

BATAVIA TOWNSHIP



Growth Policy Plan
2018

BATAVIA TOWNSHIP GROWTH POLICY PLAN

November 2017

Prepared for:

**Batavia Township
Board of Trustees**

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BATAVIA TOWNSHIP GROWTH POLICY PLAN

Introduction

Batavia Township is a community that recognizes that in order to meet our goals, one must plan and prepare for the future. The Township has undertaken an effort to update the Batavia Township Growth Management Plan in order to prepare and plan for future development and anticipated growth, while maintaining a high standard for quality of life.

The Township has developed this report as an update to the Growth Management Plan for Batavia Township. This document provides updated and renewed land use recommendations for the community. This document replaces the previous recommendations and policies for development within Batavia Township. The Batavia Township Growth Policy Plan serves as the comprehensive plan for Batavia Township for the purposes of satisfying Ohio Revised Code Section 519.02.

The Growth Policy Plan is just that – A PLAN. Although it represents the official development policies of the Township to the extent that it has been adopted by the Trustees, the adoption of the Plan itself does not change zoning, prevent a property owner from using their land or require existing uses to change to a use designated by the Plan. The Growth Policy Plan is intended to be a **guide** used to establish, evaluate, and change zoning patterns in the future. However, a formal zone change process must be completed in the future before zoning regulations that control the type of development permitted on a property can be changed. The recommendations of the Growth Policy Plan should be one of the factors used in determining whether zone changes should be approved in the future.

The Growth Policy Plan, and the recommendations that are made here, represent the Township's vision for the community according to conditions as they exist today. The Township should periodically evaluate this Growth Policy Plan to assess whether the recommendations reflect the changing conditions of the future and adjust the Plan accordingly. By periodically reviewing the Plan, the Township can avoid a complete revision of this document and should result in a more effective tool for decision-makers and property owners. Periodic review is also important because conditions change. Future improvements and infrastructure should be assessed by the Township in order to measure the progression of development in Batavia, to determine if alterations to the Plan are appropriate.

Planning Process

The Growth Policy Plan is based on an analysis of existing conditions and public service boundaries, a review of previous planning policies for community development, and an examination of priority issues from past plans. It is the combination of these elements that has resulted in the recommended future land use pattern for Batavia Township that is presented here.

The Growth Policy Plan begins by presenting the current priority issues and strategies for community development within Batavia Township. These priority issues and the strategies planned to achieve them represent the policy foundation for the Growth Policy Plan. The priority issues and strategies are based in part on existing information regarding population and

growth projections, existing land use composition, and water and sanitary sewer service areas within the Township (see Appendix). The Land Use Plan recommendations are then presented, identifying future land uses within the Township. The Land Use Plan also identifies future development policies, including implementation mechanisms, for each land use category. Finally, actions identified in the Plan are summarized in the Conclusion, suggesting that the momentum started by the Growth Policy Plan be continued by the Township.

The intent of the Growth Policy Plan is to provide a basis upon which sound future land use decisions can be made for Batavia Township. Cooperation, collaboration, and coordination between Township leaders, residents, property owners, developers, Clermont County agencies and departments, and other regulatory authorities will be needed to reach successful outcomes.

This Growth Policy Plan is intended to serve as a guide for decisions on future land use and related issues. It is not possible for every future alternative or impact to have been anticipated or considered in the analysis used to generate this report. It is, however, strongly believed that the issues and recommendations presented in the following pages represent a well thought out and balanced approach to land planning for the Township, and therefore the Growth Policy Plan should be the guide for decisions, until conditions change generally, or in specific instances, that warrant an alteration or divergence from the Plan.

Chapter 1. Priority Planning Issues and Strategies

The creation of a Growth Policy Plan is a combination of analysis of data and statistical information and discussion of ideas and important issues to arrive at a composite “plan” that represents the planning needs of the community for the future. Using the Priority Planning Issues from the 2004 Growth Management Plan Update as a starting point, six land use and growth management plan priorities have been identified for the Growth Policy Plan, as follows:

- Identify and pursue economic development opportunities to encourage a balanced tax base, job growth and quality community services.
- Protect environmentally sensitive areas.
- Preserve the character of Batavia Township.
- Establish high standards for future development.
- Plan and coordinate with other public and governmental agencies regarding provision of services and infrastructure related to development in Batavia Township.
- Improve and increase park, active recreation and open space facilities for Batavia Township residents.

The Priority Issues represent a general statement of the important issues that the Township should focus on related to land use planning, development and management of growth within this community. The following section elaborates on each of these Priority Issues, identifying Strategies that can be used to address each Issue.

Priority Issue: Identify and pursue economic development opportunities to encourage a balanced tax base, job growth and quality community services.

Strategies:

- Encourage expansion and growth of nonresidential development that will meet the needs of existing and future Batavia populations.
- Coordinate with local, regional and state agencies to expand economic opportunities in the Township.
- Encourage the continued development of a balanced tax base through economic development targeted toward job and revenue generating clean industry.
- Develop resources that can be used to promote locations within Batavia Township where economic development and nonresidential uses are to be encouraged.
- Identify opportunities to cooperate with adjacent jurisdictions to expand economic growth and encourage job creation.
- Encourage and support development in the economic growth corridors identified in the Plan.
- Create an inventory of land that is available and suitable for new development.
- Consider the preparation of a market study to determine the types of uses that should be pursued for location within the Township.

- Promote existing businesses in the Township and work with existing businesses to understand what efforts Batavia Township should pursue to encourage growth.

Priority Issue: Protect environmentally sensitive areas.

Strategies:

- Protect environmentally significant or sensitive areas within Batavia Township, including floodplain areas, steep slopes, and significant forested areas, as well as sensitive water features, such as Harsha Lake, the East Fork of the Little Miami River, stream corridors, and East Fork Lake State Park.
- Investigate creation of buffer zones, or “no build” regulations, adjacent to identified sensitive areas.
- Utilize planned development zoning to direct development away from sensitive areas.
- Utilize techniques such as conservation easements and other financial incentives to protect sensitive areas.
- Encourage creation and/or protection of areas that link public or private open space, wildlife corridors or recreational facilities.
- Coordinate with other governmental agencies and non-profit organizations to identify, study and fund protection of natural and environmentally sensitive areas.
- Use the Middle East Fork Watershed Balanced Growth Plan (2011) developed by the Clermont County Soil and Water Conservation District and Clermont County Department of Community Planning and Development as a resource guide for protecting, conserving and restoring natural areas within the Middle East Fork Watershed.

Priority Issue: Preserve the character of Batavia Township.

Strategies:

- Maintain low density zoning regulations in areas where urban services are not available.
- Encourage use of cluster and open space subdivision development techniques to protect existing vegetation areas, view corridors, and environmentally sensitive areas, and to buffer between residential densities or incompatible development.
- Encourage dedication (or other techniques) of open space protection within residential developments.
- Encourage residential development to occur within areas of the Township where urban services are available.
- Encourage development of commercial, industrial, and other non-residential uses in appropriate locations based on anticipated demand, service availability, infrastructure capability, and impact on surrounding areas.
- Recognize that a balance between residential and non-residential development is needed to create a balanced tax base, and that commercial and job producing development comes through growth.
- Identify locations where mixed uses and alternatives to low density, detached housing are appropriate in order to provide a full spectrum of housing and development options.
- Protect existing neighborhoods from negative impacts resulting from incompatible land uses.

Priority Issue: Establish high standards for future development.

Strategies:

- Utilize the planned development district for proposed commercial and other non-residential development in order to evaluate site, building, landscaping, lighting, and parking design plans.
- Continue to monitor the planned development district regulations for residential development to determine whether improvements can be made to the regulations to increase neighborhood quality, to improve methods to protect environmentally sensitive areas, and to improve site design.
- Continue to seek input of public service providers into land use decisions.
- Continue to evaluate, and if necessary, modernize the Township's zoning regulations, examining approaches of surrounding communities for ideas and consistency.
- Update the Township's Zoning Resolution to incorporate modern zoning standards and eliminate inconsistencies and conflicts in the regulations.
- Evaluate existing buffer regulations for incompatible uses to improve measures to protect lower intensity uses from the negative impacts of more intense uses.

Priority Issue: Plan and coordinate with other public and governmental agencies regarding provision of services and infrastructure related to development in Batavia Township.

Strategies:

- Educate the residents of Batavia Township about control and review authority of public services and infrastructure agencies.
- Coordinate with the public agencies and offices that provide services within the Township on a regular basis to understand capacity issues, proposed improvement projects, or deficiencies that impact the Township, as well as to communicate priorities of the Township to these agencies.
- Coordinate with County agencies involved in environmental management to establish appropriate programs for the identification and protection of environmentally sensitive areas in the Township, and to understand programs available to the Township.
- Continue communication and correspondence with County and other public agencies regarding review of proposed developments.
- Pursue agreements with adjacent jurisdictions that will provide alternatives to annexation and improve economic development.

Priority Issue: Improve and increase park, active recreation and open space facilities for Batavia Township residents.

Strategies:

- Develop a plan for current and future park, recreation and open space facilities in Batavia Township.
- Identify locations of quality open space and sensitive areas that should be targeted for protection, by either public or private means.
- Integrate park, recreation and open space planning with efforts to define and protect environmentally sensitive areas.

- Create recreational and open space “connections” throughout the Township to establish a “Green Infrastructure” network linking public and private spaces throughout the community.
- Coordinate with the County, villages, surrounding townships, and schools to link recreational areas and open space.
- Support the integration of the Williamsburg-Batavia Hike Bike Trail system, and encourage the expansion of existing neighborhood pedestrian sidewalk or walking trails systems into the path system.
- Utilize planned development projects/zoning as an opportunity to protect and create quality open space and recreation areas.
- Investigate options for park, recreation and open space facility funding for planning, acquisition and improvement of Township.
- Pursue opportunities to increase and improve access to East Fork Lake State Park within Batavia Township.
- Identify opportunities to incorporate park and active recreation facilities into areas within the Township where existing and developing neighborhoods will be located.

CHAPTER 2. LAND USE PLAN

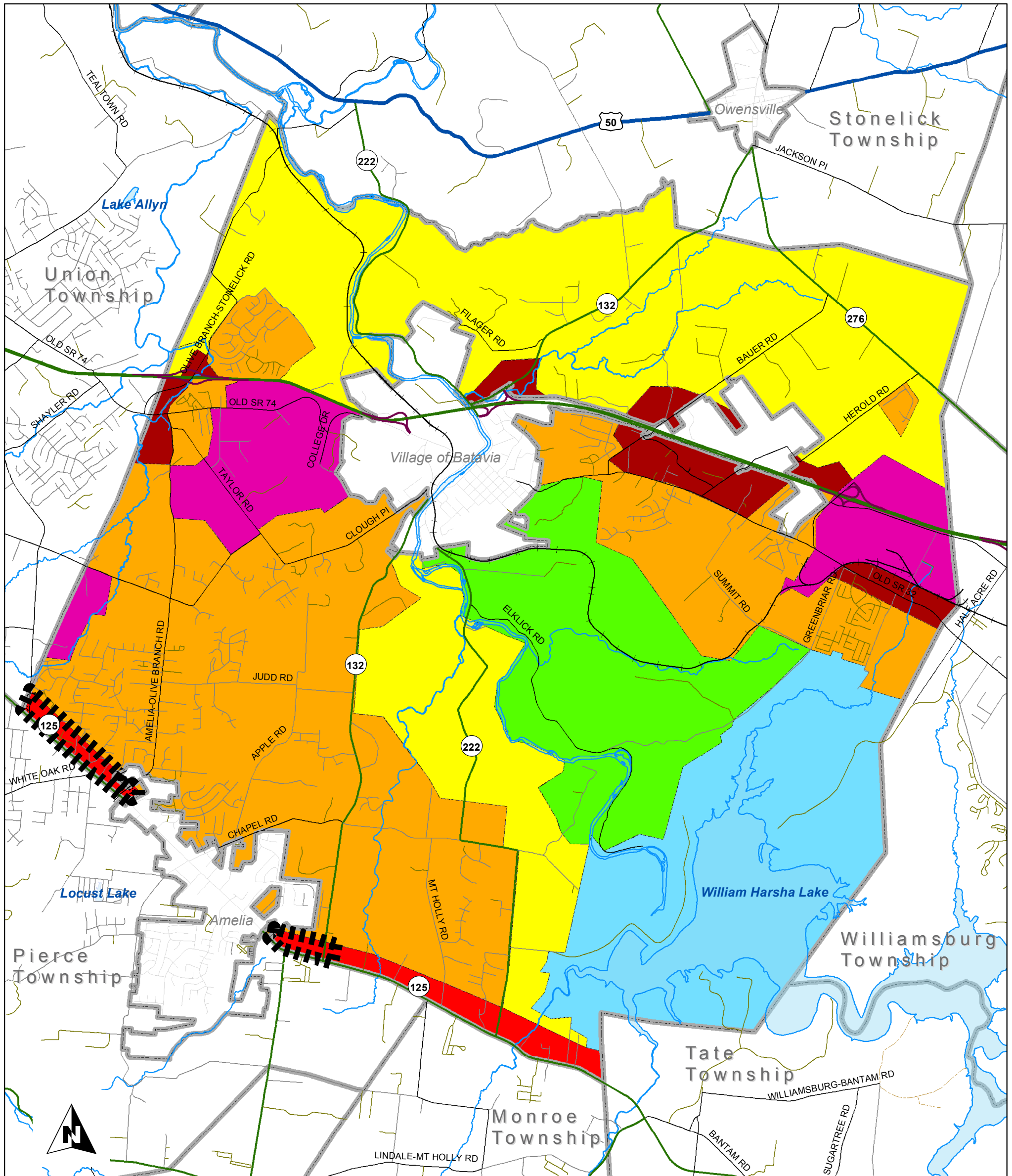
The primary role of a Growth Policy Plan is to provide guidance and vision for the use and development of land within Batavia Township. The Growth Policy Plan is intended to identify the goals, desires and concerns of Batavia Township regarding development in the future. The Plan should also record basic background data that demonstrate the foundation of recommendations for future use of land within Batavia Township. Both the identification of goals and the review of background data are aimed at establishing a basis for the development of a land use plan for Batavia Township. This section of the Plan discusses the future land use recommendations for Batavia Township.

The Background Data presented in the Appendix supports many of the land use and density recommendations established in this chapter. The land use plan has been based on an understanding of past, present and anticipated population and housing growth trends, on a careful consideration of existing land use patterns and zoning district regulations, and on physical and service constraints. The land use plan is a result of the combined application of the Background Data documented in the Appendix and the Priority Issues and Strategies presented in Chapter 1.

The land use recommendations for Batavia Township are illustrated in the Future Land Use Map (Figure 1). The Future Land Use Map represents the recommended land use pattern for Batavia Township using general land use designations. Seven land use concept areas are designated in Figure 1. A description of each land use concept area is given below. The land use concept areas are intended to provide property owners, residents and Township officials with a guide for evaluating appropriate future land uses throughout Batavia Township.

An important theme of the Growth Policy Plan is the importance of encouraging development to occur that is generally contiguous to existing developed areas and that can be served with public utilities and services. This policy discourages “leap frogging” past suitable undeveloped land and intensive development into locations without public services. The Future Land Use Map designations have been developed based on this policy, and an assessment of existing development, utility service availability boundaries, and environmental suitability issues presented in the 2004 Growth Management Plan Update.

BATAVIA TOWNSHIP



Future Land Use 2017

- Existing Neighborhood & Infill Area
- Neighborhood Development Area
- Rural / Agriculture
- East Fork Lake State Park
- Business Development Area
- Commerce Development Area
- State Route 125 Corridor
- Commercial Development Focus Areas



Note:
 Maps prepared by Clermont County GIS
 in cooperation with McBride Dale Clarion
 June, 2017

Cartographer: Kelly Perry

Figure 1

Existing Neighborhoods and Infill Area

The Existing Neighborhood and Infill Areas identify locations within the Township where existing subdivision-type residential development has occurred. This land use category also identifies Infill Areas, property adjacent to or in close proximity to existing subdivision-type neighborhoods. Future residential development in Batavia Township should be guided to the areas designated as Existing Neighborhood and Infill Area to take advantage of existing public services and roads, and to be compatible with the current subdivision pattern developing in these areas.

The Existing Neighborhood areas have developed based on a combination of residential zoning classifications over the years, and lot sizes vary. The predominant density of existing single family neighborhood development in these areas is generally between 2 and 3 lots per acre. There are locations within this land use area that include single family homes on parcels of land that are several acres in size, which are not within subdivisions. There are also some subdivisions that have developed with lot sizes larger than 1 acre under Agriculture District zoning regulations. However, the predominant development pattern in this concept area is subdivision-type neighborhoods.

This land use category includes some attached single family developments created as part of Planned Development zoning projects, and multiple family apartment developments, demonstrating that the residential density varies. There are several schools, churches and other public or institutional uses within these areas. Public water and sanitary sewer service is generally available within the areas designated for this land use category, although infrastructure improvements may be required to service future development.

Future Development Policies

- Allow residential development that is consistent with the densities of existing neighborhoods in the planning area – generally 2 to 3 dwelling units per acre for single family detached development and 8 to 10 dwelling units per acre for multiple family or attached single family development in planned developments.
- Encourage use of planned development zoning regulations for residential development within the Existing Neighborhood and Infill Areas. The use of planned development regulations provide an opportunity to achieve superior site design within neighborhoods, while potentially protecting stream corridors, steep slope areas, and other sensitive terrain as part of protected open space within the neighborhood. The quality of the design, the amenities offered by the project, the amount and location of open space, and the protection of sensitive areas are all important elements for consideration when the Township evaluates planned development requests, and can be instrumental features when determining appropriate density levels.
- Allow nonresidential uses that are compatible with neighborhood development, such as schools, churches and similar institutional uses.
- Encourage development of a hike/bike trail system to coordinate access between neighborhoods and community facilities, and to integrate with neighborhood pedestrian walkways.

- Require traffic impact studies in conjunction with the County Engineer’s Office for proposed development to identify proposed improvements that may be required to mitigate the impacts of proposed development.
- Encourage dedication of land for future park and recreational uses.

Neighborhood Development Area

Neighborhood Development Areas represent locations adjacent to Existing Neighborhood and Infill Areas (or other more intensive land use categories such as Commerce/Industrial Development Areas). The predominant development pattern in these areas is undeveloped land, farmland, and large tracts with a single family home. These areas have been identified as Neighborhood Development Areas due to their proximity to existing neighborhoods and the proximity to sanitary service availability (and in some cases within the current sanitary service area). These areas have also been designated as Neighborhood Development Areas based on the anticipated market demand for housing in these portions of the Township (considering location, proximity of services, surrounding development, and size of parcels available). Topography will present a challenge to development of several of the properties within this land use category.

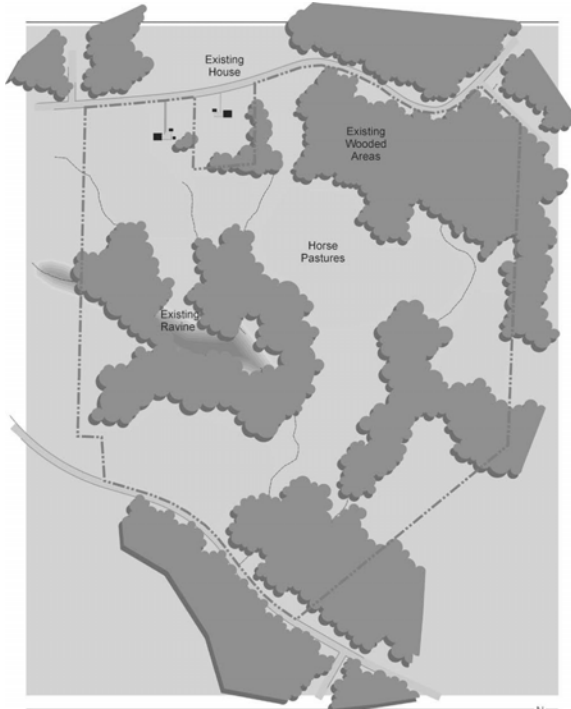
Future Development Policies

- Future residential development should be encouraged at densities between 1 and 2 dwellings per acre.
- Encourage use of planned development regulations within the Neighborhood Development Areas. Densities should be sensitive to surrounding development, and generally should not exceed 2 homes per acre (the amount of homes that would be permitted in the current R-1 District), and not necessarily the “maximum allowed” by the planned development regulations. The use of planned development regulations provide an opportunity to achieve superior site design within neighborhoods, while potentially protecting stream corridors, steep slope areas, and other sensitive terrain as part of protected open space within the neighborhood. The quality of the design, the amenities offered by the project, the amount and location of open space, and the protection of sensitive areas are all important elements for consideration when the Township evaluates planned development requests, and can be instrumental features when determining appropriate density levels.
- Nonresidential uses should be strictly controlled in these areas. Recreational uses or outdoor clubs may be appropriate. Commercial and industrial type uses should not be encouraged.
- Encourage development of a hike/bike trail system to coordinate access between neighborhoods and community facilities, and to integrate with neighborhood pedestrian walkways.
- Encourage dedication of land for future park and recreational uses.

Planned Development Regulations

Many of the recommendations for future development within Batavia Township describe the need for "planned development" zoning regulations. Planned development is a zoning tool that provides increased development review by the Township in exchange for flexibility in site design for the developer. The Township achieves a higher level of certainty about a proposed project by requiring a public review process that includes approval of a site plan for the project. The Township is therefore "certain" that the project will comply with the site plan (unless approval is given to alter it later). In exchange, the developer is afforded the ability to have "flexible" site design. This typically means modifications to zoning restrictions, such as lot size, building setback, or building height, in exchange for provision of a high quality site design, such as strong neighborhood amenities, protection of environmentally sensitive areas, community recreation areas or other desirable features. Planned developments should result in neighborhood design, communities, and developments that are "better" than typical subdivision design resulting from "standard" zoning districts and regulations.

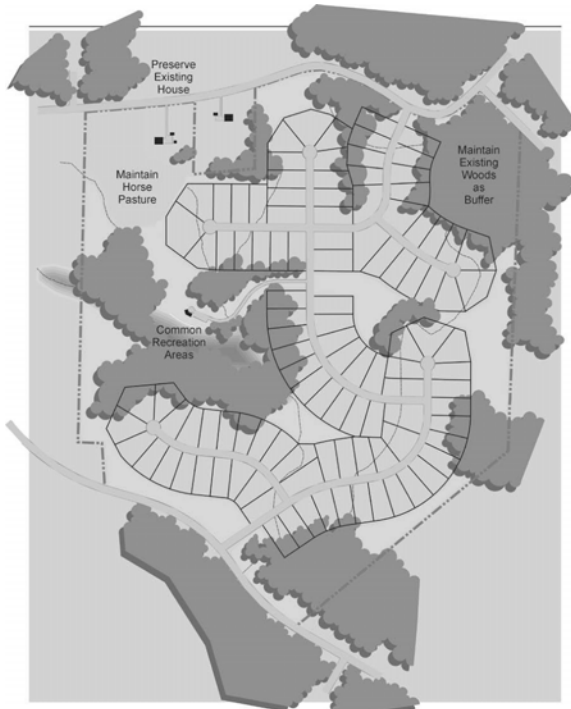
Figure 2 illustrates an example of a planned residential development concept, which reflects many of the concepts recommended for both the Existing Neighborhood and Infill Area and the Neighborhood Development Area.



**Transitional Rural Residential
Development Option**
Undeveloped Site



**Transitional Rural Residential
Development Option**
Fully Developed Site



**Transitional Rural Residential
Development Option**
Open Space Development Plan

Figure 2 – Planned Residential Development
This Figure illustrates the planned development concept recommended for future neighborhood areas. The first image (above left) illustrates an undeveloped site. The second image (above right) illustrates development of the site for 110 home sites, without any designated open space. The third image (at left) illustrates development of the same property for 109 home sites on smaller lots, with a substantial portion of common or protected open space. This illustrates a planned development concept that can be appropriate for the Existing Neighborhoods and Infill Areas as well as the Neighborhood Development areas. The third image also illustrates that much of the existing wooded areas, and even parts of the horse pasture area, is maintained. The development clusters the home sites, maintaining the character of the perimeter of the site, often an issue of concern for abutting property owners, while providing open space amenities for future residents of the development.

Rural/Agriculture

The Rural/Agriculture land use area represents locations where low-density residential or agricultural development is appropriate. More intensive development is inappropriate because of the lack of public sewer service and the low carrying capacity of the roadway system in this area. Intensive development is also inappropriate in these areas because of the predominant rural character of the area, the proximity of this land to the East Fork of the Little Miami River and the East Fork Lake State Park, and because more suitable land is located in other areas of the Township.

Future Development Policies

- Future residential development should be at approximately 3-acre minimum lot sizes.
- Conserve the quality of the East Fork River Corridor by controlling development that will impact the river.
- Encourage dedication of land for future parks and open space areas, especially near the East Fork Lake State Park and the East Fork River.
- Nonresidential uses should be strictly controlled in these areas. Recreational uses or outdoor clubs may be appropriate. Commercial and industrial type uses should not be encouraged.
- Encourage development of a hike/bike trail system to coordinate access between neighborhoods and community facilities.
- Encourage continuation of agriculture.
- Limit development in areas where steep slopes or floodplains are a concern.

Business Development Area

The Business Development Areas are locations where the Township should encourage development of retail, service, or office type uses to serve the population of Batavia Township, as well as the surrounding region. Business development is important to the Township for several reasons, including the need to provide goods and services to the Township's residents, providing a balanced tax base between residential and nonresidential, and providing jobs. The locations designated for Business Development Areas are adjacent to major traffic corridors (SR 32) and at or near "interchanges". These areas also reflect a combination of existing business uses and existing zoning designations.

Future Development Policies

- Confer with the County Engineer's Office relative to requiring traffic impact studies for proposed office, commercial, or institutional developments.
- Encourage new business development in the Business Development Areas as commercial planned developments.
- The Township should work closely with the County Engineer to monitor/pursue construction of the Armstrong Boulevard extension to Amelia Olive Branch Road to increase access to existing and future Business and Commerce Development Areas.
- Encourage construction of an interior, parallel access road system on the north and south side of SR 32 in the Bauer Road/Herold Road Development Area.

- Encourage access management practices to control traffic and driveway locations. This will require coordination and collaboration with the County Engineer’s Office and the Ohio Department of Transportation.
- Consider allowing mixed use developments that include a combination of non-residential and residential uses within a unified, coordinated development. This provision may require zoning resolution text amendments, or may be able to be accomplished through use of planned development regulations.

Commerce Development Area

Commerce Development Areas are locations within Batavia Township where job producing development is encouraged. These are locations where light industrial, office and general commercial establishments are currently located, and where new establishments should be encouraged in “industrial park” type settings. The Commerce Development Areas are predominantly zoned for industrial use. There are also locations that are zoned for business use, which are appropriate to provide a business climate that responds to the needs of the industrial users. There is a need to encourage the development of additional office and light industrial parks in order to attract jobs and maintain a balanced tax base. Major land uses in these areas include the Clermont County Airport, the Batavia East Industrial Park, and American Modern Insurance Group to name a few.

Future Development Policies

- Confer with the County Engineer’s Office relative to requiring traffic impact studies for proposed industrial development.
- Encourage construction of an access road system in the northeast Commerce/Industrial Development Area parallel to SR 32 to serve the industrial land north of SR 32, similar to Front Wheel Drive.
- Encourage construction of an extension of Batavia Road north of SR 32 to provide access to property in this area.
- Encourage construction of a roadway connection between Old SR 74 and Clough Pike to improve circulation in that area, and increase accessibility to the Clermont College Campus of the University of Cincinnati.

SR 125 Corridor

The SR 125 Corridor is a unique portion of Batavia Township. This corridor has predominantly developed as commercial and retail business uses, although residential development is located in several areas along the corridor. The development patterns in adjoining Pierce Township, Monroe Township, and the Village of Amelia reflect similar commercial and retail business development patterns. In general, the appearance of existing development along the corridor can be categorized as haphazard and uncoordinated. It is anticipated that pressure to develop this corridor for more intensive retail, and more regional oriented retail uses, will continue to increase.

The SR 125 Corridor concept area as designated on the Future Land Use Map should be viewed as an “overlay”, representing the general boundaries of the corridor. In general, commercial uses

(i.e. office, business, retail, service uses) are recommended for the area. Specific zoning decisions should be used to control the intensity of future development of a particular property given the site characteristics and the surrounding environment. The actual “depth” (i.e. distance from SR 125 of commercial development) of business development will also require individual analysis on a case by case basis. It does not seem appropriate for the Growth Policy Plan to define a specific uniform depth given the irregularities of the existing parcel configurations and land uses.

The Future Land Use Map designates two areas along the SR 125 Corridor as Commercial Development Focus Areas – from the boundary with Union Township to the western boundary with the Village of Amelia, and from the eastern boundary with the Village of Amelia to the intersection with SR 132. Increased efforts for commercial development and coordinated retail and office land uses are recommended to accomplish the goals of the Priority Issue to identify and pursue economic development opportunities and to encourage a balanced tax base and job growth.

There are existing residential developments that “front” on SR 125, such as Tall Trees and Whispering Trees. Control of business development in proximity to residential uses are of significant concern, and emphasis should be given to mitigating impacts of future development on existing residential areas along or adjacent to the corridor.

Future Development Policies

- Confer with the County Engineer’s Office and ODOT relative to requiring traffic impact studies for proposed developments.
- Encourage use of planned development districts to allow creative site design and while providing a public review process.
- Consider the creation of an Overlay Zoning District that will provide unique and unified development control for the area, addressing signs, landscaping, building materials, etc., without altering the uses allowed in the underlying, existing zoning districts.
- Encourage the creation of a thoroughfare access management plan that incorporates the input of the various jurisdictions along SR 125 and promote shared access points to improve upon traffic safety.
- Research existing property ownership, vacancy rates and available properties, and promote redevelopment opportunities that exist within the Commercial Development Focus Areas.

East Fork Lake State Park

The Updated Land Use Plan Map identifies the current boundaries of the East Fork Lake State Park. Because the State Park encompasses a substantial portion of the community, it is appropriate to identify it as a specific land use category.

Future Development Policies

- Conserve entire region of East Fork Lake State Park.
- Preserve the East Fork River corridor by controlling development adjacent to the river and investigating the creation of zoning regulations that will protect environmentally sensitive and natural areas, such as riparian corridor protection regulations.
- Encourage the development of more hike and bike systems throughout the area.
- Encourage additional access locations to the State Park from Batavia Township.

CHAPTER 3. CONCLUSION

The Growth Policy Plan is intended to be a guide to be used by community leaders, property owners and residents to shape future development in Batavia Township. As a guide, the Growth Policy Plan should be used by the community to evaluate proposed development and to consider and plan for needed public improvements. The Plan is not a substitute for the legislative processes established to change the zoning designation of a property, nor is it a substitute for decisions that are to be made based on informed community debate and discussion that occurs through public hearings. Simply put, the Plan is intended to represent the official policy starting point for more detailed analysis that is required for decisions related to individual properties.

The Plan contains recommendations for future actions throughout the report. Multiple Strategies are recommended to implement each of the six Priority Issues (see Chapter 1). Some Strategies call for the preparation of additional planning studies to achieve desired outcomes or coordination with other agencies requiring meeting and correspondence.

Similarly, Future Development Policies are identified for each of the seven land use areas (Chapter 2 – Land Use Plan). These policies are too numerous to summarize here, but some recommend future action, such as zoning text amendments or planning studies. These Future Development Policies also define important factors for consideration when new projects are proposed, as well as important issues related to protection of existing development.

The recommendations specified in Chapter 1 and Chapter 2 should be considered “**action strategies**” for the Township. The Township should periodically review the recommendations of the Strategies for the Priority Issues and Future Development Policies for each land use area to assess whether the actions recommended by the Plan are being implemented. It would be incorrect to assume that all of the recommendations of the Plan can be achieved within the next two or three years. In reality, many of the strategies will take many years to develop and achieve. Several strategies represent on-going policies, and therefore are not measured easily.

APPENDIX

BACKGROUND DATA

APPENDIX. BACKGROUND DATA

This Appendix presents basic background data about Batavia Township that was used during the planning process. The data presented here was utilized by the Township to make decisions based upon trends of the past, present, and future. The population, housing, land use, water services, and sewer services documented in this section, as well as data and information from the 2004 Growth Management Plan, are the basis for many of the recommendations of the Growth Policy Plan.

A. Population Analysis

Population and housing information is an important indicator of the development trends and conditions in Batavia Township. Batavia Township's population has been increasing at a steady rate since 1960. Figure A-1 illustrates the Township's historical population growth as reported by the U.S. Census Bureau for the last six decades. Figure A-1 illustrates that the Township's growth has been accelerating since 1970. From 2000 to 2010, the Township's population changed from 15,039 to 19,753, an increase of 4,714 residents, or 31.3% (2.8% per year). For comparison, between 1990 and 2000 the Township's population grew by 3,805 people, or 33.7% (2.9% per year). During the period from 2000 to 2010, Clermont County as a whole increased 11%. (Population estimates for Batavia Township do not include populations in the Villages of Batavia or Amelia since both of these jurisdictions have their own zoning regulations and land use planning authority.)

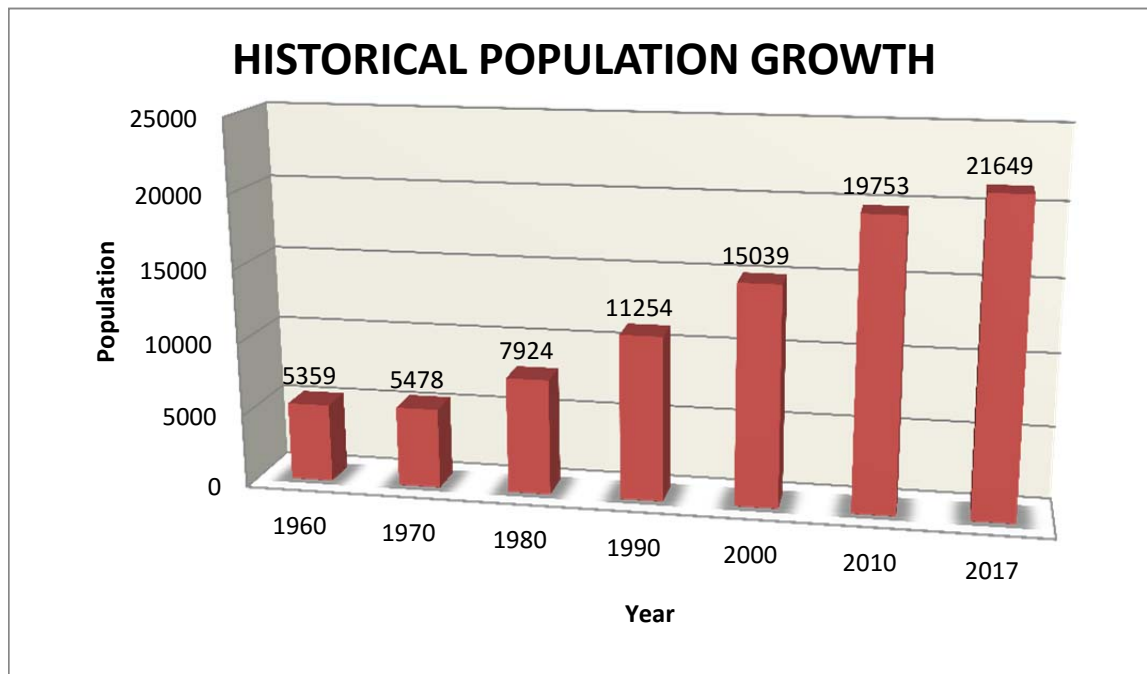


Figure A-1

Building activity is generally an accurate indicator of growth in a community. Figure A-2 illustrates the number of residential zoning permits issued by the Batavia Township Zoning Department from 1995 to 2016. Figure A-2 illustrates that the number of zoning permits per year for single family dwellings has dropped significantly since 2005. From 2005 to 2008, the amount of zoning permits decreased from 280 to 65 permits per year. That number has remained relatively level for the next eight years.

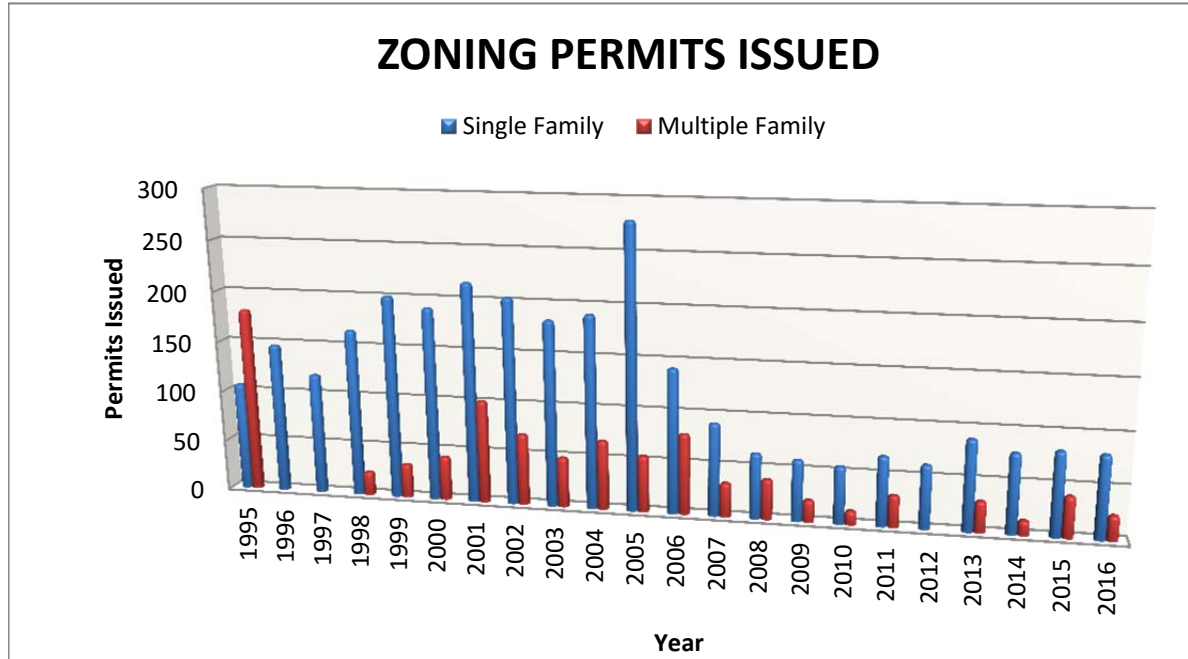


Figure A-2

The number of zoning permits issued since the 2010 census can be used to estimate the 2017 population of Batavia Township. Based on the data available, permits for 523 single family and 158 multiple family housing units have been issued in the Township from 2000 through 2016. Batavia Township’s 2017 population is therefore estimated to be 21,649, which represents a 9.6% increase since 2016 (assuming 2.9 persons per single family dwelling, 2.4 persons per multiple family dwelling).

The zoning permit data from the Township is a good source of information for making future population projections. Building trends in Batavia Township for the last several years are indicated in Table A-1 below. These trends have been used to develop a range of future population projections for Batavia Township.

Table A-1
Annual Average Zoning Permit Trends

	<u>Annual Average Single Family</u>	<u>Annual Average Multiple Family</u>
2007-2016	74 homes	25 units
1995-2016	132 homes	44 units

Indications are that the residential market in Batavia Township is going to continue to be strong for years to come. Based on this assumption of continued growth, two growth rates have been used to project population increases for the future. The first growth rate reflects a slightly lower trend than what has been seen in the last 10 years - 75 single family and 25 multiple family annually. The second trend estimates a slightly higher trend of 130 single-family homes and 45 multiple family units representing the average over the last 22 years. Both trends are conservative projections of the anticipated building activity in Batavia Township in the next 15-year period. The intent of these projections is to define the amount of growth that can be anticipated in the next 10 to 15 years. The first growth rate would result in 278 residents a year; the second rate 485 residents a year. The results of the two projections through 2020 are illustrated in Table A-2.

**Table A-2
Population Growth Rate Projections**

	2017	2020	2025	2030	2035
Rate One	21,649	22,483	23,878	25,268	26,658
Rate Two	21,649	23,104	25,529	27,954	30,379

If the Township grows midway between Rate One and Rate Two presented above, the 2035 population would be approximately 28,519. That would mean that the Township would have approximately 6,870 new residents by 2035, representing an annual growth rate of approximately 1.5%.

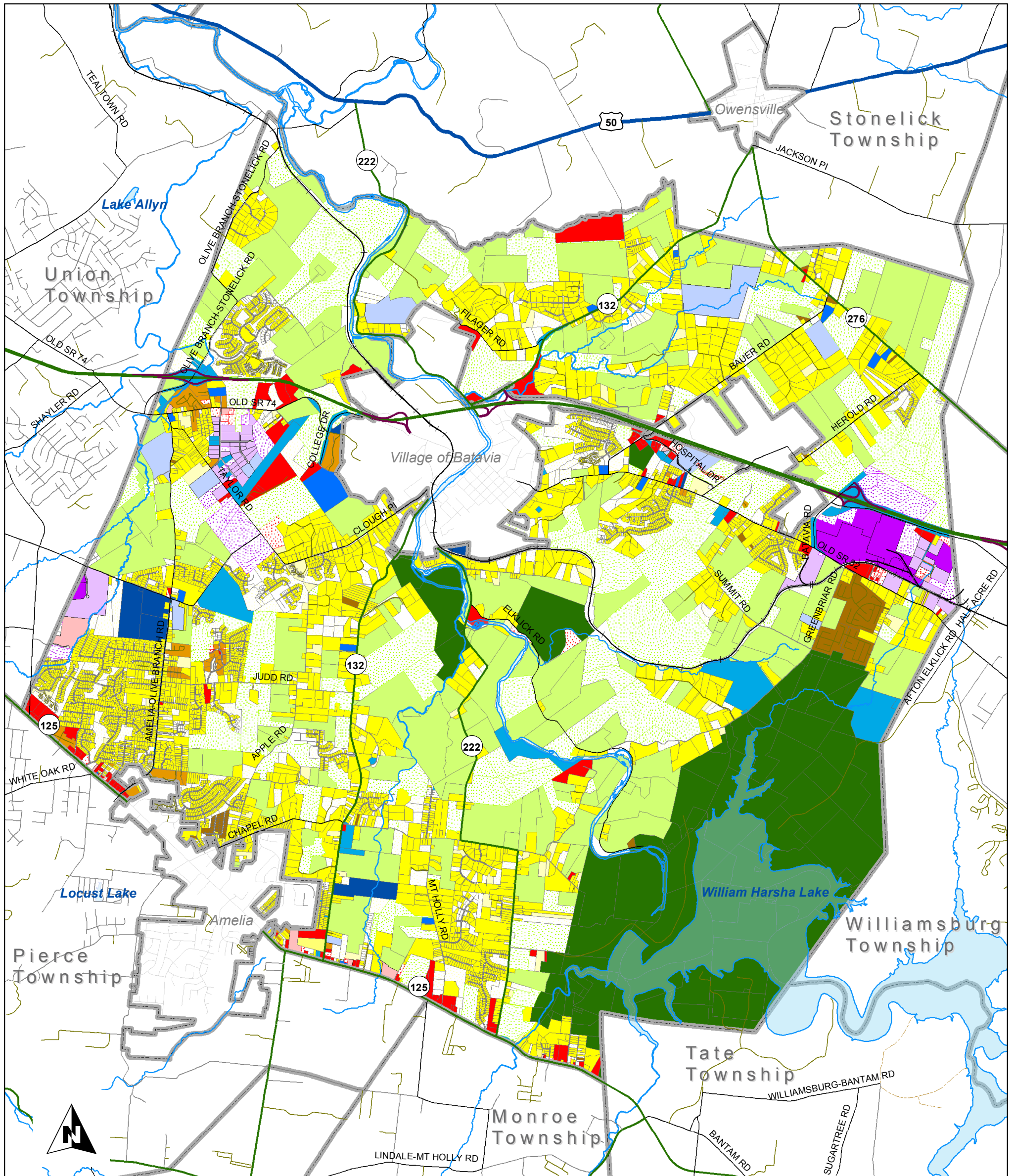
B. Existing Land Use

Existing land use is an important component in making intelligent decisions about the future for several reasons. First, existing land use provides a picture of how each parcel of land is currently being used. The existing land use illustrates the development patterns in the Township indicating where there are concentrations of particular uses (i.e., single family neighborhoods or industrial parks) or whether there are areas with a mixture of uses that do not have a predominant pattern. The existing land use map is also important because it demonstrates how much land is developed and, more importantly, how much land has the potential of being developed in the future.

The existing land use for each parcel in Batavia Township is presented in Figure A-3. The land use information is based on the land use classification assigned to each parcel from the Clermont County Auditor's files. The Plan was prepared using the Clermont County digital mapping system, a geographic information system (GIS), which provides accurate information about parcel configurations.

From the map in Figure A-3, one can ascertain the general development patterns that exist today, identifying where there are concentrations of neighborhoods, where non-residential uses predominate and where undeveloped land is the primary land use. The Villages of Batavia and Amelia were not included in the land use survey and thus do not contain detailed land use information.

BATAVIA TOWNSHIP



Existing Land Use Map

Land Use Categories			
	Single Family Residential		Public Institutional
	Parks/Recreation		Nursing Homes/Private Hospitals
	Agricultural Vacant Land		Churches
	Agricultural		Schools/Colleges
	Vacant Residential		Vacant Commercial
	Two Family Residential		Commercial Retail
	Other Residential		Office
	Multi-Family		Vacant Industrial
	Mobile Home Parks		Light Industrial
			Medium Industrial



Note:
 Maps prepared by Clermont County GIS
 in cooperation with McBride Dale Clarion
 June, 2017

Cartographer: Kelly Perry

Figure A-3

C. Public Services

An important component in the evaluation of future land use is the presence, availability, or lack of availability of public sanitary sewer service and public water service. The availability of public sanitary sewer and water services is one factor that helps determine the capacity of a particular property to "accommodate" future development. For example, it is generally inappropriate to locate intensive uses (i.e. commercial or industrial uses) in areas that do not have public water or sanitary sewer treatment capabilities. Also, the soils within Batavia Township are generally ill-suited for on-site sanitary treatment systems on properties less than 1½ acre (or more), and such systems by design require replacement on the property. (A detailed analysis of soils was presented in the 1997 Growth Management Plan, and is still relevant given that the soils in the Township have not changed.)

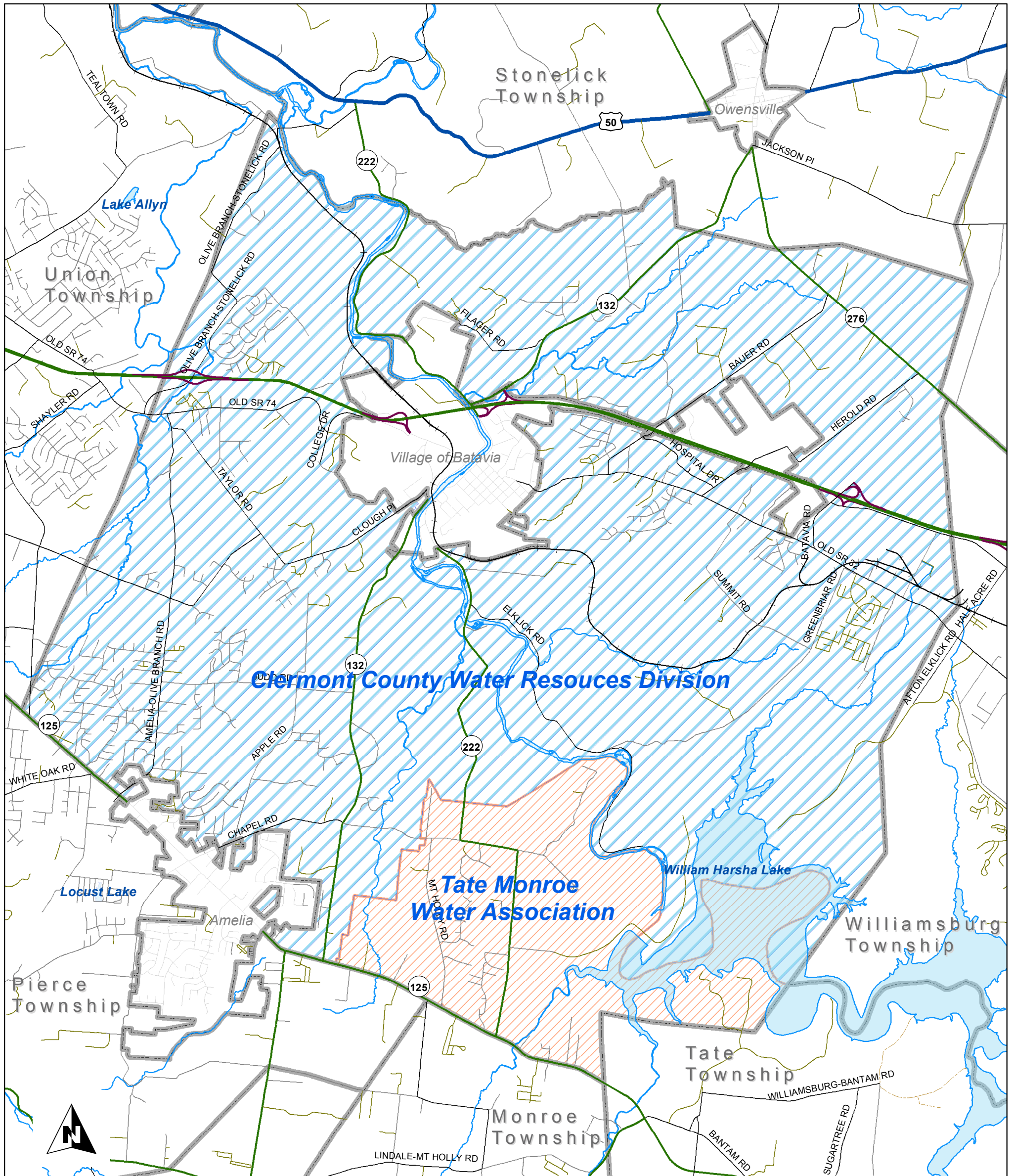
The general locations of public water service area boundaries are illustrated on Figure A-4. Water service area boundaries are provided by the Clermont County GIS Department based on data from the Clermont County Water Resources Department and the Tate-Monroe Water Association. As illustrated in Figure A-4, public water service is generally available throughout a majority of the Township.

The service area boundaries of public sanitary sewer service in Batavia Township are based on information from the Clermont County GIS Department based on data from the Clermont County Water Resources Department. The Clermont County Water Resources Department is responsible for approving sanitary sewer extensions, providing sewage treatment and repairing infrastructure. To a large extent Batavia Township does not determine where or when sewer service occurs; this determination is primarily decided by Clermont County. However, it is possible for the Township to coordinate its land use planning with the County Water Resources Department's long range sewer improvement plans. In this way the Township can be proactive in supporting sewer plans or recommending alternatives to the County's plans based on desired Township goals or policies. It is the intention of this Plan to encourage cooperation and coordination between the sanitary sewer service provided by the County and land use planning by the Township.



Figure A-5 illustrates the general locations of existing and future sanitary sewer service areas in Batavia Township based on information provided by the County. This map is an important component in developing the Growth Policy Plan in that the Sewer Service Area Map indicates where sewer service is projected to be available. Figure A-5 also illustrates two areas of projected improvements by the Sewer District: (1) along Olive Branch-Stonelick Road and Old State Route 74; and (2) along State 132 north of State Route 125. From this information, the Land Use Plan can be developed based on a combined assessment of soil constraints (as documented in the 1997 Plan), sewer service availability and community desires for the future development of the Township

Figure A-6 illustrates the boundaries of the four school districts within Batavia Township: Batavia Local School District, Clermont Northeastern Local School District, West Clermont Local School District, and Williamsburg Local School District.

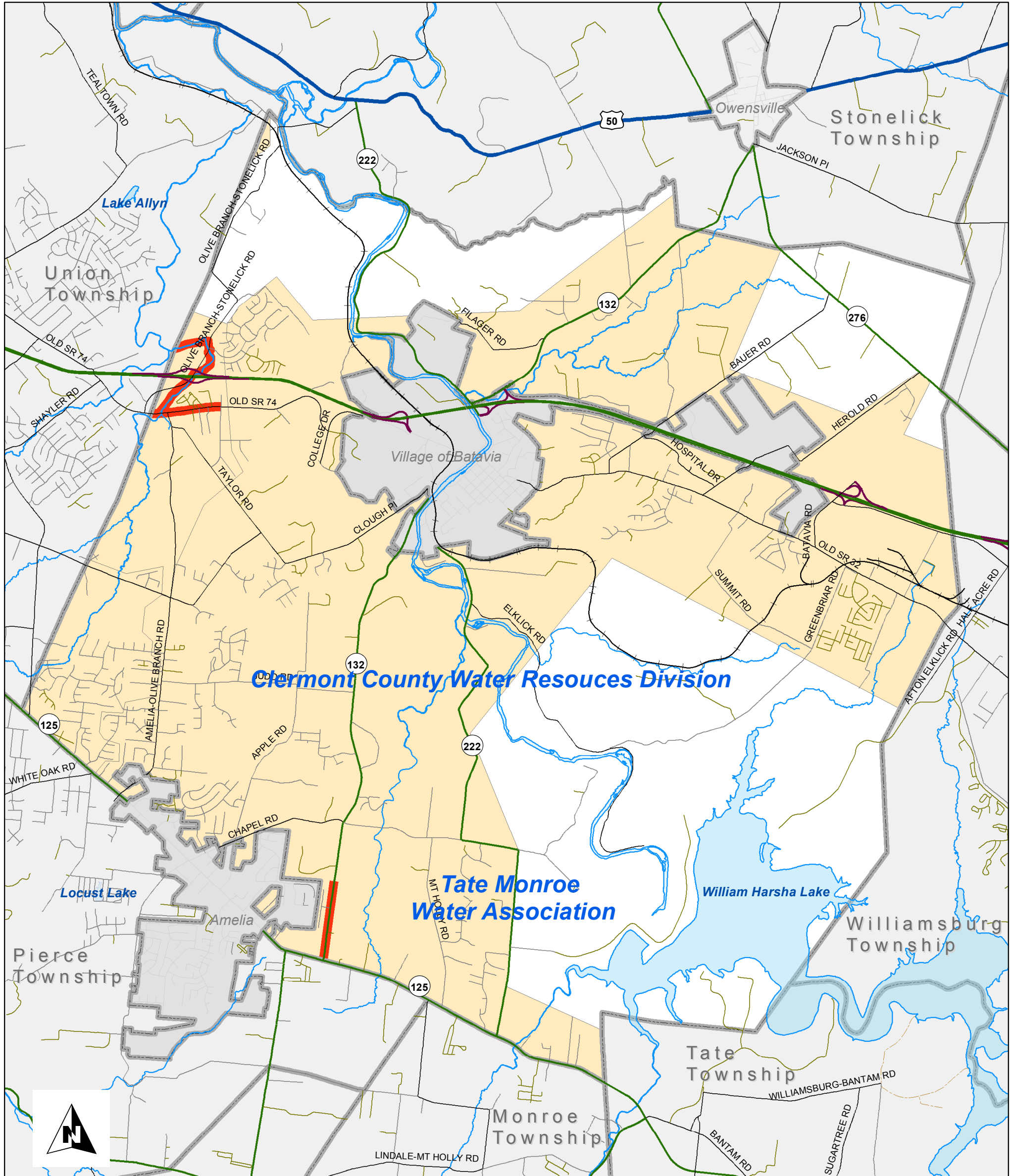
BATAVIA TOWNSHIP



Existing Water Service Providers

-  Clermont County Water Resources Division
-  Tate Monroe Water Association

BATAVIA TOWNSHIP



Existing Sanitary Sewer Service Areas

- Projected Improvements*
- Sewer Service Area
- Unsewered Area



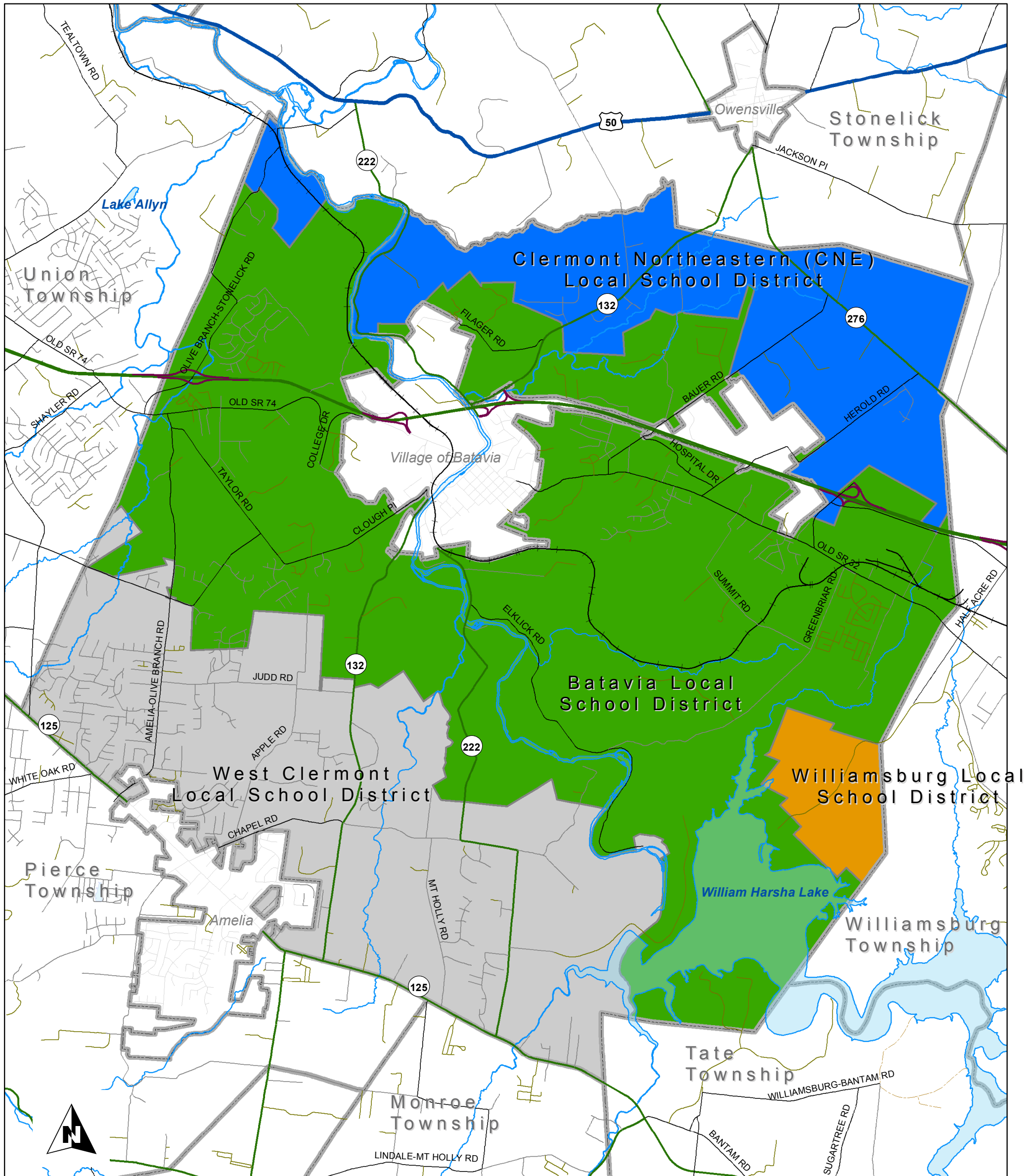
Note:
 Maps prepared by Clermont County GIS
 in cooperation with McBride Dale Clarion
 June, 2017

Cartographer: Kelly Perry

* Per the Clermont County 2016 Capital Improvement Plan

Figure A-5

BATAVIA TOWNSHIP



Existing School District Map

- Batavia LSD
- Clermont Northeastern LSD
- West Clermont LSD
- Williamsburg LSD



Note:
 Maps prepared by Clermont County GIS
 in cooperation with McBride Dale Clarion
 June, 2017

Cartographer: Kelly Perry

Figure A-6

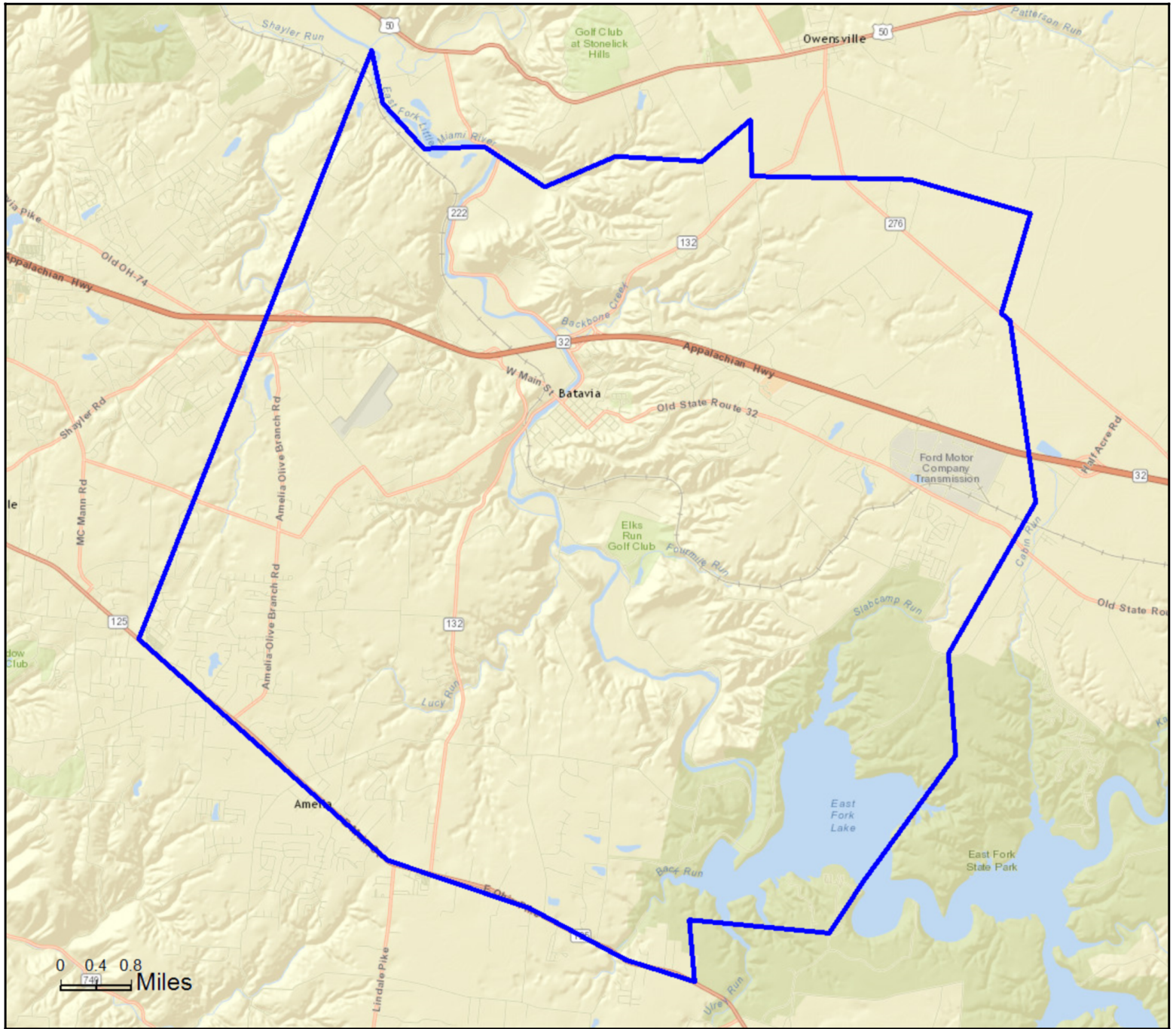
D. Community Profile

The following pages present data prepared by the Clermont County Department of Community and Economic Development. This data is a compilation of various demographic and market profiles for all of Batavia Township, including the village of Batavia and portions of the Village of Amelia. The data includes household size, income, race and ethnicity, age, housing value, educational attainment and employment. Also included information related to consumer spending, traffic counts, major employment sectors, and retail market profiles. This information may be useful background information for those considering relocating or doing business in Batavia Township.

Site Map

Batavia Township
 Batavia township (3902504157)
 Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	17,503
2010 Total Population	23,280
2016 Total Population	24,934
2016 Group Quarters	683
2020 Total Population	26,197
2016-2021 Annual Rate	0.99%
Household Summary	
2000 Households	6,238
2000 Average Household Size	2.70
2010 Households	8,476
2010 Average Household Size	2.67
2016 Households	9,113
2016 Average Household Size	2.66
2021 Households	9,598
2021 Average Household Size	2.66
2016-2021 Annual Rate	1.04%
2010 Families	6,173
2010 Average Family Size	3.10
2016 Families	6,568
2016 Average Family Size	3.10
2021 Families	6,881
2021 Average Family Size	3.11
2016-2021 Annual Rate	0.94%
Housing Unit Summary	
2000 Housing Units	6,637
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	6.0%
2010 Housing Units	9,117
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	7.0%
2016 Housing Units	9,814
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	7.1%
2021 Housing Units	10,378
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	7.5%
Median Household Income	
2016	\$56,618
2021	\$64,566
Median Home Value	
2016	\$169,612
2021	\$203,231
Per Capita Income	
2016	\$26,135
2021	\$29,160
Median Age	
2010	34.2
2016	35.1
2021	35.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Households by Income	
Household Income Base	9,113
<\$15,000	11.9%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	5.0%
\$200,000+	2.5%
Average Household Income	\$69,921
2021 Households by Income	
Household Income Base	9,598
<\$15,000	11.2%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	6.1%
\$200,000+	2.8%
Average Household Income	\$78,084
2016 Owner Occupied Housing Units by Value	
Total	6,108
<\$50,000	9.6%
\$50,000 - \$99,999	9.7%
\$100,000 - \$149,999	22.3%
\$150,000 - \$199,999	21.5%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	11.6%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.3%
Average Home Value	\$199,198
2021 Owner Occupied Housing Units by Value	
Total	6,426
<\$50,000	7.8%
\$50,000 - \$99,999	4.7%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	25.3%
\$200,000 - \$249,999	19.3%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	12.9%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.2%
Average Home Value	\$227,124

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	23,280
0 - 4	8.8%
5 - 9	8.0%
10 - 14	7.0%
15 - 24	12.9%
25 - 34	14.5%
35 - 44	14.1%
45 - 54	14.7%
55 - 64	10.6%
65 - 74	5.5%
75 - 84	3.1%
85 +	1.0%
18 +	72.3%
2016 Population by Age	
Total	24,934
0 - 4	8.2%
5 - 9	8.0%
10 - 14	7.1%
15 - 24	12.6%
25 - 34	14.0%
35 - 44	13.6%
45 - 54	13.5%
55 - 64	12.2%
65 - 74	6.7%
75 - 84	3.0%
85 +	1.1%
18 +	73.0%
2021 Population by Age	
Total	26,197
0 - 4	7.9%
5 - 9	7.6%
10 - 14	7.5%
15 - 24	12.4%
25 - 34	13.8%
35 - 44	13.4%
45 - 54	12.5%
55 - 64	12.3%
65 - 74	7.9%
75 - 84	3.6%
85 +	1.2%
18 +	73.1%
2010 Population by Sex	
Males	11,392
Females	11,888
2016 Population by Sex	
Males	12,223
Females	12,711
2021 Population by Sex	
Males	12,856
Females	13,341

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	23,280
White Alone	95.2%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.8%
Hispanic Origin	1.4%
Diversity Index	11.7

2016 Population by Race/Ethnicity

Total	24,934
White Alone	94.0%
Black Alone	2.2%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.2%
Hispanic Origin	1.8%
Diversity Index	14.8

2021 Population by Race/Ethnicity

Total	26,197
White Alone	92.8%
Black Alone	2.7%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.6%
Hispanic Origin	2.2%
Diversity Index	17.6

2010 Population by Relationship and Household Type

Total	23,280
In Households	97.1%
In Family Households	84.8%
Householder	26.5%
Spouse	19.2%
Child	34.1%
Other relative	2.3%
Nonrelative	2.6%
In Nonfamily Households	12.3%
In Group Quarters	2.9%
Institutionalized Population	2.2%
Noninstitutionalized Population	0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Population 25+ by Educational Attainment	
Total	15,991
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	27.6%
GED/Alternative Credential	5.9%
Some College, No Degree	19.8%
Associate Degree	10.0%
Bachelor's Degree	14.6%
Graduate/Professional Degree	9.7%
2016 Population 15+ by Marital Status	
Total	19,140
Never Married	30.2%
Married	51.5%
Widowed	4.9%
Divorced	13.3%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.7%
Civilian Unemployed	4.3%
2016 Employed Population 16+ by Industry	
Total	11,756
Agriculture/Mining	0.2%
Construction	6.9%
Manufacturing	12.6%
Wholesale Trade	2.8%
Retail Trade	10.2%
Transportation/Utilities	5.5%
Information	1.9%
Finance/Insurance/Real Estate	6.7%
Services	49.8%
Public Administration	3.2%
2016 Employed Population 16+ by Occupation	
Total	11,756
White Collar	58.7%
Management/Business/Financial	14.3%
Professional	20.8%
Sales	8.7%
Administrative Support	14.8%
Services	18.4%
Blue Collar	22.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.3%
Installation/Maintenance/Repair	4.6%
Production	6.4%
Transportation/Material Moving	5.6%
2010 Population By Urban/ Rural Status	
Total Population	23,280
Population Inside Urbanized Area	90.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	9.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	8,476
Households with 1 Person	22.1%
Households with 2+ People	77.9%
Family Households	72.8%
Husband-wife Families	52.7%
With Related Children	25.3%
Other Family (No Spouse Present)	20.1%
Other Family with Male Householder	5.3%
With Related Children	3.7%
Other Family with Female Householder	14.8%
With Related Children	10.9%
Nonfamily Households	5.1%
All Households with Children	40.6%
Multigenerational Households	3.6%
Unmarried Partner Households	7.9%
Male-female	7.5%
Same-sex	0.4%
2010 Households by Size	
Total	8,476
1 Person Household	22.1%
2 Person Household	32.5%
3 Person Household	18.3%
4 Person Household	16.4%
5 Person Household	7.1%
6 Person Household	2.8%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	8,476
Owner Occupied	69.4%
Owned with a Mortgage/Loan	55.8%
Owned Free and Clear	13.6%
Renter Occupied	30.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	9,117
Housing Units Inside Urbanized Area	90.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	9.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1. Middleburg (4C)
2. Soccer Moms (4A)
3. Bright Young Professionals

2016 Consumer Spending

Apparel & Services: Total \$	\$16,775,568
Average Spent	\$1,840.84
Spending Potential Index	91
Education: Total \$	\$11,367,794
Average Spent	\$1,247.43
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$24,090,877
Average Spent	\$2,643.57
Spending Potential Index	91
Food at Home: Total \$	\$41,251,554
Average Spent	\$4,526.67
Spending Potential Index	91
Food Away from Home: Total \$	\$26,011,645
Average Spent	\$2,854.34
Spending Potential Index	92
Health Care: Total \$	\$43,214,796
Average Spent	\$4,742.10
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$14,768,504
Average Spent	\$1,620.60
Spending Potential Index	92
Personal Care Products & Services: Total \$	\$6,093,731
Average Spent	\$668.69
Spending Potential Index	91
Shelter: Total \$	\$128,562,258
Average Spent	\$14,107.57
Spending Potential Index	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,183,409
Average Spent	\$2,105.06
Spending Potential Index	91
Travel: Total \$	\$15,316,069
Average Spent	\$1,680.68
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$8,554,554
Average Spent	\$938.72
Spending Potential Index	91

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

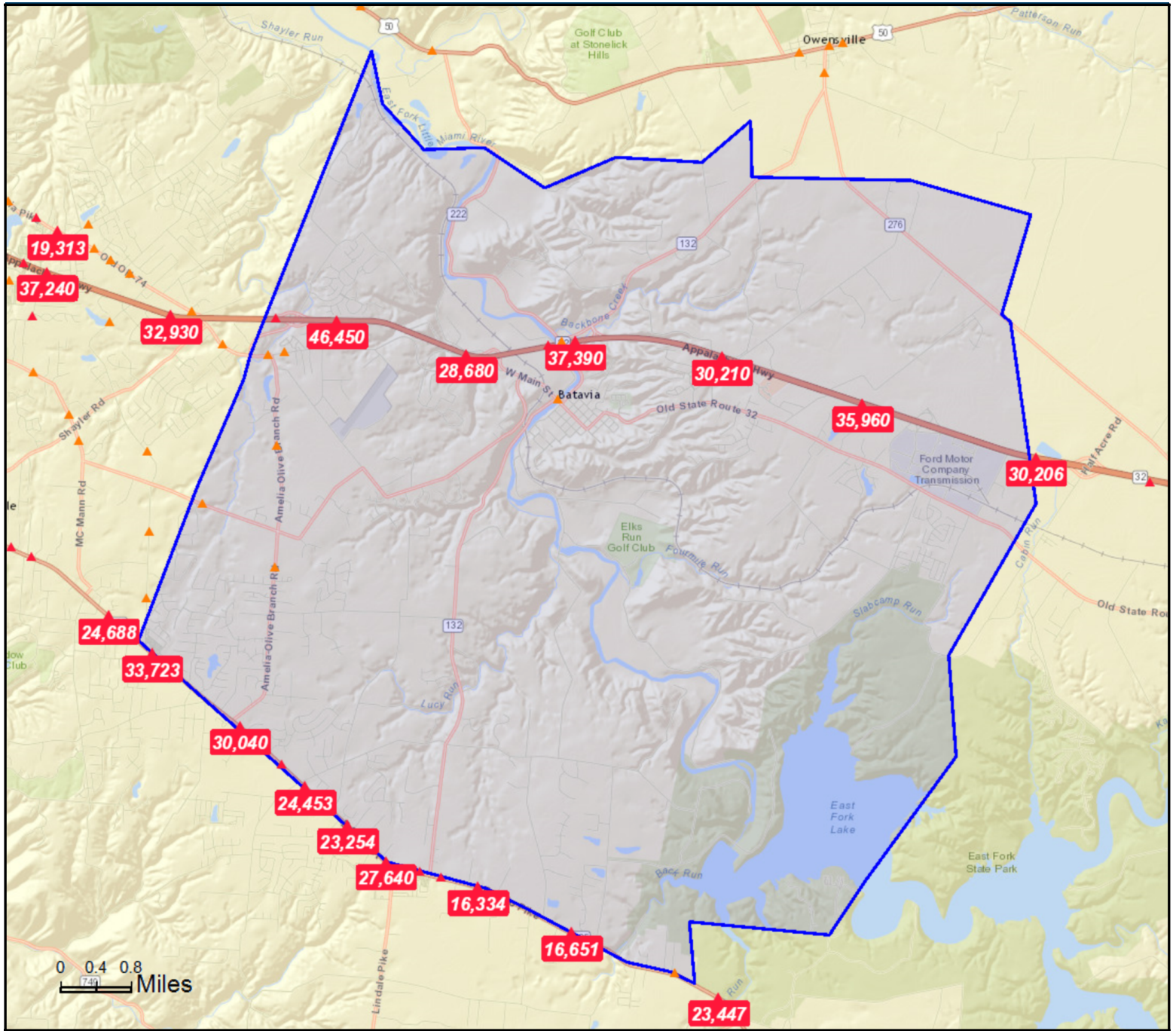
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Traffic Count Map

Batavia Township
 Batavia township (3902504157)
 Geography: County Subdivision

Prepared by Esri



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies



Business Summary

Batavia Township
 Geography: County Subdivision

Prepared by Esri

Data for all businesses in area

Total Businesses:	759
Total Employees:	11,629
Total Residential Population:	24,934
Employee/Residential Population Ratio:	0.47:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	28	3.7%	235	2.0%
Construction	67	8.8%	363	3.1%
Manufacturing	31	4.1%	814	7.0%
Transportation	20	2.6%	124	1.1%
Communication	1	0.1%	2	0.0%
Utility	1	0.1%	12	0.1%
Wholesale Trade	19	2.5%	426	3.7%
Retail Trade Summary	112	14.8%	1,325	11.4%
Home Improvement	13	1.7%	90	0.8%
General Merchandise Stores	3	0.4%	14	0.1%
Food Stores	7	0.9%	66	0.6%
Auto Dealers, Gas Stations, Auto Aftermarket	23	3.0%	105	0.9%
Apparel & Accessory Stores	2	0.3%	4	0.0%
Furniture & Home Furnishings	13	1.7%	109	0.9%
Eating & Drinking Places	26	3.4%	465	4.0%
Miscellaneous Retail	25	3.3%	472	4.1%
Finance, Insurance, Real Estate Summary	87	11.5%	1,843	15.8%
Banks, Savings & Lending Institutions	31	4.1%	36	0.3%
Securities Brokers	4	0.5%	11	0.1%
Insurance Carriers & Agents	27	3.6%	1,695	14.6%
Real Estate, Holding, Other Investment Offices	25	3.3%	101	0.9%
Services Summary	271	35.7%	4,155	35.7%
Hotels & Lodging	3	0.4%	25	0.2%
Automotive Services	26	3.4%	99	0.9%
Motion Pictures & Amusements	19	2.5%	80	0.7%
Health Services	26	3.4%	1,412	12.1%
Legal Services	18	2.4%	85	0.7%
Education Institutions & Libraries	22	2.9%	1,356	11.7%
Other Services	157	20.7%	1,098	9.4%
Government	100	13.2%	2,319	19.9%
Unclassified Establishments	22	2.9%	11	0.1%
Totals	759	100.0%	11,629	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

July 29, 2016

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.3%	5	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	12	0.1%
Construction	72	9.5%	377	3.2%
Manufacturing	34	4.5%	834	7.2%
Wholesale Trade	16	2.1%	292	2.5%
Retail Trade	83	10.9%	829	7.1%
Motor Vehicle & Parts Dealers	17	2.2%	67	0.6%
Furniture & Home Furnishings Stores	3	0.4%	42	0.4%
Electronics & Appliance Stores	8	1.1%	48	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	13	1.7%	90	0.8%
Food & Beverage Stores	6	0.8%	54	0.5%
Health & Personal Care Stores	6	0.8%	49	0.4%
Gasoline Stations	6	0.8%	38	0.3%
Clothing & Clothing Accessories Stores	2	0.3%	4	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	0.3%	8	0.1%
General Merchandise Stores	3	0.4%	14	0.1%
Miscellaneous Store Retailers	13	1.7%	256	2.2%
Nonstore Retailers	4	0.5%	159	1.4%
Transportation & Warehousing	19	2.5%	122	1.0%
Information	9	1.2%	209	1.8%
Finance & Insurance	62	8.2%	1,742	15.0%
Central Bank/Credit Intermediation & Related Activities	31	4.1%	36	0.3%
Securities, Commodity Contracts & Other Financial	4	0.5%	11	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	27	3.6%	1,695	14.6%
Real Estate, Rental & Leasing	36	4.7%	145	1.2%
Professional, Scientific & Tech Services	66	8.7%	414	3.6%
Legal Services	19	2.5%	86	0.7%
Management of Companies & Enterprises	1	0.1%	7	0.1%
Administrative & Support & Waste Management & Remediation	38	5.0%	365	3.1%
Educational Services	20	2.6%	1,163	10.0%
Health Care & Social Assistance	37	4.9%	1,631	14.0%
Arts, Entertainment & Recreation	13	1.7%	75	0.6%
Accommodation & Food Services	30	4.0%	502	4.3%
Accommodation	3	0.4%	25	0.2%
Food Services & Drinking Places	27	3.6%	477	4.1%
Other Services (except Public Administration)	98	12.9%	575	4.9%
Automotive Repair & Maintenance	20	2.6%	84	0.7%
Public Administration	100	13.2%	2,319	19.9%
Unclassified Establishments	22	2.9%	11	0.1%
Total	759	100.0%	11,629	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Retail MarketPlace Profile

Batavia Township
Geography: County Subdivision

Prepared by Esri

Summary Demographics

2016 Population	24,934
2016 Households	9,113
2016 Median Disposable Income	\$46,743
2016 Per Capita Income	\$26,135

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$353,308,198	\$185,982,864	\$167,325,334	31.0	120
Total Retail Trade	44-45	\$320,780,249	\$167,598,663	\$153,181,586	31.4	89
Total Food & Drink	722	\$32,527,949	\$18,384,201	\$14,143,748	27.8	31

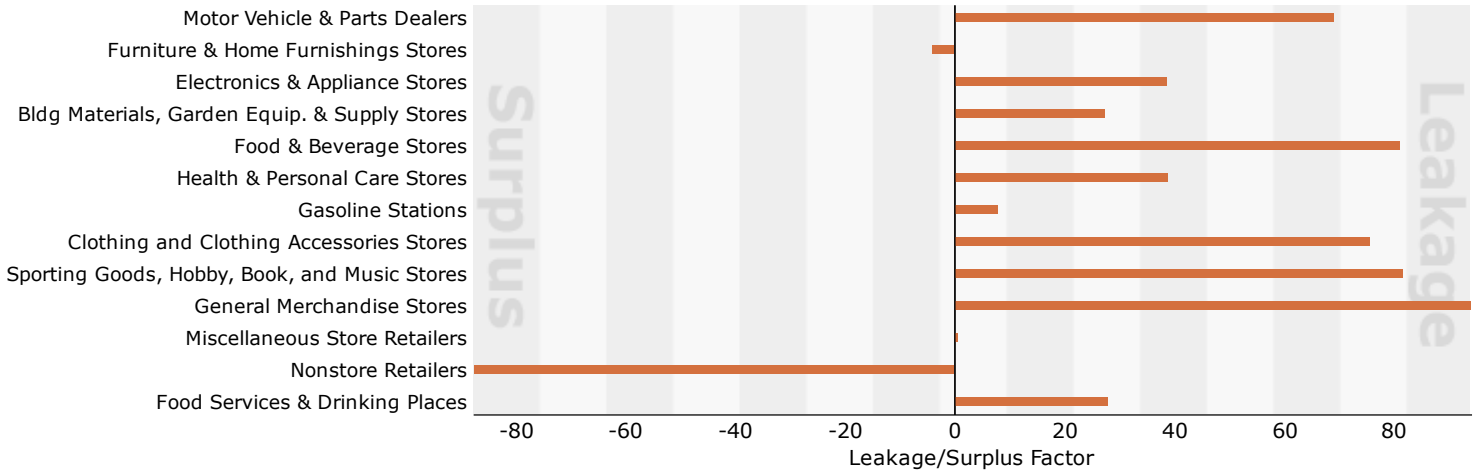
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$72,950,821	\$13,248,582	\$59,702,239	69.3	14
Automobile Dealers	4411	\$59,678,162	\$9,384,669	\$50,293,493	72.8	8
Other Motor Vehicle Dealers	4412	\$7,931,984	\$2,076,744	\$5,855,240	58.5	3
Auto Parts, Accessories & Tire Stores	4413	\$5,340,675	\$1,787,169	\$3,553,506	49.9	3
Furniture & Home Furnishings Stores	442	\$8,564,843	\$9,330,470	-\$765,627	-4.3	6
Furniture Stores	4421	\$5,574,802	\$7,078,900	-\$1,504,098	-11.9	2
Home Furnishings Stores	4422	\$2,990,041	\$2,251,570	\$738,471	14.1	4
Electronics & Appliance Stores	443	\$17,734,531	\$7,840,586	\$9,893,945	38.7	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,144,466	\$8,647,848	\$6,496,618	27.3	14
Bldg Material & Supplies Dealers	4441	\$13,010,109	\$8,647,848	\$4,362,261	20.1	14
Lawn & Garden Equip & Supply Stores	4442	\$2,134,357	\$0	\$2,134,357	100.0	0
Food & Beverage Stores	445	\$57,486,236	\$6,014,395	\$51,471,841	81.1	5
Grocery Stores	4451	\$53,017,933	\$2,286,255	\$50,731,678	91.7	1
Specialty Food Stores	4452	\$2,780,843	\$718,348	\$2,062,495	58.9	2
Beer, Wine & Liquor Stores	4453	\$1,687,460	\$3,009,792	-\$1,322,332	-28.2	2
Health & Personal Care Stores	446,4461	\$23,621,516	\$10,393,457	\$13,228,059	38.9	8
Gasoline Stations	447,4471	\$22,549,476	\$19,308,107	\$3,241,369	7.7	7
Clothing & Clothing Accessories Stores	448	\$14,218,476	\$1,966,571	\$12,251,905	75.7	3
Clothing Stores	4481	\$9,014,852	\$1,966,571	\$7,048,281	64.2	3
Shoe Stores	4482	\$1,735,808	\$0	\$1,735,808	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,467,816	\$0	\$3,467,816	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$10,463,244	\$1,043,986	\$9,419,258	81.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,458,165	\$278,750	\$8,179,415	93.6	1
Book, Periodical & Music Stores	4512	\$2,005,079	\$765,236	\$1,239,843	44.8	1
General Merchandise Stores	452	\$58,453,951	\$1,765,287	\$56,688,664	94.1	3
Department Stores Excluding Leased Depts.	4521	\$46,140,534	\$0	\$46,140,534	100.0	0
Other General Merchandise Stores	4529	\$12,313,417	\$1,765,287	\$10,548,130	74.9	3
Miscellaneous Store Retailers	453	\$14,842,143	\$14,674,238	\$167,905	0.6	13
Florists	4531	\$604,235	\$437,878	\$166,357	16.0	2
Office Supplies, Stationery & Gift Stores	4532	\$3,488,862	\$10,593,328	-\$7,104,466	-50.5	2
Used Merchandise Stores	4533	\$2,199,878	\$744,996	\$1,454,882	49.4	4
Other Miscellaneous Store Retailers	4539	\$8,549,168	\$2,898,036	\$5,651,132	49.4	5
Nonstore Retailers	454	\$4,750,546	\$73,365,136	-\$68,614,590	-87.8	4
Electronic Shopping & Mail-Order Houses	4541	\$2,755,481	\$73,184,757	-\$70,429,276	-92.7	3
Vending Machine Operators	4542	\$511,539	\$180,379	\$331,160	47.9	1
Direct Selling Establishments	4543	\$1,483,526	\$0	\$1,483,526	100.0	0
Food Services & Drinking Places	722	\$32,527,949	\$18,384,201	\$14,143,748	27.8	31
Full-Service Restaurants	7221	\$16,189,508	\$8,103,816	\$8,085,692	33.3	16
Limited-Service Eating Places	7222	\$14,472,209	\$9,371,534	\$5,100,675	21.4	13
Special Food Services	7223	\$852,451	\$870,287	-\$17,836	-1.0	1
Drinking Places - Alcoholic Beverages	7224	\$1,013,781	\$38,564	\$975,217	92.7	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

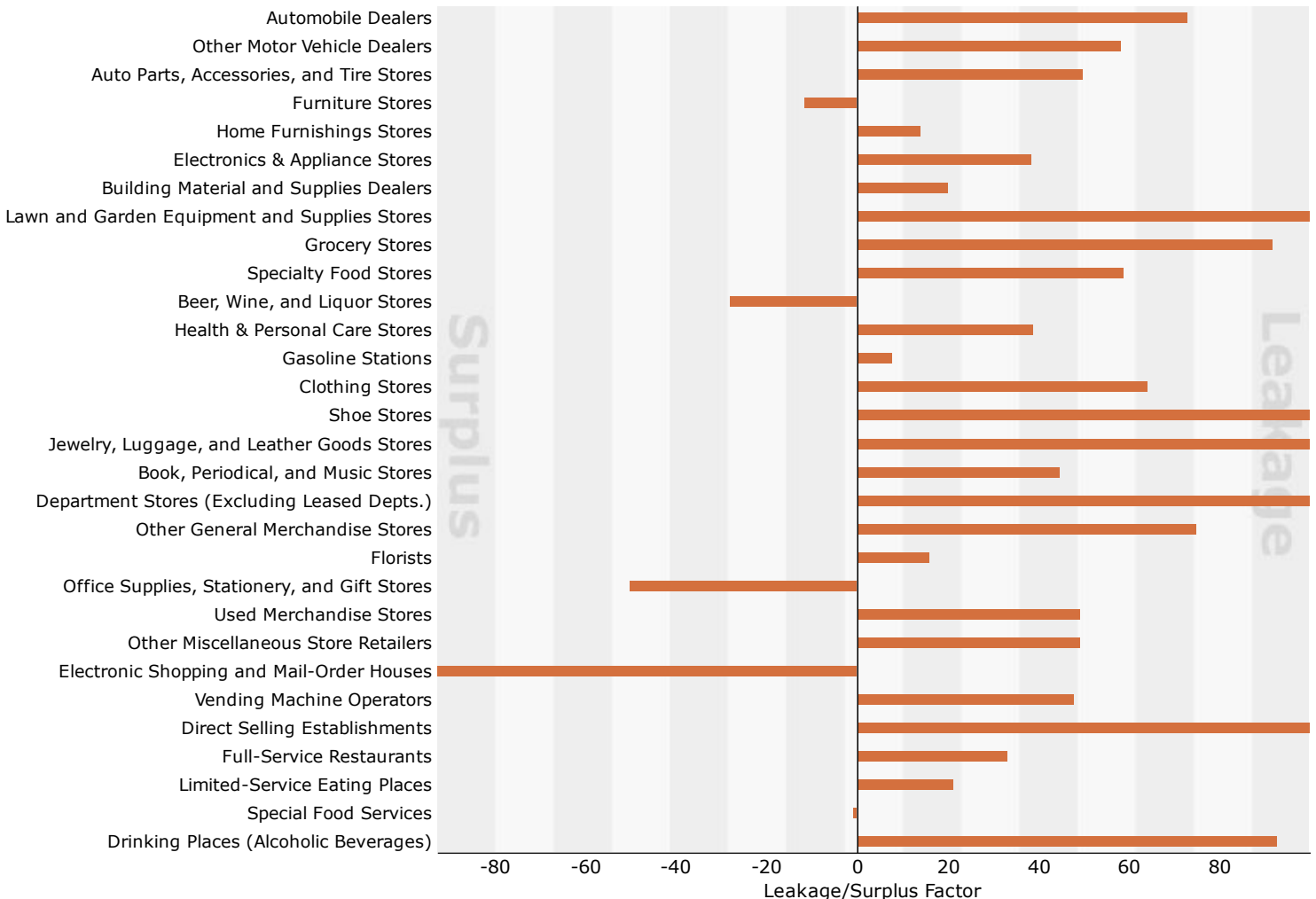
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Demographic Summary		2016	2021
Population		24,934	26,197
Population 18+		18,214	19,153
Households		9,113	9,598
Median Household Income		\$56,618	\$64,566

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	9,168	50.3%	107
Bought any women's clothing in last 12 months	8,226	45.2%	103
Bought clothing for child <13 years in last 6 months	5,420	29.8%	108
Bought any shoes in last 12 months	10,131	55.6%	103
Bought costume jewelry in last 12 months	3,735	20.5%	105
Bought any fine jewelry in last 12 months	3,434	18.9%	103
Bought a watch in last 12 months	2,183	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	8,203	90.0%	105
HH bought/leased new vehicle last 12 mo	948	10.4%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,463	90.4%	106
Bought/changed motor oil in last 12 months	9,527	52.3%	107
Had tune-up in last 12 months	5,600	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,926	65.5%	100
Drank regular cola in last 6 months	8,149	44.7%	100
Drank beer/ale in last 6 months	8,001	43.9%	103
Cameras (Adults)			
Own digital point & shoot camera	5,783	31.8%	109
Own digital single-lens reflex (SLR) camera	1,807	9.9%	115
Bought any camera in last 12 months	1,122	6.2%	108
Printed digital photos in last 12 months	571	3.1%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,716	36.9%	102
Have a smartphone	11,363	62.4%	106
Have a smartphone: Android phone (any brand)	5,360	29.4%	109
Have a smartphone: Apple iPhone	4,940	27.1%	105
Number of cell phones in household: 1	2,638	28.9%	90
Number of cell phones in household: 2	3,570	39.2%	105
Number of cell phones in household: 3+	2,539	27.9%	109
HH has cell phone only (no landline telephone)	4,048	44.4%	106
Computers (Households)			
HH owns a computer	7,338	80.5%	105
HH owns desktop computer	4,452	48.9%	108
HH owns laptop/notebook	5,228	57.4%	106
HH owns any Apple/Mac brand computer	1,354	14.9%	99
HH owns any PC/non-Apple brand computer	6,544	71.8%	106
HH purchased most recent computer in a store	3,681	40.4%	107
HH purchased most recent computer online	1,285	14.1%	108
Spent <\$500 on most recent home computer	1,390	15.3%	105
Spent \$500-\$999 on most recent home computer	1,922	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	909	10.0%	105
Spent \$1,500-\$1,999 on most recent home computer	422	4.6%	102
Spent \$2,000+ on most recent home computer	374	4.1%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

Batavia Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	9,929	54.5%	107
Bought brewed coffee at convenience store in last 30 days	2,891	15.9%	101
Bought cigarettes at convenience store in last 30 days	2,485	13.6%	109
Bought gas at convenience store in last 30 days	6,961	38.2%	116
Spent at convenience store in last 30 days: <\$20	1,584	8.7%	107
Spent at convenience store in last 30 days: \$20-\$39	1,626	8.9%	99
Spent at convenience store in last 30 days: \$40-\$50	1,409	7.7%	101
Spent at convenience store in last 30 days: \$51-\$99	808	4.4%	100
Spent at convenience store in last 30 days: \$100+	4,726	25.9%	113
Entertainment (Adults)			
Attended a movie in last 6 months	11,068	60.8%	102
Went to live theater in last 12 months	2,319	12.7%	98
Went to a bar/night club in last 12 months	3,100	17.0%	102
Dined out in last 12 months	8,959	49.2%	110
Gambled at a casino in last 12 months	2,616	14.4%	105
Visited a theme park in last 12 months	3,319	18.2%	103
Viewed movie (video-on-demand) in last 30 days	3,271	18.0%	106
Viewed TV show (video-on-demand) in last 30 days	2,396	13.2%	102
Watched any pay-per-view TV in last 12 months	2,435	13.4%	102
Downloaded a movie over the Internet in last 30 days	1,311	7.2%	100
Downloaded any individual song in last 6 months	4,308	23.7%	116
Watched a movie online in the last 30 days	2,815	15.5%	97
Watched a TV program online in last 30 days	2,758	15.1%	101
Played a video/electronic game (console) in last 12 months	2,049	11.2%	108
Played a video/electronic game (portable) in last 12 months	913	5.0%	110
Financial (Adults)			
Have home mortgage (1st)	6,548	36.0%	116
Used ATM/cash machine in last 12 months	9,531	52.3%	107
Own any stock	1,437	7.9%	103
Own U.S. savings bond	920	5.1%	95
Own shares in mutual fund (stock)	1,426	7.8%	108
Own shares in mutual fund (bonds)	924	5.1%	104
Have interest checking account	5,629	30.9%	110
Have non-interest checking account	5,764	31.6%	112
Have savings account	10,565	58.0%	107
Have 401K retirement savings plan	3,102	17.0%	117
Own/used any credit/debit card in last 12 months	14,428	79.2%	106
Avg monthly credit card expenditures: <\$111	2,378	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	1,135	6.2%	90
Avg monthly credit card expenditures: \$226-\$450	1,268	7.0%	110
Avg monthly credit card expenditures: \$451-\$700	1,007	5.5%	104
Avg monthly credit card expenditures: \$701-\$1,000	732	4.0%	93
Avg monthly credit card expenditures: \$1,001+	1,725	9.5%	104
Did banking online in last 12 months	7,413	40.7%	114
Did banking on mobile device in last 12 months	2,954	16.2%	116
Paid bills online in last 12 months	8,771	48.2%	112

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Retail Market Potential

Batavia Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,639	72.9%	105
Used bread in last 6 months	8,624	94.6%	101
Used chicken (fresh or frozen) in last 6 months	6,396	70.2%	102
Used turkey (fresh or frozen) in last 6 months	1,532	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	5,061	55.5%	102
Used fresh fruit/vegetables in last 6 months	7,920	86.9%	101
Used fresh milk in last 6 months	8,113	89.0%	101
Used organic food in last 6 months	1,657	18.2%	92
Health (Adults)			
Exercise at home 2+ times per week	5,480	30.1%	106
Exercise at club 2+ times per week	2,419	13.3%	102
Visited a doctor in last 12 months	14,279	78.4%	103
Used vitamin/dietary supplement in last 6 months	9,785	53.7%	102
Home (Households)			
Any home improvement in last 12 months	2,674	29.3%	109
Used housekeeper/maid/professional HH cleaning service in last 12	1,116	12.2%	93
Purchased low ticket HH furnishings in last 12 months	1,604	17.6%	110
Purchased big ticket HH furnishings in last 12 months	2,053	22.5%	108
Bought any small kitchen appliance in last 12 months	2,169	23.8%	107
Bought any large kitchen appliance in last 12 months	1,277	14.0%	110
Insurance (Adults/Households)			
Currently carry life insurance	8,522	46.8%	110
Carry medical/hospital/accident insurance	12,503	68.6%	105
Carry homeowner insurance	9,693	53.2%	113
Carry renter's insurance	1,543	8.5%	104
Have auto insurance: 1 vehicle in household covered	2,695	29.6%	96
Have auto insurance: 2 vehicles in household covered	2,751	30.2%	106
Have auto insurance: 3+ vehicles in household covered	2,303	25.3%	116
Pets (Households)			
Household owns any pet	5,324	58.4%	109
Household owns any cat	2,308	25.3%	113
Household owns any dog	4,047	44.4%	109
Psychographics (Adults)			
Buying American is important to me	8,062	44.3%	105
Usually buy items on credit rather than wait	1,903	10.4%	89
Usually buy based on quality - not price	3,038	16.7%	93
Price is usually more important than brand name	4,857	26.7%	102
Usually use coupons for brands I buy often	3,438	18.9%	100
Am interested in how to help the environment	2,595	14.2%	87
Usually pay more for environ safe product	2,030	11.1%	87
Usually value green products over convenience	1,571	8.6%	82
Likely to buy a brand that supports a charity	6,410	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	2,600	14.3%	108
Bought hardcover book in last 12 months	3,961	21.7%	104
Bought paperback book in last 12 month	5,966	32.8%	104
Read any daily newspaper (paper version)	4,565	25.1%	96
Read any digital newspaper in last 30 days	6,167	33.9%	102
Read any magazine (paper/electronic version) in last 6 months	16,716	91.8%	101

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Retail Market Potential

Batavia Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,315	78.6%	105
Went to family restaurant/steak house: 4+ times a month	5,348	29.4%	107
Went to fast food/drive-in restaurant in last 6 months	16,833	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	7,616	41.8%	106
Fast food/drive-in last 6 months: eat in	6,883	37.8%	104
Fast food/drive-in last 6 months: home delivery	1,489	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	9,455	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	3,808	20.9%	107
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,120	33.6%	106
Own e-reader/tablet: iPad	2,858	15.7%	102
Own any portable MP3 player	6,100	33.5%	109
HH owns 1 TV	1,679	18.4%	90
HH owns 2 TVs	2,261	24.8%	96
HH owns 3 TVs	2,161	23.7%	111
HH owns 4+ TVs	1,884	20.7%	109
HH subscribes to cable TV	4,462	49.0%	99
HH subscribes to fiber optic	628	6.9%	91
HH has satellite dish	2,333	25.6%	101
HH owns DVD/Blu-ray player	5,877	64.5%	107
HH owns camcorder	1,359	14.9%	107
HH owns portable GPS navigation device	2,754	30.2%	110
HH purchased video game system in last 12 mos	699	7.7%	97
HH owns Internet video device for TV	648	7.1%	101
Travel (Adults)			
Domestic travel in last 12 months	9,909	54.4%	109
Took 3+ domestic non-business trips in last 12 months	2,157	11.8%	107
Spent on domestic vacations in last 12 months: <\$1,000	2,141	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,044	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	676	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	765	4.2%	108
Spent on domestic vacations in last 12 months: \$3,000+	1,107	6.1%	110
Domestic travel in the 12 months: used general travel website	1,100	6.0%	89
Foreign travel in last 3 years	4,301	23.6%	98
Took 3+ foreign trips by plane in last 3 years	717	3.9%	87
Spent on foreign vacations in last 12 months: <\$1,000	736	4.0%	97
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	539	3.0%	91
Spent on foreign vacations in last 12 months: \$3,000+	857	4.7%	95
Foreign travel in last 3 years: used general travel website	894	4.9%	88
Nights spent in hotel/motel in last 12 months: any	7,917	43.5%	107
Took cruise of more than one day in last 3 years	1,614	8.9%	106
Member of any frequent flyer program	3,062	16.8%	103
Member of any hotel rewards program	2,917	16.0%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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