

MARCH
2022
R-07-2022



Plan 
Springdale

building our future together

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Acknowledgments

Our Plan.

This plan, first and foremost, represents the future vision and ideas of the Springdale community. Hundreds of passionate voices have contributed to this effort and each has been heard and valued. Thank you for your commitment and effort!

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Executive Summary

Springdale is a welcoming suburban city with a diverse community and strong commercial centers. Residents and business owners love the small-town character with modern conveniences and amenities that support a high quality of life. The city is centrally located in the Cincinnati-Dayton area and houses multiple employment centers that serve a regional workforce. Historically, Springdale has drawn much attention as a premier residential and retail destination. Even today, the calm neighborhoods and bustling activity areas blend effectively to create a uniquely appealing and affordable suburban destination for residents and visitors alike.

As an established and aging city, Springdale is nearing maturity and has limited land area and declining uses that constrain the physical and fiscal growth potential of the city. The impacts of these limitations have been further accelerated by global phenomena including the COVID-19 pandemic and the shift to online retail markets. A bold and proactive approach is necessary to revitalize the city and continue to grow and prosper through these trends while protecting the unique character and core values of Springdale. The community envisions a connected, healthy, and thriving city that attracts new investments and prospective residents and flexibly adapts to the changing times in an exciting and refreshing manner. The community pictures a sustainable future that emphasizes Springdale's identity as a thriving regional destination and attractive location for live, work, and play. To this end, the city looks to study and comprehensively evaluate the needs of the community to identify the best path toward a resilient Springdale. This pioneer effort to rethink current practices and implement smart strategies will help identify and bolster the city's many assets while creating new opportunities for growth and sustainable development.

TO MAKE SPRINGDALE AN ACTIVE, HEALTHY, AND DIVERSE CITY WITH A DISTINCT REGIONAL IDENTITY, WE NEED TO...

- ▶ REBRAND SPRINGDALE AS AN INVITING AND UNIQUELY VIBRANT CITY.
- ▶ PROVIDE PLENTIFUL, QUALITY JOB OPPORTUNITIES, AND CONVENIENT WORKPLACES.
- ▶ CREATE SUCCESSFUL MIXED-USE ENTERTAINMENT CENTERS THAT CATER TO BOTH THE LOCAL AND REGIONAL POPULACE.
- ▶ CREATE VIABLE SPACES AND OPTIONS FOR RECREATION AND SOCIAL GATHERINGS.
- ▶ ENCOURAGE HEALTHY AND AFFORDABLE NEIGHBORHOODS WITH DIVERSE HOUSING OPTIONS.
- ▶ ENSURE SUSTAINABLE AND COMFORTABLE CONNECTIVITY FOR PEDESTRIANS AND BIKE USERS WITHIN THE CITY.



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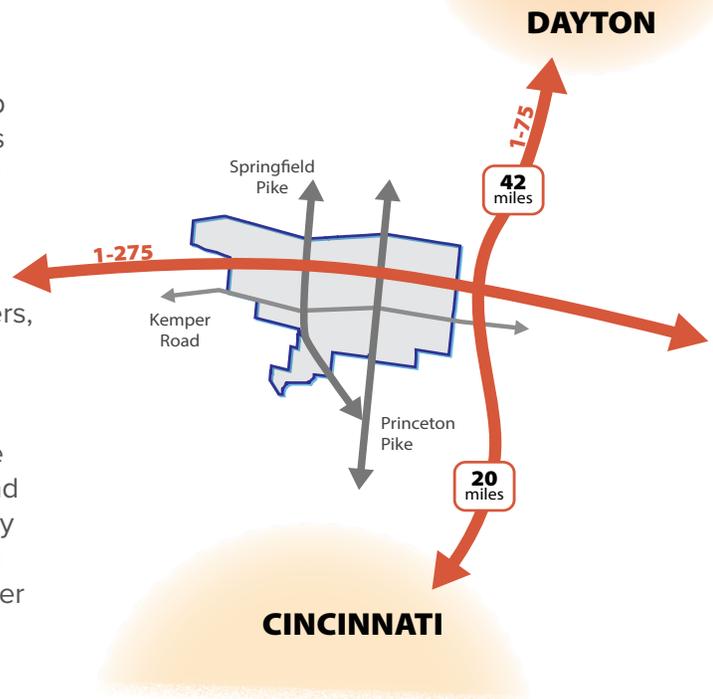
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Background



Understand Springdale. *Revitalize Springdale.*

Springdale is excellently located in the greater Cincinnati area with a population of more than 11,000 people. It is a complete city with well-established residential neighborhoods, good schools, plenty of job opportunities, retail and shopping centers, and various other services that support modern conveniences and an excellent quality of life. The large, welcoming, and diverse resident community of Springdale is served by various parks and public facilities, including the Springdale Community Center that offers fitness centers, social programming, and other recreational amenities. The city also houses many prominent businesses, industries, and office parks that employ and cater to the larger region. With such a significant impact on the region, it is crucial to ensure the continued success and resilience of Springdale. This plan helps the community determine a unified vision, forward-thinking goals, and structured objectives to help the city become a stronger and improved Springdale.



INTRODUCTION

Plan Springdale is a comprehensive plan initiated by the City of Springdale. It involved an approximate year-long process of documentation and analysis of current conditions and driving forces that influence the urban fabric, and the identification of goals and strategies to elevate Springdale's standing as a premier destination in the Greater Cincinnati region. The planning process included input from the community through numerous public engagement events, and the goals and recommendations offered in the plan reflect a vision for the future of Springdale. Various external factors and influential trends that impact the city were also studied and addressed through strategic recommendations that will help the city protect and serve the interests of the community. The plan aims to specifically support and boost defining elements of the Springdale fabric such as economic vitality, housing, transportation and connectivity, parks and recreation and land use. This comprehensive plan will help the community reinvent Springdale into a stronger, more sustainable, and resilient city of the future.



What is a Comprehensive Plan?

A comprehensive plan is a 20-year long-range statement of the city's vision for the future. It provides strategic guidance for decision making related to development, preservation, and the provision of services and public facilities. It is a formal policy document that is endorsed by the Planning Commission and adopted by Springdale City Council. Comprehensive plans typically provide land use, infrastructure, and policy recommendations for a variety of topics. The recommendations provide guidance for administration and elected leaders in decision making on projects, regulations, programs, and allocations of the city's finite resources. A comprehensive plan should be updated regularly to ensure that it accommodates the changing needs and desires of the community.

Past Planning Efforts

- ▶ *Comprehensive Plan - 2002*
- ▶ *Springfield Pike Streetscape - 2001*
- ▶ *Old Town Springdale - Land Use Study and Report - 2001*
- ▶ *Springfield Pike Corridor - Critical Planning Areas Assessment - 1997*
- ▶ *Springfield Pike Corridor Study - 1990*

PLANNING PROCESS

The Plan Springdale process began in 2020 and was conducted as a three- phase process that culminated in the plan’s adoption on March 2, 2022 (Resolution number R-07-2022). It is very important for the city to create a plan that remains inclusive and provides for all its diverse citizens. Accordingly, each phase of the plan took into consideration community input and guidance. Input was gathered through online surveys and a dedicated plan website that provided plan updates and links to related resources. The majority of the input for this plan was gathered online due to the restrictions imposed by the COVID-19 pandemic. Due to an extensive effort by city staff, these online activities had a significant amount of engagement.

The entire process was also closely managed and informed by an Executive Steering Committee and an Advisory Steering Committee. The Executive Steering Committee, comprised of city staff members and elected officials, served as the project’s leadership team to guide the plan through the process. The Advisory Steering Committee was composed of a mix of community stakeholders from a variety of backgrounds, interests, and viewpoints. This committee provided insight on the planning process and served as a sounding board for the plan elements.



COMMUNITY ENGAGEMENT

The plan took into consideration the community’s feedback to shape the vision and direction for Springdale’s future. Online surveys were conducted at various stages of the plan process. The first survey, conducted in January 2021, invited the public to provide feedback on their overall experience of the city and specific aspects that they would like to see enhanced or improved. The review of feedback and research influenced the four keys themes, which were determined by the Executive Steering Committee: Economic Vitality, Parks and Recreation, Housing, and Transportation and Connectivity. This led to a further round of five unique surveys in July 2021 that elicited feedback from the community and stakeholders. These surveys encouraged the community to share their thoughts on the current conditions, the impact of these aspects on the city, and how improvements should be made.

1,144
total survey
responses
were
recorded.





DEMOGRAPHICS & DRIVING TRENDS

To determine the best approach for the future, it is crucial to understand the elements and trends that define Springdale today. The analysis of community makeup and current trends helped us determine the pace and direction of growth and demand in the city as well as identify what to plan for in the next decade.

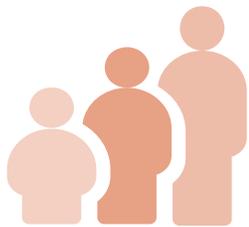


11,116

**2021 numbers*

Population

Springdale has seen minimal change in population trends, with a slight decrease of around 100 people over the last decade. Local population has been fairly stable since 2011, with an average of 11,160 people, and an average density of 2,250 people per square mile. This slow growth rate is typical to the region and is also demonstrated in Springdale's peer communities. Static growth can indicate development buildout and a limited capacity to accommodate growth in population within the city.

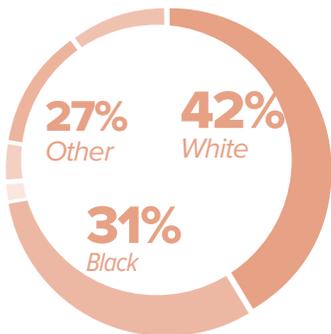


41.2

Average age

Median Age

The average age of the Springdale population has increased from 35.6 to 41.2 (increase of 5.6 years) between 2010-2019. This indicates an aging population composed of older adults, seniors, and more established families with fewer young adults, youthful professionals, and new families.



Diversity breakdown by race

Diversity

Springdale offers excellent racial diversity with a 42% white population, 31% black population, and the rest being Asian, another race alone, or two or more races. The city is more inclusive and diverse in comparison to the neighboring Sharonville, Fairfield, and Blue Ash areas which are more than 50% white.





Income

The median annual household income in Springdale is \$54,686, which is less than the Ohio average of \$56,352 and the average median income in the neighboring communities. The median disposable income here is \$45,418, which is also lower than in surrounding areas. This limits sustainable revenue within the city and creates a dependency on revenue from regional consumers. This trend indicates a need to boost the local spending power through expanding opportunities for above-average earning jobs in the city and by inviting high-earning professionals into the community.



\$54,686

Median household income

Gainful Employment

77% of Springdale's population is above 16 years of age and with a labor force participation rate of 64%. There is a lower employment/population ratio and an unemployment rate of 5.5%, which is higher than that of surrounding communities. There is a need to provide more and higher paying employment opportunities within the city and encourage more of the community to apply for and pursue these jobs.



64%

Labor force participation rate

Housing Value

63% of all residential units in Springdale are single family. The median house value in 2020 was \$129,620, which is significantly lower than the state average of \$154,586 and lower than some of the surrounding communities*. This suggests that Springdale offers family friendly and affordable neighborhoods with housing options that can attract young families and those looking for starter homes.



\$129,620

Median house value in 2020

*Sharonville - \$187,560, Fairfield \$163,022, Forest Park \$126,109

KEY CHALLENGES

As we collected information and gained perspective on what drives Springdale today, certain issues emerged that strongly represent the community's concerns and priorities for the future of the city. The following chapters explore these issues as Springdale's key priorities for the next decade and provide goals and strategies to help the city overcome these limitations in a resilient and sustainable fashion.

Economy.

Springdale is no longer the regional destination that it once was. It has the opportunity, though, to become one again. There is plenty of opportunity to establish new businesses in the vacant retail and office spaces, create new infill developments, and redevelop aging commercial centers.

Connectivity.

The city is heavily auto-oriented with many areas offering very limited non-vehicular access. There is a demand to expand pedestrian and multi-modal infrastructure that can serve the diverse needs of the local population.

Public Spaces.

As a diverse community that houses people of different age groups, backgrounds, and interests, there is potential to provide public gathering spaces plazas and active, urban areas that can bring the residents of Springdale together.

A Safe Community.

Springdale deals with small scale crime. The community desires to promote safety and security in all the various areas of the city, especially the neighborhoods, parks, and public facilities.

Regional Identity.

Springdale's prominence as an economic and residential force in the region has dimmed over the past decade. With changes in market investment priorities to multi-family and mixed-use, there is an opportunity to reposition and create a new and sustainable identity that can re-establish Springdale as an attractive place for new investments and potential residents.

Curb Appeal.

The city wants to update aging housing, dated community facilities, and other old infrastructure to inject new life into existing facilities and introduce modern amenities for the local and prospective residents.



PLAN THEMES

The plan’s four themes are a culmination of the city’s priorities for the future. Each theme addresses a different topic that is crucial to achieving the community’s desired future for Springdale. Each theme is supported by a unique goal and strategic recommendations for focused improvements. The plan concludes with the Land Use and Character Plan that encompasses all four themes and provides overarching spatial development guidelines for comprehensive growth.



Economic Vitality

Public input indicates an overwhelming desire to support the local economy through general revitalization and strategic interventions to transform underutilized properties into urban hubs of commercial and entertainment activity, which could establish Springdale as a regional destination. The Tri-County mall site is of special interest as a potential redevelopment asset to anchor these efforts and serve as Springdale’s vital activity core in the future.



Transportation & Connectivity

Springdale offers excellent vehicular connectivity within the city and to the region. The community desires to build upon this strength to create a comprehensive mobility network within the city that supports alternate modes of transit and bridges gaps in the existing pedestrian infrastructure to create a healthy and accessible city for all.



Housing

The strong and established residential neighborhoods of Springdale cater to a primarily family oriented community. As a welcoming city with aging built fabric, there is a need to update, diversify, and strengthen the housing stock to provide options for the changing needs of the community and invite new families and professionals into the city.



Parks & Recreation

The city offers easily accessible parks and a strong recreational core in the community center. The people of Springdale are happy with the available facilities and would love to see the Community Center updated both in appearance and amenities offered. There is also a desire to strive for more programming and events in the future to meet the demands of a diversifying community.

first financial bank

Economic Vitality



The goal for economic vitality is *to establish Springdale as a regional destination with a thriving local economy that supports diverse businesses, fosters a strong workforce, and sustains a growing tax base.*

The focus of this chapter is to address the current economic state of the city and provide guidance on how the city can encourage development that will enhance the long-term health of the city's economy. Springdale has a strong economic identity in that almost 50% of the city's land base is dedicated for commercial, retail, and industrial use. The prominent location in the region and a rich history of flourishing retail has contributed greatly to the city's economic success. Over the past decade, with influential modern phenomena such as technological advancements and global pandemics drastically changing the way we perceive and interact with cities, this energy is ebbing. It has become an immediate and vital need to strategically bolster and revive Springdale's economic base to become sustainable and adapt smartly to the changing world around us.

THE COMMUNITY WANTS TO :

- ▶ See the establishment of a town center or 'downtown' in Springdale
- ▶ Redevelop the Tri-County Mall with mixed-use development/ multi-family housing/ outdoor shopping uses
- ▶ See more parks and gathering spaces, bring in new restaurants/ breweries, grocery store, more retail, and recreational facilities
- ▶ Establish Springdale as a destination in the region

CURRENT CONTEXT

Springdale has a prolific history as the Cincinnati region’s premier retail and residential destination. The city is advantageously located along the I-275 loop and boasts two major interchanges at Route 4 and Princeton Pike. This accessibility has vastly contributed to Springdale’s commercial success. In the 1960’s through 1970’s, retail and commercial activity boomed, and this vital energy, supplemented by the accessibility to Cincinnati and other prominent employment centers, drew people and businesses into the city. Springdale has since dedicated large areas to retail centers and office parks, and these uses contribute significantly to the local economy.

Over the past decade, migration to the north, a global shift to online retail, and other factors have gradually slowed the Springdale economy. More recently, the COVID-19 pandemic has ushered in drastic changes in how people work, shop, and interact with each other and their environment. As more people shop and work from home, data demonstrates drastic drops in the utilization and occupancy rates of commercial, retail, and office properties. Reliance on these uses for taxes, employment, entertainment, and service in Springdale is leading to constriction of the local economy. Although it is uncertain what the long term impacts will be, it is vital for the city to rise to the challenge with a resilient approach to support its local businesses and bring new investment and revenue into the city.

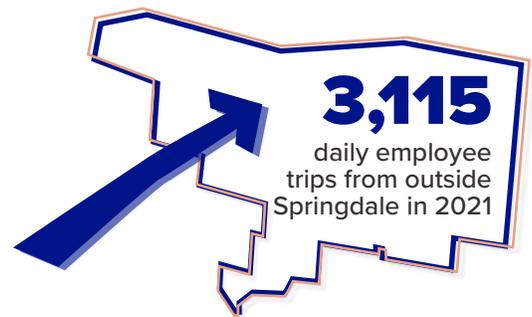
KEY ISSUES

Dwindling Daytime Population

There are many major businesses (total 1,113) located in the Springdale area that employ a large local and regional workforce. While regional visitors have been gradually decreasing over the past decade, the 2020 pandemic and associated work from home patterns have greatly accelerated this trend and resulted in drastic drops in commuter traffic into Springdale.

There were an average of 21,806 weekly trips to work anywhere within Springdale in 2021, for employees with an average household income of \$60,000 or more. This number represents a 42% decrease from the 2019 pre-pandemic 37,355 average weekly trips, and a 12% decrease from the 24,107 average weekly trips made in 2020. There were 2,221 fewer people working in Springdale on the average day in 2021 compared to 2019, which meant fewer potential shoppers at local stores, diners at local restaurants, or users of local services.

Springdale’s average daily population dropped from 68,417 in 2019 to 62,668 in 2021 (an 8.4% decline). This decrease constitutes residents and employees physically present in the city as well as visitors to the retail and commercial uses. This has resulted in increased vacancy of office spaces, constrained tax revenue generation, and negative impacts on the service uses that depend on in-office workers. It is imperative for the city to proactively address a projected significant drop in revenue in a sustainable and resilient manner.



**41% drop from 2019 daily average (5,336) employee trips from outside Springdale for workers with an average household income of \$60,000 or more.*



Declining Commercial Property Values

A long-term trend of declining property values has developed over the past several decades, which has coincided with population migration to the northern suburbs and development of competing retail or commercial projects to serve that growing population. Property valuation data was analyzed for 32 of the largest retail and office properties between 2009 and 2019.

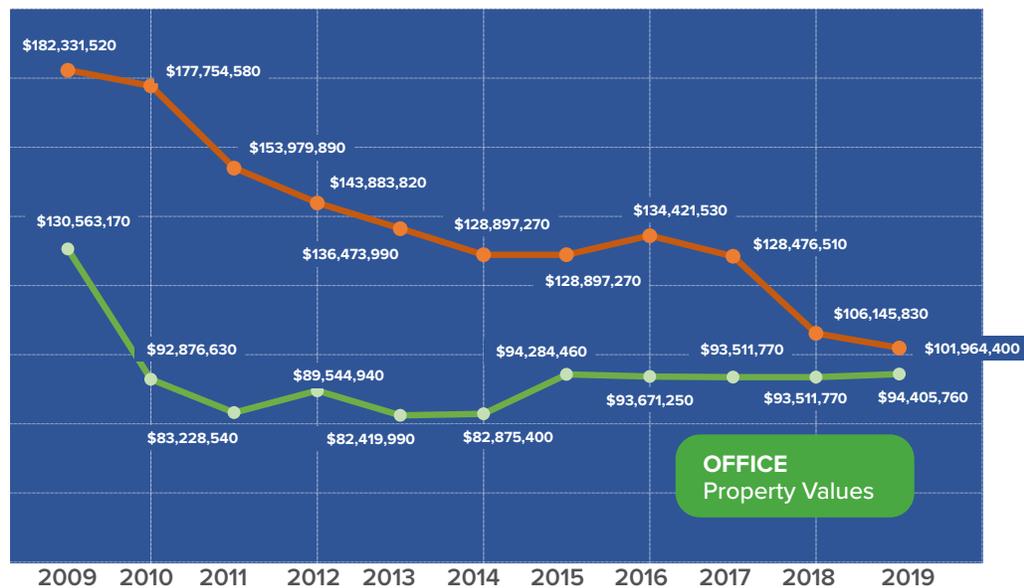
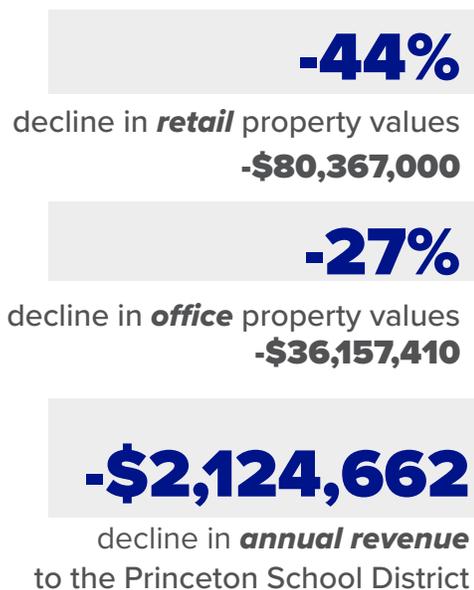
The 17 largest (3.9 million sq. ft. total) retail properties' valuation decreased by \$80 million (44%) during that decade. During that same time period, the 15 largest (1.8 million sq. ft. total) office properties' valuation decreased by \$36 million (27%). Increased vacancies reduce lease income for commercial property owners, which decreases the funds landlords have to maintain and renovate those properties, ultimately leading to the properties losing value over time. This trend will only accelerate in both sectors due to shifts to online shopping and working from home.

The change in property value has been driven by fewer people coming to Springdale to shop or dine out. This is compounded by the decrease in office workers, who previously also supported the local retail and restaurant establishments. As retailers

close, there are fewer amenities for employees in office buildings, and companies relocate to areas with more amenities. The decrease in people working in Springdale, in both office and retail establishments, impacts Springdale's primary revenue source of earnings tax.

The decrease in property valuation also impacts the primary revenue source of the Princeton City Schools; real property tax. If the 32 properties analyzed had kept the same property value in 2009 to 2019, the school district would receive \$2.1 million more in property tax revenue annually. The fiscal health of the school district, and its ability to provide a safe and exceptional learning environment, is vital to Springdale's desirability as place to live for families with children.

This negative feedback loop signified by declining property values can be stopped and reversed, but it will require a bold, creative, and forward-looking approach to how land is used within the community. The types of land use, mix of those uses, and density of development will be key drivers to changing the trajectory of land use, property valuations, and community vitality.



*info CoStar & the Hamilton County Auditor.

Over-dependence on Retail, Office, and Cars

Springdale has an even balance of residential and non-residential uses. Office, commercial, and retail structures have developed on vast properties as largely auto-centric, stand-alone structures. As underutilization and vacancy rates rise, a large portion of Springdale's limited land area is wasted. Disused areas are often visually unappealing and encourage undesirable activity that compromises the safety and value of a place. There is an immediate need to diversify and accommodate new and emerging uses that can adapt to contemporary work, play, and shop trends. It is important to create more pedestrian-scale and walkable areas of activity through densification of uses and infill buildings. This will also make the area more vibrant, safe, and appealing and conveniently accessible for a variety of users and different modes of transit. It is also vital to avoid over-reliance on niche markets by encouraging mixed-use centers of activity with entertainment and recreation that can sustainably support the economy and serve the community. Incorporating new market rate multi-family housing into the redevelopment of these areas can strengthen Springdale's attractiveness as a walkable, contemporary, and convenient location for young, above-average earning professionals and new families that desire modern environments and amenities.

Springdale is ready for a new brand

Springdale's image as a retail center is waning and needs to be bolstered by a fresh look to attract regional attention and establish the city as a viable location for new businesses, high earning young professionals, and starter families. Initiatives such as developing a unique Springdale brand can be undertaken to boost the city's visibility in the region. This can be incorporated into various elements such as signage, lighting, and marketing for public and social events. A distinct branding style can help people associate places and experiences with Springdale and reinforce a positive perception of the city.

VACANCY RATES

44.5% retail

or 2,032,130 sq.ft.

28% office

or 534,983 sq.ft.

STRENGTHEN BUSINESSES

Springdale has a dedicated Economic Development department that works to retain and attract employers to solidify, diversify, and expand the economic base of the City. The department works with larger regional and state bodies to offer various programs and initiatives that support local businesses such as incentives and tax relief benefits including:

Community Reinvestment Area : Applies to most business areas of the city and provides a tax incentive program that allows growing companies to receive an exemption on a percentage of new real property investment.

Job Creation and Retention Program : Provides for a draw on a line-of-credit to eligible businesses that is paid out in annual installments of up to 10 years. Eligible business need to meet or exceed the defined payroll objectives and repayment of the annual draw is forgiven.

Small Business Financing : The city works with HCDC Business Lending to provide subordinated, fixed interest rate, long-term loans for up to 40% of project costs or \$5,000,000 (up to \$5.5 million in special cases) for small businesses. Repayment terms are 10 and 20 years, depending on the economic life of the asset being financed.

Sites and Buildings for Businesses : The department also periodically documents and provides data on sites and buildings available for lease and sale in Springdale.

Other : The department works with other organizations that support business growth, such as the Springdale Chamber of Commerce, REDI Cincinnati, and JobsOhio.

Employment Trends

Springdale's labor force across the different employment categories has remained mostly static over the past decade. It is worth noting that the only significant rise over the past decade is in the service sector (6% increase). While still an important industry in Springdale, the 3% decrease in Sales and Office emphasizes the global influences in that sector and indicates the need to address the steady decline of the retail market and the accompanying impacts as this decline is a lasting phenomenon. Initiatives to support the different sectors and establish Springdale as a healthy employment center are desired. Local businesses and offices should be provided with support and incentives to create above-average paying opportunities across the different sectors to draw diverse, young professionals into the city and prevent reliance on any one industry.

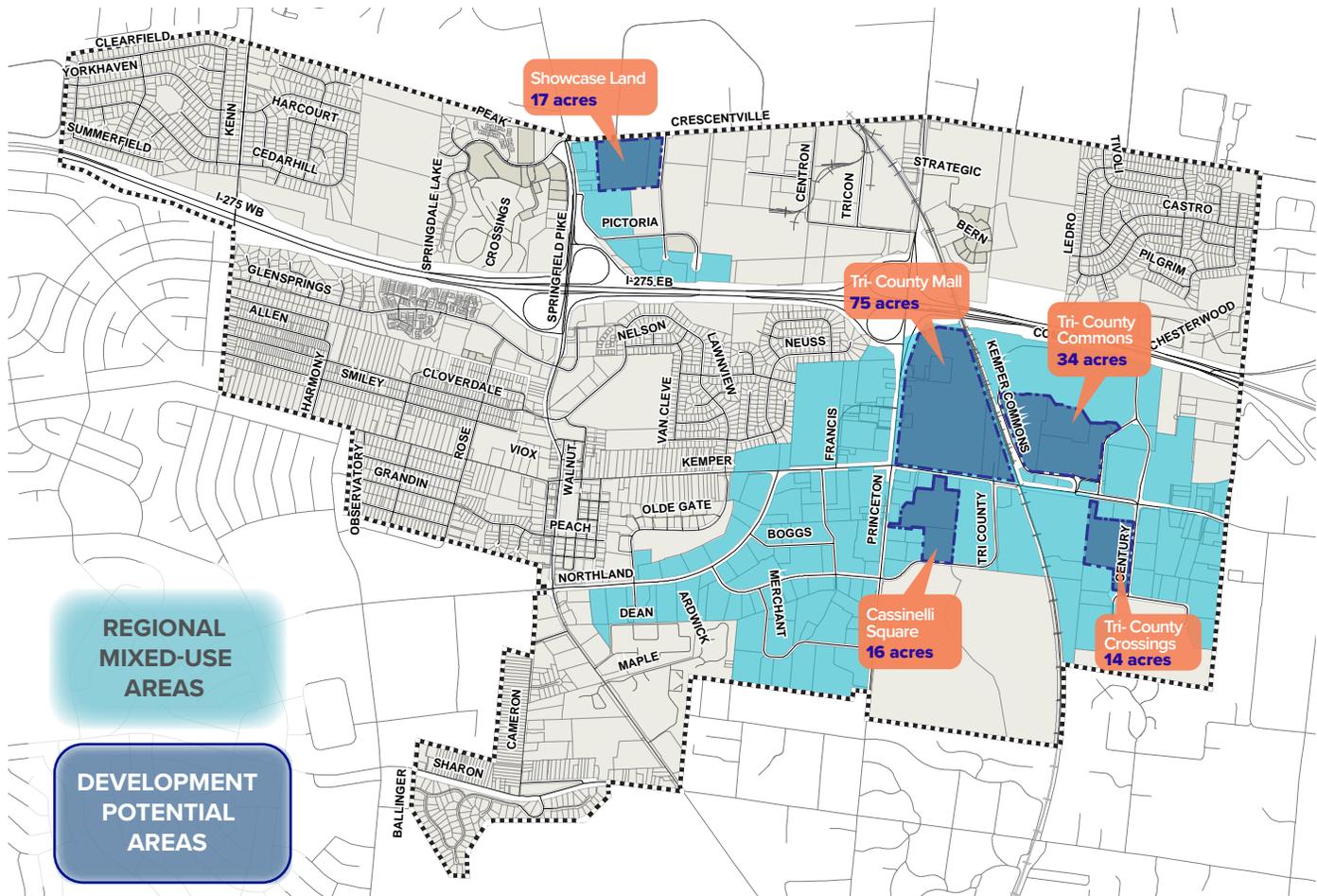
POTENTIAL DEVELOPMENT AREAS

As a mature city with established development patterns, Springdale is mostly built out with little greenfield land available for new development. The rising under-utilization and vacancy rates provide potential for infill development that can aid in revitalizing Springdale’s economic climate. Adaptive re-use is the modification of existing structures and building materials to introduce new uses into the premises. This excellent strategy allows rapid and relatively low-cost turnaround of buildings to accommodate a wide range of uses in both scale and type.

In Springdale, the underutilized big box stores and large office parks can be retrofitted to support a mix of uses such as retail, multi-family residential, light industrial, service, and flexible office spaces. The city identifies about 150 acres of land for potential redevelopment to support a more contemporary mix of uses that is fiscally responsible and adds value to the community. New bars, restaurants, entertainment, grocery stores, urban parks and plazas and other such uses that can sustainably invite people to spend time and money in these areas is desired.

ADAPTIVE RE-USE IN THESE AREAS SHOULD:

- ▶ Uphold high standards and quality of design and development
- ▶ Prioritize seamless integration and enhanced connectivity with surrounding areas and uses
- ▶ Study needs of the community to ensure that proposed mix of uses serves demand and contributes positively to the economy
- ▶ Identify opportunities to establish unique areas that attract regional attention



Map : Development potential areas in Springdale

Creating a ‘Downtown’ Experience

The community and city desire a ‘downtown’ or mixed-use core for the city that can draw local and regional attention and serve as Springdale’s new icon in the coming years. This development would anchor Springdale’s efforts for revitalization with a connected, active, and experience-rich center that can catalyze and inform other growth in the area. Dense, walkable, and modern areas of high quality mixed-use with market rate multi-family units should be provided to significantly bolster the local spending population and encourage young, high-earning professionals to settle in the city and offset reliance on a regional consumer base.

The Tri-County Mall is a unique development opportunity for Springdale. It was a successful retail core that held regional prominence in the past, but is now rife with vacancies. The property is approximately 75 acres and located directly adjacent to the I-275 loop. With this location and visibility, the redevelopment of this site into a mixed-use town center or ‘downtown’ district is highly feasible and can elevate Springdale’s regional importance as a destination in the future. Such a development can serve as an urban hub for various uses including dining, entertainment, multi-family living, and an office complex with plazas and mini parks. Bridge Park (Dublin, OH), Ballston Quarter (Arlington, VA) and Avalon (Alpharetta, GA), are highly successful examples for such development ventures. The focus of redevelopment of the Tri-County Mall should be to establish a distinctly and exciting experience that can provide a strong and welcoming hub for the region. All redevelopment efforts here should uphold a high quality of design and building materials, and incorporate a diverse range of complementary uses that can contribute to a sustainable economy.



Image : Area Map of Tri-County Mall Site



Images : Examples of recommended development

Proposed Redevelopment of the Tri-County Mall

In order to create an unique downtown experience in Springdale, the city has recently partnered with various consultants and developers to redevelop the Tri-County mall site. At the beginning of 2022 this project is still in the planning phase, with construction expected in late 2022. This project will ultimately serve as an exciting new addition to the Springdale fabric. Modern and well designed buildings accompanied by open, green spaces, and urban gathering and entertainment areas are envisioned here. Planned programming and uses proposed in the redevelopment include multi-family, office, educational, recreation, culinary, retail, food and beverage, entertainment, and green spaces. A people focused approach has been adopted and the plan incorporates an innovatively designed dog park, bioswales, and walking trails within the site layout. The final projected buildout includes introducing 2,375 new multi-family units and dedicating more than 200,000 sq.ft each to restaurant/retail uses, recreational/educational facilities, and science/medical spaces. A further 90,000 sq. ft. for civic uses is also proposed. The plan layout includes the retention and rehabilitation of the existing parking garages that are currently present on the site.

This large undertaking is planned as a long range process that will develop over a series of phases in order to see completion. While development buildout will occur over a long period of time, streets and infrastructure layouts, bike and walking paths, plazas and open spaces, a number of residential units, and educational, retail and restaurant spaces will be incorporated into Phase 1. This will anchor and support further development as they occur in the future phases.



Images : Conceptual elevation of the proposed redevelopment of the Tri-County Mall site, Source: BHPD Architecture



Images : Conceptual illustrations of proposed redevelopment, Source: BHDP Architecture

RECOMMENDED STRATEGIES

for ECONOMIC VITALITY

The following strategies can help Springdale achieve the overarching goal and community objectives outlined in this chapter. Implementation of these strategies should be guided by the design guidelines and use recommendations in the future land use and character chapter.

- 1.** Redevelop the Tri-County Mall site as a mixed-use center incorporating residential uses, open spaces accessible to the community, and a variety of businesses such as professional, medical, hotel, dining, retail, and entertainment.
- 2.** Adapt and re-purpose aging office buildings and obsolete commercial properties to encourage reinvestment and stability in the constantly changing regional market.
- 3.** Strengthen the economy by attracting more young professionals, who are in demand as employees for local office and manufacturing businesses, and who will support existing or new retail and dining amenities in the city.
- 4.** Encourage quality infill development, adaptive reuse, and redevelopment of aging areas in a manner that strengthens business and residential areas.
- 5.** Diversify and strengthen the tax base to improve income tax revenue and the fiscal health of the city.
- 6.** Engage in ongoing land use planning and the administration of development regulations to ensure a high quality and economically sustainable built environment.
- 7.** Coordinate economic redevelopment efforts with housing strategies that attract working age people with above-average disposable incomes.
- 8.** Attract quality restaurants and grocery options to serve existing residents and attract new residents.
- 9.** Partner with local and regional economic development organizations to position the city strategically in the regional market.
- 10.** Develop a new brand identity for the City of Springdale which reflects the new aspirations and goals embodied in this plan.
- 11.** Update the city's zoning regulations to allow mixed-use and infill development projects in the city's business and office zones. Establish criteria for where these should be located, what they should look like, and the character of such developments.



City of Springdale



Housing





The goal for housing is a varied range of housing that meets the needs of a diverse population.

Springdale offers strong and established residential neighborhoods that support its diverse community. The city has a range of housing options varying in type, scale, and affordability that caters to different needs and lifestyles. Public input shows that the community is appreciative of these options and desires to protect the family-friendly character and affordability of these areas while expanding market rate, multi-family housing into targeted areas of the city. There is also a call to update aging housing stock and practice enhanced enforcement of property maintenance. The biggest challenges in neighborhoods include low-level crime, poor property upkeep, rentals with high turnover, and no sidewalks or sidewalks in poor condition.

THE COMMUNITY WANTS TO :

- ▶ Update aging housing
- ▶ Promote property maintenance
- ▶ Expand housing stock to balance affordable and luxury housing
- ▶ Connect the neighborhoods to non-residential areas of Springdale
- ▶ Increase safety in neighborhoods

CURRENT CONTEXT

In Springdale, residents enjoy the easy access to work, shopping, recreation, and family. Many people who were born and raised here have remained in the city for the character and services. Springdale’s main appeal is the suburban, small-town character in a central location. The affordable housing options, good school district, public parks and facilities, and the tight-knit community are other factors that make Springdale a great place to live.

As a fairly compact city with a significant population, the residential areas of Springdale are nearly built to capacity and largely occupied. The housing stock is composed of primarily low density, single family units and supports a largely family oriented population. The affordable housing and excellent school district are key factors that attract families into the community. Residential areas in the city are mostly owner-occupied, excepting specific areas of higher density housing where renting is prevalent. A large number of Springdale’s houses are dated. While the housing stock is still of good quality, these units do not offer modern conveniences and amenities that local and prospective residents expect.

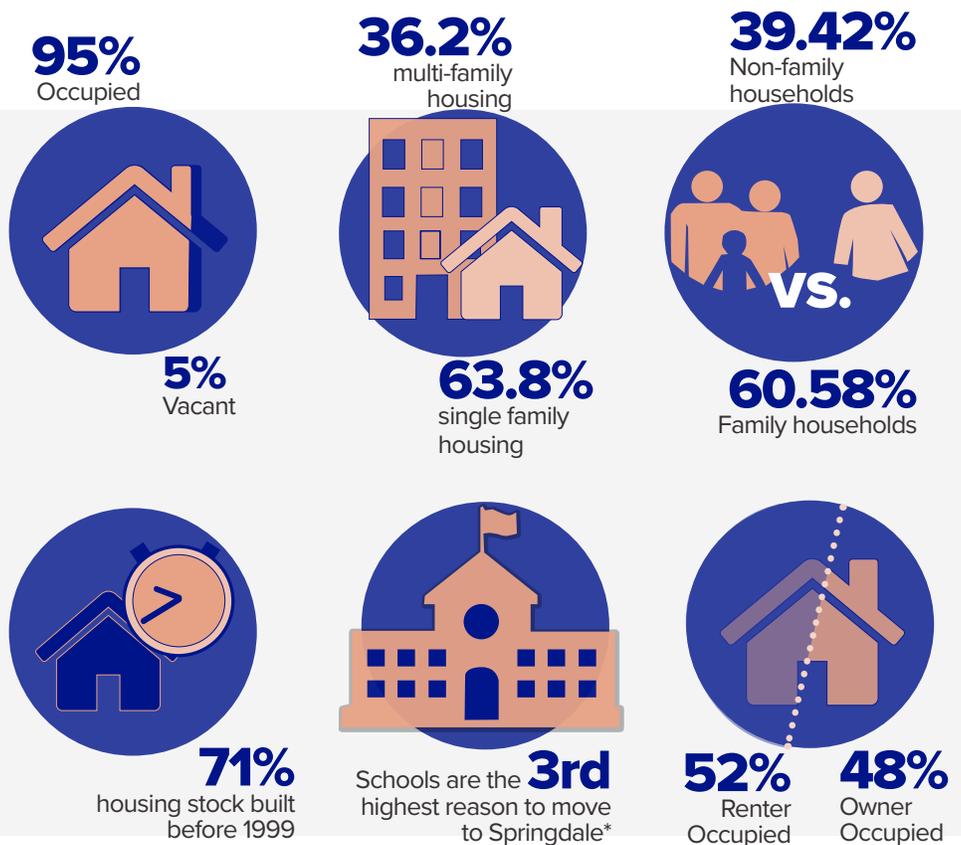


Image : Residence in Springdale

SNAPSHOT of Springdale housing trends

These infographics provide a brief overview of the current housing trends and patterns in Springdale. These factors largely influence the future of residential development and growth in the city and provide a base to understand the needs of the community moving forward.

*based on survey responses



PROTECTING OUR NEIGHBORHOODS

The goal in the established residential neighborhoods is to preserve the density and character of the built environment while inviting updates and renovations that can improve aging housing stock. Infill projects and renovations that remain cognizant of the existing built character should be encouraged in these neighborhoods to elevate the overall quality of the city’s available housing and provide modern amenities to the residents of Springdale.

Preserve the Neighborhood Character

Survey results indicate that the residents of Springdale desire to retain the existing character, scale, and residential typology of the established neighborhoods, especially those located to the west of State Rt 4. These areas are largely single family residential and have access to neighborhood scale parks, churches, and other similar uses. These low density neighborhoods are located away from higher intensity uses and offer calm, quiet, and safe residential areas. There is very limited land for new development available in these neighborhoods. Renovations or spot redevelopment after tear-downs are most likely and recommended here in the future. Any modification or addition to the built fabric of these neighborhoods should remain complementary to the character and scale that is currently present.

Update the Housing Stock

Springdale is a mature and slow growing city. Large portions of the existing housing stock were developed in the city’s peak in the 1970’s and 80’s. These houses are now dated with aging amenities and structures that require updating to efficiently serve the changing needs of the community. Efforts to update the aging housing stock should occur in a targeted fashion with consideration for the adjacent uses, intensities, and development patterns. It is crucial to main affordability in these areas while updating the housing stock. Tear-downs and redevelopment of large residential blocks are not recommended outside of the identified priority reinvestment areas.



Images : Existing residential character of neighborhoods

Strengthen our Neighborhood Amenities

Springdale neighborhoods are largely supported by extensive sidewalk networks, street trees, green buffers, signage, and lighting that promote safe and comfortable pedestrian access. However, there are gaps in the sidewalk infrastructure and a lack of destinations in neighborhoods. This combination discourages active use of city amenities. The city should improve the sidewalks and connect the residential areas with the public facilities such as parks, churches, and the community center. The city can also explore opportunities to create new pocket parks and protect open spaces with children’s play equipment that serve as public gathering spaces and add value to the neighborhoods.

Another key concern for Springdale residents is the presence of blight and unkempt properties that obstruct the preservation and celebration of local neighborhood character. The city should focus on continued efforts to enforce property maintenance regulations and ensure general upkeep of the neighborhoods to prevent blight from spilling over into adjacent properties.



Images : Springdale Neighborhoods

Strategies to Improve our Neighborhoods

Create attractive neighborhoods : Promote maintenance and general upkeep of front yards, facades and driveways to create a visually pleasing and inviting experience of the neighborhoods. Tidily maintained properties emphasizes that the residents care for and invest into the neighborhood and invites others to do the same!

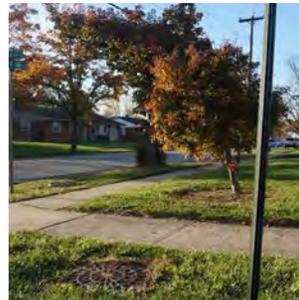
Streetscaping : Regular maintenance and improvements to road surface, curb gutters, stormwater infrastructure, and road crossing elements should be practiced in the neighborhoods.

Make them walkable : Bridge gaps in sidewalk connectivity and improve the existing infrastructure within and around the neighborhoods. This can encourage more residents to walk more for leisure or exercise.

Connect the neighborhoods : Connecting the residential areas to each other and to the other non-residential areas, through walking or bike paths will generate a greater sense of community as residents walk around the city and get to know their neighbors.

Improve housing stock : Similar to promoting property maintenance, renovating homes and placing residential units on infill lots will increase the number and range of housing types available in Springdale. This will make the city an appealing place to live for people with diverse needs and desires.

Pocket parks : Neighborhood parks promote a family-friendly character and provide a place for residents to enjoy the fresh air. They also serve as destinations that encourage walkability in residential areas of the city.



Images : Examples of implemented strategies

ASSETS AND SERVICES

Springdale Schools

The Princeton School District, a highly rated and attractive school district with excellent schools and infrastructure, is a major asset to Springdale and the larger area. There are numerous other schools and educational institutions located in and adjacent to the city. The map locates such facilities and denotes areas that fall within a one mile radius of each institution. As indicated, all of Springdale’s residential neighborhoods, along with most of the city’s other areas, lie within a walkable distance of a school or educational institution. The proximity to several academic facilities and the association with the Princeton School District makes Springdale a highly desirable place for families. The city can market this as an attractive selling point to new families and young professionals looking for a place to settle long-term.



Schools in close proximity to our neighborhoods :

- ▶ *Calvary Christian Academy*
- ▶ *Maple Knoll Village Montessori*
- ▶ *Springdale Elementary*
- ▶ *Heritage Hill Elementary*
- ▶ *Princeton Community Middle School*
- ▶ *Princeton High School*



Map : Educational institutions in the Springdale area with 1-mile radius buffers

Other City Services

There are various departments and forces dedicated to ensuring a safe and healthy Springdale. They contribute to the public safety, social well-being, and infrastructure maintenance in the city and elevate the overall quality of life offered here. Consistent maintenance and improvement of these city services will help Springdale remain a welcoming and well-maintained city with strong, safe, and attractive neighborhoods.

Police Protection : The Springdale Police Department actively promotes public safety and provides services such as crime prevention, proactive and responsive patrols, investigations, and support services as a professional law enforcement organization. The department encourages and organizes community-based initiatives such as neighborhood crime watches and citizen’s police academy that increases police-community rapport and fosters a sense of belonging, awareness, and heightened sense of security in the city.



Fire Safety : The Springdale Fire Department is located at the heart of the city and provides emergency services for its residents. The service is supported by three units and fire engines along with a host of other vehicles. The department maintains and installs fire hydrants, smoke detectors, and other fire preventive mechanisms in the city. They also conduct fire and safety educational programs and firehouse tours to raise awareness within the community.



Public Health : The Springdale Health Department seeks to promote health, safety, and quality of life in the community through health education and wellness, disease prevention, and emergency preparedness. It encompasses a wide range of distinct services that oversee food safety, community and environmental health, and support groups and organizations.



Public Works : This department strives to constantly maintain and improve the city and its infrastructure. The responsibilities of this department include road and thoroughfare maintenance, urban forestry and public landscaping, stormwater management and general maintenance, and upkeep of public infrastructure in the city including but not limited to trash collection, debris removal, and snow and ice control on public roadways.



Images : Public Services offered by the City

HOUSING DEMAND

As a city that is mostly built out but seeking to grow into a popular suburban destination, Springdale wants to continue to diversify and expand its residential community. The existing housing stock does not meet the rising demand of the senior population, which makes up 23.8% of the populace. This is more than the state and national averages, and data indicates that this population will continue to grow in the immediate future. As the community ages, there is a rising demand for quality senior living facilities. Additionally, the city wants to invite young professionals and families into the community, which will create more housing demand. Unlike the senior age group, the working age group in Springdale is a far smaller segment than in the neighboring communities. It is vital to bring young, well-earning professionals into the city who can support the local businesses and services and bolster the local economy.

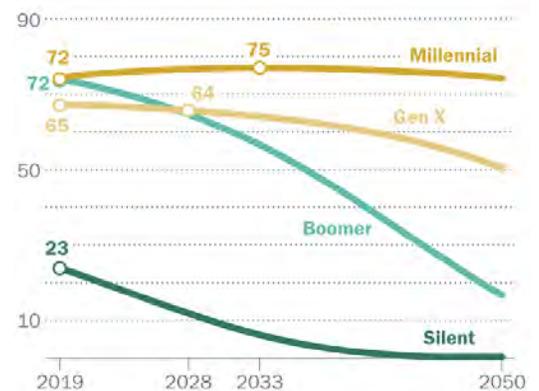
As Springdale takes action to invite development that can meet the demands of these contrasting demographic groups, it is crucial to take stock of larger, long-term trends in population. National population trends demonstrate a steep decline in the 'Boomers' generation (those born between 1946-1964) along with a considerable decrease in 'Gen X' population over the next 30 years, while Millennial population growth remains constant. The large difference in generational population sizes (because these generations aren't growing anymore) indicates a forthcoming 'gap' wherein the percentage of the overall population that falls within the senior age group will decrease markedly and lead to a temporary but significant drop in demand for senior housing. Consequently, flexible and adaptable housing should be pursued that can remain resilient and serve the changing needs of the future. Living facilities and developments that can be converted or modified into varying residential typologies such as duplexes or multi-family rentable apartments should be considered. High-quality residential areas with convenient amenities and services that can support different generations and their needs should be encouraged.



Images : High density multi-family housing,
Source : Vandecar Holdings Elvar Design

Projected population by generation

In millions



Note: Millennials refer to the population ages 23 to 38 as of 2019.

Source: Pew Research Center tabulations of U.S. Census Bureau population estimates released April 2020 and population projections released December 2017.

PEW RESEARCH CENTER

RECOMMENDED STRATEGIES for HOUSING

The following strategies can help Springdale achieve the overarching goal and community objectives outlined in this chapter. Implementation of these strategies should be guided by the design guidelines and use recommendations in the future land use and character chapter.

- 1.** Strengthen the housing market with a diverse range of existing and new housing options, including high-end housing.
- 2.** Encourage market rate multi-family as an important component of mixed-use development that facilitates adaptive reuse of vacant office and retail property.
- 3.** Improve the aging housing stock in neighborhoods while preserving the positive aspects of neighborhood character.
- 4.** Encourage the redevelopment of aging and obsolete housing with housing that promotes a demographically diverse range of people, including young professionals, families, and aging adults.
- 5.** Continue to maintain the city's infrastructure such as roads, sidewalks, curb, and gutters; encourage homeowner reinvestment; and help attract new housing.
- 6.** Continue to enforce and improve property maintenance and rental registration regulations.
- 7.** Encourage residents to improve their curb appeal, including regular maintenance and upkeep of landscaping and building materials.

Transportation & Connectivity





The goal for transportation and connectivity is to create a connected and safe system of roads, bicycle infrastructure, and pedestrian facilities that links neighborhoods, business districts, and civic facilities.

The plan, guided by the community, is a proponent for a connected, healthy, and walkable future city. The community envisions a well-connected and cohesive connectivity network that provides comfortable access and convenient options for the diverse needs of the community as well as ensures that Springdale stays accessible and connected for everyone. As the city grows and invites new people into the community, it is crucial to take stock of existing connectivity systems and add new and supplementary facilities that can serve a larger user group without compromising safety and quality of the infrastructure.

Key public facilities such as the community center, parks and open spaces, large religious institutions, etc. should be connected with diverse transit options to encourage complete use and enjoyment of these amenities. A comprehensive transportation network that offers different modes of connectivity for transit and ease of movement within the city is required to ensure that all the diverse groups within the community are supported by viable options.

THE COMMUNITY WANTS TO :

- ▶ Reduce auto dependency in Springdale
- ▶ Connect neighborhoods and business districts with sidewalks
- ▶ Improve bus stop infrastructure
- ▶ Add bike lanes or shared use paths along major roads and connect to public and regional parks

VEHICULAR MOBILITY

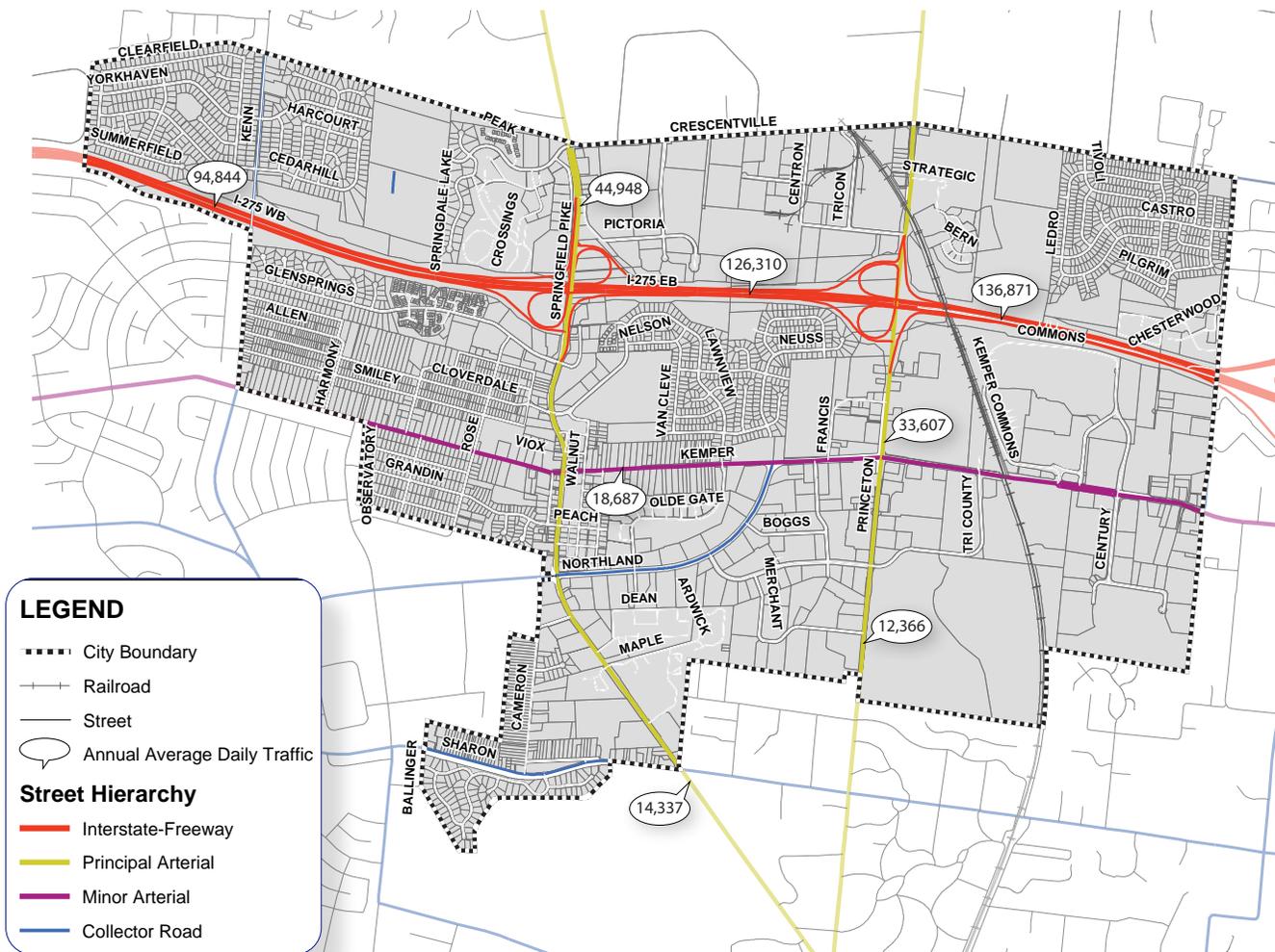
Road Hierarchy and Traffic Flow

As a predominantly auto-dependent community, Springdale has an extensive network of roads that connects the various neighborhoods to other areas in the city. Because of its location at the crossroads of multiple heavily-trafficked regional access routes, Springdale handles large volumes of through traffic everyday. Regional traffic predominantly enters the city in the I-275 interchanges at Springfield Pike (State Route 4) and Princeton Pike (State Route 747).

From there, traffic volumes decrease as arterial and collector roads lead into the commercial, industrial, and residential areas. The arterial and collector roads lie along Springfield Pike, Princeton Pike, Kemper

Rd. and Northland Blvd. and serve as activity corridors characterized by heavy commercial, office, and retail uses. These wide roads offer four or more lanes with additional turn lanes, except in residential areas where they narrow to two lanes.

Local roads lead away from these corridors and into calmer areas with residential properties and larger commercial and office uses. The residential roads are often the narrowest and have reduced speed to ensure safety and discourage use by non-residents.



Map : Road Hierarchy and traffic counts in Springdale

Street character and proposed improvements:



Activity corridors along Springfield Pike, Princeton Pike, Kemper Rd, and Northland Blvd are the most traversed roads within the city and play a large role in people’s perception and experience of Springdale. Therefore, it is vital to reinforce these corridors with up-to-date and well-maintained infrastructure as well as good streetscape design for cars, pedestrians, and bike users.

The Springfield Pike Corridor Study and proposed improvements along Springfield Pike are excellent efforts toward this goal that should be continued and expanded upon in the future. A distinct branding and streetscape pattern along all activity corridors could create a cohesive and aesthetically pleasing experience. New signage, pedestrian scale lighting and street furniture, and landscaping that provides shade and visual relief can be utilized to create vibrant streets that invite people to walk, shop and spend time in the community.

Local roads that service large commercial, retail, and office properties should also be treated with similar improvements at a smaller scale. Special care must be taken to ensure safe and convenient access for pedestrians and bike users is integrated with smooth vehicular circulation and parking provisions. Businesses and property owners should also be encouraged to provide amenities and facades that support an active and safe street experience for a diverse range of users.

Neighborhood streets should continue to be protected and maintained with clear signage and intersection crossings that encourage safe and convenient mobility for the community. Speed control mechanisms along with heightened enforcement regulations should be introduced and practiced in problem areas. Clear signage, lighting, visually appealing landscaping, and green buffers separating sidewalks from the road edge should be encouraged along these streets to promote safety and community pride in these neighborhoods.

Gateways into the Community

The I-275 interchanges at Springfield Pike and Princeton Pike are the major access points into the city. The combined annual average daily trips at these exit ramps is 22,386. As the gateways of Springdale, these nodes should be developed as distinct entryways by means of branding, design standards, landmark installation features, or other elements that uniquely represent Springdale. Uses near these nodes should also be held to high standards of design and site layout that are complementary to the style and character of the gateway. The goal of such gateway developments should be to leave an exciting, strong, and positive impression on those who drive into the city.



Images : Examples of Gateway Improvements,
Source : Google Images

Capital Improvement Programs

The City of Springdale has an active capital improvement budget that financially supports the improvement of public facilities and services offered in the city. The 2021-2025 Capital budget is nearly \$27.5 million in construction and related engineering costs and is the largest five year budget dedicated for CIP projects in Springdale history. This has been spurred by the emergent need to update, maintain, rehabilitate, and in some cases reconstruct services that the city has built over many years to suit the needs of expanding businesses and other uses within the community. The list below showcases a few of the road and related improvement projects proposed for the 2021-2025 period.

- ▶ **Annual Street Improvement Program** - *\$150,000 per year has been awarded for general maintenance on residential and commercial streets.*

- ▶ **Springfield Pike (Cameron Rd/1-275) Streetscape** - *Project to replace sidewalk with brick pavers, add new decorative walls along the project, plant trees, add decorative street lights, and decorative traffic signal poles, and install a new traffic signal at Grandin Road/Peach Street and Springfield Pike intersection.*

- ▶ **Northland Boulevard Reconstruction** - *Full replacement of pavement, and the introduction of green infrastructure to help clear stormwater runoff.*

- ▶ **East Crescentville Road Improvement** - *Joint project with Butler County and Sharonville. The project involves the addition of a third lane (current westbound lane becomes double left-turn lane, create new westbound lane), improving the drainage system, adding new traffic signal to intersection of E. Crescentville Road and Chesterdale Road, and new curbs, and resurfacing the road with new asphalt pavement.*

- ▶ **Traffic Signal System Upgrade Project** - *Phase I is fiber relocation, installation of new meter-based power service, and conversion from wood poles to metal poles. Phase II includes installation of new mast arm, re-lamp of all signals within the City with LED technology, and installation of radar detection.*

- ▶ **Rehabilitation** - *Repaving, fixing curbs, catch basins, etc., on a variety of roads throughout the City.*

ACTIVE MOBILITY NETWORKS

To become a healthier and more sustainable city and community, Springdale seeks to improve its pedestrian and multi-modal infrastructure and connectivity. The presence of multiple active systems of mobility provides choice and opportunity for many in the community who cannot or do not drive personal vehicles. Increased walking, biking, and busing can help reduce Springdale’s carbon footprint and be a fun and healthy way of getting around the city. These options can encourage more people and activity onto the streets and promote vitality and safety in the different areas of the city.



Image : Complete Street, Source : Google Images

The Springdale Community Wants ...

to walk **to bike** **and take the bus**

A COMPLETE STREETS APPROACH

The National Complete Streets Coalition champions the transformation of community streets to ‘Complete Streets’ that prioritizes safety over speed of mobility. The city can adopt a similar approach that creates opportunities for safe and comfortable movement for all users regardless of the chosen mode of transport. This approach can help Springdale create equitable connections that can support varying needs and interests in the community.



Existing conditions on Kemper Road

Issues that Currently Impede :

Pedestrians



Uneven and damaged sidewalks



No buffer from road edge



Wide cross walks

Bicyclists



Lack of dedicated infrastructure



Unsafe roadways with high speed traffic

Bus Users



Dated bus shelters



Need to reassess demand and expand infrastructure

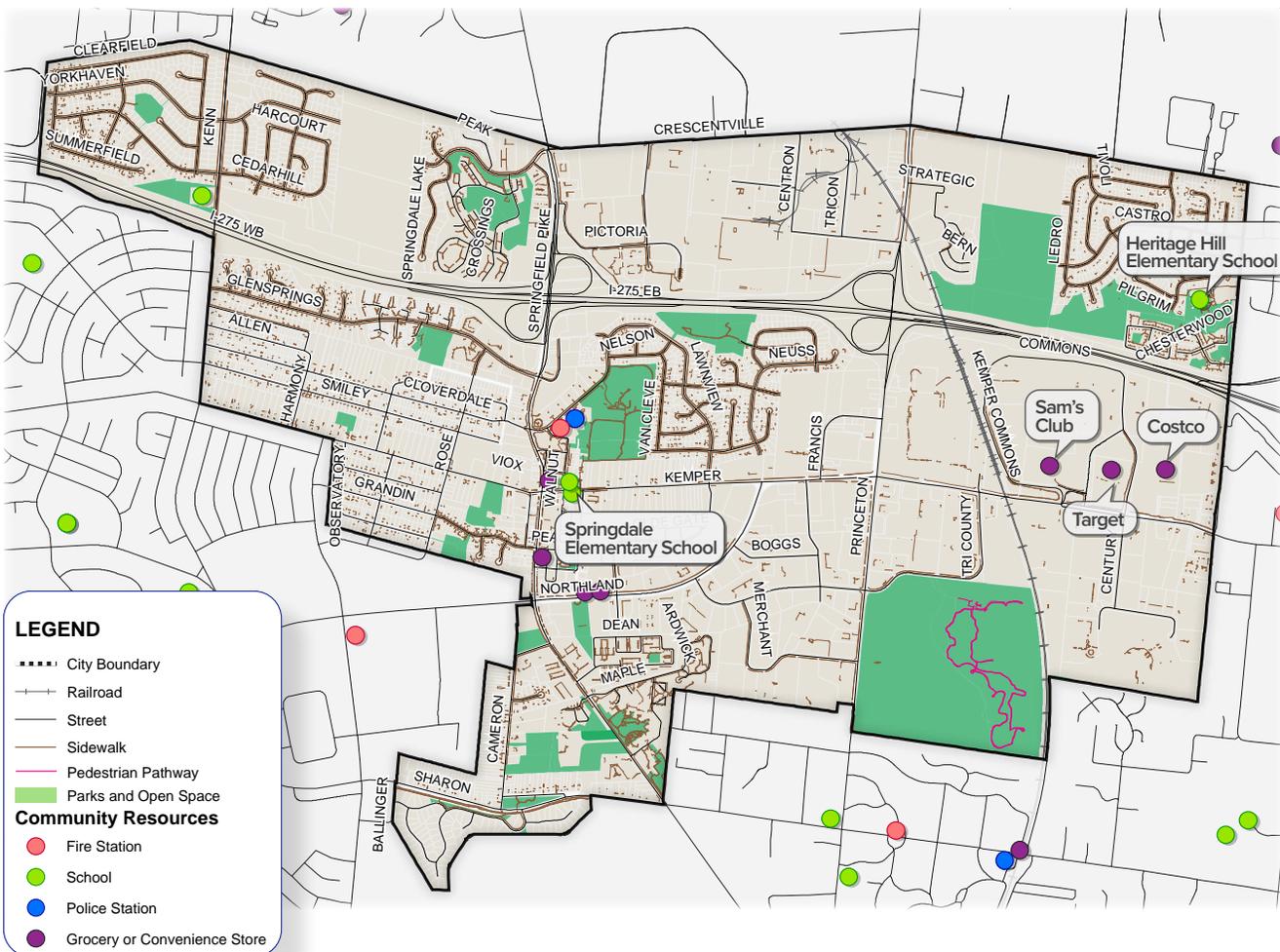


Lack of information on bus schedule

Pedestrian Connectivity

Results from the public surveys indicate an overwhelming desire for a walkable Springdale. Many in the community like to walk for leisure and recreation and want to bridge gaps in the city's sidewalk infrastructure. This would create a convenient, pleasant, and safe experience for pedestrians. As a significant percentage of the resident population are children and seniors, it is doubly important to provide safe and comprehensive sidewalk networks that connect the residential neighborhoods to the community center, parks, and other public facilities. The map indicates the existing sidewalk infrastructure along with prominent parks and community facilities that are social and recreational activity centers.

It is evident that the residential areas offer the most extensive sidewalk amenities while overall walkability is greatly limited in the intensive commercial and office use areas. It is also apparent that there is a disconnect that limits pedestrian access from the neighborhoods to the non-residential areas of the city. Efforts towards improving and creating new sidewalks should ensure even surfaces and comfortable widths that can accommodate Springdale's foot traffic. Provisions should also be made to ensure that this infrastructure remains universally accessible by the provision of graded insets onto the roadways and clear pathways that aid wheelchair access.



Map : Sidewalk infrastructure and community assets in Springdale

Strategies to encourage walkability :

Pedestrian Scale Lighting : Lighting at a pedestrian scale at shorter intervals than traditional road lighting provides better visibility and safety for pedestrians. Signage and branding can also be incorporated into these features.

Green Buffer : Road edges can be separated from sidewalks and property edges through the means of grass or vegetative buffers that can protect pedestrians from vehicles on the road and create a visually pleasing effect.

Street Trees : Trees with mid-sized canopies that can provide shade for pedestrians without hindering utility lines or visibility for car traffic can be planted along street edges. These result in aesthetically pleasing vistas and arrest water run-off.

Street Furniture : Amenities such as benches, water fountains, trash receptacles, etc. can make the pedestrian experience more comfortable and enjoyable and can invite more active use of the street edges.

Mini Plazas : Small destinations and hardscaped nodes can create opportunities for pedestrians to rest or gather for social interactions. Such spaces can add value to neighborhoods and activity corridors and can draw more people to the sidewalks.

Safe Intersections : Pedestrian lights with crossing blinkers and push buttons can create safer and more convenient passage for pedestrians. This can help ease apprehensions about crossing Springdale's wide and bustling activity corridors and encourage more foot traffic across the city.

Bulb-outs : Wide sidewalk projections at intersections can spot restrict car speeds and decrease crossing distance for pedestrians on busy and dangerous roads.



Well-designed sidewalks



Seating and amenities



Tree lined pathways



Mini plaza



Projected cross-walks



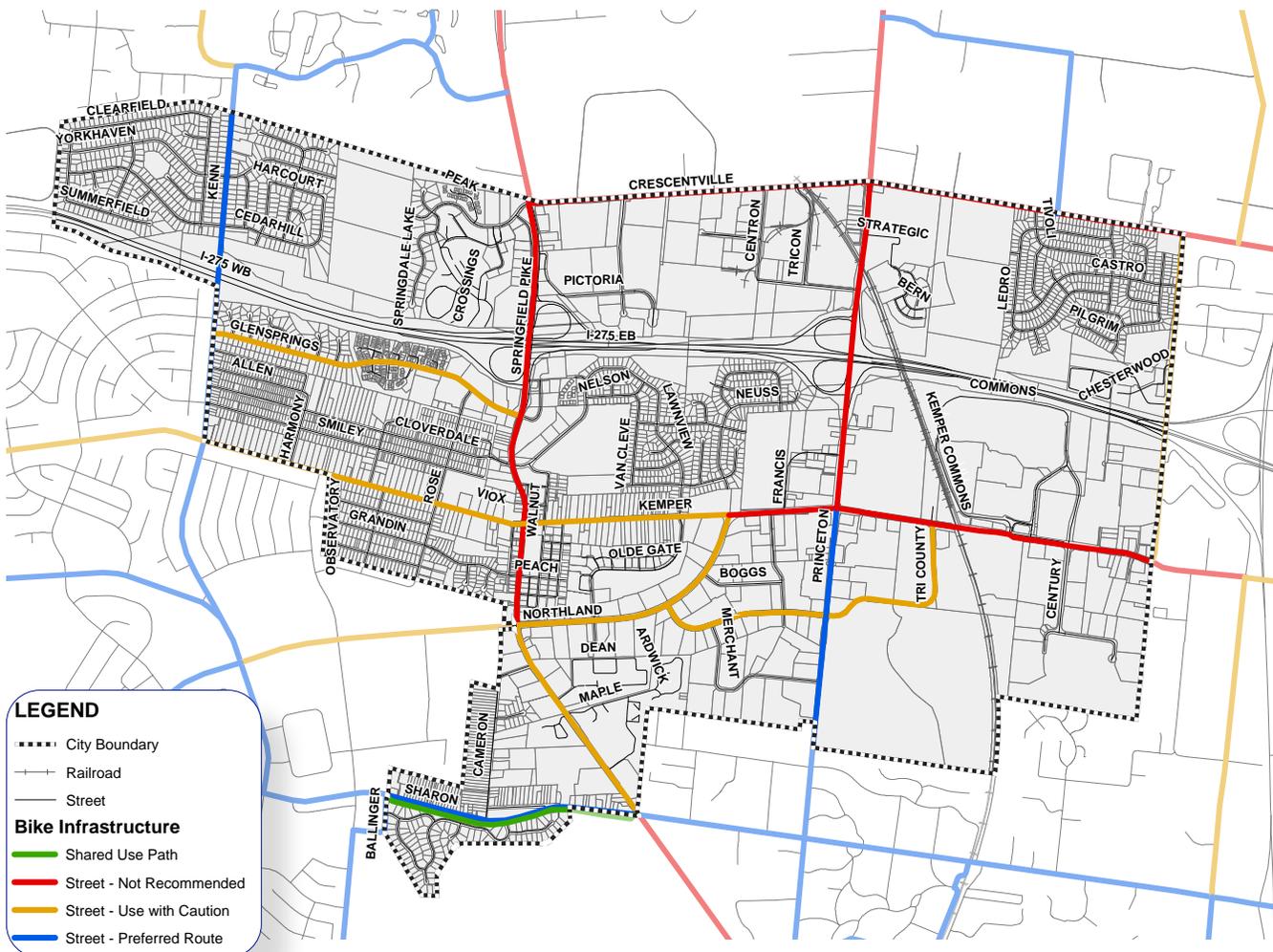
Sidewalk treatments

Images : Examples of implemented strategies,
Source : Google Images

Bike Connectivity

Bikes are a fun, sustainable, and healthy mode of transit that can activate and connect a community. People can ride bikes for recreation, fitness, or to commute to work. More people now value convenient bike infrastructure as an important factor in deciding where they choose to live, work, or recreate. Springdale is currently fairly bikeable, but does not offer dedicated bike lanes or infrastructure that supports safe and comfortable routes for riders. The map indicates streets in Springdale that allow biking and recommends routes based on safety and comfort (OKI data). Most major thoroughfares are depicted as 'Use with caution' or 'Not recommended,' with only a short stretch on Princeton Pike south of Kemper, and Sharon Rd categorized as 'preferred routes'. Public input indicates that the community wants safe bike infrastructure and connectivity,

especially between different neighborhoods and community facilities. This could be accomplished by introducing shared-use paths, sharrow signage on roadways, dedicated bike lanes, and other similar initiatives on major corridors and smaller, collector streets. A city-wide study should be carried out to understand the viability and cost of improving and providing more extensive bike infrastructure. The city should also ensure that all improvement efforts remain complementary to regional trails plans to efficiently connect with the regional network and expand recreational opportunities. In the short term, providing bike racks at public gathering spaces, encouraging bike rental facilities, etc. can serve as low impact and immediate ways to support and incentivize bike use.



Map : Bike routes in Springdale

Strategies to encourage bike use :

Create dedicated bike lanes : Study the feasibility of creating dedicated bike lanes, and buffered shared use paths that can expand and strengthen the bike connectivity within the various areas of the city. Safe and convenient infrastructure can encourage more people to bike for commute and leisure.

Add bike racks in public spaces : Identify hotspots in the city such as the community center and retail centers and provide ample bike parking to support current bike users and incentivize more biking in the community.

Encourage a biking culture : Create and promote events and groups that can raise awareness and catalyze biking in Springdale. Programming can be used to inculcate a culture of biking that leads to a healthier, better connected and more sustainable community.

Introduce bike rental amenities : Create opportunities and connections with regional bike rental organizations to provide bike rental services in Springdale. Make it easy for those who visit Springdale to bike and experience the city safely and conveniently!

Connect the parks and regional trails : Plan for bike lanes and paths that can connect to green spaces, parks, and to the larger regional trail network to expand the recreational opportunities for the community.



Dedicated bike lanes



Bike events



Bike rental racks



Branding and signage

Images : Examples of implemented strategies,
Source : Google Images

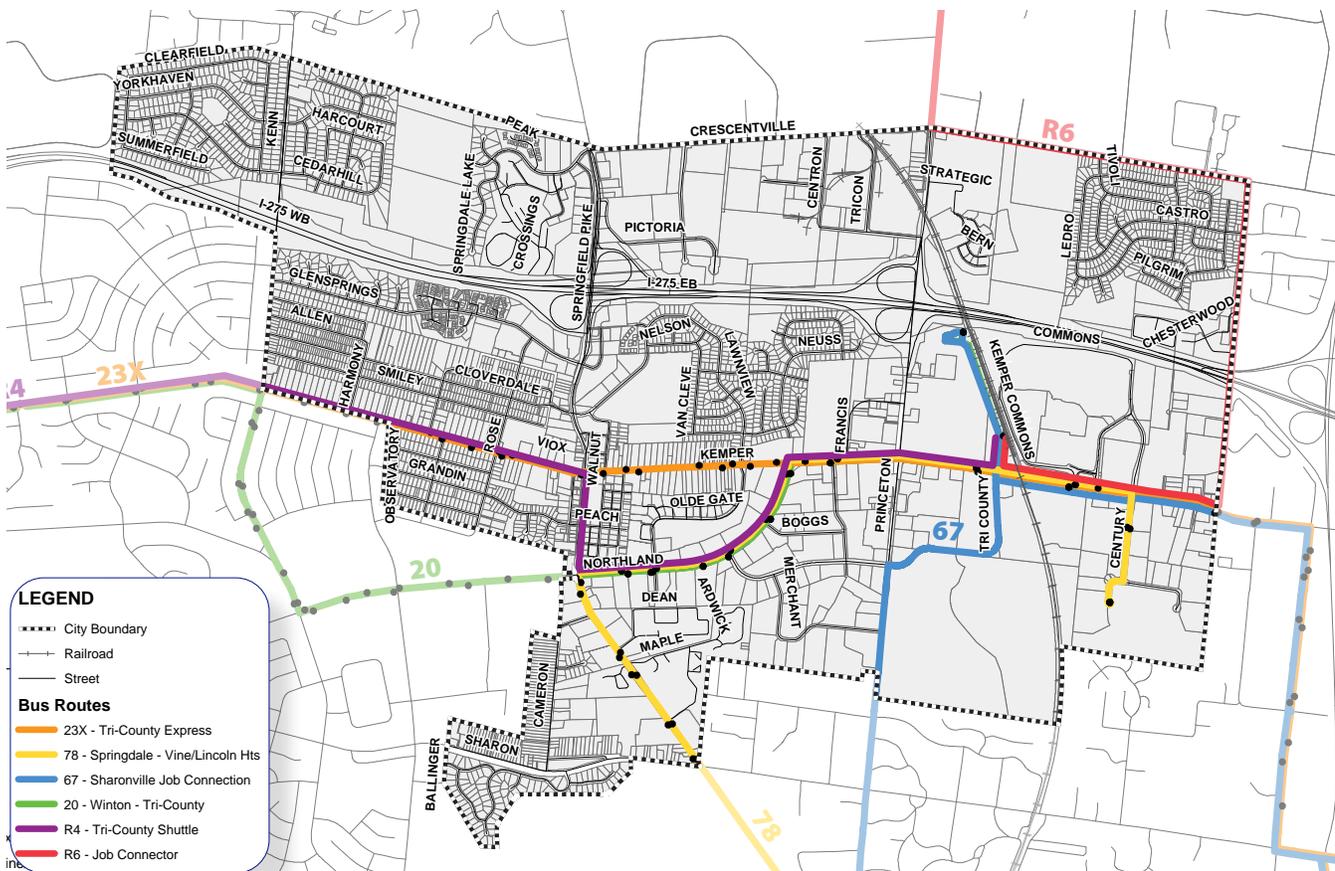
Bus Connectivity

Bus transit is a key mode of transit in urban centers. It is an inclusive, safe, and inexpensive transit option that caters to a diverse community. Currently, Springdale has local and regional bus connectivity through six routes that are operated by the Southwest Ohio Regional Transit Authority's (SORTA) METRO bus service and the Butler County Regional Transit Authority (BCRTA). These routes cut across the width of the city with frequent bus stops, aligned primarily along established commercial corridors such as Kemper Rd, Route 4, and Northland Blvd. They provide convenient connectivity for commuters who work in the city and local residents living south of the Interstate 275.

There is currently no bus service for the neighborhoods and industrial uses north of the interstate roadway. To bridge this gap and provide more comprehensive, citywide bus access, a

dedicated, internal city route is being proposed as a SORTA service improvement project. Two alternate route alignments are being discussed. If implemented, these could provide connectivity across the I-275 loop and expand bus access to more areas in the city. These proposed alignments are anchored around the Tri-County Mall site and circulate along Kemper Rd to the south, Chesterdale Rd to the east, Crescentville Rd to the north and Princeton Pike or Springfield Pike to the west.

Additional or realigned routes can improve mobility within Springdale and encourage more bus ridership, thereby reducing auto-dependency in the community. A well-connected and efficient system that is easy to access and use for the community can be a safe transit option for those who are dependent on alternate transportation.



Map : Existing Bus Routes and Infrastructure

Strategies to encourage bus use :

Provide frequent bus stops : Establish frequent and regular bus stops along routes to provide easy accessibility and minimize last mile connectivity for bus users.

Keep bus stops clean, safe and visually pleasing : Ensuring that bus shelters and accompanying infrastructure such as benches, trash receptacles, planters, etc are well maintained and protected from vandalism can present these amenities and the overall bus ridership experience as a more inviting and comfortable prospect for bus users in the community.

Keep things accessible : Wide sidewalks, curb cuts, crosswalks, traffic lights and dedicated bus lanes in the areas adjacent to bus shelters can enhance safe and secure access to buses for users. Care should be taken to ensure that buses and supporting amenities remain universally accessible (*support wheelchair access*).

Landscaping : Trees, shrubbery, and planters can be incorporated around the bus shelters to make them visually appealing.

Signage and maps : Update city bus shelters with maps and bus schedules for convenience of use and encourage a younger demographic to use the bus systems. The use of technology through QR codes that link to bus service applications or screens that show scheduled arrival of buses or allow online ticket purchase should be pursued in the future.

Provide support systems : incorporating bike racks, bike rental stations, and parking for personal vehicles can eliminate the gap in last mile connectivity and encourage more people to park and ride the bus. The provision of such amenities can promote increased reliance and use of the bus network. With such services more people can be encouraged to come into the city to conveniently and inexpensively visit, eat or shop, and more of the community can park and commute to the surrounding region.



Images : Examples of implemented strategies, Source : Google Images

RECOMMENDED STRATEGIES

for TRANSPORTATION & CONNECTIVITY

The following strategies can help Springdale achieve the overarching goal and community objectives outlined in this chapter. Implementation of these strategies should be guided by the design guidelines and use recommendations in the future land use and character chapter.

- 1.** Reduce dependency on the automobile for residents who wish to have other safe and convenient travel options.
- 2.** Provide safe, multi-modal transportation options, including automobile, buses, bicycle facilities, and pedestrian networks.
- 3.** Promote safe and complete streets that accommodate all modes of transportation.
- 4.** Connect neighborhoods, community facilities, and businesses with multiple modes in a safe and convenient manner.
- 5.** Improve bicycle and pedestrian connections from neighborhoods to the Springdale government services campus.
- 6.** Improve the visual quality of streets with well-designed streetscape improvements on the city's major thoroughfares.
- 7.** Continue to plan for transportation improvement projects through a systematic capital improvement planning program.
- 8.** Capitalize on emerging transportation technologies to expand transportation opportunities within the city including ride-sharing, multi-modal, and electronic vehicle infrastructure.
- 9.** As mixed-use or multi-family projects begin bringing new residents and businesses to the city, potential gateway improvements to the exit ramps at I-275 and Princeton Pike and Springfield Pike should be evaluated. The "first impression" made when exiting the highway will impact the perception of the community and perhaps encourage individuals and businesses to move into the community.



Bike rental station

5



Streetscaping with lighting

6



Facilities to support multi-modal connectivity

1



Create comprehensive transit networks

2



Transit planning

7



Prioritize safe connections

4

Images : Examples of recommended strategies implementation, Source : Google Images

Parks & Recreation





The goal for parks and recreation is to *provide facilities and programs that meet the needs of the full range of city residents including families with children, young professionals, active adults, and seniors.*

The family-oriented and diverse community of Springdale is well-supported by a variety of recreational amenities and facilities provided by the city. The city highly values its resident community and strives to constantly improve and expand upon its recreational services. A dedicated Parks and Recreation department oversees and maintains the public parks and facilities and the Springdale Community Center. The department also creates programming and event schedules to involve the community and provide the diverse resident base with safe, enjoyable, and inclusive experiences. The city issues an annual fun guide of programs, events, and fitness classes offered and a calendar of activities for the year. This pamphlet is available on the city's website and provides details on the various programs scheduled for the different age groups, facilities available, and different types of recreation. This is available to all residents and visitors of Springdale [here](#).

THE COMMUNITY WANTS TO

- ▶ Improve the community center in terms of appearance and amenities provided
- ▶ Promote strategies to provide safer and more inviting parks
- ▶ Expand programming of events and recreational activities to serve all ages and interests
- ▶ Create a connected network of parks and open space

THE COMMUNITY CENTER

The city operates an 18-acre Community Center complex located in the western half of the city, along Springfield Pike. The Community Center is a key asset to the city and serves as the recreational heart of Springdale. Residents can become members at the Center to avail themselves of the myriad facilities, classes, and infrastructure available here.

The 72,000 sq.ft. Community Center contains three gymnasiums, meeting rooms, game rooms, saunas, racquetball courts, fitness center, and an indoor walking track. Surrounding it are six ball fields, an amphitheater, tennis, pickleball and basketball courts, picnic grounds, and a 25-meter pool.

The facilities are accessible for residents and visitors through a paid membership. The membership fees are nominal and vary based on the resident status and desired membership type. Extensive facilities are offered here including a heated pool and a computer lab with internet provision for study or web browsing.

Expanded Programming

The Community Center facilities are regularly used and enjoyed by the community, particularly by children and seniors. These age groups are specially supported by numerous targeted activities and programs that provide opportunities for engagement, entertainment, and fitness. While these are the largest user groups of the Community Center, there is demand to expand the programming to serve other age groups such as teenagers and adults with appropriate and desirable events and fitness classes.

Skill-building opportunities and educational certification programs can be offered here. Adult sporting groups or leagues, targeted learning, and recreational opportunities such as group fitness, art classes, and other such initiatives can be pursued to attract teens and adults to the community center. A variety of healthy and safe recreational opportunities for all age groups and cultural backgrounds is desired to ensure that the community center remains a welcoming and inclusive place for all the diverse residents of Springdale.



Images : Events in Springdale, Source- City of Springdale

Desired Improvements

The youth sports, walking track, senior classes, concerts, junior Olympics, holiday events, father daughter dance, the weight room, community rooms/banquet halls, fitness classes, and movies at the amphitheater are particularly favored by the community. However, as an aging building, there is demand to update and renovate the facility to improve the overall experience for the users.

The community desires for the city to repair the leaking roof, improve access between the pool and restrooms, level the sidewalks and increase wheelchair accessibility within the premises, add seating by the playfields, upgrade exercise equipment, maintain clean and functional fitness equipment, upgrade the game center, etc.

POOL RENOVATIONS

Community input from the surveys indicate a particular interest and demand to improve the swimming pool and create opportunities for additional activities and amenities in the surrounding area. The community center pool is a popular feature in Springdale and is well used by the community. The city should initiate a study to capture demand and cost feasibility of improvements to the existing pool infrastructure, along with the potential for additional amenities such as a splash pad, a lazy river, and a connected indoor pool as well as the construction of restrooms and changing rooms in closer proximity to the pool area and the provision of activities and lounging areas around the pool, etc.



Images : Examples of recommendations, Source- Google Images

OUTDOOR AMENITIES

Neighborhood Parks

Springdale offers six neighborhood scale parks and various other small open spaces scattered within its residential areas. The city currently owns about 100 acres of park property. Because the city is mature and mostly developed, land for parks and open space development is scarce.

Parks are often developed as demand rises when residential growth occurs. However, more than 62% of the local community live within a 10-minute walk to a park. This is higher than the national average of 55% and indicates good proximity to parks for residents. The feedback from public surveys indicate that the community views these parks as enjoyable and accessible assets with good facilities. These facilities include athletic fields, basketball courts, pickleball fields, picnic areas, and various playground amenities.

A frequently listed cause of concern expressed by community members is the lack of amenities in parks such as playground equipment, defined walking paths, or park lighting. Combined with the relative seclusion of some of the parks from public roads, some residents do not feel safe patronizing the parks alone. Increased police patrols, additional lighting, remote camera surveillance with visible signage, are some measures that could be adopted to improve the perception of the parks and create an inviting and secure environment for the community. It is important to expand the safety and amenities offered in these parks and nurture them as community assets that the people of Springdale can continue to use and enjoy. Pocket parks and small play spaces can also be encouraged to activate the neighborhoods and provide options for congregation and play spaces within the city.

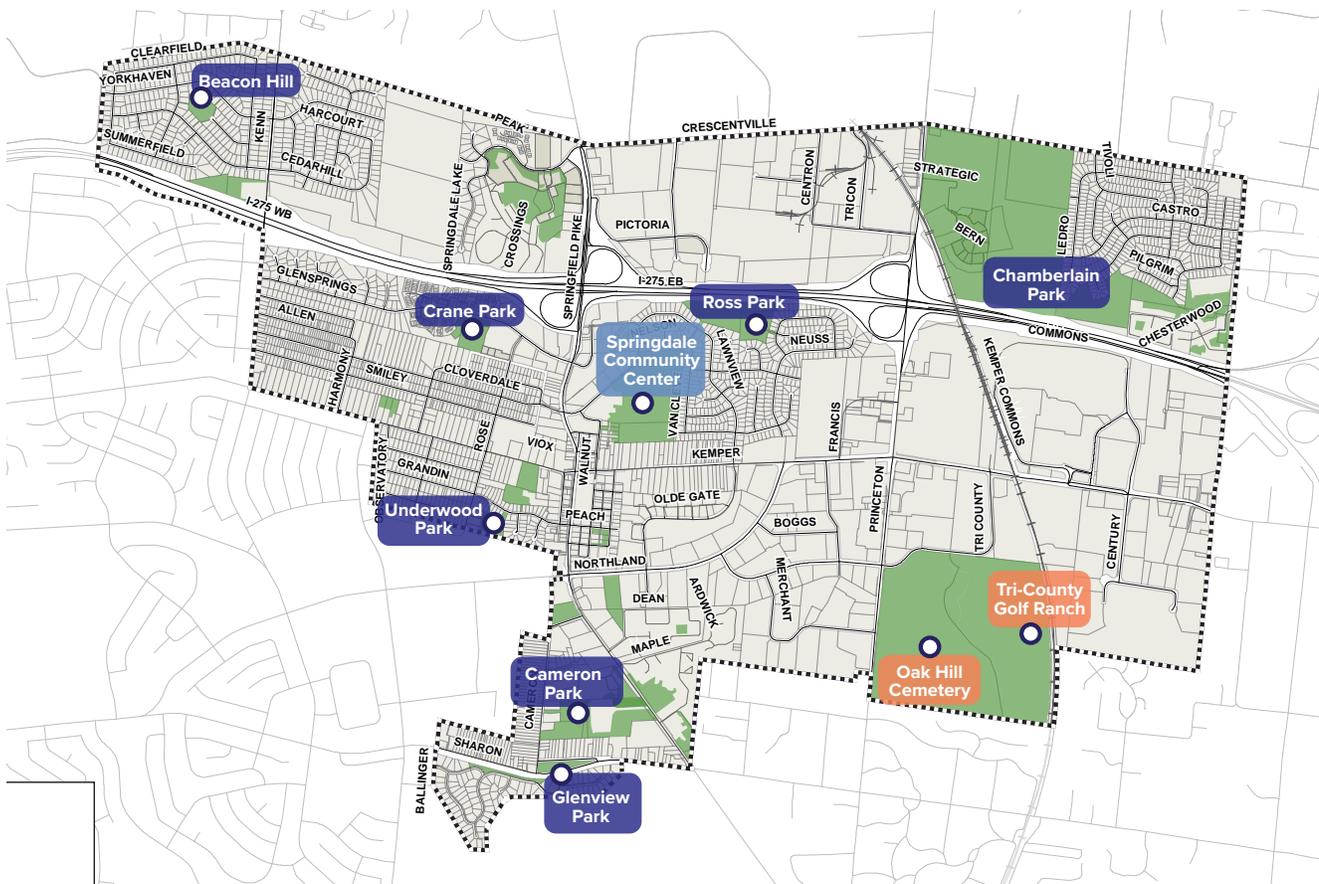


Image : Map of Springdale Parks, Open Space and Community Center

Strategies to improve our parks :

Plan : Create a dedicated parks master plan to identify demand, plan improvements, and locate areas for potential new mini-parks, tot lots, etc.

Create pathways : Pedestrian pathways with even surfaces and clear delineation can support comfortable passage and encourage a wider age demographic into the parks. Loops, curvilinear paths, and gently graded trails edged by shrubbery can encourage the community to take more frequent walks.

Make them accessible : Ensure ease of access from the residential neighborhoods to all the parks through creating an uninterrupted and comfortable sidewalk network.

Provide shade elements : Canopied trees that line pathways and other elements such as gazebos and picnic shelters can provide shade and create opportunities for people to gather and enjoy the outdoors together. Built shade structures with lighting and service utilities can also be used for public events such as music concerts and birthday parties to encourage more active use of the parks.

Let people sit or gather : Benches, gazebos, picnic tables, and other such elements can encourage more people to explore the parks and spend time in them. These are also excellent amenities to use for social gatherings and activities such as yoga or sports.

Program for the different age groups : Introduce splash pads, play equipment, passive fitness installations, and other such amenities that can cater to diverse members of the community. Efforts to support and serve all the age groups is desired to ensure the parks are friendly and exciting for all.

Create entrances : Provide distinct entryways into parks through installing creative crosswalks and signage that clearly identify these assets and invite people into them.

Ensure safe environments : Establish more frequent patrols, improved lighting, and install equipment or amenities which will encourage more foot-traffic into the parks to promote a safe and secure environment for the community.



Gazebos and outdoor fitness activities



Park signage



Splash pads



Play equipment



Well-lit paths



Outdoor amphitheater

Images : Examples of improvement strategies, Source- Google Images

Open Space

The largest, contiguous open land area within the county is located south of Cassinelli square and along the Princeton Pike roadway. This area of nearly 160 acres encompasses both the Oak Hill Cemetery and the Tri-County Golf Ranch. The Oak Hill cemetery was originally chartered in 1910 as a not-for-profit cemetery to serve the nearby Glendale community. It was later acquired by the Glendale Cemetery Association and continues to serve the local and surrounding communities. The highly successful Tri County Golf ranch is privately maintained and run. It draws both local and regional golf enthusiasts to this area for recreation. Both properties are also distinct landmarks for Springdale and should be supported as valuable assets to the community.



Image : Tri-County Golf Ranch

Social Events and Programming

The city offers various events and festivals throughout the year including Christmas tree lighting, Veteran’s Day ceremonies, marathons, ComeUnity Bashes, Concerts in the park, Movies in the park, Junior Olympics, and a variety of other opportunities for the community to gather and have fun. These events are primarily hosted in the Community Center or the city-owned parks and generally attract tremendous interest and attention. As a diverse and growing community, there is much scope for more events and programming that can bring people of different backgrounds, cultures, and age groups together. Raising awareness and celebrating the different cultures of Springdale as well as fitness or social events that cater to the young adult and adult demographics and family friendly programming such as yoga in the park, outdoor theater and music shows, pop-up farmer’s market, or food truck events can highlight and strengthen Springdale’s inclusive and diverse community and bring regional attention and visitors to the city.



Image : ComeUnity Bash



Former's Market



Pickleball Courts



Splash pad



Celebrating cultural events



Outdoor music performances



Amphitheater



Concert in the Park



Paws on the Park

Images : Examples of park activation through programming

RECOMMENDED STRATEGIES for PARKS & RECREATION

The following strategies can help Springdale achieve the overarching goal and community objectives outlined in this chapter. Implementation of these strategies should be guided by the design guidelines and use recommendations in the future land use and character chapter.

- 1.** Continue to maintain and improve the Springdale Community Center to meet the needs of existing and new city residents.
- 2.** Renovate the city's community pool to provide an aquatic destination that offers a variety of amenities which may include a splash pad, lazy river, picnic area, and water slides.
- 3.** Maintain parks as safe places for people to enjoy.
- 4.** Continue to provide and expand recreation programming for city residents.
- 5.** Provide safe gathering places where people can make and reinforce social connections.
- 6.** Improve and expand cultural and celebratory community events.
- 7.** Promote a network of privately and publicly owned open space that complements the park system.
- 8.** Increase the potential of city-owned parks by incorporating new amenities such as picnic shelters, play fields, and recreation opportunities.



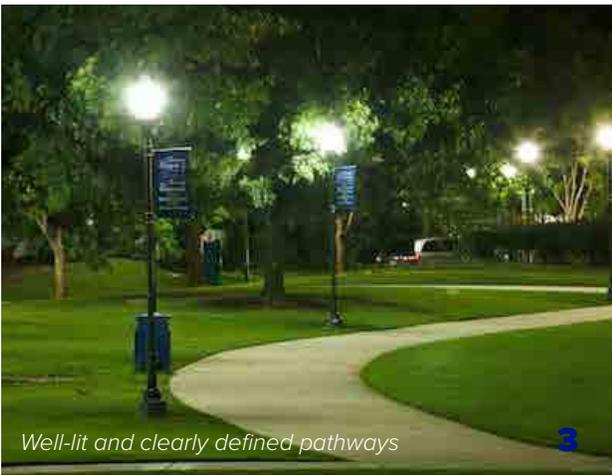
Splash Pad

2



Cultural events

6



Well-lit and clearly defined pathways

3



Shaded gathering spots

5



Yoga in the Park

4



Gathering nodes with shade structures

8



Picnic shelters and tables

8



Soccer in the Park

4

Images : Examples of recommended strategies implementation, Source : Google Images

Land Use & Character



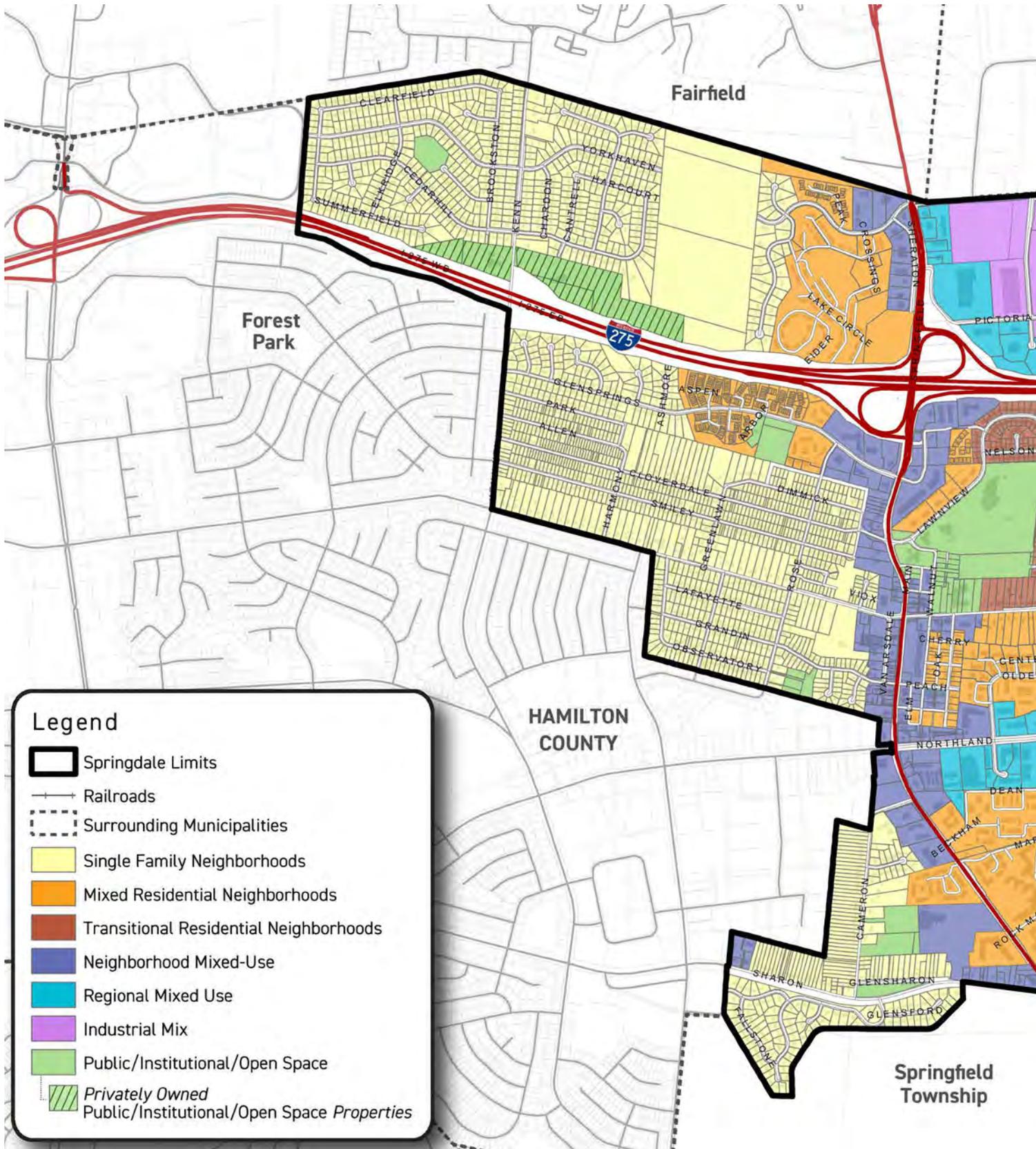
The goal for future land use in Springdale is to create a plan for growth and development that is fiscally responsible and elevates the overall experience of the city for the residents, business owners and visitors of Springdale.

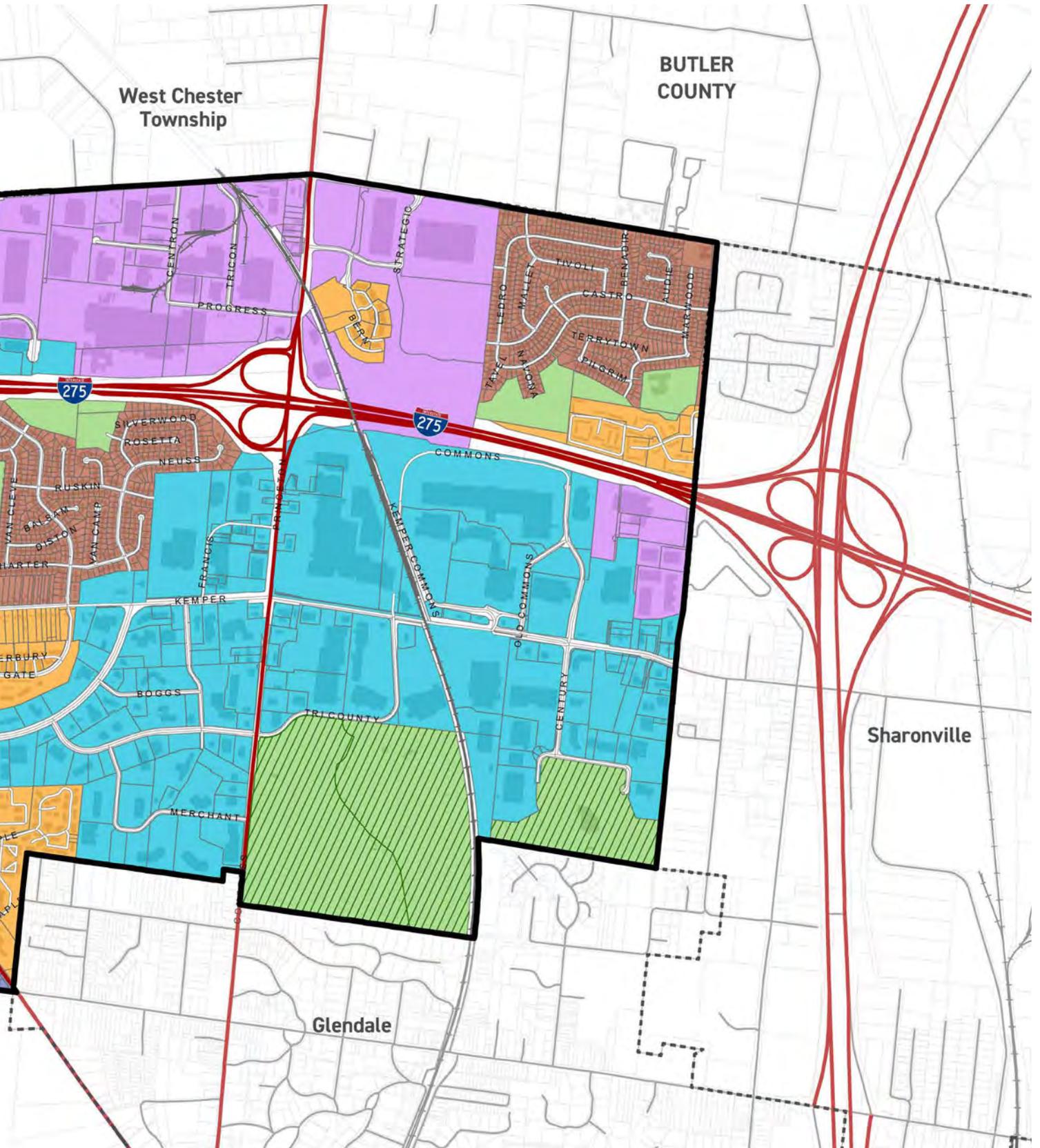
This chapter serves as a guide for future growth and development in the city. The policy and recommendations provided in the land use and character plan will support the city in inviting and encouraging development that is fiscally beneficial and is cognizant of the community's desired land use vision. All areas within the city have been assigned to one of seven distinct land use districts that vary based on type and intensity of development to create a cohesive and harmonious future land use for the city. The extent of each district is spatially demonstrated in the Future Land Use map. The plan addresses each district with a unique vision and desired character, along with a study of existing conditions and development challenges, and provides strategic recommendations to encourage improvement in the area. The plan also provides design guidelines for development efforts and outlines the uses that are allowable in each district.

THE PLAN IDENTIFIES :

- ▶ Desired character and uses for different areas of the city
- ▶ Recommendations for future development patterns
- ▶ High level standards for design and standards of new development
- ▶ Reinvestment strategies for targeted areas
- ▶ Appropriate uses and scale of development in different areas of the city

FUTURE LAND USE MAP





FUTURE LAND USE DISTRICTS



SINGLE-FAMILY RESIDENTIAL NEIGHBORHOODS

This district is comprised of Springdale neighborhoods that are stable and successful. Within this land use category are primarily single family residential homes with ancillary neighborhood-scale parks, places of worship, and public facilities. It is crucial that these neighborhoods remain desirable places for people to live. Therefore, the city should focus on continued maintenance efforts within these areas for both privately and publicly owned land.



MIXED RESIDENTIAL NEIGHBORHOODS

This district is comprised of a variety of residential unit types ranging from single family, two family, townhomes, multi-family, and senior living developments. These uses are scattered throughout the city but are generally adjacent to commercial areas and major thoroughfares. Higher intensity residential uses should be located near employment and commercial areas, while lower intensity residential uses should be used as a buffer for single family neighborhoods.



TRANSITIONAL RESIDENTIAL NEIGHBORHOODS

This district represents the residential areas of the city that have the greatest potential to redevelop or change over time. This may include the improvement or expansion of existing single family residential properties, and the development of new single family homes, townhomes, landominiums, cottage homes, and small-scale multi-family uses. Development and change in this district should be encouraged to remain conscious of and complementary to adjacent uses.



NEIGHBORHOOD MIXED-USE

This district represents commercial properties that are located primarily along the Springfield Pike corridor. Uses along this corridor include retail, restaurant, service, and office. A mixture of commercial uses should continue to be encouraged along this corridor, but the design and building orientation of such uses should continue to be improved and enhanced as uses turnover and new development occurs.



REGIONAL MIXED USE

This district represents the areas of the city that are comprised of commercial and employment uses located along or near a highway interchange. The uses in this area serve not only the residents of Springdale, but also the greater region, due to their convenient location in the tri-state. There is demand for new uses in this district, which may include multi-family residential, entertainment, fitness, contemporary offices or co-working facilities, and other similar options to encourage new life and reinvestment in this area.



INDUSTRIAL MIX

This district includes the city's industrial land uses. This area should remain industrial focused with a range of high-tech, light industrial, and flex users. Supportive uses such as fueling stations, office, and personal service uses are also appropriate along the major thoroughfares of this district to support the employees and nearby residents. New developments in this area should be constructed in a sensitive manner by screening loading operations, outdoor storage, and other similar activities from the public roads and adjacent non-industrial properties. Landscaping should be strategically used to soften the industrial developments and to screen any users within this district from adjacent residential neighborhoods.



PUBLIC/INSTITUTIONAL/OPEN SPACE

This district includes a variety of city services including schools, fire and police stations, city hall, the community center, and large open spaces that are not intended to develop. The character, scale, and design of buildings within this district vary depending on their use, but it is important that uses within this category are welcoming and accessible to the residents of the community.

**SINGLE FAMILY RESIDENTIAL
NEIGHBORHOOD *DISTRICT***



THE PROPOSED VISION :

The vision for the Established Residential Neighborhood District is well-maintained and inviting residential areas offering high-quality single family housing options and a strong sense of community. The character and feel of this district should be protected and elevated through introducing higher standards of property maintenance and enhanced upkeep of neighborhood amenities such as community gathering spaces, pedestrian friendly streetscaping, and contiguous sidewalk networks. Consistency with existing built character and density, along with high standards of design, is desired of all new development in the district.

EXISTING CHARACTER :

The Established Residential Neighborhood District houses the primary residential areas of the city and is comprised of primarily single family homes with an average lot size of 0.35 acres (15,246 sq. ft.). This district includes 20 percent of all the parcels in the city, and 48.9 percent of all buildings - typical of many suburban-style residential development patterns. Around half of the existing neighborhoods have sidewalks to promote a safe, walkable community. The other remaining neighborhoods do not have sidewalks, which can dissuade residents from exploring the community as a pedestrian. These areas are set away from the bustling commercial uses and retail hubs of Springdale and provide the charm of peaceful suburban living, while retaining the benefits of immediate regional access and proximity to urban experiences.

Single family residential is the predominant use in this district, interspersed with ancillary uses such as neighborhood parks, religious institutions, and public services. Typical block layouts utilize either gridded street patterns or gently curvilinear streets culminating in culs-de-sac. These areas are largely equipped with sidewalks set back from the street edge by narrow green buffers. As these areas are nearly built to capacity, it is crucial to develop consciously and practice strategic improvements that preserve the character and integrity of the district, while evolving to meet the changing needs of the community.



637.63 acres	1,829 parcels	2,250 buildings
20% of total land in Springdale	Average parcel size is 0.35 acres	The average building footprint is 1,346 sq.ft.

REINVESTMENT STRATEGIES :

PROPERTY MAINTENANCE

High standards of property maintenance and upkeep should be encouraged within the district through both regulatory enforcement efforts and initiatives to educate property owners on the fiscal and quality of life benefits of well-maintained and visually appealing neighborhoods.



UPDATE AGING HOUSING STOCK

Springdale neighborhoods offer residential options that date as far back as the late 19th century, with the majority of homes being constructed between 1950 and 1980. While these structures add historic charm and character to the neighborhood fabric, they may not meet modern housing demands. Investment to revitalize and update these properties should be encouraged to make the housing stock more desirable, structurally-sound, and equipped with modern amenities and features.



HEALTHY NEIGHBORHOODS

Promote walkable and active neighborhoods that offer good sidewalk infrastructure, accessible parks and play spaces, community gathering areas, and safe, well-lit streets to foster an inviting and healthy residential community.



DESIGN GUIDELINES :

The quality of the built environment greatly influences how people perceive and interact within an area. The Established Residential Neighborhoods should uphold excellent design and visual character to create an inviting and pleasant impression on residents and visitors alike.

- » New development should offer a variety of scale and typology of residential units.
- » Residential buildings should vary within a development to avoid a monotonous look within a neighborhood.
- » New development should be compatible with their surroundings in terms of density, size, and scale.
- » High-quality building materials should be utilized on all new development, which could include a mix of brick, wood, stone, tile, decorative blocks, and cement board siding.
- » Green space should be provided within a neighborhood that includes street trees, screening, entry features, and common gathering spaces.

RECOMMENDED USES :

Single Family Residential is intended to remain the primary use in the district. New development and renovations should utilize high-quality building materials and should provide a variety of home styles to attract a diverse clientele to the city, including young professionals, new families, and aging adults.

Parks and Open Spaces at a neighborhood scale are encouraged within the district to cater to the local community. Convenient and safe access for pedestrians and bicyclists should be provided, along with safety amenities such as lighting and signage.

Attached Residential may be appropriate in small clusters around the edges of the district and along primary thoroughfares. The scale and character of these units should be compatible with the adjacent residential neighborhoods.

Institutional Uses of a neighborhood scale including libraries, religious institutions, schools, and public facilities are permitted in the district. These should be located towards the neighborhood periphery and cater to the local residents.



MIXED RESIDENTIAL
NEIGHBORHOOD *DISTRICT*



THE PROPOSED VISION :

The vision for the Mixed Residential Neighborhood District is vibrant and desirable neighborhoods that seamlessly blend into the edges of established residential areas and commercial activity centers. This is done by providing housing options that range in scale and intensity based on the characteristics of adjacent uses. This district offers prime opportunities for a wide range of low to medium density housing options that cater to the diversifying demographics of Springdale.

EXISTING CHARACTER :

The Mixed Residential Neighborhood District is a residential area of the city that is comprised of a mix of housing types and styles. These uses cover 22 percent of Springdale’s total land area, and includes nearly half of all the residential units in the city. Although this district has a smaller total footprint than the Established Residential Neighborhoods District, the density is higher because residential units are of a greater intensity and can offer multiple stories of use. There is a wide range of housing options that are offered here including single family, two family, attached residential, townhomes, multi-family, and senior living facilities.

These neighborhoods are scattered throughout the city and are often edged by non-residential uses. To appropriately blend with adjacent uses, and protect the inherent residential character of these neighborhoods, it is important to address and determine how development in this district should grow to allow uses to naturally incorporate into the fabric of Springdale.



711 acres	612 parcels	443 buildings
22% of total land in Springdale	Average parcel size is 1.16 acres	The average building footprint is 4,275 sq.ft.

REINVESTMENT STRATEGIES :

PROPERTY MAINTENANCE

High standards of property maintenance and upkeep should be encouraged within the district through both regulatory enforcement efforts and initiatives to educate property owners on the fiscal and quality of life benefits of well-maintained and visually appealing neighborhoods.



UPDATE AGING HOUSING STOCK

This district includes some of Springdale's original multi-family and townhome developments. These products may not reflect current demands and styles that potential residents desire. Modernizing and renovating these existing properties should be encouraged to make the housing stock more desirable, structurally-sound, and equipped with modern amenities and features.



HEALTHY NEIGHBORHOODS

Promote walkable and active neighborhoods that offer good sidewalk infrastructure, accessible parks and play spaces, community gathering areas, and safe, well-lit streets to foster an inviting and healthy residential community. Community amenities should also be incorporated into multi-family developments including walking trails, dog parks, gathering spaces, and fire pits.



DESIGN GUIDELINES :

The quality of the built environment greatly influences how people perceive and interact within an area. The Mixed Residential Neighborhoods should uphold excellent design and visual character to create an inviting and pleasant impression on residents and visitors alike.

- » New development should offer a variety of scale and typology of residential units.
- » Residential buildings should vary within a development to avoid a monotonous look within a neighborhood.
- » New development should be compatible with their surroundings in terms of density, size, and scale.
- » High-quality building materials should be utilized on all new development, which could include a mix of brick, wood, stone, tile, decorative blocks, and cement board siding.
- » Green space should be provided within a neighborhood that includes street trees, screening, entry features, and common gathering spaces.

RECOMMENDED USES :

Single Family Residential is permitted in this district, but is not the primary residential product. New development and renovations should utilize high-quality building materials and should provide a variety of home styles to attract a diverse clientele to the city including young professionals, new families, and aging adults.

Attached Residential is encouraged in areas that are adjacent to or near single family developments and can serve as a buffer between higher density residential or commercial uses. Attached residential products should have individual entrances and enclosed garages for each unit.

Multi-Family Residential development is encouraged in this district and may vary in size, density, and composition. A wide variety of housing options and styles can help attract young professionals, families, and empty nesters to live in the district.

Parks and Open Space of a neighborhood scale are encouraged within the district to cater to the local community. Convenient and safe access for pedestrians and bicyclists should be provided, along with safety amenities such as lighting and signage.

Institutional Uses of a neighborhood scale including libraries, religious institutions, schools, infrastructure service facilities, etc. are permitted in the district. These should be located towards the neighborhood periphery and cater to the local residents.



**TRANSITIONAL RESIDENTIAL
NEIGHBORHOOD *DISTRICT***



THE PROPOSED VISION :

The vision for the Transitional Residential Neighborhood District is revitalized residential areas that provide desirable and attractive housing options to the community. The district offers opportunities for single family homes, townhomes, landominiums, cottage homes, and small-scale multi-family developments that can bolster and diversify the local housing stock by servicing various demand groups such as young professionals, new families, and aging adults. Revitalization and change in this district can be achieved by renovating existing housing units or new construction, but any new development should remain conscious of and complementary to adjacent uses.

EXISTING CHARACTER :

The Transitional Residential Neighborhoods District is comprised of select neighborhoods in the city that would support new development and redevelopment on a district-wide scale. Many of these neighborhoods were settled in the 1950s and include narrow lots with small homes. These neighborhoods have also seen industrial and commercial growth occur around them, which has changed the character and atmosphere of the neighborhoods.

The neighborhoods of the district are located in direct proximity to the I-275 outer belt and I-75, which gives them tremendous potential for redevelopment and revitalization. The area offers aging single family homes and a considerable number of rental units. As the neighborhoods age further, natural patterns of deterioration of structures and the surrounding areas are becoming evident. It is crucial to address these effects through revitalization or redevelopment to ensure that the district's value and condition changes positively over time, and does not continue to decline.



214.95 acres	1045 parcels	1491 buildings
7% of total land in Springdale	Average parcel size is 0.21 acres	The average building footprint is 1334 sq.ft.

REINVESTMENT STRATEGIES :

PROPERTY MAINTENANCE

High standards of property maintenance and upkeep should be encouraged within the district through both regulatory enforcement efforts and initiatives to educate property owners on the fiscal and quality of life benefits of well-maintained and visually appealing neighborhoods.



UPDATE AGING HOUSING STOCK

This district includes houses that were built generally between 1930 and 1960 – with the majority being constructed in the late 50s. While these structures add historic charm and character to the neighborhood fabric, they may not meet modern housing demands. Investment to revitalize and update these properties should be encouraged to make the housing stock more desirable, structurally-sound, and equipped with modern amenities and features.



INFILL AND REVITALIZE

This district offers multiple advantages such as a convenient location, regional connectivity, and affordable housing options. This makes it a prime opportunity for reinvestment or redevelopment that can enhance the current housing stock, making it more attractive to new residents.



RENOVATION INSPIRATION :

The below three pictures illustrate the potential that exists to enhance Springdale's existing housing stock. In many cases it is not financially feasible or desirable to tear down and re-build a single family home. Instead, methods to renovate, revitalize, expand, and enhance should be considered. Front porch additions, rear expansions, decks, and screened in patios are all great options for homeowners to consider in order to customize an existing home to meet their current needs and desires.



DESIGN GUIDELINES :

The quality of the built environment greatly influences how people perceive and interact within an area. The Transitional Residential Neighborhoods should uphold excellent design and visual character to create an inviting and pleasant impression on residents and visitors alike.

- » New development should offer variety of scale and typology of residential units.
- » Residential buildings should vary within a development to avoid a monotonous look within a neighborhood.
- » New development should be compatible with their surroundings in terms of density, size, and scale.
- » High-quality building materials should be utilized on all new development, which could include a mix of brick, wood, stone, tile, decorative blocks, and cement board siding.
- » Green space should be provided with each development that includes street trees, parking lot landscaping, screening, entry features, and common gathering spaces.

RECOMMENDED USES :

Single Family Residential is the primary existing use in this district. Single family remains an appropriate use, and new development and renovations should utilize high-quality building materials and provide a variety of home styles to attract a diverse range of people to the city, including young professionals, families, empty nesters, and aging adults.

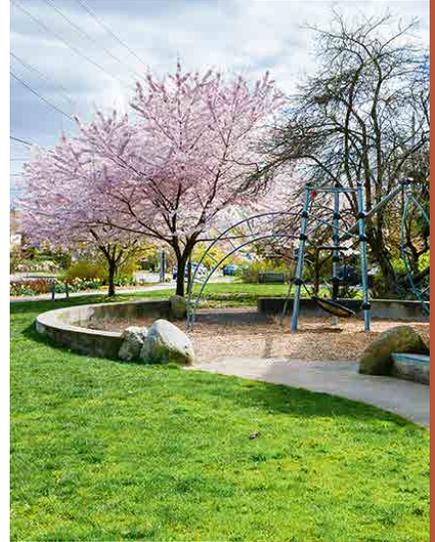
Attached Residential is encouraged in areas that are adjacent to or near single family developments and can serve as a buffer between higher density residential or commercial uses. Attached residential products should have individual entrances and enclosed garages for each unit.

Small-Scale Multi-Family Residential development in this district may be appropriate as a transitional use from the adjacent commercial and industrial uses. Small-scale multi-family residential developments could include landminiums, three or four-plexes, cottage homes, and other similar scales of development. The key characteristic of small-scale multi-family residential is that units should be designed to be next to each other and not stacked on top of each other.

Parks and Open Space of a neighborhood scale are encouraged within the district to cater to the local community. Convenient and safe access for pedestrians and bicyclists should be provided, along with safety amenities such as lighting and signage.

Institutional Uses of a neighborhood scale including libraries, religious institutions, schools, and public facilities are permitted in the district. Such uses should be located on the periphery of the district, adjacent to existing non-residential uses.





NEIGHBORHOOD MIXED USE *DISTRICT*



THE PROPOSED VISION :

The vision for the Neighborhood Mixed-Use District is an active and thriving commercial, mixed-use spine along Springfield Pike that compliments and blends seamlessly with the adjacent residential uses. This corridor establishes and celebrates a unique brand and identity, both locally and in the region. Development along this stretch should cater to the local community and function as the ‘Main Street’ for the city, while establishing an attractive regional presence. A visually appealing and strong economic corridor with inviting ‘destinations’ is desired here.

EXISTING CHARACTER :

Springfield Pike prominently cuts across the city on a north-south axis. The Neighborhood Mixed-Use District falls primarily along this roadway and serves as one of Springdale’s important entrances into the community. The district mostly encompasses the existing commercial activity between Sharon Road and I-275, along with a small cluster at Sharon Road and Ballinger Avenue. Although the district covers only 4 percent of the total land area within the city, the prominent location gives it large visibility and an impactful presence in the region.

This district falls within the study areas of the Springfield Pike Corridor study (2010). That study focused on protecting and revitalizing the commercial character, while strengthening the area through strategic recommendations for building layout and design, streetscape enhancements, and other improvements. Most of the recommendations from that plan have been implemented and strategic investment over the past 20 years has resulted in streetscape enhancements, infill development, revitalization of specific pockets along the corridor, and general improvement of the area. This plan’s recommendations for this district aligns with the objectives of the Springfield Pike Corridor study and focuses on increasing the vitality and economy of the corridor through minor policy changes and initiatives.



164 acres	229 parcels	128 buildings
5% of total land in Springdale	Average parcel size is 0.72 acres	The average building footprint is 7191 sq.ft.

REINVESTMENT STRATEGIES :

INVITE INFILL

Incentivize and support new uses to establish in the district. Promote a higher intensity of development and use that enhances and revitalizes the corridor. Update regulations to allow for more flexibility and less restrictive use of available space to ensure efficient and optimal development of the area. Quality design and development is still a priority along this corridor, but such regulations may need to be updated to be more consistent with current patterns and trends of development.



RE-ACTIVATE THE EDGE

The Springfield Pike corridor offers generous sidewalks and mini plazas that are aesthetically pleasing and provide convenient access along the corridor. To efficiently utilize these resources and highlight them as assets to the community, efforts should be focused on bringing the buildings and uses closer to the street edge to incentivize active usage of this infrastructure. This also creates a safer and more enticing experience for pedestrians and bicyclists by avoiding the visual image of a pathway along parking lots!



CREATE DESTINATIONS

The inclusion of 'third places' such as cafes, restaurants, libraries, and parks can attract people from the road into the district. This can be emphasized along the corridor through the development of pad sites and additional green space or plazas in parking lots. These developments can encourage more pedestrian activity along the corridor and promote economic vitality of adjacent uses.



BRAND

Create a distinct identity for the Neighborhood Mixed-Use District that encourages users of Springfield Pike to recognize and associate the area with a positive, vital, and inviting image. This can be achieved through signage and city branding, pedestrian lighting, and street furniture placed in prominent locations along the length of the corridor.



DESIGN GUIDELINES :

The quality of the built environment greatly influences how people perceive and interact within an area. The Neighborhood Mixed-Use District should uphold excellent design and visual character to create an inviting and pleasant impression on residents and visitors alike.

- » High-quality building materials should be utilized on all new development, which could include a mix of brick, wood, stone, tile, decorative blocks, and cement board siding.
- » Facade and massing design should be subject to heightened scrutiny to ensure a cohesive style and image across the district.
- » All developments should utilize a variety of building materials and colors.
- » There should be no uninterrupted lengths of blank walls and developments should utilize facade elements such as architectural projections, colors, and various building materials.
- » Consistency of architectural style and compliance with standard landscaping, lighting, and signage requirements should be practiced throughout the district.

CHARACTER GUIDELINES :

The Neighborhood Mixed-Use district plays a prominent role in the identity and branding of Springdale. It is crucial to create a distinct and positive image that invites people to stop, shop, and engage with the services offered in the area. A friendly and inviting aesthetic is desired here.

- » Create a template for signage and branding in the district.
- » Ensure safe and unrestricted connectivity both within sites and along the corridor to serve all users, including pedestrians and bicyclists.
- » Promote landscaping, human-scale lighting, and street furniture elements to engage and bring people into the district.
- » Study the potential for bike trails and transit networks along the corridor.
- » Identify opportunities for programming and urban gathering spaces along the road edge to promote an active district.

RECOMMENDED USES :

Office includes single-user buildings, multi-tenant buildings, and mixed use office developments. New office developments and redevelopment projects should be pedestrian and bicycle friendly with facilities that are attractive to a variety of employees, including young professionals.

Community Facilities includes a number of uses including libraries, fire stations, police stations, city services, and schools. These uses should be located where practical and convenient for both the current and future needs of the city.

Retail Sales/Service uses in this district provide convenient locations for employees to run errands on their lunch break or on their way home. Examples include dry cleaners, hair salons, small retail stores, day care facilities, and copy and mailing services. These are small-scale uses and are intended to serve the district and adjacent neighborhoods. Large-scale and big box retail stores are not appropriate along this corridor.

Medical Office/Clinic/Hospital includes a variety of medical uses including both large and small facilities. A large hospital may be appropriate in this district, especially on the north side of I-275, along with smaller medical offices and clinics. A medical campus that includes a number of medical offices and complementary uses such as pharmacies and coffee shops may also work well on a large parcel.

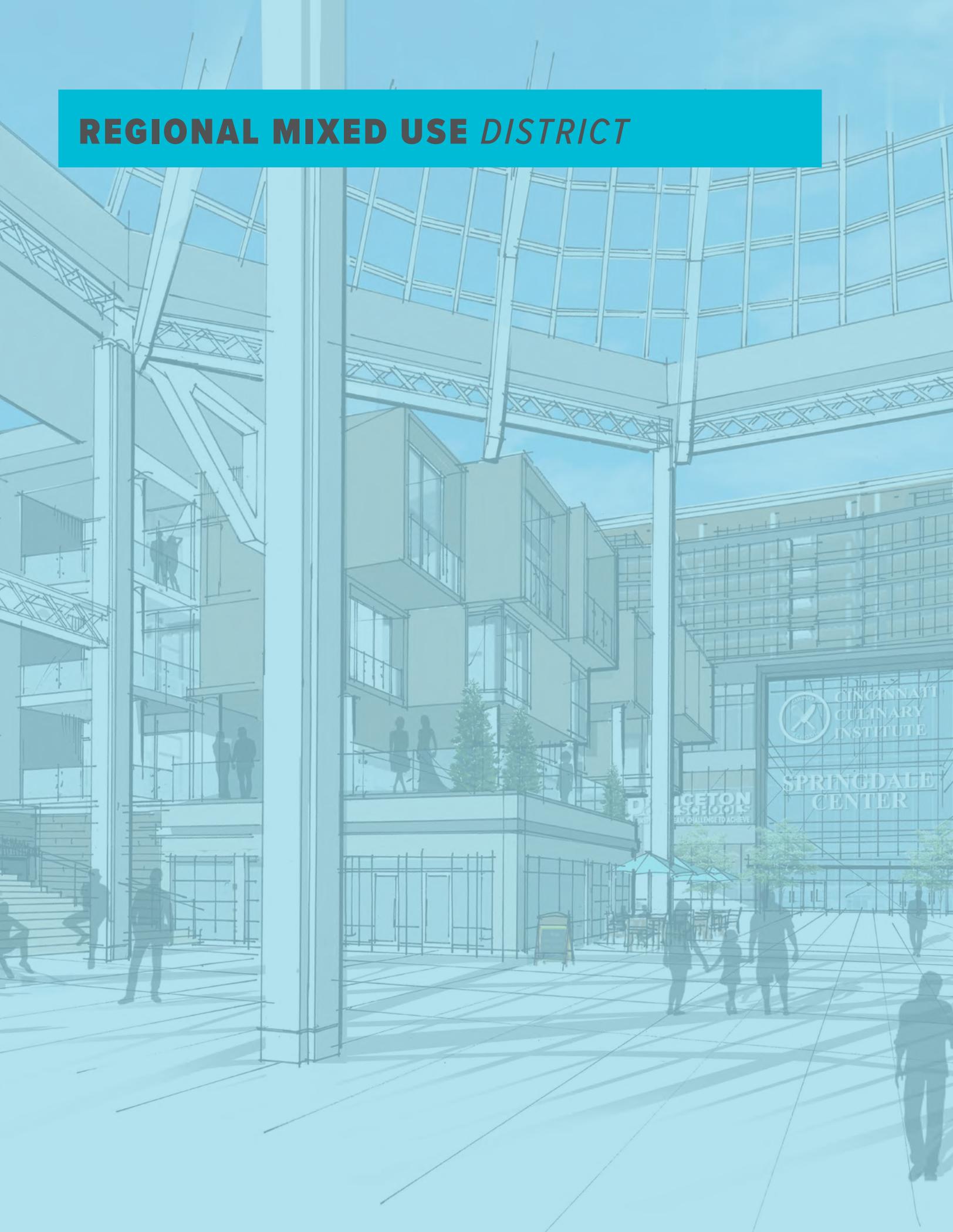
Urban Plazas & Open Spaces for community gathering and outdoor dining spaces should be encouraged along the corridor. This helps the district become a local draw for social activities, community events, and family friendly attractions.

Restaurants and Bars that can attract a range of clientele is encouraged in the district. It helps bring people into the district through offering various options for dining and socializing experiences. Small breweries and brewpubs would also be encouraged along this corridor.

Multi-Family Residential development in this district may be appropriate as a transitional use from the commercial uses along the corridor to the adjacent residential neighborhoods. A wide variety of housing options and styles can help attract young professionals, families, and empty nesters to live in the district.



REGIONAL MIXED USE *DISTRICT*



THE PROPOSED VISION :

The vision for the Regional Mixed Use District is a dynamic district that supports a variety of commercial and employment uses that cater to the local and regional community and provide attractive opportunities to live, work and play. Clustered, high intensity development that encourages pedestrian walkability and uses that cater to a wide spectrum of demographic groups and interests can distinguish these areas. Inviting and well-designed hubs of commercial, retail, office, and residential uses supported by integrated urban experiences such as pedestrian plazas, gathering spaces, dining, entertainment, and recreation uses are desired here.

EXISTING CHARACTER :

The Regional Mixed Use area is the largest use district, occupying 25 percent of the total land area within the city. Although the district houses only 4.4 percent of all city buildings, development density is not significantly different from other districts. This is due to the immense building footprints of big box retail stores and office buildings. This character lends to an overwhelming atmosphere that is catered to cars.

Most of the district lies along the I-275 frontage, Kemper Road, Princeton Pike, and Northland Boulevard. Important Springdale landmarks such as the Tri-County Mall and Cassinelli Square are located here. Retail stores and offices of varying scales, shopping centers, automotive service providers, and other commercial enterprises with large open parking lots are the predominant uses of this district. These buildings are serviced by wide roads with frequent curb cuts that provide convenient automotive access and vehicle circulation. The built character of large structures surrounded by excessive parking lots provides an image of disjointed buildings that are largely inaccessible to pedestrians. It is crucial to focus on revitalizing the district through breaking the existing built fabric down to a human scale to invite activity and interest into this area.



803 acres	279 parcels	204 buildings
25% of total land in Springdale	Average parcel size is 2.88 acres	The average building footprint is 32,700 sq.ft.

TRENDS AND OTHER INFLUENTIAL FACTORS :

This area is currently in a fundamental transition that has been caused by several decades of demographic shifts to the northern suburbs and technology-driven changes to how people work. The COVID-19 pandemic that began in 2020 has caused significant changes to Springdale's office employment base and further accelerated a shift from in-person shopping and dining to online alternatives. The long-term impacts on both shopping and office employment are still unknown at the time of this plan being finalized, as the pandemic is still in progress. Initial data shows that decreases in office employment and brick-and-mortar shopping will dramatically increase vacancies of commercial properties in these areas of Springdale. This has resulted in demand for new uses to occupy these vacant spaces and to redevelop underutilized properties with new uses such as multi-family residential, entertainment, fitness, contemporary offices or co-working facilities, and other similar options to encourage new life and reinvestment in this area.

These factors and trends could create considerable impact on the city's tax base, while undermining the overall appeal of the area for office-goers and customers to the existing stores. The slowing attraction of these retail and office uses, while unavoidable, can be mitigated through various strategies for development and adaptive re-use.

VACANCY



Vacant and abandoned spaces create a negative impact on the adjacent uses. The Tri-County Mall and the surrounding retail super centers are particularly affected by such empty stores that might present an impression of abandoned and uncared for spaces that are not inviting and do not feel safe for visitors. Incentivizing new uses to locate into existing buildings is crucial to rebuilding and creating new energy within this district.

RETAIL DEPENDENCY



As the demand for retail and office uses gradually fade, cities such as Springdale are left to grapple with the buildings and infrastructure that supported those uses in the past. This calls for new strategies that promote revitalization of remaining uses and focused investment into other spaces to create a vital district that adapts, in a desired fashion, to the changing times.

AUTO-CENTRIC USES



The large lots of 3 acres (on average) with single monolithic structures surrounded by large parking lots that characterize this district provide convenient accessibility for car users, but do not encourage or support walkable access for pedestrians and transit users. This minimizes the potential for safe and convenient pedestrian connectivity between buildings and curbs the potential for gathering spaces and infill of 'third places' in the district.

REINVESTMENT STRATEGIES :

INVITE INFILL

Incentivize and support new uses to establish in vacant spaces and properties. Create measures that promote higher density of development and use in the Regional Mixed Use area. Update regulations to allow for more flexible and less restrictive use of available space to ensure efficient and optimal development of the area. Promote the introduction of smaller service uses and urban gathering spaces that fringe large commercial or office facilities.



ADAPT AND RE-USE

Promote opportunities for adapting and modifying existing buildings to new uses. Support complete utilization of vacant or under-used big box structures through introducing multiple compartmental and small scale commercial, residential, or flex uses. The vacant shell structures of abandoned retail and office buildings can be re-purposed to serve diverse purposes. This can be accomplished at varying scales and investment cost. Large vacant spaces can be partitioned or modified to accommodate multiple smaller retail ventures, flex office spaces, community centers, food courts, housing units, or recreational facilities.



CREATE EXPERIENCE-RICH SPACES

While brick and mortar retail uses are losing popularity, uses that provide 'experiences' for the users are highly desirable. Areas that offer a multitude of uses such as dining, entertainment opportunities, flexible workspaces, and outdoor gathering spaces attract people and revenue. Such unique and exciting experiences should be pursued and introduced into the district to bolster declining office and retail and strengthen the economic vitality of the area.



PEOPLE FIRST, PARKING NEXT

Prioritize pedestrian movement and the flow of foot traffic to help support commercial/ retail enterprises. Create a visually appealing and safe environment for the public to attract and retain activity in the area. Pedestrian malls and urban plazas create excellent experiences that can attract and accommodate various ages and interest groups. Examples of how to reprogram underutilized parking lots include temporary event space, new outdoor eating areas, or gathering spaces.



DESIGN GUIDELINES :

The quality of the built environment greatly influences how people perceive and interact within an area. The Regional Mixed Use District should uphold excellent design and visual character to create an inviting and pleasant impression on residents and visitors alike.

- » High-quality building materials should be utilized on all new development, which could include a mix of brick, wood, stone, tile, decorative blocks, and cement board siding.
- » Facade and massing design should be subject to heightened scrutiny to ensure a cohesive style and image across the district.
- » Consistency of architectural style and compliance with standard landscaping, lighting, and signage requirements should be practiced throughout the district.
- » There should be no uninterrupted lengths of blank walls and developments should utilize facade elements such as architectural projections, colors, and various building materials.
- » All developments should utilize a variety of building materials and colors.
- » Existing developments should consider infill development on their property, where feasible, to provide more amenities for their employees and/or clients

CHARACTER GUIDELINES :

The Regional Mixed Use District plays a prominent role in the identity and branding of Springdale. It is crucial to create a distinct and positive image that invites people from the region and within the city to stop, shop and engage with the services offered in the area. A friendly and inviting appeal is desired.

- » Create opportunities for diverse and experience-rich uses to integrate into the district.
- » New developments should be constructed in a campus-style format with a mixture of uses in a walkable and attractive development.
- » Ensure safe and unrestricted connectivity both within and around sites that serve all users, including pedestrians and bicyclists.
- » Promote landscaping, pedestrian-scale lighting, and street furniture elements to engage and bring people into the district.
- » Incentivize high-density residential uses combined with retail, dining, and recreational opportunities within the district to attract young families and professionals.
- » Identify opportunities for programming and urban gathering spaces between uses and buildings, to create a vital and active district.
- » Ideally, uses are mixed vertically, but may be mixed horizontally if appropriate.



RECOMMENDED USES :

Retail Sales/Service uses in this district range from small scale uses such as specialty shops to large big-box retailers. Retail uses of varying sizes are currently a predominant land use in this district and will remain an appropriate use.

Office includes single-user buildings, multi-tenant buildings, and mixed use office developments. Office developments should contain a mixture of uses where feasible. New office developments and redevelopment projects should be pedestrian and bicycle friendly with facilities that are attractive to a variety of employees, including young professionals.

Entertainment uses in the district are encouraged to attract more people to the area for non-work purposes and motivate employees of the district to stay in this area after 5:00 p.m. Entertainment uses include movie theaters, concert venues, bowling alleys, driving ranges, and other similar activities.

Grocery Stores that can serve the local and regional community are encouraged in the district. These uses can make the district a more attractive and convenient area to live in. Specialty and natural grocery stores are encouraged as well to balance the needs and desires of the population.

Multi-Family Residential is encouraged in the district as a component of mixed use developments. Residential units of quality design and amenities are desired on the upper levels of developments that offer commercial or office uses on the lower levels or in the rear of developments with commercial uses at the street front. New residential options within this district will bring life and energy with it.

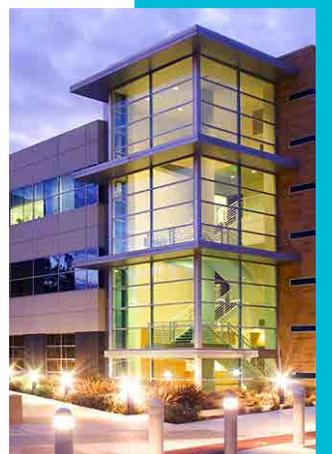
Restaurants and Bars that can attract a range of clientele are encouraged in the district. It helps bring people into the district through offering various options for dining and socializing experiences. Breweries and brewpubs would also be encouraged in this district.

Urban Plazas & Open Spaces for community gathering and outdoor dining spaces should be encouraged in this district. This helps the area become a local draw for social activities, community events, and family friendly attractions.

Fitness/Recreation Facilities such as gyms and sports courts can be encouraged to serve the local and regional community. These uses should be attractive and may be standalone or included in a multi-tenant development.

Community Facilities includes a number of uses including parks, libraries, fire stations, police stations, city services, and schools. These uses should be located where practical and convenient for both the current and future needs of the city.

Hotel developments that are new to the district should be high-end or boutique style hotels in order to have a wide variety of hotel options for both short and long-term stays. These uses should be designed in an attractive manner utilizing high quality building materials and should be connected and/or integrated into adjacent office and commercial developments.



INDUSTRIAL MIX *DISTRICT*



THE PROPOSED VISION :

The vision for the Industrial Mix District is a successful and diverse industrial-focused area that provides high-quality jobs for both Springdale residents and the region. This is an employment-rich area that provides a mix of light industrial uses including manufacturing, research and development, production, and fabrication. New developments within this area should be constructed in a sensitive manner by screening loading operations, outdoor storage, and other similar activities from public roads and adjacent non-industrial properties.

EXISTING CHARACTER :

The Industrial Mix District covers a land area of 331 acres and is comprised of mostly large-scale buildings on large parcels. This district is advantageously located on I-275 with convenient access to I-75 as well. The district has a rail line that bisects it, which provides rail access to several properties. The primary uses present here are light industrial, manufacturing, warehousing, and other such similar uses. Many major and local employers are situated within the district. It is important to protect and enhance the district's character and amenities to support and energize the businesses and industrial activity in the area.



331 acres	86 parcels	81 buildings
10% of total land in Springdale	Average parcel size is 3.85 acres	The average building footprint is 45,692 sq.ft.

REINVESTMENT STRATEGIES :

SUPPORT BUSINESSES

The industrial mix district is home to some of Springdale’s major employers. These jobs provide substantial income tax revenue for the city that funds city services, activities, and facilities. It is important to ensure that our existing businesses are happy and successful in Springdale, and to work with them to grow, expand, or change if necessary.



MAINTAIN QUALITY JOBS

This district should remain an area for high quality jobs. Uses that do not employ many people or employ people at low wages are not ideal for this area. Efforts should be taken to attract desirable uses that can provide sustainable employment opportunities in the district. More uses that include warehousing, storage, distribution, fitness, and recreation facilities should be avoided.



ENHANCE THE EXPERIENCE

New developments and redevelopment projects should improve on the visual aesthetics of the area. Improved landscaping and higher quality building materials would elevate and enhance the character of the existing industrial areas. Miniature parks and short trails can be encouraged within large industrial campuses as visually pleasing amenities that serve the area’s workforce. Such advantages could help the district attract and retain new and diverse employers.



SUPPORT THE WORKERS

Encourage supportive uses on the periphery of the district such as restaurants, retail, and service uses that would be a benefit to the employees of the district.



DESIGN GUIDELINES :

The quality of the built environment greatly influences how people perceive and interact within an area. The Industrial Mix District should uphold excellent design and visual character to create an inviting and pleasant impression on residents and visitors alike.

- » High-quality building materials should be utilized on all facades of a building that face a public road or adjacent residential uses including brick, stone, wood, tile, decorative block, and cement board siding. Other facades may utilize lesser-quality materials such as tilt-up concrete panels, block, and architectural metal panels.
- » There should be no uninterrupted lengths of blank walls for facades that face public roads or residential uses. Developments should utilize facade elements such as architectural projections, colors, and various building materials and colors.
- » All developments should utilize a variety of building materials and colors.
- » Buildings should have a defined front entrance that is enhanced with storefront windows, public gathering areas, and signage that makes the entrance stand out from the rest of the facade.
- » Green space should be provided with each development that includes street trees, screening, entry features, and common gathering spaces.
- » Existing and new office and industrial developments should provide pedestrian connections to adjacent parcels, to existing or proposed sidewalks along road rights-of-way, and within the development.

RECOMMENDED USES :

Light Industrial includes uses such as manufacturing, fabrication, production, research, and development. These uses typically do not have outdoor storage or produce obnoxious odors or noise and therefore have little impact on surrounding properties. Light industrial uses should maintain an attractive and maintained facility including landscaping, buffering, and adequate screening where necessary.

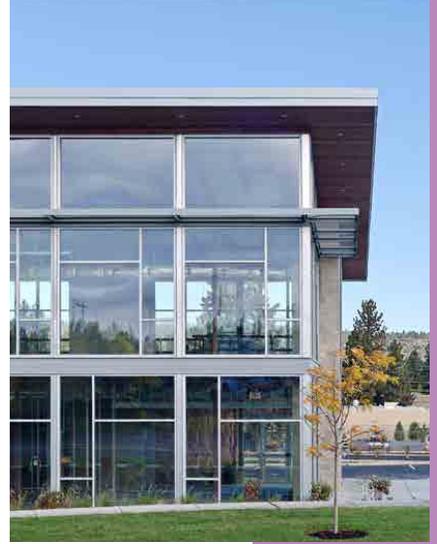
Flex Industrial consists of modular buildings that allow for a range of office and industrial uses to utilize the space in the best way for them. These may range in size and scale, but provide convenient places for start-up businesses or smaller-scale productions.

Co-Working spaces create locations for people to work and collaborate outside of a typical office setting. As more people are working at home, these uses have drastically increased in popularity. They can provide meeting space, conference space, or individual working space.

Office includes single-user buildings, multi-tenant buildings, and mixed use office developments. New office uses in this area could range in size and scale and should support the existing industrial uses.

Retail Sales/ Service uses in this district provide convenient locations for employees to run errands on their lunch break or on their way home. Examples include dry cleaners, hair salons, small retail stores, day care facilities, and copy and mailing services. These are small-scale uses and are intended to serve the district and adjacent neighborhoods. Such uses should be located on the periphery of the district, adjacent to existing non-residential uses.





**PUBLIC/INSTITUTIONAL/
OPEN SPACE *DISTRICT***



THE PROPOSED VISION :

The vision for the Public/Institutional/Open Space District is areas of the city that provide key services or amenities to the residents of Springdale. This includes city services, parks and recreation opportunities, schools, and large-scale religious institutions. The character, scale, and aesthetics of this district varies due to the diversity of uses, but it is important to ensure that uses within district are welcoming and accessible to the residents of Springdale.

EXISTING CHARACTER :

The properties within the Public/Institutional/Open Space District are scattered around the city of Springdale. These areas make up about 12 percent of the total land area within the city and are of low built density because of the vast tracts of undeveloped open lands present here. The character of this area varies depending on the use as this district includes open spaces, parks, schools, public facilities, and religious institutions. There is no consistent development pattern or lot size. Uses in these areas are typically open to the public and are regularly accessed by a wide range of people.

This district plays an integral role in city’s urban fabric and serves the community in a variety of ways. Many of the public assets including the municipal building complex, the public schools, and the community center are located here. Uses in this area provide necessary civic service and support for the community, while also offering a respite from the built environment through the parks and open spaces. It is important to ensure that the quality of this district and the pockets of public spaces and parks are protected and maintained so they continue to remain valuable assets to the residents of Springdale.



373 acres	76 parcels	42 buildings
12% of total land in Springdale	Average parcel size is 4.91 acres	The average building footprint is 7,817 sq.ft.

REINVESTMENT STRATEGIES :

CONNECT THE COMMUNITY

These areas are frequently visited by residents and regional visitors. Uses in this district should be well-connected within the city to allow people a variety of transportation options to access them. These include walking, bicycling, public transit, and personal transit. Existing infrastructure and services should be expanded upon to improve this connectivity.



ENHANCE USABILITY

The existing facilities such as parks, public plazas and other spaces should be evaluated to see how they can be improved and enhanced to produce greater usage and enjoyment. This could include adding picnic shelters to the parks, updating playground equipment and ball fields, and introducing new recreation center facilities or amenities. It is important to create community spaces that people of all ages and backgrounds can experience and enjoy!



BE WELCOMING

These are public spaces that are enjoyed by many people, and they should reflect that. Visual enhancements and convenience amenities that can direct and guide people, and create a safe atmosphere are desired. These enhancements could include new lighting, security systems, and well-designed signage.



DESIGN GUIDELINES :

The quality of the built environment greatly influences how people perceive and interact within an area. The Public/Institutional/Open Space district should uphold excellent design and visual character to create an inviting and pleasant impression on residents and visitors alike.

- » New buildings should avoid block-like massing without architectural features or design elements. Building walls should utilize a mix of textures, colors, and dimensional elements.
- » High-quality building materials should be utilized on all new developments, which could include a mix of brick, wood, stone, tile, decorative blocks, and cement board siding.
- » The uses in this district attract a lot of people, therefore buildings and structures should be unique, iconic, and impactful to highlight and create a landmark impression on visitors.
- » Green space should be provided with each development that includes street trees, parking lot landscaping, screening, entry features, and common gathering spaces.

PRIVATE DEVELOPMENT POTENTIAL :

The parcels within this district are categorized into publicly-owned and privately-owned properties on the future land use map. It is understood that over-time the privately owned parcels may redevelop into other non-public/open space uses. If/when that happens, the city will work with those property owners to determine appropriate land uses and development forms based on surrounding land uses, development intensities, utility and transportation access, and other similar factors.

RECOMMENDED USES :

Parks and Open Spaces is a prominent use of this district. These are passive and active spaces that are preserved for city parks and open spaces. These areas should be well connected to the community and ensure easy and convenient access through a range of transport modes.

City Facilities comprises of a number of uses including city building, police, fire, utilities, recreation center, senior center, etc. These uses should be located where practical and convenient for both current and future needs of the City. Convenient and safe access for pedestrians and bicyclists should be provided, along with safety amenities such as lighting and signage.

Institutional Uses encompasses religious facilities along with associated uses such as schools, daycares, and recreational amenities that are associated with the religious institution. Cemeteries and associated facilities are also appropriate in this district.

Recreational uses such as golf courses, sports fields and courts, and other similar uses are appropriate within this district.



Action plan

What's Next Springdale?

Contribution Areas
The City of Springdale is currently conducting a survey to determine the community's vision for the future of the city. The survey will focus on the following areas:

- Economic Vitality
- Environment & Sustainability
- Education & Community
- Housing

Access the survey by scanning the QR code with your phone's camera and choose which survey you want to take. Take just one or all four! We want to hear from you!



Springdale
in English

www.plan.springdale.org



This concluding chapter outlines the implementation strategy for Plan Springdale. It is meant to support the community and city in bringing to life the recommendations that are provided in the plan. The implementation strategy consists of action items of varying scales and effort that are organized by theme of impact, such as Economic Vitality, Housing, Transportation and Connectivity and Parks and Recreation. Each action item is assigned a timeframe of completion to indicate the required time commitment. The Implementation strategy should be used as a working document and updated frequently as projects are completed or when changing needs of the Springdale community require different efforts. Keeping the implementation strategy updated will also allow the city and community to evaluate rate of progress and to determine any necessary changes for improvements.



Action Item

Timeframe

ECONOMIC VITALITY

<p>1.1 Increase property maintenance efforts in the city’s commercial and office districts.</p>	<p><i>Ongoing</i></p>
<p>1.2 Incentivize sustainable development practices into new construction and redevelopment projects, including solar panels, bioswales, rain gardens, sustainable building materials, and permeable pavers.</p>	<p><i>Ongoing</i></p>
<p>1.3 Work with a branding consultant to create a brand identity for Springdale.</p>	<p><i>Short</i></p>
<p>1.4 Continue to evaluate and update this plan on a regular basis to ensure that it remains a current representation of the city’s vision.</p>	<p><i>Medium-Long</i></p>
<p>1.5 Lobby for improvements with federal, state, and local organizations that will allow the city to achieve the goals and objectives of this plan</p>	<p><i>Ongoing</i></p>
<p>1.6 Evaluate ways to further streamline the development approval process to make it as efficient and timely as possible.</p>	<p><i>Short</i></p>
<p>1.7 Update the city’s zoning code to ensure that the regulations align with this plan’s recommendations and vision. This includes, but is not limited to, updating the Springfield Pike overlay district standards, modernizing uses and use-standards, evaluating parking requirements, and establishing design and aesthetic standards for all commercial uses.</p>	<p><i>Short</i></p>

Short=0-3 years, Medium=3-5 years, Long=5-10 years



Action Item	Timeframe
HOUSING	
2.1 Regular review of the city’s property maintenance code and zoning code to ensure that the regulations address changing trends.	<i>Ongoing</i>
2.2 Create a residential beautification program that incentives residents to improve their landscaping and curb appeal.	<i>Short</i>
2.3 Monitor the health of existing neighborhoods. Identify and prioritize where city resources should be targeted to strengthen neighborhoods.	<i>Ongoing</i>
2.4 Review and update the city’s zoning regulations to address the variety of home activities that are occurring including short term home rentals and car sharing businesses.	<i>Short</i>
2.5 Update the city’s zoning regulations to allow for multi-family residential and mixed-use developments in the city’s business and office zones. Establish criteria for where these should be located, what they should look like, and the character of such developments.	<i>Short</i>

Short=0-3 years, Medium=3-5 years, Long=5-10 years



Action Item

Timeframe

TRANSPORTATION & CONNECTIVITY

3.1	Conduct a study focused on improving and expanding the pedestrian and bicycle networks in Springdale, including the viability and costs associated with those improvements.	<i>Short-Medium</i>
3.2	Add bike infrastructure to the city's existing roads which may include striped bike lanes and sharrows.	<i>Medium-Long</i>
3.3	Explore implementing a bike or scooter sharing program within the city. And similar micro mobility program.	<i>Medium-Long</i>
3.4	Continue to work with SORTA to expand services within the city.	<i>Ongoing</i>
3.5	Incorporate passenger loading spaces into existing developments for ride-sharing pick-up and drop-off.	<i>Ongoing</i>
3.6	Encourage electronic vehicle charging stations in all new and redevelopment projects.	<i>Ongoing</i>
3.7	Utilize sustainable infrastructure design in city projects and streets, where possible. This could include bioretention and bioswales in medians, stormwater curb extensions, stormwater planters, and permeable pavers.	<i>Ongoing</i>
3.8	Explore opportunities to develop shared use paths throughout the city to join surrounding community's connectivity plans and the Great Parks Master Plan.	<i>Short-Medium</i>

Short=0-3 years, Medium=3-5 years, Long=5-10 years



Action Item

Timeframe

PARKS & RECREATION

4.1	Conduct a study of the city-owned parks and facilities to determine what upgrades are needed to increase their functionality and usability for the community.	<i>Short-Medium</i>
4.2	Install new picnic shelters in city-owned parks and create a reservation system for such shelters.	<i>Short-Medium</i>
4.3	Hire a consultant to design recreation areas, neighborhood parks, and aquatic facilities that meet the needs of the community.	<i>Short</i>
4.4	Promote programs and partnerships with other agencies and organizations that will contribute to the health and wellness, community stewardship, and education of the community.	<i>Ongoing</i>
4.5	Encourage a variety of arts and cultural programs and events throughout the year that cater to a variety of audiences including seniors, families, and young professionals.	<i>Ongoing</i>

Short=0-3 years, Medium=3-5 years, Long=5-10 years