**Current & Planned Initiatives**

**ECONOMIC DEVELOPMENT**

Create and expand economic and housing development opportunities.
- **Develop** a walkable, pedestrian-friendly, mixed-use neighborhood business district at Madison & Whetsel, using a newly adopted form-based code to guide development.
- **Increase** economic vitality in Madisonville by promoting the neighborhood as a great place to locate businesses.
- **Support** small business development and a variety of housing choices.

**HEALTH & WELLNESS**

Support the health and well-being of all Madisonville residents.
- Improve community access to health care and preventive health services with the creation of a new expanded Health Center.
- **Expand** opportunities for family-friendly outdoor activities.
- Promote walking, biking, hiking, and other outdoor physical activities, including the development of the Little Duck Creek Trail.

**EDUCATION & YOUTH**

Support children and youth to learn, grow, and succeed.
- **Strengthen** school/community relationships and increase enrollment at the community’s elementary school.
- **Ensure** that all young children in Madisonville are prepared for school by enrolling all Madisonville children in high-quality preschool or home visitation programs.
- **Expand** opportunities for youth involvement in the community, including the development of the Madisonville Youth Council.

**COMMUNITY ENGAGEMENT**

Strengthen communication and build resident leadership.
- **Increase** neighborhood-level interaction and collaboration, in development of community-driven strategies.
- **Empower** residents to be active participants in local decision-making and action, by supporting the development of active Block Clubs.
- **Expand** engagement with community partners and engage new stakeholders.

"Madisonville’s effort is well positioned to demonstrate the value of a bottom-up approach to community development in Greater Cincinnati and Northern Kentucky."

---

**Goals & Strategies**

**ARTS & CULTURE**

Value and celebrate the arts, architecture, history, culture and diversity of Madisonville.
- **Develop** a cultural district and community arts facility, including the opening of the Madisonville Arts & Cultural Center.
- **Increase** opportunities for neighborhood creativity and innovation.
- **Establish** permanent touchstones for Madisonville’s history and culture, through a new history trail.

**ECONOMIC DEVELOPMENT**

Create and expand economic and housing development opportunities.
- **Develop** a walkable, pedestrian-friendly, mixed-use neighborhood business district at Madison & Whetsel, using a newly adopted form-based code to guide development.
- **Increase** economic vitality in Madisonville by promoting the neighborhood as a great place to locate businesses.
- **Support** small business development and a variety of housing choices.

**HEALTH & WELLNESS**

Support the health and well-being of all Madisonville residents.
- Improve community access to health care and preventive health services with the creation of a new expanded Health Center.
- **Expand** opportunities for family-friendly outdoor activities.
- Promote walking, biking, hiking, and other outdoor physical activities, including the development of the Little Duck Creek Trail.

**EDUCATION & YOUTH**

Support children and youth to learn, grow, and succeed.
- **Strengthen** school/community relationships and increase enrollment at the community’s elementary school.
- **Ensure** that all young children in Madisonville are prepared for school by enrolling all Madisonville children in high-quality preschool or home visitation programs.
- **Expand** opportunities for youth involvement in the community, including the development of the Madisonville Youth Council.

**COMMUNITY ENGAGEMENT**

Strengthen communication and build resident leadership.
- **Increase** neighborhood-level interaction and collaboration, in development of community-driven strategies.
- **Empower** residents to be active participants in local decision-making and action, by supporting the development of active Block Clubs.
- **Expand** engagement with community partners and engage new stakeholders.

"Madisonville’s effort is well positioned to demonstrate the value of a bottom-up approach to community development in Greater Cincinnati and Northern Kentucky."

---

**MASSIVILLE**

**Background**

Massiville is a Cincinnati neighborhood located southeast of downtown along the 75 connector at Red Bank Road. Massiville is surrounded by Hyde Park, Oakley, Mariemont, Madison, Indian Hill, and Fairfax. Madison Road, a major east-west connector, originates in Massiville and carries 30,000 per day through the neighborhood business district. Nearly one in one person lives in Massiville. Massiville is home to many long-time residents who remember the neighborhood as a rural farm area with trees, plants, and a large number of newcomers, drawn to the neighborhood for its affordable housing stock, family-friendly feel, central location, and diverse population.

Recently recognized as a 20-year Stabilized Ridership Treasure, Massiville has a rich history of cultural and racial diversity. Massiville boasts a unique walkable neighborhood, featuring established schools, a beautiful and historic housing stock and numerous opportunities for residents, resident-led, and small development. In addition, due to its convenient location, Massiville is home to several major employers.

The affordable and attractive housing stock along Madison Road, a major east-west connector, originates in Massiville and carries 30,000 per day through the neighborhood business district.

**Opportunity**

A number of factors have converged over the last few years to suggest Massiville is ripe for growth and future development, including:

- **The City of Cincinnati’s adoption of the Growth & Opportunity (GO) Cincinnati Report, citing Massiville as one of the Go Cincinnati neighborhoods with targeted strategies for economic development.**
- **Acquisition of key property in the neighborhood business district in preparation for future development.**
- **The adoption of a form-based code to better capture the community’s character in future new construction.**
- **A ten-step financial (STIP) plan, which is earning dollars for public improvements.**
- **Two recently constructed public schools.**
- **A strong local housing market attracting new investors.**
- **Inclusive transportation projects planned for both the Madison Road Business District and Red Bank Commercial Corridor.**
- **Funding from LISC and Place Matters.**

With these and other major investments in Massiville, it was essential that the community organize to make important and strategic decisions for the future.

Massiville is a great place to live, work, and play. It presents a shared vision with goal the neighborhood seeks to accomplish in the coming years and specific who, what, when, and where these accomplishments will take place. The Quality-of-Life Plan was created by residents and community leaders with a stake in Massiville’s future who are committed to working together towards their common vision. Most importantly, this plan is a document for neighborhood program, it will not act itself, but instead will inform the ongoing strategic decisions of neighborhood leaders.

**The 2012 Madisonville Quality-of-Life Plan**

The 2012 Madisonville Quality-of-Life Plan is a guiding document that outlines community goals and specific actions needed to reach those goals. It is the result of a neighborhood-driven process which engaged hundreds of leaders who shared great new ideas and dedicated countless hours of hard work towards strategy development and action steps. The plan captures our energy for making Madisonville a better place to live, work, and play. It presents a shared vision with goals the neighborhood seeks to accomplish in the coming years and specific who, what, when, and where these accomplishments will take place. The Quality-of-Life Plan was created by residents and community leaders with a stake in Madisonville’s future and who are committed to working together towards their common vision. Most importantly, this plan is a document for neighborhood program, it will not act itself, but instead will inform the ongoing strategic decisions of neighborhood leaders.

"This is a comfortable, friendly neighborhood, filled with deep social connections and a great sense of place."

— Sara Sheets, Program Director, NOURC