
Chapter 1: Executive Summary

Middletown is poised to capture the growing demand for new office and commercial space and housing for the growing community that is beginning to connect Dayton and Cincinnati. The interchange at Interstate 75 is Middletown's front door. The East End/Renaissance Area is an outstanding stage for developing the upscale business and living environment Middletown seeks to encourage, and by which the community desires to be identified.

The relocation of the Atrium Medical Center (formerly Middletown Regional Hospital) to the Premier Health Campus-Middletown in the East End/Renaissance is the regional anchor that gives the area its outstanding strategic location. In addition, The Renaissance residential community adds a new dimension to Middletown's housing opportunities. This combination creates a powerful foundation for the next urban center in the Cincinnati – Dayton corridor. Recognizing this opportunity, a coalition of city officials, the Chamber of Commerce, business leaders and citizens formed a plan to strengthen the city's economic development capability, and acted positively to fulfill the potential for the East End.

Acting on its objective to create a branded identity for Middletown and its emerging East End/Renaissance area, the City assembled a development team to master plan and initiate development of the East End. The planning effort utilized the combined talents of community planners, land planners and engineers, economic and market experts, developers and public administrators to create a comprehensive vision for the gateway into the city. The plan describes a regional business and living center that is an economically and environmentally sustainable mixed-use balance of office, medical office, service and general retail, residences and hospitality. Based on sound market potentials, the plan is designed to optimize land use through quality development at optimum densities to create and retain jobs and diversify the community tax base as it is built out over the next 15 to 25 years.

The East End/Renaissance Area Master Development Plan describes the opportunity, illuminates the form and pattern of the vision, and outlines the priorities and approach to making it a reality.

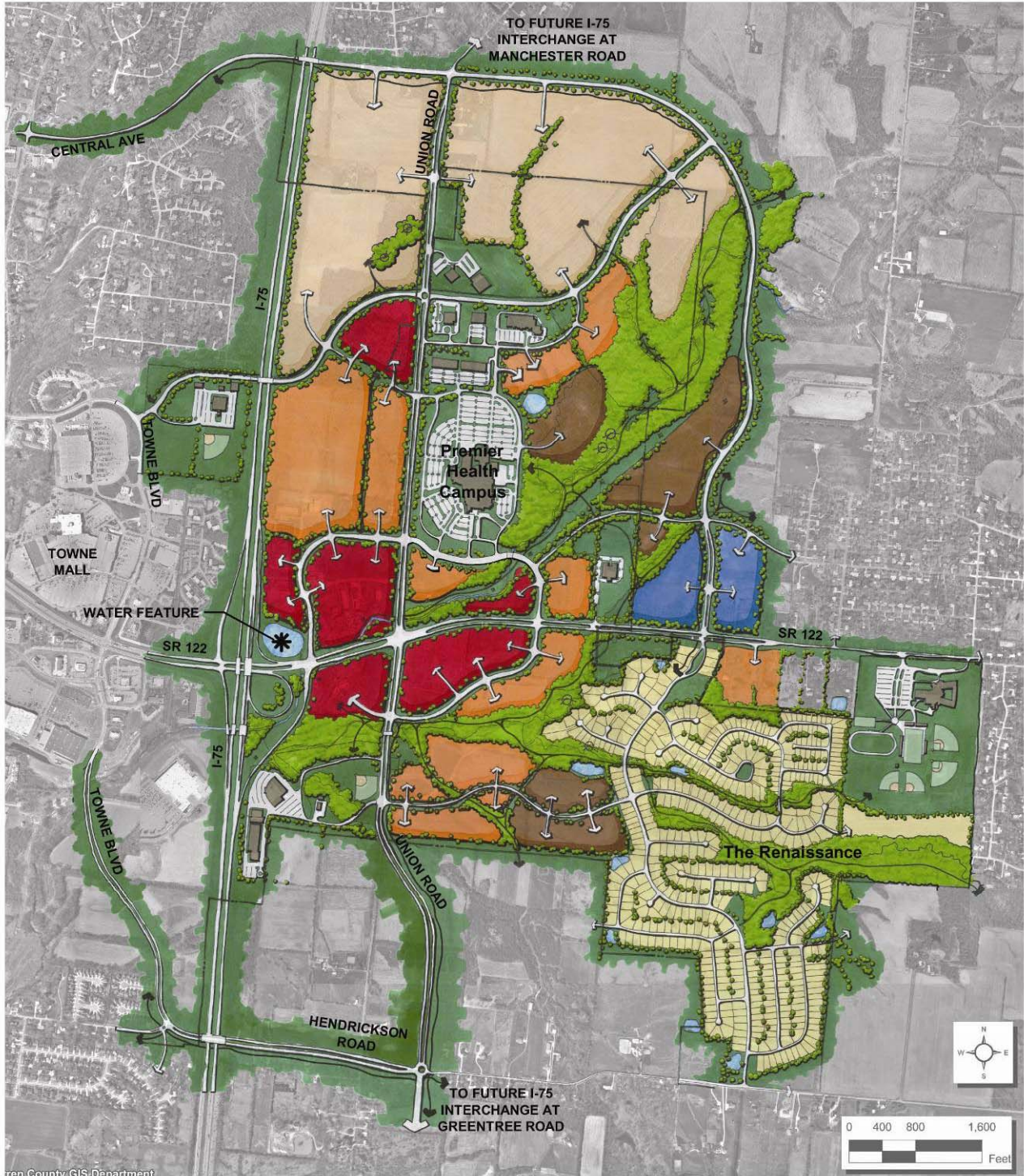
Project Background and Overview

The Middletown Master Plan designates the area east of I-75 as the Renaissance Development Opportunity Area, and describes general guidelines for the development of the project area. Several factors prompted the City of Middletown to solicit a development partner and master planning services to guide future development:

- The current construction of the new Premier Health Campus-Middletown, which includes:
 - Atrium Medical Center
 - Ambulatory Surgery Center
 - Behavioral Health
 - Oncology Center
 - Medical Research Facilities
 - Medical Offices
 - Senior Housing
 - Child Care Facility
 - Children's Medical Center Dayton
 - YMCA

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- City acquisition of thirty acres of strategically located land within the boundaries of the master plan area.
 - A Jobs Ready Site (JRS) application was submitted and granted to prepare a site on city property for a smart office development.
 - The State will help market the site to attract state economy-shifting development projects.
 - City has received a \$2.17 million grant for Smart Office Development.
 - The current construction of The Renaissance neighborhood bringing a new housing opportunity to the city.
 - External development pressures for the land within the study area triggered by regional demand and the hospital.
 - The upcoming reconfiguration of the Middletown Interchange by the Ohio Department of Transportation.
 - Improvements of Union Road and upcoming improvements to State Route 122 by the City of Middletown and the Ohio Department of Transportation respectively.

Figure 1-1 Master Development Plan



Legend

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 mixed use
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 office
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 multi-family residential
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 single-family residential
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 civic
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 water feature
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 flexible development
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 premier health campus
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 significant tree species
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 multi-use trail

East End/Renaissance Area Master Development Plan

The East End will be identified by the reconfigured interchange at I-75 and SR 122 and the streetscape along SR122 including the intersection with Union Road.

The plan features well ordered market driven land use, organized by clear circulation patterns to create a strong focal point at the intersection of State Route 122 & Union Road. The plan takes advantage of the new interchange to add identity features and highlights the focal point, which is the foundation for the Core East End Business District. Primary elements of the plan include:

- A clearly defined core within the East End defined by clear circulation, easy access and signature buildings.
- A dynamic mix of offices, hotel, entertainment attractions, retail shops and restaurants.
- A strong identity at the center of the East End, created by public service, open space and recreation facilities.

Analysis of the market forces acting on the region suggests that Middletown can capture significant development investment in the East End/Renaissance area. Over the next 25 years, a well planned mixed-use center should capture the significant demand for office and general office use that is growing in the region, and will be amplified by the Atrium Medical Center. Analysis of the market and the site attributes demonstrates the ability of the East End to support a program of uses that will support the city's goal of diversifying the tax base and retaining and attracting jobs. The Master Plan is based on the following program:

- Office 800,000 - 1,200,000 SF
- Medical Office 280,000 - 390,000 SF
- Support Retail 400,000 - 600,000 SF
- Hospitality 80 - 125 Rooms, 40,000 – 60,000 SF Conference
- Civic/Public 200 - 250 Acres
- Multi-family Residential 800 - 975 Units

The Master Plan organizes this program of uses into a flexible mix of quality neighborhoods that will identify Middletown as the next center in the growing I-75 corridor. Key elements of the Master Development Plan are:

- **Horizontal and Vertical Mixed Use**
 - Office uses – Corporate, Medical, Research & Professional Office Condominiums
 - Support Retail and Restaurants
 - Hospitality – hotel and conference center
 - Multi-family residential – owned and rented
 - Civic Uses – schools, post office, daycare, new parks
- **Preservation and creation of Community Open Space**
 - Preservation of the Dick's Creek and Eberharts Run riparian corridors
 - Taking advantage of views into the existing corridors
 - Buildings along the corridor with decks, balconies, etc.
 - Preserving mature, existing tree stands that consist of high quality species

- **Multi-Modal Vehicular and Pedestrian Circulation**

- Providing multiple connections to the west side of I-75
 - A new connection to Central Avenue linking downtown Middletown to the East End
 - A new connection to Towne Boulevard north of the I-75 interchange
 - Renovation of the existing Hendrickson Road bridge to accommodate a 4 lane road that ties into Towne Boulevard
- Creating an interior loop road and multiple circulation options to relieve traffic pressure on SR 122 & Union Road
- Providing walking / bicycle paths that link community open spaces and new development
- Providing walks and / or paths on both sides of major corridors to encourage pedestrian and bike circulation

- **Regional drainage strategy**

- In-line dry detention at Dick's Creek and Eberharts Run
- Water quality control measures on individual properties
- Allows maximum development and eliminates small detention basins throughout the landscape

- **Middletown and East End/Renaissance Identity**

- Community Gateway along I-75 defined by architecturally significant bridges north (new connection to Towne Boulevard) and south (renovated Hendrickson Road bridge)
- Monument features and decorative finish at the new SR 122/I-75 bridge to announce the arrival to Middletown and the East End/Renaissance
- Water feature and fountain at the I-75 interchange, the highway focal point
- Signature architectural features at southeast and southwest quadrants of SR 122 & Union Road and along the realigned Commerce/Market loop to establish the image of the East End
- Signage, buildings, lighting, banners, colors, logo and advertising coordinated to brand the City of Middletown and the East End/Renaissance Area
- Large scaled mixed use buildings massed to reinforce the focal point at the center of the Core Business District
- A unified image / identity for the East End through cooperative planning efforts with key landowners

- **Area Development Districts:** The East End Renaissance Area is planned as five sub areas, or development districts:

- **The Core Business District (CBD):** a mix of retail, hospitality and entertainment and office that supports the office population and enhances the value of the office parcels.
 - high density mixed-use center
 - vertical and horizontal integration of uses
 - defined by the loop road
 - high level of access
 - fully accessible pedestrian environment
 - signature architectural and site design at highly visible image locations

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- **The Office Business District (OBD):** major office development opportunities highly visible from I-75, accommodating large corporate sites to smaller multi-tenant sites, including a retail service node supporting offices and adjacent residential neighborhoods
 - High interstate visibility for large highly accessible sites
 - Convenient to the interchange and northern crossing over the interstate
 - Close proximity to the Hospital
 - Includes a mix of supporting retail and lifestyle housing
 - Greenfield site

 - **The Residential Office District (ROD):** residential scaled, low density mix of residential office and service retail with a service node for offices and adjacent residential neighborhoods
 - Multi-family condominiums and rental apartments, providing a transition from commercial to single family residential uses
 - Pedestrian scaled environment
 - Good access to riparian open space corridors
 - Small scaled office condominiums and multi-tenant offices

 - **The Civic Family District (CFD):** residential scaled civic services, support retail and multi-family housing convenient to the medical center and offices with a service node for offices and adjacent residential neighborhoods
 - Neighborhood scaled community services, such as post office, library, fire station, city offices community buildings, schools and parks
 - Visual and trail connections to neighborhoods and riparian corridor open space trails

 - **Premier Health Campus:** the Atrium Medical Center, medical office building, a pediatric hospital, an ambulatory surgery building, the YMCA with a daycare facility, the Greentree Academy and Otterbein homes, under construction and a catalyst for the East End / Renaissance Area development.

 - **The Renaissance;** a cohesive up scale single family and multi-family community, with supporting professional office and retail uses.

 - **The Future Flexible District (FFD):** land that exceeds the area required for the market driven program, areas are designated for future development defined by future market demand
 - Future connection to Central Avenue
 - Potential uses include large scale corporate office, single and multi-family residential, churches, outdoor sports and recreation destinations, manufacturing, distribution and warehousing

Basis for the Plan—Economic and Environmental Sustainability

Analysis of the land, natural features, roads and traffic, utility infrastructure and drainage established a physical structure for the plan and the Carrying Capacity of the land. Carrying Capacity is an estimate of the amount of development the physical characteristics of the land will be able to sustain. A principle foundation of the analysis was a slope analysis, which defined the size and configuration of potential development parcels as well as the riparian corridors that connect them. Market Demand, balanced with

Carrying Capacity yielded the Development Program, the amount of development that the land can sustain and which market demand will support.

Seven key analysis findings that guided the Master Plan:

- Riparian corridors and roadways divide the potential development parcels
- A roadway and bike/pedestrian connection across I-75 is needed north of SR122
- The Union Road and SR 122 intersection at the heart of the area is the primary site for an identity icon/feature
- Prominent views into the focal elements at the medical center, and the SR122/Union intersection present gateway opportunities:
 - Southbound I-75 at the woodlot line north of the Towne Boulevard Church of God at the crossing of the proposed new connector
 - Northbound I-75 at the Hendrickson Road Bridge
 - North of the Premier Health Campus on Union Road
 - South of the historic Dicks Creek cemetery on Union Road
 - Hendrickson Road east of Union Road
- Dick's Creek riparian corridor can serve a vital role as a natural amenity and trail connector
- The intersection of Hendrickson and Union Roads is a key link to surrounding neighborhoods
- Hendrickson Road can be improved to connect Towne Boulevard to the East End/Renaissance Area

Three Alternative Concept Plans based on the Physical Analysis, Market Analysis and input from the Planning Charette represent different land use and circulation patterns for the area.

- **Alternative A: Expanded Current Pattern Concept**
 - The current access location along Union Road into the Premier Health Campus-Middletown remains
 - Mixed commercial uses contained within a compact commercial core
 - A new I-75 overpass south of the Towne Boulevard Church of God connects Towne Boulevard to the new Premier Health Campus-Middletown
 - A second eastern access to the Premier Health Campus from Renaissance Boulevard
 - The planned drive around the Premier Health Campus and across Dick's Creek remains
 - The largest amount of civic land use
 - Two crossings of Dick's Creek
- **Alternative B: Strong Core Concept**
 - A strong central loop road clearly defines the mixed use core area
 - A large, well defined mixed-use commercial core at the SR122/Union Road focal point
 - The access drive from I-75 to the hospital moves north of existing Market Avenue
 - Reduces traffic through the SR 122 & Union Road intersection
 - Expands the mixed-use parcel at the northwest corner of SR122 and Union Road

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- Expands developable land at the southern end of the Premier Health Campus
 - Ties existing residential directly into the core loop road
 - One crossing of Dick's Creek
 - I-75 crossing north of the church directly to the Premier Health Campus service loop road
 - Water / Gateway feature at I-75 & SR 122 also a regional storm water basin

- **Alternative C: Regional Vision Concept**

- Expands the loop road concept to encompass the Premier Health Campus
- Most of the Development Program accommodated within the loop road
- Northern I-75 crossing surrounds the Premier Health Campus, linked to the southern edge
- Three small service nodes support both offices and surrounding neighborhoods
 - Eastern node; civic services and service retail
 - Northern node; mixed retail support offices, Premier Health Campus and residents
 - Southern node; service office and retail for the residences
- There is a large core area around SR 122 & Union Road
- Smallest area dedicated to civic land use
- Largest area dedicated to multi-family use
- Outer loop connects Central Avenue across I-75 to Renaissance Boulevard

Community members participating in a public Planning Charette identified elements of each of the Alternative Concept Plans that expressed their vision of the East End/Renaissance area. The preferred plan was built on the Regional Vision Concept with the strong center core from the Strong Core Concept. The substantial consensus expressed by the community for the preferred planning concepts reinforced the strength of community support for the plan.

Design Guidelines within the Master Plan establish the development pattern and aesthetic quality for the entire East End/Renaissance Area. The intent is to guide property owners, developers and plan reviewers as the area is developed, through general priorities and design principles. The plan guidelines are based on five important design principles for development:

- Create **human-scaled** places
- Create a **sense of place**
- Provide a **logical transition** between neighboring uses
- Provide **multi-modal transportation** opportunities
- Preserve the **existing riparian corridors** and prominent stands of vegetation

The general design guidelines for the East End / Renaissance Development describe road hierarchy, building standards community image zones, site design standards, lighting, signage and landscaping. They are conceived to support development that is highly competitive in the market place, and which reinforces the vision and goals of the Master Plan.