

**DEVELOPER FORUM SUMMARY REPORT**  
**WAR-63 PRIORITY PROJECT**  
**WARREN COUNTY, OHIO**



**WARREN COUNTY TRANSPORTATION IMPROVEMENT DISTRICT**  
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## **Introduction and Methods**

The Warren County Transportation Improvement District organized a Developer Forum, held the afternoon of April 25, 2019, following a morning program hosted by the Warren County Office of Economic Development and Port Authority. Developers interested in details about the WAR 63 Priority Project, and larger Warren County Heritage Area Transportation Plan and Program of Projects attended, including Miller-Valentine, Duke Realty and Bruns General Contracting.

The forum was designed to be an interactive facilitated discussion that would both inform the development community about the project, and in turn, inform the project development process as to what the development community considers important.

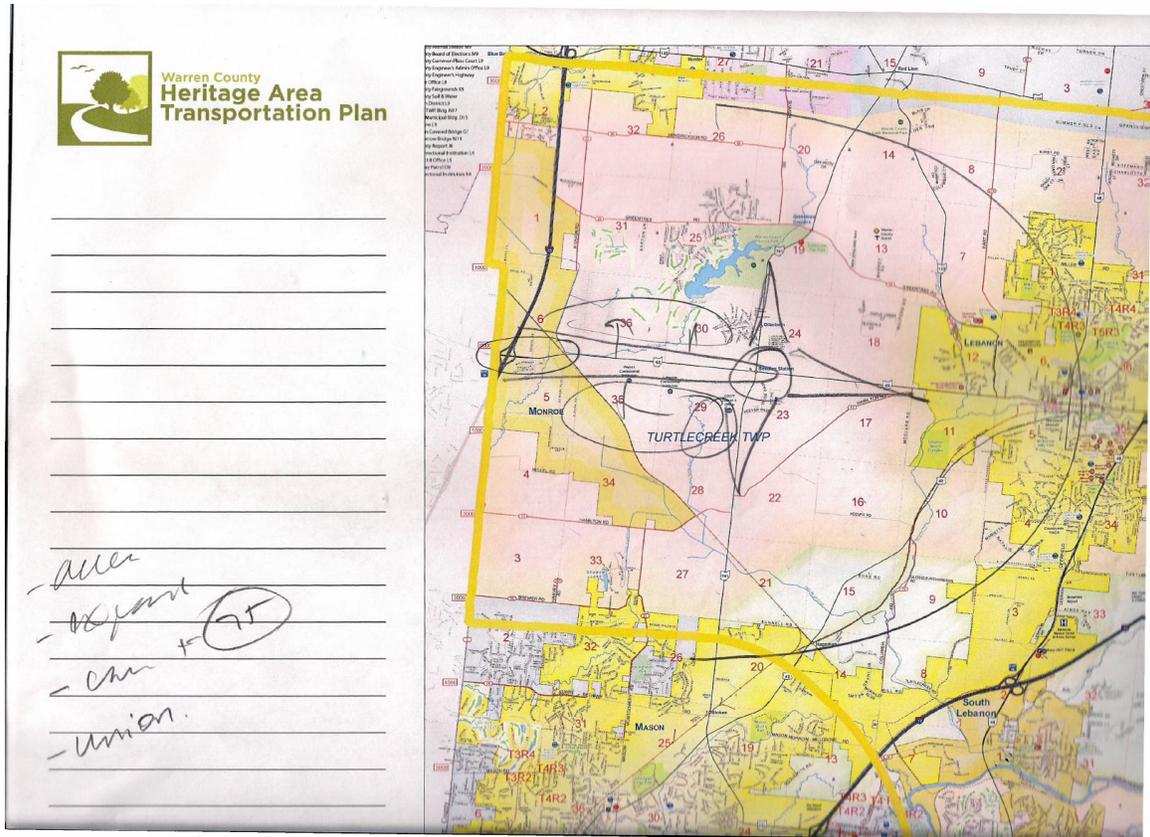
The development team provided a short project overview of both the WAR 63 Priority Project and the larger Warren County Heritage Area Plan; some of the information boards used are found in **Appendix A** to this report. This was followed by a facilitated discussion designed to elicit developer perspectives on the attractiveness of the parcels being opened up for development and market demand. This discussion was organized in a posed question and response format. Follow-up individual discussions were also held. Project mapping and mark-ups paper prints were available for illustration of ideas and issues in discussion (see **Figure 1** on Page 3).

## **Discussion Topics and Responses**

Question: *Any general questions about the project before we delve into specifics?*

Responses (and answers):

- Is access management part of the plan? Yes, the right of way will be acquired as limited access with controlled access at established points.
- What is the state of utilities? Water and Sewer are both needed. Water may be included with construction of roadway. Warren County is exploring expanding sewer west toward the county boarder. Distributed waste water treatment systems are also an option.
- Who has control of land? State of Ohio has taken legislative action authorizing Department of Administrative Services to sell off a good portion of the prison agricultural lands either by negotiating directly with a Public Entity (such as a Port Authority) or through a sealed bid auction process to private investors.
- How will the project be delivered? Through a design-build procurement process involving performance parameters and alternative technical concepts.
- Comment: Infrastructure and a transportation plan is key to how the development community views the market. Beyond highway expansion, this includes utilities and zoning. (Zoning is currently light industrial and commercial office.)



**FIGURE 1** – Mark up maps were used in some discussions at the April 25, 2019 developer forum

Question: *The available lands have a rolling terrain, is this a challenge for development?*

- Rolling terrain can be a plus aesthetically and is workable for large parcel “take downs” allowing materials balancing.
- It can be a problem for large buildings, but it is flat at the west end of the corridor where these would be built.

Question: *Is the presence of prisons in close proximity a detriment to development potential?*

- It is a consideration for residential, less so with commercial development. (The corridor is currently zoned light industrial and commercial.)
- “Prison labor is **not** frowned upon; the labor shortage is a real issue and is upon us.”

Question: *What do you estimate to be the timeline on take down and build-out?*

- Industrial components near I-75 will be built first with a 5-7-year horizon given stable economic conditions, in part due to logistics hub agglomerative benefits, location close to interstate, and plans on the part of ITE.

Question: *What is office campus and hospitality potential?*

- It is more difficult to make money with office building development, but there are pockets of demand.
- “Could be 8-10-years for campus-type development to occur, and you really need the support of a Comprehensive Master Plan to achieve this outcome.” (This area was the subject of an area plan that was incorporated in the County’s Comprehensive plan.
- “Is there a chance that addition prison land could be vacated in the near future?” (No, highly unlikely, but the Department of Corrections has indicated that it is willing to donate or exchange right of way for future widening.)
- Hospitality industry will be middle range (e.g. Hilton Garden Inn) and support entertainment destination economy (Racino, Zoo expansion, Sports Park).

Question: *Can you provide some examples of roadway designs that result in the best development outcomes?*

- Concerns expressed about ability to maintain traffic flow, efficient traffic signals, effective access control, and maintaining long-term setbacks (all desired, and mandatory for maximum development value).
- Design should be familiar to drivers, provide adequate intersection spacing, and avoid continuous flow intersections and other confusing configurations.
- Avoid visual clutter and distraction, provide clear wayfinding.

- “Look to Orland FL as an example. All of their Key development corridor arterials have visible wide set-back and preserved right of way for future expansion; this helps drive more valuable investment.”
- Set-backs and preservation of ROW is important - investors have to trust that development will not erode capacity.
- Important to not let “out-lot” development pressure erode overall potential.

Question: *How important is the location?*

- “Looking north and south along the I-75 corridor, there are not a lot of new development sites with large blocks of land available between Cincinnati and Dayton; this is pretty much it. So, I would expect a lot of interest from the development community.”
- It is a “known” interchange. Union Road extensions to provide a north-south service road to link adjacent interchanges are strategically important and should be a high priority. (This project is included in the *Warren County Heritage Area Transportation Plan and Program of Projects*).

Question: *What role does technology play and what is its value to the development community?*

- Overall, technology is a plus, implementation of opportunities for truck “platooning” are attractive, especially in a logistics hub area, as is fully-laden truck priority at intersections.
- Aware of Columbus, OH grant for smart roads, interested in smart intersections aiding truck efficiencies and volume management; also interested in special purpose lanes.
- “These are definitely happening and may be something you can pull into the SR63 corridor.”

Follow-up one-on-one conversations:

- One follow-up conversation confirmed the importance of:
  1. Access Control;
  2. Ability (and plan) to expand when necessary;
  3. Protecting connection to I-75;
  4. Developing Union Road as parallel service road;
  5. Larger Heritage Area Plan in incorporating eastern portion of study area to best serve access needs of the Cities of Lebanon and Mason, as well as townships.
- A second follow-up conversation discussed the success of the Rickenbacker Logistics Hub in Columbus and the strategic importance of the hub developing independently at the WAR 63 interchange.

## **Findings**

Key emphasis areas identified by the development community:

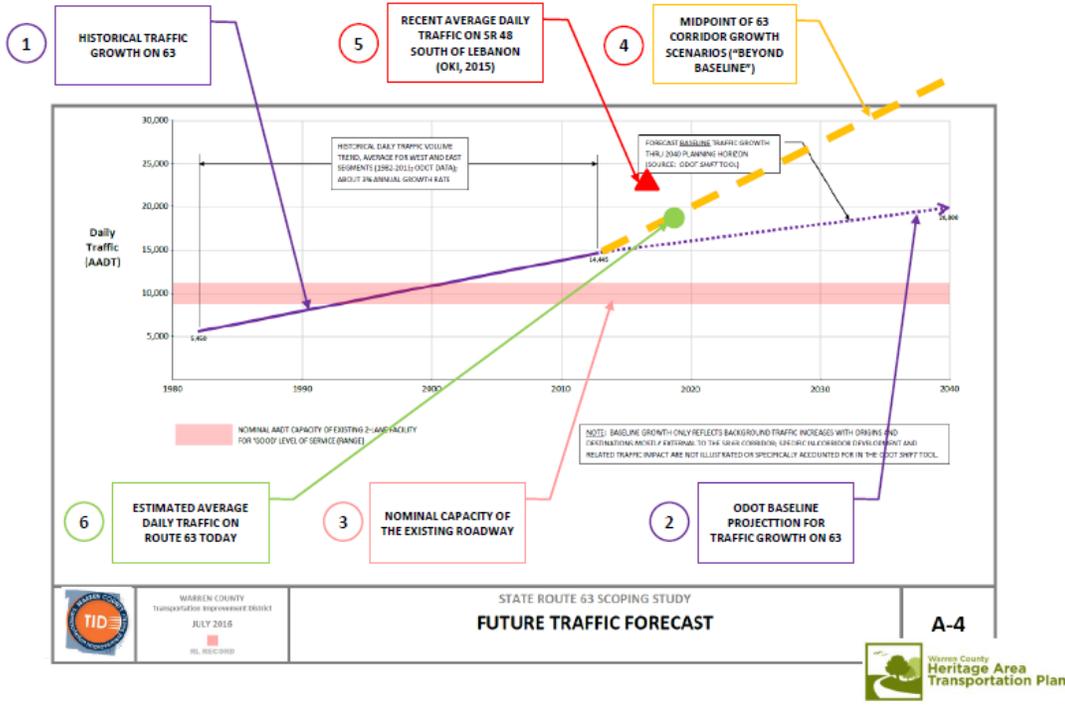
- ✓ WAR 63 is a strategically important corridor serving one of the few remaining “large area parcel” land areas remaining between the Cincinnati and Dayton metropolitan areas.
- ✓ Necessary to have a solid plan for future capacity (and right-of-way) needs on WAR 63 between I 75 and SR 741 beyond the initial “minimum build” solution. It needs to be “locked down and communicated” and “made visible” in corridor (Orland FL example). [In follow up to this strongly confirmed opinion from the development community, the project team revisited future development and traffic growth scenarios to assess ranges of capacity demands on the WAR-63 Priority Project corridor –see **Appendix B** to this report].
- ✓ Critical to consider long-term traffic growth now.
- ✓ Need to protect efficiency of connection to I 75, and provide options (Union Road connector)
- ✓ Avoid “out-lots”, it is important to “see” wider ROW and establish confidence in a sustainable corridor.

## **Elements of Purpose and Need Confirmed by Development Community**

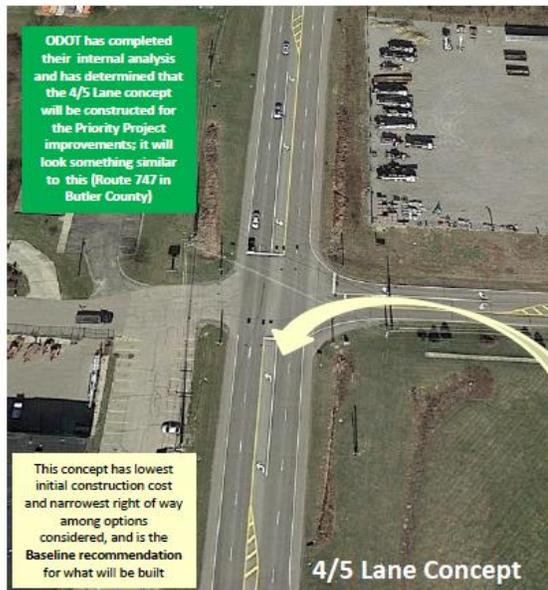
- Reliable, safe facility for mix of travel demands – roadway will serve many different uses and will need to be seen as safe and dependable for all.
- Good visibility and aesthetics – the roadway design should avoid visual clutter.
- Technologies – can attract additional agglomerative industries.
- Flexible design for future capacity and growth – important that the roadway be easily expandable to maintain flow, efficiency and access. This needs to be communicated to the development world by assuring future access now.
- Access point control and setbacks – critical for how developers perceive opportunity.
- Linkages to workforce – of greater importance than ever.

## **APPENDIX A – DISPLAY BOARDS**

# What Traffic and Growth Changes?



# What Will the Project Look Like?



ODOT has completed their internal analysis and has determined that the 4/5 Lane concept will be constructed for the Priority Project improvements; it will look something similar to this (Route 747 in Butler County)

This concept has lowest initial construction cost and narrowest right of way among options considered, and is the Baseline recommendation for what will be built

- Also being evaluated to support the County's BUILD federal funding request as possible Best Value project refinements:
- Lane addition in a future year
  - Costs associated with delays during construction
  - Safety enhancements
  - Other value enhancements
  - Life cycle costs
  - Benefit-to-cost ratios

The best chance for success in BUILD funding comes with creative solutions.

The Baseline 4/5 Lane project will have 4 through lanes, one or two center turn lanes where needed, and defined access points for efficiency and safety. In some locations, there will be no center turn or painted median lane, just 4 through traffic lanes. All locations will have a full 8-foot wide paved shoulder.

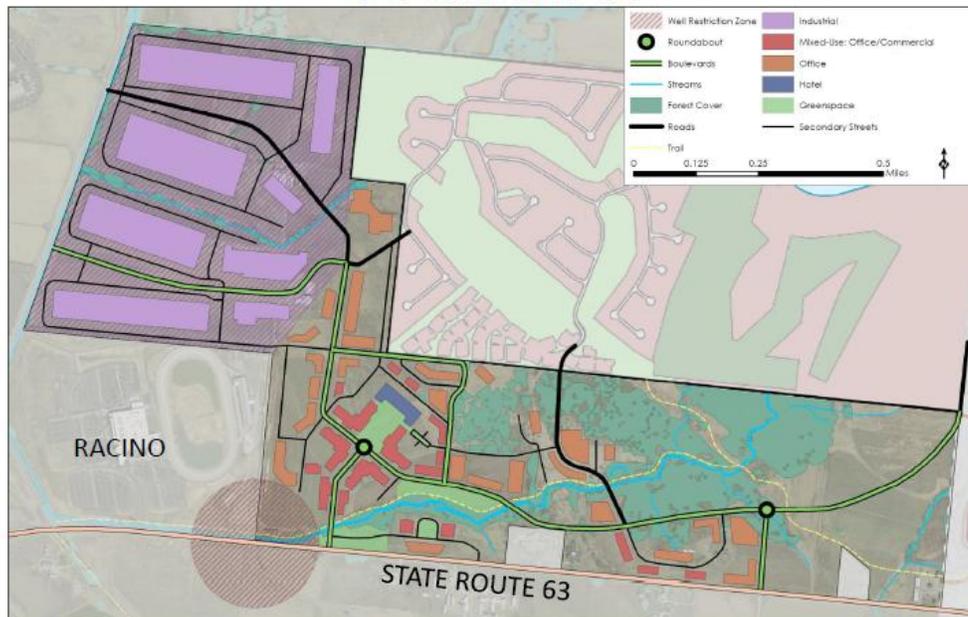


## How Will Economic Development Be Facilitated?

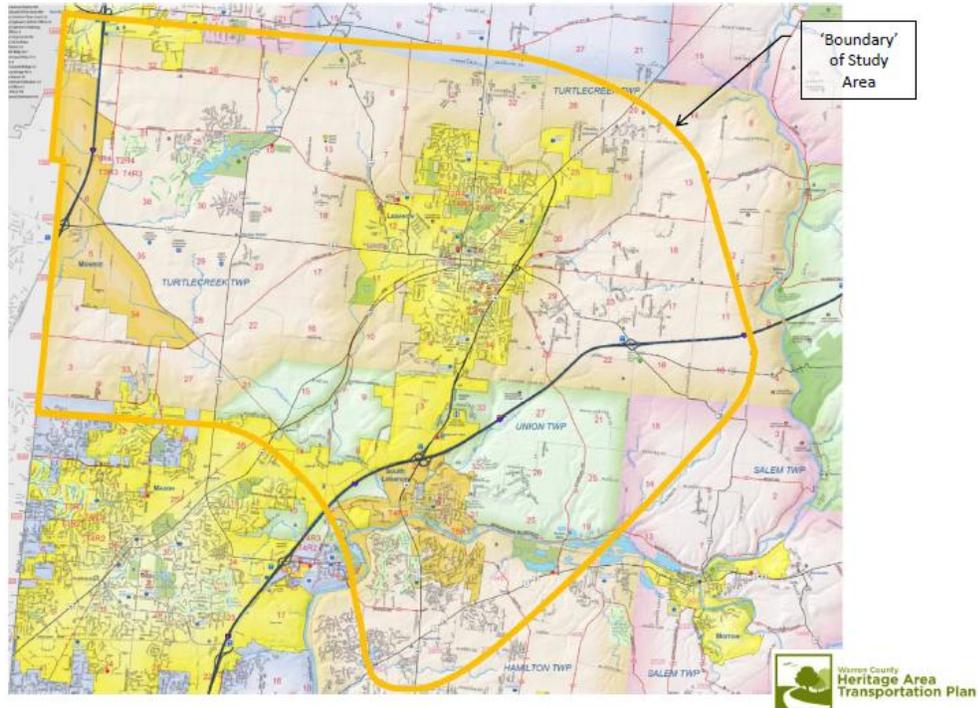
- Reliable, safe facility for mix of travel demand
- Good visibility and aesthetics; technologies
- Flexible design for future capacity and growth
- Access point control and setbacks
- Sound linkage to workforce and amenities
- “Painting a picture and setting the table”



## How Will Economic Development Be Facilitated?



## The Heritage Area Transportation Plan



## Why is the TID leading this project?

- Best outcomes are defined locally
- Best opportunity to expedite and take advantage of possible Federal funding support
- Best for framing economic investment outcomes important to the County's future

The TID is collaborating with ODOT and the County's citizens and stakeholders for best value and path to implementation



## **APPENDIX B – DEVELOPMENT AND GROWTH SCENARIOS**

**TABLE A – DEVELOPMENT GROSS FLOOR AREA (TOTAL SQUARE FEET) BY LAND USE/BUILDING TYPE, AND ESTIMATED INITIAL INVESTMENT VALUE BASED ON BUILDING CONSTRUCTION COSTS ONLY**

DEVELOPED LAND USE (PER SITE PLAN) <sup>1</sup>	TOTAL GFA <sup>2</sup>	TOTAL BLDGS	AGGREGATE APPROXIMATE CONSTRUCTION COST PER SF – BUILDINGS ONLY (2019 DOLLARS) (DATA SOURCE)	ESTIMATED INITIAL INVESTMENT VALUE: EXTENDED TOTAL INITIAL CONSTRUCTION COST, ALL BUILDINGS BY TYPE (BUILDINGS ONLY <sup>3</sup> ; 2019 DOLLARS)	REMARKS
INDUSTRIAL	2,874,000 SF	8	\$120/SF (GlobeSt.com)	\$ 344,880,000.00	ASSUMES 50% ITE 'LIGHT INDUSTRIAL', 50% ITE 'DISTRIBUTION CENTER'
MIXED USE OFFICE/ COMMERCIAL	525,000 SF	18	\$200/SF (GlobeSt.com)	\$ 105,000,000.00	ASSUMES 3-STORY BLDG; FLR 1 OFFICE/COMMERCIAL; FLRS 2 & 3 CONDO/APARTMENT DWELLING
OFFICE	1,047,000 SF	25	\$200/SF (GlobeSt.com)	\$ 209,400,000.00	ASSUMES 2-STORY 'MASON TYPE' TYPICAL
HOTEL	75,000 SF	1	\$220/SF (Statista.com)	\$ 16,500,000.00	ASSUMES 5 STORY BLDG, HILTON GARDEN INN OR HAMPTON SUITES TYPICAL; ASSUME 250 ROOMS
<b>TOTAL</b>	<b>4,521,000 SF</b>	<b>52</b>	--	<b>\$675,780,000.00</b>	EQUATES TO \$1,196,071 PER GROSS SITE ACRE <sup>4</sup>

<sup>1</sup> Site plan already accounts for net area in layout (roads, setbacks, greenspace, parking, etc)

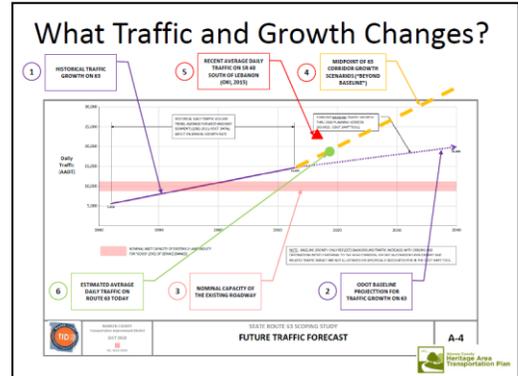
<sup>2</sup> Calculated per measured building footprint on Site Plan and accounting for number of floors per Remarks column.

<sup>3</sup> Excludes roads and infrastructure, site amenities; building only

<sup>4</sup> \$ 675,780,000 total all buildings, all types/565 acres gross = \$1,196,071 per acre

## FUTURE TRAFFIC GROWTH TRAJECTORY – SNAPSHOT ASSESSMENT

We had previously assessed “what if” growth scenarios and had established a mid-point trajectory line for future traffic on the WAR-63 Priority Project west segment (orange dashed line on our well-traveled traffic board). This indicated an expected Year 2040 traffic volume in neighborhood of 35,000 vpd might be realized under a reasonable internal corridor and travelshed growth scenario. Actual traffic since that work-up has been tracking very well (green dot).



Based on more recent work-ups by the Warren County Regional Planning Commission, perspectives from the development community and major landowners, updates on some new traffic generating nodes, and travelshed examinations undertaken as part of financial plan development, we have prepared an update “snapshot assessment” as a check of the “orange line” trajectory and outcome, summarized as follows:

ITEM	DESCRIPTION	DAILY VOLUME IN/OUT TOTAL TRIPS		EST % TO WAR 63 PRIORITY PROJECT SEGMENT	ASSUMED BUILD OUT YEAR TO MAX TRAFFIC
		TOTAL	TRUCKS		
1	DEVELOPMENT OF PRISON LANDS NORTH PARCELS – 565 AC TOTAL, PER WCRPC <sup>1</sup>	33,499	752	100%	2040
2	DEVELOPMENT OF PRISON LANDS SOUTH PARCELS – 216 AC TOTAL, TRIPS PER #1 <sup>2</sup>	12,809	287	70%	2040
3	OTTERBEIN DELAYED BUILD – 1,400 AC <sup>3</sup>	55,446	[50]	40%	2060
4	SPORTS PARK -120 AC <sup>4</sup>	3,536	[5]	25%	2025
5	CINCINNATI ZOO ADVENTURE PARK – 650 AC <sup>5</sup>	[700]	[5]	50%	2025
6	MASON 2 TECH SITES – 750 AC TOTAL <sup>6</sup>	22,500	225	40%	2040
7	REMAINDER OF TIER 1 TRAVELSHED – 401 AC (ORANGE AREA), ADJUSTED DOWNWARD <sup>7</sup>	4,752	106	50%	2060
8	REMAINDER OF TIER 2 TRAVELSHED – 5,040 AC (PURPLE LINE), ADJUSTED DOWNWARD <sup>8</sup>	29,862	668	20%	2060
	TOTAL TRIPS GENERATED (IN/OUT)	163,104	2,098		

Based on a coarse directional assignment of total trips based on the above, including percentages in Column 5 and build out completion year in Column 6, the above traffic generation conditions would add about 46,600 vehicle per day as total ADT to the WAR-63 Priority Project segment in the Year 2040, over current traffic or “baseline” growth. If only 40% of the growth and traffic scheduled above actually occurs by 2040, a total ADT of not less than 38,000 vpd, including either current traffic or ODOT’s project baseline growth to 2040 (both about 20,000 vpd), should be anticipated as possible, generally consistent with the “orange line”.

<sup>1</sup> Trip compilation per WCRPC concept plan use type and GFA, ITE values (SHA Engineering, 5/19), with light industrial and warehouse uses adjusted downward from modern tech typical. Trip generation rate equates to 59.3 trips/ac/day total (in/out of site) for all uses, with 10% of total assigned as trucks for light industrial/warehouse only (minor truck volumes for other uses will occur but are ignored here as insignificant), equating to 1.33 truck trips/ac/day for development template.

<sup>2</sup> Same trip per acre per day production rates as for Item 1.

<sup>3</sup> Per Scoping Study analysis, but with delayed implementation of full build out until year 2060; 50 B/C trucks/day assumed at build out.

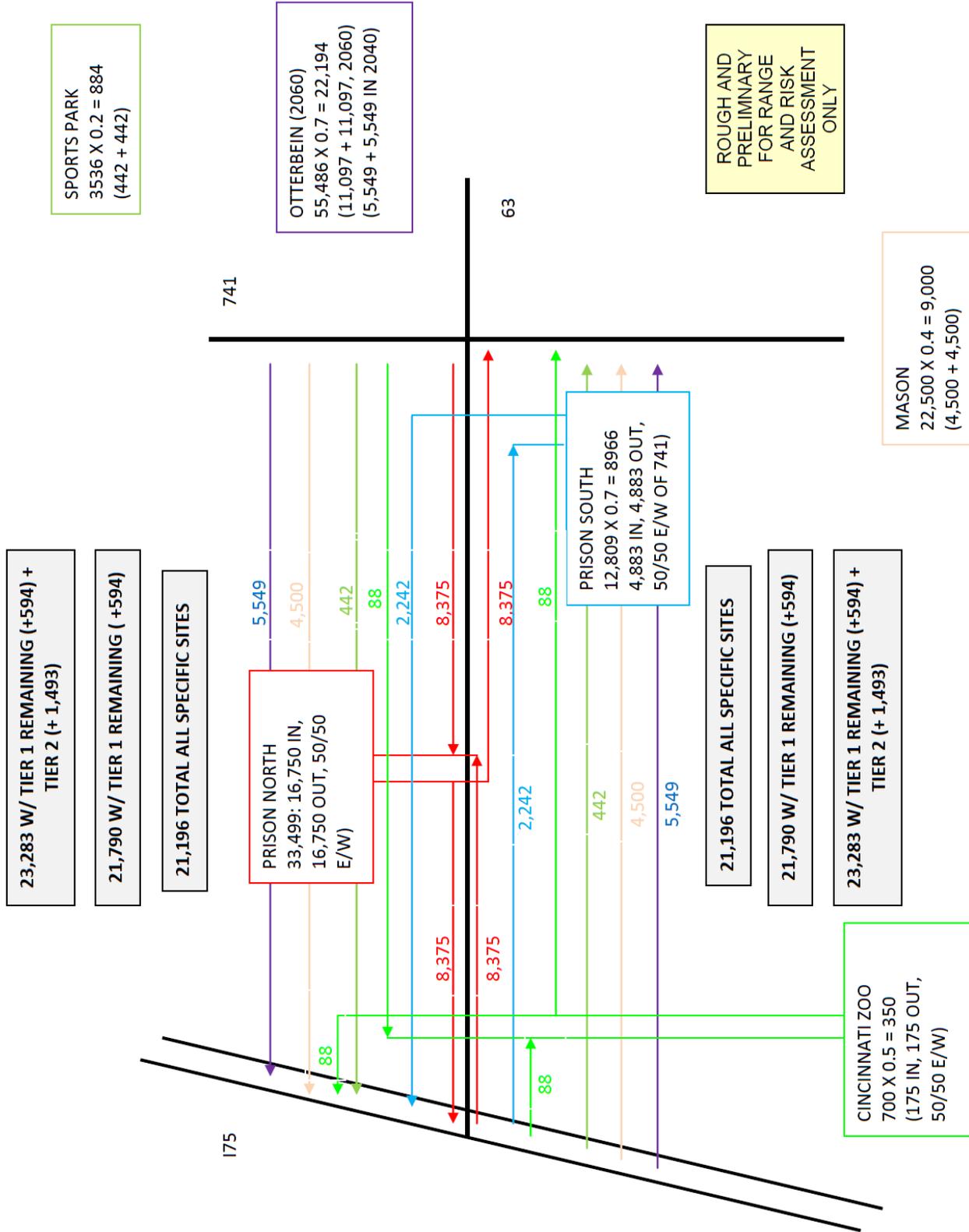
<sup>4</sup> Weekend max day traffic (per approved TIS, 2017) assigned here as conservative representation; 5 B/C service trucks per day assumed (not in TIS).

<sup>5</sup> General assumption of max day trips made in brackets; no reference information is available.

<sup>6</sup> Estimated at 30 trips/ac/d, including 10% trucks assumed

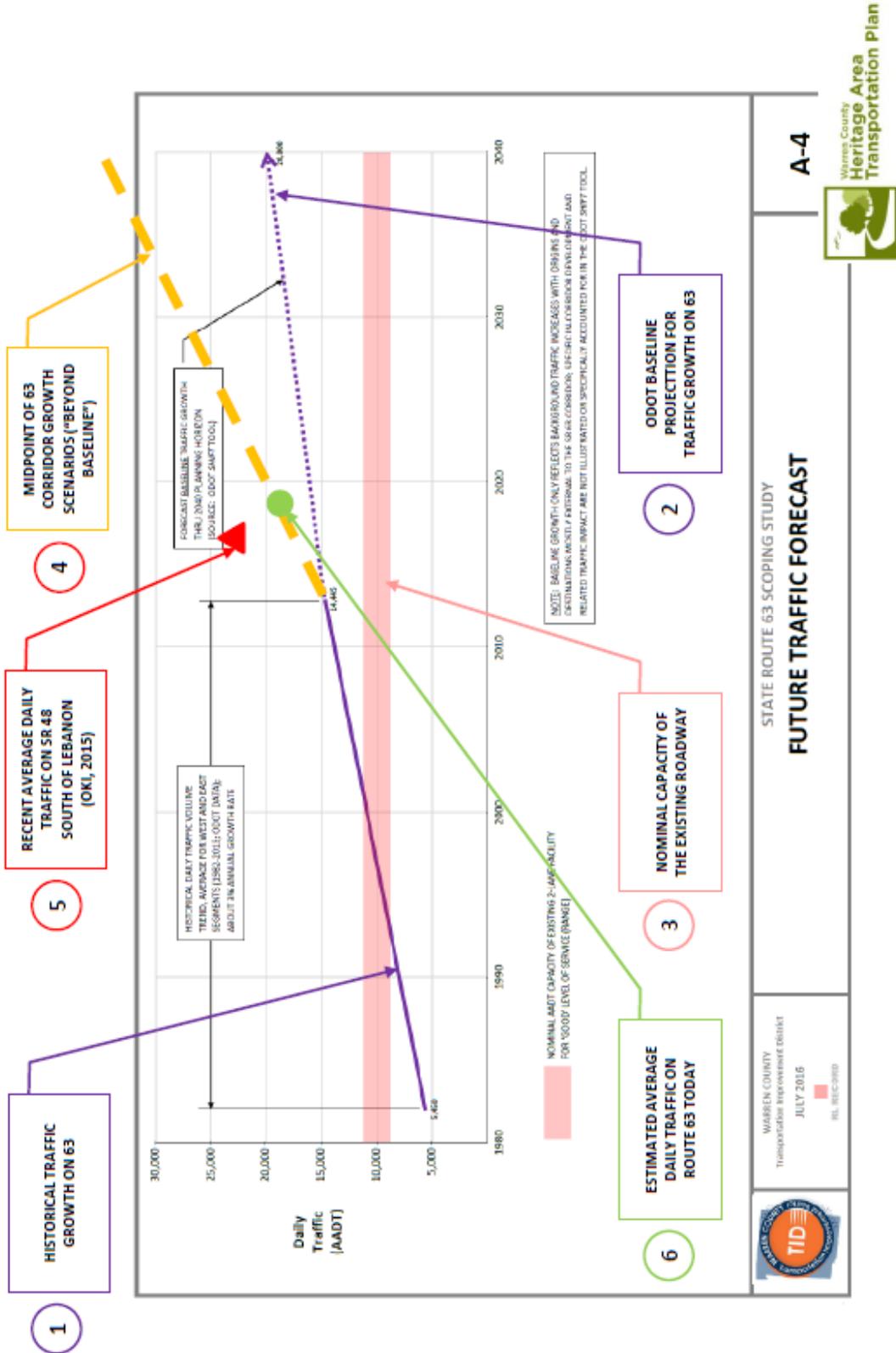
<sup>7</sup> Tier 1 “orange area” total remaining area 401 ac net (3,002 ac total ‘area that will change’ less 565 ac + 216 ac prison lands, less 1,400 ac Otterbein, less 120 ac Sports Park) at 23.7 trips/ac/d total (40% of prison lands rate), including 0.53 truck trips/ac/d (40% of prison lands rate), and assuming that only 50% of developable lands will be developed by 2060.

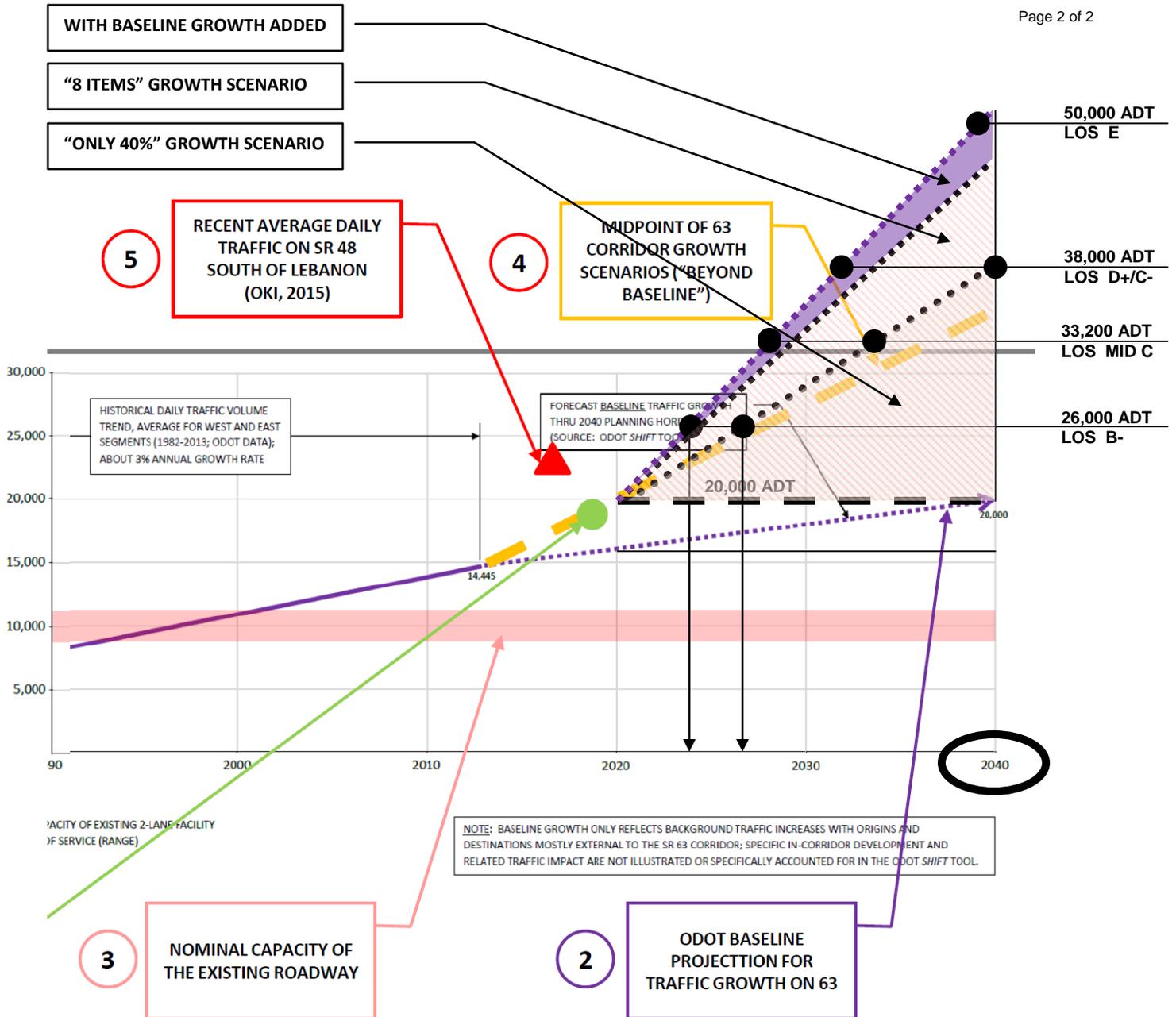
<sup>8</sup> Tier 2 “purple line” total remaining area 5,040 ac net (5,040 ac total ‘area that will change’ less no other lands) at 23.7 trips/ac/d total (40% of prison lands rate), including 0.53 truck trips/ac/d (40% of prison lands rate), and assuming that only 25% of developable lands will be developed by 2060.



FUTURE TRAFFIC GROWTH TRAJECTORY VS LOS AND RANGE/RISK

# What Traffic and Growth Changes?





- Rough assessment of relative LOS thresholds only for 4/5 lane configuration.
- Assumes essentially free-flow conditions; as demand, turbulence and delay come on line with major access points and control, timeline on LOS degradation will shorten over what is illustrated.
- A level of service that most motorists consider "good" (about LOS B-) will only persist 3-5 years after Opening Day, based on information we have.
- It is likely that 2 additional through-lanes (one each direction) will be required within the design life of the project for growth and demand conditions foreseen and underway to maintain safe and efficient travel in the corridor and effective access to the larger travelshed.