

Draft Goals, Objectives, and Actions

The plan's goals help to organize the plan. They will be supported by more specific objectives and actions (policies, programs, and projects that are implementable).

Goal A: Quality of Place. Use land resources deliberately to strengthen the community's character while maintaining the distinctiveness of the City's neighborhoods.

A.1 Improve upon Uptown as a unique destination point.

A.1.1 Expand the Uptown Streetscapes Grant Program.

The Uptown Streetscapes Grant Program assists building owners in Uptown in creating a more vibrant district. Centerville should actively engage in outreach to building owners in Uptown to explore new ways this program can boost the district's sense of place and historic preservation. Once desired improvements and incentives are identified, the City can be more targeted in its approach.

A.1.2 Realign the Architectural Preservation District (APD) to better serve architecturally significant corridors.

Uptown's popularity has notably increased in recent years, but the overlapping boundaries (Uptown, APD, and National Register Historic District) remain unclear to many residents and visitors. To improve the Board of Architectural Review's ability to preserve historic architecture, the APD boundary should be realigned with the Future Land Use Map (Uptown Core and Uptown Edge). This will allow the Board of Architectural Review's Design Review Criteria to be focused on the City's greatest historic architectural assets.

A.1.3 Update the Uptown marketing and communications plan.

Uptown has a unique and exciting story to share. All City communications (internal and external) should "speak" through a coherent and recognizable brand to share the story. A refresh of the marketing and communications plan would enable all communications from the City, in any format, to be uniquely and easily identified as the City's. Update and unify communications strategies to meet the needs of all residents.

A.1.4 Establish small-scale open space areas within Uptown.

Uptown Centerville is the core of the community, with a large number of automobiles, pedestrians, and bicyclists. Small-scale open space areas would provide locations for residents, customers, and workers to use as gathering and resting spaces—which would become an asset to the

surrounding businesses. While most available land has been developed, opportunities exist where land is less suitable for development. These sites should be identified and explored as possible locations for small-scale public parks and/or gathering spaces. The potential would be maximized by partnering with the Centerville-Washington Park District as potential property owners.

A.1.5 Revise architectural design requirements for Uptown.

Historic building renovation and adaptive reuse should maintain the historic integrity of the most significant contributing buildings in the Architectural Preservation District (APD). At the same time, contextually-sensitive redevelopment and new infill development, including high-quality contemporary design, should also be encouraged, provided that it respects the existing scale and massing of the area. The City should highlight what makes Uptown unique in the region by revising the APD design requirements to target better protection of the most important, contributing historic structures. More flexibility should be allowed for buildings that are non-contributing or that have been substantially altered over time, as well as undeveloped or underutilized infill sites. This will allow Centerville to maintain its historic character while allowing flexibility for complementary structures and new construction to facilitate additional investment in Uptown.

A.1.6 Encourage regular Uptown events by supporting businesses and business groups.

In recent years, Uptown has benefitted from many investments that have supported a hospitable environment for businesses and visitors. Private and public efforts to establish entertainment and events in Uptown have boosted the area's reputation. The City should continue to enable these activities to support a positive experience in Uptown by activating small-scale open space areas and partnering with property owners for events.

A.1.7 Establish uniform ground sign standards in Uptown to help foster a sense of place.

Coordinated development in Uptown should be pursued to boost the community's connection to the City's history. The Centerville Community Improvement Corporation (CCIC) can be utilized to incentivize stone bases on ground signs that play on Uptown's early stone homes. Additionally, development can be further coordinated through uniform streetscape elements or increasing the amount of public art in community spaces as outlined in the City's Public Art Plan.

A.1.8 Update the Uptown Action Plan.

An attractive, vibrant environment is directly linked to the economic health of Uptown. Since the last Action Plan was adopted in 2019, much has changed in Centerville and the region. To continue careful planning and collaborative efforts, the Uptown Action Plan should be updated to reflect the recommendations and Future Character Land Use Map. This would include supporting a mixture of uses with allowance for new residential developments that would provide a larger residential population to help maintain Uptown's thriving businesses. Other items to examine for feasibility include maintaining public parking lots, establishing alleyways as a primary means of access, and identifying potential complementary uses such as boutique hotels and experiential retail.

A.2 Improve the character of neighborhoods.

A.2.1 Update the Property Maintenance Code and improve code enforcement procedures and processes.

Property maintenance regulations are essential for protecting the safety and well-being of residents. The City should update the Property Maintenance Code to include an enforcement policy prioritizing the "worst-of-the-worst" conditions, repeat offenders, and violations that threaten neighborhood welfare. This includes creating fines that can be assessed for such scenarios and creating a registry of properties that are repeat violators of property maintenance regulations or regularly delinquent on property taxes.

A.2.2 Evaluate options for beautifying dead-ends of roadways where future connections are not feasible.

Dead-end streets that cannot be extended should be beautified to mitigate the loss of future connectivity. Native grasses and plants with low-cost maintenance can significantly improve these spaces and replace the overgrowth that currently exists. This process can include replacing the existing barriers with more decorative ones (e.g., wood). Multi-modal connectivity should also be evaluated when appropriate. The design of these areas should include input from the surrounding neighborhood (e.g., options for plantings).

A.2.3 Create a residential neighborhood improvement program that strategically supports neighborhood stability.

Centerville should create a program that recognizes home improvements or maintenance efforts to support a sense of community pride in one's home or neighborhood. This will improve quality aesthetics while improving livability. The Centerville Community Improvement Corporation (CCIC) could administer the program and designate a specific neighborhood where funds

would be targeted each year. Efforts could be coordinated with the City Beautiful Commission to issue awards for properties upholding a high standard, similar to what the Commission currently does with landscaping awards. Tax abatements, grants, or other fiscal incentives could be utilized to incentivize rehabilitation. Efforts should target neighborhoods with a high rate of code violations.

A.2.4 Evaluate a tree planting program.

A tree planting program would have aesthetic, economic, and environmental benefits. The program could involve regulatory changes such as requiring street trees in all development projects (new construction, infill, and redevelopment) and incentivizing the preservation of existing trees, especially large shade trees, in good health. It may also include proactive efforts by the City such as planting trees, installing landscaping along streets (on the side of streets or within medians), and incentivizing these efforts along targeted corridors (such as N Main Street, S Main Street, Far Hills Avenue, E Franklin Street, and Wilmington Pike).

A.2.5 Work with Montgomery County Environmental Services to support them locating a composting drop-off station for residents.

A compost drop-off station would provide a convenient service for residents that would allow the City to see if a more permanent service is viable.

A.3 Improve gateways, corridors, and transitions in the City.

A.3.1 Create an Area or Corridor Plan as part of a 5-year comprehensive plan update to promote welcoming entrances into the community.

The comprehensive plan's implementation should be assessed at least annually by reviewing and evaluating the implementation status of all actions. This implementation process should include the City continuing long-range planning efforts, such as updating the comprehensive plan after five years and conducting an Area or Corridor Plan. An Area or Corridor Plan would set a design standard for critical areas to address access, parking, lighting, landscaping, signage, and other characteristics that can greatly impact the City's functionality. These standards should be in accordance with the Comprehensive Plan and align with the Strategic Plan.

A.3.2 Encourage mixed-use development in commercial and transition areas.

The Future Character and Land Use Map has identified opportunity areas ideal for a mixture or intensification of uses. By implementing the plan's character types, these locations can become more walkable, generate additional tax revenue, and allow for more efficient service delivery. These character types are ideal outcomes for places throughout the City. Infill development and complementary uses are ideal methods to achieve the

desired identity in areas identified explicitly for encouraging mixed-use character (e.g., Uptown, Cross Pointe, Cornerstone, etc.).

A.3.3 Establish a Wayfinding Plan and program to improve access to critical destinations for all modes of transportation.

Clean up and enhance major gateways into the community and improve signage throughout the City. Consistent and uniform wayfinding and directional signage will create a user-friendly environment for residents, visitors, and workers. This will result in a more attractive community, boosting residents' pride, spurring business owners to invest more, and encouraging visitors to stay longer and return often.

A.3.4 Emphasize pedestrian-scale building forms along commercial corridors.

The design of streetscapes significantly impacts the comfort and safety of individuals using them. Ideally, auto-oriented features such as parking lots and drive-thrus should be located behind buildings and away from sidewalks. This corresponds to Action B.3.3. Variety in building façade design (windows, awnings, robust landscaping) and uses (avoid concentrating gas stations on street corners) creates a more enjoyable and vibrant built environment that maximizes the likelihood of pedestrian activity. For locations where a walkable environment is desired, see future land use character types (e.g., Mixed Residential, Uptown Core, etc.).

A.4 Align City regulations with Centerville Forward and the Strategic Plan.

A.4.1 Develop new impact fees for development and redevelopment.

*Development impact fees are one-time payments from developers to cover a calculated cost of the new development. They provide a source of revenue that can assist with maintaining fiscal health as communities grow. Currently, Centerville only has parkland dedication requirements for new residential developments. The City should conduct a study that examines the costs of providing City services (e.g., government facilities, public safety, schools, transportation, utilities, etc.), the City's desired level of service, and the fees in neighboring peer communities. Creating additional or increasing existing fees should be reasonably related to the development's impact on costs. This will ensure their defensibility based on the 2024 Supreme Court of the United States (SCOTUS) ruling on *Sheetz v. County of El Dorado*, which found that the Takings Clause of the United States Constitution does not recognize a distinction between legislative and administrative conditions on land-use permits.*

- A.4.2** Evaluate existing and future overlay districts for conformity with the Future Land Use Map and corresponding character types.

Centerville's Unified Development Ordinance (UDO) and Zoning Map are the primary regulatory means for implementing future land use recommendations of Centerville Forward. These policy documents should be reviewed for compatibility with Centerville Forward to identify potential policy updates needed to implement the Comprehensive Plan. The review process should examine the City's zoning overlay districts and consider the adoption of contemporary zoning strategies such as form-based codes.

Goal B: Connectivity. Enhance connections between destinations and increase interactions among community members.

B.1 Improve safety, circulation, and the pedestrian experience within Uptown.

- B.1.1** Update connectivity and parking strategies from the Uptown Action Plan.

Review the connectivity and parking strategies included in the 2019 Uptown Action Plan and document the status of the recommendations. Update strategies as needed to address changes since the Plan's adoption and further improve the safety and circulation of pedestrians and vehicular traffic in and around Uptown.

- B.1.2** Assess the accessibility of sidewalks and crossings to ensure compliance with the Americans with Disabilities Act Amendments Act (ADA AA) requirements.

Uptown's accessibility should be evaluated and improved as part of a walkability study and/or ADA AA transition plan. Accessibility improvements in Uptown could include curb ramps, wide sidewalks, high-visibility crosswalks, and more.

- B.1.3** Evaluate streetscape improvements that enhance the pedestrian experience.

Uptown is a vibrant and historic hub for the community that attracts many residents and visitors who spend much of their time there as pedestrians. Therefore, keeping pedestrians safe and ensuring a comfortable and enjoyable environment is essential. This will encourage visitors to stay longer and visit more often, and it aligns with the Complete Streets approach, which aims to design and build streets for all modes of transportation. Types of streetscape improvements that can be evaluated include street trees, decorative bollards/railings, streetlights, roadway buffers, on-street parking, and seating.

B.1.4 Improve the safety of pedestrian crossings within Uptown.

The safety of several crossings in Uptown has previously been improved through the use of striping and reflective signage that improve the visibility of the crosswalk to motorists. The City should continue exploring the use of these high-visibility elements where ones do not currently exist. Additionally, the City should explore the use of additional crosswalk safety countermeasures such as rectangular rapid flashing beacons (RRFBs), curb bump-outs, and refuge islands. These countermeasures can further enhance safety through improved visibility and shorter crossing distances. They can also be built with affordable, temporary materials.



Example image of an RRFB.

B.2 Enhance public transit and ride-sharing options.

B.2.1 Optimize fixed-route transit service through continued communications with the Greater Dayton Regional Transit Authority (RTA).

Work closely with RTA to find opportunities to improve transit service in Centerville, such as improved bus stops, technology, and wayfinding.

B.2.2 Explore options for demand response and/or microtransit.

Demand response services and/or micro transit are on-demand, door-to-door transit services similar to taxis or ridesharing. Microtransit services can be operated publicly or as part of a public-private partnership.

B.3 Improve roadway circulation, functionality, and safety.

B.3.1 Complete an additional access point to the high school and coordinate with the school to improve internal circulation.

The Dimco Way connection between the high school and Clyo Road is already under construction. However, City Staff should continue to coordinate with schools to improve traffic circulation and awareness.

B.3.2 Improve the safety and functionality of the Wilmington Pike/I-675 interchange.

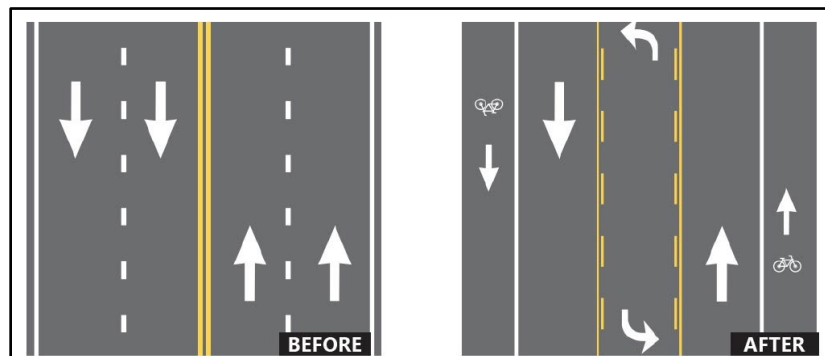
This interchange carries a high volume of traffic and has a high number of crashes, including being one of the City’s highest crash corridors. It could potentially be improved while maintaining the existing overpass with a new diverging diamond interchange (DDI). This will require continual coordination and partnering with ODOT, Greene and Montgomery Counties, and Sugarcreek Township.

B.3.3 Update access management standards along main corridors.

Access management standards determine the design, spacing, and number of access points to properties adjacent to a roadway. Corridor Access Management is one of the Federal Highway Administration’s (FHWA’s) 28 Proven Safety Countermeasures. Reducing driveway density has been shown to lead to a 25 – 31% reduction in fatal and serious injury crashes along urban/suburban arterials¹. Limiting the number of curb cuts can, therefore, improve safety while also improving traffic flow. The City should improve access management when development and redevelopment occurs. To ensure alignment, these standards will require cooperation with neighboring jurisdictions that share the same corridors, similar to how the adoption of the Wilmington Project Access Management Plan (WPAMP) was coordinated with Sugarcreek Township, Greene County, and the Ohio Department of Transportation (ODOT).

B.3.4 Explore speed reduction strategies city-wide.

Speeding is not only illegal but also a key contributor to fatal and serious injury crashes. A comprehensive approach to speed management should include education, enforcement, technology, and infrastructure. The City should evaluate and implement speed reduction strategies, especially along high-crash corridors. Speed bumps and other barriers are not permitted within the City, but other traffic-calming elements, such as road diets, could be considered.



Example graphic depicting a road diet (Source: FHWA)

B.3.5 Coordinate with regional partners to improve connectivity to Uptown.

Due to the existing roadway layout, there are limited opportunities for connectivity to Uptown, which causes congestion on the main corridors. Opportunities for new connections should be assessed, and close coordination with regional partners is required.

B.3.6 Conduct road safety audits of corridors with ongoing safety issues.

A road safety audit is a comprehensive evaluation of a high-crash corridor with the goals of improving safety and reducing crashes. The audit should include considerations for bikes and pedestrians as well as traffic signal timing improvements.

B.3.7 Update the City's Thoroughfare Plan.

The recent Strategic Plan identified the need to update the City's Thoroughfare Plan, which was last updated in 2011. The Thoroughfare Plan establishes right-of-way widths for public roads and typical roadway cross-sections. This updated Thoroughfare Plan should include best practices such as a context-sensitive approach, complete streets, and active transportation considerations. It should coordinate with the City's Complete Streets policy and active transportation plan.

B.4 Adopt plans and policies that improve bicycle and pedestrian connectivity.

B.4.1 Develop a City-wide active transportation plan.

An active transportation plan (ATP) would provide the City with an opportunity to improve walking, cycling, and rolling. ODOT's Active Transportation Plan Development Guide provides communities with a seven-step process for creating their own ATP. The process includes community engagement, assessment of existing infrastructure, identification of projects, prioritization, and implementation. This undertaking will require coordination with regional partners and neighboring political jurisdictions and should align with the City's Thoroughfare Plan and Complete Streets policy.

B.4.2 Update the Unified Development Ordinance (UDO) to ensure connectivity is required for new developments.

The Unified Development Ordinance regulates land use, subdivision development, site design, and more. The UDO should be updated to improve bicycle and pedestrian connectivity. Examples of improvements include updating the standard cross-section of roadways to include wide sidewalks and/or shared-use paths, requiring connections to existing dead-ends, requiring EV charging stations for new commercial developments, and reducing or removing minimum parking requirements.

B.4.3 Expand periodic walk audits.

A walk audit is an activity where participants observe a location to identify issues with pedestrian safety, accessibility, and connectivity. City staff currently conduct annual walk audits in Uptown and periodic audits through the City on an as-needed basis. City staff should continue conducting periodic walk audits, especially at locations with a high number of pedestrian-involved crashes. Additionally, community members can be trained to conduct walk audits using a standard guide such as the American Association of Retired Persons (AARP) Walk Audit Tool Kit and other available resources.

B.4.4 Adopt a Local Complete Streets Policy.

A Complete Street is designed to accommodate all users regardless of their choice of mode or ability. A Complete Streets policy is a commitment to designing our roads to meet the complete street standards. Complete Streets benefit bicycle and pedestrian connectivity and improve safety for all users. The Complete Streets policy should be developed with input from the community, City staff, elected officials, and regional partners. In addition to the commitment, a Complete Streets policy should include requirements for meeting the Complete Streets standards, criteria for evaluating projects, and processes for requesting an exception to the policy. A Complete Streets policy should coordinate with the City's Thoroughfare Plan and Active Transportation Plan.



Example graphic depicting complete streets (Source: City of Santa Fe)

Goal C: Economic Development. Support a healthy and diverse local economy, including entrepreneurs, small businesses, and employment opportunities.

C.1 Position Centerville as a hub for innovation.

- C.1.1** Create a strategic marketing plan and campaign to increase awareness of Centerville as a location option for industry clusters that align with Montgomery County and the Dayton Region.

Centerville's proximity to Wright-Patterson Air Force Base (WPAFB) and the mix of building types are an attraction to the range of companies with ties to the Air Force Research Lab. Moreover, the Dayton region is one of the top metros in receiving federal small business innovation research (SBIR) and Small Business Technology Transfer (STTR) funds, with more than \$250 million since 2013.

- C.1.2** Ensure that Centerville has available employment locations (buildings and land) that align with Metro Dayton's regional economy and economic development focus by having appropriate zoning districts.

The Dayton region has a significant presence in aerospace and traditional industrial manufacturing, which remain a mainstay of the metro economy. The 2022 Dayton Comprehensive Economic Development Strategy (CEDS) identified a series of emerging industries for the region, including life sciences, digital/cyber engineering, and alternative energy, all of which have various subsectors that have different types of land, building, and location requirements. Centerville could accommodate these sectors, given its location and range of land/building options. The City should ensure that zoning allows dated retail and office buildings to be repurposed for low-intensity industrial flex spaces, as outlined in the Future Land Use Map (Flex Employment). Not all buildings will be designed to structurally accommodate industrial use; however, policy should aim to reduce potential barriers. Also, including some mixed-use development with additional amenities such as restaurants, supporting retail, and housing in selected industrial commercial areas can provide attractive locations to the types of talent these industries need.

- C.1.3** Ensure hybrid businesses can be located in Centerville by revisiting the zoning code and licensing to see if it accommodates a variety of these types of small businesses.

Hybrid businesses are becoming increasingly common for entrepreneurs. Hybrid businesses are businesses that mix several different uses together under one roof. Examples include artisan manufacturers of food products or consumer goods that may have a showroom/cafe, production facilities, and distribution. Another example is coworking spaces that also include private meeting spaces and cafes. Landlords may be reluctant to lease to these

types of tenants or support buildouts because these types of businesses do not easily conform to use tables or licensing rules, creating potential regulatory hurdles and costs. Preparing for hybrid businesses could help create a pathway for taking activities that may happen at the Washington-Centerville Public Library's (WCPL) Creativity Commons makerspace into businesses.

C.2 Expand communication with existing businesses and agencies.

C.2.1 Improve communications with local businesses

City Economic Development hosts regular conversations with existing businesses and industries consistent with the BusinessFirst! program with Montgomery County. Continue business retention and expansion strategies to help keep and grow existing local businesses by connecting them to economic development resource partners. This initiative, which was identified in the strategic plan, aims to better track business contacts and needs.

C.2.2 Collaborate with regional higher education institutions to expand workforce development opportunities within the City.

As part of Centerville's economic development strategy, the City should consider a two-part talent and workforce development initiative with the region's higher education institutions, the library, the school district, career tech centers, and companies:

Part 1: Develop tech and trade exposure opportunities for K-12 students linked to local industries / technologies (e.g., age-appropriate exposure to drones).

Part 2: Upskilling of local talent and business owners, including marketing WCPL's UDEMY access, a "scholarship" program for local Centerville students and residents in the trades or selected key fields (e.g., Grove City) of importance to Centerville's economy in partnership with local higher education and training programs.

Goal D: Housing. Enhance existing neighborhoods and increase the supply of residential living options.

D.1 Enhance the condition of existing housing.

D.1.1 Update building design guidelines to facilitate residential improvements that support the neighborhood's character.

To remain competitive within the region (e.g., Kettering, Springboro, Sugarcreek Township, and Washington Township) in attracting young families, the City's regulations must be updated to better accommodate residents who may buy older homes because of their price points but desire more space and upgraded amenities such as expanded kitchens, master bedroom suites and/or other similar improvements. The City should reevaluate zoning-related standards like lot size requirements, setbacks for room additions, subdivision requirements, and other codes and guidelines. Design guidance, such as a how-to-guide or other types of visuals, should be provided to help balance the need for upgrading and expanding with the existing neighborhood character.

D.1.2 Create an inviting environment to increase the supply of a range of housing types and price points within Centerville.

Centerville needs a range of housing types to accommodate shifting demographics and incomes. The land use map has identified appropriate locations that can support mixed-use developments along certain commercial corridors. Furthermore, infill development opportunities exist in parts of the community, such as Uptown. Targeting experienced developers who are willing to work collaboratively with the City in these identified locations will help foster the relationships needed to create a more attractive and inviting environment. New housing and residential additions should support the neighborhood character of the surrounding area.

D.1.3 Prepare a rehabilitation study to determine the feasibility of reusing historic buildings.

Centerville has some historic buildings that may be viable for an alternative use or additional development on surrounding properties. For properties that Centerville controls, a study should be conducted on the cost of rehabilitation of the structure to understand the financial implications. For the properties controlled by others, Centerville should consider helping offset some of the expense of studying the cost of potential rehabilitation of the buildings and alternative uses that may help support the rehabilitation.

D.1.4 Implement a rehab/façade improvement program for owner-occupied residential areas.

The City's aging housing stock (75% built before 1990) will increasingly need some level of rehabilitation. Additionally, increased code enforcement, such as described in A.2.1, will put additional pressure on homeowners who may not have the resources necessary to reinvest in their homes.

Federal dollars, such as Community Development Block Grant Programs (CBDG), can be used but are limited by income guidelines on who can receive assistance. Centerville should investigate mechanisms linked to properties that can help finance or pay for these improvements, such as a deferral on assessments on improvements that can be used by residential owners who would not qualify for the federal programs. The City should continue partnering with Rebuilding Together Dayton and explore utilizing Home Investment Partnership funds.

D.1.5 Implement a rehab/façade improvement program for multi-family properties.

Some of Centerville's existing multifamily housing is several decades old and showing signs of deterioration. A program to support facade improvements will help make this housing more appealing to a broader range of potential residents and contribute positively to the overall aesthetics of the neighborhoods in which it is located.

D.1.6 Track emerging housing trends in the region.

Housing trends rarely impact a single community but rather affect a greater region. As Metro Dayton and the Miami Valley continue to change, the City of Centerville must remain involved and participate in regional housing policy discussions. Maintaining a biennial report of key development trends in Montgomery and Greene County can better inform the City of housing policy decisions. This report should include zoning, building, business permitting, job growth, and other critical regional metrics. Additionally, this report should track sociodemographic and household trends to better understand Centerville's context within the region.

D.2 Increase the supply of residential living options.

D.2.1 Allow a broad range of housing types at varied price points in targeted locations, including Mixed Residential and Corridor Commercial.

In conjunction with Action D.1.2, the City should pursue zoning code or other regulatory changes that will allow diverse housing types in accordance with the character types described in the Future Character and Land Use map. This will create an efficient and predictable review process as proposals advance for residents and potential developers.

D.2.2 Allow infill development on vacant properties outside of Uptown Core.

In addition to allowing infill to encourage a mix of uses, as described in Action A.3.2, the City should allow infill development in its residential neighborhoods. This will provide opportunities to diversify the housing types available in these areas.

D.2.3 Participate in regional housing policy discussions.

In conjunction with Action D.1.6, entities such as the Miami Valley Regional Planning Commission (MVRPC) play an essential role in helping local jurisdictions understand and share information regarding regional challenges, including housing. City of Centerville staff should maintain relationships with such entities by participating in conversations, workshops, or other opportunities to learn from and collaborate with them.

Definitions

- 1. Corridor Access Management.** FHWA Highway Safety Programs.
<https://highways.dot.gov/safety/proven-safety-countermeasures/corridor-access-management>