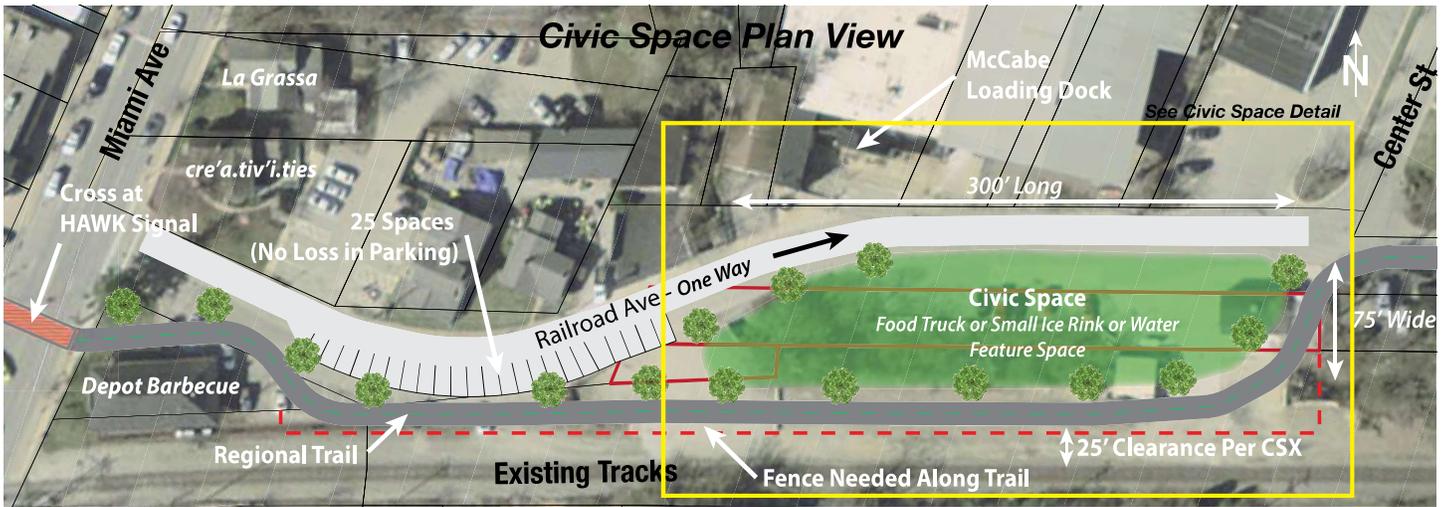


Railroad Avenue - Civic Space & Trail





Community Facilities



FOCUS AREA: Dawson Promenade

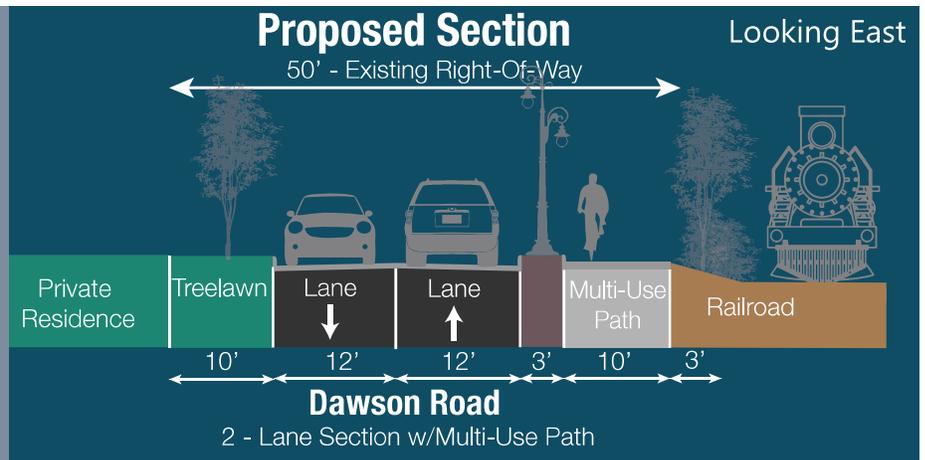


LINKING NODES OF ACTIVITY

Dawson Road provides a critical connection between the Main Street Core and the city's largest park at McDonald Commons. The 0.33-mile segment of Dawson Road between McDonald Commons and Miami Avenue is an easily walkable distance, but the pedestrian experience along the existing sidewalk could be enhanced by providing a wider multi-purpose facility accommodating pedestrians and bicycles with wayfinding signage, aesthetic features, and interpretive elements. Such improvements would make the promenade an inviting gateway to both McDonald Commons and the Main Street Core and encourage visitors to frequent both nodes of activity without using a vehicle.

Enhancing Key Connections:

The Dawson Road corridor pedestrian experience between the Business District and McDonald Commons could be enhanced to promote walkability between these two nodes of pedestrian activity.





Community Facilities



FOCUS AREA: McDonald Commons

ACTIVE RECREATION TOP PUBLIC REQUESTS

#1



Multi-Use Paths

ACTIVE & PASSIVE RECREATION

McDonald Commons is the largest of Madeira’s parks at 17 acres and home to both active and passive recreation amenities. Active recreation amenities include three baseball fields, three soccer fields, two tennis courts, playground equipment, a picnic shelter, a concession stand, and a batting cage. Passive recreation is available in the southwest wooded portion of the park where an unpaved trail connects to the Shawnee Lane neighborhood.

The active recreation experience could be enhanced and expanded by the city acquiring adjacent residential parcels along Dawson Road west of park entrance. This potential property acquisition would provide flexibility to reconfigure athletic fields and courts. The installation of a multi-purpose field that could be reconfigured for different sports could also enhance recreational capacity.

Opportunities exist to enhance the passive recreation experience in the wooded area through the creation of nature trails and scenic overlooks along the side of the ravine.

In addition to the many youth leagues that utilize the athletic fields, McDonald Commons is also home to community events including Shakespeare in the Park and Bonfire on the Ballfield.

#2



Splash Pad



Community Facilities



FOCUS AREA: Sellman Park

PASSIVE RECREATION TOP PUBLIC REQUESTS

#3



Gathering Space

#4



Amphitheater

NEIGHBORHOOD PARK

Sellman Park is a 10-acre facility which is located directly behind the Madeira Middle School. Between the school and the city property, it includes one baseball diamond, one soccer field, two lit tennis courts, playground equipment, a picnic shelter, basketball courts, picnic grove, concession stand, and a sand volleyball court. Passive recreation is available in the eastern portion of the park where a walking path traverses a ravine and crosses Sycamore Creek connecting to the Fox Chase Lane neighborhood.

Opportunities to expand passive recreation facilities in the wooded, eastern portion of Sellman Park were discussed in the Working Group. One idea discussed was utilizing the natural topography of the grassy hillside to create seating for a small amphitheater at the bottom of the slope.



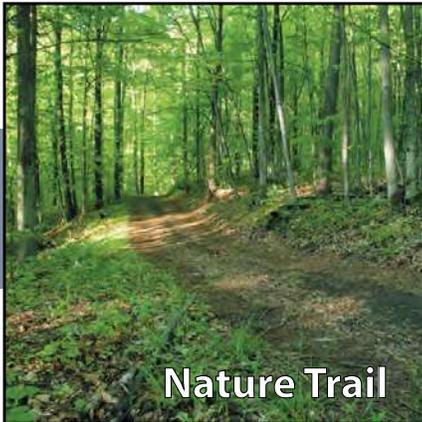
Community Facilities



FOCUS AREA: Camargo Canyon

PASSIVE RECREATION TOP PUBLIC REQUESTS

#1



Nature Trail

#2



Fitness Trail

ACCESSING A HIDDEN GEM

Camargo Canyon Preserve is a 17-acre conservation area owned by the City of Madeira east of Kenwood Hills Cabana Club HOA and west of the railroad tracks. This undulating parcel is landlocked from any public right-of-way, but presents an unique opportunity for passive recreation in the form of trails and natural scenery.

As it is land-locked, access to the site would need to be established before any public realm enhancements are made. Ideas discussed during the Community Facilities Working Group were a walking trail, scenic overlooks, mountain biking, a small hillside interpretive space, and an outdoor "living classroom". The group felt this area was best served to provide "Passive Recreation" space that allows residents a chance to enjoy a preserved, natural setting.

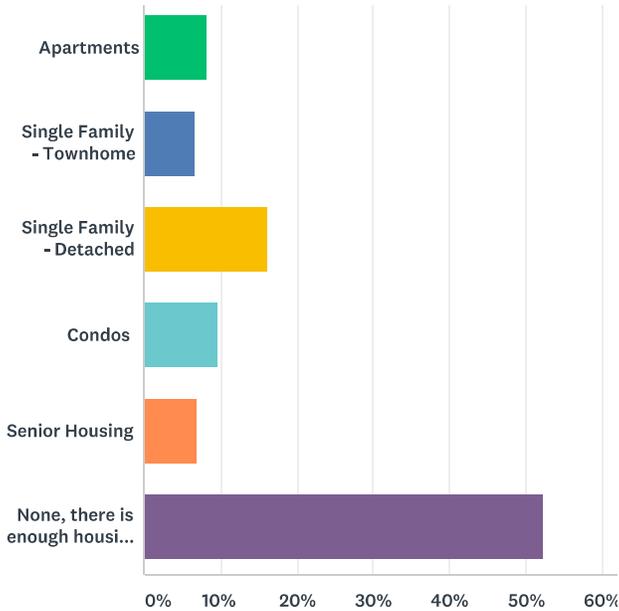
Opportunities to construct a neighborhood trail connector to the Kenwood Hills subdivision should be explored. There is potential to align such a trail along a future easement for a programmed MSD sanitary sewer extension project.



Community Facilities

Implementation Matrix			
Strategy	Description	Focus Area	Project Type
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

COMMUNITY SURVEY



What type of housing would you like to see added in Madeira?

DEVELOPMENT PRESSURE

The vast majority of housing stock was built before 1970 with a core share built in the 'production 1950's.' Madeira has a high share of higher income households that could afford larger, higher-priced homes. This has contributed to some smaller homes in the community, particularly in the Residence B District, being the subject to demolition and replacement with larger homes on the same lot.



Community Input:

A large majority of residents responding to the question below strongly preferred rehabilitation of existing homes over demolition and new construction.



Rehabilitation

Would you prefer that existing homes be rehabbed (if feasible) or demolished and replaced?

79%
PREFER
EXISTING HOMES
BE REHABBED



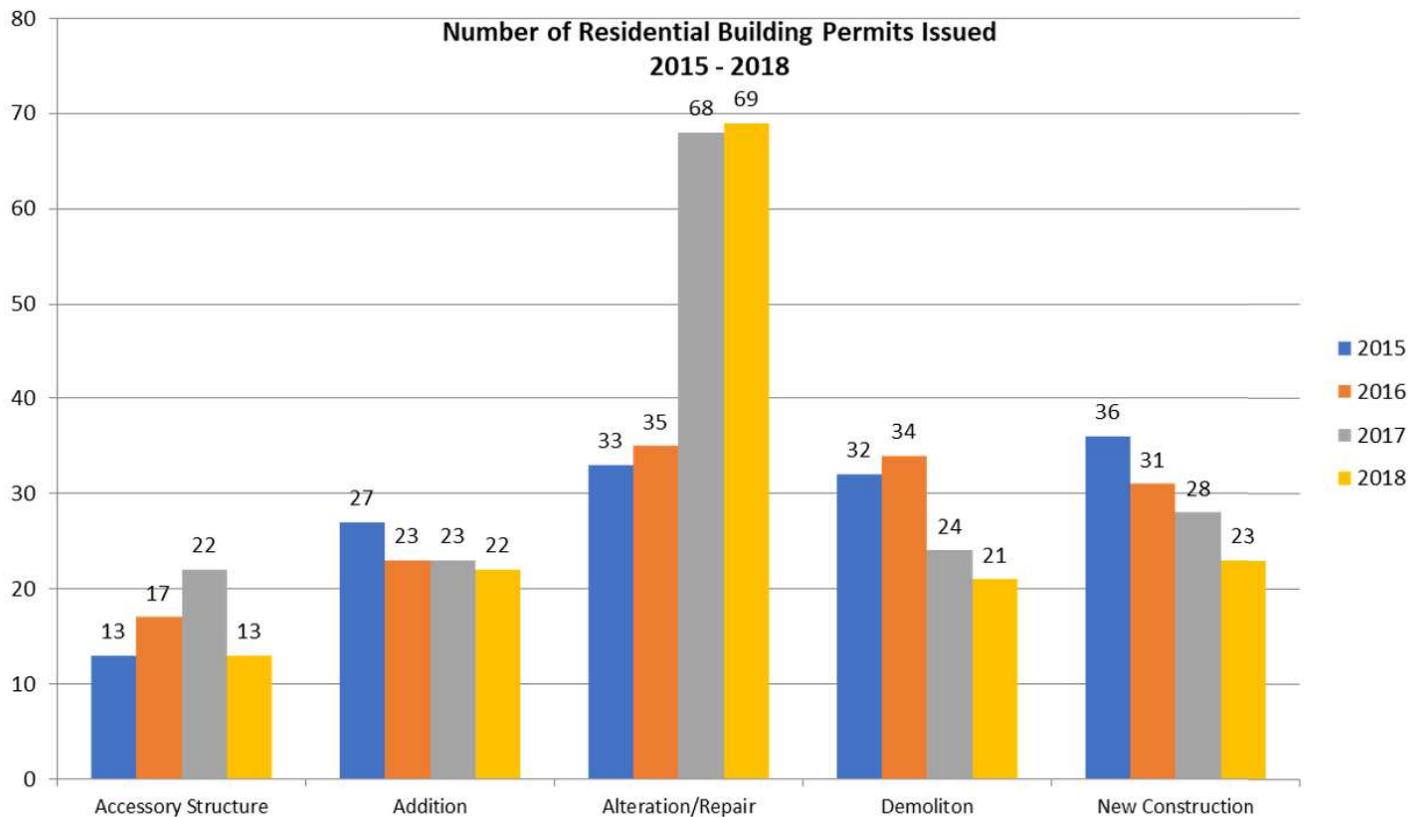
Housing



RECENT TRENDS

Over the past four years residential structure demolitions in Madeira peaked at 34 in 2016. In the two years since, annual demolitions declined to 24 in 2017 and 21 in 2018. Inversely, during the same two-year time span, residential alterations/repairs (i.e. rehabilitation) increased almost twofold from 35 in 2016 to 68 in 2017 and 69 in 2019.

This localized dip in new construction and peak in rehabilitation may represent temporary conditions in the market. This decline in residential demolitions provides an opportunity for the City to adopt a strategy to address long-term development pressure moving forward.





Housing

68%
BABY BOOMERS
FEEL RENTING IS A
STRATEGIC CHOICE
THAT WORKS WELL AT
MANY LIFE STAGES

Source: Freddie Mac

CHANGES IN LIVING PREFERENCES

Renting is increasingly becoming a living preference of choice across multiple generations rather than the result of a household's inability to afford home ownership. Recent housing preference surveys show Millennials and Baby Boomers have similar views on the desirability of rental housing. This growing demand for rental housing at the younger "step-in" and older "step-down" age cohorts of the local housing market present an opportunity to increase multifamily housing options in Madeira where just over 100 apartment units currently exist.

The table below shows U.S. Department of Housing and Urban Development (HUD) estimates for new rental housing in Hamilton County between June 1, 2017 and June 1, 2020. Foretasted demand is highest for one and two bedroom units in the \$1,200 to \$1,600 monthly rent range.

Estimated Demand for New Market-Rate Rental Housing in the Hamilton County Submarket (June 1, 2017 to June 1, 2020)							
Zero Bedrooms (Studio)		One Bedroom		Two Bedrooms		Three or More Bedrooms	
Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand
850 to 1,049	130	1,000 to 1,199	450	1,200 to 1,399	450	1,500 to 1,699	260
1,050 to 1,249	210	1,200 to 1,399	720	1,400 to 1,599	720	1,700 to 1,899	410
1,250 to 1,449	130	1,400 to 1,599	450	1,600 to 1,799	450	1,900 to 2,099	260
1,450 or more	50	1,600 or more	180	1,800 or more	180	2,100 or more	100
Total	510	Total	1,800	Total	1,800	Total	1,025

Source: HUD



Housing

88%
CITY'S
PROPERTY TAX
FROM
RESIDENTIAL
PROPERTIES

FISCAL IMPACTS

Potential policy strategies that restrict new home sizes in Madeira need to balance community desires for neighborhood character and housing consistency with the fiscal reality that residential property values account for the majority of the City's municipal property tax base.

With limited undeveloped land in Madeira remaining and suitable for development, it is important that the City is able to maintain its residential property tax base, while also accommodating a mix of housing types that are desirable for families seeking to reside in the highly-rated Madeira City Schools district.

The latest for-sale single family housing estimates for Hamilton County (see table below) show demand for homes in the \$300,000 to \$350,000 price range to be the highest in the June 1, 2017 to June 1, 2020 forecast period. This price point is higher than the current market sale price for most ranch homes in the Residence B District, but lower than the new homes being constructed after demolitions. This indicates a potential for rehabilitated homes or homes with additions to increase to a value within this highly desirable price range.

Estimated Demand for New Market-Rate Single Family Housing in the Hamilton County Submarket (June 1, 2017 to June 1, 2020)			
Price Range (\$)		Units of	Percent
From	To	Demand	of Total
145,000	199,999	320	10
200,000	249,999	480	15
250,000	299,999	480	15
300,000	349,999	640	20
350,000	399,999	480	15
400,000	499,999	320	10
500,000	699,999	320	10
700,000	and higher	160	5

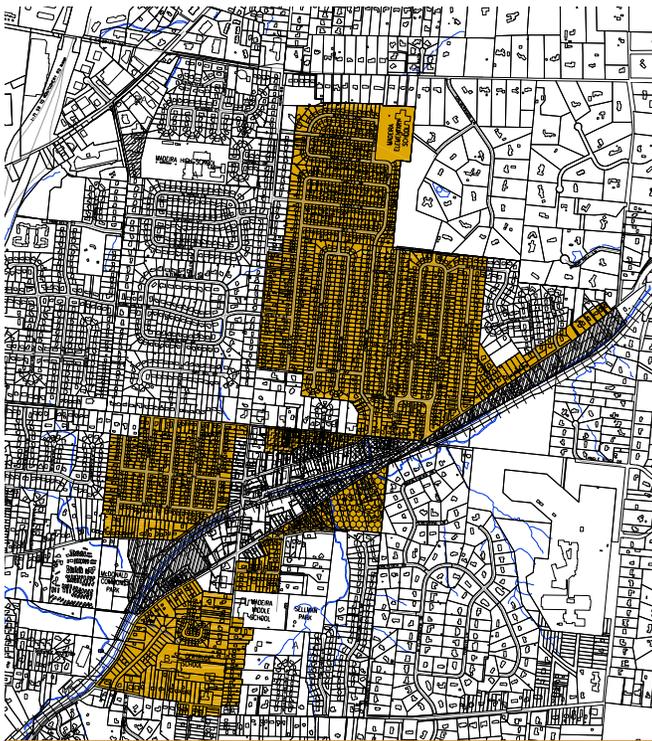
Source: HUD



Housing



FOCUS AREA: Residence B District



Development Pressure
Highest in “Residence B”
District

PRESERVING NEIGHBORHOOD CHARACTER

Madeira has a high percentage (84%) of housing stock built before 1970, with 38% of homes being built during the 1950’s in the post-war building boom. These homes were typically efficient in size and production quality, suggesting greater maintenance costs and less suitability for several lifestyle categories.

The Residence B District encompasses Madeira’s older residential neighborhoods constructed during the post-war construction boom. As these homes have aged and families have shown a preference for larger floor plans, homes in the Residence B District have been purchased by developers for their redevelopment potential as a lot for construction of larger new home after demolition of the existing home.

Housing Working Group participants and many survey respondents voiced concern over the impact of tear-downs and new builds within the Residence B District neighborhoods. Most Housing Working Group participants felt that maintaining a size and scale of housing consistent with surrounding homes was critical to preserving neighborhood character. The concept of a tear-down and appropriately-scaled new build was not seen by most as threatening to the neighborhood.



Housing



FOCUS AREA: Main Street Core



52%
AMERICANS
PREFER LIVING
WHERE THEY DO
NOT HAVE TO USE
A CAR VERY OFTEN

Source: Urban Land Institute



175%
INCREASE
HIGH-INCOME
AMERICANS
(\$150K+ SALARY)
RENTING FROM
2007 TO 2017

Source: RentCafe.com

MIXED-USE DEVELOPMENT

Madeira's Zoning Code permits "Mixed-Use" development with the Main Street Core district. The primary purpose of the Main Street Core district is to provide a central destination for retail, commercial, office and residential uses in a main street style, pedestrian friendly district and to promote development opportunities for those uses within the city. A Mixed-Use building has multiple stories where the ground floor is occupied by a business user (retail, service, office) and the upper stories are occupied by either a different business user or residential units.

Residential units are allowed as a conditional use provided they are located on second or third stories of mixed-use buildings and do not exceed 12 units per acre or more than six units per structure. The minimum square footage is 900 square feet for a single bedroom unit and 700 square feet for a studio.

Americans across multiple generations are showing an increased preference to rent rather than own by choice rather than an inability to afford a home purchase. The City should continue to permit and encourage residential uses on the upper floors of mixed-use buildings in the Business District as it helps fill increasing demand for denser housing types, while also helping support ground floor retail businesses by positioning additional households in walkable proximity.



Housing



FOCUS AREA: Transitional Overlays



The townhomes at the southeast corner of Maple Avenue and Laurel Avenue are an excellent example of residential density increasing within a transition from single-family to commercial use.

DIVERSITY IN HOUSING TYPES

Madeira's zoning code includes a Transitional Residential Overlay District (TROD) used to designate an area of the city for increased density of residential development, to provide more housing options while maintaining the value and quality of the city's housing stock. The existing Residence B single-family zoning within the TROD remain intact but the designated areas are eligible for increased density of residential development provided certain criteria, conditions and requirements are met as determined by and as established by the city Planning Commission, following approval of an application for a Transitional Residential Overlay Development Plan within the TROD.

A TROD provides a logical transition between single-family zoning classifications to higher density mixed-uses in the Main Street Core. A TROD also provides opportunities for a mix of higher density residential uses (e.g. townhomes, cluster homes) that are underrepresented in Madeira. Placement of TRODs along primary thoroughfares in walkable proximity to convenience retail in the Main Street Core fosters the creation of live-work-play environment.





Housing

Implementation Matrix			
Strategy	Description	Focus Area	Project Type
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
Neighborhood Conservation Overlays	Monitor the effects of the Neighborhood Conservation Overlays currently being proposed in Hyde Park and Mount Lookout, to see how this regulation works in Cincinnati for regulating teardowns.	Residence B District	Monitoring/ Tracking



Housing



IMPLEMENTATION TOOLKIT: Incentivize Rehabilitation

Case Study (see table below): City of Cincinnati Residential CRA

Cincinnati's Residential Property Tax Abatement allows owners to pay taxes just on the pre-improvement value of their property for 10 to 15 years. Longer abatement terms and/ or higher maximum abatements are available for properties that meet Leadership in Energy and Environmental Design (LEED) standards.

Tax abatement benefits run with the property the entire length of the abatement and transfer to any new property owner in the approved period.

TAX INCENTIVES

While many communities across Ohio have utilized residential Community Reinvestment Areas (CRAs), Madeira's would be unique as it would only apply to rehabilitation as opposed to new structures.

Abatements offered could be on a partial value (i.e. percentage) of improved property valuation. Incentives would be for a set number of years and could be structured to increase/decrease over time. The tax abatements could be tied to energy efficiency and potentially tiered based on the level of certification (e.g. LEED) achieved.

Educating the public and the City schools on the long-term municipal return on the incentives will be critical to gaining community buy-in.

Sample Residential CRA City of Cincinnati		Renovation	New Construction	
		Non-Visitable	Visitable	Non- Visitable
Non-LEED	Max Abatement*	\$275,000	\$275,000	
	Term (years)	10	12	10
LEED Certified	Max Abatement*	\$275,000	\$275,000	
	Term (years)	10	-	15
LEED Silver	Max Abatement*	\$400,000	\$400,000	
	Term (years)	10	-	15
LEED Gold	Max Abatement*	\$562,000	\$562,000	
	Term (years)	10	-	15
LEED Platinum	Max Abatement*	\$No Limit	No Limit	
	Term (years)	10	-	15



Housing



IMPLEMENTATION TOOLKIT: Zoning Code Amendments



Lot Coverage Percentages

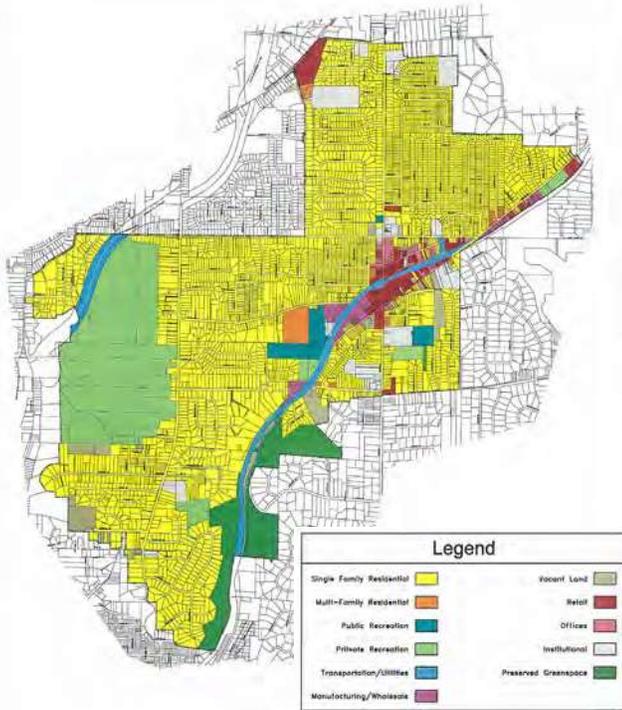
CONSISTENCY IN SIZE AND SCALE

The City's Zoning Code regulations in the Residence B District (highlighted in the table below) could be amended to change lot coverage and dimensional requirements (e.g. setbacks) to be more consistent with homes typical of the neighborhood while still allowing some flexibility to construct additions.

As pictured to the left, in many cases demolitions and new builds are much larger than adjacent homes while still complying with the Zoning Code.

Existing Residential Zoning Regulations by Residence District

Criteria (in feet unless noted)	AAA	AA	A	A-2	B
Minimum lot width	150	80	75	60	50
Minimum lot width at right-of-way	60	30	30	25	25
Minimum width at front yard setback	150	80	70	60	42
Minimum side yard setback	25	12	9	9	6
Minimum total side yard setback	50	24	20	20	12
Minimum rear yard setback	60	40	40	30	30
Minimum front yard setback	50	50	50	40	40
Maximum height of principal building or dwelling	35	35	35	28	28
Maximum lot coverage	35%	35%	35%	35%	28%
Minimum lot area sq. ft.	43,500	20,000	11,700	11,700	7,000
Minimum lot area acres	1.0	0.5	0.3	0.3	0.2
Minimum sq. ft. for new residential construction (includes livable basements but not garages)	2,000	2,000	2,000	2,000	n/a



2006 Land Use Plan

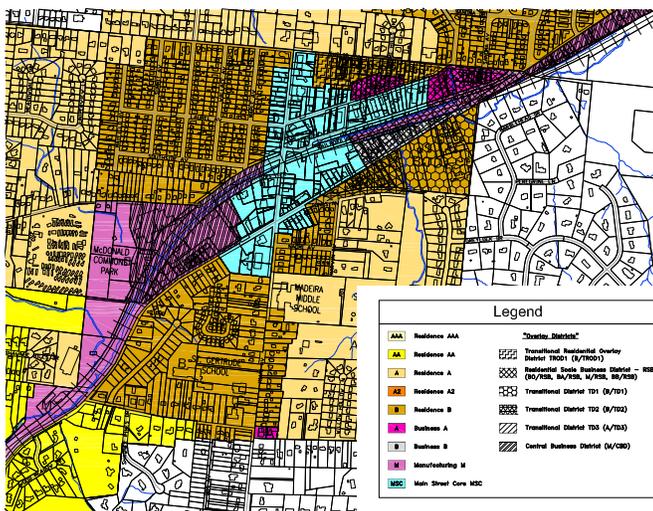
Proposed land use patterns in the City are expected to remain very similar to those identified in the 2006 Land Use Plan.

LAND USE PLAN

Long-term land use in the City of Madeira is likely to remain unchanged in most of the City as single-family residential is the dominant use for the community.

Areas where use and density are expected to change long-term include:

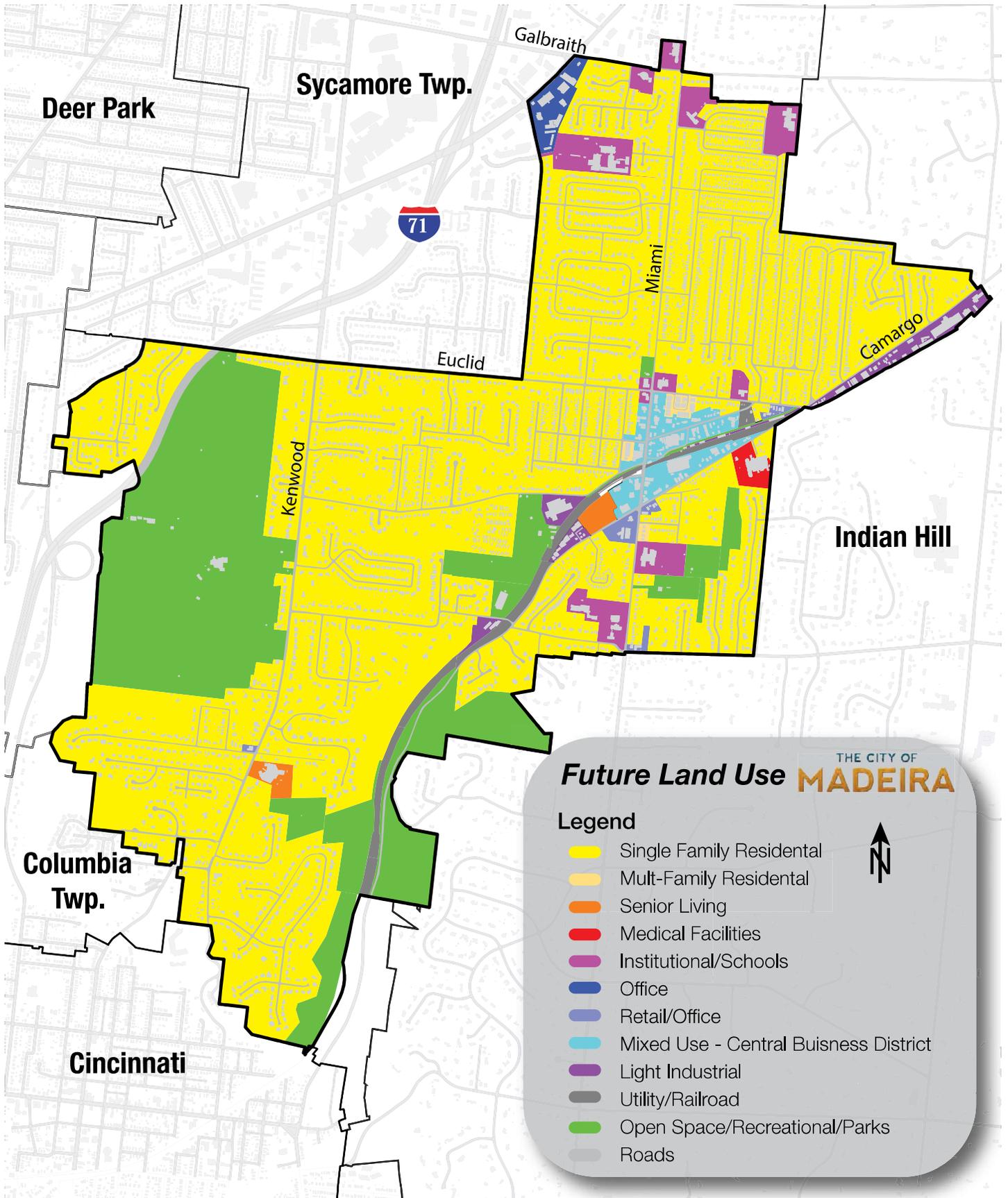
- Increased Mixed-Use development in the Main Street Core District with more emphasis on residential and office uses above ground floor retail.
- Denser attached housing types (e.g. townhomes) in the areas between the Business District and single family neighborhood as part of a potential expansion of Transitional Residential Overlay Districts.
- Adaptive re-use of former industrial/manufacturing facilities along Camargo Road to provide flexible space for start-ups and tech businesses.
- Increased density with potential for vertical expansion along the Montgomery Road corridor in the vicinity of the interchange with Interstate 71 where corporate office uses are most viable.



Transitional Overlay Districts

The number of overlay districts in and around the Business District is a source of confusion for property owners. The delineation and of the various overlay limits can easily be misinterpreted to applicants who come before Planning Commission.

Efforts should be made to simplify the number of overlay districts and more clearly define their limits.





CITYWIDE THEMES



8-12%
MORE CONSUMER
SPENDING IN
URBAN AREAS WITH
**MATURE
TREE CANOPY**

Source: Natural Resources Defense Council



20%
LOWER
MAINTENANCE COSTS
FOR COMMERCIAL
GREEN BUILDINGS

Source: US Green Building Council



44%
US BUILDERS CITE
CLIENT DEMANDS
AS TRIGGER FOR
GREEN BUILDING

Source: Dodge Data & Analytics

SUSTAINABILITY

Citywide land use policy and development regulations should incorporate provisions that:

- Address climate change mitigation and adaptation;
- Reduce energy use and resource consumption; and
- Mitigate community impacts from extreme weather events.

Resiliency

Increasing the City's tree canopy, protecting sensitive hillside and riparian habitats, and incorporating measures to treat stormwater for quantity and quality will help mitigate the impacts of the urban heat island, flooding, and other climate impacts.

Building Performance

Green buildings have been shown to improve the bottom line for property owners as energy cost savings translate to increases in occupancy rates, rents, building values, and return on investments. Municipal benefits include a reduced demand for utility infrastructure such as water supply and storm sewer maintenance burden.

Low Impact Design

Promotion of compact, mixed-use development in conjunction with safe and accessible non-motorized transportation facilities results in decreased toxic emissions and increased physical activity, both of which improve public health.

Smart Cities

Integrating technology into Madeira's infrastructure, such as adaptive traffic signal systems, solar powered and energy efficient lighting, and Electric Vehicle (EV) charging stations, will decrease energy consumption and reduce the City's carbon footprint.

PRIORITIZE INVESTMENTS



PROJECT PRIORITIZATION

Administration and City Council should meet after adoption of the Plan to prioritize near-term and longer-term projects based on current financial considerations, funding opportunities, market demand, and partner interest.

LEVERAGE OPPORTUNITIES



IMPLEMENTING THE VISION

Each month Planning Commission should have a recurring agenda item to discuss Plan Implementation and capitalize on the latest opportunities to advance strategic initiatives and leverage public-private investment.

UPDATE DEVELOPMENT REGULATIONS



ZONING CODE UPDATE

A holistic review and rewrite of the City's Zoning Code is encouraged post-Plan adoption in order to establish the regulatory framework that ensures future development complies with vision of the Plan. Interim amendments to the existing Zoning Code may be warranted in priority development areas.

MONITOR & RECALIBRATE



MONITORING SUCCESS

City Council should conduct quarterly reviews of progress made towards implementing the Plan. The following questions should frame this discussion:

- Did we achieve the goals we set out to?
- What went well?
- What were the challenges?
- What improvements should we make and how?

Based on the quarterly reviews, reprioritization of projects and adjustments to implementation strategies may be necessary.