

# NEW RICHMOND, OH

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The town of Ripley, Ohio is home to 1,750 people. The community is predominantly rural, however population is clustered densely within the town limits. Ripley lies on the Ohio River, and also hosts 3 streams, giving it a lot of waterfront potential, but also making it extra susceptible to the floods of the Ohio River Valley. The town serves as a thru-way for Ohio's Highway 52, that and its abolitionist historical sites are the main sources for traffic into the community. Much of downtown Ripley is classified as part of a 55-acre historic district, however many buildings sit vacant or underutilized and several plots of land sit empty following the collapse of their structures. The village currently boasts few forms of established entertainment and lost its Supermarket in the last 5 years. These limitations prompt a plan for future change in Ripley so that it can benefit from its strengths and outgrow its weaknesses. Ripley is a pearl on a strand of river community pearls. The corridor specific to this study includes New Richmond and Moscow, Ohio, as well as Augusta, Kentucky. All four communities are small, rural villages along the Ohio River, and have consequently suffered from its floods and decrease in traffic over the past century. They are all linked by Ohio Hwy 52, the river, and strong abolitionist roots. The hope is to create a new identity for the corridor, building on these connections, that makes each community stronger and encourages growth and stability across the board. By recognizing the multiple factors that draw these communities together, it will be easier to augment these connections into a more cohesive characterization of the group of villages.

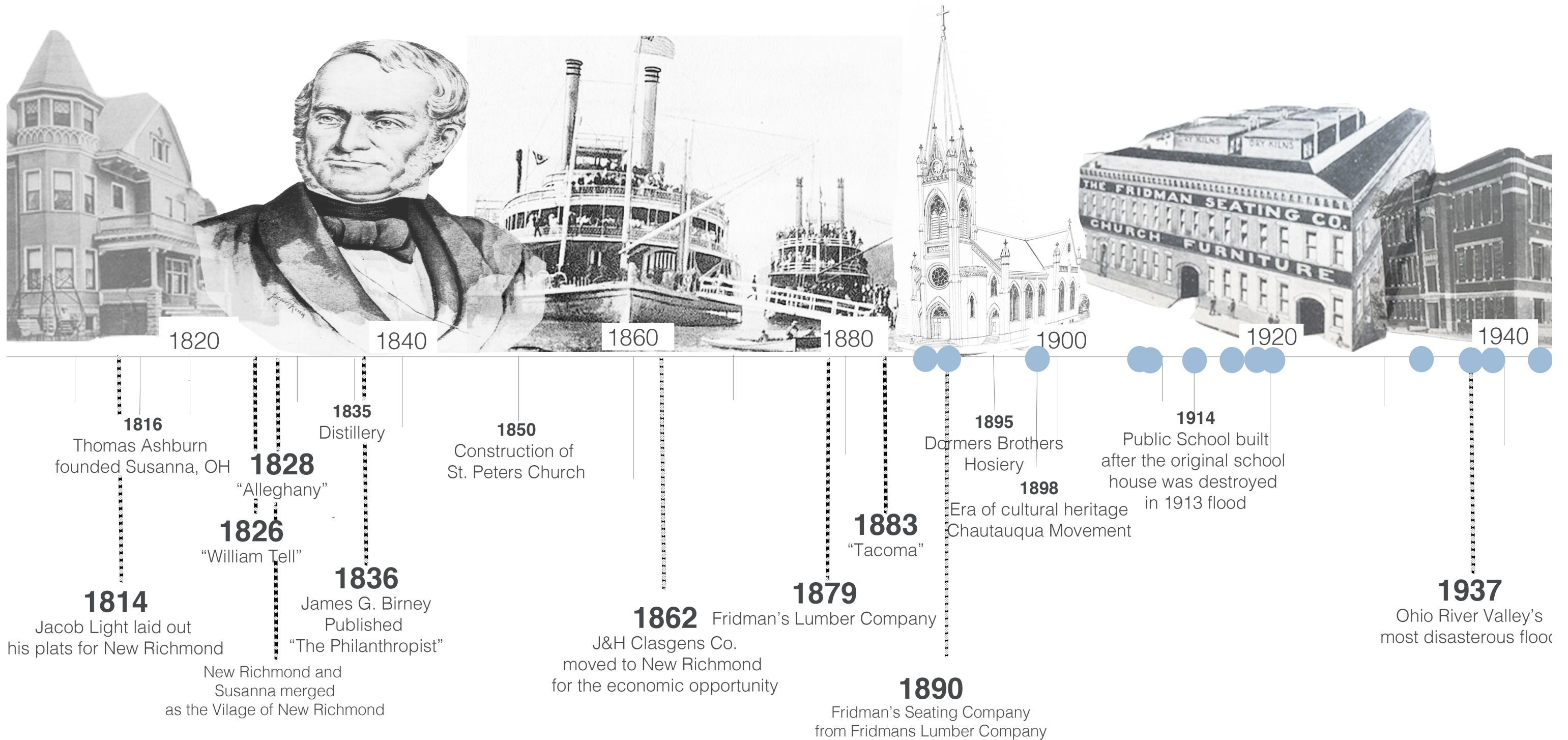
# INFORMATION GATHERING & MAPPING

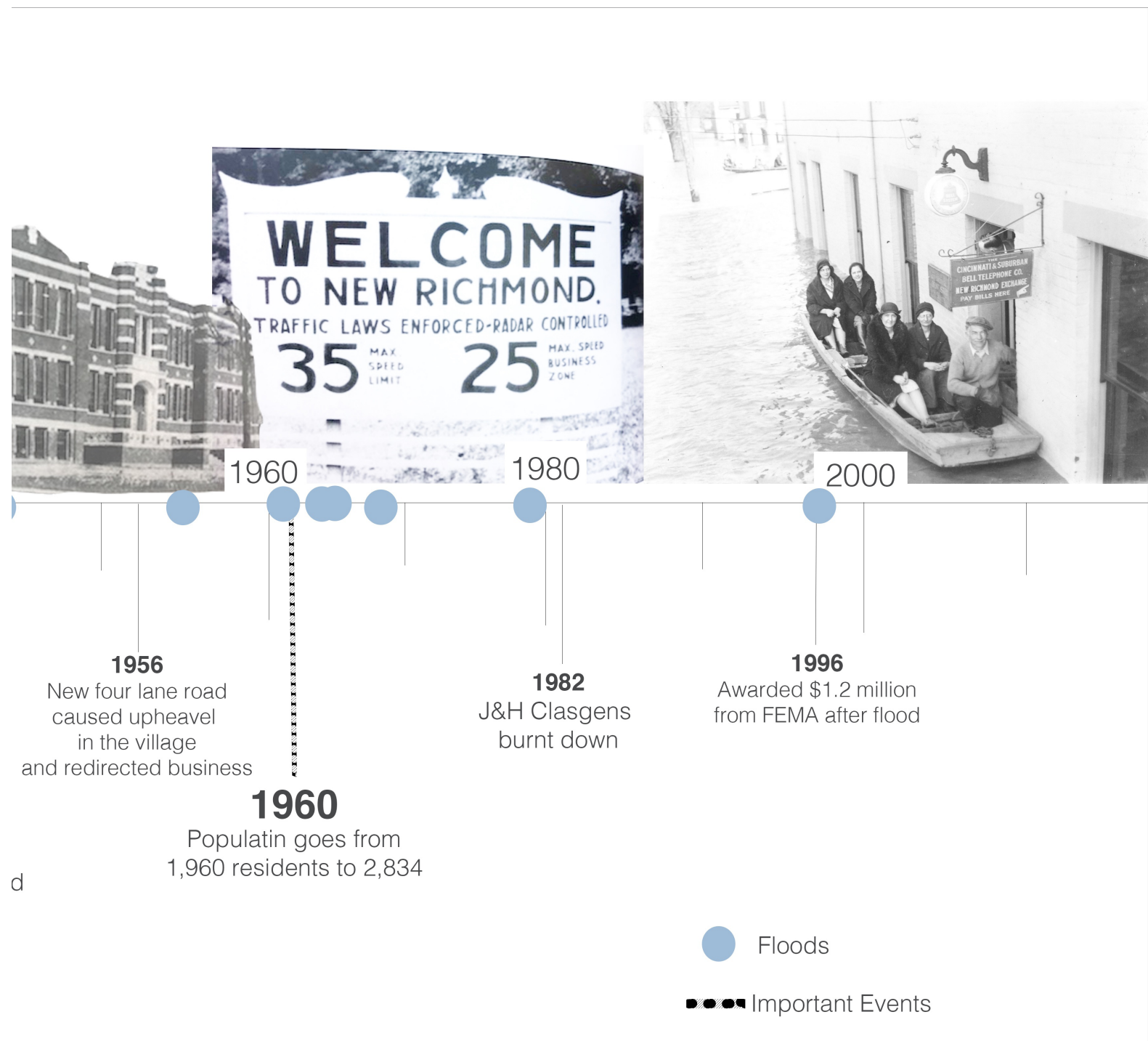
The following assignment required each group to develop a series of observations that would be supported with credible evidence and documentation. Building from the generalized list of physical, biological and cultural attributes we developed a profile of our respective community using these categories: Historical Timeline, Demographic Analysis, Market Overview, Land Use, Transportation and Mobility, Community Resources. This first assignment was for us to start to create a narrative for that community.



# HISTORY

1814 - Current





In 1814 a German man made his way down to the area that is now called New Richmond, in this time people settled near rivers as a resource and necessity to their everyday lives. At this time the role the artery called the Ohio River played was pivital for this small village and at the time it was the reason it began to flourish. In the early 1800's the Steamboat Era made its way to New Richmond and brought people, supplies, and opportunities to the area. But the river waas not only the reason the village flourished, but as seasons changed and weather struck the rising of the river brought fear to the area as well.

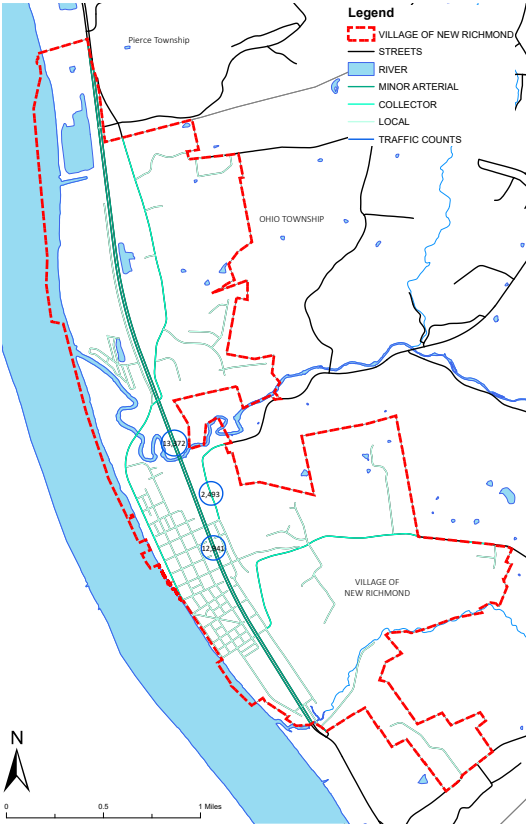
In New Richmond's history there are several monumental times that the flooding of the Ohio River devastated the community, leaving the community helpless but also maintaining a reason for the community to work together to bring back together their lives. As the years went on and the move back to the central city and suburbs was in full swing due to the invention of a new mode of transportation; the automobile people started to leave the village.

Despite the rich history, culture, and character of the Village of New Richmond the fear of floods/reality of floods and change in societal needs, New Richmond cannot flourish the way that it should be.

With history a story is told in context that everybody can understand, it gives a community purpose and character and without it New Richmond would not have the potential to thrive the way it used to.

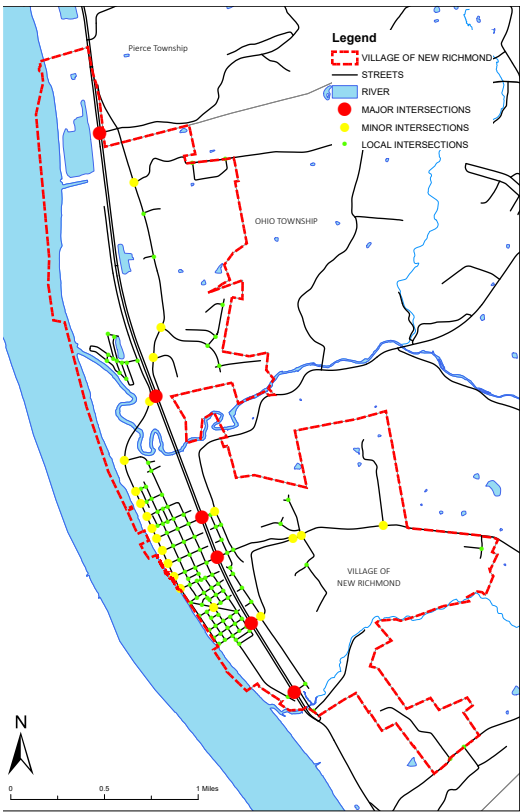


# TRANSPORTATION & MOBILITY



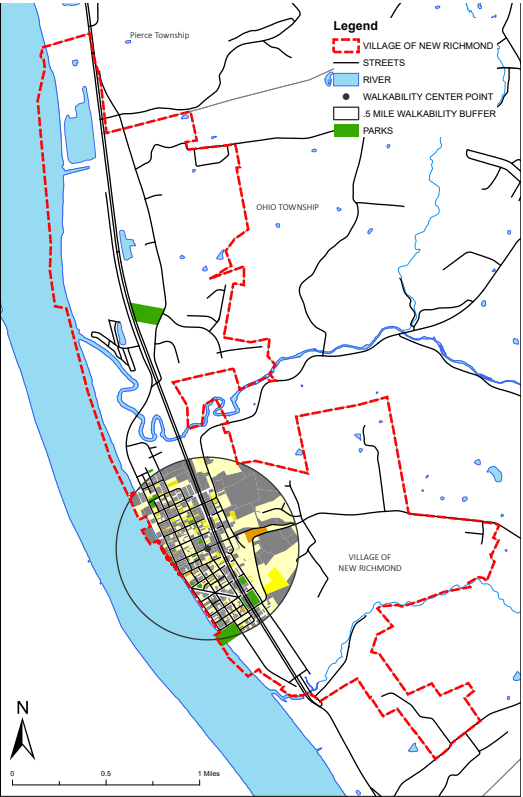
TRAFFIC COUNTS

Due to the small nature of the Village and there only being one minor arterial within the boundary of the village traffic count data is limited. There are three data points that we were able to collect and they are all centered on US-52 and the intersection of US-132. On US-52 north of US-132 the Average Annual Daily Traffic (AADT) was 13,372 and south of US-132 was 12,941. The third point we collected was located on US-132 and the AADT was 2,493. These data point are quite significant given that the population of the Village is roughly 2,600 people.



INTERSECTION HIERARCHY

The intersection hierarchy follows the same typical pattern as the street hierarchy map in that all of the main intersection in the Village are located on US-52. There are quite a few minor intersections located along the collector roads, and then all other intersections are small local intersections.



WALKABILITY

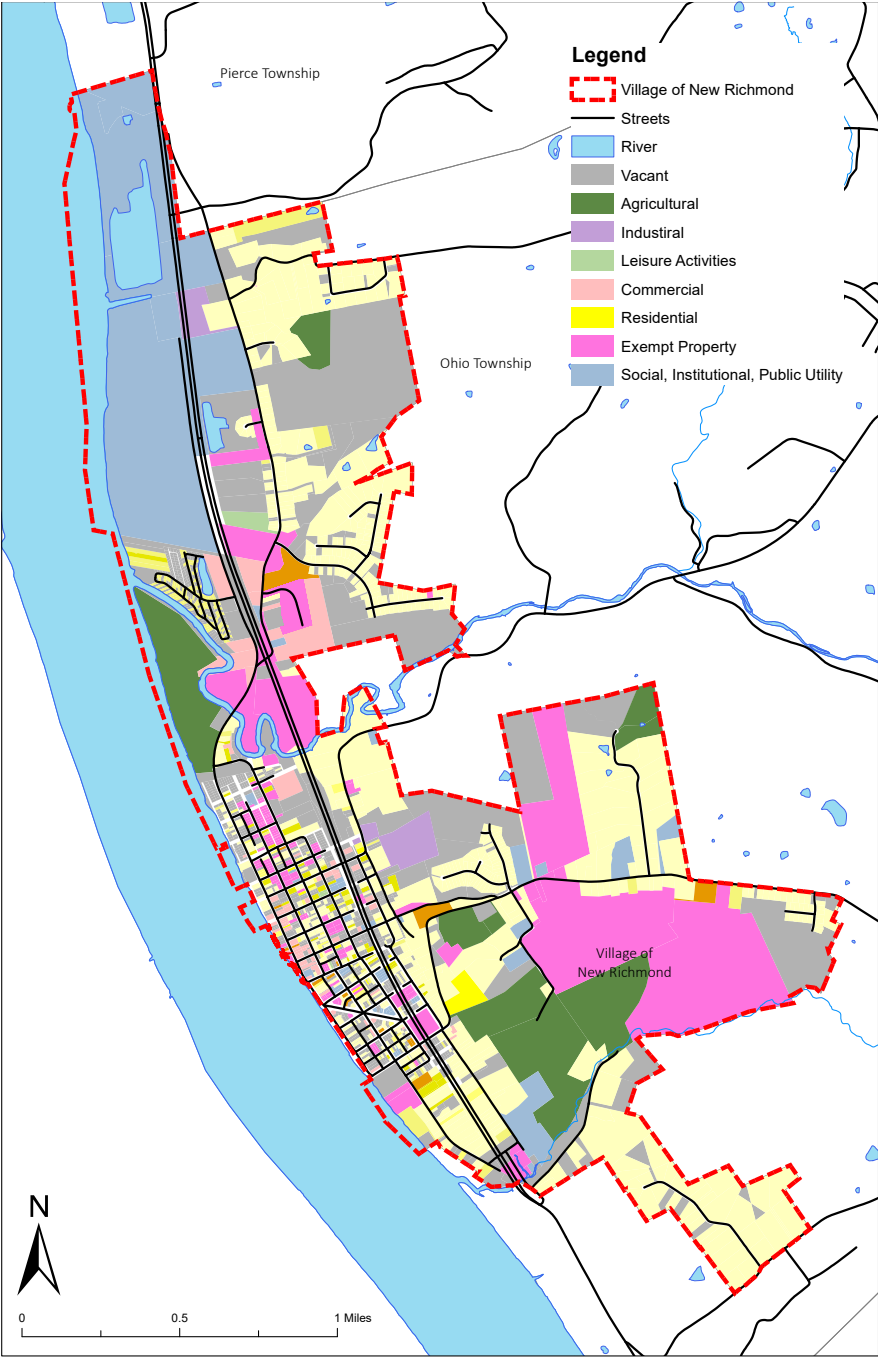
The walkability within the village is actually rather good, within the downtown area nearly all locations are accessible within a .5 mile walk, or five to ten minutes. Anything located outside of the core downtown area would require either a bike or a car, but that is to be expected with anywhere that does not have a good public transportation system.



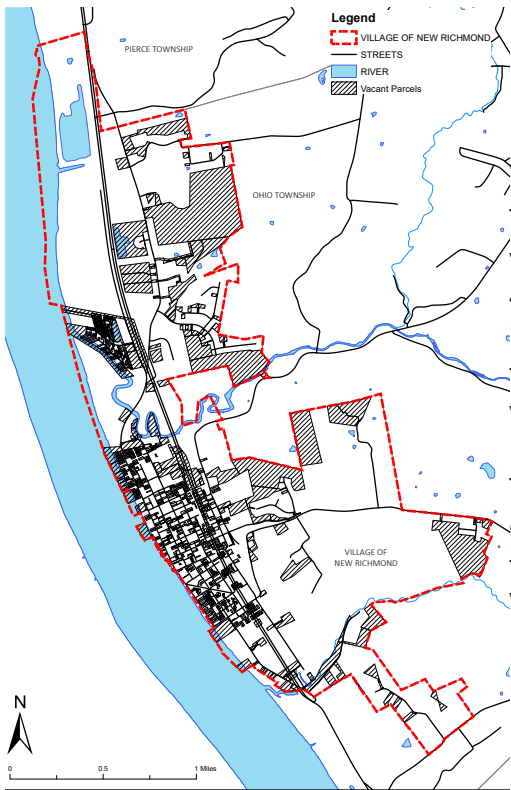
MINOR INTERSECTIONS

Within New Richmond there are several minor intersections that could potentially be utilized by the village as “gateways”, with streetscape improvements and “wayfinding signage” the potential to use these streets to bring people through New Richmonds Front Street along the river becomes much greater.

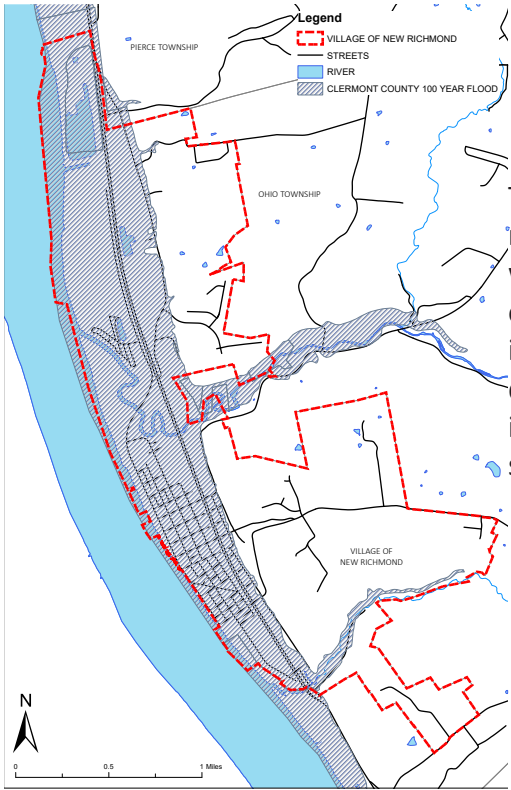
# LAND USE



Land use in the village is kind of sporadic and has no centralized zones that are large pockets of one land use. The largest land uses within the Village are residential, agricultural, exempt property, social institutional public utility, and vacant. Of the land uses the main ones that are clustered around US-52 are commercial, residential, and vacant.



**VACANT PARCELS**  
There are a surprising number of vacant parcels in the village, with 41 percent of the vacant parcels lying within the flood zone. Of all of the vacant parcels, 84 percent are vacant residential and the remaining 16 percent are vacant business. These vacant parcels provide a large development potential to the Village that could be utilized to grow the Village.



**FLOOD ZONE**  
The 100 year flood zone covers roughly 50 percent of the Village which not only decreases the value of the property but increases the insurance need to cover flood damage. Being in the flood zone has its downfalls but has the upside of a small town with a river view.



The Village of New Richmond is full of strengths and weaknesses, but finding alternative and creative ways to dealing with those issues are what can make New Richmond thrive again. Some come from its natural resources, and some come from simple societal changes, but using what is already present in the community it is possible to change the path New Richmod is going

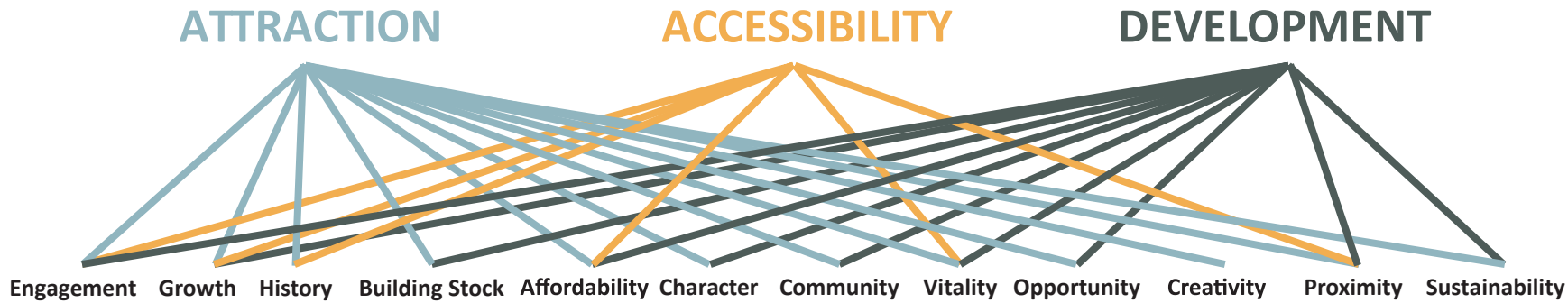
# DEFINING THE VISION, GOALS, & OBJECTIVES

This assignment required teams to look into a visionary process, which is formed by exploring the wants and needs of this landscape and blending these observations to specific ideals. Teams were asked to break down the vision process to define goals to help determine the strategies for the vision and its outcomes. The objectives will be quantifiable and measurable outcomes of the goal.



# VISION

“New Richmond strives to be a community that enhances accessiblity, desireability, and its connections, to foster a vibrant and resilient community”



## Create Attraction



1. Partner with local financial institutions to create financial incentives
2. Allow live/work spaces by rezoning, allowing the property to serve a variety of uses such as; gallery/studio, restaurant/ cafe, living/work spaces.
3. Sell properties at low cost to artists using proposal process
4. Help locate potential cheap studip spaces for artists by partnering with local property owners

## Create Accessibility



Taken by: Moscow Group

1. Waterfront public access and streetscape improvements by green space initiatives
2. Leveraging funding opportunities to minimize allocation of local funds by enticing state and federal grants, attracting stakeholders by increased attraction and desireability

## Redevelopment/Development



googleimages

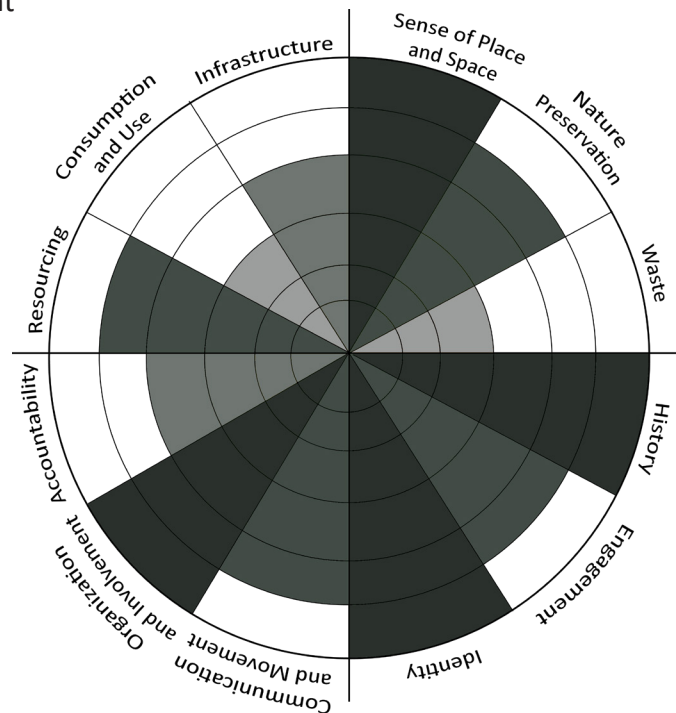
1. Provide incentives for development/redevelopment in the Village core are
2. Encourage the use of FEMA mitigated properties
3. Work with the community to spur development within the Villages
4. Provide incentives to business' to encourage residential development



FEMA - Vacancy - Signage - U.S. 52 Divide

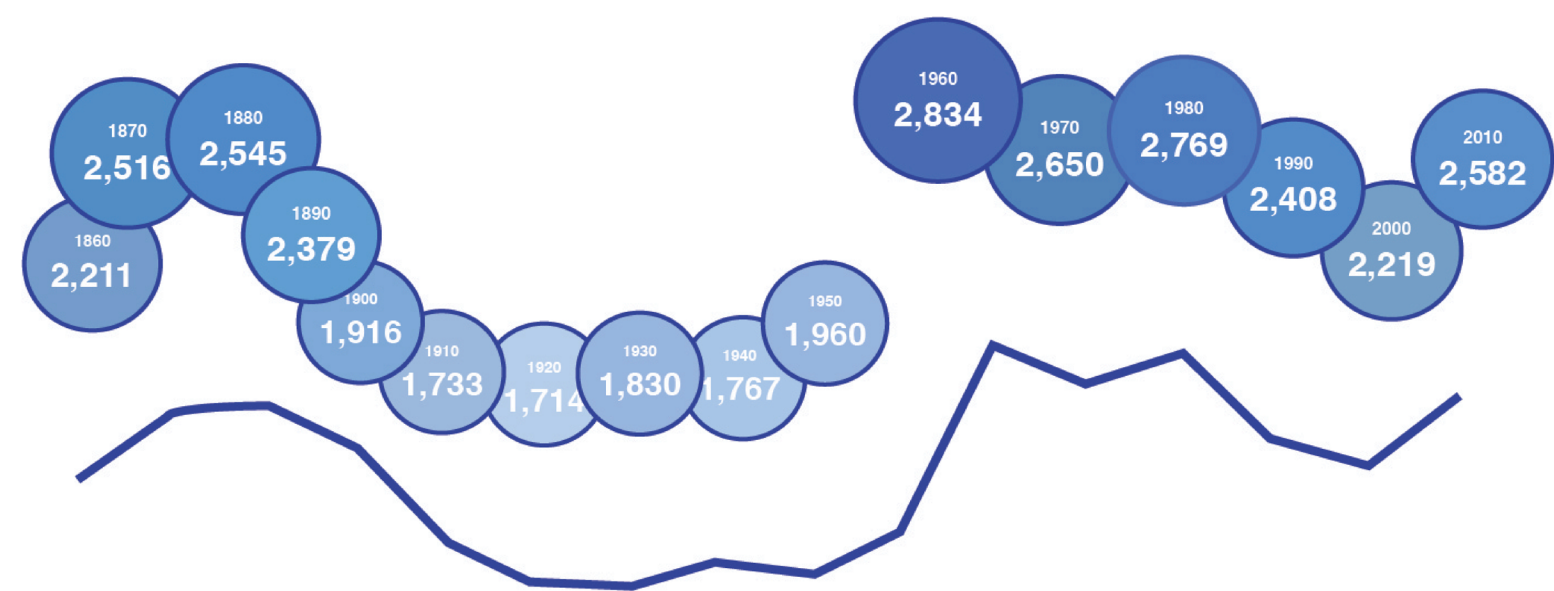


Proximity - Community - School District - Waterfront - History - Development Opportunities



# DEMOGRAPHIC ANALYSIS

## Population



(Census, 2010)

Population in New Richmond peaked in 1960's at 2,834 and then continued to decline until 2000. Large population decreases are closely linked to flooding events through history. Population continues to rise slowly in New Richmond since 2000.

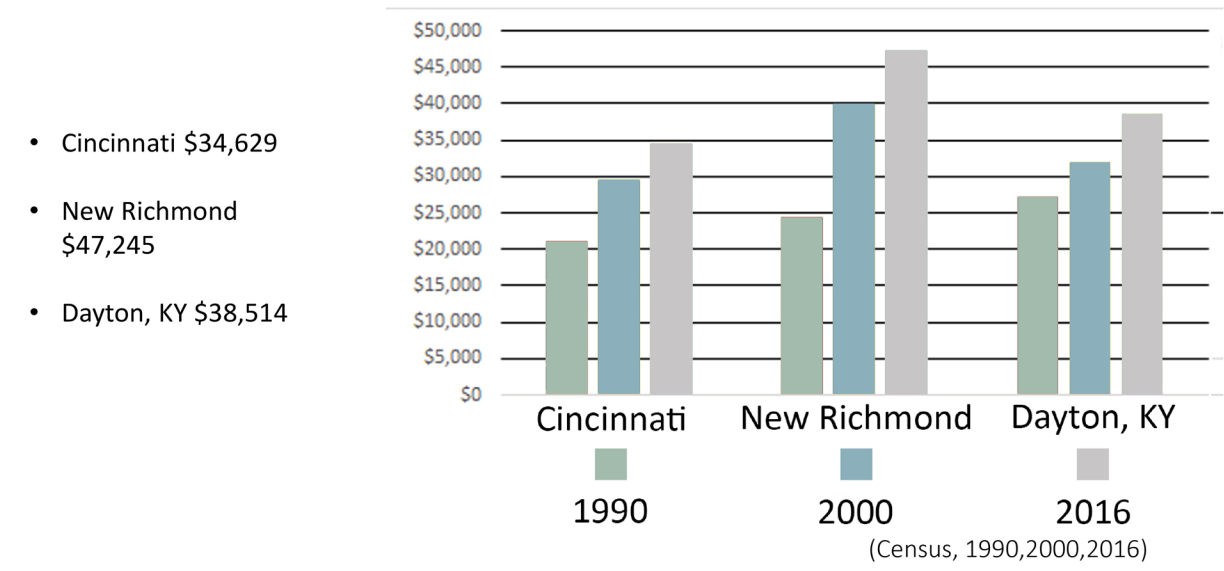
## Race



(Census, 2016)

New Richmond's population is majority white with a small black population. This is a stark contrast to Cincinnati which has a very large black population. When compared to Cincinnati New Richmond is not as culturally diverse.

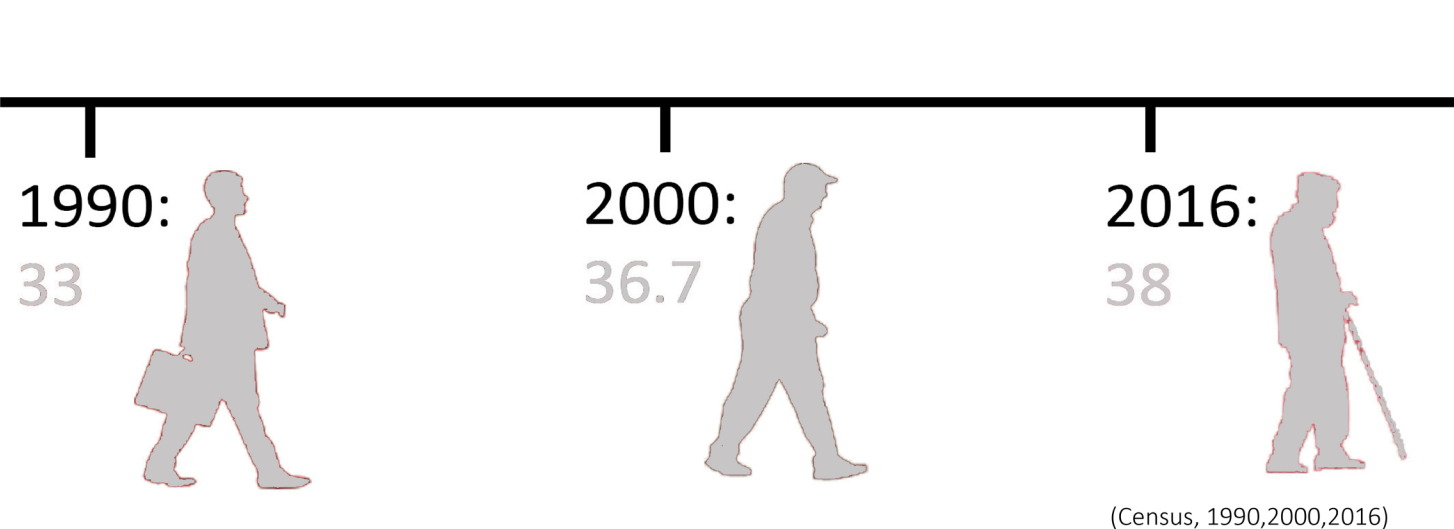
## Median Income



(Census, 1990,2000,2016)

Income in New Richmond has continued to rise since the 1990s. When compared to Dayton, KY and Cincinnati the median income is much higher at \$47,245.

## Median Age



(Census, 1990,2000,2016)

The Median age in New Richmond continues to rise. This is a big concern for the community as the community tries to attract younger generations.



# MARKET ANALYSIS

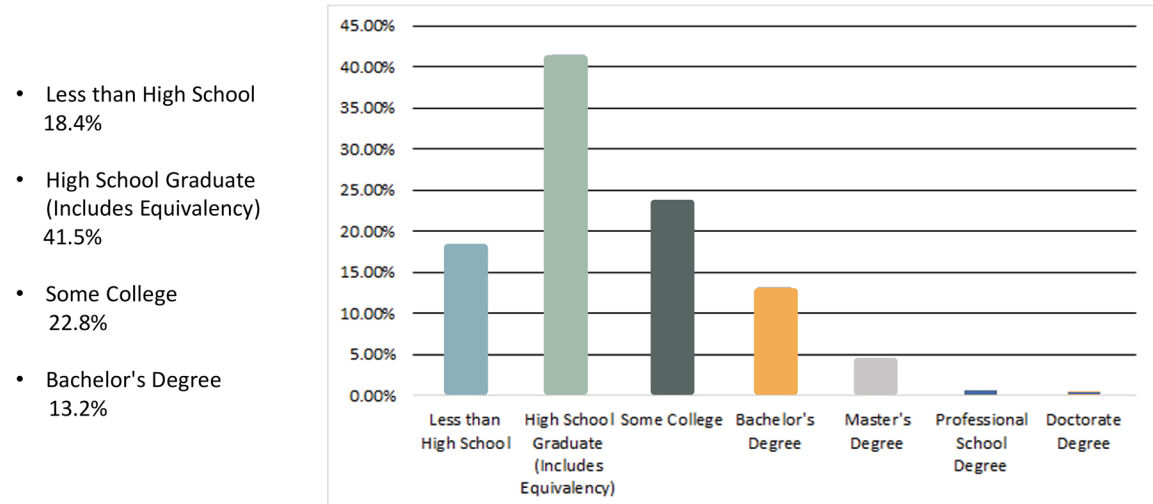
## Poverty



Poverty in New Richmond is relatively low compared to surrounding communities such as Dayton, KY at 13.9% compared to 24.5%. While not worse off than other communities, New Richmond’s poverty rate can still be lowered through innovative programs and strategies

(Census, 2016)

## Educational Attainment 25+



Educational Attainment in New Richmond is ok. A majority of the residents have a high-school degree at 41.5%.

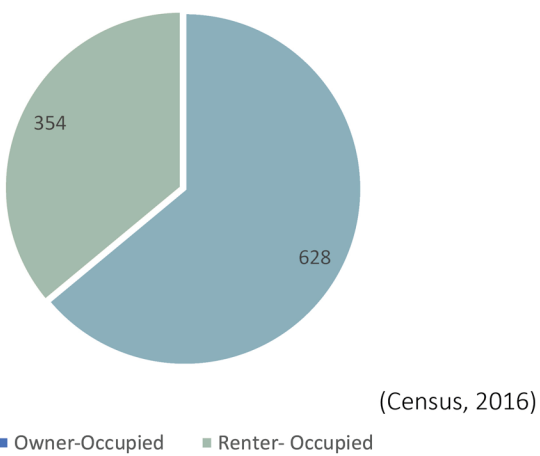
(Census, 2016)

## Employment



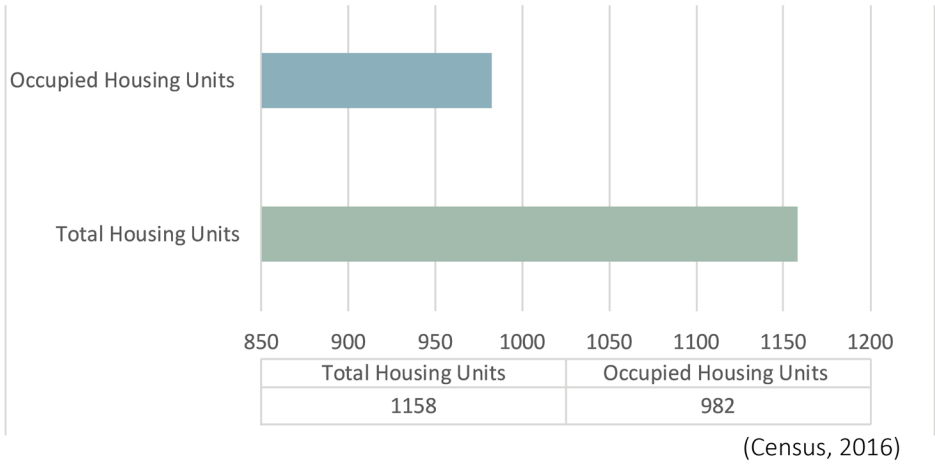
The three major sectors of employment for New Richmond include retail trade, construction, and health services.

## Owner vs Renter



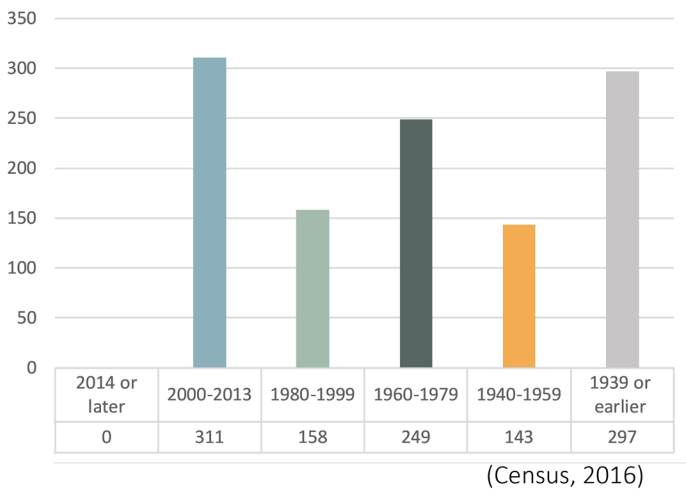
A large portion of the total occupied housing of New Richmond is renter occupied vs owned. More affordable housing may be needed.

## Housing- Total Housing vs Occupied



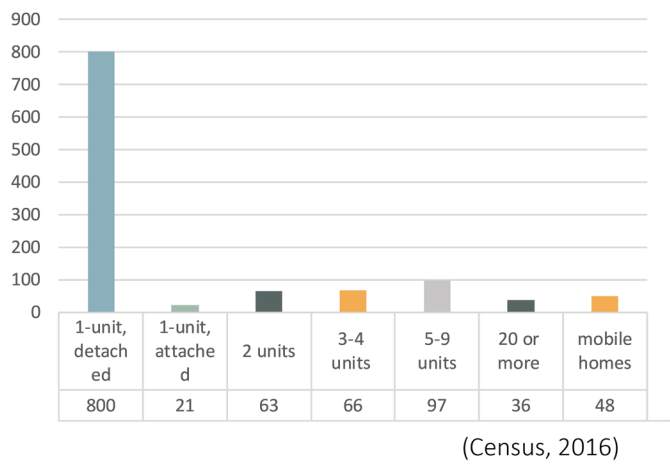
In New Richmond out of the total 1,158 housing units available only 982 are occupied. Leaving 176 vacant units throughout the community.

## Housing- Year Built



A large portion of the housing available is very old being built in 1939 or earlier. Between years 1960-1979 New Richmond saw large growth as well as between 2000-2013. Growth has become stagnant since 2013 with no new developments.

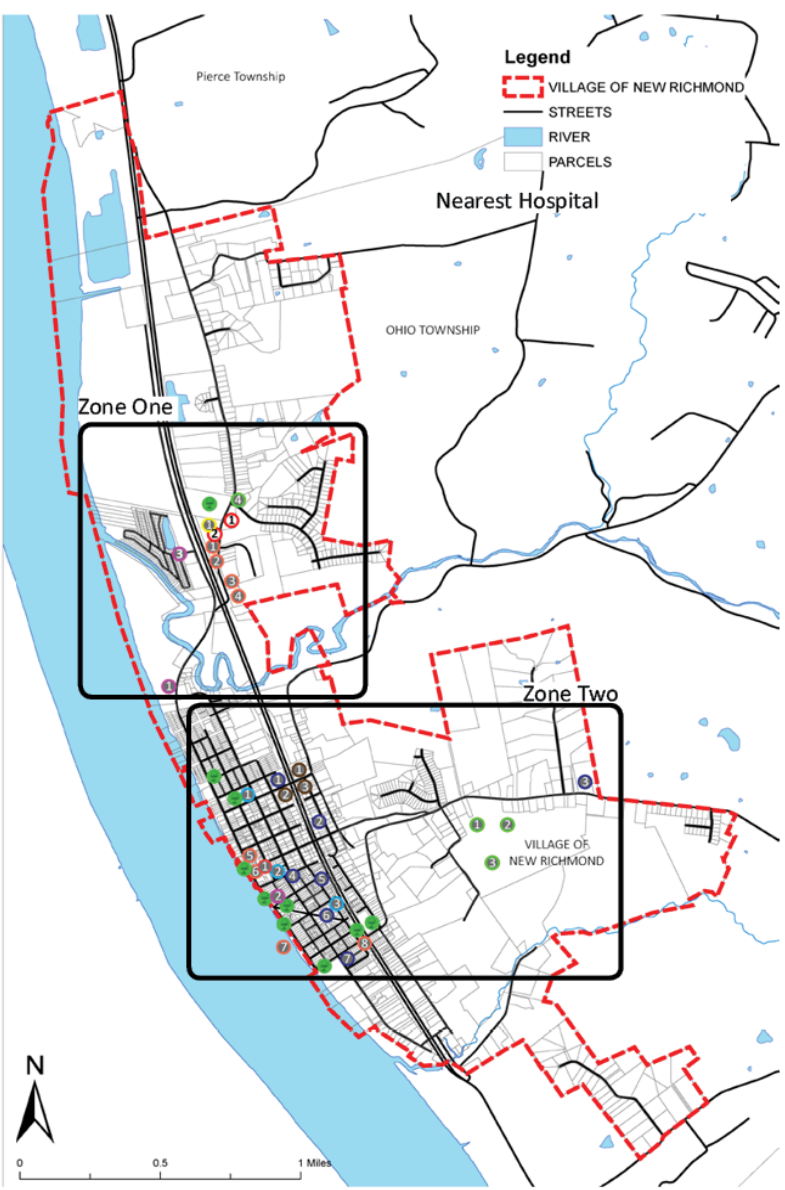
## Housing- Type



Most housing in New Richmond is 1-unit, detached homes.

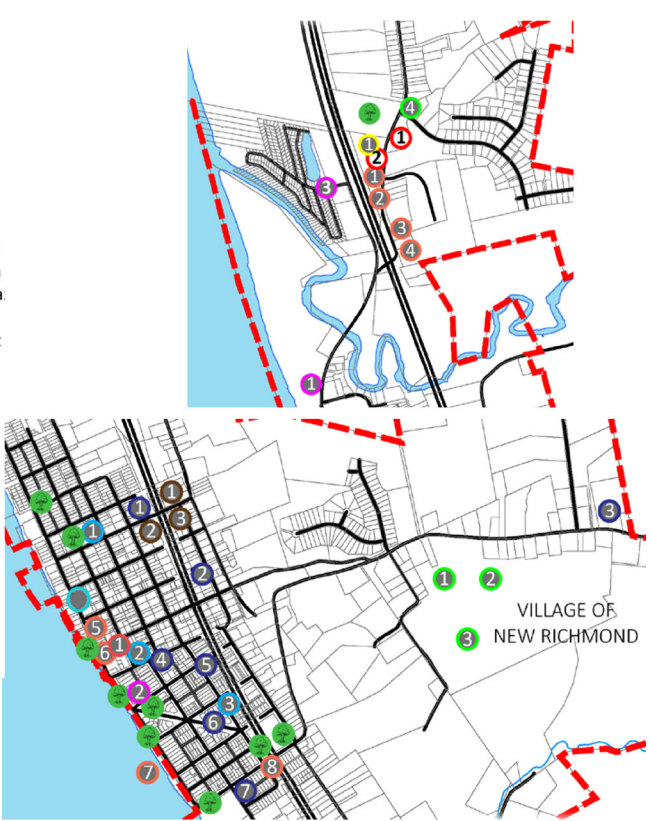


# COMMUNITY RESOURCES

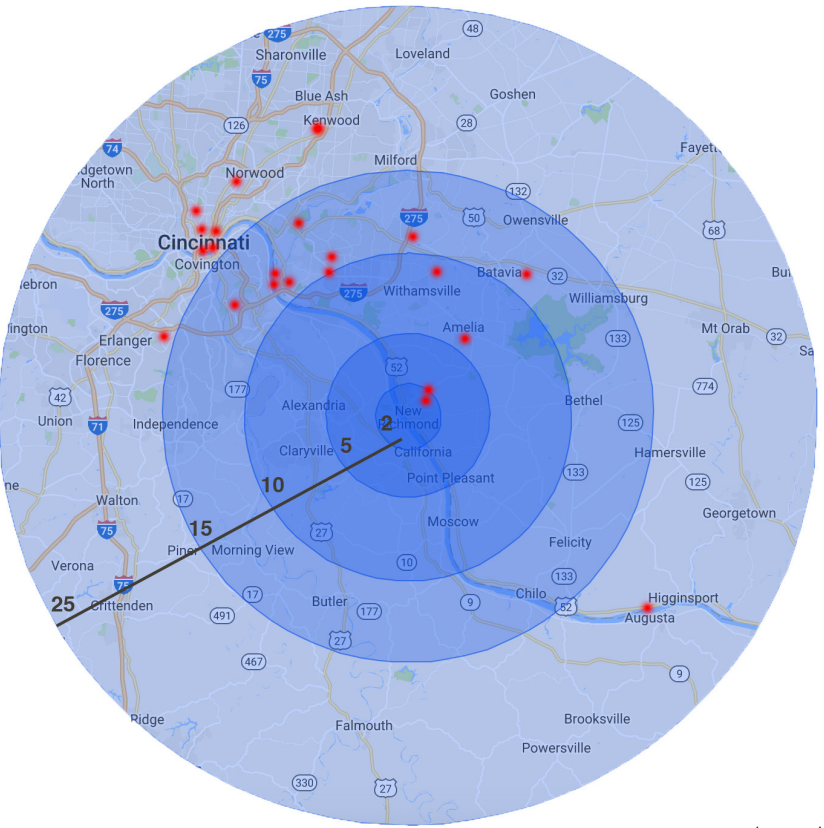


- Grocery Stores**
  1. Rivertown Market IGA
- Restaurants**
  1. Snappy Tomato Pizza and Subway
  2. McDonald's
  3. Gold Star Chili
  4. Frisch's Big Boy
  5. Green Kayak Grille & Pub Peacock Pastry
  6. Front Street Cafe
  7. Skipper's River Cafe
  8. Dee's Dairy Bar
- Education**
  1. New Richmond High School
  2. New Richmond Elementary School
  3. New Richmond Middle School
  4. Clermont County Public Library
- Attractions**
  1. Spencer Park Aviary and Wildlife Center
  2. Ross Gowdy House Museum
  3. River Pines
- Public Institutions**
  1. United States Postal
  2. Village Hall
  3. Fire Department
- Health Centers**
  1. New Richmond Family Practice
  2. Berry's Pharmacy and New Richmond Dental Associates
- Churches**
  1. Church Of God New Richmond
  2. Connection Point
  3. New Richmond Christian Church
  4. Cranston Memorial Presbyterian
  5. New Richmond Church of the Na
  6. First Baptist Church
  7. New Richmond Church of Christ
- Gas Stations**
  1. Marathon Gas
  2. BP
  3. Speedway
- Historical Sites**
  1. Philanthropist Newspaper
- Parks and Green Spaces**
  1. New Richmond Boat museum

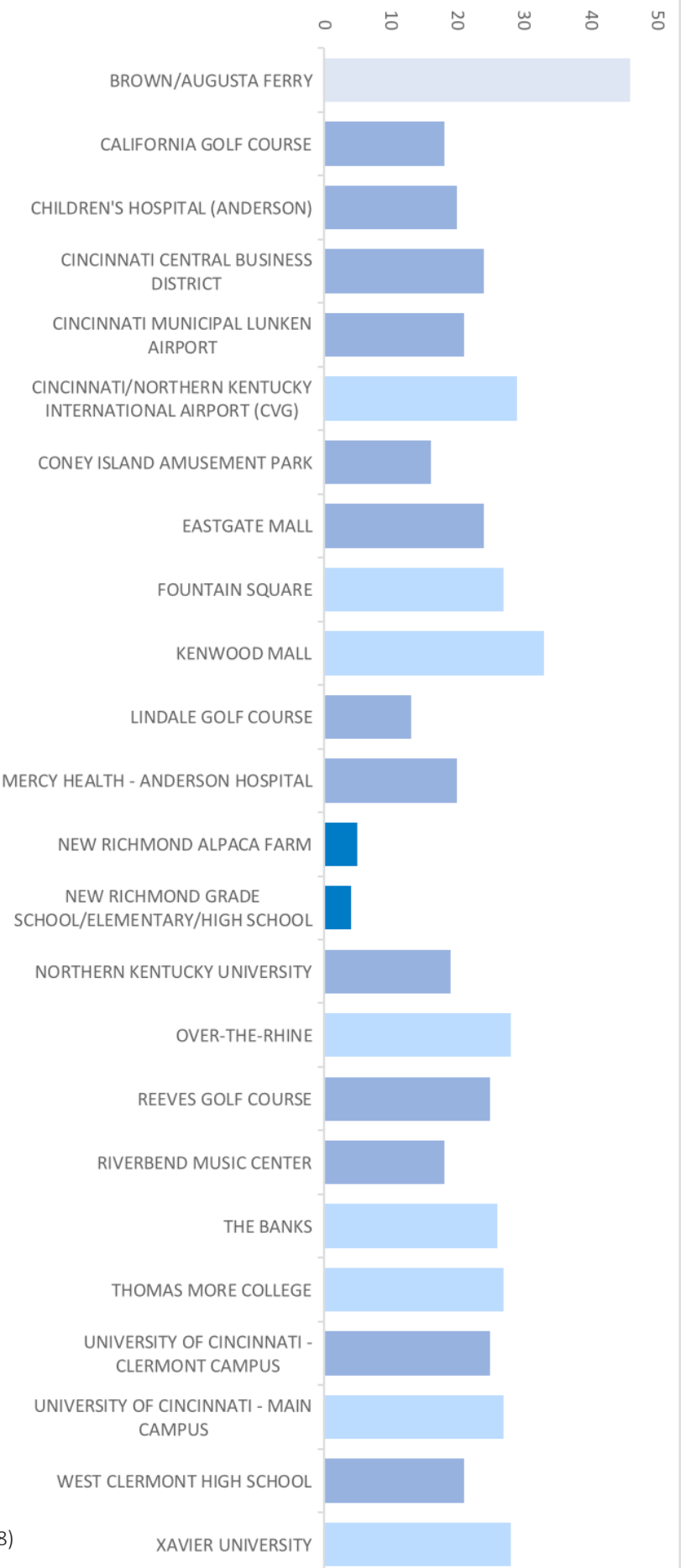
(Google Maps, 2018)



## Regional Resources



(Google Maps, 2018)



New Richmond has a large amount of both local and regional resources. Locally New Richmond has one large commercial development directly along U.S. 52 which has the local grocery store, chain restaurants and retailers, and some medical offices. Most local retailers, restaurants, historical sites, and parks are located in the city center on the west side of U.S. 52. Most local restaurants such as Front Street Cafe, are located along Front Street. Along with its local resources, one strength of New Richmond is it's proximity to Cincinnati allowing easy access to regional resources such hospitals, CVG international airport, OTR, downtown Cincinnati, and regional higher educational facilities.



# ART INFUSION

New Richmond strives to be a community that enhances accessibility, desirability, and its connections to foster a vibrant and resilient village leveraging its resources.

## Key Strategies

1. Partner with Local Financial Institutions to create financial incentives
2. Allow live/work spaces by rezoning, allows the property to serve a variety of uses such gallery/studio, restaurant/café, living
3. Sell properties at low cost to artists using a proposal process
4. Help locate potential cheap studio spaces for artists by partnering with local property owners

## Potential Financing Partners



@ <https://media.superpages.com/media/photos> @ <https://ucbma.com/wp-content/sabai/File/files>

## Financing Incentives

1. 100% fixed rate financing on the purchase of residential live-work space
2. 100% financing through USDA mortgages may be available to artists who are not first-time home buyers through financial Partners

## Key Relationships

	Offered Properties	Financing Arrangement	Live/work Zoning
Cost to artists	Little initial cost	Large cost/risk to financial Partners	Little to no cost
Feasibility	Dependent on how much City owned property is available	Dependent on local financial institutions	Would require approval by zoning commission
Maintenance	Property owners Duty	Financial deals must be continually agreed upon and renewed	No maintenance unless a zoning ordinance is needed
Time To Implement	Long term 5-10 years	3-6 months, dependent on negotiations	Depends on Zoning commission approx. 3-6 months
Sustainability	Dependent on number or properties	Short to Long, a large amount of funds are necessary	Zoning is very long term
Aesthetics	Rehab of the building will vastly improve the looks and safety	N/A	Would allow for new businesses and art

## Paducah KY, Proposal Process

- Purchase price offer for property
- Intended use of the property complete with any necessary documentation such as business plan, resume, portfolio, etc
- Detailed rehab plans in which all changes and improvements necessary meet code requirements as well as provide for the intended use. Please note that Historic Design Guidelines must be adhered to as well
- Detailed illustrations of floor plans and use of space.
- Front, side and rear elevations of exterior facades including any significant architectural details. Drawings/Renderings must be large, clear, and detailed
- Firm third party professional (engineer, architect, knowledgeable & experienced contractor[s]) estimate of the entire costs for rehab. Estimate should be broken down by cost centers and include a total. At least two estimates are recommended
- Estimated firm time-line indicating the duration of the project from start to finish. We require start time for projects to take place within 90 days of deed transfer and completion of project to be within 24 months. Source: (<http://www.paducahmainstreet.org/artist-relocation-proposals.htm>)

## Key Financial Institutions

- River Hills Bank
- USDA/Rural Development home loan. This is a “no money down” financing option 100% of the purchase can be financed, often including closing

Park National Bank

## Existing Potential live/work Studio Spaces

- 18 Sites with potential second story studio spaces along Front Street ranging from 400sqft to 800sqft
- Low housing cost with house in the area sold from 16k-110k

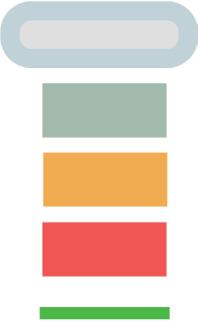
Source:([https://www.zillow.com/homes/for\\_sale/globalrelevanceex\\_sort](https://www.zillow.com/homes/for_sale/globalrelevanceex_sort))

## Rezoning and Expanding Opportuni-

- Rezone from R-5 to a live/work area to allow greater opportunity
- Approximately 5.7 acres on Sycamore Street
- Approximately 5.5 acres on Walnut Street

## Index:

- Rezoning Area
- Parks
- Potential Studio Spaces
- Financial Institutions
- Opportunity Gateway





# WATERFRONT IMPROVEMENT

## Euclid OH, Waterfront Improvement Plan Process

(cityofeuclid.com)

### Key Strategies

1.

Public Marina and Recreational Programs

- Introducing community and stakeholders to incentivize community involvement

2.

Waterfront public access and streetscape improvements by green space initiatives

- .3 miles of waterfront improvement
- 1.05 miles of streetscape improvement

3.

Leverage funding opportunities to minimize allocation of local funds by enticing state and federal grants, attracting stakeholders by increased attraction and desirability

- Clean Ohio Fund
- \$22 million New Richmond School District Funds
- Apply for FEMA's Flood Mitigation Fund

### Key Relationships

#### Ecological

- Preserving, protecting, enhancing natural resources
- Improve water quality by vegetation and greening initiatives
- Become a model for responsible shoreline protection and stabilization

#### Economic

- Attract investment/development opportunities
- Support festivals and other opportunities by creating desire to stop by this improved waterfront that fosters history, art, education, and nature
- Leverage funding opportunities through interesting stakeholders

#### Social

- Expand public waterfront access
- Promote use of waterfront by all ages, incomes and ability level
- Increase recreation and activities available along the waterfront
- Enable after school programs to allocate involvement from New Richmond Schools
- Promote social connectedness

1.

Broad vision through an extensive **public consensus**-building process

2.

**City** works with **property owners** and **stakeholders** to implement the steps of the project, including acquiring land and easement agreements and donations

3.

Applied for grants such as; Ohio Department of Natural Resources' Clean Ohio Trail Fund and FEMA

4.

The \$30 million project aims to **promote** business, **recreate** natural wildlife habitat, **improve** storm-water management and open itself up to public access



googlemaps

### Skippers Riverfront Cafe and Boat Dock

- Improve marina to attract passerby from the Ohio River
- Improve public access point
- Draw traffic through Susanna Way from proposed roundabout along U.S. 52
- Green space initiatives to preserve/recreate natural resources



googlemaps

### Haussermann Park

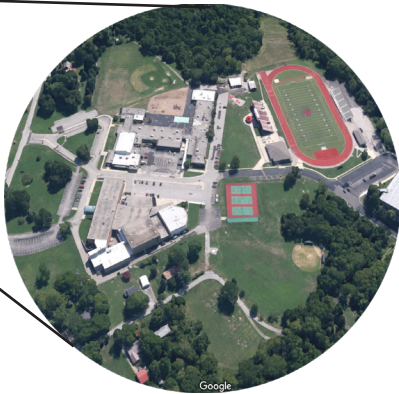
- Create destination spots
- Provide space for activities, festivals, etc
- Provide central waterfront access
- Connect business with the river by proximity
- Interact historical sites with community and visitors
- Recreate natural habitat
- Clean up riverfront with recreational programs

### New Richmond Middle School and High School

- Connect school with rest of community
- Create incentives for after school programs to help with the shoreline transition
- Programs for students to utilize the space for recreation/history/social purposes



googlemaps



googlemaps



# INCREASE ACCESSIBILITY

## Four Roundabouts along US-52 as well as the instillation of an “S-Curve”.

Being discussed are two proposals, One is for of installing four roundabouts along US-52 between the intersection of Front Street and further south Augusta Street. The second is installing two gateways at the above intersections and both involve changing the southbound lane of traffic to biking/pedestrian lanes.

### Option 1

Four Roundabouts replacing all stop signs and traffic lights along US-52. Intersections of US-52 and Front Street, Sycamore, Walnut, and Augusta Along with the instillation of an “S-Curve” on the eastern end of New Richmond, a bike/pedestrian lane would replace the south lane of the highway while the north lane converted to two-way traffic with a 35mph speed limit.

	Roundabout (US52/Front)	Roundabout (US52/Sycamore)	Roundabout (US52/Walnut)	Roundabout (US52/Augusta)	S-Curve (US52/Adamson)	ESTIMATED TOTALS
*Development Costs	\$1,400,000-\$2,500,000 <sup>*[1]</sup>	\$1,400,000-\$2,500,000 <sup>*[1]</sup>	\$1,400,000-\$2,500,000 <sup>*[1]</sup>	\$1,400,000-\$2,500,000 <sup>*[1]</sup>	\$750,000-\$1,250,000 <sup>*[1]</sup>	\$5,600,000-\$11,250,000
*COSTS ARE PROJECTIONS, NOT ACTUAL COST	<sup>*[1]</sup> PROJECTIONS FROM ODOT & U.S. DOT					
(as of 2017) Traffic Counts	13,372	~9,500 <sup>*[2]</sup>	~8,500 <sup>*[2]</sup>	~7,250 <sup>*[2]</sup>	7,140	45,762 ± 1,300 <sup>*[3]</sup>
		<sup>*[2]</sup> INSUFFICIENT DATA (% BASED EST.)				
Projected Traffic Counts (2030)	18,721	~13,300 <sup>*[4]</sup>	~11,900 <sup>*[4]</sup>	~10,150 <sup>*[4]</sup>	9,996	64,067 ± 1,300
		<sup>*[4]</sup> BASED ON 40% TRAFFIC INCREASE				
Possible Federal Funding	\$500,000-\$1,000,000 <sup>*[5]</sup>	\$500,000-\$1,000,000 <sup>*[6]</sup>	\$500,000-\$1,000,000 <sup>*[6]</sup>	\$500,000-\$1,000,000 <sup>*[6]</sup>	\$250,000-\$500,000 <sup>*[6]</sup>	\$2,250,000-\$4,500,000
*[5] LONDON, KY (2014 PROJECT)	<sup>*[6]</sup> BASED ON LONDON, KY FED. GRANT (2014)					
*Traffic Light Maintenance	\$300,000 for the equipment associated with the instillation as well as roughly \$200,000 for the actual instillation. Annual maintenance costs between \$5,000-\$10,000					~\$500,000
*USA TODAY AND AAA						
*Econ. Cost of (1) Fatal Crash	\$6,000,000*	-	-	-	-	\$6,000,000*
*BASED ON 1 FATAL CRASH ANNUALLY (AAA)						

Total estimated cost for the instillation of four roundabouts and one (1) "S-Curve" within the Village of New Richmond can cost anywhere between \$5.6 Million and \$11.2 Million. Based on the United States Department of Transportation, one fatal accident costs the country over \$6 Million, the instillation of these roundabouts will not only slow down traffic but significantly decrease accidents

TOTAL COSTS FOR THE VILLAGE OF NEW RICHMOND	
Instillation and Development	\$5,600,000-\$11,250,000
Possible Federal Funding	\$2,250,000-\$4,500,000
Costs w/o Clermont Cty. Funds	\$3,350,000-\$6,750,000

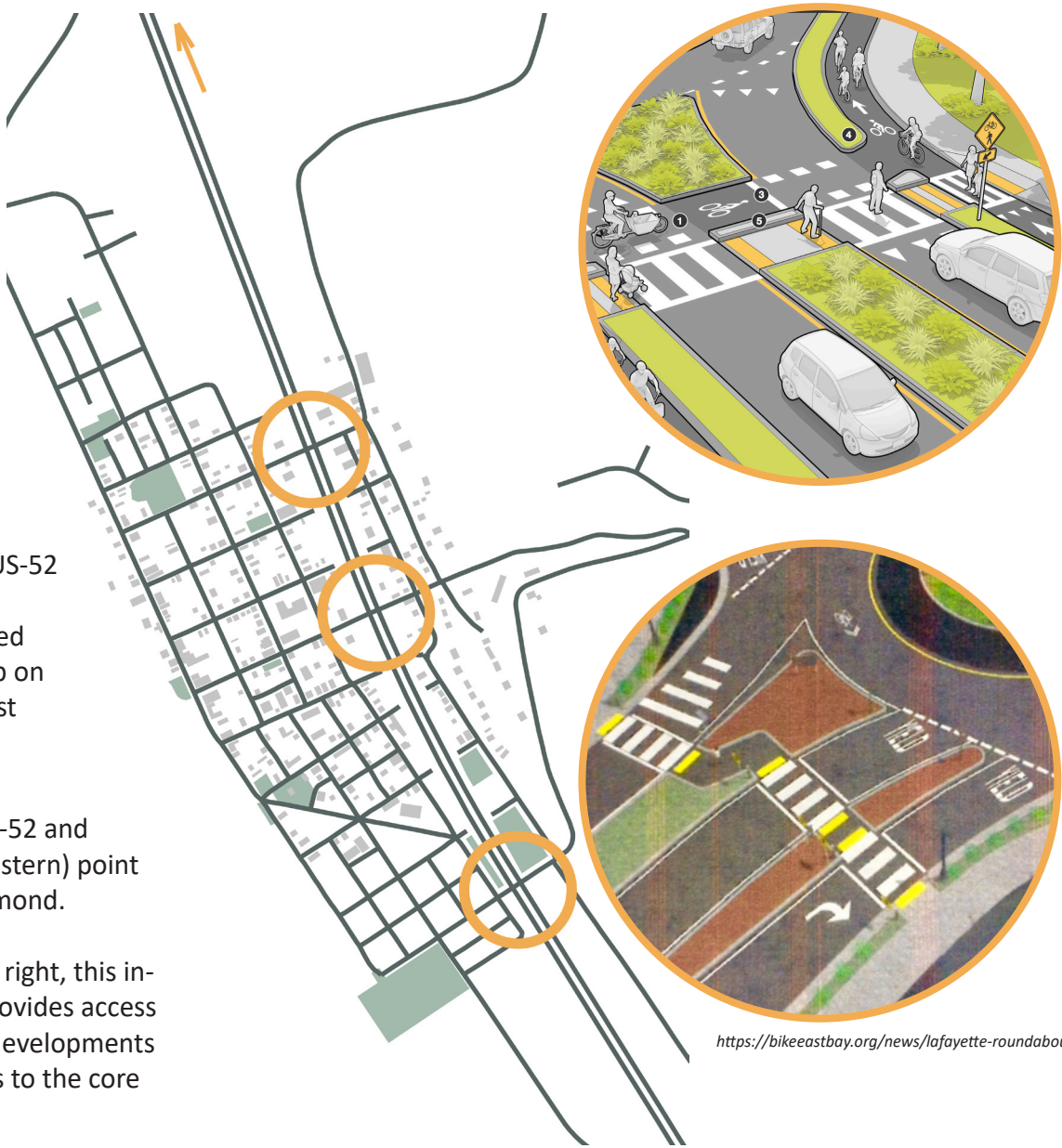
	1	2	3	4	5
Leadership					
Costs					
Funding					
Planning					
Community					
Traffic Accidents					

Ranking based on information from above estimation. Leadership is spearheaded by community leaders but not at the county level yet. Funding is available as seen in similar projects from both ODOT and the United States Department of Transportation. The introduction of roundabouts will increase the safety of pedestrians and drivers due to the decrease of speed and needed awareness when roundabouts are present.



### Option 2

Two Gateways at the Northern & Southern entrances into New Richmond. Instillation of roundabouts at the intersections of US-52 and Front and Augusta Similar to Option 1, the instillation of roundabouts will be on the entrance/exit of New Richmond. The southbound lane of traffic will still be converted to a bike/pedestrian lane and the speed limit would be 35mph.



The two images on the left are the “Gateways” into the Village of New Richmond.

The top image is the intersection of US-52 and Front St. near the newer developments and commercially zoned parcels. This is not shown on the map on the right due to the location being just outside of our target zone.

This location is the intersection of US-52 and Augusta St. which is the southern (eastern) point of entry into the Village of New Richmond.

On the map of New Richmond to the right, this intersection is the bottom circle and provides access to the school and newer residential developments near them while still providing access to the core of New Richmond.

<https://bikeeastbay.org/news/lafayette-roundabout>



# ECONOMIC DEVELOPMENT

## Development Suitability Analysis

New Richmond strives to be a community that enhances accessibility, desirability, and its connections to foster a vibrant and resilient village

### Key Strategies

- 1. Provide incentives for development/redevelopment in the Village core area
- 2. Encourage the use of FEMA mitigated properties
- 3. Work with the community to spur development within the Village
- 4. Provide incentives to business to encourage residential development

In the village the green parcels have the greatest potential for development and red parcels have the least development potential

### Suitability



### .25 Mile US-52 Properties

Within 1/4 mile of US-52 there are 792 potential parcels.

### Mitigated Properties

In the Village there are 93 FEMA mitigated parcels.



### Flood Parcels

In the Village there are 93 FEMA mitigated parcels.



### .25 Mile Front Street Properties

Within 1/4 mile of Front Street there are 502 potential parcels.

### Village Owned Properties

There are only two Village owned vacant parcels

