AGENDA

DOWNTOWN STRATEGIC PLAN TAKEAWAYS

INITIAL ANALYSIS

OPPORTUNITIES “ON CENTRAL”

STATE ROUTE 4
PLAN PRINCIPALS
DOWNTOWN STRATEGIC PLAN

**LIVE WELL**
- Strengthen public spaces.
- Promote new Downtown housing.
- Rehab existing upper-story spaces into residential and office.

**MOVE SAFELY**
- Establish safe bicycle connections.
- Ensure pedestrian comfort and safety.
- Improve navigation into and within Downtown.

**ATTRACT STRATEGICALLY**
- Make Downtown Middletown a unique event destination.
- Enhance gateways into the Downtown district.
- Market Middletown’s location to larger region.
- Promote local businesses Downtown.

**GROW SMART**
- Leverage the riverfront for new development.
- Promote new high-quality development.
- Protect the historic character of the architecture and landmarks.
- Promote the establishment of a Downtown hotel.
In a geographic sense, Downtown Middletown is big. Throughout the history of the City, buildings have been built, industrial areas have been developed, canals have opened and closed, roads have been constructed, all adding to the fabric of the downtown. It is difficult to define the boundary of what is considered Downtown, but there are several key areas that all play a critical function to its success. The map to the left shows different development patterns and generalized uses that make up the Downtown.

**Legend**
- Historic Commercial Core
- Transition Area
- Civic Area
- Riverfront Area
- Recreation Area
- Residential Area
BIKE CONNECTIVITY
DOWNTOWN STRATEGIC PLAN

MOVE SAFELY

- Establish safe bicycle connections.
- Ensure pedestrian comfort and safety.
- Improve navigation into and within Downtown.

Proposed Bicycle Connections (sharrows, dedicated lanes)
Great Miami Recreational Trail (Existing)
Proposed Bicycle Rack Location
STREET CONNECTIVITY
DOWNTOWN STRATEGIC PLAN

PRIMARY

SECONDARY

LIVE WELL
- Strengthen public spaces.
- Promote new Downtown housing.
- Rehab existing upper-story spaces into residential and office.

MOVE SAFELY
- Establish safe bicycle connections.
- Ensure pedestrian comfort and safety.
- Improve navigation into and within Downtown.
RIVERFRONT AND BROAD STREET DEVELOPMENTS
DOWNTOWN STRATEGIC PLAN
INITIAL ANALYSIS
REGIONAL PERSPECTIVE

Legend:
- Downtown
- Surrounding Neighborhoods
- Regional Commercial Hub
- Great Miami Recreational Trail
- Proposed Primary Downtown Road Access
- Proposed Alternate Downtown Road Access
- Major Road Connections
- Point of Decision for Entry
- Site Gateway
- Bike Path Connection

Central Ave from West of downtown.

Central Ave from East of site boundary.
CORRIDOR CHARACTER AND IDENTITY

HISTORIC COMMERCIAL
MULTI-STORY, FEW BUILDING GAPS

GENERAL COMMERCIAL
1 TO 2 STORY, LARGE BUILDING GAPS

ECLECTIC NEIGHBORHOOD COMMERCIAL
1 TO 2 STORY, MIX OF COMMERCIAL AND HOUSING USES

TRANSITIONAL
SINGLE STORY, BIG BOX COMMERCE

LEGEND

Site Boundary
Identity

Historic Commercial Core
General Commercial
Eclectic Neighborhood Commercial
Suburban Transitional
Gateway

Infill

Gateway

HISTORIC COMMERCIAL
The multi-story buildings of the commercial core provide opportunities for downtown living and office spaces.

GENERAL COMMERCIAL
The streetscape continues the architectural style of the historic commercial zone, broken up by vacant lots and parking areas.

ECLECTIC NEIGHBORHOOD COMMERCIAL
Eclectic mixture of residential and commercial uses are present in this part of the corridor.

TRANSITIONAL
The current gateway to Central Ave consists of businesses interspersed with large vacant lots which can be enhanced for the overall experience.
Central Avenue is in close proximity to cultural destinations such as Sorg Mansion.
Alleys create excellent connection to parking along parallel streets.

The bus depot has plentiful parking near Central Ave.

Alleys create excellent connection to parking along parallel streets.
TRAFFIC CALMING INVESTIGATION
CENTRAL AVE FROM CANAL ST TO CLINTON ST
ANALYSIS AND OPPORTUNITIES ON CENTRAL AVE
HISTORIC COMMERCIAL CORE
EXISTING CONDITIONS

1. The intersection of Central Ave and S Broad St provides the blueprint for street character and amenities in the commercial core areas of Central Ave.

2. The multi-story buildings of the commercial core provide opportunities for downtown living and office spaces.

CHARACTERISTICS
• Functional and effective under current condition
• Use as model for future street design in the General Commercial Zone

The intersection of Central Ave and S Broad St provides the blueprint for street character and amenities in the commercial core areas of Central Ave.

The multi-story buildings of the commercial core provide opportunities for downtown living and office spaces.
HISTORIC COMMERCIAL CORE
PROPOSED CONDITIONS

OPPORTUNITIES

- Blade signage
- Traffic calming measures to improve safety
  - Shared lanes
  - Bump-outs and street trees
  - On-street parking
- Infill development to close gaps in street wall

Outdoor dining opportunities.

Protected tree and planting beds.

Blade sign standards.
Infill development should be appropriate for the character of Central Ave.

The streetscape design should anticipate infill development within vacant lots and parking areas.

Key map

- Traits of Historic Commercial Character streetscape can be extended throughout this zone
- Opportunities to eliminate gaps in the streetscape through future infill in vacant lots and parking areas
GENERAL COMMERCIAL PROPOSED CONDITIONS

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH

OPPORTUNITIES

- Infill Development to fill in gaps of vacant land and parking areas
- Outdoor dining
- Enhanced pedestrian experience
- Shared Lanes
- Traffic calming measures

Amenity zone with special pavers.

Outdoor dining

Rain Garden bump-out

Infill Development Opportunities

Outdoor Dining

Potential Blade Sign

Enhanced Tree Canopy

Amenity Zone With Specialty Pavers

Bump Outs/ Rain Gardens

Permeable Pavers For Parking

Shared Right Of Way

SIDWALK ROADWAY SIDWALK
12.5' 8' 12' 12.5'
12' 8' 65' RIGHT OF WAY

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH

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Eclectic mixture of residential and commercial uses are present in this part of the corridor.

Generic storefronts use tactical retrofitting to transform buildings into eclectic icons in the neighborhood.

- Mix of eclectic commercial and residential uses
- Parking areas and gaps in streetscape start to become more noticeable
NEIGHBORHOOD COMMERCIAL
PROPOSED CONDITIONS

OPPORTUNITIES

- Tree lawn and improved tree canopy
- Bump outs and permeable paver on-street parking
- Infill development on vacant land and parking areas
- Shared lanes
- Super graphics to promote placemaking
TRANSGITIONAL
EXISTING CONDITIONS

Large right of ways provide opportunities for enhanced pedestrian activity.

This portion of Central Ave has multiple opportunities for infill development and streetscape improvements.

CHARACTERISTICS

• Large parking lots
• Gaps between building access
TRANSPORTATION
PROPOSED CONDITONS

Landscape buffer.

Shared lane.

Building massing and placement.

Key map

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH

TRANSITIONAL

6.5’ 4.5’
12’
11’
20’

SIDEWALK
ROADWAY
SIDEWALK

4.5’ 6.5’
65’ RIGHT OF WAY

Future Storefront Transformation

Bump Out/ Rain Gardens

Curb Extension Creates Space for Outdoor Dining

Enhanced Tree Canopy

Tree Lawn

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH
EXISTING CONDITIONS

“ON CENTRAL”
SIGNATURE PLAZA
“ON CENTRAL” - EVENT USE
SIGNATURE PLAZA
“ON CENTRAL” - EVENT USE
SIGNATURE PLAZA
“ON CENTRAL” - DAYTIME USE

Future Gateway at Canal Tribute Park

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH
SIGNATURE PLAZA
“ON CENTRAL”
THE MALL
“ON CENTRAL” - EVENT USE

Future Gateway at Canal Tribute Park

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH

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THE MALL
“ON CENTRAL” - EVENT USE
THE MALL
“ON CENTRAL” - DAYTIME USE

Future Gateway at Canal Tribute Park
THE MALL

“ON CENTRAL” - DAYTIME USE
THE MALL
“ON CENTRAL”
UNIVERSITY BOULEVARD GATEWAY
TRAIN DEPOT

1  Rail station pocket park
2  Gateway paving and landscape enhancements
3  Ground floor retail and mixed-use infill

Best practice example of a train stop gateway in Manassas, VA.
STATE ROUTE 4
ISSUES AND OPPORTUNITIES

Northern Gateway at Reinhartz Blvd.

Southern Gateway at Girard Ave.

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH

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TYPICAL STREET SECTION
EXISTING CONDITIONS

CENTRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH
TYPICAL STREET SECTION
PROPOSED INTERIM CONDITIONS

ROADWAY
11' 11' 11' 11'
10.5'

P

SIDEWALK
65' RIGHT OF WAY
11' 11' 11' 11'
10.5'

On Street Parking

Additional Street Trees
Striped Bike Buffer
Bike Lane

CentRAL AVENUE IMPROVEMENTS MIDDLETOWN, OH
TYPICAL STREET SECTION
PROPOSED CONDITIONS - OPTION 1
STATE ROUTE 4
PROPOSED CONDITIONS
STATE ROUTE 4
POTENTIAL CONDITIONS
NEXT STEPS

Provide feedback on boards and select a preferred vision.

Detailed Design: 2020-2021

Construction: 2022