

A PLAN IN ACTION!

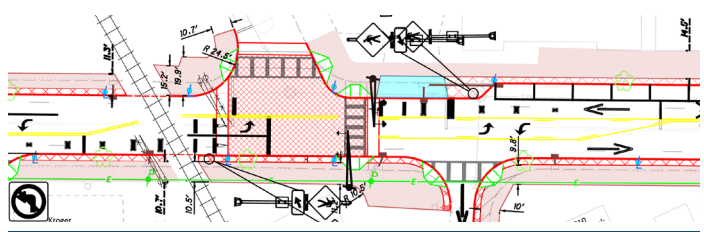
Completed in August of 2019, Madeira's first ever citywide Comprehensive Plan was developed through a year-long collaborative strategic visioning process with extensive public participation.

This high level of community engagement has resulted in an effective, actionable plan that the City is already working diligently to implement through multiple initiatives. Despite 2020 being a uniquely challenging year for collaboration, the City has made significant progress with nearly two-thirds of the plan strategies already underway. Early highlights include:

Zoning: City is underway with an update to the Zoning Code.



Parks & Rec: City awarded \$215,000 through the State of Ohio Capital Appropriations Bill for McDonald Commons Master Plan and construction.



Traffic Calming: City secured a grant to complete a traffic study along Miami Ave in Downtown that is now undergoing final approvals.

Business Districts

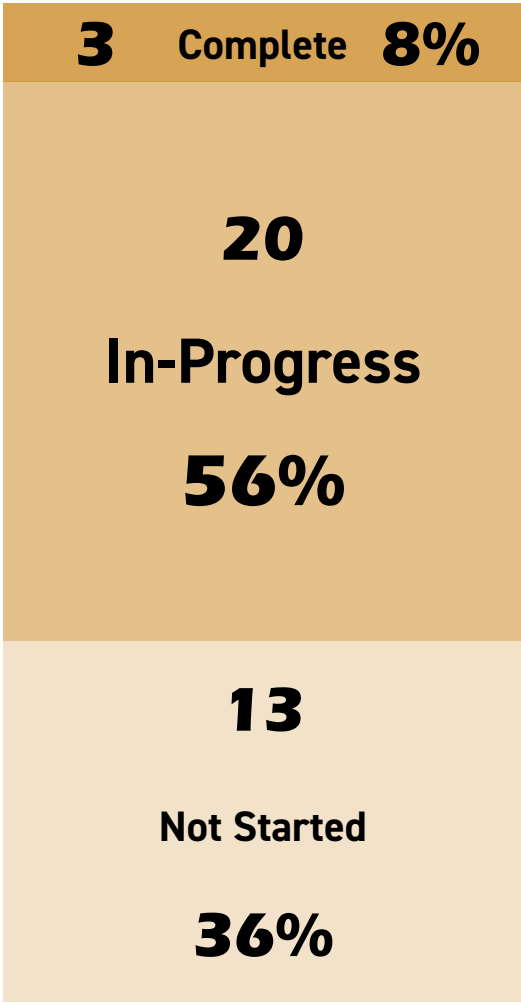
B1 - Business One - Downtown District - "Main Street Madeira"
This district will practically replace and collapse the former Main Street Core District and the Central Business District. To attract residential-minded commercial development and promote the pedestrian experience, parking standards will be relaxed altogether.

B2 - Business Two - Montgomery Road Enterprise District
Given the uniqueness of the area along Montgomery Road, the B2 District will focus on the commercial enterprises presently situated in that zone with an eye toward attracting more businesses. Parking plans will be a blend of traditional standards and a case by case approach.

B3 - Business Three - Makers, Retailers, & Auxiliary District
The B3 District collapses the former Business A and B and Manufacturing Districts. The focus will be on businesses that assemble or sell products, and professional office space.

*Note that same form of the Residential Scale Business Overlay District will remain as it was identified in the Comprehensive Plan as a helpful tool for transitioning from residential to commercial districts.

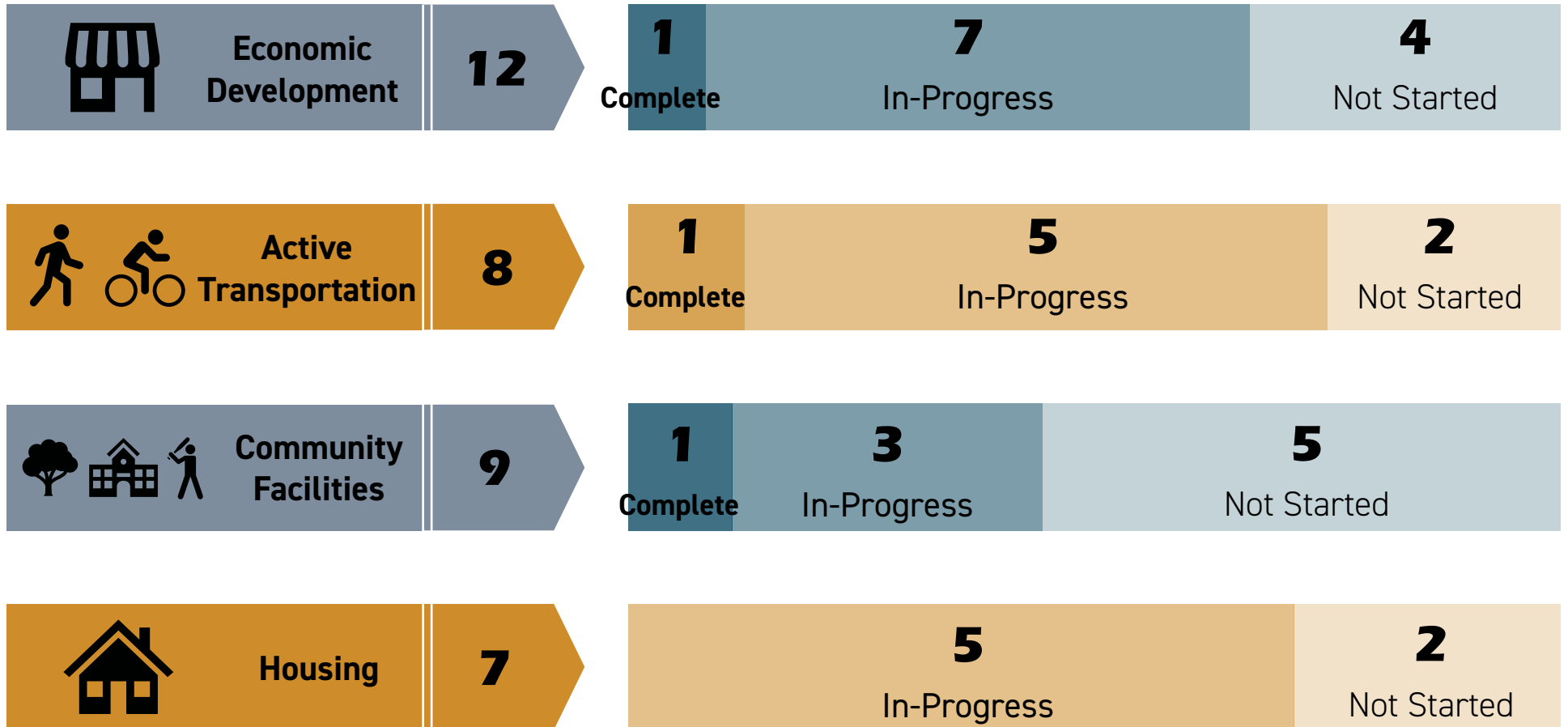
**IMPLEMENTATION STATUS BY STRATEGY:
ALL PLAN THEMES**



Plan Theme

**# of
Strategies**

Implementation Status by Plan Strategy





Plan Theme	Priority Rank	Strategy	Description	Focus Area	Project Type	2020 Progress
Economic Development	1	Community Improvement Corporation	Consider re-establishing a Community Improvement Corporation (CIC) to allow the City to acquire strategic parcels for land-banking and redevelopment	Citywide	Administrative / Legal	Complete (joined HCDC CIC)
Economic Development	2	Develop Community Brand	Develop a recognizable Community Brand and Identity that resonates with residents, businesses, and visitors.	Citywide	Public Relations	Not started
Economic Development	3	Non-Profit Community Foundation	Build local philanthropic support to create a non-profit foundation that provides support to worthy public realm enhancements.	Citywide	Public Relations	Not started
Economic Development	4	Shared Municipal Parking	Explore development of a public municipal parking lot or garage.	Downtown	Capital Improvement	In-progress - Zoning Update modernizing parking code to better utilize of existing spaces
Economic Development	5	Smart Cities Technology	Integrate emerging Smart Cities technologies, such as Electric Vehicle (EV) charging stations, into commercial areas.	Commercial Districts	Capital Improvement	In-progress - Discussion started; Possible OEPA Level 3 EV grant
Economic Development	6	Modernize Parking Code	Update zoning code to allow for flexible parking standards and shared parking.	Downtown	Zoning	In-Progress with Zoning Update
Economic Development	7	Increase Density	Allow higher density zoning on Montgomery Rd	Montgomery Road	Zoning	In-progress with Zoning Update
Economic Development	8	Incentive Package	Work with HCDC and other regional development organizations to develop an incentive package to encourage desired development and leverage private investment. Develop a webpage on City's website to market the incentive package.	Citywide	Incentives	In-progress - Potential incentives through CIC; City website updated with dedicated ED page
Economic Development	9	Retain Existing Businesses	Work with Madeira Chamber of Commerce to formalize an ongoing Business Retention & Expansion program.	Citywide	Public Relations	Not started
Economic Development	10	Attract New Businesses	Identify and engage corporate leaders living in Madeira and connect with them to see what it would take to encourage them to locate operations here.	Citywide	Public Relations	Not started
Economic Development	11	Promote Flex Office Space	Ensure zoning allows opportunities to provide "jobs of tomorrow" workspace - particularly flex-office space in Downtown.	Downtown	Zoning	In-progress with Zoning Update
Economic Development	12	Promote Adaptive Re-Use	Allow and encourage adaptive re-use of Camargo Road properties for tech uses such as the LifeFormations facility.	Camargo Road	Zoning	In-progress with Zoning Update

IMPLEMENTATION MONITORING



Plan Theme	Priority Rank	Strategy	Description	Focus Area	Project Type	2020 Progress
Active Transportation	1	Traffic Calming	Conduct a detailed traffic study along Miami Avenue in the business district to establish feasibility of traffic calming measures to pedestrianize the area and activate storefronts.	Downtown	Preliminary Engineering	Complete (pending final approvals)
Active Transportation	2	Traffic Calming / Streetscape	Based on study recommendations, pursue grant funding (e.g. OKI Transportation Alternatives Program) for eligible multimodal transportation enhancements such as curb extensions, decorative crosswalks, and pedestrian-scaled lighting.	Downtown	Capital Improvement	Not Started - 2021 Action Item
Active Transportation	3	Walkability	Pair priority sidewalk connection projects with roadway rehabilitation projects and outside grant funding assistance (e.g. Ohio Public Works Commission) to reduce City's out of pocket expenses.	Sidewalk Gaps (especially Euclid & Camargo)	Capital Improvement	In-Progress (Euclid Ave OPWC project; Galbraith/ Miami Roundabout sidewalk extensions)
Active Transportation	4	Walkability / Recreational Access	Approach key property owners about the possibility of voluntary easements for trail access.	Regional Trail south of McDonald Commons	Public Relations	Not started - Chamber of Commerce has volunteered to assist
Active Transportation	5	Traffic Calming	Enhance crosswalks through improved signage and pavement markings to safely facilitate pedestrian crossings across arterials at the locations where family usage is high.	Downtown / School Crossings	Capital Improvement	In-progress - Design addressed by Traffic Study; Galbraith/ Miami Roundabout crosswalks in development
Active Transportation	6	Traffic Calming / Streetscape	Enhance streetscape along Camargo Road between Miami Avenue and Euclid Avenue especially sidewalks, parking, and drive access.	Camargo Road	Capital Improvement	In-progress - applied for Camargo Rd OPWC funds
Active Transportation	7	Walkability / Recreational Access	Collaborate with regional partners (e.g. OKI) and neighboring communities (e.g. Indian Hill and Cincinnati) to develop a cohesive vision for a regional greenway connection to the Little Miami Scenic Trail.	Regional Trail	Public Relations	In-progress - conceptual alignments prepared - meet with potential partners in 2021)
Active Transportation	8	Traffic Calming / Streetscape	Create eastern gateway to business district at "The Point" intersection of Camargo Road and Euclid Avenue with decorative signage, landscaping and realigned intersection.	The Point Intersection	Capital Improvement	In-Progress - Design for intersection modifications authorized



Plan Theme	Priority Rank	Strategy	Description	Focus Area	Project Type	2020 Progress
Community Facilities	1	State Capital Budget Request	Advocate for State Capital Budget funds for central Civic Space improvements.	Downtown	Advocacy	Complete - awarded \$215,000 through State of Ohio Capital Appropriations bill for McDonald Commons Master Plan and construction
Community Facilities	2	Repurpose Railroad Avenue as Civic Space	Consider vacating and/or restricting Railroad Avenue to drive access (possibly during delivery hours) and repurpose as a Civic Space that integrates potential enhancements such as outdoor seating, outdoor games/activities, and event space for a relocated Farmers Market and/or food trucks.	Railroad Avenue	Capital Improvement	Not started
Community Facilities	3	Enhance Connection to McDonald Commons	Widen sidewalk and enhance the user experience along Dawson Road between the Business District and McDonald Commons to create a more inviting connection between businesses and the City's largest park.	Dawson Promenade	Capital Improvement	In-Progress - unsuccessful application to HCP+D; exploring other funding avenues
Community Facilities	4	Active Recreation	Enhance McDonald Commons by capitalizing on the potential City acquisition of parcels fronting Dawson Rd as the future culverting of the stream would create an additional 2 acres of park space which could be used for new recreational facilities.	McDonald Commons	Property Acquisition / Capital Improvement	In-Progress - property acquisition complete; RFP for Master Plan being developed
Community Facilities	5	Passive Recreation	Enhance Camargo Canyon Preserve as "Passive Recreation" space that allows residents a chance to enjoy a preserved, natural setting.	Camargo Canyon	Capital Improvement	Not started
Community Facilities	6	Ensure Major Developments include Civic Space	Require and/or incentivize catalytic Mixed-Use development projects in excess of a minimum size (i.e. acreage or square footage) to provide dedicated public space.	Downtown	Zoning / Incentives	In-progress - potential to address in Zoning Update
Community Facilities	7	Passive Recreation	Enhance the natural eastern portion of Sellman Park overlooking Sycamore Creek.	Sellman Park	Capital Improvement	Not started
Community Facilities	8	Passive Recreation	Provide a dedicated public right-of-way and/or easement to currently land-locked Camargo Canyon Preserve to enable public access to the site.	Camargo Canyon	Public Relations / Property Acquisition	Not started
Community Facilities	9	Passive Recreation	Install nature trail and interpretive trail in wooded area of McDonald Commons.	McDonald Commons	Capital Improvement	Not started



Plan Theme	Priority Rank	Strategy	Description	Focus Area	Project Type	2020 Progress
Housing	1	Amend Zoning in Residence B District	Consider zoning amendments to the Residence B district that encompasses the area with the highest tear-down pressure to create more consistent size/ scale of new builds	Residence B District	Zoning	Not started - On-hold with decrease in tear-down pressure
Housing	2	Transitional Residential Overlay Districts	Continue to utilize Downtown and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Transitional Residential Overlay Districts	Zoning	In-progress with Zoning Update
Housing	3	Incentivize Rehabilitation	Consider offering property tax abatements for residential rehabilitations to encourage investments in existing homes. The property tax abatement would not result in a decrease in property taxes currently paid, but rather an abatement on a portion of the improved value over a set number of years.	Single Family Residential	Incentive	In-progress - in discussion by Economic Development committee
Housing	4	Mixed-Use Residential in Downtown	Continue to utilize Downtown and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Downtown	Zoning	In-progress with Zoning Update
Housing	5	Leverage Potential Future Opportunities	Monitor future developments in Ohio's PACE Program, currently only available for commercial properties, to capitalize on potential residential applications.	All Residential	Monitoring/ Tracking	Not started - 2021 Action Item as R-PACE begins OH rollout w/Renovate America
Housing	6	Incentivize Green Building	If incentives are offered, consider performance measures for building materials/energy efficiency certifications that increase abatement levels by meeting quality thresholds.	Single Family Residential	Incentive	In-progress - in discussion by Economic Development committee
Housing	7	Aging in Place	Allow flexibility for aging family members to live with relatives in "mother-in-law" suites without compromising single-family residential atmosphere.	Single Family Residential	Zoning	In-progress - being considered with Zoning Update