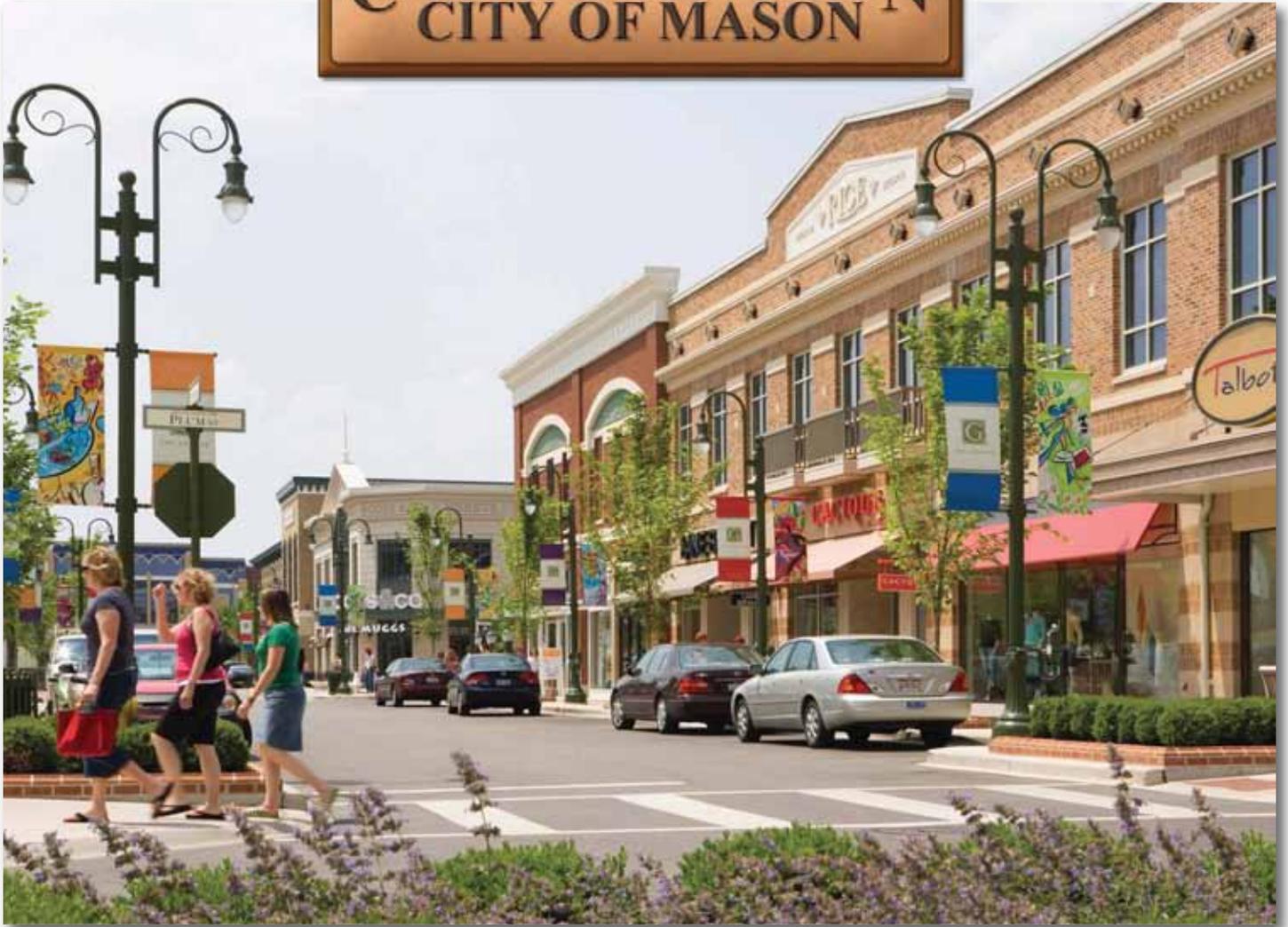


# Chapter 8 Sub-area Plans



# COMPREHENSIVE PLAN CITY OF MASON



## Chapter 8: Sub-Area Plans

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## Section 8.1. Purpose

The Sub-Area Plans Chapter features proposed development concepts for strategically located infill development (i.e., undeveloped land within city boundary limits) opportunities. This Chapter details conceptual development plans for six sub-areas:

1. Community Core Sub-Area
2. Western Row Sub-Area
3. Kings Mills Sub-Area
4. North SR 741 Sub-Area
5. Mason Montgomery/Socialville Fosters Sub-Area
6. Snider /Tylersville Sub-Area

The concepts for each of these sub-areas are strategic development initiatives that promote the sustainable land use and development policies and goals outlined in previous chapters. Such policies endorse mixed use development, dense housing at key activity nodes, and pedestrian orientated design.

Changes proposed in some of these sub-areas will require zoning amendments and the Community Core in particular requires voter approval to increase density as envisioned in the Downtown.

This chapter was included in the Comprehensive Plan to underscore the importance of remaining development opportunities. The major components of this Chapter include:

1. Location and background information on each of the sub-areas.
2. Sub-area concept plans and the development strategy for each sub-area.
3. Recommendations for implementation of each sub-area concept including phasing, and design guidelines.

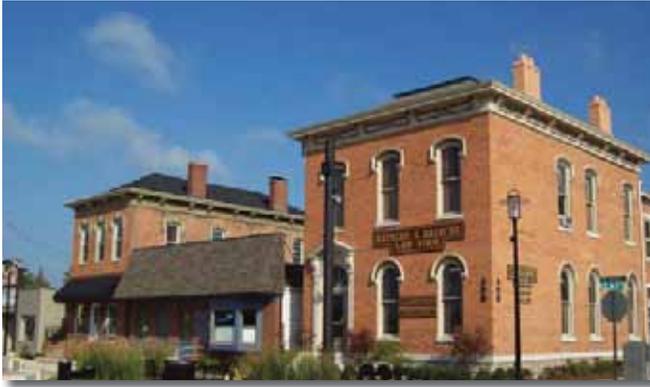
## Vision Statement

Mason will guide the development of strategic sub-areas to promote long-term economic, social and environmental sustainability consistent with Comprehensive Plan policy. Sub-area development will provide pedestrian friendly, mixed use alternatives. A variety of housing types, attractive locations for businesses and additional entertainment and leisure activities for residents are incorporated into these plans..

At some point, widening roads beyond existing widths will not make sense from many different standpoints ranging from community image to economics. The need to look at alternative modes of circulation will increase over time as the City develops more housing and jobs. Several options exists that can holistically tie Mason's strategic areas together including the six sub areas presented herein. A modern transit system along with a complement of parking strategies and strategically located walkways integrated into multiple mixed use developments all offer viable strategies to road widening projects.

## Chapter Cover Photo

This is a typical street scene taken of The Greene Towne Center located in Beavercreek. This outdoor "lifestyle" center caters to regional consumer shopping and entertainment needs. The same pedestrian-friendly design used at The Greene is desired at many locations throughout Mason including the Kings Mills Sub-area.



## Section 8.2. Community Core Sub-Area

### Location and Background

The Community Core area encompasses the traditional downtown area along Main Street; adjacent residential neighborhoods roughly located between Muddy Creek and the railroad corridor; portions of US RT 42 north of Tylersville Road to just past Kings Mills Road; and Mason Montgomery Road from Foxfield north to the railroad overpass.

### Development Concept

Conceptual plans include extending the traditional grid pattern of streets south of Main Street to the Muddy Creek Greenway. Significant historic or landmark building should be preserved or adaptively reused while respecting their architectural character. New infill development may include mixed-use retail/office/residential. Typically, retail will be provided on the first floor with office and residential above. Buildings should be at least two stories and be built to the street wall. Parking shall be provided in shared lots located to the rear or side of buildings with landscaping and screening. Public spaces and urban plazas should be located throughout the district.

Row houses and townhouses will be provided along Mason-Montgomery Road north of Main Street to the railroad overpass. Infill residential will be provided along the new grid pattern of streets.

The area north of Laurel Wood and Muddy Creek will be developed with a pedestrian friendly urban plaza adjacent

to the Muddy Creek Greenway. Two story buildings with retail and restaurants may be constructed on the upper banks of the Muddy Creek. Patrons would enter the building from the upper level and interior parking lot and be able to view the Muddy Creek Greenway from the south-facing upper level balconies and lower level patios and seating areas, which will be connected to the plaza and greenway.

The Muddy Creek Greenway corridor will be enhanced by extending the existing non-motorized pathway along the creek to the southwest and eventually terminate at Gould Park. Pedestrian linkages from the Creek to the northern neighborhoods and the Main Street business district will be provided.

The large undeveloped parcel of land (Westerkamm property) located north of Foxfield Road will be developed with a mix of medical offices and townhomes surrounding a new neighborhood park. The new uses will compliment existing and future development on the adjacent community campus.

Retail uses that serve the new office development and community campus users will be permitted as an alternative, secondary use in the hatched area along the Mason-Montgomery Road frontage (see Map 8.2A). New retail businesses must complement and not compete with efforts to strengthen downtown's retail presence.

A new roadway will connect Mason-Montgomery Road to Kings Mills Road via Foxfield Drive and will help to relieve congestion at the Mason-Montgomery Road/Main Street intersection.

### Development Phasing

Development phasing must ensure that retail uses occur only in conjunction with or after the development of office uses.

### Design Guideline Recommendations

The design intent for the Community Core Sub-area calls for a unified image with high quality, mixed use developments that are built in a traditional urban grid pattern with integrated urban plazas, streetscape elements, and pedestrian friendly amenities. Adherence to

a flexible set of design guidelines is necessary to achieve the above goal including:

1. High-quality construction, design, workmanship and materials.
2. Use of durable, long lasting building materials such as brick, stone and decorative masonry block on all building walls facing a public street.
3. Placement of residential uses on or near major streets to increase potential pedestrian traffic on these streets.
4. Place buildings close to Mason-Montgomery Road and Main Street (US-RT 42) to create an identifiable image unique to the sub-area with adequate room for streetscape elements, parking lot screening, and pedestrian amenities.
5. Permitting and encouraging diversity through mixed-uses will enliven the community core and the street by inviting different people for different purposes.
6. Locate the majority of parking fields in rear or side yards in order to make buildings the focal point of every development site.
7. Preserve and integrate existing tree stands along the Muddy Creek greenway and along other open spaces to maintain the area's natural character.
8. Integrate pedestrian paths that connect the business district and residences to plazas and greenway areas. Incorporate amenities such as benches, fountains, and kiosks that provide gathering spots and add interest to pedestrian spaces.
9. Incorporate sound design techniques to minimize intrusion on adjacent residential uses and the Muddy Creek Greenway to the extent possible by placing buildings and parking lots in appropriate locations and providing adequate landscape buffer areas.
10. Require cross access agreements with shared use service drives in the rear of buildings.
11. Use architecturally compatible wall identification signs, including projecting signs, and low profile ground signs where appropriate. Monument signs, located in the Community Core Support Mixed-Use areas should complement the building it advertises and its surroundings by using high quality building materials and landscaping around the sign base.
12. Window displays should be attractive and interesting to customers so they want to come inside and look around.
13. Provide gateway enhancements at key entrances to the Community Core and downtown. Gateways should include decorative signage and landscaping at the following locations:
  - Southwest: the Tylersville and Reading Road intersection
  - West: the Main Street/Mason Road intersection
  - North: the Mason-Montgomery Road/North Street intersection
  - South: the intersection of Mason-Montgomery Road with the Muddy Creek Greenway
  - East: the US-42/Fox Street intersection
14. Create focal points that terminate vistas into downtown along key streets and reinforce downtown's identity, as follows:
  - Existing plaza at Main Street and Mason Road: Continue to enhance and activate the plaza with public art elements and active retail uses in adjacent buildings.
  - The Main Street/Mason-Montgomery Road intersection: Redevelop all four corners with multi-story buildings placed close to the street and incorporate a small urban plaza with public art and/or a water feature.
15. Encourage public spaces: Public spaces have many real and measurable economic benefits. Parks can contribute significantly to land value
16. Promote higher density housing in Downtown/Community core through Charter amendment.



## Section 8.3. Western Row Sub-Area

### Location and Background

The Western Row Sub-area includes the area west of I-71 along the Western Row corridor to Mason Montgomery Road and south to Cedar Village Drive. This sub-area also includes parcels along Innovation Way from Western Row to the Makino campus.

This sub-area area includes the former Western Row Golf Course site, a substantial development opportunity at a prominent and visible intersection in the City. The area also includes several corporate campuses including Fujitec, Cintas, Luxotica and L3. The Health Alliance of Greater Cincinnati developed the Lindner Center of Hope Behavioral Healthcare facility located at the rear of a 106 acre parcel on the south side of Western Row Road, west of Innovation Way. This area is already an important employment center in Mason and has promise for additional business development and support activities.

### Development Concept

The I-71 Western Row interchange will continue to provide prestigious locations for corporate offices in denser, more vertical campus setting. The planned interchange enhancements provide additional access to the area for southbound traffic.

Support retail such as a hotel, restaurants, banks and services will be permitted in the hatched area on Map 8.3a on the southern Western Row frontage east of Innovation Way and between Innovation Way and Tylersville Rd. The Western Row and Tylersville intersection offers a prominent location for a corporate hotel/conference facility with signature architecture.

The former Western Row Golf Course site will be developed as an office campus with a potential supportive retail component in the hatched area surrounding greenspace at the Western Row and Mason Montgomery Road intersection (see Map 8.3A). Professional housing such as townhomes will be developed around a proposed park at the southeast corner of this site.



### Development Phasing

Business park uses are the primary uses recommended for this subarea. Although retail uses can provide amenities that can help to attract businesses, retail development must be limited to a supportive role. To this end, development phasing must ensure that retail development occurs only in conjunction with or after the development of business park uses.

### Gateway Enhancements

As part of the upgrade to a full access interchange, add aesthetic enhancements to create a true southern gateway that is uniquely branded to announce entry into Mason.

### Design Guideline Recommendations

The design intent for the Western Row Sub-area calls for a unified image with high quality, mixed use developments in a vertical (multi-story), urban style setting with integrated open spaces, plazas, boulevard streets, and pedestrian amenities. Adherence to a flexible set of design guidelines is necessary to achieve the above goal including:

1. Use of durable, long lasting building materials such as brick, stone and decorative masonry block on all building walls facing a public street with possible exceptions for buildings deemed to be of otherwise exceptional architectural quality.

2. Place buildings close to Tylersville Road to create an identifiable image unique to the sub-area with adequate room for tree preservation zones and/or landscape buffer yards between buildings and road rights-of-way.
3. Locate the majority of parking fields in rear or side yards in order to make buildings the focal point of every development site. Treat parking fields as future development parcels. Add parking decks when parking lots are built on.
4. Preserve and integrate existing tree stands on development parcels and along corridors to maintain the area's natural character.
5. Integrate pedestrian paths that connect office buildings to open spaces, common break areas and amenity oriented uses.
6. Minimize intrusion on adjacent residential uses through landscape buffering and context-sensitive architecture.
7. Preserve place-defining natural features to the extent possible as development occurs.
8. Require inter-parcel, shared use service drives with access off of local roads to preserve arterial roadway capacity and efficiency.
9. Utilize traffic calming measures on local access roads to minimize cut-through movements while improving street connectivity.
10. Use low profile monument signage and encourage architecturally compatible wall identification signs. Monument signs should complement the building it advertises and its surroundings by using high quality building materials and landscaping around the sign base.



## Section 8.4. Kings Mills Sub-Area

### Location and Background

The Kings Mills subarea includes the area west of the Kings Mills / I-71 interchange to Parkside Drive. The sub-area includes the southern frontage of Kings Mills south to Sports Center Complex Drive and Courseview Drive and the northern frontage of Kings Mills Road to Cox Smith Road.

This area of Mason features undeveloped land with easy access to I-71. It is in close proximity to Kings Island, The Beach Water Park, Great Wolf Lodge, existing retail business and a hotel. Several different developments have been proposed for this area, including a regional open-air mall, a power retail center, as well as a commercial sports complex. These projects have not materialized, which provides an opportunity to develop a vision for vacant land in this area.

### Development Concept

The development plan for this sub-area transforms the site into a regional activity center (i.e., regional entertainment district) featuring retail, dining, entertainment and hotels developed along Kings Mills Road and a preserved greenway along an existing stream corridor (see Map 8.4A).

The concept for the area west of the proposed greenway envisions a walkable and family-friendly retail and entertainment complex. This family-friendly entertainment district will serve as Mason's version of the "The Greene" in Dayton and "Easton Town Center" in Columbus.

The complex will not only serve the retail and social needs of the community, but will serve as an additional tourism draw, increasing the economic impact of families coming to Mason to visit Kings Island, The Beach, Great Wolf Lodge and other attractions.

A development plan was proposed and approved by the City several years ago for the site west of the



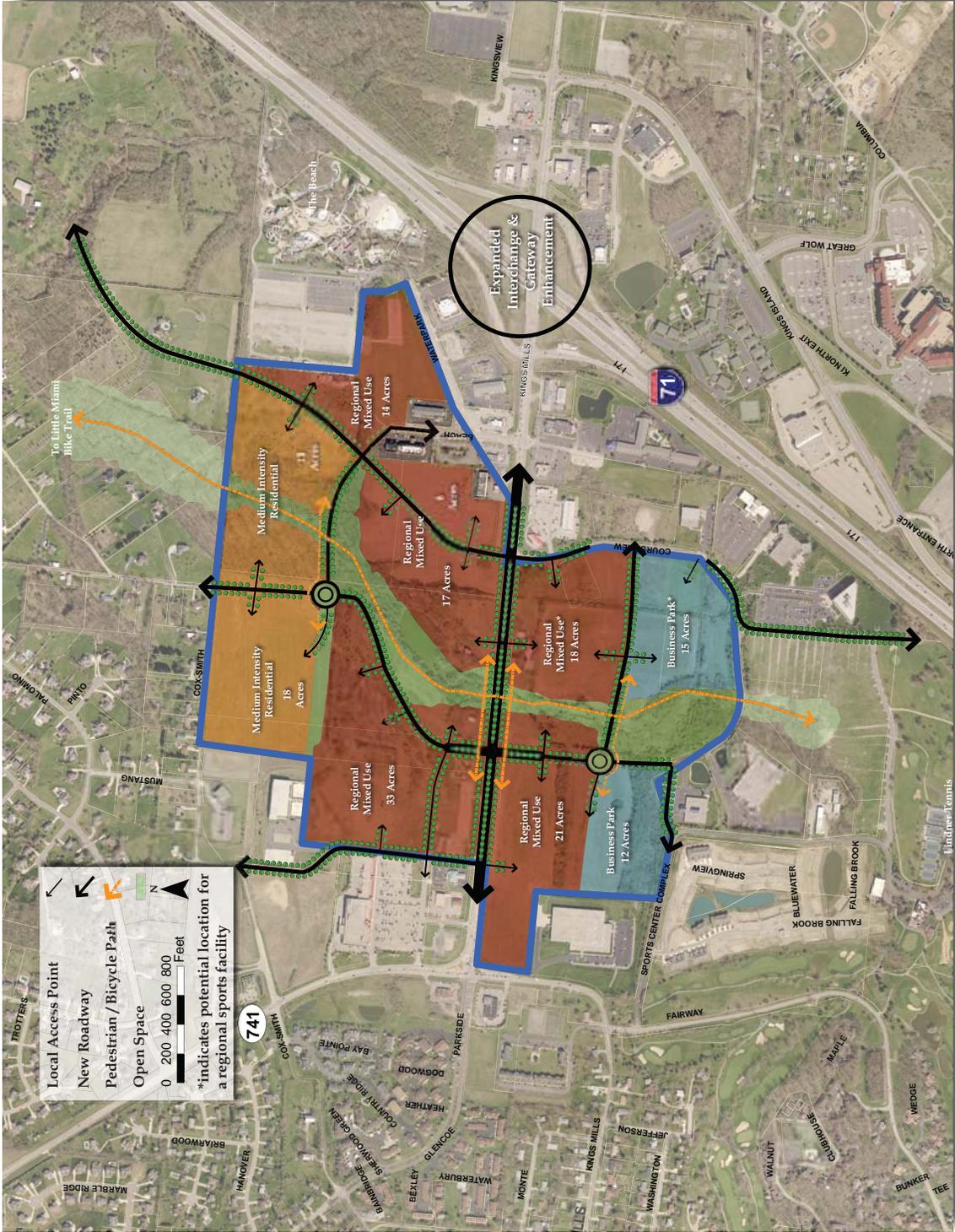
proposed greenway and north of Kings Mills Road, although construction has not yet commenced. The plan features a more automobile-oriented design that will conflict with the new vision for this area. The lack of action pursuant to this proposal may create an opportunity to revise it to better fit the vision for this area.

Areas east of the greenway will focus on hospitality needs of area tourists. Hotels and additional restaurants, along with supportive retail services are envisioned for this area. A sports complex suitable for national tournament play and/or minor league sports is also suitable at this location. Such a venue could provide an anchor for the proposed retail and entertainment complex to the west and provide an additional tourist attraction in Mason.

The northern edge of the Kings Mills Sub-Area will feature attached residential homes and serve as a buffer between the entertainment district and the existing residential to the north. The southern edge of the Sub-Area will be an extension of the existing Business Park uses located along I-71.

A new loop road will tie into Courseview Drive in the southern portion of the area and connect across Kings Mills to Cox-Smith Road and Mason-Morrow-Millgrove Road to the north. A new roadway will connect Courseview Drive south to Western Row Road, creating a continuous parallel access road along I-71 from Western Row Road to Mason-Morrow-Millgrove Road.

Map 8.4A: Kings Mills Sub-Area Plan



### Gateway Improvements

A key component of this sub-area is a major gateway enhancement to the I-71 and Kings Mills Road Interchange. The current infrastructure contains minimal design enhancements and lacks the elements needed to set a welcoming and branding front door image. Mason's distinct street tree and boulevard treatment should be extended east as far as possible to the interchange.

### Design Guideline Recommendations

The Kings Mills Sub-area will feature design that is proportional to human scale. Human scale can be achieved through proper massing, use of building materials, changes in texture and patterns, use of colors, adequate, comfortable site furnishings and details. The height and width of buildings, street width, setbacks, sidewalk width and other elements combine to create comfortable settings for human interaction. Adherence to a flexible set of design guidelines is necessary to achieve the above goal including:

1. Use of durable, long lasting building materials such as brick, stone and decorative masonry block on all building walls facing a public street with possible exceptions for buildings deemed to be of otherwise exceptional architectural quality.
2. To establish the Kings Mills area as a destination for entertainment, a comprehensive design plan should be created that includes signage, lighting, landscape tree lawns, site furnishings and handicap accessible pedestrian walkways. These site furnishings and amenities should be compatible with the architectural character of the area.
3. Locate the majority of parking in the interior of building groups or to the rear and side yard of buildings so that the visual impact of vehicles is minimized. On street parking should be encouraged on interior access streets in front of buildings.
4. Preserve and integrate the existing riparian corridor and vegetation on development parcels to maintain the area's natural character.
5. Integrate pedestrian paths that connect buildings and development areas to one another within the sub-area and to open spaces and amenity oriented uses.
6. Require inter-parcel, shared use service drives with access off of local roads to preserve arterial roadway capacity and efficiency.
7. Use low profile monument signage and encourage architecturally compatible wall identification signs. Monument signs should complement the building it advertises and its surroundings by using high quality building materials and landscaping around the sign base.

## Section 8.5. North SR 741 Sub-Area

### Location and Background

This sub area is bisected from north to south by SR 741, between Bunnel Road & Bethany Road, and extends to the west to US RT 42.



### Development Concept

The planned land use is predominately Light Industrial located in a campus-like layout. A proposed business park is located in the northern portion, east of SR 741, as a buffer between existing low density residential and Light Industrial uses. A small area, located in the southeastern portion of the sub area, on either side of US RT 42, has been reserved for Retail Mixed-Use, providing neighborhood retail and services that support nearby businesses, future residential growth near this area, and activities at the Mason Sports Park. (see Map 8.5A)

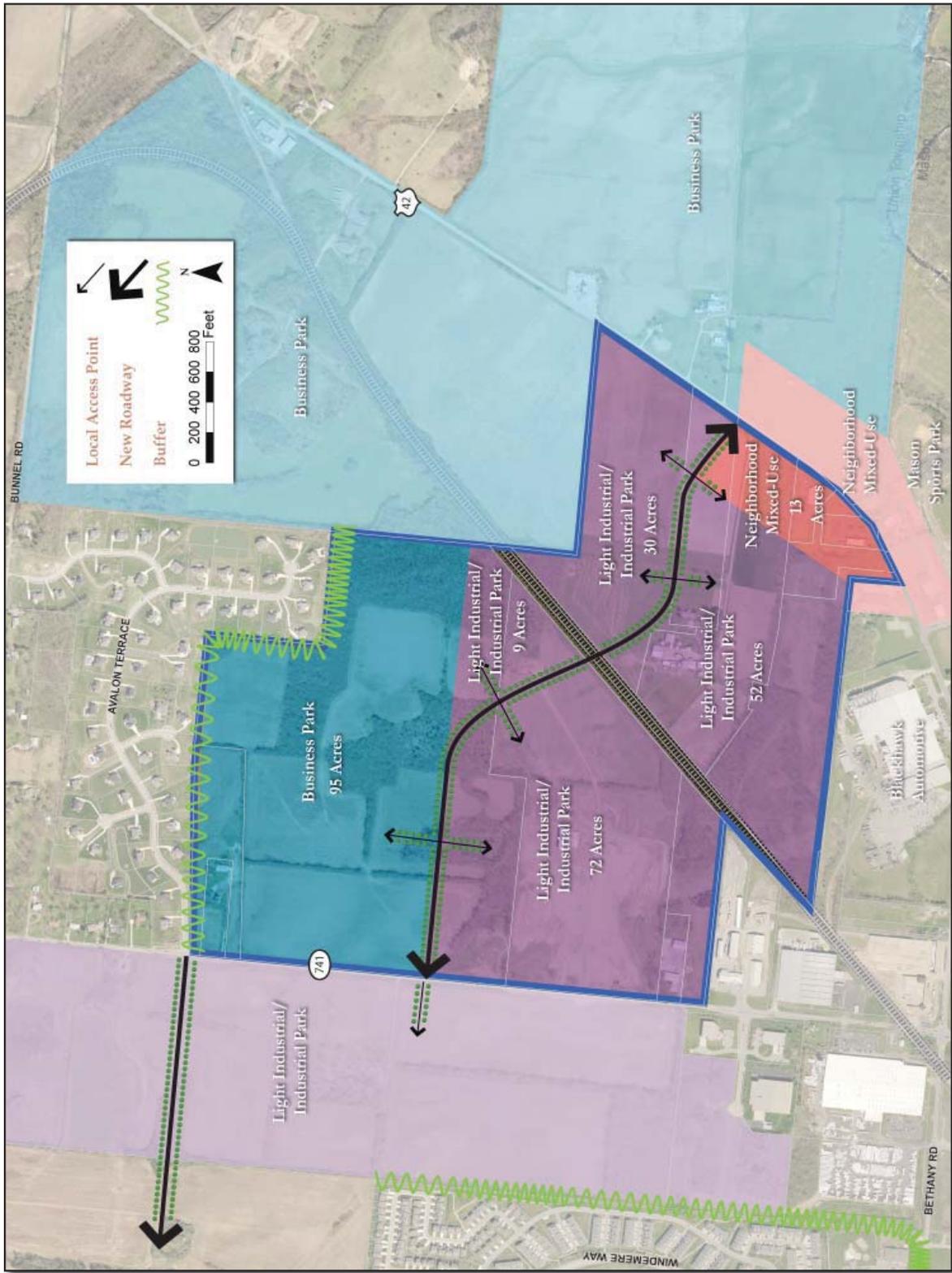
The Light Industrial orientation of this area continues a land use pattern already established in this area and takes advantage of rail access as well as proximity to both I-75 and I-71. A proposed east-west connector road will provide access to future development east of SR 741 and provide an additional connection between SR-741 and US-42 for truck traffic.

### Design Guideline Recommendations

The design intent for the North SR 741 Sub-area calls for a light industrial research park development that is laid out in a campus-like setting with large open spaces. Adherence to a flexible set of design guidelines is necessary to achieve the above goal including:

1. Multi-story buildings with moderate setbacks. Large and long façades shall be broken up with architectural features and windows.
2. At least 30% of land area shall be dedicated for open space. Provide abundant landscaping and adequate room for tree preservation zones and/or landscape buffer yards between buildings, parking lots and road rights-of-way.
3. Locate the majority of parking fields in rear or side yards in order to make buildings the focal point of every development site.
4. Preserve and integrate existing tree stands as part of the required open space to maintain the area's natural character. Mitigate negative visual/environmental impacts on residential areas.
5. Integrate pedestrian paths that connect buildings to other uses and open spaces.
6. Roof top mechanical equipment shall be hidden from view from adjacent properties and from the rights-of-way. Incorporate sound design techniques to minimize intrusion on adjacent residential uses and on place-defining natural features to the extent possible by placing buildings and parking lots in appropriate locations and providing adequate landscape buffer areas.
7. Require inter-parcel, shared use service drives with access off of local roads to preserve arterial roadway capacity and efficiency.
8. Design local access roads with traffic calming techniques that minimize cut-through traffic.
9. Use low profile monument signage and encourage architecturally compatible wall identification signs. Monument signs should complement the building it advertises and its surroundings by using high quality building materials and landscaping around the sign base.

Map 8.5A: North SR 741 Sub-Area Plan



## Section 8.6. Mason-Montgomery/ Socialville Fosters Sub-Area

### Location and Background

This sub area is located west of Mason Montgomery Road, between Cedar Village and Socialville Foster Roads. A north-south local connector road is proposed between Cedar Village and Socialville Foster Roads.



### Development Concept

The area will be planned for office in a campus like layout with neighborhood retail mix-use developed at the southeast corner. Attached residential is planned for the western portion of the sub-area and will be separated from the office development by a greenbelt buffer zone.

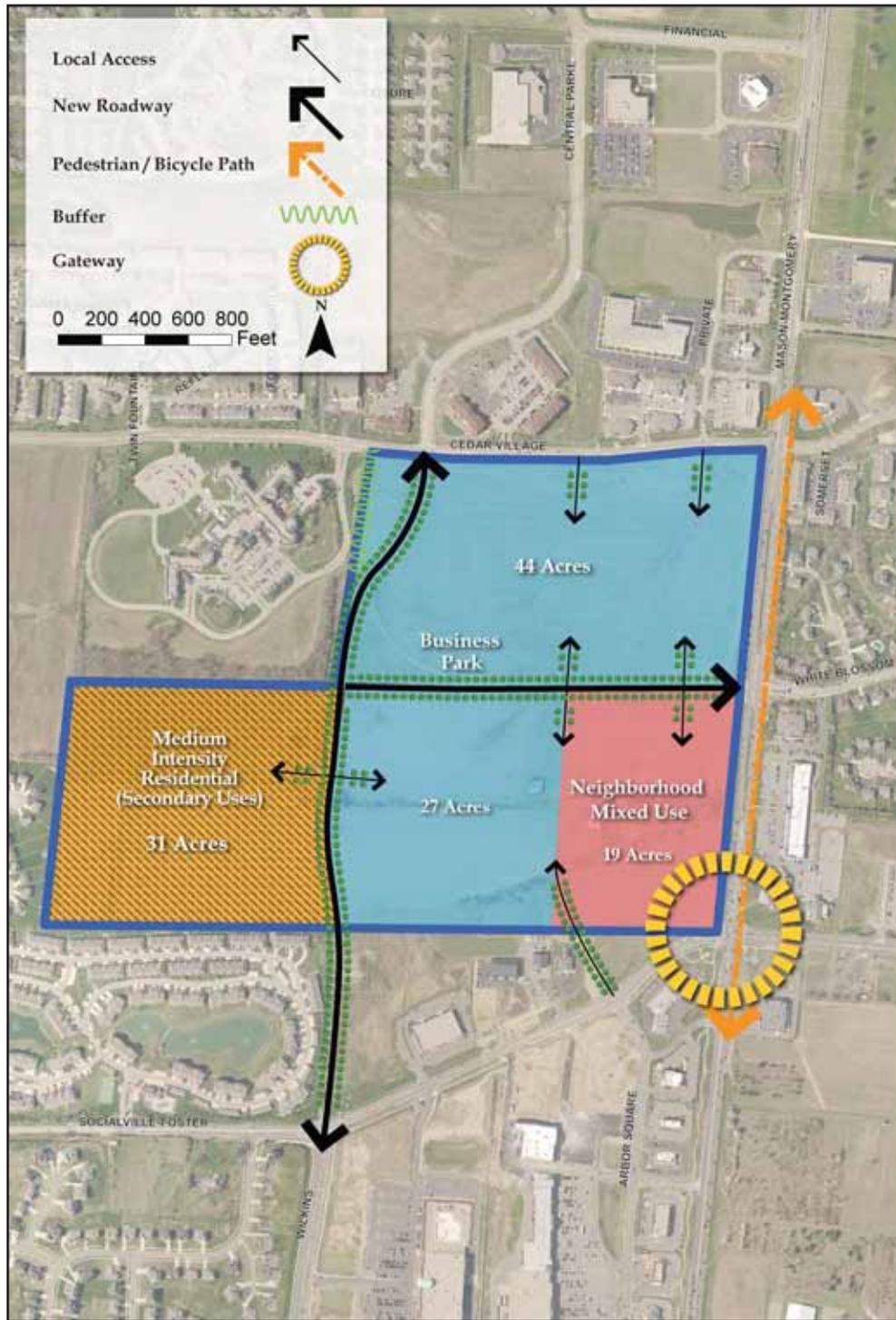
A gateway feature is planned for the intersection of Socialville Foster and Mason Montgomery.

### Design Guideline Recommendations

The design intent for the Mason-Montgomery/Socialville Foster Sub-area calls for a unified image with high quality, mixed use developments that are urban and campus-like in nature with integrated open spaces, boulevard streets, and pedestrian pathways. Adherence to a flexible set of design guidelines is necessary to achieve the above goal including:

1. Use of durable, long lasting building materials such as brick, stone and decorative masonry block on all building walls facing a public street with possible exceptions for buildings deemed to be of otherwise exceptional architectural quality.
2. Place retail buildings close to the intersections of Cedar Village & Mason Montgomery Roads and Socialville Foster & Mason Montgomery Roads to create an identifiable image unique to the sub-area with adequate room for tree preservation zones and/or landscape buffer yards between buildings and road rights-of-way.
3. Locate the majority of parking fields in rear or side yards in order to make buildings the focal point of every development site. A double row of parking is permitted in front yards.
4. Preserve and integrate existing tree stands on the attached residential development parcels to preserve woodlands and provide passive open space.
5. Integrate pedestrian paths that connect office buildings to adjacent residential development, retail nodes and open spaces.
6. Incorporate sound design techniques to minimize intrusion on adjacent residential uses to the extent possible by placing buildings and parking lots in appropriate locations and providing adequate landscape buffer areas.
7. Require inter-parcel, shared use service drives with access off of local roads to preserve arterial roadway capacity and efficiency.
8. Design local access roads with traffic calming techniques that minimize cut-through traffic.
9. Use low profile monument signage and encourage architecturally compatible wall identification signs. Monument signs should complement the building it advertises and its surroundings by using high quality building materials and landscaping around the sign base.

Map 8.6A: Mason-Montgomery/Socialville-Fosters Sub-Area Plan



## Section 8.7. Snider/Tylersville Sub-Area

### Location and Background

This sub area is located west of Snider Road, between Tylersville and Reading Roads. The Muddy Creek bisects this area from northeast to southwest.

### Development Concept

Neighborhood Retail mixed-uses are proposed along Tylersville and Snider Roads. High density residential is proposed along the western edge of the sub area adjacent to the Finsbury Point subdivision. A future park and pathway is proposed on the State property located along the southern portion of the sub area with access from Reading Road.

### Design Guideline Recommendations

The design intent for the Snider/Tylersville Sub-area calls for a unified image with high quality, mixed use neighborhood developments that are vehicular oriented. Architecture shall be high quality with extensive site landscaping and parking lot screening. Pedestrian pathways should be developed to link the adjacent residences to neighborhood commercial and to the greenway corridor and the future park. Adherence to a flexible set of design guidelines is necessary to achieve the above goal including:

1. Use of durable, high quality building materials such as brick, stone and decorative masonry block should be used whenever possible as they project importance, integrity and substance. The building facades should be beautiful with balanced features and attractive colors that are compatible.
2. Storefront lighting should highlight the attractive architectural features of the building and be adequate for the customer to feel safe.
3. Locate the majority of parking fields in rear or side yards in order to make buildings the focal point of every development site.
4. Preserve and integrate existing tree stands along the existing greenway corridor to maintain the area's natural character.
5. Integrate pedestrian paths that connect residences, office buildings, and neighborhood retail to the greenway corridor and future park.
6. Incorporate sound design techniques to minimize intrusion on adjacent residential uses and on place-defining natural features to the extent possible by placing buildings and parking lots in appropriate locations and providing adequate landscape buffer areas.
7. Require inter-parcel, shared use service drives with access off of local roads to preserve arterial roadway capacity and efficiency.
8. Design local access roads with traffic calming techniques that minimize cut-through traffic.
9. Use low profile monument signage and encourage architecturally compatible wall identification signs. Monument signs should complement the building it advertises and its surroundings by using high quality building materials and landscaping around the sign base.

Map 8.7A: Snider/Tylersville Sub-Area Plan

