

COMPREHENSIVE PLAN
CITY OF MASON

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Executive Summary



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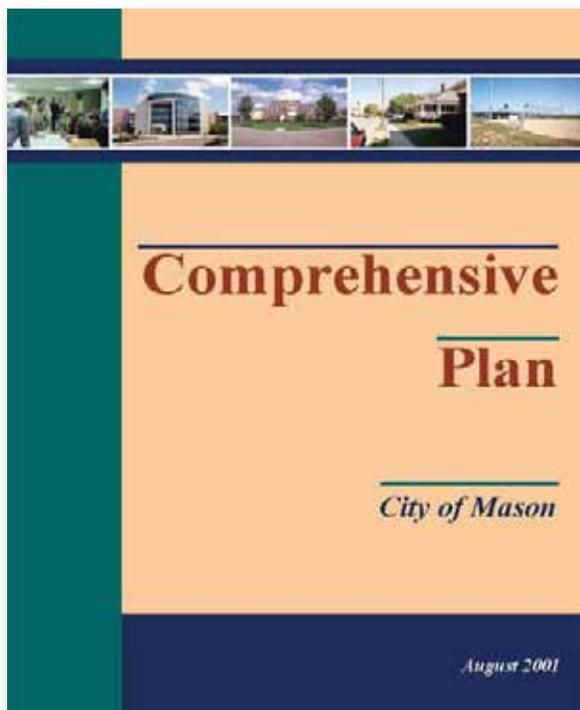
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The City of Mason created the 2010 Comprehensive Plan in its continuing efforts to provide a high quality of life for its residents and excellent environment for business. The 2010 Comprehensive Plan is the culmination of two years of intense fact finding, data analysis, and public meetings. This plan is inspired by public feedback received from residents and key stakeholders during interviews, steering committee meetings, town hall meetings and open houses.

1. Introduction and Context

When was the last Plan created?

The original Comprehensive Plan was prepared in 1992 with a major update in 2001. Minor updates were created in 2004 and 2006 in response to additional growth pressure. Mason commissioned a Downtown Master Plan and Bicycle and Pedestrian Way Master Plan in 2001.



Why was the Plan updated?

After decades of rapid growth, Mason's development is slowing and the community is reaching maturity. The 2001 Plan served Mason well but it lacks the specific policy guidance needed to effectively manage the issues presently facing the community.

What is a Comprehensive Plan?

The 2010 Comprehensive Plan represents an ideal vision for community growth and what the community wants to be. It is an important decision-making tool for City officials, residents and developers. It also:

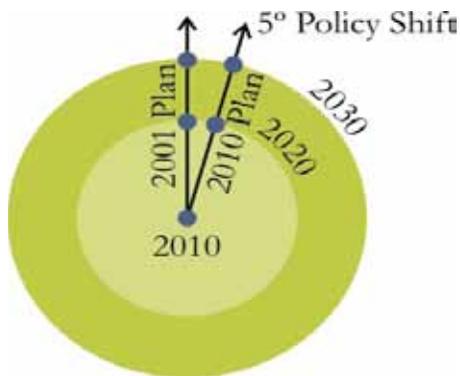
- Considers opportunities and constraints
- Directs the location, timing and quality of growth
- Provides a flexible road map for civic and private actions geared towards implementation
- Identifies priorities, strategies and resources needed to implement goals
- Supports zoning decision-making and provides a legally defensible land use policy
- Supports alternative funding and grant requests

Chapter Cover Photo

As the photo collage illustrates, Mason contains many positive attributes including a unique blend of high quality housing, public facilities and infrastructure. Mason is also home to Fortune 500 companies, amusement parks and professional sports. Collectively, these characteristics attract residents and businesses alike and make Mason a true community of choice. These attributes, among others, are addressed throughout the Comprehensive Plan.

What has changed since 2001?

Shifting demographics, lifestyle changes and fewer large development parcels were considered by the Steering Committee. The Steering Committee, to maintain Mason's premiere community status, proposed policies to deal with such changes. The Steering Committee considered this new policy as a "5 degree" course correction from the 2001 Comprehensive Plan. Though viewed as minor today, this policy shift will have a noticeable impact thirty years out as the below graphic illustrates.



Mixed Use. Demographic shifts, retirement of Baby Boomers and changing lifestyle expectations for more leisure time are driving sales of lower maintenance, higher density housing and mixed use developments that integrate live, work, and entertainment options.

Land Availability. Fewer tracts of undeveloped land remain available for development inside the corporate boundary. This underscores the need to maximize the social, environmental and economic benefit gained from each new development. It also underscores the need to revitalize and perhaps reinvent some older areas.

Remaining tracts of vacant land are shown on the Planning Issues Map on page 3 as are potential reinvestment areas. Other issues are summarized on this map as well.

What challenges are we facing?

Transitioning from fast-growth to mature-community status is often challenging. As it transitions, Mason can expect:

- slower growth
- stable (flatter) tax revenues
- need to look inward and reinvest in older neighborhoods and business districts
- pressure to relax single land use and setback standards
- need to maximize benefit from remaining development opportunities

Due to slower growth, Mason will be challenged to provide the same high-quality life and level of services residents have learned to enjoy.

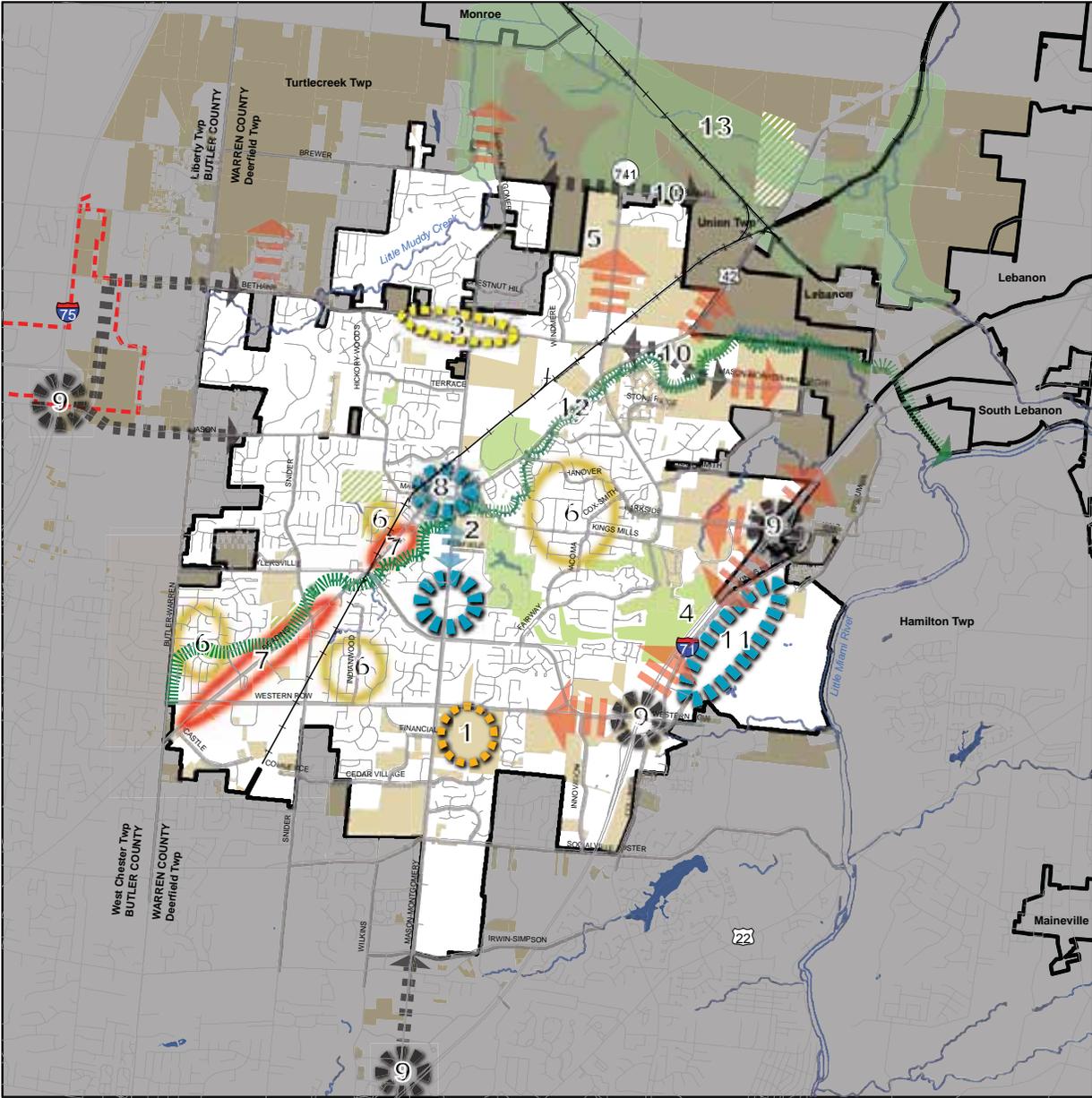
At the same time, looming infrastructure maintenance and replacement costs will start to compete for general fund dollars that have traditionally been spent on new public facilities and improved services.

What can be done?

Mason, confronted with tough choices, has to weigh its options as it balances competing needs and interests. Possible solutions range from tax increases to freezing or decreasing existing service levels.

A third option, one that is proposed in this Plan, is to add jobs to the local economy as part of sustainable mixed use development strategy aimed at keeping Mason highly attractive - environmentally, socially, and economically - well into the 21st Century.

Planning Issues Summary Map



PLANNING ISSUES AND OPPORTUNITIES

Development Opportunities

- 1. Western Row Golf Course
- 2. Connect downtown to civic campus
- 3. Existing large-lot single-family homes
- 4. City-owned Golf Center at Kings Island
- 5. City-owned business park

Revitalization

- 6. Aging neighborhoods
- 7. Aging commercial district
- 8. Downtown revitalization

Infrastructure Improvements

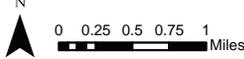
- 9. Planned interchange improvements and gateway enhancements
- 10. Improved east-west connections needed
- 11. "Entertainment district" branding

Natural Areas

- 12. Muddy Creek greenway opportunity
- 13. Environmentally sensitive area

LEGEND

-  Growth path
-  Existing park
-  Interchange improvement
-  Planned park
-  Improved roadway connections
-  Potential development impact areas
-  Joint Economic Development District



What are some differences between Plans?

Many difference exist between the 2001 and 2010 Plans. The topical organization of chapters in the 2010 Plan is a noticeable difference. Some notable policy differences follow: (1) The 2010 Plan is strategic with prioritized strategy and action statements; (2) A new emphasis is placed on mixed-use sustainable development, energy efficiency, low impact design, preserving natural resources, and reducing vehicular trips; (3) Greater emphasis is placed on connecting neighborhoods, parks, schools, and business parks with paths and greenways; (4) The 2010 plan promotes mixed land use in appropriate higher intensity areas and is concerned about the performance of land use development; and (5) Greater residential density is desired in strategic locations in-line with shifting marketing demand.

2. Plan Organization

How is this Plan Organized?

The Comprehensive Plan document includes an Executive Summary, eight policy chapters, and a separately bound Existing Conditions Report.

The Executive Summary summarizes the planning process and provides a quick snapshot of Mason's 2010 Comprehensive Plan land use policy.

Chapters 1 through 7 are policy chapters focused on a different topical element. Each policy chapter starts with a vision and purpose statement followed by a summary of existing conditions. Goals and strategies offered at the end of each chapter provide guidance towards achieving a common vision.

Chapter 8 Sub-area Plans provide a preferred land use and development strategy for six strategic locations. Chapter 9 Action Plan organizes goals, strategies and action statements found throughout the Comprehensive Plan into prioritized summary tables.

The Existing Conditions Report documents analyzes social, economic and physical conditions that affect future growth. This report offers additional background information.

Comprehensive Plan Organization

- Executive Summary
- Policy Chapters
 - 1: Housing and Population
 - 2: Natural Resources and Open Space
 - 3: Community Facilities
 - 4: Economic Development
 - 5: Infrastructure
 - 6: Transportation
 - 7: Land Use
 - 8: Sub-area Plans
 - 9: Action Plan
- Existing Conditions Report (Separately bound document)

3. Public Participation

Who participated?

Hundreds of people participated in the creation of the 2010 Comprehensive Plan including:

City Council. City Council gave the directive and provided the resources to prepare this Comprehensive Plan. City Council held a public hearing and updated The Comprehensive Plan on November 1, 2010.

Planning Commission. Planning Commission reviewed the final draft, held a public hearing on August 30, 2010, considered public comments, and made an approval recommendation for City Council's consideration.



Steering Committee. A sixteen member Steering Committee (see top picture above) gave significant resident and stakeholder input. The Steering Committee represented a diverse cross section of Mason's resident and business community. Eight Steering Committee meetings were held.

Residents. Over 200 residents participated in four Mason Planning Month meetings, one open houses and two public hearings.

City Staff. City staff provided project management, day-to-day communications with the residents and consultants, and review draft documents.

Consultants. The City of Mason retained the services of Woolpert and McKenna Associates to facilitate the planning process, record public comments and assemble the Comprehensive Plan document.

What was the planning process?

2010 Comprehensive Plan vision and policies were developed in collaboration with the public through an extensive public participation process, as directed by City Council.

Excellent turnout was experienced during public meetings validating City Council's desire for active community participation. The project webpage, www.plan4mason.org, provided a project information portal.

The following six step process was utilized to develop the 2010 Comprehensive Plan:

Step 1 Existing Conditions Analysis and Mapping.

Plan vision statements and recommendations were informed by an extensive inventory and analysis of Mason's demographic, environmental, housing, transportation and economic characteristics.

Step 2 Major Issues Identification. The Steering Committee developed five major planning issues that the Comprehensive Plan must address. These major issues were addressed during subsequent meetings.

Step 3 Mason Planning Month (Visioning). Mason Planning Month was heavily advertised to promote public participation. Meetings were held weekly for 4 consecutive weeks. This intense process proved to be highly popular and successful.

Public participants, including Steering Committee members, broke out into small groups and brainstormed strategies for each major planning issue identified in Step 2. Participants prioritized group ideas and strategies.

The second meeting identified the community's vision for the built environment. A public planning charrette followed to identify publicly supported land use and development outcomes for vacant land and areas in need of reinvestment. An open house format was used to present the results of the previous three meetings and seek additional feedback.

Public Meeting Record	
Event	Date
Steering Committee Kick Off	7.28.2008
Public Kickoff	9.10.2008
Public Visioning Session	9.17.2008
Public Charrette	9.24.2008
Public Open House	10.1.2008
Steering Committee Meeting	12. 10.2009
Steering Committee Meeting	2.24.2010
Steering Committee Meeting	8.17.2010
Public Open House	8.17.2010
Planning Commission Public Hearing	8.30.2010
City Council Public Hearing and Adoption	11.1.2010

- Numerous golf courses
- New community center
- Home-arama neighborhoods
- Community contributions/Volunteers
- World class events such as Pro Tennis Classic and Pro Volleyball
- Regional recreation venues such as Kings Island, The Beach, Tennis Center and the Great Wolf Lodge
- Close to Little Miami Scenic River and Trail
- Public library
- Downtown retains a small town feel
- Excellent rated schools
- High quality public facilities
- Family orientated community, great neighborhoods
- Pine Hill Lakes Park
- Responsiveness of City government
- Convenient location and access
- Community and neighborhoods are family orientated
- Extensive bike paths and sidewalk system
- Attractive landscaped medians and streetscape
- A mix of land uses
- Pools: indoor and outdoor
- Park system and greenspace
- Strong planning history; proactive community
- Residents identify with Mason; not Cincinnati
- Fortune 500 companies

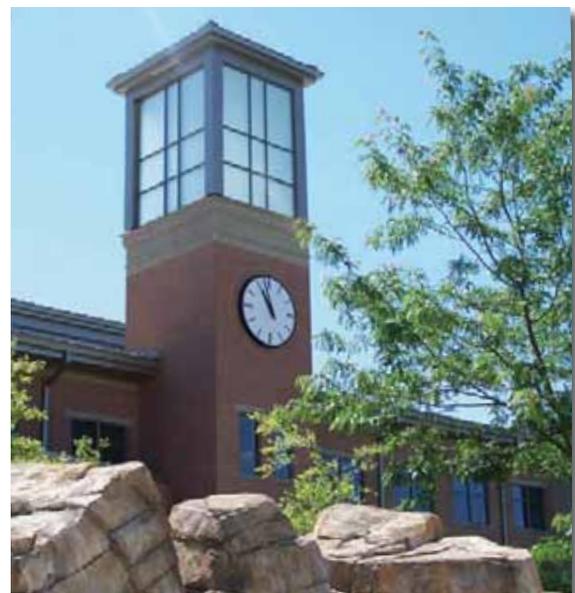
Step 4 Strategy Development. The Steering Committee created and reviewed goals and strategies for all policy related chapters using public input from Mason Planning Month as guidance.

Step 5 Comprehensive Plan Creation. Goals, action statements, maps and analysis created throughout the project were assembled into a draft comprehensive plan document. The draft document was presented to the public at an open house before the adoption step started.

Step 6 Adoption. The adoption process offered additional opportunities for the public to review and comment on the plan during Planning Commission and City Council public hearings. Planning Commission considered the 2010 Comprehensive Plan and forwarded an approval recommendation to City Council. City Council held a public hearing and formally adopted the plan on November 1, 2010.

What do residents like about Mason?

Mason residents are proud of their community. The below list of items were reported when residents were asked what they liked about their community.



The high-quality and iconic design of the Mason Municipal Center sets a high standard for the community as a whole.

What do residents dislike about Mason?

Even though the community enjoys several positive attributes, residents noted the below items when asked to identify what they dislike about Mason.

- Confrontations between city and township
- Traffic on US 42 between Butler-Warren and Tylersville
- Congestion on SR 42 through Downtown
- Downtown is hard to find
- Lack of city services for condos
- Lack of a cohesive theme for the entire community
- Increasing traffic and speed
- Homogenous architecture
- All thoroughfares do not connect
- Lack of Downtown revitalization
- Not enough shopping
- Power lines on Mason-Montgomery Road
- High taxes
- No 50 meter pool
- Need more local eateries, too many chains
- No art center
- Lack of major medical and hospital
- No municipal art program
- Willingness to give up green for development
- Zoning and plans do not represent highest and best use around interstates
- Not enough parks
- Not enough bike paths
- Bike paths do not connect to regional paths



What is the ideal vision for Mason?

The Steering Committee, when asked to define an ideal vision for Mason, responded with “We are and strive to be a “family-friendly” community characterized by:

- Excellent schools
- Bike paths
- Parks and greenspaces
- Safe neighborhoods
- Eco-friendly development
- Family-orientated entertainment
- A revitalized downtown

It is these attributes that define who Mason is and what its residents value. These values drive environmental stewardship, active civic involvement and socialization.



Top: The Muddy Creek Trail, an example family-friendly amenity, gives residents pedestrian access to Downtown and Pine Hill Lakes Park, both located in the Community Core.

Left: Downtown Revitalization is a high priority. This photo showcases the new downtown plaza and streetscape located in front of historically significant structure.

Major Planning Issues

The Steering Committee identified five major planning issues. These issues guided Plan policy development through out the planning process. Residents brainstormed ideas on how to best address these issues. The results are shown in the “Public Priorities” summary box on page 9.

1. Develop as a Sustainable (eco- and family-friendly) Community
2. Enhance family-friendly Tourism and Industry
3. Create a Fully Functioning Live-Work-Play (family friendly) Downtown
4. Develop a safe and multi-modal Transportation System
5. Improve Community Image and Quality of Life

What are the major planning issues?

These five planning issues were identified by the Steering Committee to further define the family- friendly vision:

1. Develop as a Sustainable (Eco- and Family-Friendly) Community. Excellent schools and neighborhoods currently drive the desired family-friendly community perception. Residents also speak highly of Mason’s parks, paths and greenspaces and more are desired with greater greenway connectivity.

Residents also desire to leave an enduring legacy for future generations. Eco-friendly developments with low impact (sustainable) and energy efficient design are desired. Mixed use and pedestrian-oriented developments are now desired as new investment occurs.

2. Enhance Family Friendly Tourism and Industry. Mason, with regional recreational amenities, amusement parks and professional athletics, is one of the largest tourist destinations in the Midwest. Leveraging this tourism base to bring additional visitors and “out-of-town” dollars to Mason is a priority.



Expanding high wage jobs with existing employers like Luxotica and attracting new corporate headquarters to the I-71 corridor is essential to maintain and grow Mason's high-quality facilities and services.

More events and attractions are needed to attract additional visitors. Developing tourism packages, improving connectivity among venues and developing new amenities are all ideas explored in this Plan. Increasing resident access to multiple world-class venues and attractions is a side benefit to achieving these goals.

The city’s ability to maintain and add high-quality facilities and services as expected with the “Mason” brand is linked to high-wage employment growth. The I-71 growth corridor is an ideal location for such activity. Downtown revitalization is also viewed as an integral part of a socially sustainable tourism and industry strategy.

3. Revitalize Downtown. Downtown was raised most frequently during public meetings and received many votes during public visioning exercises.

Mason residents are frustrated over Downtown’s progress relative to the rest of the community. Mason’s image is tarnished by Downtown’s current under utilized state. As one stakeholder noted, “Mason cannot be viewed as a complete community until downtown revitalizes.”

4. Transportation. Residents enjoy Mason’s bicycle paths and sidewalk system and additional, multi-modal choices are desired. Preventing through traffic and calming traffic (i.e., slowing down vehicles) were cited as important steps to make the city’s transportation system safer and make biking and walking more attractive. These ideas were based on the community’s desire to have a family-friendly transportation system.

5. Community Image and Quality of Life. Mason has earned an excellent reputation with top rated schools, excellent neighborhoods and high quality infrastructure and public services. Residents were asked what could further improve Mason’s community image and quality of life. The number one response was developing additional pedestrian-friendly paths and sidewalks that converge on downtown followed by adding a full-service and high-quality medical facility.

As mentioned previously, the city’s image as a whole will be elevated once the downtown and sections of connecting corridor return to a vibrant state. Downtown offers a reprieve from everyday life; a welcome alternative to suburban development.

What do residents want?

The Steering Committee held a visioning session with residents during Mason Planning Month. Residents were asked to identify priority community goals using the “Family-Friendly” community vision and the five major planning issues as guidance. Residents brainstormed several dozen ideas and then prioritized their selections. Resident top ten priorities are summarized on the table provided at the top of the next column.

Public Priorities

Rank	Community Wants (Wish List)
1	Less through traffic on local roads
2	Complete downtown revitalization from Tylersville Road to Hanover Road
3	Make downtown a destination with a vibrant restaurant, arts, retail and lodging scene
4	Another major sports venue for national swim meets or minor league baseball
5	Top notch golf course
6	Walkable community with network of connected paths and greenways
7	Make downtown an 18 hours destination with a synergistic mix of residential, retail and restaurants
8	Pedestrian friendly transportation system with paths, sidewalks and Muddy Creek Greenway that converges on downtown
9	Develop a Performing Arts Center
10	Connect Community Center to Downtown with a new mixed use district

4. Implementation

Who implements the Plan?

City Council will prioritize Plan recommendations and give the Administration guidance on how to move forward in a prioritized manner. The Administration, including all City Departments, will work corroboratively with other governments, civic organizations, developers, residents and property owners, etc. to implement this Plan. Most Plan recommendations are summarized in Chapter 9 Action Plan.

How does implementation work?

The Administration will integrate Plan recommendations into departmental annual plans and capital improvement plans as directed by Council. Department heads will report to council on a regular basis regarding progress. Stakeholders can petition the City regarding a Plan policy or recommendation as a potential implementation partner.

How long will implementation take?

This plan offers several recommendations with a range of immediate (0 to 4 years), intermediate (4 to 7 years) and long-term (7 to 10 plus years) action strategies. Persistence on the part of the City and its partners is essential regardless of time frames or obstacles.

Will all recommendations be implemented?

Not all plan recommendations will be implemented over the life of this Plan. Some recommendations will lack political support and/or adequate funding.

When will this Plan be updated?

A minor plan update is anticipated in 5 years and a full update is expected in 10 years.

What should be done first?

Priorities are set in Chapter 9 linked to resident feedback received during the planning process. City Council has authority to further prioritize Plan recommendations.

Will the Plan be implemented exactly as written?

No. Implementation will occur as resources warrant and as opportunities arise and not necessarily in priority order as defined by the Plan.

Is the Plan law?

No. The Plan is a flexible policy development. It guides growth and development consistent with community vision. Care was taken to make the Plan informative of that vision. The City desires stakeholder buy-in and a collaborative implementation effort instead of relying on prescriptive policies.

How much will implementation cost?

Financial figures were not prepared as part of this Plan. The Comprehensive Plan is not designed to be a financial document. Operating and capital costs will be defined during the implementation phase to determine if planned projects are financially feasible. The City prepares this type of financial analysis during the annual budgeting process between Council and City Staff.

Who will pay for implementation?

Funds used to pay for implementation will come from a variety sources. Private sector participation, multi-jurisdictional involvement and public-private partnerships are desired to spread costs across multiple parties. The City and its partners will also use the Plan to pursue alternative funding sources including grants.

5. Policy Summary

This section summarizes major Plan policies including the goals created for six policy chapters, future land use and roadway transportation improvements.

Goals

Goal statements found in the first six policy chapters are summarized on page 11. More information on these goals can be found in each policy chapter. These same goals - complete with strategies and action statements - are summarized in Table 9.2A in Chapter 9 Action Plan.

Future Land Use

The City's Future Land Use policy is summarized on page 12 and page 13. The Future Land Use Map on page 12 shows planned land use throughout the City and, in a few instances, land located adjacent to the City in case annexations are proposed by property owners.

The table on page 13 summarizes the goal, recommended land use and development guidelines assigned to each future land use category. Together, the map and table paint a picture of the type of land uses that are desired. The summary table also references ideal density and development standards.

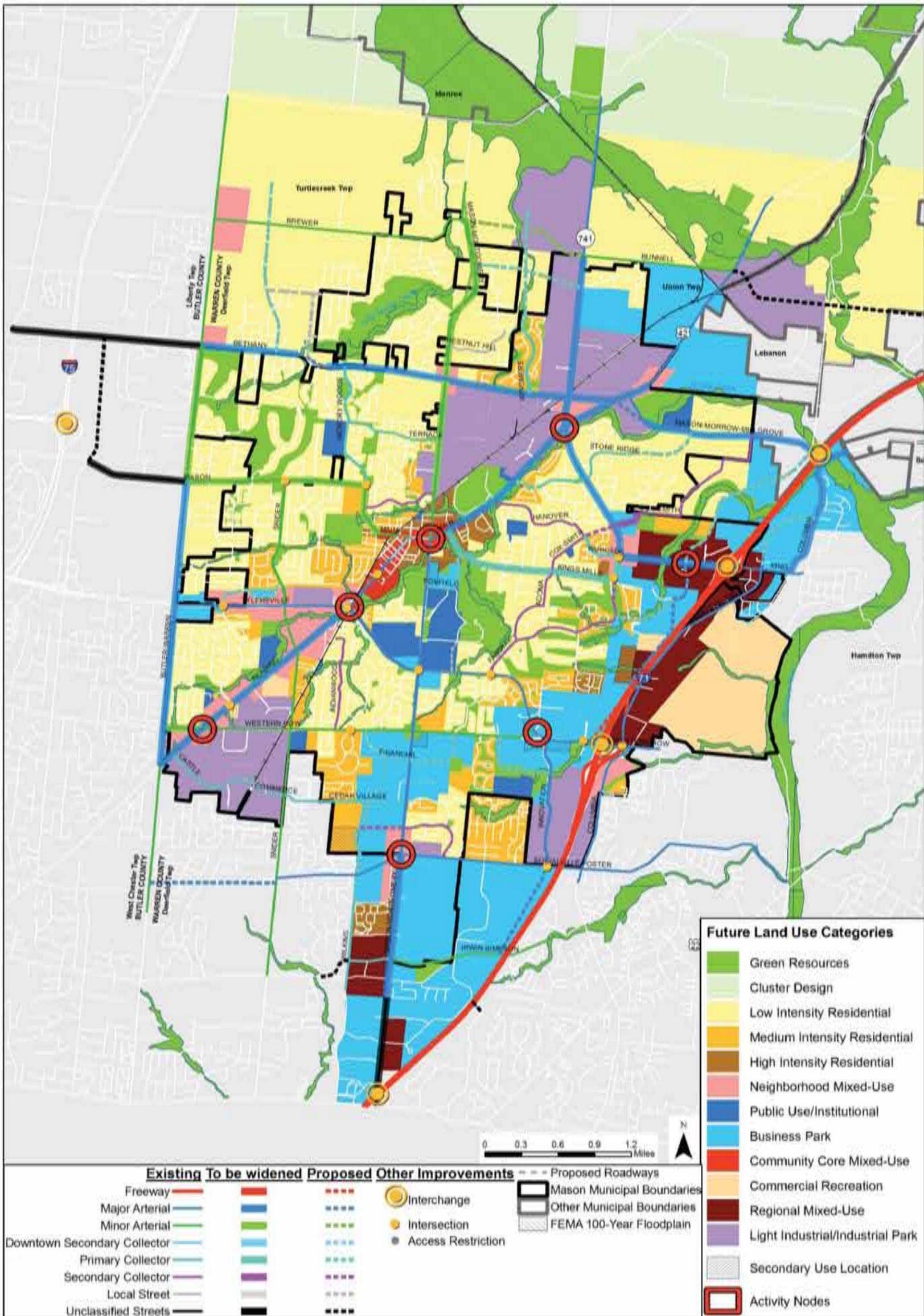
Thoroughfare Improvements

Planned thoroughfare improvements are shown on page 12. Thick lines indicate where road widening projects are planned to accommodate future growth and traffic. Dashed lines indicate where new road and road extensions are planned. Yellow dots represent planned intersection improvements. Additional details regarding these and other transportation projects can be reviewed in Chapter 6 Transportation.

Goal Summary Table

					
<p>Chapter 1: Housing and Neighborhoods (HN)</p> <p>Goal HN-1. Encourage investment in older neighborhoods.</p> <p>Goal HN-2. Promote new housing types that recognize shifts in market demand and demographics.</p> <p>Goal HN-3. Promote street and pedestrian connectivity and design in neighborhoods.</p> <p>Goal HN-4. Encourage young professional housing integration.</p> <p>Goal HN-5. Encourage downtown housing as a critical component of downtown revitalization and as a means to create an indigenous market for retail and restaurants.</p>	<p>Chapter 2: Natural Resources and Open Space (NR)</p> <p>Goal NR-1. Preserve environmentally sensitive areas.</p> <p>Goal NR-2. Provide a variety of quality open space, distributed equitably throughout Mason.</p> <p>Goal NR-3. Reduce the ecological footprint of development.</p> <p>Goal NR-4. Increase the tree canopy in the City.</p>	<p>Chapter 3: Community Facilities (CF)</p> <p>Goal CF-1. Expand Park system.</p> <p>Goal CF-2. Provide more leisure opportunities for residents.</p> <p>Goal CF-3. Preserve and enhance Mason’s historic and cultural assets.</p> <p>Goal CF-4. Support expansion of continuing and higher education opportunities in Mason.</p> <p>Goal CF-5. Promote a vibrant arts and cultural presence in Mason.</p> <p>Goal CF-6. Maintain and enhance public safety and emergency response levels of service to support community growth.</p> <p>Goal CF-7. Maintain and enhance the quality of Mason’s school system.</p>	<p>Chapter 4: Economic Development (ED)</p> <p>Goal ED-1. Develop the I-71 corridor in Mason as a premier corporate address.</p> <p>Goal ED-2. Attract light industrial businesses to the North State Route 741 Sub-Area and other areas planned as Light Industrial to maintain a diverse local economy.</p> <p>Goal ED-3. Update and align economic development policies with performance related goals.</p> <p>Goal ED-4. Grow Mason’s family friendly tourism industry.</p> <p>Goal ED-5. Brand and market Mason’s unique districts.</p> <p>Goal ED-6. Continue to grow and diversify the local economy.</p> <p>Goal ED-7. Maintain and enhance Mason’s strong aesthetic image at key entrances and along thoroughfares.</p> <p>Goal ED-8. Be a leader in small business growth.</p>	<p>Chapter 5: Infrastructure (IN)</p> <p>Goal IF-1. Improve Technology Infrastructure for Business Parks and neighborhoods.</p> <p>Goal IF-2. Improve stormwater quality and maintenance throughout the City.</p> <p>Goal IF-3. Grow in a fiscally responsible manner.</p> <p>Goal IF-4. Monitor future drinking water supply.</p> <p>Goal IF-5. Improve floodplain, floodway and waterway maintenance.</p> <p>Goal IF-6. Monitor sanitary sewer treatment capacity.</p> <p>Goal IF-7. Upgrade sanitary sewer treatment capacity.</p> <p>Goal IF-8. Examine ways to provide cost effective secondary benefits of Water Reclamation Plant.</p>	<p>Chapter 6: Transportation (TR)</p> <p>Goal TR-1. Encourage alternative methods of transportation.</p> <p>Goal TR-2. Strive for pedestrian friendly, “Complete Streets”.</p> <p>Goal TR-3. Reduce vehicle miles traveled in Mason.</p> <p>Goal TR-4. Provide a safe and efficient roadway system.</p>

2010 Future Land Use Map and Recommended Thoroughfare Improvements



Future Land Use Summary Table

Future Land Use	Goal	Recommended Land Uses		Development Guidelines
		Primary	Secondary	
Activity Node	Create clusters of higher density development at major intersections in Mason. These nodes will become centers of activity within the community for social interaction and daily service needs. These nodes will enhance gateways into the City.	<ul style="list-style-type: none"> High frequency retail and services (excluding drive-through facilities) Restaurants (excluding drive-through facilities) 	<ul style="list-style-type: none"> Office / Live-Work Multi-family residential Public and institutional uses Pedestrian amenities (plazas, outdoor seating, etc.) Mixed use 	<ul style="list-style-type: none"> Multi-story buildings Ground floor reserved for retail uses Traffic calming on local streets Place new buildings close to street with parking to the side or rear Human-scale buildings with storefront windows on ground floors and façade articulation
Light Industry/ Industrial Park	Create employment concentrations along major thoroughfares with a campus-like environment that includes light industrial, light manufacturing and wholesale/ distribution, as well as supportive service and retail amenities.	<ul style="list-style-type: none"> Light industries Light manufacturing Wholesale trade Distribution centers 	<ul style="list-style-type: none"> Supportive retail and services at intersections of major arterials 	<ul style="list-style-type: none"> Moderate front setbacks and abundant landscaping Pedestrian connections to multi-use pathways and between uses At least 30% open space in new developments greater than five acres. Façade articulation and windows to break up large facades Mitigate negative visual/ environmental impacts on residential areas
Regional Mixed-Use <small>Secondary Use Location</small>	Meet the retail needs of Mason residents and visitors while encouraging mixed-use, walkable design through redevelopment and infill projects. Promote tourism by providing additional entertainment and shopping opportunities for families.	<ul style="list-style-type: none"> Retail sales and services that serve the entire community and/or attract patrons from elsewhere in the region Restaurants Hotels Conference Centers 	<ul style="list-style-type: none"> Residential on upper floors Offices Public and institutional uses Pedestrian amenities 	<ul style="list-style-type: none"> Outlot buildings placed close to roadway to hide large parking lots and create human-scaled streets Facade articulation to mitigate bulk of large buildings Pedestrian connections between uses and with adjacent neighborhoods
Commercial Recreation	Support the existing tourism economy in Mason with the addition of commercial recreation opportunities for families. Attract additional visitors to the community through recreational tourism.	<ul style="list-style-type: none"> Commercial sports stadiums and tournament facilities Commercial recreation complexes Amusement parks 	<ul style="list-style-type: none"> Restaurants Hotels Conference centers Pedestrian amenities 	<ul style="list-style-type: none"> Outlot buildings placed close to roadway to hide large parking lots and create human-scaled streets Pedestrian connections between uses and with adjacent neighborhoods Moderate front setbacks and abundant landscaping Pedestrian connections to multi-use pathways and between uses Façade articulation and windows to break up large facades
Community Core Mixed-Use <small>Secondary Use Location</small>	Maintain, enhance, and grow the Community Core as a vibrant, mixed-use gathering place and cultural center, with an emphasis on retail, arts and entertainment uses. Maintain a highly urban, pedestrian-focused environment through building and streetscape design.	<ul style="list-style-type: none"> Neighborhood and specialty retail sales and services Restaurants Arts, cultural and entertainment establishments Upper floor residential 	<ul style="list-style-type: none"> Multi-family residential including upper-floor units Single-family attached residential Office / Live-Work Public and institutional uses Pedestrian amenities 	<ul style="list-style-type: none"> Continuous "street wall" with buildings adjacent to the sidewalk Rear parking or limited side parking only Storefront windows and façade articulation Traffic calming Ground-floor storefronts and/or architectural detailing on parking structures Connect Downtown with the Civic Campus
Business Park <small>Secondary Use Location</small>	Create an employment corridor parallel to I-71 that supports the growth of Mason as a business destination. Create a campus-like, mixed-use environment that includes office, research and low-impact industrial uses, as well as supportive retail amenities.	<ul style="list-style-type: none"> Offices Research facilities Educational centers Indoor light manufacturing 	<ul style="list-style-type: none"> Supportive retail and services <= 15,000 sq. ft. per store, only in Secondary Use locations Structured or underground parking 	<ul style="list-style-type: none"> Multi-story buildings Moderate front setbacks and abundant landscaping Pedestrian connections to multi-use pathways and between uses Façade articulation and windows to break up large facades Mitigate negative visual/ environmental impacts on residential areas
Public Use/ Institutional	Create a cohesive, well-defined campus for medical, public services and educational institutions, with supportive office, service and residential uses.	<ul style="list-style-type: none"> Public and institutional uses Offices Structured or underground parking 	<ul style="list-style-type: none"> Multi-family residential Limited retail and services 	<ul style="list-style-type: none"> Similar to Business Park Encourage neighborhood master-planning that links medical and educational with offices and services.
Neighborhood Mixed-Use <small>Secondary Use Location</small>	Concentrate retail in dense, walkable, mixed-use nodes located at major intersections in order to promote a sense of community and a range of services that enhance the value of Mason's neighborhoods.	<ul style="list-style-type: none"> Convenience-oriented retail sales and services that primarily serve a radius of one mile Restaurants 	<ul style="list-style-type: none"> Offices Attached residential Public and institutional uses Pedestrian amenities (plazas, outdoor seating, etc.) Mixed use 	<ul style="list-style-type: none"> Maximum of 20,000 square feet per store Place new buildings close to street with parking to the side or rear Human-scale buildings with storefront windows on ground floors and façade articulation Traffic calming
High-Intensity Residential <small>Secondary Use Location</small>	Encourage low-maintenance, high-density housing that supports Activity Nodes and downtown and provides a transition between commercial or office and single-family development. Promote walkable neighborhood design that creates attractive and functional roadway corridors and attached residential neighborhoods.	<ul style="list-style-type: none"> Single-family and multi-family attached residential Open space 	<ul style="list-style-type: none"> Public and institutional uses Offices, live-work and limited retail along arterials Recreational amenity 	<ul style="list-style-type: none"> Up to eight units per gross acre Place non-residential and higher-density residential buildings close to major roadways and Activity Nodes At least 20% open space in new developments greater than three acres Architectural transitions between land uses, such as similarities in building height, massing, roof pitch, and rhythm of windows and façade detailing. Walkable neighborhood design
Medium-Intensity Residential <small>Secondary Use Location</small>	Provide a transition between High- and Low-Intensity Neighborhood areas, while providing a wide range of housing formats and price points. Promote compatible infill development and walkable neighborhood design.	<ul style="list-style-type: none"> Single-family attached and detached residential Open space 	<ul style="list-style-type: none"> Limited multi-family residential along major roadways Local public and institutional uses Recreational amenities 	<ul style="list-style-type: none"> Four to five units per gross acre At least 20% open space in new developments of three or more acres Architectural transitions between land uses, such as similarities in building height, massing, roof pitch, and rhythm of windows and façade detailing Walkable neighborhood design
Low-Intensity Residential	Provide large-lot, low-density housing options and protect existing low-density neighborhoods.	<ul style="list-style-type: none"> Single-family attached or detached residential Open Space 	<ul style="list-style-type: none"> Local public and institutional uses Recreational amenities 	<ul style="list-style-type: none"> One units per gross acre with at least 30% open space.
Conservation Design	Provide for residential growth in currently undeveloped areas. Environmentally sensitive development will preserve rural character through low-impact development practices, cluster design and preservation of natural resources and open space.	<ul style="list-style-type: none"> Single-family detached residential Open space Recreational amenities Low-impact storm water management facilities Flood storage 	<ul style="list-style-type: none"> Local public and institutional uses Cemeteries 	<ul style="list-style-type: none"> Preserve rural character Encourage Low-Impact Development principles Develop non-motorized pathways to connect neighborhoods, businesses, parks, and regional greenways Limit residential uses to one unit per gross acre or less with at least 40% open space
Green Resource	Create an interconnected network of green infrastructure that preserves environmentally sensitive areas, protects water resources through low-impact storm water management, provides floodwater storage, provides community open space and recreational opportunities, and preserves agricultural resources.	<ul style="list-style-type: none"> Open space Recreational amenities Low-impact storm water management facilities Flood storage Agricultural 	<ul style="list-style-type: none"> Utilities other than storm water management Single-family detached structures Cemeteries 	<ul style="list-style-type: none"> Preserve and restore natural hydrology Encourage Low-Impact Development principles Develop non-motorized pathways to connect neighborhoods, businesses, parks, and regional greenways Where development cannot be avoided, limit to residential uses at one unit per gross acre or less with at least 50% open space