



COMPREHENSIVE PLAN 2023

City of Madeira Comprehensive Plan 2023

City of Madeira Planning Commission recommended adoption on August 21, 2023.

Adopted by City of Madeira City Council on August 28, 2023.

Prepared by:



Envision

4200 Regent Street

Suite 200

Columbus, OH 43219

www.envisiongroupllc.com

ACKNOWLEDGMENTS

THE CITY OF MADEIRA

City Council

Mayor Chris Hilberg
Vice-Mayor Doug Moormann
Tim Brock
Alicia Camper
Scott Gehring
Tom Henning
Anne Horne

Planning Commission

Doug Moormann, Council Representative
Melisa Adrien
Carly Chu
David Dye
Barry Feist
Megan Golden
Chad Shaffer

City Officials

Michael Norton-Smith

City Manager

Lori Thompson

Assistant City Manager

A Very Special Thank You to all of our Stakeholder Volunteers

Rick Brasington
Justin Brinkman
Kristen Gay
Michael Guarente
Kelly Kuhbander
David Peterson
Kyle Redmond

Charlie Ritchie
Ashley Schweickart
Pete Seremetis
Ramzi Takieddine
Caleb Whitted
Edward Winslow
Shane York

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PUBLIC ENGAGEMENT

The nine month public engagement effort for the 2023 Comprehensive Plan included:

- Monthly Planning Commission Meetings
- 4 Steering Committee Meetings
- 12 Working Group Meetings
- 2 Public Input Sessions
- Over 700 Community Survey responses
- Over 200 Virtual/In-Person Themed Input Activity responses

BACKGROUND & PURPOSE

A Comprehensive Plan is a complete review of the community's assets by obtaining input from residents, businesses and other stakeholders to determine where the community should be headed in the future. It is an opportunity for the community to develop a guiding document used for directing and implementing how the City develops and changes to make it even better.

The Plan is important because communities are always changing, either through internal actions or external forces. Development and change is going to occur, but through the creation of a Comprehensive Plan, it can be shaped and directed to best fit the needs and desires of the community.

2023 PLAN UPDATE

The City of Madeira is updating its first Comprehensive Plan that was adopted in 2019. Since the completion of the 2019 Plan the City has been able to secure over \$10,000,000 in outside funding to implement community enhancements identified in the planning process. Major initiatives currently underway are summarized on Page 2.

Based on extensive public input (see top left) received over the past nine months, the City will be able to pursue additional funding and strategic partnerships to advance major plan themes (see bottom left) which are summarized on Pages 3-10.

PLAN THEMES



**Economic
Development**



**Active
Transportation**



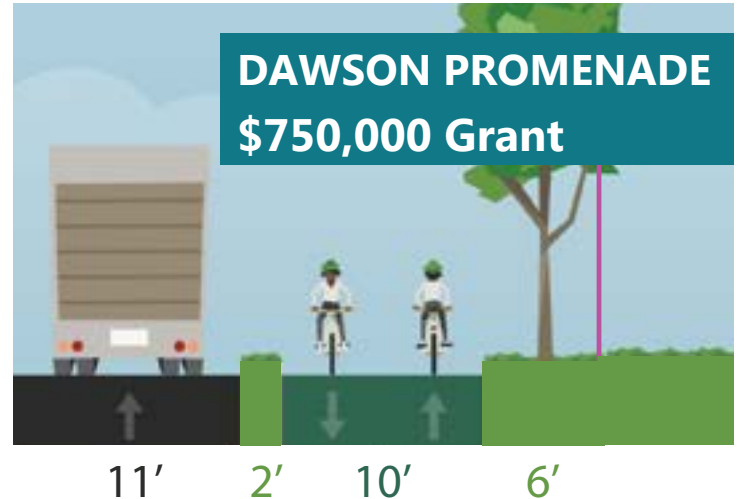
**Community
Facilities**



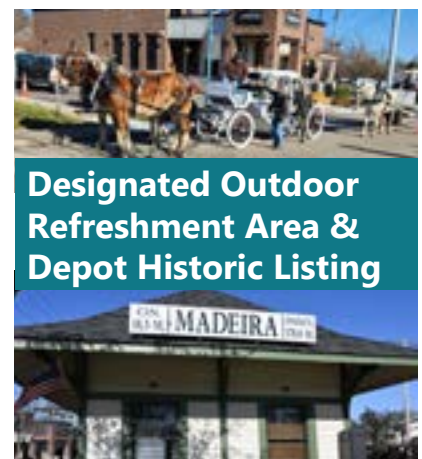
**Environmental
Stewardship**

FUNDING SECURED SINCE 2019

The City of Madeira has secured over **\$10 Million** in **outside funding assistance** since 2019



OTHER 2019 PLAN INITIATIVES UNDERWAY





ECONOMIC DEVELOPMENT

GOALS

- Strengthen the municipal tax base to ensure the continued provision of quality public services and infrastructure residents expect.
- Attract an appropriate mix of community-scale commercial uses in Downtown that provide residents with desired retail and services.
- Capitalize on the economic potential of the Montgomery Road corridor for higher-intensity commercial uses viable near the Interstate 71 interchange.
- Promote adaptive reuse of light industrial buildings and property along the Camargo Road corridor with an emphasis on advanced manufacturing, research and development, and tech startups.

INITIATIVES UNDERWAY



Streetscape

- Miami Avenue Complete Streets & Revitalization will enhance Downtown Madeira's primary commercial corridor including infrastructure replacement, streetscape enhancements, and traffic calming.
- Project will leverage \$7 Million in outside funding assistance secured through Congressionally Directed Spending (aka Federal Earmark) & SORTA Transit Infrastructure Fund.



DORA & Historic Designation

- The City created a Designated Outdoor Refreshment Area (DORA) in Downtown that will enhance visitor spending and increase pedestrian foot traffic.
- Madeira Depot has been listed on National Register of Historic Places (NRHP).
- Depot now has potential to serve as anchor of Downtown Redevelopment District (DRD) to generate revenue for storefront renovation loans & other district funding.
- An Innovation District could be created in conjunction with a DRD to provide loans and grants to qualified businesses (i.e. tech or R&D) or incubators/accelerators.



Community Brand

- Madeira unveiled a new Community Brand for the LPGA Kroger Queen City Classic Golf Tournament in 2022.
- The new brand is being integrated into marketing and event promotional materials.
- The tagline "So glad you MADE it here" can be used to enhance civic placemaking efforts in Downtown and throughout the community's wayfinding/gateway signage.



ECONOMIC DEVELOPMENT

FUTURE FOCUS AREAS



Camargo Road

- Leverage \$1.4 Million in outside funding through SORTA Transit Infrastructure Fund that will rehabilitate Camargo Road from Miami Avenue to east city limits including new sidewalks.
- Identify strategic opportunities to assemble properties for catalytic mixed-use development (upper floor residential/ground floor retail) that takes advantage of a walkable location in close proximity to Downtown Madeira.



Montgomery Road

- Encourage redevelopment of strip shopping plazas along Montgomery Road in Madeira with higher density development that leverages SORTA planned enhanced transit service along the Montgomery Road corridor and future vision for Bus Rapid Transit (BRT).
- Encourage infill reinvestment in Kenwood commercial district that enhances Madeira's Joint Economic Development Zone (JEDZ) revenues.

STRATEGIES

BUSINESS RETENTION, EXPANSION & ATTRACTION

- Formalize an ongoing Business Retention & Expansion program.
- Identify and engage corporate leaders living in Madeira and regional startup organizations (e.g. Cintrifuse, Cincy Start Up, and the Angel Capital Association) and connect with them to see what it would take to encourage businesses to locate in the City.
- Leverage the new Community Brand as part of City's marketing and promotional materials, programmed streetscape projects, and current/future event programming.

CATALYTIC MIXED-USE DEVELOPMENT

- Develop incentive options that can be utilized to encourage desired development and leverage private investment including potential creation of a DRD/Innovation District and C-PACE financing through a Energy Special Improvement District (ESID).
- Build local philanthropic support to create a non-profit foundation that provides support to worthy public realm enhancements.
- Identify seed funding for City's participation in Hamilton County Community Improvement Corporation (CIC) to allow the City to acquire strategic parcels for land-banking and redevelopment.
- Leverage post-pandemic Work From Home opportunities to increase remote/hybrid earnings tax collections by developing denser residential units (above retail) in Downtown.
- Conduct a detailed analysis to identify a central, shared location for publicly accessible Downtown parking and/or enhanced parking signage/shared parking agreements.
- Encourage Transit Oriented Development (TOD) along planned Montgomery Road BRT.

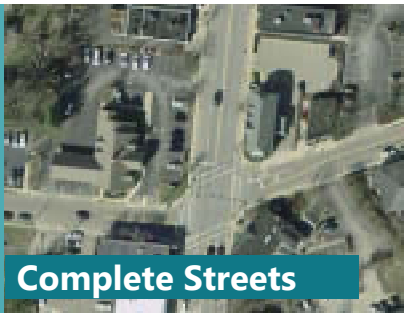


ACTIVE TRANSPORTATION

GOALS

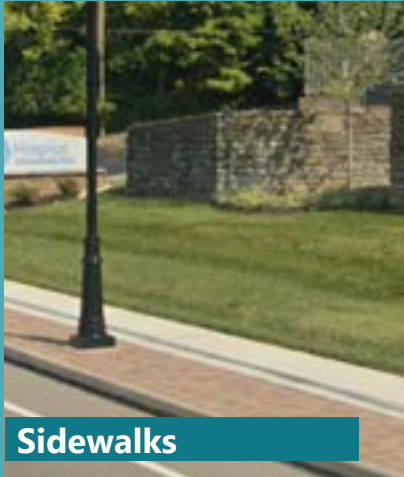
- Connect the community through a transportation network that balances the need for efficient vehicular traffic flow with the accommodation of safe, accessible and inviting pedestrian and bicycle infrastructure that meets ADA Standards for Accessible Design.
- Focus in the short-term on completing critical missing gaps in the City's sidewalk network, while laying the long-term groundwork for a regional trail connection to the Little Miami Scenic Trail.
- Provide an inviting pedestrian experience along Downtown streets to encourage placemaking and stimulate community-scaled, mixed-use development.

INITIATIVES UNDERWAY



Complete Streets

- Miami Avenue Complete Streets & Revitalization, leveraging \$7 Million in outside funding assistance, will enhance walkability and calm traffic in Downtown
- Project scope includes enhanced crosswalks, curb extensions, raised intersections, traffic control, defined on-street parking, burying overhead utilities, street trees, and wider sidewalks/enhanced pedestrian space



Sidewalks

- The City continues to close the remaining gaps along Madeira's primary thoroughfares
- Euclid Avenue sidewalk west of Miami Avenue was completed in 2021, with future extension west in Sycamore Twp. programmed from Hosbrook to Kenwood
- Programmed roadway rehabilitation along Camargo Road east of Miami Avenue, funded in part through SORTA Transit Infrastructure Funds, will add sidewalks
- Galbraith (Lancewood to Miami) and Miami (Galbraith to Greenbriar) sidewalks will be installed as part of a proposed roundabout at the Miami/Galbraith intersection Roundabout



Dawson Promenade

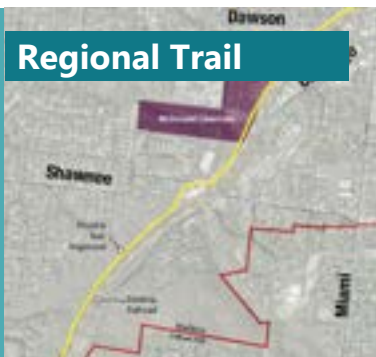
- Dawson Promenade Connector funding (\$747,763) was secured through the OKI Transportation Alternatives program to construct a shared use path connecting Downtown to McDonald Commons
- The project will incorporate pedestrian-scale solar LED lighting, wayfinding & interpretive displays, bike racks, benches, street trees and bioswales



ACTIVE TRANSPORTATION

FUTURE FOCUS AREAS

Regional Trail



- Utilize public right-of-way (Railroad Avenue), City property (Camargo Canyon Preserve) & future voluntary easements to link Madeira via a citywide trail.
- Continue discussions with Tri-State Trails to connect Madeira to Madisonville/CROWN Network (Murray Path Wasson Way) & the Little Miami Scenic Trail in Newtown.
- Explore partnerships with neighboring communities to connect Madeira to the Little Miami Scenic Trail to the north via Indian Hill, Montgomery, and/or Symmes Township.

Traffic Calming



- Enhance crosswalks and traffic control devices (e.g. rapid flashing beacons) at high volume pedestrian locations such as school travel routes and near parks.
- Consider installing traffic calming devices such as speed tables along residential side streets with documented speed control and safety issues. Consider intersection enhancements (e.g. roundabouts) where supported by traffic studies.
- Evaluate provision of sidewalks on residential side streets funded through special assessments and outside funds.

STRATEGIES

REGIONAL TRAIL

- Collaborate with regional partners (e.g. Tri-State Trails) and neighboring communities (e.g. Madisonville Urban Redevelopment Corp.) to secure funding assistance conduct a feasibility study for a regional greenway connection to the Little Miami Scenic Trail.
- Establish logical termini for a phased implementation to trail development with assistance from regional (OKI), state (ODNR), and federal (USDOT) funding agencies.
- Approach key property owners on the possibility of voluntary easements for trail access.
- Facilitate private partnership fundraising (e.g. events) where proceeds can be leveraged as local match contributions for grant funding applications to advance trail development .

COMPLETE STREETS & TRAFFIC CALMING

- Request Police Chief conduct regular (e.g. 5-year) Roadway Safety Audit and consider implementation of traffic calming devices and/or increased enforcement at problem areas.
- Conduct detailed engineering analysis of sight distance and traffic control spacing requirements at high volume non-motorized roadway crossings.
- Coordination traffic calming projects (e.g. crosswalks and pedestrian/bicycle signage) with future regional trail development to ensure safe pedestrian/bicycle interfaces with streets.
- Monitor opportunities to pair sidewalk special assessments, requested by neighborhood residents along side streets in accordance with the City Charter, with roadway paving projects.



COMMUNITY FACILITIES

GOALS

- Provide vibrant spaces for community recreation and civic gathering in strategic locations where development potential is limited in a setting that is inviting and accessible for all ages and abilities, across all seasons.
- Partner with local schools, institutions, churches, and civic groups to maximize potential shared use of existing/proposed buildings and facilities.
- Seek volunteer partnerships with third-parties (e.g. non-profits) to provide community events, programming, and services at public facilities including McDonald Commons and a future Downtown civic space.
- Be good stewards of the City's property through maintenance and active flora management.
- Strive to ensure community facilities meet ADA Standards for Accessible Design.

INITIATIVES UNDERWAY



McDonald Commons

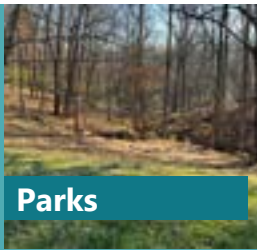
- Madeira is constructing a new master plan for McDonald Commons, the City's primary recreational facility.
- Highlights of the enhanced McDonald Commons include:
 - 2 acres of additional usable land via acquired property
 - Improved pedestrian safety and traffic flow
 - Farmers Market/Event Vendor space
 - 2 dedicated pickleball courts & 2 tennis/6 pickleball multi-use courts
 - Expanded and ADA friendly playground
 - Updated Veterans Memorial
 - 4-season community room & event lawn
 - Optimized field space to accommodate more sports
 - New natural turf, with improved drainage, on a portion of the fields
 - Synthetic turf on portion of the fields for year-round use



Dawson Promenade

- The Dawson Promenade Connector project, leveraging federal funding from OKI, will present an opportunity to reimagine the civic space south of Dawson Road between Miami Avenue and Maple Avenue.
- The future provision of public restrooms and an enhanced transit waiting environment will be explored through other funding pursuits.

FUTURE FOCUS AREAS



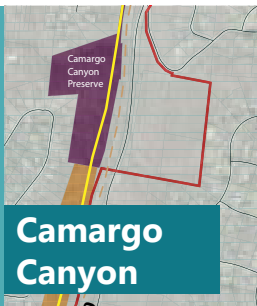
Parks

- **Sellman Park:** Rehabilitate and/or replace active recreation facilities on western portion of property and explore opportunities to enhance passive recreation area in Park's eastern area.
- **McDonald Commons (Phase 2):** Install a shade structure, restroom building at the south end of the park, and enhancements to the wooded area (e.g. natural playscape and trails).



Railroad Ave

- Leverage Railroad Avenue public right-of-way as an opportunity to temporarily vacate a low-volume street and transform it into a vibrant civic space for special events on evenings and/or weekends
- Install temporary removable bollards at Miami Avenue intersection to Railroad Avenue to define civic gathering space
- Partner with Madeira Chamber of Commerce on programming that activates the new civic space and support local businesses



Camargo Canyon

- Activate the Camargo Canyon Preserve, a 17-acre conservation area owned by the City of Madeira east of Kenwood Hills Cabana Club and west of the railroad tracks.
- Establish access to the land-locked site via the future regional trail.
- Seek volunteers to assist with park/trail development activities.
- Install passive recreation enhancements such as walking trails, scenic overlooks, mountain biking, interpretive space, or "living classroom".

STRATEGIES

CIVIC SPACE PROGRAMMING

- Encourage civic engagement to identify programming provided by third parties that meets community needs and supports local businesses.
- Have City boards/commissions recruit volunteers and non-profit partners to provide desired programming at City facilities.
- Leverage community events as a chance to fundraise for worthy public causes such as environmental stewardship, civic space enhancement, and trail development.
- Work with SORTA to identify strategies to enhance Downtown transit waiting environment and potential park-n-ride lot relocation/expansion.

PARKS & RECREATION

- Enhance the natural eastern portion of Sellman Park overlooking Sycamore Creek.
- Implement Phase 2 of McDonald Commons Master Plan at south/southwest areas of park.
- Leverage untapped potential of Euclid/Camargo "Pocket Park."
- Provide a dedicated public right-of-way and/or easement to currently land-locked Camargo Canyon Preserve to enable public access to the site as a "Passive Recreation" space that allows residents a chance to enjoy a preserved, natural setting.
- Partner with community groups to engage the public in improvement projects, such as trail construction, that enhance access to and availability of community facilities.
- Leverage new recreation staff to assist with increasing field and civic space management needs.

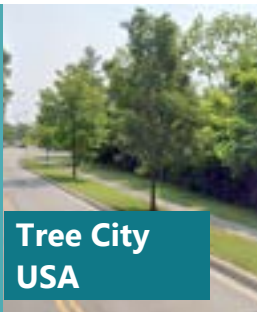


ENVIRONMENTAL STEWARDSHIP

GOALS

- Promote energy efficiency in municipal facilities and infrastructure such as opportunities for EV fast-charging, LED lighting, and solar integration to positively impact the natural environment while reducing the City's financial burden for energy costs.
- Utilize green infrastructure (e.g. permeable pavers, bioswales, etc.) to reduce impervious surface areas and mitigate the effects of stormwater runoff.
- Promote more ecologically-friendly modes of transportation including walking, bicycling, transit, and micromobility.
- Conserve ecologically sensitive areas such as steep slopes, forests, and riparian corridors.
- Enhance climate resiliency, especially in regards to weather-related events (e.g. flooding).
- Encourage the reuse and recycling of household/business materials and food waste.
- Explore opportunities for low-impact development such as "Dark Sky" lighting.

INITIATIVES UNDERWAY



Tree City USA

- Madeira was recognized as a 2021 Tree City USA, demonstrating its commitment to the urban tree canopy on public property.
- The Madeira Tree Board meets at least six times per year.
- The Tree Board has created a Tree Seedling Giveaway Project.
- Madeira participated in Earth Day 2022 and Arbor Day 2022 celebrations.



Native / Adaptive Plantings

- The Madeira Parks & Recreation Board hosted a "Take Back Our Park" event at Sellman Park in 2022 to remove honeysuckle and other invasive plant species to make sure native/adaptive species thrive.
- The Boy Scouts have been volunteering as part of native planting initiative in the City.
- Native/adaptive plantings will be installed at McDonald Commons.
- Zoning Code updated to allow native plantings.



Recycling & Reuse

- Madeira contracts with Republic Services of Ohio for solid waste disposal and recycling.
- Recycling occurs weekly at curbside and must be in the recycling bin or 65 gallon recycling toter.
- Republic Services offers both the bin and the 65 gallon toter that is on wheels for recycling at no extra charge.
- Composting is available at the Farmers Market.
- Residential recycling incentive credit provides household savings.



ENVIRONMENTAL STEWARDSHIP

FUTURE FOCUS AREAS



Green Infrastructure

- Incorporate green infrastructure into future catalytic developments to positively impact the triple bottom line (profit, people, planet) by reducing energy and stormwater treatment costs, creating inviting civic spaces, and enhancing the natural landscape.
- Identify opportunities to integrate stormwater best practices into future City infrastructure projects including Downtown streetscapes and the regional trail.



Clean Energy

- Leverage McDonald Commons and publicly accessible Downtown locations as potential locations for EV fast chargers.
- Explore opportunities to enhance Montgomery Road business district through EV charging installation attracting travelers in close proximity to the Interstate 71 corridor.
- Partner with SORTA to add EV charging for bus and/or micromobility (shuttle) to an enhanced Downtown transit stop.

STRATEGIES

TREE CANOPY

- Explore opportunities to fund (e.g. Inflation Reduction Act) the expansion of tree canopy beyond public right-of-way at locations where private property owners request plantings.

GREEN INFRASTRUCTURE

- Pursue outside funding assistance (e.g. EPA) for stormwater mitigation projects.
- Integrate design standards and/or preferred techniques for green stormwater management into City's streetscape design standards.
- Encourage developers to integrate green infrastructure into site plans.

ECOLOGY

- Continue native/adaptive plantings and invasive species removal efforts.
- Expand partnerships with Hamilton County R3Source to enhance recycling/composting.
- Examine potential of a pollinator program at City properties (e.g. Pocket Park).
- Explore funding opportunities (Land & Water Conservation Fund or OPWC Clean Ohio Greenspace) to voluntarily acquire undeveloped land for preservation/passive recreation.
- Develop guidelines for tree preservation in concert with development.

CLEAN ENERGY

- Pursue funding (e.g. Bipartisan Infrastructure Law) for EV fast-chargers with private partners at publicly accessible parking locations with adequate electric capacity.
- Create a Energy Special Improvement District (ESID) to encourage and incentivize developers through PACE financing to utilize latest green building techniques.
- Complete a sustainability audit of City-owned facilities to identify potential sustainable upgrades/improvements to City facilities.

PLAN THEMES:



Economic Development



Active Transportation



Community Facilities



Environmental Stewardship

PURPOSE

A Comprehensive Plan is a complete review of the community's assets in conjunction with obtaining input from residents, businesses and other stakeholders to determine where the community should be headed in the future. It is an opportunity for the community to develop a guiding document that can be used for directing and implementing how the City develops and changes to make it even better. It includes assessing housing needs and business development, along with quality of life issues such as traffic, walkability, and recreation.

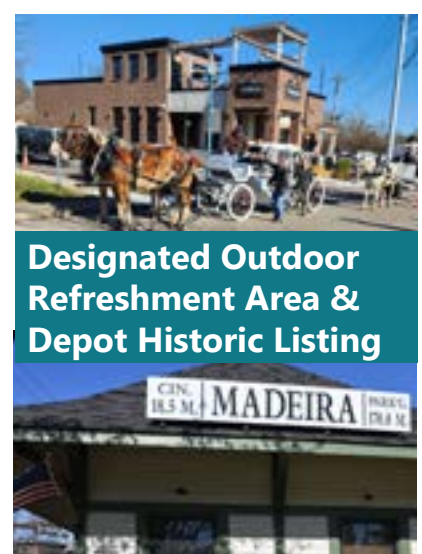
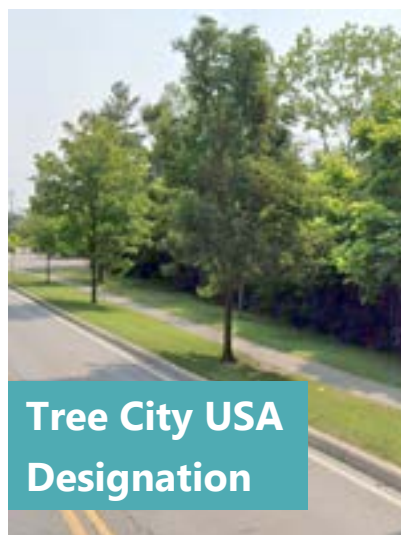
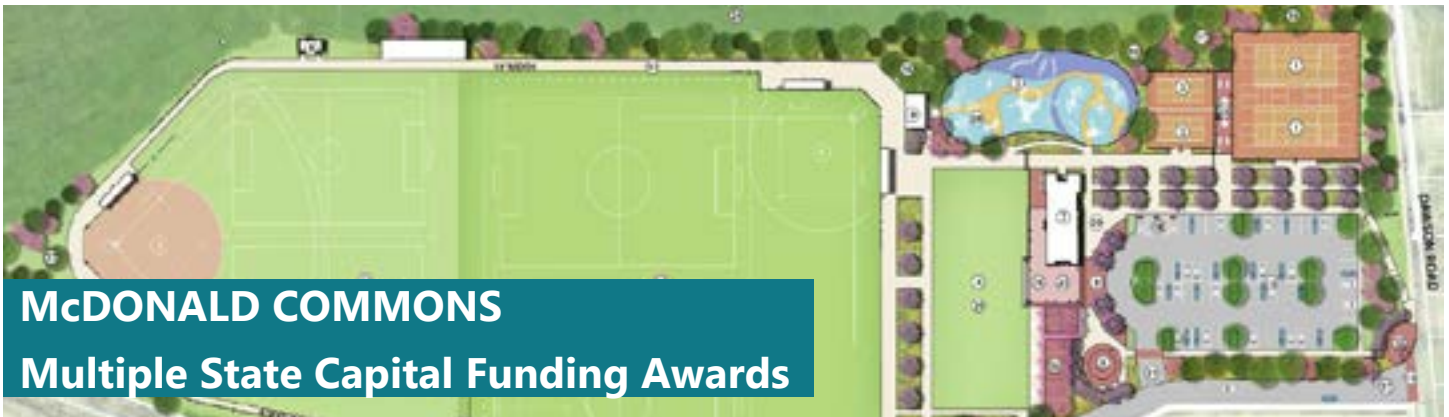
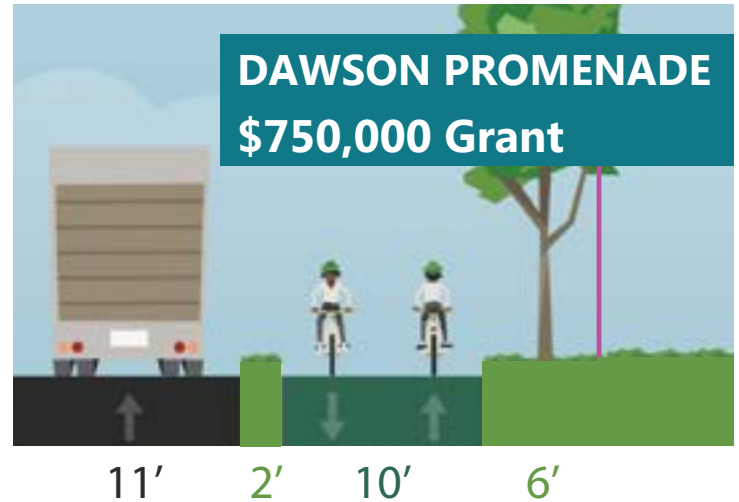
The Plan is important because communities are always changing, either through internal actions or external forces. Development and change is going to occur, but through the creation of a Comprehensive Plan, development can be shaped and directed to best fit the needs and desires of the community.

The Plan culminates in a series of strategies that outline action items, roles, and responsibilities for post-plan implementation activities. Given the wide range of recommendations in a comprehensive planning effort, these strategies include a combination of regulatory tools (e.g. zoning, design standards, etc.), public-private partnerships, policies and programming, innovative financing strategies, economic development incentives/cooperative development agreements, and pursuit of grant funding assistance.

PLAN STRUCTURE

The plan begins with an overview of the planning and engagement process, followed by a background assessment of the community. Four plan themes (Economic Development, Active Transportation, Community Facilities, and Environmental Stewardship) established by the Steering Committee based on Community Survey feedback and City Council priorities are examined in detail in Chapters 3-6. Each plan theme has a series of goals, initiatives underway, geographic focus areas, and strategies for implementation. The plan concludes with a discussion of citywide issues and next steps moving forward to realize the community vision.

Implementation Progress since 2019





Introduction

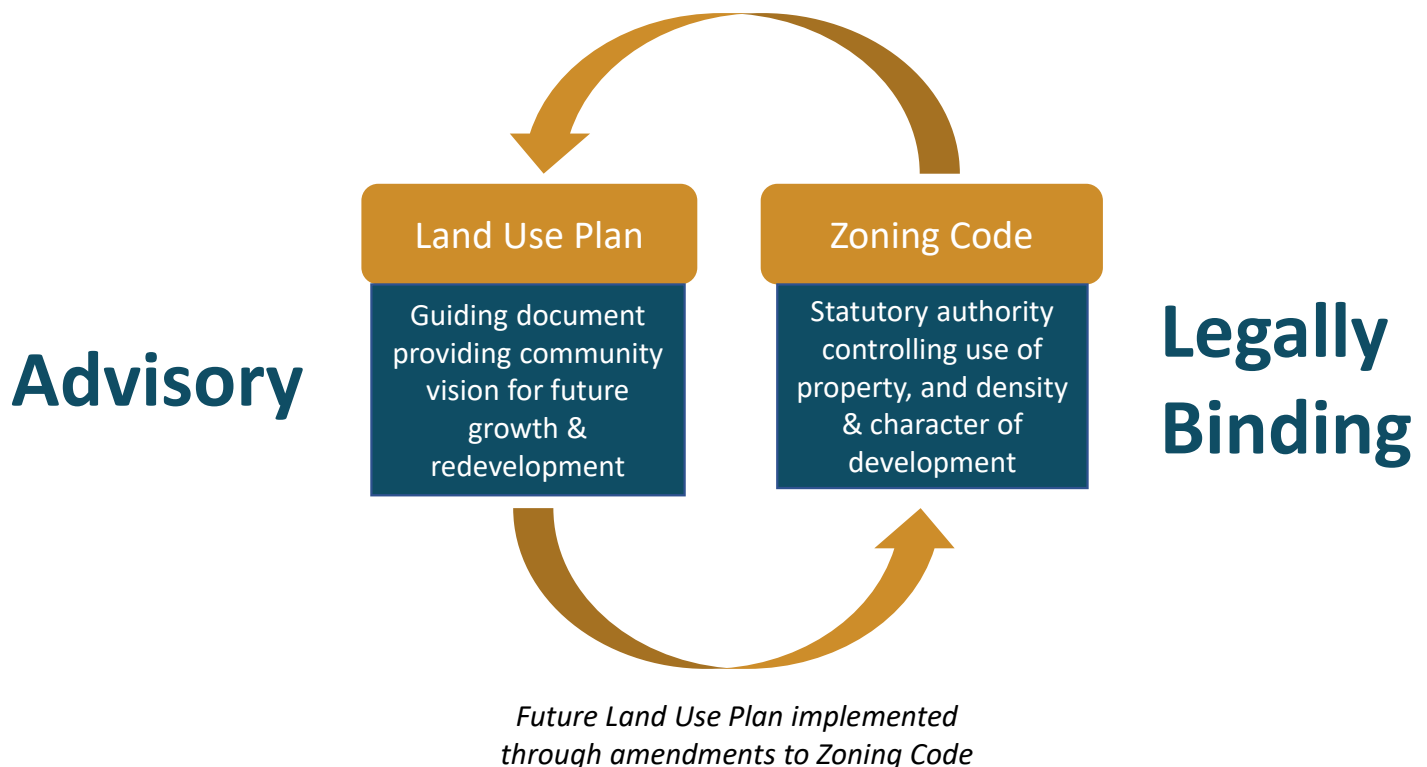
A zoning ordinance is legally defensible to the extent it is based on sound analysis and study of desirable future land use. A Comprehensive Plan provides a solid foundation to justify future zoning decisions.

INTERFACE WITH ZONING

A **Comprehensive Plan** is a guiding document that **is not legally binding**, whereas the Zoning Code is a statutory authority that governs use of property. The Comprehensive Plan will develop recommendations for the type and form of future land uses, but the Zoning Code would need to be amended in a separate process through City Council Resolution for any changes to take place.

NEXUS BETWEEN THE PLAN & ZONING

Zoning Code should be consistent with Future Land Use Plan to avoid potential legal challenges





Engagement

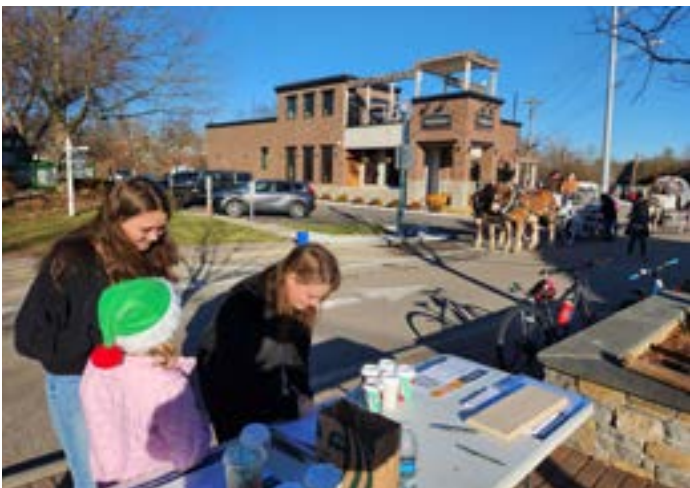


ENGAGEMENT

The Comprehensive Plan was created through the input of numerous community stakeholders. Outreach efforts included residents, property owners, businesses and even people who visit the city to work or shop. A multi-tiered stakeholder approach (see next page) guided the plan themes and process.

The first phase of developing the plan involved gaining insight and identifying how the stakeholders view the community and what improvements they would like to have in the future. That information was then evaluated to arrive at a series of plan themes identified by the Steering Committee.

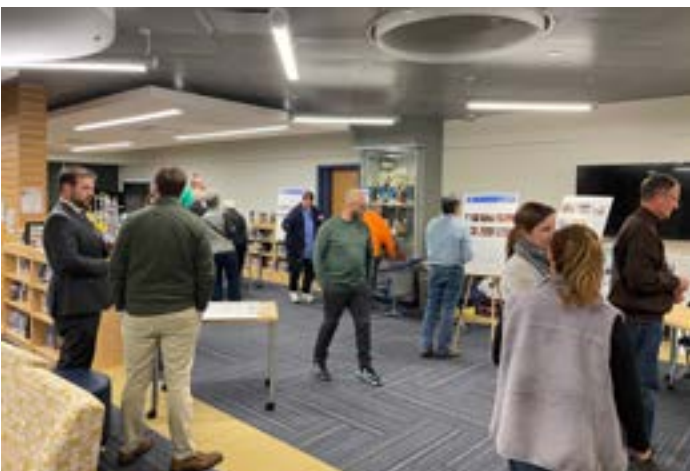
Plan themes were explored in detail during a series of Working Group discussions. Each themed Working Group had one or more liaisons who reported back to the Steering Committee with group consensus.



PUBLIC ENGAGEMENT

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- 4 Steering Committee Meetings
- 12 Working Group Meetings
- 2 Public Input Sessions
- Over 700 Community Survey responses
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Engagement

STAKEHOLDER ORGANIZATION CHART

Steering Committee Overall Community Vision

**Planning
Commission**

**Citizen
Representatives**

Working Groups Focused Input on Plan Issues

Steering Committee
Liaison

Steering Committee
Liaison

Steering Committee
Liaison

Steering Committee
Liaison



**Economic
Development**



**Active
Transportation**

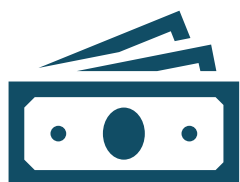


**Community
Facilities**



**Environmental
Stewardship**

Background



\$142,917
MEDIAN
HOUSEHOLD
INCOME



71.9%
BACHELOR'S
DEGREE OR
HIGHER

DEMOGRAPHICS

The 2017 U.S. Census Bureau's American Community Survey (ACS) 5-year Estimates demonstrate Madeira is a community that compares favorably to Hamilton County and the State of Ohio in terms of income levels, housing values, and educational attainment.

Madeira's median household income of \$142,917 is 2.3 times greater than county and state levels indicative of local wealth and buying power. Post-secondary educational attainment of a bachelors degree, a predictor of future earning potential, exceeds County levels by 1.74 times and state levels by 2.3 times.

Madeira has experienced a 46.9% increase in median household income since 2017, one of the highest increases in wealth in the State of Ohio.

U.S. Census Bureau's American Community Survey (ACS) [2017-2021 5-year averages]

Category	City of Madeira	Hamilton County	State of Ohio
Owner-occupied housing unit rate	87.8%	57.70%	67.2%
Median value of owner-occupied households	\$375,400	\$172,800	\$159,900
Median gross rent	\$995	\$875	\$870
Persons per household	2.73	2.34	2.41
Median age	38.8	36.9	39.6
Households with a computer	99.1%	92.7%	91.9%
Households with a broadband Internet subscription, 2017-2021	96.8%	88.4%	86.3%
Bachelor's degree or higher, persons age 25 years+	71.9%	41.3%	30.7%
Persons without health insurance coverage	2.1%	5.6%	6.5%
Mean travel time to work (minutes)	18.4	21.9	23.1
Median household income	\$142,917	\$64,065	\$62,262
Persons in poverty, percent	1.90%	16.20%	13.4%

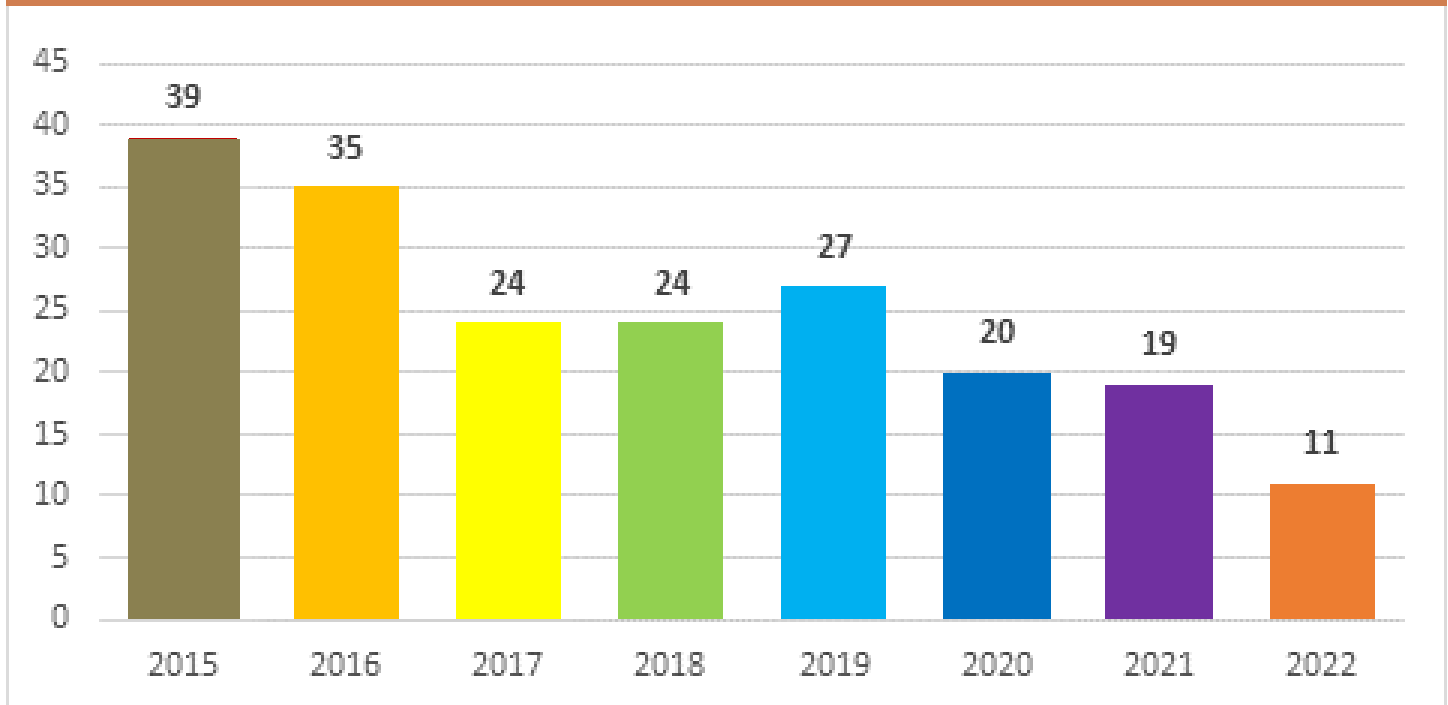
Background

HOUSING

The vast majority of Madeira's 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 can afford larger, higher-priced homes which contributed to some smaller homes in the community, being the subject to demolition and replacement with larger homes on the same lot. During the preparation of the previous Comprehensive Plan in 2019, resident concerns voiced over this development pressure led to housing being one of the four focus areas of the plan.

Since 2019, market forces have caused the amount of housing demolitions in Madeira slow dramatically. While maintaining a quality residential housing stock and vibrant neighborhoods remain an important goal for Madeira, the 2023 plan update does not focus on housing issues given the decline in demolition pressure.

City of Madeira NEW RESIDENTIAL CONSTRUCTION PERMITS 2015-2022



Background

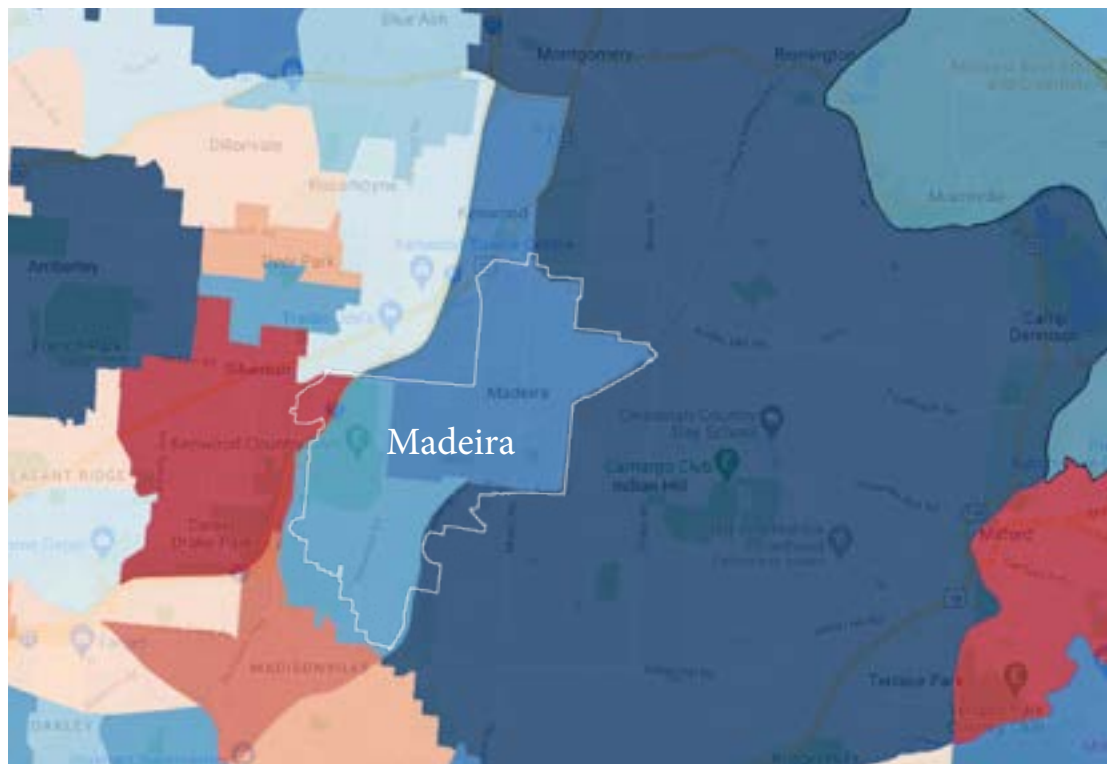
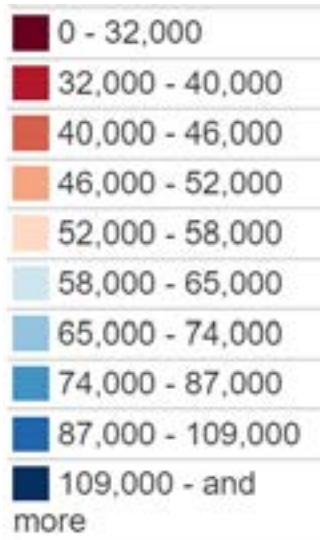
Household Buying Power			
	Drive Radius		
	5-Minute	7-Minute	10-Minute
Population	12,457	32,738	75,192
Households	4,664	13,282	33,145
Average Disposable Income	\$98,827	\$79,181	\$66,037
Median Disposable Income	\$118,302	\$103,176	\$88,990
Per Capita Income	\$62,501	\$59,093	\$52,939

LOCAL MARKET

The Kenwood primary market area, which encompasses Madeira, is Greater Cincinnati's premier demographic relative to household wealth and buying power. This is evident by the concentration of high-end retailers in Kenwood Towne Center and the surrounding shopping centers.

Median household buying power increases dramatically to the east in The Village of Indian Hill, but this is somewhat offset by the lower population density there. The Village of Indian Hill does not permit commercial development so Madeira serves as their "Town Center" for large portions of their expansive geographic footprint.

MEDIAN HOUSEHOLD INCOMES



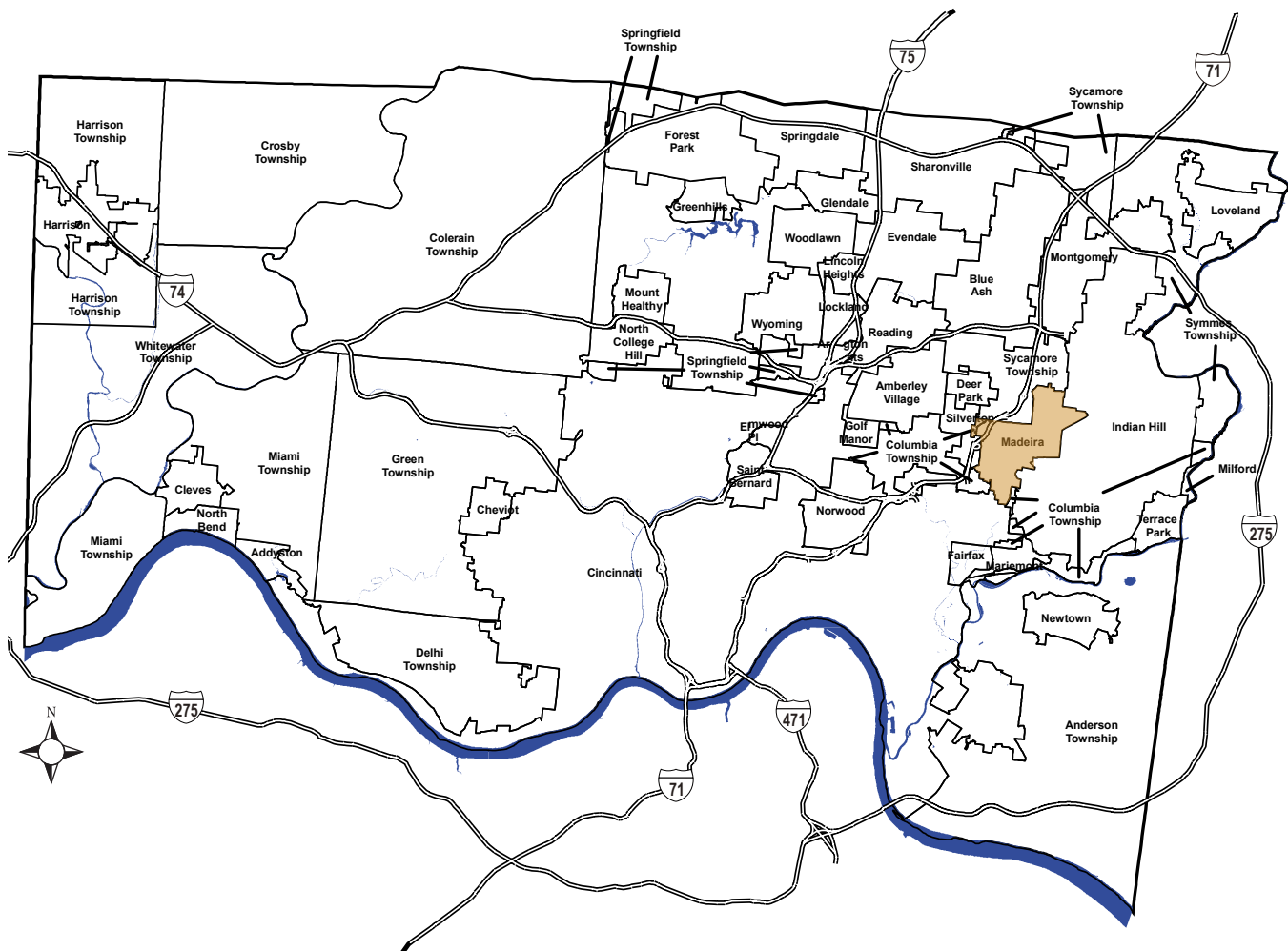


Background

Madeira's central location in Southwest Ohio, convenient access to Interstate 71, and proximity to affluent communities were cited as strategic advantages to doing business in Madeira.

REGIONAL CONTEXT

Madeira is one of the premier communities in Greater Cincinnati with a central location in close proximity to other parts of the Tri-State region, with the accessibility of Interstate 71 and Montgomery Road. Madeira's location makes it an attractive location to reside for workers commuting to employment centers in Downtown Cincinnati, nearby Blue Ash, and other suburbs in the region.





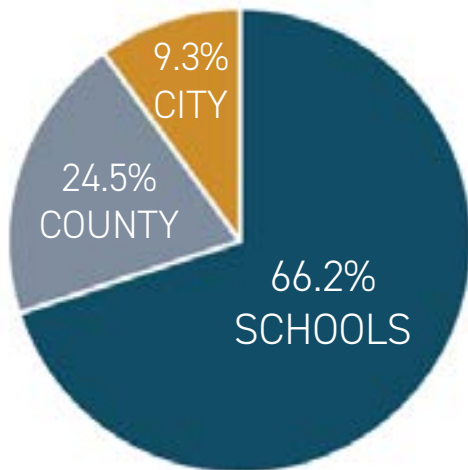
Background

MUNICIPAL FINANCE

In 2023, the City's approved operations budget was approximately \$11.5 million. Below is a breakdown of some of the City's 2023 budget by expense category.

City of Madeira - 2023 Budget by Category		
Category	Amount Budgeted	Percent of Budget
Police	\$2,671,234	23%
Fire/EMS	\$2,410,000	21%
Transfer to McDonald Commons	\$2,100,000	18%
Public Works/Parks	\$1,642,250	14%
Administration	\$763,918	7%
Transfer to Street Repair	\$700,000	6%
Treasurer/Finance	\$432,082	4%
Building/Planning & Zoning	\$216,103	2%

Property Tax Distribution:



To fund its operations, Madeira has a 1% earnings tax, which is one of the lowest in the Cincinnati region. The City also collects 7.5-mills on the assessed millage of property in the City. These revenue sources generate approximately \$5 million and \$3 million, respectively. In 2022, the City experienced an increase in earnings tax, likely caused by a combination of raising wages, inflation, and more residents working from home taking advantage of the City's low earnings tax rate.

The balance of the operations budget is funded through a series of smaller sources, including Joint Economic Development Zone (JEDZ) in partnership with Sycamore Township (approximately \$600,000), grants and resources from the State of Ohio (i.e. Local Government Funds, gas tax proceeds, etc.) and service charges (i.e. permit fees, traffic fines).

Importance of Earnings Tax to Madeira:

The City receives 9.3% of real property taxes collected in Madeira with the majority of real property tax (66.2%) is distributed to Madeira City Schools and the remaining 24.5% distributed to various County levies.

CH 3

ECONOMIC DEVELOPMENT

GOALS

- Strengthen the municipal tax base to ensure the continued provision of quality public services and infrastructure residents expect.
- Attract an appropriate mix of community-scale commercial uses in Downtown that provide residents with desired retail and services.
- Capitalize on the economic potential of the Montgomery Road corridor for higher-intensity uses viable near the Interstate 71 interchange.
- Promote adaptive reuse of light industrial buildings and property along the Camargo Road corridor with an emphasis on advanced manufacturing and tech startups.

Primarily a Bedroom Community:

Workers employed in Madeira are outnumbered by Madeira residents employed outside the City by almost 1.8 to 1. The City is a net exporter of workforce which results in less earnings tax collections due to residents being credited 0.6% for earnings tax paid to another City.

STRENGTHENING THE TAX BASE

Since little undeveloped land remains within Madeira, the City's ability to expand its tax base has become limited. It is therefore in the City's best interest to see that undeveloped and/or underdeveloped land in the community is put to its most appropriate use in order to maximize local revenues. Efforts should be made to enhance and develop the economic base of the community and Downtown.



190

LIVE & WORK IN MADEIRA



2,309

WORK IN MADEIRA,
BUT LIVE ELSEWHERE



4,033

LIVE IN MADEIRA,
BUT WORK ELSEWHERE



ECONOMIC DEVELOPMENT

Job Type	Retail/ Service Industry Worker	Professional/ Managerial Worker
Annual Earnings (assumed)	\$25,000	\$100,000
Madeira Municipal Earnings Tax - Annual Receipts		
Lives in Madeira, but Works in Another City	\$100	\$400
Works in Madeira, but Lives in Another City	\$250	\$1,000
Lives & Works in Madeira	\$250	\$1,000

NEED FOR JOB CREATION

The table to the left demonstrates how a lower salary job located in the City of Madeira generates a larger earnings tax collection than a professional employee living in Madeira but working in another City. This illustrates the critical importance of all jobs located in the City limits regardless of salary level.

The table below shows the potential catalytic impact of a hypothetical mixed-use development in Downtown from an earnings tax and property tax perspective. As noted, the post-COVID-19 pandemic trend of work from home presents an opportunity for the City to cultivate an attractive live-work-play environment for remote and hybrid high-wage earners.

Potential Annual Fiscal Impacts									
Hypothetical 2-Acre Site with 3-story Mixed-Use Development									
Tenant Mix	Site (Acres)	Lot Coverage	Building Footprint (SF)	Leasable Retail (Ground Floor)	Leasable Apartment (Upper Floors)	Leasable Office (Upper Floors)	Municipal Earnings Tax	Municipal Property Tax	Municipal Revenue
Ground-Floor Retail & Upper Level Apartments (assumes 15% work from home)	2	50%	43,560	39,204	78,408	-	\$107,251	\$137,650	\$244,900
	2	75%	65,340	58,806	117,612	-	\$160,876	\$206,474	\$367,350
Ground Floor Retail & Upper Floor Offices	2	50%	43,560	39,204	-	78,408	\$269,627	\$137,650	\$407,277
	2	75%	65,340	58,806	-	117,612	\$404,441	\$206,474	\$610,915



ECONOMIC DEVELOPMENT

INITIATIVES UNDERWAY



Streetscape

- Miami Avenue Complete Streets & Revitalization will enhance Downtown Madeira's primary commercial corridor including infrastructure replacement, streetscape enhancements, and traffic calming.
- Project will leverage \$7 Million in outside funding assistance secured through Congressionally Directed Spending (aka Federal Earmark) & SORTA Transit Infrastructure Fund.



DORA & Historic Designation

- The City created a Designated Outdoor Refreshment Area (DORA) in Downtown that will enhance visitor spending and increase pedestrian foot traffic.
- Madeira Depot has been listed on National Register of Historic Places (NRHP).
- Depot now has potential to serve as anchor of Downtown Redevelopment District (DRD) to generate revenue for storefront renovation loans & other district funding.
- An Innovation District could be created in conjunction with a DRD to provide loans and grants to qualified businesses (i.e. tech or R&D) or incubators/accelerators.



Community Brand

- Madeira unveiled a new Community Brand for the LPGA Kroger Queen City Classic Golf Tournament in 2022.
- The new brand is being integrated into marketing and event promotional materials.
- The tagline "Great Lives Made Here" can be used to enhance civic placemaking efforts in Downtown and throughout the community's wayfinding/gateway signage.



Potential Future Gateway Signage Opportunity



ECONOMIC DEVELOPMENT



FOCUS AREA: Downtown

COMMUNITY SURVEY

Which of the following would make you more likely to visit Downtown Madeira?

Rank	Response	Percent
1	More Variety in Dining & Entertainment	89%
2	More Variety in Retail Shops	56%
3	Enhanced Civic Gathering Space	37%
4	Shared Municipal Parking Area	27%
5	Extended Business Hours	17%
6	Other (please specify)	13%

MADEIRA'S CENTER OF ACTIVITY

The Miami Avenue corridor between Camargo Road and Euclid Avenue serves as the main artery of the City's Downtown and is home to a diverse mix of primarily commercial, office, and institutional uses. This segment of Miami Avenue forms the backbone of the City's "Main Street Core," a mixed-use zoning classification encompassing parcels in the immediate vicinity.

Miami Avenue is also the location of several annual community events including the Art Fair and Street Dance. The Miami Avenue Complete Streets project, funded primarily through federal and county sources, will create a more pedestrian-friendly environment and aesthetically appealing streetscape that calms vehicular traffic.

Public input indicates a strong desire for more local businesses, particularly sit-down and casual dining, as well as more variety in retail shops.

The need for additional shared public parking within Downtown was also a recurring theme during plan development. Most respondents cited issues parking north of the railroad crossing when visiting businesses in the immediate vicinity of the Miami Avenue/Dawson Road/Railroad Avenue intersections.



ECONOMIC DEVELOPMENT



FOCUS AREA: Camargo Road

PUBLIC INPUT SESSION

Given the limited public right-of-way along Camargo Road, what would you like to see prioritized in that space?



Wider pedestrian space

62.6%

On-Street parking

37.4%

REVITALIZING THE CORRIDOR

The Camargo Road corridor is home to a mix of primarily light industrial, commercial, and residential uses and parallels the railroad tracks along the Little Duck Creek and Sycamore Creek valleys. Many of the properties abutting the railroad are home to light industrial uses and much of the corridor is zoned for manufacturing. The corridor is home to several overlay districts that permit additional flexibility in land use regulations without altering the underlying zoning classifications.

Camargo Road in its present configuration suffers from a perpetual “Sea of Pavement” where there is no clear definition of drive access, sidewalks, and parking. Overhead utilities dominate sight lines and create a sense of visual clutter.

Planned streetscape upgrades, funded in part through the SORTA Transit Infrastructure Fund, will provide a clear delineation of vehicular and pedestrian environments and better organization of parking would greatly enhance the corridor both functionally and aesthetically.

Support of community-scale mixed-use development along Downtown corridors like Camargo Road was evident from the virtual public input session which saw 64% of respondents support residential uses above ground floor restaurants and boutique service/retail.



ECONOMIC DEVELOPMENT



FOCUS AREA: Montgomery Road



Transit Oriented Development:

Dated strip shopping plazas along Montgomery Road in Madeira (see above) could eventually be replaced with higher density commercial development similar to the nearby Kenwood Collection (bottom left) or the UBS office building (bottom right) in close proximity to a planned Bus Rapid Transit (BRT) corridor along Montgomery Road.



LEVERAGING FUTURE BUS RAPID TRANSIT (BRT) CORRIDOR

The bustling suburban commercial district in the vicinity of the Interstate 71 interchange at Montgomery Road (US 22 / SR 3) is the northern gateway to the City of Madeira. Approximately 1,000 feet of Montgomery Road along the southeast side of the road between Hosbrook Road and Galbraith Road is located in the city limits. While the density and character of development in this area is in stark contrast with the small town feel of the rest of Madeira, this small portion of the city has immense economic potential due to planned investments by SORTA in a BRT corridor along Montgomery Road immediately adjacent to freeway access and the region's premier upscale retail district.

The City should encourage a denser mix of uses along Montgomery Road to capitalize an enhanced transit access between the Kenwood area and Downtown Cincinnati. Based on virtual public input session feedback, 39% of respondents were interested in a SORTA micromobility option connecting Madeira to local destinations including transit hubs.



ECONOMIC DEVELOPMENT



IMPLEMENTATION TOOLKIT:

Community Improvement Corporation (CIC)

POWERS OF A CIC

Broad powers authorized under ORC Section 1724.02 empower a CIC to:

- Borrow money for any purpose of the CIC.
- Provide loans to individuals or businesses.
- Buy, lease, sell real or personal property.
- Acquire the good will, business rights, real or personal property, and assets of an individual or business.
- Charge fees to political subdivisions for services.
- Enter into contracts with federal, state and local governments.
- Apply for and administer grants.
- Do all acts necessary or convenient to carry out statutory powers.

ACTIVE ROLE IN SITE ASSEMBLY

Conversations with numerous stakeholders revealed that Madeira is a desirable market for community-scaled retail and mixed-use development. The prevailing consensus is that catalytic development in the City's Downtown has traditionally suffered from a lack of readily available property due to the small size of discrete parcels and varying private property interests. In several cases past development plans fell apart because a developer was not able to acquire enough parcels to assemble a buildable footprint adequate to meet the needs of their financing.

History shows that despite solid market demographics and a Main Street Core zoning district that promotes mixed-use infill development, no catalytic development projects have been advanced in the past two decades.

In order to encourage reinvestment in Madeira's commercial areas, the City joined Hamilton County's Community Improvement Corporation (CIC) in 2020. Joining the County CIC provides the City with a vehicle to strategically acquire and land-bank key parcels until sufficient mass was accumulated to issue a Request for Proposals (RFP) to private developers.

Future economic development planning efforts for the City should explore innovative ways to fund the voluntary acquisition of strategic properties with willing private sellers through the CIC.



ECONOMIC DEVELOPMENT



IMPLEMENTATION TOOLKIT:

Downtown Redevelopment District (DRD)



Madeira Depot as DRD Anchor

The listing of the Madeira Depot on the National Register of Historic Places allows it to serve as the anchor for a 10-acre DRD along Miami Avenue.

STOREFRONT REINVESTMENT

In 2016 Ohio General Assembly enacted House Bill 233 enabling municipalities to create Downtown Redevelopment Districts (DRDs). A DRD functions similar to a Tax Increment Financing (TIF) District, but offers municipalities additional options in funding projects and programs with DRD proceeds including building rehabilitations and marketing of the district.

Property owners within the DRD make service Payments in Lieu of Taxes (PILOTs) on a tax exemption up to 70% of the increased value of real property over the course of the 10-year DRD period. A DRD may have a 30-year term with approval by the local school board.

SPARKING INNOVATION

A municipality can identify a contiguous part or all of a DRD as an Innovation District. An Innovation District must be equipped with a high-speed broadband network capable of download speeds of 100 Gbps. DRD proceeds within an Innovation District may be used for loans or grants to qualified businesses (i.e. tech or R&D) or to incubators and accelerators that provide services to qualified businesses.

Qualified businesses are those primarily engaged in (1) Research and Development, (2) Technology Transfer, (3) Bio-Technology, (4) Information Technology, or (5) application of new technologies.

Loans OR Grants
for Historic
Rehabs

Loans for
Non-Historic
Rehabs

Eligible Uses
of DRD
Proceeds

Public
Infrastructure
Improvements

General Promotion
& Enhancement
of District *

* Limited to 20% of revenue from exempted property taxes



ECONOMIC DEVELOPMENT



IMPLEMENTATION TOOLKIT: Smart Cities

Funding Opportunities for EVs

The Bipartisan Infrastructure Law has several funding programs dedicated to EV adoption and charging that Madeira may be able to leverage due to its location along the Interstate 71 Alternative Fuel Corridor and planned SORTA transit enhancements along Montgomery Road.



\$5 billion

for a nationwide network of 500,000 EV charging stations



\$2.5 billion

for publicly accessible alternative fuel infrastructure (EV charging stations; hydrogen/propane/natural gas fueling stations)



\$10.9 billion

to transition school buses, transit buses and passenger ferries to low- and/or zero-emissions alternatives

LEVERAGING TECHNOLOGICAL ADVANCEMENTS

Smart Cities lay the foundation for a more sustainable and efficient environment by developing a holistic, open and integrated operating system that allows for data driven decision-making.

Smart Cities are supported by several types of technologies, including:

- Information and communications technology (ICT)
- Connected physical devices using the Internet of Things (IoT) network
- Geographical information systems (GIS)

Each technology works together to collect and contextualize massive amounts of data that can be used to improve the components and systems running within a city.

The City should work to ensure future investments in infrastructure and proposed development are compatible with the latest emerging technologies relative to advanced mobility, renewable energy sources, and wireless connectivity.

Potential Smart Cities applications in Madeira include establishing a network of electric vehicle chargers, advanced parking systems, dynamic lighting and making the necessary investments to prepare for future 5G wireless and connected/autonomous vehicle environments.



ECONOMIC DEVELOPMENT

Implementation Matrix

Strategy	Description	Focus Area	Project Type
Retain Existing Businesses	Partner with Chamber of Commerce to create a 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 Downtown.	Downtown	Zoning
Promote Adaptive Re-Use	Allow and encourage adaptive re-use of Camargo Road properties for advanced manufacturing, research and development, and tech uses such as the LifeFormations facility.	Camargo Road	Zoning
Develop Community Brand	Implement the new “Made in Madeira” Community Brand in communications, programming, and wayfinding.	Citywide	Public Relations
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)	Identify seed funding opportunities to allow the City to acquire strategic parcels for land-banking and redevelopment through the Hamilton County Community Improvement Corporation (CIC)	Citywide	Administrative / Legal
Shared Municipal Parking	Explore development of a public municipal parking lot or garage.	Downtown	Capital Improvement
Smart Cities Technology	Integrate emerging Smart Cities technologies, such as Electric Vehicle (EV) charging stations, into commercial areas.	Commercial Districts	Capital Improvement
Transit Oriented Development	Encourage higher density uses along Montgomery Road to fully leverage planned SORTA Bus Rapid Transit (BRT) corridor between Kenwood and Downtown Cincinnati.	Montgomery Road	Administrative / Legal

CH 4

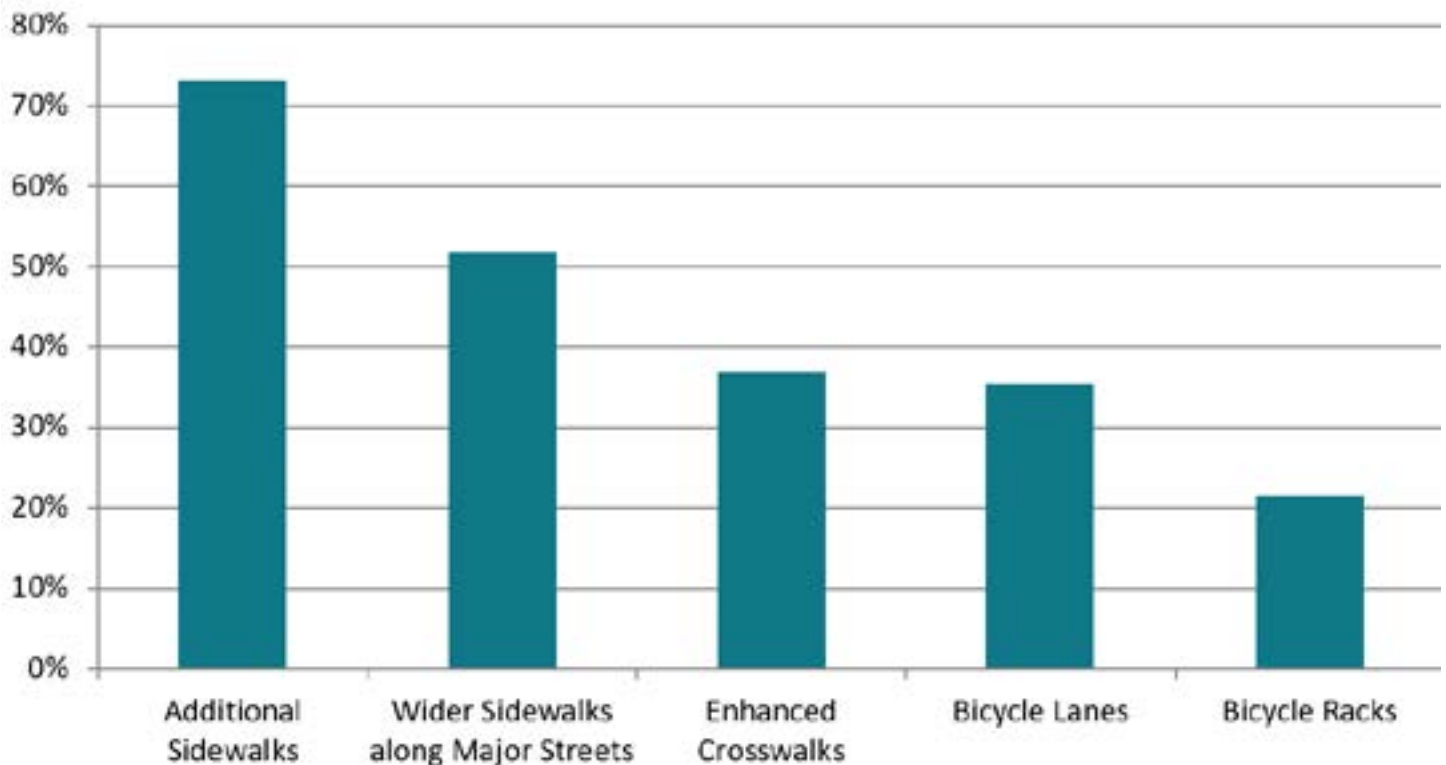
ACTIVE TRANSPORTATION

GOALS

- Connect the community through a transportation network that balances the need for efficient vehicular traffic flow with the accommodation of safe, accessible, and inviting pedestrian and bicycle facilities.
- Focus in the short-term on completing critical missing gaps in the City's sidewalk network, while laying the long-term groundwork for a regional trail connection to the Little Miami Scenic Trail.
- Provide an inviting pedestrian experience along Downtown streets to encourage placemaking and stimulate community-scaled, mixed-use development.

COMMUNITY SURVEY

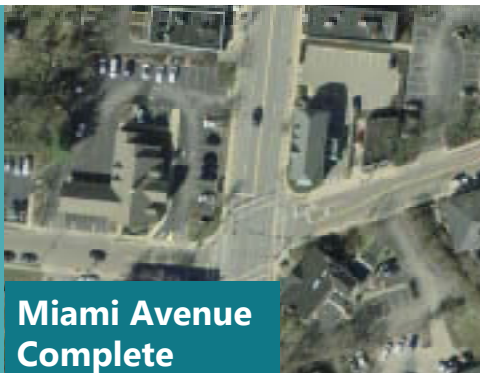
Which of the following would make you more likely to walk or bicycle in Madeira?





ACTIVE TRANSPORTATION

INITIATIVES UNDERWAY



Miami Avenue Complete Streets

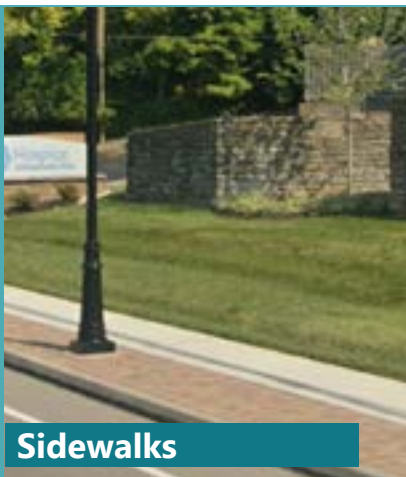
- Miami Avenue Complete Streets & Revitalization, leveraging \$7 Million in outside funding assistance, will enhance walkability and calm traffic in Downtown
- Project scope includes enhanced crosswalks, curb extensions, raised intersections, traffic control, defined on-street parking, burying overhead utilities, street trees, and wider sidewalks/enhanced pedestrian space



Enhanced Crosswalk

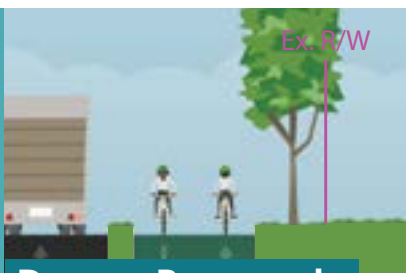


Raised Intersection



Sidewalks

- The City continues to close the remaining gaps along Madeira's primary thoroughfares
- Euclid Avenue sidewalk west of Miami Avenue was completed in 2021, with future extension west in Sycamore Twp. programmed from Hosbrook to Kenwood
- Programmed roadway rehabilitation along Camargo Road east of Miami Avenue, funded in part through SORTA Transit Infrastructure Funds, will add sidewalks
- Galbraith (Lancewood to Miami) and Miami (Galbraith to Greenbriar) sidewalks will be installed as part of a proposed roundabout at the Miami/Galbraith intersection Roundabout



Dawson Promenade

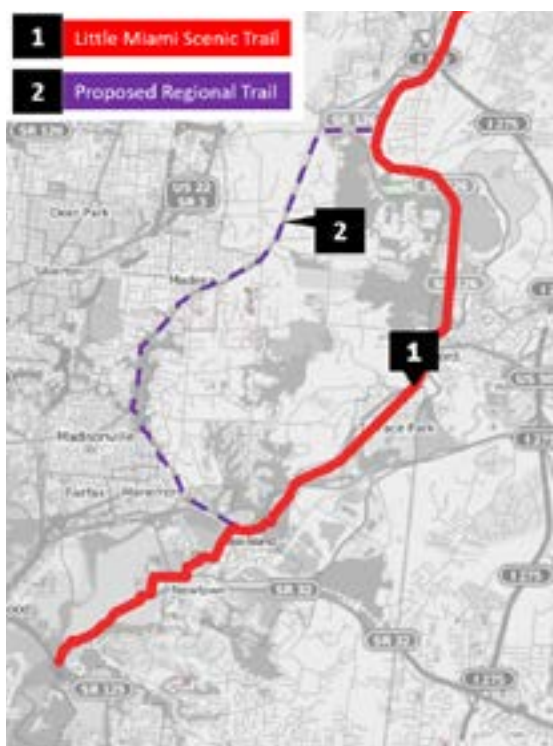
- Dawson Promenade Connector funding (\$747,763) was secured through the OKI Transportation Alternatives program to construct a shared use path connecting Downtown to McDonald Commons
- The project will incorporate pedestrian-scale solar LED lighting, wayfinding & interpretive displays, bike racks, benches, street trees and bioswales



ACTIVE TRANSPORTATION



FOCUS AREA: Regional Trail



Regional Trail Connection

A future regional connector trail to the Little Miami Scenic Trail would provide a much needed off-road multi-use path in Madeira while also putting the City on the map as a "Trail Town" on the region's greenway.

ESTABLISHING A GREENWAY

Construction of a regional trail connection paralleling Camargo Road and the railroad tracks would provide Madeira residents with a recreational amenity and enhanced connection to Downtown and McDonald Commons. Recreational trails have been demonstrated to increase nearby property values and increase spending at local businesses near trailhead facilities. Ideally this trail would connect north across Indian Hill, Montgomery, and/or Symmes Township to the Little Miami Scenic Trail and south to one or more potential connection points in the Madisonville neighborhood of Cincinnati.

Long-term development of this trail project would connect Madeira to trail networks at multiple levels:

- **Regional: Little Miami Scenic Trail**- The longest single trail in the Miami Valley trail network at 78 miles, the Little Miami Scenic Trail provides long stretches of well shaded trail with great destinations along the route that runs from Beechmont Avenue to Springfield.
- **State: Ohio to Erie Trail** - A primarily off-street recreational trail from the Ohio River to Lake Erie, the Ohio to Erie Trail spans the state of Ohio from Cincinnati to Cleveland. As of June, 2017 it is 326 miles with 280 miles on separated paved trails and about 50 miles on city streets and rural roads.
- **National: Great American Rail-Trail** - The Great American Rail-Trail will be the single greatest trail project in U.S. history. Now 50% complete it will link Washington State to Washington, D.C.



CAMARGO ROAD

The existing right-of-way along the north side of Camargo Road presents a logical opportunity to construct a multi-use trail along a segment of roadway currently lacking sidewalks.

By serving as a dual pedestrian/bicycle facility, this segment would close a major gap in the City's sidewalk network.

North side of Camargo Road
looking northeast



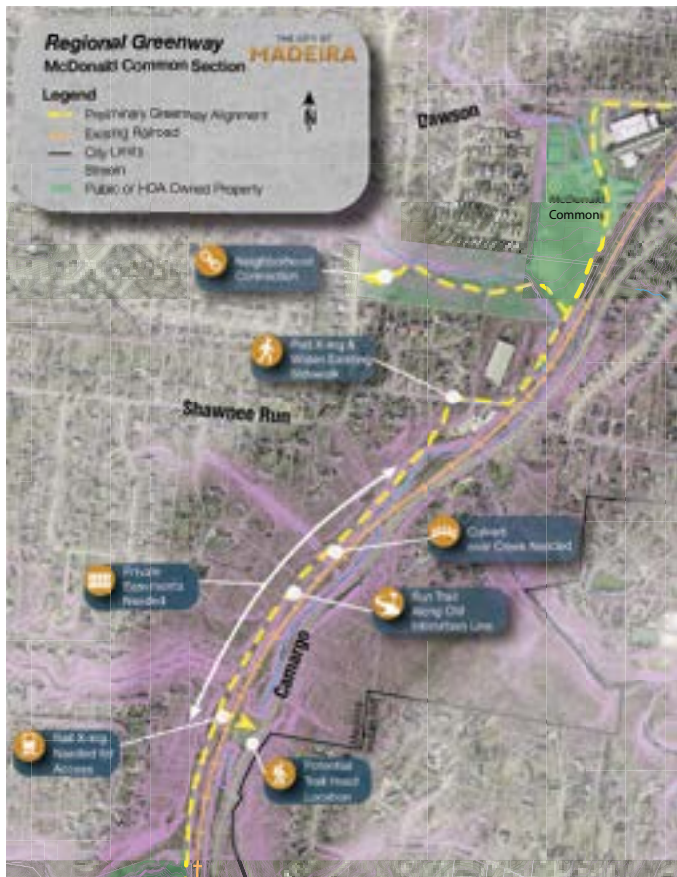
Railroad Avenue right-of-way
looking northeast



DOWNTOWN

The Dawson Road sidewalk between McDonald Commons and Miami Avenue will be widened to provide sufficient width for a shared use path as part of an OKI Transportation Alternatives Program project in 2025.

The existing Railroad Avenue right-of-way east of Miami Avenue could be utilized to connect the trail from Downtown to "The Point" intersection at Euclid Avenue and Camargo Road.



MCDONALD COMMONS CONNECTION

The trail could utilize the newly constructed paths through McDonald Commons. From there south to Shawnee Run Road and eventually Camargo Canyon Preserve, property easements would need to be obtained in the undeveloped space near the base of the hill above the west side of the railroad tracks.

Existing footpath looking north towards Shawnee Run Road



Existing culvert remains from former "Swing Line" interurban rail

FORMER INTERURBAN LINE

This segment of the trail would utilize the graded bench of the former "Swing Line" interurban rail line last operated in 1919. This segment includes approximately 2,100 linear feet (0.40-mile) across 17.2-acre City-owned (but landlocked) Camargo Canyon Preserve and 2,600 linear feet (0.50-mile) where an easement would be needed within the 20-acre Kenwood Cabana Club greenspace.



ACTIVE TRANSPORTATION



FOCUS AREA: Traffic Calming



Miami Avenue Possibilities

The Miami Avenue corridor north of Euclid offers wide shoulders and the segment south of Camargo has an asymmetrical third lane, both of which present space that could be repurposed for on-street bicycle or shared use path facilities.



PEDESTRIANIZING THE STREET GRID

Streets are often the most vital yet underutilized public spaces in cities. In addition to providing space for travel, streets play a big role in the public life of cities and communities and should be designed as public spaces as well as channels for movement. Cities have realized that streets are an economic asset as much as a functional element. Well-designed streets generate higher revenues for businesses and higher values for homeowners.

Based on Public Input Session (conducted both in-person and online) feedback, the following locations were considered high priorities for further evaluation for Complete Streets enhancements and traffic calming countermeasures:

- Completing remaining sidewalks gaps along Camargo Road and Euclid Avenue
- Installing sidewalks on both sides of Miami Avenue where they do not currently exist on residential segments
- Traffic calming along Miami Avenue, Euclid Avenue, and Hosbrook Road

Many respondents cited the need for increased enforcement of traffic laws where drivers ignore marked crosswalks.

In addition, the Working Group identified the need to provide pedestrian infrastructure that meets ADA Standards for Accessible Design.



ACTIVE TRANSPORTATION



IMPLEMENTATION TOOLKIT: Infrastructure Funding Sources

The City of Madeira regularly tracks available funding opportunities to implement its priority Comprehensive Plan initiatives. Several potential funding avenues available to leverage outside funding assistance to design and construct active transportation enhancements include:

Funding Source	Description
Ohio Department of Natural Resources (ODNR) Clean Ohio Trails Fund	ODNR Clean Ohio Trails program is available annually and funds non-motorized trail connections of regional significance. The program requires a 25% local match. Typical maximum awards are \$500,000.
OKI Transportation Alternatives (TA)	OKI TA funding is available annually for transportation projects that enhance bicycle and pedestrian connectivity. The source of funds is federal and requires a 20% local (non-federal) match. The funding allocation recently increased with the Bipartisan Infrastructure Law.
Bipartisan Infrastructure Law	The federal Bipartisan Infrastructure Law includes numerous programs for active transportation (esp. Safety Streets and Roads For All), transit, and electric vehicle charging infrastructure. One such opportunity is the new National Electric Vehicle Infrastructure (NEVI) includes formula funding to states and a discretionary grant program for charging stations within one mile of priority corridors.
Ohio Environmental Protection Agency (OEPA)	OEPA has recently had multiple rounds of funding available for EV charging stations through the Diesel Mitigation Trust Fund (DMTF).
Tax Increment Financing (TIF)	TIF is an economic development tool that enables local governments, including municipalities, to finance public infrastructure improvements and, in select circumstances, privately owned economic development projects and residential projects by capturing the future increase in property value of real property.



ACTIVE TRANSPORTATION



IMPLEMENTATION TOOLKIT: Micromobility Incentives

The City of Madeira should explore partnerships and outside funding assistance/incentives for an e-bike rebate program to encourage non-vehicular travel. A case study initiative is summarized below for an e-bike rebate program from the local non-profit Devou Good Foundation. Multiple larger cities (e.g. Washington DC and Denver) have also implemented their own rebate programs which could serve as a model for a regional government in Southwest Ohio to adopt, with Madeira as a potential participating local partner community



Case Study:

Devou Good Foundation E-Bike Rebate

The Devou Good Foundation is offering rebate program to encourage Greater Cincinnati residents to invest in e-bike purchases. The nonprofit has launched a new e-bike incentive in Cincinnati and Northern Kentucky, offering a \$500 rebate on certain e-bike purchases to promote active transportation in the city.

The program is aimed at decreasing rider's carbon footprint, improving their physical and emotional health while eliminating wear and tear on roads, while also reducing carbon dioxide emissions.

The foundation has \$50,000 in funding for the program available which equates to rebates on 100 e-bikes) on a first-come, first-served basis.

Northern Kentucky residents in Covington, Newport, Bellevue, Dayton and Ludlow and several Cincinnati Zip Codes are eligible. E-bikes can be purchased either online or in-store and must be priced between \$1,199 and \$2,500 to qualify for the incentive. Purchases are limited to one per mailing address.



ACTIVE TRANSPORTATION

DEVELOPMENT REGULATIONS THAT ENCOURAGE NON-MOTORIZED TRAVEL

Madeira should explore the opportunity to encourage bicycle usage through the City's zoning regulations. A case study from the City of New Albany (see below) requires developments in their Urban Center to provide bicycle parking to encourage an inviting urban environment that encourages non-motorized transportation and reduces reliance on the single-occupancy vehicle.

Sample Case Study Regulation - City of New Albany

URBAN CENTER CODE

Bicycle Integration Plan

5.30 Bicycle Parking Integration

5.30.1 Bicycle parking accommodations shall be provided as required for Multi-Unit Building, Classic Commercial, Traditional Commercial, Urban Commercial, Courtyard, Lined, Parks & Preservation, and Campus building typologies.

5.30.2 Bicycle parking shall be provided for new vehicular off-street parking facilities, the enlargement of off-street parking, or the aggregation of off-street parking through shared or cross-access agreements to meet minimum code requirements.

5.30.3 The number of bicycle hitches to be provided shall consist of the following:

Off-Street Parking Provided:	Required Hitches:
0-10 spaces	None
10-30 spaces	1
30-100 spaces	2
100+ spaces	4 per 100 spaces

5.30.4 Bicycle hitches shall either be installed on site, in a location approved as part of the Certificate of Appropriateness application, or provided to New Albany for installation in the public right of way or on public property.

5.30.5 Alternatively, a fee-in-lieu as approved by the City Manager or designee and equal to the price of the hitch and installation costs shall be provided.

5.30.5 The following bicycle hitch is specified:

- Swerve Rack manufactured by Dero.
- Black or New Albany Green Finish.

5.30.6 Alternate bicycle hitches may be used but must be approved by New Albany.

5.30.7 Regularly spaced bicycle parking shall be located on Signature, Village Street, and Village Avenue street typologies. Spacing shall be recommended at 150-200' apart. Parking should be placed adjacent to the curb at a distance specified by the manufacturer. However, each location should be visible to cyclists and have enough room to accommodate the parking.



ACTIVE TRANSPORTATION

Implementation Matrix

Strategy	Description	Focus Area	Project Type
Walkability	Pair priority sidewalk connection projects with roadway rehabilitation projects and grant funding (e.g. OWPC) to reduce City's cost.	Sidewalk Gaps	Capital Improvement
Walkability	Streamline City process for sidewalk special assessments, requested by neighborhood residents along side streets, concurrent with roadway pavement paving projects.	Local Streets	Administrative
Traffic Calming	Enhance crosswalks through improved signage and pavement markings to safely facilitate pedestrian crossings across busy streets at the locations where family usage is high.	Downtown / School Crossings	Capital Improvement
Traffic Calming	Provide pedestrian infrastructure that meets ADA Standards for Accessible Design.	Citywide	Capital Improvement
Walkability / Recreational Access	Collaborate with regional partners (e.g. OKI) and neighboring communities to conduct a Preliminary Engineering Study to establish a feasible trail alignment to connect Madeira to the Little Miami Scenic Trail/CROWN.	Regional Trail	Capital Improvement (Design)
Walkability / Recreational Access	Approach key property owners to inquire about voluntary easements and/or voluntary sales of land for trail access. The City is not using eminent domain for this project.	Regional Trail south of McDonald Commons	Public Relations
Traffic Calming	Request Police Chief conduct regular (e.g. 5-year) Roadway Safety Audit and consider implementation of traffic calming devices and/or increased enforcement at problem areas	Citywide	Administrative
Traffic Calming / Streetscape	Perpetuate programmed streetscape and traffic calming enhancement themes on to adjacent Downtown street as funding becomes available.	Downtown (esp. Camargo & Laurel)	Capital Improvement
Micromobility	Explore partnerships and outside funding assistance/incentives for an e-bike rebate program to encourage non-vehicular travel.	Citywide	Administrative
Wayfinding/ Traffic Calming / Streetscape	Create welcoming Gateways that feature the new Community Brand with decorative signage, landscaping and realigned intersection.	"The Point" Intersection / Galbraith Roundabout	Capital Improvement

CH 5

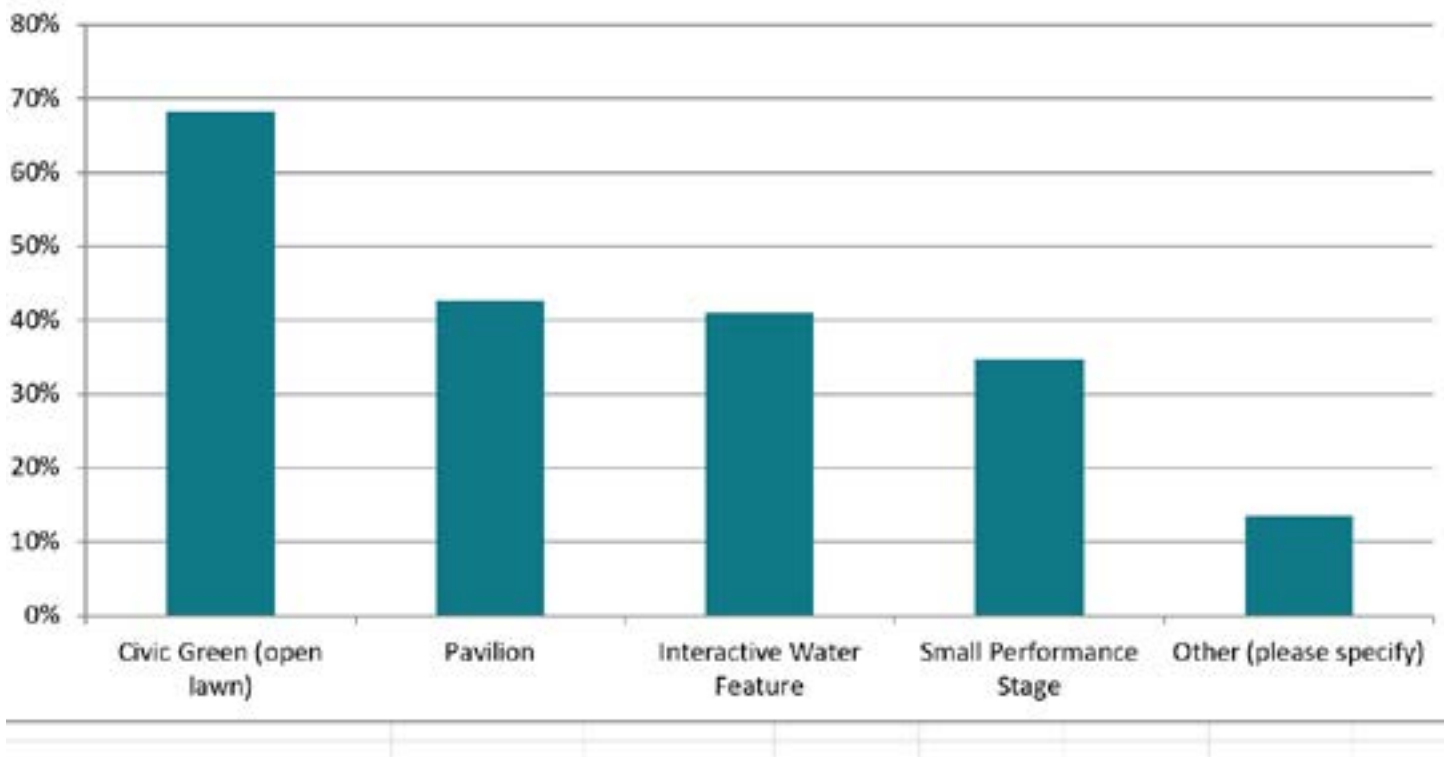
COMMUNITY FACILITIES

GOALS

- Provide vibrant spaces for community recreation and civic gathering in strategic locations where development potential is limited in a setting that is inviting and accessible for all ages across all seasons.
- Partner with local schools, institutions, churches, and civic groups to maximize potential shared use of existing/proposed buildings and facilities.
- Seek volunteer partnerships with third-parties (e.g. non-profits) to provide community events, programming, and services at public facilities including McDonald Commons and a future Downtown civic space.
- Be good stewards of the City's property.

COMMUNITY SURVEY

What type of community facilities would be desirable in a Downtown civic space?





COMMUNITY FACILITIES

INITIATIVES UNDERWAY

McDonald Commons



- Madeira was able to leverage State Capital Budget funding to design and construct a new master plan for McDonald Commons, the City's primary recreational facility.
- Highlights of the enhanced McDonald Commons include:
 - 2 acres of additional usable land via acquired property
 - Improved pedestrian safety and traffic flow
 - Farmers Market/Event Vendor space
 - 2 dedicated pickleball courts & 2 tennis/6 pickleball multi-use courts
 - Expanded and ADA friendly playground
 - Updated Veterans Memorial
 - 4-season community room & event lawn
 - Optimized field space to accommodate more sports
 - New natural turf, with improved drainage, on a portion of the fields
 - Synthetic turf on portion of the fields for year-round use
- Future programming provided by outside partners will be explored to maximize the use of this community recreation facility and community gathering space.

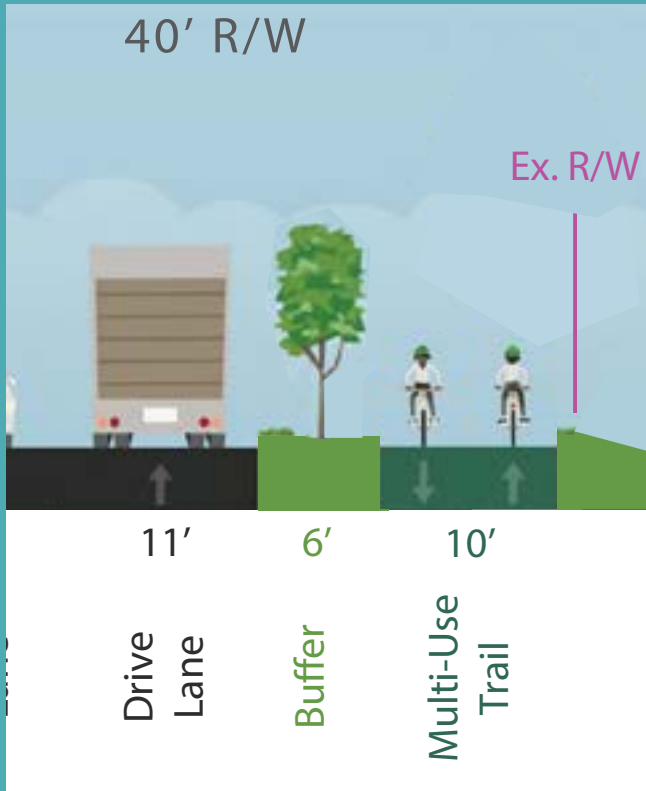
McDonald Commons Phase 2

Potential Phase 2 enhancements to McDonald Commons may include a playground pavilion, additional playground elements, provision for concessions, dugouts, rehabilitation/replacement of the woods shelter, nature playscape, trails, south pavilion, and a trail connection to Shawnee Run/Camargo Roads.



COMMUNITY FACILITIES

INITIATIVES UNDERWAY



Dawson Promenade

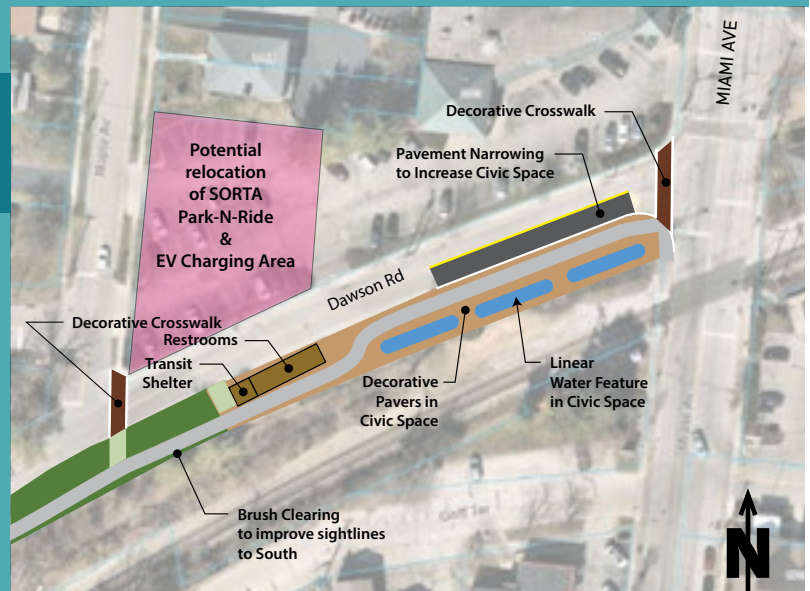
PROPOSED SECTION

Looking East along Dawson Road east of Maple Avenue

- The Dawson Promenade Connector project, leveraging federal funding from OKI, will present an opportunity to reimagine the civic space south of Dawson Road between Miami Avenue and Maple Avenue.
- Placemaking enhancements along the new shared-use path will include pedestrian-scale lighting, street trees, benches, and bike racks.

Potential Future Civic Enhancements

- The future provision of public restrooms and an enhanced transit waiting environment will be explored through other funding sources to create an inviting civic space northwest of Miami Avenue railroad crossing.





COMMUNITY FACILITIES



FOCUS AREA: Sellman Park

PUBLIC INPUT SESSION

Which of the following Sellman Park active recreation amenities would you like to see added or enhanced?



NEIGHBORHOOD PARK

Sellman Park is a 10-acre facility which is located directly behind the Madeira Middle School. On the western portion the City property the park includes the following active recreational enhancements:

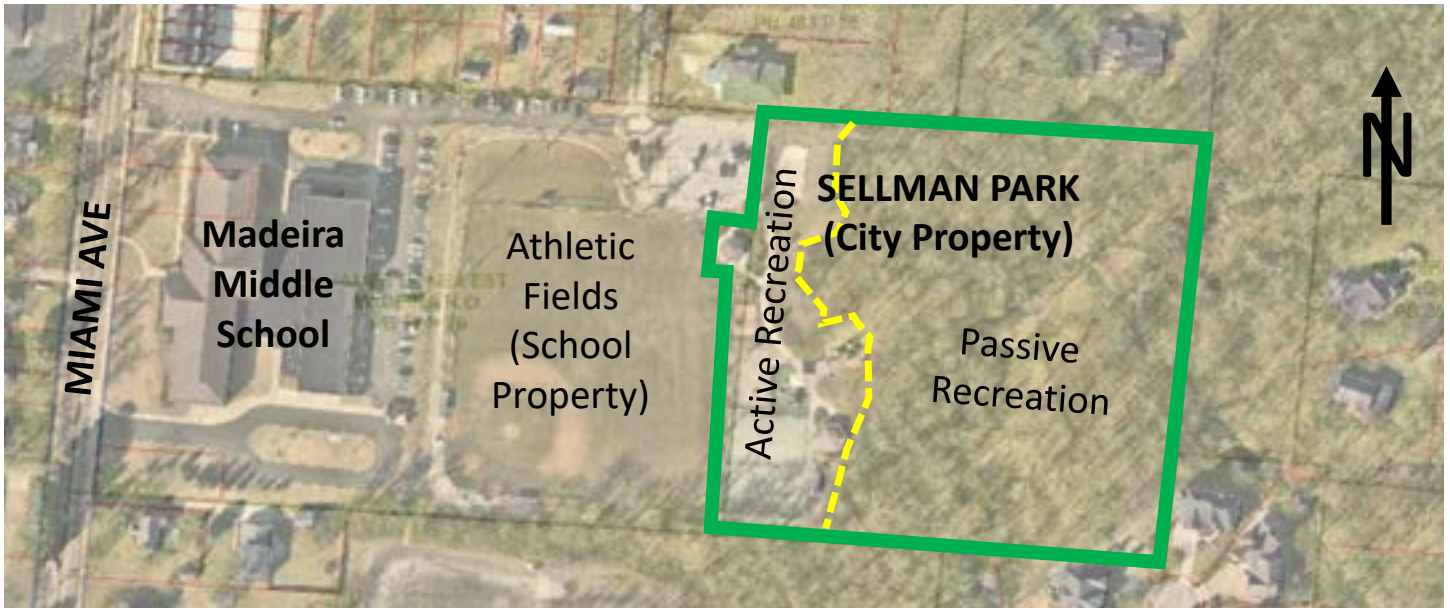
- two tennis courts
- playground equipment
- picnic shelter
- basketball court
- concession stand
- sand volleyball court

Directly to the west of the City property, the adjacent local school district property is home to a baseball diamond and a soccer field. Future active recreation enhancements were discussed in the Working Group. Active recreation enhancements should consider public input (see left) and how Sellman Park best complements the amenities in the upgraded McDonald Commons.

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 and further described on the next page.



COMMUNITY FACILITIES



Potential Passive Recreation Enhancements

In addition to the installation of nature trails, potential passive recreation enhancements at Sellman park could include:



Natural
Amphitheater



Disc Golf
Course



Natural
Playground



COMMUNITY FACILITIES



FOCUS AREA: Railroad Avenue

PUBLIC INPUT SESSION

Which of the following programming options would you like to see Downtown?

Rank	Response	Percent
1	Musical performances	73%
2	Food trucks	68%
3	Vendor events	44%
4	Movie nights	41%
5	Outdoor/children's games	34%
6	Outdoor classes	27%
7	Other (please specify)	11%
8	None of the above	5%

CREATING A CENTRAL CIVIC SPACE

The City of Madeira lacks a formal central gathering space within Downtown. Smaller civic spaces are present at the southwest corner of Miami Avenue and Dawson Road and in front of The Depot, but each is limited in size and functionality. In particular the fountain space on the southwest corner of Miami Avenue and Dawson Road is isolated from any commercial storefronts.

With the City owning limited property in Downtown and property values being extremely high, the conversion of existing underutilized public right-of-way into civic space presents a relatively low-cost alternative to purchasing private property. The Railroad Avenue public right-of-way east of Miami Avenue presents an opportunity to vacate a portion of low-volume roadway and transform it into a vibrant civic space utilized for social interaction and special events.

Public input gathered at stakeholder meetings, public forums, and community events repeatedly pointed to Railroad Avenue as the place where people currently gather Downtown despite the present lack of a formally designated space. Future partnerships with third parties should be explored to provide programming that meets community desires (see left).



COMMUNITY FACILITIES

Potential Partner Programming

Civic space programming in Downtown Madeira as well as the upgraded McDonald Commons presents an opportunity to increase public gathering and support local businesses.



Food Trucks



Outdoor Classes



Musical Performances



Outdoor Games /
Children's Activities



Movie Nights



Vendor Events



COMMUNITY FACILITIES



FOCUS AREA: Camargo Canyon



INTERPRETIVE ELEMENTS Madeira's Rail Town History

The Camargo Canyon features remnants (see stream crossing below) of the historic Cincinnati & Columbus Traction Line (aka "Swing Line") that can be featured in interpretive signage.



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 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.

The provision of interpretive "storytelling" elements highlighting the former interurban rails line (see left) should be explored to enhance the user experience along the future greenway and regional trail corridor. In addition, trailside amenities such as benches should be provided to make the trail network more inviting and accessible to users of all ages and abilities.



COMMUNITY FACILITIES



IMPLEMENTATION TOOLKIT: Funding Sources

The City of Madeira regularly tracks available funding opportunities to implement its priority Comprehensive Plan initiatives. Several potential funding avenues available to leverage outside funding assistance to design and construct community facility enhancements include:

Funding Source	Description
Ohio Department of Natural Resources (ODNR)	ODNR Natureworks program provides up to 75% reimbursement assistance for local government subdivisions (townships, villages, cities, counties, park districts, joint recreation districts, and conservancy districts) to for the acquisition, development, and rehabilitation of recreational areas
OPWC Clean Ohio Greenspace Program	The Clean Ohio Green Space Conservation Program provides grants for up to 75 percent of the estimated costs for open space acquisition and/or related improvement of those open spaces, including the acquisition of easements, as well as riparian corridor protection/enhancement projects
Bipartisan Infrastructure Law	The federal Bipartisan Infrastructure Law includes numerous programs for non-motorized travel and multi-use trail development. One such opportunity is the RAISE program (formerly known as BUILD and TIGER) which is competitively available for multimodal transportation projects in both the planning and construction phases. Additional funding programs specifically geared towards off-road trail development may authorized by Congress in the future.
Congressionally Directed Spending (CDS) - formerly known as earmarks	CDS funding through the Senate and House of Representatives presents opportunities for funding for a wide variety of community improvement projects that may include parks, infrastructure, and civic space.
State Capital Budget	The State of Ohio Capital Budget presents a funding opportunity in alternating years for various recreation and civic space enhancements.
Tax Increment Financing (TIF)	TIF is an economic development tool that enables local governments, including municipalities, to finance public infrastructure improvements and, in select circumstances, privately owned economic development projects and residential projects by capturing the future increase in property value of real property.



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 hosts events and enhanced community programming.	Railroad Avenue	Capital Improvement
Major Development Civic Space	Require catalytic Mixed-Use development projects to provide dedicated public space.	Downtown	Zoning / Incentives
First Responder Recognition	Install dedicated public space honoring the service and sacrifice of first responders.	Downtown	Capital Improvement
Congressionally Directed Spending / State Capital Budget	Advocate for state and federal funds for recreation and central Civic Space improvements.	Sellman Park / Downtown	Advocacy
Programming	Continue to have City Administration monitor the need for additional software and/or supplemental staffing to assist with increasing field and civic space management needs.	McDonald Commons	Administrative
Fundraising	Leverage community events as a chance to fundraise for worthy public causes such as environmental stewardship, civic space enhancement, and trail development.	Public Spaces	Partnerships
Accessibility	Meet ADA Standards for Universal Design.	Citywide	Capital Improvement
Active/Passive Recreation	Prepare Sellman Park Master Plan to gather public input on active/passive enhancements.	Sellman Park	Capital Improvement
Active/Passive Recreation	Complete Phase 2 McDonald Commons enhancements in south/southwest area of park.	McDonald Commons	Capital Improvement
Passive Recreation	Consider opportunistic property acquisition to expand greenspace.	Natural Areas	Property Acquisition
Passive Recreation	Explore partnerships to 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
Passive Recreation	Partner with community groups (e.g. Boy Scouts) to engage the public in volunteer projects such as trail construction.	Parks	Partnerships

CH 6

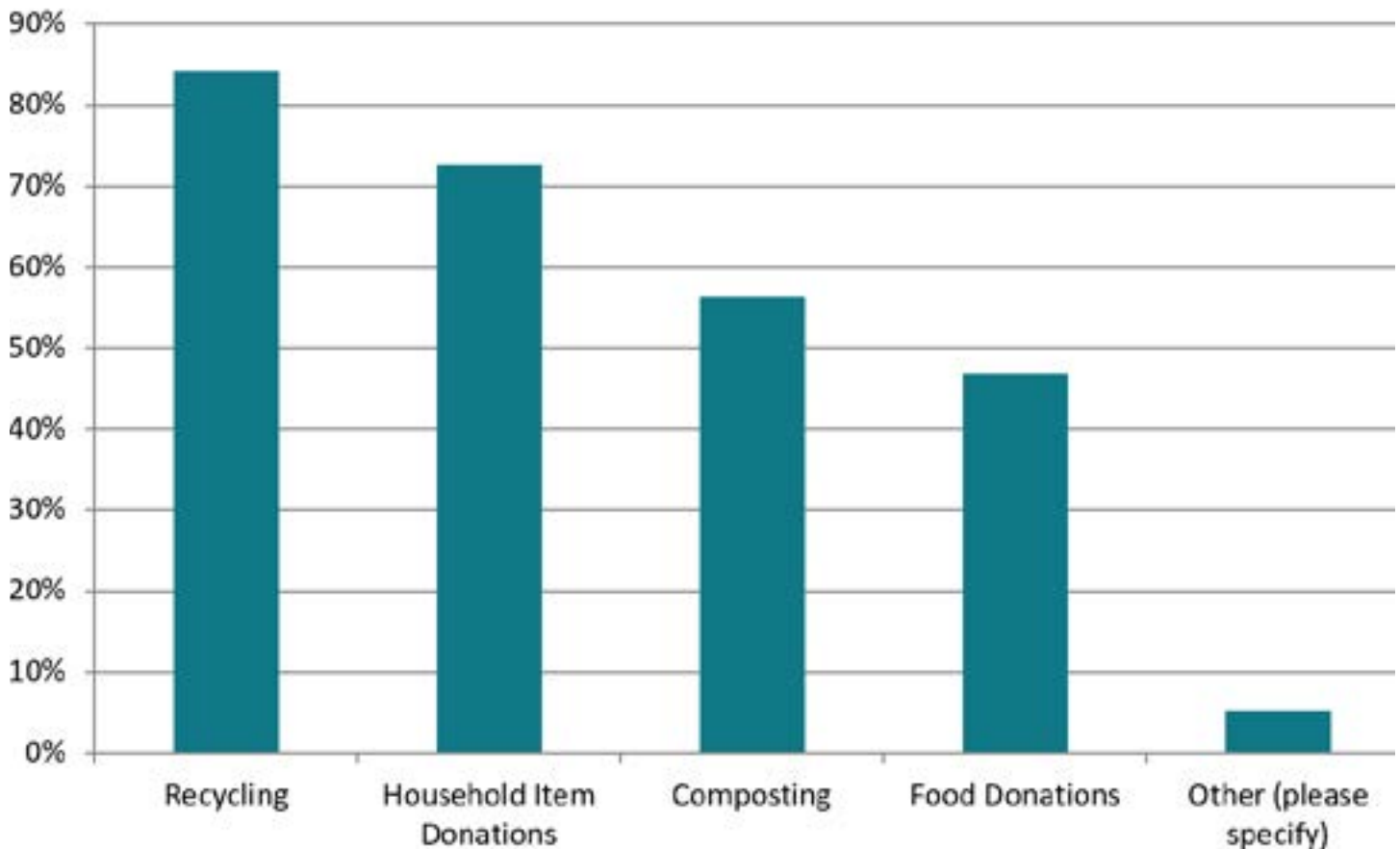
ENVIRONMENTAL STEWARDSHIP

GOALS

- Promote energy efficiency in municipal facilities and infrastructure such as opportunities for EV fast-charging, LED lighting, and solar integration to positively impact the natural environment while reducing the City's financial burden for energy costs.
- Utilize green infrastructure (e.g. permeable pavers, bioswales, etc.) to reduce impervious surface areas and mitigate the effects of stormwater runoff.
- Promote more ecologically-friendly modes of transportation including walking, bicycling, transit, and micromobility.
- Conserve ecologically sensitive areas such as steep slopes, forests, and riparian corridors.
- Enhance climate resiliency, especially in regards to weather-related events (e.g. flooding).
- Encourage the reuse and recycling of household/business materials and food waste.
- Explore opportunities for low-impact development such as "Dark Sky" lighting.

COMMUNITY SURVEY

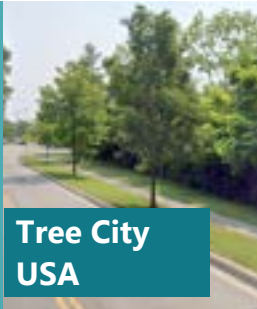
Which of the following opportunities to reuse household materials would you be interested in?





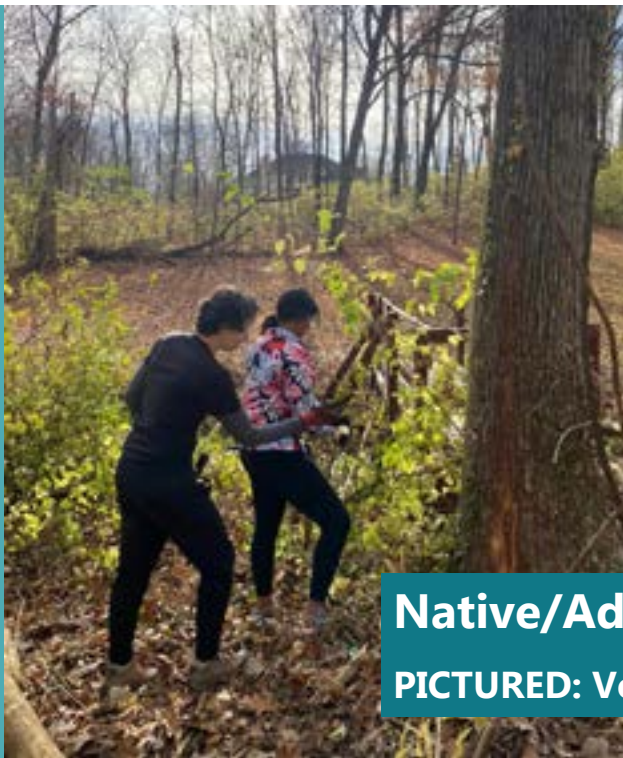
ENVIRONMENTAL STEWARDSHIP

INITIATIVES UNDERWAY



Tree City USA

- Madeira was recognized as a 2021 Tree City USA, demonstrating its commitment to the urban tree canopy on public property.
- The Madeira Tree Board meets at least six times per year.
- The Tree Board has created a Tree Seedling Giveaway Project.
- Madeira participated in Earth Day 2022 and Arbor Day 2022 celebrations.



- The Madeira Parks & Recreation Board hosted a "Take Back Our Park" event at Sellman Park in 2022 (pictured to the left) to remove honeysuckle and other invasive plant species to make sure native/adaptive species thrive.
- The Boy Scouts have been volunteering as part of native/adaptive planting initiative in the City.
- Native/adaptive plantings will be installed at the reconstructed McDonald Commons Park.

Native/Adaptive Plantings

PICTURED: Volunteer Invasive Species Removal



Recycling & Reuse

- Madeira contracts with Republic Services of Ohio for solid waste disposal and recycling.
- City regularly adopted the County's solid waste management plan.
- Recycling occurs weekly at curbside and must be in the recycling bin or 65 gallon recycling toter.
- Republic Services offers both the bin and the 65 gallon toter that is on wheels for recycling at no extra charge.
- Composting is available at the Farmers Market.
- Residential recycling incentive credit provides household savings.



ENVIRONMENTAL STEWARDSHIP



FOCUS AREA: Green Infrastructure

PUBLIC INPUT SESSION

Which of the following stormwater treatments would you to see installed in public right-of-ways?

Rank	Response	Percent
1	Rain garden	62%
2	Tree trenches	47%
3	Bioswales	41%
4	Permeable pavement	40%
5	None of the above	17%

STORMWATER MANAGEMENT

Conventional stormwater management infrastructure has been engineered to move the largest volume of water from a site as quickly as possible, collecting surface runoff in subsurface structures. Sustainable stormwater management captures water closer to the source in order to reduce flooding and erosion which results in enhanced urban ecology and the aesthetic quality of the public realm.

Sustainable stormwater management aims to:

- Improve water quality through use of vegetated strips and swales filter and reduce sediment and filter pollutants through settling, physical filtration in the soil matrix, biological breakdown by microbes, and nutrient uptake by plants.
- Detain stormwater flows in facilities such as flow-through planters, pervious pavements, and bioswales. Detaining the flows mitigates the peak flow rates from the rain event, which in turn helps reduce erosion, loss of nutrients, scouring, and load-carrying capacity.
- Reduce stormwater volumes by designing facilities that absorb and infiltrate rainwater in place. Water-tolerant plant root systems maintain the porosity of the soil while taking up excess water in the stormwater facility.



ENVIRONMENTAL STEWARDSHIP

COMMUNITY BENEFITS

Beyond reducing flooding and improving water quality, the installation of sustainable stormwater systems results in several community benefits:

- reduce urban heat island effects through evaporation of infiltrated water and through shade provided by urban forests
- improve air quality through increases in vegetation to filter pollutants, as well as indirectly from lowering temperatures (smog forms more easily at higher temperatures)
- absorb carbon, because vegetation uses carbon dioxide as part of photosynthesis
- provide urban recreational and open space

Sustainable Stormwater Inspirations

Below are samples of potential stormwater management treatments within City right-of-way/properties that could also be encouraged on private property:



Bioswales



Tree Trenches



Rain Gardens



Permeable Pavement



ENVIRONMENTAL STEWARDSHIP

OTHER GREEN INFRASTRUCTURE ENHANCEMENTS

Street trees help cool the environment, making vegetation a simple and effective way to reduce urban heat islands, while also providing stormwater, air quality, and aesthetic benefits.

Native/adaptive plantings are adapted to the local climate and soil conditions where they naturally occur. These important plant species provide nectar, pollen, and seeds that serve as food for native butterflies, insects, birds and other animals. Native plants support healthy ecosystems that clean the air, stabilize soils, and reduce severe weather impacts.

Dark sky lighting is more energy efficient and reduces light pollution by eliminating unnecessary light trespass. It also improves ecology by reducing prolonged exposure to artificial lighting which disrupts natural processes in both plants and animals

Green Infrastructure Inspirations

Below are samples of potential green infrastructure enhancements within City right-of-way/properties that could also be encouraged on private property:



Native/Adaptive Plantings



Street Trees



Dark Sky Lighting



ENVIRONMENTAL STEWARDSHIP



FOCUS AREA: Clean Energy



SOLAR ENERGY Small-scale Applications

While public land is scarce in Madeira, small-scale opportunities to integrate solar panels onto community facilities such as parking canopies (see above) or park shelters (see below) should be considered.



BENEFITS OF ELECTRIFICATION

As the nation moves to deploy electric vehicle (EV) charging infrastructure along its primary interstate freeway corridors, Madeira is poised to benefit from state and federal funding being made available for EV charging in proximity to the Interstate 71 interchange at Montgomery Road.

Electric vehicles offer many benefits to traditional gas-powered vehicles including reduced operating costs for drivers and reduced carbon emissions. Charging stations are also expected to attract more customers to local businesses as interstate drivers with range anxiety may opt to recharge in Madeira while stopping to eat and/or shop.

Three locations in Madeira may present opportunities to install DC Fast Chargers which completely recharge an EV within 20 to 30 minutes:

1. Montgomery Road business district and JEDZ in the vicinity of the Interstate 71 Interchange
2. Downtown Madeira at publicly accessible parking
3. McDonald Commons

Partnerships with property owners, utility companies, and charging station operators should be explored to determine the feasibility of EV charger installation at one or more of these locations.



ENVIRONMENTAL STEWARDSHIP



IMPLEMENTATION TOOLKIT: Development Regulations



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

SMART GROWTH POLICIES

Citywide land use policy and development regulations should incorporate provisions that reduce the City's energy use and resource consumption relative to City-owned property.

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.

Infrastructure Design Standards

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.



ENVIRONMENTAL STEWARDSHIP

Community Energy Strategic Plan

The US Department of Energy created the Community Energy Strategic Plan (CESP) approach, a step-by-step process for creating a robust strategic energy plan for local governments and communities that can help save money, create local jobs, and improve national security.

The CESP approach identifies the following steps for a community to develop their own energy plan:

- Step 1: Establish and Charge a Leadership Team
- Step 2: Identify and Engage Stakeholders
- Step 3: Develop an Energy Vision
- Step 4: Assess the Current Energy Profile
- Step 5: Develop Energy Goals and Strategies
- Step 6: Identify and Prioritize Actions
- Step 7: Put Together a Financing Strategy
- Step 8: Develop a Blueprint for Implementation
- Step 9: Plan to Evaluate
- Step 10: Develop, Adopt, and Publicize the CESP

ENERGY EFFICIENCY

OKI's Community Strategic Energy Plans are a valuable resource as the City makes efficient and fiscally responsible decisions regarding energy consumption and resource allocation. Through these energy plans, OKI is developing knowledge, methods, data, and indicators that can be adopted voluntarily by local communities in the region including Madeira.

The US Department of Energy's guide on producing a local energy plan served as a starting point for OKI's efforts. Many of the guiding principles can be applied in Madeira. In particular the City should seek to:

- Continue to evaluate energy efficient improvements to municipal facilities and infrastructure for operational benefits and return on investment.
- Provide facilities and opportunities for travel in the Madeira by walking, bicycle or other non-motorized vehicle, or using bus/ transit to reduce the reliance on car trips.
- Promote new development that is energy efficient and makes efficient use of infrastructure while minimizing impacts to natural features and hydrology.
- Continue to be aware of emerging technologies that promise to affect energy use, delivery, or community development patterns.
- Ensure that municipal facilities are prepared to serve necessary functions in the face of a disruption in electricity or widespread emergency.
- Consider removing barriers that prevent residents and businesses from utilizing solar energy.



ENVIRONMENTAL STEWARDSHIP



IMPLEMENTATION TOOLKIT: Funding Opportunities

The City of Madeira regularly tracks available funding opportunities to implement its priority Comprehensive Plan initiatives. Several potential funding avenues available to leverage outside funding assistance to design and construct environmental enhancements include:

Funding Source	Description
Ohio Environmental Protection Agency (OEPA)	Community Recycling and Litter Prevention Grants program offers up to \$200,000 for projects that initiate or expand recycling programs, encourage sustainable practices, and support litter prevention efforts. Local governments, schools, and non-profit organizations can receive funding to purchase equipment for the collection and processing of recyclables, implement litter collection events, and tire amnesty programs
OEPA	OEPA has recently had multiple rounds of funding available for EV charging stations through the Diesel Mitigation Trust Fund (DMTF).
Bipartisan Infrastructure Law	The federal Bipartisan Infrastructure Law includes numerous programs for non-motorized, transit, and electric vehicle charging infrastructure, as well as resiliency (e.g. flood mitigation). One such opportunity is the new National Electric Vehicle Infrastructure (NEVI) includes formula funding to states and a discretionary grant program for charging stations within one mile of priority corridors.
Tax Increment Financing (TIF)	TIF is an economic development tool that enables local governments, including municipalities, to finance public infrastructure improvements and, in select circumstances, privately owned economic development projects and residential projects by capturing the future increase in property value of real property.



ENVIRONMENTAL STEWARDSHIP

Implementation Matrix

Strategy	Description	Focus Area	Project Type
Expand Tree Canopy	Explore opportunities to fund (e.g. Inflation Reduction Act) the expansion of tree canopy beyond public right-of-way at locations where private property owners request plantings.	Citywide	Administrative / Partnerships
Design Standards for Green Infrastructure	Integrate design standards and/or preferred techniques for green stormwater management into City's streetscape design standards.	Citywide	Administrative / Zoning
Development Regulations	Encourage developers to integrate green infrastructure into site plans.	Citywide	Administrative / Zoning
Reuse & Recycling	Expand partnerships with Hamilton County R3Source to enhance recycling/composting.	Citywide	Partnerships
Create Pollinator Garden Program	Examine potential of a pollinator garden program at City properties (e.g. Pocket Park).	City Parks	Partnerships
Land Conservation	Explore funding opportunities (Land & Water Conservation Fund or OPWC Clean Ohio Greenspace) to voluntarily acquire undeveloped land for preservation/passive recreation.	Remaining Undeveloped Tracts of Land (esp. hillsides & riparian corridors)	Administrative
Tree Preservation on Private Property	Develop guidelines for tree preservation in concert with development.	Citywide	Administrative / Zoning
EV Charging	Pursue funding (e.g. Bipartisan Infrastructure Law) for EV fast-chargers with private partners at publicly accessible parking locations with adequate electric capacity.	Montgomery Road Business District / Downtown / McDonald Commons	Capital Projects
Incentivize Green Building	Create a Energy Special Improvement District (ESID) to encourage and incentivize developers through PACE financing to utilize latest green building techniques.	Citywide	Administrative
Sustainability Audit	Complete a sustainability audit of City-owned facilities to identify potential sustainable upgrades/improvements to City facilities.	City Facilities	Administrative

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 Downtown that retains Madeira's small town charm with an emphasis on residential and office uses above ground floor retail.
- Appropriately-scaled, denser attached housing types (e.g. townhomes) in the areas between Downtown and single-family neighborhoods 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.

PUBLIC INPUT SESSION Mixed-Use Development

Mixed-use development that includes residential units over ground floor retail can help support local demand for additional storefronts.

Would you be comfortable with mixed-use development in DOWNTOWN MADEIRA?

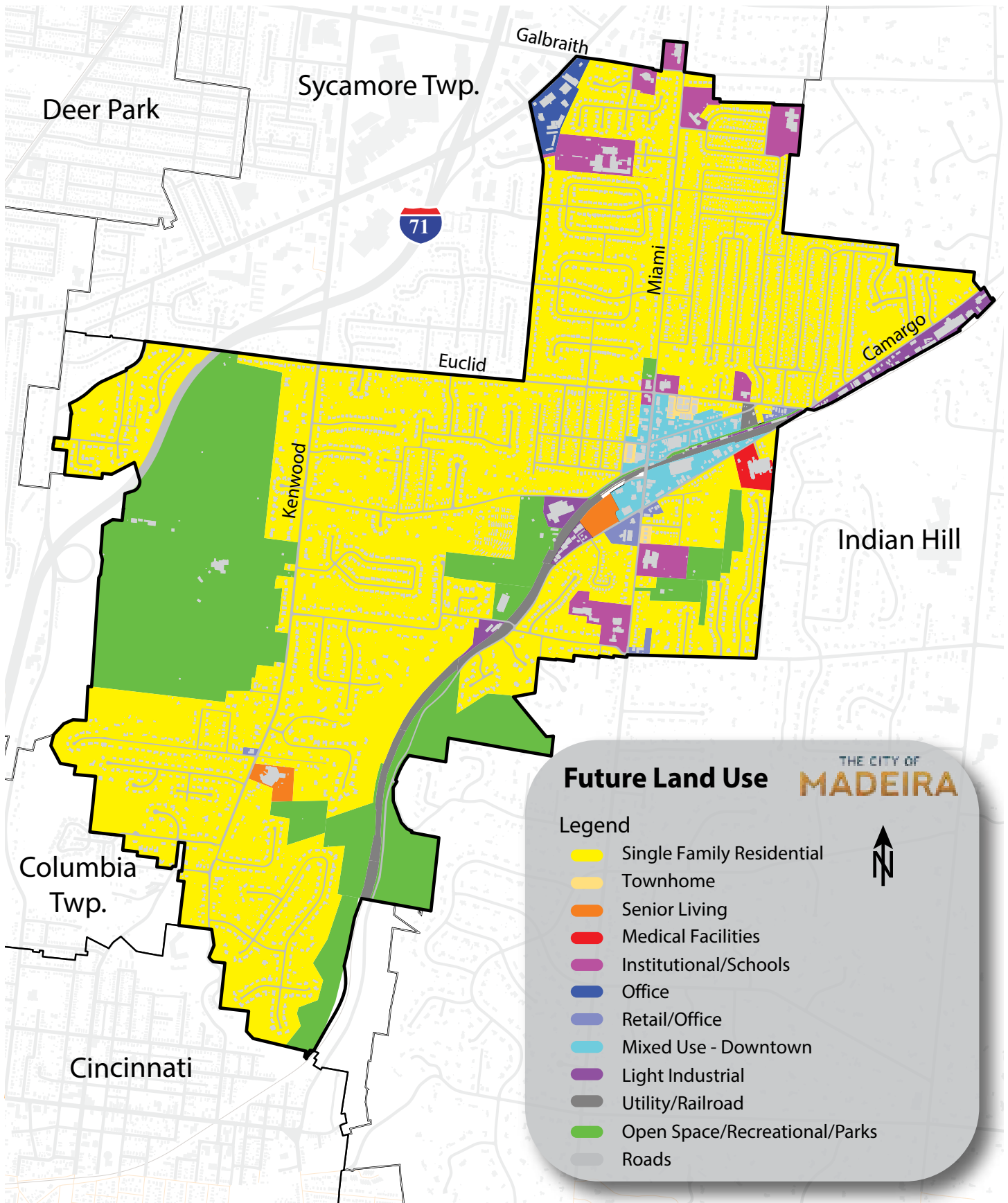
64% YES

21% MAYBE

15% NO

EXAMPLES OF MIXED-USE DEVELOPMENT





Infrastructure

Federal Aid Routes:

Roadways in an urbanized area that are functionally classified a Minor Collector or above are eligible to receive federal transportation funds.



**FEDERAL
AID
SYSTEM**

LOCAL

- Interstate
- Principal Arterial
- Other Freeway and Expressway
- Minor Arterial
- Major Collector
- Minor Collector
- Local

INFRASTRUCTURE

Maintaining a state of good repair for transportation and utility infrastructure in Madeira is critical.

Transportation

Major highways in the area include Interstate 71 and US 22/SR 3 (Montgomery Road). Kenwood Road, Camargo Road, Shawnee Run Road, Euclid Avenue, and Miami Avenue are jointly maintained by the City and Hamilton County.

The Southwest Ohio Regional Transit Authority (SORTA) Metro Bus Service provides daily public transit service from Madeira to downtown Cincinnati along Route 2X. There is a park-n-ride lot along Dawson Road just west of Miami Avenue.

Utilities

Potable water service is provided in a portion Madeira by Greater Cincinnati Water Works (GCWW). GCWW provides water service as part of its Retail Service Area. The Indian Hill Water Works is owned and operated by the Village of Indian Hill and provides water supply and distribution maintenance service to approximately half of Madeira. The City of Madeira owns and maintains its own watermain, but does not have its own treatment and distribution facilities.

The Metropolitan Sewer District of Greater Cincinnati (known as MSD) is responsible for the collection and treatment of wastewater in Madeira.

The City should continue to leverage outside funding from partner agencies and county/regional/state/federal funding sources to minimize the local cost share of required infrastructure maintenance and enhancement projects.

**PRIORITIZE
INVESTMENTS****PROJECT PRIORITIZATION**

Administration, Planning Commission, 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. Past prioritization efforts by Planning Commission and City Council were instrumental in the successful implementation of the 2019 plan.

LEVERAGE**IMPLEMENTING THE VISION**

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

**ADJUST
DEVELOPMENT
REGULATIONS****REGULATORY UPDATES**

Continued revaluation of the City's Zoning Code is encouraged post-Plan adoption in order to provide the regulatory framework that ensures future development complies with the vision of the Plan. The 2020 update to the Zoning Code established a solid foundation from which minor amendments may be warranted.

**MONITOR &
RECALIBRATE****MONITORING SUCCESS**

City Council should continue to conduct annual 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 annual reviews, reprioritization of projects and adjustments to implementation strategies may be necessary.

Implementing the Vision



FROM VISION TO REALITY

It is important to understand that the Comprehensive Plan is only a starting point in the identification of various improvements and initiatives that will each undergo their own respective project development processes.

The flowchart to the left provides a high-level overview of a hypothetical project and the steps that may need to be taken to implement it. While each project is unique, most if not all will require additional study and refinement. Most importantly, as feasible projects are confirmed and advanced, the public will be reengaged in the iterative process of determining a final course of action. For capital improvements this means input on proposed details such as project limits, accessibility, and design features. For a zoning amendment this would include an opportunity to share feedback on proposed regulations relative to permitted/conditional uses, district boundaries, and density.

As the City moves forward in implementing the vision, projects will be developed based on current priorities and financial considerations. Ultimately, the Comprehensive Plan will constitute to serve as a guiding document that Administration and City Council can reference and leverage as they continue to maintain and enhance Madeira as one of the premier communities in Greater Cincinnati and the State of Ohio.