



HISTORIC EAST PIQUA MASTER PLAN

JUNE 2015



ACKNOWLEDGEMENTS

HISTORIC EAST PIQUA MASTER PLAN STEERING COMMITTEE

ARTIE PARKER JR
BARB BOLLENBACHER
JAKCIE SHINALL
SUSIE POPE
TOM BUECKER
GARY KOENIG
ROD DOTSON
KAZY HINDS
LORNA SWISHER
CURT SOUTH
ED FRY
ALISSA BLANKENSHIP
JORDAN KNEPPER

CITY OF PIQUA

GARY HUFF, City Manager
CHRIS SCHMIESING, City Planner
JUSTIN SOMMER, Economic Development Director
AMY WELKER, Health and Sanitation Director
AMY HAVENAR, City Engineer

AGENCY FOR TOXIC SUBSTANCES AND DISEASE REGISTRY

LAUREL BERMAN, PH.D, Brownfield Coordinator, ATSDR
LEEANN BING, Project Manager, ATSDR

MKSK

CHRIS HERMANN, Principal
MATT LEASURE, Associate
DANIELLE MYERS, Project Planner
MEGAN KARALAMBO, Project Planner
JESSICA WENDLANDT, Project Planner

CITYVISIONS ASSOCIATES

BARRY ALBERTS, Managing Partner

KIRWAN INSTITUTE, THE OHIO STATE UNIVERSITY

JILLIAN OLINGER, Research Associate
DAVID NORRIS, Senior Researcher

PRO'S CONSULTING

LEON YOUNGER, President
MICHAEL SVETZ, Senior Project Manager
SARAH DURHAM, Consultant





A MESSAGE FROM CITY MANAGER GARY A. HUFF

The Historic East Piqua Master Plan enunciates a community driven vision for how the public and private sector working together can revitalize a historic neighborhood and enhance the quality of place and quality of life experienced in our community. The citizen and stakeholder aspirations outlined in this document clearly reflect high expectations and ambitious goals for our community.

The Historic East Piqua Master Plan was made possible through funding secured by the City of Piqua from ATSDR (Agency for Toxic Substance Disease Registry). Recognizing the correlation between community health and the built environment allowed the City to secure the funds necessary to complete the master plan for this important gateway neighborhood. The securement of these dollars from a rather unlikely funding source illustrates the City's progressive thinking in terms of finding the resources necessary to get things done. Likewise, the Historic East Piqua Master Plan developed by MKSK, an award winning Landscape Architecture - Urban Design - Planning firm, reflects the 'thinking big' vision of the community as expressed through an open and inclusive planning process. MKSK translates the community input and feedback into a well-articulated set of objectives that focus squarely on revitalizing the neighborhood through strategic interventions and deliberate investments that leverage existing assets and better connects the neighborhood to amenities in the adjacent downtown area, as well as the leisure and recreation opportunities presented by the adjoining Great Miami River corridor.

Already this planning effort is producing results as key properties are being acquired by private development interests and real estate developers are inquiring about the opportunities in the Historic East Piqua neighborhood. The forward looking vision of this planning document and others are inspiring confidence in local interests such as Winans Chocolates & Coffees and start-up businesses like Harvest Pantry who are choosing to make a significant investments in downtown locations. Couple this activity with the redevelopment efforts already underway in the Riverfront District, and the ever-increasing community festivals and special events happening in downtown Piqua, and the progress is readily apparent.

As city government continues to prime the pump for new investment and redevelopment activities, it is essential that partners from both the private and public sectors engage in the efforts. The positive contributions of private-public partnerships in recent times are readily visible throughout our community...The Fort Piqua Plaza, Alexander Stadium, the Municipal Government Complex, the new Piqua City School buildings, Veterans Memorial, the Power Plant Riverfront Overlook, the downtown streetscaping and building facade improvements, the multi-use recreational trails, and more, are all the result of community interests contributing positively to the built environment that defines the quality of place and quality of life in our community. The Historic East Piqua Master Plan suggests additional servings of public and private investment that will continue to satisfy community cravings for BIG BOLD BITES of the APPLE!



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CHAPTER 1

INTRODUCTION

HISTORIC EAST  IQUA MASTER PLAN

INTRODUCTION

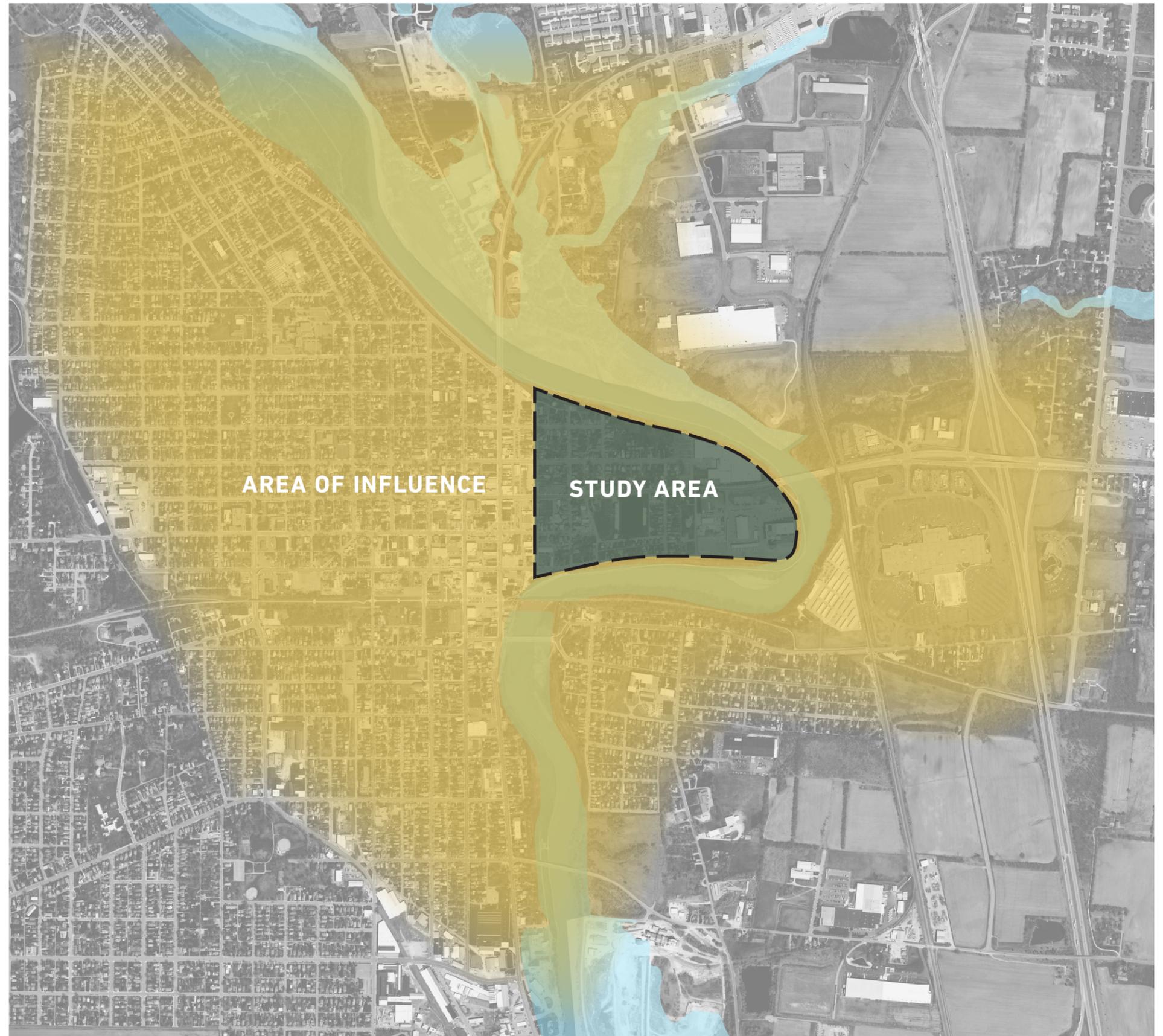
THE HISTORIC EAST PIQUA NEIGHBORHOOD IS ONE OF THE MOST HISTORIC NEIGHBORHOODS IN PIQUA.

PLANNING AREA

The Historic East Piqua neighborhood acts as an important gateway into the City of Piqua. Located east of Spring Street, and bordered by the Great Miami River to the north, east and south, the neighborhood presents a unique opportunity for reinvestment and revitalization. While Historic East Piqua has faced some challenges, recent City planning studies have helped focus attention on the potential of the area. The Historic East Piqua Master Plan is the most recent of these planning efforts.

The Historic East Piqua Master Plan builds upon the recommendations of previous plans for the neighborhood, and identifies health and wellness, recreation, and infill development opportunities and strategies for the area. In order for the master plan to be successful, it is important to consider the context of the neighborhood. Therefore an area of influence has been identified adjacent to the Historic East Piqua neighborhood, which includes adjacent historic neighborhoods, the riverfront, and Downtown Piqua. These areas impact the potential of the neighborhood and the type of development and recommendations proposed in this plan. The continuous planning efforts within these areas will work in conjunction with efforts in the Historic East Piqua neighborhood to improve the greater Piqua community.

The following chapter creates a foundation for the Historic East Piqua Master Plan. It highlights important planning efforts in both the primary study area and the area of influence, as well as describes the planning process for the Historic East Piqua master planning effort. From this foundation, the Plan will explore the existing conditions and opportunities of the neighborhood.



PROJECT AREA AND AREA OF INFLUENCE

PLANNING PROCESS

The Historic East Piqua neighborhood master planning effort was a six month, publicly led process. The project Planning Team, consisting of the City of Piqua Client Group and consultants, MKSK, CityVisions, Pros Consulting, and The Kirwan Institute, evaluated conditions and created recommendations pertaining to the neighborhood, the existing residential and commercial market in Piqua, and the potential for recreation and community health improvements.

In general, the master planning process consisted of three phases:

1. **EXISTING CONDITIONS ANALYSIS:** The Planning Team evaluated the existing physical, demographic, and market conditions of the Historic East Piqua Neighborhood and the greater Piqua community as it pertained to their area of focus. Information was gathered through research, survey work, and public input. As part of the existing conditions analysis this phase also focused on understand the foundation of work already completed for the Historic East Piqua Neighborhood. This included studying previous plans to build upon the strong foundation of work already completed. This allowed the Project Team to begin to consider potential concepts for the area that would be part of the second phase of the planning process.

2. **CONCEPT DESIGN:** From the information gathered through the first analysis phase, the Consultants proposed a series of potential concepts and recommendations. These recommendations worked together to create a comprehensive vision for the area. These concepts were then vetted against the City Client Group, the project Steering Committee, and the general public. Input and critiques were generated, and incorporated as appropriate.

3. **FINAL DESIGN/IMPLEMENTATION:** The final phase of the master planning process, the Final Design phase, presented the refined and finalized plan recommendations and concepts. While the recommendation of each consultant focused on a different area, they worked together to create a comprehensive vision for the Historic East Piqua neighborhood. This vision was presented in the final Historic East Piqua Master Plan document, will guide the continued growth and development of the neighborhood in order to allow it to become a thriving, walkable, and unique neighborhood.



PUBLIC INPUT PROCESS

The Historic East Piqua master planning process was a publicly-led process. Several meetings were held with neighborhood stakeholders, in which stakeholders discussed the challenges and opportunities of the neighborhood. Current neighborhood residents participated on the project's Steering Committee, and participated as liaisons between their community and the planning team.

Three public open houses were held, one for each phase of the planning process. At each of these open houses, a presentation was given to provide an update on the formation of the master plan, and afterward, residents were asked to break into smaller discussion-based tables to provide input on the developing master plan and recommendations. Prioritization exercises were included at the first two open houses to help inform the implementation of the recommendations. All input was recorded, and is included in the Appendix, beginning on page 86.

Additionally, a public input website, Mindmixer was also used to gather public input. Discussion questions were posted on the website to encourage residents to share ideas, vote on other ideas that were proposed, and start a dialogue about what the future vision for the area should be. The website generated 36 interactions of ideas and conversation, and was viewed by 580 individuals.

Finally, the Community Health Survey provided an additional means of public input. The survey allowed residents to anonymously discuss health and community issues they see in Historic East Piqua. The information from the survey was integral in the formation of the master plan recommendations.

PROJECT GOALS & OBJECTIVES

To guide the planning process, five project goals were created in the first phase of the planning process. They were a product of the input received from the City staff, stakeholders, Steering Committee members, as well as recommendations from previous planning efforts for the neighborhood. These goals established a level of expectation for the final master plan product, and its vision for the neighborhood. These goals are, to:

1. Create a Healthier Neighborhood
2. Generate Economic Development
3. Create a Strong Gateway into Downtown Piqua
4. Create an Activity Center
5. Strengthen the Identity of the Historic East Piqua Neighborhood

It is important to note that the project goals are different than the Master Plan Goal and Objectives identified in Chapter 3. While the project goals established a framework for the master planning process, the Master Plan goal statement and objectives encompass the early project goals, and build upon them to inform the Master Plan recommendations.

PREVIOUS PLANNING EFFORTS

Recently there have been several planning efforts that focused on the Historic East Piqua neighborhood, or the area immediately adjacent to it. In order to properly plan for the Historic East Piqua neighborhood, it is important to study these plans, understand the objectives and challenges they identified for the area, and work to build upon the planning foundation they created.

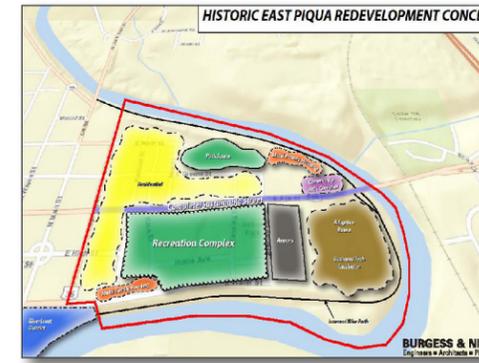
The first of these, the Plan It Piqua plan, was a city-wide comprehensive plan update which identified the Historic East Piqua neighborhood as focus area. The Plan recognized that the majority of Piqua residents were moving from the city's core out to residential developments on the edges of the city. This was causing older, higher density neighborhoods near the Downtown Historic District to lose home ownership, and causing deteriorating conditions. This in turn hindered public image of these areas, further deterring new residents from moving to the area.

In order to correct this, the Plan recommends addressing deteriorating infrastructure in the historic neighborhoods. This includes addressing deteriorating structures and identifying infill opportunity sites for new, appropriately designed residential and commercial uses. In terms of Historic East Piqua neighborhood, the Plan specifically calls for a redevelopment master plan that identifies appropriate uses for a primarily single-family residential neighborhood with some mixed-use retail.

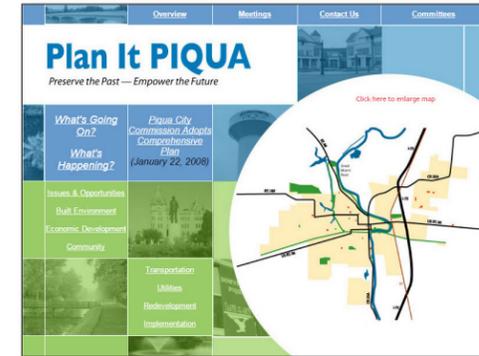
The result of this was the 2013 Historic East Piqua Redevelopment Area Plan. This plan proposed “development solutions that enhanced the community image, improved the livability of the area, and connected to the downtown and waterfront redevelopment.” The Plan recognized the need to create a vibrant neighborhood that capitalized on the unique historic character of the area, and promoted healthy living (by create a walkable neighborhood), open space, and access to nature. These elements would in turn attract new residents and businesses to the area. The Plan’s recommendations are summarized in the Historic East Piqua Redevelopment Concept. An important component of this plan, was to create a neighborhood recreation complex or community center. This recommendation recognized the need for additional indoor and outdoor recreation facilities, and the desire for more community-oriented arts, culture and recreational programming opportunities.

In addition to the plans focused on the Historic East Piqua neighborhood, there have also been several different city plans and planning efforts west and south of the neighborhood that are important to consider in this master planning process. These include individual projects such as the restoration of Fort Piqua Plaza, the streetscape improvements in the Downtown Historic District, and the continued work on the Great Miami River Trail which runs along the edge of the neighborhood. Such plans are important to consider because of their proximity to the neighborhood and because of their potential to attract residents and visitors to the area.

Finally, the Riverfront District Development Strategy Plan completed in 2013, identified an area which included six properties adjacent to the Historic East Piqua neighborhood that was integral in activating Piqua’s downtown riverfront and strengthening connections between the Downtown area and the river. Specifically, the study proposed a redevelopment scenario for the six properties based on five goals that introduced market-rate residential units, proposed the redesign of the Lock Nine Park, capitalized on the presence of the Great Miami River Trail, and enhanced the identity of Piqua as a river-oriented community. The Historic East Piqua master planning effort should capitalize on the activity of the Riverfront District, and strength connections between the two in order to help activate the riverfront.



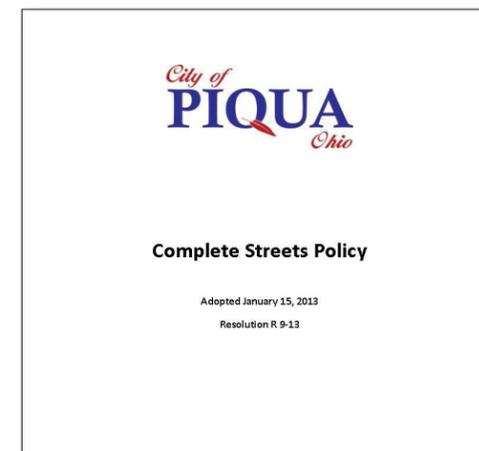
HISTORIC EAST PIQUA REDEVELOPMENT AREA PLAN



PLAN IT PIQUA!



RIVERFRONT DISTRICT DEVELOPMENT STRATEGY



PIQUA COMPLETE STREETS POLICY



HISTORIC EAST PIQUA AND ADJACENT PROJECTS

CHAPTER 2

INITIAL ANALYSIS

HISTORIC EAST  IQUA MASTER PLAN

PLANNING ANALYSIS

THE HISTORIC EAST PIQUA NEIGHBORHOOD IS LOCATED WITHIN A FIVE MINUTE WALK OF DOWNTOWN PIQUA.

INTRODUCTION

Historic East Piqua is located in the oxbow of the Great Miami River, and adjacent to Downtown Piqua. This is an important strength for the area that creates several opportunities. First, it allows Historic East Piqua to act as a gateway for visitors entering the City from the interstate. To create a strong first impression of the Piqua community, it is important the character of Historic East Piqua is inviting and engaging.

Second, the neighborhood's location means the majority of the riverfront from the City of Piqua is located in Historic East Piqua. Nationwide, communities are reinvesting in their riverfronts, recognizing the numerous recreational, environmental, and economic development opportunities these areas present. Historic East Piqua is bordered on three sides by riverfront. Reinvesting in these areas, and connecting to the river will create new recreational and economic development opportunities that are unique to the neighborhood.

Third, the Historic East Piqua neighborhood is very walkable. In fact, it is possible to walk anywhere in the neighborhood, or to Downtown, in just five minutes. This increases the appeal of the neighborhood to a range of potential residents, and strengthens connections to Downtown.

Finally, Historic East Piqua includes several opportunity sites, which are currently underutilized, and could be repurposed to better serve the greater Piqua community. The following chapter evaluates the existing conditions of Historic East Piqua in greater detail in order to create recommendations that build upon the existing strengths of the neighborhood.

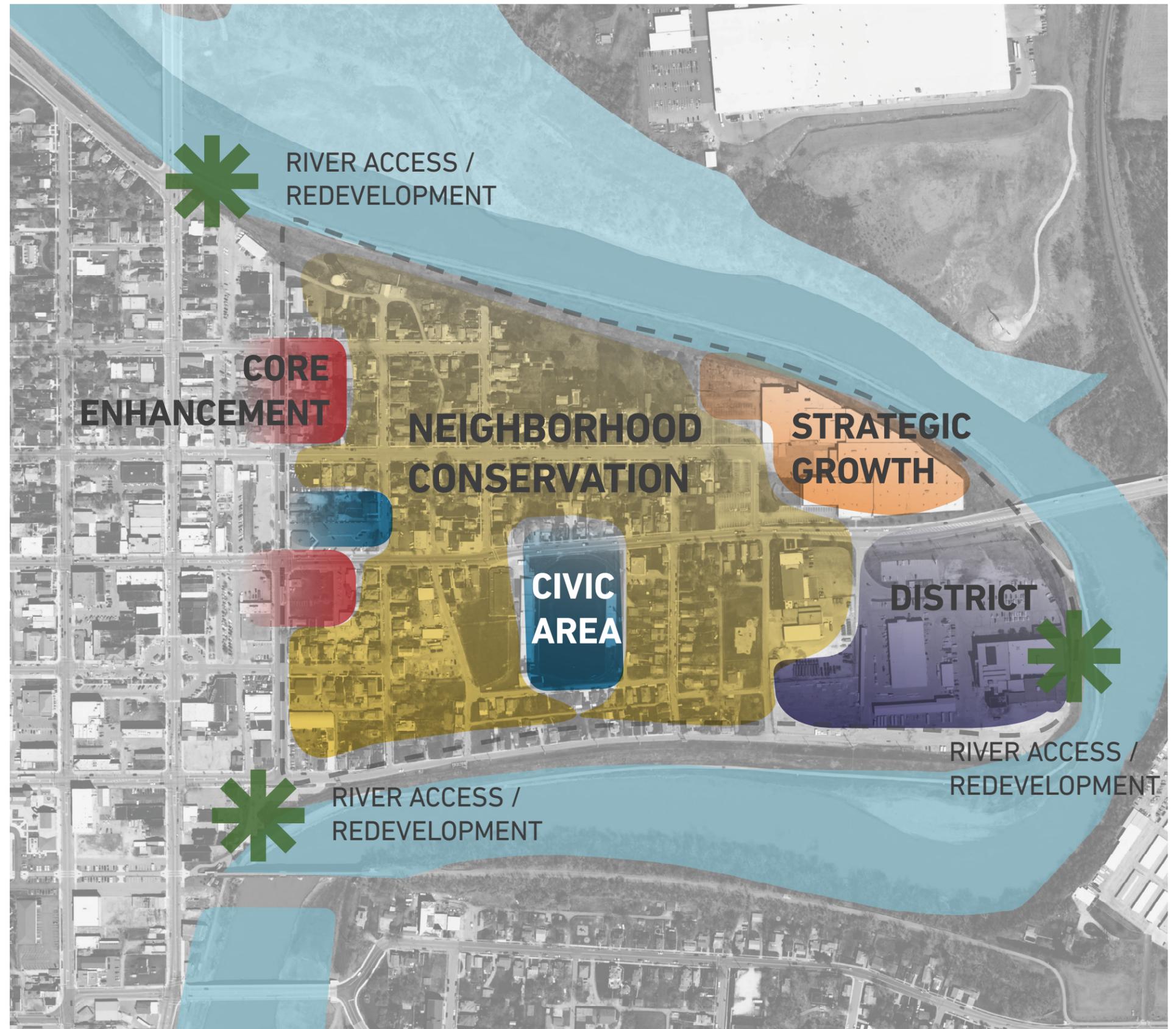


ZONING & LAND USE

The existing zoning for the Historic East Piqua Neighborhood includes a variety of uses including industrial, commercial, residential and open space. Generally, the manufacturing uses are located in the east end of the neighborhood, specifically at the Aerovent Plant and Decker sites. West of these two sites, and east of Spring Street, are single family and multifamily residential uses. Commercial zoning, both business and central business district classifications, are located along Ash Street and Spring Street, with a site also located along Harrison Street. In general, the zoning for the neighborhood also represents the existing land uses. There are some exceptions, such as the Decker Plant which includes some office and light manufacturing, as well as some retail use on the western portion of the site.

The Plan It Piqua! Comprehensive Plan Update included a Conservation and Development Map which serves as the City's future land use map. Within the Historic East Piqua neighborhood, the Plan called for the following:

- Preservation of existing neighborhood character
- The importance of creating connections to the riverfront
- Identified the Aerovent Plant and Decker Packing Plant as unique sites within the neighborhood
- Recognized that the Aerovent Plant site has the potential for a variety of uses
- Proposed a community civic space around the Roosevelt Field House and Wertz Stadium



CITY OF PIQUA CONSERVATION & DEVELOPMENT MAP

UTILITIES INFRASTRUCTURE

Within the Historic East Piqua study area, there are two existing sewer lines. A storm sewer line runs south along Race, and a sanitary sewer line runs across from New Street south of Ash Street. The neighborhood is adequately serviced by these existing sewer lines, and are able to support additional development and redevelopment of sites with these facilities. An existing pump station is also located on the levee, across from Race Street.



PUMP STATION ACROSS FROM RACE STREET

Image: MKSK

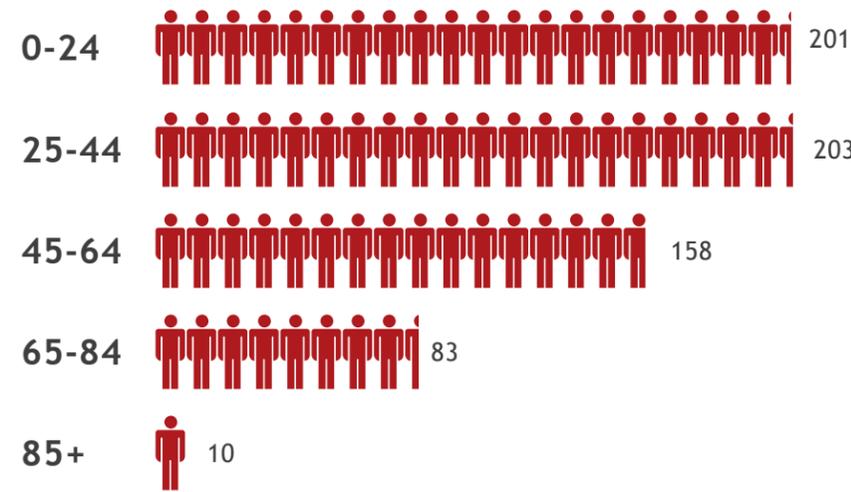
RESIDENT PROFILE

According to the 2010 census data, the majority of the 247 households in Historic East Piqua, 66%, include two or more members. Of these, 59.1% are family households, and 6.9% are nonfamily households. Additionally, the most of the neighborhood residents are either between the ages of 25-44 years old (203 residents), or between 0-24 years old (201 residents). These statistics show that the majority of households in the neighborhood are families, which is supported by the age demographics of the area, which are the most common ages for married couples and young children.

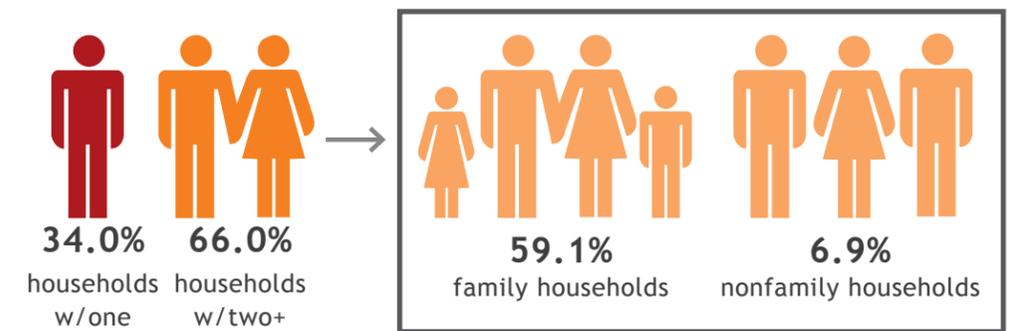
According to 2014 statistics from the ESRI Business Analyst, neighborhood household income for the Historic East Piqua Neighborhood ranges. The majority of households earn either \$15,000 or less, or between \$35,000 and \$75,000. These salaries directly correlate to the types of industry residents are employed in. The majority of residents, 56%, work in manufacturing, with the service industry being the second most common industry with 26%. Understanding the demographics helps inform recommendations that benefit existing residents, and identifies opportunities to create a neighborhood that appeals to new residents as well.

An important trend to note for Historic East Piqua is the overall decline in population. In 2000, the neighborhood included 724 residents. In 2010, it decreased to 657, before decreasing again in 2014 to a projected 644 residents. As the neighborhood is today, without any improvements, it is predicted that in 2019 the population will continue to decline to 634 residents. These statistics show the importance of planning efforts such as the Historic East Piqua Master Plan. Without such efforts, the area is expected to continue to decline, however through planning efforts such as the Historic East Piqua Master Plan, the strengths of the neighborhood can be leveraged to help attract new residents and encourage reinvestment in the area.

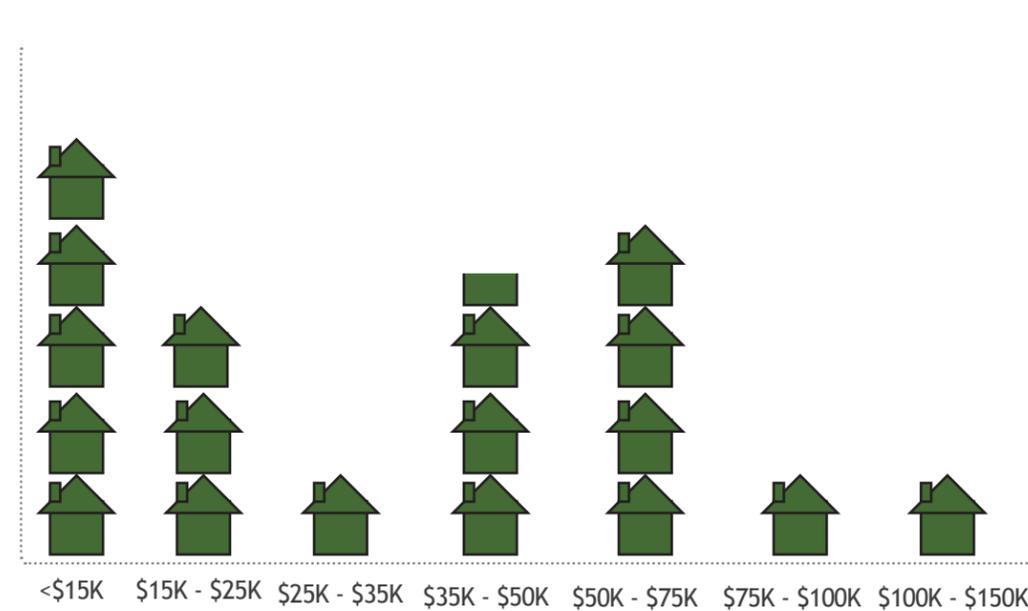
NEIGHBORHOOD POPULATION BY AGE



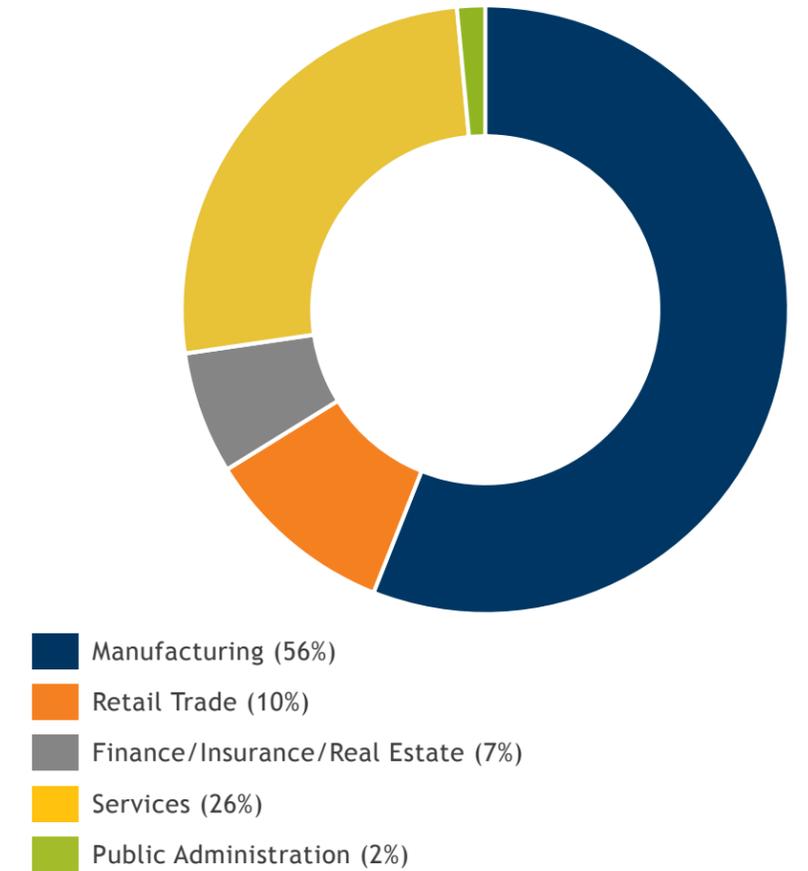
NEIGHBORHOOD HOUSEHOLDS BY TYPE



NEIGHBORHOOD HOUSEHOLD INCOME



RESIDENT EMPLOYMENT BY INDUSTRY



*Information from the 2010 Census and Esri Business Analyst

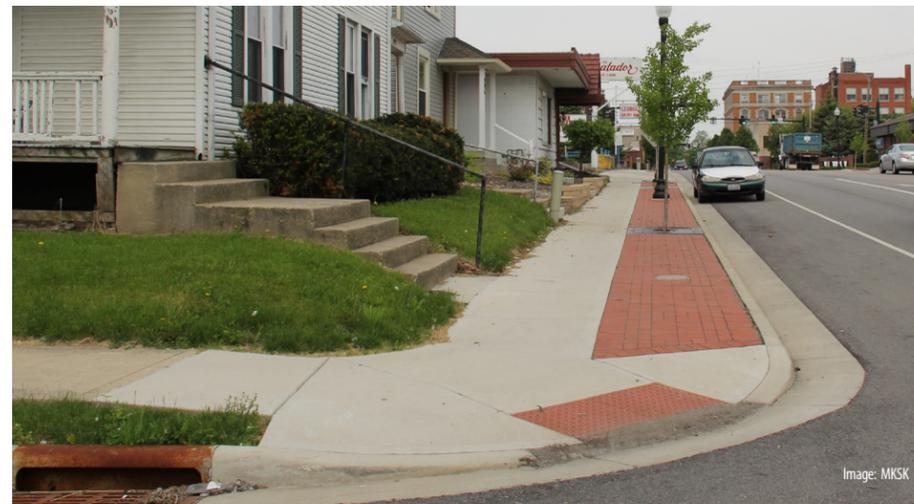
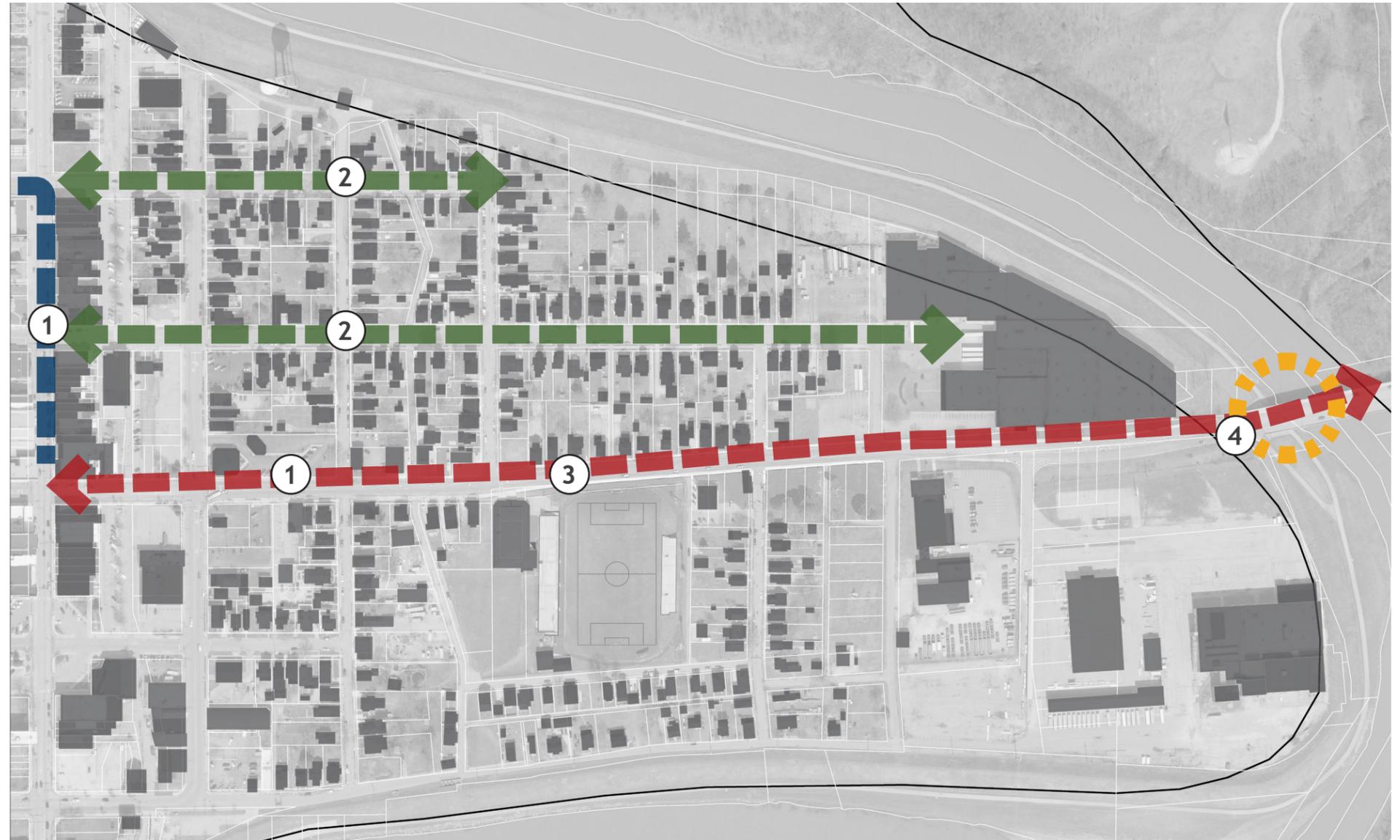
STREET & ROAD NETWORK

1. **EXISTING THOROUGHFARE STREETS:** Historic East Piqua includes a well-connected street network, creating a walkable and easily traversed neighborhood. The primary corridor for the neighborhood is Ash Street, which is also US Route 36, and is recognized as a principal arterial road in the City's Comprehensive Plan. Spring Street between Ash Street and North Street, and which marks the western edge of the study area, is also included in the City's Comprehensive Plan, as a primary collector road.

2. **RESIDENTIAL STREETS:** Both Greene Street and North Street are important residential streets, with the majority of the well-preserved housing stock located along them. Currently, these two corridors include narrow sidewalks with failing pavement, and wide streets with few street trees. These conditions can deter pedestrian activity and encourage motorists to drive at speeds much faster than is preferred in residential areas. However the existing pavement width creates opportunities to introduce traffic calming elements to decrease traffic speeds and enhance the aesthetics and pedestrian comfort of the corridors.

3. **ASH STREET IMPROVEMENTS:** Ash Street, as the primary corridor in the neighborhood, should include a streetscape that encourages walkability and portrays a strong sense of place. Recent investment into the Ash Street corridor has improved the walkability and aesthetics of the streetscape. As part of the improvement efforts, utilities have been buried, sidewalks enhanced, and uniformed streetscape furniture implemented. As reinvestment in this corridor continues, these elements should be used as a foundation for additional streetscape improvements.

4. **ON-STREET BICYCLE FACILITIES:** When studying streets, it is important to consider not only motorists, but other users as well, particularly cyclists. Currently, a separated bicycle lane is planned for the Ash Street bridge over the Great Miami River. This, along with the City's currently planning efforts toward promoting complete streets, creates the opportunity to continue these bicycle facilities along Ash Street and through other street corridors in the Historic East Piqua neighborhood. On-street bicycle facilities can help decrease traffic speeds, promote connectivity within the neighborhood, and strengthen connections between the neighborhood, downtown, and the Great Miami River Trail.



ASH STREET



GREENE STREET

BUILDING CONDITION INVENTORY

As part of the master planning process, a windshield survey was conducted to evaluate the conditions of existing buildings in the Historic East Piqua neighborhood. The inventory identified the existing conditions buildings, their current use, age and estimated size. This information was then used to assess the quality of the existing structures in the study area, as well as to inventory existing residential and retail uses. This survey helped inform the Planning Team's understand of the existing conditions of the neighborhood, and inform potential recommendations for different areas of the neighborhood. From the inventory, the Planning Team concluded the following:

- The majority of the single-family housing is located north of Ash Street.
- The housing stock north of Ash Street, and along Harrison Street on the south side of Ash Street, are in the best condition.
- The majority of the structures are in decent condition, with some work needed.
- The majority of the homes in the Historic East Piqua neighborhood date back to before the turn of the century, and are relatively affordable.



PROPERTIES THAT WERE ASSESSED AS PART OF THE BUILDING CONDITION SURVEY

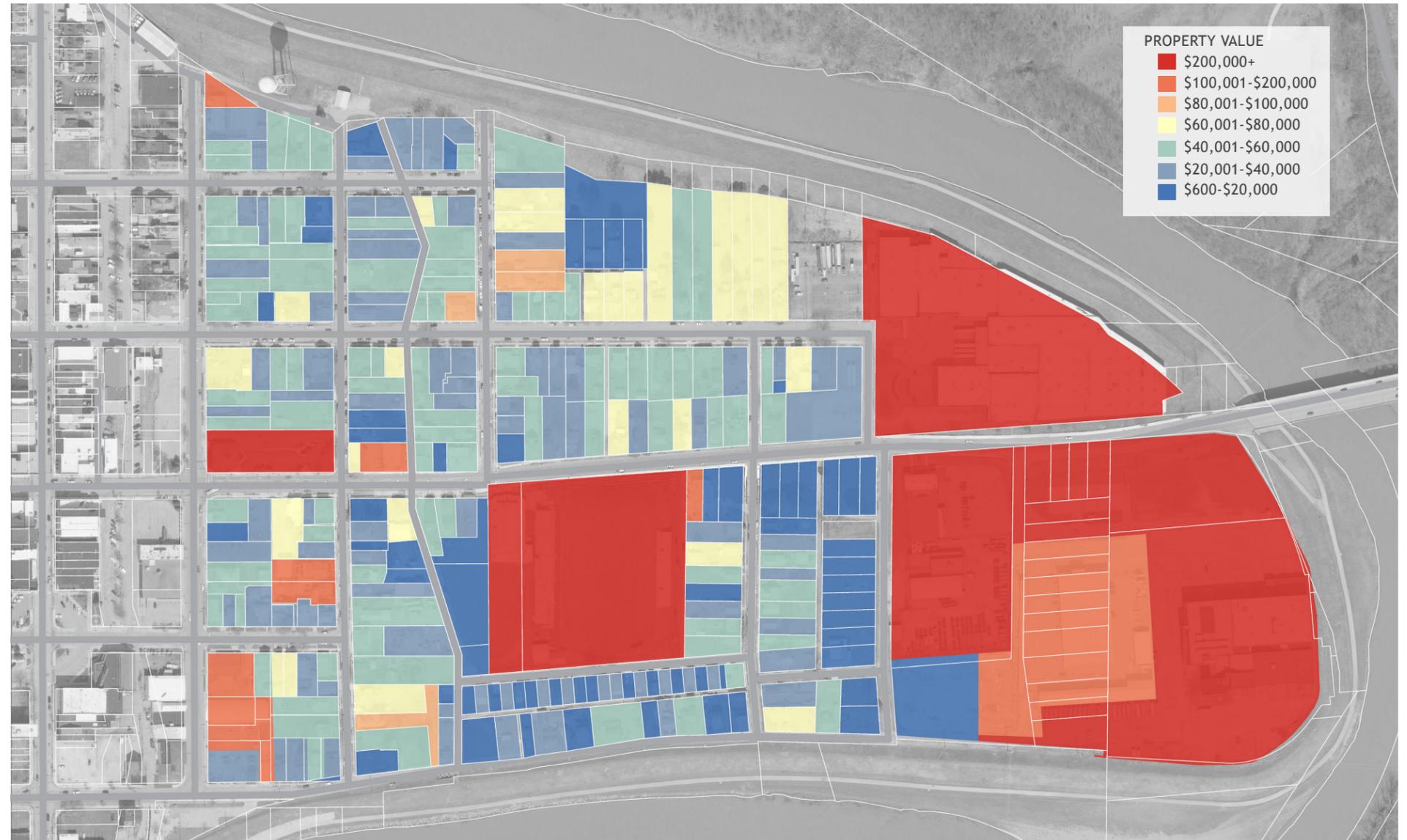


PROPERTIES THAT WERE ASSESSED AS PART OF THE BUILDING CONDITION SURVEY

PROPERTY VALUE ASSESSMENT

While the windshield survey provided a qualitative picture of the properties in Historic East Piqua, an evaluation of the existing property values was also conducted to provide a more quantitative picture. The results of this research are presented in the Property Values Map to the right. The map illustrates that the highest value properties are the industrial sites on the eastern portion of the study area, as well as the Roosevelt Field House and Wertz Stadium, and a few of the commercial properties along Ash Street and Spring Street.

In terms of residential properties, the majority of the higher value properties are located north of Ash Street. This supports the findings of the windshield survey, which indicated that these were the homes that were in the best condition. Generally, the properties along Greene Street were some of the highest residential, while the properties along Ash were the highest retail and residential. The lowest residential included the properties south of Wertz Stadium, along Home Avenue.



EXISTING HOMES IN HISTORIC EAST PIQUA



EXISTING HOMES IN HISTORIC EAST PIQUA

INVENTORY OF RESIDENTIAL USES

As part of the windshield survey efforts, an inventory of the existing residential buildings was created that documented the type of residential structures present in Historic East Piqua. Generally, the majority of the homes in the neighborhood were single-family homes. However, there were a fair amount of duplexes as well. There were also a select number of triplex and apartments as well. The majority of the multi-family structures were once single-family homes that had been converted to multi-family units. Providing a variety of both single-family and multi-family housing options in Historic East Piqua is important to increasing the appeal of the neighborhood to a variety of potential residents. A detailed version of this study can be found in the “Windshield Survey and Analysis” section of the Appendix.



RESIDENTIAL HOUSING TYPES



EXISTING HOMES IN THE HISTORIC EAST PIQUA NEIGHBORHOOD



EXISTING HOMES IN THE HISTORIC EAST PIQUA NEIGHBORHOOD

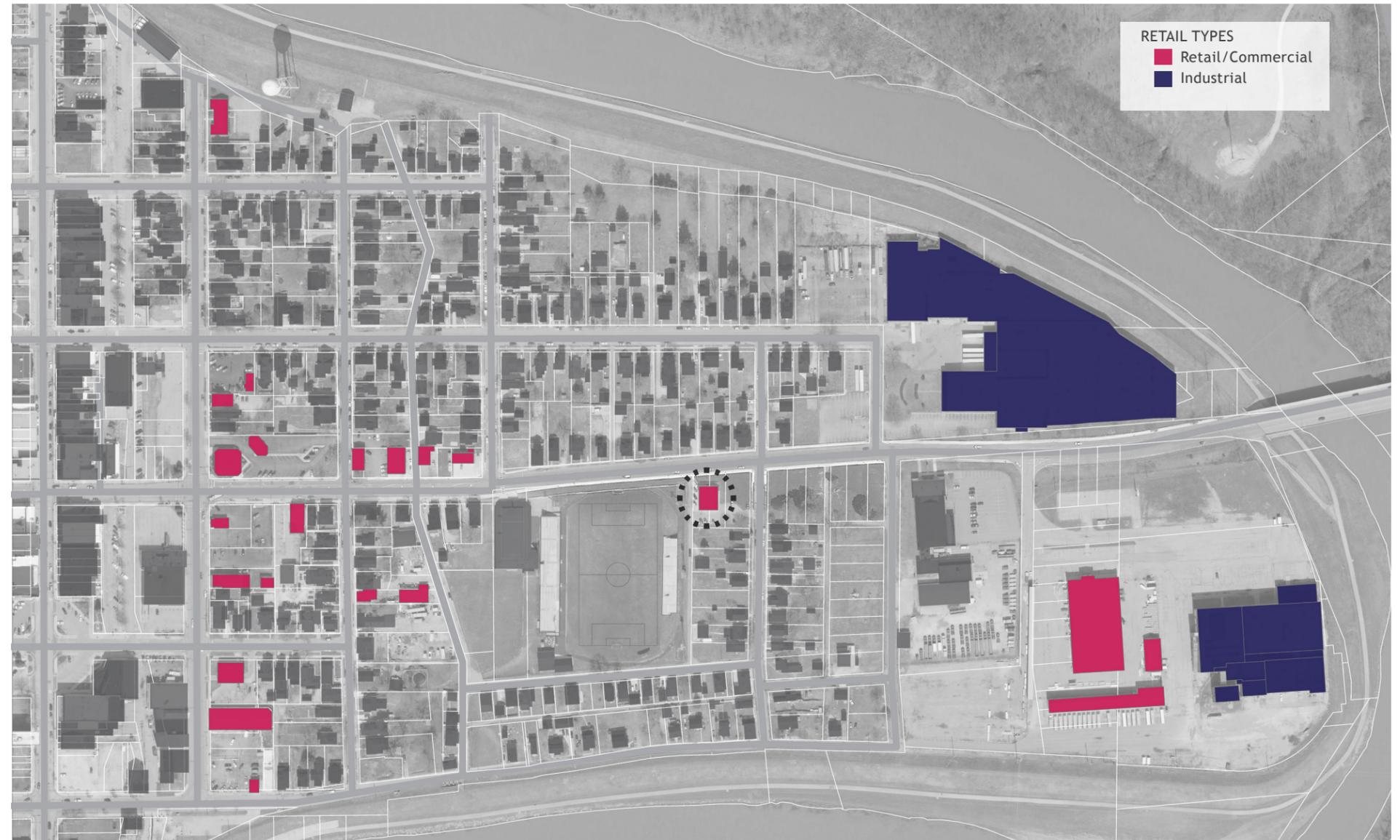
Address	Owner	Land Use
325 ASH ST	COUCHOT MARK A	Two family dwelling
Current User(s)	Square Footage	Year Built
Rental	1872 sf	1920
Building Condition	Site Condition	Value
6	3	\$38,500

EXAMPLE OF WINDSHIELD SURVEY

INVENTORY OF RETAIL USES

Currently, there is a limited amount of retail in the Historic East Piqua neighborhood. The majority of this retail is located along Ash Street and Spring Street, the two commercial-oriented corridors. As part of the Existing Conditions Analysis phase of the master planning process, a windshield survey of the neighborhood was conducted, which included an inventory of these existing retail facilities. The results of this survey can be found in the “Windshield Survey” section of the Appendix.

The existing retail in the Historic East Piqua neighborhood is predominantly service-oriented retail, including a beauty and nail shop, several boutique, and commercial shops. Both the former Aerovent Plant site and the former Decker Meat Packing Plant are considered industrial commercial uses. These buildings housed manufacturing-oriented businesses that require unique facilities to operate.



RETAIL INVENTORY EXAMPLE

ADDRESS	SQUARE FOOTAGE	NAME
201 SPRING ST	600	Bayman Auto Sales
211 ASH ST	1826	Matador Hair and Tanning Studio
225 SPRING ST	1500	Spring Thru Drive-Thru
308 ASH ST	1840	NAPA Auto Parts
316 ASH ST	1404	Kiamy's Auto Interior
317 SPRING ST	745	
401 SPRING ST	1241	Chase Bank
423 SPRING ST	425	Irvin Auto Sales Inc
439 E ASH ST	1440	Studio 36
701 E ASH ST	9463	Piqua Lumber
219 SPRING ST	2886	Smitty's Auto Sales
300 ASH ST	1248	Genell's Flowers
329 SPRING ST	600	George's Dairy Bar

SUMMARY OF BUSINESSES IN HISTORIC EAST PIQUA



EXISTING BUSINESS IN HISTORIC EAST PIQUA NEIGHBORHOOD

Address	Owner	Land Use
439 ASH ST	BERGER BONNIE GROSS	Small (under 10,000 sq. ft.) detached retail stores
Current User(s)	Square Footage	Year Built
Studio 36 Nail Salon	1440 sf	1983
Buildings Condition	Site Condition	Value
6	6	\$108,100

EXAMPLE OF WINDSHIELD SURVEY

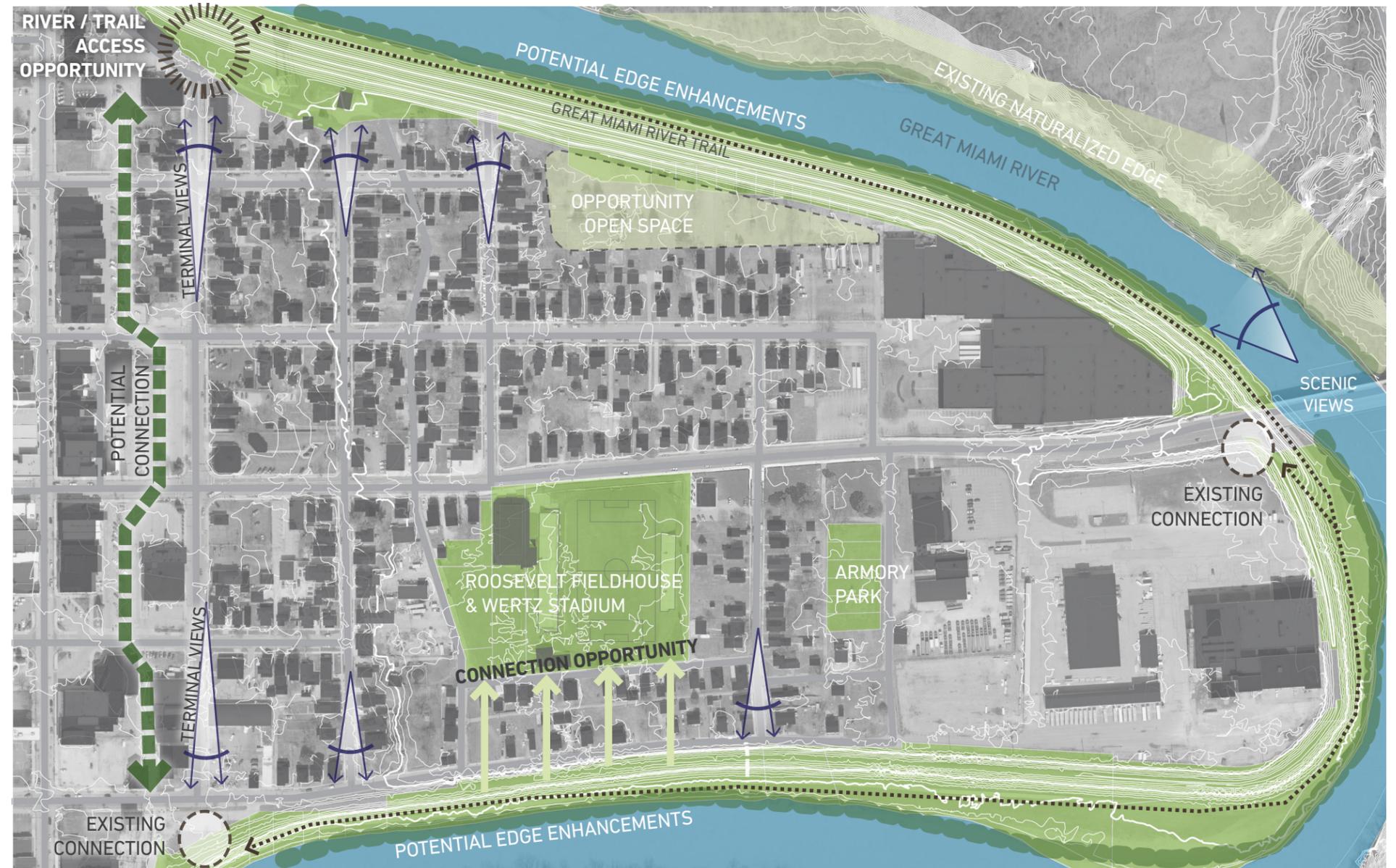
NEIGHBORHOOD GREENSPACE

Because the Historic East Piqua neighborhood is surrounded on three sides by the Great Miami River, it has very unique natural features that contribute to its overall character. With a national riverfront renaissance and revitalization movement, there is an opportunity to enhance connections between the Great Miami River and the neighborhood. Making the river more accessible through enhanced connections and opening it up to terminal views will increase the presence of the river in the neighborhood.

Within Historic East Piqua, the majority of the existing greenspace is located along the perimeter of the neighborhood. This includes underutilized open space north of North Street, as well as east of New Street and north of Greene Street. This space is mostly located behind residential uses, making it harder to access and unclear if it is public or private space. The levee itself is another underutilized greenspace. While necessary and important, through design efforts, the levee can be enhanced to serve the neighborhood as a productive greenspace. Finally, Armory Park located along Amory Street, is the only public park in the neighborhood. The park includes dated playground equipment, and is underutilized.

One of the opportunities of Historic East Piqua are the existing public gathering places and points of interest. The Roosevelt Field House/Wertz Stadium site is one of the most popular destinations in Historic East Piqua. The stadium hosts high school soccer games and occasional exhibitions that draw regional crowds. With its centralized location in the neighborhood, the Stadium and Field House should continue to be promoted as a civic and community gathering space. The other important community space, located adjacent to the study area, is Lock Nine Park. The Park, which celebrates Piqua's history as a canal town, is the location for community concerts and events. Enhanced bicycle connections between the park and the neighborhood could strengthen this area's role as a community gathering space.

The Great Miami River Trail is another important community asset that should be utilized as a neighborhood attraction. The trail, which runs along the river, on the edge of the study area has the potential to create regional connections, as well as community connections to the Historic East Piqua neighborhood. Creating access to the trail, and a connection between the neighborhood, downtown, and the trail will help bring trail users into Historic East Piqua.



LEVEE AND GREAT MIAMI RIVER TRAIL



WERTZ STADIUM IS AN IMPORTANT COMMUNITY GATHERING PLACE

DEVELOPMENT SITE ANALYSIS

THREE AREAS IN THE NEIGHBORHOOD HAVE BEEN IDENTIFIED AS OPPORTUNITY SITES.

OPPORTUNITY SITES

Within the Historic East Piqua neighborhood, three strategic opportunity sites have been identified. These are sites which may not be incorporated into the fabric of the neighborhood as well as they could be, or which may have once been key land use sites that do not contribute to the neighborhood as they once had. The three strategic sites are the former Aerovent Site, the Decker Site, and the Roosevelt Field House and Wertz Stadium site. The existing conditions of each of these sites will be examined in more detail in the following section. The analysis will evaluate the opportunities and constraints of each of the sites and build structures. The final recommendations and master plan concepts for the neighborhood will build upon this analysis in order to incorporate these sites better into the Historic East Piqua neighborhood.

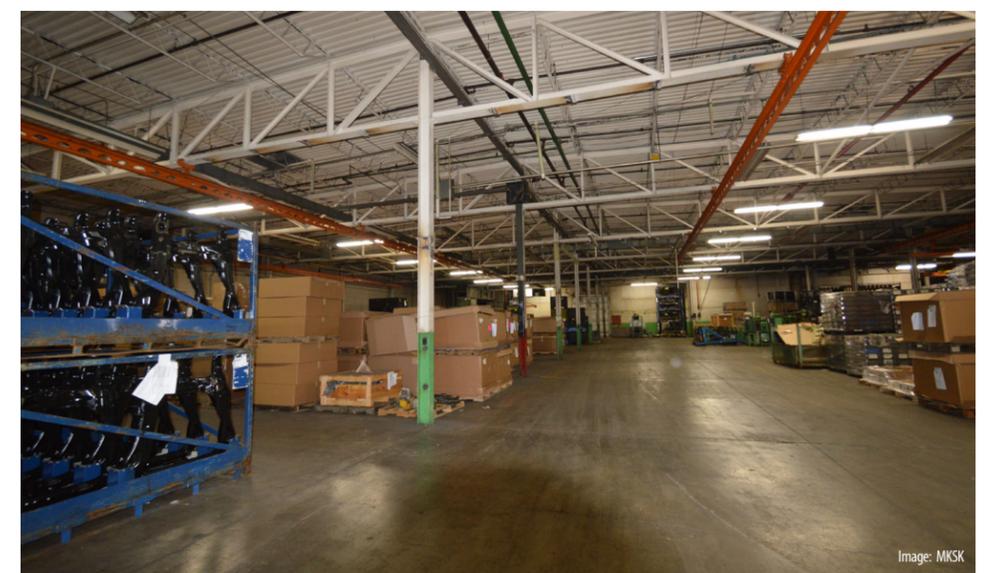
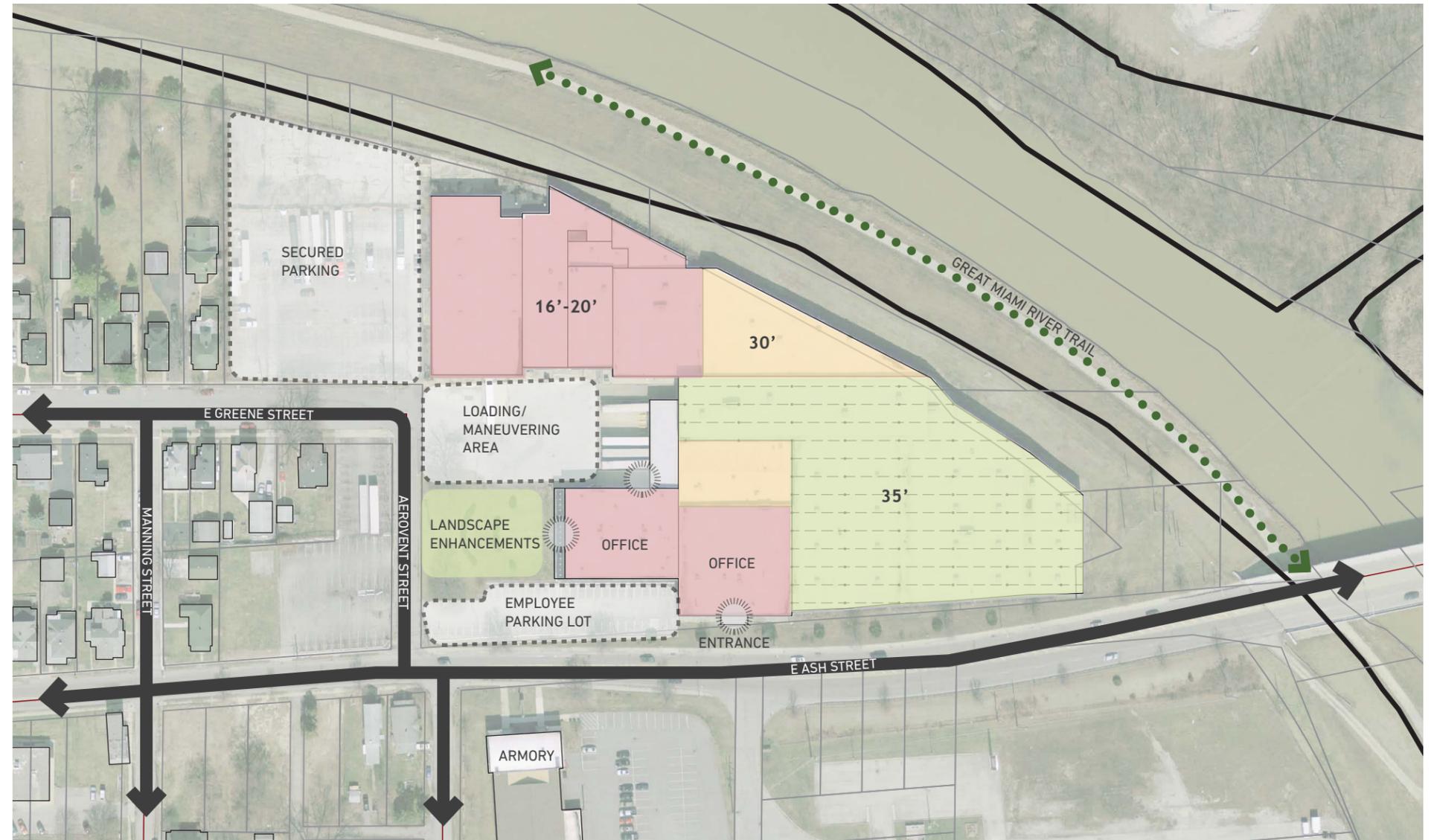


AEROVENT OPPORTUNITY SITE

The first opportunity site in the Historic East Piqua Neighborhood is the former Aerovent Plant located north of Ash Street, on the eastern edge of the study area. The site includes the Aerovent building, the entrance and loading areas between the building and the Aerovent Street, and the secured parking lot located west of the building on Greene Street. Historically, the building was used to produce fans as part of the Aerovent Fan Company. This was the largest employer in Piqua until 1993 when the company was sold and the Piqua plant was shut down. Currently the building is 98% occupied storing manufacturing parts and equipment.

The building can generally be divided into four different sections, based upon the existing floor-to-ceiling heights. While the majority of the building is occupied with storage, the front office part could be repurposed of an alternative use. This area has previously been used for office space and storage space, and is easily convertible.

When planning for the Aerovent Site, it is important to consider both long-term and short-term objectives. Long-term objectives should study the potential of the site and building to meet existing and future needs of the neighborhood and community. Short-term objectives should focus largely on better incorporating the existing building and site into the Historic East Piqua neighborhood. Currently, although the building is 96% occupied, there is a common misperception that it is vacant. This stems from the limited activity seen on the site, and the little interaction residents have with the building. Implementing simple site and landscape enhancements can help activate the façade of the building, helping it to better contribute to the neighborhood and strengthen its presence as a gateway element into the Historic East Piqua neighborhood.



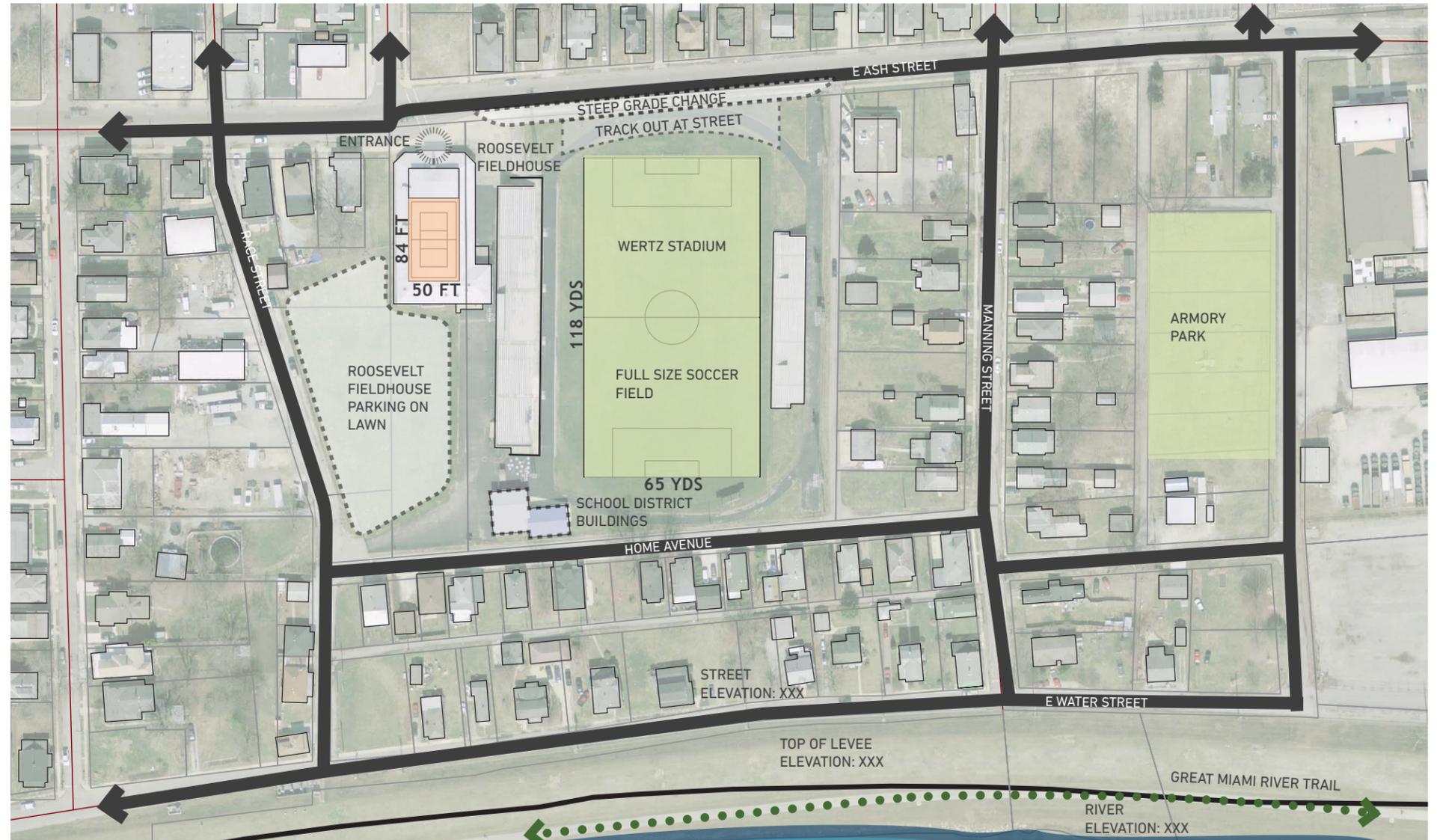
EXISTING AEROVENT CONDITIONS

WERTZ STADIUM OPPORTUNITY SITE

The second opportunity site is the Wertz Stadium and Roosevelt Field House site. The Roosevelt Field House was originally constructed in the 1930s as part of the Works Progress Administration. The building includes unique architecture from this time, including a sunken basketball court, appropriately nicknamed “the pit.” The building has a strong street presence along Ash Street, and is within walking distance of Downtown Piqua. Today, the court is used for elementary-age recreational sports such as volleyball, basketball, and wrestling.

Wertz Stadium, directly adjacent to the Field House, is a regulation-size soccer field. The stadium is primarily used for Piqua High School soccer games, but has also been used for larger premier soccer events. In 2013, the stadium hosted a matchup between the Dayton Dutch Lions, a USL Premier Development League team, and the Wigan Athletic FC, an English professional football club. Although the stadium is within a short walking distance of Downtown Piqua, the majority of attendees drive and park in the greenspace next to the Roosevelt Field House. These limited parking conditions can create issues. Encouraging visitors to walk from the neighborhood or Downtown could help alleviate this issue and create new economic opportunities for stadium visitors and local businesses.

In addition to the close proximity of Downtown, the stadium and the field house are also approximately a block away from the levee, the Great Miami River Trail, the Miami River, Lock Nine Park, and Armory Park. This proximity to the trail creates the potential to connect these recreational uses, and provide an additional means to access the stadium for visitors. Having multiple greenspaces within such close proximity, two of which being popular community destinations, also creates the opportunity to continue to encourage this area to be a strong civic destination.



EXISTING ROOSEVELT FIELD HOUSE AND WERTZ STADIUM

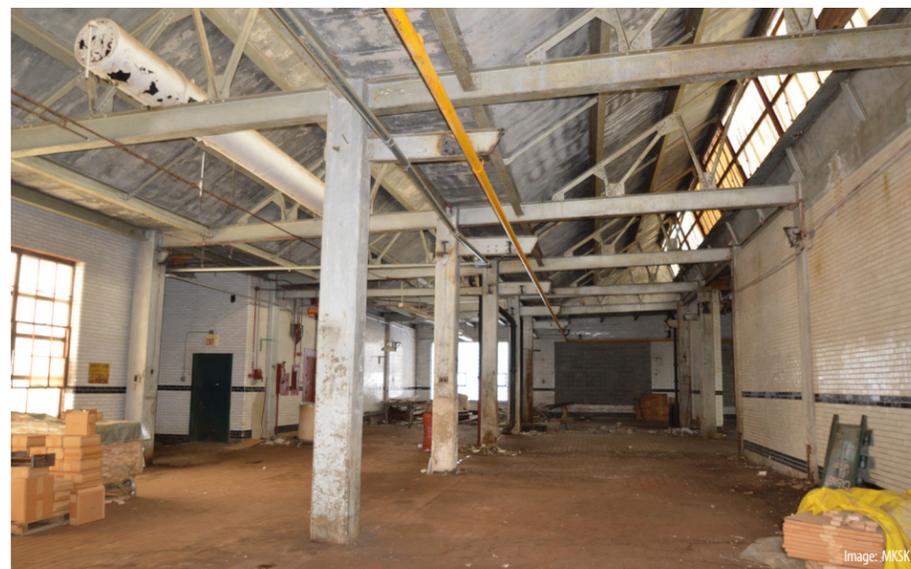
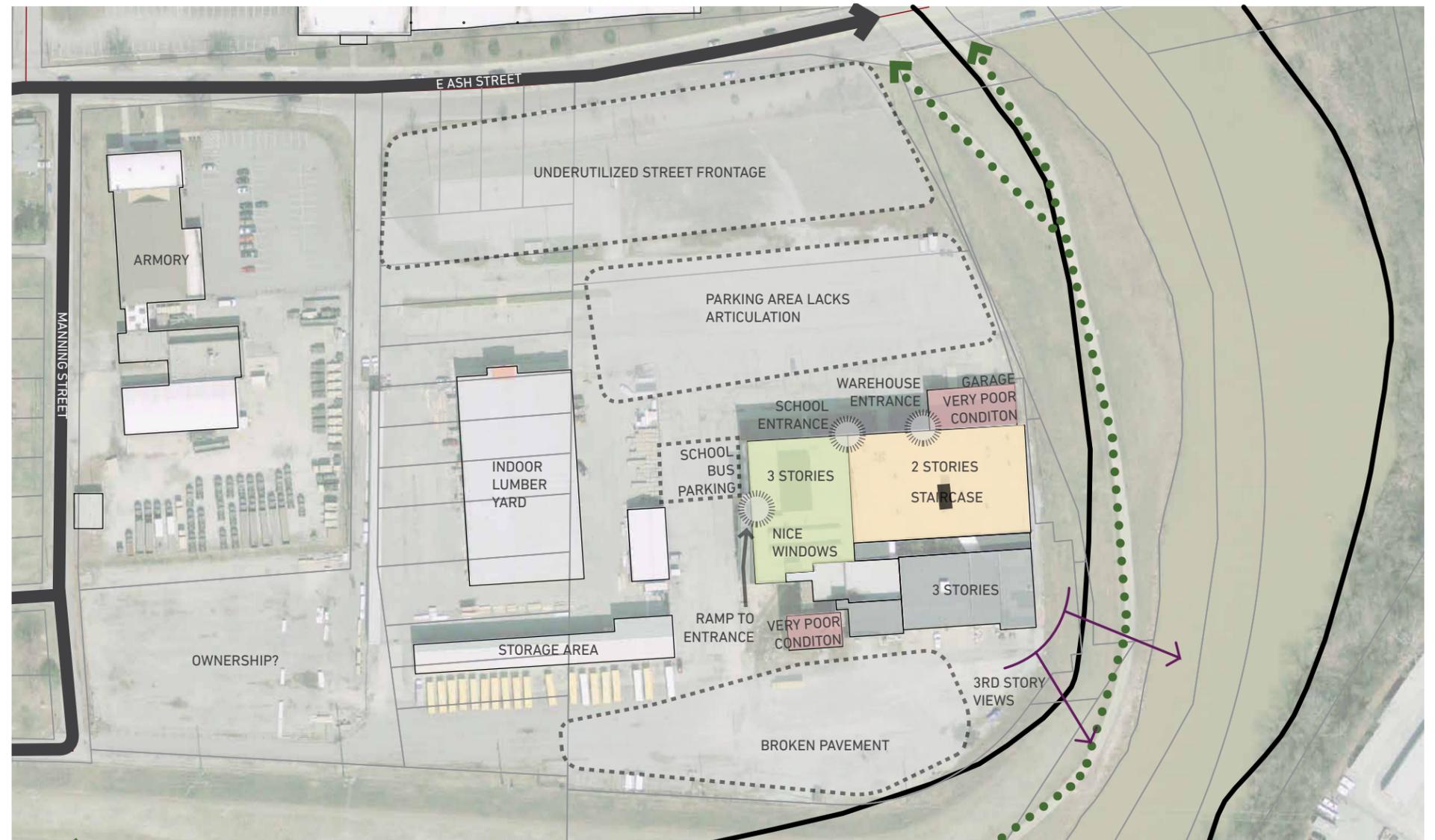
DECKER OPPORTUNITY SITE

The former Decker Meat Packing Plant located at the eastern end of the study area, south of Ash Street, represents the third opportunity site. The large site includes the former Decker Packing Plant, large parking areas, underutilized street frontage, and the Piqua Lumber Company. Currently, the site is divided into different uses. The Piqua Lumber Company occupies the commercial building on the western half of the site, and the Piqua City Schools uses the back of the site for bus storage.

The former Decker Plant building itself is a historic warehouse that has been repurposed for several uses. The building itself is very large, resulting in only portions of it having been maintained and used for new purposes. Other parts have been neglected, and are in need of heavy renovation or demolition, should a new use be introduced. The front portion of the building has been renovated and is used for Piqua City School Board offices. This area has been completely renovated to include individual offices, and dropped ceilings. A portion of the third floor is also occupied by Tempo Wood Products, which manufactures trophies, plaques, and custom wood products. While several other small businesses occupy space in the building, with the exception of some storage, the majority of the rest of the building is vacant.

Some vacant areas in the Decker Plant are already divided, however many of them include large amounts of natural light and unique character and grit only present in historic industrial buildings. Spaces such as these have been in high demand nation-wide for repurposed studio and office space. Before any restoration or renovations can be done to the structure, extensive brownfield studies will need to be done to determine what types of mitigation will be needed, and how feasible repurposing of the space will be.

In order to capitalize on the opportunities of the Decker Site, it is necessary to plan for the site as a whole. This corner of the study area is largely separated from the rest of the neighborhood, due to the large amount of pavement and unused, vacant space. Creating a site plan that incorporates the entire site and includes new internal circulation will help connect the Decker Site into the Historic East Piqua neighborhood better, and help to capitalize on the opportunities of the site, such as the riverfront views.



EXISTING DECKER PLANT SITE

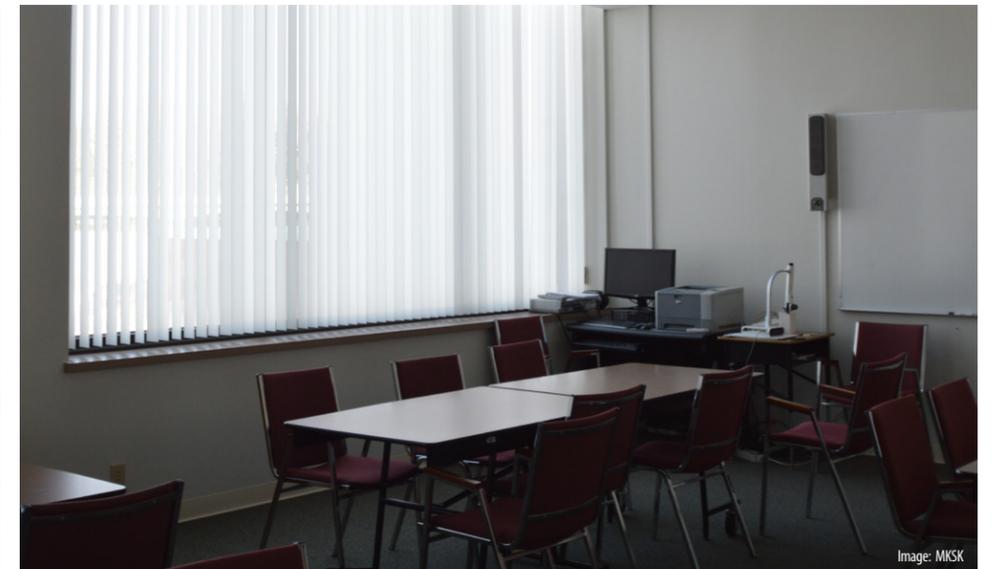


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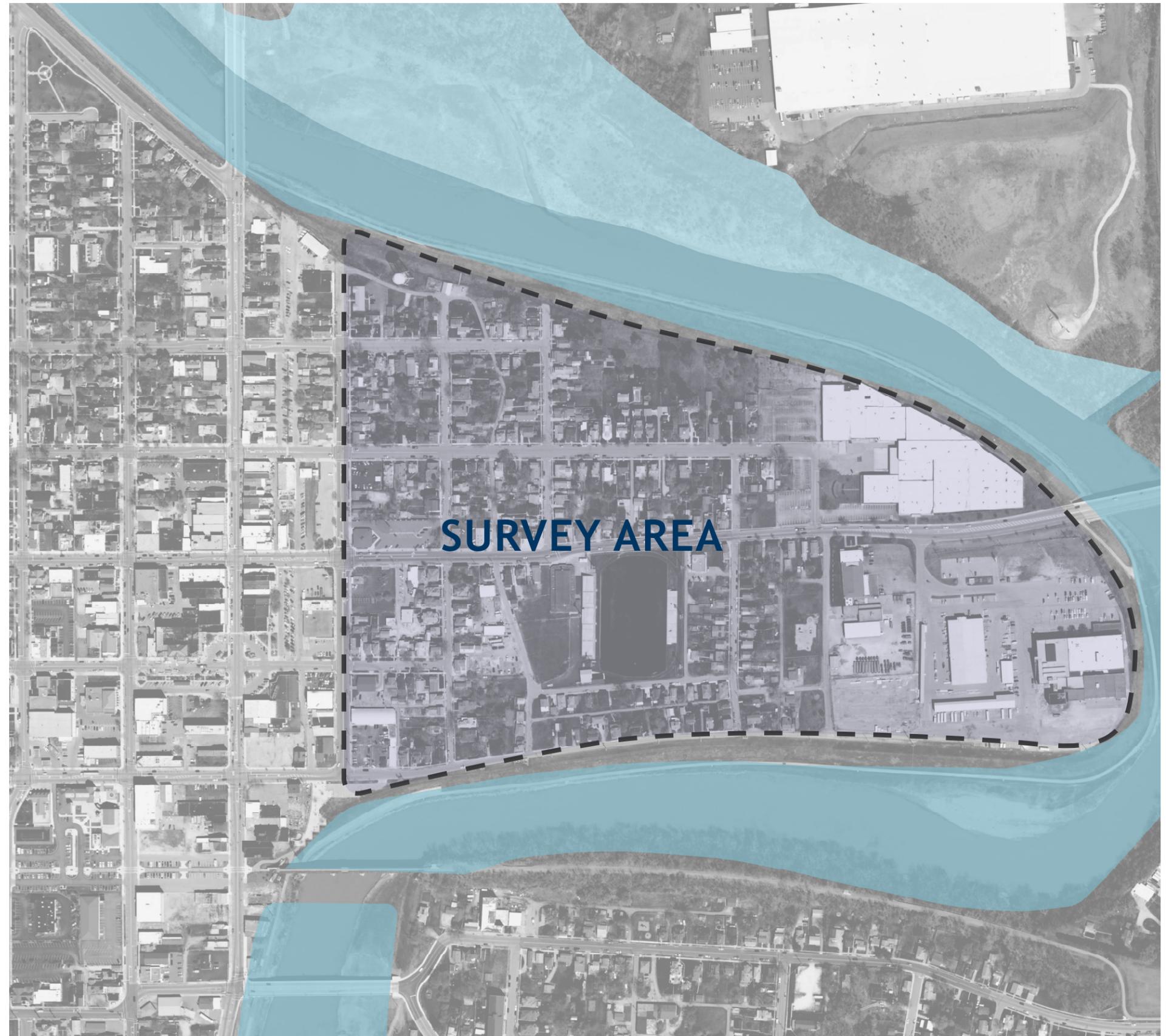
COMMUNITY HEALTH

INTRODUCTION

In neighborhood redevelopment projects, it is important to consider community health issues, because we know that our built environment and our social environments have a great influence on our health outcomes. We know that community challenges, such as crime, poverty, or living near brownfield sites for example, make it more difficult for individuals, families, and the community to make healthy choices, and can negatively impact the quality of life for residents. For many of these challenges, part of the solution can be found in sustainable urban design and planning. The Agency for Toxic Substances and Disease Registry (ATSDR) Action Model reflects this understanding, and prompts the community development field to consider these important community health issues in their planning processes. The Model seeks to first identify the community issues, determine how community development can address the issues and what the potential community health benefits could be, and identify the data needed to measure progress.

The Community Health Survey the Kirwan Institute developed as part of the Historic East Piqua master planning process, and with input from the Steering Committee, follows this Model. Through targeted questions, the survey asks respondents to not only identify the community issues they experience, but to also identify what is working well in the community, and what they would like to see developed as part of this process. The analysis will feed into the final recommendations of the Master Plan.

From the beginning, key community issues were identified such as drug activity in the Historic East Piqua neighborhood, as well as the deteriorated or abandoned housing stock. Crime and drug activity may be more easily facilitated in neighborhoods with higher vacancy rates and abandoned buildings. The redevelopment of these sites into productive use may reduce areas where crime and drug occur, and reduce fear of such activity. In turn, this can lead to more mobility of residents. This is one example of how development can positively influence community health, and how the Community Health Survey can help influence the recommendations of the Historic East Piqua Master Plan.



SURVEY DISTRIBUTION PROCESS

The following process highlights the development and distribution plan for the Community Health Survey. In order to ensure validity of results, we required a minimum of 30 surveys to be completed and returned (a 20% response rate). The process helped ensure the necessary amount of survey responses, and helped geographically reference survey responses, while keeping participants anonymous.

The development of the Community Health Survey was the result of correspondence between Consultants, the City of Piqua Client Group, and the Historic East Piqua Steering Committee. Survey questions were reviewed and revised based upon feedback from these different groups, resulting in fifteen questions that sought to identify existing health concerns in the Historic East Piqua neighborhood. Questions were also included to gain insight into survey participants. This allowed additional demographic information to be collected on existing neighborhood residents. To help geographically reference survey responses, two survey questions asked participants if they lived within the identified Historic East Piqua neighborhood and study area, and how close they lived to the Aerovent and Decker sites.

To receive as many responses as possible, the Community Health Survey was distributed through several different means. First, hard copies were mailed to all residents within the Historic East Piqua study area. This included a brief overview of the master plan and its objectives for the area, as well as a hard copy of the survey and stamped return address. Second, surveys were made available at the City building to be filled out and returned to the same location. Finally, the survey questions were made available on a Survey Monkey website to be filled out online. This link was shared through both the Historic East Piqua MindMixer website and the mailer. All survey responses were summarized and recorded in the Appendix chapter of the Master Plan. This information was integral in formulating recommendations to guide the growth and development of the Historic East Piqua neighborhood.

- 1 STEERING COMMITTEE FEEDBACK**
- 2 FINALIZE SURVEY - FEBRUARY**
- 3 POST LINK OF SURVEY TO MINDMIXER**
- 4 DISTRIBUTE PROJECT BROCHURES WITH LINK TO SURVEY**
- 5 MAKE SURVEY HARD COPIES AVAILABLE AT CITY BUILDING**
- 6 DIRECT-MAIL HARD COPIES TO NEIGHBORHOOD RESIDENTS**
- 7 MARCH PUBLIC MEETING - SURVEY REMINDER AND HARD COPY DISTRIBUTION**
- 8 CLOSE SURVEY - END OF MARCH**



About This Survey

Although access to health care and our personal lifestyle choices are important, our health is influenced by much more. In fact, conditions in our home, work, and community have been found to be more important factors influencing our health and how long we live. Challenges such as poverty, unemployment, or crime can make it more difficult for individuals, families, and a community to make healthy choices.

As part of the Historic East Piqua Master Plan (a revitalization plan for the neighborhood), we are asking residents about the health issues in their community so we can think through how redevelopment (for example, new infrastructure, new buildings, new businesses, new programs etc.) can help provide solutions to challenges. We also want to think through how redevelopment can build on the good things that already exist in the community to promote health and wellness.

There are 15 questions. The first five are designed for us to get a better picture of community health needs and opportunities in East Piqua. The last ten are background questions about you. **All answers are anonymous.**

Social, Physical and Community Environment Questions

1. Select the 3 items below that you think are most important for a healthy community.

- Access to health care and other services
- Affordable housing
- Arts & cultural events
- Community involvement
- Good jobs & wages
- Good schools
- Access to healthy and affordable food
- Low crime/safe neighborhoods
- Tolerance of diversity
- Youth-related activities
- Parks & recreation
- Other _____

2. How well do you think your community performs on the items you identified in Question 1?

- Excellent
- Good
- Fair
- Poor

Please explain _____

3. In the following list, what do you think are the 3 most serious health challenges facing your community?

- Motor vehicle/traffic accidents
- Respiratory disease (such as asthma, COPD, etc.)
- Lack of access to health care (including physical, mental, and dental health care services)
- Lack of exercise
- Crime/drug activity
- Unhealthy behaviors (smoking, alcohol/drug abuse)
- Obesity
- Poor nutrition
- Other _____

4. Are there things about your neighborhood that make it hard to be healthy? (For example, no sidewalks for safe walking; no grocery store nearby with fresh food; too much crime for kids to be outside, etc.) _____

5. In my neighborhood, I would like to see more (choose 3):

- Healthy food
- Medical care
- Employment opportunities/job training
- Clean air and water
- Parks and recreation opportunities
- Youth-related activities/outlets
- Affordable, quality housing
- Transportation options
- Entertainment (restaurants, shopping, etc)
- My neighborhood is good how it is
- Other _____

[Additional Questions](#) →



Please tell us about yourself! Remember, this survey is anonymous.

6. Please select any of these general health challenges you face.

- Diabetes
- Overweight/obesity
- Heart disease
- Joint pain or back pain
- Mental health issues
- Alcohol/drug overuse
- Poor nutrition/exercise habits
- I do not have any health challenges
- Other _____

11. Age

- Less than 18
- 18-20
- 21-34
- 35-54
- 55-69
- 70+

12. What is your employment status?

- Work full-time
- Work part-time
- Retired
- Student
- Disabled
- Unemployed, but looking
- Not currently seeking employment
- Other _____

13. Among the members of your household, what is the highest level of education completed?

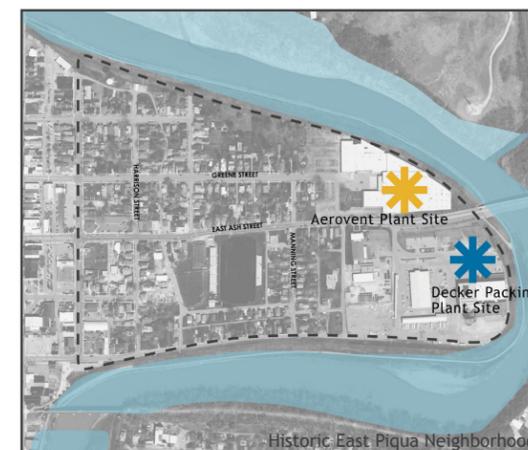
- Less than high school
- Completed high school or GED
- Some college, but no degree
- 2-year college degree
- 4-year college degree
- Advanced degree (graduate or professional)

14. What is your household income before taxes?

- Under \$10,000
- \$10,000- \$19,999
- \$20,000-\$29,999
- \$30,000-\$49,999
- Over \$50,000

15. Your race/ethnicity is

- White
- Black or African American
- Hispanic or Latino/a
- Asian or Pacific Islander
- American Indian or Alaskan native
- Other _____



7. Do you currently live in the study area?

- Yes
- No

8. Do you live within ____ of the Decker Packing Plant and Aerovent Plant sites?

- 1 block
- 5 blocks
- 10 blocks
- More than 10 blocks

9. How many people, including yourself, live in your household?

- 1
- 2
- 3
- 4
- 5+

10. Your gender

- Female
- Male

SURVEY RESULTS

Kirwan developed a baseline assessment of community health for the project that the City and partners could then track moving forward, as redevelopment occurs, to assess what (if any) impact the redevelopment is having on community health, broadly understood. We created a two-part baseline assessment that included pulling publicly available data, and distributing a community survey.* Because the study area is so small geographically, we are limited in the health-specific indicators that we can pull from sources to share and still protect identity.

In the case of the Historic East Piqua neighborhood, we found that it may not be so much a direct health impact from contaminated sites (i.e. asbestos or lead poisoning), but more so the residual socioeconomic effects of industry declining--for example, a lack of other amenities, such as healthy food access and quality, affordable housing; challenges of economic development and land reuse post-industry; etc.

CATEGORY	INDICATOR	CONNECTION TO HEALTH
COMMUNITY	Educational Attainment	Education is the strongest social factor (employment and income are others) that can indirectly influence a person or a community's health. A person with more education will be more likely to choose healthy behaviors and lifestyles, get a job with health benefits, and able to find information and resources when faced with a health problem.
	Unemployment Rate	Having a good job can provide a sense of security and improve quality of life. Often a good job will give access to health care and medical insurance. On the other hand, not having a job can have many negative impacts, including impacts on health. The number of people with jobs is considered to be a sign of the overall quality of life in a community. Like education and income, employment can influence personal and community health. Employment, more education, and higher incomes are all closely linked to improved health.
	Poverty Ratio	Individual and neighborhood level poverty are well-documented risk factors for illness and premature death. Poverty is one of the underlying risk factors for increased mortality and ill health. Not only are impoverished people less likely to have health insurance, but they also have limited access to nutritional food, adequate housing, and education—all factors that can affect overall health and wellbeing.
	Median Household Income	Income affects ability to pay for the basic needs of daily life; housing, food, clothes, health care, and education. People with low incomes have less access to nutritious food, good housing, and education. Higher incomes allow access to better quality housing materials that reduce the risk of contact with lead, asbestos, mold, rodents, and dust. Looking at household income in a community can help planners find areas that would benefit from better access to jobs, training, and improved job stability.
LAND/ ENVIRONMENTAL	Contaminated Land	Brownfields may have contamination in old buildings, soil, or in water in the ground underneath the surface. There can also be physical dangers like broken windows.
	Park Space	The number and size of parks in a community can influence the health and well-being of residents. Counting the number of parks, their size, and condition can help public health and community experts understand why some neighborhoods have higher rates of obesity or less people participating in community activities. Neighborhood parks provide many additional benefits to the community. Communities with parks and gardens encourage people to live in the neighborhood longer and improve how people view the neighborhood. Parks and gardens in good condition can also help reduce crime in the area.
	Vacancy Rate	Vacant properties in urban areas may be associated with increased crime rates, decreased property values, and can negatively influence the quality of life for residents in the surrounding neighborhood.
BUILDING/ INFRASTRUCTURE	Housing Quality (Visual Inspection)	The quality of housing can affect both physical and mental health. People living in older houses have a higher than usual risk of lead poisoning, since about two-thirds of homes built before 1940 and half of homes built between 1940 and 1960 contain heavily leaded paint (CPSC, 2007). Vacant properties in otherwise developed areas may be associated with increased crime and arson rates, decreased property values, and negative impacts on the quality of life for residents in the surrounding community (NVPC, 2005). Furthermore, symptoms of stress, anxiety, and depression may be associated with poor quality housing (WHO, 2004). Improvements in housing conditions are expected to contribute to many community and health benefits. [WI]

SELECT INDICATORS AND HEALTH IMPLICATIONS

* Note that approximately 40% of those who took the survey lived within the study area (3 people skipped this question)

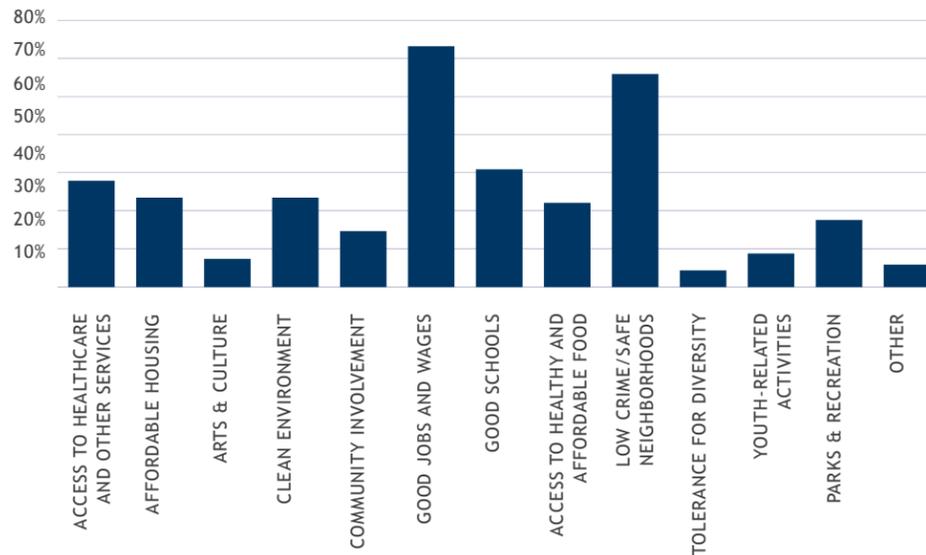
SURVEY RESULTS

From the public data we pulled and the survey responses, it is evident that the study area faces some key economic and social challenges, when compared to the rest of the City:

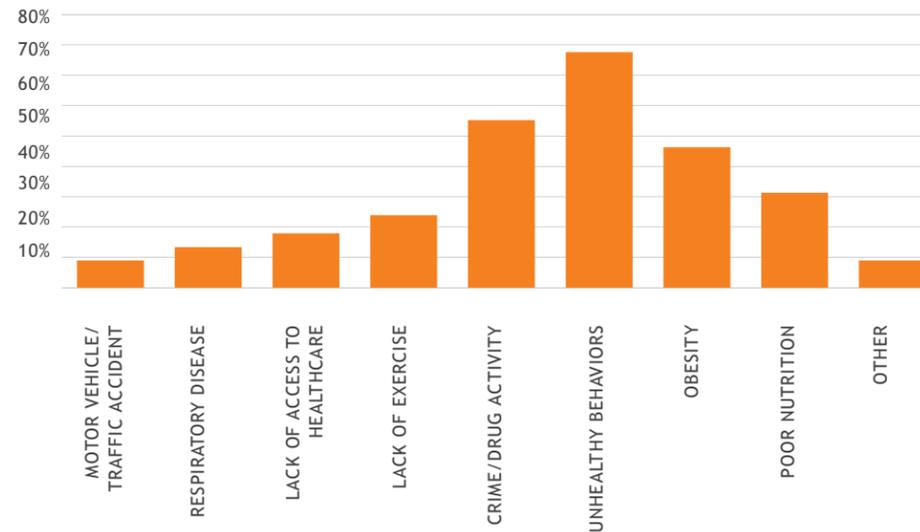
- Dilapidated housing stock
- Perceived issues of crime and safety
- Limited access to fresh food
- Lower household incomes
- More renter households
- More people struggling or doing poorly (poverty ratio)
- No park space

SELECT INDICATORS		HISTORIC EAST PIQUA NEIGHBORHOOD	CITY OF PIQUA
EDUCATIONAL ATTAINMENT	HS GRADUATE OR EQUIVALENT	44.7%	41.5%
	SOME COLLEGE	36.6%	30.5%
	BACHELOR'S DEGREE	4.2%	6.7%
UNEMPLOYMENT RATE		10.2%	12.6%
MEDIAN HOUSEHOLD INCOME		\$23,851	\$36,260
HOUSING TENURE	OWNER		
	RENTER	68%	38.4%
VACANCY RATE		7.7%	9.2%
POVERTY RATIO (Ratio of Income in 2013 to Poverty Level)	POOR OR STRUGGLING (UNDER 2.0)	63.9%	47.6%
	DOING OKAY (OVER 2.0)	36.1%	52.4%

SELECT THE 3 ITEMS THAT YOU THINK ARE MOST IMPORTANT TO A HEALTHY COMMUNITY...



WHAT DO YOU THINK ARE THE 3 MOST SERIOUS HEALTH CHALLENGES FACING YOUR COMMUNITY?



ARE THERE THINGS ABOUT YOUR NEIGHBORHOOD THAT MAKE IT HARD TO BE HEALTHY?



GENERAL RECOMMENDATIONS

- As redevelopment occurs, the baseline measures should be updated.
- The City should consider assessing crime incident reports in the neighborhood, as safety was a key issue cited by survey respondents. Some respondents pointed out that there was too much crime to feel safe outside, which limits mobility and recreation. Crime and drug activity were the second most cited health concern within the community.
- The City should consider entering into a data sharing agreement with the local health department to assess infant mortality and low birth weight births in the study area. These are leading indicators with regard to quality of life, from a health aspect, in a community.

Given the survey responses, likely the three most “direct” routes for health-related impacts would be through housing stock revitalization, increased recreation opportunities (which includes enhanced infrastructure), and improved access to fresh and affordable food.

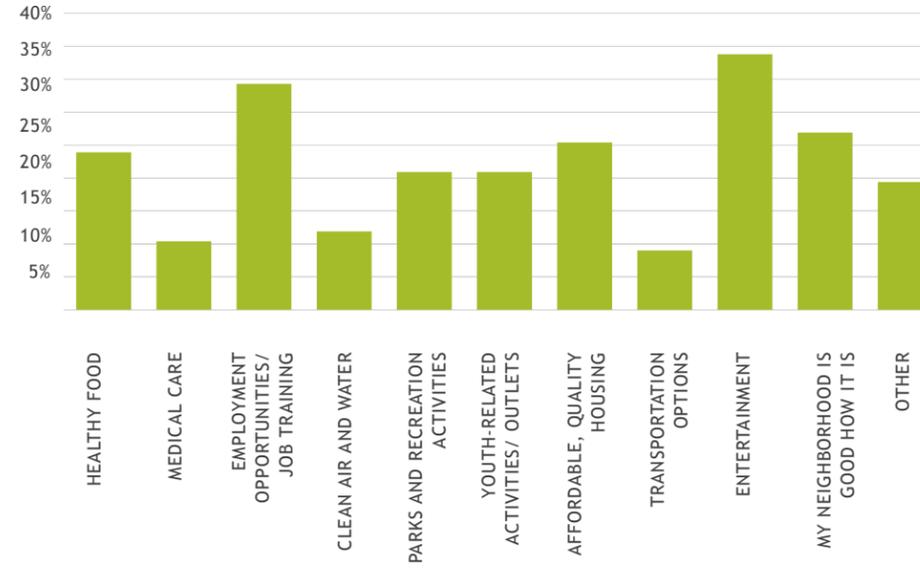
Housing Stock Revitalization: renovation of old housing stock and construction of new stock can reduce exposure to harmful environmental substances (ex. lead). Reduced vacant housing can also deter crime and drug activity. Such improvements can result in improved perceptions of safety, which are likely to result in increased mobility of residents (with physical and mental health benefits). Further, targeted home repair grants for responsible landlords and owners would also allow existing owners to reap benefits of renewed investment in the community.

New & Improved Recreation Space/Opportunities: increased opportunities for safe physical activity not only would have physical health benefits, but could serve to strengthen the sense of community, a concern that came out in the survey.

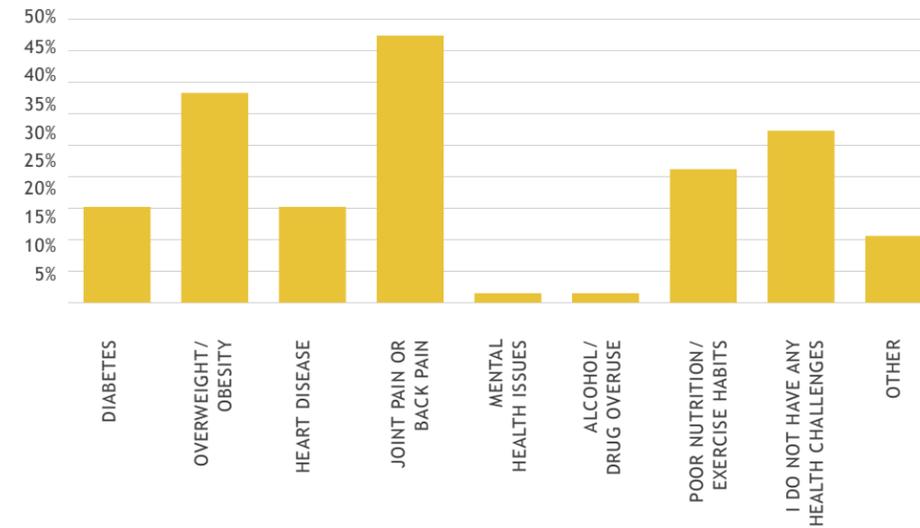
For example, from the survey, issues of diabetes, joint pain, obesity, and poor nutrition/exercise were reported. While these health issues may not be directly tied to contamination from a brownfield, for example, it is a residual effect of neighborhood disinvestment, and points to health concerns within the community that can be addressed, to a degree, through an enhanced community environment. Such enhancements must also include sidewalks and roads in good repair (two issues cited by the community that limit mobility). Many respondents pointed out that it was simply not safe to use the sidewalks, roadways, or bike paths, due to traffic, rough and uneven pavement, and limited lighting.

Improved Access To Fresh, Affordable Food: When directly asked if things about the neighborhood made it hard to be healthy/make healthy choices, a number of respondents cited the lack of fresh and affordable food within the neighborhood as an issue—both in terms of eating establishments as well as grocery stores. As the redevelopment plan moves forward, the City should consider ways to increase healthy food options within the neighborhood (for example, relocate the Farmer’s Market, enlist corner stores to carry fresh produce, repurpose vacant lots into a community garden).

IN MY NEIGHBORHOOD, I WOULD LIKE TO SEE MORE...



PLEASE SELECT ANY OF THESE GENERAL HEALTH CHALLENGES YOU FACE...



MARKET ANALYSIS

THE HOUSING STOCK AND POPULATION CHARACTERISTICS SUGGEST A NEIGHBORHOOD AT A TIPPING POINT.

HOUSING MARKET ANALYSIS

The Historic East Piqua study area is primarily residential in character north of Ash Street, typified by a combination of modestly-sized single family and two family homes, with a mix of homeownership and rentals. Market values generally range from \$30,000 to \$75,000, with a median value approximately \$50,000. South of Ash Street, and closer to the Levee, the residential areas tend to have a higher percentage rental properties, with valuations ranging from \$25,000 to \$54,000, with a median value approximately \$32,000. While there are relatively few vacant parcels (with the exception of Ash Street itself), the condition of the housing stock from an exterior evaluation, exhibits a wide range, from those in relatively good condition to those that indicate deteriorating conditions to those that are in serious states of disrepair. The condition of those nearest to the Levee on the south side appear to be most in stress, with a number of vacant or boarded-up properties.

The analysis of the income characteristics of those residing in the neighborhood suggests a somewhat skewed neighborhood, with a high percentage of low and very low income residents and a significant percentage of higher income, but a relatively small percentage of middle income. The age breakdown suggests a large majority of residents consist of families with children.

These characteristics of both the housing stock and the population suggest a neighborhood at a tipping point. Without proactive intervention, it is likely that the neighborhood will fall further into decline and deterioration, de-stabilizing values for those houses in good condition and presenting an economic dilemma for upper income residents as to whether it makes sense to remain. This is a common situation for neighborhoods in transition, and often a focused, targeted neighborhood stabilization strategy can be effective in reversing the trend from a downward spiral to an upward one.



EXAMPLES OF ALTERNATIVE HOUSING OPTIONS



EXAMPLES OF ALTERNATIVE HOUSING OPTIONS



A NEIGHBORHOOD THAT HAS IMPLEMENTED A RESIDENTIAL RENOVATION PROGRAM



EXAMPLE OF RESIDENTIAL INFILL CHARACTER THAT MATCHES EXISTING HOMES

HOUSING MARKET ANALYSIS

Fortunately, there are a number of factors in East Piqua that are positive assets, and can be used as a basis for such a stabilization strategy. While the percentage of houses needing some degree of rehabilitation may be relatively high, the absolute number of structures is of a reasonable magnitude. Second, the typology, size, and visual character of many of these houses are appropriate for the area, are manageable in terms of rehabilitation costs, and tend to be desirable for first time homebuyers and young professionals willing to invest their own sweat equity. Third, given the incomes of many of the residents, a variety of available financing programs can likely be utilized.

Finally, the location of the neighborhood adjacent to downtown, to the River, and with easy access to the highway, combine to provide the neighborhood with significant market benefits. Unfortunately, it is clear that these assets have not infused the area with any significant market benefit. A number of factors could explain this: 1) the lack of views and access to the River makes the levee adjacency a negative rather than a positive feature; 2) connections to downtown are not strong; 3) the adjacency to industrial facilities may be seen as a problem, and 4) there is a lack of a strong common identity to the neighborhood.

Through a number of strategic interventions from the public and civic sectors - a number of which are outlined in this report - the residential aspect of the neighborhood could indeed be stabilized and, through a more aggressive approach, be positioned to flourish. Each of the assets listed above can be reclaimed as a strength, rather than a weakness, to its market attractiveness and aid provide reasonably priced housing to a broader segment of the overall population. These interventions include the following:

1. Targeted rehabilitation loan assistance: A number of programs are offered by a variety of organizations specifically to encourage rehabilitation of existing single family and duplexes for owners within certain income levels. As an example, the Federal Home Loan Bank offers a variety of programs (Affordable Housing Program; Community Investment Program; Economic Development Program) that provide low interest loan funds to homeowners and owners of rental property at 50%, 80%, and 115% of median income, respectively. The Cincinnati Branch of the FHLB, which covers Ohio, has been especially active in these loan programs. In addition, the Ohio Housing Finance Agency offers a number of programs for census tracts that qualify as targeted neighborhoods, which includes East Piqua; and also offers funds through its competitive Housing Investment Fund, if part of an overall neighborhood revitalization strategy.

In addition, local financial institutions in partnership with the public sector can create similar targeted loan programs or pools that more directly serve a targeted neighborhood, to meet their CRA requirements. The public sector may provide the financial institution with loan guarantees or other soft cost support in order to reduce the risk of such loans.

2. Targeted Acquisitions - certain properties in strategic locations that

may be too far deteriorated for rehabilitation, vacant, or abandoned, can become subject to selective targeted acquisition, either by the City or by a private or quasi-public with neighborhood revitalization as part of its mission. Given property values in the neighborhood, such acquisition costs are likely to be modest and have a far greater value in stabilizing surrounding properties. The properties and/or parcels may then be used for new construction or substantial rehabilitation under favorable terms (see below) offered to new residents willing to invest in the neighborhood.

3. New Homeowner Incentives - certain age/income groups not currently well represented in the neighborhood, should be encouraged to invest in the area, which can add diversity, stability and vitality to the area. In addition to incentives to encourage existing owners to invest in their property, programs designed to attract new residents should be instituted simultaneously. These incentives can include property tax abatement or multi-year freezes at the base acquisition price, low interest rehabilitation loans (without income restrictions); transfer of acquired properties at nominal cost; and reduction/elimination of closing costs.

4. Introduction of new residential building types - Much of the residential character of the neighborhood west of Aerovent Drive is primarily composed of single family and two-family structures, and there are relatively few vacant parcels. However, a number of vacant parcels remain along Ash Street, and the closer to downtown the character becomes somewhat more urban and commercial. The introduction of vertical townhouse-style infill construction on some of these vacant and/or underutilized parcels should be considered as a way to further stabilize the neighborhood, for a number of reasons, including the following:

- 1) they can provide an additional housing option in Piqua between a traditional single family home and a downtown loft style apartment;
- 2) they can provide a flexible fee simple housing alternative to new residents, with the potential for a first floor rental unit and/or small commercial unit or gallery space;
- 3) a three story prototype can provide river view from the upper floor and roof deck options;
- 4) such units can be brought onto the market at very small increments, responding to market demand.

5. Employer Assisted Programs - Piqua is fortunate to have a long history as community with a strong manufacturing and employment base, a tradition that continues today. Many employers support efforts by their employees to live in the community in which they work, which is a benefit for both employer and employees. Often such efforts involve financial assistance for employees who purchase and/or rehabilitate homes in a certain neighborhood or in the town as a whole. The most typical form of assistance is down payment assistance, but a range of

options can be created. Given the strong private sector support found in Piqua for civic improvement initiatives, consideration should be given for the creation for employer assistance housing programs for those employees investing in the Historic East Piqua neighborhood.

6. Neighborhood Identity: Piqua Arts District - The market attractiveness of the neighborhood depends upon a variety of factors, including its proximity to downtown, safe and attractive streets and pedestrian amenities, access to the River, recreational opportunities, etc., all of which are addressed herein. However, the identity of a neighborhood - or lack thereof - is equally if not more important. While the East Piqua area can be considered the "gateway" into Piqua, it currently does not possess an easily identified identity.

Given the characteristics of the neighborhood, it is suggested that serious consideration that efforts be made to 'seed' the area as an emerging Arts District, for a variety of reasons. Piqua has had for the past 25 years, an active Arts Council, coordinating an impressive array of arts-related programming. However, there is currently no agglomeration of artists, galleries, and related arts commercial spaces in a concentrated area of town. There are a number of examples of communities that have seen such arts districts flourish in neighborhoods with similar characteristics as Historic East Piqua (for example, Lowertown in Paducah, Ky.) The housing stock along and adjacent to Ash Street aligns well with examples of artists' housing and/or small gallery spaces within an artist-owned property or nearby. The "complement" of Ash Street as an emergent arts district to the recreation/entertainment focus of downtown Piqua can create a vibrancy in which each supports the other, rather than competing with each other. The ease of walking between the two -with Spring Street as a natural nexus - further adds to this potential.

COMMERCIAL DEVELOPMENT

Commercial development within the Historic East Piqua area is limited to a number of small businesses along the western portion of Ash Street. Given the current conditions in the neighborhood and the proximity to more robust retail opportunities nearby (downtown/Main Street) and east of I-75, this is to be expected. A stabilization of the residential neighborhood as described herein may increase to a modest extent the potential for more neighborhood service type of businesses, but the likelihood of significant new retailing supply is unlikely. In addition, given the focus of attention on downtown and the waterfront, merely extending and spreading out the retail inventory along Ash Street may be counter-productive to creating more critical mass within downtown.

Nonetheless, the sporadic quality of the streetscape and the lack of continuity of uses along Ash Street combine to present an unappealing and weak frontage to the street, which in similar cities would show a stronger property line presence along the street by either residential properties or 1-2 story commercial properties.

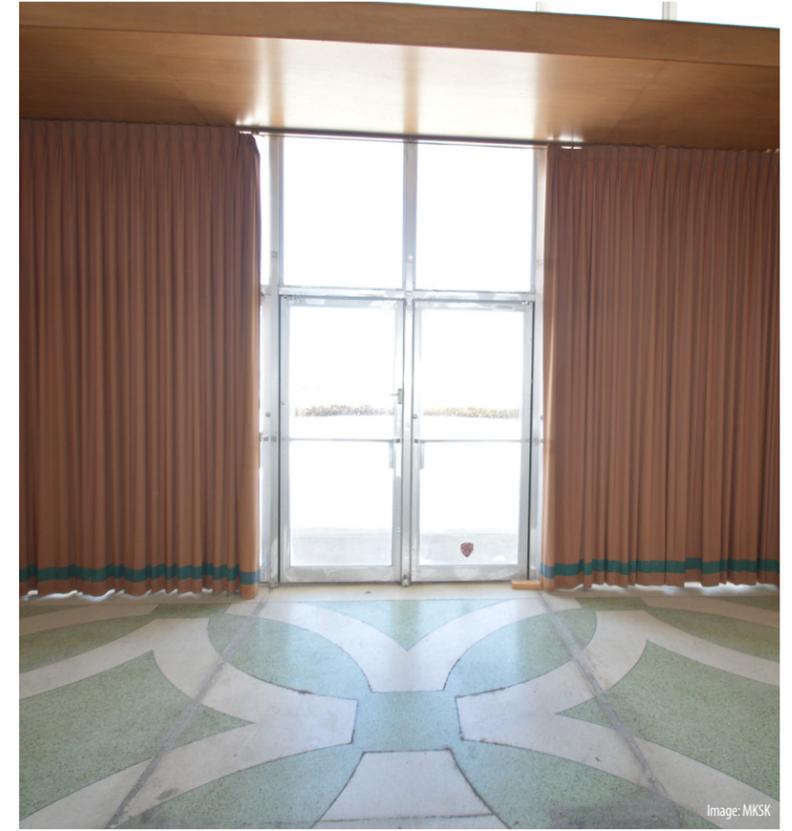
The most successful strategies that deal with these types of conditions usually concentrate initial focus on the “healthiest edge” and work out from such a point. In this situation, this would be the Spring and Ash Street intersection, as it serves as the connecting point to the economically growing downtown and riverfront area. While the intersection itself is not strong commercially, the transformation of the former Daily Call property into the corporate headquarters and flagship location of Winans Chocolates & Coffees will soon establish a strong anchor at this intersection. The parking area of Chase on the northeast corner and the George’s parcel provide additional opportunities for more intensive infill development that would further anchor this important intersection and provide energy for additional small scale commercial eastward on Ash Street. A modestly scaled multi-family project with upper story river views and small retail and/or gallery spaces at the ground floor level should be considered.

The potential to encourage the Ash Street corridor as an Arts District should be seriously considered as a targeted “niche” commercial/retail area of focus, as discussed previously. While some of the existing vacant or underutilized commercial spaces could be repurposed, it is more likely that a combination of an outreach to artists for live/gallery spaces in existing properties (a la Paducah, for example) and the inclusion of ground floor retail spaces in new infill projects could begin to create an arts-related identity for this major entry into downtown.

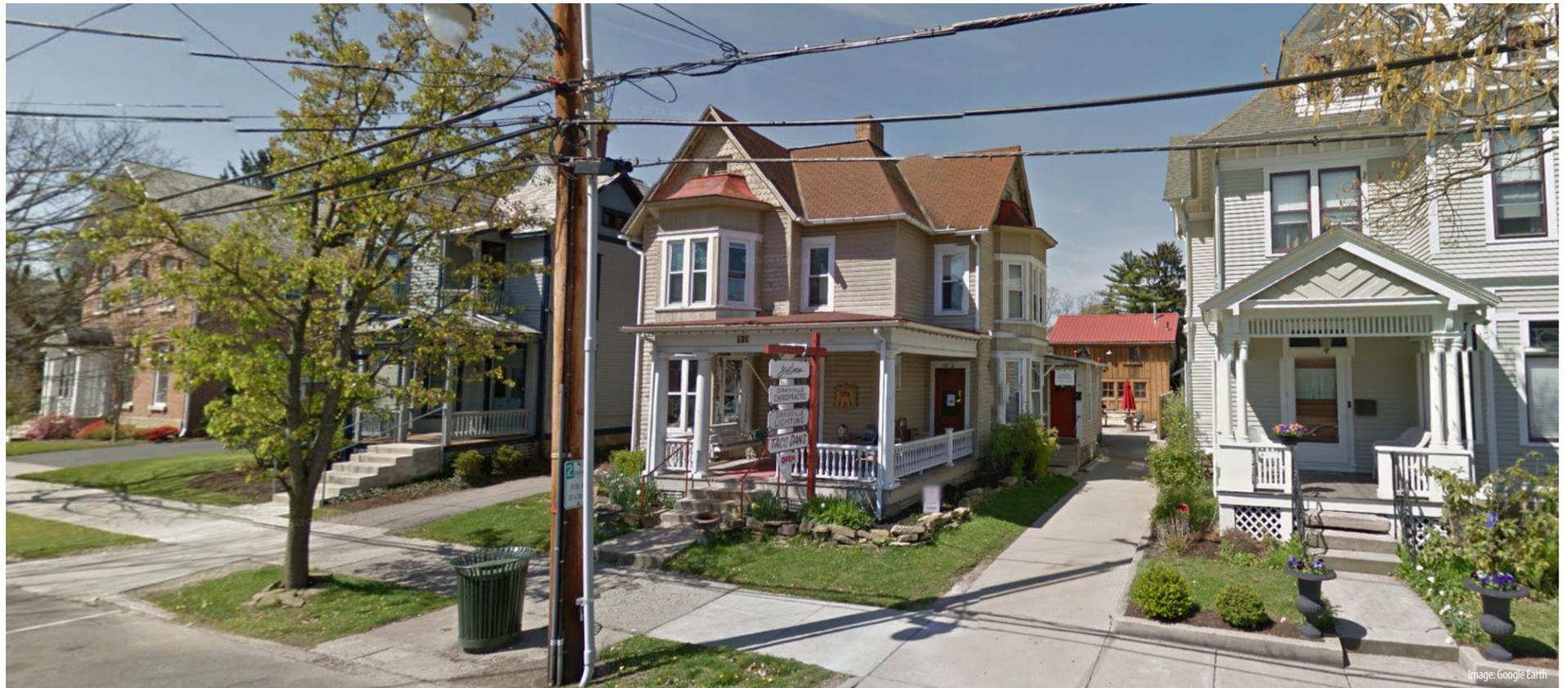
In addition, there is currently non-warehouse vacant space at the Aerovent property with both Ash Street visibility and frontage that could, with the cooperation of the property owner, provide additional gallery and arts-related uses at the entry point of the neighborhood. A portion of the Decker property could also be utilized, on a short term or temporary basis, as a large arts/multi-media lab that would further reinforce the identity of the Ash Street arts corridor. Both options should be explored. (see the Steelyard).



COMMERCIAL INFILL AT THE INTERSECTION OF SPRING AND ASH STREETS WOULD ENERGIZE THIS IMPORTANT INTERSECTION



PORTIONS OF THE AEROVENT BUILDING COULD BE REUSED FOR ART GALLERY SPACE



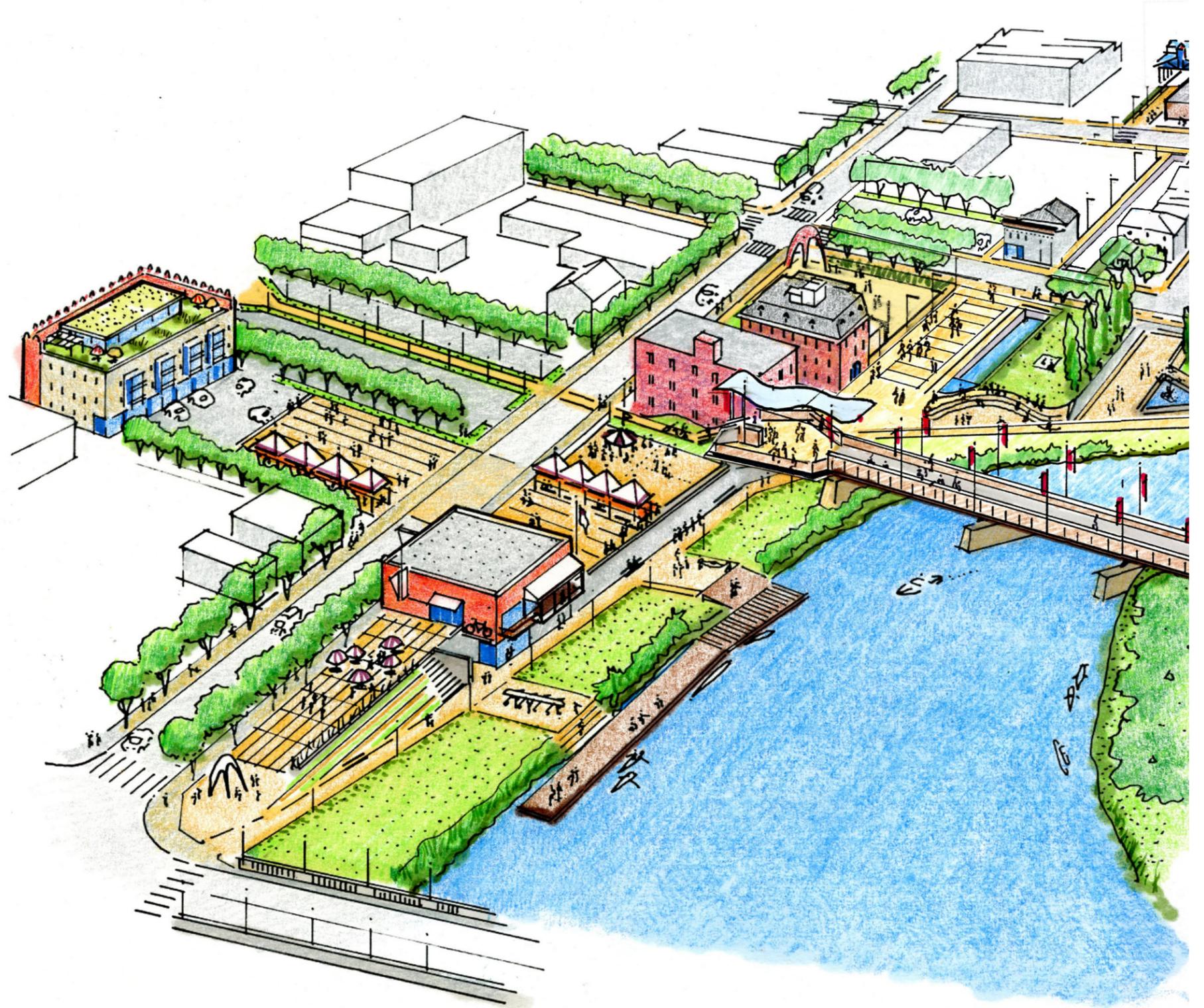
EXAMPLES OF LIVE-WORK SPACES WITH APPROPRIATE CHARACTER FOR ASH STREET

CONNECTIONS TO RIVERFRONT DISTRICT DEVELOPMENT STRATEGY

The City of Piqua has devoted a great deal of effort to the development of its Riverfront District Development Strategy, and a number of implementation initiatives are currently in progress. The resurgence and revitalization of downtown Piqua and increasing activity along the riverfront downtown is a key element of the East Piqua Plan, as a healthy and vibrant area within short walking, biking, and boating distance from downtown can only increase the attractiveness of the neighborhood. Care should be taken, therefore, to insure that the individual elements of each focus area are designed to complement, rather than compete with, each other, and that the external benefits of one upon the other can be maximized.

Given this mutually beneficial relationship, the following are recommended

1. The retail/commercial focus of Ash Street and East Piqua should be targeted at arts-related enterprises and smaller, neighborhood oriented businesses
2. Strong and attractive pedestrian connections between East Piqua and downtown are critically important and should be given the highest priority. Connections via Ash Street, High Street, and Water Street should be highlighted and improved
3. A major park and assembly node along the River is being developed through a redesign and refocus on Lock Nine Park. Design improvements that enhance and encourage easy access to the Levee and the riverfront trail in East Piqua are high priorities. No new riverfront park improvements are warranted, but access must be improved. The levee as a barrier to a riverfront connection to downtown must be overcome and transformed into an asset.
4. The intersections of Spring/Ash Streets and Spring/Water Streets are important intersections for downtown and East Piqua. Long term plans for development at these locations be designed in such a way as to encourage movement between the two districts.
5. Streetscape and pedestrian enhancements should be designed to encourage walking between downtown and the recreational complex/ events at the stadium



PIQUA RIVERFRONT DISTRICT

CITY DEVELOPMENT TOOLS

The City of Piqua should be extremely proud of its strong record of economic development innovation and the public/private partnerships that it has created, ranging from the remarkable Fort Piqua Plaza project to the current efforts to redevelop and revitalize its riverfront. Few if any communities can match the Piqua model, and the results speak for themselves.

Not only has Piqua become adept at receiving competitive state and federal grant and loan funds, it has also been able leverage these resources with private funds to make them much more impactful. Many of the potential strategies presented herein can use this same “Piqua model”, in slightly different ways with different goals...but hopefully with the same results.

Among the tools that could be considered are the following:

- The creation of a civic fund that would be able to acquire key properties that could be rehabilitated and put back into useful service with a targeted end use. This is similar to the civic fund currently being created or can become an extension of that effort. Experience has shown that the control of property is one of the key actions the public (or quasi-public) can take to stimulate economic development.
- A loan fund with extremely attractive terms that enable properties to be rehabilitated under a certain set of criteria. Funds from financial institutions could be leveraged by loan guarantees from public and/or civic funds. Experience in other cities that have used such mechanisms suggest that with the proper underwriting, the actual use of such guarantees tend to minimal.
- Environmental/Brownfields clean up funds - Piqua has been successful in receiving federal and state funds to be applied to environmental remediation that result is economic development investments.
- Housing Assistance Funds - Given the economic characteristics of the neighborhood, East Piqua would qualify for a number of affordable housing programs offered by a number of entities, such as the Federal Home Loan Bank and the Ohio Housing Finance Agency, that would be applicable to the rehabilitation of existing properties and the potential purchase by first time homebuyers.
- Streetscape and public infrastructure enhancements - Piqua has shown a great commitment to enhancing the public environment in the downtown area and on Ash Street east of I-75. It would be both necessary and appropriate to “fill-in” with such enhancements, which are clearly needed, in the East Piqua neighborhood.

CASE STUDY: PADUCAH, KY

Paducah, Kentucky’s Lower Town neighborhood is an example of successful neighborhood revitalization efforts led through a local artist movement. While the neighborhood is now a national artist and tourist destination, it was once plagued with blight and neglect. The creation of a nationally recognized “Artist Relocation Program” helped introduce new residents to the area, and encouraged local investment that resulted in a unique, eclectic and vibrant neighborhood.

Lower Town, Paducah’s most historic residential neighborhood, was once a prominent area, located adjacent to the City’s Central Business District. In the early 2000s the neighborhood had struggled with deteriorating conditions. In fact, 51% of the neighborhood’s residents lived in poverty, the renter’s occupancy rate exceeded 70%, and 23.4% of the structures were considered dilapidated and in need of correction. Recognizing the historic value of the neighborhood, which had been placed on the National Register of Historic Places in the early 1980s, the City of Paducah worked with local financial establishments to create a new type of neighborhood revitalization effort.

The Artist Relation Program, which began in 2000, has become a national model for neighborhood revitalization efforts. As part of the program, the City of Paducah provided incentives to bring artists to the neighborhood and encourage them to buy and invest in the community. The City worked with the community owned Paducah Bank to offer a 7.5%, fixed, long-term loan that covered both the purchase and renovation costs of artists buying property in the neighborhood. As part of the program, the City would then buy down the loans another 0.5%, resulting in a 7% interest rate with 100% financing. This meant hat artists could purchase and renovate a property for as little as \$1 down. Many of these artists used the program to create living and working spaces, as well as open numerous local galleries.

Since it’s creation, Lower Town’s Artist Relocation Program, the neighborhood has become a successful arts district, with over \$30 million being invested in the restoration of the neighborhood, over 20 artists living, working, and creating in Lower Town, and a new Paducah School of Art and Design being created as a result of the growth of the local artist movement. The Artist Relocation Program enabled residents to become invested in the Lower Town neighborhood, resulting in continued revitalization efforts.



Image: <http://www.quiltweek.com/locations/paducah/>

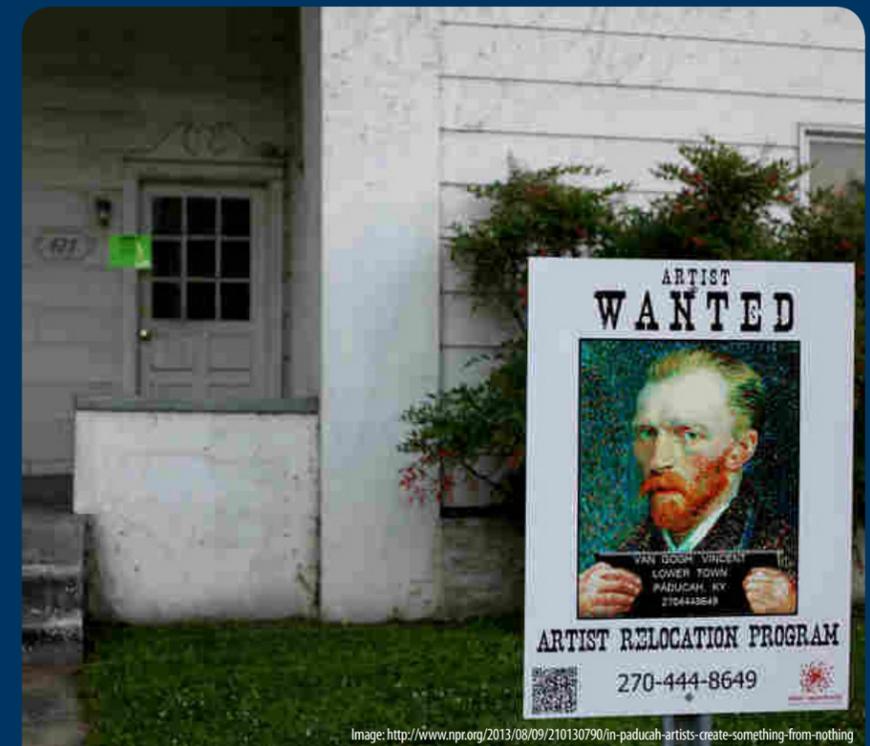


Image: <http://www.npr.org/2013/08/09/210130790/in-paducah-artists-create-something-from-nothing>

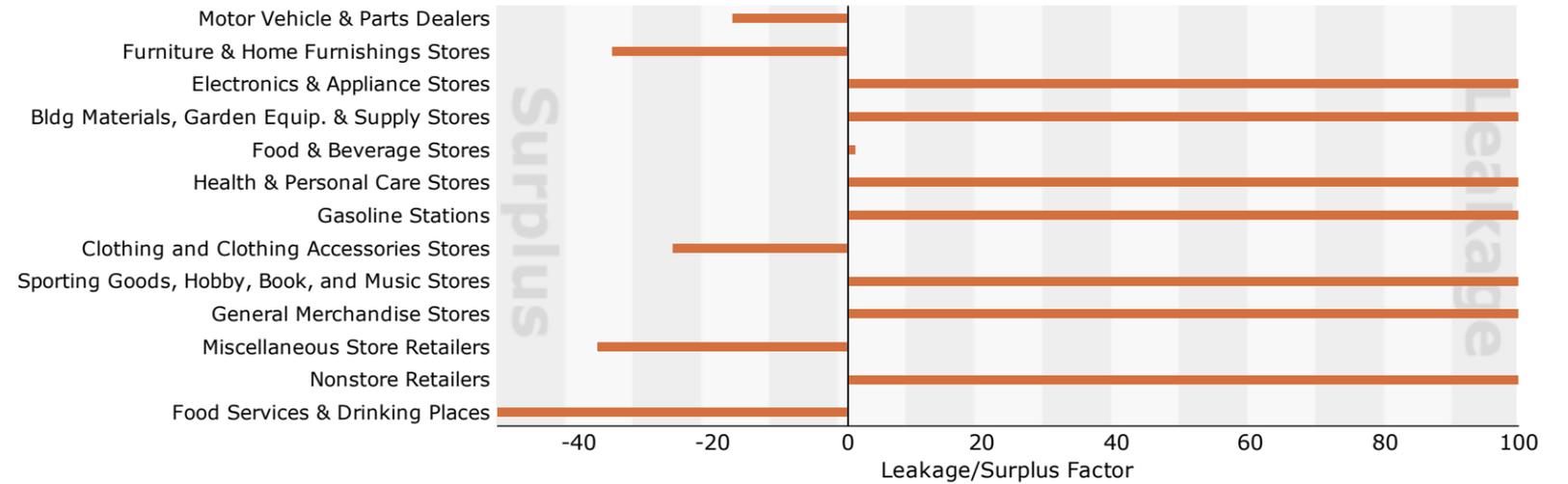
MARKET ANALYSIS

A general market study was conducted for the Historic East Piqua area, which identified what types of commercial services were present in the neighborhood, and which weren't. Currently, Historic East Piqua has a limited amount of retail, creating a number of leakages in the market. A leakage occurs when residents are leaving the neighborhood in order to access an amenities such as restaurants, grocery stores, and other types of shops. Generally, where there is a leakage in the market, there is the potential to introduce this type of use into the area.

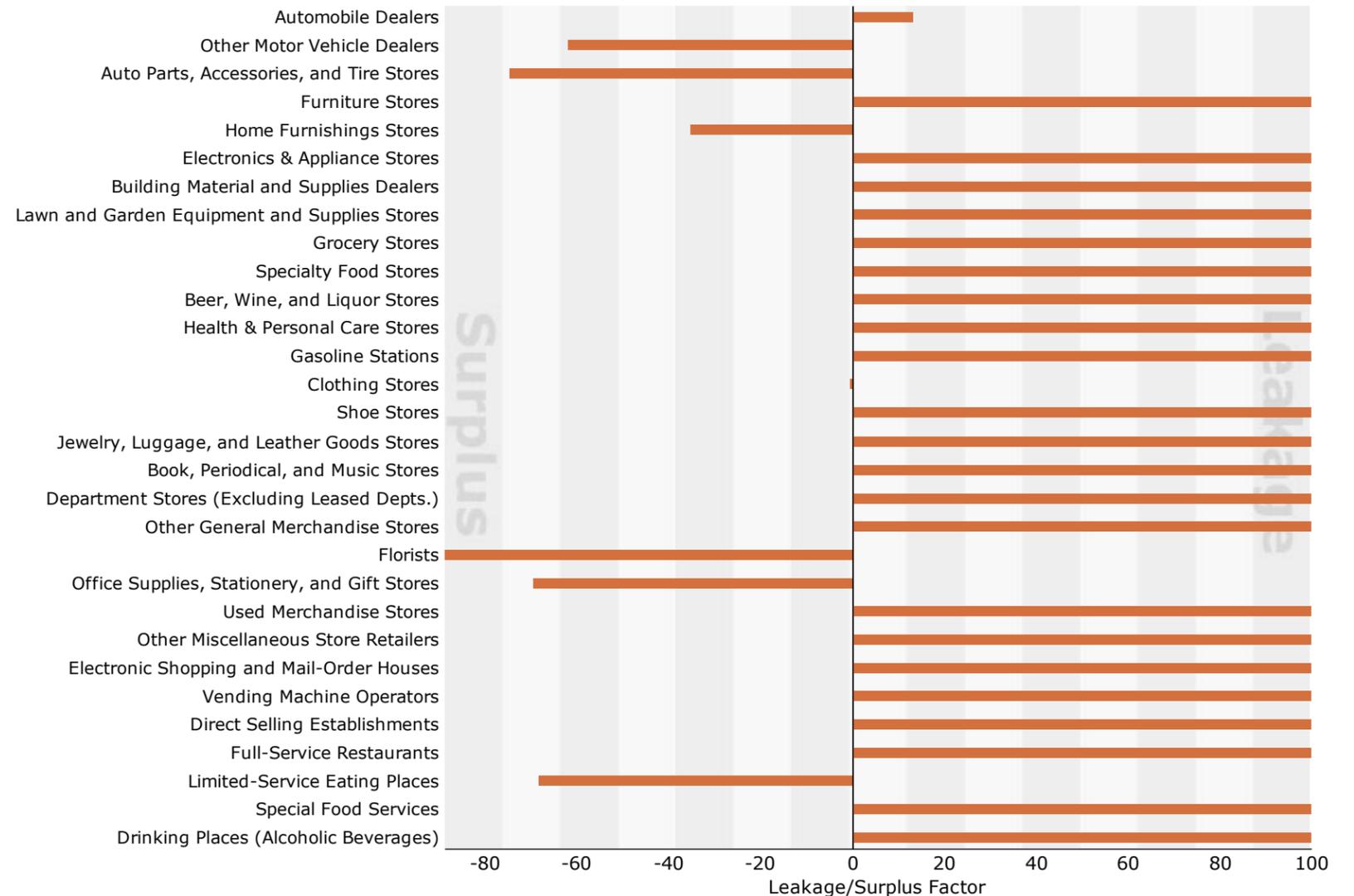
In terms of Historic East Piqua, consideration should be given to the types of businesses already present in the neighborhood, as well as those present in Downtown Piqua. While they may be acknowledged by the market study, some retail institutions in the study area may not have as strong a presence as the chart would indicate. For example, the charts would indicate that there is an adequate amount of food and drink restaurants in the study area. However, according to public input received through the planning process, there is a strong desire for more restaurants in the neighborhood.

Additionally, while there may be a leakage for a type of retail in Historic East Piqua, this type of commodity may be offered in the adjacent Downtown Piqua. Introducing this same type of use may therefore not have the demand originally thought, or may detract from an existing business downtown. In order to continue to support Downtown Piqua as the commercial and community core of the City, businesses introduced into Historic East Piqua should strive to extend the energy and vitality of Downtown into the neighborhood, by introducing businesses that complement existing downtown retail, and do not detract from it.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



CONSUMER DEMOGRAPHICS

Consumer demographics provide an additional level of information on neighborhoods in a study area. It identifies the types of consumers that live in that neighborhood, and lists typical characteristics that are found of neighborhood in which the identified type of consumer tend to live. This information is important because it helps understand what types of land uses will be successful with the existing population, and what should be recommended as the area continues to grow and develop. The information and charts presented on this page represents statistics for the consumer demographic groups identified in Historic East Piqua. They do not represent the actual demographics of the neighborhood, but instead provide a general picture of the types of residents.

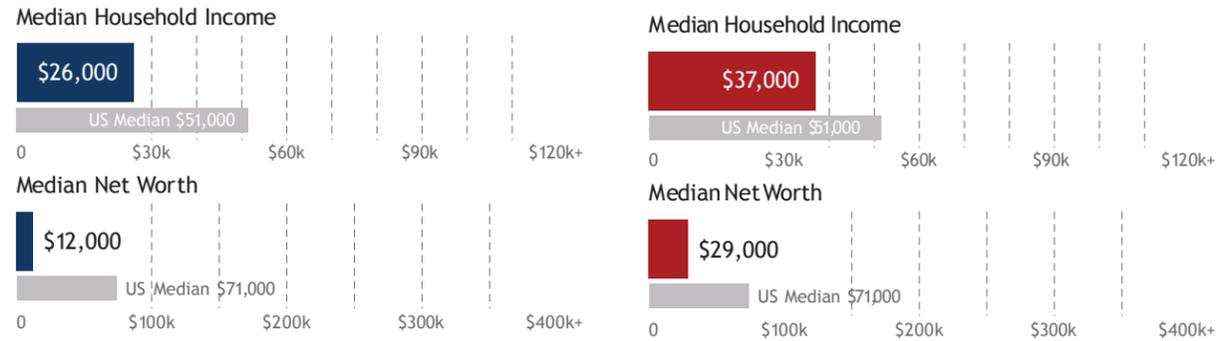
Generally speaking, there are two types of consumer demographics in Historic East Piqua. The area north of Ash Street consists of household consists predominantly of consumers that tend to be mostly married-couple families or singles. This portion of the neighborhood tend to have higher home ownership rates, median home value, and median income. Their average household budget is slightly higher, and they are primarily employed in manufacturing, retail, and health care. This tends to be a younger market, with beginning households.

South of Ash Street, the consumer demographics change slightly. More consumers tend to rent than own their homes, and with lower average household budget, the home values in areas with this type of consumer demographic tend to be lower. Unemployment can be higher, and most individuals work in manufacturing, service, and retail. These neighborhoods tend to be mostly families, married couples, and single parents.



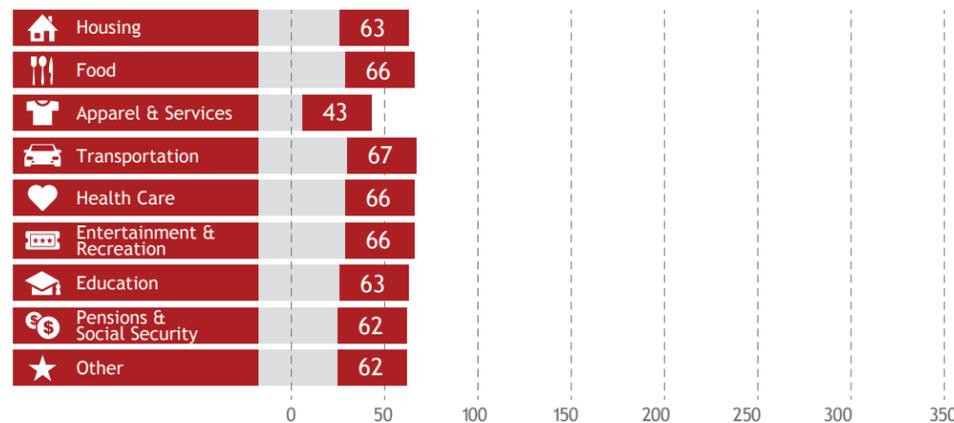
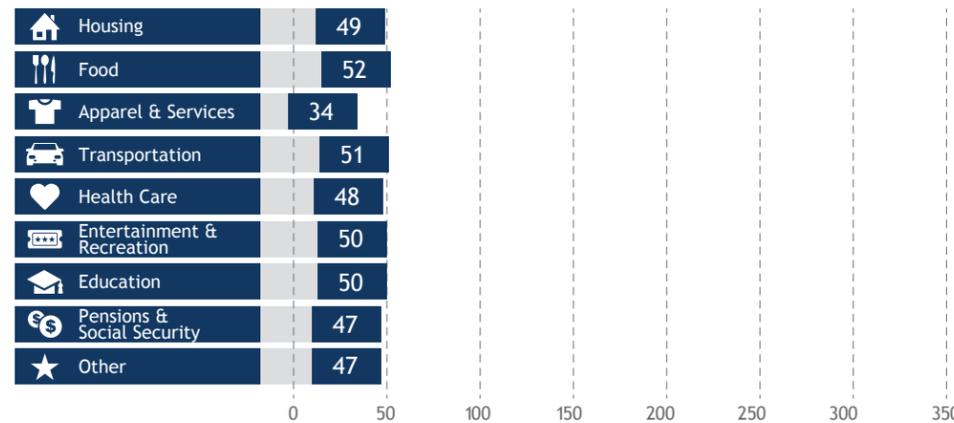
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures estimated by Esri.



HOUSING

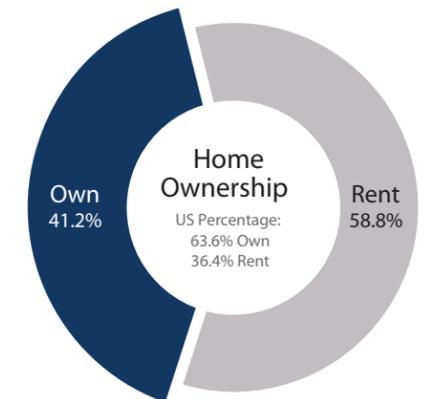
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

Average Rent:
\$690

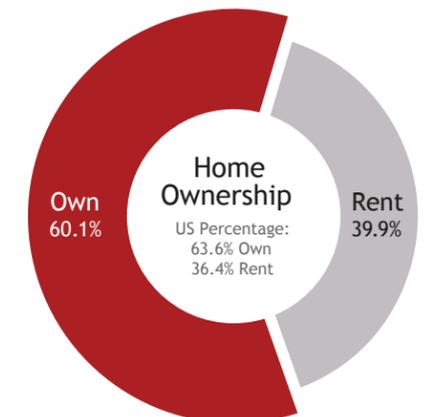
US Average: \$990



Typical Housing:
Single Family

Median Value:
\$79,000

US Median: \$177,000



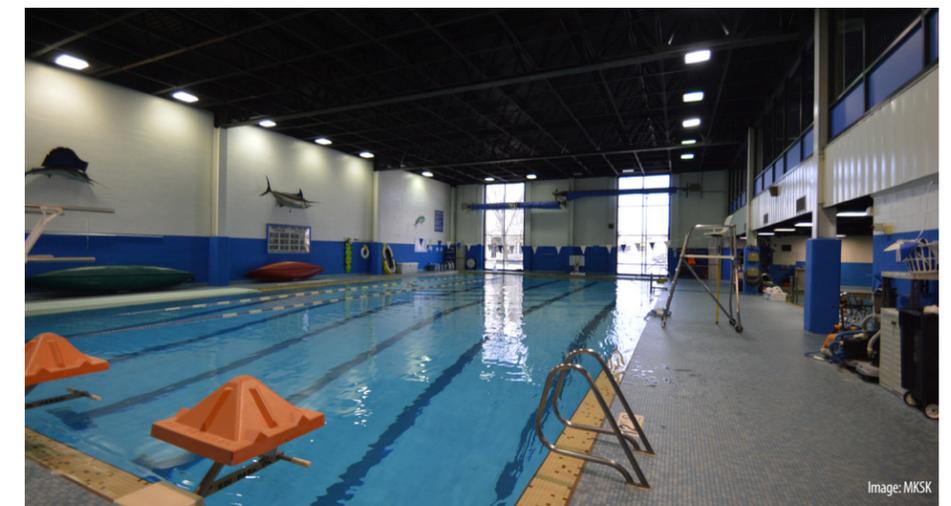
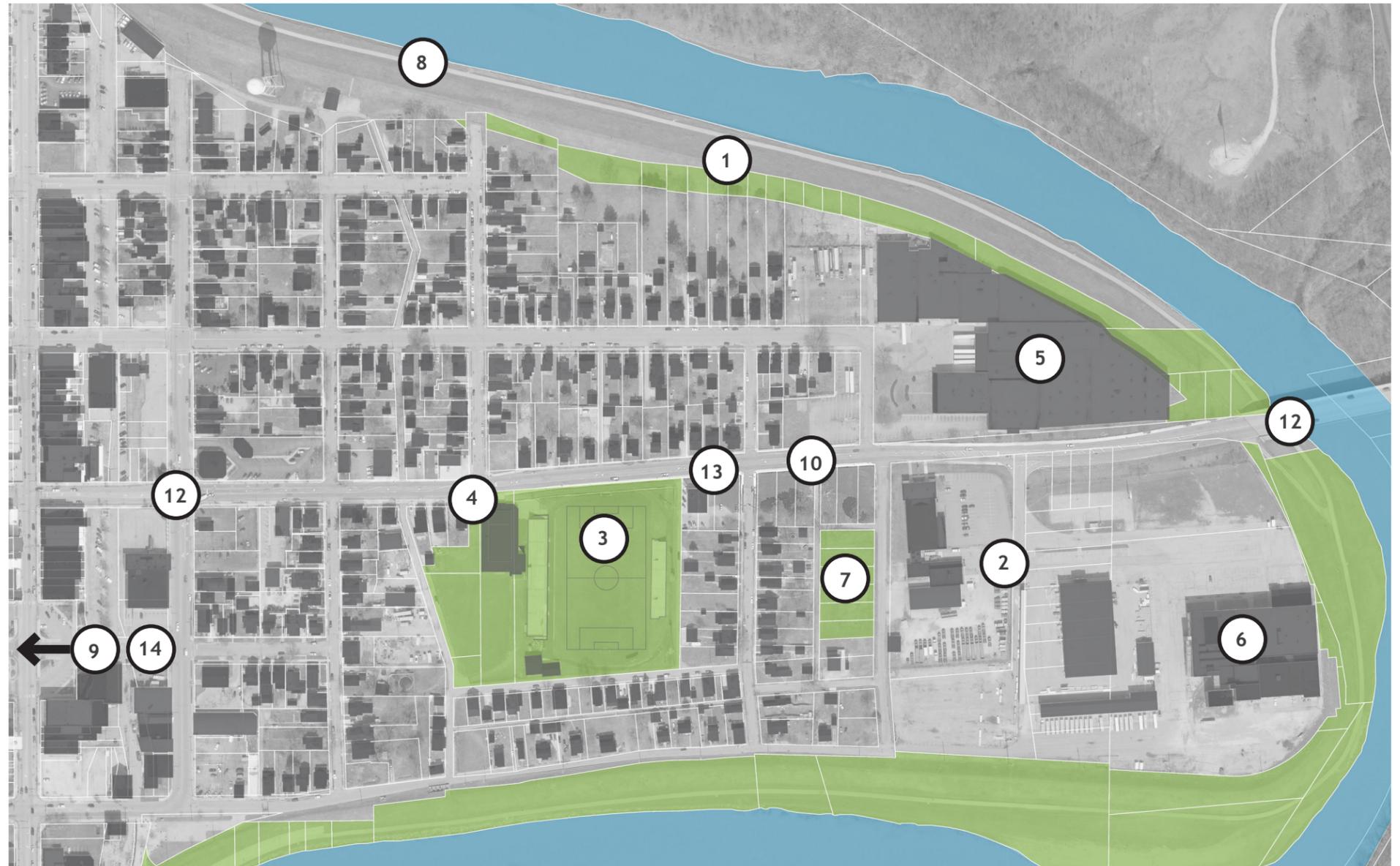
RECREATIONAL ANALYSIS

The following section examines the existing recreation and park facilities in and around Historic East Piqua, and evaluates the potential need for future amenities. This information is based on a demographic analysis of the City of Piqua, the Historic East Piqua neighborhood, and a study of local, regional, and national recreational trends.

EXISTING FACILITY CONDITIONS

The existing facilities assessment in the Piqua assessment area are as follows:

1. The river bank blocks the views of residents from seeing or valuing the river as a asset unless they are user of the trail system on the other side of the bank.
2. The Armory property needs to have some level of aesthetic improvement on the east and south side of the property.
3. The Wertz high school stadium is a nice resource that can be used for soccer, football, rugby, lacrosse, ultimate Frisbee and concerts but the restrooms need to be updated. There is a lack of parking as well for the site.
4. The field house is a dated resource but still provides space for basketball games. It has a new gym floor and the locker rooms are needed to support the teams that play soccer in the old stadium site.
5. The Aerovent building is 98% occupied but could be converted to a hockey facility, basketball and volleyball fieldhouse, go-cart facility or sport and fitness venue.
6. The Decker building is in good condition on the north side of the facility, and used for Board of Education offices. The south side of the facility needs to be redeveloped.
7. The Armory Park is need of new equipment and a updated master plan to meet the future needs of residents.
8. The river trail is a great asset but needs to have stronger maintenance standards.
9. The YMCA is a large facility that serves 5,000 members and encompasses three street corners in the downtown area. The facility was built in 1965 and has had several face lifts and additions. It currently is in need for additional improvements slated to be 6 million dollars. The senior center/ after school facility and child care facility were in excellent condition.
10. Street improvements are needed on Ash Street to encourage pedestrian activity.
11. River access is limited and needs to be expanded.
12. City entryways through the neighborhood need improvements.
13. Retail opportunities that will draw the type of residents the community is looking for are limited.



DEMOGRAPHIC ANALYSIS

The Demographic Analysis provides an understanding of the population within a 10 and 20 minute drive time from Historic East Piqua. This analysis is reflective of the total population and its key characteristics such as age segments, income levels, race, and ethnicity.

It is important to note that future projections are all based on historical patterns and unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections.

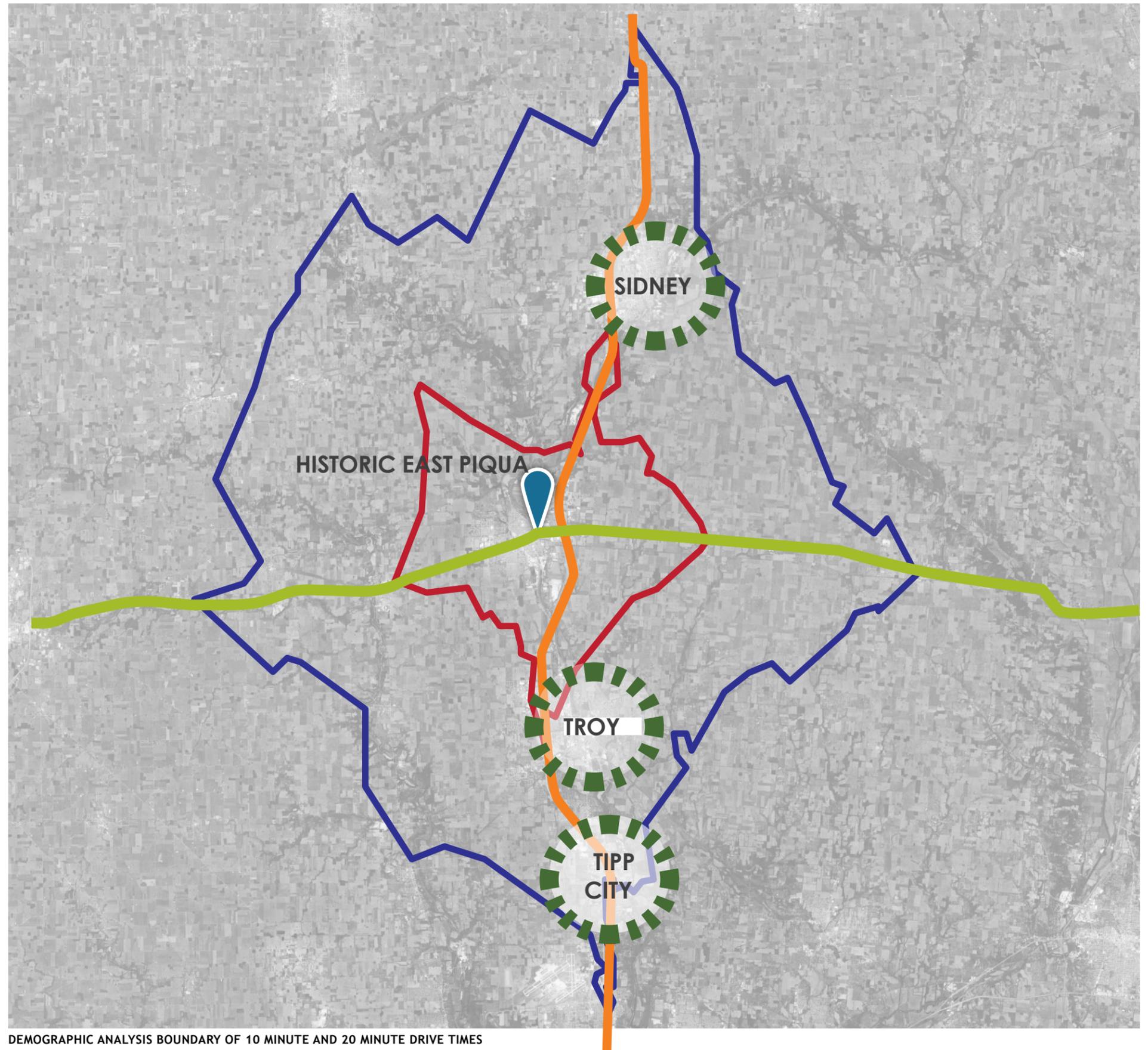
METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in January 2015 and reflects actual numbers as reported in the 2010 Censuses, and estimates for 2014 and 2019 as obtained by ESRI. Straight line linear regression was utilized for projected 2024 and 2029 demographics. A 10 and 20 minute drive time from the target area was utilized as the demographic analysis boundary shows.

RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

- American Indian - This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- Asian - This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- Black - This includes a person having origins in any of the black racial groups of Africa
- Native Hawaiian or Other Pacific Islander - This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- White - This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- Hispanic or Latino - This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race



DEMOGRAPHIC ANALYSIS BOUNDARY OF 10 MINUTE AND 20 MINUTE DRIVE TIMES

POPULATION

Both target drive time service areas have seen little growth in recent years. Projecting ahead, the total population of the target areas is expected to slowly grow over the next 15 years. Based on predictions through 2029, the local population (10 minute drive time) is expected to have approximately 30,000 residents living within 12,178 households and the regional population (20 minute drive time) is expected to have 122,506 residents living within 49,309 households. See Total Population chart.

AGE SEGMENT

Evaluating the distribution by age segments, the service areas' show a skewed balance between youth, young adult, family, and senior populations.

Over time, the overall composition of the population is projected to undergo an aging trend. Based on the 2014 estimate, the 55+ segment is the largest age group, constituting about 30% of the population. Future projections through 2029 show the 55+ group is expected to grow rapidly and represent approximately 37% of the population, while each of the other age segments will hover around 20%.

This is consistent with general national trends where the 55+ age group has been growing as a result of increased life expectancies and the baby boomer population entering that age group. See Population By Age Segment chart.

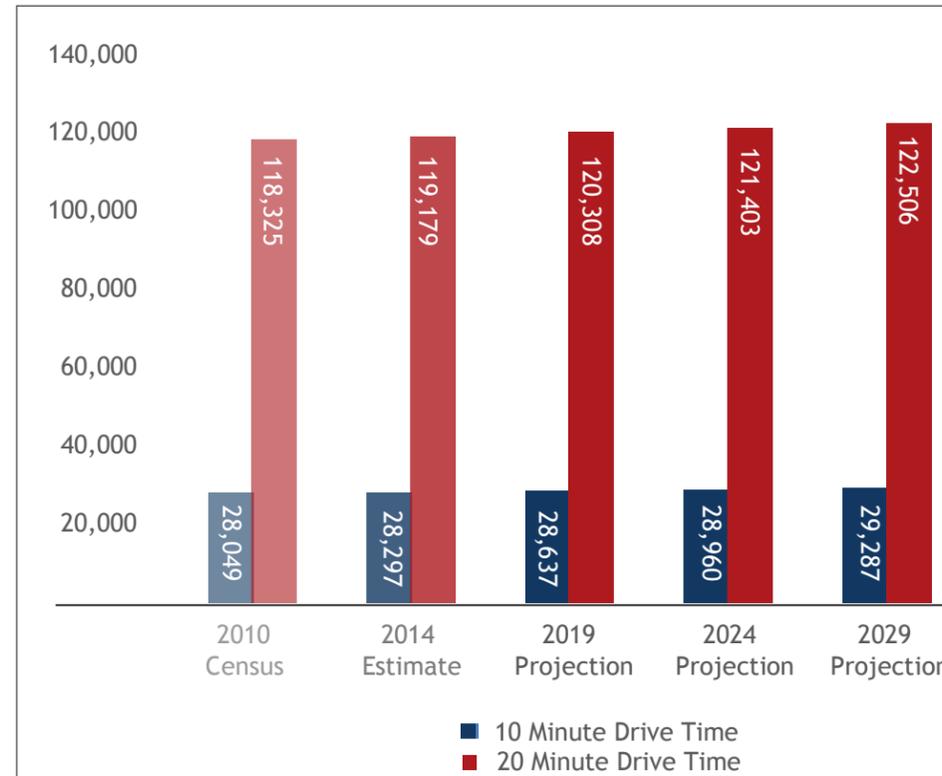
RACE

In analyzing race, the selected area is limited in diversity. The 2014 estimate shows that over 90% of the service areas' population falls into the White Alone. Predictions for 2029, expect the population to remain the same. See Population By Race chart.

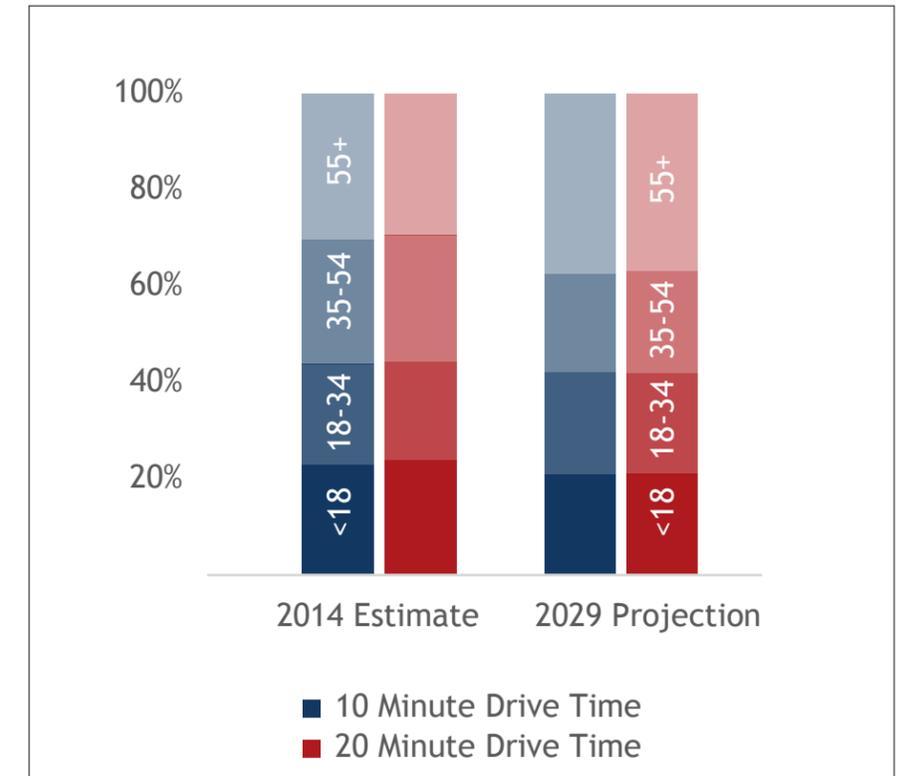
HOUSEHOLDS AND INCOME

As seen in the Comparative Income Characteristics chart, the target service areas' median household income is below the state (\$48,308) average and national (\$52,762) average. Per capita income is also lower than state (\$26,046) and national (\$27,915) averages.

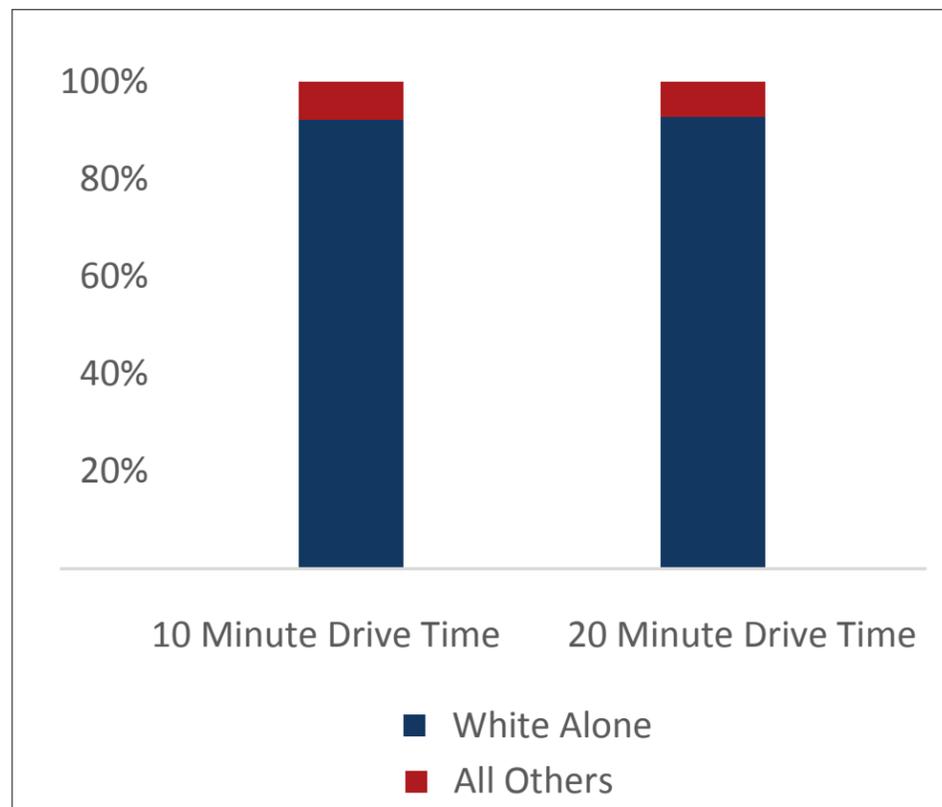
For Piqua, it will be important to provide offerings focused on a value for money while offering a good quality product with exceptional customer service.



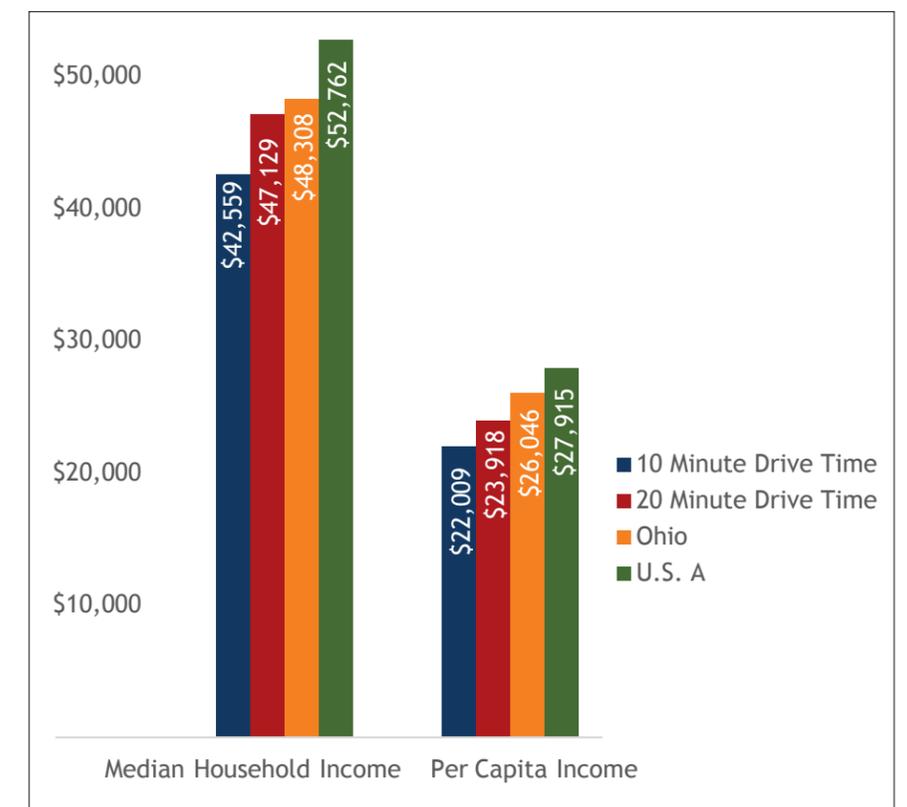
TOTAL POPULATION



POPULATION BY AGE SEGMENT



POPULATION BY RACE



COMPARATIVE INCOME CHARACTERISTICS

MILLENNIALS

The City of Piqua would like to position the Historic of East Piqua study area to help attract Millennials to help bring youth and vibrancy to the aging City. As part of this section, we will only look at how Millennials buy, spend their free time, habits, and lifestyle. Looking at this age group will help the City market themselves to the younger surrounding population offering amenities and lifestyles choices that will cater to them.

The following heat map depicts where 25-35 year olds by zip code have a greater presence in the surrounding areas of Piqua. This map helps the City to understand how far they have to reach this target age group. Currently Piqua has about 3,400 25-35 year olds living in Piqua.

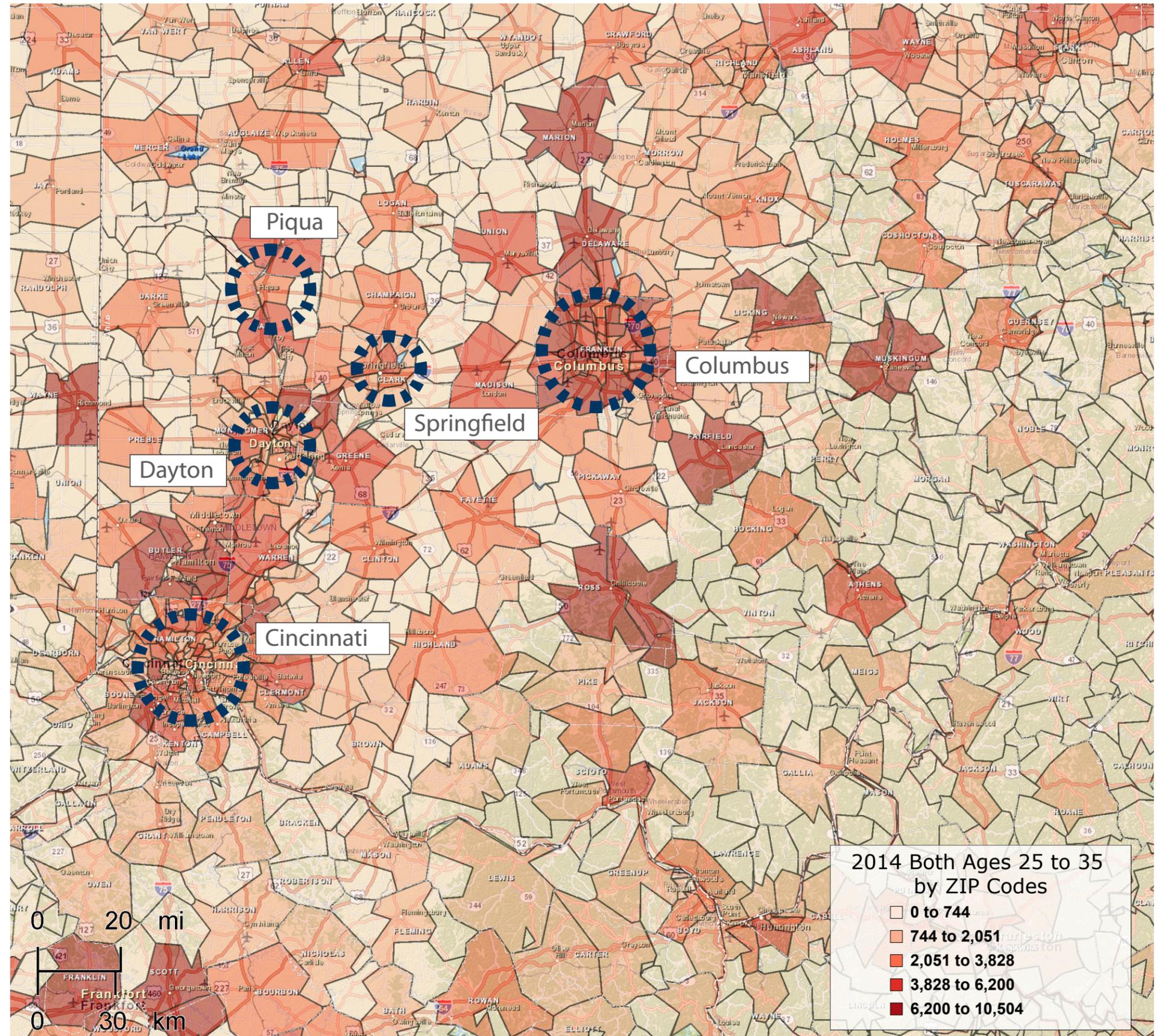
Millennials prefer a home or apartment that they can rent that is within walking distances to their job, local shops or near public transportation.

Millennials are eager to shop but reluctant to buy. They research on their smartphones by reading reviews, blogs, and check websites before buying. They shop twice as often than any other generation but are focused on experience and expect good customer service. Most Millennials spend their money on food or dining out. Millennials also prefer to eat and buy from locally-owned businesses, mom and pop stores, farmers markets and pop-up stores.

Music festivals and special events provide Millennials with the memorable, unique and shareable experiences they desire. Instead of spending money on property or weddings, they would prefer to save to payoff student loans and enjoy unique experiences with friends and family.

Millennials also think about physical health. Millennials would prefer to be near trails, parks, or near outdoor activities, and recreation centers. Millennials are also connectors and sharers. They will support and pay more if they believe in your product, service or cause. But for their loyalty they will want some type of reward or discount program.

For the City of Piqua to market the study area towards this age group, they need to focus on a broad range of activities and experiences. The study area is next to the riverfront which can offer multiple experiences such as stand-up paddle boarding and canoe and kayak launch-off sites. The easy access to downtown Piqua can connect this group to jobs, restaurants, movie theaters, and concerts.



TRENDS ANALYSIS

The following tables summarize the findings from the Sports & Fitness Industry Association’s (SFIA) 2014 Sports, Fitness and Leisure Activities Topline Participation Report, as well as the local market potential index data, which compares the demand for recreational activities and spending of residents for the target drive time service areas to the national averages.

Information released by Sports & Fitness Industry Association’s (SFIA) 2014 Study of Sports, Fitness, and Leisure Participation reveals that the most popular sport and recreational activities include: fitness walking, treadmill, running/jogging, free weights and bicycling. Most of these activities appeal to both young and old alike, can be done in most environments, are enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect. For example, although fitness activities are mainly self-directed, people enjoy walking and biking with other individuals because it can offer a degree of camaraderie.

Fitness walking has remained the most popular activity of the past decade by a large margin. Walking participation during the latest year data was available (2013), reported over 117 million Americans had walked for fitness at least once.

From a traditional team sport standpoint, basketball ranks highest among all sports, with nearly 24 million people reportedly participating in 2013. Team sports that have experienced significant growth in participation are rugby, lacrosse, field hockey, ice hockey, gymnastics, beach volleyball, and ultimate Frisbee- all of which have experienced double digit growth over the last five years. Most recently, rugby, field hockey, and lacrosse underwent the most rapid growth among team sports from 2012 to 2013.

In the past year, there has been a slight 0.4% decrease of “inactives” in America, from 80.4 million in 2012 to 80.2 million in 2013. According to the Physical Activity Council, an “inactive” is defined as an individual that doesn’t take part in any “active” sport. Even more encouraging is that an estimated 33.9% of Americans above the age of 6 are active to a healthy level, taking part in a high calorie burning activity three or more times per week.

The Sports & Fitness Industry Association (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report 2014 was utilized to evaluate national sport and fitness participatory trends. SFIA is the number one source for sport and fitness research. The study is based on online interviews carried out in January and February of 2014 from more than 19,000 individuals and households.

NOTE: In 2012, the Sports & Fitness Industry Association (SFIA) came into existence after a two-year strategic review and planning process with a refined mission statement-- “To Promote Sports and Fitness Participation and Industry Vitality”. The SFIA was formerly known as the Sporting Goods Manufacturers Association (SGMA).

SUMMARY OF NATIONAL PARTICIPATORY TRENDS ANALYSIS

<p>1. NUMBER OF “INACTIVES” DECREASED SLIGHTLY, THOSE ‘ACTIVE TO A HEALTHY LEVEL’ ON THE RISE</p> <ul style="list-style-type: none"> • “INACTIVES” DOWN 0.4% IN 2013, FROM 80.4 MILLION TO 80.2 MILLION • APPROXIMATELY ONE-THIRD OF AMERICANS (AGES 6+) ARE ACTIVE TO A HEALTHY LEVEL
<p>2. MOST POPULAR SPORT AND RECREATIONAL ACTIVITIES</p> <ul style="list-style-type: none"> • FITNESS WALKING (117 MILLION) • RUNNING/JOGGING (54 MILLION) • TREADMILL (48 MILLION)
<p>3. MOST PARTICIPATED IN TEAM SPORTS</p> <ul style="list-style-type: none"> • BASKETBALL (23.7 MILLION) • TENNIS (17.7 MILLION) • BASEBALL (13.3 MILLION)
<p>4. ACTIVITIES MOST RAPIDLY GROWING OVER LAST FIVE YEARS</p> <ul style="list-style-type: none"> • ADVENTURE RACING - UP 159% • NON-TRADITIONAL/OFF-ROAD TRIATHLON - UP 156% • TRADITIONAL/ROAD TRIATHLON - UP 140% • SQUASH - UP 115% • RUGBY - UP 81%
<p>5. ACTIVITIES MOST RAPIDLY DECLINING OVER LAST FIVE YEARS</p> <ul style="list-style-type: none"> • WRESTLING - DOWN 45% • IN-LINE ROLLER SKATING - DOWN 40% • TOUCH FOOTBALL - DOWN 32% • HORSEBACK RIDING - DOWN 29% • SLOW-PITCH SOFTBALL - DOWN 29%

SUMMARY OF LOCAL MARKET POTENTIAL INDEX ANALYSIS

<p>6. SERVICE AREA EXHIBITS AVERAGE TO BELOW AVERAGE MARKET POTENTIAL FOR SPORT AND LEISURE ACTIVITIES</p>
<p>7. TOP RECREATIONAL ACTIVITIES IN THE SERVICE ARE COMPARED TO THE NATIONAL AVERAGE</p> <ul style="list-style-type: none"> • ATTENDED HIGH SCHOOL SPORTING EVENTS • WENT TO THE ZOO IN THE PAST YEAR • PARTICIPATED IN SOFTBALL

1.6.4. Generate framework for analysis and strategy development through discussion and prioritization of variables

1.6.5. Collect, log, and review potential data and information required

1.6.7.1. To understand the market areas which are potential served by the proposed Community Center/RecPlex

1.6.7.2. To determine changes and assist in making proactive decisions to accommodate those shifts

NATIONAL TRENDS IN GENERAL SPORTS

The following table depicts national participatory trends for general sports that could potentially take place in an indoor recreation center. Squash has seen substantial increases in participation in recent years, as the sport has witnessed a 9.6% increase from 2012-2013 and nearly 115% growth over the last five years. In the same five year span, participation figures for ice hockey (increased by 27.9%), gymnastics (increased by 25.1%), and indoor soccer (increased by 7%) have undergone notable growth.

Traditionally popular indoor sports, such as basketball (23.7 million participants) and court volleyball (6.4 million participants), have experienced moderate decreases in recent years, although court volleyball experienced minimal growth in the last year. Overall participation in tennis peaked in 2010, and has been following a declining trend in recent years, but in the last year participation increased, causing the 2013 figures to mirror those of 2008. It should be noted that participation in tennis includes both indoor and outdoor, and there aren't statistics available to differentiate between the two types. Wrestling has seen the most drastic decline in participation from 2008-2013, decreasing by more than 45% during that span, although that rate of decline has slowed considerably in the last year data was available.

NATIONAL TRENDS IN AQUATICS

Swimming is unquestionably a lifetime sport. Swimming activities have remained very popular among Americans, and both competition and fitness swimming have witnessed an increase in participation recently. Fitness swimming is the absolute leader in multigenerational appeal with over 26 million reported participants in 2013, a 13.5% increase from the previous year. NOTE: In 2011, recreational swimming was broken into competition and fitness categories in order to better identify key trends.

Aquatic Exercise has a strong participation base, but has recently experienced a downward trend. Aquatic exercise has paved the way for a less stressful form of physical activity, allowing similar gains and benefits to land based exercise, including aerobic fitness, resistance training, flexibility, and better balance. Doctors have begun recommending aquatic exercise for injury rehabilitation, mature patients, and patients with bone or joint problems due to the significant reduction of stress placed on weight-bearing joints, bones, muscles, and also the affect that the pressure of the water assists in reducing swelling of injuries.

NATIONAL PARTICIPATORY TRENDS - GENERAL SPORTS											
ACTIVITY	PARTICIPATION LEVELS						% CHANGE				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
BASKETBALL	26,108	25,131	25,156	24,790	23,708	23,669	-0.2%	-4.5%	-5.9%	-5.8%	-9.3%
CHEERLEADING	3,192	3,070	3,134	3,049	3,244	3,235	-0.3%	6.1%	3.2%	5.4%	1.3%
GYMNASTICS	3,975	3,952	4,418	4,824	5,115	4,972	-2.8%	3.1%	12.5%	25.8%	25.1%
ICE HOCKEY	1,871	2,018	2,140	2,131	2,363	2,393	1.3%	12.3%	11.8%	18.6%	27.9%
RACQUETBALL	4,611	4,784	4,603	4,357	4,070	3,824	-6.0%	-12.2%	-16.9%	-20.1%	-17.1%
SOCCER (INDOOR)	4,487	4,825	4,920	4,631	4,617	4,803	4.0%	3.7%	-2.4%	-0.5%	7.0%
SQUASH	659	796	1,031	1,112	1,290	1,414	9.6%	27.2%	37.1%	77.6%	114.6%
TENNIS	17,749	18,546	18,719	17,772	17,020	17,678	3.9%	-0.5%	-5.6%	-4.7%	-0.4%
VOLLEYBALL (COURT)	7,588	7,737	7,315	6,662	6,384	6,433	0.8%	-3.4%	-12.1%	-16.9%	-15.2%
WRESTLING	3,335	3,170	2,536	1,971	1,922	1,829	-4.8%	-7.2%	-27.9%	-42.3%	-45.2%

NOTE: PARTICIPATION FIGURES ARE IN 000'S FOR THE US POPULATION AGES 6 AND OVER

LEGEND: LARGE INCREASE (GREATER THAN 25%) MODERATE INCREASE (0% TO 25%) MODERATE DECREASE (0% TO -25%) LARGE DECREASE (LESS THAN -25%)

NATIONAL PARTICIPATORY TRENDS - AQUATICS											
ACTIVITY	PARTICIPATION LEVELS						% CHANGE				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
AQUATIC EXERCISE	9,512	8,965	8,947	9,042	9,177	8,483	-7.6%	-6.2%	-5.2%	-5.4%	-10.8%
SWIMMING (COMPETITION)	N/A	N/A	N/A	2,363	2,502	2,638	5.4%	11.6%	N/A	N/A	N/A
SWIMMING (FITNESS)	N/A	N/A	N/A	21,517	23,216	26,354	13.5%	22.5%	N/A	N/A	N/A

NOTE: PARTICIPATION FIGURES ARE IN 000'S FOR THE US POPULATION AGES 6 AND OVER

LEGEND: LARGE INCREASE (GREATER THAN 25%) MODERATE INCREASE (0% TO 25%) MODERATE DECREASE (0% TO -25%) LARGE DECREASE (LESS THAN -25%)