



CONCEPT #1 Mixed Use Connector

There was agreement among all stakeholder groups with the idea of developing this large site and of creating a strong connection between the Municipal Center, schools, and the Mason Mile. In general, there was more support for residential/commercial mixed-use development of the site than office use, but some of the push back on office may relate more to negative reactions to the image and design of a “sterile, big box” office park rather than to office *use* per se. There was also general agreement that the site has a higher and better use for townhouses and other mid-intensity residential use than for large, detached estate homes. There was interest identified in housing that is affordable for young professionals as well as for empty nesters, including patio homes and other active-living environments. From a design perspective, there was a preference expressed for some diversity but also for being consistent with existing Mason Mile architecture. Many expressed a need for green/public space to be integrated into development of the site, and several groups identified opportunities at the site for the arts or for an event space like an amphitheater.

CONCEPT #2 Amphitheater

There was strong, universal support for the concept of developing an amphitheater in the Mason Mile, with all seven groups backing this idea. There was not clear agreement on location, although there seems to have been a majority preference for using the Heritage Oak Park site as a way of extending the Mason Mile and DORA, and for including/anchoring and activating the park itself. Several alternative sites were also suggested for consideration, including the City-owned land behind Subway and sites in Pine Hill. Some preferences were expressed for having a site that is visible from the street; and for adding other support uses (especially if located at the park), such as playgrounds, gazebos, and others. There was agreement that the amphitheater site should feel connected to the rest of the Mason Mile, such as through the streetscape. Of the seven different precedent images offered as examples, all (100%) of the stakeholder groups independently highlighted the same preference for the image of a heritage stone amphitheater located on an open green space.

CONCEPT #3 Main Street Corner Mixed Use

Again, there was general support among all stakeholder groups for this mixed-use development concept, so long as we are able to retain some of the “small town feel.” The program and images of 2- and 3-story mixed-use buildings with outdoor seating and public “plaza” spaces received the most positive feedback

from stakeholders. A particularly popular image includes a mixed-use brick building with ground-floor deli/retail, upper-floor housing/office and outdoor seating in front. Several groups identified the addition of roof decks, gathering spaces, and public fountains as features that they would like to see in this area. Including a Farmer's Market at this location was also supported. In general, there was a desire to especially populate the intersection of Main and Mason-Montgomery with "exciting, vibrant and useful" spaces for food, outdoor dining, and entertainment. Single-family housing was not popular at this location, although the integration of apartments in mixed-use buildings and some higher-intensity cottage-style development was generally supported. Concerns regarding the traffic impacts of these concepts were raised in a few of the groups.

CONCEPT #4 Mason Civic Node

All of the groups supported key elements of this mixed-use concept and emphasized the importance of integrating existing historic buildings and retaining the "charm" of downtown Mason. As in the Main Street node, there is strong support for outdoor seating and use of public spaces. There was general agreement about activating and celebrating the library, but stakeholders were split on their responses to an image of a much larger new library from another city that integrated commercial uses. It appears that the scale and design of the project in that image generated negative reactions among most of the groups, but there was still general support for the idea of bringing the library closer to the street. There was also support for integrating art, sculpture, and public space with the library grounds, as a way of activating that space. Any decisions made regarding the use of the library and its site are, of course, the responsibility of the Library and its board.

CONCEPT #5 Medical Office & Small Mixed-Use Infill

It was generally agreed that the southern portions of Reading Road constitute an institutional node with a different prevailing character from the more central, mixed-use/commercial areas of the Mason Mile. Even so, most groups seemed to suggest that the design aesthetic should remain relatively consistent with other parts of downtown and there was a universally negative response to images of contemporary office building architecture (especially to a "sterile" white medical office building). Some felt that, while it's reasonable to congregate medical and institutional uses in the southern Reading Road area, those uses should be placed off of Reading Road, behind "lively" commercial/retail uses like in other parts of the downtown area. *(Note from consultant: While desirable aesthetically, the distribution of commercial uses throughout the entire length of the Mason Mile is likely to dilute the destination appeal, market viability, and energy that should be concentrated around the key, central nodes).*

The concept of infill commercial/mixed-use development was supported by the stakeholders as a way of "using the land better," activating the district, and

enhancing walkability. Again, maintaining a consistent design aesthetic (such as a preference for historic, brick facades but allowing for diversity of form) in infill development was important to some of the stakeholders. Also important was the completion of consistent streetscape improvements throughout the Mason Mile including sidewalks, lighting, signage, and traffic safety measures like crosswalks. Such improvements would help serve to connect the disparate existing businesses and infill sites along the Mason Mile into a more coherent district.

CONCEPT #6 – Recreation Trail & Infill Housing

There was overwhelming, universal support for the concept of extending the recreation trail along Muddy Creek to “knit together” the neighborhoods and commercial areas of the Mason Mile. In fact, the concept was so popular, many suggested extending it further to complete a full loop around the Mason Mile. Summary comments from the groups included “Love This: Top Priority” and “Make it Happen!” Many stakeholders reinforced their support for this concept through their selection of images and design elements that show bike racks, art, and people walking and biking along recreation trails. Some suggested additional elements like bridges and boardwalks. *(Note from Consultant: As with similar concepts in other locations, planning and implementation of such a concept will first require engagement with stakeholders to help design a trail that minimizes negative impacts on residents and property owners).*

The concept of infill housing at sites along the trail was generally supported, although there was push-back from some stakeholders to certain images of housing design. In general, there was little support for large, estate style housing in these areas. Some forms of diverse, smaller-lot cottage-style homes were supported and by far the most popular of these concepts was an image of cottages surrounding a village green. An image of a peaked stone duplex house was also popular among stakeholders.

CONCEPT #7 – Placemaking

Various approaches to placemaking were tested with stakeholders using images of elements from other locations worldwide. The most popular approaches or concepts were aesthetically pleasing while also being utilitarian. Examples include animated crosswalks, colorful trash receptacles, gateway signage, and whimsical seating areas, among others. Most notably, three of the top ranked concepts involve pedestrian crosswalks. Additional concepts were also offered by stakeholders that were not included in the images provided, with water fountains and lights being particularly popular. *(Note from consultant: several approaches that could be added to strengthen emerging branding themes for the Mason Mile might include colorful brick pavers & masonry streetscape and additional music-themed elements).* The most popular specific images are identified below, followed by several concepts that elicited a negative response.

Liked (# of Groups – More than Two - Who Mentioned It)

Flower Truck – 7 (100%)
3-D Road Crossing – 6
Yellow Trash Receptacle – 6
Collingwood Yards Sign – 5
Festival Tents (various) – 5
Red Library Sign – 4
The Boulevard Gateway Sign – 4 (concept of a gateway sign, but not this one)
Piano Keyboard – 4
Colorful Xylophone – 3
Red Seating with Planter – 3
Brent Cross Sign – 3
Red Lawn Furniture – 3
Checkerboards – 3
Orange Bicycle Rack – 3
Color Graphic Road Crossing – 3
Colorful Shapes for Seating – 3 (but disliked by 1)
Amphitheatre/Music Stage – 2
PLAY Racks – 2
Banners – 2
Stone Paver – 2
Symbols Directional Sign – 2
Black, Green & Grey Trash Receptacles – 2
Stacked Shapes – 2 (Concept, not necessarily this one)
Wavy Crosswalk Pattern - 2

Not Liked

Maypole Strings – (liked by one group, disliked by another)
Yellow Smiley Faces
Colorful Shapes for Seating (liked by 3 groups, disliked by 1)

#1

* Mixed Use / office Connector

- Already defined gateway
- Bottom Right → Row Houses
- No office bldg. like pic → office is ok, just not as pictured
- Residential, Retail, Green space (~~usable~~) useable + public

* Amphitheater

- Heritage Oak → - kind of fan
- Mason-Mont/Main → + parking, infrastructure, Gateway, extends the mile
- Mason-Mont/Main → + accessibility, middle of it all
- - Congested area

Whole group likes the idea + sees it valuable

* Main Street Corner Mixed-use

- Deli pic w/ outdoor seating looks good!
- Cottage homes
- Housing North on M-M
- 2 corner concepts @ 42 + MM

* Mason Civic Node

- Incorporate some ^{existing} older buildings
- parking "hidden" behind or below
- buildings closer to street
- Top left → too modern

#1

* Medical Office / Small Mixed-use

- Variety in facades
- Could be a little different than main downtown

* Infill Housing Along Recreation Trail

- Enthusiastic support for rec loop - Dog ~~friendly~~ ^{friendly}
- Smaller cottage-style homes
- Diversity of style → coordinated but not matching

w Houses

↳ Green Space (Public)

- No Office } Retail OK
class A ←

Amphitheater

- ~~Preferred~~ Park

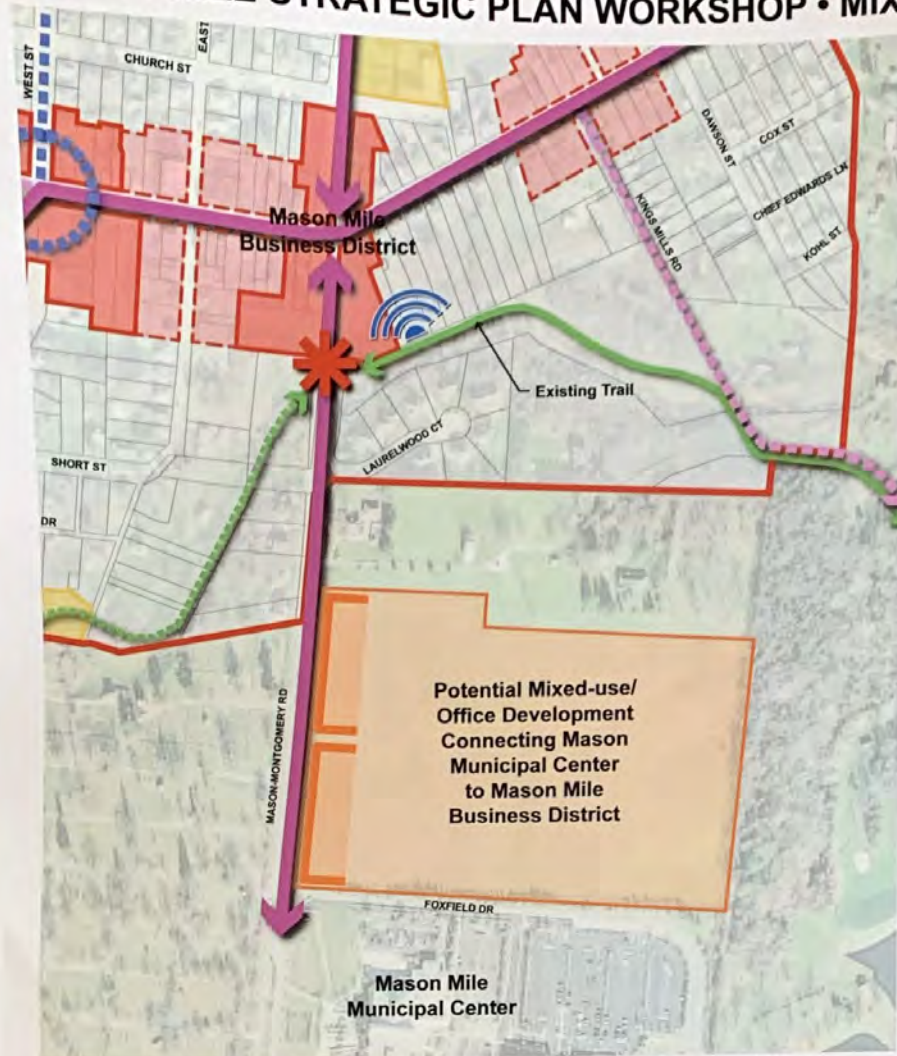
-
Split on location

Suggestion to add Mixeduse

Playa Place to Sit + Be

1

MASON MILE STRATEGIC PLAN WORKSHOP • MIXED-USE/OFFICE CONNECTOR



CONCEPT GOAL:

Long-term development of the largest site in or near the Mason Mile can help capture market potential to create a seamless, walkable link between Mason's Community Campus and the Mason Mile; thereby increasing opportunities and access for health, recreation, business development, and maintenance-free housing.

PROGRAM:

- Mixed-use connection to the Mason Municipal Center and Community Center
- Office/Health and Medical uses
- Mixed residential (long term not immediate)
- Health and fitness amenities
- Site serving community retail

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Westerkamm Property Between Mason Mile and Mason Municipal Center



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • AMPHITHEATER



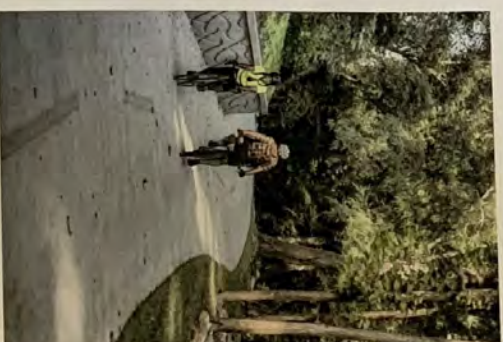
Potential Amphitheater Locations North and South of Main and East of Mason-Montgomery Road

CONCEPT GOAL:
An amphitheater would help strengthen the Mason Mile's reputation as a hub for arts, culture and entertainment; providing an amenity for residents and a destination for anchoring the East Main Street gateway to the Mason Mile.

PROGRAM:
Amphitheater and associated parking & amenities

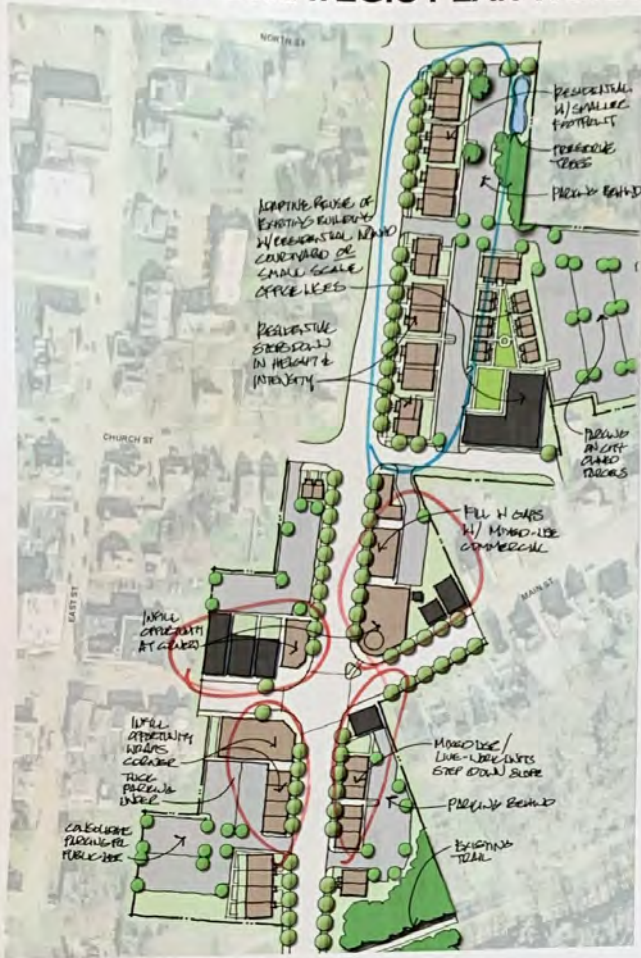
TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • MAIN STREET CORNER MIXED-USE



Concept at Intersection of Mason-Montgomery and Main

CONCEPT GOAL:

Sensitive mixed-use redevelopment of sites near the "100% Corner" of Mason-Montgomery and Main Street would help establish a destination to draw residents and consumers to the Mason Mile, enabling better walkability while capturing market potential in support of business development.

PROGRAM:

- Higher-intensity rental housing units near intersection (upper levels)
- Lower intensity rental, townhouse, or duplex residential units on City-owned sites to the north
- Ground-floor retail/restaurant space
- Entrepreneur space

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



MASON MILE STRATEGIC PLAN WORKSHOP • MASON CIVIC NODE

CONCEPT GOAL:

Redevelopment and expanded public space at the heart of the Mason Mile would strengthen existing assets like the Mason Public Library and create a mixed-use destination for dining and entertainment; activating the West Main Street corridor and connecting disparate commercial uses into a more coherent, walkable district.

PROGRAM:

- Commercial retail/office/venue/entertainment development
- Mixed residential units (condo/townhouse)
- Enhanced Mason Public Library
- Enhanced Mason Plaza area with art & public space (including connection to Cannery site to the north)

TELL US WHAT YOU THINK!

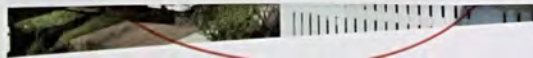
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Civic Node Concept at Reading and Main Intersection



Too Modern



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • MEDICAL/OFFICE/SMALL MIXED-USE



Institutional Areas Along Reading Road

CONCEPT GOAL:

Infill development of under-utilized parcels can help increase commercial business opportunities and destination appeal while reducing perceptions of distance; thereby enhancing overall walkability. The former cannery site could become a hub for artists and makers as another destination anchor for the Mason Mile.

MEDICAL/OFFICE INFILL PROGRAM:

- Medical and Professional Office uses

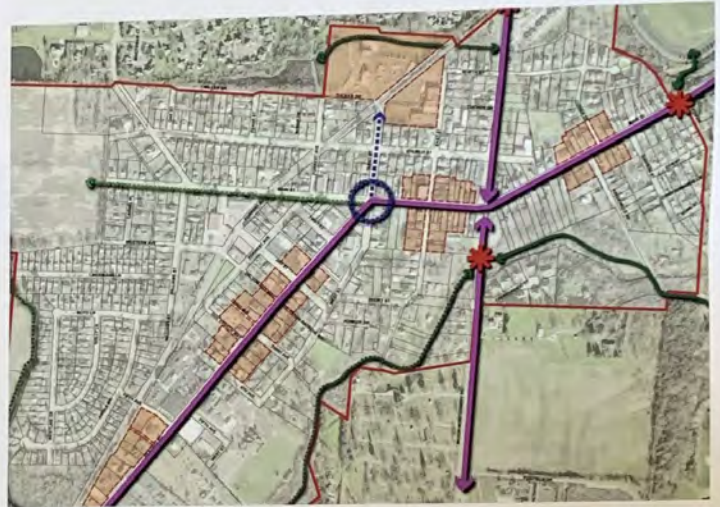


SMALL-SCALE COMMERCIAL/MIXED-USE INFILL PROJECTS PROGRAM:

- Retail/commercial infill along the Mason Mile corridors, including expansion of existing business spaces

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



Infill Opportunity Site



MASON MILE STRATEGIC PLAN WORKSHOP • INFILL HOUSING ALONG RECREATION TRAIL



Trail Extension Along Muddy Creek

Overview of Potential Trail Extension

CONCEPT GOAL:

Extension of the existing trail along the full length of Muddy Creek would help create healthy recreation opportunities while knitting neighborhoods and businesses together in the Mason Mile; and under-utilized sites along the trail may provide amenity-based opportunities for infill residential development that could help bolster market support within walking distance to Mason Mile businesses.

PROGRAM:

- Single-family cottage, patio, or cluster homes in small developments along a recreation trail extended along Muddy Creek

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Loop 100%



Residential Concept South of Westline Drive



Courtyard Residential Concept



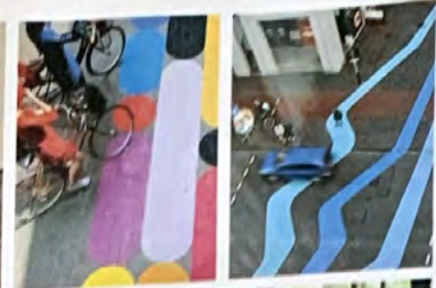
Trail Exercise Stations



Greenway Trails







PAVERS created people to use it for project.

2017 / 2018

Group 2

1. Potential mixed use/office Development connector

- Don't want sterile look
- like retail on bottom then living space up top
- affordability need for younger adults/young professionals + seniors to live
- Want personality
- Maximize space! Single Family/buildings do not

2. Amphitheatre

- Extend DORA! People like that!
- ~~What~~ How does it affect the homes on the way
- Definitely make heritage a multi-use place to visit.
- BOTH - b/c different uses.
- farmers market included with heritage.

3. Main street Corner mixed use

- make corners exciting + useful.
 - make sure only 2-3 stories have outdoor seating.
- and Rooftop



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2017 / 2018

4. Mason Civic Node

- make something to draw for walking/biking
- Use of Rooftops - HOT Right now.
- Lots of outdoor seating
- gathering areas
- can powerlines be hidden?
- like parking behind businesses

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5. Medical/office/small mixed use.

- Not in favor of more medical on main - can be removed one block or so.
- keep medical separate from retail.

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6. infill housing along Trail

No businesses here.
cottages nice

Greenway trail is good.
community that faces each other with centers
yes knit together

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2.

(1) potential mixed use / office connector

- Not Big Box Sterile -
- use retail on bottom / living space on top
- personality
- maximize space

(2) Amphitheatre

- Extend DORA!
- lead people to Heritage park!
a part of mile
- make heritage more a part of mile

Like BOTTH amphitheatres. Different
different uses! (smaller in town
used 24/7 → eat lunch / schools etc.

3. Main street Corner mixed use

- ♡ of Massum
- make corners exciting, vibrant useful spaces, food, entertainment
- 2 to 3 Stories only
- Rooftop opportunities

4. Civic node

draw walking & biking to this
 use of Rooftops
 outdoor seating / hangouts
 gathering areas
 on street seating.

2.

5. medical / office

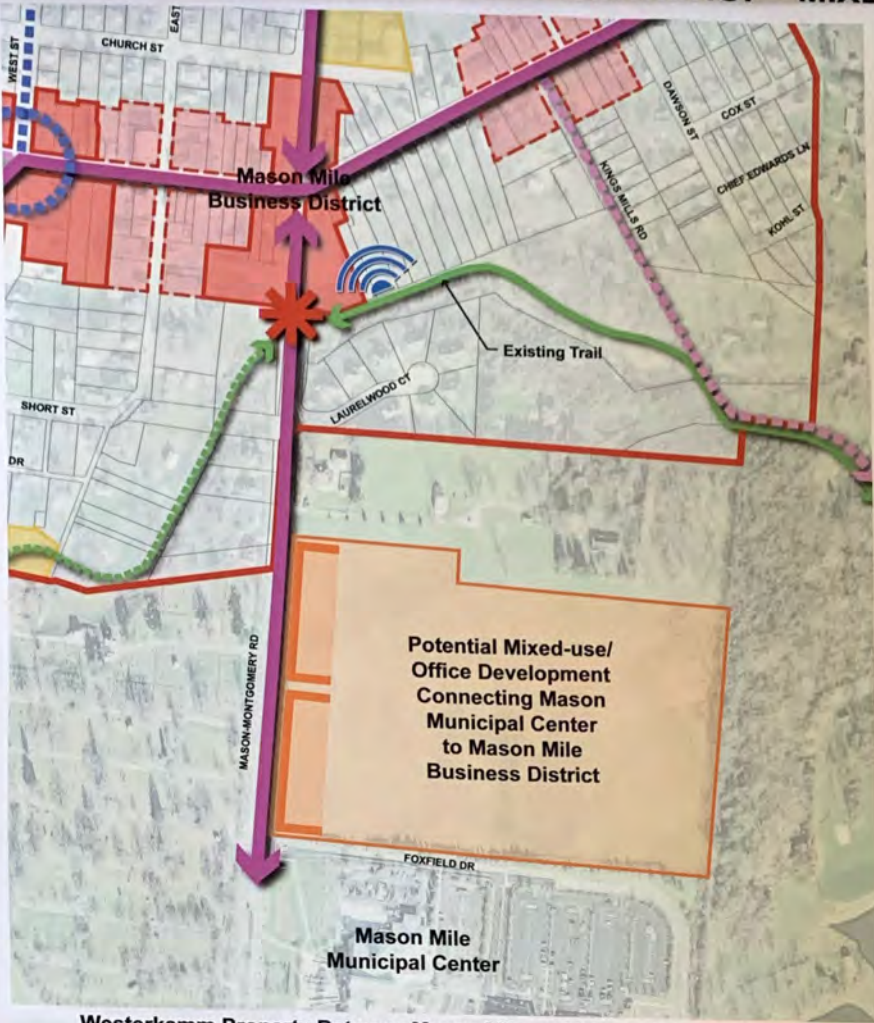
→ use land better

— not in favor of large medical
on main

— Keep medical separate from
retail + residential

6. yes to knitting residential
areas together

7. added housing.



CONCEPT GOAL:

Long-term development of the largest site in or near the Mason Mile can help capture market potential to create a seamless, walkable link between Mason's Community Campus and the Mason Mile; thereby increasing opportunities and access for health, recreation, business development, and maintenance-free housing.

PROGRAM:

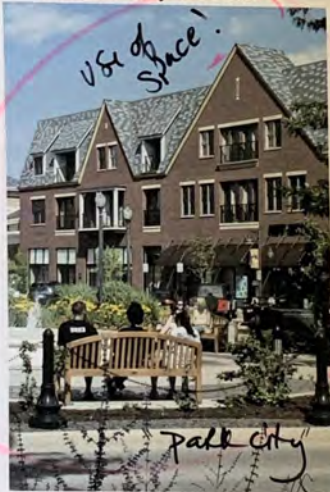
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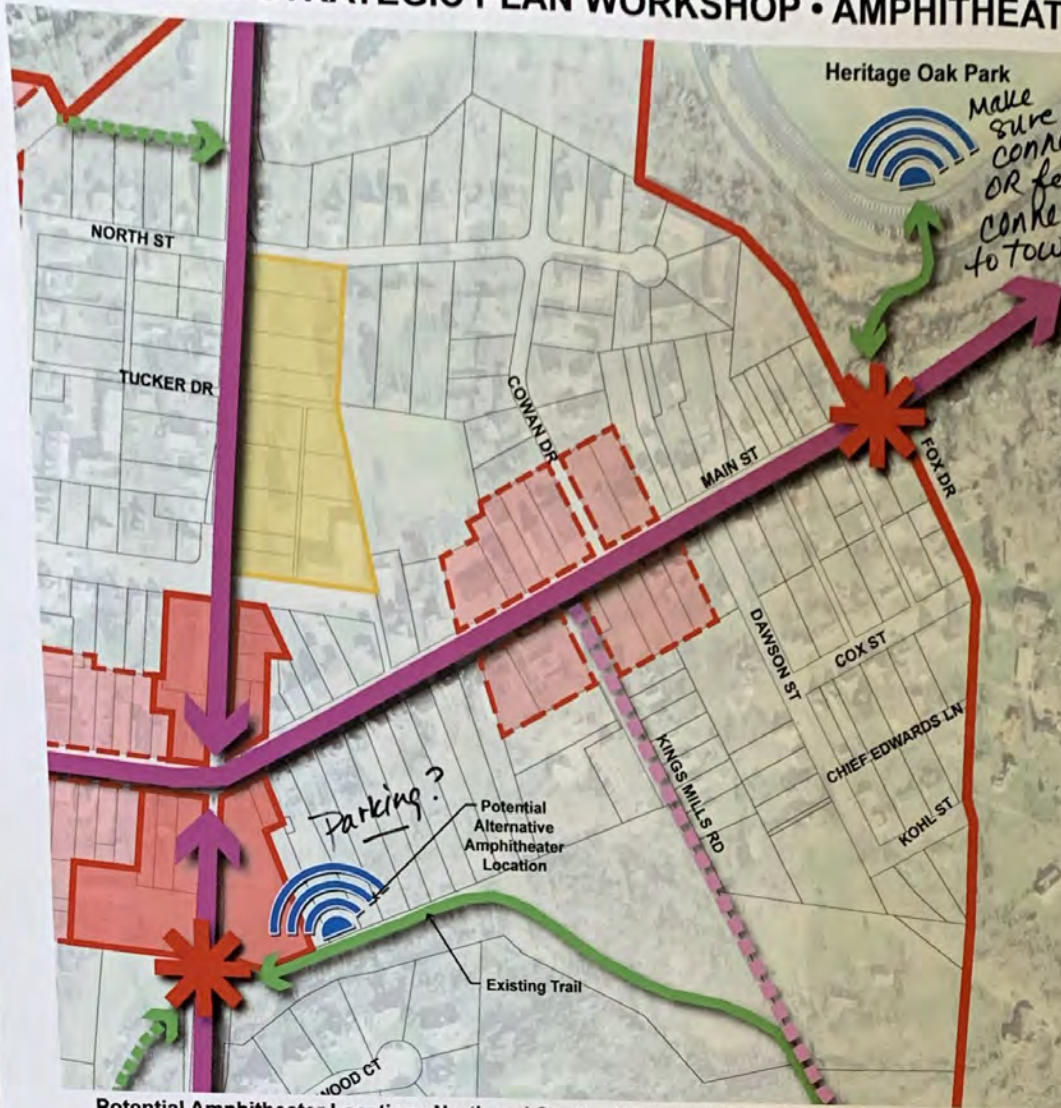
TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Generations return home to live affordably (or stay) young prof. & seniors

Westerkamm Property Between Mason Mile and Mason Municipal Center





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PROGRAM:
 Amphitheater and associated parking & amenities

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Extend Dora.

- how does it affect the homes on the way?
- Farmers market w/ the heritage location

Potential Amphitheater Locations North and South of Main and East of Mason-Montgomery Road



MASON MILE STRATEGIC PLAN WORKSHOP • MAIN STREET CORNER MIXED-USE

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- Higher-intensity rental housing units near intersection (upper levels)
- Lower intensity rental, townhouse, or duplex residential units on City-owned sites to the north
- Ground-floor retail/restaurant space
- Entrepreneur space

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

- have main corner make a statement
- max 3 stories (2-3 stories)
- have outdoor seating



Concept at Intersection of Mason-Montgomery and Main



2



Civic Node Concept at Reading and Main Intersection

CONCEPT GOAL:

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- Enhanced Mason Plaza area with art & public space (including connection to Cannery site to the north)

TELL US WHAT YOU THINK!

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MASON MILE STRATEGIC PLAN WORKSHOP • MEDICAL/OFFICE/SMALL MIXED-USE

7



Institutional Areas Along Reading Road

CONCEPT GOAL:

Infill development of under-utilized parcels can help increase commercial business opportunities and destination appeal while reducing perceptions of distance; thereby enhancing overall walkability. The former cannery site could become a hub for artists and makers as another destination anchor for the Mason Mile.

MEDICAL/OFFICE INFILL PROGRAM:

- Medical and Professional Office uses

Keep separate from Retail/entertainment

Stwile

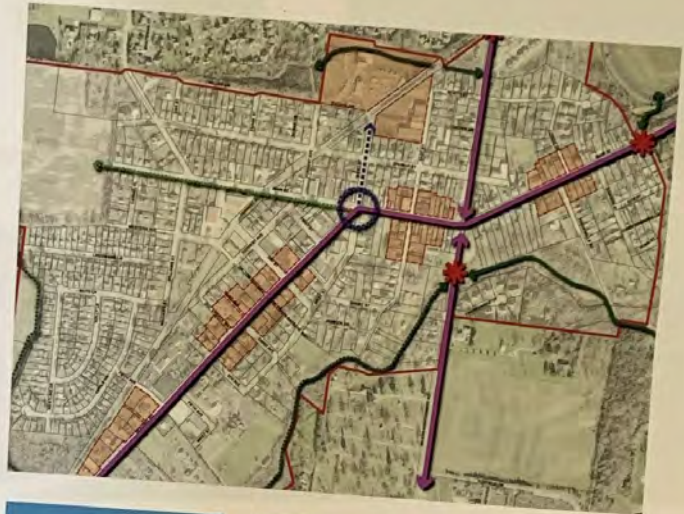


SMALL-SCALE COMMERCIAL/MIXED-USE INFILL PROJECTS PROGRAM:

- Retail/commercial infill along the Mason Mile corridors, including expansion of existing business spaces

TELL US WHAT YOU THINK!

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Infill Opportunity Site





MASON MILE STRATEGIC PLAN WORKSHOP • INFILL HOUSING ALONG RECREATION TRAIL



Overview of Potential Trail Extension

CONCEPT GOAL:

Extension of the existing trail along the full length of Muddy Creek would help create healthy recreation opportunities while knitting neighborhoods and businesses together in the Mason Mile; and under-utilized sites along the trail may provide amenity-based opportunities for infill residential development that could help bolster market support within walking distance to Mason Mile businesses.

PROGRAM:

- Single-family cottage, patio, or cluster homes in small developments along a recreation trail extended along Muddy Creek

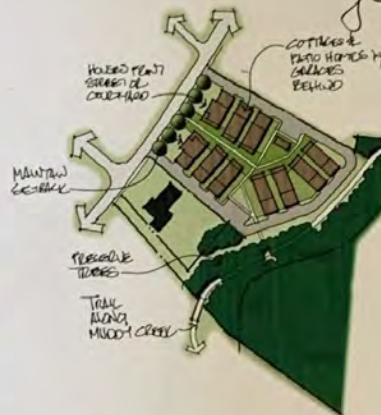
TELL US WHAT YOU THINK!

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*No business here.
just kind together*



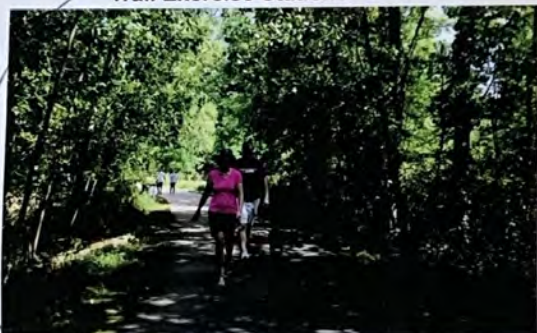
Residential Concept South of Westline Drive



Courtyard Residential Concept



Trail Exercise Stations



Greenway Trails





2



#3

#3

mixed use sheet

- liked big land possibility for something
- not medical/offices

Amphitheater sheet

- Heritage Park for location
- liked top right photo

Man St. Corner sheet

- less housing
- farmers market/Retail/rooftop

Mason Civic sheet

- liked images in middle - "charm" still there
- modern/~~vs~~ usability/gathering. Good DORA area
- library closer to street

medical/office sheet

- pro having it all together / one area (medical/offices)
off beaten path (St. Sue area)

#3

Rec Trail sheet

- pro longer trail / connect muddy creek more
- pro walkability
- smaller cottage-like houses

Placement opportunities

- trail - good place for art
- liked the gateways
- bench swings, colorful trashcans, fun outdoor spaces, fountains
- cohesive directional signs

Mixed-Use Office Connector

Art Center

No single family homes

Compliment City Bldg

Main St. Corner Mixed-use

Keep all historical Bldgs.

No Subway

Add Apt's

Bike Path Connected

Gathering Space

Mason Civic

New Signage for Library

Outdoor Space to do programs

Farmers Market

Lake / Little River

Medical Office

① Add Crosswalks

Bldgs to Match Historical
Bldgs

MASON MILE STRATEGIC PLAN WORKSHOP • MIXED-USE/OFFICE CONNECTOR



CONCEPT GOAL:

Long-term development of the largest site in or near the Mason Mile can help capture market potential to create a seamless, walkable link between Mason's Community Campus and the Mason Mile; thereby increasing opportunities and access for health, recreation, business development, and maintenance-free housing.

PROGRAM:

- Mixed-use connection to the Mason Municipal Center and Community Center
- Office/Health and Medical uses
- Mixed residential (long term not immediate)
- Health and fitness amenities
- Site serving community retail

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Westerkamm Property Between Mason Mile and Mason Municipal Center



MASON MILE STRATEGIC PLAN WORKSHOP • AMPHITHEATER



CONCEPT GOAL:
 An amphitheater would help strengthen the Mason Mile's reputation as a hub for arts, culture and entertainment; providing an amenity for residents and a destination for anchoring the East Main Street gateway to the Mason Mile.

PROGRAM:
 Amphitheater and associated parking & amenities

TELL US WHAT YOU THINK!

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Potential Amphitheater Locations North and South of Main and East of Mason-Montgomery Road



PLAYGROUND



MASON MILE STRATEGIC PLAN WORKSHOP • MAIN STREET CORNER MIXED-USE

CONCEPT GOAL:

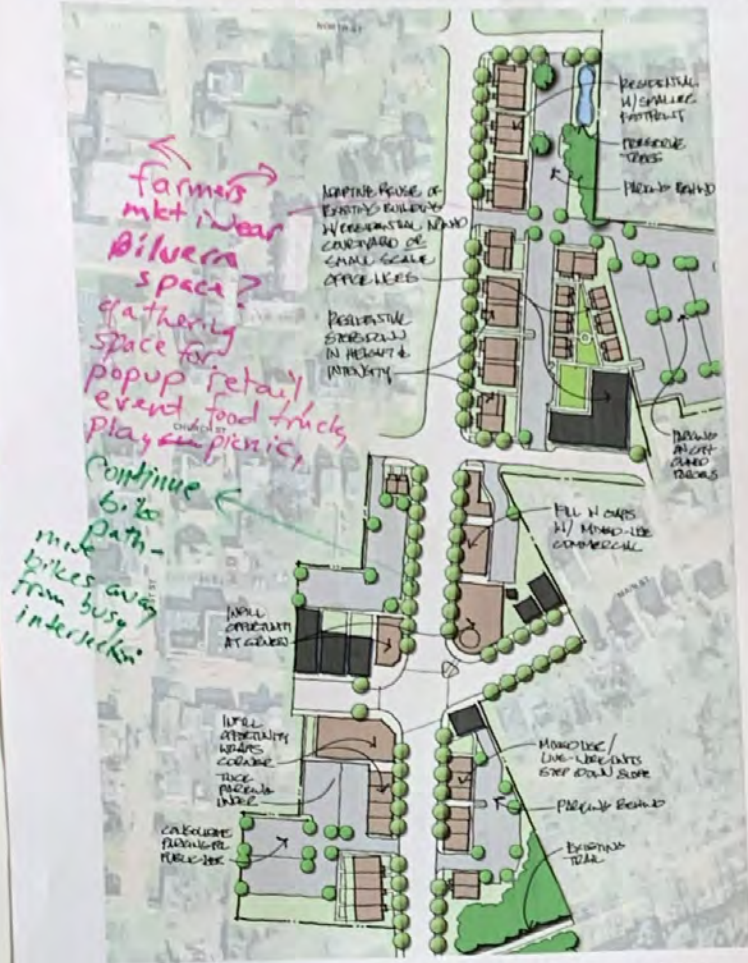
Sensitive mixed-use redevelopment of sites near the "100% Corner" of Mason-Montgomery and Main Street would help establish a destination to draw residents and consumers to the Mason Mile, enabling better walkability while capturing market potential in support of business development.

PROGRAM:

- Higher-intensity rental housing units near intersection (upper levels)
- Lower intensity rental, townhouse, or duplex residential units on City-owned sites to the north
- Ground-floor retail/restaurant space
- Entrepreneur space

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



Concept at Intersection of Mason-Montgomery and Main



collage no me area North

MAKE THE MILE

4

MASON MILE STRATEGIC PLAN WORKSHOP • MASON CIVIC NODE

CONCEPT GOAL:

Redevelopment and expanded public space at the heart of the Mason Mile would strengthen existing assets like the Mason Public Library and create a mixed-use destination for dining and entertainment; activating the West Main Street corridor and connecting disparate commercial uses into a more coherent, walkable district.

PROGRAM:

- Commercial retail/office/venue/entertainment development
- Mixed residential units (condo/townhouse)
- Enhanced Mason Public Library
- Enhanced Mason Plaza area with art & public space (including connection to Cannery site to the north)

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



NOTE: Mason might also consider a long-term vision of a new library as part of a mixed-use development that may also include ground floor retail, upper level residential or office, and parking

art Bigchain's team in town? Library North - climb Art Books - climb on sculpture

Civic Node Concept at Reading and Main Intersection



water features EVERYwhere

MASON MILE STRATEGIC PLAN WORKSHOP • MEDICAL/OFFICE/SMALL MIXED-USE

4



Institutional Areas Along Reading Road

CONCEPT GOAL:

Infill development of under-utilized parcels can help increase commercial business opportunities and destination appeal while reducing perceptions of distance; thereby enhancing overall walkability. The former cannery site could become a hub for artists and makers as another destination anchor for the Mason Mile.

MEDICAL/OFFICE INFILL PROGRAM:

- Medical and Professional Office uses



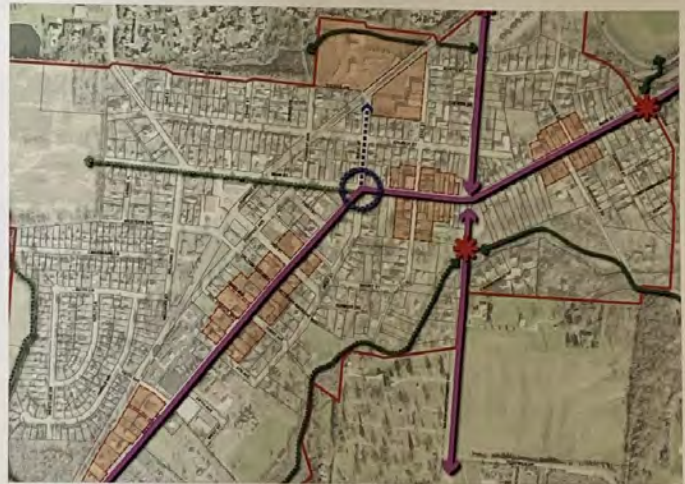
SMALL-SCALE COMMERCIAL/MIXED-USE INFILL PROJECTS PROGRAM:

- Retail/commercial infill along the Mason Mile corridors, including expansion of existing business spaces

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Add in crosswalks & marked better sidewalks need to be there all over mile (no sidewalks in front of it is there! Barnes, all parking lot no walk)



Infill Opportunity Site



like



Noted



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • INFILL HOUSING ALONG RECREATION TRAIL



4



Overview of Potential Trail Extension

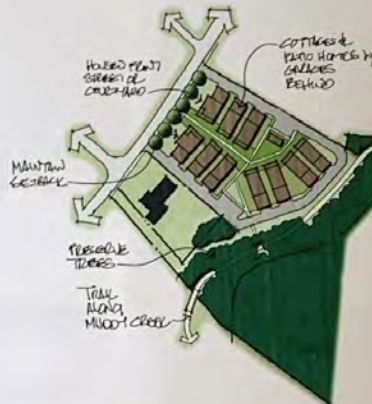
CONCEPT GOAL:
 Extension of the existing trail along the full length of Muddy Creek would help create healthy recreation opportunities while knitting neighborhoods and businesses together in the Mason Mile; and under-utilized sites along the trail may provide amenity-based opportunities for infill residential development that could help bolster market support within walking distance to Mason Mile businesses.

PROGRAM:
 • Single-family cottage, patio, or cluster homes in small developments along a recreation trail extended along Muddy Creek

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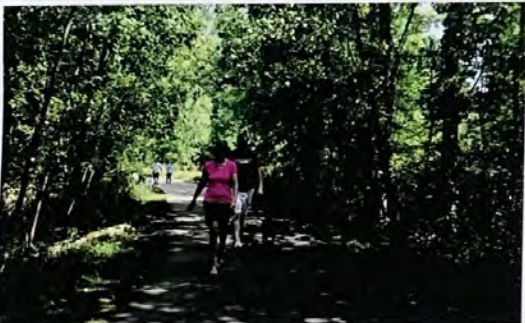
Residential Concept South of Westline Drive



Courtyard Residential Concept



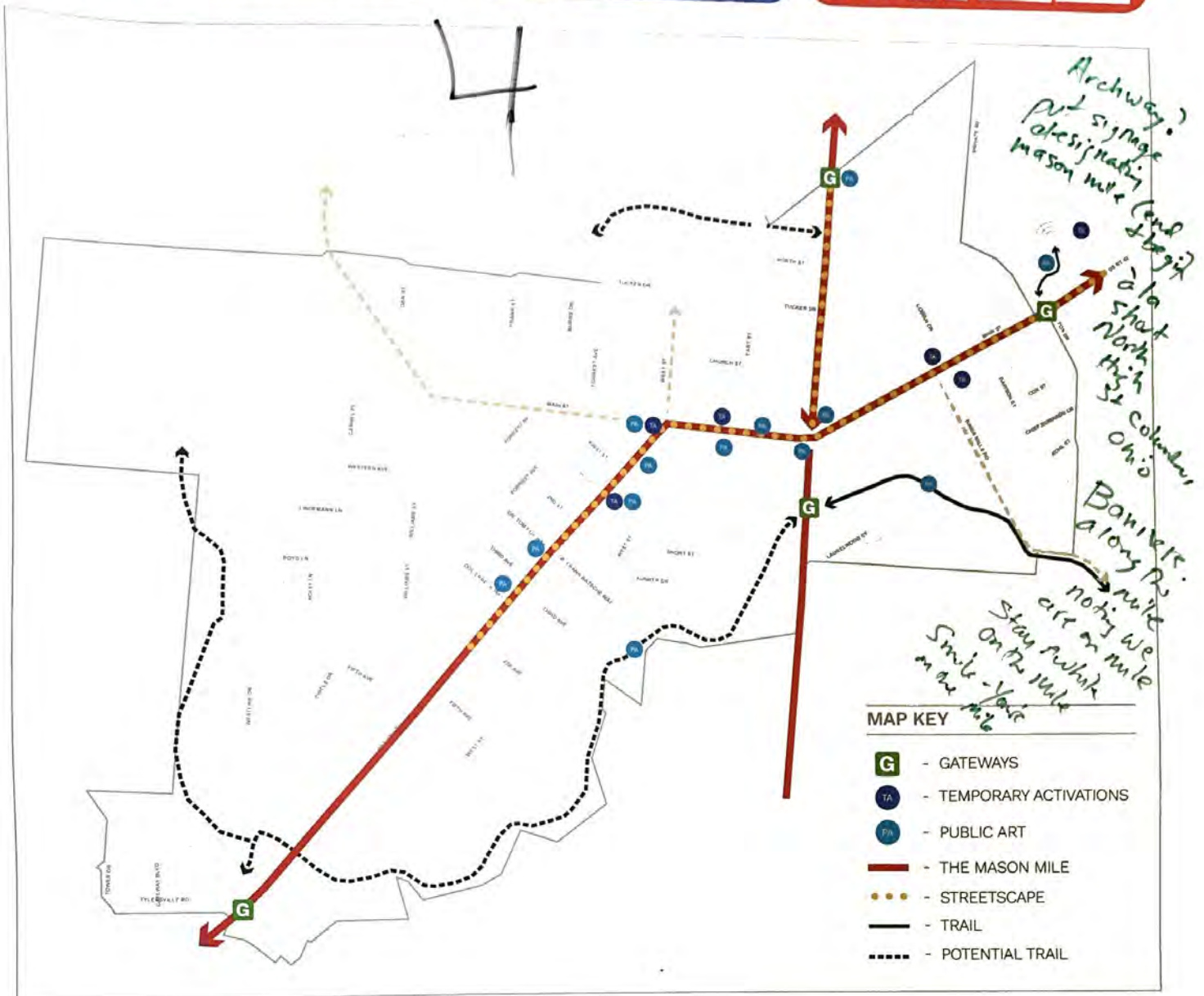
Trail Exercise Stations



Greenway Trails



MAKE THE MILE



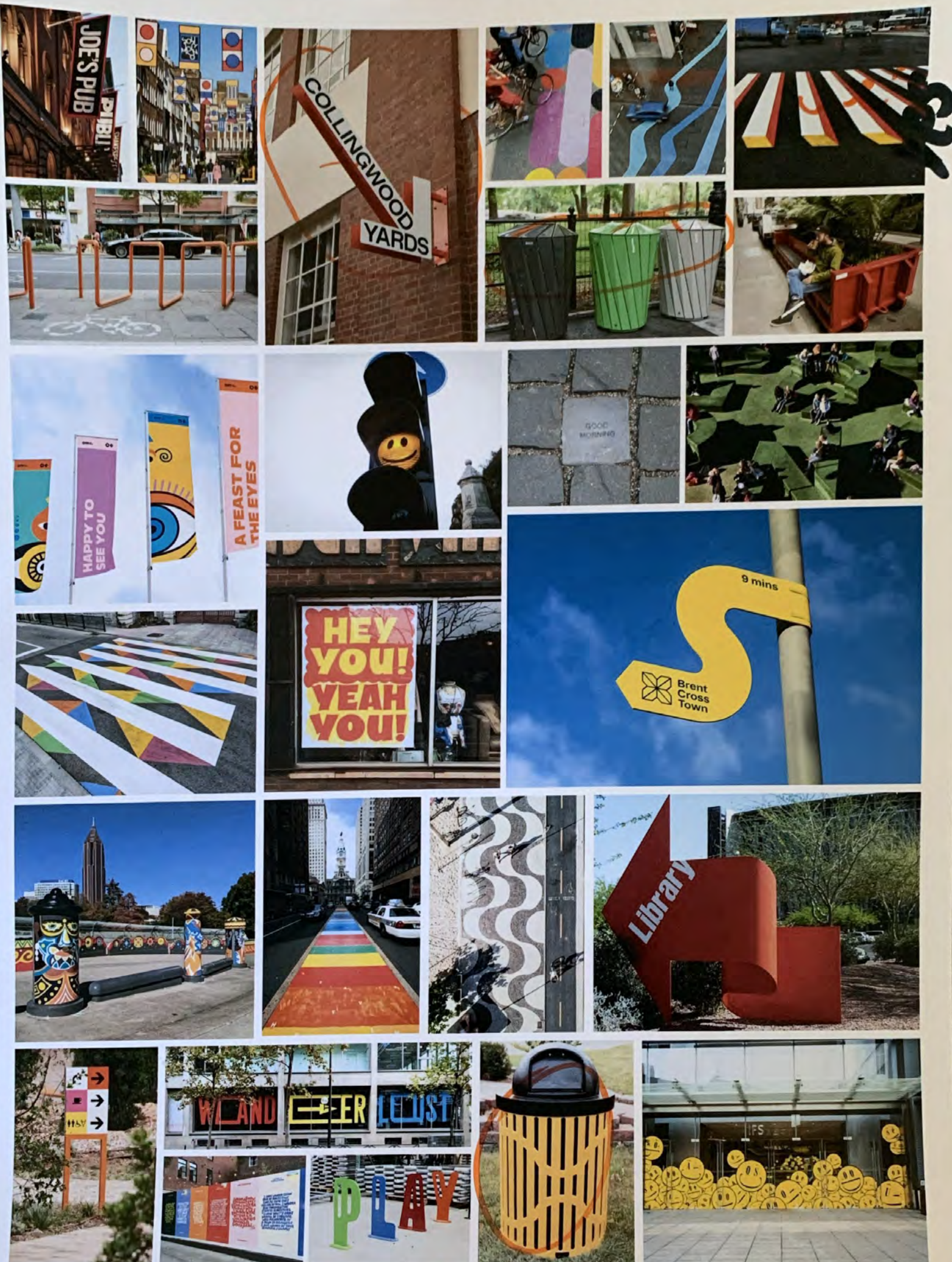
PLACEMAKING OPPORTUNITIES

Currently, the Mason Mile lacks a clear identity that expresses what it is and who it's for. As a result, the shops and restaurants along the Mile feel somewhat disjointed and outdoor spaces fall short of their full potential.

By focusing on environmental activations like wayfinding signage, art installations, and public infrastructure, we aim to beautify and unify the Mile under a singular identity that feels true to Mason's present while laying the groundwork for a promising future

PLACEMAKING OBJECTIVES

- Emphasize main gateways to create a sense of place
- Activate public gathering spaces
- Develop pedestrian-friendly streetscape infrastructure
- Increase accessibility via wayfinding and directional signage
- Create eye-catching art installations, such as sculpture and murals



#3 Bench Swing S
 Fountains
 Splash pads

Directional signage



4

Mixed use Office Connector

Art Center / Residence
Thursing is a waste ~~of~~
No single family

Draws people in to D.T.

* Compliment City Bldg.

No office unless need

Main St Corner Mixed use

- ① No Subway
- ② They had to stay
- ③ Pocket Park - green space
- ④ Gabazo looks nice
Do we use it?
- ⑤ Add art to Ser vatte to top

Bottle water feature

- ⑥ No residential but maybe apts
- ⑦ Bike Path - Where does it go to
4 directions
- ⑧ Whippy Dip - Bridge over street

Main St. Corner Mixed Use

② Business

Ping Pong / Bike Path

Walkable

Farmers Market

Difficult to read words

pop retail

Gathering Space

Small Park

Garrels

Mason Civic Node

① New Signage for library

② Big chains of Modern Art
Sculptures to sit in

③ Mural Book on the side
of Bldg

④ Outside Space to do Programs
at library for kids programs

⑤ Connect with Patio for events

⑥ Farmers Market

⑦ Water / Lake / Little River

Medical Office Small Mixed

~~Exp~~

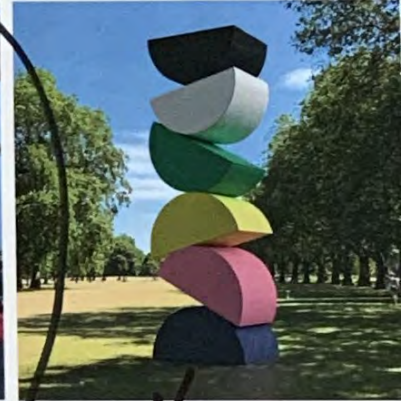
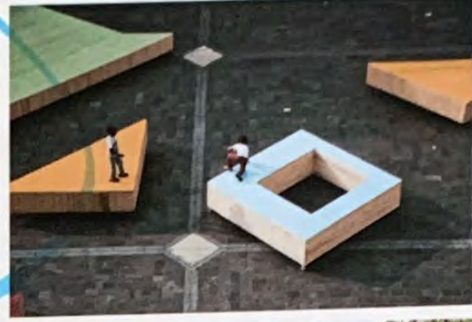
- ① Sidewalks
- ② Planters
- ③ Kidd Coffle - No crosswalks marked
- ④ Bldgs to match historical
Brick
- ⑤ ~~100~~

IN FILL Housing Along Recreation
Trail
Connect to Tylerville

Smile you on the mile



4



BLDG

4

IDEA BUT NOT THIS ONE

✓ + ↓ SCULPTURES

BUT MAYBE NOT TH

BLDG Brands ©2019 Lexington, Kentucky

⑤ 5

- Like idea of mixed residential/retail instead of office & health
- Like development ~~bring~~ near Mason Mont. instead of off road
- Key to success of mile (connects downtown to Dorothy Lane to schools)
- Create connection to students

② Amphitheater

- Need to see from street
- Bring it closer to downtown
- Need to know the size of events that it will support

③ Main Street Corner

- Restaurants/retail on bottom & residential/office on top
- Need more lighting
- Rooftops

⊕ Mason Civic Node

- Pop ups
- Plaza area by library
- Enhance Plaza

⑤ Infill Program (med office)

- Don't like big office building
- More street scape

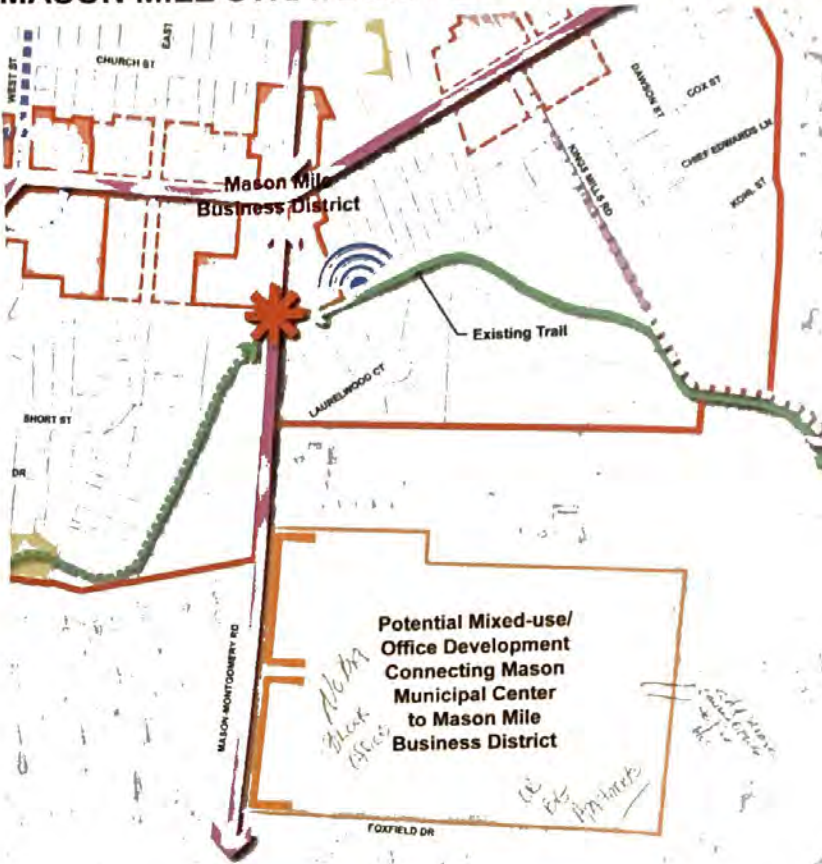
⑥ Infill Program (housing)

- Single story w/ porch
- Having space for young adults

① BLDG

- Extend street scape
- Less modern art

MASON MILE STRATEGIC PLAN WORKSHOP • MIXED-USE/OFFICE CONNECTOR



Mason Mile Municipal Center

Westerkamm Property Between Mason Mile and Mason Municipal Center



CONCEPT GOAL:

Long-term development of the largest site in or near the Mason Mile can help capture market potential to create a seamless, walkable link between Mason's Community Campus and the Mason Mile; thereby increasing opportunities and access for health, recreation, business development, and maintenance-free housing.

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- Mixed-use connection to the Mason Municipal Center and Community Center
- Office/Health and Medical uses
- Mixed residential (long term not immediate)
- Health and fitness amenities
- Site serving community retail

TELL US WHAT YOU THINK!

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*Amplified it?
 Park/kiosk?
 Key Community to maintain*

MASON MILE STRATEGIC PLAN WORKSHOP • AMPHITHEATER



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PROGRAM:

Amphitheater and associated parking & amenities

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Handwritten notes:
- 100 ft
- 100 ft
- 100 ft
- 100 ft
- 100 ft

Potential Amphitheater Locations North and South of Main and East of Mason-Montgomery Road



MASON MILE STRATEGIC PLAN WORKSHOP • MAIN STREET CORNER MIXED-USE



Concept at Intersection of Mason-Montgomery and Main

CONCEPT GOAL:

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- Ground-floor retail/restaurant space
- Entrepreneur space

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Lights at corner



MASON MILE STRATEGIC PLAN WORKSHOP • MASON CIVIC NODE

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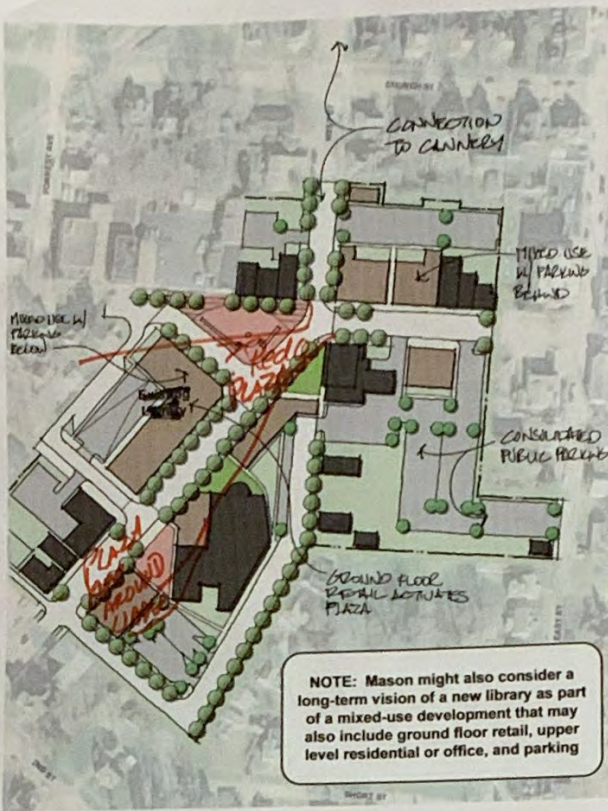
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Civic Node Concept at Reading and Main Intersection



Some
lines
Pop
up

MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • MEDICAL/OFFICE/SMALL MIXED-USE



Institutional Areas Along Reading Road

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MEDICAL/OFFICE INFILL PROGRAM:

- Medical and Professional Office uses

Trees



SMALL-SCALE COMMERCIAL/MIXED-USE INFILL PROJECTS PROGRAM:

- Retail/commercial infill along the Mason Mile corridors, including expansion of existing business spaces

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Trees - Reading



like X



Infill Opportunity Site



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • INFILL HOUSING ALONG RECREATION TRAIL



Trail Extension Along Muddy Creek

Overview of Potential Trail Extension

CONCEPT GOAL:
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Residential Concept South of Westline Drive



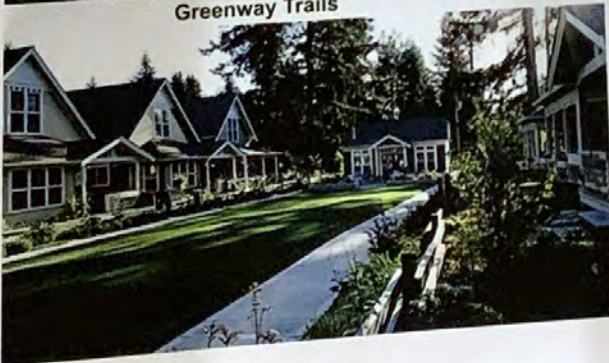
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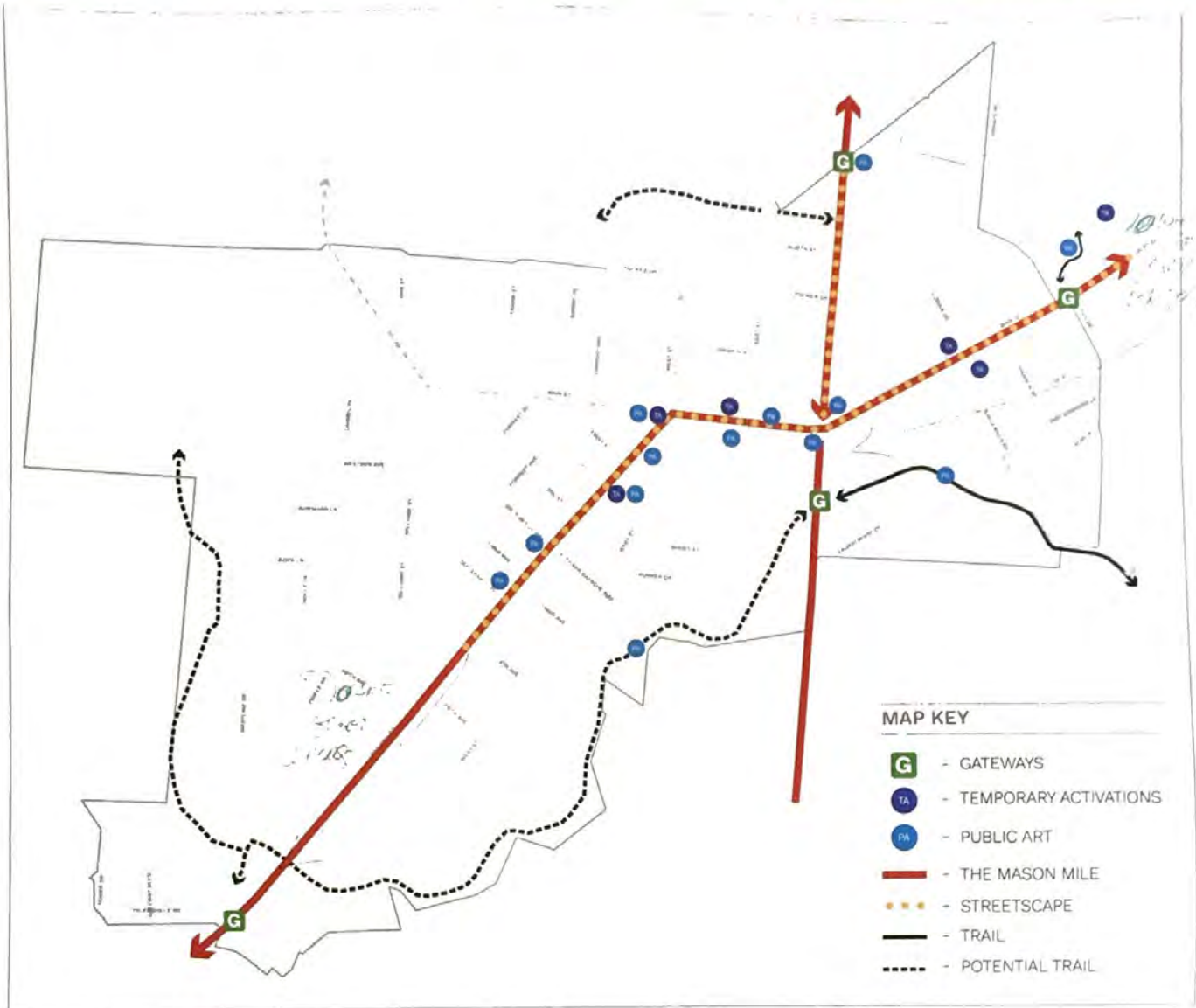
Trail Exercise Stations



Greenway Trails



MAKE THE MILE



PLACEMAKING OPPORTUNITIES

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PLACEMAKING OBJECTIVES

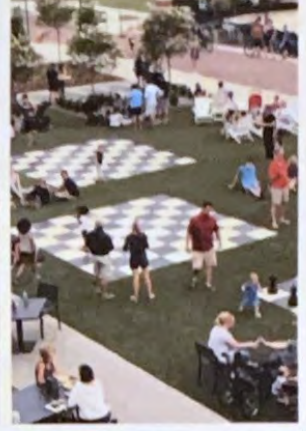
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- Activate public gathering spaces
- Develop pedestrian-friendly streetscape infrastructure
- Increase accessibility via wayfinding and directional signage
- Create eye-catching art installations, such as sculpture and murals

#5



Like Concept.

#5



#6 Group

2023

Concept #1

- Use the space
- What about the art center there?
- There is parking - rec center nearby
- Mixed use
- Patio Homes
- Active area; residential
- No giant homes
- Match to existing architech

① Main St corner use

② Mason Civic Node

③ Bike/Hike Trail Loop

④ Westerkamp Plot



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COLOR ENVELOPES • LAMINATING • LABELS • CHECKS • FOLDERS

Group #6

2023

Concept #2 Amphitheatre

(Heritage Oak OR Near Victorian area)

Also, city area behind subway

parking? could be a concern for Victorian area

Pine Hills a good option for space etc

Add/include a nice gazebo



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Group #6

2023

Concept #3

Mason Monds / Main St

Tuck parking in

Gazebos area - use it

Cohen property -

Pull in more than one way
to Mason Grill near

Fix main intersection

crosswalks illusion - lines/brick

Want bike racks

Look at Xenia Gazebo



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Group #6

2023

Concept #4 a Plaza

like moving building (A/R) up w/ Parking behind

*Return murals

What could be done w/ 5/3rd upper level

Love outdoor eating

Don't block other buildings

Lighting all year

Powerlines to be buried (all)



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Group #6

2023

Concept #5

~~This + That / St. Suz etc~~

Must have sidewalks ^{both} sides
especially Warped Wing Side

Curbs consistency

Sidewalk / Bike trail

consistency

~~Train / Golf Carts etc.~~

other transport

~~Future train to Lebanon~~

~~Storm drains need
review~~



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26	27	28	29	30	31	

Group #6

2023

Concept #6 Recreational Trailing

Really important

Add bridges/boardwalks

Add sculptures like "Pyramid Hill", Hamilton

Connect to Mason Sports Park

(Sidewalks/Bikes)

make more direct paths



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 COLOR ENVELOPES • LAMINATING • LABELS • CHECKS • FOLDERS

Group # 6

2023

Images - Public Art

✓ Checker Board

✓ Designed Electric Boxes ✓

✓ Signage (we need more)

✓ Blade Signs

✓ Graphic signs

✓ Gazebo in Xenia (model)



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• MIXED-USE/OFFICE CONNECTOR

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PROGRAM:

- Mixed-use connection to the Mason Municipal Center and Community Center
- Office/Health and Medical uses
- Mixed residential (long term not immediate)
- Health and fitness amenities
- Site serving community retail

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Residential (active living - seniors)
* Patio Homes
+

Art Center
+

Mixed used (small businesses/offices)

PROGRAM:

Amphitheater and associated parking & amenities

**TELL US WHAT YOU
THINK!**

Please share your thoughts below or

PROGRAM:

Amphitheater and associated parking & amenities

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Pine Hill Lakes as another location for amphitheater



WORKSHOP • MAIN STREET CORNER MIXED-USE

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- Higher-intensity rental housing units near intersection (upper levels)
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- Ground-floor retail/restaurant space
- Entrepreneur space

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We love this!

WORKSHOP • MASON CIVIC NODE

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- Enhanced Mason Public Library
- Enhanced Mason Plaza area with art & public space (including connection to Cannery site to the north)

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

We love this

Keep sight lines for businesses
Outdoor seating/dining

Murals

CONCEPT GOAL:

Infill development of under-utilized parcels can help increase commercial business opportunities and destination appeal while reducing perceptions of distance; thereby enhancing overall walkability. The former cannery site could become a hub for artists and makers as another destination anchor for the Mason Mile.

MEDICAL/OFFICE INFILL PROGRAM:

- **Medical and Professional Office uses**

① Consistent sidewalk and streetscape

Pedestrian way to Warped Wing & other businesses

② Using train rail to assist pedestrian movement.

WORKSHOP • INFILL HOUSING ALONG RECREATION TRAIL

CONCEPT GOAL:

Extension of the existing trail along the full length of Muddy Creek would help create healthy recreation opportunities while knitting neighborhoods and businesses together in the Mason Mile; and under-utilized sites along the trail may provide amenity-based opportunities for infill residential development that could help bolster market support within walking distance to Mason Mile businesses.

PROGRAM:

- Single-family cottage, patio, or cluster homes in small developments along a recreation trail extended along Muddy Creek

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

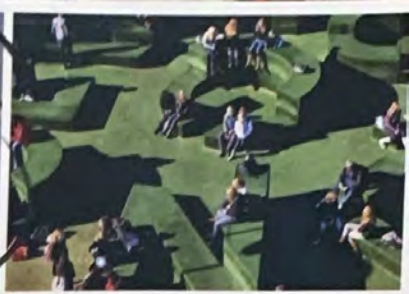
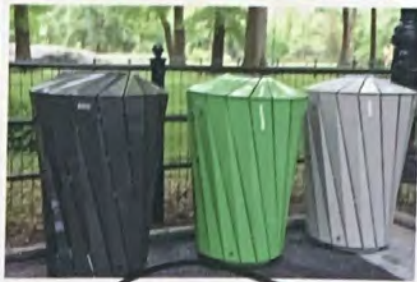
TOP PRIORITY!

LOVE

Mason Sports Park can be connected to the Mason Mile through trails on Reihang there need to be bike path extended on Mason Montgomery

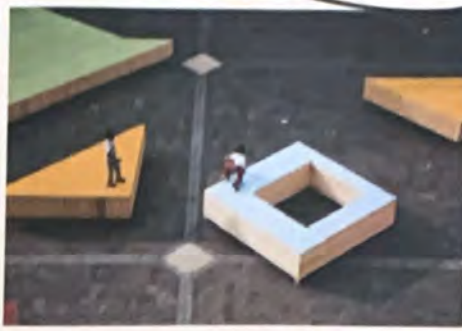
COTTAGES & PATIO HOMES BY GARAGES BEHIND





Lights

Mosaic like
Yellow Springs



① #7 Mixed Use Office Connector

- yes develop this land, but
could it be an Art Center / Event
space?

- could be the best area for
mixed use - because it's the most
land "available" for ^{more} residential

2 47 Hill Theater

- Love Amphitheater

- ~~Like~~ Like the idea of positioning the
Ampitheater in the dead space

- Big hill in Pine Hill - could
be another good space

- ~~get~~ get residents to sell
and have Ampitheater South of Main St.

3#7 - Main Street corner Mixed Use

~~- Mixed Use~~

- Main Street - how do we keep
the small town feel w/ new mixed
use developments - Lebanon look, Loveland
feel

- Area behind Thai Terrace - loving
it as a potential Ampitheater spot

4 #7 Mason Civic Node

- New ~~###~~ Library Space could also encompass EXhibition Center -
speaking events...

- Outdoor spaces for people to convene/
hang out - tables chairs (my group LOVED & circled these)

5 #7 Medical office / small mixed use

- tie street Scaping into those spaces
that are farther in between is a
must

— lower priority for infill in those spaces—
happier to have a better/tighter street scape

—

6 #7 - Rec trail / Infill housing

- ^{yes to} exercise stations along the trail

- LOVE trail extension - would meet the need of all ages of our community

- make it happen



BLDG Water Play Feature! Bubbler Fountain
 BLDG Brands ©2022 Covington, Kentucky



BLDG
 BLDG Brands ©2022 Covington, Kentucky

MASON MILE STRATEGIC PLAN WORKSHOP • MAIN STREET CORNER MIXED-USE

CONCEPT GOAL:

Sensitive mixed-use redevelopment of sites near the "100% Corner" of Mason-Montgomery and Main Street would help establish a destination to draw residents and consumers to the Mason Mile, enabling better walkability while capturing market potential in support of business development.

PROGRAM:

- Higher-intensity rental housing units near intersection (upper levels)
- Lower intensity rental, townhouse, or duplex residential units on City-owned sites to the north
- Ground-floor retail/restaurant space
- Entrepreneur space

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



Concept at Intersection of Mason-Montgomery and Main



MASON MILE STRATEGIC PLAN WORKSHOP • MASON CIVIC NODE

CONCEPT GOAL:

Redevelopment and expanded public space at the heart of the Mason Mile would strengthen existing assets like the Mason Public Library and create a mixed-use destination for dining and entertainment; activating the West Main Street corridor and connecting disparate commercial uses into a more coherent, walkable district.

PROGRAM:

- Commercial retail/office/venue/entertainment development
- Mixed residential units (condo/townhouse)
- Enhanced Mason Public Library
- Enhanced Mason Plaza area with art & public space (including connection to Cannery site to the north)

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

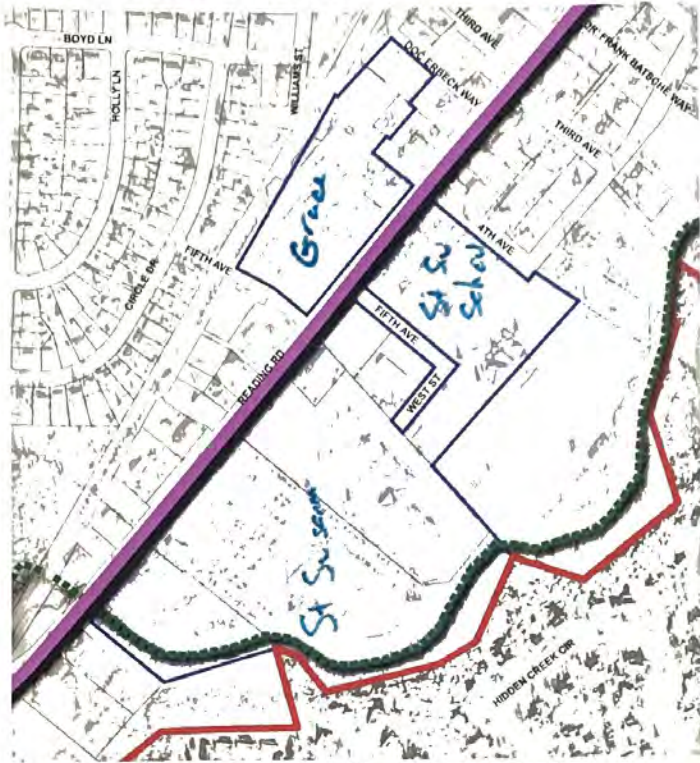


NOTE: Mason might also consider a long-term vision of a new library as part of a mixed-use development that may also include ground floor retail, upper level residential or office, and parking

Civic Node Concept at Reading and Main Intersection



MASON MILE STRATEGIC PLAN WORKSHOP • MEDICAL/OFFICE/SMALL MIXED-USE



Institutional Areas Along Reading Road

CONCEPT GOAL:

Infill development of under-utilized parcels can help increase commercial business opportunities and destination appeal while reducing perceptions of distance; thereby enhancing overall walkability. The former cannery site could become a hub for artists and makers as another destination anchor for the Mason Mile.

MEDICAL/OFFICE INFILL PROGRAM:

- Medical and Professional Office uses

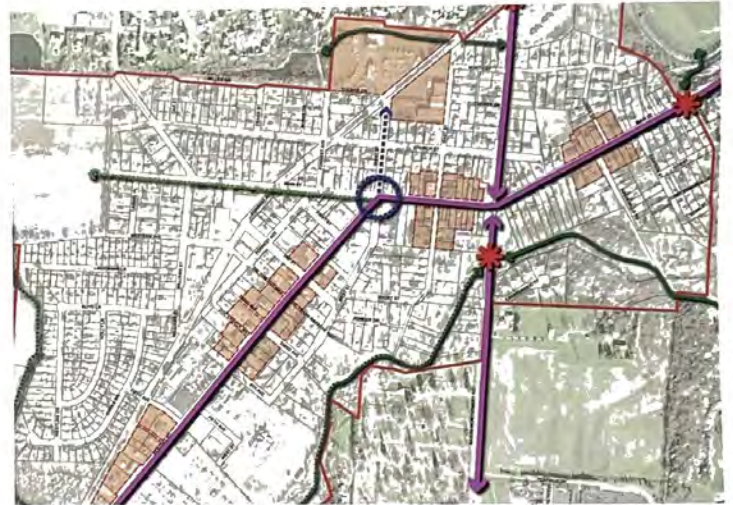


SMALL-SCALE COMMERCIAL/MIXED-USE INFILL PROJECTS PROGRAM:

- Retail/commercial infill along the Mason Mile corridors, including expansion of existing business spaces

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



Infill Opportunity Site



MASON MILE STRATEGIC PLAN WORKSHOP • INFILL HOUSING ALONG RECREATION TRAIL



Overview of Potential Trail Extension

CONCEPT GOAL:

Extension of the existing trail along the full length of Muddy Creek would help create healthy recreation opportunities while knitting neighborhoods and businesses together in the Mason Mile; and under-utilized sites along the trail may provide amenity-based opportunities for infill residential development that could help bolster market support within walking distance to Mason Mile businesses.

PROGRAM:

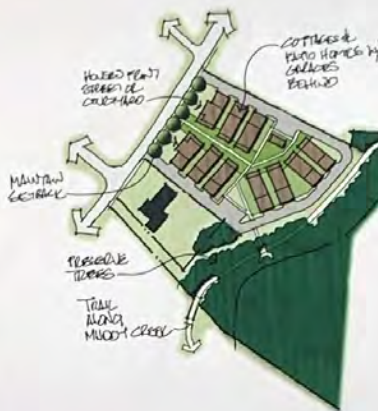
- Single-family cottage, patio, or cluster homes in small developments along a recreation trail extended along Muddy Creek

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



Residential Concept South of Westline Drive



Courtyard Residential Concept



Trail Exercise Stations

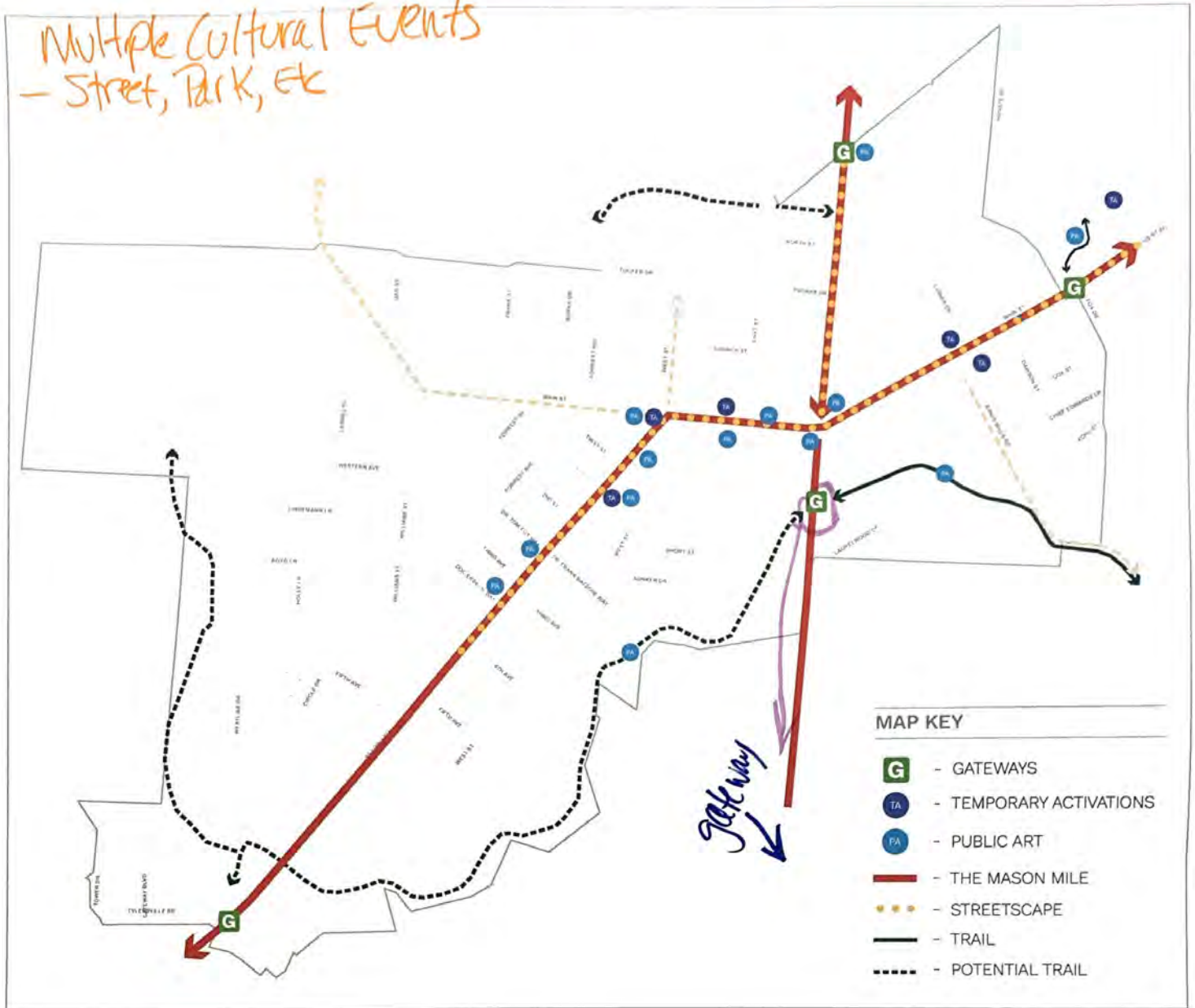


Greenway Trails



MAKE THE MILE

Multiple Cultural Events
- Street, Park, etc



PLACEMAKING OPPORTUNITIES

Currently, the Mason Mile lacks a clear identity that expresses what it is and who it's for. As a result, the shops and restaurants along the Mile feel somewhat disjointed and outdoor spaces fall short of their full potential.

By focusing on environmental activations like wayfinding signage, art installations, and public infrastructure, we aim to beautify and unify the Mile under a singular identity that feels true to Mason's present while laying the groundwork for a promising future

PLACEMAKING OBJECTIVES

- Emphasize main gateways to create a sense of place
- Activate public gathering spaces
- Develop pedestrian-friendly streetscape infrastructure
- Increase accessibility via wayfinding and directional signage
- Create eye-catching art installations, such as sculpture and murals