The Niehoff Urban Studio

2008-2010

Winter 2009

GREAT STREETS AND GATEWAYS

MADISONVILLE

Available at http://www.uc.edu/cdc/niehoff_studio/programs/great_streets.html
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Introduction

The Niehoff Urban Studio is a unique interdisciplinary initiative undertaken to address urban issues that challenge the quality of life in Cincinnati. The studio endeavors to engage the community in an urban problem solving effort. During a two year cycle, students, faculty, community members and city officials collaborate on analyzing a specific topic related to urban design and community development in Cincinnati.

The theme of the 2008-2010 Niehoff Studio cycle is informed by findings of the Growth and Opportunities Plan for the City of Cincinnati (GO Cincinnati) study completed in January 2008 and sponsored by the Cincinnati USA Regional Chamber and the City of Cincinnati. Coursework during this studio cycle will apply the study’s economic development strategies on the Hopple Street - Martin Luther King Drive - Madison Road corridor from Camp Washington to Madisonville in Cincinnati (referred to as the MLK-Madison corridor). Using a “place-based” approach, students will analyze and produce urban design strategy proposals for the corridor as a whole as well as particular development areas along it.

The “Great Streets” concept describes a “multidisciplinary approach to corridor improvement comprising public realm investments, strategic land use plans, public safety strategies, and economic development assistance” originating from an initiative of the District of Columbia.

In the fall quarter 2008 Niehoff Studio, students of urban planning, civil engineering, transportation engineering, environmental engineering, and structural engineering collaborated on analyzing and producing urban design recommendations for two focus areas: the Hopple Street - Martin Luther King Drive - Madison Road corridor as a whole and the neighborhood of Camp Washington.

During the present quarter, winter 2009, students of urban planning, civil engineering, transportation engineering, environmental engineering, structural engineering, and political science formed interdisciplinary teams that focused on the analysis, urban design and implementation strategies for the neighborhood of Madisonville, at the northeast end of the MLK-Madison corridor. The works presented in the next sections are a result of a collaboration between students, faculty, community members and city officials.
The students and faculty of the winter 2009 Niehoff Urban Studio, would like to thank the Madisonville community members and Cincinnati city officials for their collaboration and support. We would like to recognize the following entities and individuals for their involvement:

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MLK-Madison Corridor and Madisonville Analysis

Under this assignment each student team documented and analyzed aspects of the natural and man-made environment focusing on the eastern end of Madison Corridor in Madisonville. The assignment was accomplished in two parts. Part one: Reconnaissance, research and documentation in which the subject was investigated and documented graphically, quantitatively, or in text. Part two: Summary representation in which the illustration of the subject was abstracted to emphasize key findings. The analysis was broken into four scales of inquiry: regional, vicinity, community and site.
The works presented in this section provide description and analysis of issues related to a regional scale.
XL1. Development trends 1950-present
by Graeme Daley, Erik Briedis and Brian Mclaughlin

This team focused on the urban to suburban relocation of population, jobs and retail facilities in the Cincinnati area since the 1950s. The team also analyzed the impacts of such movement in the center city. In addition, they identified growth trends and land use changes.

XL2. Transportation and transit
by Christian Huelsman, Charles Smith and Jordan Vogt

This team analyzed two transportation and transit plans especially relevant to the MLK/Madison Corridor and the neighborhood of Madisonville. They investigated positive implications and adverse effects of both the SORTA MetroMoves Regional Rail and Bus Plan of 2001 and the Eastern Corridor PE/EIS Plan. They concluded that the reassignment of bus routes and expansion of service are the least costly and effort demanding proposal since buses and roadways are already in place.
Regional Growth Trends: 1950 - Present

Residential Growth Patterns

In 1950 the population of Cincinnati was densely compacted around the urban core of the city. Recent trends show significant outward movement to the suburbs driven by affordable homes within driving distance of downtown. Only after 2000 did condos in downtown begin to gain popularity.

Commercial Growth Patterns

Most commercial office growth has been realized in suburban office parks. These detached, “single-family” office complexes can be found along existing transportation corridors and highways. The growth has been much more prevalent on the east side of town, in communities like Sharonville, Kenwood, Blue Ash and along Red Bank Rd.

Industrial Growth Patterns

Industrial growth has been very sparse in neighborhoods and suburbs of Cincinnati. Most local industries have gone out of business and those sites have been prime for redevelopment into “big box” style retail developments.

Future Land Uses in Cincinnati

To the right is the 2030 Land Use Vision Plan from the Hamilton County Regional Planning Committee. This graphic shows how all of the envisioned land uses interact with each other and affect what uses are in close proximity.
**MetroMoves Rail Transit Plan (2001)**

- **Madison-MLK Corridor**
  - Transportation and Transit

  - **Peak period frequency** every 7.5 minutes and 15 minutes offpeak in each direction
  - **30+ year lifecycle** for infrastructure

  MetroMoves includes light rail and streetcar service, new SunRun routes for job connection, neighborhood shuttles, JobBus overnight service, and additional Park & Ride facilities.

**MetroMoves HubLink Bus Service**

- **HubLink**
  - 30 min

- **Standard Metro Service**
  - 60 min

Metro HubLink service accessorizes existing neighborhood bus service with additional crosstown connections. Bus hubs may be used to connect to or from light rail, localized bus, or shuttle service.

HubLink buses stop only at neighborhood hubs and key activity centers. Thus travel time may be cut in half.

Source in part: Cincinnati-transit.net, MetroMoves

Source in part: MetroMoves plan, AIGA.org
The region's only National Wild and Scenic River, designated for maintaining an exceptionally diverse ecosystem, is in danger of being compromised permanently, according to the Sierra Club's local chapter known as MiamiGroup. The Eastern Corridor highway route would cross at the area known as Horseshoe Bend, located near Fairfax which would lead to "serious negative environmental impacts on the Little Miami."

"$77 million, 10-mile highway project"

Sierra Club Opposition
- Portable monument, road, and landscape.

$77 million, 10-mile highway project
- Disrupt buffer zones
- Air and water pollution
- Traffic congestion
- Sprawling development
- Noise
- Destroy natural environment
- Sprawl
- Advocate light rail

Fruition Factor
time necessary to implement
Studies presented in this section focus on issues related to Madisonville and surrounding areas.
L1. Movement systems and proposed improvements  
by Philip Hall and Micah Whitt

The work of this team includes three sections. First, they identified and described the five main transportation movement systems in Madisonville and surrounding areas: 1) the personal automobile and truck street network, 2) pedestrian sidewalks, 3) bicycle routes and trails, 4) the Cincinnati METRO bus system and 5) the railroad and industrial cargo system. The second part of this study determined traffic flows in and around the neighborhood. The third and final part considered design options and the implications of each option, especially regarding intersection types, for the improvement of the Red Bank Expressway.

L2. Existing land use and political jurisdiction  
by Paige Forney, Alexandria Hancock and Amber Mcdonough

This team described and compared general characteristics and historical development of nine jurisdictions in the northeast end of the MLK/Madsion corridor. The study also included a comparison of land uses in these nine study areas. The selected areas consisted of four neighborhoods: Hyde Park, Mt. Lookout, Oakley and Madisonville; three villages: Fairfax, Mariemont and Indian Hill, plus Columbia Township and the City of Madeira.

L3. Morphology and settlement patterns  
by Keith Leiter and Alicia Suguitan

This team focused on the neighborhoods of Madisonville and Oakley with special attention to the space in between them. The team described changes of street patterns over time considering the driving forces behind them. The analysis of street patterns emphasized lack of connectivity and continuity between the two neighborhoods and the potential for future development along Red Bank Expressway as a connector.
Great Streets and Gateways

Madison-MLK Corridor

Movement Systems and Proposed Improvements

Even though the presence of Interstate-71 and US-50 provide the neighborhood of Madisonville with a strong connection to downtown Cincinnati and Northern Kentucky, surrounding neighborhoods have a weaker connection to the community. The presence of a number of barriers has created weak access into and out of Madisonville at a limited number of points. The northwestern neighborhoods of Pleasant Ridge and Kennedy Heights, for example, are separated from Madisonville by Interstate-71. Similarly, to the northeast is Madeira, which is separated from Madisonville by a topographical grade change. To the west of Madisonville, a valley of industry and railroad corridor makes access to and from Oakley and Hyde Park difficult. Finally, to the east of Madisonville there is a financial division of class that has created both physical and mental barriers. All four of these barriers have limited the growth and connection of the Madisonville street network and grid into the surrounding communities.

The neighborhood of Madisonville, Cincinnati, Ohio has 5 main transportation movement systems. These are: 1) the personal automobile and truck street network, 2) pedestrian sidewalks, 3) bicycle routes and trails, 4) the Cincinnati METRO bus system and 5) the railroad and industrial cargo system. In the past, the area was also served by the electric streetcar and electric bus system. Today, all 5 systems except for the railroad system readily move people into and out of the neighborhood. The railroad system is more strongly focused on the transport of goods and materials. The systems facilitate positive movement within the community, but often limit movement between adjacent communities. Future plans of the Red Bank Expressway and the Eastern Corridor Study aim to further enhance the existing transportation systems in order to better connect it with surrounding roads, neighborhoods, businesses and residences.

Relative Daily Traffic Movements

Red Bank Corridor Improvements

It is a unique and difficult task to create an expressway while maintaining existing street crossings and access to newly developed residential, commercial and light industrial land uses. Plans for the Red Bank Expressway and the Eastern Corridor acknowledge that special design consideration will have to be given to the corridor in order to maintain the steady flow of expressway through traffic and also provide a pleasant experience for pedestrians, bicyclists, transit users and personal vehicles that will need to access jobs, homes and commercial activities. One important design consideration that will help to address all of these issues is the selection of an intersection type (Edwards and Kelcey, Inc. 2003).
While studying the Madisonville-MLK Corridor, we must look at several surrounding communities to understand the context of the communities’ environment. Madisonville, Oakley, Hyde Park, Fairfax, and Mt. Lookout are all neighborhoods within Cincinnati, whereas Indian Hill, Madiera, and Mariemont are established cities, and Columbia Township is scattered in between these jurisdictions. Natural systems such as topography and floodplains have influenced the boundaries of these jurisdictions, as well as which land uses are within these communities.

### Natural Highlights

With 12% of the city’s total area, Madeira has roughly 29 acres of parks, the highest of all the neighborhoods. Oakley, Fairfax, and Madisonville have the privilege of enjoying the Duck Creek, however combining this with low-lying lands puts a portion of these communities in a floodplain. Indian Hill hosts a variety of landscapes, but the most impressive would have to be the almost unbroken arc of greenery bordering the city's limits.

### Land Use, Jurisdictional and Natural Connections

Throughout Cincinnati's region, we are able to pull several overarching themes. The first trend is that wealthier communities tend to be at the highest elevations for practicality as well as amiability. The views are undoubtedly the best in these areas, but it is also more sustainable to live without threat of flooding. Hyde Park and Indian Hill were founded with these intentions. The second trend is that industrial uses tend to be on the flattest and lowest grounds. Because industry tends to use a larger footprint than most other uses and it a much more invasive use, flat ground is ideal and most environmentally conscious.
Madison-MLK Corridor
Morphology and Settlement Patterns

Historical Context
3 major events that shaped morphology of study area:
1. Construction of commuter rail
2. Extension of streetcar line
3. Construction of highway and subsequent connection via Redbank Expressway

Traditional neighborhood cores were what drew commuter rail lines out from the city. Streetcar suburban development is characterized by rapid, grid development along streetcar lines after their construction. Suburban infill developed in between neighborhoods after construction of highway, etc.

Modified Grid Street Pattern

The Evolution of Oakley and Madisonville

Spatial Distribution

Study Area Neighborhoods

Map created by: Axel Clissen, Joe Willing, Michael Luengering, El Vanmellaert

Oakley and Madisonville along the Madison Rd. corridor south of 71.

What is the “grid”?
It is the traditional pattern of street construction, especially prominent in Midwestern cities, consisting of symmetrical street crossings at right angles. In a sterile environment, this pattern would result in even parcels of the same size all the way around. In reality, changes in landscape, timing of construction, and other elements distort the grid pattern.

The colored boxes to the left signify different grid patterns separated by the aforementioned elements.
The studies presented in this section provide information in the community level.
M1. Existing plans  
*by Joshua Harmon, Dugan Murphy and Zeb Toman*

The study completed by this team consisted of an analysis of nine existing plans that directly affect or have affected the Cincinnati neighborhood of Madisonville in the recent past. The analysis included aspects such as perception of problem, level of intervention proposed and community participation. Their conclusion indicates that the plans generally viewed structural issues like infrastructure and building aesthetics as more problematic than crime and poor social perception. Most plans leaned toward proposing surgical approaches rather than broad, sweeping solutions. And no plans appeared to have been truly community-driven via a bottom-up approach.

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M2. Community development initiatives and programs  
*by Lisa Borysiak, Carly Rospert, Heather Sturgill and Andrew Wolf*

The analysis of community development initiatives and programs in Madisonville was based on the identification of three categories: social, physical and economic. Each initiative and program was classified according to one of the three groups and analyzed based on their inputs, outputs, purpose and goals. The team concluded that Madisonville has the social, physical, and economic programs in place to encourage community development, however the community lacks efficient collaboration and exploitation of the organizations.

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M3. History of Madisonville  
*by Patrick Niemeyer, Troy Sampson, Thomas Wiest and Matthew Umberg*

This team described the historical development of Madisonville with a focus on population growth and decline. It includes data on demographic changes as well as possible causes of growth and decline as it relates to city-wide changes in the transportation system and regional trends such as suburbanization.

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M4. Demographics  
*by Nick Barhorst, William Basil and Justin Berning*

This team presented demographic data related to Madisonville. The specific aspects describes include population trends, ethnicity, age, education level, economic status. According to this team, the analysis of the data has shown that Madisonville shares with the City of Cincinnati similar demographic characteristics.
M5. Social and Cultural Issues  
by Joy McGee and Andres Sanchez  
This team interviewed residents of Madisonville in order to identify their perceptions of the neighborhood. From the interviews, the team was able to enumerate a series of resident’s concerns including transportation, employment, crime, and vacancy. Nevertheless, several positive aspects of the community were emphasized by its residents, including natural and manmade assets, and sense of community.

M6. Community governance and leadership  
by Philip Denning, Richard Spears and David Watkins  
This team identified major forces working to improve the community for the betterment of its citizenry. The various groups described include the Cincinnati City Council, Madisonville Community Council, Madisonville Community Urban Redevelopment Corporation, and the Homestead Urban Redevelopment Corporation. This study also describes some of the programs these entities rely on to achieve their goals.

M7. Zoning and regulations  
by David Swartz, Joshua Trauger, Tim Velasco and Jonathan Wood  
This team mapped the different zoning in Madisonville and documented through photography several built structures representative of each zone. In addition, this group analyzed the relationship between adjacent zones and identified a few areas of conflict. At the same time, the group also identified positive relationships in which neighboring zones enhance one another.

M8. Experiential qualities of Madison Road and Redbank  
by Sarah Grillot, Brian Szymanski and Jordan Ulrich  
This team presented a qualitative analysis of Madison Road and Redbank Expressway in Madisonville. Through site visits, the group has described experimental qualities of two sites, the Nutone site at the intersection of Madison Road and Redbank and the Madisonville area along Madison Road. Based on Kevin Lynch’s article “Notes on City Satisfactions,” the group analyzed five attributes in each site: orientation, warmth, stimulus, sensual delight, and interest.

M9. Land Use: Parks, recreational and natural areas and institutional uses  
by Annie Lynch, Sean McIntosh and Gregory Meckstroth  
This team described and analyzed existing parks, recreational and natural areas, and institutional structures in Madisonville. The analysis was based in three main aspects: location, residential accessibility and institutional mix. Location means simply where the analyzed features are located. Residential accessibility refers to how accessible those features are relative to where the population of Madisonville resides. And, finally, institutional mix considers characteristics such as proportions and sizes of the analyzed features.
M10. Land use: Residential  
*by Alec Bleggi, Ian Grimes, Austin Meyerrenke and Timothy Rice*

This team focused on several characteristics of residential uses in Madisonville. Firstly they mapped single-family and multi-family uses and presented quantitative data related to number of housing units and homeownership. The team also examined characteristics of residential areas such as age of buildings, home values, street networks, and architecture.

M11. Land use: Retail  
*by Dane Brown, Nathan Picotte and Parker Suess*

This team analyzed the status of retail land use in Madisonville. Using data from “The Highest and Best Use Report” by The Danter Company, the “DrillDown Market Overview” by Social Compact Inc., and site visits, the team was able to identify important characteristics of retail land uses in four areas: Madisonville Neighborhood Business District (NBD), the intersection of Madison and Whetsel, the Redbank Corridor, and the intersection of Bramble and Whetsel. Characteristics assessed include type of business, hours of operation and vacancy rates.

M12. Land use: Office, manufacturing and others  
*by Terri Wilson and Taylor Van Vliet*

This team used data from the Cincinnati Area Geographic Information System (CAGIS) and site visits to determine the location and characteristics of industrial, office and manufacturing uses as well as uses grouped under the category of “others” (such as planned unit developments - PUDs, and mixed uses). The team broadened the study area to include Madisonville and Oakley as they appear to encompass a cluster defined as a “production district.” Findings from their analysis indicates that production land uses are concentrated along transportation axes.

M13. Economic Base  
*by Eric Schickel and Antony Seppi*

This team analyzed the economic base of Madisonville based on the study areas defined in “The Highest and Best Use Report” by The Danter Company. The analysis focused on three key indicators – population and household growth, income and employment factors – in addition to consumer and retail analysis. The study identified strengths and weaknesses of the study area.
Nine existing plans that directly affect or have affected Madisonville were considered for this analysis. Two tax increment financing (TIF) district designations were included because they make certain funds available for redevelopment. Though they all identified problems in Madisonville differently, the plans generally viewed structural issues like infrastructure and building aesthetics as more problematic than crime and poor social perception. Aside from two outliers, the plans leaned toward proposing surgical approaches rather than broad, sweeping solutions. No plans appeared to have been truly community-driven via a bottom-up approach while many more seemed top-down in their approach to the process. Two appeared to rely on token community participation as a façade.
Madison-MLK Corridor

Community Development Initiatives

Analysis using the Logic Model

Distribution of Community Development Programs
Madison-MLK Corridor

History of Madisonville

POST WWII ERA

The most interesting time period to look at in the History of Madisonville would be the 1970’s. The population jumped to 17,697 from around 13,500 because for the first time an area called Stratford Manor (later named Eastwood Village) was included as part of the neighborhood. The area was already in a state of a rapid decline.

In 1975 there was disagreement among the community leaders involving the development of the business district and other smaller issues. A competing group of the Coordinating Committee emerges calling itself the Madisonville Community Council. The Eastwood Community Urban Redevelopment Corporation is formed in 1979, now known as (MCURC). This group spearheaded the development of an industrial park on the former site of Eastwood Village.

By 1980, the population had dropped to 13,157, losing over 4,500 residents. The astonishing part is the neighborhood actually gained in their population of African Americans while losing over 5,000 Caucasians.

QUOTES FROM 1960-70’S PUBLIC

“It was great growing up here. It had everything you needed within itself; Drs. office, grocery store, drug store, barber shop, bar, chili bar grade school, nursery school. I could go on and on and on. It’s gone now.”

“At the time we lived there it was very desirable place to live, factory workers mainly and some that were on high paying positions, around 64 the Manor changed to Eastwood Village and that’s when it started to become the projects. From that point on it started going down hill, our family had moved back in 64-71. I still hated to move but it was just getting so dangerous. When we all lived there early on it was just that nobody cared what others had, everybody just shared what they had and played well together and mothers were home so we all pretty much had real family lives. Your right!! we all had the best childhood. I know the families we all started really missed out on an era.”

Population

10,827 residents (2000)

The graph shows the population by race. The population is predominately Caucasian up until 1970, when the “White Flight” occurs.

(in 2000, there were 531 residents of other races)

Housing Stock

2,229 houses

The number in the house represents the number of houses built between the 50 year periods in the timeline.
Madison-MLK Corridor

Demographics

African-American

- Total Population: 6,521 (60%)
  - 18+: 2,064
  - 18-: 4,457

White

- Total Population: 3,865 (35%)
  - 18+: 654
  - 18-: 3,211

Hispanic

- Total Population: 100 (9.9%)
  - 18+: 22
  - 18-: 78

Asian

- Total Population: 97 (0.8%)
  - 18+: 25
  - 18-: 72

American Indian

- Total Population: 310 (2.8%)
  - 18+: 180
  - 18-: 138

Population trends

15,189 12,918 12,002 10,559 11,334

Education:
- Madisonville: Total Population: 10,827
  - Less than HS- 21%
  - HS equivalent- 34%
  - Some College- 27%
  - Bachelor's Degree- 12%
  - Master's Degree- 4.5%
  - Doctoral Degree- 0.3%

Occupied Housing- 4,687 (91.7%)
Vacant- 422 (8.3%)

21% Drop in Crime from 2002-2006

Medium Year Structure Built- 1945

Families Below Poverty Level- 6%

Average Household Income- $38,496
Niehoff Urban Studio
Great Streets and Gateways
Madison-MLK Corridor
Social & Cultural

Known as Mighty Joe Young to his fans, Bryan Stone grew up in the community of Madisonville. Originally a resident of Over the Rhine, Bryan moved to Madisonville with his mother at the age of 11. Living with his Grandmother and other relatives, Bryan truly enjoyed the close sense of community Madisonville possessed. "Everyone seemed to know everyone," he recalls. "I was so happy to move to Madisonville, it was still the hood, but we always saw it as the last of the bad times." To Bryan, Madisonville is a great place to raise a family. From spending summers doing jobs and jobs to raise enough money to buy ice cream, to playing at Stewart Park all day, Bryan's memories are firmly engrained in the community. One of the biggest attractions is the Drive-In Theatre, which has since been demolished. "Everyone used to play Basketball at the park, especially me, I was a big boy back then. Then around 1992 drugs started to come around and everyone went from playing ball to making money. This really caused the neighborhood to change pretty quick, it made all of the programs and activities quick. For Bryan, music had always been very important to him. Eventually, he would attend the University of Cincinnati for one year, after which he focused on his music career. Later, Bryan would go on to become a DJ for a local radio station.

Nathaniel was born in Los Angeles, CA in one of the worst public housing projects in the country - Jordan Downs. At the age of 14, his mother sent him to live with his Aunt in Cincinnati. Nathaniel's first reaction to his new home, Madisonville, was one of shock. "I couldn't believe how everyone knew each other - unlike L.A., they actually seemed to care about their neighbors." One of the biggest changes was all of the recreation: "we have trees in LA, but not like Ohio - we had a huge patch behind my auntie's house, big trees - it was so much better than having all concrete, and the park was great. In LA nobody used the parks because there's not much of a sidewalk. We played basketball, football, sometimes we had to use the sheriff to get us to go home." But unlike most of his peers, Nathaniel didn't attend school, for he had dropped out before moving to Ohio. "I had to work to help with bills, Luckily my cousin got me a job at Dervoirs because all of the jobs are up in Kenwood and its a long walk with no sidewalk. Cars would shoot by real quick, people would honk, throw stuff at you, took a lot of pride to walk to Kenwood." For those who did work in Kenwood, a long walk by some of the nicest homes in the region was necessary - an almost constant reminder of life on the other side. Nathaniel recalls how many of his friends turned to selling drugs for an income, "like most innercity black areas, our hero's were ball players and drug dealers - we didn't know doctors, lawyers or anyone else - we just did what the people we thought were successful did. This was years ago, now the kids don't even play ball, they just concerned with getting money and it's sad. I knew from living in Watts that the street life was rigged, the only real way to get rich in America is by going to the best schools and knowing a few people along the way."

Unlike Bryan and Nathaniel, Michael Pilgrim came from the norm of a mother-father household. Along with his younger brother Matthew, family, education, and religion were stressed from an early age. Rather than playing with neighborhood friends, Michael would stay in to do his homework. Although they lived directly across from Stewart Park, he was not allowed to play there until he became older. "Since I wasn't able to play basketball there, my dad got us our own hoop - he also signed us up for real teams. It was his families influence and protection that kept Michael and his brother on a path for success. Both honor students, Michael and Matthew would go on to earn full Basketball scholarships to Seton Hall and the University of Kentucky. Unlike most of the neighborhood youth, Michael had solid people to serve as his role models. "When we got older, a lot of the kids on my street became frustrated with school. Some dropped out, some finished - very few went to college. That is the problem with the neighborhood - there are more forces pushing people towards stuff they can't afford and don't need than forces pushing them towards an education." Michael likes the key issue to be a lack of resources, jobs, mentoring, and overall self-confidence that seems to plague the community. "I was always proud of where I lived, but a lot of people would wish they lived in Madera or Indian Hill. The reminders of how much better everything was there is everywhere."

With the addition of the Madisonville Recreation Center, Michael hopes that the communities children fully utilize the resource. "The rec-center is great, they did a Soapbox race over the summer, just stuff that teach the kids to be proud of themselves and where they come from. No matter where you go, your home is your home, they need to be proud of their community.

From speaking with individuals from the community, it is evident that many of the issues present in Madisonville are not unique to the area, but rather a preponderance of issues common to all of Macro level of poverty that exists in low-income America. The housing stock of Madisonville is incredibly diverse, everything from beautifully renovated homes to boarded-up buildings. The local residents, many of whom rely on public transportation, have trouble finding work inside of the community. The nearby Kenwood Towncenter is a huge resource for Madisonville residents, since it has the ability to provide many things. However, in order for a Madisonville resident to reach Kenwood mall they must either take two buses, taking slightly over an hour, or walk on streets with no sidewalks (1). The surrounding more affluent communities present an almost direct juxtaposition with Madisonville, a constant reminder how some people are just better off (2). Madisonville is a relatively safe place, while there is crime in the community it is of a non-violent nature. The crime that does exist is primarily drugs, and property crimes. Madisonville does have the perception of being dangerous, even from people in the community. There was evidence that there was a true sense of community where everyone knew everyone. A key issue that kept coming up was the importance of Stewart Park. It became evident that Stewart Park was incredibly important to the residents, from playing sports to having church cookouts, and maintaining a hub of activity - the park is a crucial resource for the community. A few years ago, the Madisonville Recreation Center opened. Providing after school sports for kids, organized sports leagues, senior services, all while promoting health and fitness is a wonderful addition to the community (3). Another major addition the life in Madisonville came when the Department of Justice recognized Madisonville as Weed & Seed community. The Weed & Seed status is an option to prevent, and combat violent crime, drug abuse gang activity as a community, rather than allowing the police to do all of the work. This truly shows the commitment residents have towards the community and is most certainly an indicator that the residents have a genuine interest in the improvement of their community.

CONCLUSION
Great Streets and Gateways

Madison-MLK Corridor
Community Governance and Leadership

City Council
Robert Mendlein
Business Association
Bob Igoe

City of Cincinnati

Madisonville

Citizens
Volunteers

Madisonville is poised to become the great 'turn around' story...The redevelopment of the Madisonville Business District is essential to capitalize on the strong opportunities that are emerging.

- Roxanne Qualls

“You have my support.”
- John Cranley

City Departments
Code Enforcement

TIF Districts

Tools
Neighborhood Stabilization Program
Neighborhood Enhancement Program

Implementors
Homesteading and Urban Redevelopment Corporation (HURC)
Madisonville Community Urban Redevelopment Association (MCURC)

Paid Staff

Receipts
Purchase Vacant Commercial Buildings
Purchase Blighted Homes

Resources - Ideas - Money

http://www.kandissound.com/SilhouetteDancingPeople.jpg/SilhouetteDancingPeople-full.jpg
Madison-MLK Corridor
Zoning and Regulations

Positive Commercial and Residential Relationship

Zoning Conflict Area

Multi-Family Districts
- RMX Residential Mixed
- RM-1.2 Residential Multi-Family [1 unit per 1200sf]
- RM-2.0 Residential Multi-Family [1 unit per 2000sf]

Single Family Residential Districts
- SF-2 Single Family [Min. Lot 2,000 sf]
- SF-4 Single Family [Min. Lot 4,000 sf]
- SF-6 Single Family [Min. Lot 6,000 sf]
- SF-10 Single Family [Min. Lot 10,000 sf]

Other Districts
- PD Plained Development
- OL Office Limited

Image Source:
All images were taken by group members on January 22, 23, and 24
Information Source:
Municipal Code City of Cincinnati
Title XV Zoning Code of the City of Cincinnati
Great Streets and Gateways

Madison-MLK Corridor: Experiential Qualities of Madisonville

"The city can provide several satisfactions, which are orientation, warmth, stimulus, sensual delight, and interest."
- Kevin Lynch
City Sense & City Design

The feeling of warmth and attachment in the city is felt through evidence of human care, distinctive forms, human scale, enclosure, detail, and signs of life.
- Kevin Lynch
City Sense & City Design

WASTELAND
EXCLUDING
BARREN
EMPTY
DEAD
VAST
UNDEFINED
PRIVATE
DISORIENTING
ANXIOUS
HARSH
DANGEROUS
UNCOMFORTABLE
FAST
DISORGANIZED
NERVOUS
ABANDONED
DETACHED
COLD
RESTRICTED
EYESORE
UGLY
SCALELESS
LIFELESS
DEPRESSED
AVOIDANCE
TIRED
DIRTY
DECAY

CARED FOR
NATURAL
RECREATIONAL
RELAXED
DEFINED
PROTECTED
CONNECTED
LIVABLE
ALIVE
POTENTIAL
SECURE
ACTIVE
DATED
DESTINATION
DEVELOPING
ORGANIZED
CONVENIENT
ESTABLISHED
PUBLIC
TRADITIONAL
LANDMARK
INVITING
HUMAN-SCALE
INTERESTING
PRESERVED
COMMUNITY
DETAIL
LIVABLE
LIVELY

personal photos
Madison-MLK Corridor: Madisonville Parks, Recreation, Natural Areas, & Institutions

Location

Parks in Madisonville are clustered to the east, with one pocket park to the west. All core residential areas within Madisonville are within walking distance to a park/recreation center with the exception of the central core region between Wetsel and Red Bank. The regions natural areas and creeks could be well utilized when planning future Red Bank Road developments.
Madison-MLK Corridor

Residential Land Use - Madisonville

Madisonville Housing Statistics

- 88% Single Family
- 12% Multi-Family
- 13% Vacant

87% Occupied

These pictures represent the main two types of residential land uses in Madisonville. The single family detached housing is moderately dense. The average set back from the street is lower than what is normally seen in most suburban communities and the building sits closely to each side of the property lines. Also, the multi-family housing shown represents isolated multi-family housing. It is separate from other single family housing and has its own sense of place.

Figure 1 - Wealth By Home Value

As displayed in Figure 2, the street network of the Madisonville neighborhood has created three distinct boundaries for residential neighborhoods. A gridiron street pattern begins on the east side of Madisonville and begins to take on an effect that I would describe as “pulling of the strings.” The gridiron patterns breaks in form because of either topographical or functional reasons. Parcels become more oddly laid out and the gridiron residential streets turn into an organic street layout.

Figure 2 - Street Network

Organic

Orthogonal

break in form

break in form

Orthogonal

Figure 3 - Land Use Analysis

- Single Family Residential
- Multi-Family Residential
- Commercial

Figure 3 represents the residential land use and its relationship to surrounding uses. Residential land use is the most prevalent use within the Madisonville neighborhood, but its integration with other uses is particularly interesting. The street network seems to determine whether there is an integration between the uses. If there is a gridiron pattern, single family and multi-family uses share the same space around a central commercial core. A more organic street network isolates single family and multi-family uses from each other and from commercial uses. Thus, integrating related land uses seems to be directly correlated with the street pattern.
Madison-MLK Corridor

Competitive Market Area (CMA)
The primary roads in Madisonville connect to other corridors. Retail brings people from neighboring communities along these corridors, but it can also draw them away if their retail needs are met better elsewhere. The smallest geographic area expected to generate between 60%-70% of support for district is known as the Competitive Market Area (CMA.) Madisonville’s CMA includes Norwood, Oakley, Indian Hills, and part of Hyde Park. There is an indicated potential for Madisonville to draw consumers from the Indian Hills area.

Source: Highest and Best Use Study for Madisonville

Madisonville Sales Breakdown

- Full Service Grocer, $0M
- Misc. Retail, $10M
- Eating & Drinking Places, $7M
- Furniture, Home Furnishings, $7M
- Apparel & Accessory Stores, $1M
- Gen. Merchandise Stores, $1M
- Food Stores, $10M
- Auto Dealers & Gas Stations, $10M
- Home Improvement Stores, $1 M

Sales Analysis

- $268M CMA Sales
- $48M Madisonville Sales
- $45.1M CMA Leakage

Retail Business Distribution By District

Madison / Whetsel District

- CRAFTS/TRADE/SERVICES: 10
- GEN. MERCH: 1
- GROCERY/CONVENIENCE: 2
- SMALL BUSINESS/OFFICE: 5
- MEDICAL: 2
- FOOD/DRINK: 1
- VACANT: 15
- AUTO ORIENTED: 3
- APAREL: 3
- MONEY: 5

Redbank Expressway District

- CRAFTS/TRADE/SERVICES: 1
- GROCERY/CONVENIENCE: 1
- HEALTH/FITNESS: 4
- SMALL BUSINESS/OFFICE: 1
- MEDICAL: 1
- VACANT: 1
- AUTO ORIENTED: 1
- BEAUTY: 1
- BEAUTY: 1
- MEDICAL: 1
- FOOD/DRINK: 5

Bramble/Whetsel District

- CRAFTS/TRADE/SERVICES: 2
- GROCERY/CONVENIENCE: 1
- FOOD/DRINK: 1
- APAREL: 1
- VACANT: 6
- AUTO ORIENTED: 1
- BEAUTY: 1
### Retail Land Use

#### Business Hours Relative to Location

**Key**
- Hours for business indicated
- Hours for business not indicated, but business appears open
- Vacant Business

#### Table 1

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### Madison-MLK Corridor

#### Shopping Centers

- Red Bank Plaza
- Bramble Supermarket

#### Clothing Stores

- Alexander's salon
- Print Zone
- Cash Express
- CEI, Medical

#### Restaurants

- Subway
- Pizza Hut

#### Convenience Store

- Family Dollar

#### Gas Station

- Speedway

### Key

- **UDF**
- **Fifth Third**
- **PNC Bank**
- **Dentist**
- **Little Things Clothing Furniture**
- **Millies Dine In, Carry out**
- **Blue Chip Janitorial**
- **Hi Tec Graphics**
- **ACF Mortgage**
- **Lost Art Furniture**
- **The corner store**
- **Eastern Hills Glasing**
- **Saab Dealership**
- **Overbeck Auto**
- **Sunoco Gas Station**
- **Madison Clayworks**
- **Macs Volvo Repair**
- **Cinciwine.com**

### Map

- Madison Rd.
- Bramble
- Red Bank
- Madison-MLK Corridor
- Great Streets and Gateways

### Previously Listed Businesses

- Alexander Photo Imaging
- Aikido of Cincinnati
- Rainbow Environmental Svcs.
- CLS Homes
- Plastic Surgey Center
- Red Bank Junction Center
- Nabi Electric Inc.
- Hi Tec Graphics
- ACF Mortgage
- Lost Art Furniture
- The corner store
- Eastern Hills Glasing
- Saab Dealership
- Overbeck Auto
- Sunoco Gas Station
- Madison Clayworks
- Macs Volvo Repair
- Cinciwine.com

### Additional Businesses

- UDF
- Fifth Third
- PNC Bank
- Dentist
- Little Things Clothing Furniture
- Millies Dine In, Carry out
- Blue Chip Janitorial
- Hi Tec Graphics
- ACF Mortgage
- Lost Art Furniture
- The corner store
- Eastern Hills Glasing
- Saab Dealership
- Overbeck Auto
- Sunoco Gas Station
- Madison Clayworks
- Macs Volvo Repair
- Cinciwine.com

### Map Points

- Madison Rd.
- Bramble
- Red Bank
- Madison-MLK Corridor
- Great Streets and Gateways

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This document provides a detailed analysis of the retail land use and business hours in the Madison-MLK Corridor, focusing on the Great Streets and Gateways initiative. It includes a map and tables to illustrate the distribution of businesses and their operating hours.
Production Land Uses (Manufacturing, Office, Non-Classified Others)

Production Land Uses
There is a “production district”, along the boundary of Oakely and Madisonville that extends along Madison Road.

Production land uses includes manufacturing which is divided into HEAVY INDUSTRIAL and LIGHT INDUSTRIAL, OFFICE, and OTHER (which represents planned unit developments and/or mixed use).

Percentage of Madisonville Production Land Uses

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<th>Office</th>
<th>Light Industrial</th>
<th>Heavy Industrial</th>
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<td>5.4%</td>
<td>26.3%</td>
<td>39.2%</td>
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Trasportation Networks
The modes of transportation for the production district seem to focus on the railroads that cross the area. Though it is not clear to what extent the rail lines service the nearby industrial locations.
Madison-MLK Corridor

Economic Base

A Look At The Basics
Group M13

Every neighborhood has its own role in the larger fabric of the region. Madisonville is no exception to the rule. Its role in the Cincinnati region has changed throughout the years. Today, like many rust-belt communities, Madisonville is struggling to hold on to its original character. The neighborhood business district is in harsh competition with the near by intersection of Redbank and Madison. The economic base and financial framework is presented below.
Studies presented in this section focused on the currently vacant site located at the intersection of Madison Road and Redbank Expressway, in Madisonville.
S1. History of Nutone site  
*by Jonathan Moor and Brittany Skelton*

This team described historical facts regarding the site at the intersection of Madison Road and Redbank Expressway, known as the Nutone site. It also provides a historical evolution of the Nutone company, from its foundation in 1939, to its relocation to Madisonville in 1949 to when it ceased operations. The study also describes zoning and ownership changes in the recent past.

S2. Current plan for MedPace  
*by Breana Roth, Stephen Samuels and Samantha Schimitt*

This team presented detailed information on MedPace Incorporated, the current owner of the former Nutone site at the intersection of Madison Road and Redbank Expressway. This study also provides detailed information on MedPace’s plan to relocate to the Nutone site in 2014. In addition, this team analyzes how the relocation of MedPace to Madisonville contributes to the goals of the Go Cincinnati Plan, formulated by the City of Cincinnati; and how it will impact Madisonville.
Madison-MLK Corridor

History of NuTone Site

NuTone Site, 1922

1936 - NuTone founded by J. Robert Corbett
1949 - Madisonville International Headquarters founded
1950 - Headquarter building constructed
1967 - J. Ralph Corbett sells NuTone to Scovill Manufacturing company so he can devote more time to Philanthropy
1967 - Donated $2 Million to UC for the Corbett Auditorium
1998 - Scovill acquired by Nortek Inc.
2004 - Nortek acquired by Thomas H. Lee partners for 1.75B
2005 - (July) 450 Union workers locked out in negotiations failure. Hartford, Wisconsin based company buys to make Broan-NuTone LLC
2006 - (July) Closing of entire facility, factory and property put up for sale
2007 - (July) City council approved rezoning to Planned Development, approves $110 million in tax increment financing
2007 - (August) Miller-Valentine vacates bid
2007 - (September) Bear Creek Capitol accepts rights to develop site.
2008 - MedPace will move its headquarters from Norwood, OH to the NuTone site in Cincinnati, OH

NuTone Site, 1950

Source: Sanborn Fire Insurance Maps

Site Logistics
- 29.14 acres
- 7 Industrial Buildings
- 800,000 square feet
- All buildings over 50 years old
- Vacant, brownfield

Chemicals Released at Site:
- Ammonia - Eye and respiratory irritant
- Nitric acid - Contaminates drinking water
- Phosphoric acid - Contaminates drinking water
- Chromium - Contaminates drinking water
- Nickel - Contaminates drinking water
- Glycol Ethers - Infertility in men

NuTone Site, 1966

Source: Cincinnati: Crowning Glory

NuTone Site, 1996

Source: Cincinnati: Crowning Glory

Source: http://www.soapboxmedia.com/devnews/midtownxing0708.aspx

NuTone Site, 2007

Madison-MLK Corridor

Medpace Site
The Company
The Development

OUTLOTS
MIXED USE / RETAIL
Outlot I: .94 acres
4,165 sq. ft.
Parking: 48 cars
Outlot II: 1.47 acres
6,350 sq. ft.
Parking: 101 cars
Outlot III: 1.08 acres
6,140 sq. ft.
Parking: 89 cars
Outlot IV: 2.94 acres
12,400 sq. ft.
Parking: 280 cars

OFFICE
Building 1: 3 story - Office
Rentable: 40,650 sq. ft.
Building 2: 3 story - Office
Rentable: 40,850 sq. ft.
Building 3: 3 story - Office
Rentable: 40,850 sq. ft.
Building 4: 4 story - Office
Rentable: 135,800 sq. ft.
Building 5: 4 story - Office
Rentable: 120,000 sq. ft.
Building 6: 3 story - Office
Rentable: 100,000 sq. ft.
Parking Structure: 2 story
763 cars total

Bear Creek Capital
$80 million investment

$10 million tax credit

$15 million tax credit

Madison Corridor Goal
$92 million
Net Fiscal Impact

Medpace Projection
$41.7 million
Taxes & Profit to City
The intent of this assignment was to familiarize students with projects and programs that are relevant to urban design, engineering, or to the implementation of proposals. Each planning student collected precedents in a specific topic and presented them as raw data for further analysis and development. The work produced in this assignment served as a database for the next assignment: urban design and implementation strate-
Studies presented in this section describe and analyze existing solutions for traffic management and street design.
Madison-MLK Corridor

Inner City Expressways and Traffic Management Innovations

HOVs
“High Occupancy Vehicle (HOV) facilities serve to increase the total number of people moved through a congested corridor by offering two kinds of travel incentives: a substantial savings in travel time, along with a reliable and predictable travel time. Because HOV lanes carry vehicles with a higher number of occupants, they move significantly more people during congested periods, even if the number of vehicles that use the HOV lane is lower than on the adjoining general purpose lanes. In general, use the HOV lane is lower than on the periods, even if the number of vehicles that significantly more people during congested higher number of occupants, they move more through a congested corridor by moved through a congested corridor by allowing them to move through congestion.”

Currently, there are about 126 HOV freeway projects in 27 metropolitan areas in the U.S. Including: Dallas, Pittsburg, Hartford Atlanta and North Carolina.

Faster, more efficient commute, shared fuel costs, reduced congestion, fewer vehicle emissions, less wear and tear, less stop and go traffic, more time with friends and cleaner air for everyone. These are just a few examples as to why HOVs work.

BRTs
“Bus Rapid Transit (BRT) is an innovative, high-capacity, lower-cost public transit solution that can achieve the performance and benefits of more expensive rail modes. This integrated system uses buses or specialized vehicles on roadways or dedicated lanes to quickly and efficiently transport passengers to their destinations, while offering the flexibility to meet a variety of local conditions. BRT system elements can easily be customized to community needs and incorporate state-of-the-art, low-cost technologies that attract more passengers and ultimately help reduce overall traffic congestion.”

Cleveland, OH

Low-sulfur-diesel motor, quiet, runs on small electric motors and eco friendly.

230,000 people choose Port Authority’s public transportation services on a weekly basis

Charlotte, NC

Convenient, on-street, well-lit, attractive, compact, neighborhood-scaled community transit center that will accommodate 8-10 small and larger coaches.

Scoot
(Split Cycle Offset Optimisation Technique)
“It coordinates the operation of all the traffic signals in an area to give good progression to vehicles through the network. Whilst coordinating all the signals, it responds intelligently and continuously as traffic flow changes and fluctuates through the day.”

“Scoot detects vehicles at the start of each approach to every controlled intersection. It models the progression of the traffic from the detector through the stopline, taking due account of the state of the signals and any consequent queues. The information from the model is used to optimise the signals to minimise the network delay.”

Scoot is currently being used in multiple cities in the UK as well as in Toronto Canada and have shown great results thus far.

Parkways
Route 18 in New Brunswick, NJ is a work in progress but shows how an inner city expressway can become an enjoyable place to drive. Since May, 2005 construction has been going on to change Route 18 from a boring expressway into a beautiful parkway that focuses on car, pedestrian and bicycle safety. It is currently still under construction.

Eastern Parkway in New York, NY was the first parkway ever created. It was created by Frederick Law Olmsted and Calvert Vaux in 1866. Over the years it has seen many changes and additions but it still keeps its original character and is used for the same purpose it was created for. To be used “as a landscaped road built expressly for "pleasure-riding and driving".”

“The original design called for a 55-foot wide carriage drive centered between two pedestrian malls with four rows of trees extending 2.2 miles. There were also side roads for delivery wagons. Adorned almost exclusively with American Elms, this landscape of over 1100 trees is now mixed with twenty-four other species.”
Lytle Tunnel

The Lytle Tunnel was completed in 1970 allowing Interstate I-71 to continue under the existing street grid on the east side of downtown Cincinnati. The creation of the tunnel preserved Lytle Park and the most of the character of the neighborhood which is situated above the tunnel.

The tunnel allows the preservation of Lytle Park which is a urban park located across the street from the historic Baum-Longworth-Taft House on Pike Street. This house is considered to be one of the finest examples of Federal architecture in the Palladian style in the country. The preservation of the Lytle Park also preserved the setting for this historic structure. The park allows pedestrian to utilize the same urban space as the highway all while enjoying a quiet walk through the park.

The character preservation has been key to the success of the surrounding residential buildings in the neighborhood. Five historic row houses had to be razed during construction of the tunnel, but this led to additional higher density development. The large apartment and condo buildings surrounding Lytle Park benefit from overlooking a park and not overlooking an exposed interstate highway as they would have been if the highway was open to the air above.

The creation a raised would allow Madison Road to be reconnected with Red Bank Road, allowing the Red Bank Expressway to pass through Madisonville without stopping and creating traffic congestion. This would also improve connectivity with surrounding communities.

Relevance to Madisonville

Green shows area that could be raised to allow for a Red Bank Tunnel which would pass under the reconnection of Madison Road and Red Bank Road.
Madison-MLK Corridor

Innovation in corridor design
Great Streets, Complete Streets

The American Planning Association annually designates 10 of the best streets in the nation. These streets are nationally significant because they exemplify all of the core policy and design techniques used in modern day planning. These "Great Streets" are also often called "Complete Streets", because they use the street and the sidewalk to its most intensive use. Great Streets are populated, well maintained, easily traversed and interesting to pass through. They are the framework of good urban form and provide a city with arterioles in which to display its culture and style.

Characteristics of a Great Street

- Provides orientation to its users, and connects well to the larger pattern of ways.
- Balances the competing needs of the street - driving, transit, walking, cycling, servicing, parking, drop-offs, etc.
- Fits the topography and capitalizes on natural features
- Is lined with a variety of interesting activities and uses that create a varied streetscape
- Has urban design or architectural features that are exemplary in design
- Relates well to its bordering uses: allows for continuous activity, doesn't displace pedestrians to provide access to bordering uses.
- Encourages human contact and social activities
- Employs hardscape and/or landscape to great effect
- Promotes safety of pedestrian and vehicles and promotes use over the 24-hour day.
- Promotes sustainability through minimizing runoff, reusing water, ensuring groundwater quality, minimizing heat islands, and responding to climatic demands.
- Is well maintained, and capable of being maintained without excessive costs.
- Has a memorable character.

Infill Development and Brownfield Redevelopment

Studies presented in this section focus on infill projects in residential and commercial areas and redevelopment of brownfield in urban areas.
Neighborhood Infill Projects for Commercial Areas

Downtown Sun Prairie
location: DAINE COUNTY MADISON, WISCONSIN
designed by: VANDEWALLE & ASSOCIATES
purpose: BUSINESS DISTRICT REVITALIZATION PLAN

downtown REVITALIZATION
mixed use
purpose: BUSINESS DISTRICT REVITALIZATION PLAN
historic main street district
TRANSFORM industrial district
DISTINCTIVE downtown housing
retail shops and service businesses
main street STREETSCAPE
vehicle & pedestrian CIRCULATION

design criteria
2-3 stories
brick siding - match existing
close street frontage
small setbacks
integrate street signage
parking in rear or under building
landscape parking and streets

Pinehurst Building
location: EDINA, MINNESOTA
developer: PINEHURST PROPERTIES JMW DEVELOPMENT LLC
architect: BENITZ/THOMPSON/RIETOW
square footage: 41,385 - 2 STORIES
use: OFFICE AND RETAIL
category: REDEVELOPMENT OF VACANT COMMERCIAL BUILDING
financed: TAX INCREMENT FINANCING

Building Guidelines
The building had to be built to the lot line along both 50th & France.
It had to be 100 percent clad in brick, so that there would be no "front" or "back" to the building.
It had to consist of two stories, with retail shops on the first floor and offices on the second.
It should have underground parking that must be visible from the sidewalks, so a visual connection could be made to create cumulative awareness that underground parking existed.
Finally, the Building should measure 41,400 square feet (net rentable) and be situated on a 44,000-square foot site.

6 North Apartments
location: ST LOUIS MISSOURI
developer: MCCORMACK BARON SALAZAR, INC.
architect: TRIVERS ASSOCIATES
site: 1.7 ACRES
units: 80 RESIDENTIAL/MIXED-USE AND INCOME
density: 48 UNITS PER ACRE
parking: 87 SPACES
PERCENTAGE OF SITE
building: 39%
streets/parking: 42%
landscape/open space: 18%

National First Large-scale Example Of 100 Percent Universal Design (UD)
Equitable use - The design is useful and marketable to people with diverse abilities.
Flexibility in use - The design accommodates a wide range of individual preferences and abilities.
Simple and intuitive use - Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
Percyple information - The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
Tolerance for error - The design minimizes hazards and the adverse consequences of accidental or unintended actions.
Low physical effort - The design can be used efficiently and comfortably and with minimal fatigue.
Size and space for approach and use - Appropriate size and space are provided for approach, reach, manipulation, and use, regardless of the user's body size, posture, or mobility.

"rebuild neighborhoods in central cities throughout the United States that have deteriorated through decades of neglect and disinvestment."
Precedents in Urban Infill Housing

Four Manifestations

A. One-Time-Only Offer (Prize Money)
B. Slow and Steady Charity (Gradual Money)
C. Luxury Lifestyle Megadevelopment (Cataclysmic Money)
D. The Invisible Hand (Unpredictable Money)

Specifications and Design

**HOME House Project in Northside by CNCURC**

**Specifications**
- Detached single family homes
- Built 2007
- 1484 finished sq ft
- 3 bed 2 bath
- Sold $167k - $174k
- Subsidized by private donation
- 15-year CRA tax abatements

**Design**
- LEED silver
- “Suburban loft” signature design
- 10’ setback matches streetline
- Wider than neighbors
- Active relationship to street
- Parking area in back (no garage)

**Stetson Square in Corryville by CCDC and BGURC**

**Specifications**
- Luxury apartments, rowhouse condos, and apartment condos
- Started 2005
- 571-1908 finished sq ft
- 1-2 Bed 1-2.5 Bath
- Rents $799 - $1500
- Sales $150k-$300k-plus
- 15-year CRA tax abatements

**Design**
- Generic neo-traditional design
- Huge scale in small-scale place
- Mixed relationship to street
- Internal structured parking

Variabables of Design Analysis

**Garage Versus Door**
- Replacement
- Dominant
- Looming
- Commensurate

**Relationship to Street**
- Absent
- Present
- Hiding
- Active

**Level of Integration**
- Like a Glove
- Round Peg Square Hole

**Habitat for Humanity Homes in Avondale**

**Specifications**
- Detached single family homes
- Built 2007-now
- 1280 finished sq ft
- 3 Bed 1.5 Bath
- Under $100k + 500 hours labor
- Subsidized by private/corporate donation and volunteer hours
- 15-year CRA tax abatements

**Design**
- Muted traditional designs
- 12’ setback matches streetline
- Traditional shape and size
- Present relationship to street
- Flush sub-level garages

**Exelsior Row in Prospect Hill by Vineyard Homes**

**Specifications**
- Detached single family homes
- Built 2003-2007
- 2076-2342 finished sq ft
- 3 Bed 2.5 Bath
- Sold ~$300k each
- 15-year CRA tax abatements
- “Professionals on the Go”

**Design**
- Neo-Cincinnati vernacular designs
- 10’ setback greater than neighbors
- Protruding stairs meet sidewalk
- Present relationship to street
- Flush sub-level garages

Sources: Cincinnati Habitat for Humanity, building.cincinnati.com, Hamilton County Auditor
Madison-MLK Corridor

Sustainability Measures for Urban Infill Development

### Sustainability Measures

#### Economic
- Affordable Options
- Mix of Income Levels
- Low cost of Living
- Diverse Economic Base
- Durable Materials
- Energy Efficient Appliances

#### Environmental
- Green Roofs
- Use of Renewable Energy
- Rain Water Cisterns
- Permeable Surfaces
- Rain Gardens
- Use of Native Plants in Landscaping
- Environmentally-Friendly & Local Materials
- Reduce Waste

#### Social
- Increase Diversity
- Promotes Social Interaction
- Encourage Social Capital
- Reflect Community Character
- Provides Adequate Housing
- Provides Multi-Modal Transit Options

### Case Studies

**Folsom-Dore Apartments**

**Sustainability Measures:**
- Used Recycled Materials
- Used Energy Efficient Appliances
- Used Durable and Sustainable Materials
- Used Drought-Tolerant Plants
- Accommodates Multi-Modal Transportation Options
- Promotes Diversity within Building
- Affordable Housing
- Low Energy Costs for Residents
- Reused Existing Brick Façade
- Reflects Community Character
- Natural Ventilation
- Uses Solar Energy

**Designer:** David Baker + Partners Architects
**Location:** San Francisco, California
**When:** Completed February 2005
**Total Square Feet:** 86,998
**Use:** Multi-Family, Multi-Use Building

**The Green Compact**

**Sustainability Measures:**
- Used Pervious Materials
- Green Roof
- Efficient Orientation
- Uses Solar Power
- Energy Efficient Appliances
- Used Renewable and Local Materials
- Used Recycled and Salvaged Materials
- Low Energy Costs for Residents
- Small Footprint
- Uses Rain Water Barrels
- Respects Community Character

**Designer:** David Vandervort Architects
**Location:** Seattle, Washington
**When:** Completed January 2005
**Total Square Feet:** 1,270
**Use:** Single Family Home
Madison-MLK Corridor: Precedent Studies

Brownfield Redevelopment in Urban Areas

Mosler Safe Works, Grand Avenue Facility (1891-1996)

Property size: 13 acre site
New building size: 91,000 sq ft total
Current use: Kroger + other retail outlets
Cost: $8.7 million (paid by state and federal grants)
Why?: asbestos, petroleum underground storage tanks, PCB-containing transformers, lead and trichloroethylene (TCE) in soil, perchloroethylene (PCE) in groundwater

The Shoppes at Hamilton 1498 S Erie Hwy, Hamilton OH

Property size: 10.8 acre site
Building size: 1.2 million square foot building
Current use: Residential, commercial, office space, a hotel, new transit facility, Midtown Global Market (opened 2006)
Cost: $17.5 million
Why?: high levels of asbestos; lead-based paint; mold; empty underground storage tanks
New estimated value of $190 million
2,000 leveraged jobs
Providing business development opportunities to local ethnic groups

Midtown Exchange East Lake Street and Chicago Avenue South, Minneapolis MN

Former Sears store and catalog center (1920s-1994)

Property size: 3.7 acre parcel (leased to city)
Current use: Brockton Brightfields
Cost: $3 million (paid by state and federal grants, municipal bond, land sale proceeds)
Why?: high levels of coal ash and tar in soil (contaminants capped underground)

Brockton Brightfields Grove and Union Streets, Brockton MA

Property size: 3.7 acre parcel
Current use: Brockton Brightfields
Cost: $3 million (paid by state and federal grants, municipal bond, land sale proceeds)
Why?: high levels of coal ash and tar in soil (contaminants capped underground)

1,395 solar panels locally manufactured in Billerica MA
535 MW hours of electricity per year = 70 homes
Urban Design and Housing

Studies presented in this section focus on form-based code applications, suburban developments and affordable housing.
Great Streets and Gateways

Madison-MLK Corridor

Regulatory Measures for Maintaining Intentional Urban Form

Form-Based Code: “A method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm primarily by controlling physical form, with a lesser focus on land use, through city or county regulations.”

-Form-Based Codes Institute

CASE STUDY: Columbia Pike Special Revitalization District Form-Based Code

Where: Arlington County, VA population 208,000
What: Columbia Pike Special Revitalization District Form-Based Code
Who: Planning Division
When: Adopted March 2002
Why: To achieve goals set forth in the Columbia Pike Revitalization Plan

Arlington County Virginia is an urban county adjacent to Washington D.C. The Columbia Pike is a major transportation thoroughfare running through the County.

The form-based code adopted by the County includes building envelope regulation, streetscape standards and architectural design standards. It sets clear standards for building form as well as broad use standards.

The document relies on graphics to illustrate permitted building and public space characteristics.

CASE STUDY: City of Hercules, California; Waterfront District Master Plan

Where: Hercules, CA population 25,000
What: Waterfront District Master Plan
Who: Hercules Bayfront, LLC
When: Adopted May 2008
Why: Facilitate and regulate development of Hercules Bayfront

Hercules, California is a small City located about 20 miles northwest of San Francisco. The Bayfront area is a 40 acre site located planned to be a mixed-use, transit-oriented and traditional neighborhood area.

The form-based code adopted by the County includes an allowable building height overlay district, a civic and public space plan, architectural style and building standards and a street and circulation plan. It relies on physical definitions of appropriate character and scale rather than relying on land use regulations.

Other means of regulating urban form: SmartCode, Urban Design Guidelines, Urban Design Overlay Districts, Historic Districts, Hillside Districts
Madison-MLK Corridor

Suburban and Exurban Commercial and Office Development

West Chester: The Plan

West Chester: The Reality

Office and Parking

Extended Stay Hotel

Mixed Use

Pedestrian Mall

Entrance to Pedestrian Mall
Madison-MLK Corridor

Affordable Housing

Affordable Rehabs
Who: Price Hill Will

What: The "Buy, Improve, Sell" program run by Price Hill Will strives to raise the value of the Price Hill housing market as well as offer homes to low-moderate income homebuyers. Price Hill Will buys vacant homes, improves them and sells some of them to households making less than 80% of the area median income.

Where: Cincinnati, Ohio

How it applies: At least 13 percent of single family homes in Madisonville are vacant, many foreclosed. A similar home rehab program simultaneously addresses vacant housing and provides for low income residents.

How does Affordable Housing work?

Most municipalities will set a percentage of the local area's median income (the Cincinnati area is around 80 percent or below) that a potential household will need to meet along with credit score minimums. A household will take out a loan for what they can afford (30 percent or less of their annual income) and other funders will pay for the rest of the value of the home.

New Infill Affordable Homes
Who: Habitat for Humanity, Cincinnati

What: Habitat for Humanity has built over 150 homes in the Cincinnati area since Habitat Cincinnati has been founded in 1986. These homes are all privately-funded (meaning no contributions from the city, etc.) and the mortgage from habitat residents goes to pay for other projects. Habitat Cincinnati has built in Avondale, Clifton, Evanston, Hyde Park, Lincoln Heights, Lockland, Madisonville, Mt. Auburn, Mt. Washington, Northside, Oakley, Over-the-Rhine, Price Hill, and Walnut Hills among others.

Where: Cincinnati, Ohio

How it applies: Madisonville has already had Habitat homes built in the neighborhood. Being able to bolster homeownership within the neighborhood while providing high quality homes to current residents of lower income will help to build a core base for concerned neighborhood residents who have stock placed in the well-being of their community.

New Affordable Homes Community: Pardee Commons
Who: Portland Community Land Trust

What: The Portland Community Land Trust partnered with the Portland Development Commission and Cityhouse Builders to build an eleven-unit affordable housing project with several green construction components including sustainable materials (like bamboo flooring), better energy efficiency through appliances and insulation, and solar panels for water heating just to name a few. The residents who qualify to for a home in Pardee Commons must have an income between 50%-70% of the area median income.

Where: Portland, Oregon

How it applies: The abandoned NuTone site along Redbank Expressway is set to be occupied by MedPace. The plan MedPace has put together includes some mixed-use and housing. Pardee Commons is an excellent example of a partnership between non-profit organization, a developer, and the city coming together to make an innovative and sustainable affordable housing development.

What is Affordable Housing?

According to the United States Department of Housing and Urban Development (HUD), affordable housing is defined as a household having to pay no more than 30 percent of its annual income for housing needs.

This is usually only applied to households of low incomes as these households generally have very little to no choice in housing.
Studies presented in this section address existing plans for the improvement and enhancement of natural areas and the design of parks and recreational areas.
Natural Area Enhancements in Urban Areas

The Little Duck Creek Greenway Plan

- Focusing on protecting and improving the streams while reducing flash floods.
- Park Development Strategies:
  - The Little Duck Creek Park
  - Ensure best use of the floodplain
  - Take advantage of acquired floodplain properties and restoration efforts/projects
  - Have community involvement --> connection to the stream valley and encourage stewardship of Little Duck Creek
  - 3 zones: 1.) Forested riparian buffer 2.) Wider floodplain areas 3.) Upland
- Benefits --> flood protection
  - Erosion control
  - Water and air quality improvements
  - Natural habitat
  - Environmental education
  - Increased property value

Lower Mill Creek Valley Conservation Greenway Master Plan

- Enhance, protect, and restore riparian and aquatic biodiversity along the creek connecting the Canal Reservation and Garfield Park.
- Followed principles of landscape ecology, conservation biology, and regenerative design.
- Acknowledging issues of:
  - Habitat fragmentation
  - Water quality
  - Wetland function
  - Stream morphology
- The plan promotes cultural and recreational opportunities as well as an economic stimulus for surrounding neighborhoods.

“Combining the principles of conservation biology with ecological restoration and good urban planning, this project demonstrates that green infrastructure can serve to enhance both biodiversity and community recreation needs.” - Biohabitats

Sustainable Development: Protecting Chicago Wilderness Region

Focus on the natural resource aspects of sustainable development - land, water, habitat, and soils. Recognize having healthy nature in a community creates positive economic and social benefit.
An ideal park is one with amenities for all. These photographs represent characteristics of an ideal park.

- Beautiful scenery
- Physical activities
- Areas for congregating

Rynerson Park Fitness Center
Implementation Strategies

Studies presented in this section focus on implementation programs, finance strategies and stakeholder analysis.
Stakeholder Analysis Study

Case Study: Williamson Street in the Marquette neighborhood of Madison, Wisconsin

"By actively involving residents, business owners, developers, property owners and other interested parties, a vision emerged that led to a set of principles, design guidelines and criteria intended to foster and achieve the goals stated in this report. The plan should benefit all parties by having the structure in place for preservation and development to occur in a coherent, comprehensive, efficient and fair manner." -BUILD

**Diverse Participation**

A preliminary neighborhood survey was conducted to understand the main concerns and input of residents. The members of the BUILD committee, the City staff, and the consultant team went on a walking tour as part of the study as well.

While the Williamson Street BUILD committee was hard at work, the East Rail Corridor Committee was developing their own plan, which overlapped some of the block of the BUILD plan. The committees shared progress and recommendations throughout the process.

**Top Neighborhood Priorities:**

Preserve historic structures and building groups
Promote pedestrian friendly design
Support diversity
Support local businesses
Allow contemporary, but historically compatible, architecture
Allow moderate increases in residential density in appropriate locations
Maintain and promote housing affordability

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*All photos and information found in the Design Guidelines & Criteria for Preservation for Williamson Street 600-1100 Block. Produced by BUILD. Can be found at http://www.cityofmadison.com/planning/DesignStandardsBookFinal1208.pdf*
Madison-MLK Corridor

Main Street Programs
Business Attraction & Retention

Over-the-Rhine

BUSINESS FIRST
GRANT PROGRAM

Administered by the OTR Chamber of Commerce and City of Cincinnati.

Goals:
- Stabilize the business environment
- Increase Commerce
- Improve employment opportunities
- Animate the street and sidewalks

Provided approximately $175,000 to help open six new retail businesses.
Added much needed activity to the main streets of OTR.

Public funding ended requiring the program to fundraise to the private sector.
Some of the new businesses have lacked the ability to be sustainable.

Fundraising may succeed because corporations have a vested interest in the neighborhood.
Along with other initiatives by groups like 3CDC, a successful tipping point may occur.

Activities of many similar local organizations can lead to fragmentation and scarce resources.
Weak economy is making fundraising difficult and new business opportunities less common.

National Trust for Historic Preservation
HERITAGE OHIO
MAIN STREET PROGRAM

Design ★ Economic Restructuring ★ Promotion ★ Organization

8 Principles of Success:
- Comprehensive, Incremental, Self-Help, Partnerships, Identifying and capitalizing on existing assets, Quality, Change, Implementation

State and citywide coordinating programs oversee local Main Street organizations providing guidance and support.
Encourages economic development within the context of historic preservation.

The incremental approach requires patience and realistic expectations. There is no one big solution.
Requires staff, both volunteered and paid, to manage the program and execute its various elements.

Main Streets are gaining widespread appeal as destinations and development centers.
The program has seen success in many towns that resemble the characteristics of Madisonville.

Citizens will not be able to find common ground on the basic goals of the program and who should direct the activities.
Current players in the community may feel that they can do a better job utilizing other resources.

Bringing It To Life in Ohio
Great Streets and Gateways

Madison-MLK Corridor

Finance Strategies for Urban Redevelopment

EMINENT DOMAIN

As set forth by Kelo v. New London, the benefits of economic development enjoyed by the community qualify as a "public use". The court found that if a project creates new jobs, increases taxes, and revitalizes a depressed (even if not blighted) urban area.

The use of eminent domain has the potential to cause trouble in the community; however, it could also allow for a non-profit, city controlled development corporation to assemble large parcels of land to package to investors.

While a legal battle would surely ensue, previously fought cases have laid the groundwork for a potential lay-up of a court case. In order for this to be successful in Madisonville, both the public & private sector would need to work together, hand-in-hand.

The city exercising eminent domain is surely a very complex issue; however, in times of economic turmoil unorthodox approaches are needed.

CORPORATE FINANCE

Corporate financing has been ideal for large projects in the past; although, with the current volatile market conditions, large speculative projects are seen as incredibly high risk. Unfortunately, no case study accurately replicates the current financial situation. Furthermore, with the slumping home market there is no way to gauge how buyers would respond to an influx of residential units, and consequently, corporate lenders will surely be more hesitant to invest in redevelopment to limit their exposure to debt.

Any redevelopment will surely require a substantial investment from the private sector, so the public sector must couple incentives with other capital investments to create a lucrative package for developers, opportunists, and their subsequent investors.
Great Streets and Gateways

Madison-MLK Corridor

Finance Strategies for Urban Redevelopment

- Tax Abatements
- Small Business Administration 504
- Small Business Loan Fund
- Property Investment Reimbursement
- Land Reutilization
- CDBG Float Loan
- Strategic Program for Urban Redevelopment (SPUR)
- Job Creation Income Tax Credit
- Linked Deposit Loan Program

Public development tools make redevelopment accessible by private sector firms of all sizes. Additionally, households are also included.

Private sector
Households

Outputs = Commercial & Residential Real Estate

InVESTMENTS → REVENUE

Commercial & Residential Real Estate Market

Commercial & Residential Real Estate

Services
Goods

Providers of Services & Goods
Household Purchases

Property Taxes
Goods & Services Taxes
Private Sector Taxes
The final assignment of this quarter focused on urban design and implementation strategies in Madisonville, at the east end of the MLK-Madison corridor. This work is relevant and timely to city planning and community development work which is currently being conducted. The goal of this assignment is to have interdisciplinary student teams conduct background studies and urban design/engineering/implementation simulations in specific areas of interest identified by city staff and community stakeholders.
Transportation Issues

Studies presented in this section include proposals for improvements along two main transportation axes in the Madisonville area: Madison Road and Redbank Expressway.
Improvements on Madison Road  
by William Basil, Sean Mcintosh, Andrew Wolf, Lisa Borysiak, Sarah Grillot and Charles Smith

This team proposed right-of-way improvements along Madison Road from Oaklawn Drive to Plainville/Camargo. The team included proposals for transportation, streetscape, functional, experiential and aesthetics improvements.

Low rail overpass at Kenwood and Madison  
by Joshua Harmon, Troy Sampson, David Swartz, Zeb Toman, Taylor Van Vliet and Thomas Wiest

This team focused on solutions to the low rail overpass near the intersection of at Kenwood and Madison Roads. The team learned from members of Cincinnati’s Department of Transportation and Engineering (DOTE) that the height detector in place has not proven to be effective and the use of alternate routes taken by large trucks are not friendly to the surrounding neighborhoods. Therefore, the team analyzed two possible solutions: cut existing grade beneath the bridge, or design a replacement bridge.

Red Bank expressway right-of-way  
by Justin Berning, Breana Roth, Joshua Trauger, Jordan Ulrich and Micah Whitt

This team’s objective of this study was to analyze the interchange systems allowing for an objective evaluation of future options. The data gathered was used to determine possible options for the future of the corridor that creates the best balance between benefits and shortcomings. The scenarios take into consideration future expanded traffic volumes expected with the implementation of the Eastern Corridor Plan. It also considered the role of Red Bank as a city street and the integration of the urban fabric in this area.
Vision Statement

Madisonville yearns to become a thriving city again and can do so within the near future. By improving aesthetics, enhancing historical connections throughout the corridor, alleviating traffic congestion and making it a safe place to walk around in, Madisonville can add more to the underlying potential to become a great city once again.

The Oaklawn intersection is a very plain and dull looking place to spend rush hour in. There’s nothing exciting going on and certainly nothing that would make Madisonville seem inviting. Not only is it a very boring intersection, but it can also be confusing. To alleviate these problems we proposed putting in a roundabout. This would help diffuse some of the traffic congestion as well as creating a gateway into Madisonville. We also proposed to create a boulevard that would start just after the roundabout. This would help break up the monotony of a boring road as well as creating a space that is pleasing to look at and almost urges the driver to continue down this road to see what else is in store.

While the existing intersection at Carmargo works, a better design could improve traffic flow as well as improve upon the aesthetics of the area. Adding a roundabout in place of the existing set-up would not only improve traffic flow but it would also become a part of the Gateway into Madisonville. This gateway would be continued onto the bridge. The bridge would act as a literal gateway with “Madisonville est. 1809” facing drivers entering from the East. This intersection would also help pull the community together with the use of roundabouts as a reoccurring theme to help draw people into Madisonville.

Problem Statement

Madisonville is in need of a designed rehabilitation that should be focused on Madison Road. The community currently faces blighted properties, as well as a struggling business district that is lacking any means to successfully draw consumers to the neighborhood. All of which must be overcome in order to facilitate the transition into becoming the thriving community which it once was.

The intersections of Stewart and Whetsel are very important to the overall fabric of Madisonville. The current conditions at Stewart make it tough on pedestrians to cross Madison Road and tough on drivers when they have to deal with pedestrians crossing at the wrong time. By redesigning the intersection and looking at how the existing signals are programmed this intersection could become a pedestrian friendly area. The Whetsel intersection needs to be cleaned up and revitalized. To make the area more investor friendly for new development, redesigning the road to better accommodate traffic flow is crucial.
Great Streets and Gateways

Improvements on Madison Road Corridor

Oaklawn Roundabout
The Oaklawn/Madison intersection is perfect for our other gateway. It sees a high volume of traffic on a daily basis and not only would this roundabout help traffic flow but it also would make drivers interested in continuing down Madison road.

Madison at Whetsel
Option 1
When entering the Neighborhood Business District people encounter the Madison/Whetsel intersection. The current conditions make it seem dreary and unkempt. Traffic is also an issue. To clean up things and make traffic flow easier two options have been proposed. One involving a bike lane and the other a slip-lane for public transportation.

Madison Boulevard
The existing corridor through Madisonville is very bland. Adding a boulevard would help invite people into Madisonville more often. Adding landscaping to the medians would help livin up the street and putting in this style of lighting fixtures would help tie the boulevard back to it’s historical roots.

This plan view is showing how the Madison Road boulevard would look. Four driving lanes, a turn lane in each direction and pleasing landscaping on the medians.

Bridge Gateway
This bridge has under utilized space that would be perfect for a gateway. By adding a sign that fits the architectural style of the city, this bridge could become an important element to making Madisonville a place of interest.

Parking

Carmargo Roundabout
The Camargo intersection has always been an interesting one. To create a better sense of community as well as alleviate some traffic congestion we proposed adding a roundabout. It would be more aesthetically pleasing and functional than the current triangle.

Stewart Intersection Improvements
Each option shows a safer way for the Stewart intersection to function. Ranging from extremes like moving or changing the angle of the intersection to a simple reprogramming of the signal lights to accomodate pedestrian traffic.

Sources
http://images.google.com
http://www.carwellink.org/
http://www.portlandonline.com/shared/cfm/image.cfm?id=191720
http://www.godawn.com/recycled-commercial-planters.asp
Madisonville- Low Overpass at Kenwood and Madison

Site Layout with Respect to Local Business During Construction

Condition of the Existing Bridge

The Bridge is Defiantly Shows Wear as Evident in the Pictures. The Bridge was Build by Fort Pitt Bridge Works of Pittsburg, PA in 1915 making the bridge 94 Years Old. The Design of Riveted Box Girder Hasn’t Been used in Decades. The Side Girders are Also Rusted Through. The Foundations are also Crumbling and Most Façade Concrete has fallen off. The Bridge Will Need to Be Replaced or be Majorly Repaired.

Reason for Initial Construction

- Under Ohio Law the Statutory Height is 13’ 6”
- The Overpass at Madison Road and Steel Plain is 13’ 6”
- The Overpass at Madison Road near Brazee Street is 13’ 9”
- The Bridge Material Does Not Meet Today’s Standard
- Certain Sections Rusted Through
- Bridge May be Unsafe
Madisonville– Low Overpass at Kenwood and Madison

Layout of Existing Bridge

AREMA Based Code

Steel Design Loading Must Include:

- Dead Load
- Live Load
- Impact Load
- Centrifugal Force
- Wind Load
- Earthquake Forces
- Other lateral forces
- Forces from continuous welded rail

The Design Loading Code is Sourced from AREMA Manual Vol. 2 Chap. 15

Option #1—Thinning of Bridge Deck

Pros
- No Need to Lower Road Surface
- Shortest Construction Time Period
- Only One Project
- Costs may be Lowest of the Options

Cons
- May Not Be Possible
- Cost of High Strength Material if Needed
- Limitations on Bridge Design

Option #2—Thinning of Bridge Deck w/ Road Lowered

Pros
- Lenient Bridge Requirements
- Overall More Lenient Project Design
- Roadway’s Ability to be Cut
- Roadway Should be Open to Traffic

Cons
- Combined Costs may be Higher
- Lowering Kenwood and Stafford
- More Quantity of Visually Pleasing Possible Bridge Design

Option #3—Raising Track Surface

Pros
- Lenient Bridge Requirements
- Don’t Have to Lower Road Surface

Cons
- More Costly than Other Options
- I&O Losses Revenue Due to Inability to Fulfill Existing Contract

Examples for Railway Bridges
Great Streets and Gateways

Future Red Bank Expressway Improvements

Current Red Bank Demand

Future Red Bank Demand

Intersection & Corridor Traffic Data

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Future Traffic

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<td>496.6</td>
<td>F</td>
<td>940.0</td>
</tr>
</tbody>
</table>

Red Bank Delay Data (Existing)

Improvement Options

Three main options exist for the study intersection:
- Adding more lanes to accommodate future traffic.
- Incorporating a grade separation roadway system with typical diamond intersections.
- Incorporating a grade separation roadway system with roundabout intersections.
Additional alternative will also be investigated including:
(a) Two jug handles and (b) tunneling Red Bank under Madison Rd.

Community-Conscious Design

In each of these designs, we will incorporate the City of Cincinnati and Madisonville have expressed they like to see in this area such as wide sidewalks, access management, pedestrian friendly intersections, and landscape islands. Our goal is to make Red Bank Expressway efficient without making it look or feel too much like a “highway”.

Project Objective

The objectives of this study are to analyze the interchange systems allowing for an objective evaluation of the options. The data gathered will be used to recommend options that create the best balance between benefits and shortcomings.
Great Streets and Gateways

Future Red Bank Expressway Improvements

**Widen Lanes**
- Would alleviate congestion
- Easy possible solution to design, fund, and construct.

**Tight Diamond Interchange**
- Reduces stopping on Red Bank
- Potential for renewing this area aesthetically
- Businesses must be shut down
- Much additional property will have to aquired.
- Difficult for pedestrians to get from Madison to Red Bank

**Roundabout Interchange**
- Draws attention to the area
- Reduces accidents compared to traditional intersection
- Fewer vehicle stops
- New to the community and could be confusing
- Larger and more expensive bridge structure

**Tunneling Red Bank Road**
- Creates surface area for development
- Bridges the gap between the east and west sides of Redbank
- Extremely expensive and construction shuts down the whole area for an extended period of time
- Elevation of Red Bank Rd. has physical limitations

**Jug Handle Intersections**
- High volume of traffic through NuTone site draws attention to it.
- High volume of traffic through NuTone site is dangerous for pedestrians

**Single Jughandle**

**Multiple Ramp Jughandle**

**Community-Conscious Design - Red Bank Expressway**

<table>
<thead>
<tr>
<th>10'-0.0&quot;</th>
<th>8'-0.0&quot;</th>
<th>8'-0.0&quot;</th>
<th>12'-0.0&quot;</th>
<th>12'-0.0&quot;</th>
<th>12'-0.0&quot;</th>
<th>12'-0.0&quot;</th>
<th>8'-0.0&quot;</th>
<th>8'-0.0&quot;</th>
<th>10'-0.0&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIDEWALK</td>
<td>DRAINAGE EASEMENT</td>
<td>SHOULDER</td>
<td>LANE</td>
<td>LANE</td>
<td>MEDIAN</td>
<td>LANE</td>
<td>LANE</td>
<td>SHOULDER</td>
<td>DRAINAGE EASEMENT</td>
</tr>
</tbody>
</table>
Proposals presented in this section focus on the redevelopment of the former Nutone site considering the needs of MedPace as the future occupant.
Comprehensive redevelopment of Madison and Red Bank intersection  
by Graeme Daley and Gregory Meckstroth

This team focused on the Nutone site as well as its surroundings in an attempt to establish a pedestrian-oriented center for Madisonville. This was accomplished through a Redbank-Madison grade separation creating a tunnel for Red Bank to cross through. Above the tunnel a pedestrian realm is created to bridge the gap between Madisonville and Oakley.

Integration of MedPace Campus, Madisonville, and Red Bank Road  
by Nathan Picotte, Parker Suess and Brian Szymanski

This team focused on the connection of the existing urban fabric to the new development of the MedPace campus. It also integrates the fine grained pedestrian character of Madisonville with the high speed auto-dominated nature of Red Bank Expressway.

Urban Collage  
by Nick Barhorst and Tim Velazco

This team investigated the concept of urban collage as theorized in Colin Rowe’s Collage City. Through merging the historical and industrial character of the site with the new and contemporary character of the Redbank corridor, this team created a dialectic of styles and uses that will serve the community and create a regional attraction.

Incorporating Green and Gray  
by Philip Hall, Dane Brown and Samantha Schmitt

This team considered the theories of Ian McHarg with a special emphasis on creating an environmentally conscious approach to land use and development. The task was to express “nature” in the context of a previously developed urban environment. Special attention was given to the transition from the natural environment (green) to the built environment (gray).
As it stands today, the NuTone Site is abandoned and in need of site remediation. Its surroundings range from churches and elderly facilities to open space and schools. Numerous voids exist around the intersection of Madison Road and Red Bank Expressway. These voids are characterized in numerous ways, including a breakdown in the urban grid pattern, an irregular land use pattern, and poor character cohesion. These voids are auto-oriented, unsafe for pedestrians, lack urban cohesion, and are not taking advantage of the biggest existing asset: location - the intersection sits in the middle of a large array of disposable income - from Hyde Park to Indian Hill.

Our mediation revolves around the concept of filling the voids with a mixed-use, pedestrian oriented neighborhood center. This can be achieved through separating the high speed, auto-oriented Red Bank Expressway from Madison Road via an underground tunnel. This opens developable land for a pedestrian center on top of the tunnel and also allows for below grade parking. In order for the center to be successful, it must be integrated into its surrounding context as well as contain key neighborhood-oriented elements including pedestrian pathways, greenways, urban forms, and an urban street grid.
The plan draws inspiration from **place**, an urban form that emphasizes vibrancy, quality, and uniqueness. By orienting the design towards the pedestrian and separating the high-speed Red Bank Expressway, underground parking garages will be created. This allows the place to be human-scaled, intimate, and act as a community center for Madisonville.
Niehoff Urban Studio

Great Streets and Gateways

NuTone Site - Design Vision

Aerial View Looking Southwest

Aerial View Looking Southeast

Aerial View Looking West Along MedPace Facility

Street View Looking North Along Red Bank Road

Street View Looking Southwest Along Madison Road
Madisonville - MedPace site

Project Intentions

Increase Connectivity

There is a disconnect between the existing urban fabric and the MedPace Site. By integrating the existing street grid into the site and creating more connectivity with Madisonville, the citizens of Madisonville will benefit from increased interaction with the new development activity. Adding more entrances and exits to the site reduces congestion of arterial roads.

Create MedPace Campus

The MedPace community has expressed an interest in creating a “campus feel.” By arranging the MedPace buildings around a communal open area, employees can enjoy a private space similar to a University Quadrangle. By diverting traffic to the exterior of the buildings, the public space is sheltered from traffic. Views and pathways connect the open space to other areas of the site.

Balance Characters

In designing the MedPace site, there is a need to balance the pedestrian friendly character of Madisonville with the fast paced, auto-oriented nature of Redbank Expressway. The site must also address the scale and use of the buildings that surround the site. Analyzing existing conditions aids in determining the appropriate areas to concentrate activity and locate uses.

Create Overlap of Use

The site has the ability to accommodate a variety of uses. Rather than separating the uses into segregated zones, an overlap of use will help keep the site active and allow for a greater diversity of users. Overlapping uses will also create a gradation of use across the site to ensure a greater compatibility of use. Views and pathways connect the variety of uses to each other.

Utilize Existing Topography

The site currently has a varying topography. By utilizing the existing topography, site work and cost can be kept to a minimum, and the natural features of the site can be used as an asset. Structured parking can be placed along the steeper slopes so that the topography shields the structure from view. The rear of the structure acts as a retaining wall for the slope.

Site Section

View Of Main Entry

View from Redbank Expwy.
Madisonville - MedPace Site

Districts

A. MedPace Campus
- Clinical Research Office (135,000 SF)
- Main Reception for MedPace Campus
- 2 level parking deck with 1100 spaces tot.
- Clinical Research Office (100,000 SF)
- Bioanalytical Lab (20,000 SF)
- Retail (40,000 SF)
- Reference Lab (65,000 SF)
- MARC (20,000 SF)
- ImagePace (2,000 SF)
- Speculative Office (70,000 SF)

B. Retail/Office Street
- Retail (85,000 SF)
- Speculative Office (175,000)
- The retail/office street would be a pedestrian friendly shopping district unified by a public plaza (e.) connected by a portal (a.) to the MedPace campus. Lot parking, street parking, and garage parking serve this space.

C. Highway Retail
- Highway Retail (55,000 SF)
- These buildings are sited in areas of high visibility from Redbank Expressway. They feature larger scaled signage that can be read from the expressway. They are served by surface and shared garage parking. Views and pathways connect these spaces to the more pedestrian retail spaces.

D. Office Mixed Use
- Clinical Pharmacology Unit (65,000 SF)
- Live-work Units (112,000 SF)
- This district features ground floor office and commercial space with residential units above for a live-work environment. This is a transitional zone between the MedPace campus and the residential districts.

E. Residential
- Townhouses (69,0000 SF)
- Apartments (84,000 SF)
- The residential district gradually increases in density from the existing single family housing in Madisonville, to middle density townhouses, to higher density apartment buildings. All of the units share a common pathway (g.) which is terminated by a communal gathering space (h.) acting as a “front porch” to the neighborhood.

Key
- MedPace
- Office
- Highway Retail
- High Density Residential
- Low Density Residential
- Parking
Madison Crossing

Site Analysis:

Access & Parking: Parking at the periphery is vital for attracting vehicular traffic and avoiding congestion within the site.

Buffers & Obstacles: This project investigates site obstacles such as the pipeline and surrounding industry as potential assets.

Connecting Green Spaces: Continuation of adjacent green spaces for potential park and trail development.

Views & Attraction: The north-west corner of the site is most important for conveying an attractive and convenient landscape.

Site Strategy: A formal and prestigious MedPace campus sits across from a more organic townscape of retail and commercial uses.

Site Strategy 2: This arrangement attempts to leave the center of the site more open for park spaces.

Urban Collage: Site Response

Collage: The synthesis of various unrelated and often opposing materials, mediums, or contexts, to engender new meaning, significance, or function. Collage as a concept emerged in the early 20th century, and was introduced by Picasso and Braque. Collage City, by Colin Rowe, acts as a theoretical paradigm for this project.

The industrial experience creates a historical pride, and a rustic quality desirable for many commercial, office, and in some cases residential projects. These buildings are suited to larger programs that desire open floor spaces.

The contemporary experience reflects our most evolved atmospheres and experiences. Contemporary styles should characterize the modern commercial and residential programs, to attract all ages and wages.

This project creates a collage between industrial and contemporary styles, using green space axes to organize the circulation and morphology.

Collage City: Theoretical Paradigm

Picasso: Bottle of Vieux Marc, Glass, Guitar, and Newspaper

Picasso: Still-Life with Chair-Caning

Still-Life Chair-Caning

The north-west corner of the site is most important for conveying an attractive and convenient landscape.

Above - Rome: Sixtus V. plan carves axes through the existing city fabric, creating two distinct experiences with differing agendas.

Diagram: Using existing styles to derive the new environment.
Madison Crossing

MedPace Campus Concept:

Vision Statement:
Recent development along Redbank Expressway reflects contemporary building styles and typologies. This condition strongly contrasts the historic industrial use of land that occurs at the corner of Madison Avenue and Redbank Expressway. This project collages the differing styles to engender a reverence for the past, while embracing the needs of a modern society. This development will serve the basic needs of Madisonville residents, while also creating a regional consumer attraction and job generator. The mix of programs and styles create a unique and vibrant atmosphere, where residents and tourists can work, dine, shop, and be entertained without ever entering a vehicle.

Key & Square Footages:

<table>
<thead>
<tr>
<th>Area</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>MedPace</td>
<td>335,000 S.F.</td>
</tr>
<tr>
<td>Office/Mixed-Use</td>
<td>130,000 S.F.</td>
</tr>
<tr>
<td>Commercial</td>
<td>149,000 S.F.</td>
</tr>
<tr>
<td>Townhouses: 25 Units</td>
<td>30,000 S.F.</td>
</tr>
<tr>
<td>Parking: 1,920 Spaces</td>
<td>644,000 S.F.</td>
</tr>
<tr>
<td>Terminus Attractions</td>
<td></td>
</tr>
</tbody>
</table>

Key Words:
- Collage
- Campus
- Attraction
- Walkable
- Urban
- Dense
- Leisurely
- Convenient
- Dialectical
- Park-space
- Community
Madison Crossing

Massing & Views:

1) Midway View - From Stack: This observation point ends the east terminus of the midway, and offers a view back over the park and campus areas.

2) MedPace - Primary Intersection: The MedPace campus is the ‘center-piece’ of Madison Crossing. This intersection is the moment at which commerce meets business, and pavement meets park space.

3) Midway View - West Terminus: This midway terminus acts as a relaxation point for shoppers in the surrounding retail establishments. In addition, it connects shoppers with the park axis.

4) Collage: This perspective illustrates a moment of collage, where the industrial style and scale meets the contemporary. The industrial style is perfect for larger businesses and those who are marketing a ‘vintage’ atmosphere. The contemporary style is ideal for high-end and modern retailers who desire customized frontage. Public spaces at the moments of collage allow synergies between businesses, and provide ideal environments for leisure, fairs and festivals.

5) MedPace Office View: This perspective is one of many pleasant views from the MedPace offices. The presence of the park space and midway permit pleasant views for all the surrounding office spaces.

View Key:

- Retaining Conditions
- Pedestrian Corridors - Minimize Grading

Site Work:

Topography: The diagram above and corresponding section below depict one possible solution for grading. In any solution, pedestrian friendly gradual inclines are essential. This scheme creates the most gentle slope possible, roughly 5%, along the midway, so that people can enjoy the green spaces on foot, and leisurely walk from one side of the campus to the other. The retail portion of the site is fairly flat, which will enhance the convenience factor. Yet, the topography has the potential enhance the dynamic experience. Retaining walls may reinforce the industrial character of the site, or act as signage. It is important to treat all site conditions as assets.
Redevelopment of Nutone Site: Incorporating Green and Gray

Vision: Emphasize the Detail Connecting the Urban & “Natural” Environment

Environmental Engineering: Bio-Swale, Green Roofs & Paving

Bio- and vegetated swales are an important tool in low impact development sites. These swales help improve water quality and reduce the amount of runoff, so as to produce by the NuTone site. Swales allow water to infiltrate back into the ground system. Swales can help improve the downstream water quality by trapping and filtering out pollutants, as much as 70% removal for total suspended solids. The swale through the NuTone site will also add landscape aesthetics to the site. The swale will help prevent erosion through the site as it is vegetated with a variety of plants. Swales can also often cost less than the typical curb and gutter or underground pipe design costs, making vegetated swales even more pleasing. Because of the size of this swale, several measures will be taken to control the flow. Plunge pools can be constructed at intervals along the swale to lower the velocity and prevent erosion. Check dams can also be used at intervals to prevent erosion. Engineers will further look into the sizing of the swale and alternatives next quarter. (http://www.mapc.org/regional_planning/ILD/swales.htm#ID)

Green roofs have several different aliases: vegetated roof cover, eco-roofs, and nature-roofs. A building can have an entire roof or only partial roof dedicated to vegetation. As seen in the diagram, green roofs are made up of a soil medium, drainage layer, and an impermeable membrane to prevent seepage into the building. Special plants are used that can withstand extreme conditions associated with rooftops: dry weather, high temperatures, and periods of intense rainfall. Green roofs, as pervious pavements, reduce the amount of runoff by reducing the amount of impervious area. Green roofs also reduce peak discharge by acting as a retaining system. Green roofs reduce to the CO2 impact, can lengthen roof life by 2 to 3 years, and reduce acid rain effect. Green roofs have a positive impact in building expenses as they provide in-sulation, reducing heat and air conditioning costs. The green roof design has not yet been fully studied. Engineering students will further study green roof design and runoff reduction next quarter with the full NuTone site design. (http://www.lid-stormwater.net/greenroofs_home.htm)

Permeable Asphalt / Pavers

Because a large portion of the NuTone site will be developed as parking lot, traditional asphalt would result in large amounts of impervious areas and stormwater runoff. Permeable asphalt and pavers are a way to reduce the amount of runoff produced by infiltrating rainwater. Permeable parking will allow groundwater recharge, reduce the amount of pollutants (especially since parking lots produce large pollution, such as oil), and provide an aesthetically pleasing site (pavers). In a study in Tampa, Florida, permeable asphalt has been shown to reduce metal pollutants (zinc, copper, iron, led) by 12 to 50%. Permeable pavers have reduced the same metals by 62 to 84%. If permeable parking is used, the swale size can be reduced as the amount of runoff is reduced. Pavers have been shown to produce a 90% reduction in the amount of runoff. However, calculations have not yet been made to determine the new swale size. Engineers will perform these calculations next quarter with further site design. (http://www.lid-stormwater.net/permapavers_benefits.html)
Redevelopment of Nutone Site: Incorporating Green and Gray

Site Plan: Nutone Project Site

Precedents & Materials:

Junction between urban and vegetation
Green roofs absorb water and heat
Maximize daylighting through skylight
Highly vegetative path
Wood louvers to control heat and day lighting

Visual connection from inside out to the urban environment
Visual connection from inside out to the Natural environment
Large contemporary "natural" open space adjacent to building
Aluminum bridge over vegetative swale

Section: North-South looking West

Scale 1:100

Scale 1:40

Photograph by Philip Hall 2007
University of Cincinnati

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Junction between urban and vegetation
Green roofs absorb water and heat
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Visual connection from inside out to the Natural environment
Large contemporary "natural" open space adjacent to building
Aluminum bridge over vegetative swale

Section: North-South looking West

Scale 1:100

Scale 1:40
Infill Development

Proposals presented in this section address interventions on the existing urban fabric in order to enhance commercial and residential areas in Madisonville.
Neighborhood Business District (NBD) Infill
by Brandon Ramos, Christian Huelsman, David Watkins and Terri Wilson

This team analyzed small scale interventions necessary to repair and enhance the existing historic urban fabric of the Madisonville Business District. The first step of this work consisted in the analysis of strengths, weaknesses, threats and opportunities - SWOT analysis. In order to promote and facilitate investment, encourage pedestrian activity, and utilize community preferred architectural standards this team proposed two alternatives. The first alternative is based on the application of form-based code and the second is based on the concept of placemaking.

Arts-district development using form-based code
by Alexandria Hancock, Carly Rospert, Alicia Suguitan and Richard Spears

This team proposed the creation of a regional and local destination through art and cultural incubation supported by an emphasis on education and community engagement. The area of the “arts-district,” north of Madison Road along Whetsel Ave, was redesigned based on form-based code in order to create a pedestrian friendly campus.

Form-based code application at Bramble and Whetsel
by Alec Bleggi, Philip Denning and Jonathan Wood

This team focused on the development and the built results of a form-based code applied to the intersection of Whetsel Ave. and Bramble Ave. The essence of the code was presented architecturally through a series of drawings and perspective renderings. The team explored different approaches to the final built form of the intersection taking into account aspects of their study of form-based code, such as relation to the street, architectural character and building setbacks.
Madisonville Neighborhood Business District

**Existing Conditions**

**Problem**
Madisonville Neighborhood Business District is losing investment, design integrity, and regional importance as a result of neighboring transportation and development trends.

**Madisonville S.W.O.T. Analysis**

- **Strengths**: Madisonville benefits from its location, historical context, established architectural style, and revenue capturing ability through commuter traffic.
- **Weaknesses**: Madisonville suffers from aging infrastructure and a lack of community vision for a neighborhood center.
- **Opportunities**: Madisonville has the potential to promote community desired amenities, walkability, infill that is environmentally responsible, and to designate a neighborhood community area.
- **Threats**: Madisonville is challenged by its community divisiveness, fragmented market, underutilized built environment, and perception of crime.

**Vision**
Promote and facilitate investment by planning an environment that is context sensitive, encourages pedestrian activity, and utilizes community preferred architectural standards by designing infill development that incorporates the best management practices prescribed by LEED.

**No Action**

**PLAN**

**SECTION**

**MASSING**
Great Streets and Gateways
Madisonville Neighborhood Business District

Smart Code Enhancement Options

**Madisonville Business District Transect Map**

**T-4 General Urban**
General Urban Zone consists of a mixed use but primarily residential urban fabric. It may have a wide range of building types: single, sideyard, and rowhouses. Setbacks and landscaping are variable. Streets with curbs and sidewalks define medium-sized blocks.

**T-4 Transect Zones**

**T-5 Urban Center**
Urban Center Zone consists of higher density mixed use building that accommodate retail, offices, rowhouses and apartments. It has a tight network of streets, with wide sidewalks, steady street tree planting and buildings set close to the sidewalks.

Public Frontages
Shown are all of the elements for the various street types. Locally appropriate planting species should be filled in to the calibrated Code.

Building Disposition
This table approximates the location of the structure relative to the boundaries of each individual Lot, establishing suitable basic building types for each Transect Zone.

Vehicular Lane/Parking Assemblies
The projected design speeds determine the dimensions of the vehicular lanes and Turning Radii assembled for Thoroughfares.

Building Configuration
This table shows the Configurations for different building heights for each Transect Zone. It must be modified to show actual calibrated heights for local conditions. Recess Lines and Expression Lines shall occur on higher buildings as shown. $N = \text{maximum height as specified}$
Aesthetic and Functional Improvements

Place making is the strategic orientation of public space in order to enhance a community's character and create a desired place to go. The aesthetic details are important because they give the location a unique identity that draws people to the area because of the stronger sense of security, visual queues, and stable property values.

Physically Separated Bikeway

Civic Space & Eastside Neighborhood Squares

Decorative Traffic Signal Poles & Lighting

Rubber Sidewalks

Decorative Crosswalks: Street Prints

Solar Panels

Community Preferred Architecture

Place Making

PLAN

SECTION

MASSING

Great Streets and Gateways

Madisonville Neighborhood Business District

Niehoff Urban Studio

Niehoff Studio

College of Design, Architecture, Art, and Planning
College of Engineering
Middletown College of Arts and Sciences

Christian Huelsman
Brandon Ramos
David Watkins
Terri Wilson

Winter Quarter 2009
Madisonville Arts District
Regional and Neighborhood Context

Problem Statement
The Madisonville Arts Center is surrounded by vacant buildings and a lack of cultural activities. Without the support of related uses, MAC is unable to create a significant impact.

Opportunities and Assets
- Prime networking location
- Affordable spaces
- Idea-sharing incubator

Education
- 10 schools in Madisonville
- MAC educational programs
- Programs run by artists

Community
“Highest and Best Use Plan”:
- Retail leakage
- 45 loft apartments
- Grocery or pharmacy

Vision Statement
To create a regional and local destination in Madisonville through art and culture incubation that is supported by an emphasis on education and community engagement.

Our Process
Diagnosis of Study Area
- Problem and vision statements

Research
- Case studies
- Cultural analysis
- Form-based code

Program Explorations
- Program review
- Community
- Education
- Art

Program Review
- Funding sources
- Implementation strategies

Refined Program Placement
- One program
- Proximity diagram

Site Design
- Site plan
- Bird’s eye view
- Perspective view

Community Partner:
Dan Dermody; Madisonville Arts Center

What is “The MAC”? A vacant building renovated into a venue for performing arts, music, media, and graphic art

Who is behind “The MAC”?
Core Group: Dan Dermody, Ed Cohen, and Dee Anne Bryll

What’s Inside This 10,800 ft² Space?
Art Gallery, 160-seat theater, learning center, and rehearsal space

“We are committed to providing the diverse and varied programming necessary for our success and the support of our city’s arts organizations” —MAC
Madisonville Arts District

Cultural Campus

1. Rehearsal Space: 12,118 ft²
2. Supportive Uses:
   - 14,956 ft²
   - Kiln Yard
   - Small Foundry
   - Glass Blowing Furnace
3. Recording Studio: 5,602 ft²
4. Guest Artist Residence: 3,302 ft²
5. Complimentary Uses:
   - 20,740 ft²
   - Screen printing
   - Law offices
   - Tech support office
   - Unique Retail
   - Loft Apartments
   - Instrument Store
   - Art Supply Store
   - Non-Profit Offices
   - Gallery Space
6. Art Incubator: 41,084 ft²
7. Set Construction: 7,559 ft²
8. Sculpture Garden: 11,019 ft²
9. Madisonville Arts Center: 25,287 ft²
10. Farmer’s Market: 6,079 ft²
11. Outdoor Theater: 16,723 ft²
12. Music Venue: 12,870 ft²

Parking:
- Lot A: 19,225 ft² (44 Spots)
- Lot B: 17,723 ft² (63 Spots)
- Lot C: 20,601 ft² (55 Spots)
- Lot D: 15,377 ft² (30 Spots)

Existing Zoning - Worst Case Scenario

Existing Zoning - Best Case Scenario

Form-Based Code

**Existing Zoning:**
- Building Height: Maximum 50 ft.
- Minimum 15 ft.
- Setbacks: 0 ft. Maximum
- Lot Width: Not Specified
- Parking: Located in Rear

**T-4 Transect**
- Building Height: Maximum 3 stories or 53 ft.
- Minimum 2 stories or 20 ft.
- Setbacks: 0 ft. Minimum; 6 ft. Maximum
- Parking: Located in Rear

**Overlay Districts:**
Overlay districts are used to provide more precise regulations than what can be achieved through strict transect application. Some regulations within the district are modified such as building footprint and setback requirements, while leaving the other transect standards intact.

**Form-based Code**

**Existing Zoning:**
- Building Height: Maximum 50 ft.
- Minimum 15 ft.
- Setbacks: 0 ft. Maximum
- Lot Width: Not Specified
- Parking: Located in Rear

**T-4 Transect**
- Building Height: Maximum 3 stories or 53 ft.
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**Overlay Districts:**
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**Form-Based Code with Overlay Zones**

Niehoff Studio
College of Design, Architecture, Art, and Planning
College of Engineering
Middletown College of Arts and Sciences

University of Cincinnati

Faculty Mentors
Frank Russell, Director of the Niehoff Studio
Dr. Beth Walter Honadle, Professor of Political Science
Dr. Nnamdi Elleh, Associate Professor, Architecture
Dr. Richard Miller, Professor of Engineering

Niehoff Urban Studio
Great Streets and Gateways
Madisonville Arts District

Day In The Life of a Community Member

**Community Murals and Art**
- Case Study: UC community art project involved students and local residents to create wall art.

**Community Art Street Furniture**
- Case Study: Traffic bollards designed by primary school students in Glasgow, Scotland.

**Community Sculpture**
- Case Study: Glasgow, Scotland: at-risk students designed a community sculpture.

**Artist Residence**
- Case Study: Houston, Project Row Houses's mission: build a neighborhood around art.

Day In The Life of An Artist

**Art Incubator**
- Case Study: Manitou Springs, CO: space to create art and share ideas.

**Mentoring session at the MAC**
- Case Study: Seattle: Urban Artworks connects local artists with local youth through mentoring and art programs.

**Public Art Instillation in the Community**
- Case Study: New York City, Creative Time provides local artists with public space to display and express ideas.

Day In The Life of a Student

**After-school Theatre Group**
- Case Study: Relentless Educational Arts Development offers after-school theater and set construction programs for at-risk youth.

**Sculpture Garden Competition**
- Case Study: Sydney, Australia; Breen Sculpture Competition is region-wide competition for designs to fill city sculpture garden.

**Farmer’s Market Workshops**
- Case Study: Freedom, California; Monterey Bay Farmer’s Market has local chefs who provide cooking demonstrations and workshops.

Implementation

**Funding**
- Major Funding Organizations
  - Ohio Alliance for Art Education
  - Art Grant programs from the City
  - Fine Arts Fund
  - Ohio Arts Council
- Land Acquisition
  - Appraised cost of land: $664,650

**Important Collaborative Organizations**
- Cincinnati Artworks
- CSO, Opera, and Ballet
- Madisonville Redevelopment Corporation
- Enjoy the Arts
- University of Cincinnati

**Marketing**
- Overall Strategies:
  - Press release with local news
  - Logo/branding strategy
  - Grand opening festival/mailing
  - Attract major demographics
  - Attract high quality staff
  - Create a dynamic image

**Three Target Demographics:**
1. Artists
2. Parents/Students
3. Community Members

**Phasing**
- Phase 1: Identify organizations with resources for development
- Phase 2: Begin minor improvements
- Phase 3: Continue construction
- Phase 4: Eliminate vehicular access to Sierra
- Phase 5: Construct outdoor theater

**Use Structures**
- Promote district through advertising, programs, and events
- Build wayfinding elements
- Transform Sierra into a pedestrian promenade
- Promote the area through advertising and events

**Marketing**
- Encourage community engagement, education, and artistic programs
- Continue developing

**Community Paths**
Nashville's Hill Center used FBCs to create a successful new mixed use development that has sparked a redevelopment in a district just south of the city.

Form Based Codes offer communities the opportunity to realize their visions in built form. Through an intense charrette process and study of the existing conditions unique Form Based Codes are developed to meet the demands of each community. This study focuses on how Form Based Codes (FBCs) could be used in the small commercial district at the corner of Bramble and Whetsel in Madisonville. It is clear that FBCs would effect the look and feel of new development at this intersection, but not dramatically.

The intersection of Bramble and Whetsel suffers from a number of problems, and is primarily defined by anonymity. Blighted, empty storefronts dominate the small intersection resulting in a highly underutilized retail district which sees a relatively large volume of pass-through and neighborhood activity.

An unattractive pedestrian environment reinforces negative stigmas which already plague the community. Vacancies can create opportunities for crime. There is Lack of parking for existing businesses, despite the fact that new businesses are not moving into the area.

- Lack of character, feeling of anonymity
- Void, underutilized space dominated by blighted buildings
- Lack of distinctive terminus
- Not welcoming or walkable
- Negative Stigma

The form-based code adopted by the County includes an allowable building height overlay district, a civic and public space plan, architectural style and building standards and a street and circulation plan. It relies on physical definitions of appropriate character and scale rather than relying on land use regulations.
Whetsel & Bramble

Revitalizing the Intersection

Planning Goals

To create a formally cohesive district which fulfills the needs of nearby residents while drawing the attention of daily passers-by. Further, to harness the potential energy of the intersection currently present, but unrealised.

To capitalize on Madisonville's unique opportunity for pursuing a unified community vision through development and implementation of a Form-Based Code. A distinct architectural character and the attraction of uses which fulfill basic neighborhood needs, such as a small grocery or pharmacy.

Study 1

Space as Terminus

Study 2

Building as Terminus

Study 3

Road as Terminus

Program

Neighborhood Commercial (NO, LO, LR)
- Auto Shop (Off Above)
- Restaurant/Bar
- Grocery Store
  - 3700 Square Feet

Higher Density Single Family (SF5, SF6)
- 1-2 Unit Townhomes
  - 3375 Square Feet
  - 3 Stories
  - Garage Parking
  - 1 Unit of Parking
  - 20 Units
  - 5200 Square Feet

Neighborhood Mixed-Use (NO-MU, LO-MU, LR-MU)
- 2 Live Work Units
  - 2600 Square Feet
- 2 Small Retail
  - 3300 Square Feet
- Bakery
- Deli
- Dry Cleaner
- Pharmacy
Out of the six preliminary studies, the “road as terminus” emerged as the best solution to the problem. The roundabout and surrounding buildings create a micro center of activity. From a vehicular standpoint, the roundabout solves the tunnel problem by forcing people to look up and pay attention to the space they are driving through. Visually, the buildings and plaza area create a unique space that takes advantage of the natural energy of the terminus. Logistically, the addition of surface and structured parking makes visiting this micro center convenient to vehicular traffic without compromising the pedestrian nature of the area. The addition of retail, higher density housing and live work units helps to provide the area with a 24 hour population.
Natural Assets

Studies presented in this section focused on the restoration, preservation and enhancement of natural areas as well as solutions for stormwater management in Madisonville.
Restoration of natural areas
by Erik Briedis, Keith Leiter, Anne Lynch, Jonathan Moor and Jordan Vogt

This team focused on solutions for the restoration and preservation of natural areas with a focus on the Little Duck Creek. It also considered enhancement and integration of natural areas with existing and proposed development in such a way that balances ecological sustainability and urban growth.

Stormwater management
by Paige Forney, Amber McDonough, Austin Meyerrenke, Timothy Rice, Brittany Skelton, Ian Grimes and Matthew Umberg

This team focused on managing stormwater in Madisonville at a community wide level. The team identified problem sites and evaluated solutions in order to mitigate combined sewer overflows. Based on the idea that small individual actions can generate large impacts, the team emphasized solutions that could be easily implemented on an individual basis.
Madisonville: Restoration of Little Duck Creek

Overall System and Location

Problem Statement
The Little Duck Creek is a natural resource for the community of Madisonville, but has several issues that hinder it from reaching its full potential. A few of those problems include both the Little Duck Creek and Deerfield Creek having little to no flow during dry weather, CSOs being the primary source of bacteria during wet weather, erosion, pollution, and a lack of pedestrian access and public integration.

Current Conditions of Little Duck Creek

Aesthetic and Non-Technical Engineering Improvements
- Recreational atmosphere for parks and open space
- Recycled Park Benches
- Educational Piers
- Overlooks
- Bridges to connect private and public space
- Wrought Iron Benches for residential environments
- Lamp Posts

Vision Statement
With restoration, conservation, and strategic design, the Little Duck Creek can become a focal point of Madisonville. The community had a large part in what kind of changes can be made up and down the corridor and what they would like to see to make their community a vision of natural areas. The Metropolitan Sewer District already has a plan in place to create a 1 million gallon storage facility. Other improvements include overall beautification, public access, erosion control, aquatic life, and potential residential development to accent the creek.
Madisonville: Restoration of Little Duck Creek

Stream Stability Advantages and Disadvantages

A. Do Nothing:
   - Pros: No time, money or energy spent and can be used for other projects
   - Cons: Increasing amount of sediment load from runoff
     - Loss of slope stability and increasing creek width
     - May result in more time and money later on to fix problems

B. Bioremediation:
   - Pros: Natural process that is perceived by the public as acceptable
     - Useful for the complete destruction of a wide variety of contaminants
     - Less expensive
   - Cons: Limited to those compounds that are biodegradable
     - Extended period of time of the process
     - No accepted definition of “clean”

C. Riparian Buffer (Cut Slope of 2:1):
   - Pros: Comprehensive solution to erosion
     - Decreases sediment load that reaches creek
     - Slows down and absorbs floodwater
     - Aesthetically pleasing
   - Cons: Time, money, and energy that can be focused elsewhere
     - Loss of usable land due to slope cutting

D. Cross-Vane and Cross-Vane with Log Placement:
   - Pros: Decreased bank erosion by centering energy line
     - Maintains natural appearance
     - Creates areas of differential flow; ideal natural habitat; scouring pool
     - Maintains sediment transport capacity
     - Community involvement in construction/planting of vegetation
     - Allows for firm anchorage of vegetation

E. Riprap:
   - Pros: Roots from the installed live cuttings further strengthen and secure the soil in the waterway banks once mature.
     This gives a second layer of protection for the shoreline
   - Cons: Although this method requires somewhat extensive construction and installation procedures, the results from this method of erosion control and extremely good.

F. Concrete Culverts:
   - Pros: Can be made to blend in with surroundings
     - More structurally stable as scouring and erosion is less of a concern
     - Different types of manufactured sections available
   - Cons: Expensive
     - Disruption of creek during construction
     - Not very visually appealing

G. Focal Point and Housing Redevelopment:
   - Pros: Increased property value
     - Integration of public and private uses
     - Recreational opportunities
     - Aesthetically appealing
     - Community-based planning
     - Promotes environmental education
     - Ecological and cultural values
     - Sustainable integration of natural areas and urban nodes
     - Creating designs for near stream environment without diminishing the flood control capabilities
Great Streets and Gateways

Why are Combined Sewer Overflows a Problem?

- Because CSOs contain raw sewage along with large volumes of storm water and contribute pathogens, solids, debris, and toxic pollutants to receiving waters, CSOs can create significant public health and water quality concerns. CSOs have contributed to beach closures, shellfish bed closures, contamination of drinking water supplies, and other environmental and public health concerns.

What is a Combined Sewer?

A combined sewer system is a wastewater collection system, owned by a state or municipality that is specifically designed to collect and convey sanitary wastewater (domestic sewage from homes as well as industrial and commercial wastewater) and storm water through a single pipe. During precipitation events (e.g. rainfall or snowmelt), the systems are designed to overflow when collection system capacity is exceeded, resulting in a combined sewer overflow (CSO) that discharges directly to surface waters.

Why are Combined Sewer Overflows a Problem?

- Decreased property values
- Increased tax burdens on citizens so the Metropolitan sewer district can expand capacity
- Appearance of unkept property can have an effect similar to the "broken window" theory
- Unkept property can lower the sense of pride in a neighborhood
- ponding creates hazardous conditions for drivers, pedestrians, and cyclists
- Excessive runoff can create cracks in road surfaces and sidewalks

Stormwater Management

Cincinnati: The Combined Sewer Overflow Problem

Madisonville Streets: Existing Street Drainage Conditions

Curb and Gutter
Unimproved
Permeable Pavement
Other

Social
- Appearance of unkept property can have an effect similar to the "broken window" theory
- Unkept property can lower the sense of pride in a neighborhood

Environmental
- With poor drainage, runoff from the ground flows into Duck Creek
- Runoff often contains contaminants such as pesticides, gasoline and oil
- Too much runoff overwhelms the Metropolitan Sewer District facilities, leading to Combined Sewer Overflows

Safety
- Ponding creates hazardous conditions for drivers, pedestrians, and cyclists
- Excessive runoff can create cracks in road surfaces and sidewalks

Economic
- Decreased property values
- Increased tax burdens on citizens so the Metropolitan sewer district can expand capacity
Madisonville

Stormwater Management

City of Cincinnati Identified Stormwater Problem Sites

1. Stewart Avenue, Orlando to Madison
2. Orlando Place, Stewart to Peabody
3. Settle Street, Roe to Madison

Solutions

Rain Garden

Pros:
- Filters runoff pollution
- Recharges local groundwater
- Conserves water
- Improves water quality
- Protects rivers and streams
- Removes standing water in your yard
- Reduces mosquito breeding
- Increases curb appeal

Cons:
- Requires maintenance
- Best suited for areas able to be leveled
- Expect at least 4 to 6 weeks after rain garden is planted for plants to properly root and absorption to occur

Rain Gardens and Water Saved:
- A rain garden has the capacity to absorb 2.25 gallons of water per 1 square foot of rain garden
- A residential rain garden with the dimensions of 20 feet by 20 feet would absorb 900 gallons of water, enough water to fill 18 typical 50 gallon bathtubs

Bioswale

- Traps pollutants
- Reduces runoff volume
- Appropriate for residential use
- Recharges groundwater and sustains stream base flows
- Reduces thermal pollution
- Enhances the landscaping
- Promotes biodiversity, creates a natural habitat for birds, insects, and wildlife

Rain Barrel

- Stores water for later use
- Can help direct water away from building
- Reduces water and sewer bills
- Can be constructed by individual homeowners
- Little required maintenance
- Low Cost
- Low-impact

- Winter freeze may prevent effective year round use
- Collects relatively small amount of water, must be widely implemented
- May lack aesthetic appeal
- Needs to be installed on level and secure base
- Screen cover needed to prevent mosquito breeding

Rain Barrels and Water Saved:
- A rain barrel has the capacity to absorb 50 gallons of water. If it rains .25", four rain barrels could absorb all of the rainfall runoff from a typical house with a roof of 1200 square feet

Permeable Pavement

- Reduces stormwater runoff
- Replenishes groundwater
- Reduces flooding
- Requires less land than retention basins
- Reduces pollutants in runoff
- Reduces thermal pollution
- Reduces glare and automobile accidents

- Limited by soil conditions
- Accessibility problems with wheelchairs and other disabled individuals
- Snow plowing made difficult
- Limited to low traffic areas
- Installation restrictions
- Maintenance program necessary
- Cost exceeds that of traditional pavement

Permeable Pavement and Water Saved:
- A 20 foot by 100 foot or 200 sq. foot permeable parking strip can absorb 374 gallons of water
Madisonville

Stormwater Management

Settle Street from Roe to Madison

Gallons of water accumulated by 50% of residents: 8,000
Gallons of water accumulated by 10% of residents: 1,600
Gallons of water accumulated during a .25" rain event:
- 443,408 gallons of water will be saved from entering the Metropolitan Sewer District.

Gallons of water accumulated by 10% of Settle residents: 1,600
Gallons of water accumulated by 20% of Settle residents: 3,200
Gallons of water accumulated by 50% of Settle residents: 8,000

Average number of houses on a 1800’ length of residential street in Madisonville: 40

What does an olympic size swimming pool look like in comparison to Settle Street?

73% of the water needed for an olympic size swimming pool

Gallons of water accumulated on an 1800’ long section of Settle Street in a .5” rain event: 6,857
Gallons of water accumulated in rain barrels from a 1200 square foot roof of a typical Madisonville home in a .5” rain event: 400
Average number of houses on a 1800’ length of residential street in Madisonville: 40

In a 2” rainfall event, 486,603 gallons of runoff are produced on Settle Street between Roe and Madison, or enough to nearly fill an olympic size swimming pool.

In a 1” rainfall event, 112,560 gallons of runoff are produced on Settle Street between Roe and Madison, 18% of the water needed for an olympic size swimming pool.

Neighborhood Perspective:
Madisonville has 3,141 single family parcels. If 20% of all residents in Madisonville install rain gardens, and 20% of all residents install rain barrels, during a .25” rain event, 443,408 gallons of water will be saved from entering the Metropolitan Sewer District.

67% of the water needed for an olympic size swimming pool

Gallons of water accumulated in a 15’ by 15’ residential rain garden: 506
Average number of houses on a 1200’ length of a typical street in Madisonville: 30

Stewart Avenue from Orlando to Madison

Gallons of water accumulated on a 1200’ long section of Stewart Avenue in a .5” rain event: 9,228
Gallons of water accumulated in a 15’ by 15’ residential rain garden: 506
Average number of houses on a 1200’ length of a typical street in Madisonville: 30

Gallons of water accumulated by 10% of residents: 1,518
Gallons of water accumulated by 20% of residents: 3,036
Gallons of water accumulated by 50% of residents: 7,590

Kansas City: 10,000 Rain Gardens

“Every Drop Counts”

Clean water is important to each of us as individuals, but water quality is also a regional concern. And 10,000 Rain Gardens is a regional effort dedicated to educating citizens about what each of us does to improve water quality and manage stormwater on personal and community property.

Chicago: Rain Barrel Roll Out Day

“As part of Mayor Richard M. Daley’s water conservation initiative, the City of Chicago is rolling out a pilot rain barrel distribution project in five wards. The initiative is a critical part of the Mayor’s outreach campaign to help Chicagoans understand, and act on, water conservation, protect water quality and manage the damaging effects of stormwater.”

The rain barrels were created by the City’s community landscaping and job training program, GreenCorps Chicago. GreenCorps retrofitted recycled plastic barrels by fitting them with a spigot, overflow holes, downspout drain grates and a drain hole.

“Clean water is important to each of us as individuals, but water quality is also a regional concern. And 10,000 Rain Gardens is a regional effort dedicated to educating citizens about what each of us does to improve water quality and manage stormwater on personal and community property.”

Rainfall Probability in Cincinnati in 361 Days

Average Number of Days With Rainfall Producing Surface Runoff

Days with rain: 124
Days with runoff: 29

Average Rainfall Per Day, Per Month

Days with rain: 124
Days with runoff: 29

Settle Street from Roe to Madison

Average number of houses on a 1200’ length of residential street in Madisonville: 40

Gallons of water accumulated by 10% of Settle residents: 1,600
Gallons of water accumulated by 20% of Settle residents: 3,200
Gallons of water accumulated by 50% of Settle residents: 8,000
Implementation Strategies

Studies presented in this section analyzed implementation aspects of the plans proposed for Madisonville.
Finance strategies

by Patrick Niemeyer, Andres Sanches, Antony Seppi and Heather Sturgill

This team unveiled a Web site designed to help individuals and groups wade through the complex process of financing community development projects in Madisonville. The Web site (www.madisonvillefinance.com) is organized into four logical sections: acquiring and keeping; cleanup and infrastructure; building and implementation; and human and community potential. The site also offers an interactive process for evaluating these policies and programs, as well as a feedback forum.

Stakeholder analysis

by Joy McGee, Dugan Murphy, Stephen Samuels and Eric Schickel

This team facilitated a Stakeholder Analysis workshop in the community of Madisonville. During the workshop, held on Saturday, February 21st, participants identified the community’s stakeholders and key issues. Participants had an opportunity to brainstorm action steps that could be taken and allocate responsibilities to each stakeholder.
Madisonville

Finance Strategies for Urban Redevelopment

OBJECTIVES:
- Allow for the community of Madisonville to easily access any financial tools that are available to them.
- A hierarchical system shown below to take the users through a step by step process.
- There is also a future page for the community members to view whom has worked for them.

Fiscal Programs
- Commercial Tax Abatement
- American Dream Development Initiative
- Cincinnati Land Reutilization Program
- HUD section 106 Loan Guarantee Program
- Residential Tax Abatement

Social Programs
- Housing Maintenance Assistance
- Emergency Mortgage Assistance
- Home Buyer Training Class

Build Residential
- New Market Tax Credit
- Urban Redevelopment - Tax Increment Financing
- Rental Refills

Build Commercial
- CDBG/Float Loan
- HUD section 106 Loan Guarantee Program
- Urban Redevelopment - Tax Increment Financing
- New Market Tax Credit
- Ohio Enterprise Bond Fund
- Infrastructure
- Ohio Water Development Authority
- Ohio Rail Development Commission
- Roadway Development 1026 Account
- Neighborhood Business District Improvement Project

Niefhoff Urban Studio
Great Streets and Gateways
Madisonville

Finance Strategies for Urban Redevelopment

### Faculty Mentors

- Frank Russell, Director of the Niehoff Studio
- Dr. Beth Walter Honadle, Professor of Political Science
- Dr. Nnamdi Elleh, Associate Professor, Architecture
- Dr. Richard Miller, Professor of Engineering

### Name of the Students

- Patrick Niemeyer
- Andres Sanchez
- Antoni Seppi
- Heather Sturgill

### Niehoff Urban Studio

Great Streets and Gateways

### Madisonville

Finance Strategies for Urban Redevelopment
Madisonville Stakeholder Analysis

Background: A Chronology of American Community Development Practices

Blight Problem
- Early 20th Century
  - Community Disregarded
- Urban Renewal
  - 1950s-1960s
  - Community Input
  - Input Accepted
- Community Input
  - 1970s-1980s
  - Community Empowered
- Asset-Based
  - Present
  - Asset Mapping
  - Design Charrettes
  - Dudley Street Neighborhood Initiative
  - Participatory Planning and Evaluation

Problem: Poor Collaboration in Madisonville

“There is a serious lack of collaboration and cooperation amongst stakeholders in Madisonville. Each group has their own agenda with no common goals for the community. This sows the seeds of jealousy and bickering which bring a halt to or sidelines worthy programs.”

- Anne O. of Madisonville

Solution: Stakeholder Analysis

On February 21st, Niehoff Studio students facilitated a Stakeholder Analysis workshop in Madisonville. Through this unique, interactive process, community members gained new insight into the collaborative opportunities made possible by community stakeholders.

The Stakeholder Analysis Workshop Process

1. Identify Key Issues
   - Blight
   - Lack of Retail
   - Lack of Things to Do
   - Negative Image/Mindset
   - Apathy/No Volunteers
   - Education/Crime
   - Divide
   - Unhealthy Lifestyles
   - Poverty
   - Unemployment
   - Lack of Control
   - Homelessness

2. Identify Stakeholders
   - Madisonville Community Council
   - Home Owners
   - Retailers
   - Drug Dealers
   - Press
   - Churches
   - City Government
   - Parents
   - Homesteading & Urban Redevelopment Corporation
   - Madisonville Residents
   - Rec Center
   - Madisonville Education & Assistance Center
   - Community Problem-Oriented Policing
   - Cincinnati Police Department
   - Citizens on Patrol
   - Cincinnati Human Relations Commission
   - Youth Service Workers
   - Apathetic Residents
   - Children
   - NBD Property Owners
   - Weed & Seed
   - Children’s Home
   - Southern Ohio Regional Transit Authority
   - Cab Companies
   - Schools
   - Absentee Property Owners
   - Indian Hill Churches
   - Teen Group
   - Nancy H. Reverend Metzger
   - Banks
   - Real Estate Agents
   - Developers
   - Library

3. Match Stakeholders to the Issues

4. Prioritize Issues

5. Analyze the Completed Matrix

6. Identify Action Steps

Control
Influence
Appreciation
Madisonville Stakeholder Analysis

Results & Impact

Madisonville Workshop
February 21, 2009
Madisonville Recreation Center
Organized by Madisonville Community Council

Great Streets and Gateways

Issues

Stakeholders

Action Steps

Homestead Urban Redevelopment Corp
Neighborhood Business District
Cincinnati Police Department
City Government
Drug Dealers
Retailers
Banks
Press
Churches
Homeowners
Absentee Property Owners
Madisonville Community Council
Community Problem Oriented Policing
Identify Owners & Properties
Protection of Property
Program awareness
Financing
Strategy
Code Enforcement
Find qualified buyers
Enroll qualified contractors
Assistance to elderly for home repair

Limited time allowed for only partial completion of the Action Steps and Stakeholder roles.
The process should now continue within the community, perhaps spearheaded by MCC committees.

Survey Results

The definition of Stakeholder used today helps me to clarify the roles that different organizations in Madisonville can take for collaboration and action.

As a result of this workshop, I am more confident that action can be taken on the particular issues we identified.

I found today's workshop to be engaging. It encouraged my participation.

I would recommend this process for other communities.

Resources: Health & Beauty Aids
Tutoring volunteers
School readiness
Engage parents
Continued Support
Set high expectations
Provide activities for children
Planning the Future of Madisonville Workshop
Stakeholder Analysis

Executive Summary
Joy McGee, Dugan Murphy,
Eric Schickel, Stephen Samuels
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  Action Steps .................................................................................................................................. 4
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Executive Summary

This document presents the proceedings and partial outcomes of a stakeholder analysis workshop organized by the Madisonville Community Council (MCC) and the Niehoff Urban Studio. The workshop was held at the Madisonville Recreation Center on February 21, 2009 from 9:00 a.m. – 12:00 p.m.

The purpose of the workshop was to engage the workshop participants in the stakeholder analysis approach to facilitate the process of identifying a manageable number of high priority needs; and to identify stakeholders that must be involved in resolving issues in Madisonville.

The methodologies for the workshop process included:

- Introduction of stakeholder analysis
- Brainstorm of stakeholders and key issues facing Madisonville
- Interpreting the results of the brainstorming session
  - (control – influence – appreciate)
  - (information sharing, resource sharing, joint action)
- Identification of action steps and which organizations need to be involved

The workshop provided an opportunity for individuals who have been involved in the community and have knowledge of key issues and stakeholders to work together. Through the workshop process, the participants came to a consensus that blight and education are the top two issues facing the Madisonville community.

As the next step, the Madisonville Community Council agreed to provide a forum to further collaborate and to seek to establish linkages and synergies with other stakeholders and programs in revitalizing Madisonville.

A feedback form was distributed to all participants, 12 of which were returned. In general most participants found the workshop useful.

The students and faculty of the Niehoff Urban Studio would like to thank all those who participated in the workshop.
Introduction To The Workshop

The half day workshop was designed to provide a forum for participants to identify stakeholders and a manageable number of high priority issues to be discussed further at a later date.

Bob Mendlein, president of the Madisonville Community Council, opened with remarks by discussing how the participants were chosen; highlighted state and local funded programs that Madisonville has been chosen to participate in during 2009; and talked about the future direction of Madisonville.

Frank Russell, Director of the Niehoff Urban Studio, provided details about how the project was proposed by Councilwoman Roxanne Qualls, gave a brief overview of the Niehoff Studio and expressed his gratitude for being able to work with the Madisonville neighborhood.

Professor Beth Walter Honadle, University of Cincinnati Taft Niehoff Fellow provided an overview of the stakeholder analysis process and spoke of her expertise in facilitating workshops for various groups. Professor Honadle discussed the typical benefits and outcomes of a stakeholder workshop and how the approach could be applied to community development.

Stakeholders Analysis Process:

- Identify Key Issues
- Identify stakeholders
- Match Stakeholders to the Issues
- Identify Top Issues
- Analyze the Completed Matrix
- Formulate Action Steps

Stephen Samuels, University of Cincinnati student, introduced the workshop facilitators, summarized the objectives and the organization of the workshop. Participants were asked to use the definition provided in the agenda to identify stakeholders. A stakeholder for the purpose of this workshop was defined as any organization or person who controls resources that are needed to accomplish an action or who can mobilize resources to prevent the action from occurring.
Brainstorming Session

Dugan Murphy encouraged discussion and consideration of all viewpoints. Participants were asked to brainstorm and think about the key issues facing Madisonville and what organizations need to be involved to address the issues. To complete the matrix, Eric Schickel encouraged dialogue about which stakeholders have resources to accomplish an action or prevent the action from occurring. Once the matrix was completed, each person was given three dots and asked to identify the top issues by placing one or more dots beside an issue based upon perceived importance.

Identified Stakeholders:

- Madisonville Community Council (MCC)
- Homeowners
- Retailers
- Drug Dealers
- The Press
- Churches
- City Government
- Parents
- Homesteading Urban and Redevelopment Corporation (HURC)
- Madisonville Residents
- Madisonville Recreation Center (MRC)
- Madisonville Education and Assistance Center (MEAC)
- Community Problem Oriented Policing (CPOP)
- Cincinnati Police Department (CPD)
- Citizens on Patrol (COP)
- Cincinnati Human Relations Commission Youth Service Workers (CHRC YSW)
- Apathy Residents
- Children
- Neighborhood Business District (NBD) Owners
- Weed & Seed
- Children’s Home
- Southern Ohio Regional Transit Authority (SORTA)
- Cab Company
- Schools
- Absentee Property Owners
- Indian Hill
- Teen Council
- Banks
- Real Estate Agencies
- Developers
- Library
Key Issues:

- Blight
- Lack of retail
- Lack of things to do
- Negative image
- Apathy/no volunteers
- Education
- Crime/Drug Dealers
- Racial divide
- Unhealthy life style
- Poverty
- Unemployment
- Lack of central place
- Homelessness

**Analysis of matrix**

The results of the brainstorming session were interpreted by Professor Honadle and presented to the group. The objective of this session was to define who should participate, in what ways, and at what stage of the project cycle. To illustrate how the analysis of the matrix could help identify which stakeholders should collaborate to resolve identified issues, the Appreciate-Influence-Control framework was presented. Professor Honadle discussed how to assess which problems a stakeholder has resources to control, influence, or appreciate.

To prepare the group for the final step in the process, information about resource sharing, information sharing, and joint action was explained to demonstrate which methods can be used for teamwork.
**Action Steps**

Blight and education were identified as two of the top issues affecting the Madisonville community. Joy McGee facilitated this session by encouraging the group to identify which stakeholders from the master matrix have the resources to accomplish an action through information sharing, resource sharing or joint action. Matrices were partially completed for blight and education to provide the group with knowledge of how to complete an action step matrix.
Summary of Feedback

A feedback form was distributed to all participants, 12 of which were returned. In general most participants found the workshop useful.

The part of the Stakeholder Analysis that was most helpful was:

- The number of stakeholders out there.
- Good workshop. Well done!
- How to identify positive and negative stakeholders.
- Having a process to work from.
- To see how to get things done and what group(s) can help.
- A start on two concerns identified is very helpful.
- Providing a structured process.
- Making issues, stakeholders, and actions specific.
- Input, being able to get others points of views toward our community.
- Finding the key issues in the community that majority of members are concerned about.
- Sticking to the definition of stakeholder.

What other feedback can you provide that would help improve this workshop?

- Keep up the good work.
- Ensure that brainstorming activity is facilitated by someone with a few more skills. Great job. Hang in there.
- Help contact person actually understand the meaning of stakeholders. More homeowners! Great job on UC part.
- Determine how to carry on activities within community.
- You all did an excellent job.
- Last segment difficult to list, not as easy as the first part. Could this be done a different way or
were we just tired? Thanks to all!

- Thank you!
- Add the graphic of control, influence, and appreciation in the handout. Well done!
- Continue with group interaction. I would have a group break-out the next time for smaller discussions. Break-up into several groups.
- I appreciate the workshop. It was on point and timely.
- It would have been helpful for attendees to introduce themselves. We didn’t all know each other. It was difficult to see the writing on the charts.
<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>MDC</th>
<th>Homestead</th>
<th>Drug Dealers</th>
<th>Youth</th>
<th>Overage</th>
<th>Cop</th>
<th>Downtown</th>
<th>HIN</th>
<th>Recreation Center</th>
<th>MEA</th>
<th>GOP</th>
<th>CPD</th>
<th>GPA</th>
<th>Dept/DSD</th>
<th>Aging Residents</th>
<th>Children</th>
<th>NPO/Nonprofit Owners</th>
<th>Need &amp; Seed</th>
<th>Children's Home</th>
<th>DeptA</th>
<th>GSA/General</th>
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<th>Abandoned/Poor Owner</th>
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