



## *West View Land Use Analysis*

Dayton, Ohio

*“This was a challenging project because we needed multiple analyses. Gem helped us to assess the area, and take a closer look at individual areas to help with the overall implementation.”*

*- Norman F. Essman, Director, Department of Economic Development*

**The Challenge:** The West View Study Area is an approximately 2-square mile area, located west of the Great Miami River and South of U.S. 35. Properties located in this mixed-use area are in various conditions. The City of Dayton was seeking a market-based land use plan, identifying not only the highest and best use of sub-areas within the study area, but any other locations that represented opportunities. The City also sought to identify sites, or neighborhoods, where the possibility of immediate impact projects could be identified.



**The Value of Experience:** The consultant, coupled with McKenna & Associates, applied its market-based perspective to locations within the plan area. A complete review of the area, from a "market-based highest and best use," perspective was undertaken. As a result, a series of "opportunity areas" were evaluated, and presented, along with recommendations for encouraging activity in these areas. These opportunity areas ranged from locations where immediate opportunities could be realized, to neighborhoods where programs could be developed to enhance and encourage the preservation of current uses.

**The Outcome:** The recommendations of the consultant have been heartily endorsed by Dayton City Commission. The analysis has been presented for public consideration, and is slated to become a component of the City's redevelopment strategy. As a result of the initial analysis, the City expanded the initial scope of this project, and the Project Team has identified several additional opportunity areas.

**Project Staff:** Douglas E. Harnish, MBA, was the team member from GPSS, charged with the market analyses of the various, defined, development opportunity areas as well as defining the magnitude of potential future markets. Mr. Harnish contributed the market analysis sections to the final report and provided input to the overall West View concept vision. This project won the Award for Contribution and Excellence for Comprehensive Planning, Large Jurisdiction, at the 2001, Ohio Planning Conference.

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