

### 3. Create new centers of activity where appropriate.

While much of the City is within close distance to a center of activity, or multiple centers of activity, some residential populations are not being adequately served by existing centers. Currently, there are large under-served areas on the west and north sides of the City.\*

Areas that are currently underserved include: California, East Westwood, English Woods, Linwood, Millvale, North Fairmount, Riverside, Sedamsville, South Cuminsville, South Fairmount, Spring Grove Village, Villages at Roll Hill, large portions of Westwood, and Winton Hills.

Portions of the following neighborhoods are also currently underserved, although they all have a center of activity located within their neighborhood: Avondale, Bond Hill, Clifton, College Hill, East Price Hill, Hartwell, Hyde Park, Kennedy Heights, Madisonville, Mt. Airy, Mt. Washington, North Avondale, Northside, Oakley, Pleasant Ridge, Roselawn, Saylor Park, and West Price Hill.

A small portion of Mt. Auburn is also underserved. Although it doesn't have its own neighborhood

center, much of the residential neighborhood has access to other centers.

In those areas, new centers of activity should be created and nurtured with funding and policy assistance. Despite the importance of this action, it must be done sparingly by creating new centers only in locations where there is a residential population with needs that are not met. New centers should be located by identifying areas where some services are already clustered.

Access to public transportation, proximity to residential populations, and topography should be considered and a market study should be completed to pinpoint the locations with the highest likelihood of success.

A preliminary review of the underserved areas, when taking into account existing commercial land uses, existing civic amenities, current public transportation routes shows that there are several preliminary locations that should be considered when determining new centers of activity.

Areas where there are existing amenities and commercial uses with underserved residential populations close by include: River Road/Anderson Ferry Road; Harrison Avenue/McHenry Avenue; Baltimore/McHenry Avenue; approximately W. Mitchell and Este Avenue in Spring Grove Village; Woolper Avenue and Vine Street; Riverside Drive in the East End; and Kellogg Avenue in California.

There are also several locations where public or private projects are presently in the works, creating the opportunity for new centers or mixed-use developments to meet the needs of underserved populations, including: the Price Avenue/Incline District area; the South Fairmount/Lick Run area; the North Fairmount/English Woods area; Swifton Commons; the site at Reading Road/Showcase Drive; Auburn Avenue in Mt. Auburn; and the remainder property surrounding the Kennedy Connector.

These locations are simply potential opportunities. Other locations may present themselves after further assessment, including a market study. Also, these suggested

potential locations will not sufficiently meet the needs of all underserved residential populations, especially in the northwest portion of the city, making further study needed to determine additional appropriate sites.

When creating new centers of activity or mixed-use development, it is imperative to consider the impact of any new development on existing centers. No new centers should be created if by doing so it will harm or weaken an existing center.

In all future neighborhood centers, application of Form-Based Codes should be strongly considered in order to create sustainable centers with compact walkable community character.

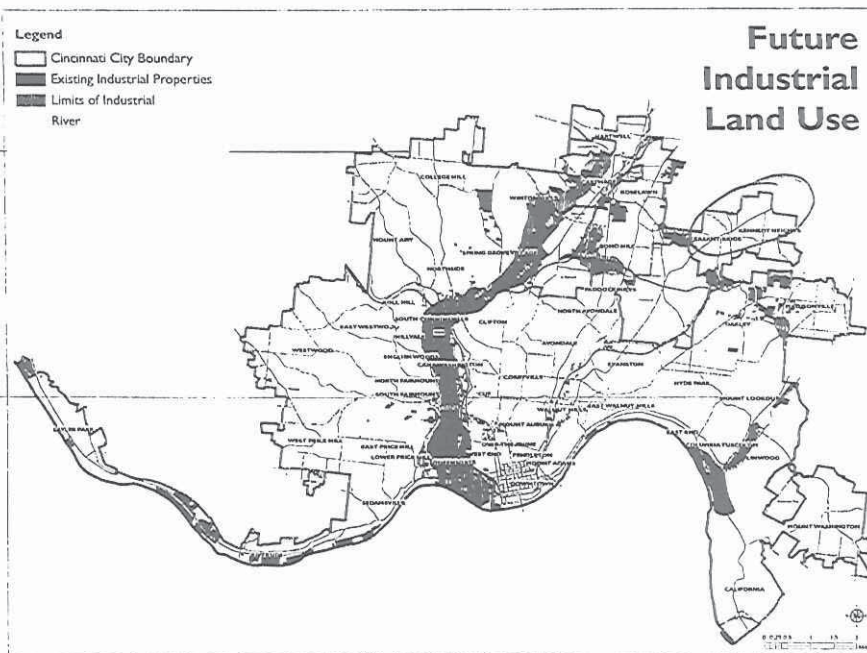
\*For purposes of this map, underserved areas were determined by the geographic inverse of the 1/2 mile radius around the existing activity centers, and does not represent whether or not a community's needs are met by their existing activity center. Additionally, the Potential Opportunities for Future Mixed-use Development or Neighborhood Centers identified have not yet been evaluated to determine the likelihood of the success of drawing surrounding residents to utilize the activity center (based on level of population density, and topographic and infrastructure issues, etc.) to achieve the vision of the Plan.

## 4. Maximize industrial reinvestment in existing industrial areas.

Industrial uses are needed in order for our economic base to grow, but we need to designate where those future industrial uses belong. Approximately 6% of our City's land use is industrially-based, and future industrial develop should be concentrated in those places.

One of the most important locations for industrial development and growth is in the Mill Creek corridor. Because of its central location, flat lands, and access to the Ohio River and key railroad lines, the Mill Creek corridor has historically been the location for industrial uses.

It is important to note that not all industrial development needs to be heavy industry but can be clean technology and innovation industry.



## The Conceptual Land Use Map

Plan Cincinnati considers future land use and development patterns in a new way. It focuses on a more diverse mix of land uses, guided by a set of zoning and development regulations that are distinctive and progressive.

The future land use map visualizes this new approach for land use and comprehensive planning. Instead of showing the location of proposed future land use laid out in a parcel-by-parcel scenario, the land use map for Plan Cincinnati is more conceptual, showing the general location of future uses. Moving away from a strict division between uses, some areas even show multiple types of land uses overlapping.

The details that will support reaching the conceptual land use map will be addressed in the forthcoming Land Development Code (LDC),

an independent policy document. The LDC will create new community-oriented regulations that allow for development promoting social, economic, and environmental benefits. It will streamline processes and procedures for review and approval of development and improvement projects without sacrificing public input.

This streamlining will occur through the consolidation of existing zoning, subdivision regulations, building, and environmental codes. The LDC will also consider new tools such as Form-Based Code, Complete Streets, Transit Oriented Development, Inclusionary Zoning, Transfer of Development Rights, Incentive Zoning, and Crime Prevention through Environmental Design to help reach the goals of Plan Cincinnati.

The Form-Based Code in particular will provide a regulating plan to flesh out the compact walkable areas shown on the Conceptual Land Use map.

The Conceptual Land Use Map, coupled with Plan Cincinnati, will guide the LDC. Through the LDC we envision the realization of a more flexible way to empower these new and progressive strategies to facilitate quality development.

