



Draft

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# Comprehensive Plan

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Amendment

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*City of Mason*

EXHIBIT   A    
PAGE   1   OF  26 

*December 2004*



**DRAFT**

**COMPREHESIVE PLAN AMENDMENT  
FOR THE  
CITY OF MASON**

**PREPARED BY:  
WOOLPERT LLP  
CINCINNATI, OHIO**

**DECEMBER, 2004**

# CITY OF MASON

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## **Introduction**

Mason has established itself as a premiere place to live and work with excellent residential neighborhoods, school system, and a variety of employment opportunities. Due to Mason's rapid growth, the City has requested that the development potential of two additional areas be examined and added to the 2001 Mason Comprehensive Plan.

This amendment to the 2001 Mason Comprehensive Plan is comprised of two separate areas adjacent to Mason's current city limits, as shown in Figure 1. The south area covers the lands south of the city limits along Mason-Montgomery Road, from Wilkins Boulevard to the west, Fields Ertel Road to the south, and Interstate-71 (I-71) to the east. The north area covers the land east of the current city limits along King Avenue, The Golf Center at Kings Island and Paramount's Kings Island to the south, Columbia Road to the east, and the City of Lebanon city limits and the lands adjacent to Mason-Morrow-Millgrove Road to the north.

This study will examine the existing conditions in each area and present strategies for the future use and development of the areas. Within the existing conditions, focus will be on the physical aspects of each area to determine its land use potential. The following issues will be addressed; natural features including floodplains, wetlands, and topography, current land use, existing and proposed transportation, and infrastructure and utilities. This information will then be used to develop specific recommendations for each area. The land use plan will evaluate how each area fits into the Comprehensive Plan's framework of Planning Principles and Strategies for commercial, business, and residential development and present new strategies for these additional areas.

## **Existing Conditions Analysis**

Since the development of the 2001 Comprehensive Plan, the north and south study areas have witnessed a significant amount of development. The south area has seen large scale regional commercial development along Mason-Montgomery Road such as the Deerfield Town Center and Arbor Square. The business parks within the south area have also been developed significantly within the last three years. The north area has seen smaller scale retail development along King Avenue near the interchange with I-71, and along Kings Island Drive.

Below is a detailed description of the existing conditions within the two study areas of this Comprehensive Plan Amendment.

### **Natural Features**

The natural features within Mason and outside the city limits have been affected as the City has evolved from an agricultural community to a suburban city. The south study area has seen one of the largest increases in development within the region with only 17% remaining as agriculture or undeveloped land. As a result, this area has few natural features remaining. A majority of the north study area has remained undeveloped with almost 54% remaining agricultural fields or undeveloped land, allowing the natural green corridors and water systems to be preserved. Figures 2 and 3 illustrate the natural condition throughout the south and north study areas.

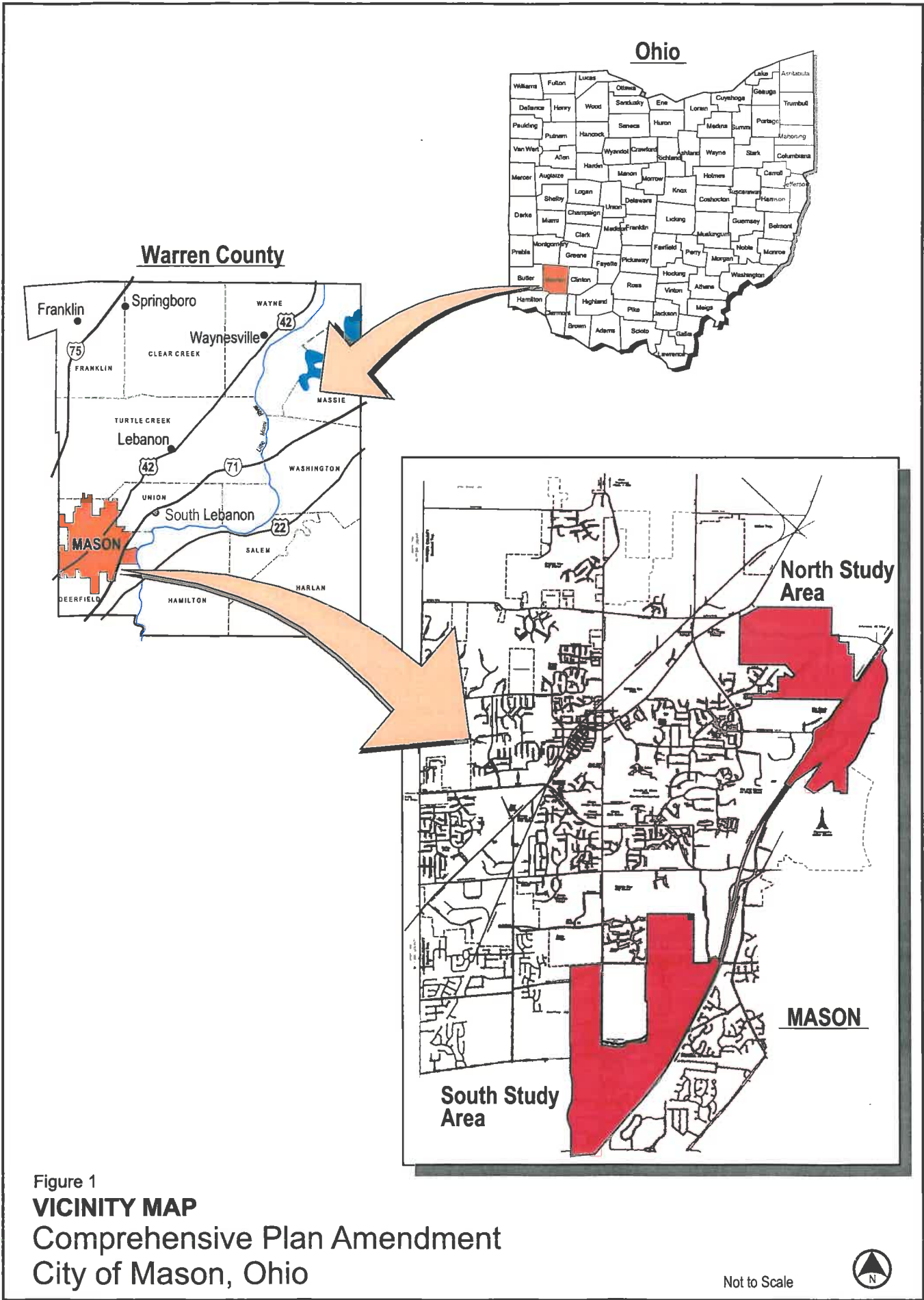


Figure 1  
**VICINITY MAP**  
 Comprehensive Plan Amendment  
 City of Mason, Ohio

Not to Scale



# CITY OF MASON

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## *Floodplain*

The Federal Emergency Management Agency (FEMA) has delineated the 100-year floodplains throughout the City of Mason. These flood prone areas serve as storage for flood water, filtration, recharge basins for groundwater, as well as a habitat for flora and fauna.

One floodplain flows through the south study area. This system flows through Union Run into Al-Char Lake in the northern portion of the study area. Although development does not interfere with the floodplain, single and multi-family residential uses surround the system.

Muddy Creek is the largest floodplain which runs through the north study area along Kings Mills Road. Muddy Creek is the primary surface water drainage system in Mason and therefore is the most flood prone. The majority of the north study area has remained as agricultural fields. Because of the limited development, the floodplains continue to serve as natural green corridors. Preservation of the Muddy Creek corridor for greenways, creek access, and trail heads is proposed as part of the City of Mason Parks Master Plan. Although several floodplains flow through the south and north study areas they pose no constraints to development in these areas.

## *Potential Wetlands*

Wetlands serve as a natural system for filtering surface water for eventual absorption into the groundwater. Wetlands also serve as a habitat for flora and fauna that thrive in frequently saturated soils. Wetland mapping has been provided by the National Wetlands Inventory (NWI) to assist with planning purposes by identifying potential wetland sites.

The majority of the wetlands in the south have been mapped throughout the business parks and Kings Wood Golf Course along I-71 and throughout the residential area along Socialville Foster Road. The majority of these wetlands are ponded areas.

Only a few wetlands are found in the north study area. The largest one is located towards the north along Muddy Creek. To protect this wetland, a green corridor may be sited to preserve the greenway. The remaining wetlands are dispersed throughout the north study area, but are primarily found throughout the residential areas in the north. Except for Muddy Creek the wetlands create few limitations to potential development.

## *Topography*

Topography within the City of Mason consists of flat to rolling hills to some areas of steep terrain. The south study area consists of little topographic change which offers limited constraints to development.

The topography in the north study area is generally more rolling with several areas of steep terrain where development would be limited. The areas that offer limited development opportunities occur primarily on both sides of the Muddy Creek Corridor and north of The Beach Water Park. Steep terrain is also found in the area north of the GE Consumer Finance office building on King Avenue.

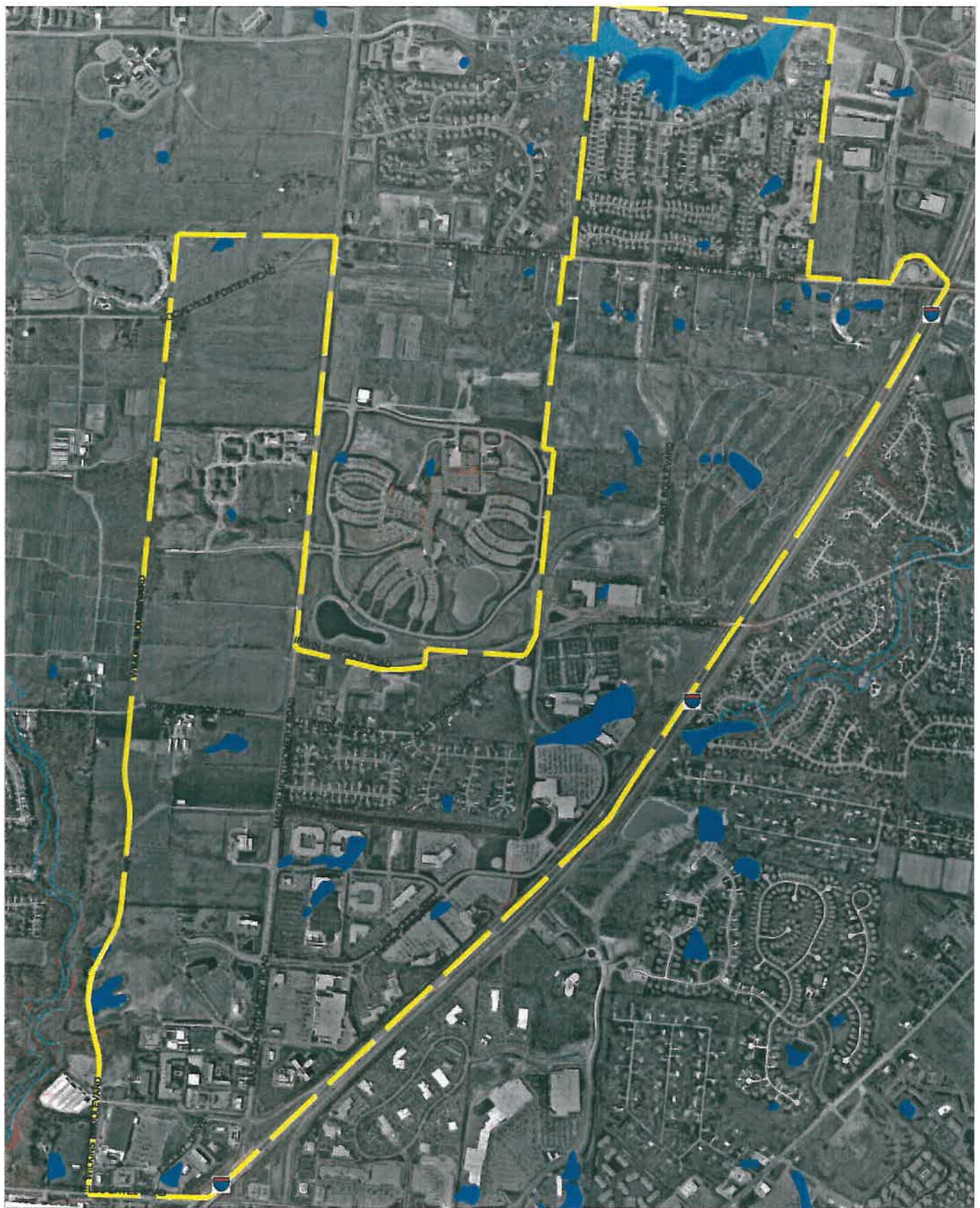


Figure 2  
**NATURAL FEATURES-SOUTH**  
**Comprehensive Plan Amendment**  
**City of Mason**

**LEGEND**  
 100 Year Floodplain  
 Potential Wetlands  
 Topography



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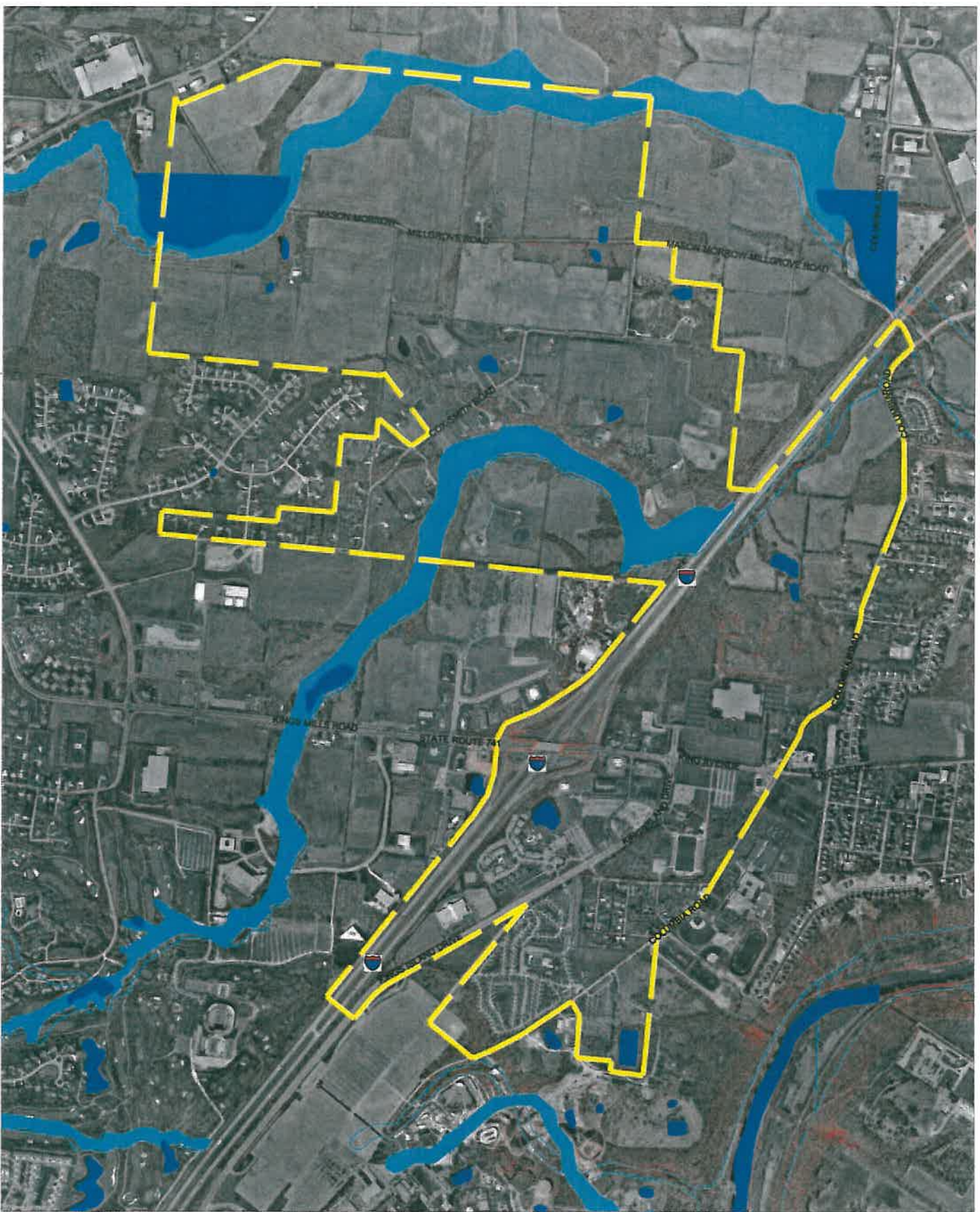


Figure 3  
**NATURAL FEATURES-NORTH**  
 Comprehensive Plan Amendment  
 City of Mason

**LEGEND**

	100 Year Floodplain		Topography
	Potential Wetlands		

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GRAPHIC SCALE IN FEET

# CITY OF MASON

## Current Land Use

The inventory and analysis of existing land use distribution in the study areas will contribute to the understanding of land use patterns, identify potential land use conflicts, and to provide a basis for establishing future land use scenarios. Several sources were utilized for this task including field reconnaissance and the City's 2001 Comprehensive Plan. The current land uses in the City have been characterized as single-family residential, multi-family residential, commercial, industrial/business park, public/semi-public, parks and recreation, commercial recreation and open space/agricultural. The existing land uses for the south and north study areas are classified in the same manner as the 2001 Comprehensive Plan, and are shown in Figures 4 and 5. Below is a detailed description of the existing land uses within the south and north study areas of this Comprehensive Plan Amendment. The breakdown of existing land uses within the south and north study areas are shown in Table 1.

<b>Table 1</b>				
<b>City of Mason Comprehensive Plan Amendment Land Use Distribution (South and North Study Areas)</b>				
<b>Land Use</b>	<b>South Area (Acres)</b>	<b>Percentage</b>	<b>North Area (Acres)</b>	<b>Percentage</b>
Industrial/Business Park	287.5	22.2%	15.2	1.5%
Commercial	244.1	18.8%	24.3	2.4%
Commercial Recreation	109.5	8.4%	99.1	9.8%
Agriculture/Undeveloped	220.1	17.0%	504.1	49.9%
Multi-Family Residential	71.2	5.5%	0.0	0.0%
Public/Semi-Public	45.2	3.5%	20.6	2.0%
Recreation	12.0	0.9%	0.0	0.0%
Single-Family Residential	306.5	23.6%	346.8	34.3%
<b>Total</b>	<b>1,296.1</b>	<b>100.0%</b>	<b>1,010.1</b>	<b>100.0%</b>

### *Single-Family Residential*

Single-family residences have been the predominant land use throughout Mason's history. Today, single-family residential land uses account for 306.5 acres or 23.6 percent of the total land area within the south study area, and 346.8 acres or 34.3 percent of the land area within the north area.

Within the south study area, single-family residences are located along Old Irwin-Simpson Road and along Socialville-Foster Road. These residences represent the history of residential development within the City of Mason. Along Old Irwin-Simpson, there is a mixture of older farm houses and post-war era homes. The residences on the south side of Socialville-Foster Road represent older houses on large lots, while the houses north of the road represent the newer styled subdivisions with large homes on smaller lots.

Single-family residential land uses within the north study area are located along Columbia Road and Cox-Smith Road. These residences represent an older residential neighborhood on Columbia Road near Kings Island, farm houses on Columbia Road, and single-family residences on large lots along Cox-Smith Road.

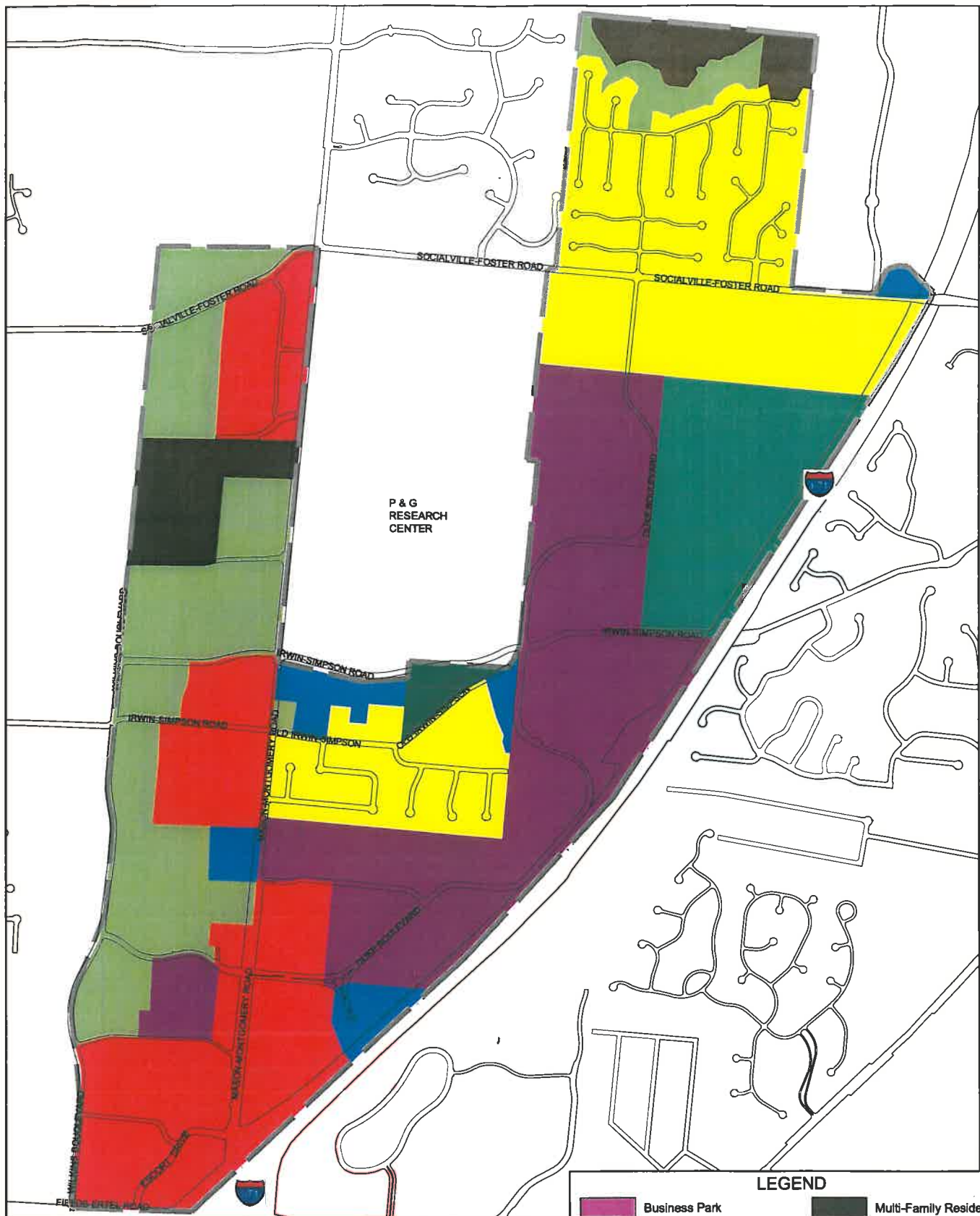








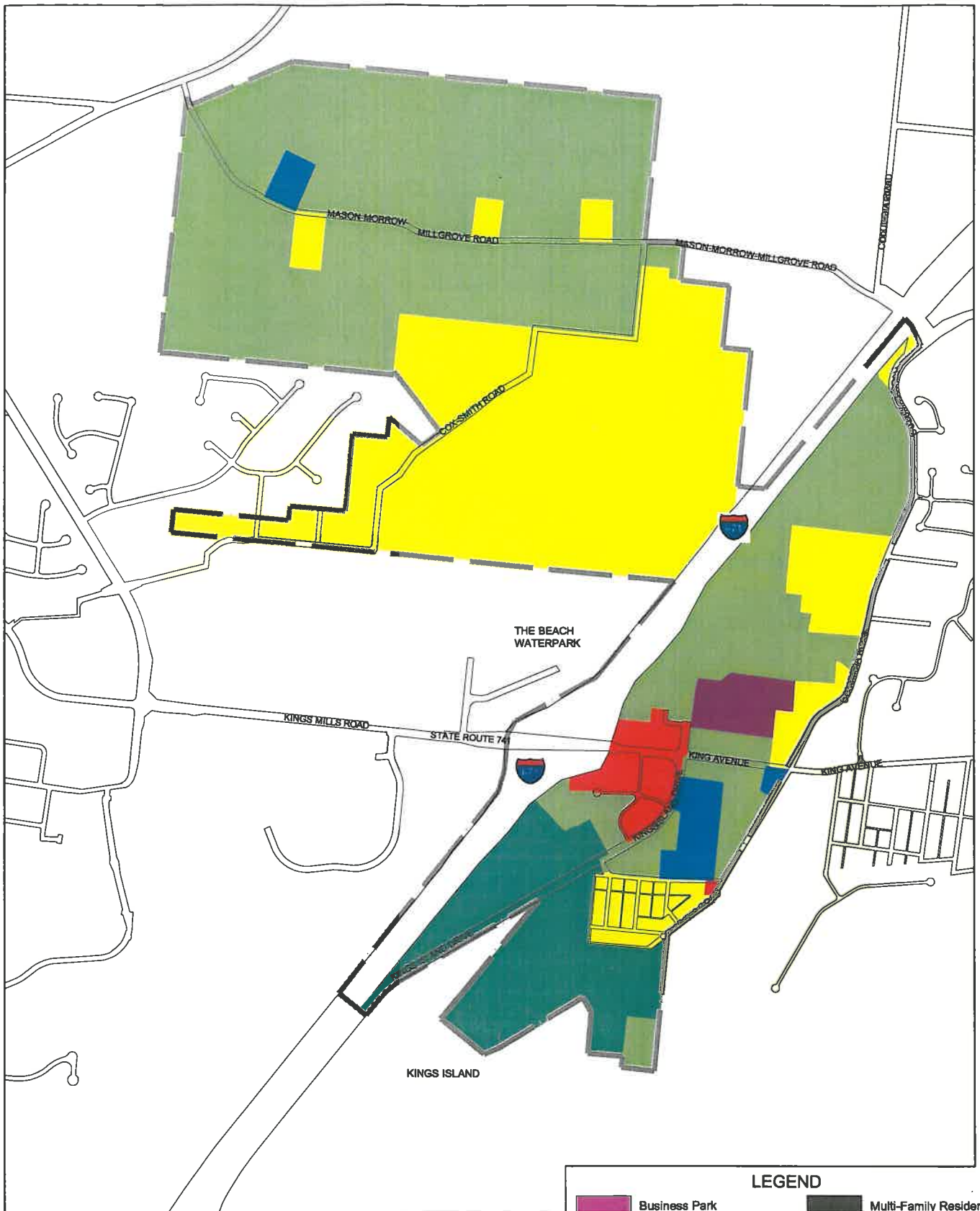


Figure 4  
**EXISTING LAND USE-SOUTH**  
 Comprehensive Plan Amendment  
 City of Mason

**LEGEND**

 Business Park	 Multi-Family Residential
 Commercial	 Public/Semi-Public
 Commercial Recreation	 Recreation
 Agricultural/Undeveloped	 Single-Family Residential

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 GRAPHIC SCALE IN FEET



**LEGEND**









	Business Park		Multi-Family Residential
	Commercial		Public/Semi-Public
	Commercial Recreation		Recreation
	Agricultural/Undeveloped		Single-Family Residential

Figure 5  
**EXISTING LAND USE-NORTH**  
 Comprehensive Plan Amendment  
 City of Mason



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## *Multi-Family Residential*

The multi-family residential developments in the south study area are located on Mason-Montgomery Road and just north of the Waters Edge single-family residential development on Socialville-Foster Road. The Conservatory Apartments and the Waterford Apartments feature internal circulation with parking adjacent to the buildings. The buildings are two to three story walk-ups. They account for 71.2 acres or 5.5 percent of the total land area within the south study area. There are no multi-family residential developments in the north study area.

## *Commercial*

Within the south study area, the commercial land uses are concentrated along Mason-Montgomery Road and Escort Drive. Commercial land uses account for 244.1 acres or 18.8 percent of the land area in the south study area. There have been two new commercial developments built along Mason-Montgomery Road within the past three years. These are the Arbor Square development and the Deerfield Town Center. The Arbor Square development is located to the southwest of the intersection of Mason-Montgomery Road and Socialville-Foster Road. The Deerfield Town Center is located to the southwest of the intersection of Mason-Montgomery Road and Irwin-Simpson Road. Both of these developments were designed based on current retail trends that feature an open air design, varied facades, setbacks, heights and architectural details. As established in the 2001 Comprehensive Plan, Arbor Square would be classified as a community commercial center, while the Deerfield Town Center is a regional commercial center. Further to the south is a large concentration of commercial land uses on both sides of Mason-Montgomery Road near the interchange with I-71, and along Escort Drive. These commercial developments feature big-box stores, hotels, various restaurants, and gas stations that serve a more regional population.

The commercial land uses in the north study area are concentrated on Kings Island Drive and King Avenue. Commercial land uses account for 24.3 or 2.4 percent of the land area within the north study area. These uses include a Showcase Cinema, the Kings Island Resort and Conference Center, a Harley Davidson store, several restaurants, two gas stations and a hotel. These uses serve a regional population. There is also a Christmas Store located at the intersection of Columbia Road and Wilson Road, near Kings High School.

## *Industrial/Business Park*

Development in the study areas illustrates the strategy of encouraging development of high-tech, business facilities within the City. Industrial/Business Park land uses account for 287.5 acres or 22.2 percent of the land area within the south study area, and 15.2 acres or 1.5 percent of the land area within the north study area.

The industrial/business park land uses within the south study area are generally high-tech facilities with offices, warehouses, and light manufacturing. The Governor's Point Business Park has good vehicular access from Mason-Montgomery Road, Irwin-Simpson Road, and Socialville-Foster Road. The business park also has excellent visibility from I-71. In addition to Governor's Point, there is a large office building located to the west of Mason-Montgomery Road. Both of these industrial/business park uses are adjacent to the commercial land uses near the interchange of I-71 and Mason-Montgomery Road.

Industrial/Business Park land uses are located at one location within the north study area. The GE Consumer Finance Center is located on King Avenue, at the intersection with Kings Island Drive.

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## *Public/Semi-Public*

Public/semi-public land uses include city properties, schools, medical facilities, and churches. These uses account for 45.2 acres or 3.5 percent of the land area within the south study area, and 20.6 acre or 2.0 percent of the north study area.

A Cincinnati Water storage tank is located on Socialville-Foster Road, and the Cinergy electrical power station is located at the intersection of Duke Boulevard and Irwin-Simpson Road. Children's Hospital operates a branch medical facility in the Governor's Point Business Park, and the Jewish Hospital North Medical Center is located on Mason-Montgomery Road, across from Governor's Point. The Village Church and Liberty Bible School are located to the southeast of the intersections of Mason-Montgomery Road and Irwin-Simpson Road.

A waste water treatment plant (currently under construction) is located on Mason-Morrow-Millgrove Road in the northern part of the north study area. The Deerfield Township Fire/Rescue Station #58 is located at the intersection of Columbia Road and King Avenue. The former College Football Hall of Fame athletic field is located in-between Columbia Road and Kings Island Drive, across from Kings High School. There is one church within the northern study area on Cox-Smith Road.

## *Parks and Recreation*

Within the south study area, Deerfield Township's Shappacker Park totals 12.0 acres. Shappacker Park is located in-between Old Irwin-Simpson Road and Irwin-Simpson Road. It includes a covered pavilion, picnic tables, and playground equipment. There are no parks located within the north study area.

## *Commercial Recreation*

Commercial Recreation land uses total 109.5 acres or 8.4 percent of the land area in the south study area, and 99.1 acres or 9.8 percent of the north study area. The Kingswood Golf Course located on Irwin-Simpson Road, is the only commercial recreation land use within the south study area. In the north study area, the Kings Island Campground is located on Kings Island Drive, just north of Paramount's Kings Island.

## *Open Space/Agricultural*

Currently, agricultural lands and open space total 220.1 acres or 17.0 percent of the land area within the south study area, and 504.1 acres or 49.9 percent of the north study area.

The open space/agricultural lands in the south study area are primarily located to the west of Mason-Montgomery Road, in large tracts of land. There are currently plans to develop one of these large tracts of land for a Wal-Mart. The remaining tracts of land are not actively farmed, and will most likely be developed in the near future.

Open space/agricultural land uses are present throughout much of the north study area, covering approximately 50 percent of the land. Most of the open space/agricultural lands are located along Mason-Morrow-Millgrove Road, and Columbia Road north of King Avenue. Some of these lands are currently being farmed.

## *Adjacent Land Use*

In order to develop a better land use strategy for the study areas, the land uses that are adjacent to the study areas were examined. Adjacent plans were also examined to determine the future use of adjacent lands. Deerfield Township's future land use plan and zoning map were examined, as well as the City of Lebanon

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land use plan and zoning map. In addition to these plans, the City of Mason Park Master Plan and the development plans for a new open air mall that straddles Kings Mills Road were examined.

To the west of the south study area along Wilkins Boulevard, the land uses are primarily agricultural lands and single-family residential neighborhoods. These lands are zoned as single family residential uses in the Deerfield Township land use plan. There is one commercial use along Wilkins Boulevard at the intersection with Bardes Road, and one multi-family residential development located to the northwest of the study area along Socialville-Foster Road. Fields Ertel Road is a major commercial corridor to the south of the study area. South of Fields Ertel Road is the Symmes Square strip mall and Jake Sweeney car dealership. Further to the east along Field Ertel Road are regional retailers and the Kings Auto Mall. The eastern border of the south study area is I-71. Beyond the interstate and north of the Kings Auto Mall are a business park and several residential neighborhoods. Land uses to the north of the south study area, within the existing city limits, are a business park along Innovation Way, open space, a multi-family residential development, the Proctor and Gamble Health Care Research Center, the White Blossom single-family residential neighborhood, neighborhood scale commercial uses at the intersection of Mason-Montgomery Road and Socialville-Foster Road, and agricultural lands.

The north study area is bordered by Deerfield Township to the east and the City of Lebanon to the northeast. To the west of the north study area, there are commercial land uses located along Kings Mills Road within the existing city limits of Mason. There are plans to develop an open air mall along both sides of Kings Mills Road to the west of the north study area. The new mall will be built on lands adjacent to the residential neighborhood along Cox-Smith Road. Paramount's Kings Island is located to the south of the north study area. To the east of Columbia Road, the land uses are the Kings High School facilities, a single-family residential neighborhood and some agricultural lands. To the northeast, is an industrial/business park located within the City of Lebanon as well as some agricultural land. This agricultural land is zoned for a business park within the City of Lebanon's future land use plan. To the north, the land is agricultural, but is zoned as single-family residential within Lebanon's future land use plan. The Mason Parks Master Plan proposes a 54-acre park to be located to the north of the Mason-Morrow-Millgrove Road crossing of the Muddy Creek.

There are several large commercial recreational land uses located adjacent to the study areas that help to serve the recreational needs of the community and surrounding areas. These are Paramount's Kings Island, The Beach Water Park, ATP Tennis Complex, and The Golf Center at Kings Island.

## **Existing and Proposed Transportation System**

This section will provide an overview of the current transportation system, as well as the proposed transportation improvements contained within the 2003 Mason Thoroughfare Plan and proposed 2005 Mason Thoroughfare Plan for the south and north study areas. In addition to the transportation system, the pedestrian circulation for the south and north study areas are addressed. The 2001 Bicycle and Pedestrian Way Master Plan and City of Mason Park Master Plan were studied to determine the pedestrian circulation impacts on the south and north study areas.

### *Existing and Proposed Transportation Systems*

The roadways in Mason serve different functions depending on their location and surrounding land use. To provide a framework for establishing a logical and efficient vehicular circulation system, roads are classified in a hierarchical way, ranging from roads within neighborhoods that carry small numbers of traffic, to interstate highways. The existing and proposed transportation system within Mason and the study areas for this Comprehensive Plan Amendment are illustrated in Figures 6 and 7. Following is the description of the roadway systems in the south and north study areas.

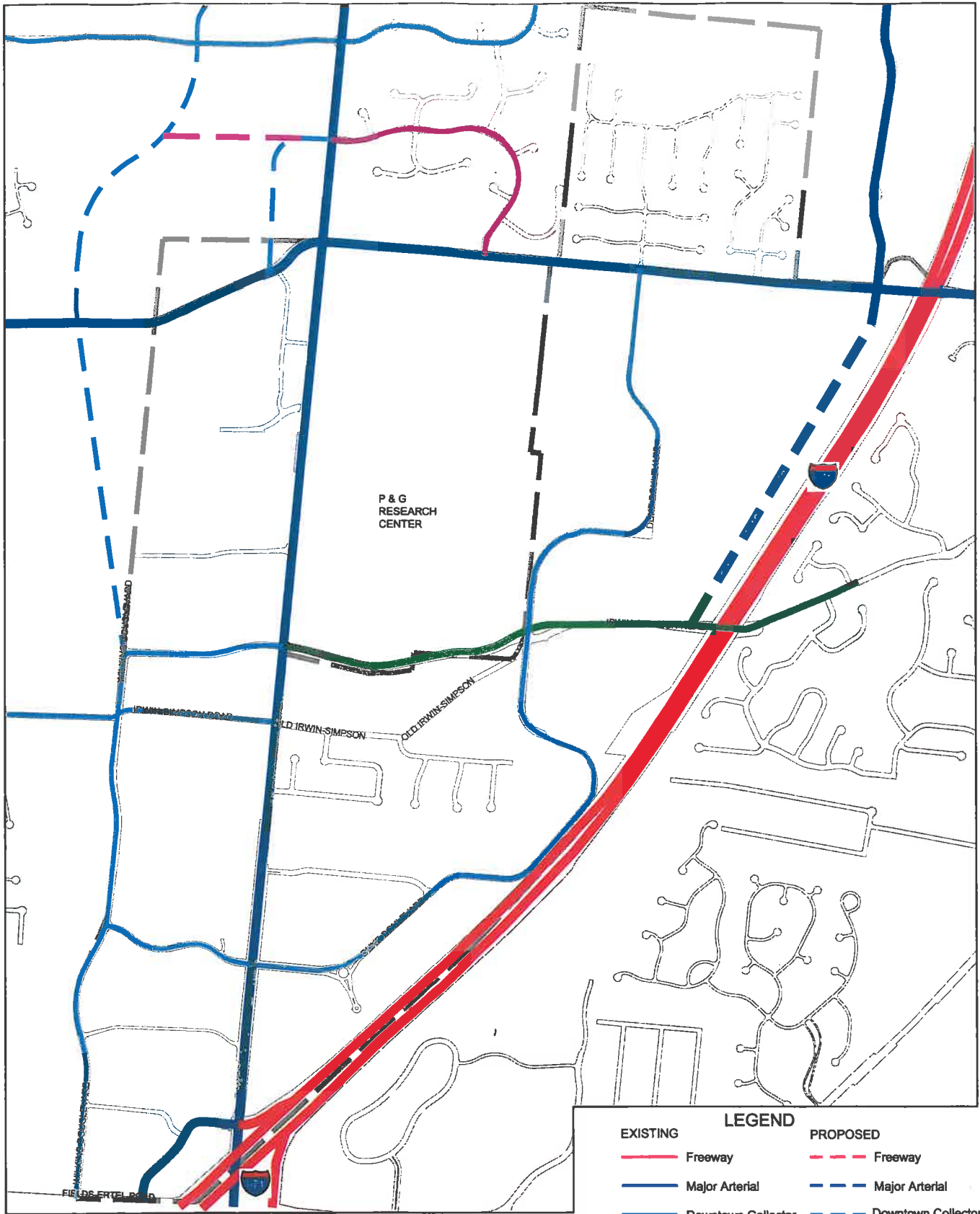


Figure 6  
**EXISTING and PROPOSED THOROUGHFARE PLAN**  
 Comprehensive Plan Amendment  
 City of Mason

Source: City of Mason 2003 and 2005 Thoroughfare Plans

**LEGEND**

EXISTING	PROPOSED
Freeway	Freeway
Major Arterial	Major Arterial
Downtown Collector	Downtown Collector
Minor Arterial	Minor Arterial
Primary Collector	Primary Collector
Secondary Collector	Secondary Collector

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 GRAPHIC SCALE IN FEET



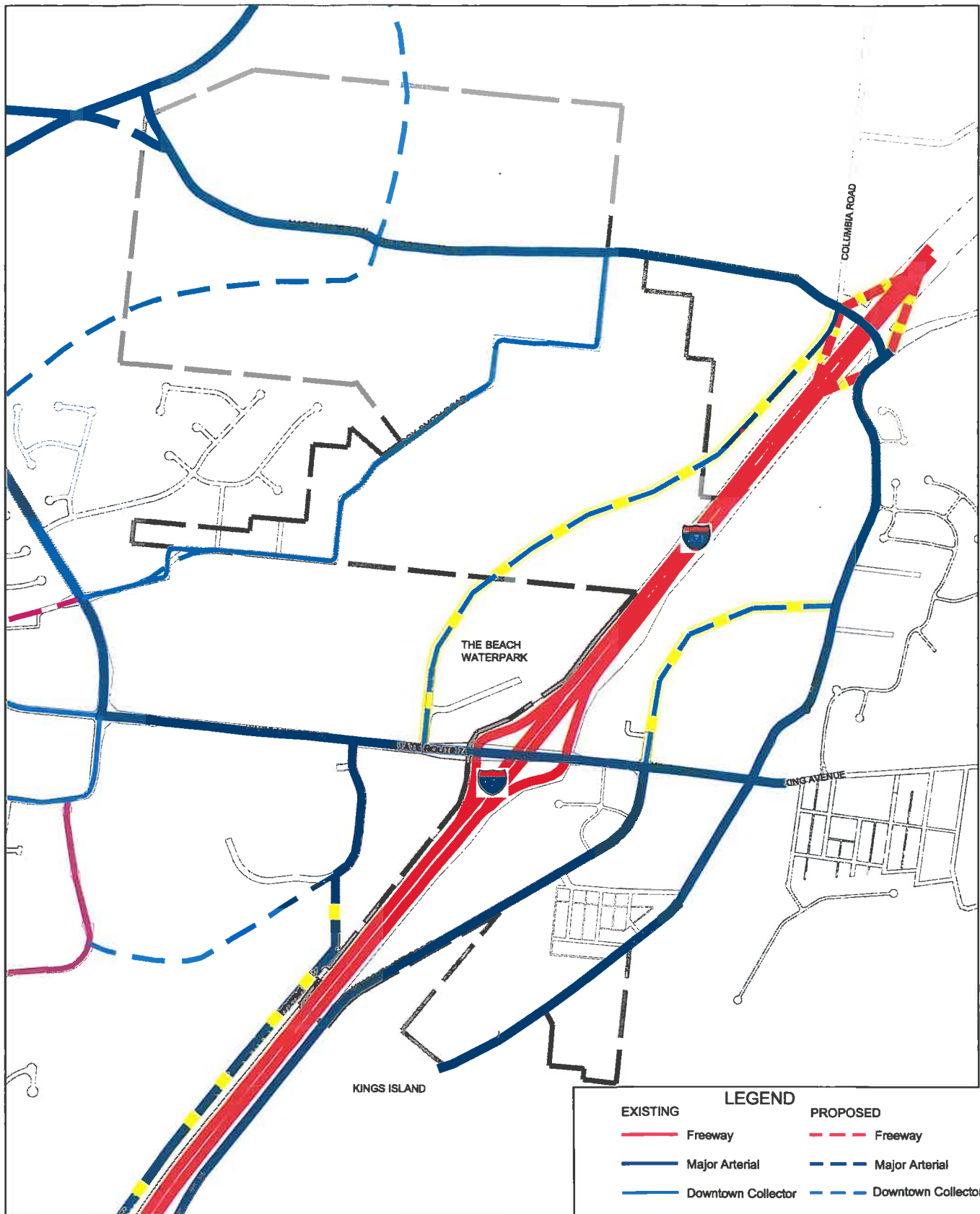


Figure 7  
**EXISTING and PROPOSED THOROUGHFARE PLAN**  
 Comprehensive Plan Amendment  
 City of Mason

Source: City of Mason 2003 and 2005 Thoroughfare Plans



LEGEND	
EXISTING	PROPOSED
Freeway	Freeway
Major Arterial	Major Arterial
Downtown Collector	Downtown Collector
Minor Arterial	Minor Arterial
Primary Collector	Primary Collector
Secondary Collector	Secondary Collector
Proposed 2005 Thoroughfare Plan Roadways	

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I-71 is located to the east and south of the south study area, where it has an interchange with Mason-Montgomery Road. This interstate highway is a key contributor to the attractiveness of Mason to residents and employers because it provides efficient access to the regional transportation system. Within the City of Mason and the south study area, the major north-south arterial road is Mason-Montgomery Road. In addition to this roadway, Wilkins Boulevard and Duke Boulevard are the primary north-south collector roadways. East-west vehicular circulation through the south study area is via Socialville-Foster Road, Irwin-Simpson Road, and Escort Drive. Escort Drive provides access to commercial lands, while providing a connection from Mason-Montgomery Road to Fields Ertel Road and I-71.

Over the last several years, several roadway improvements have been implemented that have improved vehicular circulation within the south study area. Wilkins Boulevard, on the west side of the study area has been built to parallel Mason-Montgomery Road. This new roadway has provided an alternative north-south route from Fields Ertel Road, helping to alleviate some traffic from Mason-Montgomery Road. Irwin-Simpson Road has been extended to the west across Mason-Montgomery Road, where it terminates at an intersection with Wilkins Boulevard. The connection between Wilkins Boulevard and Irwin-Simpson Road is an important vehicular connection within the south study area. In addition to these new roadways, Socialville-Foster Road has been realigned to provide for a more efficient traffic flow at the intersection with Mason-Montgomery Road.

Currently, the I-71 and Mason-Montgomery Road interchange is confusing to motorists who are not familiar with the area, and is not efficient. This interchange needs to be improved.

The 2003 Mason Thoroughfare Plan proposes two new roadways within the south study area. Innovation Way is proposed to extend south across Socialville-Foster Road, where it will parallel I-71 and terminate at Irwin-Simpson Road. Innovation Way is designated as a major arterial roadway. Wilkins Boulevard is proposed to extend to the north from Irwin-Simpson Road, where it will connect with the existing vehicular circulation system in the City of Mason. The extension of Wilkins Boulevard will be a primary collector roadway. Both of these proposed roadway extensions will improve north-south circulation within the south study area and the City of Mason. The proposed 2005 Mason Thoroughfare Plan also identifies the extensions of both Innovation Way and Wilkins Boulevard, and there are not any new roads proposed within the south study area.

The transportation system in the north study area is more rural in character than the transportation system in the south study area. Despite this, the roadway system has started to respond to the current growth pressures.

I-71 runs through the north study area, and has an interchange with King Avenue. This interchange is an important connection to the west of the north study area. The major north-south arterial roadways in the north study area are Kings Island Drive, and Columbia Road. In addition to these roadways, Cox-Smith Road is a north-south collector roadway. King Avenue and Mason-Morrow-Millgrove Road are the major east-west arterial roadways in the north study area. East-west circulation through the north study area is limited.

The 2003 Mason Thoroughfare Plan proposes one new road in the northwest portion of the north study area. This new collector roadway will extend east from the intersection of State Route 741 and Stone Ridge Drive, intersect Mason-Morrow-Millgrove Road, and continue north until it terminates at U.S. 42. This new roadway will help alleviate some of the traffic from U.S. 42, State Route 741 (Kings Mills Road), and Mason-Morrow-Millgrove Road.

The proposed 2005 Mason Thoroughfare Plan proposes two new roadways, and one new interchange with I-71 within the north study area. To the east of I-71, Kings Island Drive is proposed to extend to the north of Kings Avenue, and then curve back to the east where it will terminate at Columbia Road. This roadway extension will become a collector road, helping to alleviate some of the traffic from both King Avenue and Columbia

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Road. To the west of I-71, Beach Boulevard is proposed to extend to the northeast. The proposed Beach Boulevard curves to the east, north of The Beach, and then parallels I-71. The proposed Beach Boulevard will terminate at the intersection of Columbia Road and Mason-Morrow-Millgrove Road. This roadway will provide an alternative north-south collector roadway that will improve the transportation circulation within the north study area.

The new I-71 interchange will connect I-71 to Mason-Morrow-Millgrove Road and Columbia Road. This new interchange will have an impact on the north study area by making the lands more attractive to residents, businesses, and industries by creating a new interchange between Mason-Morrow-Millgrove Road and Columbia Road to I-71.

## *Pedestrian Circulation*

The City has prepared a Bicycle and Pedestrian Way Master Plan- 2001, to address the issue of pedestrian circulation. This plan identifies routes that will connect neighborhoods to important community and civic land uses throughout the City. The plan also identifies trailheads within the City. The central trailhead is located near the government center and high school, in Corwin M. Nixon Park. There are also two additional trailheads within the City, one at Paramount's Kings Island and one at Heritage Park just north of downtown.

Within the south study area, there is one proposed bicycle/pedestrian path along Mason-Montgomery Road. In the north study area, there are several proposed bicycle/pedestrian paths. A bicycle path is proposed to travel along the entire length of Kings Island Drive, from Western Row Road to King Avenue. At the intersection of Kings Island Drive and King Avenue, the bicycle path will continue west along King Avenue, cross on the I-71 overpass and continue along Kings Mills Road to the west into the City of Mason. A bicycle path is also proposed along the entire length of Cox-Smith Road, from State Route 741 to Mason-Morrow-Millgrove Road. In addition to these bicycle paths, a combined bicycle/pedestrian path is proposed along Mason-Morrow-Millgrove Road.

In addition to the Bicycle and Pedestrian Way Master Plan, the City of Mason Park Master Plan identifies a greenway along the Muddy Creek. The Muddy Creek Greenway Corridor is proposed to start at a trailhead just south of downtown along the creek, and travel northeast along the Muddy Creek to lands outside of the City of Mason city limits. Several trailheads are proposed along the corridor. These trailheads will be located at Pine Hill Lakes Park, at Heritage Oak Park, near the crossing of State Route 741 and Muddy Creek, and near the crossing of Mason-Morrow-Millgrove Road and Muddy Creek.

## **Infrastructure/Utilities**

As the City of Mason continues to grow, it is necessary for the water distribution and sanitary sewer system to expand as well, continuing to serve the entire City. The overview of the utility distribution in the study areas will contribute to the understanding of areas of conflicts and to provide a basis for establishing future utility connections.

The utility system in the south study area currently provides service to all buildings and developable vacant lots. The water and sewer systems are supplied by Warren County in this area.

Because much of the land in the north study area is vacant, several new connections will need to be made to provide water and sewer to all future development. Currently a water treatment plant and pump station is under construction along the Muddy Creek in the north to provide water to the nearby residents. As development occurs on the east side of I-71, a connection is planned to link the new development with an existing water main at the Beach Water Park.

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## Issues/Conclusion

Over the last several years, the south and north study areas have been transformed. The planned transportation and development improvements that were described above will continue to change the areas. While this change is inevitable, it is possible to ensure that the change will be for the betterment of Mason by addressing issues that are facing the study areas today. These issues range from land use conflicts to the need for additional pedestrian links through the areas. These issues are outlined below.

### Natural Features

- There are no constraints to development within the south study area due to natural features.
- Within the north study area, steep terrain, wetlands, and floodplains will limit development.

### Residential

- There are conflicts between the existing residential neighborhoods and the surrounding uses in the south study area.
- Planned transportation improvements within the north study area will impact some residences north of The Beach.

### Commercial

- Pedestrian links need to be made between commercial and surrounding residential neighborhoods.

### Industrial/Business Park

- Buffers need to be created and maintained between industrial/business park uses and residential uses.

### Public/Semi-Public

- Public/semi-public land uses in the south study area are located in a high traffic area where the surrounding land uses are not compatible. These uses should be located in areas with less traffic and surrounded by compatible land uses.

### Utilities

- Utilities are provided throughout the south and north study areas. There are no issues associated with utilities.

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## Land Use Plan

The land use recommendations for the north and south study areas are primarily based on the planning principles and strategies from the 2001 Mason Comprehensive Plan. The principles and strategies address future opportunities for commercial, business and residential development within the study areas. One of the strategies of commercial development is to create a sustainable community while enhancing the pedestrian connections between neighborhoods and community commercial areas. Quality of employment opportunities and environment is addressed through efficient access to regional transportation, campus like settings, and pedestrian circulation through the business parks and connection to residential neighborhoods. The land use plan for each study area is illustrated in Figures 8 and 9 and summarized in Table 2.

## Overriding Planning Principle

The planning principles and strategies that were derived in the 2001 Comprehensive Plan were used to determine the land use plan for the south and north study areas. These principles and strategies that pertain to these new areas include the following:

### *Principles*

- Establish a hierarchy of neighborhood, community, and regional commercial areas.
- Concentrate commercial uses at designated locations.
- Ensure commercial developments are pedestrian friendly.
- Discontinue the strip commercial development pattern.
- Provide a variety of economic development opportunities.
- Emphasize environmentally clean businesses.
- Locate business uses in areas with good regional vehicular access.

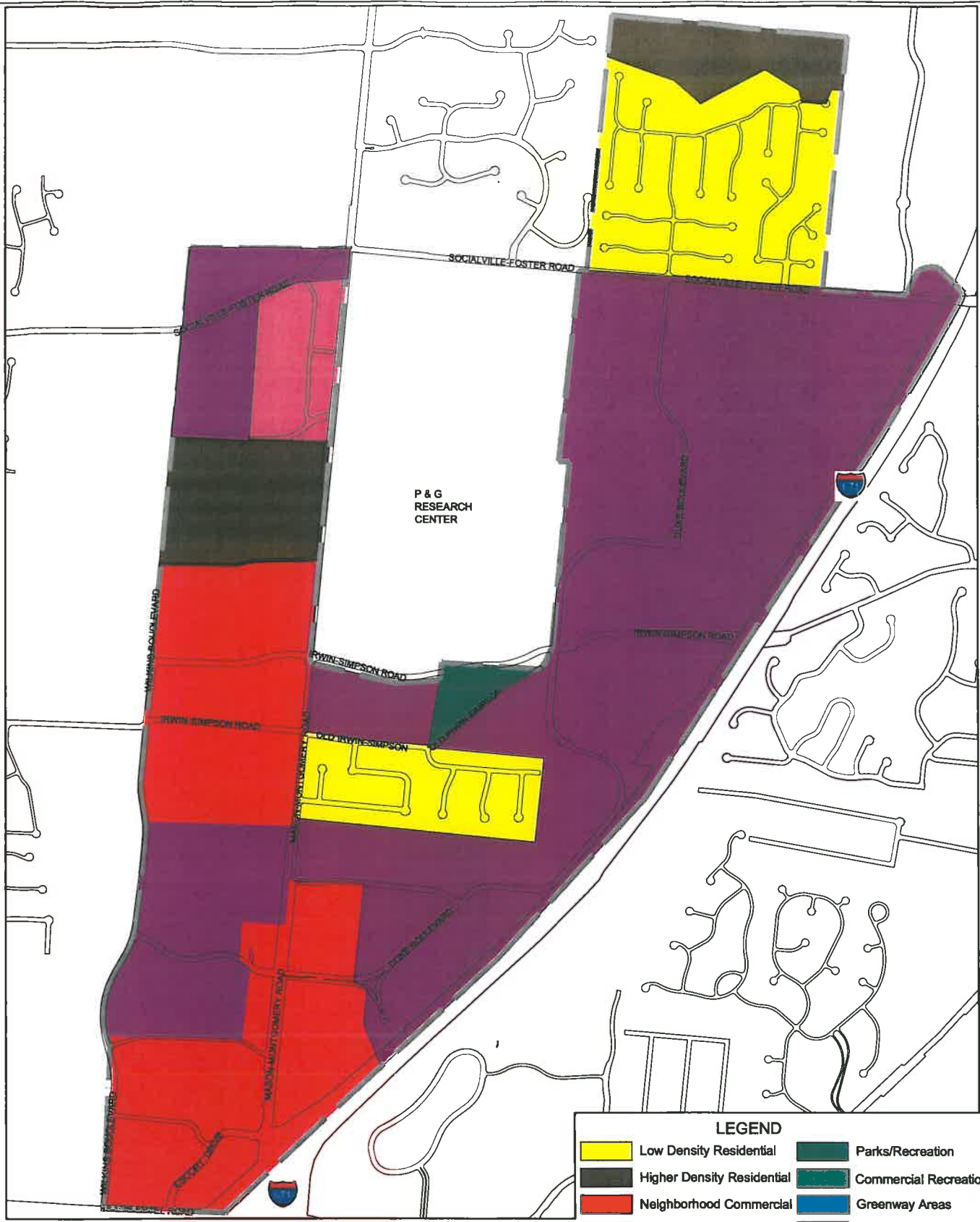
### *Strategies*

- Minimize curb cuts into commercial developments.
- Incorporate pedestrian and vehicular connectivity to surrounding neighborhoods of commercial developments.
- Develop new high-tech businesses in a campus setting.
- Continue to develop undeveloped land designated for business parks.

In addition to these principles and strategies, new strategies were developed to specifically address issues in the south and north study areas. These strategies are described below.

## New Gateways

Mason-Montgomery Road and King Avenue are the major thoroughfares through the study areas. In addition to serving as the primary travel corridors, these roadways function as primary gateways into the City, providing visitors and residents an image of the kind of community Mason is. To enhance the image of Mason to visitors and residents, these major roads should receive streetscape improvements and signage that provide a positive image of the City similar to the treatments on Mason-Montgomery Road and Tylersville Road. In order to match the existing streetscape treatments along Mason-Montgomery Road within the current City of Mason city limits, the southern portion of Mason-Montgomery Road should be redesigned into a similarly designed boulevard. In addition to the streetscape improvements, a high priority for aesthetic improvements should be given to the buildings along these roadways.



**LEGEND**











	Low Density Residential		Parks/Recreation
	Higher Density Residential		Commercial Recreation
	Neighborhood Commercial		Greenway Areas
	Community Commercial		Business Park
	Regional Commercial		Public

Figure 8  
**FUTURE LAND USE-SOUTH**  
 Comprehensive Plan Amendment  
 City of Mason



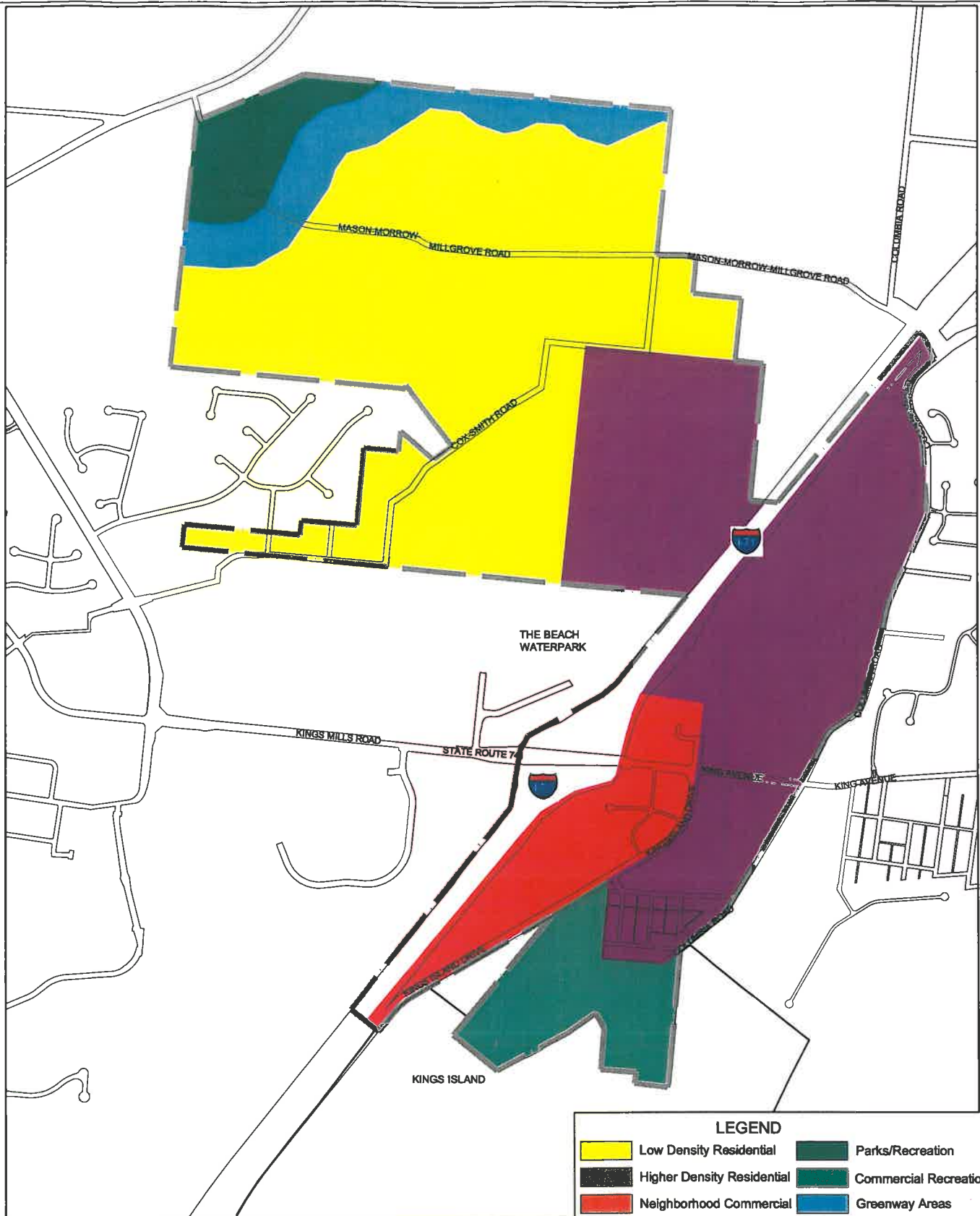








Figure 9  
**FUTURE LAND USE-NORTH**  
 Comprehensive Plan Amendment  
 City of Mason

**LEGEND**

	Low Density Residential		Parks/Recreation
	Higher Density Residential		Commercial Recreation
	Neighborhood Commercial		Greenway Areas
	Community Commercial		Business Park
	Regional Commercial		Public



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## Interstate-71 Business Development Corridor

The land adjacent to the I-71 corridor should be designated for business development. I-71 is the main transportation link to the regional transportation system, and is a major reason why Mason has such a strong draw for new businesses and industries. The lands adjacent to the interstate are ideal locations for business development due to several factors. First, the existing vehicular connections to I-71 are very efficient; second, the I-71 corridor has already begun to be developed as a business corridor; and finally I-71 provides excellent visibility to a broad population. Within the south study area, Governor’s Point Business Park is adjacent to the interstate, and north of the north study area, the City of Lebanon has zoned the lands adjacent to the highway for industrial/business park uses.

## Proposed Land Use

The land use recommendations are based on the previously described planning principles and strategies. The land use categories for the land use plan are slightly different than the land use categories that were used to describe the existing land use pattern. Table 2, Figures 8 and 9 and the following text describes the land use plan. The land use categories for the land use plan are low-density residential, higher-density residential, community commercial, regional commercial, business park, parks/recreation, and greenway area.

<b>Table 2</b>				
<b>City of Mason Comprehensive Plan Amendment Future Land Use Distribution (South and North Study Areas)</b>				
<b>Land Use</b>	<b>South Area (Acres)</b>	<b>Percentage</b>	<b>North Area (Acres)</b>	<b>Percentage</b>
Low Density Residential	196.1	15.1%	426.2	42.2%
Higher Density Residential	97.4	7.5%	0.0	0.0%
Regional Commercial	226.5	17.5%	78.5	7.8%
Business Park	725.1	55.9%	338.6	33.5%
Community Commercial	39.1	3.0%	0.0	0.0%
Parks/Recreation	11.9	0.9%	40.4	4.0%
Commercial Recreation	0.0	0.0%	63.4	6.3%
Greenway Area	0.0	0.0%	63.0	6.2%
<b>Total</b>	<b>1296.1</b>	<b>100.0%</b>	<b>1,010.1</b>	<b>100.0%</b>

## South Study Area

### Low-Density Residential

There are two existing low-density residential neighborhoods within the south study area. These neighborhoods are located along Socialville Foster Road and Mason-Montgomery Road. No new low-density development is proposed leaving approximately 15% of the south study area as low-density residential.



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## **High-Density Residential**

High-density residential units total 97.4 acres or 7.5 percent of the south study area. Ideally, high-density residential uses will be located near commercial and business parks providing residents the opportunity to walk to shops and places of employment. There are two high-density residential areas that currently exist in the south study area. The Conservatory Apartments follows the planning principle and is located next to Arbor Square, with a business park to the east and regional commercial land uses proposed to the south. The Waterford Apartments is adjacent to the low-density community off of Socialville Foster Road.

## **Commercial**

### *Community Commercial*

Community commercial areas generally serve a community-wide market. These service and retail establishments serve residents within approximately two miles. One community commercial area is located in the south study area. Arbor Square is located along Mason-Montgomery Road towards the north-west portion of the south study area. This commercial development serves the southern portion of Mason as well as nearby parts of Deerfield Township. The two mile service radius for the Arbor Square provides residents the opportunity to drive or walk a short distance to this commercial area.

### *Regional Commercial*

Regional commercial areas for the south study area are located in two locations along Mason-Montgomery Road. The largest regional commercial area is located near the I-71 and Mason-Montgomery Road interchange. This location is the most valuable for serving a large portion of the regional population because of the proximity to the interstate interchange. The smaller regional commercial area is located at the intersection of Mason-Montgomery Road and Irwin Simpson Road. Because regional commercial is focused on serving customers from around the region, the areas are designed around the automobile than pedestrians. Commercial uses that are recommended in regional commercial areas are gas stations, hotels, restaurants, general retail, and big box retail.

## **Business Park**

Large scale office developments have been located throughout the south study area covering over 55% of the area. Expansions of several existing business parks are recommended along the I-71 corridor and towards Mason-Montgomery Road. The expansion reflects the strategy of creating an I-71 business corridor.

Development of existing business parks and recommendations for additional development along Mason-Montgomery Road will offer good access to the regional transportation system. Business park development should allow for a diversity of parcel sizes, creating opportunities for both small and large businesses. Also, the business park design should provide open space to create an amenity to the employees and allows for additional pedestrian circulation within the City.

## **Parks/Open Space**

Although Shappaacker Park is 12 acres and located near the center of the south study area along Old Irwin-Simpson Road, park needs are underserved within this portion of the community. There are few options for both passive and active recreation in this portion of the community. The 2001 Comprehensive Plan recommended a community park in the southern part of the City to meet the requirements for total park acreage.

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## **North Study Area**

### **Low-Density Residential**

Low-density residential development is proposed for the lands north of Mason-Morrow-Millgrove Road. This expands the land already used for low-density residential uses to the north. Low-density residential land uses account for the largest portion of the total acreage in the north study area, covering over 40% of the land.

### **Commercial**

#### *Regional Commercial*

Due to the area's location near the I-71 interchange, regional commercial is the only commercial development located in the north study area, totaling 78.5 acres or 7.8 percent of the north study area. The regional commercial area is located east of I-71 with Kings Island Drive on the east and south. The roadway system in this area is able to handle the large volumes of traffic created by this commercial center. Only a small portion of the regional commercial area is adjacent to an existing low-density residential neighborhood. A buffer will need to be created to separate these two uses from each other and to provide additional green space.

### **Business Park**

In continuation of developing the I-71 business corridor, several new business areas are proposed along the east and west side of I-71. On the west side of I-71, Columbia Road borders the east side of the proposed business park area, while I-71 and Kings Island Drive borders the west side, McClelland Road is on the south and Mason-Morrow-Millgrove is on the north. On the west side of I-71, Muddy Creek is on the north, The Beach borders the south, and the west boundary is just east of Cox-Smith Road. The proposed major thoroughfare through this area will provide good access to the regional transportation system. Open space and pedestrian paths should be incorporated into the business park to enhance the employee environment. Open space conservation and buffers are particularly important to areas that are adjacent to residential neighborhoods.

### **Parks/Open Space**

Consistent with the Mason Parks Master Plan, a 63 acre greenway system is proposed along the Muddy Creek Corridor in the north portion of the north study area. This greenway system will be located along the floodplain of the Muddy Creek which will provide a corridor of green space through the city. This greenway will consist of bikeways or walkways that link areas within the City. A 52 acre park is proposed on the Biehle property. This site is set back from U.S. 42 to the south and just north of the Muddy Creek Corridor. The park is large enough to serve the community with active recreation such as baseball fields, a playground, soccer/football fields, and bike and hiking trails.

### **Commercial Recreation**

With the proposed development of Great Wolf Lodge on a portion of the Kings Island campground, the commercial recreational land uses will total 63.4 acres or 6.3 percent of the north study area. The Kings Island Campground will be consolidated on its existing property. The commercial recreation area is located just north of Kings Island and east of I-71. The location for these commercial recreational uses allows for easy access and circulation to visitors.