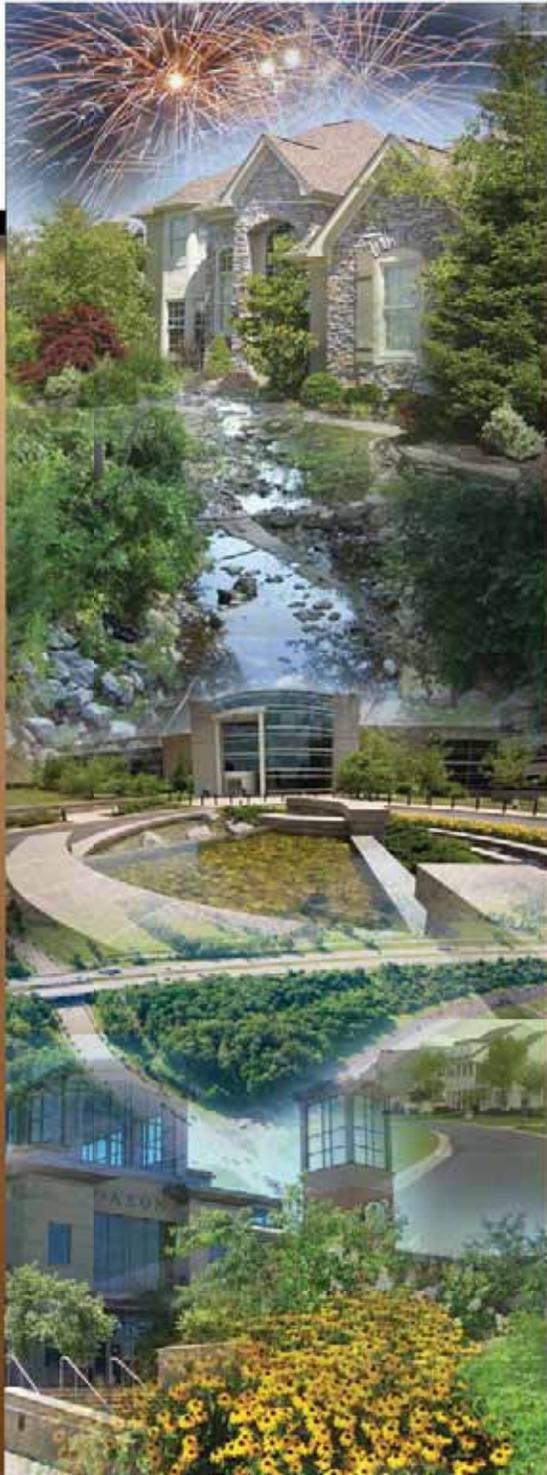
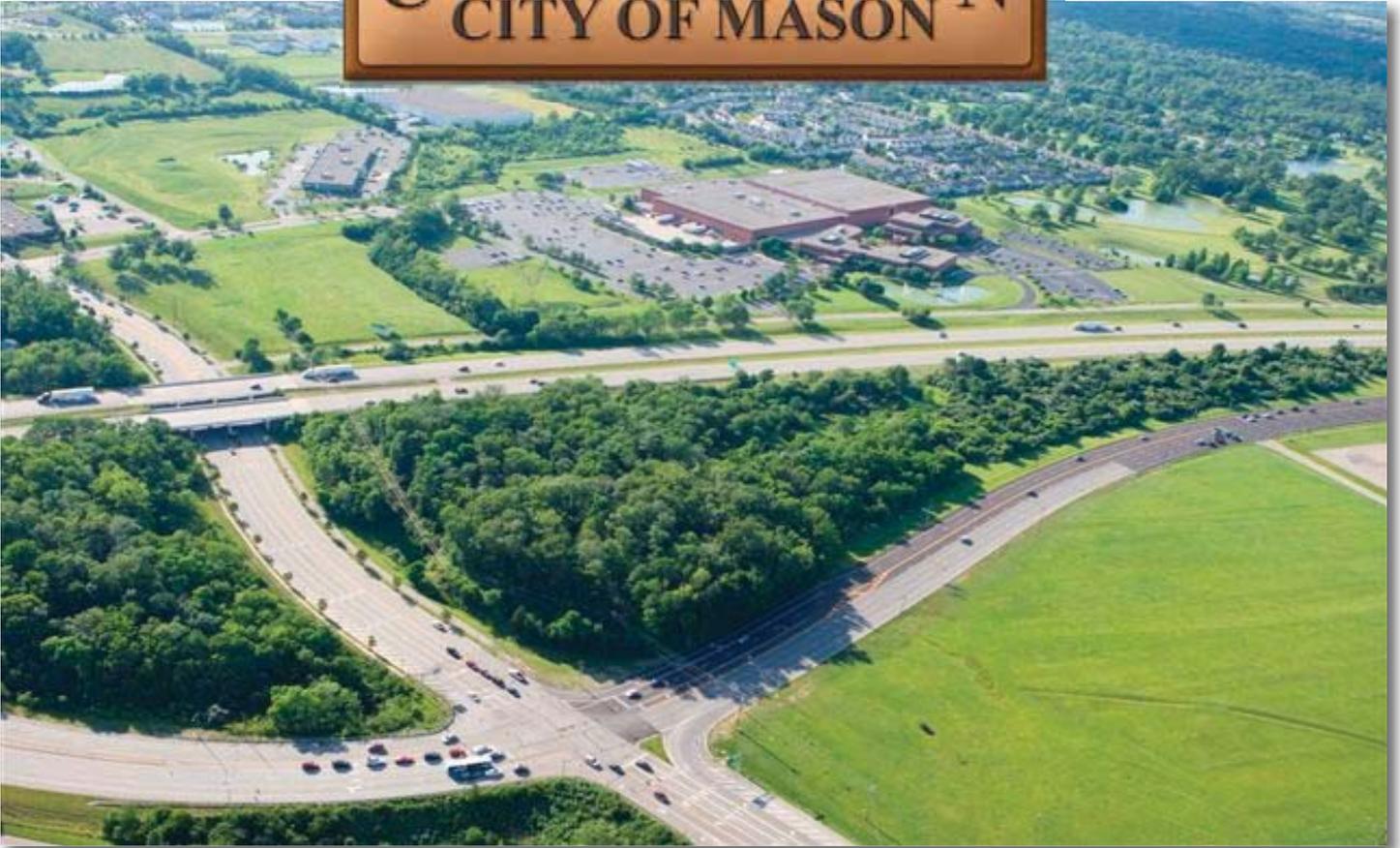


Chapter 7 Land Use



COMPREHENSIVE PLAN CITY OF MASON



Chapter 7: Land Use

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Section 7.1. Purpose

The Land Use Element analyzes existing development patterns and recommends land use, development standards for future growth and redevelopment in all areas of the City. This element also recommends areas for potential growth of the City's boundaries and identifies focus areas for infill and revitalization. Detailed concept plans are provided in Chapter 8 for these areas. The framework for land use policies and decision making in this element reflects the vision statements, principles and strategies of all elements of this Plan.

The major components of this element include:

1. Mapping and analysis of existing land use patterns and creation of a Development Framework.
2. General citywide principles to guide future land use decision making.
3. Designation of future land use and development categories for all portions of the City that reflect Comprehensive Plan recommendations and include:
 - Goals:
 - General intent of each category.
 - Strategies:
 - Location description.
 - Recommended primary and secondary land uses.
 - Guidelines for density and urban design.

Chapter 7 Cover Photo

This aerial view shows the I-71 corridor looking north from Western Row. Cintas and other corporate users are seen close to the interstate. Residential uses are located farther in the background.

Vision Statement

Land use and development in Mason will provide a synergistic balance of land uses that meets the diverse housing, goods and services, and employment needs of area residents and businesses while maintaining a stable tax base. Development in Mason will serve as a regional model for mixed use infill development and greenfield development that occurs in concert with planned infrastructure improvements as a means to create jobs and preserve and enhance Mason's community character.

Section 7.2. Land Use Snapshot

This section contains a summary of existing land use conditions, issues and opportunities. Detailed information can be found in the Existing Conditions Report.

Existing Land Use

Mason contains a relatively well-balanced mix of land uses. The single largest land use in Mason is single-family residential, although the community contains substantial percentages of recreational/open space, industrial park, agricultural and vacant or undeveloped land. Following is a description of each land use designation. Existing Land Uses in Mason are shown on Map 7.2A: Existing Land Use.

Agriculture

The Agricultural designation includes land that is actively used for farming. Mason was once primarily a farming community, although rapid growth and development in the past 40 years have eliminated all but a few farms within the City. Much of the remaining farmland within the City limits is subject to approved development plans. Unincorporated areas north of Mason contain large farms, although these areas are located within the logical path of growth.

Highlights

- Single-family homes dominate Mason, although the community also contains substantial industrial parks, open space, and vacant/agricultural land.
- Residents enjoy abundant local employment opportunities but must travel to other communities for shopping needs other than daily convenience.
- Mason’s business mix includes a major health care research facility, corporate headquarters, and high-tech manufacturing as well as numerous small and family owned businesses.

Commercial

The Commercial designation includes retail sales and services. Commercial uses in Mason are limited, consisting mainly of strip shopping centers that serve the local community or surrounding neighborhoods with convenience orientated goods and services such as gas stations, convenience stores, drug stores, restaurants, and grocery stores, etc.

A retail cluster at the I-71/Kings Mills Road interchange offers highway orientated includes gas stations, fast food restaurants, specialty retail and hospitality uses that cater to travelers and visitors.

As an exception to this pattern, downtown offers a small-town atmosphere that reflects what Mason was before its rapid growth.

Regional shopping centers with a wide range of stores and merchandise are located near the City limits, including Deerfield Towne Center at Mason-Montgomery Road and Irwin-Simpson Road, Voice of America Center at Tylersville Road and Cox Road, and numerous regional shopping centers near the I-71/Fields Ertel interchange.



Agricultural Land Use North of Mason

Commercial Recreation

This designation, unique to Mason, includes amusement parks and commercial sports facilities, such as Kings Island Amusement Park, The Beach Waterpark, the Lindner Family Tennis Center, and private driving ranges. These land uses make Mason a significant tourist destination and provide unique amenities to local residents, although they also generate substantial impacts on traffic, police and fire services. A more detailed discussion of commercial recreation uses can be found in the Community Facilities section.

Industrial Park

This designation includes most businesses that are located in Mason’s business parks (identified in the Economic Development section), which include a variety of light industrial uses as well as large corporate headquarters and research facilities. The Industrial Park designation actually includes office uses, although the offices in this designation tend to be large-scale, campus-like facilities, unlike the smaller-scale facilities in the Office designation.

Table 7.2A: Land Usage in Mason

Land Use	Acreage	% of City
Agricultural	932	7.90%
Commercial	390	3.30%
Commercial Recreation	694	5.90%
Industrial Park	1,271	10.80%
Multi-Family Residential	54	4.60%
Office	89	0.80%
Public Use/Institutional	779	6.60%
Recreational/Open Space	1,424	12.10%
Single Family Residential	3,397	28.80%
Undeveloped/Vacant	1,233	10.50%
Public Right-of-Way	1,028	8.70%
Total City area	11,778	

Business parks are located along the I-71 corridor as well as in clusters in the northeastern and southwestern parts of the City. Industrial Park uses outside Mason can be found in Lebanon along Columbia Road and Kingsview Drive, and in West Chester Township near the intersection of Cox Road and Hamilton-Mason Road. Mason's mix of businesses are discussed in further detail under Economic Development.

Office

The Office designation includes smaller-scale office developments such as office condominiums that are not located in one of Mason's business parks. This use occupies the smallest percentage of the City in comparison to other uses, as most of the City's office developments are larger-scale corporate headquarters and research facilities that are located in business parks.

Multi-Family Residential

Multi-Family Residential includes all attached residential uses, including rental and owner-occupied townhomes as well as stacked flats. By design, multi-family residential makes up a small percentage of land usage within the City, because Mason has strived to be a community of single-family, owner-occupied homes. A limited amount of senior housing is located south of Western Row Road between Mason-Montgomery Road and Snider Road. The Housing section discusses Multi-Family housing types in greater detail.

Public Use/Institutional

This designation includes public and private schools, public facilities such as the Mason Municipal Center and fire stations, religious establishments, and hospitals. Public and religious establishments are generally scattered throughout Mason, although a sizable cluster of public/institutional uses containing the High School, Middle School, Intermediate School, Community Center, and Municipal Center is located near the intersection of Mason-Montgomery Road and Tylersville Road. The nearest hospital is the newly constructed West Chester Medical Center, located on Cox Road near the I-75/Tylersville Road interchange. The Community Facilities section contains a more detailed analysis of public facilities.

Recreational/Open Space

The Recreational/Open Space designation includes public and private parks, passive open space and golf courses. Public parks include several City parks and the Voice of America Park located west of Mason. Private parks and open space include neighborhood parks and recreation facilities maintained by homeowners' associations, as well as buffering and retention areas. Golf courses include private country clubs such as the Heritage Club, and courses open to the public such as Crooked Tree and The Golf Center at Kings Island. Recreational/Open Space occupies the second highest percentage of land in the City. The Community Facilities section contains a more detailed analysis of recreational/open space uses.

Single Family Residential

Single Family Residential occupies the highest percentage of land in Mason. The sole use found in this designation is the detached, single-family home. Most single-family homes are in platted subdivisions, and some are located in master-planned communities that contain private recreational amenities. The Housing section contains a detailed discussion of housing characteristics, including lot size, age of structure, and demographics.



Mars Hill Academy - an example of an "institutional" land use.

Undeveloped/Vacant

The Undeveloped/Vacant designation includes all lands not occupied by structures and not actively used for farming. Most vacant land in the City is located in Mason’s business parks, particularly near the I-71/Western Row Road interchange and areas north of the State Route 741/Bethany Road intersection.

Section 7.3. Development Framework

Map 7.3A serves as a framework for the Future Land Use Plan by identifying areas where future growth and land use change will likely occur. The majority of future growth will occur on land identified on Map 7.3A as “development opportunities,” which include vacant or agricultural land and large single-family properties.

Growth within the City

Development opportunities exist in pocketed areas throughout the City. These development “infill” opportunities take precedent from a growth policy perspective because they take advantage of existing public infrastructure and services.

Several “sub-areas” of the City have been designated for a detailed study based on their development or redevelopment potential and are outlined in blue on Map 7.3A. Concept plans for many these areas are shown in Chapter 8.



Undeveloped property on SR-741

Extra-Territorial Growth

Although Ohio municipalities do not have zoning and subdivision jurisdiction over areas outside corporate limits, the Future Land Use Plan (see Map 7.4A) includes recommendations for an “Extra-Territorial Growth Area (ETGA).” The ETGA does not endorse annexation nor does it represent an official annexation policy. The ETGA (see Map 7.3A) merely acknowledges where growth is expected to occur. Map 7.4A communicates the City’s desired land use policy for when annexation petitions are submitted.

The ETGA primarily includes large, unincorporated agricultural tracts located north of the City. A secondary component is unincorporated “holes” located in the western half of Mason. Annexation to the west (into Butler County) is unlikely due to the City’s JEDD agreement with Liberty Township. Suburban development and adequate public infrastructure located south of Mason makes annexations less likely in those areas.

Section 7.4. Future Land Use Plan

The Future Land Use Plan is a set of long-term policies that will guide the City’s land use decision-making in specific parts of the City. Decisions regarding future zoning map and text amendments will rely on the Future Land Use plan for policy guidance.

This section includes an overview of the Future Land Use Plan Principles, categories and impacts of the plan’s implementation.

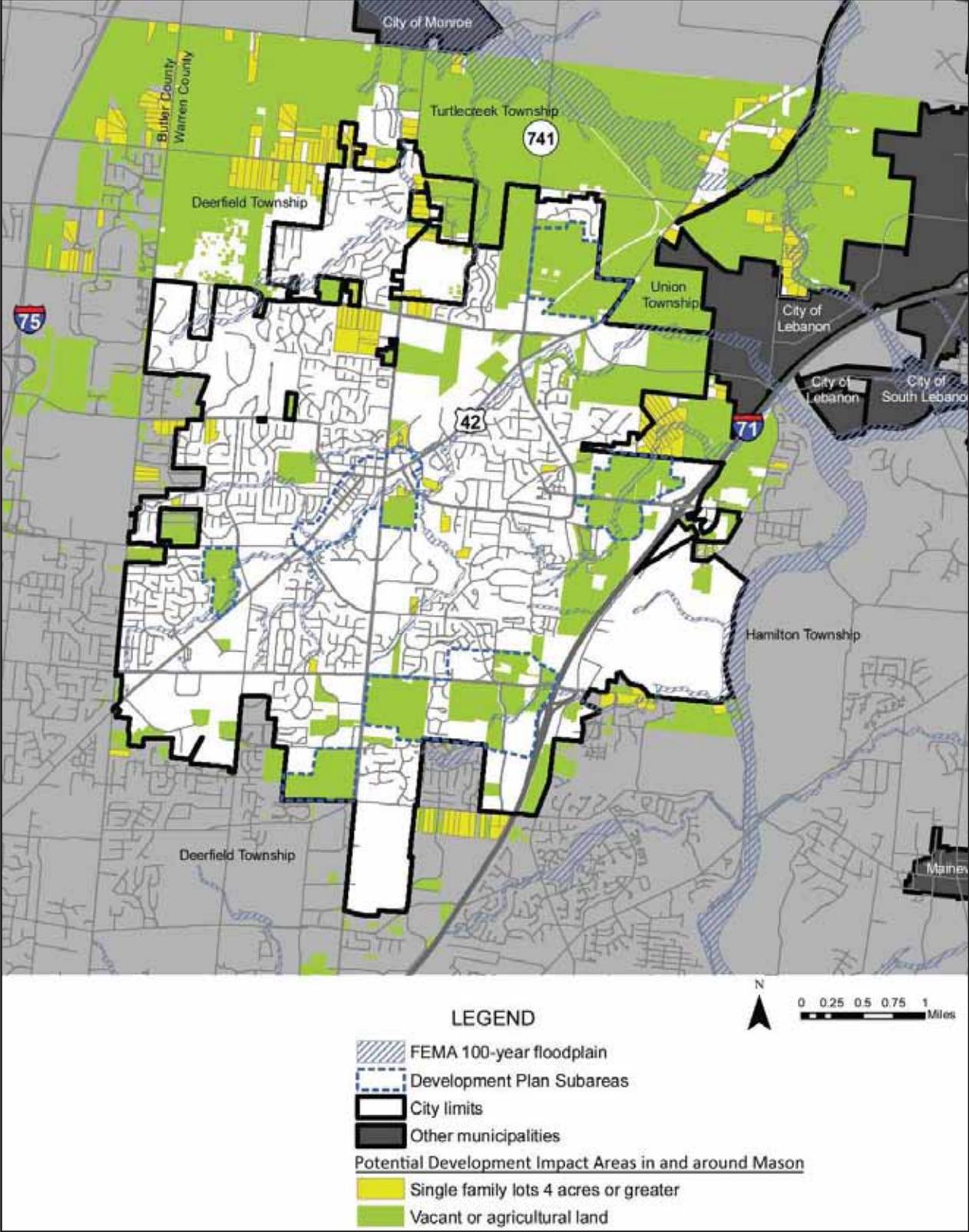
Principles

The Future Land Use Plan Principles (see Figure 7.4A) are citywide policy statements that serve as a framework for area-specific Goals and Strategies. They are subsets of the Land Use Vision Statement provided at the beginning of this chapter.

Categories

Map 7.4A identifies Future Land Use categories that define a future direction for development in all portions of the City and adjacent potential growth areas. Table 7.4A summarizes the intent, preferred land use mixes and

Map 7.3A: Mason Development Framework



development guidelines for each category. The Goals and Strategies in Section 7.5 provide more detailed guidance for each category. Below are definitions of key terms used in Table 7.4A and Section 7.5:

Goal: The policy intent of each future land use category.

Primary Uses: Recommended land uses in a given future land use category.

Secondary Uses: Land uses that support primary uses in a mixed-use environment. Stand-alone secondary uses are permitted only in areas identified as Secondary Use Locations on the Future Land Use Map. In all other locations Secondary Uses are permitted only in combination with a primary use as part of a mixed-use development.

Development Guidelines: Guidance for development form and density, including building setbacks, parking location, building design and units per acre.

Land Use Impacts

Understanding the impacts of the Future Land Use Plan will help the City to make short-term decisions about funding allocations, infrastructure improvements and land use policy. Figure 7.4B estimates the impacts of developing all remaining development opportunities

(identified on Map 7.3) in the City and Extra-Territorial Growth Area (ETGA) according to Future Land Use Plan recommendations. Below is a summary of the key findings:

- The daytime (employee) population will surpass the nighttime (resident) population, due to relative increase in land planned for industrial and business park uses. The resulting increase in income taxes will decrease the tax burden on City residents, although it will also increase the potential for commuter traffic and additional housing demand.
- The City will maintain roughly the same percentage of open space through preservation of environmentally sensitive areas and creation of new parks, even if some former golf courses are developed.
- A proportional increase in the Commercial/Mixed-Use category in the City build-out scenario will increase neighborhood services available to residents and businesses and expand upon the City's tourism industry.
- Future growth opportunities beyond the City's current boundaries are mostly residential.

Figure 7.4A Future Land Use Principles

- Encourage retail development as an amenity to add vibrancy at pedestrian-oriented Activity Nodes throughout the City. Promote developments that encourage family-friendly entertainment and socialization.
- Integrate retail with mixed-use developments rather than stand-alone retail developments.
- Promote fiscally responsible development, annexation and expansion of Mason's municipal boundary.
- Create an interconnected network of green infrastructure that preserves environmentally sensitive areas, protects water resources and provides community open space.
- Encourage low-maintenance, high-density housing as part of mixed-use developments.
- Maintain, enhance and grow the Community Core as a vibrant, mixed-use, 18-hour gathering place.
- Create an employment corridor along I-71 that supports the growth of Mason as a business destination.



Mason High School

Pull this page out to view a side by side spread of the 2010 Existing Land Use Map and Future Land Use Map on pages 8 and 9.



Example of a Single Family House in Carmelle Subdivision



Prasco Headquarters



Lindner Family Tennis Center



Great Wolf Lodge

Map 2.4A: 2010 Existing Land Use Map

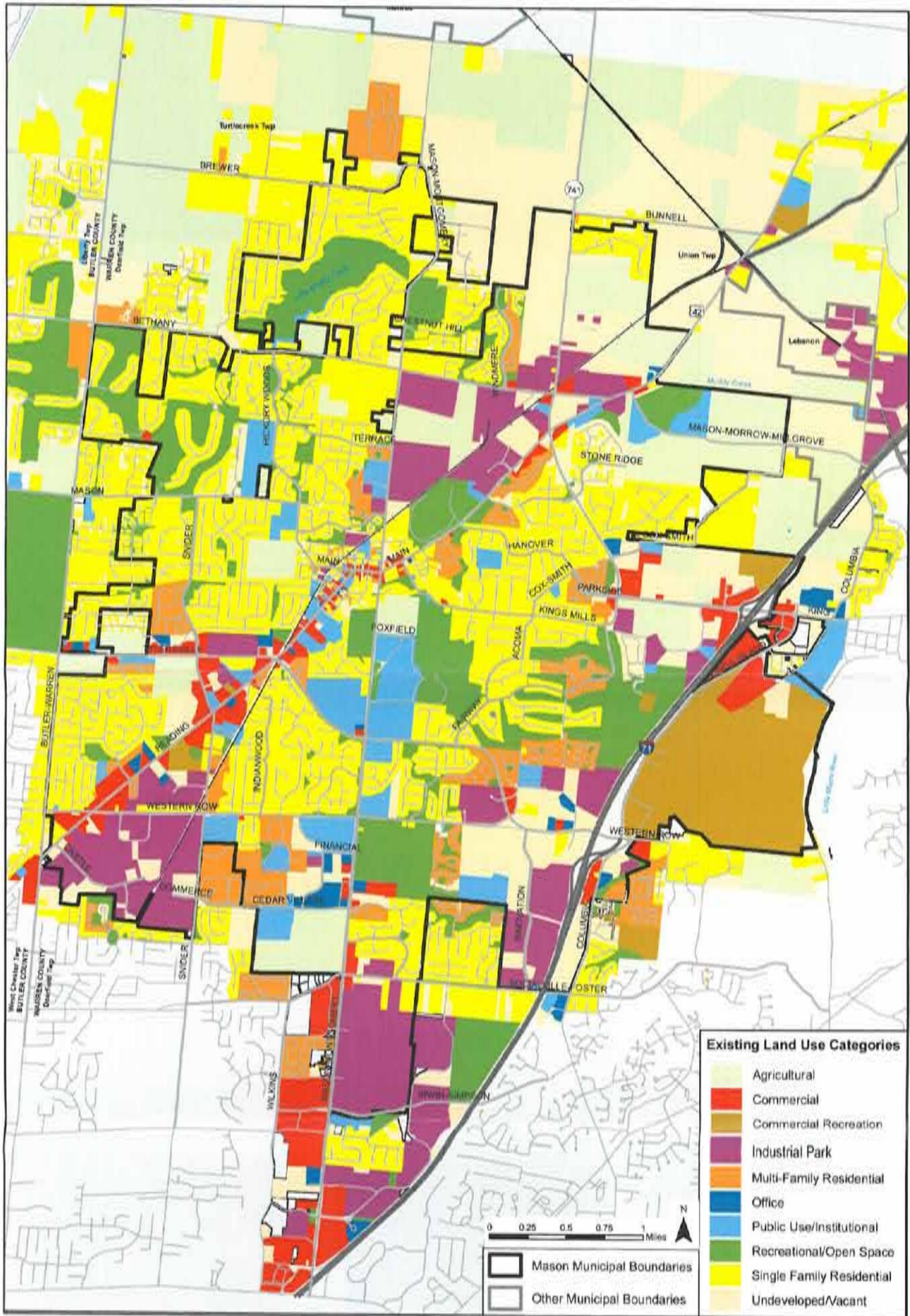


Table 7.4A: Future Land Use Summary Table

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 Secondary Use Location	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 Secondary Use Location	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 Secondary Use Location	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 Secondary Use Location	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 Secondary Use Location	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 Secondary Use Location	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

Section 7.5. Goals and Strategies

The Goals and Strategies correspond to Future Land Use categories identified on Map 7.4A and Table 7.4A and describe the intent, preferred land use mixes and development guidelines for each category.

Goal LU-7. 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.

Strategy LU-7.1.

Locations on the Future Land Use Map:

- The FEMA 100-year Floodplain.

- Existing and planned City, County and private parks
- Stream corridors
- Areas with steep slopes

Strategy LU-7.2.

Primary recommended land uses:

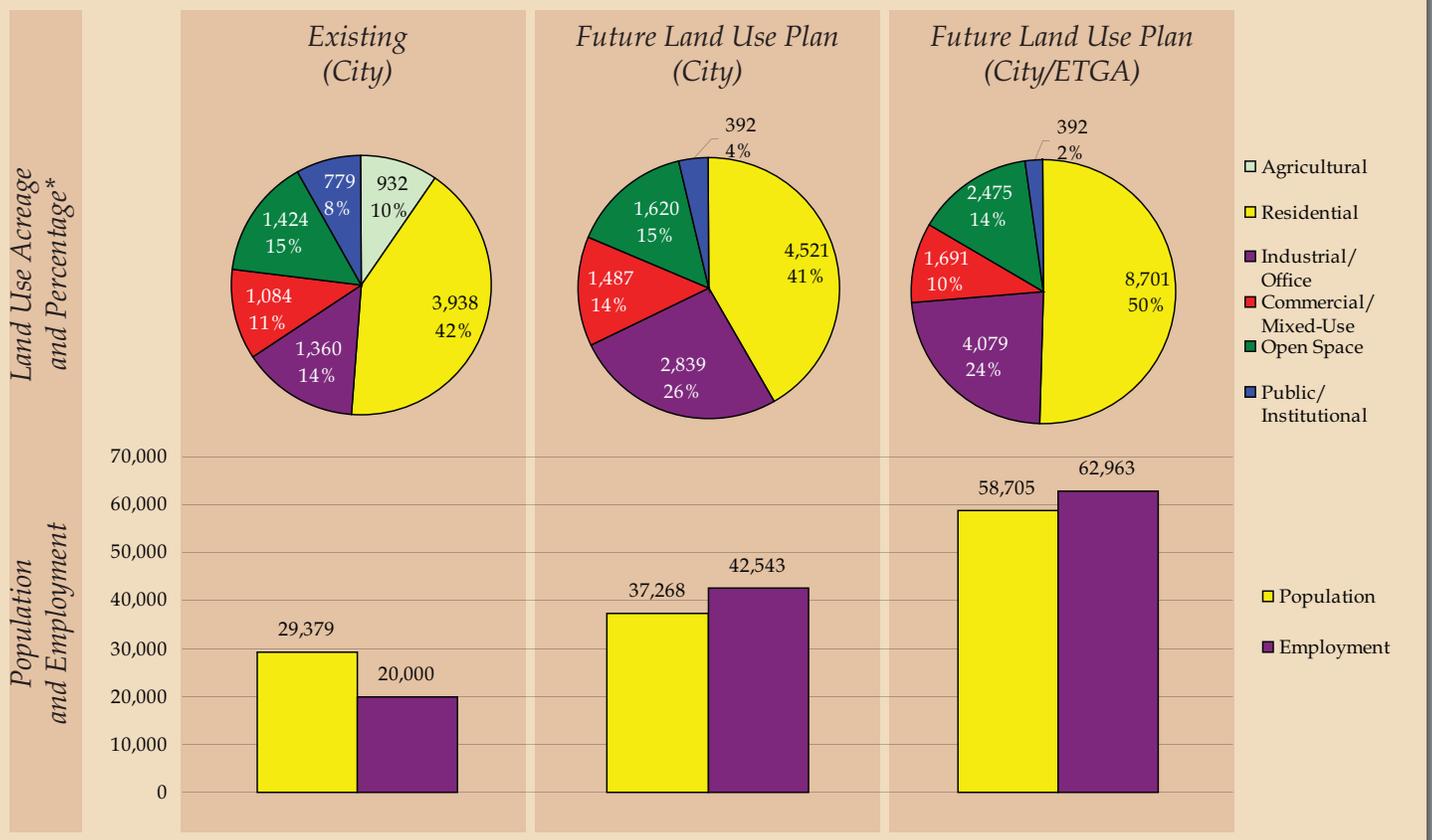
- Open space
- Recreational amenities
- Low-impact storm water management facilities
- Flood storage
- Agricultural

Strategy LU-7.3.

Secondary recommended land uses:

- Utilities other than storm water management
- Single-family detached structures (with at least 80% open space)
- Cemeteries

Figure 7.4B: Future Land Use Plan Build-Out Analysis



*Excludes vacant land and public right-of-way

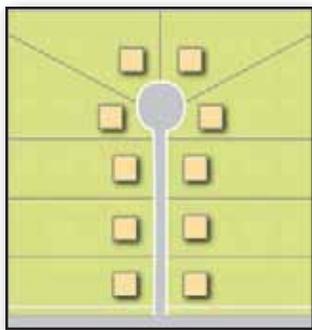
Strategy LU-7.4.

Development Guidelines:

- 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 residential uses to one unit per gross acre or less with at least 50% open space

Goal LU-8. 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.



Conventional Subdivision
- 1 unit/acre



Conservation Subdivision
- 1 unit/acre

Strategy LU-8.1.

Locations on the Future Land Use Map:

- Existing agricultural and residential land north of the municipal boundary.

Strategy LU-8.2.

Primary recommended land uses:

- Single-family detached residential
- Open space
- Recreational amenities
- Low-impact stormwater management facilities
- Flood storage

Strategy LU-8.3.

Secondary recommended land uses:

- Local public and institutional uses
- Cemeteries

Strategy LU-8.4.

Development Guidelines:

- 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

Goal LU-9. Low Intensity Residential

Provide large-lot, low-density housing options and protect existing low-density neighborhoods.

Strategy LU-9.1.

Locations on the Future Land Use Map:

- Existing and planned low density residential neighborhoods
- Vacant land adjacent to existing low density residential neighborhoods

Strategy LU-9.2.

Primary recommended land uses:

- Single-family attached or detached residential
- Open space

Strategy LU-9.3.

Secondary recommended land uses:

- Local public and institutional uses
- Recreational amenities

Strategy LU-9.4.

Development Guidelines:

- One unit per gross acre
- At least 20% open space with new developments of three or more acres
- Density can be increased if additional open space is provided, as follows:
 - 30% open space: up to two units per acre
 - 40% open space: up to three units per acre

Goal LU-10. Medium Intensity Residential

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.

Strategy LU-10.1.

Locations on the Future Land Use Map:

- Existing and planned medium density neighborhoods
- Undeveloped properties that are surrounded or adjacent to medium density neighborhoods
- Undeveloped properties or properties with potential for redevelopment that are adjacent to planned activity nodes

Strategy LU-10.2.

Primary recommended land uses:

- Single-family attached and detached residential
- Open space

Strategy LU-10.3.

Secondary recommended land uses:

- Limited multi-family residential along major roadways
- Local public and institutional uses
- Recreational amenities

Strategy LU-10.4.

Development Guidelines:

- Four to five units per gross acre
- At least 20% open space with 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

Goal LU-11. High Intensity Residential

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.

Strategy LU-11.1.

Locations on the Future Land Use Map:

- Priority infill development areas adjacent the traditional downtown in the Community Core
- Existing high density neighborhoods

Strategy LU-11.2.

Primary recommended land uses:

- Single-family and multi-family attached residential
- Open space

Strategy LU-11.3.

Secondary recommended land uses:

- Public and institutional uses
- Offices, live-work units and limited retail on properties with frontage on a Major or Minor Arterial as defined on Map 6.3B.
- Recreational amenities

Strategy LU-11.4.

Development Guidelines:

- 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
- Preserve natural features and incorporate a variety of pedestrian orientated amenities such as landscaped paths that lead to common areas, greens and plazas, etc.
- Architectural transitions between land uses, such as similarities in building height, massing, roof pitch, and rhythm of windows and façade detailing
- Walkable neighborhood design

Goal LU-12. Neighborhood Mixed Use:

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.

Strategy LU-12.1.

Locations on the Future Land Use Map:

- Major intersections along existing commercial corridors including:
 - Bethany Road and Butler Warren

- Brewer Road and Butler Warren Road
- Kings Mills Road and SR 741
- Mason Montgomery Road and Socialville Foster Road
- Mason Montgomery Road and Bethany Road
- Tylersville Road and Snider Road
- US 42 and Mason-Morrow-Millgrove Road
- US 42 and SR 741
- US 42 and Tylersville Road
- US 42 and Snider Road
- US 42 and Western Row Road
- Western Row Road and Columbia Road

Strategy LU-12.2.

Primary recommended land uses:

- Convenience-oriented retail sales and services that primarily serve a radius of one mile
- Restaurants

Strategy LU-12.3.

Secondary recommended land uses:

- Offices
- Attached residential
- Public and institutional uses
- Pedestrian amenities (plazas, outdoor seating, etc.)
- Mixed use

Strategy LU-12.4.

Development Guidelines:

- 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

Goal LU-13. Public/Institutional:

Create a cohesive, well-defined campus for medical, public services and educational institutions, with supportive office, service and residential uses.

Strategy LU-13.1.

Locations on the Future Land Use Map:

- The existing civic campus on Mason Montgomery Road.
- Existing and planned schools, City service buildings,

and other public structures.

Strategy LU-13.2.

Primary recommended land uses:

- Public and institutional uses
- Offices
- Structured or underground parking

Strategy LU-13.3.

Secondary recommended land uses:

- Multi-family residential
- Limited retail and services

Strategy LU-13.4.

Development Guidelines:

- Similar to Community Core Support
- Encourage neighborhood master-planning that links medical and educational with offices and services

Goal LU-14. Business Park

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.

Strategy LU-14.1.

Locations on the Future Land Use Map:

- Locations with excellent interstate accessibility and/or visibility:
 - Surrounding the Proctor and Gamble healthcare research facility
 - The Western Row Road/I-71 interchange
 - Between the Western Row Road and Kings Mills Road interchanges on I-71
 - Between the Kings Mills Road/I-71 interchange and the City of Lebanon
 - Tylersville Road at Butler-Warren Road (near I-75)
 - The Mason Montgomery Road corridor south of Western Row Road and near the existing civic campus
 - The US 42 corridor between Mason-Morrow-Millgrove Road and Bunnell Road

Strategy LU-14.2.

Primary recommended land uses:

- Offices
- Research facilities
- Educational centers
- Indoor light manufacturing

Strategy LU-14.3.

Secondary recommended land uses:

- Supportive retail and services, not to exceed 15,000 square feet per store, only in Secondary Use locations identified on the Future Land Use Map (Map 7.4A)
- Structured or underground parking

Strategy LU-14.4.

Development Guidelines:

- 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

Goal LU-15. Community Core Mixed Use

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.

Strategy LU-15.1.

Locations on the Future Land Use Map:

- The area encompassing the traditional downtown on Main Street extended south along US 42 to Tylersville Road.

Strategy LU-15.2.

Primary recommended land uses:

- Neighborhood and specialty retail sales and services
- Restaurants
- Arts, cultural and entertainment establishments

Strategy LU-15.3.

Secondary recommended land uses:

- Multi-family residential, including upper-floor units
- Single-family attached residential
- Offices and live-work units
- Public and institutional uses
- Pedestrian amenities

Strategy LU-15.4.

Development Guidelines:

- 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

Goal LU-16. 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.

Strategy LU-16.1.

Locations on the Future Land Use Map:

- Existing amusement parks, private recreation facilities and stadiums

Strategy LU-16.2.

Primary recommended land uses:

- Commercial sports stadiums and tournament facilities
- Commercial recreation complexes
- Amusement parks

Strategy LU-16.3.

Secondary recommended land uses:

- Restaurants
- Hotels
- Conference centers
- Pedestrian amenities

Strategy LU-16.4.

Development Guidelines:

- 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

Goal LU-17. Regional Mixed Use:

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.

Strategy LU-17.1.

Locations on the Future Land Use Map:

- Commercial areas surrounding the I-71/Kings Mills interchange and the I-71/Western Row interchanges
- The existing Deerfield Town Center at Mason Montgomery and Deerfield Boulevard

Strategy LU-17.2.

Primary recommended land uses:

- Retail sales and services that serve the entire community and/or attract patrons from elsewhere in the region
- Restaurants
- Hotels
- Conference Centers

Strategy LU-17.3.

Secondary recommended land uses:

- Residential on upper floors
- Offices
- Public and institutional uses
- Pedestrian amenities

Strategy LU-17.4.

Development Guidelines:

- Outlot buildings placed close to roadway to hide

- large parking lots and create human-scaled streets
- Façade articulation to mitigate bulk of large buildings
- Pedestrian connections between uses and with adjacent neighborhoods
- Ensure that any approved “big box” retail stores meet the City’s “Large Retail Establishment” design standards.

Goal LU-18. Light Industry/Industrial Park

Create employment concentrations along major thoroughfares with a campus-like environment that includes light industrial, light manufacturing, warehousing, wholesale/distribution, and supportive service and retail amenities.

Strategy LU-18.1.

Locations on the Future Land Use Map:

- The North 741 and North 42 industrial corridor
- Existing industrial properties on Innovation Way
- Existing and planned industrial properties near the US 42 and Western Row intersection
- Premier business park area

Strategy LU-18.2.

Primary recommended land uses:

- Light industries
- Light manufacturing
- Wholesale trade
- Distribution Centers

Strategy LU-18.3.

Secondary recommended land uses:

- Supportive retail and services at intersections of major arterials defined in the Thoroughfare Plan (see Chapter 6)

Strategy LU-18.4.

Development Guidelines:

- 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

Goal LU-19. 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.

Strategy LU-19.1.

Locations on the Future Land Use Map:

- Major intersection along local commercial corridors
- Emerging or planned commercial activity centers

Strategy LU-19.2.

Primary recommended land uses:

- High frequency retail and services (excluding drive-through facilities)
- Restaurants (excluding drive-through facilities)

Strategy LU-19.3.

Secondary recommended land uses:

- Offices and live-work units
- Multi-family residential
- Public and institutional uses
- Pedestrian amenities (plazas, outdoor seating, etc.)
- Mixed use

Strategy LU-19.4.

Development Guidelines:

- 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