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# ≡ **CARTHAGE** ≡

**NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN**

**DATE**

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cincinnati, ohio 45202  
513-352-3441

**PREPARED FOR THE CITY OF CINCINNATI**

**Böhm-NBBJ**

**CARTHAGE**  
**NEIGHBORHOOD BUSINESS DISTRICT**  
**URBAN DESIGN STUDY**

**Preliminary**

**September 15, 1982**

**Prepared For:**  
**THE CITY OF CINCINNATI**

**Prepared By:**  
**BOHM-NBBJ, INC.**

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## BACKGROUND

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The Carthage community has a long and continuous history of citizen and business interest in the community's general welfare. The primary population of the Carthage community is of German-Dutch extraction with a mixture of Appalachian. A great many individuals living in Carthage are second and third generation residents. In recent years, a substantial number of people who had left the community have found their way back to Carthage. Schools, churches and a general sense of community pride and roots in Carthage, coupled with the cooperation and involvement of the 4th district police operation, have given the Neighborhood Business District (NBD) a strong sense of neighborhood support and security. The NBD has also profited from its continued accessibility to all portions of the City of Cincinnati and being geographically centered to the Cincinnati Metropolitan Area. Businesses in the vicinity of the NBD, including the National Distillers, Buckeye Products, and Proctor & Gamble, have been a stable, long-term source of employment to the community and have attracted providers of goods and services. Carthage and Elmwood Place, due to their location in the lower tip of the Mill Creek Valley, were designated as industrial areas in some prior Cincinnati Master Plans.

Development issues that have arisen over the past several years are addressed in this plan and include interest in the northwest corner of Seymour and Vine Streets for a possible thrift institution or retail outlet and the vacant Fries & Fries building with the movement of that operation to the old Longview Hospital Power Plant to the north. The long-term stability of the National Distillers, the vacant Ford dealership to the north, the 16-acre Ridgewood Arsenal site under the control of the federal government (but managed by the City of Cincinnati), and the mixed use condition in the vicinity of Carthage Mills are all conditions impacting the Carthage NBD.

The regional picture of the community from a transportation point of view is firmly set with the presence of the I-75 expressway interchange

and the use of Vine Street as a major arterial street within the Mill Creek Valley. However, plans for the widening of Paddock Road and completion of the cross-county highway offer opportunities for development and redevelopment in conjunction with the Ridgewood Arsenal and the Carthage Mills area.

Environmental factors strongly affecting the community include the strong edge of the expressway to the east and railroad tracks (in close proximity to the expressway and Mill Creek itself) to the west. Development of the Mill Creek Conservancy District Restoration Project creates further recreational and redevelopment opportunities due to the possible changing configuration of Mill Creek in the vicinity of the arsenal area.

The physical condition of the structures in the NBD is generally good. A high degree of second-story use, as well as limited first floor vacancies, contribute to substantial utilization of the structures. Some problems do exist in the area between Seymour and North Bend Road and Dillward and the railroad tracks because of conflicts between residences and truck terminals/garage operations. However, even in this area conditions are relatively good. The overall atmosphere of the NBD is particularly unique because of the substantial amount of pedestrian traffic between the residential area and the business district itself. This emphasis on present pedestrian use and a desire to maintain its presence in the community puts a special responsibility on the development of the Urban Design and Redevelopment Plan for the maintenance and enhancement of pedestrian spaces and improving the interface between motor vehicles and pedestrians.

### **Purpose of Study**

The purpose of this Urban Design and Redevelopment Plan is to provide local business persons, residents, and decision-makers in the City of Cincinnati with short and long-term guidelines for the maintenance and rehabilitation of the NBD. The strength and support between business districts and residential areas is well-documented. Existing residents and business persons feel a need to maintain the quality of life in Carthage.

The recommendations of this report and the analysis provided in support of those recommendations have been submitted to complete the missing links necessary for the continued maintenance of pride, business success and independence of the Carthage NBD and its environs.

### **Methodology**

A thorough analysis of development and redevelopment opportunities in a community like Carthage requires a two-fold approach. First, as part of an overall economic analysis, the Effective Market Area (EMA) is defined and the potential of that EMA to support both existing businesses and prospective businesses is identified. This requires a series of telephone and intercept surveys with consumers and personal interviews with existing businesses. Strategies are then recommended to maximize the area's economic development potential.

Second, the neighborhood's existing physical characteristics such as parking, circulation, land use, and other significant factors are analyzed to determine the area's potential for accommodating additional development. This requires not only an inventory of what exists but a documentation of how area businesses perceive Carthage. This information will serve as a basis for generating several general redevelopment objectives and a workable set of strategies to achieve these objectives. Specific plans and programs will then be devised to accomplish the chosen strategy within a particular time frame and by a particular group of individuals.

## MARKET ANALYSIS

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The following Market Analysis summarizes the Economic Redevelopment Analysis prepared by Kenneth Danter and Company. A copy of the entire report, including survey data, is available for reference at the City of Cincinnati.

### Objectives

- A. Identify the Effective Market Area (EMA) generated by Study Area business, and the potential of that EMA to support both the existing business sector and a revitalized business atmosphere.
- B. Identify the character and capabilities of the existing business sector located in the Study Area.
- C. Identify potential economic development alternatives in the area's existing commercial base.
- D. Provide a strategy for maximizing the potential of the existing or anticipated commercial base in the area.

### Scope of Study

#### Consumer Analysis

There are two primary components in the consumer analysis portion of this report: the telephone survey and the intercept survey. The telephone survey of residences in the Effective Market Area (EMA) established consumers' purchasing patterns. The intercept survey of area shoppers established and refined the Effective Market Area (see map, page 23) currently served by area commercial facilities.



### Telephone Survey

A telephone survey of 112 respondents, at point of residence, was conducted to determine:

- A. Effective Market Area (EMA).
- B. A refinement of demographic characteristics established by 1970. Included are household size, tenure characteristics, income, and age distribution.
- C. Problems in the area as perceived by residents, including unmet consumer needs.
- D. Shopping and spending pattern habits of area residents.
- E. Need for specific product/service diversification by voluntary response in order to learn which types of businesses and services are required to fulfill the needs of area residents.
- F. The capture of household expenditures by businesses in the Study Area.
- G. The loss of household expenditures by businesses in the Study Area.
- H. A mobility analysis of EMA residents.

### Intercept Survey

A total of 155 shoppers in the Study Area were interviewed to provide:

- A. A refinement of Effective Market Area boundaries as related to specific areas. All data will be converted to census tracts where applicable.
- B. Purpose and frequency of visit related to distance traveled.
- C. The presence of secondary EMAs.
- D. The degree of shopping in other areas outside the EMA boundaries, and reasons for shopping there.
- E. Mode of transportation.

## Conclusions

### Effective Market Area

The Effective Market Area (EMA) generated by the Study Area is characterized by extremely strong boundaries. The EMA is bounded on the west by Mill Creek reinforced by the railroad right-of-way, heavy industrial development, truck depots, and park areas. The depth and intensity of this border and the lack of any significant residential development has precluded any penetration into neighborhoods beyond.

The east boundary of the EMA is Interstate Route 75 reinforced by numerous industrial complexes including National Distillery Corporation. Further reinforcement comes from Longview State Hospital, which occupies large tracts of land east of the EMA. There is only limited accessibility over Interstate Route 75 (Towne Avenue, Seymour Avenue, and Paddock Road) into neighborhoods to the east. Further, the recent construction of Hillcrest Square and a renovation of Swifton Shopping Center in this area effectively decreases the potential for Study Area support.

The boundary to the south is another railroad right-of-way. This is an extremely "hard" boundary reinforced by the Maumee Chemical Company, American Agriculture Chemical Company, and Procter and Gamble. Further south, St. Bernard Square effectively provides shopping convenience for any potential support from the St. Bernard area.

The boundary to the north is generally described as Mill Creek, reinforced by the Carthage fairgrounds and light industrial development along Anthony Wayne Avenue. As originally perceived, the EMA would encompass the areas east of Vine Street, south of Galbraith Road, west of Interstate Route 75, and north of Mill Creek. However, an examination of the residences of intercept survey respondents found not a single respondent generated from this area.

The EMA configuration is the result of the existing retail commercial base within the Study Area, which has been admittedly weak, lacking any significant grocery and/or modern general merchandise facilities.

In addition to the EMA boundaries, a significant, highly intensified primary market is identified within the EMA. This area is bounded approximately by Van Kirk Avenue on the west, 74th Avenue on the north, the railroad right-of-way on the east, and 65th Avenue on the south. Seventy-one percent of the shoppers in the intercept survey were identified as residents of this area.

It is important to note that, although 71.0% of the intercept shoppers are area residents, only approximately 55% of the total EMA population resides here. Little if any additional support is generated from adjacent areas outside the Effective Market Area.

EFFECTIVE MARKET AREA  
(EMA) 1980

	<u>POPULATION</u>	<u>HOUSEHOLDS</u>
PRIMARY MARKET AREA (PMA)	3,092	1,258
REMAINDER	<u>2,530</u>	<u>1,030</u>
TOTAL	5,622	2,288

EMA Characteristics

Given the comparatively "hard" nature of all EMA boundaries, it is not reasonable to expect a significant expansion of the EMA into external areas. While it may appear that the EMA could expand to include the area north of Mill Creek, east of Vine Street, south of Galbraith, and west of Interstate Route 75, this is highly unlikely. The new Kroger Superstore under construction adjacent to this area will be the major facility to impact this area. Further, the wider range of foodstuffs, drug, beauty, and hardware items will provide the Study Area little, if any, opportunity to capture expenditures from this area.

The character of the EMA residential area is manifested in population trends from 1970 to 1980. In 1970, the population was 6,816 in 2,469 households. The 1980 population is estimated to be 5,622, a decrease of 17.5% from 1970. Households are estimated to number 2,288, a decrease of 7.3%.

The highly intensified primary market area contains a 1980 estimated population of 3,092 persons in 1,258 households.

The population in Hamilton County during the same period decreased 58,880 from 924,018 in 1970 to 865,138 in 1980, a decrease of 6.4%, and households decreased 3.3% during the same time period. Population in the Cincinnati Standard Metropolitan Statistical Area (SMSA) decreased 1.9%. Within the SMSA, households increased 15.4% during this time period.

This difference between population and household change (in both Hamilton County and the EMA) is created by significant lifestyle changes of later marriages, differential death rate between male and female, broken marriages, and smaller families, etc.

#### Effective Buying Income

In 1982 the Effective Market Area (EMA) will generate an estimated \$34.3 million Effective Buying Income (EBI). Retail expenditures by residents of the EMA account for approximately 59.6% of the total EBI. Within the EMA, this yields \$20.4 million in retail expenditures. In the intensified primary market area, retail expenditures will total approximately \$11.2 million. The following table indicates a distribution of retail expenditures within the EMA and the primary marketing area.

DISTRIBUTION OF RETAIL EXPENDITURES

	<u>Millions of Dollars</u>			
	<u>Percent</u>	<u>Primary Market Area (PMA)</u>	<u>Remain- der</u>	<u>Total EMA</u>
TOTAL EFFECTIVE BUYING INCOME (EBI)	100.0%	\$ 18.9	\$ 15.4	\$ 34.3
RETAIL EXPENDITURES	59.6%	\$ 11.2	\$ 9.2	\$ 20.4
FOOD	18.4%	\$ 3.5	\$ 2.8	\$ 6.3
EATING & DRINKING	4.3%	\$ 0.8	\$ 0.7	\$ 1.5
GENERAL MERCHANDISE	9.5%	\$ 1.8	\$ 1.5	\$ 3.3
FURNITURE, HOUSEHOLD	2.7%	\$ 0.5	\$ 0.4	\$ 0.9
AUTOMOTIVE	12.9%	\$ 2.4	\$ 2.0	\$ 4.4
DRUGS	2.3%	\$ 0.4	\$ 0.3	\$ 0.7
APPAREL	2.9%	\$ 0.6	\$ 0.4	\$ 1.0
BUILDING MATERIALS, HARDWARE, ETC.	1.7%	\$ 0.3	\$ 0.3	\$ 0.6
MISC.	5.2%	\$ 1.0	\$ 0.8	\$ 1.8

Based upon the Dollars & Cents of Shopping Centers (updated to 1982) published by the Urban Land Institute, the median square foot sales per facility in the Midwest by major category are:

Supermarket	\$ 237.00
General Merchandise	\$ 86.00
Drug Store	\$ 150.00

Dividing expenditures of EMA residents by per-square-foot sales yields support for major retail categories as follows:

	<u>SQUARE FOOT SUPPORT</u>		
	<u>PMA</u>	<u>REMAINDER</u>	<u>EMA</u>
SUPERMARKET	14,770	11,810	26,580
GENERAL MERCHANDISE	20,930	17,440	38,370
DRUG STORE	2,670	2,000	4,670

Study Area Commercial Facilities

Examination of the commercial (retail and service) structure of urban areas reveals a hierarchy of business centers with at least four levels below the Central Business District:

1. regional centers
2. community business centers
3. neighborhood centers
4. isolated convenience and specialty stores.

While many areas contain all four levels of business centers, the Study Area currently has only one level, isolated convenience and specialty stores.

Currently, nearly 100% of all grocery expenditures are made outside the EMA. (Only three convenience type grocery stores are located in the Study Area; the remainder are stores on the periphery or well outside the EMA.) Based on current sales statistics, the EMA is supporting nearly 27,000 square feet of supermarket floor area outside the Study Area.

However, after deducting existing convenience food space in the EMA, supermarkets located on the periphery, and the influence of the new Kroger Superstore (with its excellent market acceptance and penetration), there would be insufficient support for development of additional supermarket space without placing substantial reliance on support from residents outside the EMA. This would be unlikely, given the nature of the strong boundaries characterizing the Carthage EMA and the number and quality of facilities serving those areas.

Typical drug stores range from 8,000 to 15,000 square feet. The existing space in the EMA and on the periphery, in addition to the space which will be included in the Kroger Superstore, adequately fulfills this support.

A total of 62.5% of the shoppers interviewed in the telephone survey shop the K-Mart discount department store north of the EMA on Vine Street in Wyoming. This facility, in addition to the facilities located in the Swifton Shopping Center area, adequately serves the EMA.

Based on both the limited support generated from the EMA, and the presence of similar competitive retail stores in Elmwood Place, it is unreasonable to expect any significant expansion of the commercial base in the Study Area. There are, however, opportunities to maintain or improve the commercial base.

1. Strategy should be developed to increase customer loyalty among existing EMA residents. The intercept survey has clearly defined an intensified primary market area in which Study Area businesses enjoy excellent penetration. Study Area businesses do not, however, experience similar penetration into the remainder (perimeter areas) of the EMA. While this area contained only 1,030 households, it constitutes 45% of the entire EMA. Being a relatively small manageable number, the group is especially responsive to neighborhood marketing techniques. Neighborhood newspapers, direct mail, and circulars are all effective neighborhood media. Businesses located in the Study Area would promote their convenience to these 1,030 EMA households, as well as price, special personal services, etc.
2. Study Area retailers must take advantage of both strengths and weaknesses of competitive chain operations, and structure their operating concept accordingly. Such factors as merchandise lines, price points, credit policy, and customer service should be reviewed.

Major chains lack the "personal service" often associated with small, independently owned stores. The development of "personal service" skills would include knowledge of customers' tastes or needs, regular personal contact, and community participation. This image of "personal service" should be presented in a combined effort by all area independent merchants.

3. Study Area retailers should make a strong effort to reach new residents coming into the EMA. There is a high probability that families with strong shopping loyalties to the Study Area are being replaced by new families without such loyalties. Indeed, new residents may be even more inclined to establish buying patterns at periphery shopping centers and malls. A "welcome wagon" approach could help establish neighborhood loyalty.
4. Identify specialty retailing segments which utilize the Carthage central location in attracting customers from the Greater Cincin-

nati area. This already-established trend includes such businesses as the specialty auto-part stores, the feed-and-seed store and the jewelry/trophy store. These firms typify products and services that can benefit from a central location such as Carthage offers.

5. The Study Area has the potential (although somewhat limited) to attract freestanding fast-food restaurants. Most major chains are beginning to take note of urban opportunities from both franchising and operational viewpoints. Traffic flow and proximity to industrial/distribution facilities, create an opportunity for such development. It should be noted here that a major fast-food facility often employs in excess of 50 to 60 people--people who are often among the unemployed. Further, the industry is still vital, growing, and has a tradition of training and advancing from within. These are factors that should be considered when seeking potential firms to locate in the area.

Long-range trends capable of expanding the potential for further retail development are:

- Increasing the size of the Effective Market Area. Given the nature of EMA boundaries, it is unlikely that the EMA can be further extended geographically to any significant degree.
- Enlarging the population base by utilizing undeveloped land for residential purposes, or by occupying existing vacant housing. However, it should be noted that existing land is in short supply and only limited results could be expected.
- Increasing the income level of EMA residents. Two methods should be noted: first, attracting to the area new residents with higher incomes; or second, and more desirably, improving the income level of current residents through increased job opportunities in the immediate area. Given the relative level of retirement-age residents and the limited supply of housing, this alternative also appears to be unlikely.



It is apparent, then, that significant immediate economic redevelopment of the Study Area must transcend typical retail alternatives. Fortunately, the area commands several attributes creating opportunities for economic redevelopment. Major advantages are:

- The central location relative to most areas of Greater Cincinnati
- Proximity to the Central Business District
- Population of the Carthage neighborhood with its stability, low crime, and high rate of home ownership
- Proximity to the Interstate system and particularly the Norwood lateral
- Availability of rail transportation
- Availability of public transportation
- A potential labor pool.

*OTHER ADVANTAGES - PROXIMITY TO PRINCIPALS  
S/O  
LONGVIEW*

### Specific Development Alternatives

#### Retail

As previously established, it is unlikely that typical retail development support by the residential back-up will occur. However, some area retailers have demonstrated a regional capacity because of their specialized products or services. A continued emphasis on this established retail trend is possible.

An intensified marketing program by area retailers should be conducted in the periphery of the Effective Market Area. This area will provide Study Area retailers with a maximum return for minimum advertising dollars.

All existing Study Area retailers should be encouraged to remain in the area. The combined effect of multiple shops is greater than any individual entrepreneur.

Finally, since many existing vendors in the EMA relate on a very personal basis with their clientele, we do not expect significant immediate erosion

or gain of their base caused by new commercial intensity created by the Kroger Center. We would expect, however, a continued gradual change in support. A major problem is that new residents in the EMA are not expected to have the same loyalties as older residents. Individual merchants must work together to maintain a continued presence in the marketplace.

### Distribution, Service, and Light Manufacturing

Currently, many distribution, service, and light manufacturing firms are located in the Study Area and throughout the EMA. Many have been attracted by the proximity to markets served, the transportation network, cost of occupancy, or source of labor. These firms, located throughout the EMA, have established a trend for future redevelopment. During the course of our interviews, it was noted that these firms would encourage the location of companies with similar requirements. Further, these firms tend to be single-tenant occupants of their buildings, often utilizing first-floor space for office/showrooms, second- and third-floor space for office and/or storage. Such uses are the most frequent utilization of upper-level space in the Study Area. It is also important that these firms provide a base of successful business in the area that can financially support and justify redevelopment on a corporate basis, as well as take advantage of recent tax incentives.

Potential problems for distribution, service, and light manufacturing development surfaced during the course of the Study Area business interviews. Two successful Study Area firms have indicated plans to expand. However, they are currently landlocked, forced then to consider other locations. One business in particular tried, without success, to negotiate a vacant parcel from an area landowner. Zoning, land assembly, and permit problems will have to be resolved in order to fully achieve the momentum in distribution, service, and light manufacturing.

ANY  
RECOMMENDATIONS

### Nonretail Development

The same attributes recognized by existing firms in the Study Area (as well as residents) can be utilized to attract firms with a commitment to the overall Cincinnati area, but with little or no presence in urban neighborhoods. A potential list of companies generated among public utilities, financial institutions, insurance companies, major retailers, etc., yields multiple opportunities for economic development in the Study Area. A review of real estate holdings reveals not only high profile offices or stores, but maintenance centers, computer centers, claims offices, and specialized storage facilities, to list only a few.

Suburban industrial or office parks often have a sizeable representation of major local firms and/or organizations. Interviews with real estate specialists in many such organizations indicate that few such decisions are locationally oriented, but rather respond to timeliness or opportunity for occupancy.

While such facilities may have little economic impact on suburban communities, facilities selected for the response to neighborhood requirements could significantly impact areas such as Carthage. It is important that a positive approach be developed in response to this opportunity.

Foremost in the approach to such facilities is the promotion of the most unique characteristic of Carthage. There will always be an abundance of urban locations, often in volatile neighborhoods. However, it is rare to find an urban neighborhood possessing the positive attributes of Carthage. It is important to emphasize Carthage's stable middle-class residential areas, low crime rate, concerned citizenry, high rate of home ownership, and strong moral values. These attributes will be an important selling element for potential commercial users in Carthage.

### Residential Development

There has been some utilization of second- and third-story space for residential use in the Study Area. Most, however, is of marginal

marketability, often renting at substantially less than contemporary rent levels. While it is our opinion that there is limited support for additional moderately priced rental units, this use does not have sufficient depth for full utilization of available space. Two major factors affect residential use of existing space:

- Rehabilitation costs, especially for mixed use buildings (commercial/residential), tend to result in rent levels somewhat higher than the market will support.
- Rehabilitation for residential use does not qualify for recent tax incentives.

There is, however, an indication of demand for government-assisted elderly housing facilities. Although the scope of the revitalization study does not address elderly housing requirements, the high numbers of elderly in the area indicate a demand. A development of approximately 40 to 50 units could be developed in the Study Area. This development could serve two groups: first, it could provide low-cost quality housing for low-income elderly currently living in the area. Typically, limited transportation facilities are available to this group. Consequently, many of the residents would conduct most of their shopping in the immediate Study Area, benefiting the second group, area businesses. This would serve also to retain a share of "loyal" dollars. Younger residents moving into the Carthage area do not have the same shopping loyalties as older, established residents. Providing inexpensive housing for the elderly would contain support for existing businesses. Additional study would establish depth and breadth of such a facility.

An effective strategy should not preclude market rate residential redevelopment in the Study Area; however, response from property owners is expected to be light because of the general lack of market support.

#### Economic Development Plan

A community or neighborhood hoping to attract private development (even in response to established market potential) must take an aggressive role in seeking prime tenants.

1. Identify and prioritize specific tenants.
2. Identify specific sites meeting the most likely criteria of prospective tenants.
3. Remove all possible acquisition and development barriers and/or red tape prior to initial contact with prospective tenants.
4. Assign the responsibility of contacting prospects.
5. Provide professionally prepared site maps and market data.
6. Provide a specialist who can aid prospects in identifying appropriate offices and organizations interfacing with the development process.
7. Develop a positive, aggressive, and cooperative attitude. Prospects "want to be wanted" rather than viewed as the opposition.

During interviews with numerous retail, fast-food, convenience store, and service firms, it has become apparent that each has a specific new location development plan. Urban/inner city locations represent only a small share of potential development. Given the relative number of untapped urban/inner city opportunities, it is reasonable to assume (and was indeed conveyed) that site acquisition specialists are most likely to spend their efforts in areas yielding maximum opportunity for success for the least possible effort. When marketing sites in the Study Area, it is important to realize the commitment has been made that a specific use is acceptable to development compatibility, prospects can be identified and aggressively pursued. It should be noted, however, that many firms in the category may not have a specific reason for locating in the Study Area (a reason such as untapped market potential), and might just as easily locate five miles, or even fifty miles, in another direction. In addition, it is unlikely that a land acquisition expert would be involved; thus, such prospects will require even more aid in identifying the step-by-step bureaucratic procedure.

## **Identification of Areas**

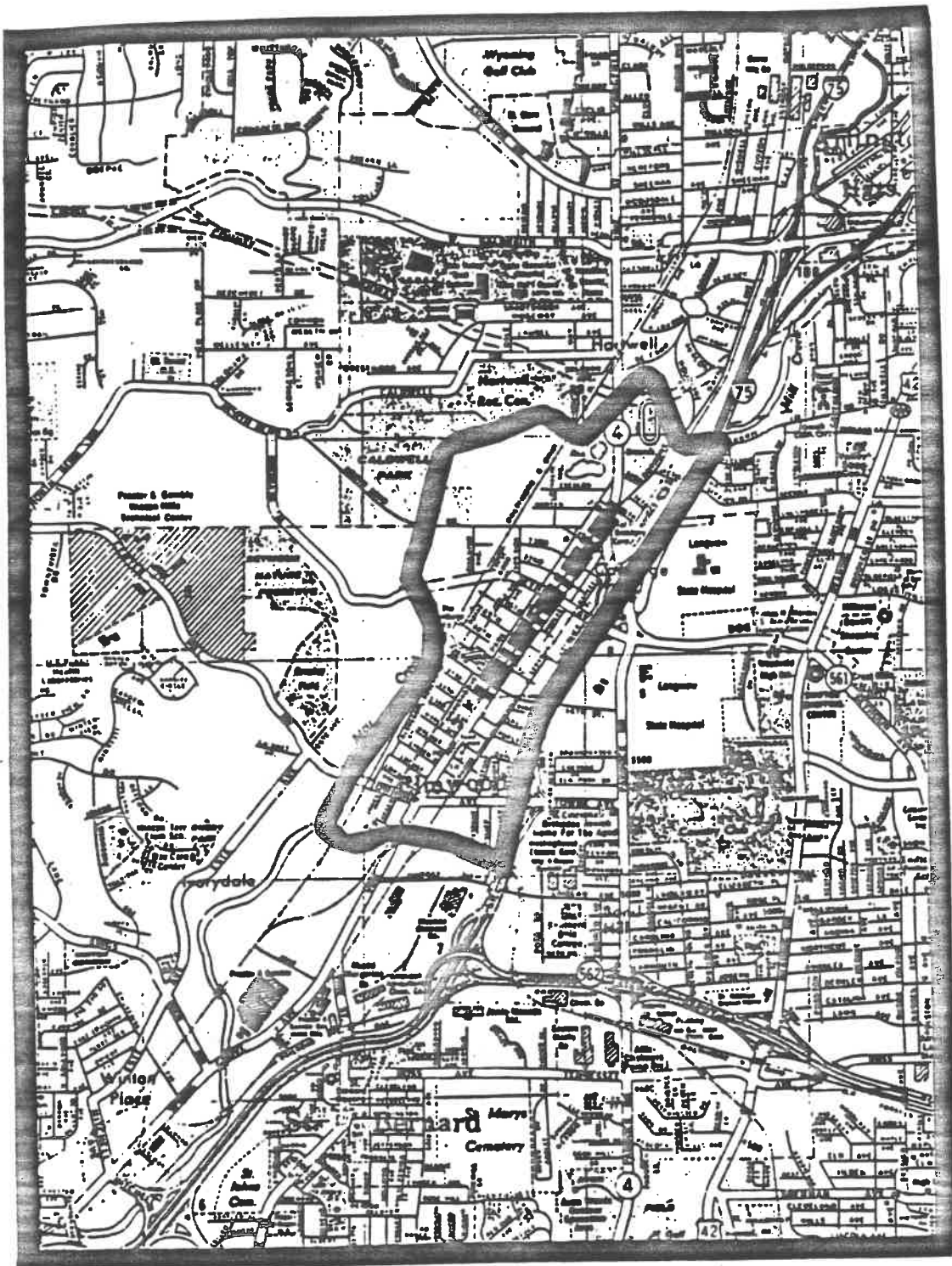
### Study Area

The Study Area refers to the commercial sector of Vine Street between 65th Street on the south and Anthony Wayne Avenue on the north. It is within this area that the business survey was conducted.

### Effective Market Area (EMA)

The boundaries of the EMA are described as Elmwood Place Corporation line on the south; Mill Creek on the west; Interstate 75 on the east; and Mill Creek on the north.

The EMA contains only two census tracts (1970 base) and a 1970 population of 6,816 people in 2,469 households. A comparison of 1970 demographic characteristics with those of our current study may be found in Section VI.



**EFFECTIVE MARKET AREA**  

**CARTHAGE STUDY AREA**

### Carthage and the Cincinnati Metropolitan Area

Located in north central Cincinnati approximately 7 miles from the City's core, the Carthage neighborhood is bisected by Vine Street and bounded on the east and west by Mill Creek and I-75 (Mill Creek Expressway) respectively. Along with its neighbor Elmwood to the south, Carthage serves as a residential/commercial break within a long stretch of industrial uses along the Mill Creek Valley.

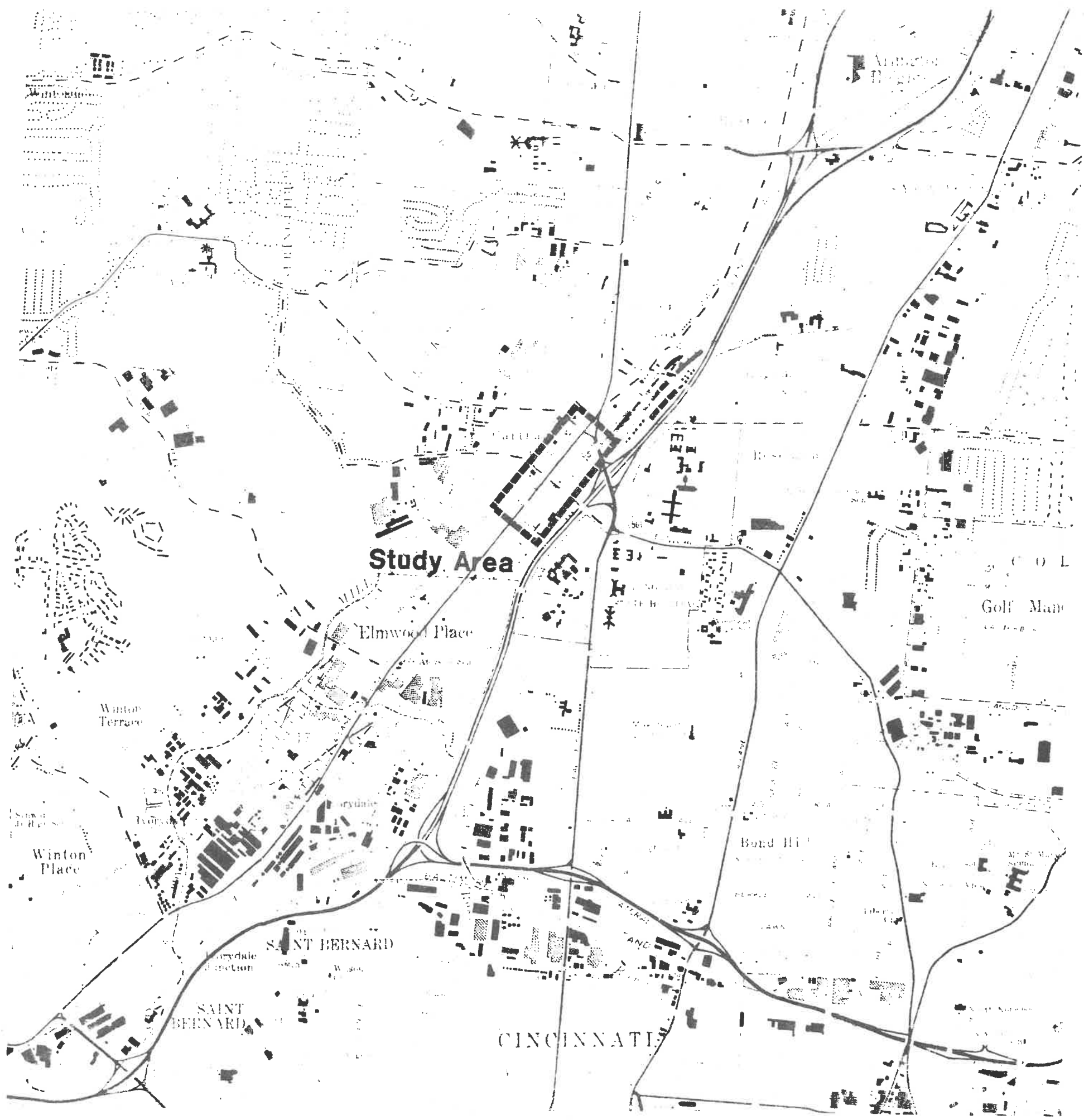
As Map 1 shows, access to Carthage from the City's north side is facilitated by Vine Street and I-75 and bisected by a limited number of east/west arterials. Both the freeway and Mill Creek create excellent east/west neighborhood boundaries. The northern and southern extremities of the neighborhood along Vine Street are less well-defined due to the linear impact of commercial uses on Vine Street. Both east and west boundaries segregate Carthage from the surrounding Gulf Manor and Bond Hill neighborhoods.

Even though the Carthage NBD is oriented primarily toward Vine Street, the residential area and the nearby Paddock Road/I-75 interchange create two distinct districts. Several regionally oriented uses predominate in the area north of North Bend Road with the neighborhood oriented uses lying further south toward Elmwood. The primary focus of this study is on neighborhood oriented uses between North Bend Road and 69th Street (see Map 1).

### Socioeconomic Characteristics

Carthage is distinguished from the remainder of the Cincinnati Standard Metropolitan Statistical Area by a significantly older population, higher population stability, and higher percentage of blue collar workers.





**CARTHAGE**

ELMWOOD BUSINESS DISTRICT URBAN DESIGN PLAN  
FOR THE CITY OF CINCINNATI

**1**  
**Study Area**



22

There has generally been little change in the population in Carthage in the last 10 years; therefore, both 1970 and 1980 census figures can be used for comparison. 1980 census information has not been compiled for specific population characteristics or housing conditions, and only generally prepared for population, family size, and vacancy. For the purposes of this study, data in each of the categories for the census tract comprising Carthage is compared with data from the same study for the metropolitan area. 1970 data in each category is not compared with 1980 data.

Based on 1980 data, the family status of Carthage is primarily older without younger children living at home, with 2.42% of the population over 65 years of age, compared to 2.36% for the City of Cincinnati as a whole. Presently, 35.8% of the community is retired. Even though this older population is family-based, 3,614 children have been born per 1,000 women presently living in Carthage, as opposed to 3,251 for the entire metropolitan area (1970).

The aging population has resulted in households now being smaller; in 1980, there were 2.42 persons per household in Carthage, as opposed to 2.36 persons per household in the City of Cincinnati. Over the decades, therefore, Carthage has experienced a greater change than many communities, in transforming itself from a family-oriented, large-household community to one consisting of smaller households, a higher percentage of "empty-nesters", and a lower rate of younger, working-age population.

There is virtually no black population in Carthage. Within the Mill Creek Industrial Valley in Cincinnati, a relatively high proportion of black, blue collar employee residents should be expected; however, the black population resides entirely in communities other than Carthage.

While Carthage is characteristically a homeowner's neighborhood, the raw percentage of homeownership is not significantly different than that for the City as a whole; 53.6% of the homes in Carthage are owner-occupied. Even the higher local residential stability does not show up in the figures. Although 56% of those reporting residence to the 1970 census had not moved since 1965, 53% had lived in the same residence for at

least the previous 5 years. Since the turnover of occupants in Carthage is not extraordinarily low (although the rate of homeownership is slightly higher) some of Carthage's stability can be accounted for by movement within the community and changes in home occupation within families, probably including some exodus by younger family members.

The blue collar population comprised 33% of the total working population of Carthage in 1980, with correspondingly high percentages in 1970. This occupational profile is not matched by correspondingly lower incomes. The median income in Carthage was \$15,667.00 in 1970 versus \$16,872.00 for the City as a whole, the difference is not as great as would be expected among a high laboring population. In addition, the level of education is remarkably low in Carthage. Residents have an average of 8.9 years education versus 11.8 years for the metropolitan area, and 24.3% have graduated from high school versus 48.4% for the SMSA. Therefore, the work force's higher average income must be accounted for by a very high percentage of skilled or tenured workers, which is to be expected among such a mature population.

Means of transportation to work also indicate some of the self-sufficiency of the community. In 1970, exactly the same percentage of Carthage workers drove to work as did workers in the metropolitan area as a whole. However, far fewer workers depended on the bus (4% in Carthage versus 7% in the SMSA), which is particularly uncharacteristic of a neighborhood which lies so close to the Cincinnati Central Business District on a bus line. A much higher percentage of workers commuted as automobile riders (18% versus 13% for the SMSA), indicating car pooling as the preferred method of transportation for older residents.

The picture that emerges is that of a community of somewhat older residents depending on one another for transportation, housing, and family support; changes in family structure without a corresponding decrease in homeownership; and a dependence on nearby employment opportunities in older industries using a mature, skilled work force.

### Physical Characteristics

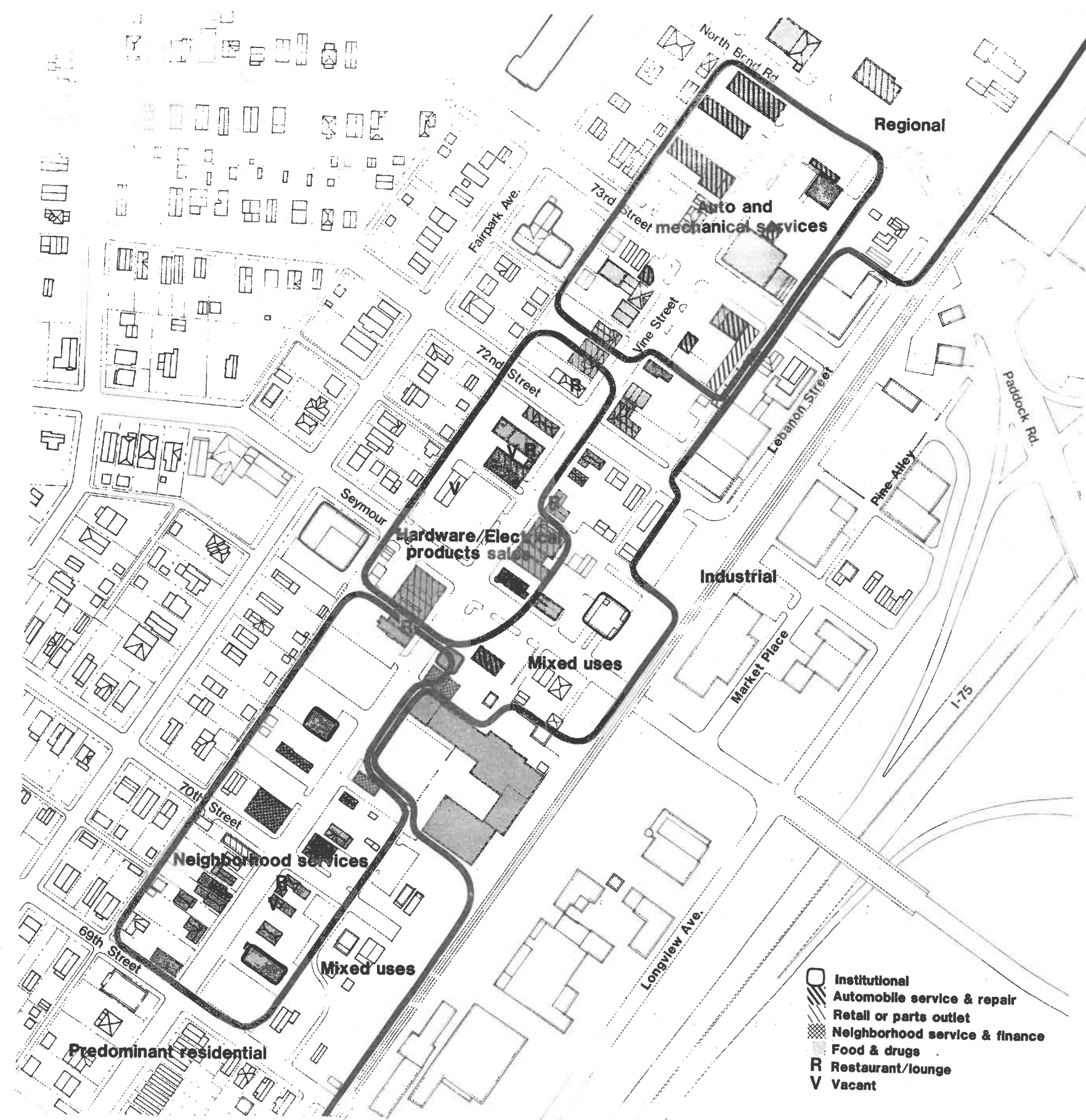
The physical character of the Carthage NBD is a reflection of the commercial uses along Vine Street between North Bend Road and 69th Street. Tightly bounded by industrial districts and river valleys, the NBD acts as a neighborhood meeting place and reflects the small scale buildings best suited to that purpose. However, because Carthage is also an industrial community and its small manufacturers are so intimately near the Carthage residential district, Vine Street is also a "headquarters" street for small industry.

Such a distinctive and potentially pleasant mix of uses is characteristic of urban river valley districts dating from the beginning of the century. In addition to its small scale, Carthage is best characterized by the age of its buildings ranging mostly from 60-100 years old. Conversion of old structures to more modern re-use, subdivision of residences into apartments, or replacement of older buildings with new construction on the same site has not occurred in Carthage since about 1930. When Carthage peaked economically in the teens and twenties, several lots were probably cleared of houses and converted to industrial and institutional uses, some of which incorporated relatively modern and prestigious architectural concepts. These buildings, such as the Senior Citizens Center, the east face of the block between Seymour and 72nd, and some of the auto showrooms further north are still in good condition structurally and, if revived, could recapture some of the "industrial village" atmosphere of early Carthage. Some structures, especially those dating from 1890, would be more difficult to restore. On the whole, however, Vine Street having been originally designed as a commercial center lends itself to the revival of small-scale retail activity.

Although Carthage is bounded by the railroad and I-75 on the east, the residential slopes on the west, and auto sales establishments on the north there is no clear visual line of demarcation when entering Carthage that tends to highlight the town as a distinct district (see Map 2). The main entrance to the village from the Seymour/I-75 overpass is marred by the substantial railroad underpass. From the north, complicated traffic

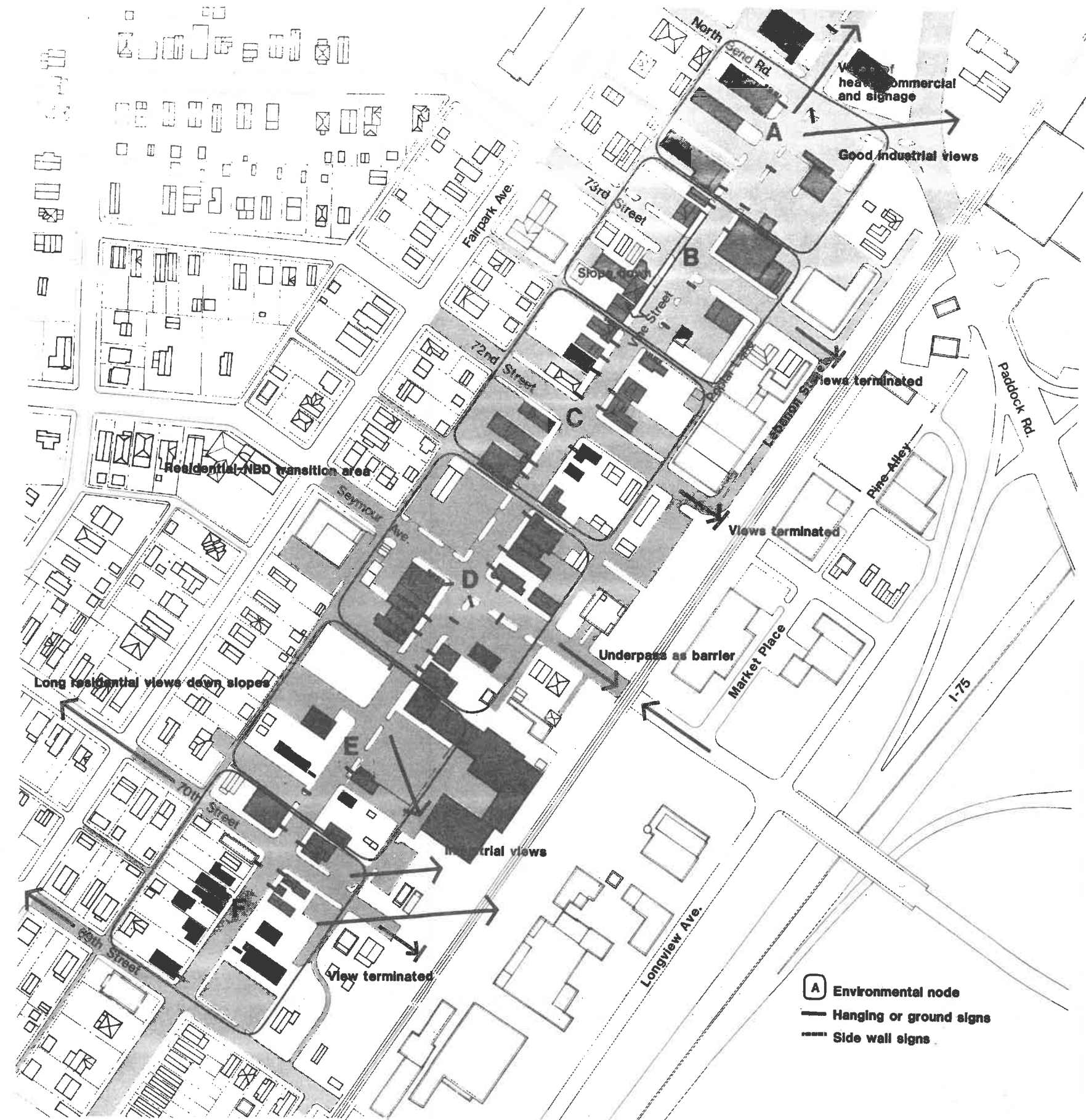
patterns at the North Bend/Vine Street intersection tend to discourage a sense of "arrival" into the district. From the south, the line between Elmwood and Carthage is ambiguous. From the west on Seymour Road, St. Charles Borromeo church school and taller commercial buildings visible at the Vine Street corner make this a more traditional transition from a residential to a commercial district, but the district is, as a whole, not well-defined. Small setbacks, speed of traffic along Vine Street, small building scale, and a mixture of building types all contribute to the visual ambiguity.

Looking from within the district, the edges are more clear (see Map 3). The tracks of the New York Central Railroad to the west are on a story-high mound and make only the upper stories of adjacent industries visible from central Carthage. The presence of I-75 is not environmentally influential; Carthage seems visually to be an isolated community which makes the high commercial traffic volume seem anomalous. Only three streets (69th, Seymour, and North Bend) pass under the tracks and the heavy stone railroad bridges restrict perception of the adjacent industrial, institutional and highway property to the east. To the north, the larger lots and setbacks of automobiles sales and service rooms provide a tapering-off from the Central Business District and residences to the south between Carthage and Elmwood Place also isolate the commercial district. As noted before, the distinction between residential uses on Fairpark and commercial uses along Vine Street are strongly marked at the alley between these two streets and are reinforced by the presence of St. Charles Borromeo School (see Map 4). With the exception of the mix of industrial and residential uses within the M-2 zone, most of the zoning classifications shown in Map 5 correspond to the existing land use.



**CARTHAGE**  
 NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN  
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**2**  
**Land Use Analysis**  
 scale in feet  
 north

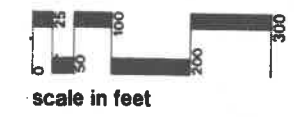


# CARTHAGE

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- A** Environmental node
- Hanging or ground signs
- Side wall signs

## 3 Visual Analysis



22

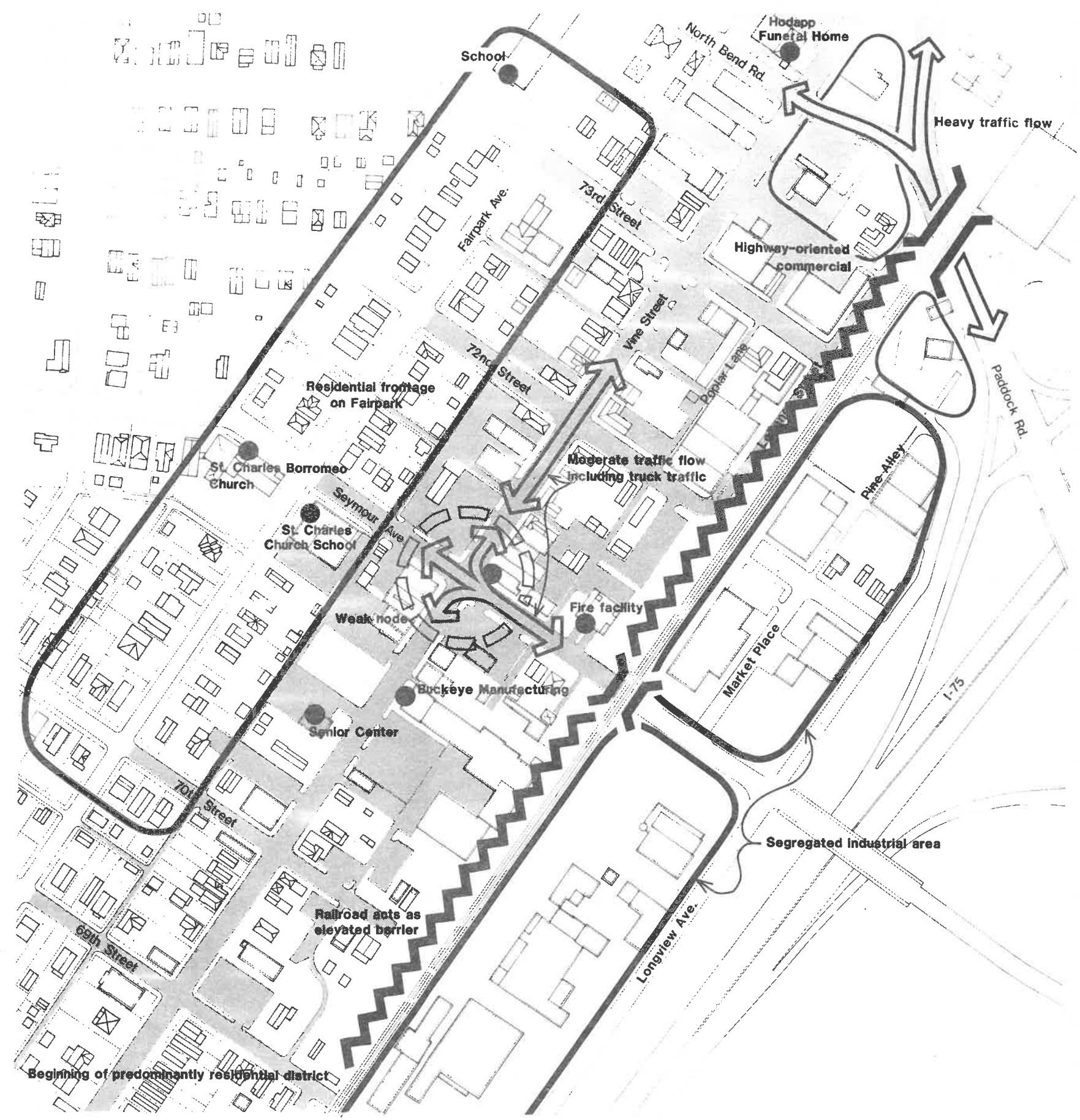


## Nodes

Because Carthage is small-scaled and setbacks are so narrow, very short segments of Vine Street are perceived as districts in and of themselves, each with its own character. While the distinctions are not easily perceived from a fast moving vehicle, at the pedestrian level the street can be "read" as six distinct "nodes" or centers of activity (see Map 3). Starting at North Bend Road at the north, Node "A" is distinguished by larger, auto-oriented masonry or steel frame buildings set back from the street and dominated by parking lots. Node "B" extends from Perfection Heating across the 73rd Street intersection to the alley at Homer's Barber Shop. Here the setbacks on the west are reduced to zero and the buildings are older, smaller, more vacant, and not yet retail-oriented. Node "C" centers around the 72nd Street intersection and contains some of the oldest buildings in the study area, including some residences. Retail frontage here is being used primarily for appliance sales. Node "D" is the very center of the district and contains the largest concentration of retail buildings. The continuous rows of storefronts suffer from intrusion by the two service stations north and south of the Seymour/Vine intersection. Except for these two sites, Node "D" is the most coherent, consistent and best-designed of the entire street containing elements from the regional equipment-sales district to the north and the neighborhood-services district to the south. Treatment of Node "D" will serve as a model for the treatment of the remainder of the district.

Node "D" can be said arbitrarily to end at the Buckeye Products Company for it is here that the solid rows of storefront buildings end and the district becomes characterized by large gaps between buildings. In Node "E", which extends south to the Fifth-Third Bank, special service operations (tax consultants, the Senior Citizens Center, etc.) are located in individual buildings, some of them converted residences, centered on their sites. Node "F" also includes many single-family residences as well as multi-story apartment buildings above the bank and Cincinnati Scale Company; this node is slightly denser than Node "E" with smaller setbacks but development and maintenance of landscaping in private lots is better

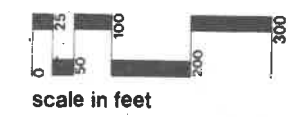




**CARTHAGE**

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**4 Environmental Analysis**



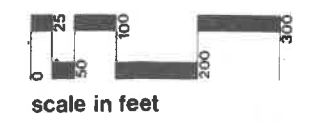


# CARTHAGE

NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN  
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- R-2 Single-family Medium Density
- R-3 Two-family
- B-3 Retail-Wholesale Business
- B-4 General Business
- M-2 Intermediate Manufacturing
- M-3 Heavy Manufacturing

## 5 Zoning



here than elsewhere on the strip. Both Nodes "E" and "F" have clearer views of industrial buildings to the east than do other segments of Vine Street.

### Setbacks

Carthage, like many other 19th-century business districts, is built directly up to the sidewalks. Small, high-fronted, commercial buildings were designed with large windows to be perceived by passing pedestrians without consideration of automobile parking requirements. Because traffic speed has increased along Vine Street in the last 80 years, these retail windows no longer serve the same economic purpose. Retail and specialty-wholesale establishments have moved to suburban locations more suited to the automobile-based market. However, low rents in proximity to Cincinnati's industrial valley make these storefronts suitable for equipment suppliers. Re-establishment of a "business image" in Carthage will depend on these occupants making the most of their store windows. Using landscape treatment, outdoor furniture, and other site development techniques may not be appropriate for Carthage, both because it is no longer a pedestrian-oriented district and because there is very little available space.

In Nodes "A", "E" and "F", spaces between structures are large enough to develop; however, spaces in Node "F" are primarily residential yards and Node "A" is dedicated to parking. Therefore, although there are many breaks in the continuity of the urban fabric, only those around Buckeye Products, the Senior Citizen's Center and the tax consultants north of 69th and 70th Street are subject to landscape treatment.

Older commercial streets subject to increasing traffic pressure, narrowness of sidewalks and the height of buildings create an unpleasant environment and discourage walking. While Carthage does not lend itself to pedestrian strolling, automotive traffic along Vine Street is generally not heavy enough to discourage pedestrians. Only when I-75 is closed does traffic build up on Vine Street. Frequency of intersections allows for adequate but poorly designated pedestrian crossing points.

## Signage

The sensation of disarray in Carthage is caused by three major contributors: private signs, public utilities and a variety of building heights and spacing. Barring major new construction, the only remediable element in Carthage is its signage. The more substantial and regional-oriented nature of the businesses in the stores along Vine Street make consistent signage an achievable goal. Uniformity of signage can accentuate the variety of building styles and heights.

Signs in Carthage come in a variety of condition and styles. As is usually the case, newer signs are in better condition but are of less architectural value. Older signs or signs that recall older sign quality and are in good condition include Karl Mouch Jewelers and Cincinnati Scale Company. Signs of good quality but inappropriate architectural style include Valley Automotive Parts and Andy's Cafe. The variety of signs includes signs hanging perpendicular from the building front, signs flat on the fronts or in the upper window areas, and signs on side walls of buildings set back from their side lot lines. The sign type most appropriate to the original architecture is the side wall sign, especially if painted directly on the brick; the fact that there were many free standing buildings even in the original construction of the Carthage NBD provides a potential for building owners to maintain signs on the building sides, such as Homer's Barber Shop, Andy's Cafe, Acme Direct Auto Parts, Valley Beer Drive-Thru, the residences next to Cretan's Restaurant and others. The presence of windows on many of the sides of these buildings also makes it possible to install window signs that are visible to passing traffic.

## Architecture

Each of the environmental nodes is distinguished not only by land use and building spacing but by architectural style and the period of construction. Node "A", with the exception of the King Kwik and service stations, contains some very good examples of 1910-1920 large-appliance retail frontage in corbeled brick or tile with large windows and flat roofs. The

presence of Hodapp's Funeral Home contributes to the sense of this section of the street having been originally primarily brick. Although not in the same node, the abandoned Texaco station at 73rd and Vine is a superb example of this commercial 1920's brick style. The remainder of Node "B" is less distinguished and some of the residences were not of good quality at the time of their construction. The presence of vacant buildings contributes more to the sense of disrepair in this area than the architectural styles or conditions of the buildings themselves.

Node "C" contains some of the oldest buildings in the study area. This node is probably illustrative of what the entire district looked like before rebuilding was undertaken in the 1910's and 1920's. The node is particularly distinguished by the Italianate style of architecture at the corner of 73rd and Vine; matching hip roofs at Andy's Cafe and Apseloff Electric Supply Company show an original commitment to consistency in design by the builders of this street. The presence of several small gabled-end houses on this stretch does not distract from the uniformly small scaled quality in this node.

The "image" of Node "D" is hurt by the large setbacks of the two service stations and the disrepair of the vacant lot surrounding the vacant service station. On the east side of Vine Street north of Seymour good 1930's era signage (e.g. the glass brick in the Cincinnati Sewing and Vacuuming Center and good detailing on the older Burkhardt's Hardware store) gives this half-block more architectural development potential than many other neighborhoods in Cincinnati. Of course, the turret at the corner of the Clime Drugstore building is an excellent landmark on which the redevelopment of the rest of the district can focus.

The southern half of Node "D" is characterized by dark red brick buildings in a better state of repair than most of the rest of the buildings in the district; these are not in the traditional Italianate style used in the rest of Nodes "D" and "C", but are slightly newer, contemporary with the auto supply places at the north end of the study area. The brick buildings at the corner have been well highlighted with light trim and can serve as a

good example of treatment for the rest of the corbeled-brick buildings in the district.

Node "E" contains some flamboyant examples of 1920's brick and terra cotta architecture including Buckeye Products, the Senior Citizen's Center and Winton Savings and Loan (whose hanging sign projects above the roof line and detracts from its distinctively molded sashes and lintels). Here, the inconsistency of landscape and signage treatment detract from the buildings themselves. These buildings, because of their assertive style, are distinctive even when surrounded by parking lots.

The remainder of the study corridor to the south is mixed residential-commercial architecture; the grocery stores at the corner of 70th and Vine Streets are the only examples of residential conversions that have resulted in commercial additions to residential structures. In many locations in Cincinnati where residences are set back from the street, low commercial additions are built at the fronts obscuring the original house and are usually of dubious architectural value. In Carthage, additions are at the side which offers more uniform setback. On the west side of the street at this intersection, the Fifth-Third Bank and Cincinnati Scale Company, as well as a vacant building south of 70th across the street, are excellent examples of Italianate bracketed-cornice architecture and provide a good terminus to the NBD.

#### Vehicular Circulation

The highest average daily traffic volumes fall outside the study area at the triangular intersection of Paddock Road, North Bend Road, Vine Street and Anthony Wayne Avenue (see Map 6). Paddock Road receives the highest volume followed by the northern segment of Vine Street and North Bend Road. It appears that the majority of movement is along Paddock Road to the northern segment of Vine Street. The remaining share flows along the North Bend segment.

Because traffic volumes within the study area along several segments of Vine Street between 69th Street and North Bend Road are fairly constant,

the majority of Vine Street Traffic apparently originates either north or south of the study area. There is very little flow originating from either Paddock Road, Northbend or Seymour segments. Seymour Avenue also contributes very little to Vine Streets' traffic flow and vice versa with the majority of the flow moving east/west through the neighborhood. The low volumes along the Vine Street segments within the study area suggests that several of the major arterials do not feed into but instead bypass the study area.

Because of the neighborhood's location north of a heavy industrialized area, a significant portion of the traffic along Vine Street is truck traffic. Comparatively low auto traffic volumes combined with the noise of tractor trailers make the presence of trucks seem even more prevalent. Redevelopment of the Ridgewood Arsenal as an industrial park will increase the amount of truck traffic crossing I-75 via Seymour Avenue and may require substantial roadway improvements. The only major roadway improvement scheduled includes the widening of Paddock Road between Seymour and Northbend Roads. With the exception of the proposed Paddock Road widening, all of the roadway capacities shown in Appendix 2 are existing daily capacities (at level of Service C). Level of Service C constitutes a core of stable traffic flow, with service volumes suitable for urban design practice. I-75 is the only roadway projected to exceed its design capacity by 2000, with the remaining arterials flowing close to or considerably far from capacity. Ohio, Kentucky and Indiana's Regional Council of Governments (OKI) projects an increase in north-south travel but a decrease in the east-west routes. This is due primarily to the impact of the proposed Cross County Highway, which will reduce traffic on adjacent east-west parallel facilities (see Appendix III).



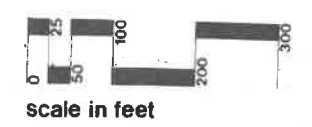
# CARTHAGE

NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN  
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- ⊕ Fire hydrant
- Ⓣ Transit stop
- ▬ Loading zone
- Meter
- Free on-street parking space
- 10 Off-street spaces

## 6 Parking and Circulation





### Pedestrian Flow

Sidewalks, alleyways and spaces between buildings function as primary channels for pedestrian movement from parking areas to Carthage business establishments. In addition to the auto-oriented pedestrian movement, people also walk from the homes and schools in the residential area and the industrial area east of Vine Street. Only two controlled crossing points or crosswalks exist along Vine Street within the study area, including one set of crosswalks at Seymour and Vine and one set of crosswalks at Northbend Road and Vine. Because of the number of alleys and the distance between crosswalks, pedestrians are forced to cross at mid-block in order to get from one business establishment to the other. Even though the crosswalks are signalized, they occur at two of the busiest intersections in the study area. Mid-block alleyways function as pedestrian access from the western residential areas and as access from the parking areas to the business establishments.

### Mass Transit

Mass transit to the Carthage NBD is provided by the Queen City Metro number 70 on a daily basis along Vine Street. No cross-town or east/west service is provided. A majority of the trips are work trips with shopping trips originating in Carthage destined for other parts of the region. Most transit stops are identified by signs and a few have some sort of bench or rest area but no shelters. Because of limited amount of space available, buses are required to use the existing through traffic lanes or parking lanes for stopping.

### Parking

Most of the parking within the NBD is off-street parking serving both NBD employees and customers (see Map 6). Access to the parking areas is either directly off Vine Street, directly off alleyways, or off the streets perpendicular to Vine Street. These curb cuts, along with alleyway curb-cuts and the curb-cuts required by new business establishment (service station and drive-thru's) on Vine Street increase the number of mid-block

turning movements thus adding to the potential for accidents and impeding traffic flow.

Most of the off-street parking lots are not only difficult to locate, they are inefficient in terms of the number of possible parking spaces. Very few of the spaces are adequately marked. Many lots are small, averaging 5-6 spaces with the largest lot containing 52 spaces adjacent to the Buckeye Products Company.

On-street parking consists primarily of metered and non-metered spaces. Of the 134 on-street parking spaces available within the NBD, 33 are metered and 101 are non-metered. This does not include the number of possible but illegal parking spaces along several of the streets perpendicular to Vine Street. Because of the limited number of loading spaces along Vine Street, it is assumed that the majority of the service trips are accommodated at the rear of the businesses.

The difference between the number of off-street parking spaces within the NBD and the number of spaces required by the Cincinnati Zoning Code is not significant. This is primarily because "stacked" and unmarked spaces were also counted in the parking survey, making the total higher than what could normally be expected. The amount of room available at the rear of most establishments along with alleyway access creates excellent opportunities for more efficient parking lot design.

## NEIGHBORHOOD PERCEPTIONS

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To supplement the analysis and to gain a more complete, balanced picture of the Carthage Community, a series of questions in a non-scientific interview were posed to several Carthage business leaders. Although responses varied somewhat, the following question/answer summary highlights the most frequent responses.

**Question 1:**      **How has the Carthage neighborhood changed?**  
(e.g. business types, customers, and the neighborhood in general.)

Most of the Carthage business establishments are either sole proprietorships or small partnerships with very few corporate or franchise businesses. A majority of the customers are from the Carthage area. The turnover rate for vacant ground and buildings is very low although there is no real problem with dilapidated or deteriorated property.

Many respondents pinned the NBD's shrinking retail segment on I-75 and the presence of two community shopping centers.

**Question 2:**      **What are some of the major issues today?**

**Parking:** Very few respondents noted parking as a general problem, but cited several instances when parking was inadequate (e.g. the Fifth-Third Bank).

**Transportation:** Even though Queen City Metro Bus Number 70 serves Vine Street, no cross-town (east/west) route is available. In addition, none of the existing stops on Vine Street are sheltered although several inquiries have been made. Truck traffic was also considered noisy and a major reason for the limited number of off-street parking spaces available.

**Safety:** Although crime was not considered a major problem, there are a number of "vulnerable" elderly people in the neighborhood walking to and from neighborhood stores.

Business Leadership: Along with the number of actual business hours declining, several noted a lack of involvement on behalf of the neighborhood's younger persons.

Longview Hospital and Arsenal Sites: The future use of both facilities and their subsequent impact on the Carthage NBD were listed as a major concern.

**Question 3:**

**How is the relationship between Carthage NBD and the City of Cincinnati?**

With the exception of several transportation concerns previously mentioned, very few noted any pertinent problems with the City in general; several mentioned difficulty in getting to the "right" person when needed.

**Question 4:**

**How is the Carthage NBD defined?**

Most respondents identified the northern boundary of the Carthage NBD as North Bend Road and the southern boundary as 69th and 70th Streets.

**Question 5:**

**What is the Carthage NBD's image and what could it be?**

Several persons indicated that the area was "messy" and "dirty" looking but noted several buildings with distinctive architecture and several attempts at rehabilitating old residences into offices.

## URBAN AND ECONOMIC DEVELOPMENT PLAN

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### Neighborhood Status

Maintaining or even enhancing a neighborhood's viability cannot begin without a candid look at the area's strengths and weaknesses and an assessment of the opportunities available and the threats that may or may not hinder redevelopment. The following neighborhood strengths, weaknesses, threats and opportunities are based on previous Market and Environmental analyses.

#### STRENGTHS:

1. Central location relative to the Cincinnati metropolitan area.
2. Adjacent to major north/south freeway.
3. Stable residential neighborhood nearby.
4. Low crime rate.
5. Active, organized business group.
6. High rate of home ownership.
7. Fairly high income level relative to education level.
8. Viable industrial area located within the established Mill Creek industrial valley.
9. Strong, regionally oriented retail base.
10. Well-established businesses, many over 40 years old.

*Advantages  
of  
Metropolitan Area  
Location  
Proximity*

## **WEAKNESSES:**

1. Effective Market Area (EMA) is fairly small with fairly strong boundaries but is not being entirely reached by Carthage businesses.
2. Retail base is weak, lacking general merchandising or food store.
3. Older, less mobile resident population.
4. EMA is not likely to expand.
5. Limited room for expansion and redevelopment, especially within the industrial area.
6. Strong potential for shopping loyalties changing as a result of shifting population makeup.
7. Neighborhood identity is lost along the Vine Street continuum.
8. Parts of the neighborhood are visually unsightly.
9. Off-street parking lots are inefficiently organized and not well identified.
10. Vine Street no longer serves as major north/south route, being replaced by Paddock, North Bend, and I-75.

## **THREATS:**

1. Nearby Hillcrest and Swifton Shopping Centers help reduce Carthage EMA.

2. New Kroger facility attracts Carthage shoppers by offering a wide variety of merchandise.
3. Retail sales potential is fulfilled by surrounding community.
4. Recent economic conditions have reduced the number of business opportunities available.

#### OPPORTUNITIES:

1. Potential for increased regionally oriented retail activity because of central location and proximity to Paddock and I-75.
2. Increasing number of elderly residents may create an opportunity for the Carthage NBD to accommodate an elderly housing unit to maintain existing elderly population base.
3. Abandoned nearby Ridgewood Arsenal, with industrial development potential, could help neighborhood employment base.
4. Strong desire for restaurant, even though high volume franchise or chain restaurant would probably not succeed.
5. Potential for developing a neighborhood center in conjunction with the existing senior center.

FROM GROUND

LONGVIEW

#### Development Objectives and Strategies

An assessment of Carthage's present situation sets the foundation for developing objectives and strategies to accomplish those objectives. Carthage has always been thought of as a neighborhood business district

accommodating the surrounding population base. Because of changing demographic characteristics, transportation routes, and methods of retailing, Carthage's business area cannot be supported by retail activity alone. Too many of the aforementioned influences have initiated a decline in neighborhood business activity and a shift to more regionally oriented, service-type businesses and industrial suppliers. The recent proliferation and success of regionally oriented uses in the district has signalled a change in the area from a neighborhood business district to a general commerce district with regionally oriented uses becoming the predominant form of retail activity, and neighborhood businesses functioning as an auxiliary retail activity. The existing neighborhood must reach out to the regional user and accommodate his customers' needs by providing ancillary retail activity for their use as well as the neighborhoods' use.

Because of the Carthage neighborhood's unique situation, any revitalization effort should take the following economic and urban design objectives and strategies into consideration.

**Objective A:** Assure the continued economic viability of Carthage Business District by initiating a revitalization campaign and developing the area as a general commerce district.

**Strategy 1:** Gain existing business support of revitalization effort.

Neighborhood business leaders should personally contact area businesses to identify their immediate needs, help resolve some of their most urgent problems, and demonstrate a general appreciation for their long-standing contributions to the neighborhood business district.

**Strategy 2:** Take an aggressive role in seeking prime tenants.

**Identify and prioritize specific tenants.**



Identify specific sites meeting the most likely criteria of prospective tenants.

Remove all possible acquisition and development barriers and/or red tape prior to initial contact with prospective tenants.

Assign the responsibility of contacting prospects.

Provide professionally prepared site maps and market data.

Provide a specialist who can aid prospects in identifying appropriate offices and organizations' interfacing with the development process.

Develop a positive, aggressive, and cooperative attitude. Prospects "want to be wanted" rather than viewed as the opposition.

**Strategy 3:** Retain neighborhood retail use as ancillary neighborhood activity.

Accommodate the expansion needs of existing businesses and industries and encourage future retail activity to locate near regionally oriented uses.

**Strategy 4:** Develop the Ridgewood Arsenal as an employment center.

Under the proposed agreement with the City of Cincinnati, the Carthage Community Urban Redevelopment Corporation should purchase the Arsenal over the recommended three-phase period. However, in order to assure realistic cash flows, the Carthage Community Urban Redevelopment Corporation should perform a present-

value analysis over the three-phase period. Indirect costs associated with the Arsenal's redevelopment should also be assessed, including the eventual cost of potential signalization improvements and the maintenance and rehabilitation of Seymour Avenue due to increased tractor-trailer traffic.

**Strategy 5: Maintain existing elderly population base.**

Provide low-cost, federally subsidized elderly housing within the neighborhood business district, close to community services and facilities and neighborhood retail activity.

**Strategy 6: Expand neighborhood services and facilities to accommodate demographic changes.**

- a. Expand Senior Center.
- b. Construct community center near Senior Center, within neighborhood district.

**Strategy 7: Tap perimeter Effective Market Area.**

As a small manageable group at 1,030, Carthage's virtually untapped market area could be reached through neighborhood media (newspapers, direct mail and circulars). convenience, price, special services, etc., could all be provided.

**Objective B: Physically accommodate the change in neighborhood focus and strengthen Carthage's overall identity within the community.**

**Strategy 1: Encourage rehabilitation of existing structures.**

In many cases today, rehabilitating an older structure may be less expensive (on a per-square-foot basis) than building a new facility.

Under the Economic Recovery Tax Act of 1981, various tax and depreciation incentives have been provided to encourage the rehabilitation of older structures and historic buildings. The new law provides 15% credit for rehabilitation expenditures on qualifying buildings 30 years or over, and a 20% credit for structures 40 years or older. The new law also provides a 25% credit for certified rehabilitations of certified historic structures, which is available for both residential and non-residential structures. To qualify for the 25% credit, structures must be nominated on the National Register of Historic Places and must comply with the Register's requirements for restoration and rehabilitation. (See Appendix V for an example of how the tax credits work.)

**Strategy 2:** Improve neighborhood appearance, to create pleasing customer shopping environment.

Initiate clean-up, fix-up campaign among local property owners and maintain appearance through joint maintenance agreements for litter removal, street cleaning, and snow removal.

**Strategy 3:** Improve parking and circulation within the NBD to facilitate vehicular and pedestrian movement of business customers, employees, and residents.

- a. Orient off-street parking among employees and customers to rear of business facilities and provide, where possible, rear access to businesses.

- b. Improve efficiency of existing off-street parking areas by combining individual parking lots and providing cross-easements.
- c. Provide landscape screen between parking areas and residential neighborhood.
- c. Utilize alleyways for vehicular and pedestrian access to parking areas and limit alleyways to one-way directions.
- d. Screen off-street parking areas from residential neighborhood and existing roadways using a variety of dense evergreen shrubs or trees.
- e. Strategically locate signs directing traffic to parking areas, preferably at each alleyway entrance and major side streets off Vine.
- f. Signalize pedestrian crossings at 73rd, 72nd, and 70th Streets to assure safe crossing for customers and business employees.

**Strategy 4:** Strengthen neighborhood identity by providing entrance signs or features at strategically placed locations adjacent to major thoroughfares.

- a. Locate major entry feature at northwestern corner of North Bend and Paddock intersection to direct traffic on Paddock and North Bend Roads. This entry feature would include a low ground sign (e.g., utilizing the Carthage neighborhood Urban Design Plan logo) and a landscaped backdrop.
- b. Locate minor entry feature (Carthage sign and minimal landscaping) at southeast corner of 69th

and Vine Street and the northwest corner of North Bend and Vine Street.

**Strategy 5:** Unify neighborhood character by complementing design of new structures with older historic structures and clustering improvements where possible.

- a. Establish storefront/building facade rehabilitation scheme with consistent material, color, signage, scale and proportional dimensions. (See Development Guidelines.)

**Strategy 6:** Improve pedestrian space for neighborhood retail customers and customers of regionally oriented businesses.

- a. Improve alleyways to accommodate one-way vehicular traffic and pedestrian movement. Provide space for pedestrian movement within present alleyways and provide adequate lighting.
- b. As buildings are rehabilitated, or when sidewalks are in need of repair, consideration should be given to replacing existing concrete pavement with more decorative materials (e.g., combination brick and concrete).
- c. Provide shelters and rest areas at existing bus stop locations.

**Strategy 7:** Establish Carthage as an Environmental Quality-Urban Design District in order to protect the neighborhood's urban quality.

- a. The purpose of the Environmental Quality-Urban District (EQ-UD) is to:

1. Prevent the deterioration of property and the extension of blighting conditions.
2. Encourage and protect private investment which improves and stimulates the economic vitality and social character of the area.
3. Prevent the creation of environmental influences adverse to the physical character of the area.

CONFIRMED  
EXISTING  
B-3 DISTRICT

Establishing Carthage as an EQ-UD District will not only help assure neighborhood control of development and redevelopment but will give existing business establishments the opportunity to "trade off" various zoning restrictions for the provision of urban amenities. Once adopted, the Urban Design Plan can serve as part of the Development Guidelines Report pursuant to Chapter 34, Section 3403.4 of the Zoning Code of the City of Cincinnati.

**Strategy 8:** Obtain some form of leadership commitment.

Good leadership is crucial to the success of any revitalization effort. If at all possible, a person should be selected from the community, to work part-time on a voluntary basis, and possess the following qualities:

- Someone who exhibits a fundamental understanding of the requirements of the NBD revitalization process.
- Someone with a stake in the NBD, that is, someone who owns a business, or owns com-

mercial property, or practices a professional service in the NBD.

- Someone with previously demonstrated involvement in community issues beyond the singular self-interest of their career or business.
- Someone respected by both the residential and business community based on past effectiveness.
- Someone who has demonstrated an understanding of issues within the neighborhood and recognizes the essential elements to unify the community.
- Someone sensitive to the relationship between the public and private sectors in resource development.
- Someone with good organization skills who can make decisions promptly, delegate authority, utilize personnel and financial resources to the maximum and follow up on decisions.
- Someone good at raising funds and getting volunteers.
- Someone with dedication and perseverance.

A person with these qualities will have the primary responsibility for seeing that many of the strategies recommended in the Urban Design Plan are implemented.

## DEVELOPMENT PLAN: URBAN DESIGN CONCEPTS

As a prelude to the final Urban Design Plan, the urban design concepts illustrate how the overall revitalization strategy is reinforced through various physical improvements. As Map 9 shows, the area is grouped into four specific areas: the northern area, containing regionally oriented and ancillary retail uses; the central area, containing commercial/office uses of a high-intensity nature; the southernmost area, containing neighborhood retail services and community facilities; and the industrial area, confined by its present boundaries with room for limited expansion. The Ridgewood Arsenal site will be available for industrial expansion and/or relocation if sufficient space cannot be found within the present industrial area. The emphasis of the urban design concept is on rehabilitating as many older structures as possible and infilling vacant parcels with new construction complementing the older structures. Pedestrian spaces are improved to provide safe, convenient access for neighborhood business customers to various ancillary retail uses. Since most trips in the NBD are, and will continue to be, single-purpose trips to regionally oriented uses and neighborhood facilities, it is important to create an atmosphere for leisurely shopping that captivates the impulse buyer.

Since projected traffic volumes are under roadway capacities, no new major roadway widening or expansions are indicated. Seymour Avenue may require improvements if the Ridgewood Arsenal is developed according to the original proposal. Otherwise, vehicular circulation remains the same with the exception of providing one-way alley access to parking areas and combining vehicular and pedestrian movement within the alleyway space. (See Map 8.) Parking lots are combined at the rear of each business for more effective parking arrangements. Signalized crosswalks are placed at each major intersection to facilitate pedestrian movement across Vine Street. While the concept shows parking areas combined for more efficient utilization, it is possible to redesign existing individual lots to allow for more parking. Vehicular movement along Paddock Road is diverted through Carthage by strategically placing gateway or entry features identifying the Carthage neighborhood. This, coupled with several minor entry treatments on the north and south extremes of

RIDGEWOOD  
TO BOTTING DR



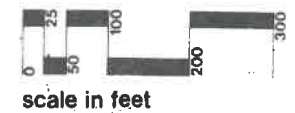


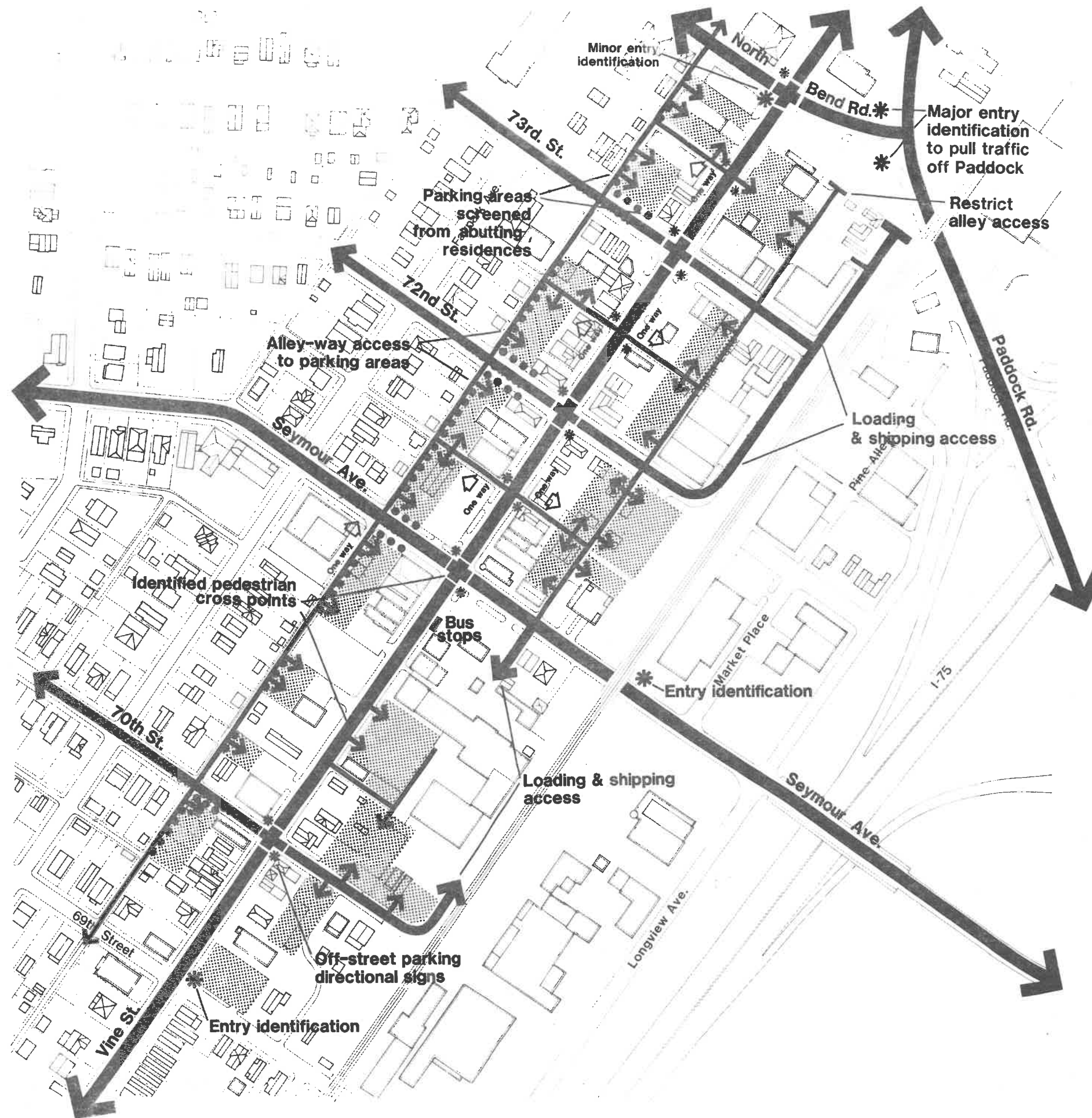
**CARTHAGE**

NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN  
PREPARED FOR THE CITY OF CINCINNATI Bohm-NBBJ

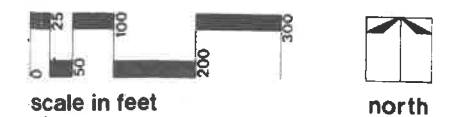
**7  
Historic  
Structures**

Historic Designation Targets





# 8 Circulation & Parking Concept



**CARTHAGE**

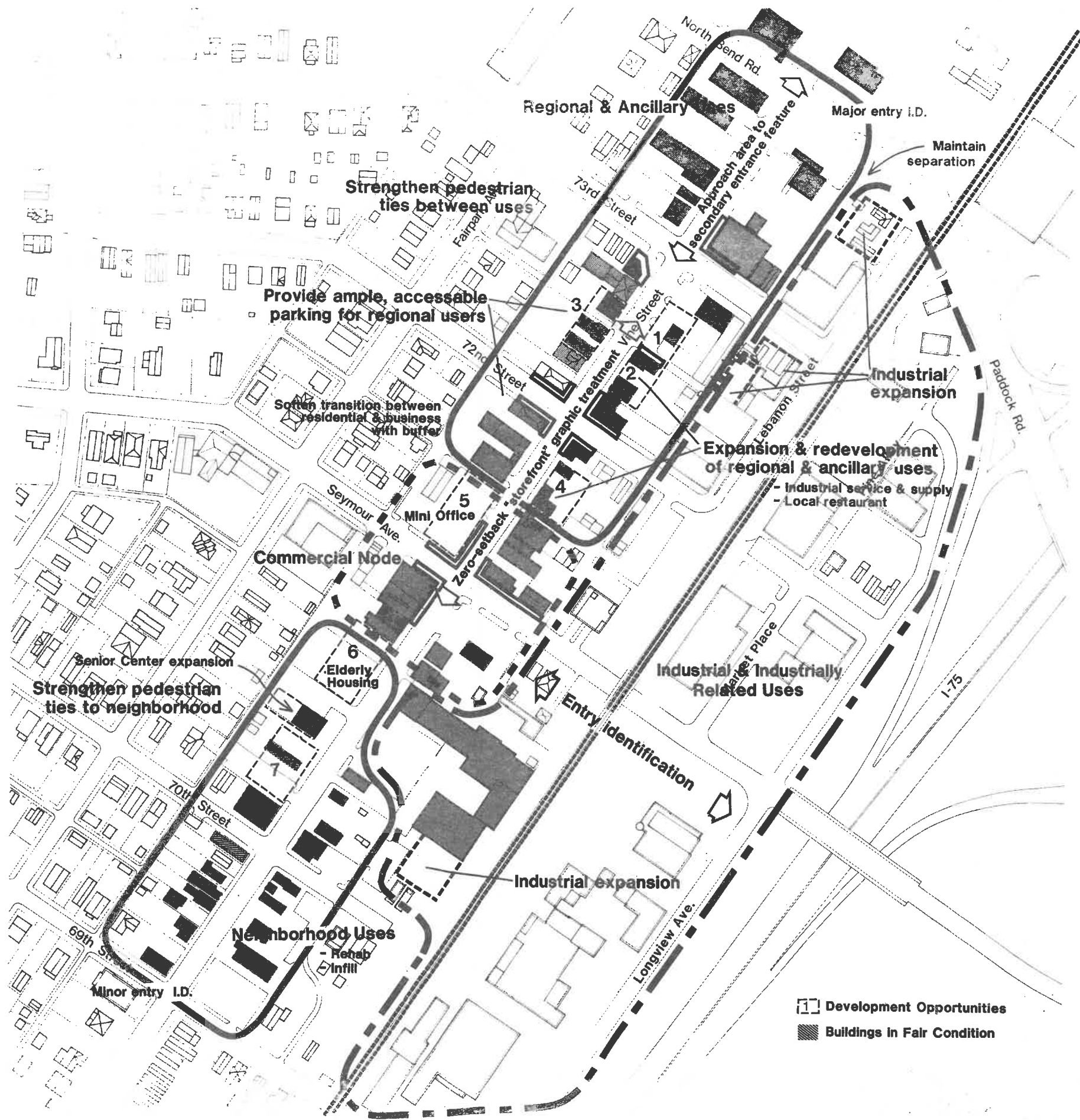
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5



# CARTHAGE

NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN  
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## 9 Development Concept



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the study area along Vine Street helps give Carthage a sense of community identity. Access to mass transit is improved by providing shelters for riders and seating space. This, coupled with a more pleasing and accommodating pedestrian environment including adequate street furniture or amenities and consistent blockfront treatment, will help create a pleasing shopping experience.

### **Project Descriptions**

The following list of project descriptions covers the major projects identified in the Economic Development and Urban Design Strategies. Development and redevelopment sites described herein are shown on Map 9.

#### **Revitalization Campaign:**

Once the key person responsible for overseeing the revitalization of the neighborhood business district is selected, the first step in the revitalization campaign should be the initiation of a Carthage clean-up, fix-up effort. Results are immediate and tangible enough to encourage further group participation in the revitalization effort. Careful attention should be paid to identifying areas that may require more extensive improvement and bringing these items to the attention of local businesses, the Carthage Community Urban Redevelopment Corporation, and the City of Cincinnati in the form of a capital improvements program.

The next step in the initial phase of the Carthage revitalization effort should include the recognition of Carthage's historic past. Because of the neighborhood's long history dating back to 1759, at least one day a year should be devoted to recognizing historic events in Carthage. This event may help

spark interest and support for nominating significant historic structures to the National Register.

At the same time these events are being planned, neighborhood business leaders should personally contact existing businesses and help them resolve some of their most immediate problems (e.g., reaching out to remainder of the effective market area) and, in return, gain support for revitalizing the neighborhood. However, technical assistance to business people should not be a one-stop proposition but a continuing effort. Existing businesses need to stay in Carthage, and one of the best ways to make them feel wanted is to show a genuine interest in their success.

After targeting existing businesses interested in expansion or relocation, this "attitude" should then be carried out to the surrounding Cincinnati area with the campaign focused on Carthage as a distinct commerce district containing a variety of retail uses, both regional and ancillary, located in the heart of the Cincinnati metropolitan area.

#### Development and Redevelopment Projects:

##### Entry features:

Carthage is a neighborhood with considerable community identity, but with very little physical identity to separate it from surrounding areas. Paddock Road, North Bend Road, and Seymour Avenue virtually bypass the neighborhood, and it is difficult to distinguish Carthage from its immediate neighbors, Hartwell to the north and Elmwood to the south. To pull traffic off North Bend and Paddock, a major landscaped entry feature identifying Carthage and directing traffic should be placed on either side of North Bend Road at the North Bend/Paddock intersection and visible from Paddock Road. All

minor signs at the community's northern and southern edges as well as its eastern boundary should incorporate at least one sign identifying Carthage, with minimal landscaping as a backdrop. These features should be distinctive and give a feeling of entry into the community.

#### **Parking and circulation improvements:**

Although adequate parking exists in the neighborhood based on Cincinnati code, more than adequate parking can be provided if off-street areas were redesigned and re-oriented to the rear of each business establishment. If possible, some sort of cross-easement between property owners could be executed to insure more efficient use of parking space. If not possible, property owners should consider the off-street design standards when improving individual lots. All parking areas should be designated by signs strategically placed at alleyway entrances and major intersections. Alleyways should be clearly marked as one-way to provide ample space for pedestrian movement.

#### **Rehabilitation and restoration of older structures:**

Now that the rehabilitation and restoration of older structures has received some tax incentive, the impetus to use existing buildings for business expansion and relocation is even stronger. Existing tenants and property owners should take advantage of the new tax laws as an alternative to constructing new space or relocating their existing businesses. This includes those structures which are over 20 years old and especially those structures which have been nominated to the National Register of Historic Places (Map 7). Qualifying structures at the neighborhood's northernmost section could house

ancillary retail activity including restaurants, cafes, and other service establishments. Qualifying structures at the central commerce area and the neighborhood business area could house local businesses and neighborhood services as well as various community activities.

**New construction:**

New construction taking place on vacant or recently cleared parcels should respect the scale, proportion, and design of adjacent older structures. For those regional and ancillary retail activities located in the neighborhood's northern section, there are several sites available (Sites 1 through 4) to accommodate their specific space needs. Any additions to older structures, especially historic structures, should also respect the primary structure's character.

Because of Site #5's corner location, size, visibility and access, a branch bank and professional office use combined should be considered. Drive-through access could be accommodated along with adequate parking, for both the bank and the proposed offices. If desiring a better location with more room for expansion, the 5/3 Bank at 70th and Vine Streets would be a likely prospect.

**Ridgewood Arsenal redevelopment:**

Careful consideration should be given to the impact of the Ridgewood Arsenal redevelopment on the Carthage community. Under the original proposal, access to the Arsenal was situated directly off Seymour Avenue. Because of the potential impact of additional truck and vehicular traffic as well as a number of other concerns, the proposal was revised. The revised proposal between the Carthage Community Urban Redevelopment Corpo-

ration and the City of Cincinnati recommends developing the property in three phases and splits the site into two independently accessed areas, one off Seymour and the other off ~~Escher~~<sup>Esler</sup> Avenue. Although this proposal helps alleviate truck and auto traffic on Seymour (estimated 250 vehicles) and saves the City the cost of having to improve Seymour Avenue (estimated at \$6,400,000), it will actually reduce the number of trips through Carthage, thus reducing the potential number of retail trips. The success of the park may also be in jeopardy because a majority of the area is not directly accessible to the region's major transportation routes.

#### Community facilities:

Maintaining Carthage's elderly population base is possible only with attractive, conveniently located housing. Although other sites were considered, Site #6 was chosen because of its proximity to neighborhood uses, the transit facilities, and the existing Senior Center. Site #6 is a combination of two sites, one vacant and the other an existing parking lot, in order to accommodate building and parking needs.

Site #7 would be suitable for a community center or as an addition to the Senior Center to accommodate community activities. Meeting and indoor recreation space could be provided, along with other civic, health service, and community service activities. Thorough evaluation of community need should be taken to assess the center's feasibility.



## **Urban Design Guidelines**

The following Urban Design Guidelines recommend sign, storefront and public facility improvements for specific Nodes or sections of the Carthage Neighborhood. The Guidelines serve as the basis for the Urban Development Guidelines described in Appendix V.

### **Node A**

The northernmost section of Vine Street in the Carthage NBD is amenable to the least redevelopment or reorientation of parking lots (see Map 10). Therefore, its urban design quality will remain very similar to what it is now, with visual features being limited to the development of an entrance feature at the corner of North Bend and Paddock Roads. The presence of large parking lots, public utilities in the road, limited sidewalk space interrupted often by curb cuts to the parking lots, and the large North Bend-Vine intersection with stacking of traffic make small-scale street redesign inappropriate to this section of the NBD.

### **Signage**

As in the remainder of the NBD, signage in the vicinity of the North Bend-Vine intersection will make the greatest impact on the character of the area. Large lots, extensive parking, large setbacks and low buildings make the utility poles, wires, and ground signs at the front lines particularly prominent. The nature of the businesses, such as the King-Kwik and Mobil stations, make redesign or scaling down of signage difficult. Some compensation for the commercial nature of this signage can be attained by introducing wall signs in a turn-of-the-century character on the north side of Perfection Heating and the north wall of VelvaSheen Factory Outlet.

Generally, free-standing pole signs are preferable to signs hanging perpendicular to the faces of buildings, unless those signs are in a

thematic style characteristic of the entire NBD development. Therefore, a recommendation has been made that the Valley Auto hanging sign be removed and be replaced with window signs and signs fitting into the architectural features above the windows of this 1920's brick structure. Also, face signs on the buildings should be redimensioned to fit within structural details suggested by the brick corbeling patterns.

### **Storefront Treatment**

The existing buildings on the west side of Vine Street are in a brick style characteristic of the early part of the century that, if highlighted by paint and unobscured by signs, can prove to be very distinctive on the street. While buildings on the east side are more anonymously commercial in style, the presence of a large sign painted on the north wall of the Perfection Heating building can dominate and tie this node together. Repainting of the brick buildings should follow a color key established for the entire street in the brick reds characteristic of buildings on Vine south of the corner at Seymour, and complementary greens, green-grays, and dark greens.

### **Public Facilities**

If bus shelters are installed on the routes passing through Carthage, they would be most appropriately placed at this, the north, end. Here, the need for shelter is greatest due to the distance of the buildings from the streets, and the traffic is busiest here. The presence of a large structure would serve to break up the extensive parking area and make this section of the street seem smaller-scaled. Consolidation of curb cuts, especially on the east side of the street, would also make for a more pleasant pedestrian environment.

## **Node B**

Section B is a ideal location for a secondary entrance feature, as this is the first point southbound along the street at which the buildings become more dense and parking lots, both existing and proposed, move to the rear of the buildings (see Map 9). Three corners of the 73rd Street intersection, with the exception of the southeast, are presently occupied by buildings built directly on the front property line. The southeast corner is recommended as a potential site for redevelopment, and provides an opportunity to build a new building for a regional user that will continue the wall of building line directly on the right-of-way line.

### **Signage**

The suggested redevelopment site on the southeast corner of Vine and 73rd Streets allows for a setback building north of Homer's Barber Styling and south of Seat Cover Charlie's. Staggering these three buildings could provide a good opportunity for signage painted on the walls of both the old buildings and the new one, providing a recognizable thematic sign entry to the densest part of the NBD. On the opposite side of the street is the old, abandoned Texaco station. The three buildings on the west side of Vine south of 73rd are worthy of preservation and re-use, and should not be replaced. The space in front of the 45-degree angle frontage of the Texaco station provides an excellent space for low, open landscaping, and the north face could be the backdrop for a secondary entrance sign, "Welcome to the Carthage Commerce District". Spaces at the east edge of the Texaco station and in the setback of the new building on the east side of the street could support landscaping as a backdrop for this signage.

### **Storefront Treatment**

The offices of Perfection Heating and other structures on the west side of Vine are some of the most historically valuable in the NBD and should not be changed, except for the removal of perpendicular hanging signs and painting in the Carthage color key. The matching of colors between the two Perfection buildings should be continued, whatever colors are chosen. New construction on the site of Manor Auto Glass should be two stories in height, providing commercial storage above glassed-in storefront on the main floor, scaled complementary to the vertical Italianate architecture surrounding it.

### **Public Facilities**

Transit stops are presently located at the alley south of 73rd, and benches could continue to be located in what would become pleasant, treed pedestrian environments. The setback of the new building especially could become a pedestrian node for the north section of the NBD. Curb cuts to Seat Cover Charlie's should be made smaller.

## Node C

Node C is the only section of Vine Street characterized by nearly continuous storefronts two stories in height (see Map 9). Two infill opportunities on the east side of the street should be used to complete this "street wall"; all the remainder of the buildings in this section have substantial historic value, and the pair of buildings on either side of the 72nd Street intersection, Andy's Cafe and Apseloff Electric, are a remarkable, distinguished, and well-maintained matched pair of hip-roofed buildings that, with proper signage, provide a great deal of identity to the Carthage NBD streetfront.

### Signage

Hanging signs perpendicular to the face of the buildings, where the street is densely occupied, are appropriate if they are consistent with one another. Signage with interior lighting, professionally produced in shapes that are not characteristic of the neighborhood, such as Andy's Cafe sign, are inappropriate; while this sign is well-maintained, it is prone to destruction and does not reflect the character of the period of Carthage's development. Signs such as those at Carthage Quality Cleaners and Cincinnati Scale are readable, understated and keyed to the colors and materials appropriate to Carthage.

### Storefront Treatment

Two sites on the east side of Vine Street are identified as potential infill sites, due to the small size and deteriorating structural condition of the buildings that occupy them. Because parking will be consolidated to the rear of all these properties, the entire frontage of each of these sites can be devoted to buildings, at least two full stories high. This will complete what is an otherwise continuous storefront, except for vacant half-lots on the sides of

Apseloff Electric and Andy's Cafe opposite the intersection with 72nd Street. All buildings, old and new, should be painted in the greens, reds, and grays typical of, for example, Buckeye Products, Cincinnati Scale, and the NAPA Auto Parts storefront block south of Seymour Avenue. Metal awnings should be replaced with canvas, and siding should be returned to its original condition.

### **Public Facilities**

It is important that the character of this section of street remain narrow, providing little opportunity for development within the right-of-way. The two vacant parcel sections adjacent to Andy's Cafe and Apseloff Electric should be filled in with substantial landscaping that will overhang the street and frame these two matched buildings; the vacant, abandoned, or parked-in grass areas now existing are a major detractor from the appearance of the street. If signs or utilities connected with the parking areas off the alleys intrude in any way onto the street right-of-way, they must be carefully controlled to avoid interrupting the continuous storefront facade.

## **Node D**

The major commercial node at the center of the Carthage NBD is also characterized by tall buildings located directly on the right-of-way line; however, the large open, paved spaces northwest and southeast of the intersection make it very difficult to establish character for this critical area (see Map 10). The problem at the Shell Auto Care Station is probably insoluble. However, the site for redevelopment north of Seymour can combine the best features of an auto-oriented facility such as a drive-through bank/office building with the unifying appearance of a tall commercial building set close to the street.

### **Signage**

The two most notable, if discordant, features, at this intersection are the Shell Station signs and the turret on the corner of the Kleim Drugs building. In addition, hanging signs of a variety of degrees of professionalism, quality and age north of Seymour and a number of interior-lit signs south of Seymour, create a discordant appearance on an otherwise unified architectural front. Construction of a new building with a zero setback at the northwest corner without signs, in coordination with a unification of signage treatment on the remainder of the buildings, can serve to emphasize the turret and other existing worthwhile architectural features. The new building will also obscure some of the wall of the Valley Beer Drive-Through; while a wall sign is appropriate here, it must be limited in area and subdued in colors. Directional signage for the drive-in bank must be restrained, clear, and limited in number of signs.

## **Storefront Treatment**

Designers of a new building at the northeast corner must balance the need for an imposing, crisply detailed building with the need to retain a pedestrian scale at this intersection. Borrowing from the forms, textures, and scale of detailing on the NAPA Auto Parts block will provide clues as to the appropriate scale and material for the new building. The remainder of the buildings, where they have not been renovated, are architecturally quite worthwhile and benefit from the variety of ages, styles, and materials in close juxtaposition. Carthage Quality Cleaners and TV Discount are two examples of buildings atypical of the street but worthwhile specimens in their own right.

## **Public Facilities**

The infill building will emphasize the continuity of the block face on the east side of Vine Street; one possible mitigating factor in the expanse of concrete around the Shell Station is that it does tend to show off the south face of the Kleim Drug building and the building immediately to the east. Kleim Drug can be further enhanced by large plantings in the vacancies on the property to the north and east. This section of the NBD, especially near Cretan's Restaurant and the drug store, has the potential to be a pedestrian focal point, if supplied with coordinated street furniture (benches, litter receptacles, kiosks). However, immediate redesign of this intersection as a pedestrian area is not critical to establishment of character in the district; the high quantity of traffic, addition of parking area, and need to introduce new regional commercial users make blockfront and signage treatment more important than the provision of public pedestrian facilities.



## **Node E**

Section E is targeted for the bulk of new quasi-public construction (see Map 9). The Senior Center and Buckeye Products are, both architecturally and functionally, the most important contributors to the neighborhood character of the business district. Their role should be emphasized and expanded; while the presence of the large parking lot south of Buckeye Products does interrupt the street fabric, a proportionately large building size can help compensate and make this a highly usable, visually rewarding pedestrian area.

### **Signage**

The moderately well-landscaped character of the open space around the buildings in Section E helps mitigate the impact of signage around Winton Savings and Hartlaub Tax. The construction of a new building sharing the 20-foot setback of the Senior Citizens' Center should not be an invitation to provide new pole signage; new signage should be limited in area and consistent with the commercial signage farther to the north. Winton Savings should use wall and face signage in conjunction with a small perpendicular hanging sign below cornice level.

### **Storefront Treatment**

The existing buildings in this stretch of Vine Street should be considered models for the character of Carthage, exhibiting a brick and terra-cotta 1920's style lending a color and variety that are seldom found in commercial strips. The majority of building frontage on the west side of the street will be provided by new buildings; in the design of these buildings, no attempt should be made to literally re-create the detailing on the existing buildings, but the scale can be reflected in the use of casement or small-paned

windows, tile as opposed to brick, and strong horizontal lines and roofs with low slopes.

### **Public Facilities**

The west side of Vine in Section E is the only opportunity in Carthage to creatively use a setback for landscaping. While a new building immediately south of Cretan's Restaurant should be located on the right-of-way line, it can include a notch or shallow courtyard providing opportunity for planting. A building south of the Senior Citizens' Center should be set back 20 feet and planting should be exuberant, extensive and low, but flowery. Planting on the opposite side of the street should be complementary to it, and the entire south part of Node E should include provision for seating for users of a Community Center, the Senior Center, and pedestrians looking for relief from the uninterrupted commercial frontage farther north.

## **Node F**

Section F is not targeted for extensive redevelopment and might, in fact, face a vacancy problem if the Fifth-Third Bank were to move to a drive-through site at the corner of Seymour and Vine. The scale here is residential and is jarred by conversions to grocery stores; however, with Cincinnati Scale as a good example of period redevelopment, the character of this section of street can be most carefully retained if viable economic uses occupy the small buildings.

### **Signage**

Signage is likely to be this Node's greatest problem. Residential conversions tend to attract users who are unable or unwilling to coordinate signage with one another; however, the impact of a uniform signage system with a Carthage logo and standard proportional sign can make the messages on each of the individual signs many times more powerful and noticeable. The architecture of these buildings is not amenable, for the most part, to face signs; signs hung perpendicular from the zero-setback storefronts or residence frontages will be easy to read and can therefore afford to be restrained in color and size. The well-landscaped nature of the area does not require planting in or near the right-of-way, precluding much interference with readability of signage.

### **Blockfront Treatment**

It is generally very difficult to sensitively convert a home to high-volume commercial use. Such a conversion usually requires the use of small-textured siding materials, colors darker or less intense than that of the original house, and a minimal number of architectural additions such as porches, marquees, window reveals, etc. Fortunately, this area has always been a mixture of commercial and residential buildings, and one building on the west side has been singled out by the Miami Purchase Association as a good example of

one-story, false front commercial architecture. Use of white paint or paint coordinated with the remainder of the Carthage NBD palette will also help to avoid a discordant look. A variety of setbacks is distracting but can be alleviated to some extent through the use of residential landscaping.

### **Public Facilities**

Improvements should basically maintain and build upon the existing landscaping. Although there are several neighborhood stores in this stretch of Vine Street, provision for gathering should be accommodated within the stores and not in the street. Other facilities, particularly litter receptacles, should be provided at the same time and in the same style as similar receptacles farther north along the street.

## Development Program

The following Development Program designs a project staging sequence within three specific time frames to the list at Urban Development Strategies. Many projects span the entire 10-year or more horizon, but a significant number are timed and located according to their recommended priority.

PROJECTS	<u>1982-83</u>	<u>1984-89</u>	<u>1990 &amp; Beyond</u>
<b>1. Revitalization</b>			
A. Select Neighborhood Redevelopment Leader	*		
B. Clean-up Media Campaign	*		
C. Historic Carthage Recognition	*	*	*
D. Personally Contact Business Owners for Assistance	*	*	
E. Target Cincinnati Businesses That Might Expand or Relocate		*	
F. Fix-up/Identify Simplest Physical Improvements: - Tool Loans - Design Assistance	*		
G. Establish Carthage as Environmental Quality Urban Design District	*		
<b>2. Entry Features</b>			
A. Minor Vine Street Entry Features	A&F <sup>1</sup>		
B. Major - Paddock		A	
C. Major - Seymour		D	

<sup>1</sup>Letters correspond to the Nodes shown on Map 10.

PROJECTS	<u>1982-83</u>	<u>1984-89</u>	<u>1990 &amp; Beyond</u>
<b>3. Ridgewood Arsenal Redevelopment</b>			
A. Phase I	*		
B. Phase II	*	*	
C. Phase III		*	
<b>4. Parking Lot Improvements</b>			
A. Encourage Private Improvement Consistent with Urban Design Plan	*		
B. Preliminary Consolidation	B&C		
C. Continued Consolidation		A,B,C,D,E	
<b>5. Streetscape Improvements</b>			
A. Parking Lot I.D.	B&C	A,D,E	
B. Signalize Crosswalks	B,C,D		F
C. One-way Alleys		B&C	
D. Street Tree Planting	C&D	B&E	A&F
E. Benches, Planters, Kiosks Refuse Containers	B&C	D&E	
F. Transit Stops Shelters	B,C,D	A&B	
<b>6. Storefronts/Building Rehabilitation</b>			
A. Painting	A,B,C,D,E,F		
B. Roofing & Structural Improvements	B&C	A,D,E,F	
C. Register Nomination	B,C,E		
D. Historic Structure Rehabilitation	B&C	E	
<b>7. New Development</b>			
A. Match Specific Sites with Prospective Tenants	B,C,D		
B. Promote Elderly Housing Project	E		






PROJECTS	<u>1982-83</u>	<u>1984-89</u>	<u>1990 &amp; Beyond</u>
<b>8. Community Facilities</b>			
A. Expand Senior Citizens Center		E	
B. Evaluate Feasibility of Community Center		E	
<b>9. Industrial Expansion</b>	*	*	*

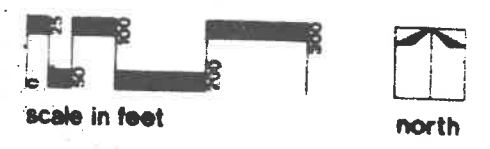


# CARTHAGE

NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN  
 PREPARED FOR THE CITY OF CINCINNATI | Bahm NBBJ

## 10 Preliminary Urban Design Plan

-  Bus shelter
-  Wall graphics
-  Expansion
-  New construction
-  Restoration



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A.C. & S., Inc.  
Armel Byrnes  
Ashland Chemical

25 East 76 Street  
7721 Vine Street  
69th & Fairpark

45216

Bandy  
Blom Trucking  
Borgman Realty  
Butscha Company

14 East 73rd Street  
7414 Fairpark  
7010 Vine Street  
10 E. Seymour

Carthage Auto  
Catherine's  
C.H.C. Fabricating  
Cincinnati Building Supply  
Cincinnati Fastener  
Constellation  
Cordes Lumber  
Corryville American  
Cowden Outlet  
Crystal Cafe

433 N. Bend Road  
7420 Cornelia  
218 W.N. Bend Road  
7130 Dillward  
16 E. 73rd Street  
200 W.N. Bend Road  
15 E. 66th  
7155 Dillward  
415 W. Seymour  
7800 Anthony Wayne

Dairy Barn  
Dinks T.V. Repair  
Dr. Elipulos

6901 Vine Street  
6705 Vine Street  
6700 Vine Street

Economy Pattern  
E.J. Trucking  
Emmas Body Shop

425 W.N. Bend Road  
415 W. Seymour  
7434 Paddock

Fayette Beauty Shop  
Frederick Steel

7305 Vine Street  
200 W.N. Bend

Georgia Highway Express  
General Truck Equipment  
Glow Electric  
Frank Glueck

440 W. Seymour  
7116 Market Place  
7616 Anthony Wayne  
6634 Vine Street

Harco Services  
Wm. Hearing Barber Shop  
Helms Express  
Herman's  
Homers  
H.S. Building Service

6709 Vine Street  
6616 Vine Street  
260 W.N. Bend Road  
408 W. Seymour  
7210 Vine Street  
7217 Longview

IML  
Interstate System

445 W.N. Bend Road  
360 W. Seymour

J.E. Body Shop  
Jerry Apselhof & Sons  
J.J. DyBois Am. Excelsior

7710 Wayne Avenue  
6708 Vine Street  
415 W. Seymour

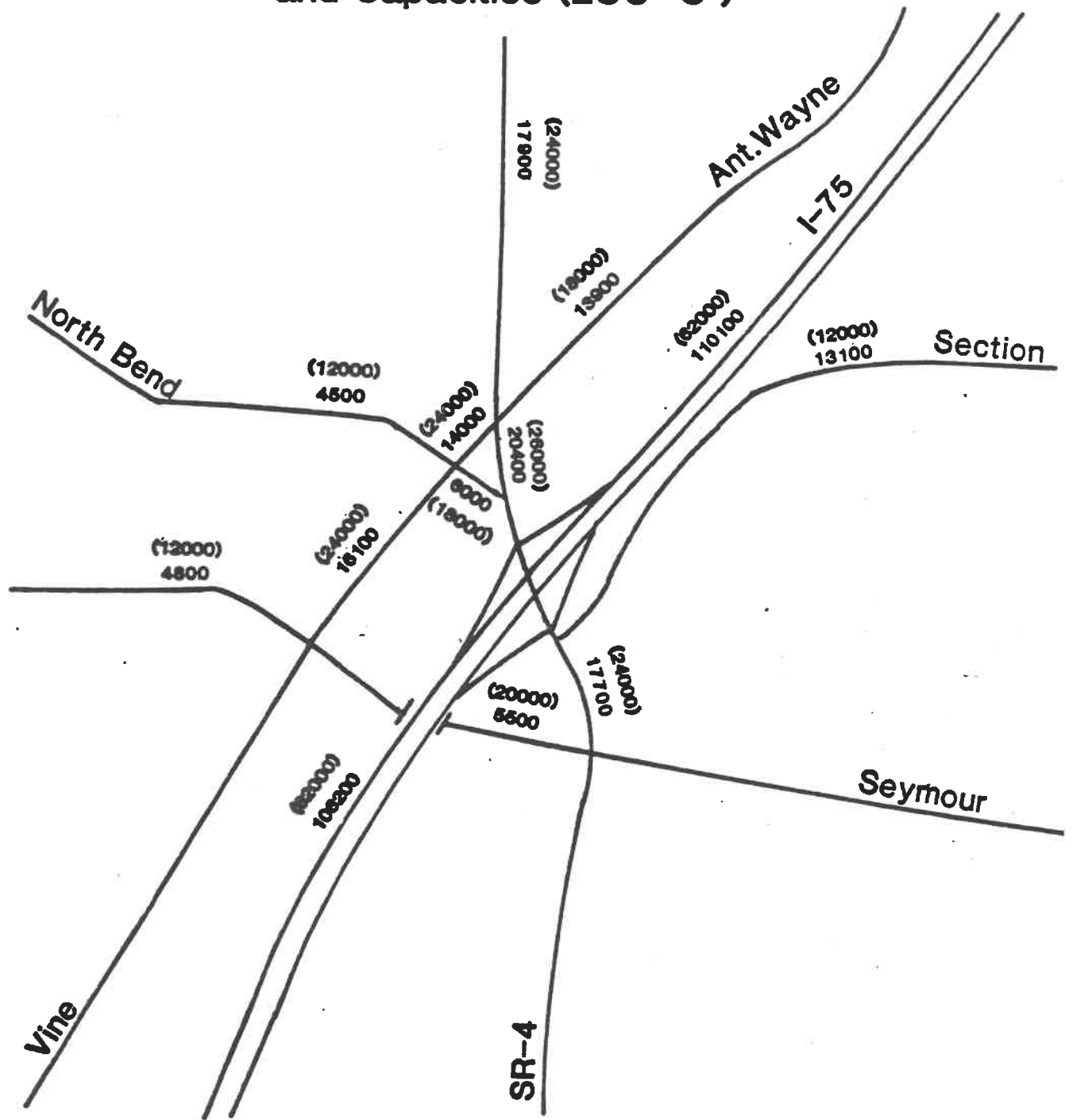
King Kwik	7314 Vine Street
Lennox	7303 Vine Street
Landy's	7121 Vine Street
Lewin Electric	7205 Vine Street
McDaniel Medical Arts	7436 Vine Street
Metal Photo	7215 Market Place
Morgan Trucking	415 W. Seymour
NAPA	7049 Vine Street
National Distillers	120 Section
Nationwise	7413 Vine Street
Oldfield Equipment	412 W. Seymour
Olinkraft, Inc.	220 W.N. Bend Road
Onan Electric	16 E. 72nd Street
Oscherwitz & Sons, Inc.	7443 Lebanon
Physicians Eye Center	7424 Paddock
Ruby's Restaurant	6920 Vine Street
Seat Covers	7222 Vine Street
Scott Industrial	9 E. 75th Street
Standard Oil	Paddock Road at I-75
State Bearing	73rd Street & Longview
Bob Stoinoff Auto Repair	1078 W. Seymour
Time D.C.	240 W.N. Bend Road
Topper Sales (Tupperware)	7211 Market Place
T.V. Discount	7106 Vine Street
Valeydale	6707 Vine Street
Velva Sheen	Vine & North Bend Roads
Whalen Electric	7231 Longview
Willey Wray Electric	20 East 72nd Street
Property Vacant	7453 Vine Street
Previously Associates Finance	
New Occupant	7806 Anthony Wayne
Previously Homelite	
Property Vacant	7120 Vine Street
Previously Barber Shop	



<u>NAME and/or ADDRESS</u>	<u>COMMENTS</u>
7114-7210 Vine St. (even) 7125-7303 Vine St. (odd) Vine Street Historic District	This linear, tightly spaced historic district is composed primarily of two-story Italianate and Vernacular commercial/residential buildings. Facing Vine Street the various forms of storefronts enhance the street's continuity. Occasionally, a lower-scale false front breaks the scale. (1875-1895)
14 East 69th Street	Small scale frame residence (1½ story) with gable end, cornice returns, arched 6/6 window in gable and open Victorian porch.
19-21 East 70th Street	Transitional duplex, frame, with symmetrical facade. Doors at opposite ends, open porch, flat roof. (c. 1885)
6907 Vine Street	Two-story frame residence with Federal influences. Interior end chimneys on gable roof, brackets under eaves, added Victorian porch. (c. 1875)
6913 Vine Street	Small-scale false front with commercial storefront. Small bracketed cornice and storefront windows dominate facade. (c. 1880)
6916 Vine Street	Two-story brick Italianate with small paired brackets on modest cornice, bracketed lugsills and original fluted columned storefront. (c. 1875)
6919 Vine Street	Elongated three-story brick Italianate with paired brackets on cornice, plain lintels and sills and commercial storefront. (c. 1875)
Northeast corner of Seymour Ave. & Vine St.	Three-story eclectic commercial/residential building highlighted by corner tower with octagon cap. Plain lintels, Classical cornice and cast iron storefront. (c. 1900)
7017 Vine Street Old #4 Police Station	Stuccoed brick building with very decorative symmetrical facade. Arched entrance highlighted by terra-cotta. The central pavilion topped by gable with terra-cotta cornice treatment. (1930)



# Projected Year 2000 Daily Volumes and Capacities (LOS "C")



↑  
not to scale

LEGEND  
(xxx)-capacity  
yyy-volume

source:OKI





CARTHAGE ENVIRONMENTAL QUALITY DISTRICT  
DEVELOPMENT GUIDELINES

**A. Redevelopment**

1. Where an existing building is redeveloped, the roof profile, cornice line, window arrangement, and original building materials should be left in their original form. Building additions should complement and highlight the original building's shape, detailing, and materials. Details such as brick corbeling, lintels, sills, brackets, and cornice treatments should not be concealed or removed, and detailing of new additions should complement the original building's architectural style.
2. New additions should not extend closer to the Vine Street right-of-way than the face of the original building. Additions should maintain the continuity of frontage on Vine Street as do new buildings as described in section B, below.

**B. Siting of New Construction**

1. New business should reinforce the uniform appearance of commercial frontage on Vine Street between North Bend Road and 70th Street. Business requiring extremely high-volume drive-through traffic, extensive retail user parking, continuous truck loading of retail goods, large show windows or large graphics directed at automotive traffic are discouraged.
2. The fronts of new buildings should be located directly on the front property line and not set back from the sidewalk, except for alcoves or shallow courts directly connected with the main entrance. Buildings may be set back from intersections designated as pedestrian nodes providing that the resulting site area is properly landscaped with walls, seating, well-maintained ground cover and a mixture of deciduous and evergreen trees.
3. Within blocks of buildings which share a common cornice line height, a cornice treatment should be provided on new construction at the same height. Building facades on sites wider than those in the remainder of the block should be broken into vertical segments to reinforce the appearance of narrow buildings.
4. Commercial entrances should be directly off Vine Street. Where visitor parking is provided to the rear of the building, signage consistent with the graphics of the Neighborhood Business District should be provided to guide visitors to the front entrance.

Show windows and architectural detailing which highlights windows and spaces for face-mounted signs should also be provided to emphasize the pedestrian nature of the storefront.

### **C. Frontage Treatment and Signage**

1. Additions to fronts of older buildings should fit into or extend from elements delineated by construction details, such as transoms, lintels, below cornices, or within or between columns. Signs, awnings, and new surface materials should not obscure or overlap existing architectural details.
2. Face signs (those placed flat against the building surface) and window signs should be consistent in size and style with architectural detailing and should not overlap columns, sills, lintels, window sashes, or cornices. No sign should extend above the front line of the roof.

Graphics for face signs should be simple and reflect the nature of the business as well as the architectural style of the building on which it is placed. Face signs should be front-lit rather than back-lit. Print style, color, and scale of graphic elements should be similar to those of other signs on the building. Where possible, print style, color and scale should be similar to those of signs on adjacent buildings, except for logos or trademarks specifically designed to identify the business on whose building the sign is mounted.

3. One hanging sign is permitted for each business which should hang perpendicular to the front of the building and not extend above the front cornice line. Print style, color and scale of graphics should be highly consistent with signs on adjoining buildings and, where possible, top and bottom edges should be at the same elevations as adjacent hanging signs. The outer edge of the sign should not hang more than four feet from the face of the building. Each sign should be adequately spaced from signs on adjoining buildings to provide visibility.
4. Ground signs should be used only for directional controls and identification of parking lots.
5. Flashing, moving, or neon signs should not be permitted. Signs should be two-dimensional and square or rectangular in shape, with no graphic extending beyond the edge of the sign. Graphic area, that area determined by a line drawn along the outer edge of all letters, symbols, or changes in shade or color, should not be more than three-quarters the area of the sign, with ample borders on all four sides. Front-lit signs are preferable to translucent plastic signs lit from within.

#### **D. Landscaping and Lighting**

1. Buildings should normally be placed directly on the front property line, with sidewalks in good repair extending from the curb to the front of the building. Alcoves, recesses and entrance areas should be paved in complementary materials. Planting in paved areas should be adequately drained and assured of continued maintenance.
2. Where shrubbery or ground cover occupies part of a site, the shrubbery should be arranged to provide definition to the boundaries of the site and soften the transition from sidewalk or parking lot to planted area. Ground cover should not be used in high-traffic areas.
3. Parking areas should be screened from residential uses and pedestrian circulation areas with shrubbery and/or walls. Where space between the edge of the paved parking area and the right-of-way is inadequate to support substantial shrubbery (5' or more in height), walls should be used for screening.
4. Where setbacks or dedication of public areas permit pedestrian gathering spaces, those spaces should be adequate in size to permit circulation and seating. Kiosks, benches, waste receptacles, bicycle racks, and limited decorative features should be used in lieu of extensive areas of ground cover, to invite intensive pedestrian use and continued maintenance. Paving of circulation areas should complement sidewalks in the right-of-way and be scaled to pedestrian use.
5. All pedestrian areas should be lighted with poles scaled to the size of the circulation area, without glare or spillage onto adjacent properties. Private lighting should be coordinated with public lighting in light quality, scale and color.
6. All parking lots and alleys should be fully lighted.

#### **E. Parking**

1. Existing and additional parking lots should open onto alleys wherever possible. Small lots, stacked parking spaces, or unpaved lawn areas used for parking should be consolidated with larger lots. Lots on contiguous parcels should be arranged so that aisles run between side lot lines and connect across lots, providing consolidated parking.
2. All parking areas should be paved and stalls painted. Landscaping or walls should be provided to buffer side lots from Vine Street.

3. If aisles are oriented to use northwest-southeast alleys, signage directing pedestrians and automobiles from Vine Street to rear lots can be easily coordinated. Signage should be consistent in quality and graphic style. Lighting should be adequate to light access routes and alleys as well as parking areas, without spilling onto adjacent residential areas.



