

2011

# Development Information Packet



Prepared by:



**Hamilton County  
Economic Development Office**

*An Entity of HCDC*

# City of Deer Park

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[www.deerpark-oh.gov](http://www.deerpark-oh.gov)

Welcome to Deer Park!

Deer Park's residents, public officials, and business persons firmly believe that commercial land uses are among the most important elements for the City's long term financial sustainability.

This publication offers a brief summary of information on the City of Deer Park, Ohio. The information outlined includes demographics, economic development options, municipal services and contact information.

As you review this document it should become clear that Deer Park offers several unique opportunities for prospective developers, businesses, Realtors, and other potential commercial property investors. These include:

- The community's small town character translates into support for local business.
- Deer Park is strategically located, providing quick access to reach and serve markets throughout the Cincinnati region.
- The community's location lies within one of the region's strongest consumer demographic areas. It is less than one mile from the Kenwood Towne Center, the Cincinnati region's leading retail center.
- Jewish Hospital's continued growth offers opportunities for development of medical and related facilities along the Galbraith Road corridor into Deer Park.
- Blue Ash Road's three key intersections function as distinct focus points for concentrated, unique development.
- The Deer Park community is committed to its 2008 Comprehensive Plan calling for a realistic and flexible development landscape, including mixed-use and flex space projects.

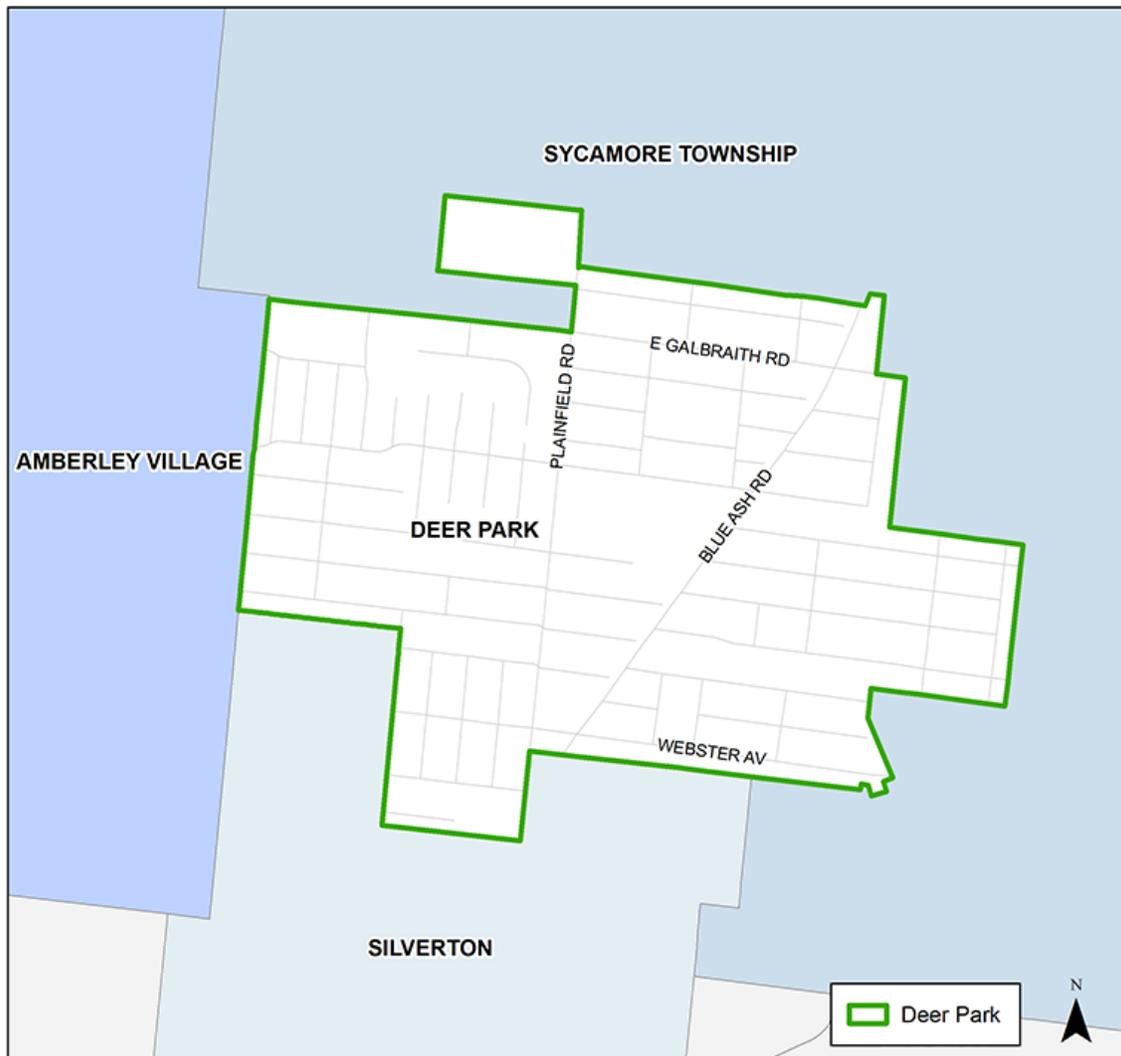
Deer Park has much to offer businesses, developers, and site selection professionals. I hope that this introduction to Deer Park's commercial opportunities will be of interest. We welcome your inquiries and will make every effort to accommodate your questions, site requirements, and other information.

Sincerely,



Michael J. Berens  
Safety-Service Director  
City of Deer Park

## Introduction



*Remarkably compact, the City of Deer Park covers one square mile*

Deer Park's commercial areas historically provided support for basic residents' consumer needs. The non-residential land uses are concentrated along Deer Park's Blue Ash, Galbraith, and Plainfield Roads.

Deer Park is a stable residential community. The majority of the City's single family residential structures are situated on compact lots reflecting post WWII era suburban neighborhood development patterns.

Deer Park retail businesses are neighborhood enterprises. Considering their age, these commercial structures remain well occupied and reflect a continuing scaled relationship with their customers' residential neighborhoods.



*Neighborhood scaled retail*



*Typical Residential Property*

One of Deer Park's strongest attributes is perhaps its most modest character. The community values and supports its small businesses. Many local merchants have been serving the community for several generations.

Deer Park has approximately 13 acres devoted to light industrial or warehouse uses. This acreage is targeted for future redevelopment.

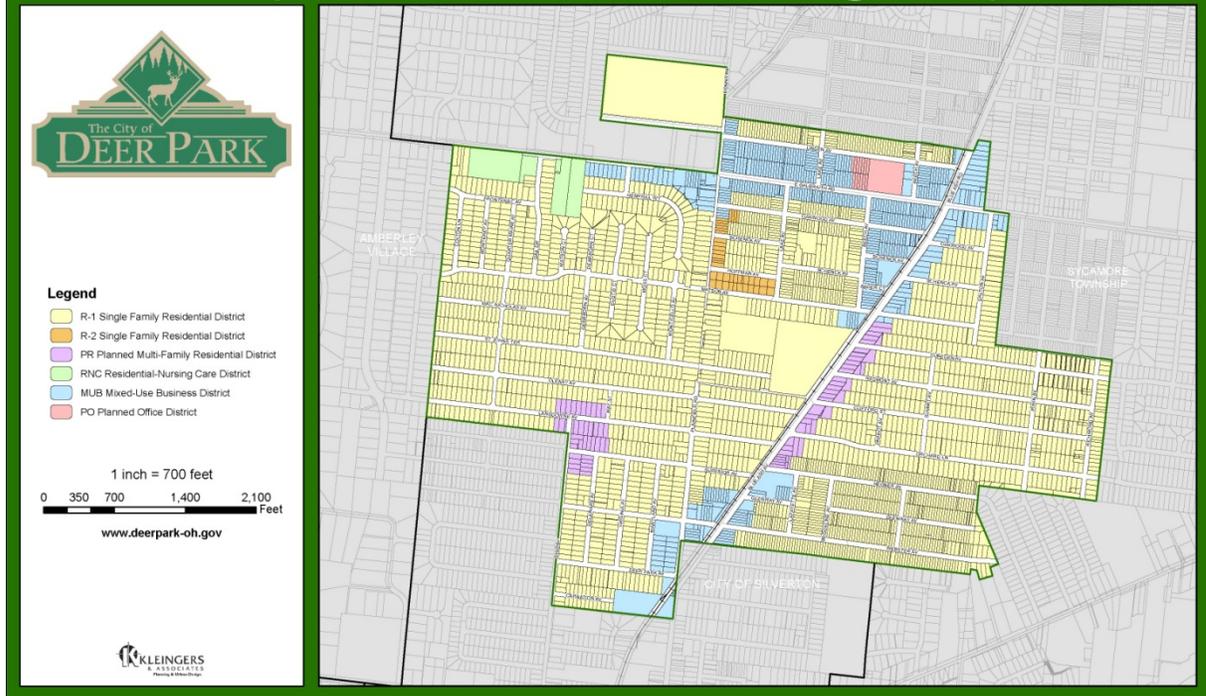


*Stewart Industries: Deer Park's sole industrial resident*



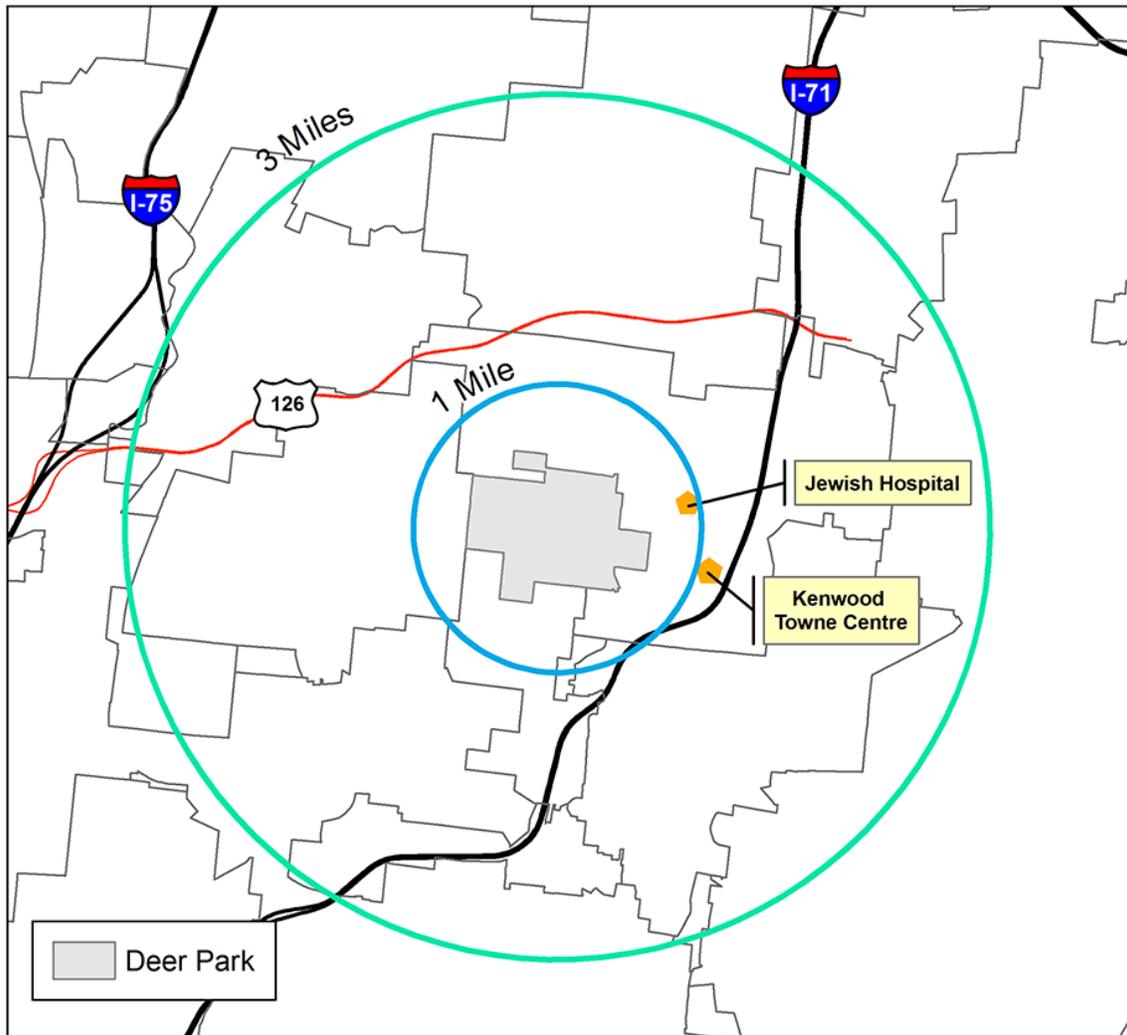
*Camp Safety: locally owned and founded*

# City of Deer Park Zoning Map



- The primary existing land use category consists of 371 acres containing detached single family dwellings.
- 30 acres are devoted to multi-family dwellings.
- Commercial, office and light industrial users account for 36 acres (8.24%) of land area.
- Though the existing land uses exhibit a mostly uniform layout, there are numerous instances of multi-family and other nonresidential land uses that appear incongruous.
- There are several single family bungalow-style homes and occasional multi-family structures interspersed among retail, service, light industrial and other commercial uses along Blue Ash Road.
- Although Deer Park is a small city in terms of overall land area, the amount of land zoned for revenue producing land uses is very small. Therefore, creating opportunities for increasing revenue producing commercial and office based land uses is a high priority within the community.

## A Location with Excellent Accessibility



Deer Park's neighborhoods and commercial areas are located approximately twelve miles northeast of downtown Cincinnati.

One of the community's great strengths is its access to high volume transportation routes. The Ronald Reagan Cross County Highway (Rt. 126) provides linkages to major interstate highways. Interstate 71 is one exit to the east on the Cross County, running between Louisville and Cleveland. Interstate 75, situated approximately 3 miles to the west, is perhaps the nation's most active shipping corridor, running from Detroit to Florida. Interstate 74, accessible via the Ronald Reagan and Interstate 275, link the Cincinnati region with Chicago, Milwaukee, and points west.

Blue Ash Road contains the majority of the City's commercial properties, representing a broad mixture of local, regional, and destination businesses. Both Blue Ash Road and Plainfield Road, two blocks to the west, serve as the community's major north/south arteries. Galbraith and Montgomery Roads link the City with points east and west.

The Kenwood Towne Center located at the intersection of Montgomery and Kenwood Roads is within a mile of Deer Park. The Towne Center is the region's largest, most active, and demographically attractive retail & service complex. In addition, the expansion of Jewish Hospital at Galbraith and Kenwood Roads has stimulated medical, office, and senior residential living along the Galbraith and Montgomery Road corridors. Deer Park lies squarely in the path of this development.



*Kenwood Towne Centre @  
Montgomery Road*



*Jewish Hospital*

## Community Aspirations

Deer Park's Comprehensive Plan<sup>1</sup> contains a proposed land use map with a mixed-use commercial district along the boundaries of the Deer Park Business District on Blue Ash Road between Galbraith Road and Webster Avenue.

As the opportunity arises, the community aspires to facilitate the development of a mixture of neighborhood scale uses that would include retail, office, and professional service. Residential units would be included in this mix with units on the second or third stories of mixed-use facilities.

Achieving this mix implies that the community will need to maintain a level of regulatory flexibility. Working toward broader land use and zoning interpretation in selective situations can promote and achieve a dynamic environment. To be successful, this flexibility will need to continue to be attentive to adjoining low rise residential neighborhoods that run east and west of Blue Ash Road.



*Single family structures in commercial use on Blue Ash Road.*

Commercial expansion can occur through the conversion of single family dwellings to a retail, professional service, and office use. The current zoning code permits this land use change.

<sup>1</sup> Deer Park 2008 Comprehensive Plan, Kleingers & Associates

# Development Opportunities

The greatest opportunities for new investment in Deer Park are in the development and redevelopment of vacant and underutilized land along higher volume transportation routes. Of the two corridors among Plainfield and Blue Ash Roads, the latter best fits this description. This is attributable primarily to Blue Ash Road's broader range of uses. Both corridors have easy connections to transportation links to the Kenwood area and the larger metropolitan areas.

The City is particularly interested in encouraging redevelopment at three major intersections along the length of Blue Ash Road. Blue Ash Road runs the full length of Deer Park from Sycamore Township through to Silverton. Within this distance the corridor is roughly divided into three intersections. Each has a different character. Each has a different redevelopment potential.



## Galbraith and Blue Ash Roads

The intersection of Galbraith and Blue Ash Roads is the commercial community's major thoroughfare, with the most vigorous connection between Deer Park and areas of intense retail and service business. Development along Galbraith Road offers the best opportunity for professional, health-related, general office space.





*Former Light Manufacturing Site @  
Galbraith/Blue Ash Rds.*



*Former Duke Energy Substation NE corner*

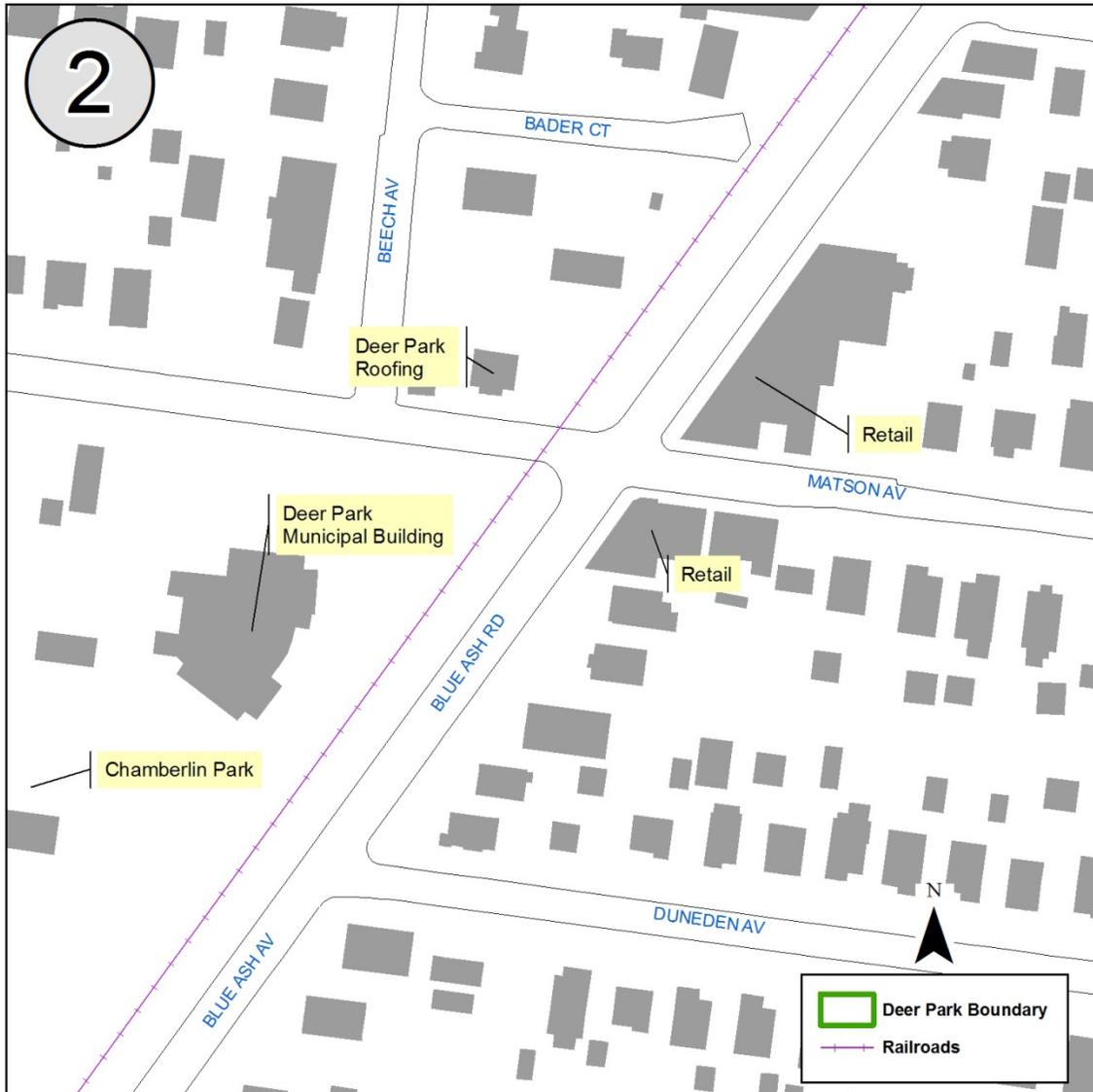
Galbraith's first major intersection in Deer Park is at Plainfield Road, an area anchored by the Dillonvale Shopping Center, a traditional commercial strip structure. The remaining corners contain older, multi-use structures, small offices, and retailers. The Galbraith/Blue Ash intersection is less than one-half mile east of this area. At Blue Ash Road intersection contains a former light manufacturing facility occupies the northwest corner. This facility can be redeveloped to take better advantage of its central location. On the opposite corner a de-commissioned Duke Energy substation facility is now cleared and being prepared for sale. A machine shop anchors the southwest corner. A very active Shell service station occupies the remaining corner.

Running east from Plainfield Road, Galbraith is punctuated with private residences, small commercial properties, and a public school. As it continues toward Sycamore Township, a relatively new corridor of office, medical, and other professional uses serves as a connector to the Kenwood Road area. The Towne Center and Jewish Hospital are the dominant uses on Kenwood Road. A similar corridor, though not in Deer Park, runs parallel along Montgomery Road.

The Deer Park portion of Blue Ash Road contains a series of structures that have significant history in the community. They include a classic bowling facility, a former movie theater, a local restaurant, and a three generation-owned delicatessen. Opportunities exist for creating a redevelopment concept that treats these uses and potentially similar ones within a common conceptual framework. These uses could form the core of a multi-use project that would reflect an updated concept of the classical neighborhood residential and consumer relationship.

## Matson Avenue and Blue Ash Road

The intersection is anchored by Deer Park's Municipal Building, the City's community hub. With the exception of Deer Park Roofing, the remaining properties are devoted to neighborhood scale retail and service uses.





*7908 Blue Ash Rd*



*7716 Blue Ash Rd*



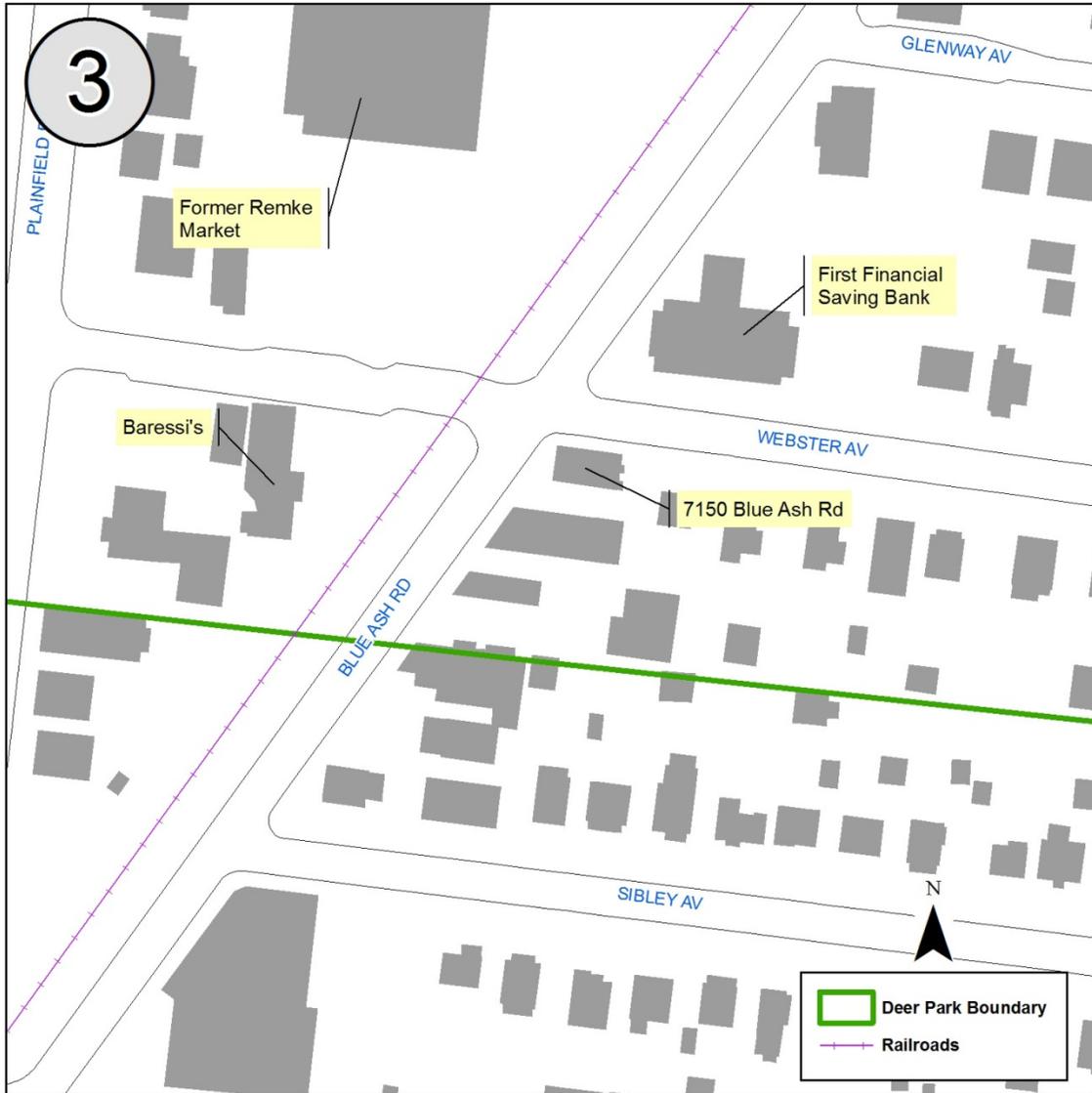
*Deer Park's Municipal Building*

Located at the approximate midpoint in the Blue Ash Road corridor, this intersection reflects the retail character and neighborhood scale in Deer Park. The intersection's western edge is bordered by Chamberlin Park, the City's largest recreational facility. The Municipal Building is a hub of civic activity. Accordingly, the commercial properties in this area are highly adaptable to businesses that benefit from proximity to recreational and social events.

In keeping with the community's concept of mixed-use development, this section of Blue Ash Road also lends itself well to site assemblage for adaptive re-use of older structures as well as creative approaches to higher density development.

### Blue Ash Road & Webster Avenue

This final intersection best exemplifies both the small community feel characteristic of Deer Park and its ability to integrate the old with the new. Webster Avenue emerges from quiet residential streets and enters a wide spacious intersection. The SW corner is anchored by Barresi's, an Italian restaurant and long time Deer Park resident. The NE corner is anchored by First Financial Bank.





*Barresi's Italian Restaurant*



*First Financial Bank*



*4116 Webster Ave. Site of former  
Remke's Supermarket*



*7150 Blue Ash Rd*

4116 Webster Avenue is the site of the former Remke's Market, part of a regional grocery chain based in Northern Kentucky. The site consists of approximately 2 acres with an early 1960's 22,100 sf grocery store structure surrounded by parking. The property is situated at a point at which Plainfield and Blue Ash Roads join together heading south. The current owner and occupant is a small bedding and furniture chain store. Though both uses are by right, the site's central location and focal point setting suggest that a planned mixed-use development could generate more activity and spawn additional diverse development.

The structure at 7150 Blue Ash Road represents another, though decidedly different redevelopment approach. Situated on a small, 0.15 acre urban lot, this 2,300 sf 2 story pre-WWII structure affords retail space on the ground level with an apartment above. This site could conceivably support a new structure or a well restored vintage building with an ambiance suitable to a gathering place such as a coffeehouse, restaurant, retail store, or professional office.

The Webster intersection merges Blue Ash and Plainfield Roads running through to Montgomery Road in neighboring Silverton. Montgomery Road is the second major commercial artery leading to the Kenwood Towne Center area.

## Demographics

The core Deer Park community exhibits modest, stable demographics. Surrounding demographics in the 1-3 mile range highlight Deer Park's greatest advantage. Its small town ambiance and quiet residential character enjoy close proximity to the Cincinnati region's most vigorous retail and service markets. Commercial business can enjoy a similar advantage.

### *Population 2010*

	<i>2010</i>	<i>2015 (est.)</i>	<i>% Change</i>
<i>Deer Park</i>	<i>5,739</i>	<i>5,675</i>	<i>-1.11%</i>
<i>1 mile radius</i>	<i>14,807</i>	<i>15,100</i>	<i>1.98%</i>
3 mile radius	77,838	79,072	1.58%
5 mile radius	193,551	193,774	0.12%
Hamilton County	854,681	865,032	1.21%

### **Labor Force 2010**

	<b>Deer Park</b>	<b>% of Total</b>	<b>3 Mile Radius</b>	<b>% of Total</b>
Total Workforce	3,036	100	41,474	100
Total Employed	2,841	93.6	38,851	93.7

### **Purchasing Power: 2010 Household Expenditures**

Deer Park	\$47,413
3 mile radius	\$58,902
Hamilton County	\$43,419

## **Deer Park Municipal Services & Facts**

Municipal Building  
7777 Blue Ash Road  
Cincinnati, OH 45236

Telephone: (513) 794-8860  
Website: [www.deerpark-oh.gov](http://www.deerpark-oh.gov)

Form of Government: Municipality  
Area in Square Miles: 1 sq. mile

### **Tax Rates**

2011 Commercial Industrial Effective Rate: 75.122717 mills  
Income Tax: 1.50 %

Deer Park City Tax Office  
Phone: (513) 794-8863  
Fax: (513) 794-8866

### **Deer Park Police**

513-791-8056 (non-emergency)

### **Deer Park Service Department**

4250 Matson Avenue  
Deer Park, OH 45236  
(513) 794-8860

### **Deer Park - Silverton Joint Fire District**

7050 Blue Ash Road  
Cincinnati, OH 45236-3721  
Phone: (513) 791-2500  
[www.dpsjfd.org](http://www.dpsjfd.org)

### **Waste Collection & Recycling**

Rumpke of Ohio  
10795 Hughes Road  
(513) 851-0122  
[www.rumpke.com](http://www.rumpke.com)

**Note:** Though Rumpke of Ohio annually contracts with the City of Deer Park, commercial residents are free to choose their waste collection service.

# Appendix

## Local Incentives

The CRA has been an effective tool in fostering redevelopment, offering financial incentives for the redevelopment of both residential and commercial properties.

## Community Reinvestment Area Program

Deer Park is committed to the continued health, customer base, and sustainable use of its commercial properties. In support of these goals, the City of Deer Park will inaugurate a city-wide Community Reinvestment Area (CRA) in early 2012.

The Community Reinvestment Area (CRA) program is a real property tax exemption on new investment (new building construction or major renovation). The CRA is eligible to commercial and industrial companies as well as retail and housing developments.

The amount of tax exemption is negotiated on an individual project basis and varies according to the size of the investment, jobs created and other factors. Like the Enterprise Zone program, an agreement must be in place between the company and the jurisdiction before a project commences. Residential projects do not have to apply prior to the project commencing but it is recommended that the homeowner confirm they are within a CRA before starting the project. The term and percentage for residential projects is set in the CRA establishment legislation and cannot be negotiated.

## Financing

### Hamilton County Development Company, Inc. (HCDC)

Financing options may be available through HCDC's, Horizon Certified Development Company. Horizon provides opportunities for financing land purchase, building purchase, construction or rehabilitation and equipment purchase through two distinct programs:

- **The SBA 504 Loan Program:** provides subordinated, fixed interest rate, long-term loans for up to 40% of project costs or \$5,000,000 (up to \$5.5 million in special cases). Terms are 10 and 20 years, depending on the economic life of the asset being financed. Borrowers can use funds to purchase, construct, or renovate owner-occupied real estate as well as to purchase equipment.

Eligible borrowers include for-profit corporations, partnerships and proprietorships, businesses whose net worth does not exceed \$15,000,000 and have net after tax profits averaging less than \$5,000,000 during the previous two years prior to application. The 40% SBA 5094 portion of the project is competitive with and usually slightly below that available from the first mortgage holder.

- **The State of Ohio 166 Loan Program:** was created to promote economic development, business expansion and, job creation by providing financial assistance for eligible projects in the State of Ohio. The program is administered locally by the Horizon Certified Development Company.

Eligible businesses include those engaged in, but not limited to, manufacturing, research and development, and distribution. Retail projects are ineligible for this program. The program can also be used for long-term leasehold improvements, purchase of an ongoing business' fixed-assets, and limited soft costs directly related to the fixed-asset purchase

The 166 Direct Loan Program may finance up to 30 percent of eligible project costs directly related to the fixed-asset purchase. The minimum loan amount is \$350,000 and the maximum is \$1,000,000.

Businesses requesting \$350,000 or less may participate in the Regional 166 Direct Loan Program

Interest rates for the 166 Program are fixed at/or below market rates and typically do not exceed 2/3 of the current prime rate.

#### **Programs available from the State of Ohio include:**

- **GrowNOW** is a partnership between eligible banks and the Ohio Treasury. The program enables small business owners to receive up to a 3% interest rate reduction on new or existing small business loans for two years with the opportunity for renewal. Small business owners must commit to the creation or retention of at least one full-time job or two part-time jobs in the State of Ohio for every \$50,000 borrowed, up to \$400,000.
- **The Innovation Ohio Loan Fund (IOLF)** was created to assist existing Ohio companies develop next-generation products and services within certain targeted industry sectors by financing the acquisition, construction, and related costs of technology, facilities, and equipment. The IOLF can finance up to 75 percent of a project's allowable costs to a maximum of \$2 million and a minimum of \$500,000.
- **The Job Creation Tax Credit** is a refundable tax credit for companies that create at least 10 new jobs within 3 years, with a minimum annual payroll of \$660,000, and pay at least 175% of the federal minimum wage. The credit is measured as a percentage of the state income tax withholdings for all new employees hired under the program, and is applied toward the company's commercial activity tax liability. If the amount of the credit exceeds the company's commercial activity tax liability for a given year, the difference is refunded. The credit has historically ranged from 25% to 55% for periods ranging from 5 to 7 years.

- **The Brownfield Site Clean-up Tax Credit Program** offers a tax credit of up to \$500,000 or 10% of the clean-up cost (whichever is less). “Brownfields” are defined as properties that have been environmentally contaminated.
- **The Ohio Workforce Guarantee Program (OWG)**: supports companies that are making investments in facilities, equipment, and training that result in the creation or retention of jobs. In return, the OWG pays for a portion of training expenses

# City of Deer Park Zoning Map



**Legend**

- R-1 Single Family Residential District
- R-2 Single Family Residential District
- PR Planned Multi-Family Residential District
- RMC Residential-Nursing Care District
- MUB Mixed-Use Business District
- PO Planned Office District

1 inch = 700 feet



[www.deerpark-oh.gov](http://www.deerpark-oh.gov)

