MONTGOMERY'S MOMENT

SUMMARY OF UNDERSTANDING

CITY OF MONTGOMERY, OHIO | 29 SEPTEMBER 2023
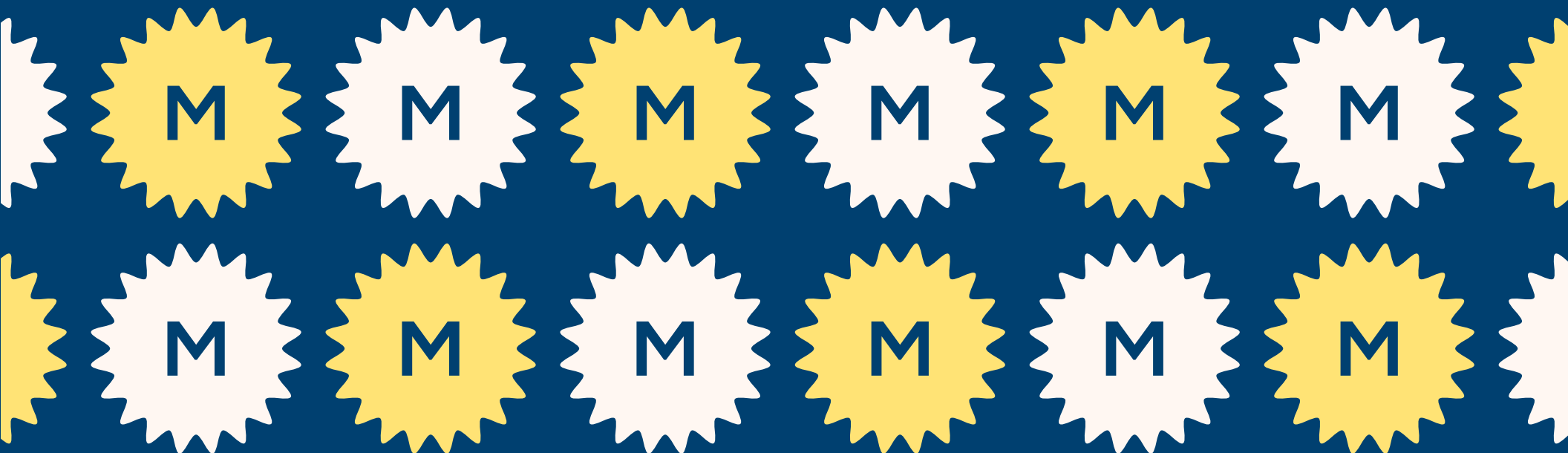
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Project Overview

INTRODUCTION

Montgomery is a city of approximately 11,000 people nestled southeast of the intersection of I-71 and I-275. Less than a 20 minute drive from Downtown Cincinnati, Montgomery has seen substantial changes over the years. Many have come to want access to the historic charm, proximity to job centers, top tier schools, and the small town quality of life that Montgomery has to offer. This renewed interest in Montgomery has brought its own set of unique challenges that can be addressed during a comprehensive plan process. Whether it be economic pressures brought on by higher property values, a redeveloped downtown vision that merges Montgomery's historic charm with current trends, or the need for intentional discussions about the increased demand for a broader range of housing types and mixed-use development– this planning effort and its engagement strategy will be designed to facilitate productive discussions around these issues. This project is being spearheaded by the City of Montgomery, with support by YARD & Company and Kimley-Horn.
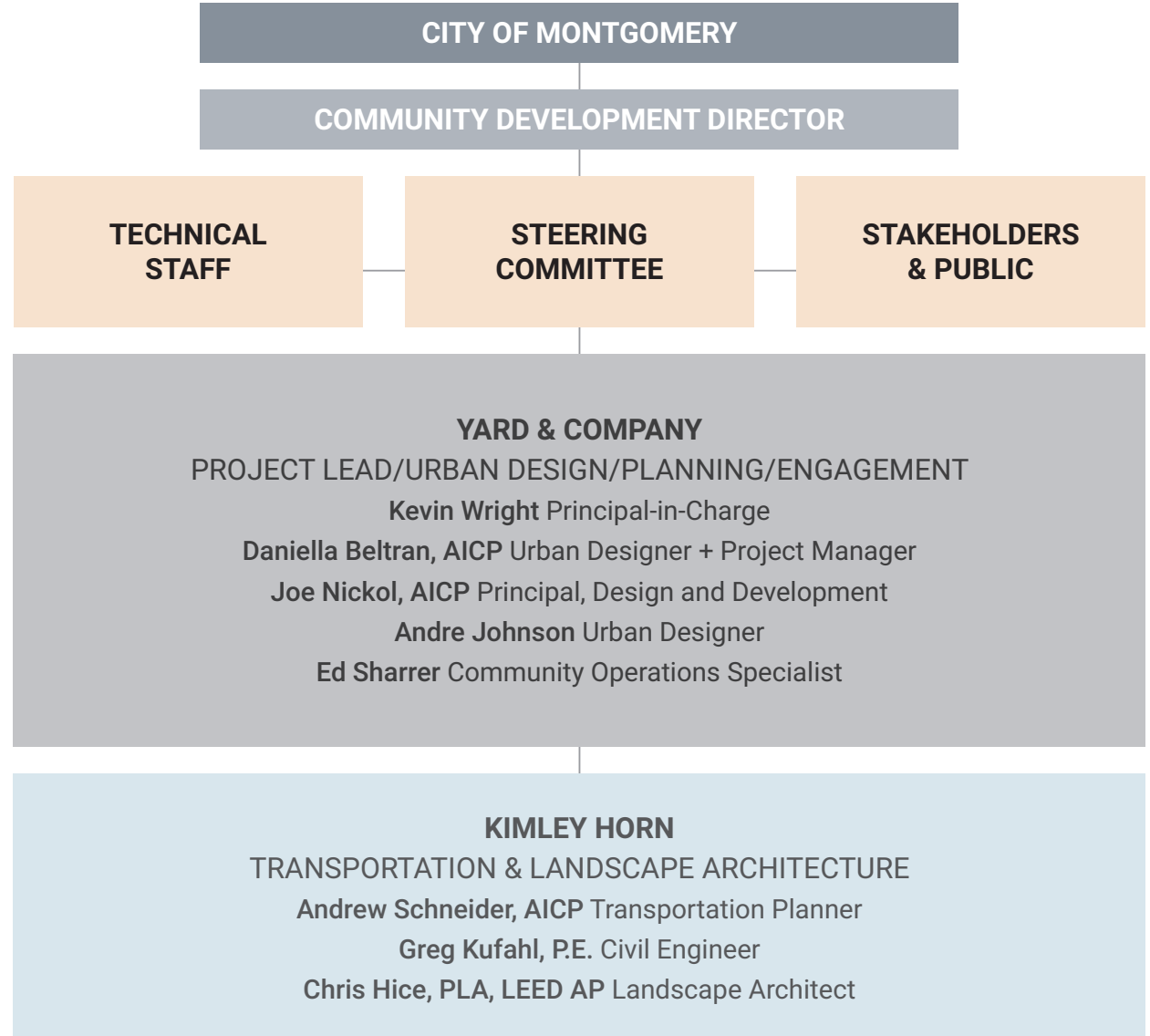
PURPOSE

» Update the City's long-term vision and goals with implementable tactics

» Leverage the community's history and sense of place to inform priorities and opportunities

» Make recommendations based on broad and inclusive community input

» Describe opportunities for key areas, including Montgomery Road and the Heritage District, which are key to the overall City experience
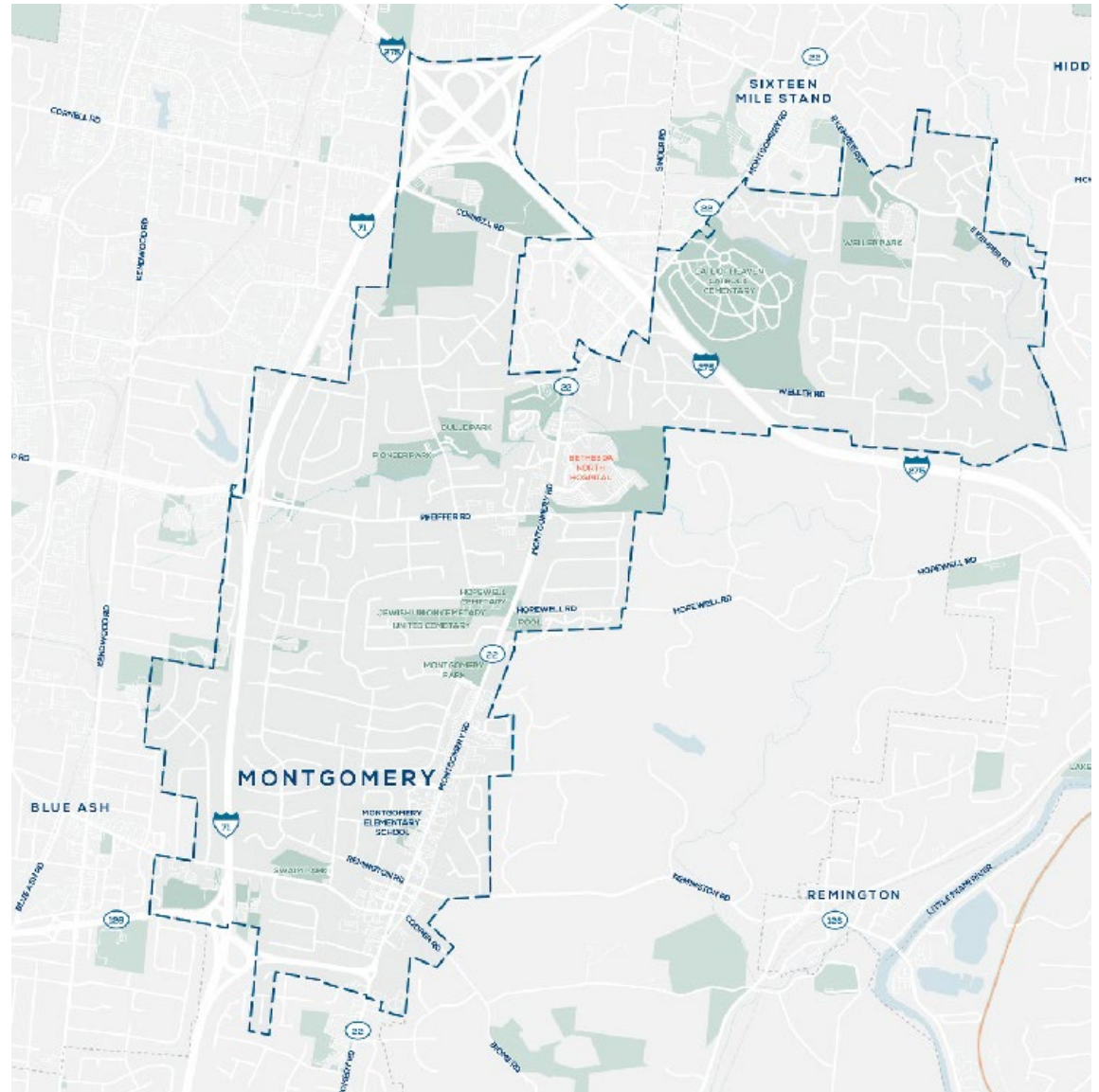
PROJECT TEAM

Key Contacts

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Assistant City Manager
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» Kevin Chesar
Community Development Director
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» Kevin Wright
Project Principal-in-Charge
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» Daniella Beltran
Project Manager
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CITY OF MONTGOMERY

COMMUNITY DEVELOPMENT DIRECTOR

TECHNICAL STAFF

STEERING COMMITTEE

STAKEHOLDERS & PUBLIC

YARD & COMPANY
PROJECT LEAD/URBAN DESIGN/PLANNING/ENGAGEMENT
Kevin Wright Principal-in-Charge
Daniella Beltran, AICP Urban Designer + Project Manager
Joe Nickol, AICP Principal, Design and Development
Andre Johnson Urban Designer
Ed Sharrer Community Operations Specialist

KIMLEY HORN
TRANSPORTATION & LANDSCAPE ARCHITECTURE
Andrew Schneider, AICP Transportation Planner
Greg Kufahl, P.E. Civil Engineer
Chris Hice, PLA, LEED AP Landscape Architect

STEERING COMMITTEE

The Steering Committee has been organized by the City with the purpose of advising the project team throughout the planning process.
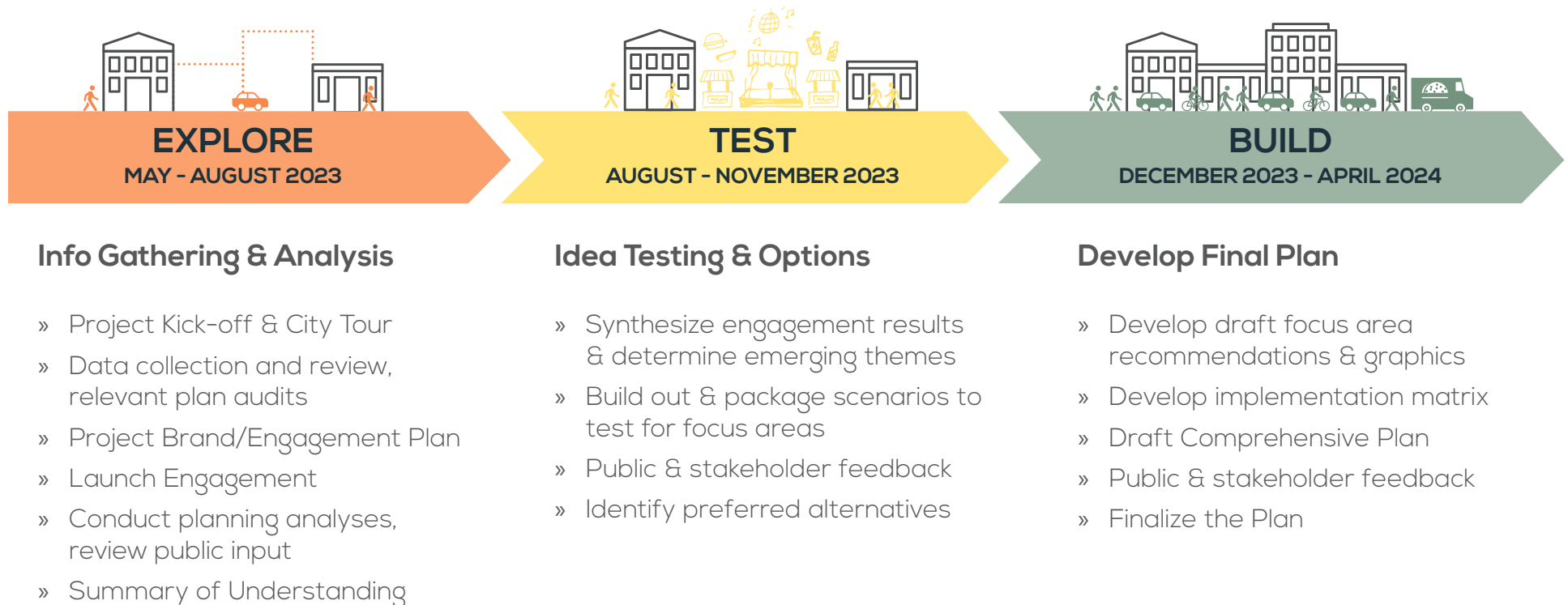
Their primary responsibilities are to:

» Provide information/insights

» Connect the process to the community

» Inspire, enable and partner on engagement efforts

» Review and translate input gathered

Participants

» Lee Ann Bissmeyer, Vice Mayor

» Sam Cooper, Meyers Y Cooper Company

» Chris Dobrozsi, City Council

» Jane Garfield, Landmarks Commission

» Tom Gregory, Montgomery Inn

» Dennis Hirotsu, Chair of Planning Commission

» Steve Mombach, TriHealth

» Barbara Steinebrey, Vice Chair of Planning Commission

» Ken Suer, City Council

» Lisa Zimmers, Twin Lakes and President of Montgomery Ohio Chamber of Commerce

SCHEDULE / APPROACH

EXPLORE
MAY - AUGUST 2023

Info Gathering & Analysis

» Project Kick-off & City Tour
» Data collection and review, relevant plan audits
» Project Brand/Engagement Plan
» Launch Engagement
» Conduct planning analyses, review public input
» Summary of Understanding

TEST
AUGUST - NOVEMBER 2023

Idea Testing & Options

» Synthesize engagement results & determine emerging themes
» Build out & package scenarios to test for focus areas
» Public & stakeholder feedback
» Identify preferred alternatives

BUILD
DECEMBER 2023 - APRIL 2024

Develop Final Plan

» Develop draft focus area recommendations & graphics
» Develop implementation matrix
» Draft Comprehensive Plan
» Public & stakeholder feedback
» Finalize the Plan

What We're Learning

A lot has changed since the 2007 Comprehensive Plan

New Development (Montgomery Roundabout and Montgomery Quarter)

Montgomery Quarter Phase 1

DORA District

The Vintage Club Development

New Residential Construction

People & Businesses are moving in to Montgomery Quarter

PHASE 1 (COMPLETE)

» Office: 98,000 sf

» Retail: 7,700 sf

» Restaurant: 15,000 sf

» Hotel: 128 keys

» Apartments: 148 units

PHASE 2 (PROPOSED)

» Retail: 4,000 sf

» Restaurant: 4,000 sf

» Hotel: 120 keys

» Apartments: 239 units

» Entertainment: 7,000 sf
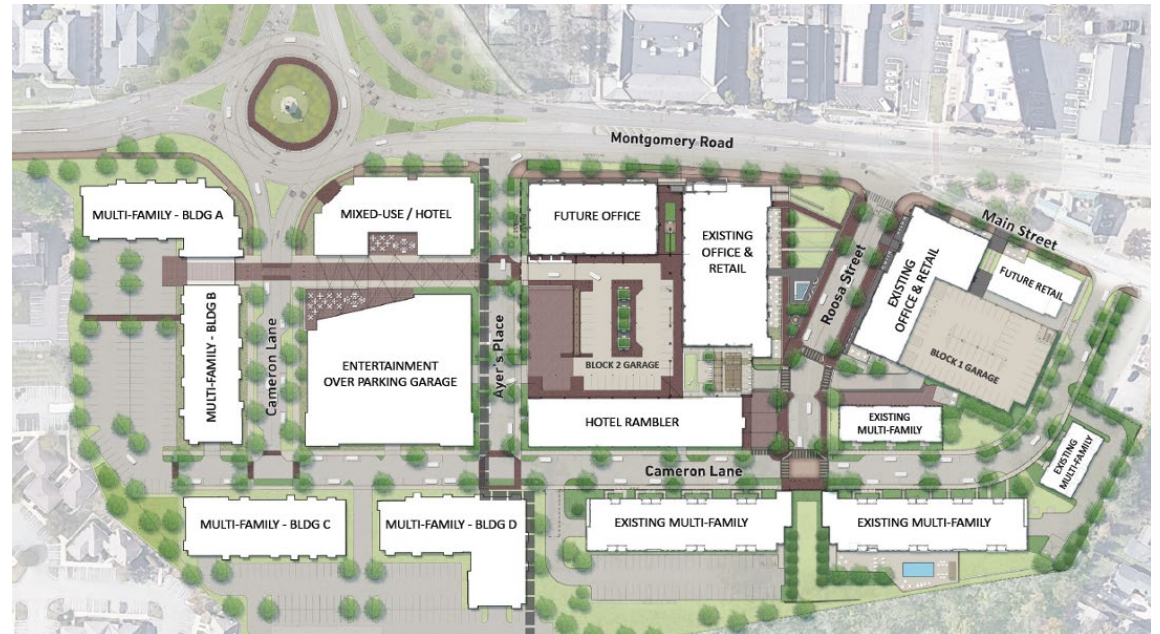
Source: 2023 State of the City

People are eager to gather post-COVID and take advantage of City and community-led events and programs

EXISTING EVENTS

» Movies in the Park

» Shakespeare in the Park

» Outdoor Concerts/Shows

» Montgomery Farmers' Market

» Plant Swaps

» Walking Tours and Nature Walks

» Community Wide Garage Sales

» K9 Kerplunk

» Luau Outdoor Parties

» Touch a Truck

» Bastille Day Celebration

» Laf N' Lunch

» Independence Day Parade

» Holiday in the Village

» Harvest Moon Family Festival and more!

Laf N' Lunch

Touch a Truck

K9 Kerplunk

DEMOGRAPHIC TRENDS

HOUSING SUPPLY
ISN'T FULLY ALIGNED
WITH HOW PEOPLE
ARE LIVING

CAR DEPENDENCY
IS HOLDING BACK
WALKABILITY

**MONTGOMERY'S
ECONOMY**
IS STRONG AND
PROVING TO
BE ADAPTIVE
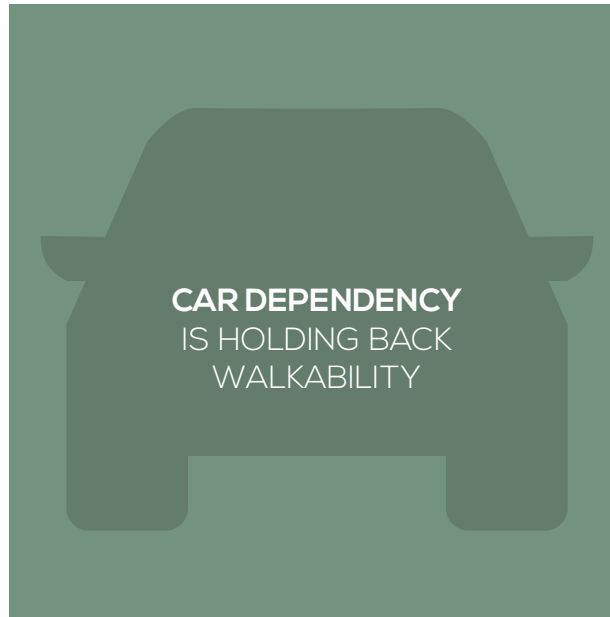
🏠 Housing supply is catching up to changes in demand

Aging Population: Retirement communities have led to more older residents in Montgomery, and this trend is expected to persist due to national demographics.

Own vs. Rent: 89.3% of housing in Montgomery is owner-occupied. Montgomery has higher than average home values, however rental prices align with regional averages.

Generational Interests: Boomers are looking for small-lot single-family homes in Montgomery, but may opt for upscale apartments due to lack of availability. Millennials, on the other hand, are interested in returning to Montgomery to raise children, but struggle to find homes within their price range.

Tear-Downs: Montgomery has continued to witness a steady increase in redevelopment through tear-down and rebuild projects. This generates concerns about increased lot coverage, impervious surfaces, tree conservation, homes size, and overall incompatibility with existing homes. This also underscores a desire for modernized housing options.

Looking Outside Montgomery: Surrounding communities also need to address their housing stock to create a more affordable and diverse regional market.

Households
Families

2.61

persons per household

Housing
Single-Family House

$571K

median sales price

This price is over double the average for Hamilton County and nearly 1.5 times the median price in Montgomery in 2016.

Housing
Condo Unit

$268K

median sales price

This price is more than double the median price for a condo in Montgomery in 2016.

45 yrs

30   40   50

Median Age

$132k

50k   100k   150k

Median Household Income

● Ohio Median

Sources: U.S. Census Bureau Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Non-employer Statistics, Economic Census, Survey of Business Owners, Building Permits

Car dependency is holding back walkability

Commute Times: Average commute times in Montgomery have risen since 1990, but remain lower than those in surrounding areas. In Montgomery the average commute to work is about 22 minutes, which aligns with the national average.

Transportation Costs: On average, Montgomery households own 1.85 vehicles, spend $13,806 annually (10% of household income, compared to the national average of 17%), and travel 18,118 miles per year.

Car Dependence: Montgomery is car-dependent with limited transit options, and only 2% of workers using transit to commute. The only transit option in Montgomery is the Metro Montgomery Road Corridor route.

High Greenhouse Gas Emissions: Car dependency leads to high annual automobile greenhouse gas emissions per household, at 7.6 tonnes.

Sources: H+T Affordability Index (htaindex.cnt.org); U.S. DOT Bureau of Transportation Statistics (2022), U.S. Census Bureau Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits

18 11 8
Average Annual Household Vehicle Miles Traveled

1.85
Autos Per Household

$13k
Annual Transportation Cost

7.6
Tonnes of Annual Greenhouse Gas per Household

22%
Transportation Costs

37%
Housing Costs

41%
Remaining Income

💰 Montgomery's economy is strong and proving to be adaptive

Management/Professional Occupations: In 2019, 63% of Montgomery's residents held management and professional occupations, with sales and office jobs being the second-largest category.

Health Employment Hub: Bethesda North Hospital is the top employer in Montgomery (46%), followed by TriHealth (20%).
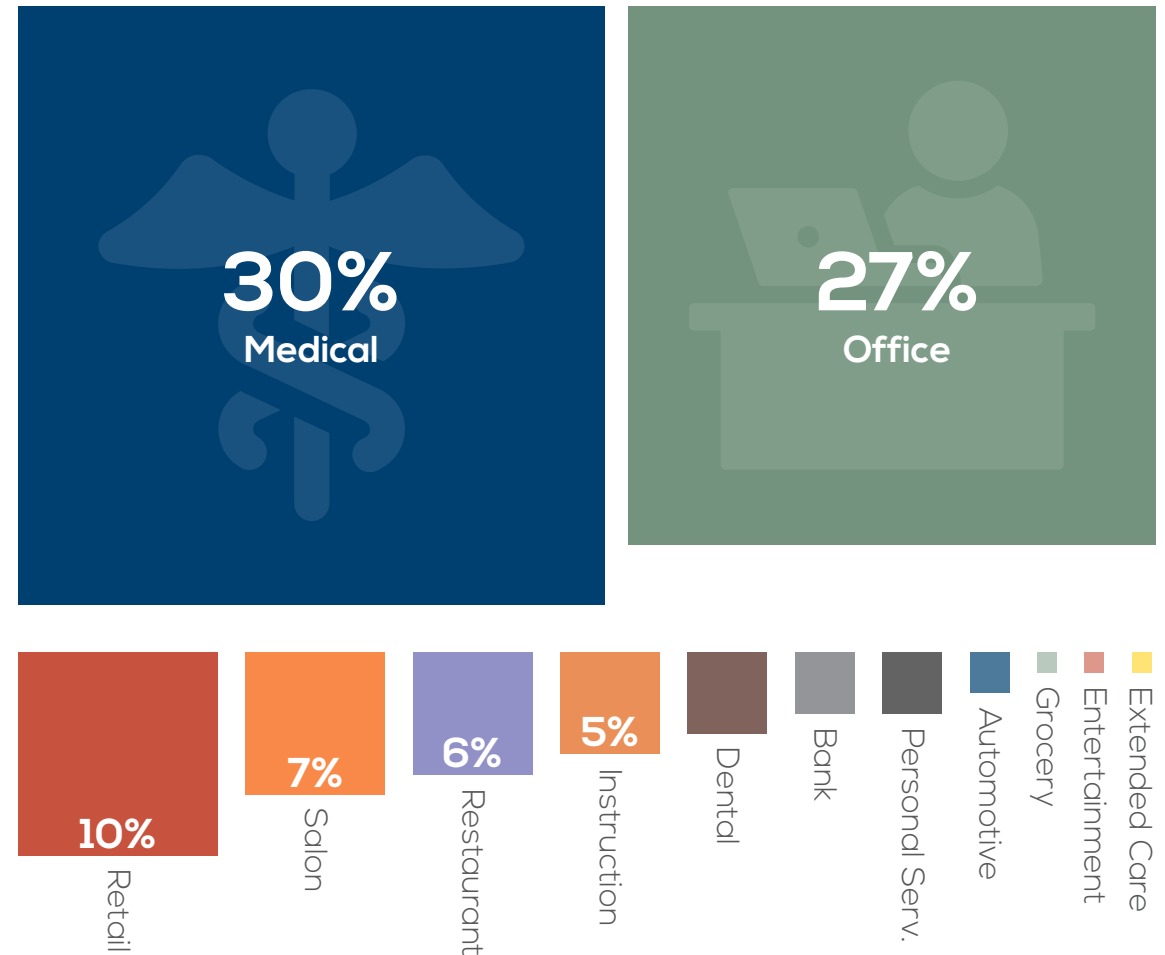
Competitive Income Tax: In 2023, 63% of the budget is funded by income taxes. The current 1% income tax rate is modest compared to nearby areas.

Small Businesses: Most businesses in Montgomery are small (63%) rather than corporate (37%). 12% of all businesses are minority-owned, and 33% are women-owned.

Business Challenges: Challenges include zoning restrictions on height to three stories, majority of businesses bordering residential areas, the business district's location between large shopping nodes, and high rental rates.

Labor Shortages: While employment is recovering from the COVID-19 pandemic, overall employment rates and workforce willingness have declined nationwide. This may affect service industries like retirement communities, hospitals, healthcare, restaurants, and retail.

Montgomery Business Types

30% Medical

27% Office

10% Retail

7% Salon

6% Restaurant

5% Instruction

Dental

Bank

Personal Serv.

Automotive

Grocery

Entertainment

Extended Care

WHO WE'VE MET WITH

FOCUS GROUPS

» Heritage District business owners / managers
  • European Cafe & MPH Brewery

» City Commissions Chairs
  • BZA, D&I, Beautification, Arts, Environmental

» Realtors/developers
  • Brandicorp, Neyer, Olyer Hines, Sibcy Cline, Robert Lucke Group

» Key property owners
  • Sam Cooper, Nick Grammas, Twin Lakes

» Faith-based leaders
  • Ascension Lutheran, Good Shepherd, Evergreen Presbyterian, St. Barnabas

» TriHealth

» Chamber of Commerce

» BruBurger/Livery manager

CITY STAFF

» Brian Riblet, City Manager

» Tracy Henao, Assistant City Manager

» Kevin Chesar, Community Development Director

» Department leadership

Phase 1 Community Engagement

**8 community events
(in-person engagement)**

» BAMSO Concert, July 3

» 4th of July Event, July 4

» Community Pool Pop Up, July 12

» Bastille Day, July 14

» Farmer's Market, July 22

» Laf-n-Lunch, July 26

» Montgomery Public House Event, July 27

» Touch a Truck, August 8

Digital Engagement

www.montgomerysmoment.com

» Project information & updates

» Survey

» Dot-mocracy map activity

Phase 1 Community Engagement Results

363 total contributions

» 82 digital survey responses

» 150 paper survey responses

» 131 map comments

Demographics (survey participants)

Age Range
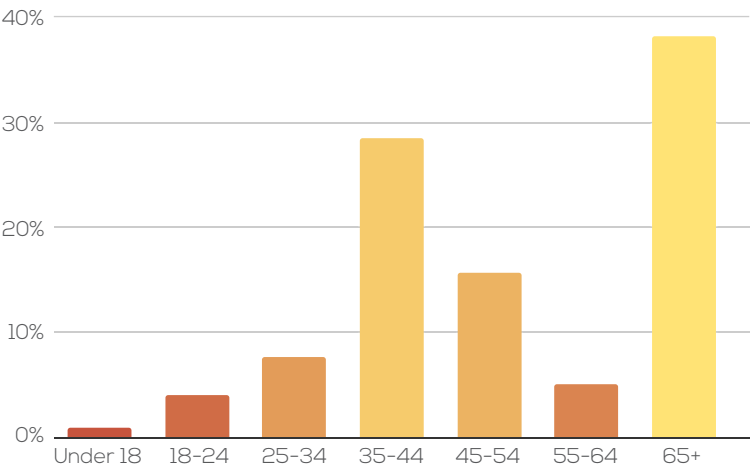
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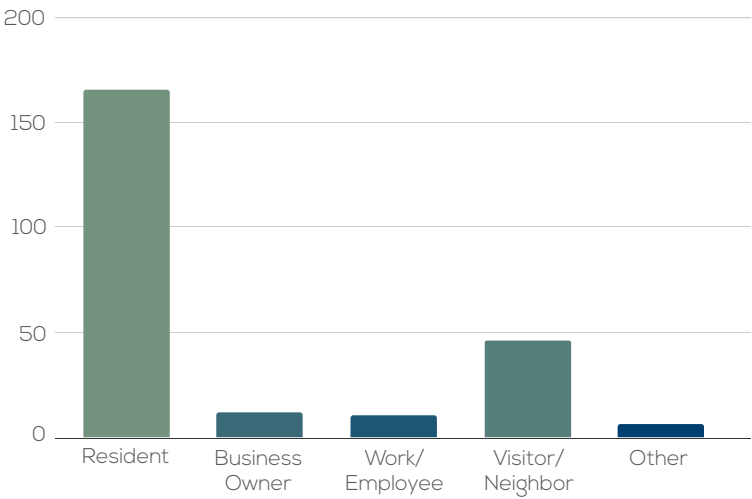
What People Love

Respondents love Montgomery for its convenience, walkability, parks, safety, sense of community, schools, quaint charm, local businesses, and proximity to amenities. They appreciate the maintenance of city streets, the small-town atmosphere, and various events organized throughout the year.

One of the most mentioned responses was the walkability of Montgomery, along with the sense of community it brings. Residents enjoy being able to walk to parks, shops, restaurants, and various events.

Top Responses

» High-quality parks and recreation (35%)

» Walkability (30%) and community (27%)

» Vibrant community events (19%)

» Excellent schools (17%)

» Historic charm (4%)

» Safety, cleanliness, quality of life

I love that it's not just a town, it's a **community**. Everyone is so **friendly** and **welcoming**. I love the **Downtown restaurants** and the **variety of events** throughout the year. It's **safe**, **clean**, and **walkable** with **great parks** and **amenities**.

Under 35 Years
Overall Sentiment
Gen Z, and Y.1
12.7% of responses

I love the **small-town feel**, the **community involvement**, and the emphasis on **education** and **parks**. The **accessibility to amenities** and the ongoing improvements like the **Montgomery Quarter** add to its charm.

35-54 Years
Overall Sentiment
Gen Y.2 and X
44.1% of responses

I love the charming blend of **small-town tranquility** and **modern convenience**. The **walkability**, **beautiful parks**, and **vibrant community events** create an idyllic living environment. It's a place where **neighbors truly care about one another**.

Over 55 Years
Overall Sentiment
Boomers and Silent Gen
43.2% of responses

What People Want to See Change

The responses reflect a wide range of opinions and suggestions for improvements. Common themes include a desire for more diverse and family-friendly events, improved traffic management, increased walkability and bike-friendliness, better maintenance of parks and recreational facilities, enhanced downtown vibrancy, more local businesses and restaurants, increased affordable housing options, and an emphasis on preserving the historic charm of the city.

One of the most mentioned responses was a desire for a greater focus on projects and changes that will benefit the residents of Montgomery rather than just businesses or hospitals.

Top Responses

» New shops and restaurants (18%)

» Park upgrades (15%)

» More walking and biking infrastructure (15%)

» Increased traffic control (6%)

> I want to see more **green spaces** and **parks**, and it would be wonderful to have a local **coffee shop** in Downtown Montgomery. Additionally, better community facilities like a **waterpark** and **gym**, along with more **events**, would really enhance our community.
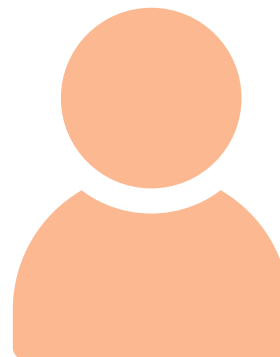
Under 35 Years
Overall Sentiment
Gen Z, and Y.1
12.7% of responses

> I want to see our **parks** become more **interactive** and **dynamic**, like at Summit Park. **Safety** improvements on **Hopewell** and **Remington** are a priority, and a greater variety of **family-friendly businesses** and **events** would enhance our community.
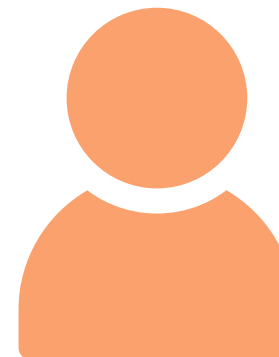
35-54 Years
Overall Sentiment
Gen Y.2 and X
44.1% of responses

> I want to see **traffic flow improvements** and more **events**. More **parking** and **leaf pickup** would be nice. The **park lodges** could use an **update**, and additional **restaurants** would be great.

Over 55 Years
Overall Sentiment
Boomers and Silent Gen
43.2% of responses

What People Want to See Stay the Same

The respondents generally appreciate the small-town feel, community events, historic charm, well-maintained parks, and the family-friendly atmosphere of Montgomery. They value the sense of community, the walkability, the local businesses, and the focus on preserving the town's character. Many express a desire to maintain the green spaces, trees, and cleanliness of the area. The historic downtown, the various festivals, and the commitment to community building are also frequently mentioned attributes.

One of the most mentioned responses was to keep the small-town feel, community events, and family-friendly atmosphere.

Top Responses

» Small town feel/charm (20%)

» Beautiful parks (18%)

» Community events (14%)

» Local businesses & walkability (10%)

» Commitment to community

» Safety, cleanliness, quality of life

I want to keep the **vibrant festivals**, **community feel**, **charming Downtown**, **quality amenities**, and **well-maintained parks**. **Local businesses** and the **farmers market** add a special touch.

I want to keep the **strong sense of community** and **well-maintained parks**. The **charming Downtown** and **focus on history** add to the appeal. The **small-town vibe**, **family-friendly events**, and **green spaces** make Montgomery a special place to call home.

I want to keep Montgomery the **safe**, **comfortable**, and **quaint**, with **convenient parking** and **small restaurants**. The **DORA district** adds to its charm, and I appreciate the **community events**. This **family-oriented** place fosters a warm atmosphere.

Under 35 Years
Overall Sentiment
Gen Z, and Y.1
12.7% of responses

35-54 Years
Overall Sentiment
Gen Y.2 and X
44.1% of responses

Over 55 Years
Overall Sentiment
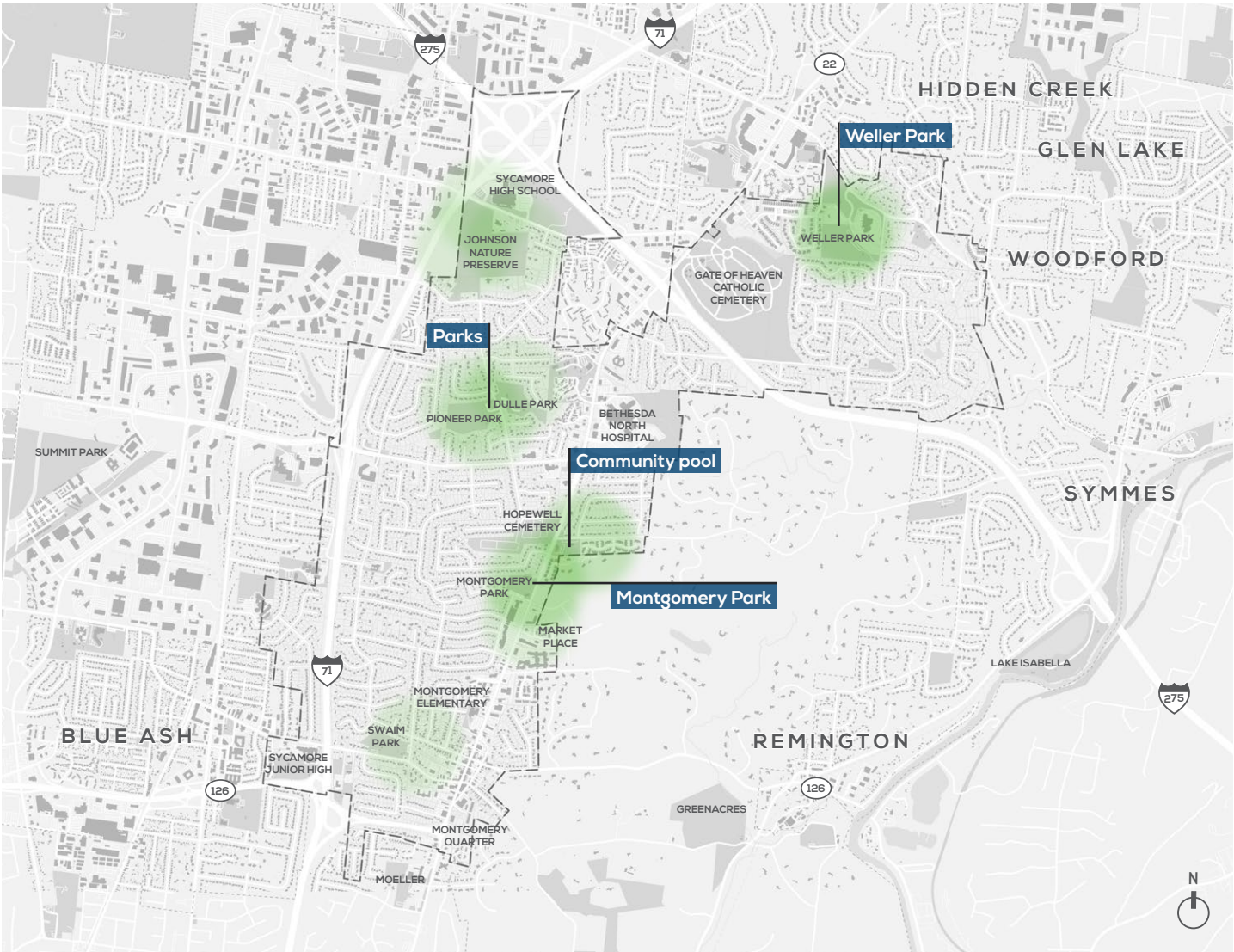*Boomers and Silent Gen*
43.2% of responses

Where Participants Live
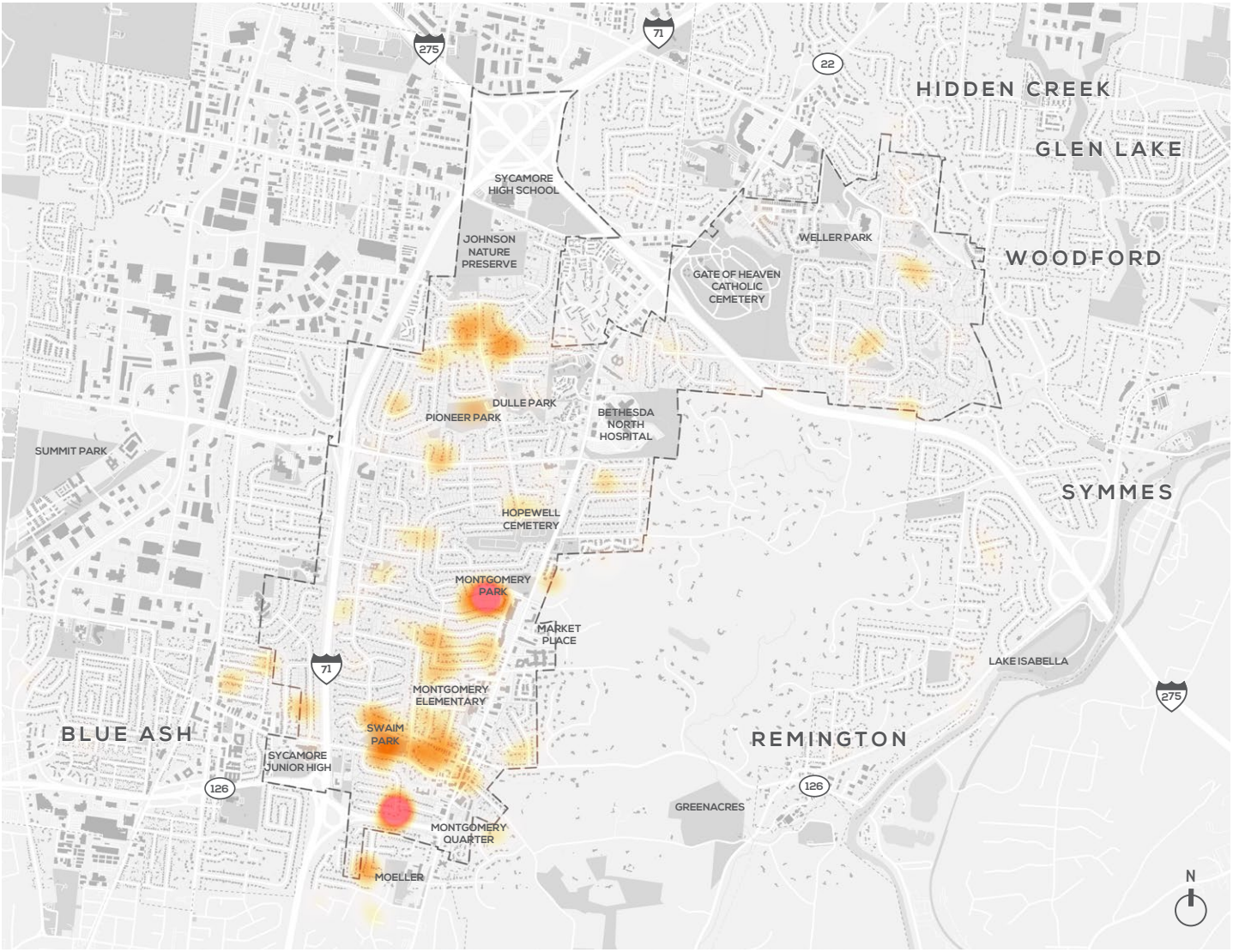
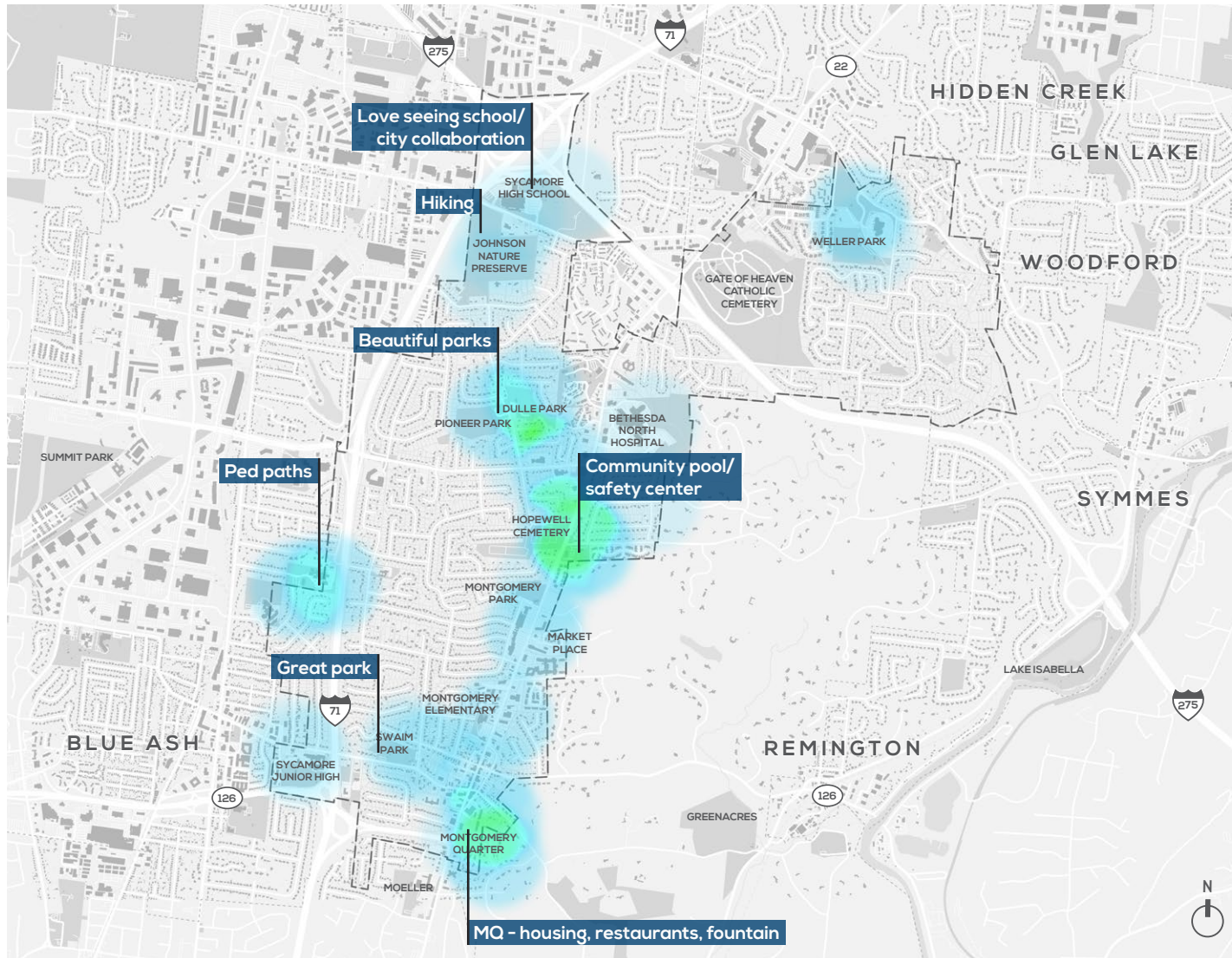Areas public engagement participants said they live
(72% response rate)

Where Participants Spend Free Time

Weller Park

Parks

Community pool

Montgomery Park
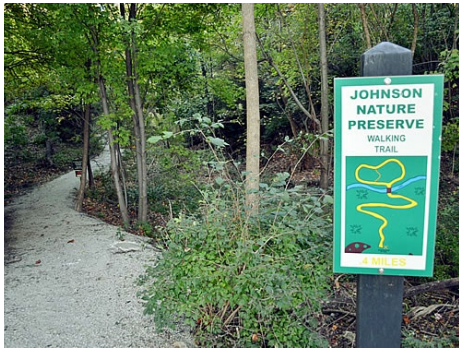
Areas participants said they spend free time

Places People Love

Love seeing school/ city collaboration

Hiking

Beautiful parks

Ped paths

Community pool/ safety center

Great park

MQ - housing, restaurants, fountain

Areas participants said they love

» Parks and nature areas
» Sense of community
» Recent urban developments and architecture
» Recreation and events

Places People Don't Love

Map labels and annotations:
- Congestion
- HIDDEN CREEK
- GLEN LAKE
- WOODFORD
- WELLER PARK
- SYMMES
- SYCAMORE HIGH SCHOOL
- JOHNSON NATURE PRESERVE
- GATE OF HEAVEN CATHOLIC CEMETERY
- Missing sidewalks
- Speed limit too high/ new roundabout
- DULLE PARK
- PIONEER PARK
- BETHESDA NORTH HOSPITAL
- Highway noise
- SUMMIT PARK
- HOPEWELL CEMETERY
- Bad pavement conditions
- MONTGOMERY PARK
- MARKET PLACE
- Need sidewalks & other infrastructure improvements
- MONTGOMERY ELEMENTARY
- LAKE ISABELLA
- BLUE ASH
- SWAIM PARK
- REMINGTON
- SYCAMORE JUNIOR HIGH
- MONTGOMERY QUARTER
- Missing sidewalks
- MOELLER
- Concern w/dev. scale & connectivity here
- GREENACRES
- N

Areas participants said they don't love

» Congestion/traffic
» Missing sidewalks
» High speed limits in some areas
» Getting used to roundabouts
» Concern with development scale and connectivity at MQ

Potential Opportunities for Growth

Road improvements

Park improvements

HIDDEN CREEK

GLEN LAKE

WOODFORD

SYMMES

Might remove res. sqft minimums for new dev.

Market Place has great businesses, needs upkeep

Infill opportunities & better visibility for businesses
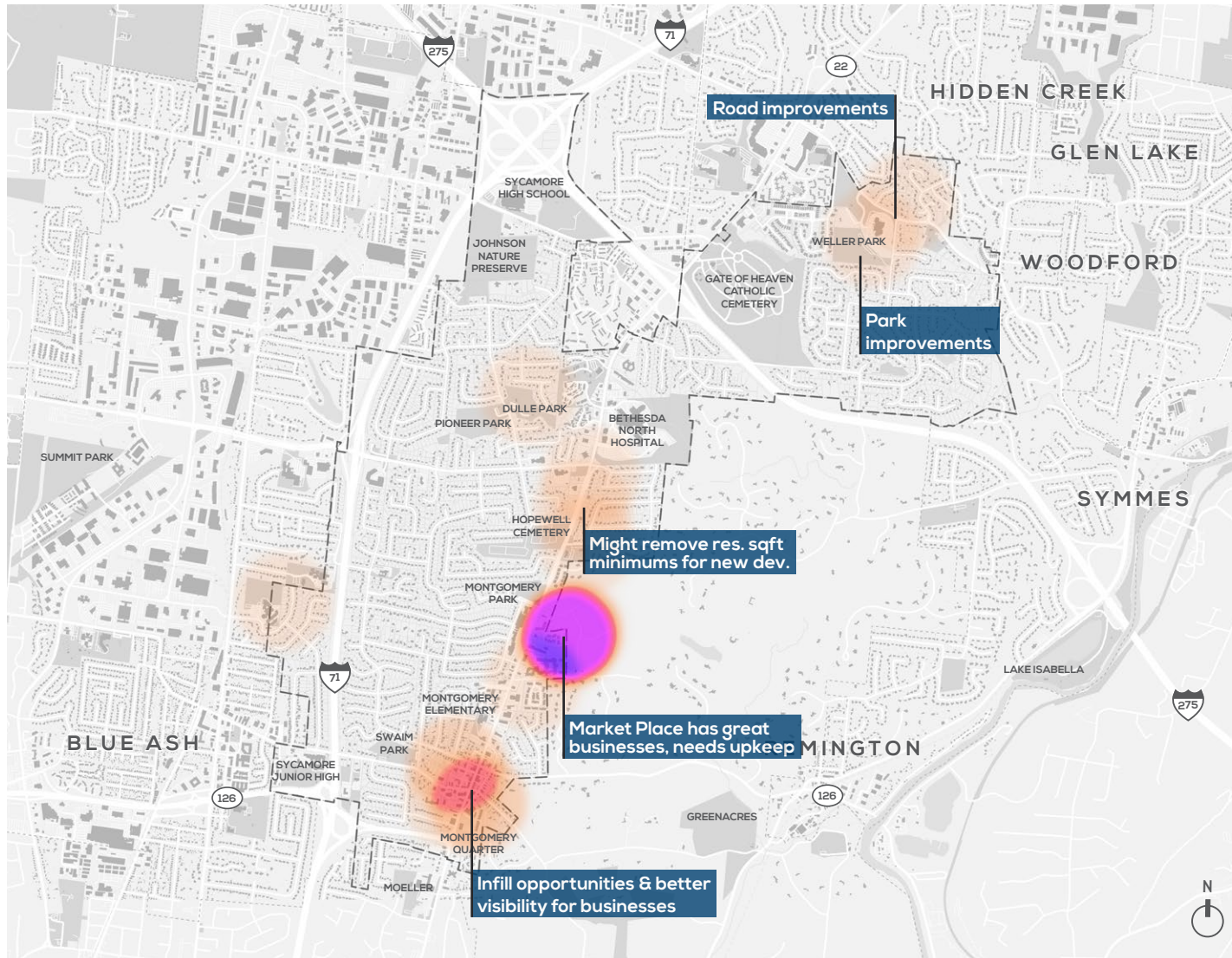
Areas participants said have opportunity for growth

» Recreational enhancements
» Mixed-use development
» Revitalization and restoration
» Traffic and infrastructure improvements
» More diverse business landscape

PLANNING ANALYSES

DOCUMENTS REVIEWED

City-wide

» 2007 Comprehensive Plan

» 2022-2026 Strategic Plan

» 2023 State of the City

» 2023 Chamber Report

» 2022 Environmental Scan Reports

» 2021 Survey of Montgomery Residents

» 2020 City Brand Vision & Statement

» 2019 Residential Teardown & Rebuild Analysis

Downtown Focused

» 2021 COVID-19 Impact Framework Plan

» 2023 Montgomery Quarter
Phase 2 Update

» 2005 Montgomery Road Design Standards
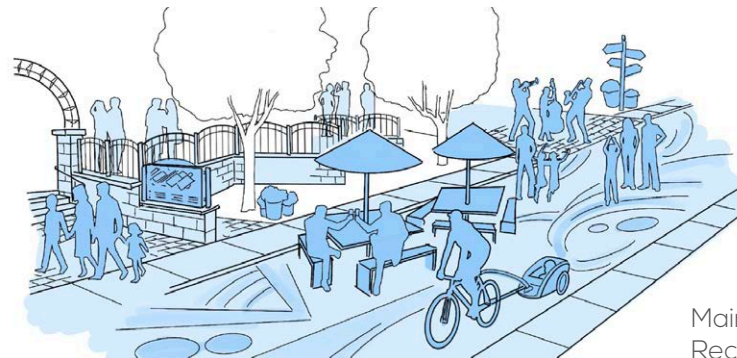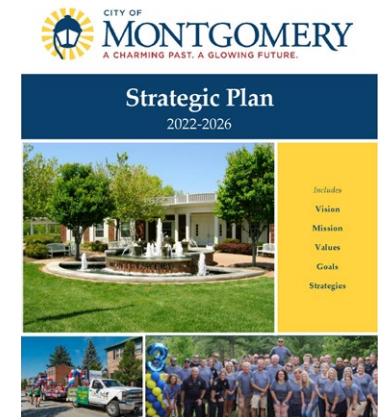
Main Street Activation
Recommendation

City-Wide Documents Reviewed

2007 Comprehensive Plan

Planning process to update city guidance and policy goals and replace the 1986 Comprehensive Plan.

Land use policies focus on:

» Protecting single family character within established neighborhoods

» Managing impacts of residential teardowns/rebuilds

» Focusing multi-family development around the historic district

» Managing traffic and development opportunities in the southern gateway

» Enhancing the Heritage District by promoting pedestrian friendly elements, district marketing, and entertainment and restaurant opportunities

» Supporting pedestrian access to businesses and sufficient traffic flow along Montgomery Road

» Managing the Montgomery Road experience through zoning and signage regulations

» Working with medical and other employers to enhance their properties and address needs including public improvements and employee housing options

From a transportation standpoint, priority issues included:

» A reduction in curb cuts during redevelopment projects

» Remedies for congestion

» Public transportation improvements

» More structured parking

» Integration of relevant technologies.

Government services recommendations focused on the City continuing to maintain public spaces at a high level. Partnerships with the Board of Education and school districts are also identified as key to the future of Montgomery.

Environmental policies focus on:

» Stormwater management

» Protecting natural areas

» Limiting light pollution

» Promoting energy efficiency

» Reducing energy consumption

🔗 **Click here to view the 2007 Comprehensive Plan**

CITY OF MONTGOMERY

COMPREHENSIVE COMMUNITY PLAN

August 1, 2007
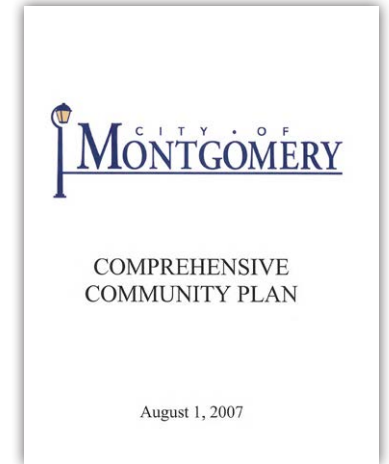
City-Wide Documents Reviewed

2022-2026 Strategic Plan

The 2021 Strategic Planning process was facilitated by Management Partners and involved City Council and City administrators.

A vision was articulated to guide efforts toward establishing Montgomery as a City that, "excels at being a welcoming, healthy and inclusive community while honoring and building upon its past, focusing on a bright future, and leading with its values."

Strategies that are anticipated to be implemented by 2026 are organized based on six key categories:

1. Facilities and Infrastructure
2. Financial Sustainability
3. Economic Development
4. Communication and Community Engagement
5. Programming, Activities, Events and Recreation
6. Staffing and Workforce Development

🔗 **Click here to view the 2022-2026 Strategic Plan**

2023 State of the City

This presentation provides a useful update on City staffing, administrative priorities based on the current Strategic Plan, list of current/upcoming capital projects, major project updates including Montgomery Quarter Phase 2 and the Vintage Club Boulevard development, overview of City finances, and community engagement opportunities through events and this 2023-2024 Comprehensive Plan process.

The changes being considered to Montgomery Quarter Phase 2 are particularly relevant with the implications being less office and more residential, hotel and entertainment uses being added to Montgomery's Downtown.

🔗 **Click here to view the 2023 State of the City**
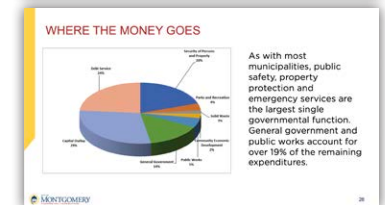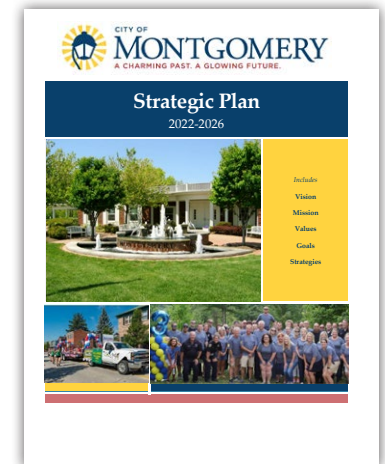
City-Wide Documents Reviewed

2023 Chamber Report

This Chamber presentation delves into the existing conditions and challenges facing Montgomery businesses. An important call out is the relationship between a City's employment base and the revenues they provide the City through local income tax.

Montgomery Quarter is viewed as an opportunity to provide diversity in the types of major employers in the City, and add to the existing strengths in medical, educational, and retail businesses. Opportunities to enhance the business climate include leveraging Montgomery's brand and devising strategies to help attract and retain both customers and businesses, and exploring economic development incentives.

🔗 **Click here to view the 2023 Chamber Report**

2022 Environmental Scan Reports

Throughout 2021 and 2022, City staff completed existing condition reports for the following categories:

» Community Engagement

» Demographics

» Economic Development

» Education

» Environment

» Finance

» Governance

» Health & Public Safety

» Infrastructure

» Regionalism

» Service Demands

» Technology

» Transportation

» Workforce

The data collected from these reports is being considered and incorporated throughout this planning process.

🔗 **Click here to view the 2022 Environmental Scan Reports**
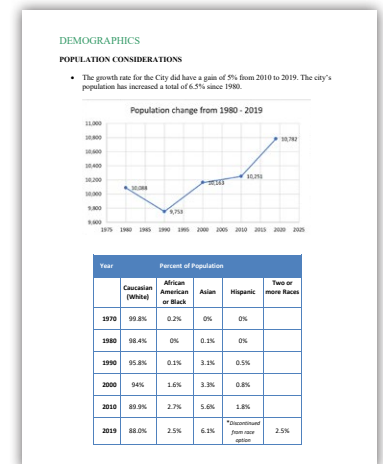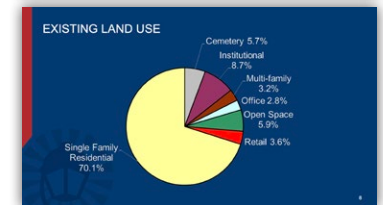
City-Wide Documents Reviewed

2021 Survey of Montgomery Residents

In May 2021, the Institute for Policy Research based at the University of Cincinnati conducted a city-wide resident survey that reached over 4,000 residents and received nearly 1,000 responses. Those that participated in the survey represented all geographic areas of the City at a near even distribution. Results from this were also compared to surveys conducted in 2001, 2005, 2010, and 2015 to track trends.

Key takeaways include:

» Nearly all residents continue to be satisfied (if not very satisfied) with the quality of life in Montgomery

» Residents are highly satisfied with City Services, and highly value "extremely important" services (Fire/EMS, Police, trash collection, street maintenance)

» Family style dining is the most desired experience at Montgomery Quarter

» DORA is selling point for Montgomery Quarter for many residents

» The Montgomery Bulletin is well regarded by many and viewed as very useful

🔗 **Click here to view the 2021 Survey of Montgomery Residents**

2020 City of Montgomery Brand Guidelines

This City brand document establishes a new identity for the City to promote and embed across its communications, ideally providing a memorable impression across the community.

Key to the new brand are ideas around Montgomery having small town charisma with big city amenities, being perfectly situated and expertly planned, and lighting the way to welcome neighbors and visitors. The brand is equally focused on preserving the City's charm as it is nurturing a vibrant future.

This current comprehensive planning process was intentional about creating a project brand that clearly relates to and builds upon this brand and its ideals.

🔗 **Click here to view the 2020 City of Montgomery Brand Guidelines**
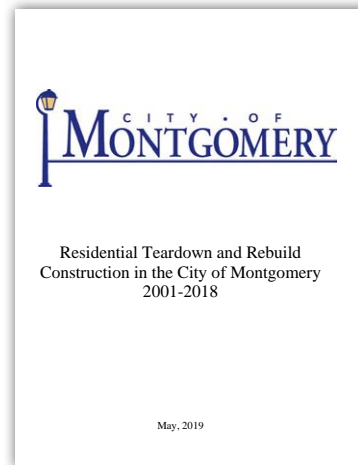
City-Wide Documents Reviewed

CITY-WIDE

2019 Residential Teardown & Rebuild Analysis

In May 2019, a report was published to articulate the residential teardown and rebuild trend that began in the City in 2001, became dormant during the recession, but has picked back up again in recent years. This document provides data on the number of teardowns, changes to home pricing, challenges faced by home builders, summary of impacts to adjacent residents, relevant case studies from other communities experiencing similar housing concerns, and potential policy changes, including their pros and cons.

The need to find balance between mitigating negative impacts on existing residents and providing future residents with the ability to develop property to meet their needs is the key goal.

🔗 **Click here to view the 2019 Residential Teardown & Rebuild Analysis**

Downtown-Focused Documents Reviewed

2021 COVID-19 Impact Framework Plan

Led by the Kolar Experience Institute and Red Tiger, the COVID-19 Impact Framework Plan provides analysis on COVID's impact to Downtown Montgomery users and recommendations for driving economic recovery. Being a Downtown-focused report, its data, analysis, and recommendations are very relevant to this comprehensive plan given the variety of opportunities that exist to support growth and vitality for the city as a whole by focusing on Downtown improvements and connectivity to it.

Findings described here align with what has been heard so far during this process and recommended projects will be incorporated into this long-term planning effort.

> 🔗 **Click here to view the 2021 COVID-19 Impact Framework Plan**

2005 Montgomery Road Design Standards

In September 2005, McBride Dale Clarion collaborated with the City of Montgomery and a Corridor Advisory Committee to establish guidelines for the Montgomery Road Corridor within the City of Montgomery. The aim of these standards was to steer development along the Corridor, fostering a contemporary retail environment that embodies the essence of Montgomery's identity: a modern interpretation of quality and style. These guidelines were designed to ensure that development on the Corridor respected the distinctive character and design elements of the Heritage District, without attempting to duplicate or mimic it. Furthermore, they aimed to create an inviting and secure setting for residents, businesses, and visitors alike within the City of Montgomery.

These standards encompassed the conception of high-caliber architecture and site design, with a focus on promoting safe and efficient vehicular traffic while maintaining a pedestrian-friendly scale and design. Additionally, they sought to minimize any adverse effects on neighboring single-family residential areas.

> 🔗 **Click here to view the 2005 Montgomery Road Design Standards**
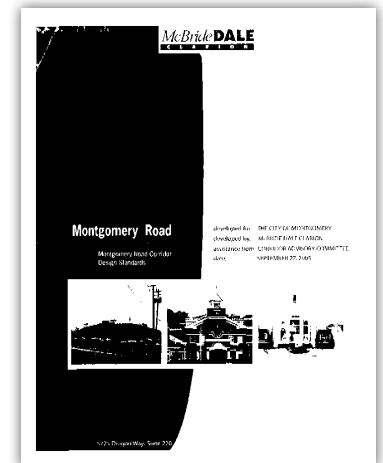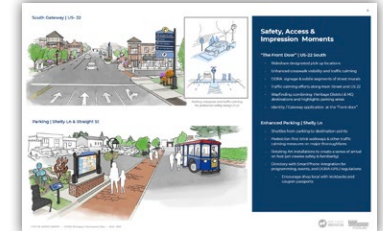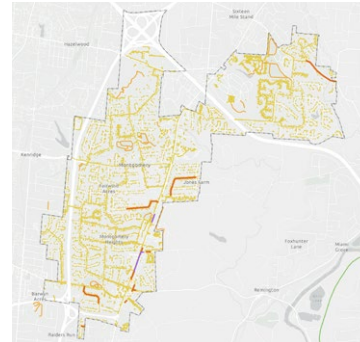
Mapping Analysis
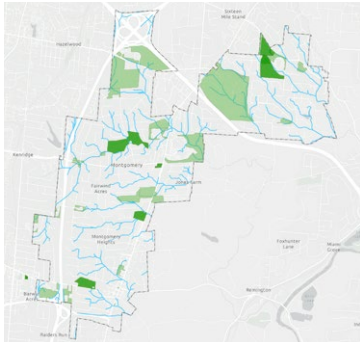
Natural Amenities: Montgomery has 8 parks totaling 94.3 acres, and 44.2 miles of streams.
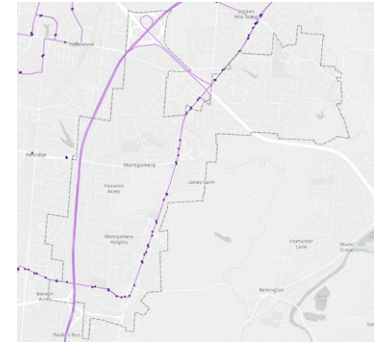

**Built Environment:** Montgomery has 4,400 built structures, most of which are built between 1940 - 1979.

Pavement: Montgomery has 21.5 sq mi of pavement. It is on a 16-year repavement cycle.
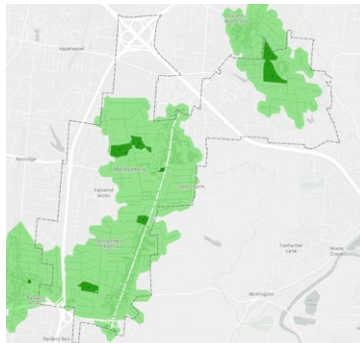

Sidewalks: Projects to fill the sidewalk gap network are being considered. Local trails are predominately located in parks.
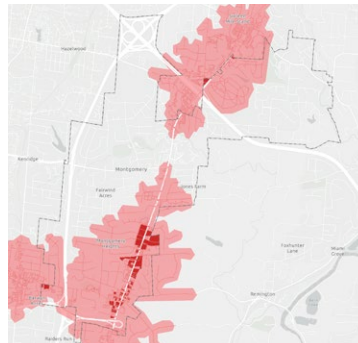

Transit: Public transit access is limited to Montgomery Road. Hours of service aren't well suited for service jobs.
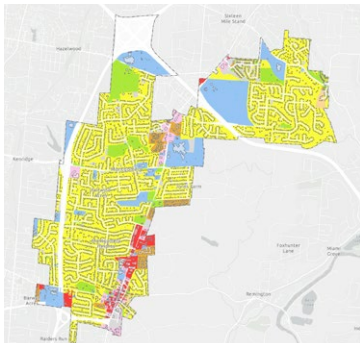
Land Use: Montgomery's top land uses are Single-Family Residential (70%), Institutional/Educational/Cemetery (14.5%).
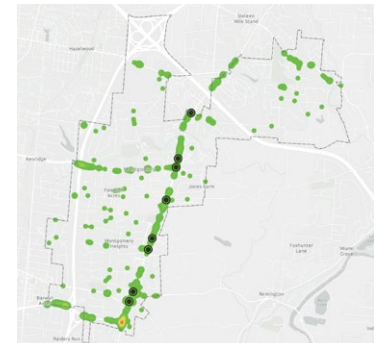

Social Infrastructure: 75% of Montgomery is within a 15-minute walk of a recreation center or public park.

Commercial Access: 70% of Montgomery is within a 15-minute walk of a neighborhood business.
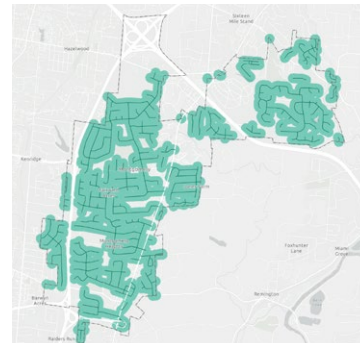
Slow Streets: 70% of Montgomery is serviced by a street marked as 25 mph or less.

Initial Traffic Analysis: Vehicle crash data from 2020 through 2022 shows nearly 1,150 incidents with 80% of those involving no injuries.

Click here to view this set of maps online. Look for the bulleted list icon in the lower left to open the map legend. Use the + and - buttons to zoom in and out.

Click here to view this set of maps in the Appendix.

Emerging Themes

Emerging Themes

The Montgomery Road Corridor is not a singular experience

Corridor Character

ACTIVE

Traditional street design with buildings at sidewalk or property line; active ground floor uses; street amenities; regularly-spaced pedestrian crossings.

BUSY

Streets that are visually and audibly noisy; prioritize automotive throughput; parking lots in front of setback buildings.

CONNECTOR

Meant to get you places with minimal friction; typically low to moderately developed.

CONTROLLED

Fronted by large, contiguous land owners with coordinated landscapes; clear distinctions between public and private realms; synchronized signage and lighting.

Existing

Legend: City boundary — Active — Busy — Connector — Controlled

Corridor Character

The future of Montgomery Road has the potential to change and improve, where the existing Busy section becomes more active, and the southern gateway of the City becomes more controlled.

Phase 2 engagement will seek to verify this future corridor character map and solicit input on how each corridor section could become a better experience that clearly aligns with their desired character.
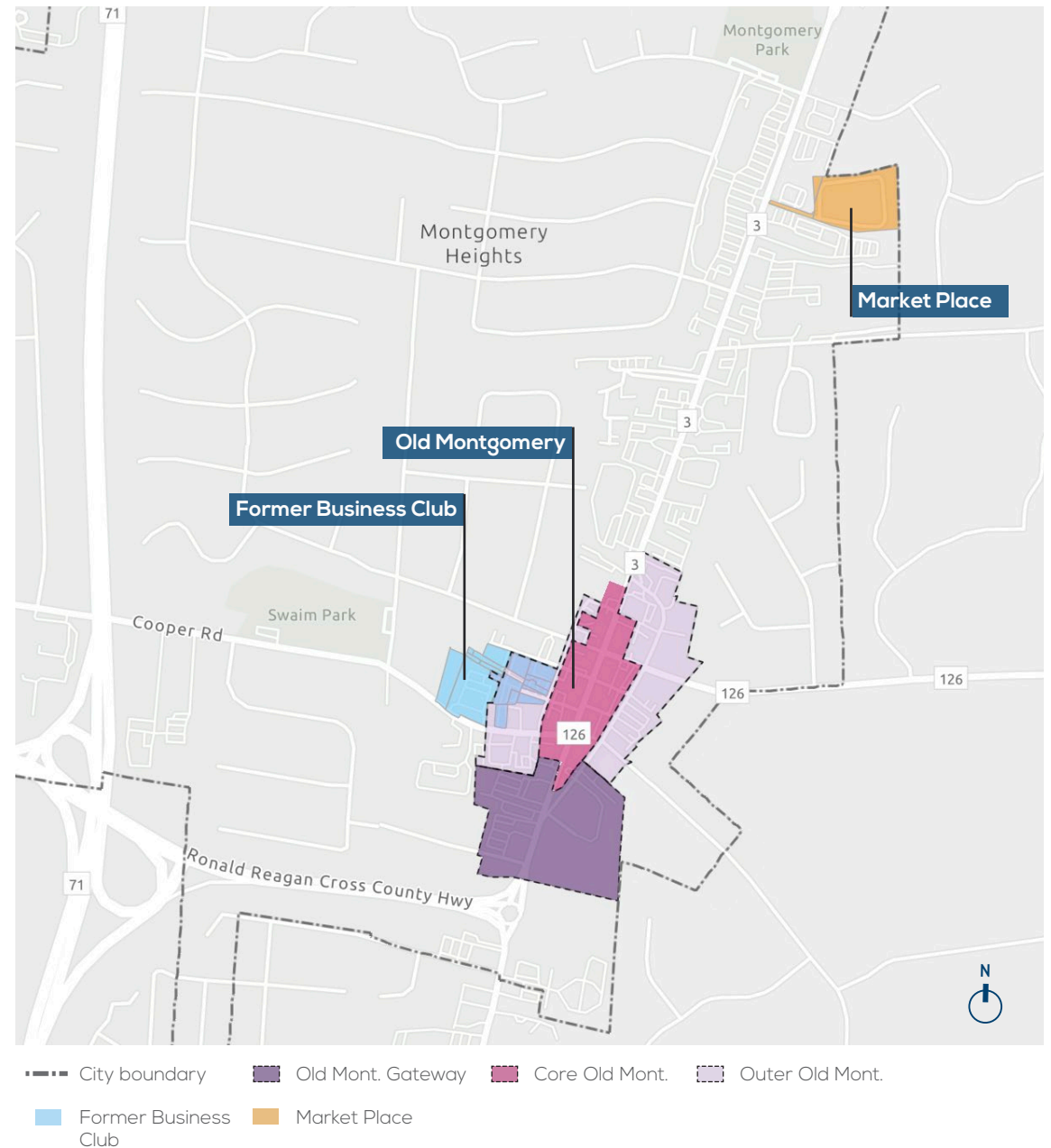

Future

Evolve from Busy to Active

Evolve from Connector to Controlled

---- City boundary ▬ Active ▬ Connector ▬ Controlled
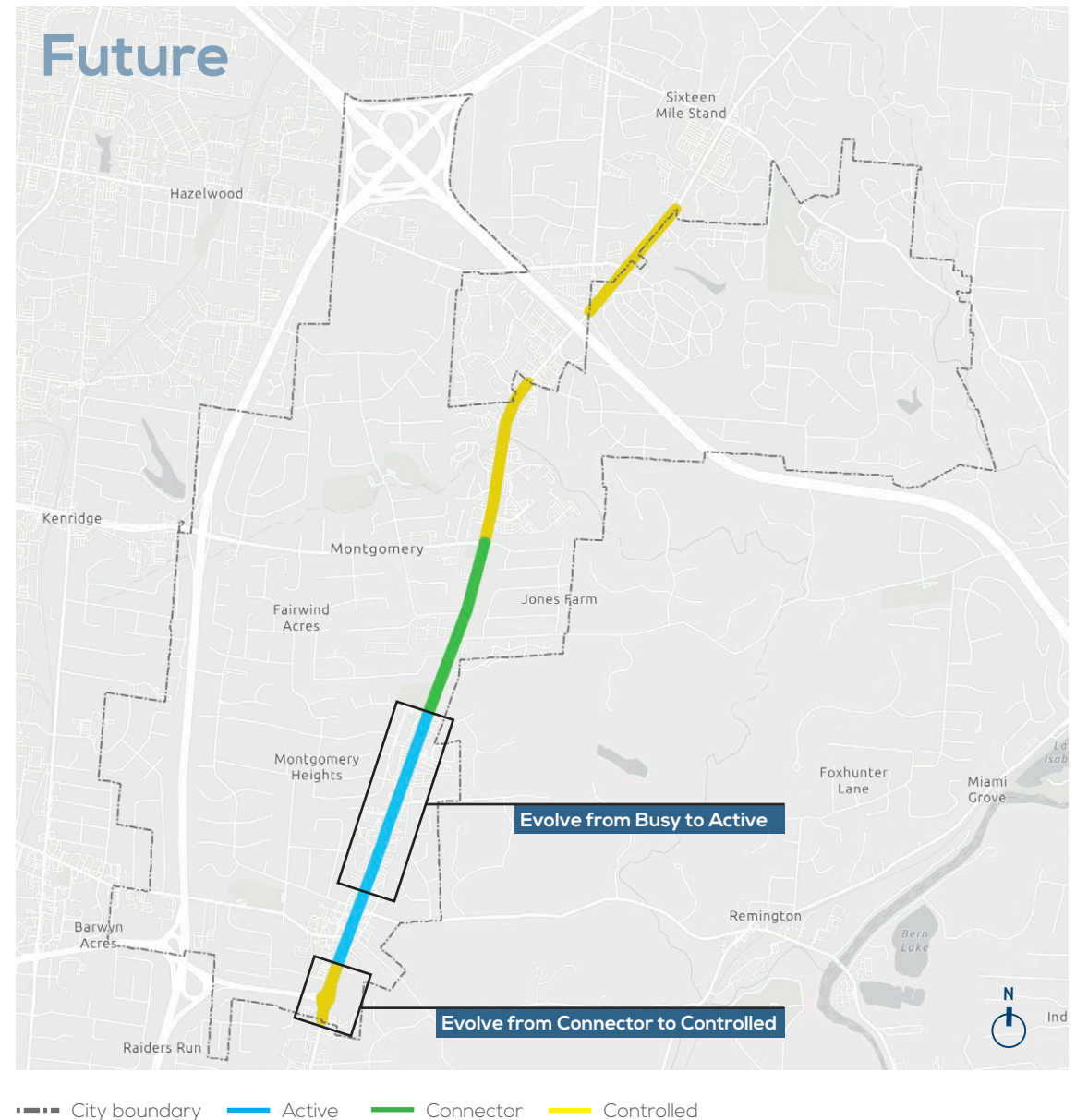
Emerging Themes

Some opportunities are off of the corridor

Focus Areas

Based on recent planning efforts, development projects, and where improvements are seen as needed, these areas are anticipated for deeper design and activation analysis and recommendations.

There is an initial sense that development in and around the Downtown area could be used to buffer commercial properties from single-family residential homes, improve the experience of transitioning from one space to another, and be the right place to introduce housing types that are largely missing from Montgomery. Phase 2 engagement will aim to better understand what some appropriate case studies and examples are that achieve these potential development opportunities.

Emerging Themes

To continue to be a premiere community, Montgomery needs more housing options

Residential Demand

» Focus on mix of home size/form, rather than price range

» Aim to provide more housing variety that supports current and future ways people are living

   » Older and younger residents both looking for smaller, easy to maintain properties

   » Families seeking out larger, new builds

Phase 2 engagement will confirm assumptions around missing housing choices and engage around where best to build these options.

Montgomery's missing housing choices*

» Rental Apartments

» Condos

» Townhomes / single-family attached

» ADUs

» Transitional housing for elderly and empty nesters

» Starter homes

» Duplexes (attached and detached)

*Based on Steering Committee input

Carlton Landing, OK

Inglenook, Zionsville, IN

Ohio City, OH

Wheeler District, OKC

Village of West Clay, Carmel, IN

Carmel, IN

Emerging Themes

Walkability/Bikeability is increasingly important

Sidewalks/Trails

» Growing area of investment across comparable communities

» Projects that fill gaps should be prioritized and opportunities to create wider multi-use paths should be considered

» Downtown sidewalks serving many functions (walking, landscaping, utilities, seating, etc.)

» Connections to regional amenities, like Summit Park and the Little Miami Trail would be a win

» It would be great to find a way to connect Bethesda Hospital to Twin Lakes to Downtown

» Phase 2 engagement will aim to learn more about the unofficial routes people use to walk to parks and other local destinations
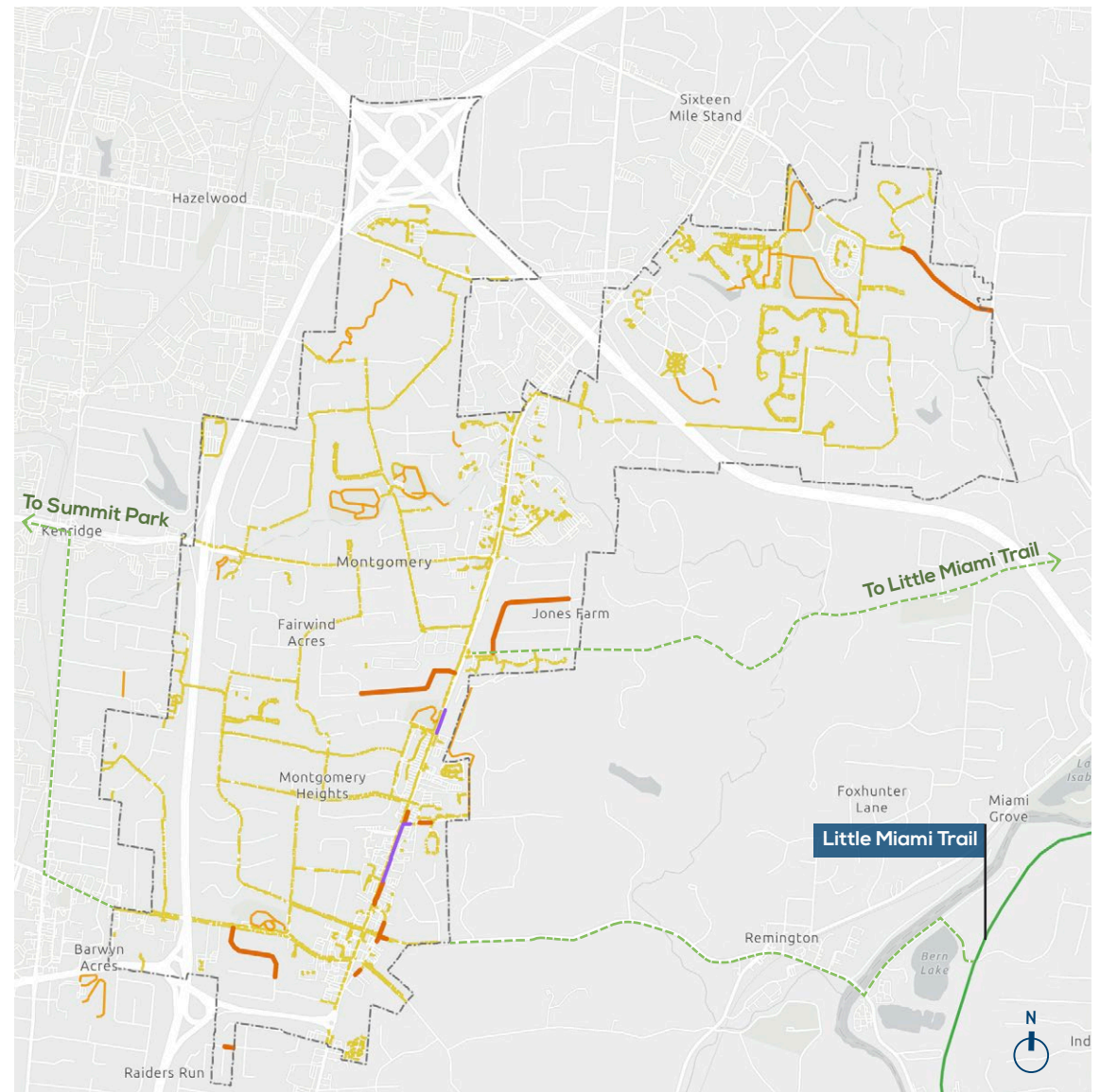
- - - - City boundary
—— Existing sidewalks
—— Potential City built sidewalks
—— Planned developer built sidewalks
—— Local trail
—— Regional trail
- - - Potential trail connection

Emerging Themes

The Downtown Business District could use an operator

Operational Role

Thriving business districts are often managed by an entity focused on its day to day experience and long term sustainability. Such an entity is typically responsible for the following:

Tenant Attraction: Attract diverse businesses through market analysis, outreach, and incentive programs.

Marketing and Promotion: Create a cohesive Downtown Business District brand, maintain an online presence, and advertise to increase district visibility.

Events: Plan and execute regular events to draw foot traffic and engage the community.

Safe and Clean: Ensure cleanliness, security, and safety awareness in the District.

Parking Management: Optimize parking facilities, promote alternate transportation, and establish fair parking policies.

Beautification: Enhance the District's aesthetics through urban design, facade improvements, landscaping, and green initiatives.

Phase 2 engagement will delve into options for operational structures that provide Downtown management and experience services.
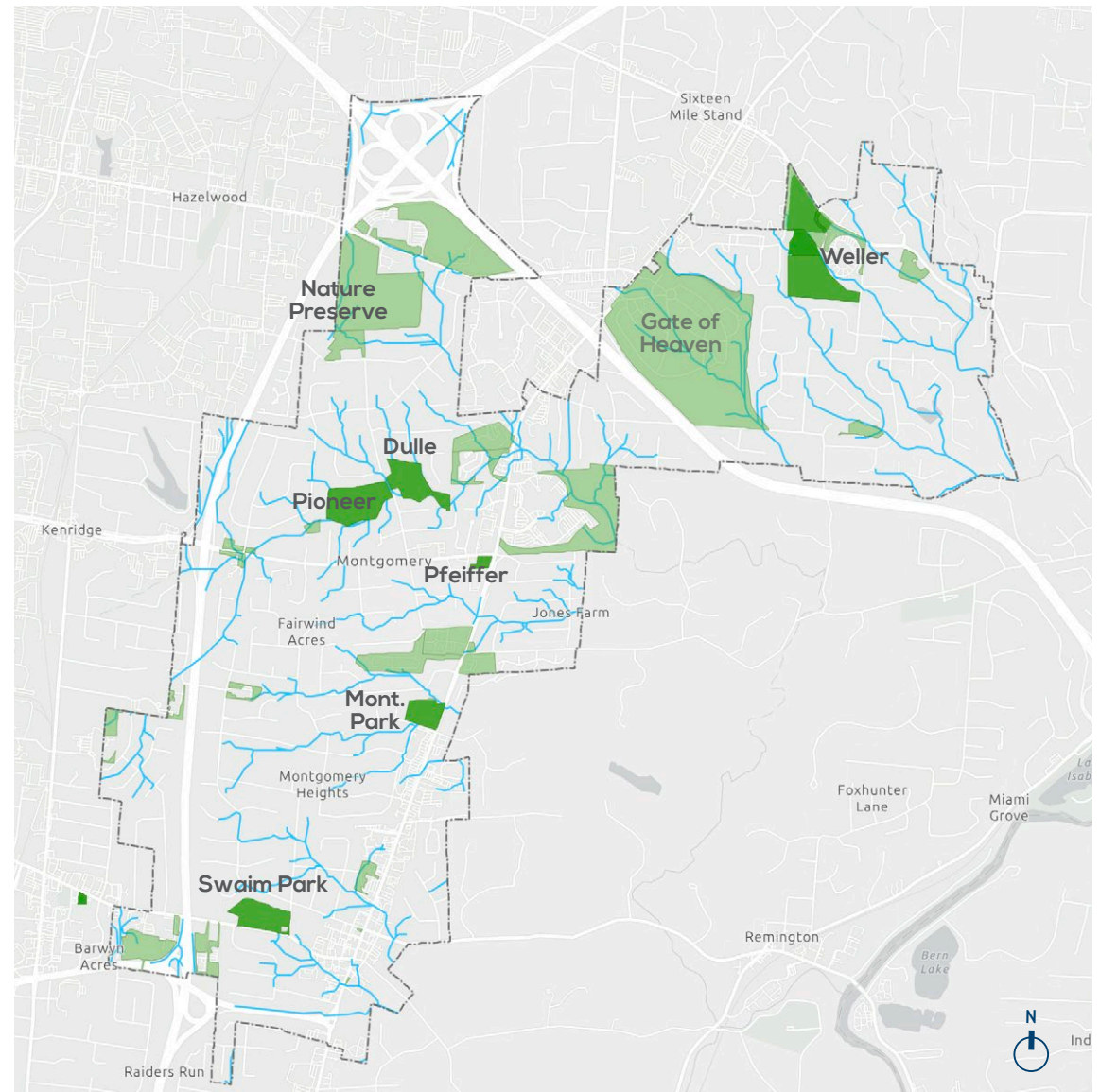
Appendix

Natural Amenities

» 8 parks totaling 94.3 acres

» 44.2 miles of streams

🔗 **Click here to view the following set of maps online.** Look for the bulleted list icon in the lower left to open the map legend. Use the plus /minus buttons to zoom in and out.
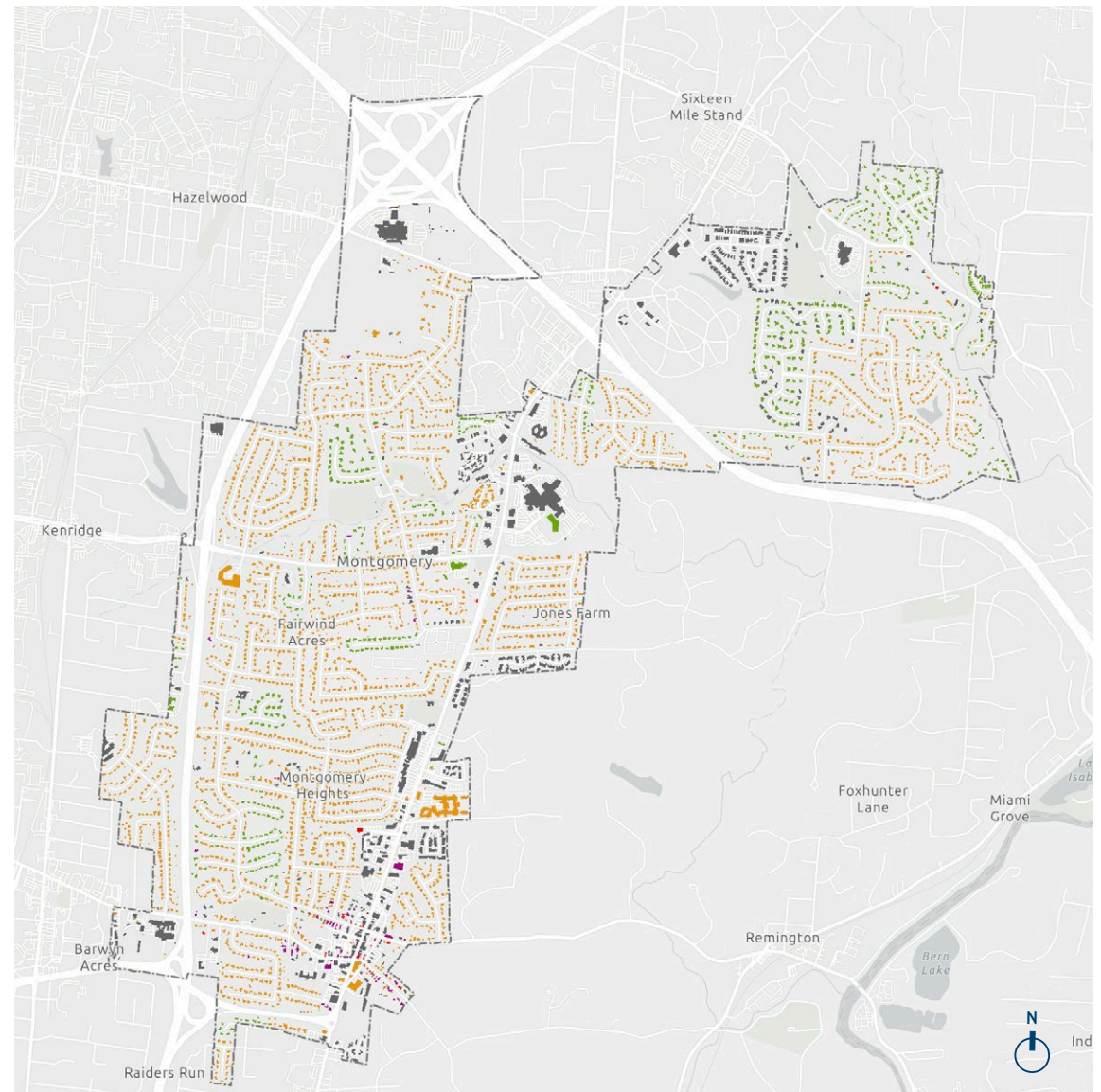

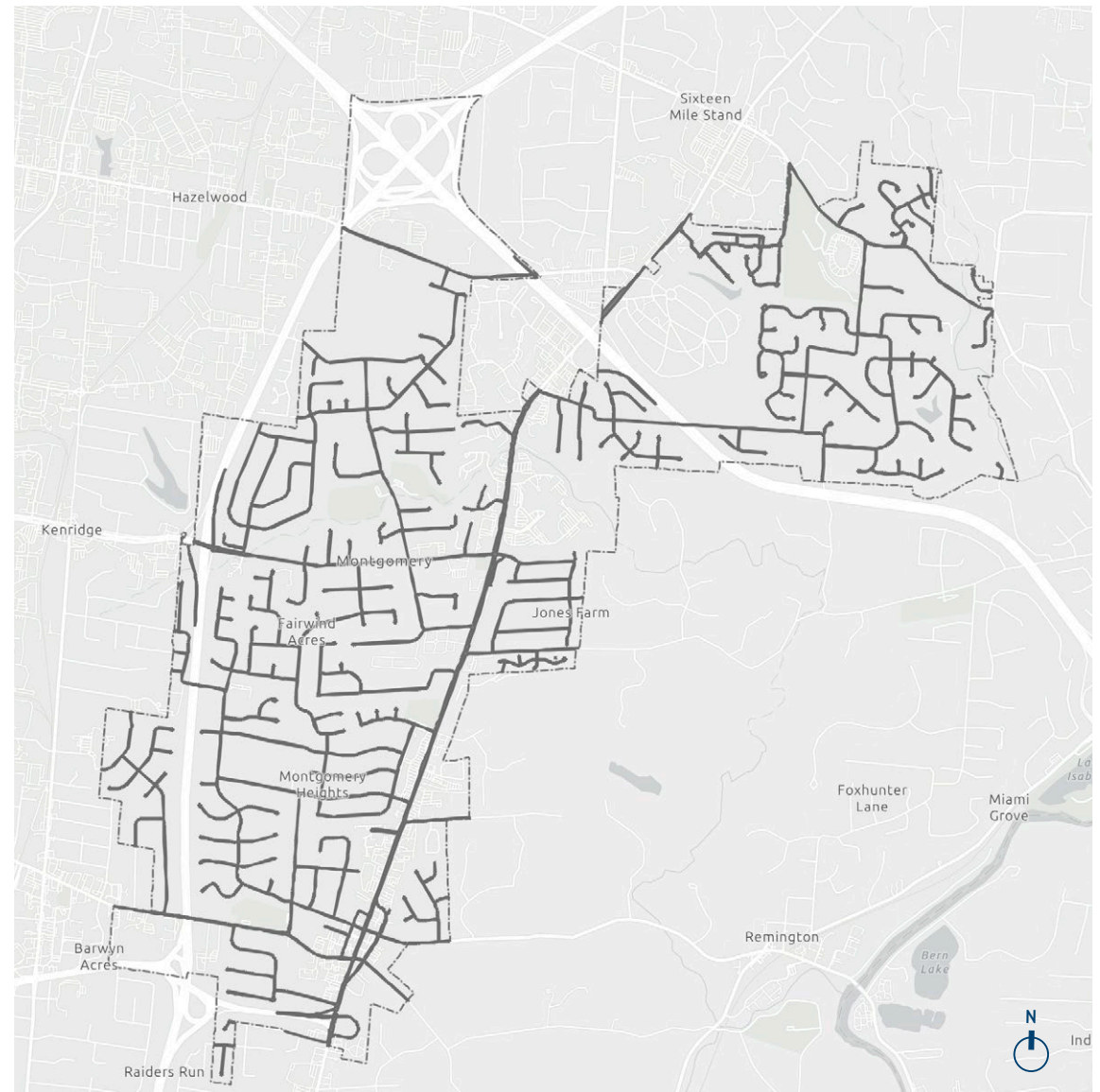- - - City boundary   —— Streams   ■ Parks   ■ Green space

Built Environment

Over 4,400 built structures

» 1% built pre-1900

» 1% built 1900 - 1939

» 71% built 1940 - 1979

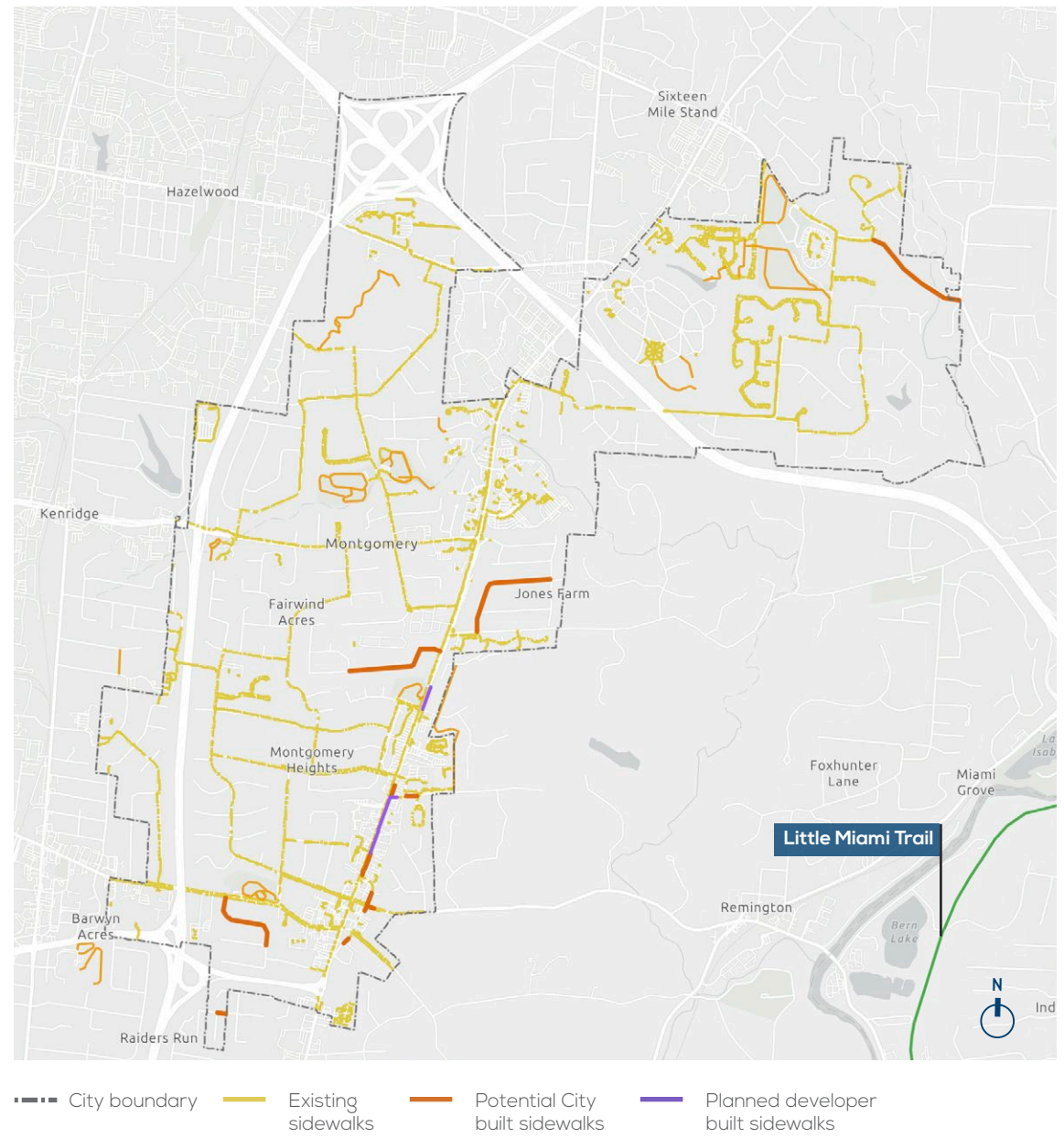» 14% built 1980 - 1999

» 13% built year not recorded

- - - City boundary
- Building (year not recorded)
- Building built pre-1900
- Building built 1900-1938
- Building built 1940-1979
- Building built 1980-2000

Pavement

» 21.5 sq mi of pavement
» On a 16-year repavement cycle

---- City boundary ⎯⎯ Pavement

Sidewalks/Trails

» Projects to fill the sidewalk gap network are being considered

» Local trails are predominately located within parks

Little Miami Trail

City boundary — — Existing sidewalks — Potential City built sidewalks — Planned developer built sidewalks

Transit

» Public transit access is limited to Montgomery Road

» Hours of service aren't well suited for service jobs (restaurants, retail, medical staff)

Kings Island Express Route

Legend: City boundary — Bus route • Bus stop
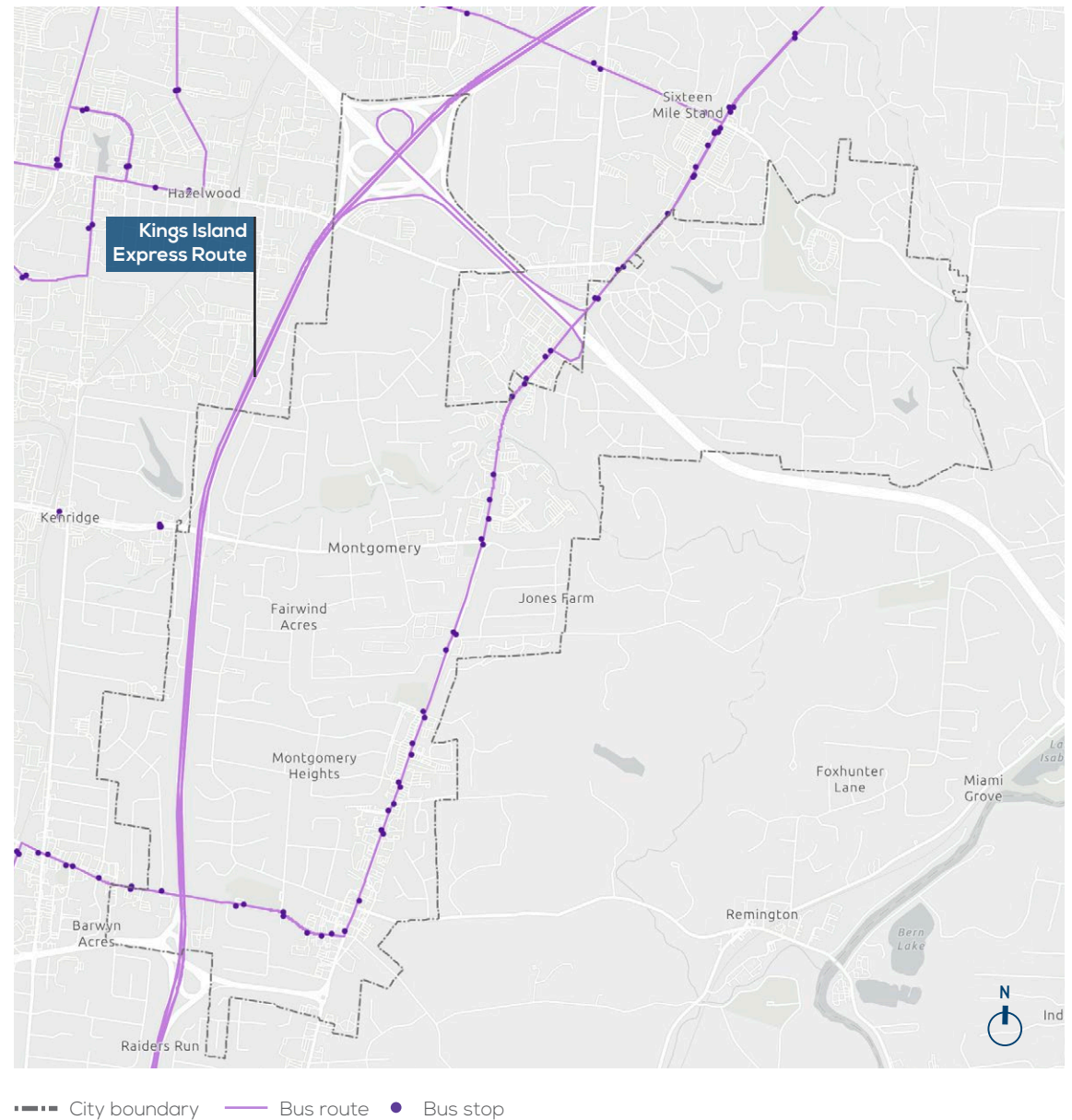
Land Use

» 70% Single-Family Residential

» 3% Multi-Family Residential

» 3.5% Commercial

» 3% Office

» 14.5% Institutional/Educational/Cemetery

» 6% Open Space
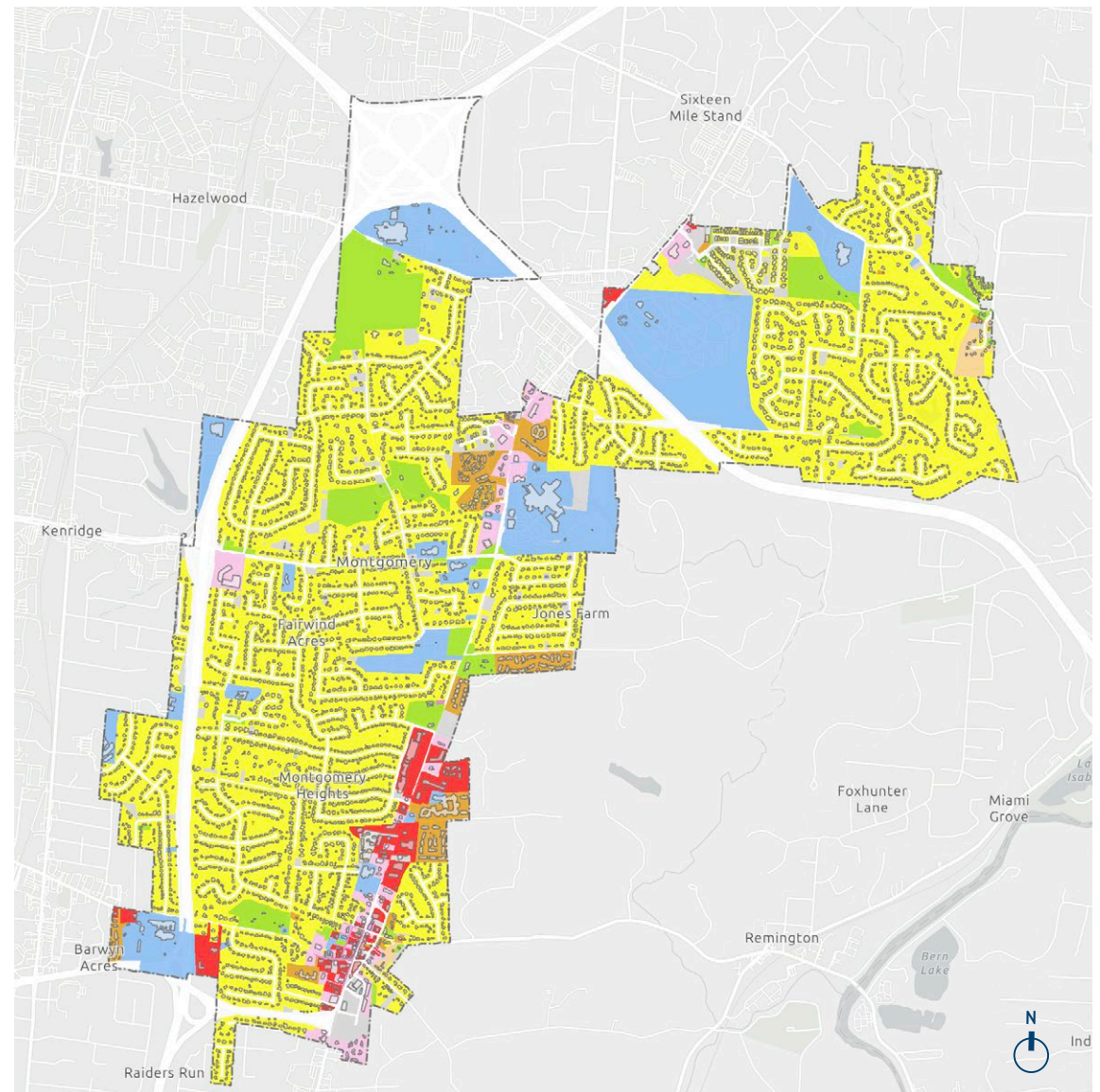
Legend:
- – – – City boundary
- Residential
- Multi-family residential
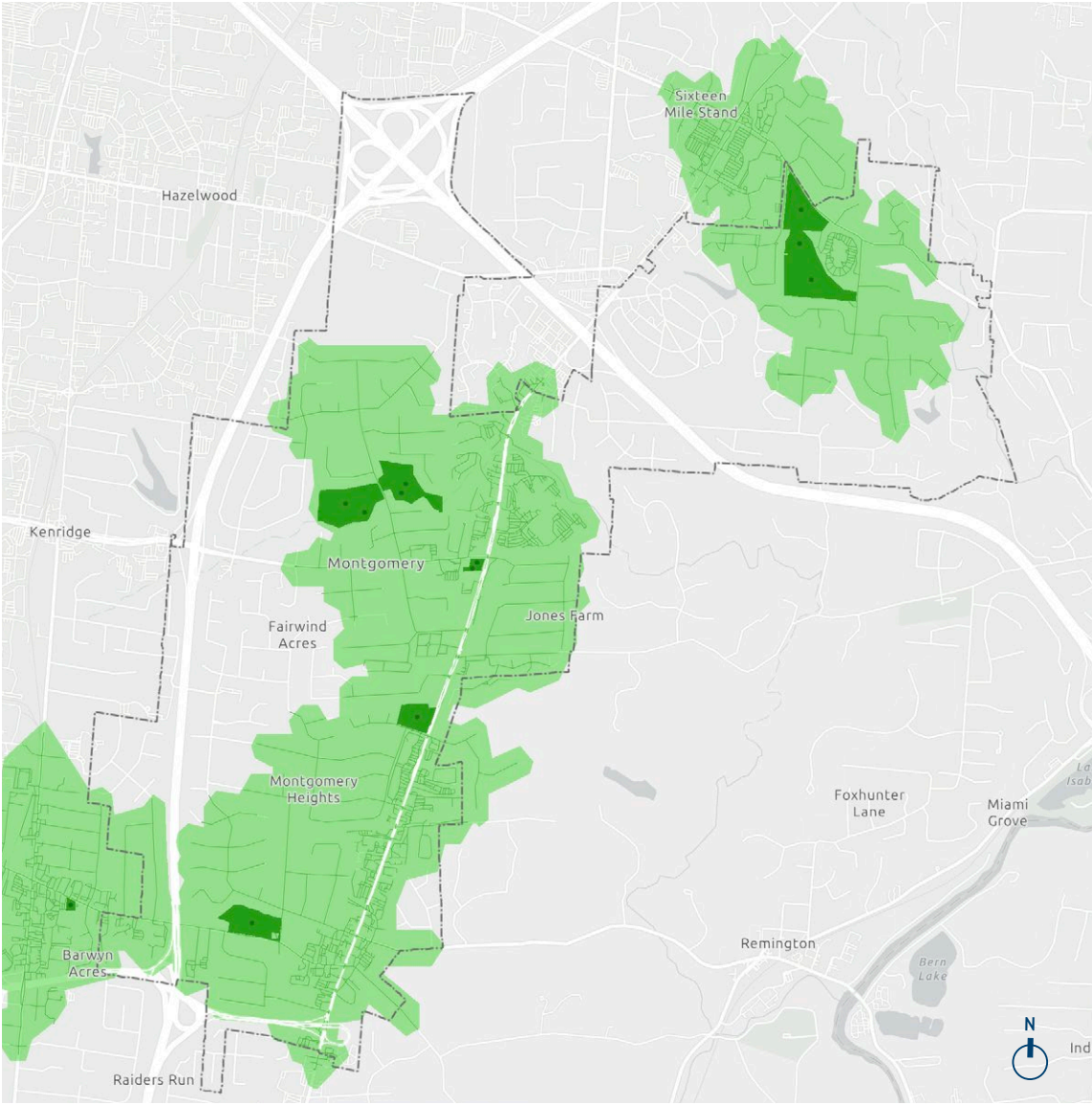- Commercial
- Office
- Institutional
- Open space
- Vacant

Residential Demand

» 70% Single-Family Residential

» The option to teardown and rebuild a home is occurring throughout Montgomery
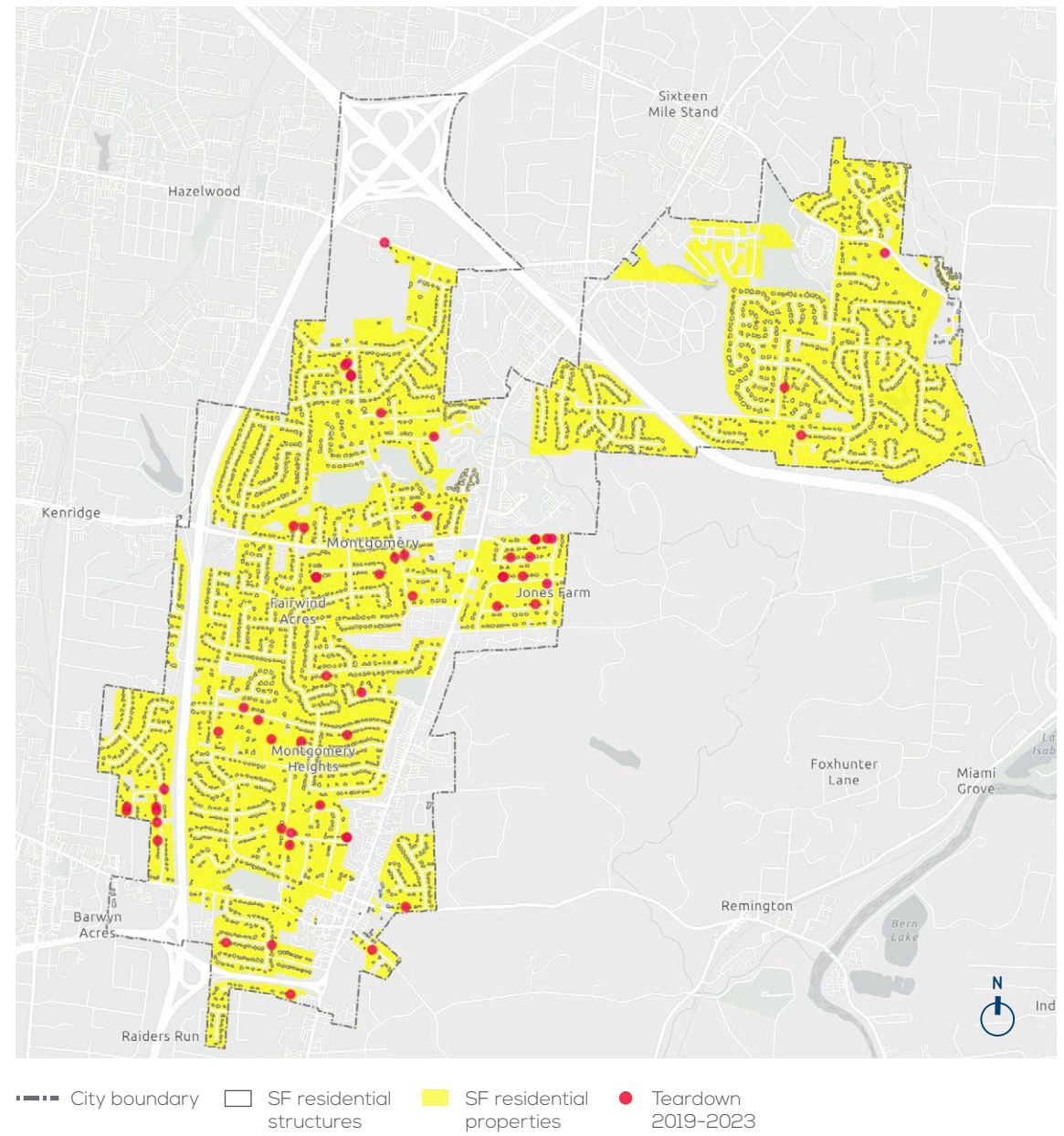
City boundary   SF residential structures   SF residential properties   Teardown 2019-2023
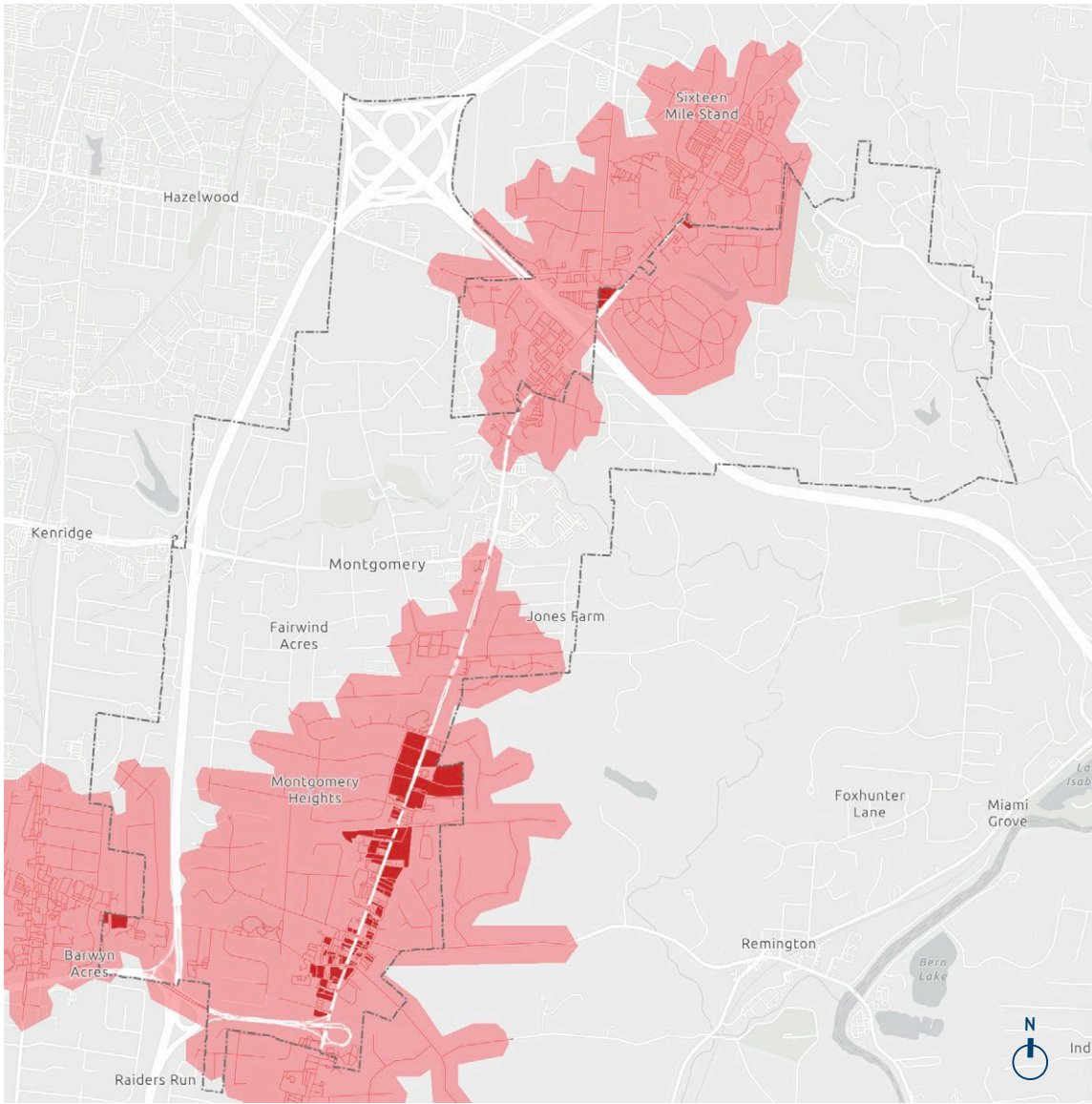
Social Infrastructure

75% of Montgomery is within a 15-minute walk of a recreation center or public park.

Legend: City boundary · Park/Rec centroid · Park/rec · Walkable route · 15 min. walk buffer
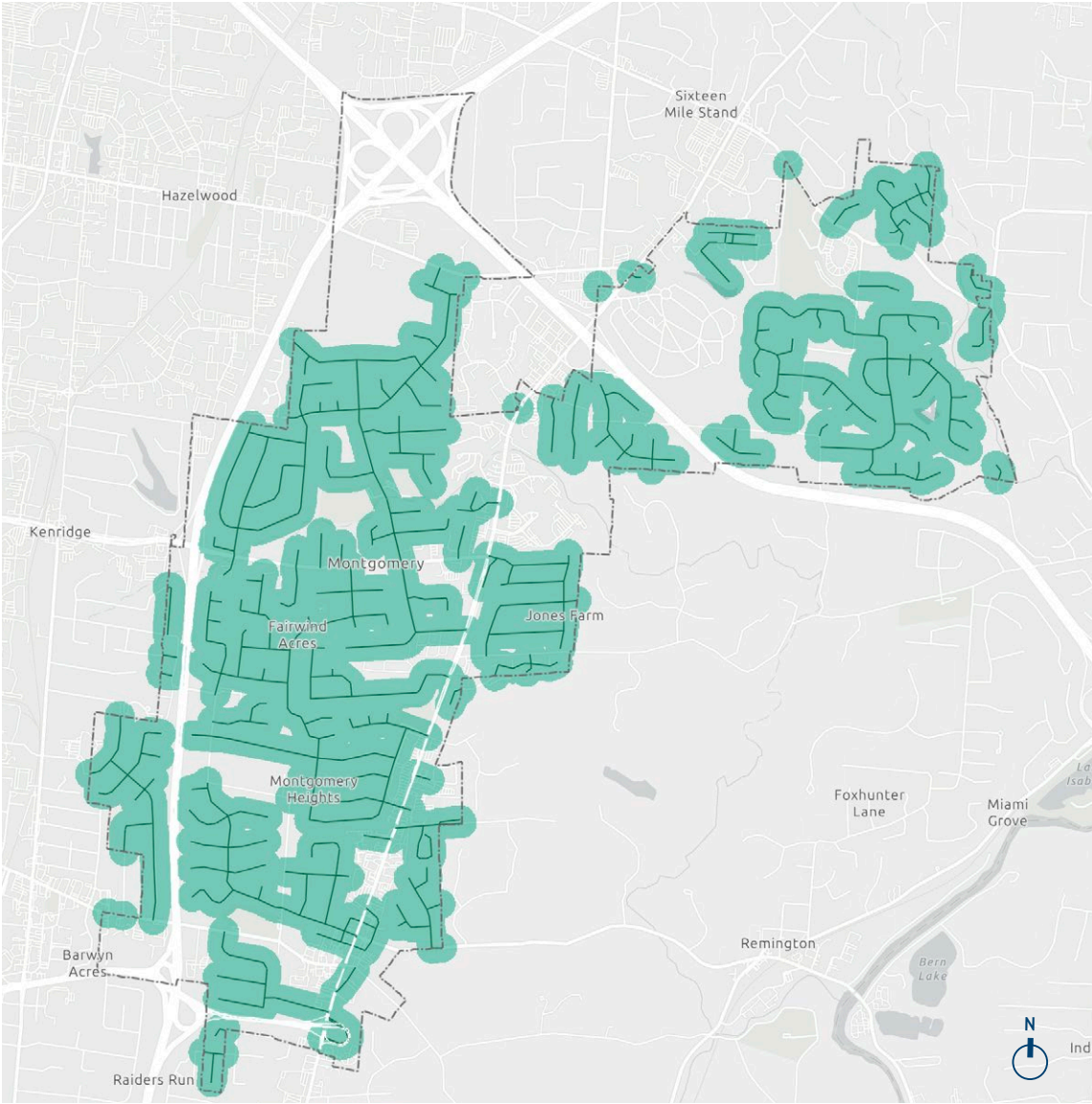
Commercial Access

70% of Montgomery is within a 15-minute walk of a neighborhood business.

City boundary   Commercial use   Walkable route   15 min. walk buffer

Slow Streets

70% of Montgomery is serviced by a street marked as 25 mph or less.

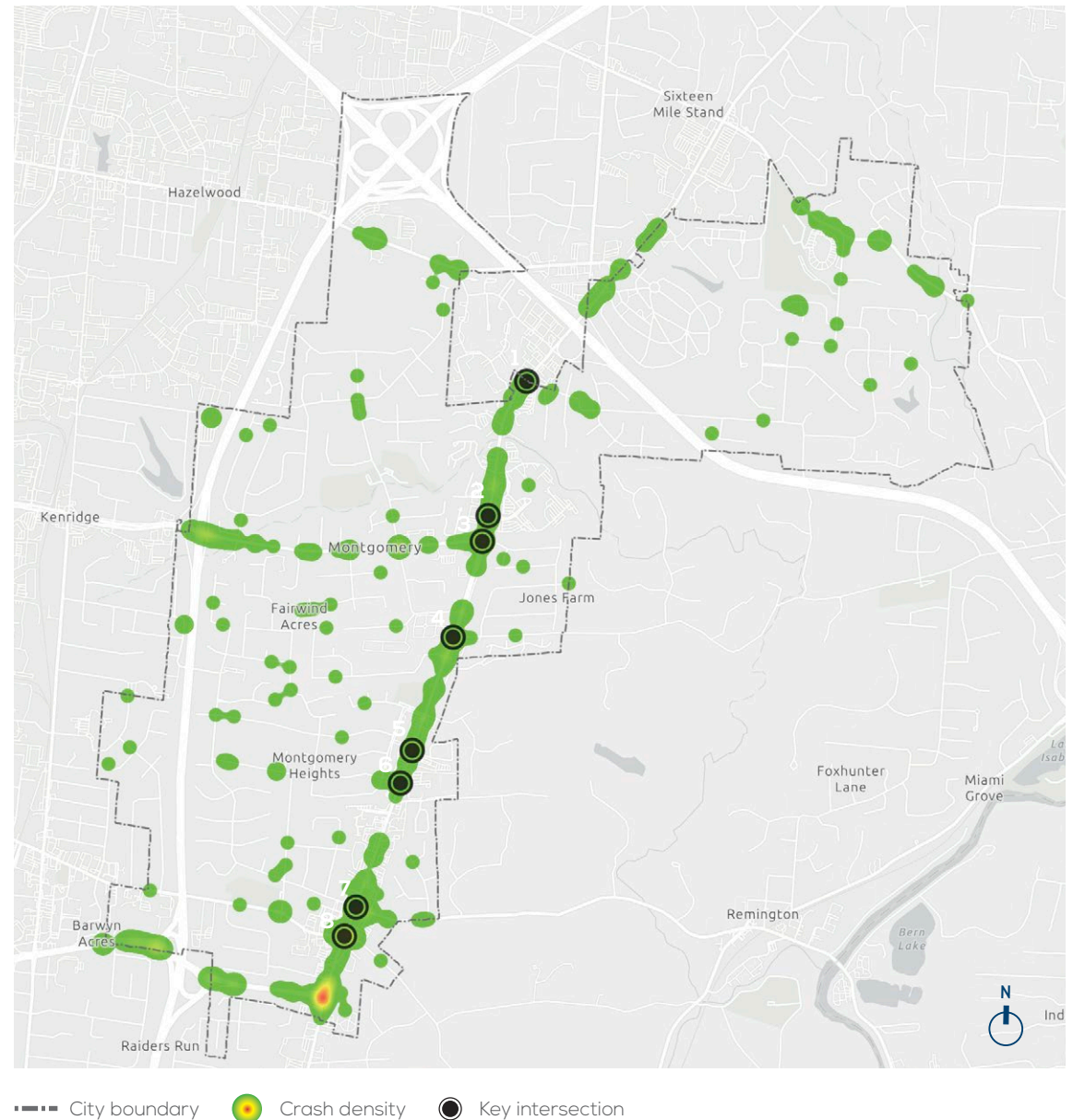Legend: City boundary — 20mph street — 300 ft. buffer

Initial Traffic Analysis

Vehicle crash data from 2020 through 2022 shows nearly 1,150 incidents with 80% of those involving no injuries.

This crash analysis paired with traffic counts highlights 8 intersections to be considered for further analysis.

1. Weller Road
2. Bethesda Hospital Entrance
3. Pfeiffer Road
4. Hopewell Road
5. Market Place Lane
6. Mitchell Farm Lane
7. Remington Road
8. Cooper Road

Note: The Route 126 (Ronald Reagan Highway) gateway is not being considered despite high incidents and traffic given its recently completed reconstruction.

- - - - City boundary ● Crash density ◉ Key intersection