



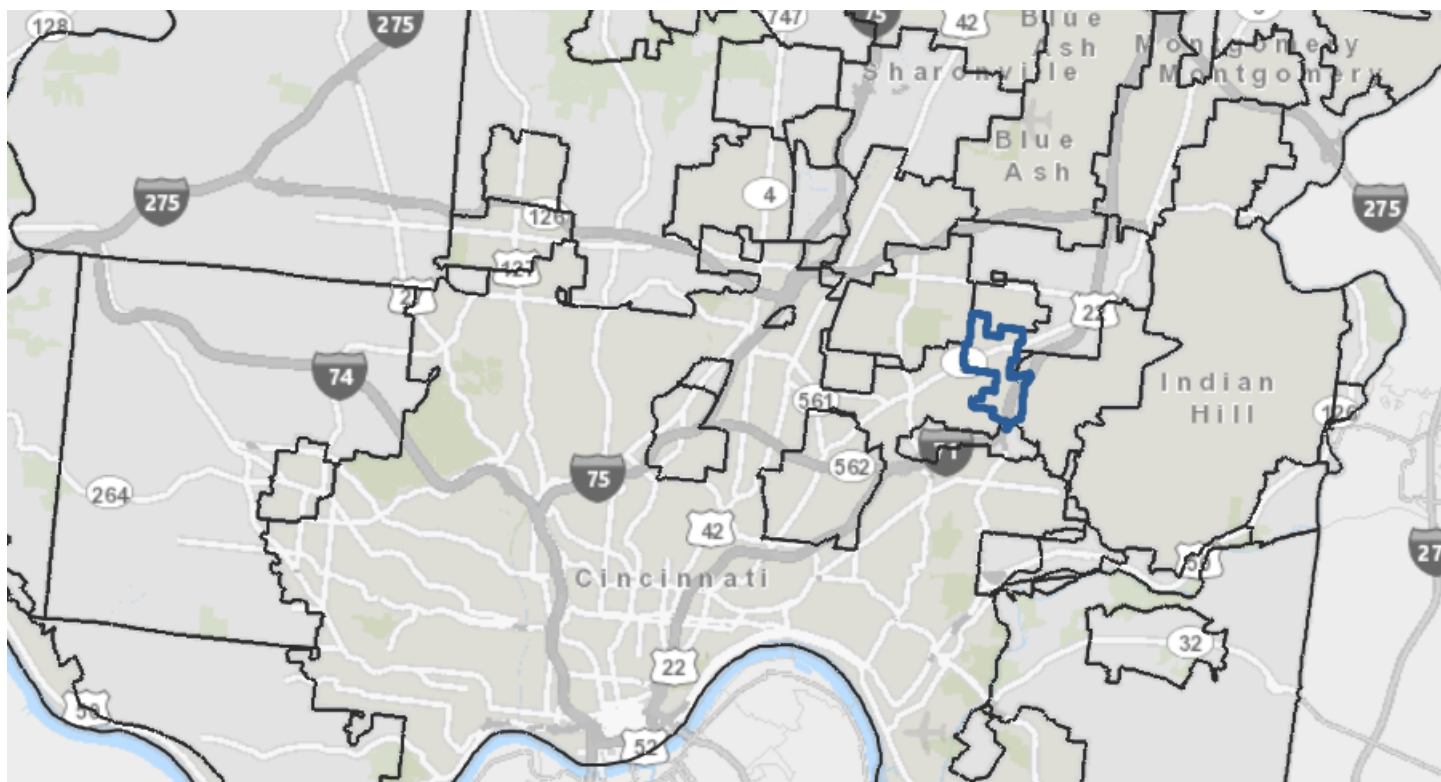
Village of Silverton, Ohio

2020 Comprehensive Plan Update

Hamilton County Planning + Development

February 11, 2021

INTRODUCTION & BACKGROUND



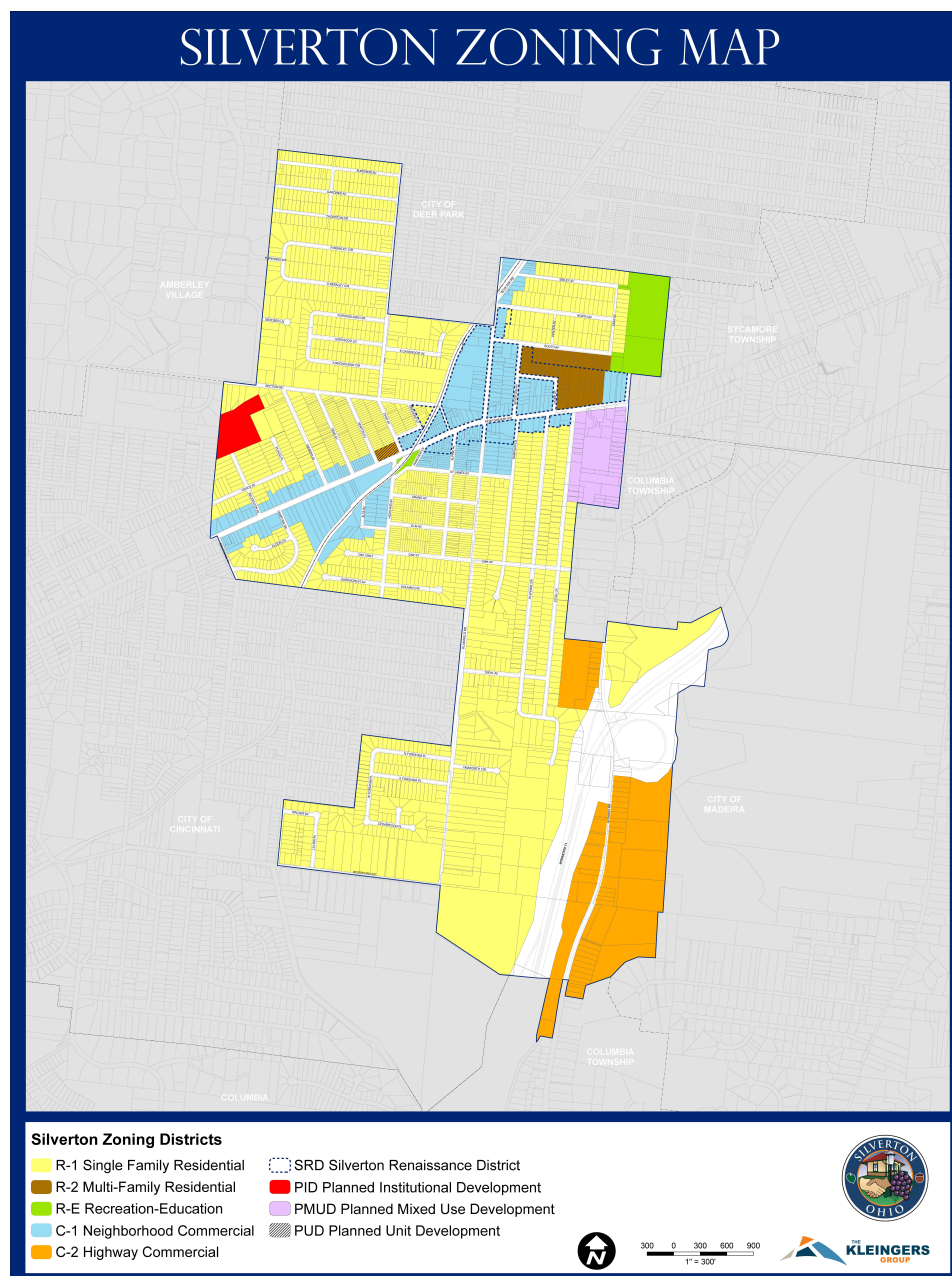
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The Location of Village of Silverton

This plan is intended to be an interim planning initiative for the Village of Silverton to review and assess progress made on the goals designated in the first comprehensive plan completed in 2008.

Although with this planning initiative being bookended between the Great Recession of 2008 and the Covid-19 Pandemic, Silverton has been amazingly proficient in finding the needed funding to initiate the process, primarily through grants [eg. [Community Development Block Grants \(CDBGs\)](#)]. The Village also has found success harnessing the active participation of residents and local stakeholders to come to agreement on plans and actually implement them. This goes from revamping the [Zoning Code](#) in 2009 to facilitating the redevelopment of the former Silverton Paideia Academy School site into a New Urbanist, mixed-use development that includes the Residences of [Ag47 luxury apartments](#). This process also involved dealing the timeless Art Deco jewel, the

Memorial Municipal Building, to the private sector to become a popular craft brewery and restaurant.



Silverton 2016 Zoning Map

In the period from 2008 to 2020, the Village has been active in actualizing the goals of the 2008 Comprehensive Plan including generating more specific development plans with the *Art in Public Spaces: A Plan for the Village of Silverton, Ohio* (December 2017), and most recently, the *Plainfield Road Small Area Plan: Village of Silverton, Ohio* (September 2020).

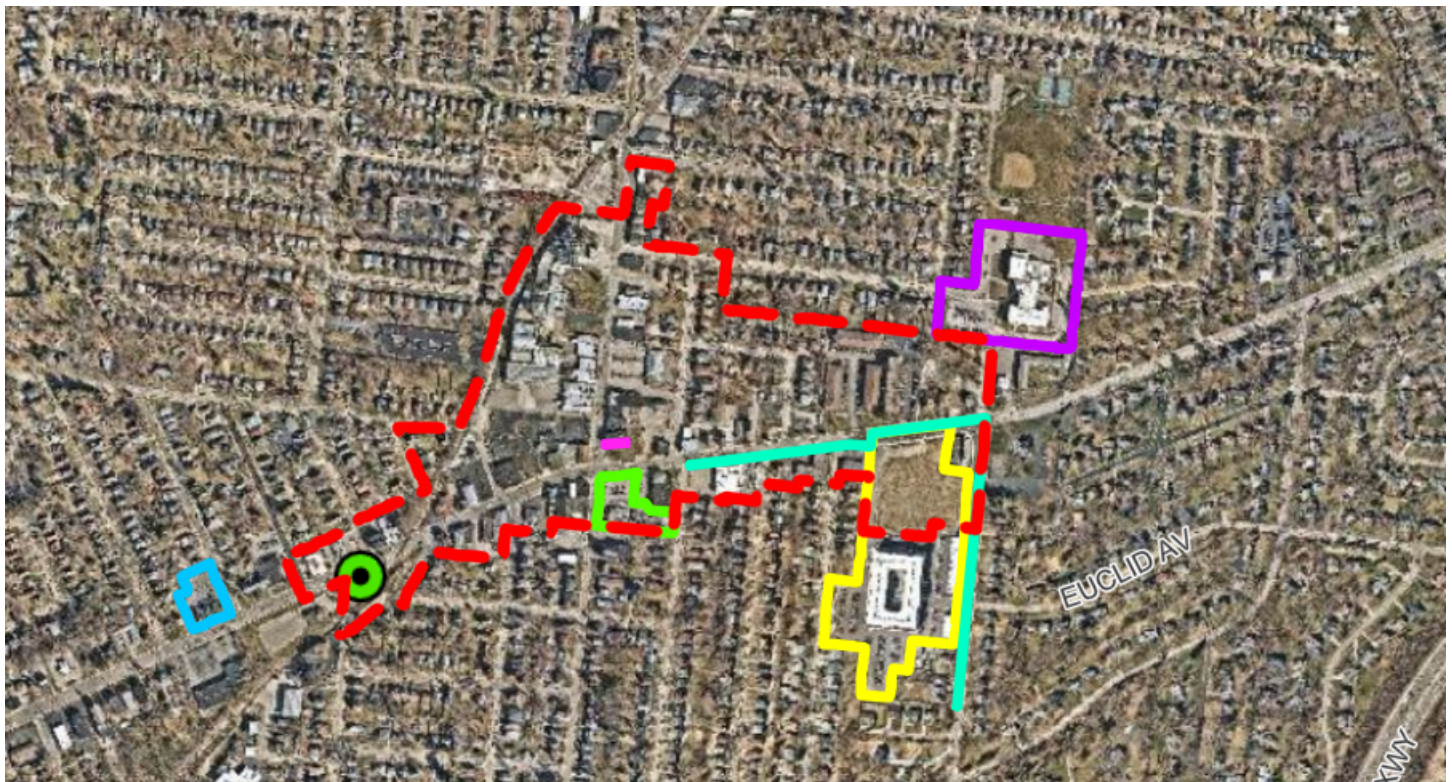


Art in Public Spaces & Plainfield Road Small Area Plan

The planning process for this update included forming a Comprehensive Plan Update Steering Committee that was comprised of Mayor John A. Smith; Vice-Mayor Franklin Wilson; Councilwoman Dottie Williams; Councilman Mark Quarry; Planning Commission Member Brian Young; Joint Fire District/Tax Review Board Member Britt Born; Christopher Adams; Karen Gunnels; Andrew Haynes and Steve Osleson.

All Committee members were given three ring binders that included printed copies of the aforementioned *Art in Public Spaces Plan* and *Plainfield Road Small Area Plan* as well as the *City of Silverton, Ohio 2008 Comprehensive Plan*; *The Village of Silverton Community Energy Plan (August 2019)*; *(PMUD) Planned Mixed Use District zoning code*; hard copy of the article *Evictions Outside the Central City: Poverty's Cause and Effect in Suburban and Smaller Communities*; by Elaina Johns-Wolfe and Tom Carroll, Public Management (July 2020); and the paper *The Contours Of Evictions in a Midwestern First Suburb* by Tom and Deirdre Carroll (2020).

REVITALIZATION SUCCESSES



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Recent Revitalization Successes



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Implementation of the Central City District

The identification of the Silverton Central City District was first made in the 2008 Comp Plan:

This identified district represents the core of the

City of Silverton with the following key uses already located in this area: the City Administration Building, the Silverton Post Office, Silverton Park, Meier's Winery and the majority of the office and commercial uses within the city. The overall goal promoted through this plan is to provide the vision and suggested regulatory framework required to create a centralized activity node within the city featuring mixed-use development, pedestrian oriented uses and design elements as well as uniform architecture and a site design designed to promote the unique branding, look and feel of both the district and the City of Silverton on a broader level.

The actualization of the Central City District has continued apace and is described and presented by images and accompanying text in the section below.

Silverton recently approved and adopted the final version of the *Plainfield Road Small Area Plan, Village of Silverton, Ohio September 2020*. This plan's project area includes much of the Central City District along Plainfield Road and Montgomery Road. The overall goal of the plan was about identifying and implementing the desired placemaking strategies for the district. Seven categories were adopted and they are:

1. Activating the District
2. Public Art
3. Streetscape Plan
4. Branding and Wayfinding
5. Silverton Town Commons
6. Meier's Winery Greenspace
7. Building Design Guidelines

Relocation of Paideia



Silverton Elementary School

Silverton was prescient when, in 2008 during the Great Recession, it made a deal with Cincinnati Public Schools to exchange the land where the old Paideia School was located for a new school site at 7451 Montgomery Road. The new Silverton Elementary School is in an excellent location just north of the old school and with multiple access points to the nearby neighborhood.

Ag47

The 2008 Silverton Comprehensive Plan Land Use Policy Recommendation for the former Paideia School Site (LU 1.3) has clearly been successfully implemented by the Village of Silverton. It was recommended that the site be “identified for redevelopment as commercial/office.” The site was rezoned as Planned Mixed Use District (PMUD) in 2016. Then, the Silverton administration started a strategic land use assembly process and began discussion with prospective developers for the site. Silverton spent \$3.25 million for the needed land for the development which, in the end, comprised a 10.6 acre site.

Jeffrey R. Anderson Real Estate and Miller Valentine Group became partners for developing the former school site. The first phase of the development is complete and is named The Residences at Ag47. It includes 204 apartments with one, two and three bedroom options. The second phase of The Residences of Ag47 will include 40,000 square feet of office space and 20,000 square feet of retail space, but currently it is on hold primarily because of the Covid-19 pandemic. The Residences at Ag47 website promotes the proximity of Kenwood Towne Center and Rookwood Commons among other locations.

"The greatest part of the Silverton "flip" as it emerged from the Great Recession was its bold plan to assemble land. Quietly and strategically, Silverton spent \$3.25 million to assemble a ten-acre site through 22 separate purchases. Silverton used complex bond financing to acquire the land. This site—assembled, zoned, and virtually shovel ready with proximity to Cincinnati—drew interest from first-class developers. Silverton not only fully recovered its assemblage costs, but it made a profit to reinvest in roadways. Silverton saw that it had to undertake what the free market would not, so the village spearheaded its own revitalization effort."

"Silverton, OH: Community Engagement & Revitalization in an Older Suburb" Tom Carroll, National Civic Review, Vol. 109, No. 1, Spring 2020



Ag47 - Outdoor



Ag47 - Interior

Ag47 is the first major development in decades and also the largest ever in Silverton. As the above quote makes clear, this was a hands-on and well planned development process that would never have happened if not overseen and enabled by the Village of Silverton. Prior to the onset of the pandemic, the expectation of the impact of this development for Silverton would be as a major catalyst for continuing redevelopment. With effective vaccines for Covid-19 likely being available in the

next few months, Silverton's redevelopment should eventually regain energy. And with Kenwood being primarily built-out, it makes sense that the development community start looking east to Silverton for other redevelopment opportunities.

Silverton Has Been Discovered

The consensus of the Comp Plan Update Steering Committee was that Silverton has been discovered and now has become a hot housing market. This was confirmed in early January 2021 when The Residences at Ag47 reported a 90% fully-occupied status. Existing houses are now selling at premium prices compared to a few years ago. Home buyers are drawn to Silverton because of the great value in the existing housing and that it is a truly walkable and diverse community.

Longtime residents have enjoyed the perennial favorites the Delhi Palace and the Meier's Winery for decades. All residents, including the new ones who live at Ag47, will continue to enjoy the many recent developments in the Central City District that are described below.

Relocation of Municipal Building



Current Municipal Building

Silverton's new Town Hall was previously a funeral home and it was renovated with the help of a Duke Class Benefit

Grant. The renovation included a geothermal system for heating and cooling, upgraded energy efficient windows and replacing all lights with LED lights. In December 2019, the Village awarded a contract for \$100,000 with ESI to install a solar panel system making Town Hall a net positive building.

Adaptive Reuse of Former Municipal Building



HighGrain Brewing

The Village has had recent success in adaptive reuse with leasing the former municipal building and it being converted into HighGrain, a craft brewery and restaurant.

Montgomery Road and Stewart Road Streetscape



Montgomery Road Streetscape Improvements

Silverton received a grant of \$99,990 from Hamilton County in 2017 and invested \$44,000 on its own to implement an ADA-compliant streetscape improvement on Montgomery Road and Stewart Road. The project would connect the Ag-47 redevelopment and the HighGrain Brewing, and benefit all existing businesses with increased walkability and sense of place. This streetscape pattern is setting the standard for other Montgomery Road and Plainfield Road sidewalk projects.

Mural at Plainfield Road and Montgomery Road Intersection



Silverton Mural

Silverton's first public art piece—a large mural called *All In This Story Together* created by ArtWorks/Erin Barker was painted in 2018 as a partnership of Women Writing for (a) Change, ArtWorks, Hamilton County Planning + Development and the Village of Silverton. The mural presents three women who represent 1) strength/resilience, 2) ideas/growth, and 3) creative expression.

Silverton Park Gateway Sign



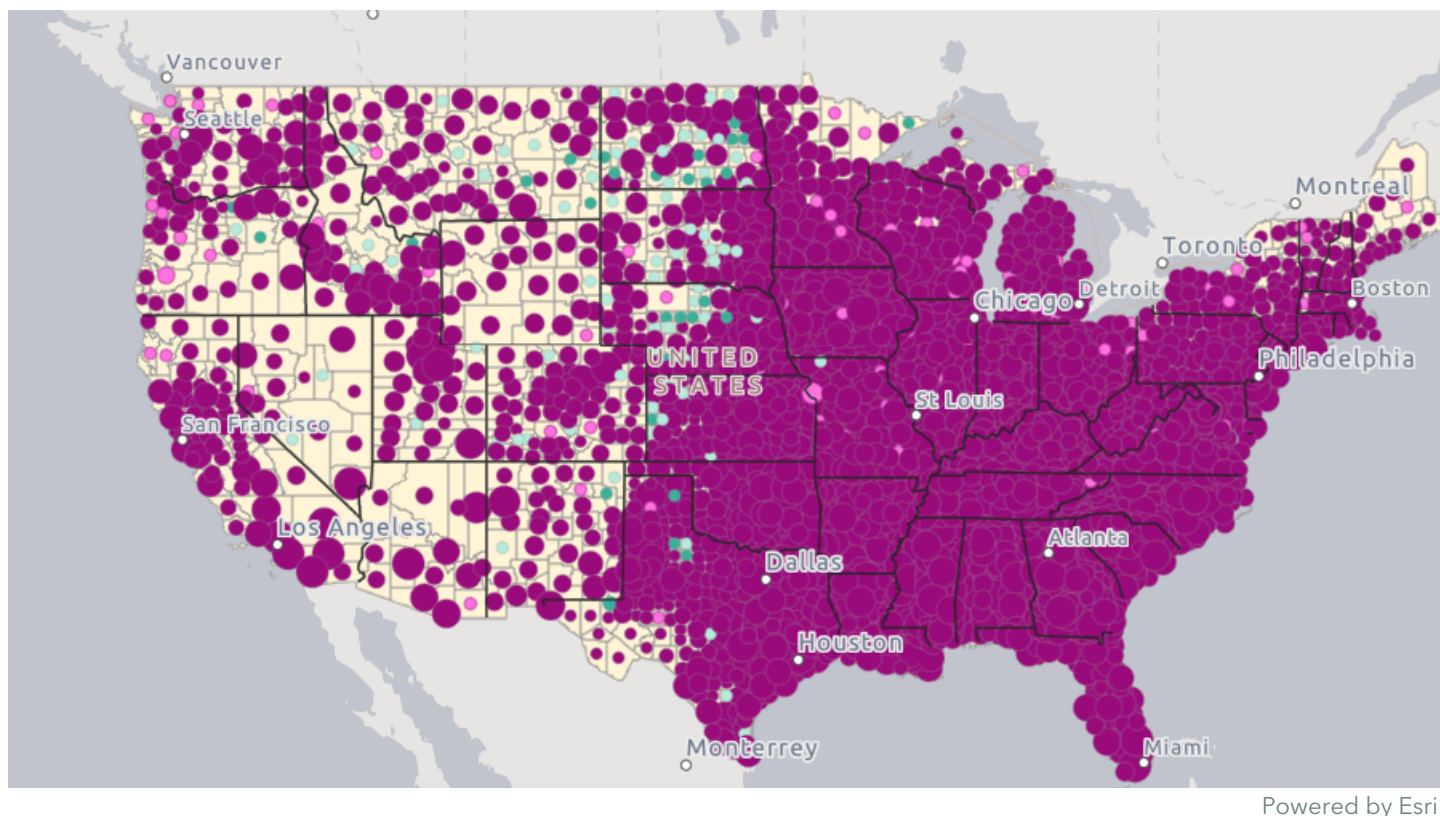
Silverton Park Gateway-Convergent Focus

Silverton's second piece of public art is *Convergent Focus* located on Montgomery Road near the former train station. This is a large structure of multi-colored ovals that align from a specific vantage point to spell out Silverton.

New Retail Establishments

The momentum of revitalization continues with openings and plans for new businesses in Silverton. Of note is the new Proud Hound Coffee Roasters on the western edge of the Village's Montgomery Road corridor.

IMPACT OF COVID-19



Weekly Summary of U.S. COVID-19 Trends

The impact of Covid-19 has resulted in some Silverton homeowners losing their jobs and thus putting them in jeopardy of losing their homes. The Hamilton County P+D mySidewalk census statistics show that 50.2% of the housing units are renter occupied and 49.8% are owner occupied. With over half of the housing in Silverton being renter occupied, the renters will also be in great risk of eviction if they become unemployed.

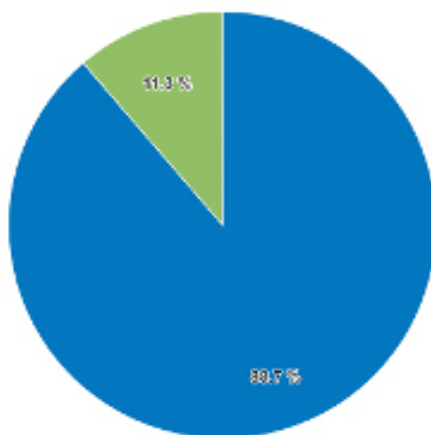


 **2,625**
Housing units
Total Housing Units
Silverton, OH

 **\$115,100**
USD
Median Home Value
Silverton, OH

Sources: US Census ACS 5-year

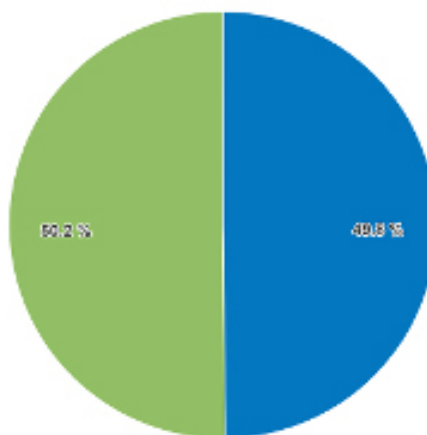
Vacant vs Occupied Housing Units



Silverton, OH

■ Occupied Housing Units
■ Vacant Housing Units

Owner vs Renter Occupied



Silverton, OH

■ Owner Occupied
■ Renter Occupied

storymaps.arcgis.com - Sources are current with 2019

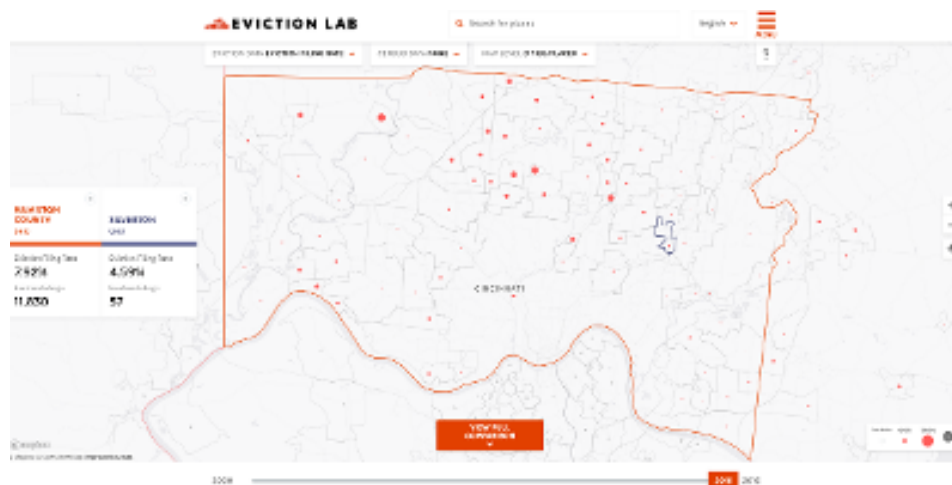
A recently published article on these issues *Evictions Outside the Central City: Poverty's Cause and Effect in Suburban and Smaller Communities*, by Elaina Johns-Wolfe and Tom Carroll, Public Management, July 2020, described how the U.S.

"suddenly shut down its economy due to the novel coronavirus in March, people from diverse political persuasions called for a temporary stay of evictions and forbearance on mortgage payments. And because of the need to shelter in

place to slow the coronavirus's spread, keeping families in their homes are essential for 'flattening the curve'".

As part of the research for the "Evictions Outside of the Central city" article, Johns-Wolfe conducted a study to examine evictions in Hamilton County communities from 2014 to 2017. The findings show that

"fifteen of the 33 smaller first suburbs in Hamilton County (including Silverton) have an eviction filing rate above the national average of 6.3% per year. Ten of the 33 first suburbs have an eviction filing rate equal to or greater than Hamilton County's overall average of 8.7%, and eight of 33 first suburbs have an eviction filing rate above 10% annually."



Eviction Filing Rate Map of Hamilton County & Silverton

Johns-Wolfe's findings showed that they

"tend to be more common in communities with

greater percentages of residents who are black and/or below the poverty line”.

And though the Centers for Disease Control and Prevention (CDC) issued “a temporary national moratorium on most evictions nonpayment of rent to help prevent the spread of coronavirus,” it took effect on September 4 and will only last until December 31, 2020. Now landlords in Ohio have filed federal lawsuits to overturn the CDC national moratorium on evictions for nonpayment of rent. Tom Carroll contended in the “Evictions...” article that eviction prevention “has become a big city public policy focus”. Carroll informed us that in eviction cases that

“90% of landlords are represented by attorneys in eviction cases and 90% of tenants are not”.

To try to level the playing field, Carroll recommends local governments implement rental registration and inspection programs, and also, zone changes that would enable

“a mixture of stable and quality low-income, workforce, and market rate housing”.

With the Covid-19 Pandemic still raging at the beginning of 2021, President Joe Biden has put forward a \$1.9 trillion emergency relief bill that he calls the “American Rescue Plan”. The key elements of the plan included direct cash payments; extended unemployment payments; rent relief; food assistance; aid to small businesses and keeping essential front-line workers on the job. And as the Covid-19 vaccines start to be given out to a majority of the population and as 2021 moves into spring, restaurants will be able to open

outdoor seating for customers. Residents will also be able to get out to parks and, at the very least, take an enjoyable walk.

PLANS REVIEWED



City of Silverton, Ohio 2008 Comprehensive Plan

Silverton Village Manager Tom Carroll requested that the Comprehensive Plan Update Steering Committee members read the 2008 Comp Plan prior to the start of the update planning process to assure understanding of what the last major planning process proposed. Hamilton County Planning + Development staff reviewed all the 2008 Comp Plan recommendations for all the categories (Land Use Policy; Community Character Building; Housing Policy; Transportation Policy; Park & Recreation Policy; Public Facilities Policy and Economic Development Policy) as to whether they were: 1) relevant to this short term planning effort, 2) relevant but of a longer term nature, 3) completed or

4) no longer relevant. The review found that the many of objectives (14 in total) of the 2008 Comp Plan had been completed and some are no longer relevant for various reasons (4 in total).



Art in Public Spaces: A Plan for the Village of Silverton, Ohio (December, 2017)

Through the financial support of Arts Wave, the Murray and Agnes Seasingood Foundation, the Silverton Community Improvement Corporation and in partnership with the Kennedy Heights Art Center to facilitate the planning process, the Village was able to develop its Art in Public Spaces plan by the end of 2017. The planning process was overseen by the Art in Public Spaces Committee which included residents, business owners and elected officials from Silverton. The committee's vision was "to create a vital public art presence throughout the Village that builds vibrancy, instills identity, promotes connectedness, and is transformational." A forward thinking Public Art Process was adopted dedicated to obtaining "unique, site specific and lasting artworks." Also, the Village has set aside 1% of its budget for capital projects

for public art. The plan identified eight possible locations for public art which included a mural on a large visible wall at the corner of Plainfield Road and Montgomery Road.



The Village of Silverton Community Energy Plan (August, 2019)

The Silverton Community Energy Plan was developed through the combined efforts of the Ohio Kentucky Indiana (OKI) Regional Council of Governments, the Greater Cincinnati Energy Alliance and the Silverton Energy Plan Steering Committee. Funding for the plan was from the Duke Class Benefit Fund. The Energy Plan Goals were:

1. Silverton will be a leader and role model in the area of energy efficiency within the County and throughout the region
2. Reduce overall Greenhouse Gas emissions by at least 26% by 2030 (match the United States' previous Paris Agreement pledge)
3. Embrace energy efficiency and the challenge to become more efficient as a pathway to promote community

engagement and shared values.

Silverton has been busy implementing the plan through projects like the net positive energy town hall and LED streetlights. Next steps include residential energy improvements like a bulk solar purchasing program.



Plainfield Road Small Area Plan (September, 2020)

The Plainfield Road Small Area Plan was a collaborative effort between the Village and Hamilton County Planning + Development. Stewart Land Use and the Kleingers Group were the planning and design consultants who helped develop the plan. The final version of the Plan was received in September 2020. The intent of the Plan was “to provide a guide for the future development and transformation” of the mixed-used district that includes the Plainfield Road area north of Montgomery Road up to the northern border with Deer Park. The district extends eastward to the area along Silverton Avenue and Home Street and westward to the railroad line and includes the Meier Winery site. The steering committee for the project included local residents and business

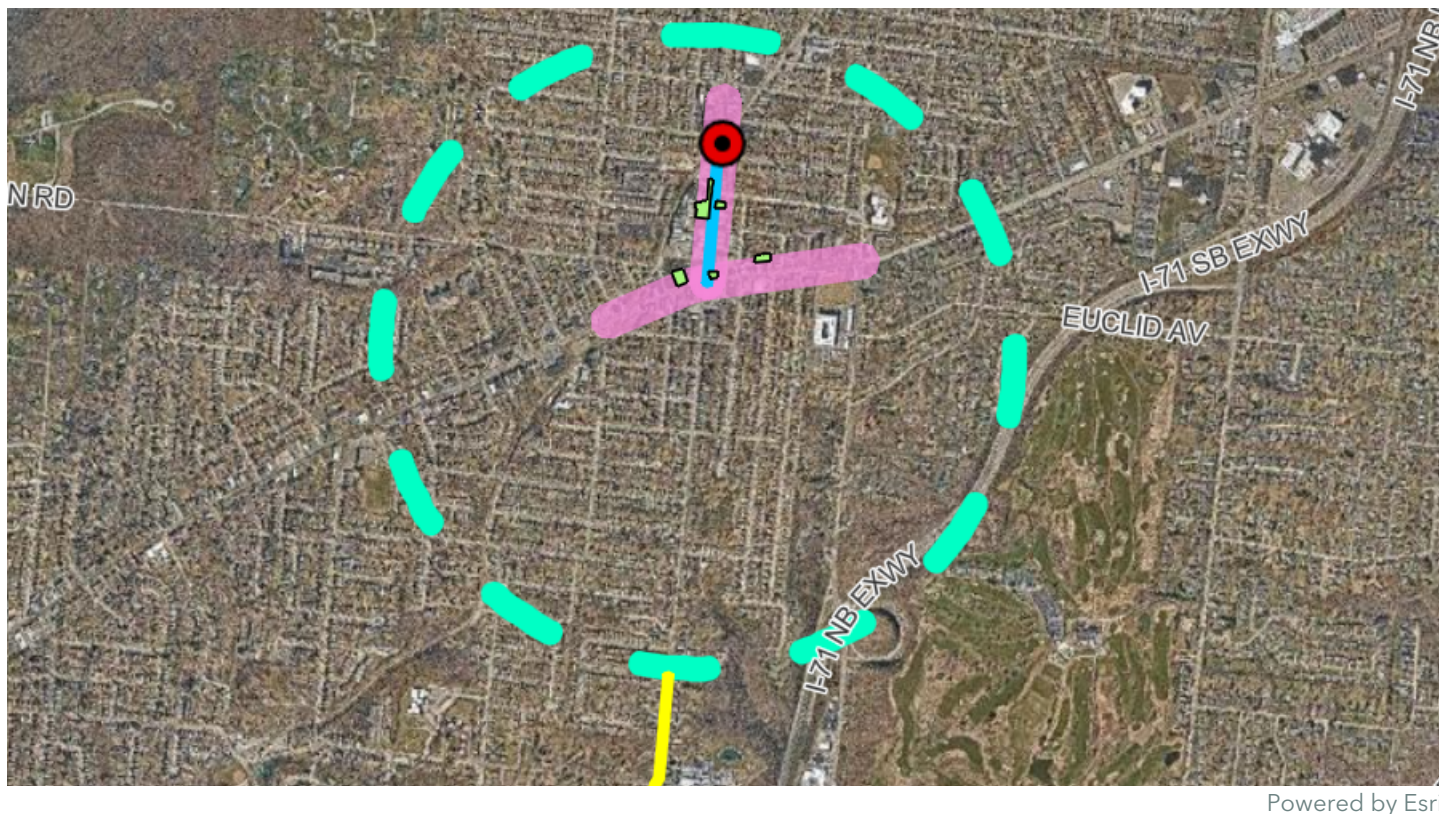
owners. A design charrette process was used to create a streetscape plan, redevelopment plan and emphasized designs for “the potential activation of the Meier’s Wine Cellars greenspace area.”



The Village of Silverton Housing Action Plan

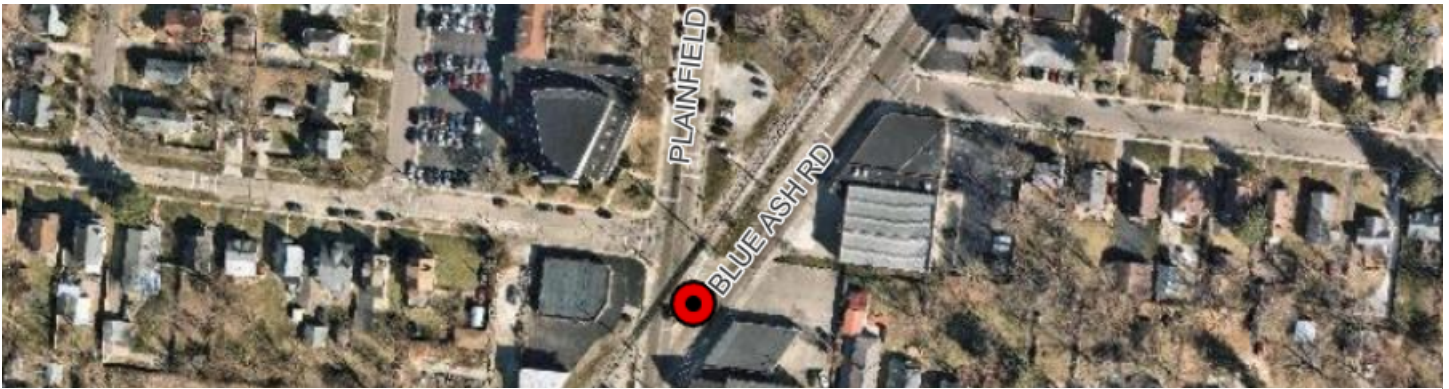
Silverton indicated interest in being one of the first jurisdictions to work with Hamilton County Planning + Development to create a housing action plan. Jurisdictional housing action plans are one of the first ways to implement the recently completed countywide comprehensive housing strategy, *Housing Our Future: Strategies for Cincinnati and Hamilton County (May 2020)*. *Housing Our Future* documented the County’s affordable housing crisis and identified strategies for addressing it. The housing action plans will analyze County resources to support housing development, market dynamics, and any recent planning in Silverton. Recommendations based on this analysis will help Silverton better understand its housing market and help the community enhance and expand housing choices for existing residents and attract new residents.

FOCUSED POLICY AGENDA



Primary Recommendations

The planning process for the *Village of Silverton, Ohio 2020 Comprehensive Plan Update* included the Steering Committee evaluating project recommendations from the 2008 Comp Plan on whether they had been achieved and therefore should be celebrated; acknowledged that the recommendations are no longer viable or focus on what recommendations are still relevant going forward. The Steering Committee came to agreement on six projects that the Village should focus on in the near future.



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Deer Park & Silverton Gateway



Gateway at north end Plainfield Road

This project was first identified as a Community Character Policy Recommendation in the 2008 Comp Plan as CC 1.9 Cooperative Gateway feature Between Silverton and Deer Park. This idea was reinforced as a priority project in the Plainfield Road Small Area Plan. There is also hope that Deer Park will collaborate on the gateway project.

Community Center



Vision of Community Center

Several neighborhoods close to Silverton have Community Centers. The Steering Committee embraced the idea to start strategizing for the development of a similar Community Center for Silverton. A likely first step for this project would be the creation of Community Center Feasibility Committee.

Branded Streetscape



An Example of Branded Streetscape

Again, a City Banner Program was a recommendation in the 2008 Comp Plan. A Branded Streetscape-Flower Pots/Banner Program also received strong support of the Steering Committee. The Branded Streetscape is targeted for the City Center area along Montgomery Road and Plainfield Road.

Plainfield Road Streetscape



Streetscape Elements

Again, Plainfield Road Corridor Streetscape Improvements were recommended in the 2008 Comp Plan and reinforced in the Plainfield Road Small Area Plan. Previous improvement along Montgomery Road could serve as a model for the Plainfield Road Streetscape.

Plainfield Road Sidewalk Upgrades



Current Lack of Sidewalk

The Steering Committee saw the need to extend sidewalks along Plainfield Road from S. Fordham Place to Woodford Road. This could enable residents to access Drake Park on foot as well as connect residents living south of the central business district to Silverton's downtown. A small section of Plainfield Road from Odin Avenue to Diehl Avenue also does not have sidewalks. Since the western half of the street is in the City of Cincinnati, there may be opportunities for a cooperative project between the two jurisdictions.

Pocket Parks



Conceptual Design of Commons Pocket Park

The Steering Committee recognized the need to outfit public spaces with outdoor furniture and art. The Plainfield Road Small Area Study identified several of these potential “pocket parks.” The two sites owned by Silverton, at the northeast corner of Plainfield Road and Montgomery Road and between the Silverton Café and Credit Union, are the most likely sites for initial improvements.

SUMMING UP & NEXT STEPS

The intent of this planning process was to take measure of 2008 Comprehensive Plan and assess how well it has been implemented, and also, to “provide temporary guidance” until the next comprehensive plan process could be undertaken. This planning process was also tasked to review and evaluate other planning processes completed by the Village since the 2008 Comp Plan including the Art in Public Spaces Plan, the Village of Silverton Community Energy Plan, the Plainfield Road Small Area Plan and the Village of Silverton Housing Action Plan. This process identified six focused policy agenda items, which are listed below in order of preference by the Steering Committee:

1. Deer Park/Silverton Gateway;
2. Community Center - Start Strategizing;
3. Branded Streetscape - Flower Pots/Banners;
4. Plainfield Streetscape - Separate linear feature along Plainfield Road in core district;
5. Sidewalk Upgrades side walk connection along southern section of Plainfield Road near Woodford;
6. Outdoor Furniture & Pocket Parks - locations shown in Plainfield Road Plan.

The final version of the *Plainfield Road Small Area Plan* was completed during the development of this Update. Readers should refer to that document to ascertain final recommendations for the Village. Implementation of the recommendations of the *Village of Silverton Community Energy Plan* continue to move forward including the Solarize Silverton effort where participating property owners will be able to pool their buying power and get a better price on the purchase of solar panels. Planning work on the *Village of Silverton Housing Action Plan* continues at this time and may include the following recommendations:

1. a Silverton eviction prevention grant program;
2. rental registration that would require landlords to designate a local person to assure a nuisance gets abated;
3. special regulations for Real Estate Investment Trust (REITs);
4. revolving loan housing fund to allow the village to make needed repairs on houses that would be repaid to housing fund when the property was sold;
5. densification of new housing development. The Housing Action Plan will be completed later in the year and will undoubtedly include the progressive solutions identified above.

Prepared for Village of Silverton, Ohio

Prepared by Hamilton County Planning +
Development

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