

## What is Madisonville's 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 specifies who, what, when, and where these accomplishments will take place. Our Quality-of-Life Plan was created by residents and community leaders with a stake in Madisonville's future who are committed to working together towards their common vision. Most importantly, this plan is a dynamic tool for neighborhood progress. It will not sit on a shelf, but instead will inform the ongoing strategic decisions of neighborhood leaders.



# MADISONVILLE

## Background

Madisonville is a Cincinnati neighborhood located northeast of downtown along the I-71 corridor at Red Bank Road. Madisonville is surrounded by Hyde Park, Oakley, Mariemont, Madeira, Indian Hill, and Fairfax. Madison Road, a major east-west connector, originates in Madisonville and carries 20,000 cars per day through the neighborhood business district.

Nearly 10,000 people live in Madisonville. Madisonville is home to many long-time residents who remember a vibrant business district and nearby manufacturing 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 40-year Stable and Integrated *Hidden Treasure*, Madisonville has a rich history of cultural and racial diversity. Madisonville boasts a strong faith-based community, five established schools, a beautiful and historic housing stock and numerous opportunities for residential, commercial, and retail development. In addition, due to its convenient location, Madisonville is home to several major employers.

The affordable and attractive housing stock along quiet tree-lined streets makes Madisonville a desirable place to call home. A new recreation center, pool, public library, and two parks serve as anchors of community life. Madisonville is home to many key institutions and community organizations; with their help and commitment to the neighborhood, we know Madisonville's future is bright.

*"This is a comfortable, friendly neighborhood, filled with deep social connections and a great sense of place."* -Sara Sheets, Program Director, MCURC

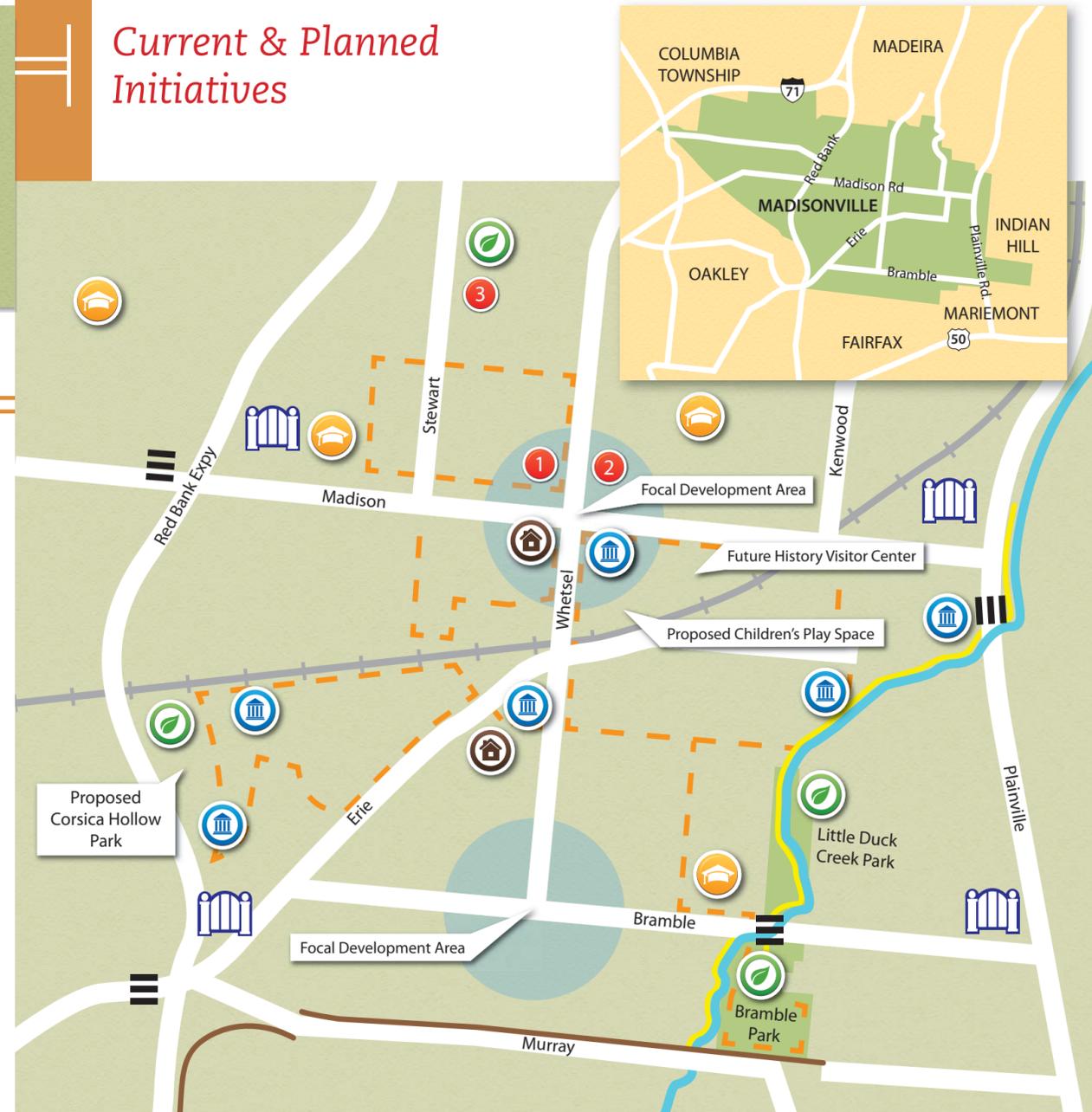
## Opportunity

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

- The City of Cincinnati's adoption of the Growth & Opportunity (GO) Cincinnati Report, citing Madisonville as one of the Go Cincinnati neighborhoods with targeted areas 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 best capture the community's character in future new construction
- A tax increment financing (TIF) district, 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 Madisonville, it was essential that the community organize to make important and strategic decisions for the future. Madisonville is primed to set an example for other local initiatives, as well as provide lessons for national best practice in their community engagement and roll out of the Quality-of-Life plan.

## Current & Planned Initiatives



- |   |                                      |  |                          |  |                                   |
|---|--------------------------------------|--|--------------------------|--|-----------------------------------|
| 1 | Madisonville Arts & Cultural Center  |  | Parks                    |  | Gateways                          |
| 2 | Braxton Cann Medical Center          |  | Proposed History Markers |  | Proposed History Trail Loop       |
| 3 | Madisonville Recreation Center       |  | Schools                  |  | Proposed Little Duck Creek Trail  |
|   | Commercial Corridor Development Area |  | Proposed Housing         |  | Murray Bike Trail (Existing)      |
|   |                                      |  |                          |  | Proposed Bike/Pedestrian Crossing |

# OUR Goals & Strategies

## ECONOMIC DEVELOPMENT

Create and expand economic and housing development opportunities.

- Create 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 and expanded Health Center.
- Increase availability of healthy food options.
- Promote walking, biking, hiking, and other outdoor physical activities, including the development of the Little Duck Creek Trail.

## THE BUILT ENVIRONMENT

Ensure an attractive physical environment, demonstrating quality, care, and pride.

- Encourage the use of front-yard and community gardening (including clean-up days).
- Encourage and advocate for maintenance of infrastructure and street-scape.
- Showcase our gateways and green spaces.

## COMMUNITY ENGAGEMENT

Strengthen communication and build resident leadership.

- Increase neighborhood-level interaction and collaboration, by developing ongoing communication tools.
- Empower residents to be active participants in local decision-making and action, by supporting the development of active block clubs.
- Expand relationships 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."*

-Cincinnati Herald Newspaper

## 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, such as markers along a new history trail.

## EDUCATION & YOUTH

Support children and youth to learn, grow and succeed.

- Strengthen school/community relationships and increase enrollment at the community's public 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 a Madisonville Youth Council.

