



BLUE ASH

PHASE 2

COMPREHENSIVE PLAN MEETINGS

MAY, 2014

MEETING AGENDA

- 1. Summary of findings from the Phase 1 Comprehensive Plan Focus Group Meetings**
- 2. Explanation of today's mapping exercise**

A grayscale photograph of five people in a meeting room. They are gathered around a table covered with a white cloth, looking at a large map or document. The map has some text on it, including "THE CITY OF" and "1000 1000". There are glasses and a water bottle on the table. In the background, there are whiteboards with some handwritten notes. The overall scene is a professional meeting.

SUMMARY OF THE PHASE 1 MEETINGS

PHASE 1 MEETINGS

Six focus group meetings were held in March, 2014:

- Public (79)
- Blue Ash City Council (7)
- Young Professionals (16)
- Developers/Realtors (21)
- Businesses (10)
- Blue Ash Staff (20)

Total – 153 participants



Each meeting included:

- a 20-minute presentation regarding current forces and trends facing suburban communities
- A writing exercise where tables answered 3 set questions
- A mapping exercise where each table classified residential/commercial neighborhoods into one of three categories – stable, in transition, in need of change

WRITING EXERCISE

QUESTION 1

What, if any, alternative housing choices should Blue Ash consider to meet changing demographics?

- Affordable housing options for families (\$150,000-\$200,000)
- Appropriate housing for seniors and aging adults (first floor masters, on-grade entrances, no maintenance...)
- More housing choices (senior housing, patio homes, condos, townhomes...)
- Update/modernize existing housing stock (both single-family and multi-family)
- Housing to attract young professionals

WRITING EXERCISE

QUESTION 2

What can be done to make the Blue Ash office parks competitive in a changing economy?

- Mixed-use
- Pedestrian friendly, walkable
- Campus-like environment
- Improved connectivity between developments
- Modernize
- Increase density/utilize parking lots and open spaces



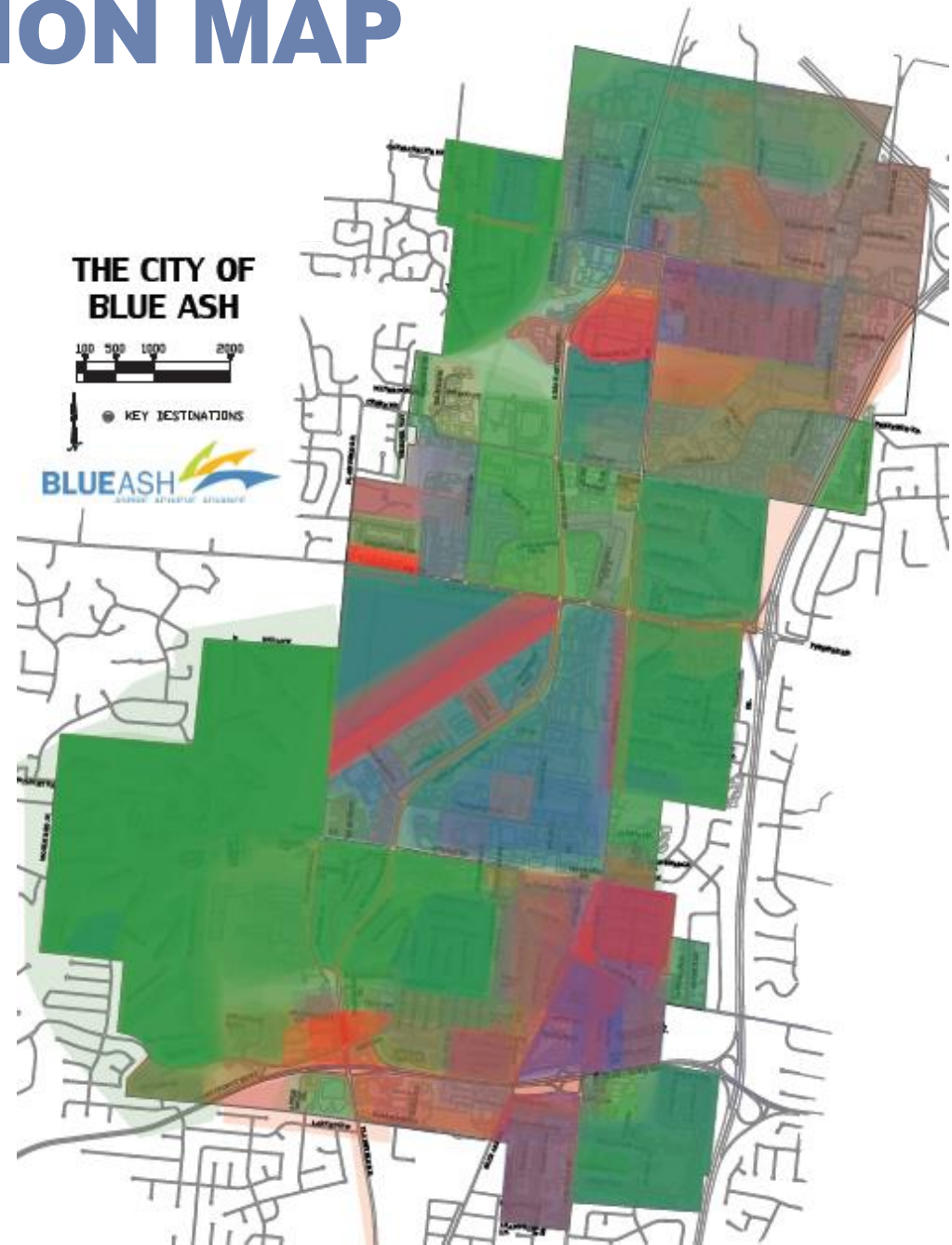
WRITING EXERCISE

QUESTION 3

What does Blue Ash need to do to improve the quality of life and livability for its residents?

- Existing parks/rec program is doing a great job – keep up the good work!
- More entertainment and nightlife options (bars, movie theater, restaurants, etc...)
- Improve downtown – make it a destination
- Bicycle amenities (bike trails, lanes, racks...)
- Alternative transportation options (shuttles, bus routes, etc...)
- Improved connectivity and pedestrian access

CLASSIFICATION MAP



**Stable Neighborhoods/
business districts**

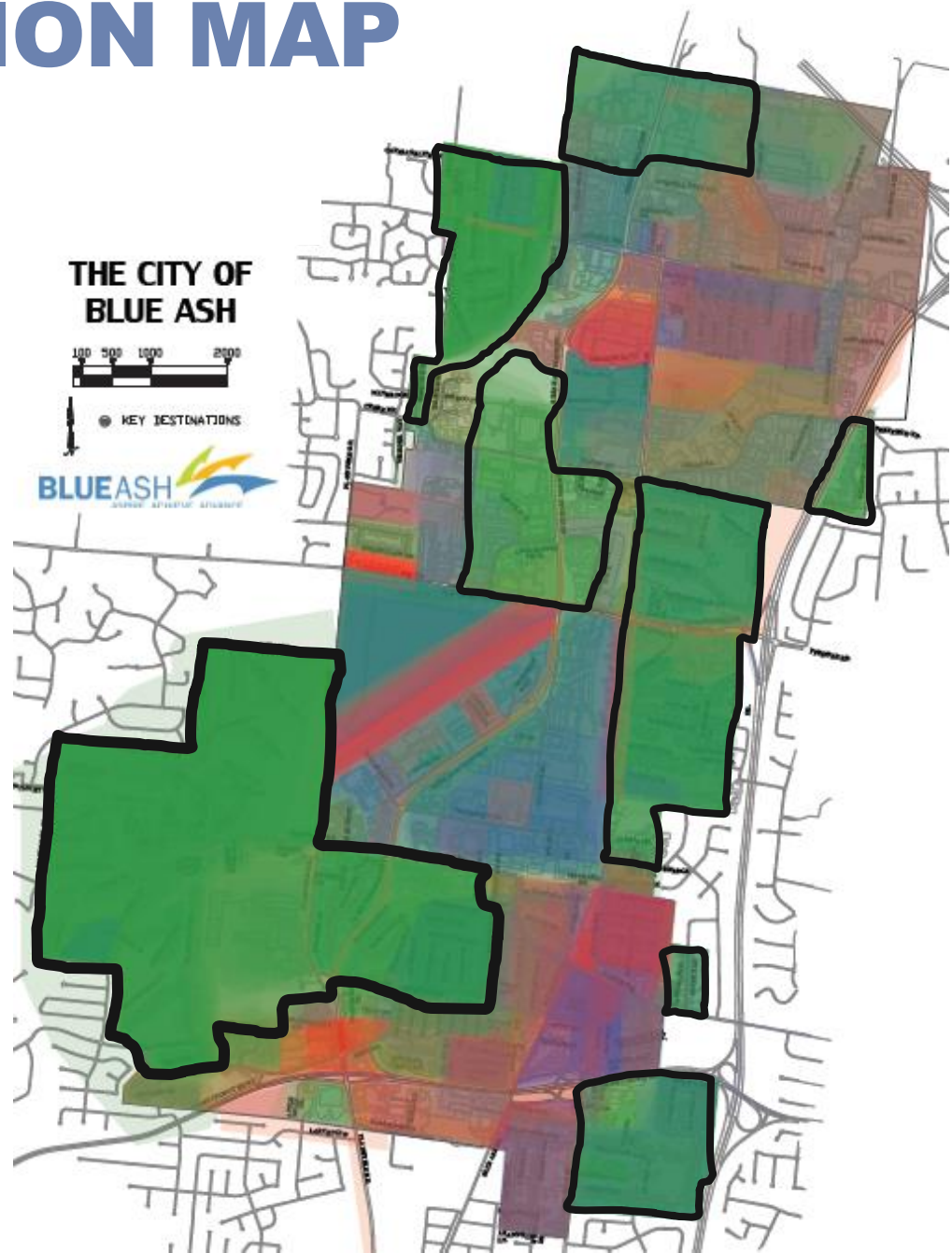


**Neighborhoods/business
districts in transition**



**Neighborhoods/business
districts in need of or
expected to see significant
change**

CLASSIFICATION MAP



**Stable Neighborhoods/
business districts**



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CLASSIFICATION MAP



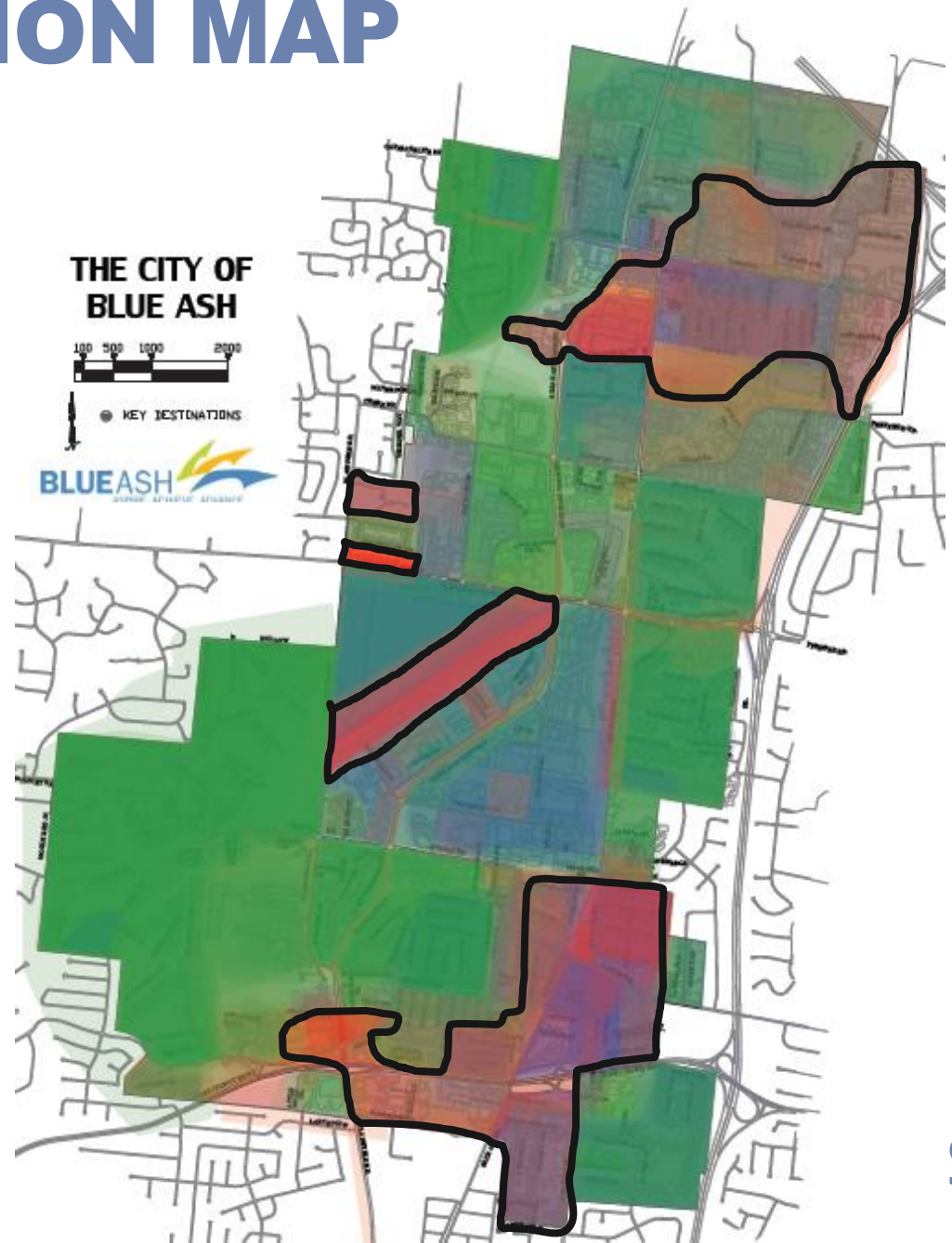
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business districts**



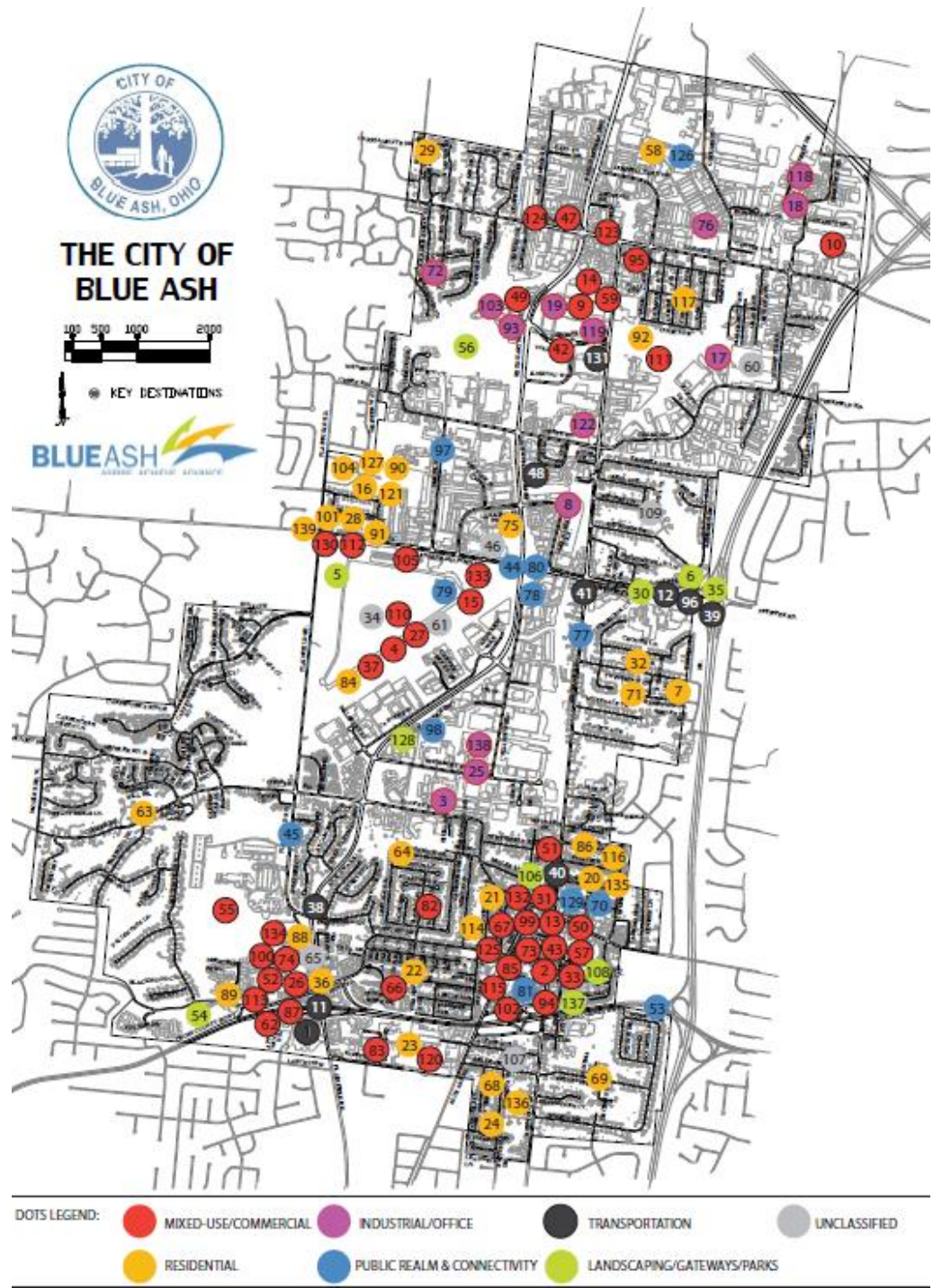
**Neighborhoods/business
districts in transition**



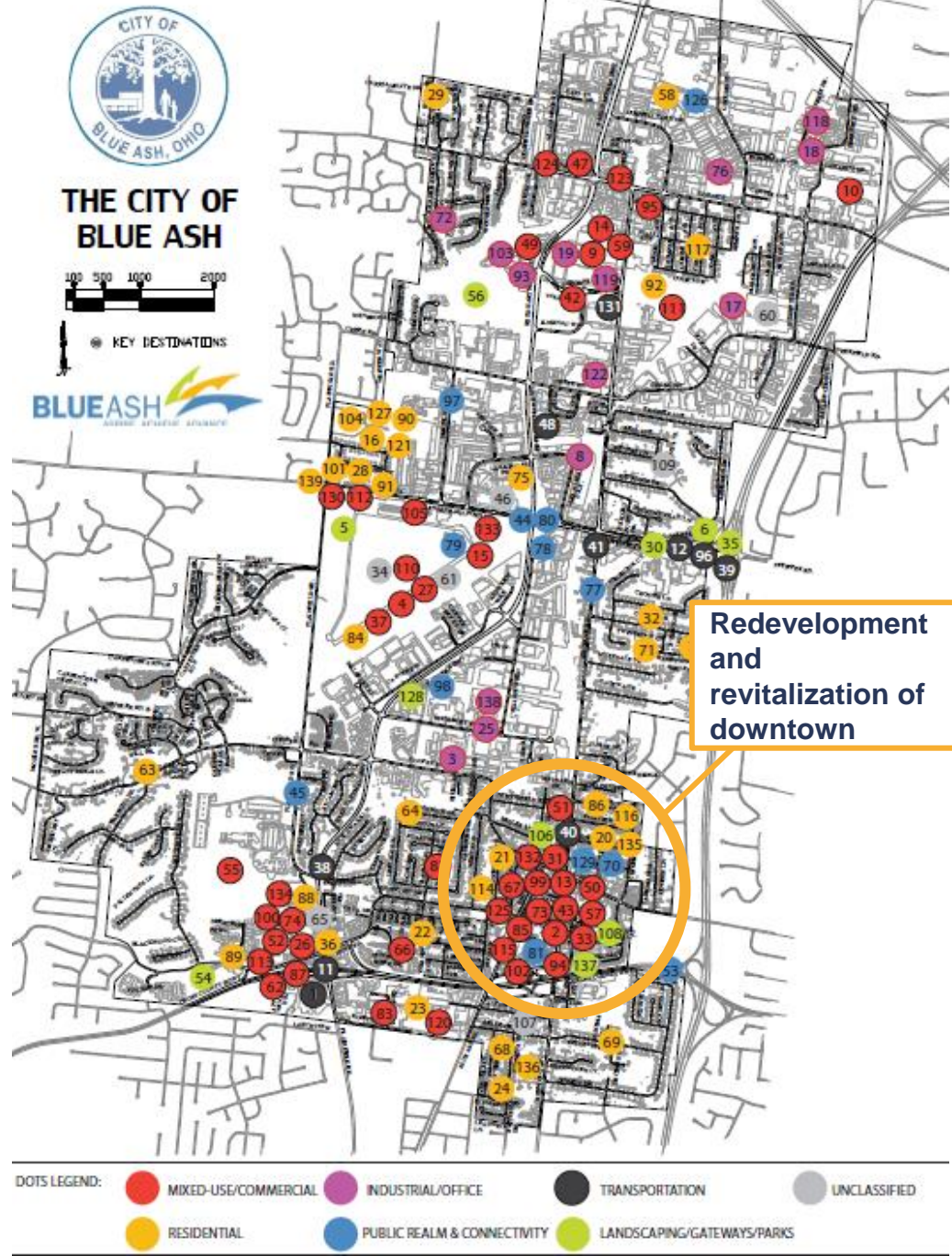
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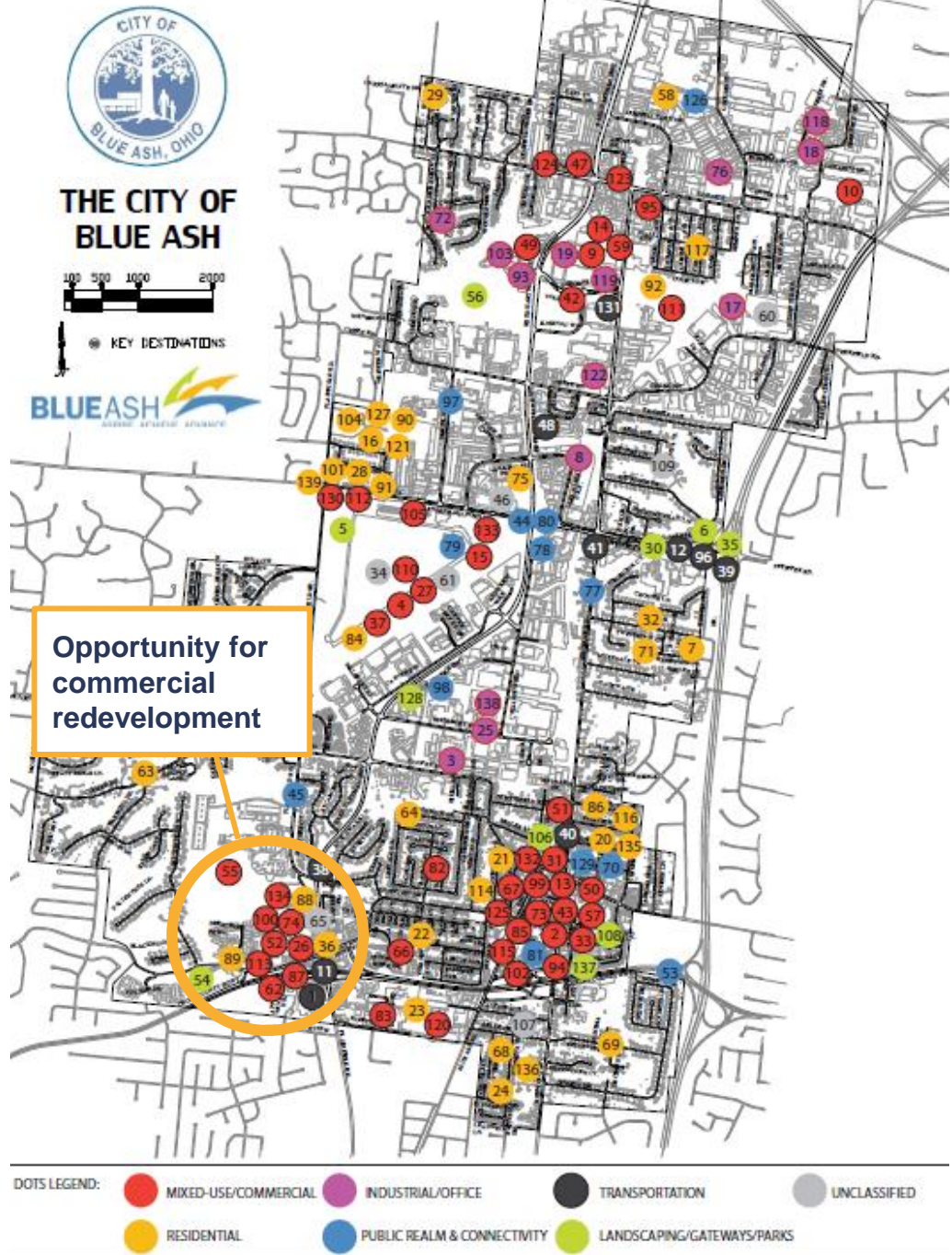
DOT MAP



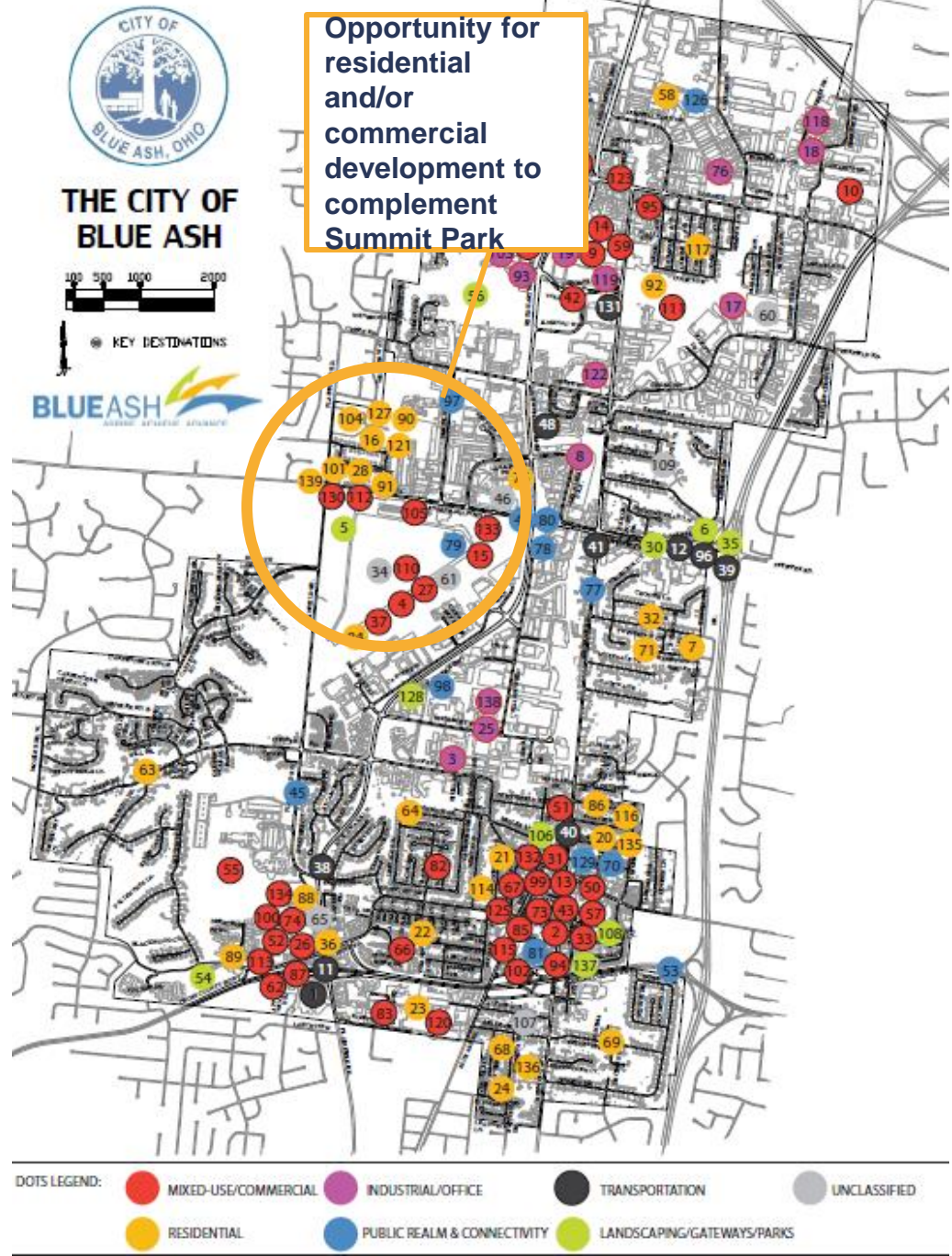
DOT MAP



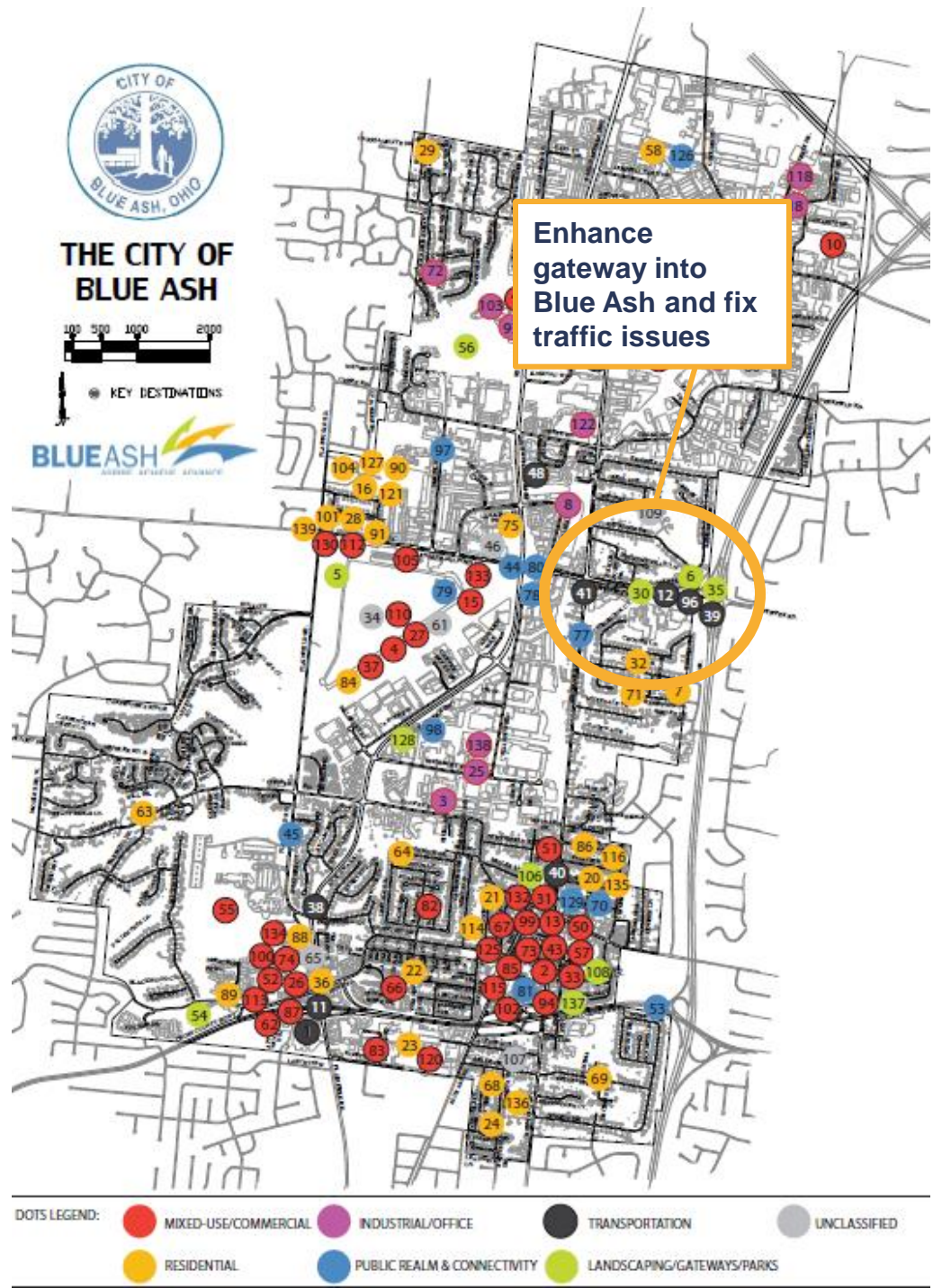
DOT MAP



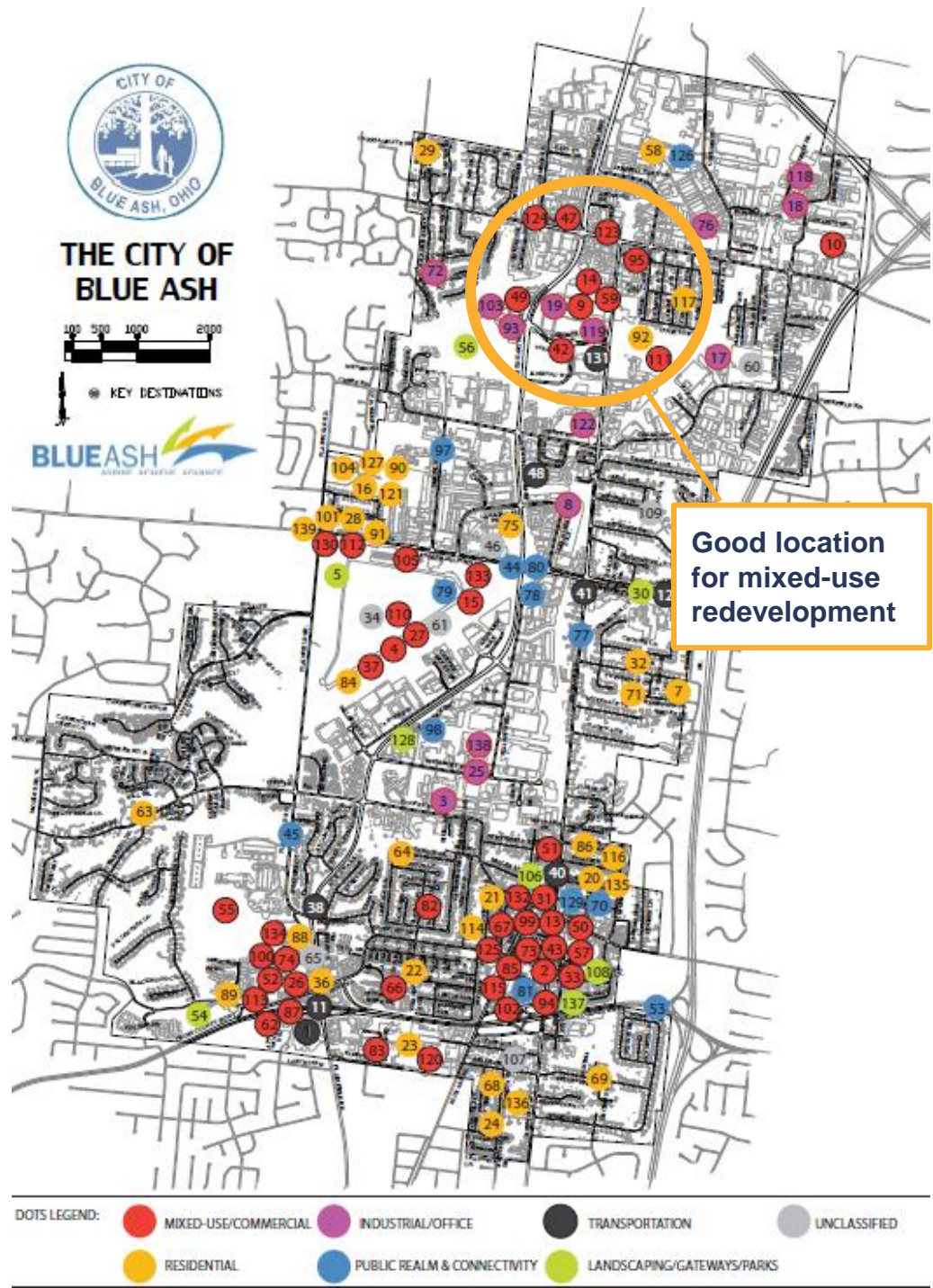
DOT MAP



DOT MAP



DOT MAP



GUIDING PRINCIPLES

- Blue Ash is interested in having more housing options available for its current residents and to attract new residents to the City. The quality, design, location, and amenities associated with housing projects is critical.
- Blue Ash wants to develop walkable, mixed-use employment campuses that include a variety of amenities including restaurants, entertainment, and services.
- Blue Ash is interested in improving bicycle and pedestrian connectivity between neighborhoods and developments and along major corridors.
- Blue Ash wants downtown to be a destination complete with a mix of activities, including entertainment, shopping, and dining.

MAPPING EXERCISE



MAPPING EXERCISE

During the Phase 1 exercises we received insightful input on what is important to Blue Ash regarding future housing options, office park developments, and quality of life elements.

This exercise is aimed to take that feedback one step further to see how that might work, what kind of development you want to see happen within Blue Ash, and where you want to see it happen.

MAPPING EXERCISE

- **Review the sticker images to familiarize yourself with the various development types and characteristics that are represented**
 - Make sure to review the labels below the stickers. They identify the development type for each image.
 - The specific images are not critical, they are representative of a development type. Actual development can take many forms and styles.

MAPPING EXERCISE

- **Choose the images/development types that you like best and then think about where you would like to see that kind of development occur in Blue Ash.**
- **Place the stickers on the map in those ideal locations.**
 - Stickers can be found on tables next to the maps on the wall.
 - There are big sticker sheets for each category (residential, industrial/office, and commercial/mixed-use).
 - There are little sticker sheets for the public amenities.
There are 2 images on each sheet and there are 4 different sheets.

MAPPING EXERCISE

- **Use as many or as few of the stickers that you want.**
 - Feel free to use multiple stickers of the same image.
 - You do not have to use every image – only the ones that you want.
- **Do not cover other people's stickers**
 - We want a record of everyone's opinion, so place your sticker as close as you can to the location you want without covering another sticker.
- **Please let us know if you run out of a sticker image. We have plenty of stickers and can bring more to you.**