

"I believe in Madisonville and I believe we can have the neighborhood that we all want: a thriving business district, good schools, safe streets. And I have come to learn that the answer to what we want is in this room. We can make Madisonville the neighborhood we all want and desire – if we work together." -Bob Igoe, Community Council President

Vision

Madisonville is a diverse community with a deep sense of pride and appreciation for its rich history. The people of Madisonville recognize complex and abiding social, cultural, faith-based, and familial connections. Successful development and community restoration will succeed when the past is recognized and the future is embraced. Long-time residents and newcomers will

come together and make neighborhood renaissance happen.

The vision for Madisonville includes quiet, tree-lined streets with colorful gardens surrounding a safe, clean, and active business district where residents and visitors meet, shop, dine, play, live, connect, and entertain. High-quality schools, cultural organizations, health-based institutions, and employment centers are valued and nurtured.

A thriving local economy, public amenities, cultural assets, recreational opportunities, plentiful green spaces, a variety of housing options, and a supportive social network are the keys to Madisonville's renewal. Residents believe the neighborhood is "The Soul of the City Since 1809" and have the vision, the will, and the plan to unlock Madisonville's future.

How We Made Our Plan

When Madisonville received word in 2011 that it was selected as a recipient of a planning grant from LISC, the convening agency, MCURC, immediately began working with the Madisonville Community Council and Weed and Seed Sustained, Inc. to establish a Steering Committee to guide the planning process. Residents, business, church, and organizational leaders came together to plan the engagement strategy. From fall 2011 to winter 2012, the team conducted nearly 100 interviews of existing leaders to discover their thoughts about Madisonville, to listen to their ideas, and to recruit new leadership. The results were compiled and analyzed by

the University of Cincinnati Community Design Center, which also provided existing conditions, demographics and a review of previous plans with key recommendations.

After the one-on-one conversations, the Steering Committee brought everyone together to hear ideas and begin making plans for the future. On April 19, 2012 nearly 200 residents and leaders of neighborhood-based organizations, institutions and businesses joined together to create a common vision for the future of Madisonville.

The ideas expressed during the visioning event fell into six categories. Over the summer months, the Steering Committee convened six working

sessions to develop specific strategies for improving the quality of life in Madisonville. Each session had a specific agenda, benchmarks for a successful planning process, and meaningful leadership responsibilities. The groups were also charged with identifying lead agencies or "champions" for each action to ensure accountability and productivity. The neighborhood coined a name for the process - "Madisonville Blooms!" - in an effort to express the positive growth the community was experiencing. By the end of the summer, over 2,000 hours of formal meeting time was spent! Group co-chairs, key volunteers, and staff spent even more time in between sessions working on their strategies.



community

Highlights

The Madisonville Arts & Cultural Center



The Madisonville Arts & Cultural Center (MACC) will become a key anchor for community life and a unique, creativity-based engine for Madisonville's economic development in the years ahead. It will become Madisonville's cultural center and a place where a variety of music, dance, poetry, spoken word, historical exhibits, visual and culinary arts will be promoted and celebrated. It will be an architecturally significant and environmentally friendly place where Madisonville residents and visitors will gather and enjoy a rich cultural life in the heart of a diverse, urban neighborhood. The MACC will work towards incorporating public art and historical markers and trails throughout the neighborhood, in collaboration with neighborhood-based and city-wide organizations.

School-Community Organizing

During our recent work, we were stunned to learn that only 20% of kindergarten-to-grade-6 children living in Madisonville and Madison Place attend John P. Parker School, our neighborhood public elementary school. The rest of the K-6 students attend over 60 schools throughout the region. We believe this flight from the neighborhood school has a direct impact on community life, the housing market, and the overall stability of the neighborhood.

In light of John P. Parker's recent academic successes, the time is right to begin an organized campaign to recruit more families to attend our neighborhood school. Connecting with young families and providing opportunities to engage with the school will help us to increase enrollment and better connect school and civic life. We envision John P. Parker as an academically rich school where families in Madisonville and beyond choose to enroll their children.

Key Partners

LISC In 2010, Madisonville was chosen to receive funding from the Local Initiatives Support Corporation (LISC) to help with quality-of-life planning. Madisonville was selected based on community need, opportunity and capacity. LISC's mission is to help community residents transform distressed neighborhoods into good places to work, play, do business and raise children. They achieve this goal by providing funds and technical assistance so that neighborhoods can expand investment in housing and other real estate, increase family income and wealth, stimulate economic development, improve education and youth programming, enhance safety and health and support healthy lifestyles. LISC does this work by helping communities build platforms on which they can pursue a citizen-led, asset-based comprehensive quality-of-life plan.

MCURC The Madisonville Community Urban Redevelopment Corporation (MCURC) is a non-profit community development corporation. For 35 years MCURC existed as a volunteer-driven organization, primarily focused on redevelopment of the neighborhood business district. In order to reconnect with its mission as a community-based development corporation, MCURC initiated an organizing and planning process to develop a vision and plan for the future. This work began in the fall of 2011 with broad participation and strong support from the entire community. For more information about MCURC visit their website at www.mcurc.org.

- ArtsWave**
 Brandt Retail Group, Kathleen Norris, VP, Urban Focus Community Development Corporations Association of Greater Cincinnati
 Cincinnati Museum Center
 Cincinnati Parks
 Cincinnati Police District Two
 Cincinnati Public Schools
 City of Cincinnati Departments
 - Economic Development
 - Community Development
 - Transportation and Engineering
 - Health
 - Planning and Buildings
 - Public Services
 Civic Garden Center
 Glaserworks
 John P. Parker School
 Keep Cincinnati Beautiful
 Lighthouse Community School
 LISC Greater Cincinnati & Northern Kentucky
 Madisonville Historical Society
 Madisonville Mission Ministries
 Madisonville Public Library
 Madisonville Recreation Center
 Madisonville Youth Council
 Madisonville Community Council
 Madisonville Community Urban Redevelopment Corporation
 Madisonville Education and Assistance Center
 National Underground Railroad Freedom Center
 Queen City Bike
 Shroder High School
 The Children's Home of Cincinnati
 Weed and Seed Sustained, Inc.

MADISONVILLE

Quality-of-Life Plan



creating our future

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

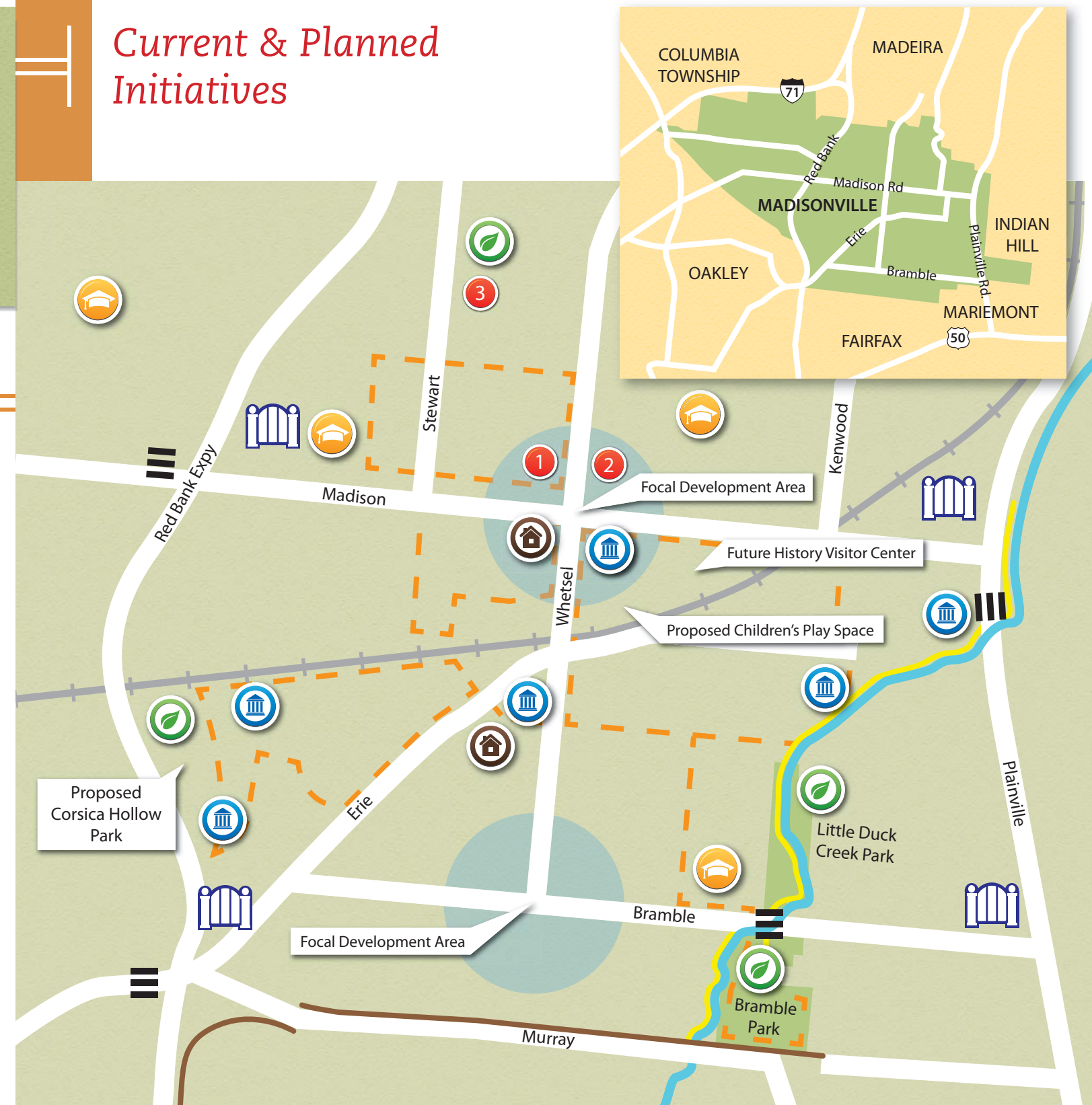
Opportunity

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



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|---|--------------------------------------|--|--------------------------|--|-----------------------------------|
| 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.

