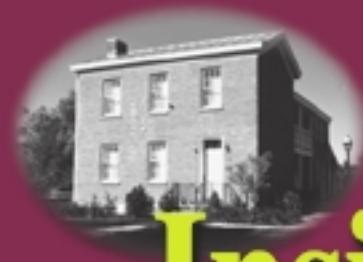


“UNLESS WE CAN  
FIND SOME WAY TO  
KEEP OUR SIGHTS  
ON TOMORROW, WE  
CANNOT EXPECT TO  
BE IN TOUCH WITH  
TODAY.”

— Dean Rusk, US Secretary of State (1988)

The City of Fairfield  
5350 Pleasant Avenue  
Fairfield, Ohio 45014  
[www.fairfield-city.org](http://www.fairfield-city.org)



# Insight.2010

Creating Fairfield's Future



**A Vision into Fairfield's Tomorrow**

*Mayor*

Erick L. Cook

*At-Large Council Members*

Howard R. Dirksen

Jill Kinder

Mark A. Scharringhausen

*1st Ward Councilmember*

Michael D. Snyder

*2nd Ward Councilmember*

Jeffrey L. Holtegel

*3rd Ward Councilmember*

Ron D'Epifanio

*4th Ward Councilmember*

Steve E. Miller

*Municipal Judge*

Joyce A. Campbell

*Elected Officials at  
Inception of Insight.2010*

Robert J. Wolpert  
Mayor

Sterling R. Uhler  
Councilman-at-Large

*City Manager*

Arthur E. Pizzano

*Assistant City Manager*

Dennis R. Stuckey

*Law Director*

John H. Clemmons

*Clerk of Council*

Dena C. Morsch

*Director of Planning*

Timothy G. Bachman

*Director of Parks & Recreation*

James A. Bell

*Fire Chief*

Donald G. Bennett

*Director of Public Works*

David A. Bock

*Director of Public Utilities*

J. Dwight Culbertson

*Police Chief*

Michael J. Dickey

*Director of Finance*

James A. Hanson

*Human Resources Director*

Kenneth W. McFarland

City  
of  
Fairfield



Office of the  
Mayor

Erick Cook

Dear Community Member,

It is an exciting time to be a part of the growth and development of our community. Our Insight.2010 Community Planning Committee, made up of many citizens, has done an excellent job putting together a plan which will meet the needs of our community for many years to come.

The critical job now will be to ensure that the plan, as identified, is implemented by the appropriate personnel following the action plans established. As this process moves forward, we will continue to keep you informed, ask for your assistance, and seek open and effective communications.

We are proud of the City of Fairfield and are keenly aware of how important it is to plan for the future. Again, I commend those individuals who assisted in the development of the plan and ask for your continued guidance and support as we move through the process.

Sincerely,

Erick L. Cook, Ed.D.  
Mayor

CITY LEADERSHIP

FROM THE MAYOR



Dear Resident,

More than a year ago, the Fairfield City Council charged a representative and diverse group of citizens with the task of formulating recommendations for the future of our City. These dedicated volunteers formulated 45 recommendations for improvement, which are contained in a report entitled *INSIGHT.2010, Creating Fairfield's Future*.

This booklet summarizes the essence of the work of the citizen's committee. Seven key elements of community life frame the 45 recommendations. Several of the ideas are achievable quickly; some at minimal or no cost. Others will require additional review and future funding decisions based upon the overall prioritization of City resources. However, all of the recommendations share the goal of helping to chart a collective vision for enhancing Fairfield's Quality of Life.

On behalf of the City Administration, I thank the Insight.2010 Community Steering Committee and the many citizens who participated in the community visioning process. This Community Plan promises to serve as a vital catalyst to assure that Fairfield retains its progressive and innovative reputation as a "Community of Choice".

Sincerely,

Arthur E. Pizzano  
City Manager

## Community Steering Committee

### Executive Committee

Bessie Goldschmidt  
Chris Kendall  
Trevor Phillips  
Joyce Sampsel

### Community Steering Committee

Mike Aiken  
Robin Ayteo  
Jeff Barger  
Louise Burns  
Dave Clinton  
Pat Davis

Kathy DeAngelo  
John Fischer  
Paul Flood  
Rev. Dave Hargrave  
Dale Kelly  
Mark Koeninger  
Nancy Miller  
John Pennell  
Bob Poteete, DC  
Buck Rumpke  
Deby Sage  
Maggie Simpson  
Josh Scholl  
Nancy Wenning  
Jill White  
Fern Wineberg



## Areas of Strategic Focus

### Community Development & Redevelopment

Create opportunities to encourage optimal use of existing residential land and redevelopment of existing houses/multi-family units and businesses.

### Economic Development

Develop opportunities that encourage growth of existing businesses and attraction of new businesses that meet the needs of our community and enhance our financial stability.

### Education

Cooperate with Fairfield City Schools, area corporations, public and private universities and technical schools to secure life-long educational opportunities for all ages.

### Health & Safety

Explore ways of constantly improving our natural environment, safety of our citizens and visitors, and health care opportunities within our community.

### Recreation & Culture

Develop and maintain a variety of recreational and cultural opportunities that serve our diverse population.

### Regionalism

Intensify our participation in regional activities that will benefit our community and our region.

### Transportation

Improve all ways of enhancing access within our community and access within our region.

## Vision

**Fairfield, the Model of Excellence:  
Building a Better Future for All**

## Mission

**The Mission of the City of Fairfield is to provide opportunities for all to experience an exceptional quality of life in a safe, well-balanced, and attractive environment by creating progressive partnerships to build our future.**

## Values

**Fairfield believes in...**

- Preserving our city's heritage and promoting civic pride.
- An engaging community promoting cultural, spiritual and economic opportunity for all citizens within a safe, nurturing environment.
- Promoting and encouraging diversity, involved citizens, quality education with high standards, and the superior performance of its civil servants.
- A community of open communications, with effective representatives, leaders, and citizens who together proactively address the needs and concerns of the community.
- Fostering regional governmental partnerships and nurturing relationships with neighboring communities.
- Encouraging active economic development to retain, expand and develop businesses which reflect community values, promote fiscal stability and contribute to a vibrant economic environment.

OVERVIEW

PRINCIPLES

## Community Development & Redevelopment Recommendations

**Strategy:** Create opportunities to encourage optimal use of existing residential land and redevelopment of existing houses/multi-family units and businesses.

- Explore the creation of incentives which facilitate development tied to the Morris and Burer properties, Lick Road, and available property in the south west John Gray Road corridor.
- Explore the creation of new zoning standards that provide flexibility to developers to design mixed-use, owner-occupied communities.
- Study the potential for annexation of existing land to the west of city for development.
- Declare Urban Renewal Districts of specific multi-family areas that need major improvements with the goal to promote higher property values.
- Create incentive programs for rehab of existing single-family homes.
- Create programs to educate property owners and renters of the BOCA Existing Structures code for maintenance and repair of residential and commercial property.
- Implement the Route 4 Corridor Study in a phased approach.
- Produce and implement a feasibility and traffic impact study to determine the most viable east/west corridor for our community.



- Designate the old Kroger area as a potential PUD district that shall provide a mixed-use retail, residential and municipal town center that is directly linked to the Village Green via pedestrian access and design standards.
- Designate the Patterson Boulevard area as a potential PUD district that shall provide a mixed-use retail and residential area that is directly linked to the Village Green via pedestrian access and design standards.
- Expand the Town Center Design District concept to the area of Rt. 4, Symmes Road, Pleasant Avenue and the proposed Patterson Avenue redevelopment.

## Community Development & Redevelopment Action Team

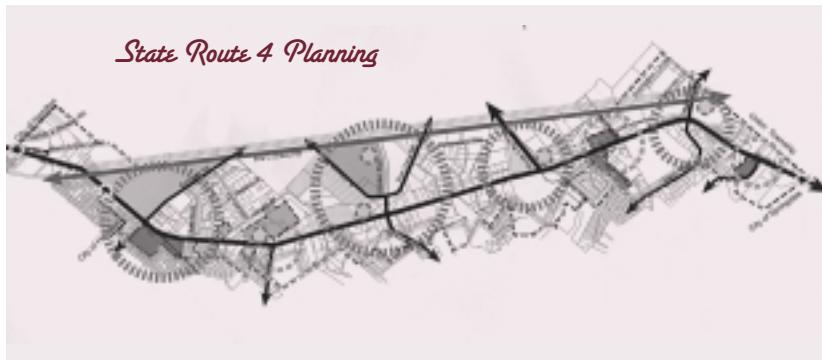
**Co-Chairs**  
 Tim Bachman  
 Mark Koeninger  
 Trevor Phillips

**Members**  
 John Bachschneider  
 Tim Bayer  
 Mike Dickey  
 John Fischer  
 Carol Kell  
 Michael Steward  
 Larry Williams

## Economic Development Recommendations

**Strategy:** Develop opportunities that encourage growth of existing businesses and attraction of new businesses that meet the needs of our community and enhance our financial stability.

- Support the hiring of a full time economic development professional.
- The Office of Economic Development will design presentations for the marketing of new business to Fairfield.
- The four quadrants that meet at the intersection of Pleasant and Nilles Roads (and Patterson Blvd.) should be studied for economic development including but not limited to light retail, specialty shops, restaurants, and pleasant and safe



- access to those businesses with walking areas.
- The Economic Development Office should investigate opportunities to attract new businesses.
- The Economic Development Office, along with the Fairfield Chamber of Commerce and other entities, should educate existing and potential businesses in Fairfield about available funds through the Ohio Department of Development.
- The Economic Development Office should research existing surveys relative to business relocation factors specific to the Fairfield area and develop strategies based on these findings.
- The Economic Development Action Team fully supports the Route 4 Corridor Study and the city's phased approach to implementing recommendations.

### Economic Development Action Team

Co-Chairs  
Erin Donovan  
Chris Kendall

Members  
Dave Crouch  
Don Keck  
George Kell  
Jerry Keller  
Eileen Meeker  
Nancy Miller  
Mike Niemeyer  
Jeff Piatt  
Gwen Ritchie



## Educational Recommendations

**Strategy:** Cooperate with Fairfield City Schools, area corporations, public and private universities and technical schools to secure life-long educational opportunities for all ages.

- Encourage the creation of an Educational Advisory Council, comprised of, but not limited to parents, representatives from business, higher and vocational education, and community members, to foster a collaboration with all area educational institutions.
- Support the creation of the Fairfield Partners in



Excellence Program to link the City of Fairfield, Fairfield Chamber of Commerce, community and senior citizen groups, and businesses with career education in Fairfield educational institutions.

- The City will partner with area educational institutions, corporations, Chamber of Commerce to

survey the community for an assessment of educational/instructional opportunities and needs.

## Education Action Team

### Co-Chairs

Megan Graham  
Nancy Wenning

### Members

Bonnie Fitzharris  
Mary Beth Grant  
Keith Harring  
Mary Hopton  
Jim Niehard  
Kris Roselle  
Maggie Simpson  
Terry White

## Health & Safety Recommendations

**Strategy:** Explore ways of constantly improving our natural environment, safety of our citizens and visitors, and health care opportunities within our community.

- Increase public awareness of the city of Fairfield's disaster plan already in place via the city's newsletter, the city's website, and other outlets.
- Provide an annual herbicide and pesticide disposal clean-up drive to be handled through the Fire/Police department, Butler Co. Solid Waste District.
- Raise public awareness of existing mental health care and chemical dependency treatment programs in Fairfield & surrounding communities.
- Appoint an Interdisciplinary Task Force to research the



current mental health substance abuse treatment programs available to Fairfield residents, specifically those geared toward adolescents; assess and



*Opening of Station 1*

determine the potential need for increasing these programs; assess and determine the need for an adolescent psychiatric unit.

- Request the Butler County Board of Health provide quarterly/semi-annual/annual reports to the Fairfield City Council Health & Safety Committee.
- Explore ways to develop communication with area hospitals and health care

facilities, specifically in the areas of expansion, development and employment needs.

- **Hazard Recognition Campaign:** The City of Fairfield, along with HAZMAT, develop a program for public awareness of chemical, environmental and biological hazards.

## Health & Safety Action Team

**Co-Chairs**  
Bob Poteete  
Jill White

**Members**  
Mike Aiken  
Don Bennett  
Howard Dirksen  
Mary Ann Gorman  
Cecelia Meyer  
Sterling Uhler

# Recreations / Cultural Arts Recommendations

**Strategy:** Develop and maintain a variety of recreational and cultural opportunities that serve our diverse population.

- The development of a Community/Cultural Center at Village Green as proposed by the original study.
- Study the feasibility of the old library (after Parks & Recreation Department moves to Cultural Center) becoming an historical museum.

- Explore the construction of a footbridge across Pleasant Run Creek at Symmes Cemetery site that would connect to the trail leading to the cemetery.
- Increase bike/hike paths throughout the city.
- Study the feasibility to develop a waterbased recreational venue to include the future use of the Martin-Marietta property and create access along the Great Miami River for recreational purposes.
- Continue working toward developing venues for increasing tourism, including an historical outdoor drama for Fairfield.



*Dedication of Veterans Memorial Park*

## Recreation/ Cultural Arts Action Team

### Co-Chair

- Jim Bell
- Pat Davis
- Deby Sage

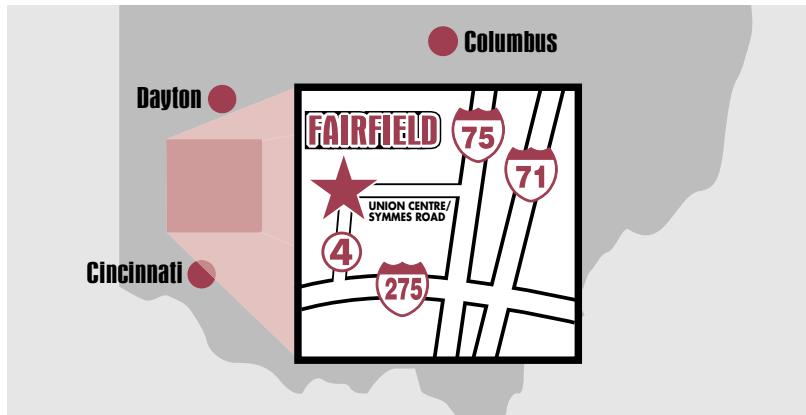
### Members

- Maureen Cook
- Kathy DeAngelo
- Bessie Goldschmidt
- Vicky Greco
- Jordan Kessler
- Doug Schneider
- Marilyn Seither
- Ray Sullivan
- Sue Nitz
- Fern Wineberg

# Regionalism Recommendations

**Strategy:** Intensify our participation in regional activities that will benefit our community and our region.

- Support the continued participation of Fairfield in a Butler County Municipal League for the purpose of identifying critical regional issues and encourage a regional approach to maximizing the critical issues' positive impact on the region and individual communities.
- Create a new distinguishing identity for the City of Fairfield. This identity should embrace



- Insight.2010's Vision & Mission statements and our city's interconnect- edness with the Ohio- Kentucky-Indiana (OKI) region.
- Act as a catalyst to create opportunities for employees and employers in our region. Identify our labor market and required skills through partnerships with area Chambers of

- Commerce, local businesses, county & state institutions and educational institutions.
- Initiate a Community of Readers' campaign in our region promoting mutual understanding, intellectual growth, and community cooperation.

## Regionalism Action Team

Co-Chair:  
 Jeff Barger  
 Dave Hargrave  
 Dennis Stuckey

Members  
 Peg Collins  
 Erick Cook  
 Todd Fowler  
 Vicky Gudmundson  
 Wayne Gudmundson  
 Heather Wells

## Transportation Recommendations

**Strategy:** Improve ways of enhancing access within our community and access within our region.

- Work with appropriate agencies to widen By-pass 4 - S.R. 4 (south end - Fairfield) to S.R. 4 (north end - Township).  
Alternative recommendation: Add additional lanes from S.R. 4 (south in Fairfield) to S.R. 129.
- Produce and implement a feasibility and traffic impact study to determine the most viable east/west corridor for our community.
- Assist in coordination of widening of S.R. 127 ((Pleasant/Hamilton Avenues) by two lanes within the Hamilton County boundaries, between Hamilton County and OKI, to move the project forward.
- Construct bike paths for alternate modes of transportation and additional recreational access in the city and region.
- Work with the City of Hamilton to provide an alternate access into Joyce Park for vehicular traffic via a new roadway.
- Explore the widening of



Seward Road to three lanes, from Port Union Road to Tylersville Road.

- Encourage a regional study to determine the feasibility of a commuter train terminal at Union Center Boulevard/S.R. 747 based on the rail study prepared for OKI and MURPC by Parsons Brinkerhoff.

### Transportation Action Team

Co-Chair  
David Clinton  
David Hoffman

Members  
Martha Angelo  
Jerry Baird  
John Pennell  
Buck Rumpke  
Amy Terango