



Meeting Minutes

East End / Renaissance Area Master Plan

Date of Meeting: November 16, 2006 **Re:** Planning Workshop
5:30-8:00

Location: The Manchester Inn & Conference Center-
Middletown, Ohio **Issue Date:** November 30, 2006

Submitted By: Chad M Adkins, AICP

In Attendance: Bill Murphy- City
Chris Dobrozsi- Al Neyer, Inc.
Bruce Rankin- Woolpert
John Cody- Woolpert
Chad Adkins- Woolpert
Emi Sugg- Woolpert
Denise Hamet- Property Advisors
Steve Evans- Property Advisors
Amy Griffith- Property Advisors
Chris Breda- Property Advisors
See Attached Sign-In Sheets for Participants

ITEMS DISCUSSED

Bill Murphy began the presentation by giving a short description of the East End/ Renaissance Area Master Plan and stated the objectives with a short overview of the Premier Health Campus Middletown.

Bruce Rankin then presented:

- purpose of the Planning Workshop
- project summary
- review of the site assessment findings
- environmental considerations

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- utility and stormwater control assessments
- transportation assessment
- review of the project schedule

Bill Murphy then presented a short description of the Jobs Ready Site (JRS) Application that was filed by the City of Middletown.

Steve Evans presented the market assessment:

- methodology for the assessment
- findings from the regional context
- summary of the market assessment findings

Bruce Rankin then gave a detailed explanation of the three alternatives that were developed for the East End/ Renaissance Area.

After the presentation by the planning team, the audience was asked to split up into small groups and to critique the three alternatives. To stimulate the group conversations, the groups were asked to respond to three questions:

- What are the strongest elements of each concept?
- What are the least desirable elements of each concept?
- Please combine elements from each concept into a preferred concept for your group- (Markers and Trace Paper Provided).

The groups then brainstormed and organized their thoughts on paper. The planning team circulated among the groups, listened discussions and facilitated as needed. At the end of the workshop, the groups presented their ideas and concepts. Below is a summary of the ideas and concepts produced by each group.

Group 1

Alternative A-

- Too status quo
- Not visionary enough
- Not enough access
- More congestion

Alternative B-

- Like the contained retail core
- Like the water feature near I-75
- Easy access to retail

Alternative C-

- Most visionary
- Like the outer loop road
- Retail is too spread out
- Too intermingled
- Central connections is good
- Do not like the roundabouts



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- Want to see a Manchester Road and Greentree Road interchanges on I-75

Group 2

Alternative A-

- Do not like, more of the same

Alternative B-

- Central retail core is good
- Access is improved to central core

Alternative C-

- This is the best alternative
- Need to look further to the south towards Hendrickson Road.

Group 3

Alternative A-

- More Civic space
- Better mixed-use
- More limited retail

Alternative B-

- Better relationship between residential and greenspace
- Water feature off of I-75
- Better retail cluster, this could be a destination

Alternative C-

- Outer loop road is good
- Linkage to the west is good

Group 4

Alternative A-

- Not far reaching enough
- Limited access is bad
- Too much civic/public land
- Less retail
- Most cost effective of alternatives

Alternative B-

- Access is better around retail, worse elsewhere
- Better than A, but not as good as C

Alternative C-

- Strongest
- Best accessibility
- Need more office space, less retail/entertainment
- Too much multi-family
- Need owner occupied housing (condos), not rentals
- Needs to be an upscale development

Group 5

Alternative A-

- Do not like



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Alternative B-

- It is OK

Alternative C-

- Best alternative
- Best infrastructure and traffic flow with a hospital loop
- Multiple access to and from the west side of I-75 is good
- Access throughout area is good
- Need to have upscale entertainment, neighborhood retail, and hospitality uses
- The mixture of uses is good, it has everything on one area
- This will be a planned development
- Roundabouts are good
- The weakest element is that a new interchange with I-75 is not shown. This is an opportunity that must be capitalized on

Group 6

Alternative A-

- Not imaginative

Alternative B-

- Central core is good

Alternative C-

- Favorite
- Access to Central Avenue is seen as a much greater priority due to:
 - Towne Boulevard access leads only to an already congested area
 - Access from the study area to Central Avenue would be both more protective of the City to the west, and would also possibly decrease the amount of complaining from the residents who complain about the location of the hospital.
- Good access to hospital
- Less civic space is good, and will allow for these uses to remain downtown

Group 7

Alternative A-

- Lots of civic space is strong
- Least amount of infrastructure costs is good
- Needs to have more retail space
- Need to protect the churches
- 122 and Union Road intersection will be a nightmare

Alternative B-

- Overpass north of 122 forms a northern loop which is strong
- Limits and reduces traffic through the 122 and Union Road intersection
- Better access to the hospital off of I-75
- Need to protect the churches

Alternative C-

- Best alternative
- Multi-family east of the hospital with a park is strong
- Need to have a pedestrian walkway across 122



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Group 8

Alternative A-

- Do not like

Alternative B-

- It is better than A, not as good as C

Alternative C-

- Most creative
- Roadway access brings retail to the north, and is the best in this alternative
- Connectivity to hospital is the best
- There is an importance of pedestrian traffic crossing 122 to the north and south
- Ambulances through the retail core is a concern
- Need an emphasis on I-Fiber
- The Central Avenue connection is not realistic

Once the groups finished presenting their comments on the alternatives, Bruce Rankin thanked everyone for participating. To close the charette he briefly gave an overview of the next steps in the process.



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