

Meeting: City of Madeira Planning Commission
Date: March 18, 2019
Time: 7:00 PM
Location: City of Madeira - 7141 Miami Avenue, Madeira, Ohio 45243

Comprehensive Plan - Discussion Items

1. Draft Comprehensive Plan – initial feedback
2. Steering Committee #4 (3/14) Summary
3. Other Feedback
4. Prioritization of Plan Recommendations
5. Promotional Flyer – Energize the Community
6. Other Discussion

Comments Received to Date: *(Proposed Disposition in Italics)*

2/19/2019 from Doug Moorman via email:

1) Active transportation (page 3). I noted that any reference to Smart City initiatives was saved for end of the report. I suggest pulling this forward into the early discussion about active transportation. I prefer that modernizing infrastructure and planning for next generation transportation not seem to be an after-though or add-on at the end. As a comprehensive plan, I would hope to highlight that we are planning for those eventualities.

We will add a page in Main Street Core / Business District Discussion highlighting these Smart Cities technologies. OKI has recently added Technology as scoring factor in their applications for federal funding assistance so this should certainly be reinforced.

2) The report does not mention any names. I suggest adding names (Page 10) I would add the Planning Commission, Steering Committee, Work Group Liaisons, Work Group Members etc.. even if an appendix. I think we want to demonstrate and document that we convened a broad-based, diverse group of community members to lead and manage this effort.

Absolutely. We will work with the City to ensure all our citizen volunteers engaged in the Steering Committee and Working Groups, along with Administration, Council and Planning Commission are appropriately noted in an upfront "Acknowledgements" page.

3) This may be a term of art - buy you reference possible "Incentive Package" Opportunities (page 29). I recommend that we change this Incentive Offerings or Possible Incentive Offerings.

Agree. Offerings is more appropriate as any incentives would be potentially offered and negotiated on a case by case basis.

4) Road Diet (page 39). I suggest making note of some busy two-lane roads in the area with which people are familiar such as Montgomery Rd. through Montgomery as proof-points that fewer lanes can still be managed efficiently during high-volume traffic times.

Excellent point – will note accordingly. Montgomery Rd in Downtown Montgomery has a higher Average Daily Traffic (18,823) than Miami Avenue (15,811) in Madeira with only 2 lanes (4 lanes at rush hour).

March 14, 2019 - Steering Committee Comments – Madeira Comprehensive Plan

Overall Document Feedback

- Intro needs to explain the intended use of the document to the readers as well as explain the purpose of the chapters in more detail.
- A one-page executive summary should be produced and placed in the front of the plan document to easily summarize the main points of the plan to its readers.
 - o This could even be a flyer that is handed out to residents as part of a post-plan public involvement campaign
- Explain in more detail how the focus areas presented in this plan were created. Public Input? Steering Committee? Working Groups? Envision? A combination of both?
- The survey results charts presented in the plan need to label percentages and be scaled larger for improved readability.
- Report needs to include references to the City working with the Chamber of Commerce in the future to collaborate on plan recommendations.
- Have Tom Moeller draft a cover letter for the plan document to explain the vast amount of public input that was gathered during the plan.
- Add some quotes from residents during the public involvement process that speak to plan recommendations and reinforce goals.
- Create a one-page infographic that summarizes the public involvement process and input gathered.
- Add an implementation schedule to the plan that recommends a meeting schedule for both the planning commission/steering committee as well as public engagement to assess plan implementation as well as progress towards completing plan recommendations.
- Use the term “downtown” throughout the plan when describing the Central Business District.

Plan Focus Areas – General Comments

- Restate the goals for each focus area section at the beginning of the section so the reader understands the goals.
- Add implementation flow charts for priority recommendations so the City has an idea of the timeline and steps for how to implement the recommendation.
- ***Economic Development (CH 5)***
 - o Restate in the implementation matrix that “Montgomery Road’s future land use should allow for higher office/commercial density”.
 - o On Page 22 – double check the math on the municipal finance paragraph and consider rewording for clarity.
 - o Add 1-page “cheat sheets” for the economic development tools listed within this chapter to the appendix. The “cheat sheets” will briefly summarize each tool and how they can be used to implement recommendations.

- ***Active Transportation (CH 6)***

- On page 39 – regarding the proposed Miami Avenue Alternatives – soften the language from “Alternatives” to something broader (e.g. concept or ideas). The current language used sounds too final and misleads the reader into thinking these ideas have been studied in detail.

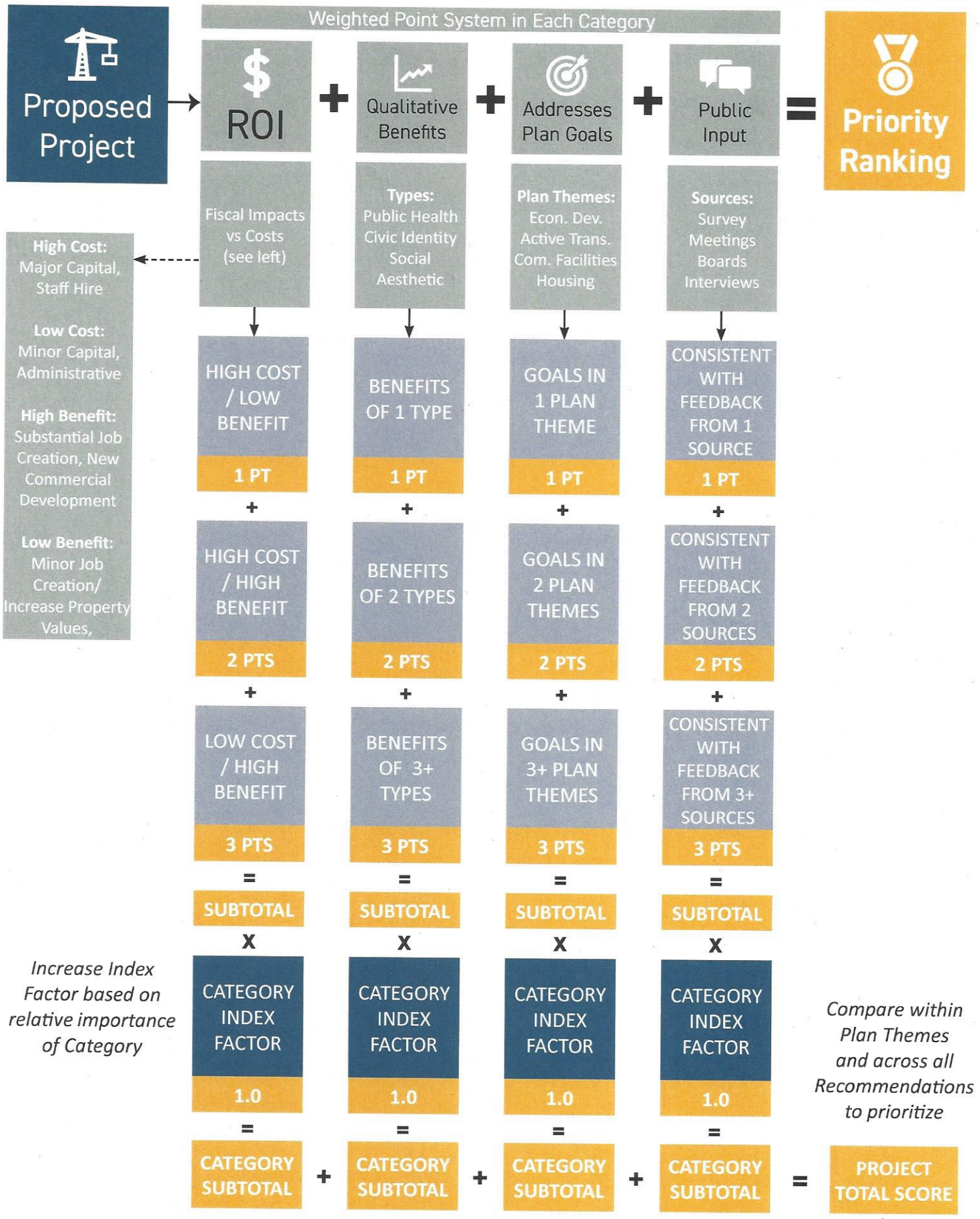
- ***Community Facilities (CH 7)***

- Remove the ice rink idea from the concept site plan for the public gathering space and call the site plan a “concept”.

- ***Housing (CH 8)***

- Housing sustainability needs to be emphasized more. The current draft does not provide enough detail.
- The incentives case study on Page 63 – add some language “about Madeira’s housing situation being unique from other existing housing incentive programs”
 - Also make words EXAMPLE and CASE STUDY bigger to emphasize that these are examples to the reader.
- Conservation Overlay – mention in the plan that it has been discussed and tabled. Just for context
- Highlight an aging in place case study as it is important to many in Madeira.
- Add energy plan language and references from the draft OKI Energy Plan currently being completed.

Decision Matrix



Implementation Matrix				ROI			Qualitative			Plan Goals			Public Input			Score
Strategy	Description	Focus Area	Project Type	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	
Retain Existing Businesses	Formalize an ongoing Business Retention & Expansion program.	Citywide	Public Relations													
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													
Promote Flex Office Space	Ensure zoning allows opportunities to provide "jobs of tomorrow" workspace - particularly flex-office space in Main Street Core.	Main Street Core	Zoning													
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													
Develop Community Brand	Develop a recognizable Community Brand and Identity that resonates with residents, businesses, and visitors.	Citywide	Public Relations													
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													
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													
Community Improvement Corporation (CIC)	Consider creating a Community Improvement Corporation (CIC) to allow the City to acquire strategic parcels for land-banking and redevelopment	Citywide	Administrative / Legal													
Modernize Parking Code	Update zoning code to allow for flexible parking standards and shared parking.	Main Street Core	Zoning													
Shared Municipal Parking	Explore development of a public municipal parking lot or garage.	Main Street Core	Capital Improvement													
Smart Cities Technology	Integrate emerging Smart Cities technologies, such as Electric Vehicle (EV) charging stations, into commercial areas.	Commercial Districts	Capital Improvement													
Increase Density	Allow higher density zoning on Montgomery Rd	Montgomery	Zoning													



Implementation Matrix				ROI			Qualitative			Plan Goals			Public Input			Score
Strategy	Description	Focus Area	Project Type	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	
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													
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.	Main Street Core / School Crossings	Capital Improvement													
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													
Walkability / Recreational Access	Approach key property owners about the possibility of voluntary easements for trail access.	Regional Trail south of McDonald Commons	Public Relations													
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.	Main Street Core	Preliminary Engineering													
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.	Main Street Core	Capital Improvement													
Traffic Calming / Streetscape	Enhance streetscape along Camargo Road between Miami Avenue and Euclid Avenue especially sidewalks, parking, and drive access.	Camargo Road	Capital Improvement													
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													



Implementation Matrix

Strategy	Description	Focus Area	Project Type	ROI			Qualitative			Plan Goals			Public Input			Score	
				Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total		
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														
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.	Main Street Core	Zoning / Incentives														
State Capital Budget Request	Advocate for State Capital Budget funds for central Civic Space improvements.	Main Street Core	Advocacy														
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														
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														
Passive Recreation	Install nature trail and interpretive trail in wooded area of McDonald Commons.	McDonald Commons	Capital Improvement														
Passive Recreation	Enhance the natural eastern portion of Sellman Park overlooking Sycamore Creek.	Sellman Park	Capital Improvement														
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														
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														



Implementation Matrix				ROI			Qualitative			Plan Goals			Public Input			Score
Strategy	Description	Focus Area	Project Type	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	
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													
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													
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													
Amend Zoning in Residence B District	Consider zoning amendments to the Residence B district that encompasses the area with the highest tear-down pressure including reducing lot coverage percentage, possibly in conjunction with setbacks and building heights, to create more consistent size/ scale of new builds.	Residence B District	Zoning													
Aging in Place	Allow aging family members to live with relatives in "mother-in-law" suites.	Single Family Residential	Zoning													
Mixed-Use Residential in Main Street Core	Continue to utilize Main Street Core and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Main Street Core	Zoning													
Transitional Residential Overlay Districts	Continue to utilize Main Street Core and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Transitional Residential Overlay Districts	Zoning													



Housing