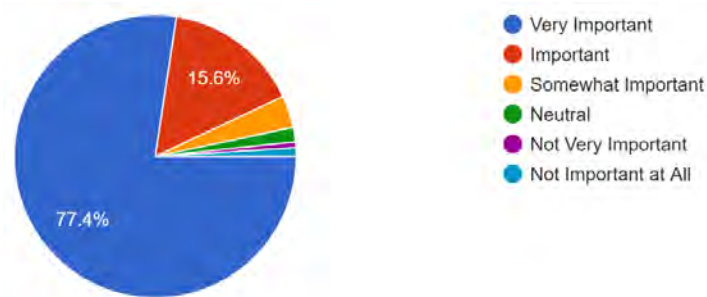
1. Single-Family Detached – 122 responses
2. Apartments – 119 responses
3. Townhouses – 56 responses
4. Duplexes or Triplexes (2-3 units per building) – 55 responses
5. Senior Living Facilities – 35 responses
6. One-story/ranch homes – 18 responses
7. Low maintenance/no maintenance patio homes – 12 responses
8. Accessory dwelling units (i.e. mother-in-law suites) – 11 responses

What activities would you be comfortable with occurring in your neighborhood?



PARKS AND RECREATION QUESTIONS

How important are parks and natural open spaces to the overall quality of life in Loveland?



Which Loveland parks and recreational facilities do you regularly visit?

1. Lever Park – 34 responses
2. Symmes Township Park – 208 responses
3. Phillips Park – 97 responses
4. Kiwanis Park – 45 responses
5. Nisbet Park – 210 responses
6. Betty Ray Park – 34 responses
7. East Loveland Nature Preserve – 99 responses
8. McCoy Park – 49 responses
9. I do not regularly visit the parks and open spaces – 30 responses

Other Inputted Responses:

- Home of the Brave – 15 responses
- Miami Riverview Park – 7 responses
- Bike Trail – 5

If you seldom use our parks, what are your reasons?

1. I regularly visit the parks – 190 responses
2. Lack of Information (Don't know what's available or where they are located) – 39 responses
3. No Time – 36 responses
4. Not Convenient (Location, Lack of Amenities/Facilities) – 27 responses
5. Lack of Facilities – 23 responses
6. Poorly Maintained – 13 responses
7. Not Interested – 15 responses
8. Poor Accessibility – 12 responses
9. Feels Unsafe – 6 responses

Other Inputted Responses:

- Handicapped
- Most are just ball fields or walking trails
- Traffic congestion/accessibility
- Children no longer play sports so they have no reason to go

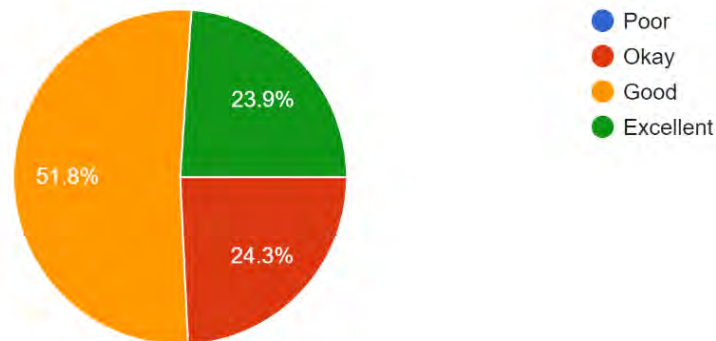
What type of activities do you enjoy in Loveland parks and natural open spaces?

1. Hiking/Running/Walking – 185 responses
2. Family Activities – 136 responses
3. Play Areas – 90 responses
4. Meet Friends – 86 responses
5. Attend Special Events – 81 responses
6. Sports – 70 responses
7. Quiet Space – 52 responses
8. Picnic – 43 responses
9. I do not regularly visit the parks and open spaces – 16 responses
10. Fishing – 15 responses
11. Rent park for private events (i.e. Nisbet Park sections) – 7 responses

Other Inputted Responses:

- Walking pets
- Kayaking/canoeing
- River access (geocaching, swimming)

How would you rate the general upkeep and maintenance of Loveland's parks?



What improvements would you like to see added to the Loveland parks system?

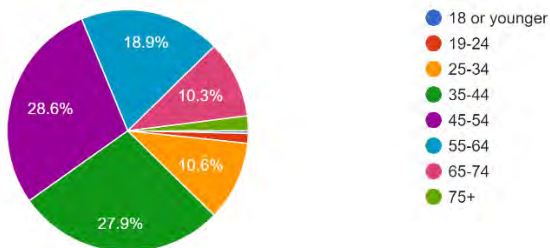
- *Were a large number of comments suggesting parks are well kept
- Programming
- Access
- Beautification/Improved maintenance
- More amenities for children (playgrounds, splash pads, etc)
- Facilities updates (bathrooms,
- Additional access to river
- Additional parking (especially at ball fields)
- Online reservation system

If you have participated in park activities sponsored by the city, how did you learn about them?

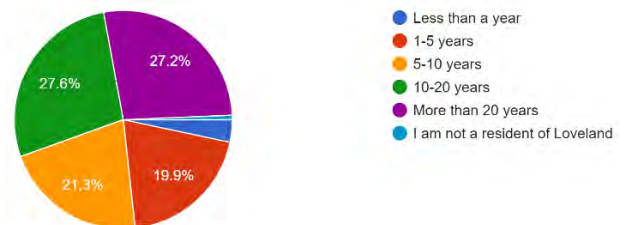


ABOUT YOU - GENERAL SURVEY INFORMATION AND DEMOGRAPHICS

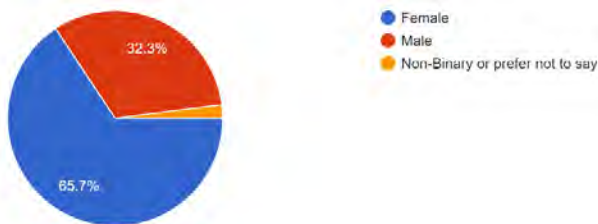
What is your age?



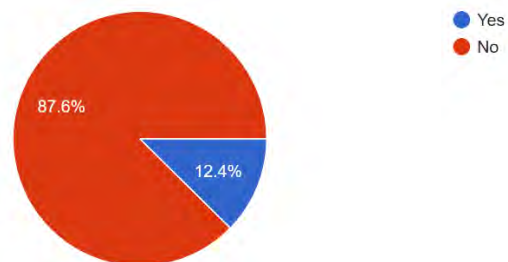
If you live in Loveland, how long have you been a resident?



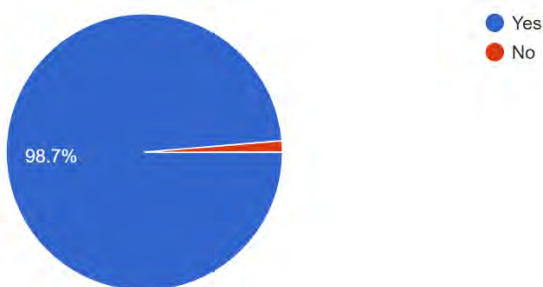
Are you...



Do you own or operate a business in Loveland?



Do you live in Loveland?



CITY OF LOVELAND OHIO COMMERCE PARK SURVEY

10 RESPONSES | AUGUST 21, 2021

How long has your business been located in the Loveland Commerce Park?

Greater Than Ten (10) Years
Greater Than Ten (10) Years
Greater Than Ten (10) Years
Greater Than Ten (10) Years
Less Than 5 Years
Between Five (5) and Ten (10) Years
Less Than 5 Years
Between Five (5) and Ten (10) Years
Less Than 5 Years
Greater Than Ten (10) Years

What was the number 1 reason you chose to locate your business in the Loveland Commerce Park?

Good central location
Location
The proximity to our prior location and geographic area for our customers.
Location and cleanliness of the park
Central location for employees to 275 and 71.
Incentives from Loveland
The building
CEO found a building for sale
Value and Location
Central location

What do your employees like most about working in the Loveland Commerce Park?

easy commute, access to businesses
Location
Unkown
Safety, lack of traffic
It is easy to get in and out of and there are a lot of food options close.
Ease of access
quiet setting
Access from interstate
Safe, Clean and Easy Parking
Convenient commute to work

What do your employees like the least about working in the Loveland Commerce Park?

traffic around fields ertel, the taxes and sewer have crept up over the last ten years, hidden costs of doing busin

Nothing

Unknown

?

The increased traffic from the Car HQ make it hard to navigate at certain times in the day.

Our parking situation

Not being able to easily turn left out of our street/drive. Turning Left out of the main drive.

For some, it is the distance

Location-Traffic Pattern to the Expressway

N/A

What do you see as the needs for the Loveland Commerce Park?

road could use repaving. the breakdown near our curb has caused our driveway to fall apart at the top

A lot of buildings could use some sprucing up

Signage at the top of the street (Northeast Dr.);

Better security. Metal thieves routinely canvas the park and steal my property

More inviting entrance would be great.

Street repair

Street repair/updating of dividing tree lawn.

None

Soon the Road needs to be repaved

Increased police patrol, real estate tax reduction

Would you recommend another business moving to the Loveland Commerce Park? If "Yes" why, or if "No" why.

yes

Yes, location

Yes, It is a safe park to work out of; Many options for food and retail.

Yes

Yes, the city is great.

Yes, if it fits their needs. Close to the interstate and many businesses and restaurants.

Yes, it is a nice quiet area close to many businesses.

Yes, it has been a good fit for our company.

Yes - Easy going area with plenty of lunch options available

Yes. Decent place to do business, centrally located

Additional Comments

McClusky auto is quickly becoming a problem with all the traffic they generate.

We love Loveland and hope to be here for a very long time.

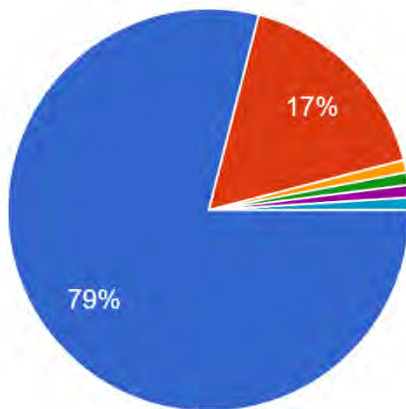
We like our position as the cornerstone of the commerce park. As we grow we hope to be able to make improvem

Overall, we are pretty happy to be here. Property taxes are high though.

Loveland-Madeira/Chestnut Open House

110 RESPONSES | SEPTEMBER 20, 2021

1. Do you support the proposed pedestrian access improvements along the Loveland-Madeira Road corridor?

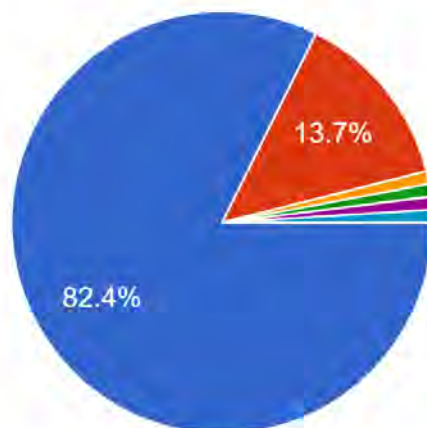


- Yes! I would love to see more sidewalks and wider sidewalks
- No. The existing sidewalks are sufficient
- Very few people use the sidewalks today. Why make them wider?
- Why? is this to improve walking access to stores? Your green barrier isnt goin...
- First need sidewalks on streets like Paxton Rd from Oasis neighborhoods...
- This doesn't make sense to me unless...

Other comments:

- Add bike lanes on Loveland-Madeira Road
- Connect sidewalk to bike trail
- Put sidewalks on Paxton Road from Oasis to Branch Hill Guinea Road

2. Do you support the proposed streetscape improvements along the Loveland-Madeira Road corridor?

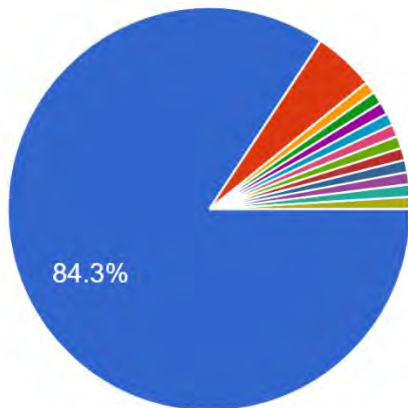


- Yes! We need more landscaping, benches, and decorative lighting
- No. The existing streetscape is fine
- Again Why? Thicker green barriers only make it harder to see oncoming traffic...
- Landscape and lighting would be nice.
- I like the general idea but would also like to see the utility lines moved underground...
- Yes but minimal landscaping is needed. Would love to see an expanded sidew...

Other comments:

- Move utility lines underground

3. Do you support the enhancements proposed for the Shoppers Haven Center?



- Yes! I would love to see more landsc...
- No. The shopping center is fine as it is
- I am concerned that shifting bike trail...
- its not a destination location. all this wi...
- Paid for by the shopping center
- More landscaping is great but doubt y...
- Yes - bike parking would be great! I w...
- Let the owners beautify their property.

▲ 1/2 ▼

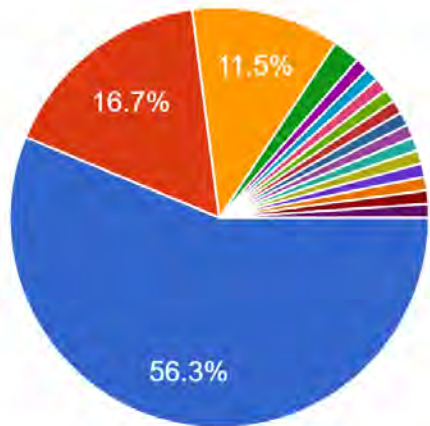
Other comments:

- No shared use path (2)
- Add another bridge across bridge (2)
- Move building to street (1)

4. Do you have any other suggestions or ideas for the Loveland-Madeira Road corridor?

- a. Improve traffic flow/parking (11)
- b. Bike connectivity/bike lanes (8)
- c. Property maintenance/gateway and corridor signage (7)
- d. Close gaps in sidewalks (4)
- e. Another bridge (3)
- f. Community center/pool (3)
- g. Green elements (3)
 - More trees, native plants, bioswales, green roofs, greenspace
- h. Bike racks (2)
- i. More waste receptacles/less litter (2)
- j. Local restaurants/bars (2)
- k. Bury overhead wires (1)
- l. Develop behind buildings (1)
- m. Improve goodwill lot (1)
- n. Family-oriented businesses (1)
- o. Shuttle to downtown Loveland (1)
- p. Destination for bike riders (1)
 - Dedicated space for food trucks/coffee kiosk

5. Which of the four Chestnut Property development proposals do you think is the best choice?



- Option 1: Commercial/Retail
- Option 2: Office Park
- Option 3: Flex Office/Industrial
- Option 4: Dedicated Industrial
- All of these are just going to increase t...
- Whatever brings in the most revenue
- Keep as green space! We don't have t...
- Do NOT develop this property into ind...

1/3 ▼

Other comments:

- Keep as is/park (8)
- Office/commercial/retail (1)
- Whatever brings in most revenue (1)
- Don't want:
 1. Industrial (1)
 2. Office (1)
 3. Commercial/Retail (1)

6. Do you have any other suggestions or ideas for the Chestnut Property?

- a. Greenspace/Bike and pedestrian paths (16)
 - Hiking trails
 - Bike trails
 - Connections to downtown
- b. Community center/pool (6)
- c. Office/commercial mix (5)
 - Light manufacturing
 - "Green jobs"
- d. Parking/Transit hub (4)
 - Multi-modal parking
 - Light rail
 - Queen City Metro
 - Rail spur for overnight train parking
- e. Restaurants (3)
- f. Up to developers (2)
- g. Another bridge (2)
- h. Brewery (1)

Other notable comments:

- Please choose an open spot in shoppers Haven for the dedicated bike trail parking. The diagram places the parking in front of the library. On our busiest days we get around 300 visitors so I would hate to lose library parking. Please reach out to discuss further if needed.
- Move the overhead wires behind the buildings. No matter what improvements you make, they will look better without wires.
- There should be no gaps in the line of trees. Trees contribute immensely to the feel of a community, do not skimp there. (There used to be street trees in front of Castle Skateland and Oasis Turf & Tree. Trees soften the urban street-scape... Their removal has left the area feeling exposed and barren.)
- Plant large trees along Kroger's sidewalk, not small ones. There are no overhead wires there, and the ginkgoes are somewhat upright in shape. Large trees planted in close proximity to one another naturalize into a singular rounded canopy, very attractive and nice to walk under. Large trees in that location will shade the pavement better than small trees will, more effective at reducing summer temperatures. Small trees, with their lower branches are much more likely to interfere with pedestrians, especially with bicyclists.
- Check out the trees currently in front of Shoppers Haven, and you'll see that some of them have yews flanking them. (They all had yews in the beginning. They were in excellent condition when they were removed, they should not have been taken out.) Planting shrubs around trees is an excellent way to prevent trunk damage from mowers and weed-eaters... It's a preventative technique that should be utilized in the future. Plus, the look is really nice.
- Shopper's Haven - I really like the plaza, with an abundance of trees, in the parking lot. I also like the sidewalk connection from street to strip mall - safe for school kids walking to the library. I also like planting trees in the endcaps of the parking rows. You should plant 2 per endcap, and another mid-row, if possible, all with 2 yew bushes on each side.
- Create infrastructure that ensures tree survival. Talk to Wendi Von Buren about Silva-cell technology.
- Bioswales are an excellent, progressive means of water management, in large part because they work harmoniously with nature.
- Why not have a pedestrian/bike bridge over the river that connects the bike trail to Loveland Madeira?

- Dedicated space for food trucks/coffee kiosk - if you want bikers to stop there and hang out, need to have reason for the destination
- Complete the circuit between the bridges i.e., to Branch Hill
- Make sure there is still enough parking for shoppers haven clients, that lot is used for a bunch of places and events too
- Will need traffic lights added for the additional traffic. It is already difficult to get out of Shoppers Haven now with minimal business.
- An expanded sidewalk that connects all of Loveland from Branch Hill Guinea Rd would be amazing.
- Less parking spots & remove min. parking spots requirements.
- Ensure poles for flags, decoration, etc. are included throughout
- Consider making it Loveland's Incubation Center for new businesses, and offer those younger technocrats the wonderful lifestyle.
- Green space or mountain bike park.
- Add the rail spur to plan 1. Make it an overnight parking area for a sightseeing train. Train to travel between Madeira and Blanchester. Have bike racks on the train. Make parking lots in corn fields for cyclists so as not taking parking for retail. Blanchester gets grants to make trendy shops along train lines and improve existing buildings. Trains could stop in Madeira, Lake Isabella, Loveland, Pleasant Plain, and Blanchester. Maybe at Washington Court House, etc. later
- Offer high incentives to bring either a tourist centered business or light manufacturing/'green' jobs to the city of Loveland.

Public Open House - Summary of Results

OPEN HOUSE | DECEMBER 13, 2021

The following are summarized responses from the City of Loveland's fourth and final survey for its Comprehensive Plan Update. The results below are a compilation of survey forms filled out in person and submitted online. Results from the online forms were pulled on December 16, 2021. This event garnered a total of eight survey responses from the community.

The full version of responses can be found on the city's website.

Do you have any feedback on the process that was conducted (engagement, steering committee, open houses, etc.)?

- Well done process
- Ample opportunity for feedback
- Include formal presentations on plan along with open house events

Additional comment:

- Were residents officially invited to serve on the steering committee?

Do you have any feedback on the Future Land Use Map designation or categories?

- Single family designation around the downtown area is appreciated
- Interest in preserving Loveland-Madeira & Lebanon corner for green space/ gateway feature
- Will special standards (architectural or design) apply for Historic Residential and Mixed-use Downtown areas?
- Is there a plan for multi-level parking?
- Concern regarding dilapidated residential properties
- Seems generic

Do you have any feedback on the plan's goals and strategies?

- Need to address climate sustainability
- Fairly generic goals
- Love the goal to preserve 'small town feel'
- Outline funding sources for proposed streetscaping
- Discuss possibility of second bridge
- More office space is not needed (remote work trends and plenty of office space in neighboring communities)

- Love the Loveland-Madeira corridor redevelopment plan
- Clarify how the plan proposes to increase the tax base
- Carefully balance growth to prevent overdevelopment- protect original characteristics that attract people to Loveland

Do you have any feedback on the recommendations for the Chestnut Property or the Loveland-Madeira corridor?

CHESTNUT PROPERTY:

- New development should mimic architectural style of downtown – keep Loveland unique
- Incorporate bike trail into Chestnut
- Add recreational uses with walkable spaces, restaurants, outdoor seating, retail, etc.
- Do not prefer industrial
- Study traffic to minimize traffic impact from new development
- Prefer flex use development
- Cool connector area between downtown and Loveland-Madeira with pedestrian areas

LOVELAND-MADEIRA CORRIDOR :

- Traffic study along corridor
- Shared bike/ pedestrian is safer
- Need a bike path from corridor to downtown
- Provide satellite parking for bikes from downtown

Do you have any feedback on the neighborhood recommendations including the Downtown Residential neighborhood and the Loveland Heights neighborhood?

- Appreciate focus on rehabilitation of the Heights
- Want to see downtown neighborhoods well connected by sidewalks and kept as single family areas
- Preserve existing houses where possible. Promote renovations.
- Take opportunities to rebuild older homes with starter homes
- Widen and improve residential streets
- Are there residential standards? Residents might not be able to afford this.
- Measures to protect resident interests should be discussed (eminent domain, resident buyout, etc)

Do you have any feedback on the community's assets including the parks a, open spaces, trails, events, and roads?

- Conduct events away from downtown to reduce traffic
- Make growth and protection of open spaces a priority
- They are a huge asset and draw for the city
- Identify, treasure and preserve sensitive lands, open spaces, hidden creeks, etc

- Make them accessible by walk from all parts of the community
- Improve traffic patterns
- Thoroughly study and plan for traffic before pursuing business expansion in the city

Do you have any feedback on the implementation action items?

- Update zoning code to include recommendations from plan
- Sidewalks and more walkability on LM Corridor is appreciated
- Make recommendations on traffic studies more short term

Do you have any general feedback, comments, or ideas that you would like to share?

- Avoid increasing bike traffic on bridge. Explore opportunity for bike parking east of downtown
- More roads such as Marbea Drive and residential streets need repair work
- Go slow in development and actively involve the resident community in this growth. Ensure that Loveland's character and 'soul' is preserved in the process.
- Ensure that homes in the historic areas are rehabilitated and not torn down for rebuilds.
- Find a pragmatic balance between development and preservation