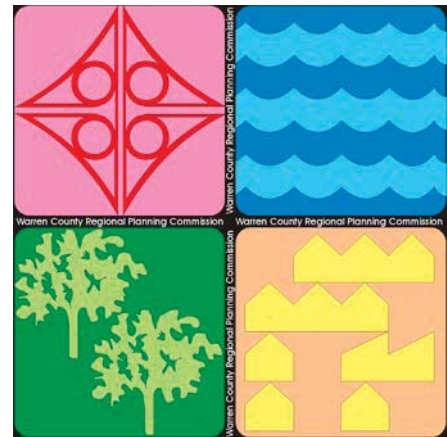
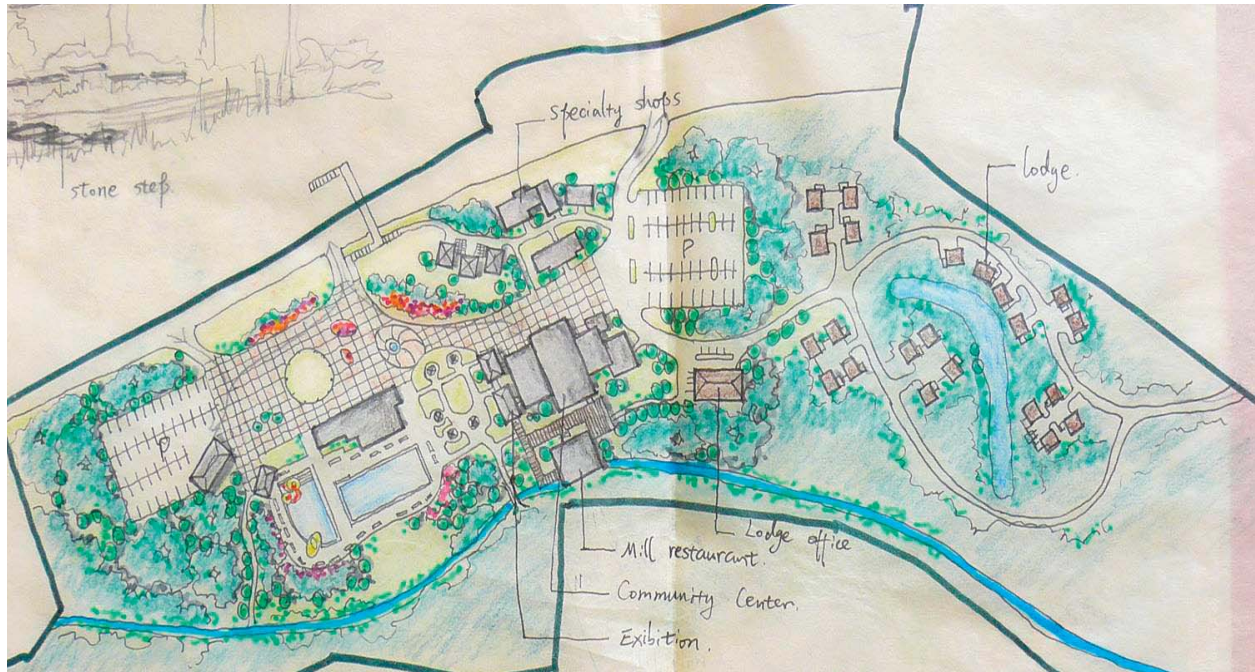


“Envisioning Redevelopment” The Der Dutchman Site Waynesville, Ohio



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Introduction

Project Need

The Der Dutchman Site occupies a large commercial area across from Waynesville's historic downtown. This 40 acre site has been used in the past for various commercial and recreational uses. The Der Dutchman Restaurant and neighboring businesses were closed following a fire in 2010; this report outlines strategies to encourage redevelopment of that site that maximizes its economic potential, complements the character of Waynesville, and preserves the site's natural scenery.

Project Scope

Early in the process the Warren County Regional Planning Commission and Village Staff worked with the Steering Committee to establish the project scope. It was determined this report would research and address the following issues.

- What kind of development is appropriate or possible on this site?
- What zoning or regulatory changes should take place to maximize redevelopment?
- What economic development tools and incentives (e.g. tax incentives, infrastructure improvements) are appropriate for this site?
- What are long and short term development opportunities?
- How will redevelopment capitalize on the Little Miami River, regional bike trails, and Caesar's Creek State Park?
- How to build strong physical and psychological connections with downtown

- How to ensure redevelopment complements and does not compete with downtown
- What road, utility, or other physical improvements can be constructed to increase redevelopment potential of the site.

Why a Charrette?

The majority of the public participation of this process took place during a six hour public meeting on April 24th. Called a charrette, this meeting was a highly interactive group discussion and brainstorming exercise, ending with a drawing exercise where participants broke into groups to draw development plans. A charrette format was chosen as it produces detailed plans and strategies from all the participants.

Existing Conditions

The Planning Context

The site is currently zoned General Commercial and permits a variety of business uses, and the site's size and proximity to downtown makes it a prime redevelopment opportunity. The existing parking lots and several buildings can be repurposed for future businesses; however the level terrain and utility connections also make this site ideal for wholesale redevelopment. The site features a mill race and beautiful natural scenery, and access to major highways such as US42 and SR73 further enhance the site's viability.

The property also faces obstacles such as lying in the 100 year floodplain, which influences insurance rates and affects the site's development potential. The site was recognized as lacking trail and sidewalk connections to downtown and the Little Miami Bike Trail. These were the most pressing strengths and

weaknesses of the site, however staff and residents documented many other salient issues as part of the SWOT analysis, found in Appendix B.

Proposal

Vision

The Steering Committee worked with staff to create a Vision Statement (pg. 16) to guide this site's development. In brief, the Vision called for a mixed-use development featuring a major attraction to bring people from the region to visit Waynesville. The mixed use development should be pedestrian and bicycle friendly; connected to regional trails and the downtown; provide economic development opportunity; and preserve the natural scenery.

Guiding Principles

These guiding principles are refinements of the vision statement. Each principle relates to a specific planning issue.

- Provide a unique theme for the site
- Complement downtown's business and character
- Create a central focus (e.g. a landmark or central green)
- Orient buildings to streets and open spaces
- Design streets and open spaces around pedestrian comfort
- Locate parking to support walking
- Reuse existing buildings or infrastructure where possible
- Redevelopment should be multi-use

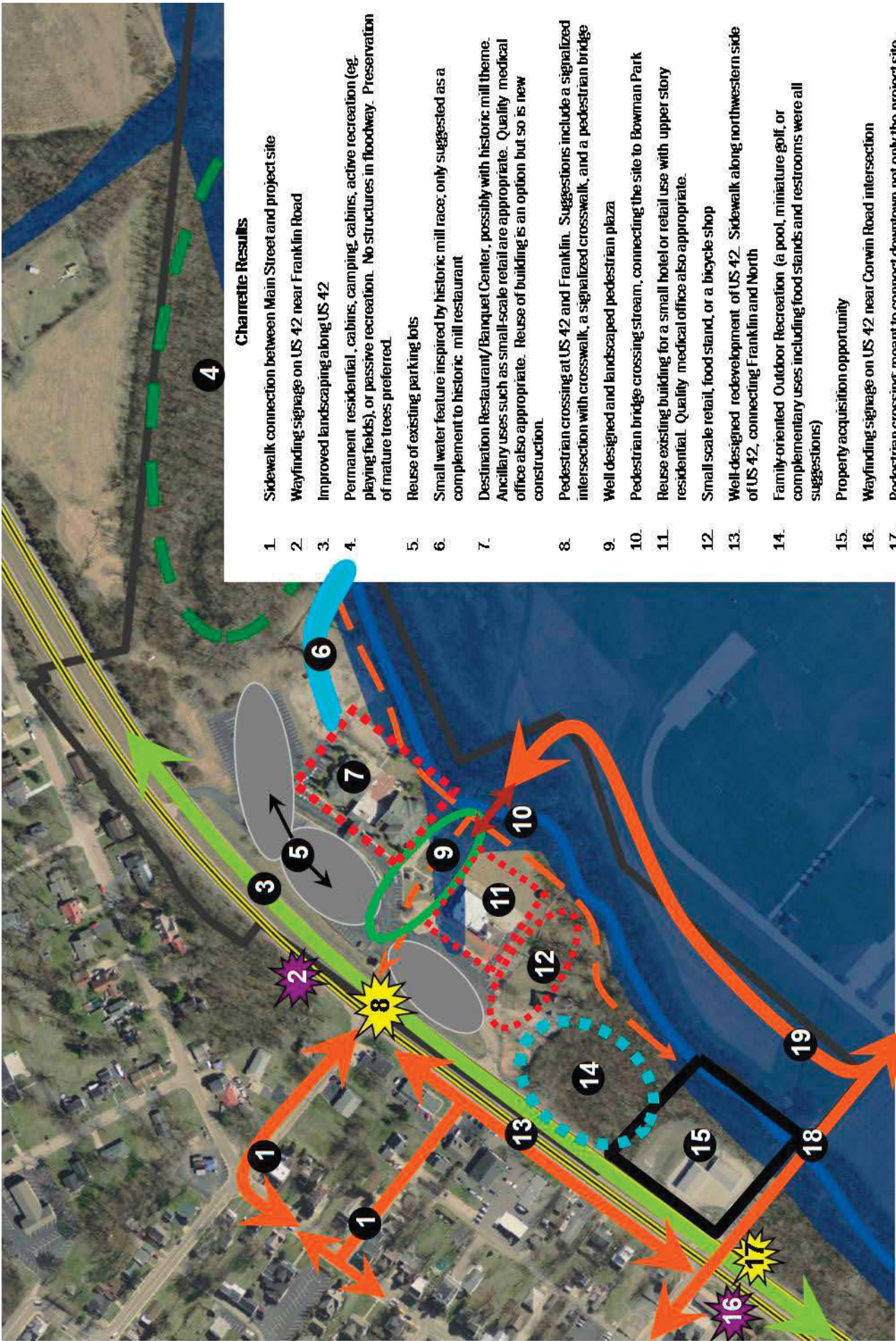
Concept Plans

Four concept plans were created the day of the charrette (pg. 18-25). Each was unique, though they shared many general themes. These similarities were synthesized into one concept plan (opposite page). Some of the most important features include new sidewalk and trail connections, beautification of US 42, and a pedestrian friendly mixed-use development including retail, lodging, outdoor recreation, or other compatible development around a central green. Preservation of the mill race and scenery were emphasized.

Design Elements

The majority of this report focuses on issues internal to the site itself. However, charrette participants recognized this site must complement the Village as a whole to succeed, and several key off site issues or projects were addressed.

1. Connectivity between points of interest: Redevelopment will be strengthened by bicycle and pedestrian connections to downtown Waynesville, Bowman Park, Corwin, and the Little Miami bike trail
2. Streetscaping and Landscaping: Mill, Franklin, North streets, and US 42 are natural pedestrian connections between the site and downtown. Sidewalk, pedestrian crossing, and landscaping improvements should be made to some or all of these streets.
3. Wayfinding and signals: The site and Village as a whole will benefit from a comprehensive approach to signage. Signs should share a similar design and be made for pedestrian and motorists. Signage should indicate locations of this and other important sites in the Village.



Charrette Results

1. Sidewalk connection between Main Street and project site
2. Wayfinding signage on US 42 near Franklin Road
3. Improved landscaping along US 42
4. Permanent residential, cabins, camping, cabins, active recreation (eg. playing fields), or passive recreation. No structures in floodway. Preservation of mature trees preferred.
5. Reuse of existing parking lots
6. Small water feature inspired by historic mill race; only suggested as a complement to historic mill restaurant
7. Destination Restaurant/ Banquet Center, possibly with historic mill theme. Ancillary uses such as small-scale retail are appropriate. Quality medical office also appropriate. Reuse of building is an option but so is new construction.
8. Pedestrian crossing at US 42 and Franklin. Suggestions include a signalized intersection with crosswalk, a signalized crosswalk, and a pedestrian bridge
9. Well designed and landscaped pedestrian plaza
10. Pedestrian bridge crossing stream, connecting the site to Bowman Park
11. Reuse existing building for a small hotel or retail use with upper story residential. Quality medical office also appropriate.
12. Small scale retail, food stand, or a bicycle shop
13. Well-designed redevelopment of US 42. Sidewalk along northwestern side of US 42, connecting Franklin and North
14. Family-oriented Outdoor Recreation (a pool, miniature golf, or complementary uses including food stands and restrooms were all suggestions)
15. Property acquisition opportunity
16. Wayfinding signage on US 42 near Corwin Road intersection
17. Pedestrian crossing: meant to connect downtown not only the project site, but also to the Little Miami River multiuse trail
18. Roadside trail connecting Waynesville (project site and Main Street) to the Little Miami River multiuse trail
19. Pedestrian path connecting site to Corwin Road through Bowman park

Implementation

The report concludes with an Implementation Chapter, detailing specific programs, actions, and strategies to make this report's vision a reality. The strategies are organized according to the following topics:

- Wayfinding
- Crosswalks
- Streetscaping/Landscaping
- Connections
- Determination of Land Uses
- Zoning Strategies
- Development Phasing
- Natural Resource Preservation
- Internal Transportation Network
- Funding
- Marketing & Branding

Introduction

Waynesville: A Short History

The Village of Waynesville has a rich history of pioneering and entrepreneurship. These assets were made possible due to the Little Miami River Valley area, where the original settlement and initial homestead occurred.

Samuel Heighway, John Smith, and Evan Banes founded Waynesville in 1797 on land he purchased from Judge John Cleves Simms. Heighway thought his village would someday become the capital of the Northwest Territory.

The area was in the Northwest Territory until Ohio achieved statehood in 1803. General “Mad” Anthony Wayne opened the land for settlement through the Treaty of Greenville; appropriately, Waynesville was named for him.



Heighway’s initial layout of the village was on a rectangle plan. His design resembled an English village, by laying the village out in twelve squares of four acres each. Formal parks and squares were arranged around a central public square. These were accented with plans for a serpentine walk, groves of ornamental trees, and fishponds. Heighway’s original map of the village was dotted with fountains. A “Government House” was strategically situated on the public square accented by a tree-shaded esplanade.

Waynesville also has significance as a Quaker settlement. Early homes were built of logs and later mostly frame, as wood was plentiful while bricks had to be made on site. Other evidence of Waynesville’s Quaker heritage can be found in the tunnels, (once used as part of the Underground Railroad to help slaves escape to freedom), which still exist today.

The Accommodation Stage Coach Line ran along Third Street, which was the major road of that time, and Waynesville was the halfway point between Springfield and Cincinnati, Ohio.



In the first half of the nineteenth century, Main Street became the center of Waynesville’s commercial activity. Currently, the Village of Waynesville has over 200 historic buildings that are still in existence. Most of these properties are in the older section of the Village, which includes Main Street, Third Street, Fourth Street, and parts of Fifth Street.

While Waynesville has experienced significant growth in recent times, the Village has sought to maintain the rural environment and historic charm that it was founded on. The Village is known for its antique stores and its annual sauerkraut festival.

The Der Dutchman Site: A Pictorial History

The Der Dutchman site represents an important phase in making Waynesville the village it is today. The earliest known use of the site was a flour mill—which was important to the village’s early economy. The following is an excerpt from “The Miami Gazette,” Waynesville, Article by A.C. Thompson, published on April 5, 1933 which illustrates the sites milling history and long association with floods.

“About the year 1806, John Haines, from Virginia, built a mill at Waynesville on the power now owned by Mr. Wright. It was of framed timber and stood about where the saw mill now is. (The saw-mill has since been torn down and cleared away. It stood just south of the present swimming pool.) The dam was a few hundred yards above the mill and abutted the land owned by Abel Satterthwaite, which has since, by means of a channel on the east side, become an island. Haines failed to secure an abutment on the east side of the river, and the dam causing the frequent overflow of the land, became obnoxious to the owner. He cut round the dam and destroyed the power, about the year 1809. A long litigation ensued and case was finally decided in the Supreme Court against Haines. “John Jennings came to the township in 1810, and bought the mill and secured an abutment on the east side against the rugged bank, for \$200, and contracted with David Brown to extend the race for \$300.”



The Der Dutchman site also has a strong association with the village’s recreational history. The creek, the bridge, and the swimming pool, provided important civil and recreational attractions. In 1973, a family style restaurant called “1776” opened. This restaurant was renamed “Der Dutchler” before again being renamed “Der Dutchman” (an Amish style restaurant) and relocated to the current restaurant building site. The Dutch Corporation has owned the site since 1998. In 2010, the building suffered great damage in a fire and has sat vacant ever since. The past land uses of the site include the following:

- **Mill**
- **Miniature Golf Course**
- **Donut Shop**
- **Flower Shop**
- **Police Station**
- **Concession Stand**
- **Community Swimming Pool**
- **Gift & Furniture Shop**
- **Canal with a Boat**
- **Health Club**
- **Restaurants**
- **Pizza & Ice Cream Shops**

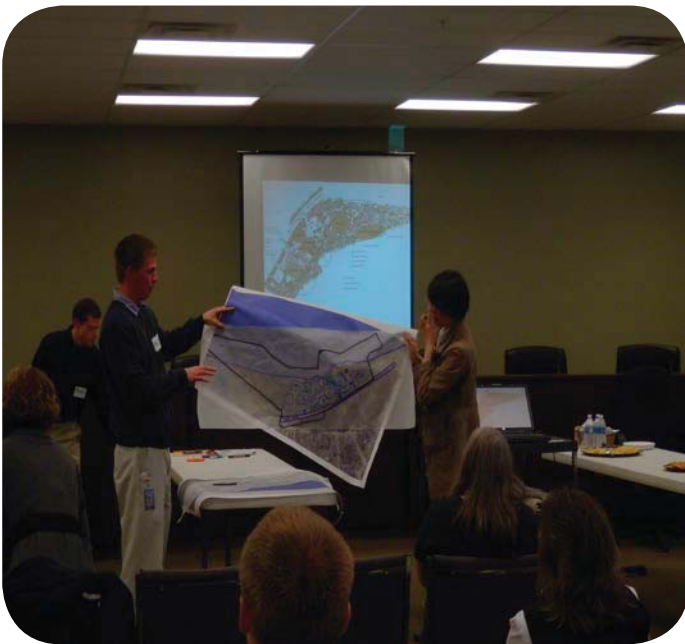
Why a Charrette?

The Waynesville Der Dutchman Charrette, sponsored by the Village of Waynesville, took place over six hours on April 24th, 2013. The event involved approximately 30 to 40 Village residents, officials, and persons of interest together with a six person Charrette Team of planning and design professionals. The team of design professionals led a unique opportunity for residents to explore planning alternatives for the Der Dutchman site.

The Der Dutchman site is a prime site for a redevelopment proposal. Sitting east of Downtown Waynesville on approximately 41.8 acres of riverfront property, the site has remained underutilized since the 2010 fire at the Der Dutchman Restaurant.

The site has been recognized as a desirable location due to its convenient access to State Route 42; links to regional transportation corridors; and walking distance to downtown. The challenges of redeveloping the site stem from its location within the floodplain. In addition, a significant planning conundrum exists in the fact that the site is separated from downtown by a four lane highway.

The Village of Waynesville considered the merits of sponsoring a public forum where residents could participate in constructive brainstorming conversation about the site's redevelopment. The Village proposed the idea of a public charrette in February 2013 and appointed a steering committee. The charrette provides an opportunity for the community to explore the potential to redevelop the property as a mixed use site of residential and commercial uses.



The Village and Charrette Steering Committee thank all participants for their willingness to donate their valuable time to this project. We especially appreciate the participation and comments from the village residents and businesses. What follows is a summary of the output from the event for which we are proud to provide for public record.

What is a Charrette?

The French word “charrette“, meaning “cart“, refers to a vehicle used in the 19th century to collect student projects for critical review. Over time, the word became associated with the final, intense work effort expended by art and architecture students to meet a project deadline.

Today, we use the term charrette to define an intensive process for creating and evaluating planning alternatives. Modern charrettes usually involve a large group breaking into smaller groups to critically think about specific issues. This opportunity allows residents to work with design professionals to better understand the implications of planning alternatives. This process helps residents shape the decision-making process of their community.

The work of a charrette involves a focused process of individual thought, communication among team members, and presentation of ideas to the larger group. The Der Dutchman Charrette brought local residents and stakeholders into a room equipped with resources and personnel to enable them to envision alternatives for the site. All were encouraged to embrace this opportunity to work side by side with professionals, who in turn had much to learn from members of the community.

Goals for the Charrette

Discovery:

Establishing the vision that residents and stakeholders see for the future of the Der Dutchman site relative to the village, by means of its physical, economic, and social context.

Proposal:

Creating planning concepts from which recommendations for future work can be made.

Implementation:

Realistic methods and timeframes to implement the stated vision.

The Charrette Process

The charrette was organized into a three-phase process:

1. The first phase, the **Pre-Charrette**, focused on developing and working with Village staff to determine the primary focus of the charrette; the logistics for Phase One and Two; and the process for the Charrette Workshop. This phase included data collection, stakeholder interviews and website development. The RPC worked with village staff to identify a preliminary set of issues to be addressed during the charrette.
2. The second phase, the **Charrette Workshop**, was an intense, one-day planning and design workshop that involved Waynesville residents, business owners, along with regional, economic, and community leaders in a needs assessment, a SWOT analysis, prioritization of issues, development of scenarios, the identification of development projects, and implementation strategies. The charrette commenced with a broad overview of the planning and policy framework of the study area, followed by a presentation by the RPC and Village staff of the assets, challenges, and existing conditions of the study area. Charrette participants divided into small groups to discuss relevant issues and opportunities for the site. From the discussion, four main principles emerged. A full list of questions and responses can be viewed in Appendix C. The summarized disciplines are:

- i. Access:** How does the proximity of the site to numerous points of interest (downtown, Bowman Park, bike trail, etc.) benefit or harm potential development?

- ii. Business:** What types of businesses are preferable for development? How will these businesses provide jobs and increase visitation to the site?

- iii. Recreation:** What types of recreational uses should be utilized on the site to make it regionally attractive?

- iv. Floodplain:** What challenges and opportunities exist with development in a floodplain? How can the Der Dutchman most effectively utilize its unique location?

Participants also determined guiding principles, reviewed the draft vision statement, and compared and contrasted different development plans.

3. The third phase, the **Post-Charrette**, consisted of preparing the final report which outlines strengths, challenges, recommendations, development scenarios, actions steps, and potential funding strategies. The final report also addresses off-site public improvements which are needed, such as streetscape and signage.

Stakeholder and resident involvement in the re-development process was critical to making sure the revitalization met local needs, political acceptance, and implementation. The Village government's overarching goal is to provide a credible and reliable redevelopment context within which private and public dollars will be invested and from which residents, business owners, the Village, and other stakeholders can once again derive value.

Scope

The scope of this report addresses a series of questions relating to use, redevelopment, connectivity, and image of the site. The charge of the Steering Committee and the Charrette Team was to answer the following questions:

1. What type of development should be encouraged on the site that will generate employment, complement the downtown economy, and contribute to the success of the entire Village? If desirable development will require re-zoning, what zoning, land development regulations, density, and design requirements need to be adopted to achieve that development?
2. What development incentives will work best to facilitate and encourage the desired development?



3. Given the uncertainty of future market forecasts and the varying development potential of the site, what are the best short and long term development opportunities for the village of Waynesville?
4. What are the possibilities for this study area in becoming a true commercial/mixed-use center? What are seen as the key obstacles to overcome and the key opportunities to capitalize on these possibilities?



5. How can the Village maximize the development potential, connectivity, and amenity of the Little Miami River, the bike path, and Caesar's Creek State Park?
6. What are useful strategies to create or improve pedestrian connections between downtown and the Der Dutchman site?
7. How can the Village ensure that commercial development will compliment, and not compete against downtown?

- 8. Are there redevelopment opportunities along both sides of State Route 42?
- 9. What off site improvements (aesthetics, connectivity, traffic safety, identity, utilities and services) will contribute to the successful redevelopment of the site? How can public spaces, a wayfinding system, and complete streets concepts create a livable and walkable environment?
- 10. What implementation actions, including aesthetic and infrastructure improvements could enhance the success and sustainability of the site? What are some recommended financing strategies and funding sources for redevelopment activities?



Discovery

The Planning Context

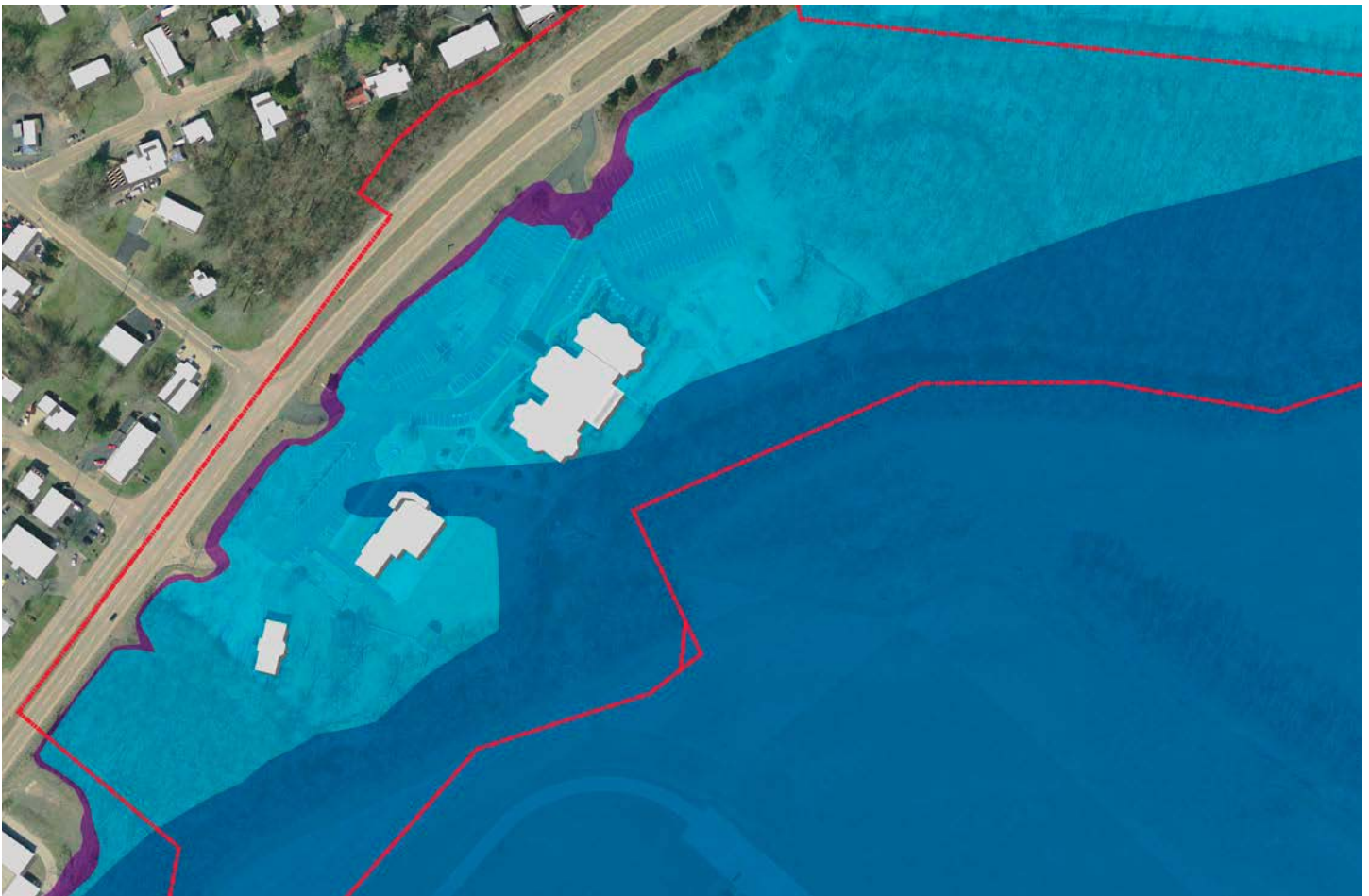
- The Der Dutchman site has great potential for re-development due to its location and large size. The development could be a multi-use destination site which would contribute to Waynesville's economy.
- The Wayne Township Comprehensive Plan recommends redevelopment of the site for commercial, active living, and recreational uses. The plan also recommends connecting nearby Bowman Park to Downtown via a bridge or tunnel.
- The site is currently zoned General Commercial (GC) and is within the Village of Waynesville. The site is bound by State Route 42 to the north, Corwin Avenue to the west, Bowman Park to the south and the Village well fields to the east. The

current zoning encourages a variety of businesses which will serve the Village. The zoning also calls for any business to be located along a major point of access so people can easily visit the property. Some permitted uses under current zoning regulations are retail shops, office spaces, and personal and consumer services.

- Waynesville's downtown serves as the commercial and cultural hub of for the Village and Wayne Township and is marketed as the antique capitol of the Midwest. With banks, commercial services, government institutions, and museums, the downtown area is the center for civic and business activities. The Der Dutchman site is approximately 1,200 feet from the center of Downtown and has great potential to be strongly associated with its image.



- With the site located so close to the downtown area, planning options which can both capitalize and compliment downtown should be promoted. Through the use of connections such as crosswalks or a pedestrian bridge, citizens will be able to travel between the two areas with ease.
- The Der Dutchman site could provide economic and recreational prosperity to Waynesville due to local patronage, but could also receive visitors from the entire region. By making the Der Dutchman site a destination location, tourists will have a spot between Dayton and Cincinnati to experience the historic small town feeling which Waynesville offers.
- The floodplain is an obstacle that must be addressed in the planning process. Of the total 41.8 acres, 18.06 acres rest in the floodplain, and any development plans should keep this in mind. Any uses that are proposed must be suitable uses for a floodplain and floodway.
- The Der Dutchman site has many access points from different points of interest. By way of Franklin Road and Mill Street, the site has pedestrian connections to downtown. There is potential for a non-motorized connection to the Little Miami River bike trail and Bowman Park through the back of the site. Also, with the site's location along State Route 42 and close proximity to State Route 73, there is significant regional access to the Der Dutchman.



- The site currently has five main buildings and five gazebos. The five main buildings include:
 - The 16,625 square foot restaurant building which was built in 1991
 - The 14,188 square foot retail building which was built in 1973 and remodeled in 2003
 - The 2,529 square foot office building which was built in 1976 and remodeled in 2000
 - The 880 square foot club/pool house which was built in 1973
 - The 616 square foot garage which was built in 1978

While these buildings are all currently vacant the restaurant, retail, and office buildings show the site's potential for a multi-use re-development proposal.

Existing Building Condition

 <p>Use: Restaurant Size: 16,625 square feet Built: 1991</p>	 <p>Use: Retail Size: 14,188 square feet Built: 1973 Remodeled: 2003</p>
 <p>Use: Office Size: 2,529 square feet Built: 1976 Remodeled: 2000</p>	 <p>Use: Club/Pool House Size: 880 square feet Built: 1973</p>
 <p>Use: Garage Size: 616 square feet Built: 1978</p>	

SWOT Analysis

The goal of the charrette was to identify any threats and weaknesses of the site and surrounding areas as well as identify strengths and opportunities for the future. To do this, the Charrette team conducted a SWOT exercise to allow participants to brainstorm the positives and negatives of the site. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. From the SWOT analysis and stakeholder interviews, the team noted patterns and commonalities which had been brought up frequently. These patterns are fully synthesized in Appendix B. During the Charrette Workshop, the responses that participants produced were remarkably consistent.

STRENGTHS & OPPORTUNITIES

MANY REDEVELOPMENT OPPORTUNITIES EXIST FOR THE DER DUTCHMAN SITE. THE IDEAS AND THOUGHTS FROM PARTICIPANTS REGARDING THE STRENGTHS AND OPPORTUNITIES OF THE SITE DURING THE CHARRETTE INCLUDE THE FOLLOWING:

Walkability

One of the greatest strengths of the Der Dutchman site is its proximity to downtown Waynesville. This may be improved by providing pedestrian linkages — sidewalks, street trees, and prominent signage that allows easy wayfinding. The site is positioned at the crossroads of many of downtown's key streets (Franklin Road, Mill Street and North Street) which provides an organizing element for connectivity and

wayfinding efforts. Increasing the walkability of the site will increase the connection to Waynesville's downtown area as well as encourage a more active lifestyle among Waynesville residents.

Wayfinding

The route that pedestrians and bikers would be able to take from Corwin and Bowman Park to Waynesville and



the Der Dutchman site should feature wayfinding signs to help visitors locate what they are looking for. Signs along 42 & 73 should help navigate automobile traffic to the site.

A comprehensive wayfinding system can assist them in visiting all of the shops and recreational activities that the site and Waynesville have to offer.

Crosswalks

Redesign State Route 42 – from Highway 73 to Main Street— in the form of a boulevard. The boulevard design is particularly effective because it combines relatively high traffic volumes with



pedestrian comfort and provides safer connections to downtown. The existing median on 42 could provide a comfortable buffer median area. The crosswalk should

include signage and pavement striping. Attractive landscaping within the median would improve the aesthetics of the corridor and serve as a traffic calming technique. The type of landscaping should be unique to Waynesville’s current aesthetics.

Connectivity

The many different modes of connectivity are what make the Der Dutchman site so desirable. The highways can transport people from all over the region into Waynesville, and once there, the strong pedestrian and bicycle connections will allow them to travel between downtown and the Der Dutchman site in an environmentally friendly way. Funding opportunities may be available through the Ohio Kentucky Indiana Regional Council of Governments (OKI) to improve the bike trail.



Location

The site is well positioned for reuse and redevelopment because of the high volumes of traffic that pass by along State

Route 42 and also due to its proximity to downtown. The site is already serviced by existing infrastructure and is one of a few sites prepared for redevelopment. The location can become a connection between the Dayton and Cincinnati populations while providing service to the local population. The site is located near other points of interest such as Caesar’s Creek, Pioneer Village, Camp Kern, and Fort Ancient. It sits adjacent to the bike path, wooded areas, and the river which provides a connection to nature and passive recreation.

Plan Redevelopment as Part of a Local and Regional Framework

The redevelopment of the Der Dutchman site should not be viewed as a means of competition to the existing downtown area of Waynesville. Rather, the site should be viewed as a way to draw visitors from further geographic areas to Waynesville, where they can explore the newly developed site, enjoy nature, and make a short trip to downtown to browse the local shops. This will provide an expanded tax base and bolster job creation for the Village.

Enhance the Image of State Route 42

State Route 42 is classified as a scenic byway, and redevelopment of the Der Dutchman site will bring an increased image to the highway. The site plan proposes improvements to landscaping and aesthetics both on-site and along State Route 42. There are some restrictions for what signs can be placed along the scenic byway, however, the restrictions only apply to advertisements of off-premise business. The site is clearly visible from State Route 42 and, when redeveloped, would further boost the image of the highway if seen by travelers.

Public Recreation

The Der Dutchman site is also located close to Bowman Park, the Little Miami Bike trail, and Caesar’s Creek State Park. Connection to these facilities increases the marketability and redevelopment potential of the site. If the site houses new recreational uses, it can provide



the recreation for all ages that Waynesville has been wanting. The recreational uses can also provide better amenities to the schools of Waynesville.

Greenery and Open Space

The redevelopment of the site should feature abundant street trees, planters, street furniture, and colorful flowers along its sidewalks. It should offer both creek front recreational areas and landscaped plazas that invite pedestrians to rest, read, and linger while serving as relief from the street and sidewalk paving. These areas may be used as celebration spaces for community gathering, festivals, concerts, and art shows. Redevelopment will make a strong connection to nature due to preservation of the natural beauty of the site.

Diversity

Successful commercial centers contain a variety and diversity of building types and land uses. Some examples of land uses considered appropriate for



the site by charrette participants are: a family recreational center, a large scale meeting or banquet hall, a restaurant, an auction house, a sports complex, a medical center, or even a microbrewery.

These uses could be in addition to commercial and residential uses.

Uniqueness

Desirable redevelopment of the site will offer a variety of pleasant and unique experiences that celebrate the creek, the Village's Quaker history, and

the historic physical characteristics of Waynesville. Redevelopment of the site deserves a distinct, but complementary, architectural style and scale to that of downtown. The site will attract visitors from around the region to a new destination spot.



Existing Infrastructure

The existing building and parking lots that are located on the site are advantageous because they provide a large meeting place with plenty of parking without too much investment. The size of the property is big enough for multiple uses and there is room for expansion. The natural water supply of the river is an asset to the site by providing a plentiful water source if well-managed.

Marketing

With such diversity being offered in the redevelopment proposal, there are many different ways that the site can be marketed to potential developers. The Chamber of Commerce will actively promote new businesses to a variety of interested business owners and developers. Whether it is a retail entrepreneur looking to open a shop, a restaurant owner looking to expand to a new location, or an outdoor enthusiast, the Der Dutchman site will have something to offer to a broad spectrum of people. Waynesville will be a desirable spot for development due to strong performance by the school district and family oriented business in the Village. The involvement of the community during the charrette process will help market the property to developers who will meet the wishes of the entire community.

Zoning Code Changes

When the vision for the site is accepted, the Village's zoning code and other policy documents should be updated to ensure that the vision can be achieved. The primary characteristics of sustainable redevelopment are activity, synergy, and variety. The greater the number of uses, the more reasons people will have to frequent the site over the course of a day. Retail, restaurants, lodging, and recreation are primary activity-generating uses, and the key ingredients for vitality. The widest possible diversity of shops, lodging, and recreation should be encouraged. To foster this type of redevelopment, the Village zoning codes and/or new overlay zones should provide a framework that fosters a healthy mix of uses, and allows compact and walkable development without the need for time-consuming and unpredictable code amendments or variances. Such an approach creates powerful incentives for the private sector to build what the Village wants.

WEAKNESSES & THREATS

DESPITE THE MANY OPPORTUNITIES THAT EXIST FOR REDEVELOPMENT OF THE DER DUTCHMAN SITE, SOME COMMON ISSUES AND CONCERNS FELT BY PARTICIPANTS OF THE CHARRETTE INCLUDED:

Commercial

There was some concern about the financial cost of redeveloping the Der Dutchman site. The redevelopment itself will take time and money, and the existing structures may need renovation. There was also concern that the current owners and the community will not be willing to work with potential developers, and that prospective business that moves to the site will not work together to provide a cohesive and sustainable economic center. This could lead to economic failure in the long-term.

Marketing

The site has sat vacant for nearly three years, and some participants of the SWOT exercise felt the property is large in size, thus providing a challenge in marketing the property to a single developer. Another challenge regarding the marketing of the site to developers is the inability to predict what types of business will be successful in the future. Making the right decision for successful re-development may take some time and research.

Floodplain

Some participants in the charrette process also voiced concern regarding certain aspects of the Der Dutchman's location. Many concerns involved the floodplain which the site rests on. The most important buildings are raised out of the floodplain, however,

the floodplain would add cost to construction and insurance for those buildings in it. Also there is the obvious threat of flood damage. In the event of a flood, buildings would have to be rebuilt to match current zoning regulations, which could change land uses of the site. The site also sits near the village well field area which could cause potential depletion or contamination to the well field if not properly managed.

The close location of so many other points of interest may also be an issue. It will have plenty of regional competition, and must remain viable in order for the development to be a success. The other challenge linked with this issue is making the site successful without becoming detrimental to the existing downtown economy.

Crossings & Connections for Pedestrians/Cyclists

A key issue surrounding the development of the Der Dutchman site is the connection to the downtown area, mainly the pedestrian crosswalks needed across State Route 42, as well as getting pedestrians from State Route 73 to the site. The current lack of a safe connection to the river, the bike path, and Main Street is an issue that will need to be addressed to ensure that any development can compliment existing business in Waynesville.



Wayfinding

The site will need a significant upgrade in the amount of signage to help visitors navigate. There is a risk of having low traffic volume due to a perceived distance to Dayton and Cincinnati, so it is imperative that wayfinding signage is present to help guide travelers

to the site. This is also important for guiding everyday visitors from the immediate area. The site will lack visibility from downtown, and wayfinding is one way to reduce the risk of economic failure.

There are some other redevelopment issues that will need to be addressed. There is need for a turn lane to alleviate traffic congestion, as well as change to the existing steep grades on site. This will allow trucks to more easily access the site for shipping.

Lodging

Currently the site does not have adequate lodging for long term visits. In order for the site to thrive as a destination site, lodging such as rental cabins, hotels, or camping should be encouraged so visitors can stay and experience all that Waynesville can offer.

Character & Preservation

It is important to maintain the heritage and historical legacy of the site. This could be compromised if too much new development takes place. One of the challenges in the development process will be finding the proper balance of old and new. The development of undesirable businesses is also a threat to the character that makes the site attractive. It is important to encourage development that is acceptable to the whole village.

Planning

Currently, Waynesville lacks a comprehensive plan for the Village. This was a source of concern to some participants of the charrette. The failure to have a long-term vision for the site may result in owners losing interest and potential future vacancies for the site.

Proposal

Vision

The vision for the Der Dutchman site foresees a transformation into a walkable, pedestrian-friendly, mixed use area which will be complemented by public recreational spaces overlooking the creek. This section provides an overview of the guiding principles and the illustrations of a possible physical vision for the site. The following pages include numerous drawings and computer visualizations that were produced by the Charrette Design Team. They represent the work to capture what Waynesville residents said they wanted for their Village. The hope is that these images will inspire investors and the Village leadership with an idea of “what could be” when there is a common vision. The illustrations and visualizations incorporate many of the ideas heard and feedback received during the charrette process. Ideas, insights, input, and feedback was gathered from residents, stakeholders, business owners, staff, local precedents, and regional influences.

The individual placement of buildings and streetscape elements are less important than the concepts that

they convey. The vision is intended to allow for creative and imaginative implementation by the developer and Village. Specific drawings are for illustrative purposes only. They show several scenarios to achieve the vision.

Guiding Principles: The purpose of these principles is to reorganize the site into a complete and robust development that is walkable, and incorporates mixed uses and public spaces.

- **Provide a unique theme for the site.** The site can give Waynesville some amenities that the Village is eager to have, while retaining a central theme. Some of these amenities such as a themed restaurant, lodging, or a health and wellness center would be unique to the site. Residents of Waynesville would know that these new attractions are only available at the Der Dutchman site.
- **Complement downtown.** The site will provide new development and business opportunities. It is very important that any new development does not compete against existing downtown businesses, but rather complements them. By

Vision Statement

The former Der Dutchman site is rich in history and natural beauty. Its riverfront location provides a place for families to relax and enjoy nature. A variety of uses for the site could include restaurants; temporary and permanent housing; health and wellness centers; recreational uses; and retail shops. These uses would bring families and visitors together as well as provide jobs to members of the community. The pedestrian and bicycle friendly design that the site espouses will provide connections to the downtown area as well as the local bicycle infrastructure, thus complementing the local economy.

increasing the connection of downtown and the Der Dutchman site through wayfinding and streetscape improvements, people will easily be able to visit both.

- **Provide a central focus.** The site demands some sort of centerpiece, landmark, or focal place. Currently the fountain and gazebos try to achieve this. Frequently, creating a central focus is achieved by using a public space such as a plaza or an object (public art, clock, and/or tower) that is highly visible and strongly associated with the site.
- **Orient buildings to streets and open spaces.** The buildings should open onto public and internal streets. The creek and street network should be designed to make walking, sitting, chatting, and meeting a pleasure. To create active street life, the buildings that house ground-level shops, cafes, restaurants, and community services should provide inviting pedestrian-oriented streets and open-spaces where residents could linger. Sidewalks lined by shops; buildings with large display windows; outdoor seating areas; frequently placed doors; and properly-scaled signs add interest and distinguish the street. These features come in a variety of different designs, but they consistently make sites successful and sustainable.
- **Design streets and open space around pedestrian comfort.** All streets on the site should feature generous sidewalks and amenities. Sidewalks should be wide enough to accommodate outdoor dining. Internal streets should contain no more than two through-lanes, with curbside parking on both sides. Buildings should be built up to the sidewalks with doors and windows facing the street or open space so people can see activities happening inside the buildings.
- **Locate parking to support walking.** Parking should be placed to the rear of buildings or on those areas of the site most susceptible to flooding. For visitors who drive to the site, a park-once-and-walk experience should be the most appealing and practical way to visit.
- **Redevelop existing buildings.** The existing infrastructure on the site should be used. Using existing buildings and parking lots will save time and money in the redevelopment process, and will also retain some of the site's history.
- **Redevelopment should be multi-use.** In order to attract as many people as possible to the site, there needs to be a multitude of options available for them to choose from. Multiple uses will also help keep people at the site for longer periods of time, thus creating a destination location.

Design Alternative #1


The following are four concept plans which were drawn during the day of the charrette. Each concept plan has a diagram to the right which legibly illustrates key points.



CONCEPT PLAN 1

To the right is a diagram of the first concept plan which shows the old restaurant building redesigned into a meeting place or banquet hall. This is a common idea among a few of the concept plans. This plan calls for an open air plaza for arts and crafts, cabins along the northern part of the site, and a hotel complex which could include a pool facility. This would be located in an area which was a pool at one point in time. These uses would allow visitors to stay for longer periods of time. Finally, this plan designates one area for commercial retail. This concept plan is very detailed and provides some ideas for the interconnected transportation network as well. There is also a suggestion of off-site development around the access points from downtown.



1. Multi-Use Gathering Place
 2. Open Space
 3. Camping/Lodging
 4. Hotel
 5. Pool/Outdoor Recreation
 6. Commercial/Retail
 7. Parking
-  Crossing
 Trail

S.R. 42

① Banquet/Conference/Event Complex
 - Multi use rooms
 - Stages/Restrooms
 - Open Air Plaza
 - Center 2 story
 - outdoor only under show

* Redo with Green Use Concept
 - f materials
 - f modern

② Open Air Plaza
 - Center 2 story
 - outdoor only under show

③ Cabins/Camping

④ Hotel/Complex
 - Commercial/Retail/Entertainment

⑤ Commercial/Retail

We'll be needing
 drive way
 crossing access
 to wall

Design Alternative #2



CONCEPT PLAN 2

The opposite page shows the second concept plan, which emphasizes the connectivity of the site to downtown and the bike trail. A clear link to the bike trail is shown with an arrow heading to the bottom of the plan. The two dashed circles along State Route 42 represent the access points for pedestrian crosswalks, and the pedestrian bridge is shown connecting the restaurant to off-site points of interest. This plan also has commercial, recreational, and lodging uses, which is consistent with the other plans.

- 1. Gathering Place/Banquet Hall
- 2. Camping/Lodging
- 3. Small Scale Recreation/Retail
- 4. Children Play Area
- 5. Mill Themed Restaurant

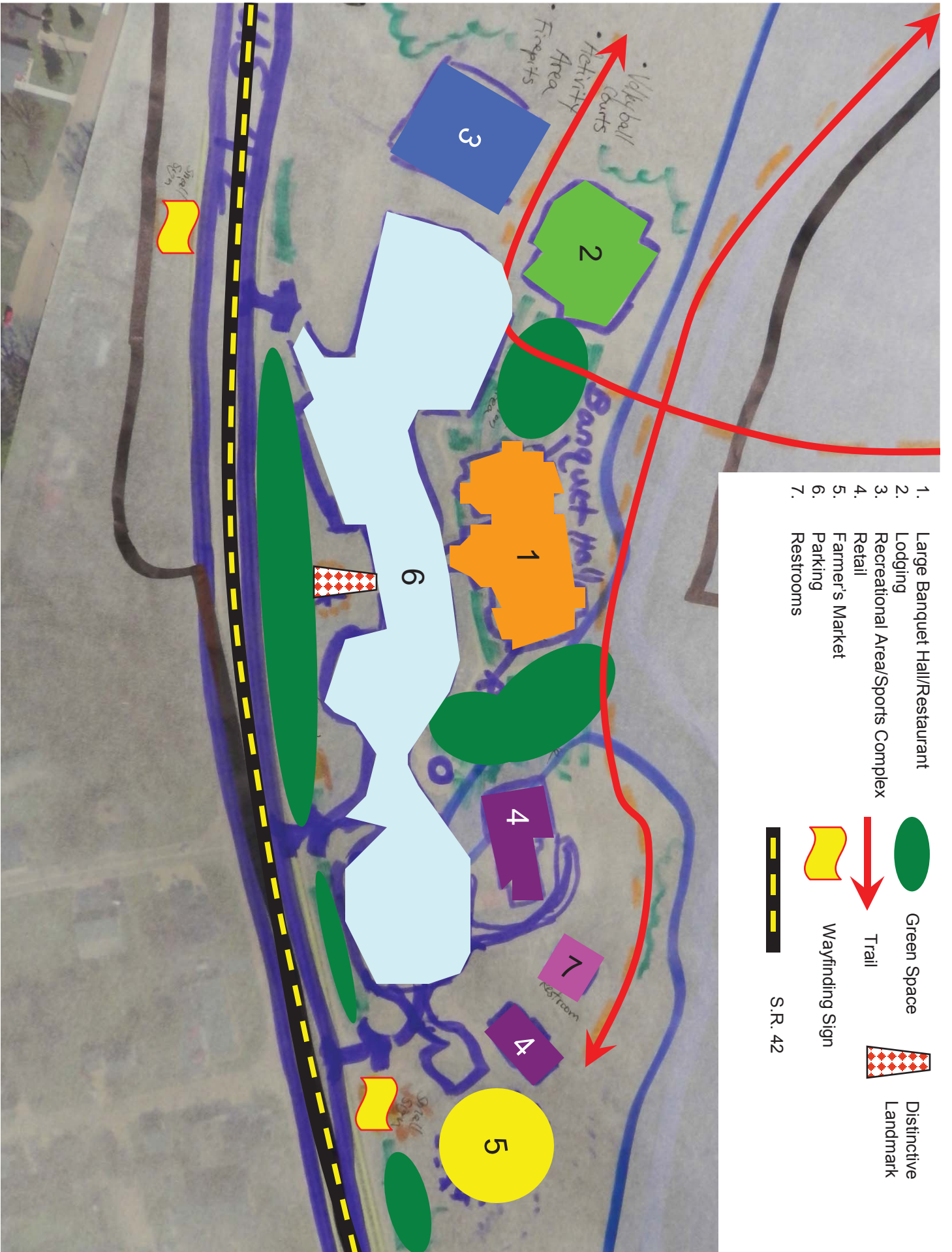


Design Alternative #3








CONCEPT PLAN 3

The third concept plan focuses less on specifics, and instead outlines main ideas. The existing parking lots are clearly outlined and suggested that parking for the site should remain in those locations. The plan shows areas for commercial activity (Farmer's Market) along with lodging and a broad range of recreational uses. Some of the uses suggested in the plan are a sports complex, volleyball courts, and fire pits. Also shaded in green are open common areas that would surround the main banquet hall where the restaurant building sits.



1. Large Banquet Hall/Restaurant
2. Lodging
3. Recreational Area/Sports Complex
4. Retail
5. Farmer's Market
6. Parking
7. Restrooms

	Green Space		Distinctive Landmark
	Trail		Wayfinding Sign
	S.R. 42		

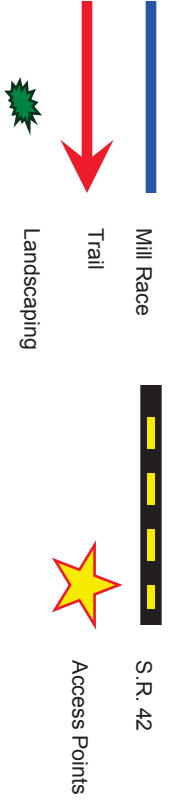
Design Alternative #4



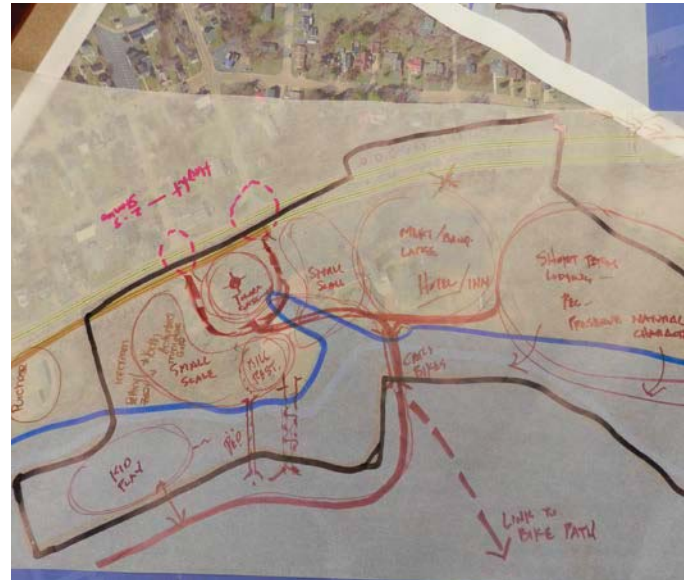
CONCEPT PLAN 4

The opposite page shows the fourth and final concept plan, which emphasizes the importance of connectivity of the site to Bowman Park and the bike trail. Also illustrated are the connections to the site from State Route 42. These access points provide developers an incentive by showing how large populations can reach the site. The plan suggests a theme for a new restaurant which would capitalize on the history of the site. There is a suggestion also for a bicycle-oriented shop. This shows interest in retail while staying true to the bicycle culture of the site. Also suggested in this plan is off-site landscaping along State Route 42. This seems to be another common theme from the designs.

1. Banquet Hall/Gathering Place
2. Camping/Lodging
3. Hotel
4. Retail/Small Bicycle Shop
5. Mill Themed Restaurant

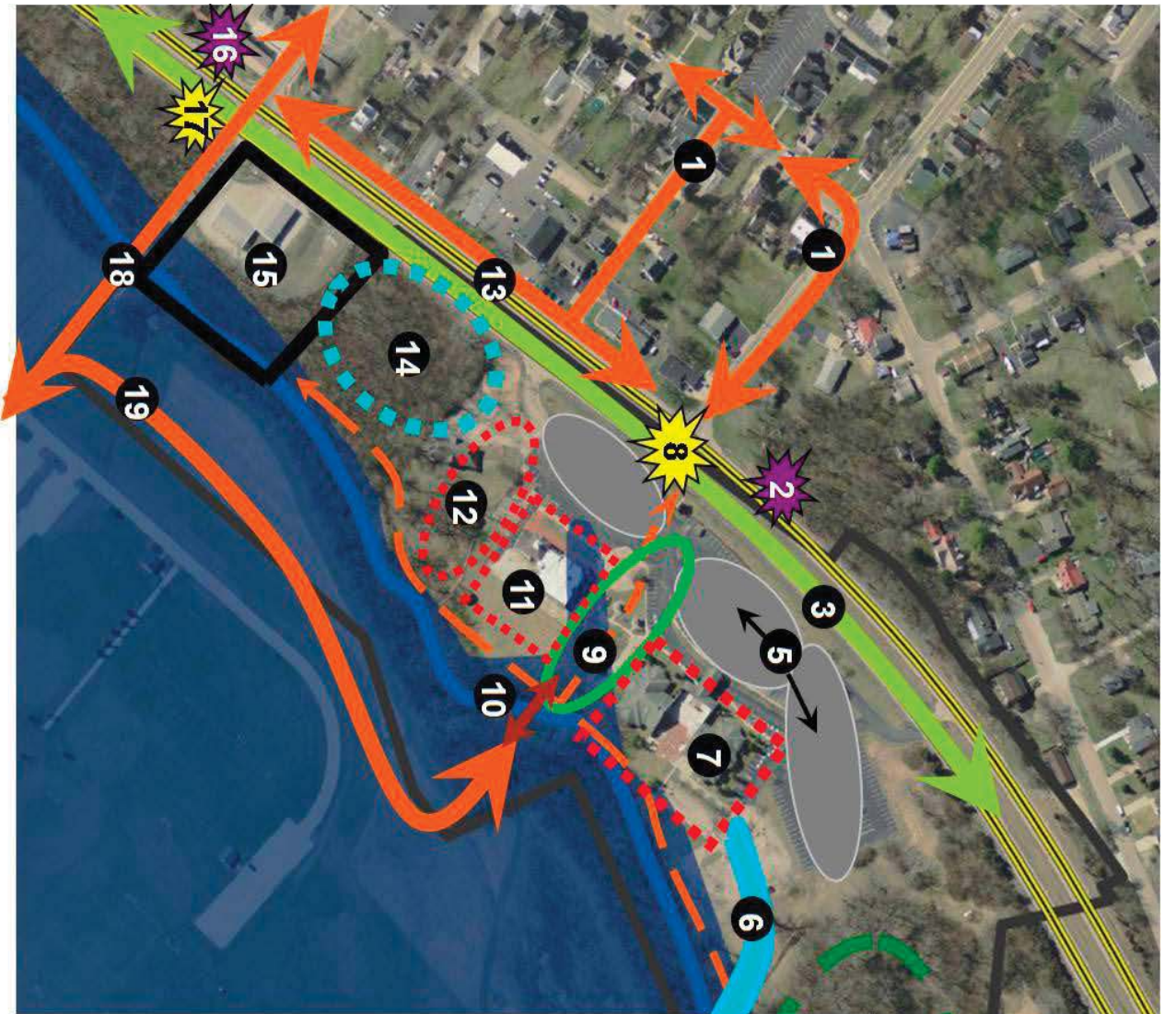


Synthesized Concept Plan



The opposite page shows the synthesized concept plan. This plan takes elements that were common in all or most of the individual plans, and combines them into one plan which provides a good snapshot of what the community wishes for the redevelopment of the Der Dutchman site.





Charlotte Results

1. Sidewalk connection between Main Street and project site
2. Wayfinding signage on US 42 near Franklin Road
3. Improved landscaping along US 42
4. Permanent residential, cabins, camping cabins, active recreation (eg. playing fields), or passive recreation. No structures in hoodway. Preservation of mature trees preferred.
5. Reuse of existing parking lots
6. Small water feature inspired by historic mill race, only suggested as a complement to historic mill restaurant
7. Destination Restaurant/Banquet Center, possibly with historic mill theme. Ancillary uses such as small-scale retail are appropriate. Quality medical office also appropriate. Reuse of building is an option but so is new construction.
8. Pedestrian crossing at US 42 and Franklin. Suggestions include a signalized intersection with crosswalk, a signalized crosswalk, and a pedestrian bridge
9. Well designed and landscaped pedestrian plaza
10. Pedestrian bridge crossing stream, connecting the site to Bowman Park
11. Reuse existing building for a small hotel or retail use with upper story residential. Quality medical office also appropriate.
12. Small scale retail, food stand, or a bicycle shop
13. Well-designed redevelopment of US 42. Sidewalk along northwestern side of US 42, connecting Franklin and North
14. Family-oriented Outdoor Recreation (a pool, miniature golf, or complementary uses including food stands and restrooms were all suggestions)
15. Property acquisition opportunity
16. Wayfinding signage on US 42 near Corwin Road intersection
17. Pedestrian crossing meant to connect downtown not only the project site, but also to the Little Miami River multiuse trail
18. Roadside trail connecting Waynesville (project site) and Main Street) to the Little Miami River multiuse trail
19. Pedestrian path connecting site to Corwin Road through Bowman park

Design Elements

Other design elements exist in conjunction with the design elements of the site itself. The surroundings of the Der Dutchman site are very important as well. The way the surrounding area looks will influence the volume of traffic that the site itself will receive. External factors such as the crosswalks, streetscape, and wayfinding signage will directly influence the performance of the newly developed site. A few of the main off-site development essentials include:

1. Connectivity Between Points of Interest

It is essential that there are proper pedestrian and bike connections between the site and different points of interest to complement vehicle connections. The connectivity will be in the form of pedestrian crosswalks to downtown, and a bike trail which will connect the Little Miami bike trail, Bowman Park, and the village of Corwin to the site. By making the site interconnected, it will increase the amount of visitors which will in turn help the economy.



2. Streetscape and Landscaping

The streetscape along Mill, Franklin, and North streets will be seen by pedestrians every time they commute to the site from downtown. The streetscape should include pleasant

landscaping such as flowers, shrubbery, and street trees to enhance the image visitors have of the site. Landscaping improvements along State Route 42 will help enhance the image of both the site and the highway, and can act as a traffic barrier for pedestrians crossing the highway. Nice landscaping will also be more appealing to travelers passing through town, thus providing a good impression of Waynesville to out of town visitors.

3. Wayfinding and Signals

Wayfinding signage should be placed near the site for all modes of transportation. There



should be signs to direct pedestrians, bikes, and motor vehicles. This will allow people traveling by all modes of transportation to reach the site with ease. Pedestrian signs should be located in the downtown

area as well as within a mile or two of the site. Signs for bicyclists should be located on routes connecting cyclists from the bike trail to the site. Signs for cars should be located near the site and along major roadways within 10-20 miles of Waynesville to draw regional visitors.

Implementation

This section identifies necessary steps for transforming the site into the community vision and a built reality. It presents steps that address zoning, site design, marketing, phasing, and funding strategies for the site while also providing estimated timelines for implementation. Following this phased plan for redevelopment, the Der Dutchman site promises to become a memorable part of the Waynesville community once again.

Ultimately, it will take a coordinated effort between the Village and private sector businesses in order to achieve the community's desired results. The Village should continue taking an active role in the efforts to redevelop the site by clearing obstacles and setting the stage for future development efforts. The Village cannot complete this project alone, however. Knowing that the public sector is committed to the plan, the private sector should also take an active role in the redevelopment of this site.

Off-Site Recommendations

A key step in the planning process was to look at the surrounding areas to understand the context within which redevelopment will occur. Redevelopment of the property will not happen overnight, but there are steps that can be taken now to set the stage for redevelopment. These steps toward implementation will set the stage for development while also enhancing the retail and community environment throughout the Village of Waynesville.

Wayfinding

Wayfinding is an important element of good streetscape design. Waynesville is an important and popular tourist destination; therefore signage is an essential feature to include with the streetscape. A comprehensive and attractive wayfinding program should be designed for the entire village and incorporate design elements from the Village's current entry signs at State Route 73 and US 42. Wayfinding structures can act as a gateway element, historic story board, or as public art and information kiosks. A coordinated signage program will help ensure that the corridor is not littered with signage that is haphazard or inappropriately placed; and will ensure that signage adds to the image and identity of the Village. The program should also incorporate recommendations of the Accommodation Line Plan (Improve wayfinding signage to available parking and existing business and services) and include a series of kiosks that identify businesses and services within Downtown and the Der Dutchman site.

Wayfinding Strategies

Create an easy to understand, comprehensive wayfinding system, to assist all modes of transportation. This can be achieved through various sizes of signs at various distances. The wayfinding signs should also provide direction to other regional points of interest such as the Marina, and Caesar's Creek State Park.

Make the signage similar in design to existing signs in Waynesville

When constructing the signs, it is important to use quality materials and designs

Signage should convey a clear sense of location, and provide a feeling unique to Waynesville

Local businesses and government should actively promote and contribute to the wayfinding system. All advertising signs along the scenic byway should be unique to Waynesville, while also complying to Ohio Department of Transportation regulations.

Timeline: Short-Term (1-3 years)

Notes: Use existing designs and styles for signage in order to retain a central theme for the Village.

Crosswalks

A major recommendation heard during the charrette process was to improve the crossing at North Street and State Route 42 so that it serves as a desirable and safe connector of the site to downtown, the Little Miami Trail, and the Village of Corwin. Creating a pedestrian 'island' will give pedestrians a place to wait on Highway 42 instead of crossing the whole highway at once. This will also provide street beautification and green space. The crosswalk itself should be well designated through pavement striping, and symbols on the ground so pedestrians clearly know where it is safe to cross.

Using gateway elements on Highways 42 and 73, as well as Franklin and Mill Streets, give visitors a clear sense of location. Existing village symbols should be used to let patrons know that the site is an integrated part of Waynesville. The gateway features will also give a clear sense of direction to cyclists on the trails, which should be connected to both downtown and the site. The design and function of these crossings should reflect a unified atmosphere for the Village, and create safe connections which will benefit both the Village and the Der Dutchman site.

Crosswalks Strategies

Use traffic calming features all around the site to further encourage pedestrians and cyclists

Timeline: Short-Term (1-3 years)

Notes: A boulevard median in the middle of Route 42 would serve as a traffic calming device, and provide landscaping.

Make the crosswalks clearly visible to pedestrians and vehicle drivers by means of pavement striping, rumble strips, symbols, signage, and lighting

Timeline: Short-Term (1-3) Years

Notes: Use bright colors and clearly visible signs.

Use gateway features at key crosswalks (Franklin & North Streets) to provide a clear sense of location. These features will also help identify downtown connections to the site

Timeline: Mid-Range (3-5 years)

Notes: Use common landscaping and symbols to indicate the gateway areas.

Connect the site to Bowman Park, Little Miami Trail, and Downtown through use of wide crosswalks for both pedestrian and bicycle travelers

Timeline: Mid-Range (3-5 years)

Notes: Use existing access points for connections to downtown first. Over time, create new connection paths to Bowman Park and the Little Miami Trail.

Create a shuttle system for visitors between the site and downtown

Timeline: Mid-Range (3-5 years)

Notes: Use non-motorized transport during certain times of year (horse-drawn carriage around the holidays).

Streetscaping/Landscaping

Landscaping Highway 42 will lead to a new and enhanced image by providing green space in the form of a median. Median landscaping can increase driver awareness resulting in slower speeds and a safer street. Finally, a median can provide storm water management opportunities.

Sidewalks should be installed along the west side of highway 42 and street trees planted along both sides of the roadway. Arguably the most visible public improvement project, the streetscape/landscape improvements to Highway 42 will have a great effect on the creation of legible gateways to the Village. Though full implementation is a long-term goal, completing detailed design and engineering plans is important to ensure that the project may proceed when funding becomes available. Funding of landscaping should be explored through ODOT's Gateway Landscaping Program. Although the responsibility for maintaining US 42 belongs to the Ohio Department of Transportation, there are several private sector or volunteer interests (Friends of Waynesville Parks) that can assist.

Streetscape improvements are also recommended along North and Franklin Streets. An improved sidewalk network, in addition to helping connect the many businesses of Downtown to the Der Dutchman site, would also greatly enhance the livability and image of the area. Despite the current automobile-centered development of the site, significant pedestrian use is anticipated with its redesign. The Village should also consider Miami and Mill streets as entryways to downtown and install streetscape improvement along these roads as well. Improving the intersecting streets along Highway 42 serves as a visual clue to motorists that there is significant development both downtown and at the site.

Streetscaping/Landscaping Strategies

Use pedestrian amenities such as trash receptacles, lighting, signage, benches, and artwork in order to make walking more aesthetically attractive.

Timeline: Short-Term (1-3 years)

Notes: Place artwork and seating around businesses to provide people a reason to linger and browse.

Use similar streetscaping along State Route 42 and all local streets to create a sense of unity

Timeline: Short-Term (1-3 years)

Notes: Incorporate Waynesville symbology and architecture into the designs.

Use taller canopy trees on Franklin Street toward the top of the slope so that the site remains visible

Timeline: Short-Term (1-3 years)

Notes: Keeping the site visible will create a more full sense of community between the site and the Village.

Provide new sidewalks along Franklin Street, and repave existing sidewalks along North Street

Timeline: Mid-Range (3-5 years)

Notes: Creating smooth and safe surfaces for people to walk on will increase pedestrian activity.

Redesign North Street to include an on-street bike path and increased connections between the Der Dutchman site, Corwin, the Little Miami Trail, and Downtown

Timeline: Mid-Range (3-5 years)

Notes: Integrate the on-street path directly with the Little Miami Trail.

Connections

The Warren County Parks and Recreation Master Plan identifies several bike ways to be implemented as part of a multi-use trail network in proximity to the Der Dutchman site and within the Waynesville area. This report, in keeping with the Recreation Master Plan, recommends making clear pedestrian and bicycle connections between The Village of Corwin, Little Miami Trail, Bowman Park, The Der Dutchman site, and Downtown Waynesville. This will add vibrancy and build on existing assets, while creating a more proactive bicycle culture in Waynesville. It will also increase the image of Waynesville as a community which highly regards alternative modes of transportation.

Connections Strategies

Utilize complete street principles to provide access points to the site and surrounding locations for all modes of transportation

Timeline: Mid-Range (3-5 years)

Notes: Complete streets not only benefit all modes of transportation, but they allow the different modes to operate simultaneously.

Provide bicycle racks both at the site and downtown so people can store bikes and shop, eat, and recreate. This strategy could be expanded to incorporate Caesar's Creek State Park and the Marina if successful.

Timeline: Mid-Range (3-5 years)

Notes: By expanding the bicycle rentals to Caesar's Creek, there will be more integration of the points of interest instead of competition.

Provide bicycle rentals for people traveling from long distances so that they can enjoy the trails and cycle between the site, downtown, Corwin, and Caesar's Creek.

Timeline: Mid-Range (3-5 years)

Notes: The Downtown Merchant's Association may be a limited source of funding

Maintain a strong internal bike and pedestrian system which will allow travelers to easily make their way on and off the site by bike or by foot

Timeline: Mid-Range (3-5 years)

Notes: By providing bike rentals and storage, people who can't transport a bike from long-distances can still enjoy the bicycle friendly atmosphere of the site.

On-Site Recommendations

Connecting the site to surrounding areas is a large priority in redeveloping the Der Dutchman site. Another large priority for the redevelopment process is establishing the on-site uses, and maintaining a sustainable transportation network for visitors to fully use all of the amenities that the site has to offer. There is so much natural beauty on the property, therefore, ensuring that the site continues to have a natural atmosphere is vital. These implementation objectives and strategies will examine the ways Waynesville can put this plan into action.

Determining Uses

During the charrette, the community identified many ideas and uses that they would like to see on the site. Prior to amendment of the site's zoning district, the wishes of the community should be discussed with the property owners and evaluated for viability based on several factors.

Determining Uses Strategies

Ensure that each use is supported by partners and developers

Determine how much public and private investment will be needed to make any proposed use a reality

Ensure that each proposed use is viable for the location of the site. Also ensure all uses are acceptable in a floodplain

Support a different variety of businesses that do not currently exist downtown to avoid competition.

Support business types that will be able to draw regional populations

Ensure that each use is compatible with Waynesville's historic integrity and Quaker heritage

Timeline: Short-Term (1-3 years)

Notes: The Village should be involved with ensuring that the proposed uses are supported throughout the community and should determine how development will be funded. By supporting business types that do not currently exist in Waynesville, the new development will be more complementary and less competitive with downtown.

Zoning/Re-Zoning

The concepts and vision introduced at the charrette cannot be easily implemented under the site's existing zoning district and land development regulations. The site's commercial district does not permit residential or lodging uses; has large building setbacks from right-of-ways; encourages parking between buildings and streets; and allows uses that are not consistent with the vision outlined during the charrette. It is important in the implementation that the Village revise the zoning for the site to be more specifically adhere to the intent of creating a cohesive, multi-use development. By reforming the zoning code, the uses outlined in the charrette such as active and passive recreational uses, health and wellness centers, restaurants, office space, and lodging could all exist in conjunction with each other.

Zoning/Re-Zoning Strategies

Develop a mixed-use zoning district to allow all of the uses presented during the charrette. Mixed-use development will allow greater flexibility of uses in the zoning district.

Use a Planned Unit Development (PUD) overlay district to provide additional criteria for land uses, and to expedite the development review process. This acts as an incentive for developers.

Ensure the village works with the property owner to encourage the PUD overlay. The PUD should include provisions for permanent and temporary lodging, as well as commercial, and office uses.

Develop two separate patterns of development in the PUD overlay. One can focus on low-impact development which will keep non-intensive uses associated with natural resources. The second will restrict intensive uses to the existing infrastructure of the site.

Include language in the zoning code for form-based zoning. This will require all new development to maintain a similar architectural style to Downtown, and further assimilate the site into Waynesville.

Negotiate with the current owner to show the importance of re-zoning the property. By re-zoning the property, it can become more versatile and appealing to potential developers.

Timeline: Short-Term (1-3 years)

Notes: The Village can achieve the desired vision for the Der Dutchman site by utilizing zoning tools such as a PUD, overlay districts, and form-based zoning. These tools can outline what type of development is acceptable, while also providing design standards.

Site Phasing

It has been a key mission of the design team to identify a plan configuration that can achieve the highest level of success both commercially and aesthetically. This means not only organizing the plan so that it can be phased over time, but also recognizing different development areas such as the central business core; areas for public recreation and entertainment; and areas for housing and lodging. These areas may also be used as the organizing principles for phasing.

Site Phasing Strategies

Partition the site into a minimum of 3 distinct phases. This presents a much less daunting task to a developer.

Timeline: Short-Term (1-3 years)

Notes: Arrange the phases by use type. Have one phase concentrate on lodging, another on retail/food services, and the third focus on recreation.

Have multiple developers each develop a portion of the site.

Timeline: Varying

Make each portion of development independently sustainable from the other portions. There should, however, still be a master plan to coordinate the development of the entire site.

Timeline: Varying

Notes: A master plan can coordinate the 3 phases while allowing each phase to be independent and creative.

Ideally, the first phase of development should take place at location visible from State Route 42 so that the public can see signs of action

Timeline: Short-Term (1-3 years)

Notes: Develop the existing infrastructure first. This area is highly visible from Route 42 and will increase exposure for the site

Natural Resource Preservation

The charrette results made clear the importance of discovering ways to promote and protect the natural resources on the site. The site's natural features include the floodplain, stream corridor, and significant wooded areas. Re-development should preserve and use these natural resources as the basic underpinning for all development strategies— integrating them as aesthetic and functional elements of the site's redevelopment. This strategy includes enhancing quality of life for residents by providing access to the sites natural environment.

Natural Resource Preservation Strategies

Keep Mill Race in its current state, and incorporate it into the cultural development of the site

Use the PUD to encourage tree preservation throughout the site and place low-impact development in wooded areas.

Retain the atmosphere that the creek provides to the site. Use Mill Race both for recreational uses and to provide a theme to the site.

Incorporate storm water management techniques throughout the site such as rain gardens, vegetated swales, infiltration planters, flow-through planters, and pervious surfaces

Seek a map revision to change the exact boundaries of the floodplain

Timeline: Short-Term (1-3 years)

Notes: Keeping the natural feel of the site will lead to passive recreation. Simple steps such as tree preservation and maintaining Mill Race can provide a connection to nature. Some features, such as rain gardens can be added to retain a natural feel while also serving a practical purpose.

Internal Transportation Networks

When planning transportation for the site, it is important not to forget about the transportation network that will be needed on-site. A strong network will be needed to allow both pedestrian and bicycle travelers to move about the site without congestion. The internal transportation networks must allow people to easily come and go from the site, as well as easily traverse inside the boundaries of the site.

Internal Transportation Network Strategies

Provide a clear network that connects all of the different buildings together

Promote a park-once-and-walk feeling for the site. This will encourage pedestrians to traverse the entire site by either foot or bike instead of driving from one side to the other.

Incorporate open space for people to relax while walking around the site. This will entice people to take their time and browse everything available on-site.

Timeline: Short-Term (1-3 years)

Notes: Pedestrian connections are just as important on-site as they are off-site. By providing a well designed internal trail network, visitors will be able to access more of the site.

Incentive Recommendations

When planning development, it is important to think about how the development will be funded, advertised, and marketed to potential developers. The strategies listed in this section can provide some first steps for Waynesville regarding contacting developers. Many government programs are available to assist private investment. A TIF can be enacted by redirecting taxes from the school district to infrastructure improvements. Waynesville residents feel it is important that no taxes be taken from the school system unless the school system gets direct benefits from the new site. There are other options that can be utilized through the Port Authority and CRA funds, as well as income taxes generated by the site.

Funding

Funding Strategies

The Port Authority can offer a sales-tax exemption on construction materials for the site which can save a developer on construction costs

Timeline: Short-Term (1-3 years)

The Warren County Office of Economic Development may utilize workforce development programs which offer funds for job training or organize job fairs for large employers.

Timeline: Short-Term (1-3 years)

The Port Authority may issue bonds for public improvements to ensure the Village does not carry the debt.

Timeline: Short-Term: (1-3 years)

The Village should evaluate the financial return and likelihood of success of each proposed use if public money is invested

Timeline: Short-Term (1-3 years)

Notes: Only evaluate the development involving public money. By evaluating private development, the Village may hinder creativity and entrepreneurship.

Funding Strategies Cont'd

The Village may collect municipal income taxes from payroll generated on-site and redirect it back to the project's investors.

Timeline: Mid-Range: (3-5 years)

The Village may offer a forgivable loan to project investors. The loan becomes forgivable if the development successfully achieves certain employment or payroll thresholds.

Timeline: Mid-Range (3-5 years)

Pursue a Community Revitalization Area (CRA). A CRA can abate up to 75% of local property taxes for ten (10) years, or offer 100% tax abatements for up to 15 years if an agreement has been approved by the affected school district.

Timeline: Long-Term (5-7 years)

Utilize Tax Increment Financing (TIF), which can redirect property taxes to pay for public improvements such as utility extensions, road extensions or widening, public parking, or other infrastructure. Due to these taxes being redirected from the school system, a TIF is only a viable option if the school system derives direct benefits from the site such as sports, recreation, or performance centers.

Timeline: Long-Range (5-7 years)

Marketing/Branding

Branding is one way of making the site unique. By giving the site a name and perhaps a central landmark, people will be able to instantly recognize the site. Marketing the site is also important, especially in the early stages of development, so people become familiar with the site.

Marketing & Branding Strategies

Give the site a name so that people can easily communicate information about the site to others

Timeline: Short-Term (1-3 years)

Provide information to the public and to tourists through the Convention and Visitors Bureau and at other public gathering places

Timeline: Short-Term (1-3 years)

Notes: Place brochures at gathering places and points of interest throughout the region

Request the local Chamber Alliance continue to make the Der Dutchman a priority project.

Timeline: Short-Term (1-3 years)

Contact developers who have previously shown interest in the site along with developers who are in favor of PUD's and multi-use redevelopment

Timeline: Short-Term (1-3 years)

Notes: Inform previously interested developers that a plan is in motion and let them read through the plan

Showcase a central, or a few central landmarks that are instantly recognizable to the site

Timeline: Mid-Range (3-5 years)

Notes: Landmarks could include: Artwork, clock, tower, fountain, etc.

Lead Agencies

The following table provides a few lead agencies and governmental bodies to work with when initiating the outlined strategies. Some of the agencies (Warren County Regional Planning Commission, Warren County Office of Economic Development, etc.) can serve as advisory agencies to assist in future plans and implementation.

Lead Agencies & Funding Sources

Wayfinding	Warren County Regional Planning Commission (WCRPC); Village of Waynesville Planning Commission; Ohio Department of Transportation (ODOT); Village of Waynesville Administrator
Crosswalks	WCRPC; Village of Waynesville Planning Commission; ODOT; Village of Waynesville Administrator; OKI; Clean Ohio
Streetscaping/Landscaping	WCRPC; Village of Waynesville Planning Commission; Village of Waynesville Administrator;
Connections	WCRPC; Village of Waynesville Planning Commission; ODOT; Village of Waynesville Administrator; OKI; Clean Ohio

Determining Uses	WCRPC; Village of Waynesville Planning Commission; Village of Waynesville Administrator; Village of Waynesville Zoning Board; Local Chamber of Commerce
Zoning/Re-Zoning	WCRPC; Village of Waynesville Planning Commission; Village of Waynesville Administrator; Village of Waynesville Zoning Board
Site Phasing	WCRPC; Village of Waynesville Planning Commission; Village of Waynesville Administrator; Village of Waynesville Zoning Board
Natural Resource Protection	WCRPC; Warren County Soil and Water Conservation District; Village of Waynesville Planning Commission; Village of Waynesville Administrator; Village of Waynesville Zoning Board; Federal Emergency Management Agency (FEMA); Ohio Department of Natural Resources (ODNR); Little Miami Incorporated (LMI)
Internal Transportation Networks	WCRPC; Village of Waynesville Planning Commission; ODOT; Village of Waynesville Administrator

Funding	Local government; Warren County Office of Economic Development; OKI; ODOT; Clean Ohio
Marketing/Branding	Convention & Visitor's Bureau; Local Chamber Alliance; Warren County Office of Economic Development

Appendices

Appendix A: Charrette Agenda

Waynesville Charrette

Former Der Dutchman Site

Wednesday April 24th, 2013 – 8:30 am

1. Description of Event
2. Review of Existing Conditions
3. SWOT Exercise
 - Strengths, Weaknesses, Opportunities, and Threats
4. Example Concept Plans & Organize SWOT Responses
5. Organize Responses
6. Prioritize SWOT Response
7. Group Discussion
8. Create Concept Plans
 - Break into 4 groups to cooperatively sketch concept plans
9. Share Concept Plans
10. Working lunch
 - Synthesize public comments, draft strategies

Appendix B: SWOT and Stakeholders Report

Strengths

- Rich in history
- Residents are involved in the process
- Distinctive Waynesville tourism spot, yet regionally attractive
- Certain amenities can't be found elsewhere in Waynesville
- Location has small town feel, yet is near urban areas
- School district reputation will draw people to Waynesville
- Family oriented local business
- Could link together Dayton and Cincinnati populations
- Proximity to wooded areas
- Proximity to river
- Proximity to bike-way
- Proximity to Caesar's Creek
- Proximity to Caesar's Creek Marina
- Proximity to Pioneer Village
- Proximity to Downtown Waynesville
- Proximity to Ft. Ancient
- Proximity to Camp Kern
- Proximity to Camp Joy
- Antique Capital
- Advantageous visibility from Route 42
- Access to park, major freeways, and major cities
- Current infrastructure is already in place
- Enough space for banquets and large meetings
- Size suitable for multi-use development with room for expansion
- Spacious parking for everyday as well as special events
- Plentiful natural water supply from the river
- Well field is large water source
- Natural beauty and connection to nature
- Active and effective Chamber of Commerce to promote business

Weaknesses

-
- Financial costs of development
- Current structures may need to be renovated or demolished
- Currently not enough marketing to attract developers
- Size of property is too large for a single development
- Unable to predict future market trends for development
- Assessing proper course of action for site may be a lengthy process
- Existing regulation of the site
- Property is not as attractive due to long vacancy period
- Not enough cohesion between the businesses of the site
- Present owners not willing to cooperate with potential buyers
- Pedestrian connection to downtown is prohibited by Routes 42 and 73
- Lack of access to main street
- Lack of safe connection to bike path and river
- Close to village well field area
- Flood plain makes development more risky, costs higher, and land less valuable
- Perception that Dayton and Cincinnati are too far away
- Low traffic volumes
- Lack of signage
- Need for roadway improvements such as turn lanes and signals
- Poor truck access due to steep grades
- Lack of lodging

Opportunities

- Promote active adult community living
- Provide recreation for all ages
- Could provide the recreation Waynesville is eager for
- Make the connection to downtown more prosperous
- Expanded tax base
- Creative reuse allows a win-win situation with job creation
- Connection of the site to Quaker history
- Promote tourism to Waynesville from around the region
- Provides regional outdoor tourism draw
- Provide better outdoor facilities for Waynesville schools
- Multiple uses could include:
 - Family recreation center
 - Large scale meeting place
 - Restaurant
 - High quality auction house
 - School or university satellite site
 - Sports Complex
 - Medical center or emergency care
 - Microbrewery
- Pedestrian traffic may help reduce vehicle traffic and speed on Route 42
- Can increase the image of Route 42
- Natural resource protection and restoration
- Make OKI money available for bike connection

Threats

- Flooding
- Low head dam removal makes the race dry up
- Regional competition from other sites (Kings Island, The Beach)
- Current economy may not be friendly to redevelopment
- Harmful to the downtown economy
- Poor visibility from downtown
- Lack of a long-range plan for Waynesville
- Failure to implement plan
- Lack of long term support by new owners
- Community not wanting to change the current state of the property
- Inability to balance tradition with creative development
- Possibility of vacancy in the future
- Increase in traffic
- Pedestrian safety
- Zoning may allow undesirable businesses to be established
- Businesses that are not for all ages may be established
- The site will not draw enough tourism

Appendix C: Four Areas of Discipline

Floodplain

Topic	Agree	Disagree	Indifferent
Cost to develop/Flood insurance is a weakness	4	2	0
Flood damage risk is a threat	4	1	1
The floodplain limits buildability & use	3	1	1
Recreational uses in floodway are an opportunity	13	0	0
Keep the Mill Race	19	0	0

The driving principal in this set of questions was to allow citizens to voice their opinions regarding the effect that the floodplain would have on any redevelopment. Overall, it seems a majority are in favor of recreational uses, as well as keeping Mill Race in its current state. However, a few participants voiced concern that developing in a floodplain would result in added cost and risk, along with limited possibilities.

Access

Topic	Agree	Disagree	Indifferent
Location to highways is a threat	17	0	0
Close proximity to Downtown is an opportunity*	8	6	2
Lack of safe pedestrian crossing is a weakness	10	4	1
The site has good visibility from Downtown	0	9	5
Accessibility to bike trail is an opportunity	10	1	5
Large parking lots are an opportunity	9	0	0
Access to Bowman Park is an opportunity	4	2	4
The site is within a large regional market	15	0	0
Funding for crosswalk is an opportunity	6	9	0

* After a follow up discussion, the question was reworded “Are crosswalk and sidewalk improvements between downtown and the site a good thing?” The response was approximately 50% yes and 50% no.

This set of questions allowed participants to express opinions on how the site should be connected both to Waynesville and to the region. Most participants agreed that connections for pedestrians, as well as accessibility to the bike trail and highway systems, are an asset for the site. However, funding for the crosswalk was a concern. This crosswalk will be essential in connecting the site to other locations. Location was also considered a strength due to Waynesville having a large consumer market within a 25 minute drive.

Business

Topic	Agree	Disagree	Indifferent
Some uses could create competition detrimental to Downtown	12	0	5
Make site a regional destination	19	0	0
Lodging is an opportunity	15	2	0
Restaurant-Banquet Mtg. Center is an opportunity	15	0	0
Creative re-use of existing structures*	3	3	6
Increase tourism	20	0	0
Increase job opportunities	13	0	0
Signage and wayfinding should be addressed	8	0	0
Cost of re-using buildings	4	6	3

* A follow-up conversation indicated that while reuse of existing structures is an opportunity, the participants were particularly interested in the possibility of high quality development. They did not show significant concern of if buildings needed to be replaced.

The topic of business resulted in many participants agreeing that the site needs to be viewed as a destination site. By increasing lodging and wayfinding signage, the site could increase tourism. This in turn would increase job production in the area. Many participants agreed that the site could house a large restaurant or center for banquets and meetings. Although the site would increase tourism and jobs, some participants were concerned that the competition would have a detrimental effect on the downtown area.

Recreation

Topic	Agree	Disagree	Indifferent
Proximity to Caesar Creek is an opportunity and strength	13	0	2
Bike Trail is an opportunity and strength	10	0	5
Sports Complex is a good reuse of the site	5	6	3
Quaker Heritage & Site History is a strength	7	1	2
Scenic View of Site is a strength	11	0	1
Family Recreation Center is a potential reuse of the site	7	2	0
Regional Recreation is an opportunity	7	0	0
Water recreation (pool, water park, natural water recreation, etc.) are potential reuses of the site	9	5	2

For this series of questions, participants were asked to vote on what attributes the site had which would be favorable for future recreation. The location of the site was thought to be a great asset. It provides close proximity to many other recreational outlets such as Caesar's Creek and the bike trail. Some participants thought that the scenic view and history of the site could be capitalized on for recreational purposes. The idea of a water park or pool was a popular one, on the condition that the water facility would not take up too much of the site.