City of Springdale, Ohio
Comprehensive Plan
June 2002

Prepared by

McBride-DALE
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Acknowledgments

The Comprehensive Plan was prepared under the direction of the Springdale Comprehensive Plan Steering Committee. The members of the Steering Committee dedicated countless hours of volunteer time, researching planning issues, discussing the future of Springdale, attending meetings, and formulation of the Comprehensive Plan. The City utilized the professional planning services of McBride Dale Clarion to guide the preparation of the Comprehensive Plan. The development of the Comprehensive Plan would not have been possible without the participation and support of City Council, the Mayor, Planning Commission, the City Administration and the Steering Committee.

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Jonathan Wocher, Project Manager, McBride Dale Clarion
Introduction

The City of Springdale Comprehensive Plan is a document that identifies the recommended development policies for Springdale. The Comprehensive Plan is intended to be a tool used by the City's leaders, by the administration and staff, by property owners and by developers to direct sustained economic and community growth within the City. A map of the City of Springdale is presented in Figure 1.

The creation of the Comprehensive Plan was directed by the Springdale Comprehensive Plan Steering Committee, a group comprised of administrative staff, political leaders, property owners and business owners, appointed by the City to develop the Plan. The Steering Committee worked on the Plan for more than 18 months, beginning in the fall of 2000. The group evaluated data related to existing conditions and historical trends. The group also solicited input from other Springdale residents and business persons to gain insight into issues that will determine Springdale's future.

The end result of the Committees work, analysis, discussion and debate is a comprehensive plan that defines Community Priorities, the key issues that need to be the focus of Springdale's development policy in the future. The end result is a plan that identifies Future Land Use recommendations for the entire City that can be used to guide changes as needed, to evaluate redevelopment proposals, and to protect important community assets. The end product identifies Strategies and Guidelines for each of Springdale's six distinct land use districts known as Planning Areas. The Strategies and Guidelines provide a combination of general policies for development within each Planning Area and specific recommendations to address current and future land use patterns.

The Comprehensive Plan is intended to be a tool. A tool is only effective if used for its designed purpose. The Comprehensive Plan's designed purpose is serve as a guide for current and future development policy within Springdale. In order to be effective, it needs to be used by Springdale's leadership and citizens as a source of information when important land use and development policies are being considered. The Plan must be periodically evaluated and updated as conditions and attitudes change. The Plan must be supplemented with other support tools, such as transportation plans, recreation plans, zoning regulations, building enforcement programs, and other official mechanisms that will be needed to implement the development policies identified on the following pages.

Planning represents forethought and anticipation. It represents preparedness and understanding. The effort of planning is in itself an important step forward and is an exercise that does not have a defined end. Springdale has demonstrated a commitment to plan for the future and committing the resources and person power necessary to meet such planning needs. This effort should result in a first-class community to be enjoyed by Springdale residents, business owners and visitors.
**Community Profile**

In 1806, John Baldwin platted a village on a major transportation route called Miami Trace. Many years later, it would become Springfield Pike/SR 4 and the village would grow to become the City of Springdale.

Today, almost two hundred years later, Springdale has a land area of over 4.9 square miles and a population of more than 10,500. The City has grown into a community that has a balance of residential and non-residential uses, a transportation network that provides good inter-regional access, and a diversity of people, neighborhoods and jobs. This section presents a brief Community Profile of Springdale and points out important factors that were evaluated and subsequently influenced the development of the Comprehensive Plan.

**Population and Housing**

The City of Springdale has a population of 10,563 residents according to the 2000 census. The City experienced a slight decline in population from 1990 to 2000 (a loss of 59 residents), despite issuance of building permits for more than 150 dwelling units (single-family and multiple family combined). The decrease in population could be attributed to several factors including a continuing decline in average persons per household (1990-2.34; 2000-2.33), under reporting by portions of the City’s population (i.e. transient residents), discounts, or errors in the census collection process. It is surprising that the population declined given that new homes were built, few were demolished, and the vacancy rate decreased according to the Census. The following tables illustrate data related to housing and population within Springdale with a historical comparison.

### Population

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<tr>
<td>Population</td>
<td>3,556</td>
<td>8,127</td>
<td>10,111</td>
<td>10,621</td>
<td>10,563</td>
</tr>
<tr>
<td>Increase in Population</td>
<td>4,571</td>
<td>1,984</td>
<td>510</td>
<td>- 58</td>
<td></td>
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<tr>
<td>Percentage Change</td>
<td>128%</td>
<td>24%</td>
<td>5%</td>
<td>- 0.5%</td>
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### Housing Units

<table>
<thead>
<tr>
<th></th>
<th>1980</th>
<th>1990</th>
<th>2000</th>
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<tbody>
<tr>
<td>Housing Units</td>
<td>3,680</td>
<td>4,425</td>
<td>4,607</td>
</tr>
<tr>
<td>% Owner Occupied Units</td>
<td>67.6%</td>
<td>60.7%</td>
<td>60.4%</td>
</tr>
<tr>
<td>% Renter Occupied Units</td>
<td>32.4%</td>
<td>39.3%</td>
<td>39.6%</td>
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</table>
Land Use and Zoning Analysis

An important activity in developing the Comprehensive Plan was an evaluation of current land use and zoning patterns within Springdale. Existing land use identifies the current activity of each parcel within the City using a defined list of land use categories. Existing land use allows a determination to be made of predominant land uses within an area (i.e. industrial or residential uses) and can also indicate where land use conflict areas exist, such as residential neighborhoods that abut heavy manufacturing uses. The existing land use analysis also identifies where vacant or undeveloped land is located within a community.

Zoning is also an important component in the Comprehensive Plan preparation process. Existing zoning defines how each parcel within the City can be used according to the regulations and restrictions established for each zoning district by the City. Existing zoning patterns generally reflect existing land use but also illustrate intended future use for areas with the City.

The Existing Land Use Map for Springdale is illustrated in Figure 2 and the Existing Zoning Map is illustrated in Figure 3. Single family residential is the largest land use category within the City (approximately 27% of the City's land area), followed by commercial use (19%), and parks and recreation areas (almost 9%). Residential Single Household Low Density-RSH-L (nearly 17% of the City), Planned Unit Development-PUD (15%), and General Industrial-GI (10%) are the three zoning classifications with the largest areas within Springdale.
Community Priorities

In order to guide the future and manage change, it is important to understand what residents and businesses value in a community. Important issues, concerns and priorities for the future of Springdale were identified during the process of preparing the Comprehensive Plan. The following are the quality of life issues of most concern to the Springdale community based on input received during the planning process and previous analyses (i.e. Springdale Survey, 1996).

1. Quality City Services and Facilities

City services are a strong measure of the quality of life within Springdale. Those who live and/or work in Springdale recognize the importance of quality services. The City has made a commitment to providing the highest quality services including fire protection, police, road maintenance, snow removal, waste collection, traffic control and a variety of other municipal services. The community recognizes that services and quality facilities are not “free” and that the City’s tax revenues pay for such services and facilities. The quality, cost, performance and delivery of City services should consistently be superior in nature. Commitment to quality services should remain strong.

2. Strong Residential Neighborhoods

Springdale residents have chosen to live here for a variety of reasons. Residents say the reason they live in Springdale is because they “consider Springdale to be home” or because they “grew up here”. There is a sense by some residents that commercial development in Springdale gets most of the attention. While this perception may or may not be true, there is no arguing the importance of strong residential neighborhoods. Commercial activity is important to the City, but residential neighborhoods need to be an equal priority. City programs and initiatives need to focus on improving the quality and atmosphere of neighborhoods. Neighborhoods need to be protected from encroachment of business development. Variety in housing types needs to be provided. The quality of all types of housing should be a high priority and property maintenance should be emphasized to protect and improve the image and curbside appeal of Springdale’s homes and neighborhoods.

3. Top Quality Business Districts

Similarly, businesses have chosen to locate in Springdale for various reasons. A large portion of the City of Springdale is dedicated to non-residential business uses. Approximately one-third of the City’s land area is used for commercial, office or industrial/manufacturing uses. The quality of development within these business districts is vital to the health of the community. The appearance of the business districts contributes to the image of Springdale, and the vitality of the business districts is crucial to Springdale’s economic health. The City of Springdale is a community that has a larger employee or workforce population than it does a residential population. There are approximately 10,500 residents
living in the City and there are approximately 52,500 employees working in the City (or that did work in the City in 2000). While not all 52,500 workers are in the City at one time (i.e. part-time employees and shift workers), the workforce in Springdale is four to five times more than its residential population. Springdale should strive to provide the necessary services that are needed to retain existing businesses and employees, and to attract new ones. Springdale should also strive to hold standards high for business development to ensure that the appearance, design, location and type of business activities are complimentary to the vision for Springdale.

4. **Community Mobility**

Springdale is blessed with superb access routes and thoroughfares that provide interregional connections. These interregional connections are an asset to residents, providing mobility to employment and leisure activities throughout greater Cincinnati. These same connections are also an asset to business, allowing Springdale to become one of the prime locations for regional shopping, offices, and employment. These transportation assets are not without costs, namely congestion. Springdale struggles to provide the necessary infrastructure to accommodate heavy traffic flow. Therefore, continued efforts need to be made to improve the roadway and traffic circulation system. Ease of mobility is a paramount quality that defines a community. Mobility in Springdale needs to include discussion, planning and implementation that incorporates pedestrian, bicycle and transit modes of transportation. Springdale needs to continue to actively participate in regional mobility analysis in an effort to provide solutions and remedies to regional and community congestion.

5. **Strength of Diversity**

This City has moved beyond being a new suburb, and is entering into a maturing state of municipal growth. Being a mature City does not necessarily imply old age. Maturity should imply growing towards perfection, completeness or full growth that includes a revitalization process. As Springdale matured, it became diverse. The City has a diversity of land uses – residential, retail, restaurants, office, institutional, industrial; a diversity of housing types; a diversity of people – age, race, ethnicity, income; and a diversity of neighborhoods. Part of Springdale’s strength is its variety of diversity. Future plans should acknowledge the diversity of the community and capitalize on the strengths of different areas.
6. **Identity of Springdale**

Springdale’s diversity of neighborhoods, districts and land uses is a strength that should be built upon, however, a common identity is also an important attribute that is needed. Efforts need to be made to build on and establish a strong recognizable community identity for the City. People throughout the Greater Cincinnati region are familiar with the Tri-County retail area, but the City of Springdale is more than a regional shopping area. The City should continue and expand the efforts and impacts that the municipal complex and other developments on Springfield Pike have had on defining a community image. The district surrounding the intersection of Springfield Pike and Kemper Road is in many respects the center of the community. Continued improvements are needed along Springfield Pike to enhance the corridor’s image as the center of town. Image enhancers and community markers should be created and installed at key community gateways and along major corridors.

7. **Parks, Recreation and Open Space**

As a mature City, Springdale has few undeveloped parcels or open spaces. The City has created parks as neighborhoods developed. The City has also invested in the creation of a first class community recreation center that offers a wide range of recreational programming. Continued investment in park areas and recreational services will be needed to provide the level of recreation opportunities that Springdale residents’ demand and deserve. Opportunities to provide additional public park land and recreation areas will be a challenge given the scarcity of vacant land, but should be sought. Additional open space is also a desire of City residents. Recreation services, parks and open space are assets that benefit the Springdale business community, and the needs of the people that work in Springdale should be incorporated into future plans. The City should investigate opportunities for purchasing and redeveloping land for the purpose of increasing park, recreation and open space in the City of Springdale.
Community Goals and Strategies

With this base of understanding of current conditions within the Springdale community and the community priorities, a series of "goal and strategies", or basic community directions, was established. The Goals and Strategies relate to land use, community character, public services and facilities, and community mobility.

Land Use

The basic mix of land uses in Springdale will not change. Residential Neighborhoods will be preserved and protected from encroachment by commercial, industrial or intensive institutional uses. Business districts and other non-residential areas will be located within clearly defined commercial, office and industrial districts. Quality of development in all neighborhoods and districts will be a high priority. Opportunities will be pursued to provide additional parkland and open space. Specifically, the City will:

1. Preserve the existing overall pattern of land uses as defined by the Future Land Use Plan Map.

2. Preserve the long-term economic strength of Springdale by understanding the needs of the City's residents and businesses, and by responding to these needs in an efficient and effective manner.

3. Provide opportunities for a variety of housing types to meet the demands of Springdale current and future residents.

4. Define, protect, and reinforce the distinct identity of residential neighborhoods, centers of retail activity, and employment centers.

5. Protect residential areas from encroachment of non-residential uses that create a negative effort on such areas. Mitigate the impact of non-residential uses on residential uses where they meet.

6. Create a mixed-use development surrounding the intersection of Springfield Pike and Kemper Road to establish a local retail, residential and office district to build on the existing institutional and recreational uses. Strong design control of the mixed-use development should be created to enhance the image for the City of Springdale.

7. Incorporate open space areas and parks in new and redevelopment projects.

8. Increase the community's knowledge of, and compliance with, property maintenance regulations.

9. Define future land use recommendations for existing undeveloped areas and potential areas for redevelopment to guide future decision-making.
10. Investigate opportunities to create new park and recreation areas, expand existing facilities, and increase accessibility of facilities to Springdale "customers".

11. Encourage integration of recreational and entertainment land uses into new and redevelopment projects to create mixed use districts and meet the leisure activity needs of the community.

12. Ensure that development projects have adequate public facilities to meet anticipated demands, and that mitigation is required when short falls exist within such services or facilities.

13. Encourage consideration of pedestrian interaction during assessment of new and redevelopment projects to improve pedestrian access throughout Springdale and reduce automobile dominance within developed districts.

14. Encourage redevelopment of vacant or underutilized commercial, industrial, institutional, office and residential buildings, properties and districts.

15. Become a leader in the region in the establishment of transit oriented development (TOD) standards, including design, use, density and accessibility standards for such development.

16. Encourage the creation of a transit hub in Springdale to meet the City’s needs.

**Community Character**

Springdale will re-enforce its regional identity and improve the City's "sense of place" through improved quality of development and redevelopment, establishment of gateways, streetscape improvements, enhanced property maintenance programs/efforts, and continued redevelopment of the Springfield Pike Corridor. The City recognizes the importance of community diversity that is created by offering a wide and variety of housing opportunities and neighborhoods; commercial service, retail and employment centers; and a community that accommodates City residents and visitors that have divergent ages, ethnicity, race, socio-economic income and family status. Springdale will strive to:

1. Improve the quality of commercial development by continuing the practice of site plan review and approval by the City Planning Commission. The City should consider the establishment of Design Guidelines that guide building and site design in particular districts within Springdale.
2. Develop a system of gateway features at various locations, including entrances to the City and key locations that serve as defining points within the City. These efforts should include establishment of community markers that represent Springdale's image and define the Community.

3. Emphasize the identity of the City’s residential neighborhoods and the variety of quality housing types and styles within Springdale.

4. Ensure that transition areas between non-residential development and residential development provide buffer areas and other protective zones to minimize conflict between such populations and environments.

5. Implement streetscape improvements along major streets and gateways.

6. Incorporate image enhancers and streetscape elements in public infrastructure and transportation improvements that help to establish a community identity for Springdale.

7. Explore a program of placing utility lines underground along major arterials throughout the City.

8. Foster continued development of the properties on Springfield Pike that complement the efforts and amenities offered by the municipal complex and other developments on Springfield Pike. Such efforts and facilities are intended to create an area with a mixture of community scale land uses and gathering places. This should include design elements that address mobility issues for the community.

9. Encourage public art and cultural activities throughout the community.

10. Work with residents to establish Neighborhood Associations for each distinct neighborhood district within Springdale. The Neighborhood Associations can be a mechanism to address property maintenance and other image related issues within existing neighborhoods, and allow residents to have a direct voice with the City administration and other City leadership regarding their issues and concerns.

11. Evaluate the needs of different groups/populations within Springdale to ensure that all groups are fairly represented and included in the establishment of Springdale's community character.

12. Assist in harboring redevelopment efforts that will contribute to the quality of life within Springdale.
Public Services and Facilities

The quality of life in a community could be, and should be, measured in large part by the public services and facilities that it provides to its residents, businesses, and visitors. Springdale will maintain a high level of public services and facilities for all “customers” in the community. The City will strive to:

1. Provide the highest level of public safety services to meet the needs of Springdale residents and businesses of today and tomorrow. This will include police, fire and emergency medical services.

2. Continue the current City policy of providing high quality public facility maintenance that sets a standard for private property owners to emulate.

3. Develop and implement a Capital Improvement Program that addresses the needs and desires of the community.

4. Encourage and facilitate development of fiber optic lines throughout the City, and develop a mechanism, or mechanisms, to map the fiber optic infrastructure within the City; establishing a procedure to measure the amount of fiber optic infrastructure by mileage.

5. Coordinate with utility and infrastructure service providers (i.e. Cincinnati Water Works, Cinergy, Metropolitan Sewer District) to ensure that Springdale customers receive the highest quality of service and that improvements/upgrades to such facilities and services are provided to meet customer’s needs.

6. Continue to integrate evaluation of storm water and erosion control into the site plan and construction design processes to ensure that appropriate methods are utilized to protect the public interest, environmental health, and private property.

7. Work with the Metropolitan Sewer District to establish an understanding of anticipated needs of the Springdale community so that a high quality level of service is provided.

8. Expand partnership and cooperative agreements with various government entities and private institutions within the region.

9. Continue collaboration and coordination with adjacent municipal governments, Hamilton County, Butler County and State of Ohio authorities regarding issues related to shared jurisdictional infrastructure, emphasizing coordination and understanding of impacts that large scale projects in the vicinity may have on each jurisdiction.
10. The City should become an active participant in regional land use, infrastructure, transportation, and environmental planning efforts to understand regional plans and ensure Springdale representation in these plans.

11. Assess present and future power needs within the City, to determine if there are anticipated changes in service demands to meet business needs. Springdale should evaluate current service capacity and develop a strategy to provide service needs of high tech businesses and ensure highly reliable electric service within the public infrastructure.

12. Strengthen coalitions within the business community to establish a mechanism to identify "customer" needs. Such a process can be important in retaining and attracting businesses that contribute to Springdale's community character.

13. Seek out opportunities to provide new park areas and increased recreational services to Springdale customers, both residents and the workforce.

14. Review storm water management and detention systems of existing developments as redevelopment or expansion occurs to ensure that the systems meet currently adopted standards.

15. Evaluate the functionality of the City's primary intersections to determine if adequate stacking, geometry and signal design is provided.

Community Mobility

Community mobility refers to one's ability to travel by various means (i.e. automobile, pedestrian, bicycle, transit, etc.) within Springdale and beyond. Springdale will strive to manage automobile traffic flow, minimize congestion and maximize accessibility of the City from within the region. The City will strive to provide better opportunities for non-vehicular transportation and mobility within Springdale. To accomplish this, the City will strive to:

1. Manage traffic congestion on major arterials.

2. Reduce traffic impact and cut-through traffic in residential areas.

3. Improve east-west vehicular flow through the City, relieving traffic congestion on Kemper Road and other main thoroughfares.

4. Develop an Alternative Transportation Master Plan that defines integration of pedestrian, bicycle and transit circulation systems with the roadway system in Springdale and the adopted Thoroughfare Plan of the City.

5. Promote the design of multi-modal streets that provide safe and efficient mobility for automobiles, bicycles, and pedestrians, and for transit on selected streets.
6. Increase pedestrian mobility throughout the City by increasing the amount of sidewalks and walkways that connect neighborhoods to activity centers.

7. The pedestrian network, where possible, should be direct and continuous between places of residence and schools, parks, transit, commercial shopping and employment as each area of the City may require. Street crossings should be safe and not impaired significantly from roadway improvements.

8. Create a Bikeway Plan for the City that identifies an interconnected system for bicycle movement between neighborhoods, parks, schools, commercial areas, and other activity centers. This Plan may be best developed through a collaborative effort with adjacent communities (i.e. Forest Park, Fairfield, Sharonville, Glendale, Greenhills).

9. Promote regional fixed and non-fixed transit including park-and-ride facilities and explore local mass transit options. Improve regional transit connections to major activity centers and the Greater Cincinnati airport.

10. Support regional improvements that help alleviate congestion and improve vehicular movement in and around Springdale.

11. Explore the creation of a community-wide transportation demand management program to reduce vehicular demand, particularly during the critical peak hours. Program elements might include staggered work hours through collaboration with major employers and car-pooling, including the development of a car pool matching service, that pairs drives with similar commute patterns and work times.

12. Implement lane, signal, and other physical improvements as needed to improve traffic flow and mitigate local congestion issues.

13. Periodically (every 2-3 years) update signal-timing plans to enhance signal performance. Timing plans should be updated based on current turn movement counts. Separate timing plans should be developed for morning, noon and evening peak hour and off-peak conditions.

14. Utilize traffic calming methods and techniques being developed by the Institute for Traffic Engineering (ITE) to address cut-through traffic and speed control issues on local streets.

15. Establish minimum level of service standards for the City’s mobility network, and require new development to mitigate traffic impacts by meeting or exceeding minimum standards.

16. Participate in regional planning efforts directed at increasing transit accessibility (and overall mobility) for Springdale residents, visitors and workforce.
17. Proactively participate in the MetroMoves transit planning efforts to identify systems, routes and transit stop/hub locations that will meet and improve the mobility needs of Springdale.

18. Investigate the creation of an intra-city transit or shuttle system that can provide on-demand (or fixed schedule) service to Springdale residents, workers and visitors. Additionally, investigate the potential for shared transit systems between Springdale and surrounding communities. Such a system could focus on service to the municipal center, recreation center, and primary shopping and employment.
Springdale Planning Areas

Certain land use patterns have emerged in Springdale over the years. The location, intensity, and character of different land uses create identifiable clusters of activities with particular themes or focuses in different geographic areas of the City. These clusters may take the form of neighborhoods, business districts, or employment centers.

One of the mistakes suburban communities make is allowing different areas to blend together without distinction, creating a bland mix that is indistinguishable from one neighborhood to another. Springdale has managed to avoid this "bland mix" and, in fact, has developed into many neighborhoods and districts that have characteristics unique from one another.

This Plan is intended to provide a way to strengthen and reinforce unique and positive aspects of each different area, and allow diversity to become their strength, while unifying these neighborhoods into a cohesive community. This Plan attempts to unify these areas through understanding that each area serves a needed function within Springdale. This Plan attempts to enhance each area, emphasize and build upon their strengths, correct their problems, and use them as a way to create identifiable "places" in the City.

Early efforts were made during the planning process to categorize Springdale into many planning areas (i.e. 20 or 24) representing each neighborhood or district individually. As the planning process evolved, it became more and more clear that fewer, more broad planning areas were needed. Grouping neighborhoods and districts together based on similar characteristics should help to create a smaller number of planning areas and result in a better planning document.

The Plan identifies six different Planning Areas as follows:

- Residential Neighborhoods.
- Springfield Pike Corridor.
- Springdale Commerce Area.
- Crescentville/Progress Place Industrial Area.
- General Electric Employees Activities Association (GEEAA) Park Area.
- Oak Hill Cemetery and Golf Course.

These Planning Areas have been defined based on existing land use, zoning and geographic patterns. The Areas were also created based on their existing character such as housing style, business use, and/or property configuration. The Planning Areas are illustrated on Figure 4 and is described in the following sections. Strategies and Guidelines are identified for each planning area. These Strategies and Guidelines provide an identification of appropriate future land uses, policies to guide development approvals by the City, possible City initiatives for improvement, and recommendations for transportation and public facilities as may be appropriate.
City
Springdale
PLANNING AREAS

Figure 4

Source: Base map obtained from CAGIS
Residential Neighborhoods

The Residential Neighborhoods Planning Area represents a majority of the existing single family and multiple family housing developments within the City. This Planning Area includes the Beacon Hill, Oxford Hills, Heritage Hill, Terrace, Royal Oaks, Cloverdale, Glenview Subdivision, Olde Gate and Baldwin neighborhoods to name a few. The predominant tone of the following Strategies and Guidelines for the Residential Neighborhoods is to protect the neighborhoods from adverse impact caused by adjacent development, continue to provide quality public services, and encourage high quality housing design and property maintenance. This Planning Area also includes a Focus Planning Area for the Glenmary Home Missioners property, which identifies specific recommendations for this important site, one of the few large, undeveloped tracts in the City.

Strategies and Guidelines

1. Maintain the current land use composition in each neighborhood (i.e. single-family residential or mixed densities).

2. Preserve the safe and quiet integrity of the neighborhoods, discouraging new non-residential uses within the neighborhoods.

3. Maintain the existing residential zoning designations and current densities, changing the zoning classification of residential properties only after careful study and consideration.

4. Encourage owner occupancy of single-family homes.

5. Maintain existing park and recreation areas, periodically improving the parks with new recreational equipment to serve the needs of the neighborhoods.

6. Carefully review any requests for variances to lot, yard, building or setback requirements that may alter the character of each neighborhood.

7. Encourage the creation of Neighborhood Associations to allow neighbors to work together on issues of common concern and have a collective voice with the City.

8. Survey the neighborhoods to determine whether there are any deficiencies or gaps in public services.

9. Strive to provide the highest levels of public safety service to each neighborhood.
10. Monitor conditions of the street system throughout the neighborhoods to ensure safe travel.

11. Periodically assess the condition of the pedestrian sidewalk system in each neighborhood and modify the City’s Capital Improvement Program to address deficiencies as appropriate.

12. Ensure that future development or expansion of non-residential uses, such as places of worship, that are within or adjacent to residential neighborhoods are sensitive to the surrounding or adjacent residential uses. Issues related to screening, landscaping, lighting, noise, and traffic generation and circulation should be evaluated during design review by the City.

13. Ongoing monitoring of housing conditions and high level of building and zoning code enforcement.

14. Evaluate the feasibility of placing entrance markers or gateway features near the borders of Springdale (i.e. on Kenn Road). Such markers should be appropriately designed and scaled to be compatible with the residential atmosphere.

15. Strongly discourage any future consideration of an interstate interchange at Kenn Road with Interstate 275, as the negative impact on residential neighborhoods could be severe.

16. Examine options for increasing pedestrian and bicycle accessibility from the neighborhoods to other parts of the community, particularly to the Springfield Pike Corridor and recreational areas, in accordance with other City plans.

17. Investigate whether an intra-city transit system would benefit the neighborhoods.

18. Investigate the feasibility, viability and support for extensions of a metro bus route to serve the residential neighborhoods and expand access within and outside of Springdale.
Focus Planning Area – Glenmary Home Missioners Property

There are few large, undeveloped tracts within the City of Springdale. Most of the City has been developed for residential neighborhoods, retail establishments, churches or other types of uses. One of the remaining undeveloped parcels of land is the Glenmary Home Missioners Property. This undeveloped land, which is approximately 78 acres in size, provides one of the few remaining opportunities for new development in Springdale. This property should be developed as a single-family neighborhood and should be designed to be compatible with the adjacent, existing neighborhoods. The Glenmary Home Missioners Property is unique in its undeveloped nature in Springdale, and is designated as a Focus Planning Area.

The Glenmary Home Missioners Property is bound to the north by the City of Fairfield, to the east by the Oxford Hills subdivision, to the west by the Springdale Lakes area and to the south by I –275. The zoning designation for most of this area is “RSH-E” Residential Single-Household-Estate Density District; the southernmost portion is zoned Public Facilities-Low Density District. The existing residential zoning would allow 2.2 single-family dwellings per acre with minimum lot sizes of 20,000 square feet. Approximately 144 homes could be developed under existing zoning, assuming some reductions in land area for construction of public streets. Currently there are two potential points of access to this large parcel. York Haven Road dead ends on the western side and Ray Norrish Drive dead ends against this area from the east. The following development strategies and guidelines are recommended for this area:

Strategies and Guidelines
1. Encourage development of this property as a single-family residential neighborhood.
2. Maintain the existing RSH-E Residential Single-Household Estate Density. Alternative development as a Planned Unit Development may be appropriate if the overall densities are consistent with the RSH-E District. Increases in residential density may be appropriate based on proposed design elements of the neighborhood, such as the creation of significant greenspace or recreational activity areas, special design features, or other amenities.
3. Encourage the creation of private recreation areas or dedication of parkland to provide amenities to the future residential neighborhood.
4. Require adequate buffering and screening within the future development project to reduce the impact of the interstate highway.
5. Evaluate the future site design and layout to ensure compatibility with both Oxford Hills and Springdale Lakes.
6. Require a streetscape program that will establish a strong character for the future neighborhood.
7. Exercise strong design controls on site layout and building design to ensure that high quality development is the result. This property represents the largest undeveloped area within Springdale and should be treated as an important compliment to the existing community character.
8. Encourage installation of underground utility lines and the inclusion of fiber optic cable (or suitable conduit for future service).
9. Design the future roadway system in accordance with the City’s Thoroughfare Plan in order to discourage through traffic into the Oxford Hills or Springdale Lakes neighborhoods, but to allow a logical and connected street network.
10. Require a pedestrian access system that provides connection to both the Oxford Hills and Springdale Lakes neighborhoods.
11. Consider the integration of bicycle paths into the community.
Springfield Pike Corridor

The Springfield Pike Corridor Planning Area includes the properties adjacent to, or in immediate influence of, Springfield Pike/SR 4. This Corridor is important to defining the community’s image and character. Overall strategies have been defined for the Corridor. The Planning Area has been segmented into four smaller areas – Subareas A, B, C and D – and more specific guidelines are specified to guide development in these areas. The Comprehensive Plan continues the subarea designations along the Corridor established in the 1990 Springfield Pike Corridor Study and the Corridor Review District (CRD) Overlay Zone.

Strategies

1. Develop Springfield Pike as the focus of community oriented development to help foster a sense of community identity apart from regional development.

2. Make physical improvements that create a consistent image along the Corridor, and distinguishes State Route 4 from the balance of the community. This can include maintaining a consistent thematic visual image along the Corridor that is unique to the region (e.g. complementary materials, scale, color, etc.)

3. Protect surrounding residential neighborhoods from the impact of uses within the Corridor through the use of screening, buffering and design, and by controlling existing and future zoning classifications.

4. Increase the amount of residential development of varying types along the Corridor.

5. Where possible, encourage residential infill and senior oriented housing development adjacent to local retail and health care services.

6. Ensure, through development controls, that future development projects define a character that reflects a neighborhood business district scale and appearance.

7. Create pedestrian linkages between residential areas and Springfield Pike and other major activity areas.

8. Continue to evaluate the effectiveness of the Corridor Review District (CRD) to address design and use issues, and to provide adequate review procedures, making adjustments to the regulations where necessary.
9. Increase the amount of green space along the Corridor, using building and parking lot landscaping, to increase “green” in the Corridor.

10. Create opportunities for businesses to expand while maintaining the objectives of the Corridor Review District (e.g. shared parking facilities, reduced setback requirements, etc.).

11. Improve the mix of uses along the Corridor with more community service and neighborhood oriented uses.

12. Create incentives for non-regional scale retail uses and neighborhood oriented operations to locate along the Corridor.

13. Tailor improvements in the Corridor to the unique character of each subarea.

14. Ensure that the Kemper Road intersection becomes the community focus of Springdale, a focus for future community “landmark” style development with unique, individual character giving it a lasting impression.

15. Control the number of curb cuts along the Corridor and consider combining curb cuts during property redevelopment where feasible, including use of cross easements, to improve traffic movement between properties.

16. Encourage the consolidation of properties, where possible, to create development parcels that are of a more usable size and function.

17. Review and update the boundaries of the Corridor subareas as adopted in the Springdale Zoning Code Corridor Review Overlay District.

**Subarea A Guidelines**

1. Establish an identifiable “Springdale Entrance” on Springfield Pike at the I-275 exit ramp.

2. Emphasize the intersection of Crescentville Road and Springfield Pike with paving improvements and crosswalks.

3. Monitor traffic patterns to determine the functionality of the roadway system (particularly the intersection of Crescentville Road and Springfield Pike) as the Subarea reaches full development.

4. Work with the City of Fairfield to coordinate proposed traffic and roadway improvements.

5. Install signage that directs motorists to specific uses (i.e. Pictoria Island).

6. Maintain mix of regional destination and local service uses.
Subarea B Guidelines

1. Encourage the continued redevelopment of the blighted area located at the northeast corner of Kemper Road designated as the Kemper Road Urban Renewal Area.

2. Encourage development within the Transitional Use District, allowing a shift in land uses from residential use to office use, while ensuring that the design and intensity of use is sensitive to the adjacent residential development.

3. Encourage redevelopment of the property at the northwest corner of Springfield Pike and Kemper Road to include a mixture of neighborhood oriented retail and/or service uses and residential uses.

4. Encourage redevelopment of the west-side of Springfield Pike to be complimentary with the Municipal Campus on the east-side.

5. Maintain a policy of zero or limited curb cuts on Springfield Pike in this subarea.

6. Follow the recommendations of the West Kemper Road/Springfield Pike Area Urban Renewal Analysis and Plan.

Subarea C Guidelines

1. Target the area for zoning code and property maintenance code enforcement.

2. Provide additional parking for current (and future) business uses and provide directional signage to public parking areas.

3. Create transition/buffer areas between residential and commercial areas.

4. Implement the requirements of the CRD District as redevelopment occurs.

5. Develop a strategy for creating redevelopment opportunities to address the inadequacies of the existing lot and building configurations.

6. Encourage consolidation of parcels to create properties with increased redevelopment potential.

7. Investigate opportunities whereby the vacation of existing alleys or streets may provide an increased supply of land for public or private use or redevelopment.
8. Adopt amendments to the CRD to be more consistent with the existing needs of the area and the recommendations of the Old Town Springdale Land Use Study and Report. This includes removal of pole signs, modifying parking standards to be more flexible and adjusting landscape standards for the area.

9. Remove trash and debris to establish a clean atmosphere.

10. Establish design standards for the area to control architectural and site design.

11. Improve the rear facades of existing businesses and encourage increased use of rear entrances, offering professional design assistance to property owners.

12. Encourage shared waste collection areas that are centrally located for businesses and make sure such areas are adequately screened and maintained.

13. Encourage cross access easements and consolidated curb cuts to improve circulation.

14. Encourage the redevelopment of commercial property on Kemper Road.

15. Work toward elimination of all pole-mounted signage.


Subarea D Guidelines

1. Identify the Springdale gateway at Sharon Road with decorative walls, plantings, and special intersection pavement and design features.

2. Encourage new office development and redevelopment with buildings having residential-scale rooftops and pitches.

3. Create a unified plan to establish a landmark development to revitalize the area at the northwest intersection of Springfield Pike and Sharon Road. Such development could include office or residential use that is complimentary with established uses.

4. Encourage neighborhood oriented uses, such as professional and medical offices and other complimentary uses and services.

5. Encourage consolidation of smaller parcels at the northwest corner of Sharon Road and Springfield Pike to make redevelopment more feasible.

6. Encourage cross access easements wherever possible to minimize the number of curb cuts on Springfield Pike.
7. Continue to create green spaces along the corridor through creative site design.

8. Continue to attract a mixture of service related uses.

9. Protect the accessibility of existing elderly adult residential and service uses.

10. Encourage establishment of uses that are complimentary to the existing elderly adult uses.
Springdale Commerce Area

The Springdale Commerce Area Planning Area is the largest unsegmented area defined by the Comprehensive Plan (the Residential Neighborhoods represent more land area, but are “segmented” throughout the City based on neighborhood locations). This Planning Area includes the major regional retail, office, commercial and service districts in the City. All commercial development on the east and west sides of Princeton Pike/SR747 south of I-275 and on the north and south sides of Kemper Road from Lawnview/Olde Gate east to the Corporate Boundary are within the Springdale Commerce Area. This Area also includes the properties adjacent to and surrounding Century, Tri-County, and Northland Boulevards, and other areas as shown in Figure 4. These areas represent the regional shopping and employment areas within Springdale and have been grouped to emphasize that a cohesive development/redevelopment policy and approach will be needed to encourage quality design in new and reuse projects.

Strategies and Guidelines

1. Continue to permit a variety of regional and local goods and services to the community, drawing people into the City while meeting the needs of Springdale residents and employees.

2. Continue to encourage new and innovative land uses, such as uses or ventures that are new or unique to the region (i.e. Dave and Busters, Bahama Breeze, the Great Indoors, etc.).

3. Stimulate and maintain a thriving business environment understanding the importance that a wide range of factors contribute to a business’s decision to located, or remain, in a community. These factors include ease of access and mobility through the City, public services, employment base, taxes, and financial incentives for businesses. Springdale should continue to remain competitive in these and other factors.

4. Encourage redevelopment/reinvestment in existing (older) developments and properties.

5. Retain a balance between commercial retail uses and employment centers.

6. Continue to review and identify land use needs that are not adequately met within the community and work to establish such uses in appropriate locations.

7. Discourage establishment or expansion of uses that are incompatible with surrounding uses.

8. Carefully review locations and impacts of proposed land uses in order to mitigate objectionable impacts caused by such uses on adjacent uses.

9. Create incentives for regional scale retail uses to locate with the Commerce Area.
10. Investigate opportunities to assist existing and new business establishments to utilize tax, job creation and other development or financing incentives or programs.

11. Review proposed development and redevelopment with the Planning Commission to ensure compatible scale and massing between and among existing surrounding uses, and provide consistent review and consideration of new and redevelopment proposals.

12. Continue to encourage a mixture of land uses with complimentary peak hour trip generators to distribute traffic during various periods throughout the day and avoid creation of congestion, where possible.

13. Streamline development review processes to create a development-friendly atmosphere without compromising high quality standards.

14. Provide alternative transportation options to the area for residents, visitors and employees, and increased opportunities for pedestrian access throughout the area, so residents, employees and visitors can more easily between areas and developments.

15. Improve internal traffic circulation patterns within existing business developments as redevelopment occurs in order to minimize the potential for traffic conflicts.

16. Ensure that future development accommodates continued expansion and development of the regional roadway and transportation network and the City’s Thoroughfare Plan.

17. Strive to provide or ensure that necessary services and infrastructure are available for business needs; provide water, sewer, storm water and technology infrastructure, as well as police, fire, and other city services.

18. Encourage consolidation and elimination of curb cuts wherever possible/feasible from a traffic safety standpoint, requiring cross access between parcels where physically possible.

19. Encourage ground mounted signage (as opposed to pole mounted signs), and encourage consolidated and coordinated signage within developments.

20. Establish minimum design review criteria for development and redevelopment, including criteria for building façade appearance, building materials, site layout, etc. (See “Focus Planning Issue – Design Guidelines”.)

21. Encourage use of uniform design features where possible, both on public and private land (i.e. consistent fencing, lighting standards, benches, trash receptacles, etc.) to create a recognizable image or theme.

22. Require building elevations visible from right-of-ways to have a finished appearance on all sides.

—I think a community has an identity where there is similar architecture throughout. At present it appears, to a large part, to be a hodge-podge of design. Every time a building is built it is completely different in style from any other.”

—Written comment from a Cedarhill Drive resident following a public meeting to review the Comprehensive Plan.
23. Screen mechanical equipment, loading and service areas from public view.

24. Encourage the creation of a new roadway that extends/connects Tri-County Parkway east to Chester Road. This extension should only be approved when the roadway will be a true parallel road to Kemper Road, connecting all the way to Tri-County Parkway. A partial connector will only relocate, not fix congestion points.

25. Require consistent streetscape themes to compliment City street planting efforts.

26. Enforce landscape maintenance requirements, including replacement of dead or dying plant materials to maintain a high quality appearance, through the use of landscape maintenance bonds.

27. Discourage outdoor sales and display areas.

28. Review building design elements to evaluate the character and depth in the design, particularly of large scale uses, avoiding large, uninterrupted, blank walls and prototype designs where possible.

29. Encourage establishment of front entryways for commercial and business establishments toward public thoroughfares in order to prevent back doors facing public ways.

30. Evaluate proposed site and building lighting for new and redevelopment projects, reviewing proposed fixture style, height, design, location, direction of illumination and intensity to avoid adverse affects on adjacent uses, and vehicular traffic safety, and to ensure compatibility within the area.

31. Encourage increased vertical development (e.g. taller building heights) where appropriate.

32. Encourage establishment and use of Planned Unit Development zoning for new uses and redevelopment of property.
Crescentville/Progress Place Industrial Area

This Planning Area represents the industrial, manufacturing, processing, office and other existing uses that are located along Progress Place, Tricon Road, Centrion Lane and the south side of Crescentville Road as shown on Figure 4. This area also includes the properties on the east and west side of Princeton Pike/SR 747 north of I-275, excluding the GEAA Park. The Crescentville/Progress Place Area is the largest concentration of General Industrial Zoning in the City. The following Strategies and Guidelines emphasize the importance of this Area within the City in providing a balance among retail, office and residential uses in Springdale.

Strategies and Guidelines

1. Maintain the existing General Industrial zoning designation to provide a manufacturing and industrial land use center within the City, preventing conversion to retail use.

2. Future uses and developments should be compatible with existing land uses in this area, as well as with adjacent land uses in other Planning Areas.

3. Allow the business uses on the west side of SR 747 to continue, however, limit the expansion of the retail business area beyond the current locations.

4. Protect the functionality of Crescentville Road and SR 747 by limiting direct access from land uses to these major roadways, in accordance with access management principles.

5. Provide a high level of accessibility to this area, including access for delivery and shipment of goods (and services) and access to the area for workers.

6. Pursue construction of a roadway (and pedestrian) connection from Progress Place to the Pictoria Island roadway system.

7. Investigate opportunities to assist existing and new business establishments to utilize tax, job creation and other development or financing incentives or programs.

8. Evaluate the need for changes to the Zoning Code regarding specified parking requirements for the General Industrial district uses to limit the need for on-street parking.

9. Where appropriate, require screening of service, loading and mechanical equipment from street views and adjacent properties where appropriate.

10. Encourage expansion of transit/bus service into the district to increase accessibility to the area.
11. Require adequate loading areas to avoid vehicular interference with on-street loading or deliveries on public streets and/or primary on-site circulation patterns.

12. Preserve the rail accessibility of properties within the area to maintain rail shipping and delivery capabilities needed for manufacturing and industrial uses.

13. Require landscape treatment for redevelopment of existing and new developments to create an attractive yard appearance throughout the area.
General Electric Employees Activities Association (GEEAA) Park Area

The General Electric Employees Activities Association (GEEAA) Park Area is defined as a Planning Area because of the potential impacts that development of the property could have if used other than as a recreation area. The following Strategies and Guidelines recommend continued use as a recreation area. This section also includes a Focus Planning Area for the GEEAA Park, defining recommendations for development policy if the property is not used for recreation.

Strategies and Guidelines

1. Continue use of the property as a recreational area.

2. Investigate opportunities to increase accessibility of the park and recreation facilities to Springdale residents and workers within Springdale.

3. Coordinate with representatives of GEEAA to understand the status of the property, their needs and issues that may be associated with management and operation of the facility, and current and long range plans, if any, by GEEAA for the property.

4. Encourage sale of the property to the City of Springdale if GEEAA pursues a buyer, or as a joint development project with the City.

Focus Planning Area – General Electric Employee Activities Association (GEEAA) Property

It is the recommendation of the Comprehensive Plan that the most appropriate and desirable future use of the General Electric Employee Activities Association (GEEAA) property is as parkland and recreational use. Opportunities to increase the accessibility and use of the park and facilities by Springdale residents and employees would be desirable, however, the current ownership and membership restrictions limit access by the general public.

As a park and recreation area, the GEEAA property is one of the largest land areas within Springdale that is not “developed”. The current use as recreational/parkland/open space is an asset to the community. As an “undeveloped open space”, the property provides a large area of green space to the City, even though the property is not open to the general public. Also, as an undeveloped area, the property is not generating impacts on community services that would result from development of the area (i.e. traffic, police service, etc.). It is desired that the property remain in use as a recreation facility. There is, however, strong pressure for redevelopment of the property for more intense uses.
The City currently has a zoning plan that designates the property in three zoning classifications. The property is zoned as G-B General Business district along the SR 747 frontage and part of the Crescentville Road frontage. The G-B area is approximately 34 acres. Further east of, or behind, the General Business zoning, the land is designated for OB Office Building District. The OB area is approximately 47 acres. Further east, the zoning designation changes to RMH-L Residential Multi-Household – Low Density. The RMH-L District abuts the Heritage Hill subdivision (which is zoned RSH-M Residential Single-Household – High Density). The RMH-L area of GEEAA is approximately 58 acres.

The Comprehensive Plan recommends that an Overlay District, or Special Planning Area, zoning category be created within the City’s zoning code to control the GEEAA property (and potentially other locations). This approach would involve the establishment of a Zoning Overlay District, similar in function to the Springfield Pike Corridor Review District, that would establish goals, objectives and criteria, or qualitative standards, by which future development of the GEEAA property will be evaluated.

The following outlines issues that should be addressed as part of an on Overlay District to control the GEEAA Park property if it develops for use other than recreational.

**Development Criteria for an Overlay District:**
1. Encourage a combination of future land uses that include “destination” commercial and retail uses, a mixture of residential densities and integrates recreational areas.
2. Enforce strict design control on any future redevelopment of the property to ensure strong access control, site planning, building design, and integration between the uses.
3. Protect the existing residential neighborhoods to the east of the property to limit the impact of future redevelopment.
4. Protect the functionality of SR 747 and Crescentville Road by evaluating the impact on the transportation network that future development of the property will have.
5. Establish strong design criteria that emphasize the importance of this property as a Gateway in Springdale.
6. Require that the development occur in a unified way, (i.e. as a Planned Unit Development) such that the City reviews and approves each phase of the project as well as the types of uses, intensities and integration of each land use type.
7. Encourage the creation of an internal roadway network that links the various land uses, and adjacent developments, where appropriate.
8. No new access points on SR 747 should be permitted to control traffic management from the property.
9. Preserve existing trees and significant vegetation on the site where possible.
10. Align driveway access points on Crescentville Road with existing roadways or driveways. Primary access should be located on Crescentville Road.
11. Require an internal circulation system that provides interconnection between business uses, logical loading and delivery locations and access.
12. Maintain a setback/streetscape buffer similar to development on the north side of Crescentville Road and to reflect a park-like setting (and to preserve trees) along SR 747 to the greatest extent possible.
13. Restrict signage for the commercial uses to ground level freestanding signs and limited wall signs as part of a coordinated sign plan.
14. Require strong buffering and screening between land uses.
Oak Hill Cemetery and Golf Ranch of Tri-County

The Oak Hill Cemetery and Golf Ranch of Tri-County are located on the east side of Princeton Pike. These two uses are unique to this area of Springdale, in that the surrounding uses in the City are intensely developed commercial and office uses. The cemetery property serves an obvious need within the City and the greater community at-large. The golf course is a recent development by the cemetery and is intended as a non-permanent use of the land until such time as additional land is needed for cemetery use. The Comprehensive Plan recommends that the uses of the Oak Hill Cemetery and the Golf Ranch continue for the future. No specific land use recommendations have been developed for the property. The impact that development around the property may have on the use of the land, including storm water run-off, noise, lighting, and other issues, should be evaluated as the City as part of the standard development review process.
Focus Planning Issue – Design Guidelines

Design guidelines, and the process of design review, are a type of zoning control that communities can establish to provide increased control over the built environment. The Plan recommends that Springdale develop design guidelines to evaluate and guide new projects and redevelopment efforts in the City. The Plan specifically recommends the establishment of these guidelines for the Springdale Commerce Area planning area, but other areas of the City could also benefit from design controls.

The establishment of design guidelines requires a detailed analysis of community, neighborhood and district character. The detailed analysis necessary to create design guidelines has not been conducted as part of the Comprehensive Plan preparation. The following information is intended to provide basic information on design guidelines. It outlines the types of development features that should be subject to design guidelines and review. The information also identifies critical elements of success. Finally, some examples of design guidelines are provided. A careful analysis, with broad based input, is recommended for the creation of design guidelines.

Types of Development Features Regulated By Design Guidelines

The City of Springdale currently has informal design review in place as part of the site plan review process. The Planning Commission, with support of the city staff, reviews proposed site plans at a high level of detail, and includes in that evaluation proposed building improvements and site amenities. These efforts would be improved by the establishment of definitive design review guidelines that specify criteria for the following elements (at a minimum).

Architectural Features

- Facades design and building scale/mass.
- Vertical to horizontal ratio of the building (is the building tall, or low and wide).
- Height of wall expanses (i.e. break up long building facades by changing roof elevation, or type).
- Window and door treatments.
- Permissible blank wall ratio (how much blank wall is permitted without a window, door or other feature).
- Roof pitches and styles (i.e. pitched, mansard or gabled).
- Building detailing (trim styles and colors).
- Lighting.
- Signage.
- Architectural context (relationship with other buildings in area).

Site Design

- Landscaping.
- Parking layout.
- Sign location.
- Buffers.
- Access.

Building Materials

- Material type (i.e. brick, stucco, stone, wood etc.).
- Limitations on the use of multiple materials on one facade or building.
- Material color, limiting the number of colors used in one development.
- Context of building material (relationship to other development in area).
- Requirements that any expanse over a certain dimension be made of different materials.
Elements of Successful Design Guidelines

- Employ community-based efforts to identify what is special, unique or worthy of conserving or replicating in an area.
- Ensure administration by a well-qualified board supported by adequate staff and resources, especially if detailed design review is to take place.
- Supplement written design standards with visual aids and guidebooks to make clear what the community desires.
- Do not concentrate solely, or even primarily, on detailed building design review.
- Carefully integrate design review with other planning goals for the area.
- Keep records.
- Draft efficient procedural requirements, forms and guides.
- Be sure sufficient political will exists to enforce and maintain a design review program.

Examples of Design Guidelines

The following examples are intended to represent the type of guideline that may be appropriate for the City of Springdale. Careful consideration of the conditions of each area of Springdale are needed prior to adoption of design guidelines.

Color and Materials. To encourage higher-quality development, the standards:

- Require predominant exterior materials to be of high quality, such as brick, wood, stucco, or natural stone.
- Require façade colors to be of "low reflectance, subtle, neutral, or earth tone colors", and prohibit the use of high-intensity or metallic colors; and
- Prohibit the use of neon tubing as an accent material.

Architectural Character. To prevent blank, windowless, faceless façades, the standards:

- Forbid uninterrupted length of any façade in excess of 100 feet (by requiring recesses, projections, windows, awnings, and arcades);
- Require that smaller retail stores that are part of a larger principal building have display windows and separate outside entrances;
- Direct the use of a repeating pattern of change in colors, texture and material modules; and
- Require that each principal building have a clearly defined, highly visible customer entrance with distinguishing features such as canopies or porticos.
Land Use Plan

The Land Use Plan represents the recommended land use composition for the City of Springdale for the next 15 to 25 years. The Land Use Plan is based on the Community Priorities, Community Goals and Strategies and the issues and guidelines recommended in the Planning Areas sections of the Comprehensive Plan. The Land Use Plan is comprised of the Future Land Use map and the Descriptions of Land Use Categories.

Future Land Use Map

The Future Land Use Map, illustrated in Figure 5, identifies parcels specific recommendations for properties within the City of Springdale. The Future Land Use Map is a composite of several elements evaluated during the planning process including the following:

- Existing Land Use Patterns;
- Current Zoning District Designations;
- Amount of Vacant Land;
- Adopted Springdale Thoroughfare Plan;
- Level of Anticipated Future Population Growth;
- Issues Defined in the Community Priorities Section;
- General and Specific Strategies and Guidelines Recommended for the Planning Areas; and
- Present and Future Land Transportation Patterns.

It is anticipated that the Future Land Use Map will be used by the City as a tool to evaluate future requests for zone changes or redevelopment proposals in the community. It is also anticipated that the Future Land Use Map will be a guide to the community about appropriate and desired future land use composition.

Descriptions Of Land Use Categories

The second component of the Land Use Plan is the Descriptions of Land Use Categories. There are thirteen (13) future land use designations specified on the Future Land Use Map. Each of the Land Use Categories are described below. The Future Land Use Map is not a Zoning Map and does not change the legal use permitted for each parcel. The Land Use Categories have been written to provide an understanding of the recommended land uses for each category with reference to appropriate zoning classifications as appropriate.

Low Density Residential – Low Density Residential land uses are neighborhoods with single family detached homes. Residential Single Household (RSH) zoning is appropriate for these areas. Minimum lot sizes range from 20,000 to 7,500 square feet depending on the existing zoning classification. This designation primarily represents existing neighborhood.
City of Springdale
FUTURE LAND USE

Figure 5

Future Land Use Designation
- Low Density Residential
- High Density Residential
- Transitional Residential
- Transit-Oriented Residential
- Transit-Oriented Office
- Local Office District
- Regional Business Center
- Neighborhood Business
- High-Way Service Commercial
- Regional Commercial & Service
- Industrial/Warehouse
- Support Services
- Park Land/Recreational
- Public/Institutional

Source: Base map obtained from CAGIS
High Density Residential – High Density Residential land uses are neighborhoods that contain attached single family dwellings or multi-family apartment or condominium units at densities greater than the Low Density Residential designation. Residential Multi-Household (RMH) zoning classifications are appropriate designations for these areas. Densities of these neighborhoods can be up to a maximum of 10 dwelling units per acre, or as specified by the existing zoning classification. These developments often contain on-site amenities such as club houses, swimming pools, or other recreation facilities within the development.

Transitional Residential – Transitional Residential land use areas are designated in locations were a gradual change from a more intensive land use (such as neighborhood retail) to a less intensive land use (such as low density single family neighborhoods) is needed, and where residential uses are appropriate for the character of the area. The Transitional Residential areas are intended to allow a mixture of single family, attached or detached, and multiple family housing. Design of these areas is very important, and should integrate strong screening and building designs that are appropriate for the context of the areas. The overall density of these areas should be based on the adjacent uses. There are several residential neighborhoods that are examples of Transitional Residential Uses. Most of the existing Transitional Residential Uses areas are zoned RMH-L. Residential Multi-Household – Low Density District or Planned Unit Development.

Transitional Office – Transitional Office land use areas are designated in locations where a change or transition in land use is occurring, and a less intensive land is appropriate. The Plan recommends Transitional Office areas in locations where medium to high volumes of traffic exist and where business activity is already established. The Transitional Office land use is recommended as a designation at the end of the business activity, to reduce the intensity of the business activity before residential uses begin. Appropriate land uses include office uses such as insurance or real estate brokers, funeral homes, personal services, family dentist or doctor’s offices, or other similar uses. Home occupations that outgrow the home are also appropriate examples. Limitations on parking lot size, building size, buffering, signs, lighting, hours of operation and building design are needed to ensure limited impacts on the adjacent, less intense use.

Local Office District – Local Office District areas contain low to medium intensity professional office or service uses that cater primarily to local clientele or to small to medium office space users (2,000 to 10,000 square feet). The Local Office District is an appropriate location for office uses of more intensity than the Transitional Office land use, but of a smaller scale than the Regional Business Center type occupant. Examples of Local Office District uses include doctor's group practice offices, day care centers, telemarketing centers, sales office, real estate offices, attorney offices and office suites for individual businesses. Uses located within this district generally generate medium traffic volumes and are open during normal business hours. These uses require more parking and signs than Transitional Office uses.

Regional Business Center – Regional Business Center land use areas represent large office or corporate tenants that have a regional influence.
Complementary retail, service or restaurant uses may also be appropriate within these locations. Uses within this district generate a medium to high level of traffic. Building and site design tend to be larger in scale than Local Office District uses.

**Neighborhood Business** – Neighborhood Business lands can be a variety of uses that generally serve the local population. Dry cleaners, banks, beauty salons, small restaurants, barber and beauty shops, card shops, post offices, convenience stores, and insurance agencies are illustrative uses of this area. The scale of these uses tend to be smaller than that of other commercial land use categories (typically less than 10,000 to 12,000 square feet). Uses in these areas do not include big box retail uses, high volume fast food restaurants, or large strip malls. Auto service uses may be appropriate depending on scale of operation, site location and design. Careful evaluation and regulation of site and building designs, as well as uses mixture is important to clearly distinguish between regional and highway related commercial areas.

**Highway Service Commercial** – Highway Service Commercial land uses cater to the traveling public, as well as to the region. Ease of access and high visibility are important elements of these land uses. Restaurants, hotels and gas stations/convenience stores are likely within this area. Uses that rely on high visibility and access (i.e. movie theaters) are appropriate. These uses generate a high amount of traffic volume and generally operate during daytime, evening and nighttime hours.

**Regional Commercial & Service** – Regional Commercial & Service land use areas include large (more than 10,000 or 12,000 square feet) national and regional retail and service uses. Large shopping malls, retail strip centers and big box retail are encouraged within this area. Automobile sales uses, restaurants, and general retail uses are located in this area. Regional Commercial & Service uses generate high volumes of traffic. Neighborhood and Highway Service uses may also be found in this category of site design, particularly access and vehicular use area location and layout, are important factors for this land use area.

**Support Service** – Support Service areas are appropriate for uses that provide service and related types of minor production and fabricating processes. These uses provide a “mid-range” between manufacturing/warehouse uses and office uses, typically including small office, warehouse, assembly and production operations within one facility. The location for Support Service uses primarily reflect existing locations for such establishments.

**Industrial Warehouse** – Industrial Warehouse land areas contain industrial and warehouse uses of medium to high intensity. Uses that require rail siding are located within this area. Industrial Warehouse uses generally generate a high automobile traffic during shift hours, and semi-truck and train traffic are regular occurrences. The location of Industrial Warehouse areas reflect existing zoning patterns.

**Park Land/Recreational** – Park Land/Recreational contains open space and recreational uses such as golf courses, parks, play fields and recreational facilities. These uses are available for enjoyment by the general public.
Public/Institutional – Public/Institutional consists of uses and facilities that offer services to the community. Churches, city services, schools and cemeteries are examples of Public/Institutional uses. The Public Institutional land use category also includes senior adult housing and community centers, reflecting existing and potential future expansion areas.
Conclusion

The Comprehensive Plan is a tool that can be used to guide community development policy. The City of Springdale has a strong planning commitment and development review framework in place today. It is believed that this Comprehensive Plan brings many of the existing development related practices, policies and plans together into a single document, and that the Plan will be a compliment to strengthen the City's current practices.

The Plan also introduces some new concepts and ideas. The Plan provides a multitude of community wide Goals and Strategies that define the future actions that the City should evaluate and implement for various topic areas. There are also geographic specific Strategies and Guidelines that call for actions to achieve the desired future land use and development composition of each Planning Area.

In order for the Plan to be effective, Springdale should use the Comprehensive Plan as a guide for action and decision making. Changes and improvements are recommended that will require the creation of some new zoning regulations. The Plan recommends the development of Design Guidelines to be used to regulate and control new commercial development, as well as redevelopment, to name a few future actions to be considered by the City. The City has developed and approved several other plans, studies and reports that support the information presented here. The City should review, update and/or modify existing reports and studies (see Appendix A) to ensure compatibility among adopted development policies.

Finally, the Comprehensive Plan should be viewed as a work in progress. Periodic update and evaluation is recommended every 3 to 6 years. More detailed evaluation and analysis of specific strategies and goals should be undertaken to implement the Plan. The Plan should be amended and updated as conditions change, but only after thorough evaluation and analysis, and justification for change. Such use of the Plan will allow the community to get the most out of this Comprehensive Plan. It is believed that through such efforts Springdale will maintain the priorities of the community:

- Quality City Services and Facilities;
- Strong Neighborhoods;
- Top Quality Business Districts;
- Strength of Diversity;
- Identity of Springdale; and
- Parks, Recreation and Open Space.
Appendix A

Reference List of Planning Related Reports and Documents

Bikeway Plan

City of Springdale Thoroughfare Plan

Flood Control Plan

GEEAA Park Land Use Analysis

Old Town Springdale – Land Use Study and Report

Property Maintenance Regulations

Springfield Pike Corridor – Critical Planning Areas Assessment

Springfield Pike Corridor Study

Springfield Pike Streetscape Improvement Plan

Urban Forestry Plan

West Kemper Road/Springfield Pike Area Urban Renewal Analysis

West Kemper Road/Springfield Pike Area Urban Renewal Plan