

City of Loveland

2013 Business and Development Guide



Consider Loveland for your next development

As a developer, a business seeking a new location, or as an investor, you well know that your decision is going to be complex.

A Sense of Place

There is much talk among public officials, planners, and developers about “a sense of place”. Some think of this concept as akin to the traditional “location, location, location” mantra that is a stalwart in the real estate and development fields. Perhaps, but here in Loveland, we think it is more...much more.

Simply stated, in Loveland, that sense of place is the delicate balance of contemporary amenities, small town ambiance, and an abiding attention to the value of a natural setting.



There are numerous communities in the Cincinnati region. Their individual identities are built on a relatively similar foundation that emphasizes family, lifestyle, strong demographics, convenience, and proximity to Cincinnati's urban commercial center.

Strong demographics: Residential Community

Developers, businesses, and investors seeking a location all look for a host community that is stable, growing, and embraces the challenges of the future.

	2012	2017
Total Population	12,213	12,424
Owner Occupied Housing Units	3,580	3,702
Rental Units	1,169	1,153
Median HH Inc. Income	\$ 66,839	\$ 74,384
Median Home Value	\$ 174,479	\$ 186,794

Business Community

One looks for a substantial commercial presence as a means of reinforcing development, investment, and location decisions. A growing business community suggest satisfaction with a community's location as a place in which to do business.

Total Businesses	399
Total Employees	5,010
Total Resident population	12,211
Employee/Resident Ratio	0.41

Diversified Business Community

As in other settings, a diversified economic environment suggests a broad market for developers, an economic stability that enhances investment stability and the expectation to engage in new business to business relationships.

Services	142	35.6%
Retail	95	23.8%
Finance, Insurance, Real Estate	45	11.3%
Construction	36	9.0%
Wholesale Trade	21	5.3%
Manufacturing	17	4.3%
Other	43	10.7%

Visitors, residents, and commuters enjoy excellent access through the I- 275 Beltway to transportation routes such as, I-75, I- 71, and the Ronald Reagan Cross County Highway. These linkages form a highly efficient network of connective routes to points throughout the Cincinnati Region.

Traffic Counts:

I-275 East Of Loveland Madeira Rd	64,244
W. Loveland Ave @ SR 48	8,246
Loveland-Madeira Rd @ Kemper Rd	13,577
Loveland-Madeira Rd @ Hopewell Rd	13,227
Loveland-Madeira Rd @ Lebanon Rd	20,020
I-275 Ramp @ Loveland Madeira Rd	9,572

A Natural Setting

Loveland sits astride the Little Miami, one of the region’s most pristine and beautiful rivers. The river’s rich, storied history underscores the development of the landscape, communities, and the economic history of the Cincinnati region.

Ohio’s first State Scenic River, the Little Miami flows 111 miles through five counties in southwestern Ohio, joining the Ohio River east of Cincinnati.

The river is among the most protected watersheds in the nation. In addition, it is among a select group of well used waterways for recreation and exploring the natural environment.



Recreation

Biking along the Loveland Bike Trail and canoeing along the Little Miami River are popular activities during the summer. Loveland has a series of 16 city parks, including neighborhood “tot lots”.



One cannot mention Loveland without noting the presence and influence of the Loveland/Little Miami Bike trail, a former rail track bed widely recognized as one of the premier and best known recreational amenities of its type.

Over 350,000 people make use of the trail annually. It is among the longest paved trails in the United States, stretching 78 mi (126 km) from Newtown to Springfield, Ohio, and another 17.9 mi (28.8 km) to Urbana on the Simon Kenton Trail. The multi-use trail sees frequent use by hikers and bicyclists, as well as the occasional horseback rider.

Loveland differs somewhat from other Cincinnati suburbs in the I-71 corridor in that it remains/retains a small town flavor while continuing to grow as a modern, full-service suburban community. Downtown Loveland has the look and feel of another time.

A Delicate Balance

Compare the scale and tone of Downtown Loveland with the more conventional suburban atmosphere of the Loveland-Madeira Road corridor. This contrast provides interesting opportunities. Developments reflect the natural ambiance that pervades the entire community. Loveland's development initiatives reflect this attention to balance. Local planning is highly attentive to preserving and extending the linkages that enable old and new as well as natural areas and urban spaces to complement one another.



Loveland, unique among other regional bedroom communities, supports an active arts community through the Loveland Arts Council. In 2005, after many years as an elementary school, the building at 529 Main St was converted to the Loveland Art Studios on Main, serving over 20 resident artists.

Grailville, the Grail's national headquarters and retreat center, is located just outside Loveland since 1944.

The Loveland Stage Company, a theatre group that started in 1979, has performed at least two major productions each year since 1980. In October 2002, after several years of fund raising and renovations, the group moved into Crist Theater, an old movie theater at 111 S 2nd St.

The City thoughtfully plans for the future

Communities cannot simply rest on their laurels. Change beckons and visionary communities respond. Loveland recognizes this obligation and accepts the challenge to be engaged in an ongoing planning effort to effectively meet change and opportunities as they materialize.

As one of Cincinnati's more mature "First Suburbs" communities, Loveland has been in a growth mode for over three decades. Loveland is not yet built-out. Site assemblage in older, established communities can be extremely time consuming, complicated, and extensive. Loveland by contrast, has capitalized on an opportunity and successfully assembled the Chestnut Street site. It is a concept that is ready for implementation. Timeliness is tempered by external market and current economic conditions.

Loveland is a relatively built-out community. There are however, a number of selective sites that offer prospective developers a broad range of opportunities for creative, unique, and sustainable projects. The City's ongoing goal is to nourish and grow the community's economic base. Toward that end the City and the Resurgence Group came together to form a design and consulting relationship aimed at studying a broad range of redevelopment opportunities. Though the relationship has been involved with the overall community, the Resurgence Group particularly close working relationship with the City's Downtown Resources Committee and the Redevelopment Advisory Committee.



Downtown Historic District

Loveland's Historic District is a thriving area with both new businesses and long-time merchants. Following an ambitious redevelopment initiative in 1995 by the City of Loveland, the Historic District is in the midst of a resurgence of business growth.

Loveland Station: Redefining the community's "sense of place"

The community's historic downtown features an eclectic, colorful, mix of small offices, shops, and restaurants. Businesses associated with recreation have gravitated to the area for its proximity to the Little Miami Scenic Trail and banks of the Little Miami River. Downtown Loveland is a major stop along the bike trail and offers a broad variety of activities and services for those taking a respite before heading on to their destination. For many, Loveland is that destination. Cyclists, runner, casual walkers, and other visitors have found many pleasant surprises in the wave of new activity that has appeared over the past decade.

Loveland Station represents an opportunity to integrate a modest amount of residential development in downtown Loveland with restaurants, shops and professional offices. The project represent a first step toward realizing downtown Loveland as a core element in establishing a new character for the community.

Loveland Station began as a concept. Once it was embraced by the larger community it has becomes emblematic of the distinct opportunities for expanded development in Loveland's historic downtown. Loveland station expands the sense of place in downtown Loveland with the addition of high quality market apartment living and accompanying supportive retail.

Chestnut Street: The Complement to Loveland Station; Uniting downtown with the larger community

Loveland's Chestnut Street Site is an 8.5-acre, commercially zoned property roughly 2.9 miles from Main and Loveland-Madeira to I-275.

Located at the end of Chestnut Street, the site borders the Ohio-Baltimore Railroad on one side, and the rear of the businesses along the east side of Loveland-Madeira Road. The eastern border runs along Riverside Avenue. The site's proximity to Downtown Loveland is perhaps its most attractive attribute.

The most frequently noted redevelopment option to date is commercial, with an emphasis on office or possibly flex space. It is frequently cited in connection with Loveland Station, a proposed Downtown Loveland residential apartment and small retail development. The two projects are considered linchpins of the fully realized development concept for uniting Downtown area with the rest of the Loveland community.

Additional redevelopment options include:

- Medical Specialty Practices: clinical/outpatient surgical facilities
- Professional offices attuned to environmental/recreational setting
- Senior –oriented multi-use w/medical support services
- Higher Density Residential w/ on-site supportive retail/service

Loveland Station and Chestnut Street represent a definite “synergy” in that they are integrally linked, accomplishing together what neither can do on their own. Loveland officials and other project supporters hope to create a critical relationship between the two sites that can tie Downtown Loveland to the community located across the riverbank.

The prospect of living and working in the same community is a potential driving force for development. The proximity of Loveland's residential, environmental and recreational sectors give it a unique advantage over the competition.

Loveland-Madeira Road: Updating to meet contemporary needs

The Loveland-Madeira Road corridor extending from West Loveland Avenue to Kemper Road near I-275 is Loveland's major retail and service corridor, featuring a variety of shopping centers, restaurants, office buildings, and other retail outlets.



Commercial real estate lives with the stark reality of aging. Eventually, properties encounter the effects of obsolescence, recurring vacancies and uncertain long-term leasing potential. Though renovation and adaptive re-use have gained in both popularity and effectiveness over the past decades, there is a limit to real property's ability to accommodate an endless succession of users.

Properties along Loveland Madeira Road vary in age, from 1949 to 2008. Shopper's Haven, the largest of several strip centers is among the more mature. The City of Loveland encourages prospective developers to consider the Loveland-Madeira corridor for new mixed-use projects that accommodate a variety of different users in new, innovative settings.

Many tenants in these properties could realistically be re-located in neighboring facilities along Loveland-Madeira Road on an in-fill basis at leasing rates comparable to their existing occupancy costs.

The City and many developers view the Loveland-Madeira corridor as a conceptual extension of the mixed-use development concept envisioned for Chestnut Street.



The Loveland-Madeira Road District is Loveland's major thoroughfare is also its largest commercial area. The district is divided into a number of sectors in a clear chronological order that correlates to Loveland's history of growth and development.

Loveland-Madeira Road Overlay District: In 2003, the Loveland Zoning Code was revised to create the Loveland-Madeira Road Overlay District. The stated purpose of the overlay zoning district is to:

- Enhance and protect development along Loveland-Madeira Road
- Promote the goals and objectives for this main road as established in the City's Comprehensive Master Plan
- Improve the appearance of structures and other improvements visible from Loveland-Madeira Road.

The overlay district includes properties bordering both sides of Loveland-Madeira Road from the City's Public Works Facility in the south to the intersection of Loveland-Madeira Road and West Loveland Avenue on the north.

All new construction, major additions, changes to building color, signage, and outdoor sales and storage are subject to design standards and a review process by the City's Planning and Zoning Commission. Property owners are encouraged to work with City staff early in the design phase of an improvement, so that the requirements can be easily incorporated for the betterment of the project.

The City Manager's Office is tasked with economic development within the City of Loveland. This includes business retention and recruitment, working closely with the Chamber of Commerce, and work with interested developers.

Loveland Understands and Works with Developers

The City takes a realistic approach to incentives:

Loveland recognizes risks. Market conditions often compound the general level of risk that accompanies most of not all development

When applied with skill and purpose, public incentives play a significant role in mitigating general risk. Developers can pay more attention to the subtle qualitative aspects of tailoring development to the unique setting and prospective users.

The City of Loveland recognizes that risk is an inherent part of development. High potential projects carry significant short-term risk with the promise of long-term rewards. Loveland considers incentives that need to overcoming the inherent inertia that accompanies higher levels of risk. Accordingly, local officials are willing to engage prospective developers in a dialogue regarding attractive and meaningful incentives.

Loveland has access to a broad range of incentives. Several are initiated and administered within the City. Others are available through the Hamilton County Development Company's (HCDC) efforts through the State of Ohio

Loveland Addresses Development's Needs:

The City of Loveland has been awarded the 2013 Certificate of Excellence from the International City/County Management Association (ICMA) for its efforts to measure and improve local government performance, as well as Loveland's commitment to integrating performance measurement into city services.

This is Loveland's second Certificate of Excellence and its fifth performance measurement award from ICMA. Loveland is among 28 jurisdictions across the country receiving the highest level of recognition in 2013.

The City has a well earned a national reputation and has been recognized for administrative efficiency. Loveland has become a national example for small municipalities engaging in economic development.

- Loveland takes a fast but comprehensive approach to the permitting process. The City is committed to a developer- oriented " Turn Key".
- In Loveland, "turnaround" is measured in days not weeks/months
- Loveland's Planning Commission meets on an as needed basis, further expediting the process.
- Every review and approval is conducted at the local level
- Developers both enjoy and value Loveland's local character. In addition to being more expeditious, the informal, local interaction engenders a sense of trust and understanding, encouraging an ongoing relationship with the community.

Contact Information

Economic Development, business recruitment and retention:

City Manager's office
120 West Loveland Avenue
Phone: 513-683-0150

Building and Zoning:

120 West Loveland Avenue
Phone: 513-683-0150
Fax: 513-583-3040

Loveland Area Chamber of Commerce:

123 West Loveland Ave
Loveland, Ohio 45150
Tel: 683-1544

Hamilton County Government & Services

General Information	(513) 946-4925
Building Permits	(513) 946-4550
Board of Commissioners.	(513) 946-4400
Board of Elections	(513) 632-7000
Board of Health	(513) 946-7800
Planning & Zoning	(513) 946-4501
Duke Energy	(513) 421-9500

Hamilton County Development Company (HCDC)

HCDC is a non-profit corporation that serves as Hamilton County's Economic Development arm, providing assistance and services that interface with the State of Ohio, The U.S Department of Housing and Development, as well as local and regional agencies engaged in related activities.

- Ohio Jobs Creation Tax Credit
- Jobs Retention Tax Credit
- Technology Investment Credit (R& D for tech firms)
- Ohio Manufacturing Machinery & Equipment Investment Tax Credit