

URBAN DESIGN PLAN, PHASE II



*Prepared for*  
Department of Economic Development  
City of Cincinnati

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Office of Architecture and Urban Design  
Division of Engineering  
Department of Public Works &  
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City of Cincinnati

# TABLE OF CONTENTS

Executive Summary

INTRODUCTION

Vicinity Map

2

EXISTING CONDITIONS

Urban Design Plan Boundaries

Land Use

Zoning

Topography

Flood Affected Areas

Circulation

5

OVERALL PLAN

Goals, Objectives, & Implementation Strategies

Urban Design Plan

Right-of-Way Improvements

Zone Change Recommendations

19

URBAN RENEWAL PLAN

Urban Renewal Plan

Documentation of Blight or Deterioration

Distribution of Blighting Influences and Blighted Units by Block

39

APPENDIX

Eastern Avenue Business Corridor Map

Kellogg Avenue Business Corridor Map

Airport Road Business Corridor Map

Proposed Lunken Bike/Hike Trail Extension

Market Study Report

47

## EXECUTIVE SUMMARY

In 1995, the Columbia Tusculum Community Council requested assistance from the City of Cincinnati to prepare an Urban Renewal Plan for the neighborhood. The purpose of the planning effort was to establish development direction and control for the community, principally for large underdeveloped parcels along Columbia Parkway. This plan, along with Environmental Quality District designation, was adopted by Cincinnati City Council in June 1996.

In the process of developing this plan, several salient issues were posed about the existing business districts within Columbia Tusculum. To better focus upon the issues unique to the traditional Eastern Avenue business district, the Kellogg Avenue industrial corridor, and the Airport Road corridor, this second phase of the planning effort was initiated.

The second phase of the Columbia Tusculum Urban Renewal Plan focuses on four Focus Areas: The traditional business district along Eastern Avenue, the office and manufacturing corridor along Airport Road, the flood-prone areas of mixed residential and business properties along Kellogg and Stanley Avenues, and the heavily industrial flood prone areas between the Oasis Railroad line and Kellogg Avenue. The strengths of the district are best illustrated by the Airport Road and Eastern Avenue corridors. A diverse collection of retail, professional services, manufacturing businesses, and institutions create the core of the district. However, these two corridors are spotted with blighted properties and deteriorated infrastructure. Despite this, reinvestment in a number of commercial and residential continues, and the community has worked diligently to acquire and renovate the Carnegie Library for a Community Center.

The weaknesses of the district are best typified by the remaining two focus areas. Despite the presence of several vital, viable manufacturing and business concerns within the areas, these portions of the district are ravaged by neglect and blight, a mix of incompatible land uses, deteriorated roads, and flooding. The recent flood of 1996 irreparably damaged several residential properties and caused significant losses to the businesses located within the district. Several unsightly properties are located along Kellogg Avenue and create a generally negative impression for travelers along the route.

The study has identified six major issues of concern and has developed goals, objectives, and strategies to address these issues. These issues are as follows:

1. Eradication of blight through development: The community possesses several properties exhibiting neglect and deterioration. Incremental redevelopment - repair renovation, and new infill construction - can remove these blighting

influences and continue the progress begun with the Carnegie Center Renovation.

2. Mitigation of negative physical elements: The existing Oasis rail line is viewed as both a blessing and a curse by the community. The rail line has great potential as a community rail line and bike trail; it is also dirty and noisy. Plantings along the rail right-of-way will help minimize the obtrusiveness of this utility and provide a "green" ribbon through the community. Similarly, several scrap yards and used auto parts businesses could be made less obtrusive through plantings along the Kellogg Avenue right-of-way.
3. Improvement of street and sidewalk infrastructure: Several streets within the area contribute to the negative impressions of Columbia Tusculum. In some cases, the pavement surface is adequate and serviceable; in others, the paving is rough and pothole filled; the adjacent sidewalks and curbs are broken and sometimes missing. Systematic repair and replacement of these items is necessary for continued healthy development.
4. Flood Mitigation: The most difficult development issue for the community to overcome is the periodic flooding along the Kellogg Road/Oasis rail line corridor. Three options were examined in this study - a flood wall around the community, elevating new development above flooding levels, and flood proof construction techniques.
5. Integration of recreational uses and bike/hike transportation options: The community's adjacency to the river and Lunken airport provide unique opportunities to develop recreation oriented businesses and support activities.
6. Improvements to community identity and way-finding: To develop the retail and entertainment uses desired along Eastern Avenue by the community, an increase in "foot traffic" is necessary. The areas located along the district's major thoroughfares (Columbia Parkway, Wilmer Avenue, Kellogg Avenue) are sometimes the district's worst in terms of appearance. Community gateways and landscaping, and a system of directional and way-finding signage would generate more attractive "front doors" for the neighborhood and would help "gather" patrons into the district. New gateways and identity elements should capitalize on the district's history and should emphasize the business district's relationship to historic district.

## INTRODUCTION

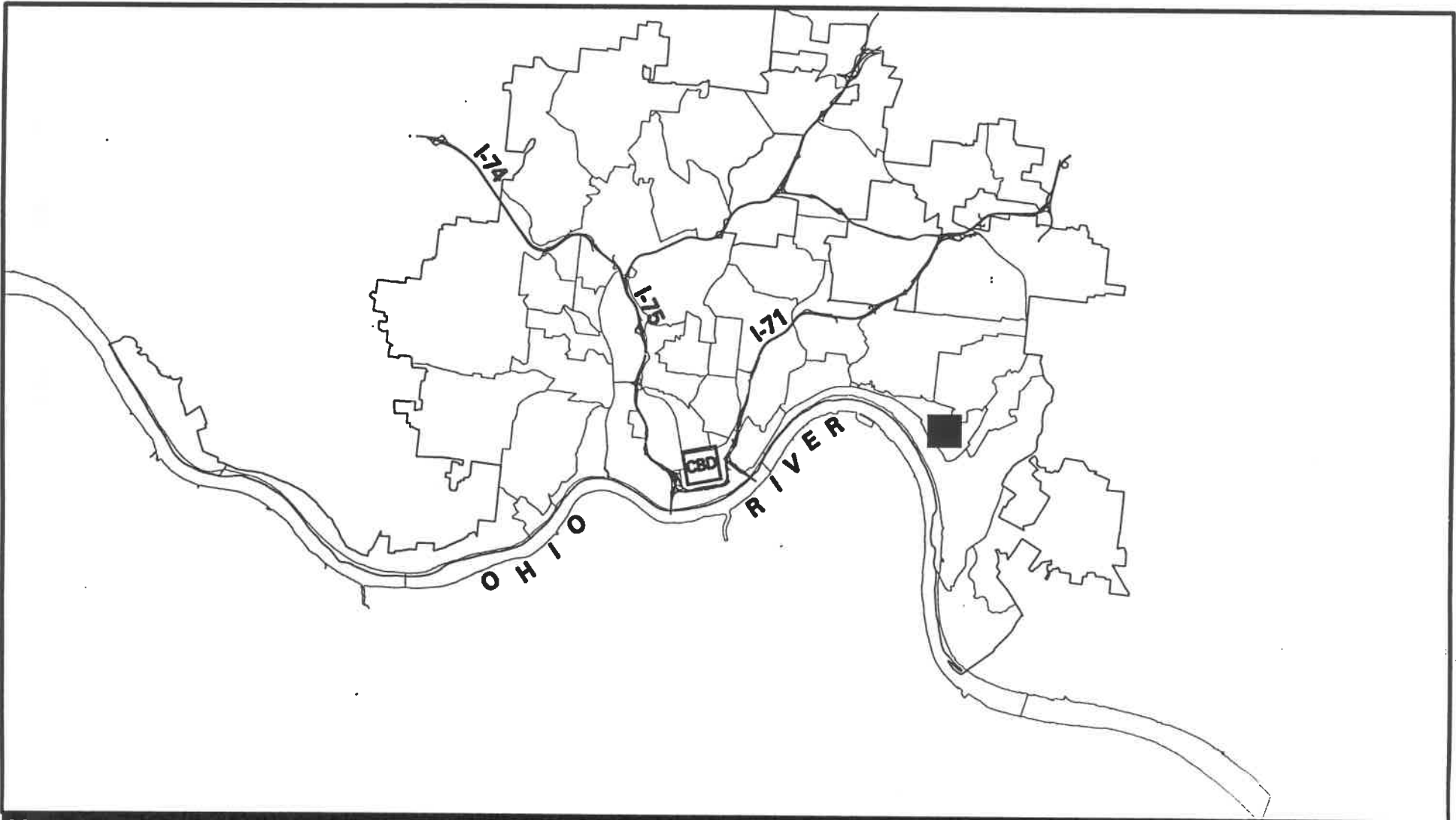
In 1994, the Department of Economic Development requested the Departments of City Planning and Public Works, to prepare the investigations necessary for an Urban Renewal Plan for the Columbia Tusculum community. The focus of that plan was improvement of the business district around Columbia Parkway and Delta Avenue and the eradication of blighting influences in that area. This plan proposed development options for the large vacant parcels at Delta Avenue and at Columbia Parkway to improve these areas and to provide the impetus for additional development along Eastern Avenue. This plan was passed by Cincinnati City Council in 1996.

The community, through Cincinnati Neighborhood Business Districts United (CNBDU), requested a second phase extension of the Urban Renewal Plan along the traditional business district of Eastern Avenue and the supporting manufacturing districts. This plan has been prepared in order to review the goals, strategies, and implementation policies of the earlier Phase and the Columbia Tusculum Focus Area of the 1977 East End Urban Design Plan, to analyze current conditions, and to modify and direct new strategies for development and the community.

The traditional neighborhood district flanks Eastern Avenue from Stanley Avenue to Airport Road. The district is bounded by Columbia Parkway and Alms Park to the east, the Airport Road business/manufacturing area and Lunken Airport to the south, and a large manufacturing district and Kellogg Avenue to the west. The Eastern Avenue district possesses a strong collection of historic and architecturally significant structures, several new businesses, and potentially strong support from its adjacent residential pockets, its nearby manufacturing areas, and Lunken Airport. The area is not without its shortcomings, however. The manufacturing districts are

separated from the community by a freight rail line, and are generally dilapidated and underutilized. The western area along Kellogg is also subject to periodic flooding. Airport Road development is hindered by inadequate parking facilities and poor right-of-way conditions. The business district itself suffers from neglect, indifferent development, and a lack of traffic that would support retail, restaurant, and similar business uses. This plan includes objectives to strengthen and improve the economic vitality, visual and physical appearance, infrastructure, and market identity of the district.

City staff has worked with the Columbia Tusculum Urban Design Plan Task Force to identify the issues important to the vitality of the community. The Task Force, composed of members of the business community, residents, the Columbia Tusculum Economic Development Corporation, and the Columbia Tusculum Community Council, met regularly for approximately twelve months to analyze data and existing conditions and to formulate the goals, objectives, and direction for the plan. The Task Force identified issues for investigation and consideration and proposed strategies for implementing positive change within the district.



**Vicinity Map**

**Legend**

-  COLUMBIA TUSCULUM PHASE II

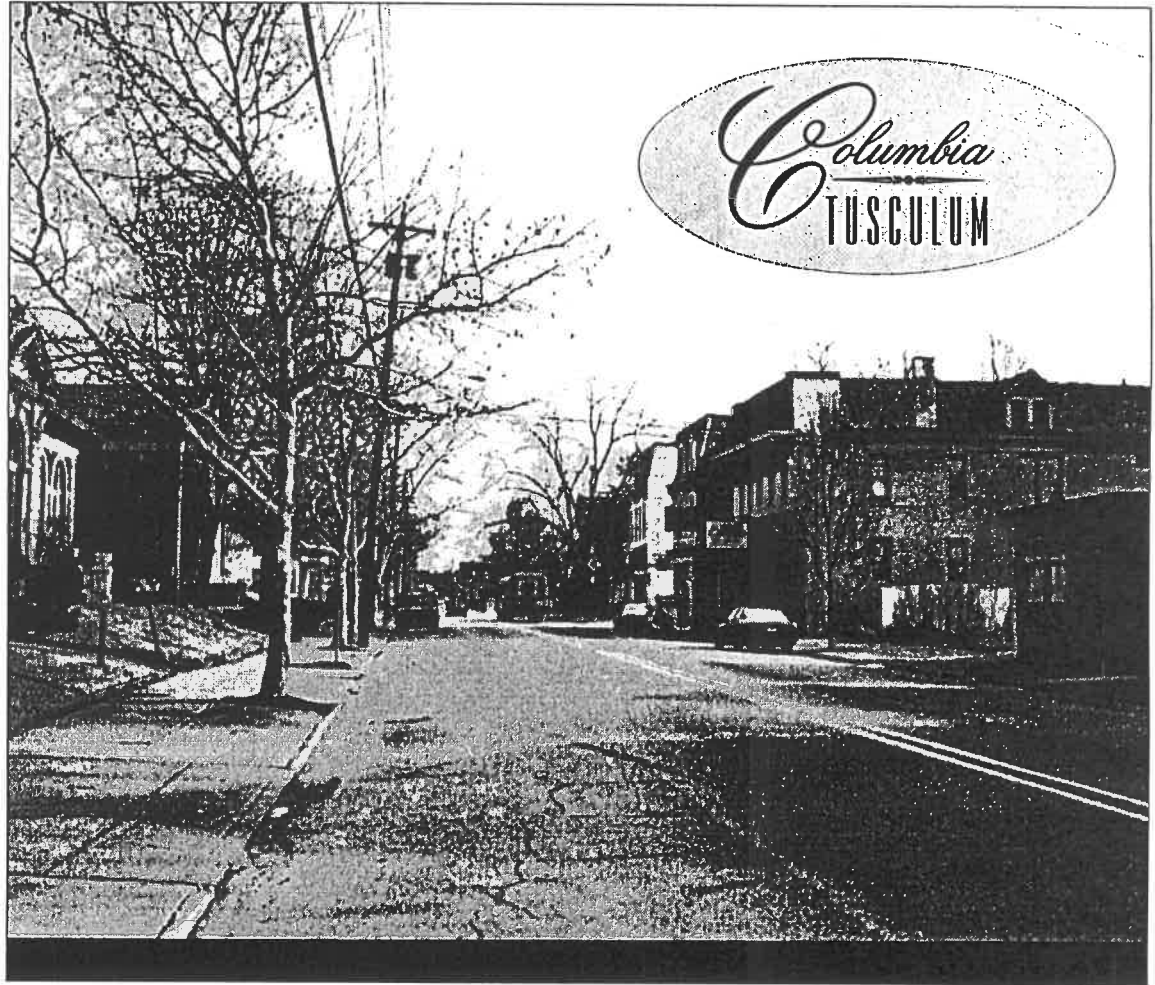


Scale: 1"=10,000'



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EXISTING CONDITIONS

## URBAN DESIGN PLAN BOUNDARIES

Boundaries for the Columbia Tusculum Urban Renewal Plan, Phase I, were approximately established in the previous planning effort as the B-2, B-3, B-4, O-1, and R-3(T) zoning districts adjoining and abutting Columbia Parkway, Stanley Avenue, and portions of Delta Avenue. These boundaries omitted the majority of the existing residential properties while encompassing the large vacant parcels within the community.



The boundaries of Phase II of this plan encompass the Traditional Business District and the adjacent manufacturing areas of the Columbia Tusculum Community. The Plan Boundary on the east is the eastern right-of-way line of Columbia Parkway; the south boundary is comprised of Wilmer Avenue. The boundary continues northwardly along the eastern property line of the Metropolitan Sewer District property, then continues westwardly along the northern property line of the MSD property to Kellogg Avenue. The area is bounded by Kellogg Avenue on the west, and is bounded by Stanley Avenue and the adjacent B-4 zoning district on the north.





**Urban Design Boundaries**

**Legend**

-  COLUMBIA TUSCULUM PHASE I
-  COLUMBIA TUSCULUM PHASE II

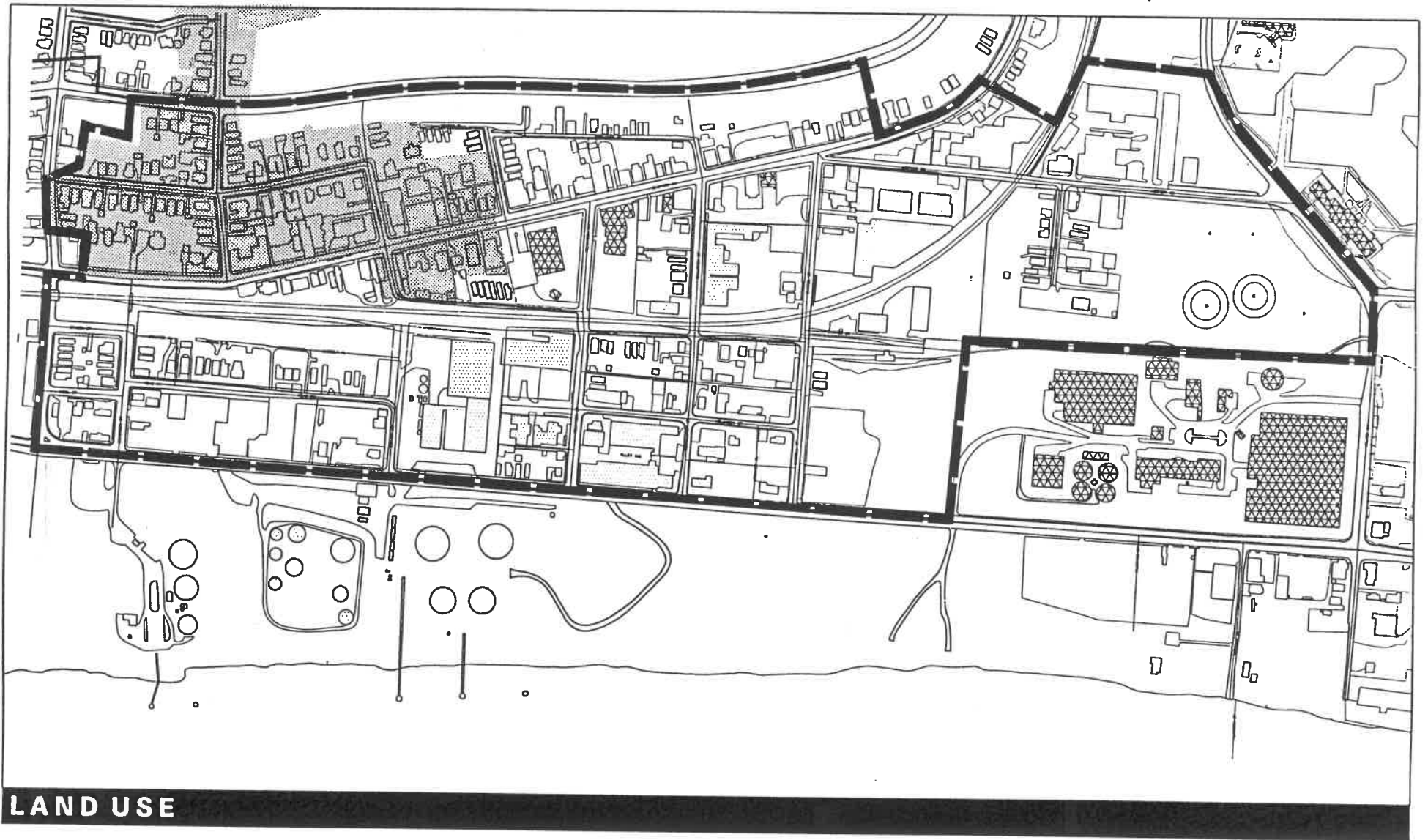
- ① CARNEGIE CENTER
- ② LUNKEN AIRPORT
- ③ LITTLE MIAMI WASTE WATER TREATMENT PLANT
- ④ MCKINLEY SCHOOL
- ⑤ RAKESTRAW FIELDS
- ⑥ EAST END HEALTH CLINIC



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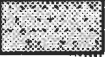






The Columbia Tusculum Traditional Business District is characterized by a spine of retail, business, professional services, and institutional uses flanked by pockets of one and two family residential uses. This Eastern Avenue spine is interspersed occasionally with multi-family units. The western edge of this corridor is bounded by an existing railroad corridor and the adjoining (formerly) served manufacturing uses. The northern portion of this manufacturing area also contains a number of single family residential uses and commercial-retail uses.

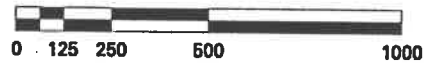
These uses and areas are generally in conformance with the overlying zoning districts excepting a number of residential uses intermixed within the heavy manufacturing districts.



# LAND USE

## Legend

-  URBAN DESIGN PLAN BOUNDARY
-  HISTORIC DISTRICT
-  Land Use- Residential
-  Land Use- Commercial
-  Land Use- Mixed (Commercial & Residential)
-  Land Use- Manufacturing
-  Land Use- Semi-Public
-  Land Use- Communications/Utilities



Scale: 1" = 500'-0"



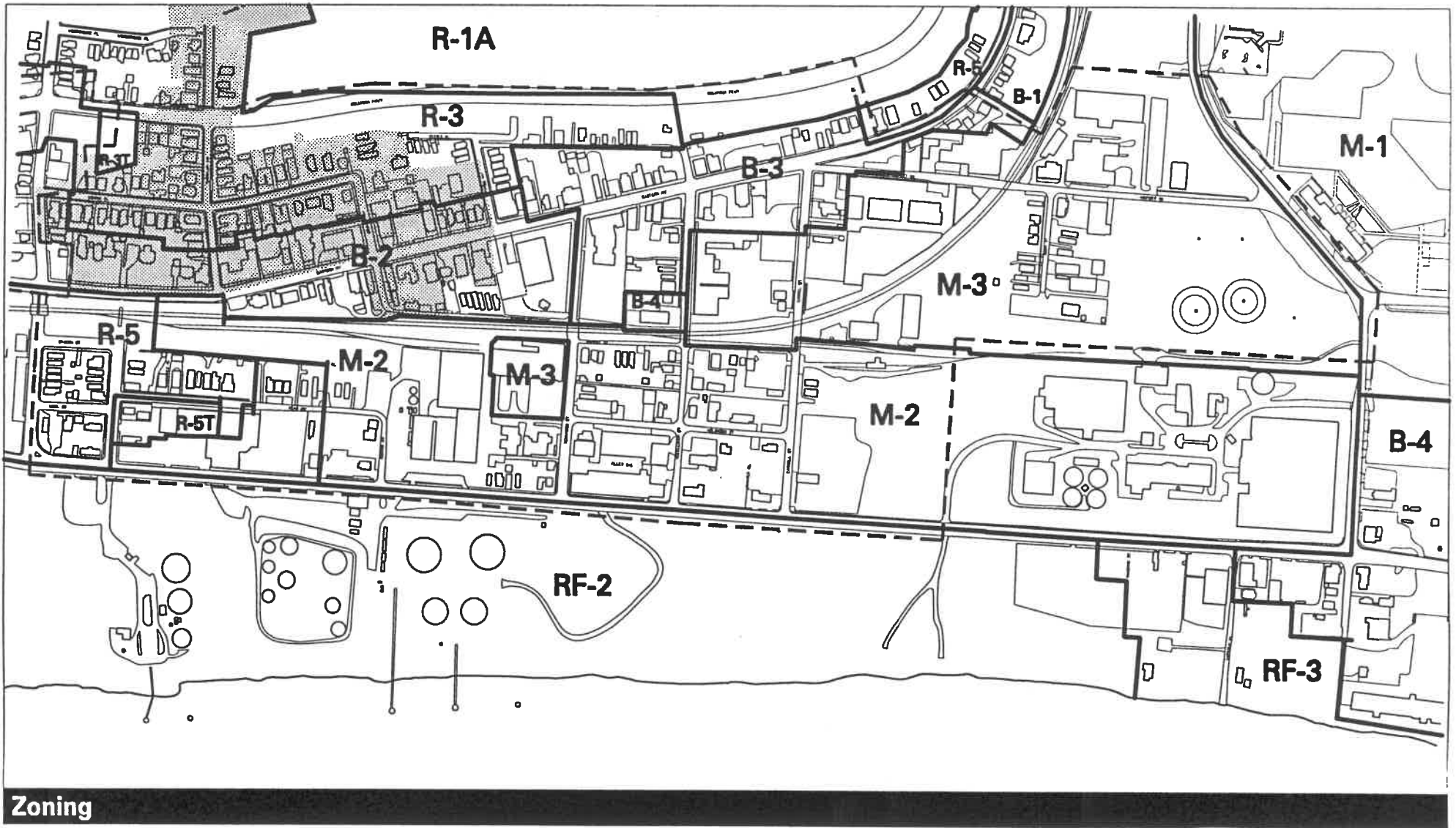
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## ZONING

The Columbia Tusculum Traditional Business District generally reflects its land use pattern and its historical position as the business and service center for the neighborhood. The central spine of Eastern Avenue is regulated by a series of B-2 and B-3, Community Business District and Retail-Wholesale Business District Zoning. These districts are surrounded by various residential Zoning districts.

The areas south and west of the existing Oasis rail line reflect the manufacturing history of this area and the district's proximity to the river. Several scrapyards occupy the M-2 and M-3, Intermediate and Heavy Manufacturing Districts and bulk materials handling utilize the RF-2 and RF-3, Riverfront Commercial District and Riverfront Heavy Industrial District.

Zoning does not, however, have exact correlation with land use. Several single-family residential properties are interspersed through the B-2 and B-3 Districts. More importantly, several residential properties are clustered along Robb Street within the M-3, Heavy Manufacturing District, and along Kellogg Avenue (near Tennyson) in the M-2, Intermediate Manufacturing District.



**Zoning**

**Legend**

- URBAN DESIGN PLAN BOUNDARY
-  HISTORIC DISTRICT



**Zoning Legend**

- R-1A Single-Family Large Lot District
- R-1 Single-Family Low-Density District
- R-3 Two-Family District
- R-3T Two-Family Transitional District
- R-4 Multi-Family Low-Density District
- R-5 Multi-Family Medium-Density District
- R-5T Multi-Family Medium-Density Transitional
- B-2 Community Business District
- B-3 Retail-Wholesale Business District
- B-4 General Business District



Scale: 1" = 500'-0"

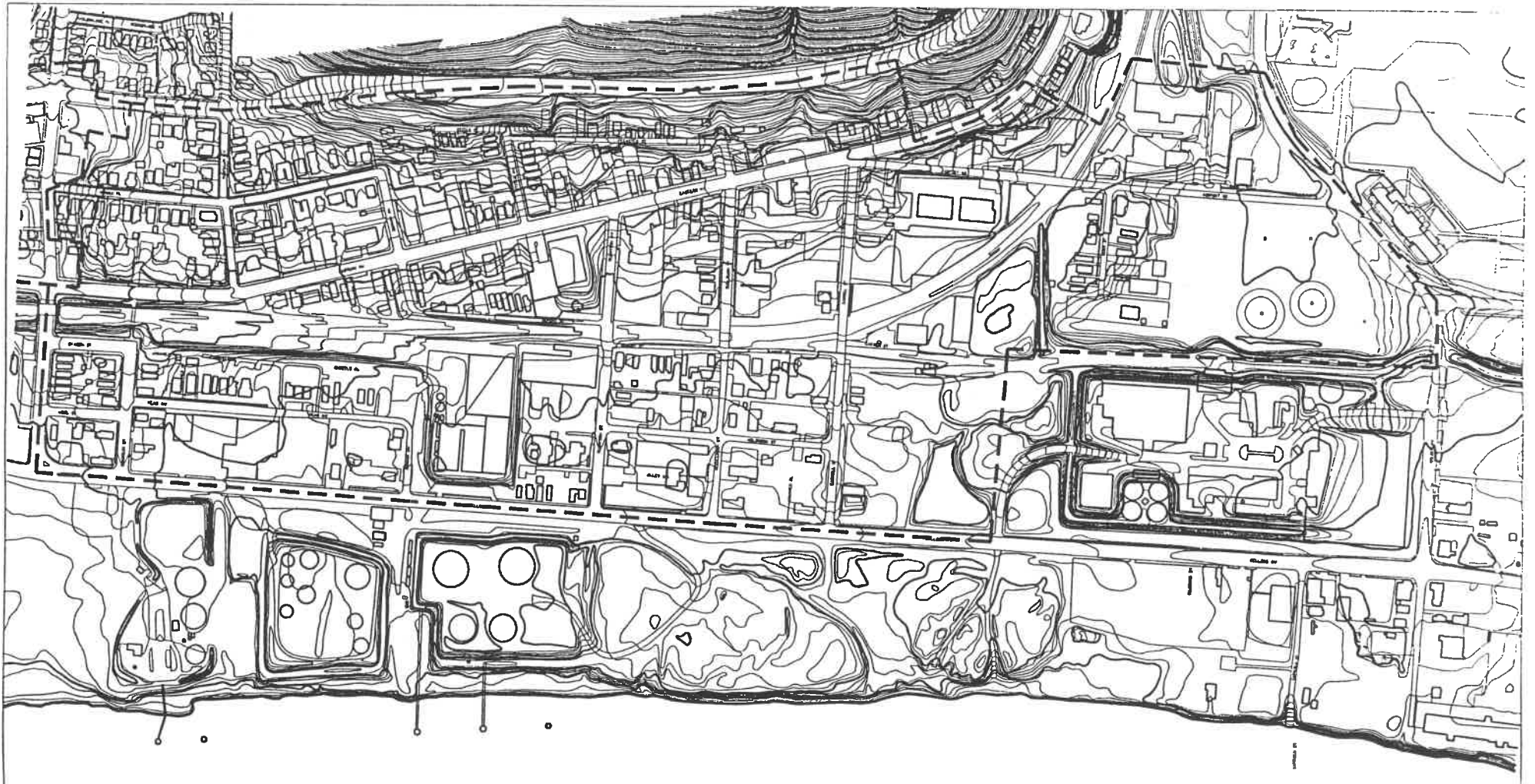
- M-1 Neighborhood Manufacturing District
- M-2 Intermediate Manufacturing District
- M-3 Heavy Manufacturing District
- RF-2 Riverfront Commercial (enclosed) District
- RF-3 Riverfront Heavy Industrial District

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## TOPOGRAPHY

The Columbia Tusculum Traditional Business District and adjacent manufacturing district occupy a low-lying area adjacent to the Ohio River and at the base of Alms Hill.

The area is basically flat, with steep hills to the east at Alms Hill and Columbia Parkway. These hillsides are susceptible to movement and require development restrictions and oversight. The majority of the manufacturing district south of the rail line lies within the 100-year floodplain of the Ohio River. Several residential properties along Dumont Street and commercial and business properties along McCollough Street and Carrel Street also lie within the 100-year floodplain.



**Topography**

--- URBAN DESIGN PLAN BOUNDARY



Scale: 1" = 500'-0"



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## FLOOD AFFECTED AREAS

The areas west of the existing Oasis rail corridor are plagued by seasonal flooding and generally lie within the 100-year flood plain. This characteristic is also shared with some properties immediately adjacent to the Oasis line to the east. This periodic flooding is a serious impediment to sound development immediately within this portion of the district. The flood of 1997 damaged a number of properties along Mead Avenue beyond repair; these properties have been condemned, acquired, and demolished.

The plan investigated a number of options to mitigate the flooding of these areas. These options and their associated issues are as follows:

1. Flood Wall: A flood wall or levee west of Kellogg Avenue would provide flood protection to the entire area. This improvement will require significant capital costs for construction, engineering, and property acquisition, and maintenance and operation costs for flood gates. This option would protect both existing and new development. A flood wall or levee would potentially "disconnect" the community from the river, and would displace a number of businesses.

The MSD facility at Wilmer and Kellogg, and Lunken Airport utilize levees to protect their facilities.

2. Elevating Development above the Flood Level: Elevating development above flood levels on engineered earth fill would provide protection to new development from damage to property and contents. This option could be accomplished through phased implementation and could be performed by private development.

This option would not provide flood protection to streets

and roadways and would add significant costs to individual projects. Development would need to be of a scale large enough to absorb these costs and to warrant this effort. Property acquisition may be required to accomplish this option.

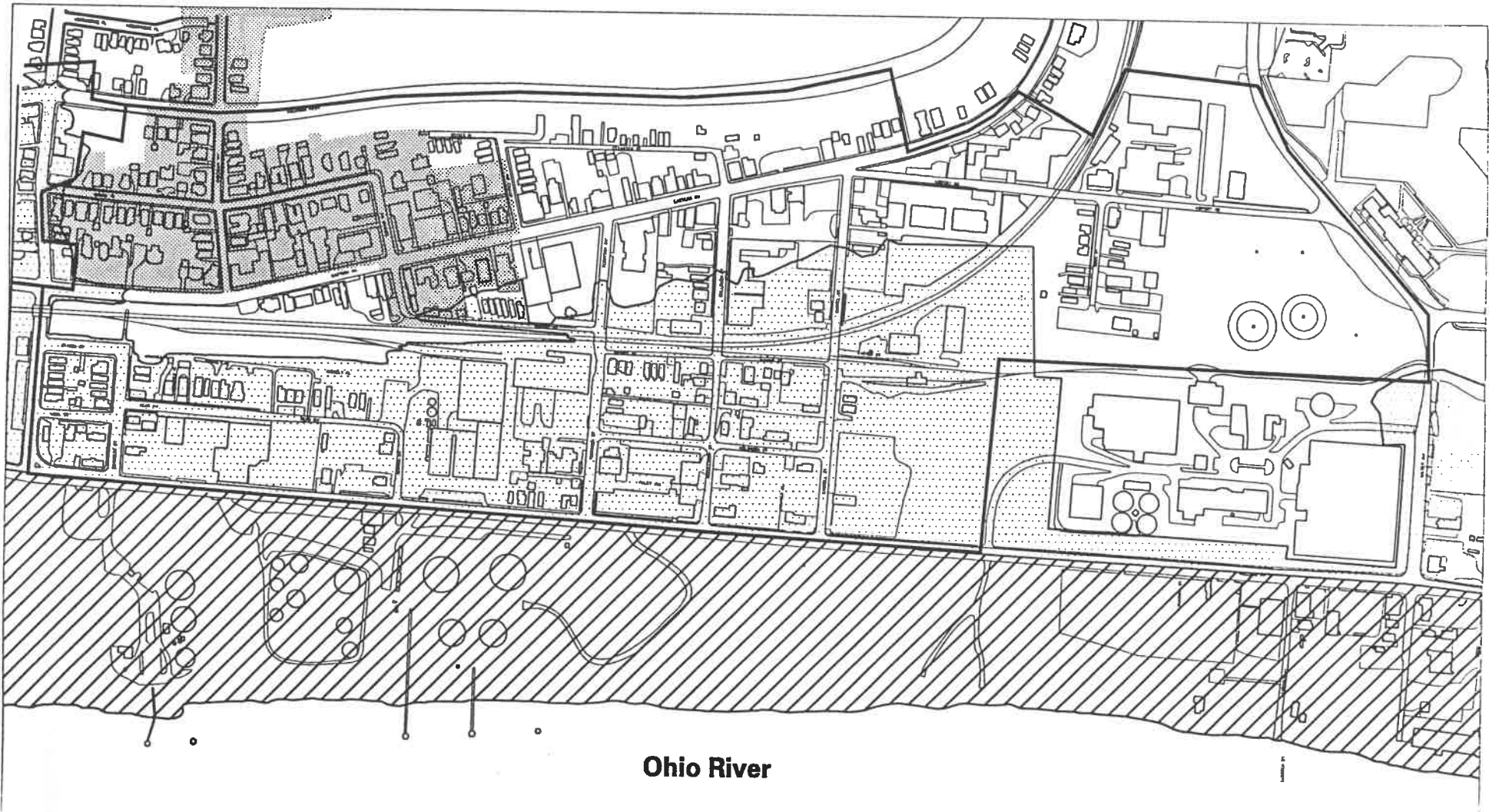
Queen City Terminals currently employs this method to protect a portion of its facilities.

3. Flood-Proofing Individual Properties: Flood-proofing individual properties requires elevating habitable areas of buildings on piers or other flood-proof construction. This option would provide protection to the building and its contents, but would not protect access to the building or site. Flood-proofing could be accomplished incrementally, and for smaller buildings, could be retrofitted for existing construction. Stone Brothers Construction employs this method of flood protection. Although parking is not a critical issue for this area, the areas below the building can be employed for employee and visitor parking.

This option does not protect access to development, and cannot be retrofitted to many of the existing large manufacturing buildings. Costs of construction would be higher due to the increased structural requirements of flood-proof construction.

These options should also be considered in context of the community's desires to realize redevelopment of these areas as a model light-manufacturing district. Flood protection alternatives will determine the scale of initial implementation of such a district and the physical form of the area.




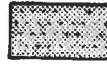




Ohio River

**Flood Affected Areas**

**Legend**

-  COLUMBIA TUSCULUM URBAN DESIGN PLAN BOUNDARY
-  FLOODWAY FRINGE AREA
-  100 YEAR FLOODPLAIN
-  HISTORIC DISTRICT



Scale: 1" = 500'-0"



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## CIRCULATION

The Columbia Tusculum Urban Renewal Area, Phase II is bounded by two high volume traffic arteries, Columbia Parkway (U.S. 50) to the east, and Kellogg Avenue (U.S. 52) to the west. The primary circulation spine through the Traditional Business District is Eastern Avenue and carries considerably lower traffic volume. However, Eastern Avenue serves as the designated truck route for Columbia Parkway (U.S. 50) due to truck restrictions on the Parkway.

Kellogg Avenue has been designated as part of the Ohio River Scenic Route. (This designation provides opportunities to limit billboards and scrap-yards along the route, and bring the potential for tourism.)

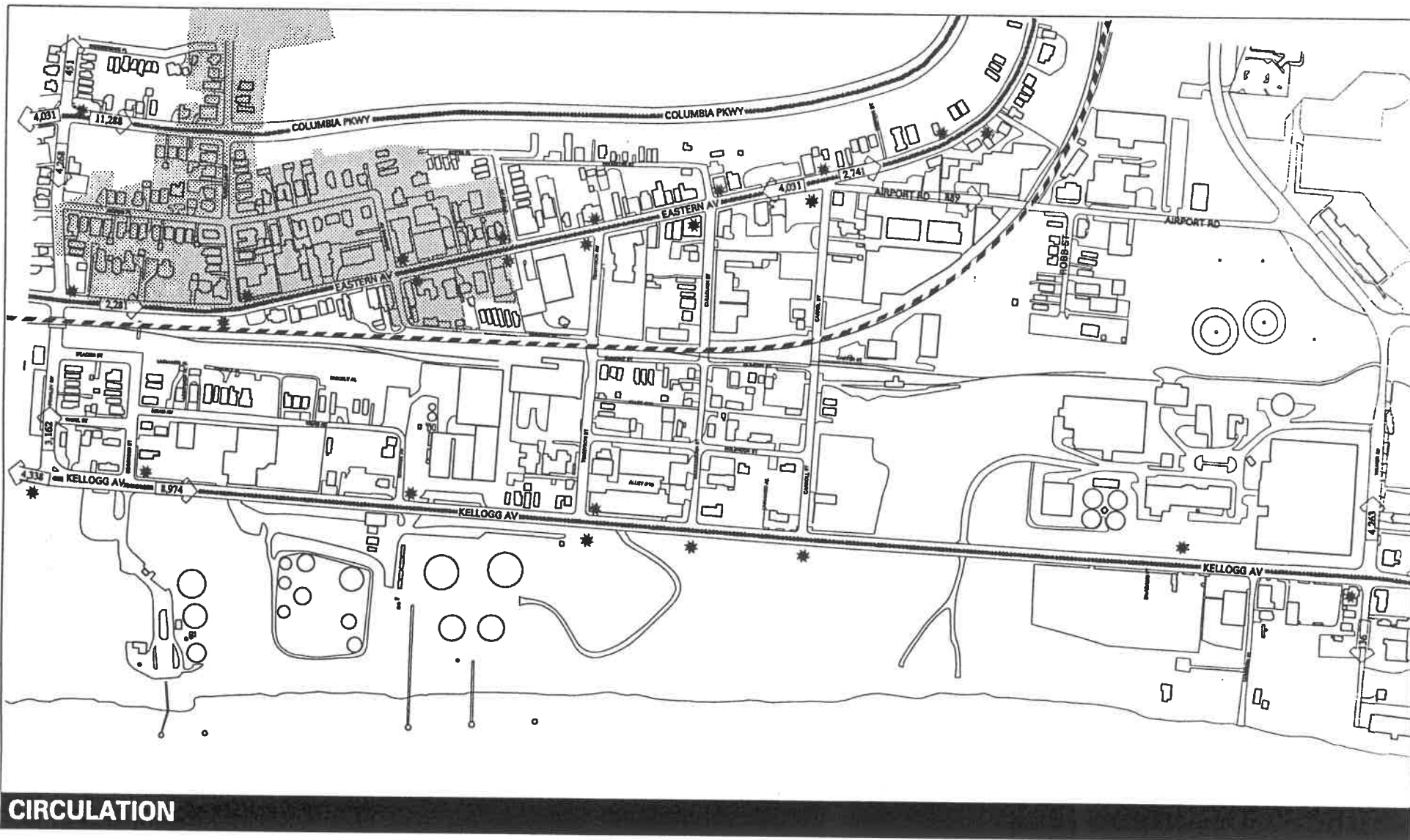
Railroad grade crossings occur at Tennyson, McCollough, Carrel, and Airport Road.

The area is served by several Metro bus routes. Eastern Avenue is serviced by the 28 local route, and 10, 75, and 81 express routes. Columbia Parkway also services the 26, 29, 30, and 70 express routes.

The area is also served by an existing railroad line, the Oasis Line, operated by RailTex, Inc. This line currently provides freight service to Rookwood terminals in the East End, and to Queen City Terminals and Cincinnati Water Works within the community.





Recreation uses located on the Lunken Airport properties include heavily used recreational bicycle paths. Plans include the extension of this Lunken trail and its interconnection with a regional system of bicycle trails, specifically, the Little Miami Scenic Trail. The 1998 Cincinnati Bike Route guide currently designates Eastern Avenue, Airport Road, and Wilmer Avenue as "Recommended", Kellogg Avenue is designated as an "Alternate Bicycle Route". It is the desire of the community that future extensions of trails toward downtown utilize the existing rail corridor and/or surface streets within the community.

The Oasis Line will play an important role in the community's future. SORTA has purchased the underlying line to preserve it for future transit use. The OKI Eastern Corridor Study has identified the Oasis Line as a possible commuter rail corridor into downtown. The Line has also been identified as a component of a number of passenger rail initiatives, most notably the Ohio 3C inter-city rail line. Should the commuter rail alternatives be realized, it is the desire of the community to locate a station within the neighborhood to serve both the community and adjacent communities (Mt. Lookout, Hyde Park, etc.). Utilization of the Oasis Line for rail alternatives should study inclusion of bicycle trails as part of its development.



**CIRCULATION**

**Legend**

-  **4,031** DAILY VEHICLE COUNT
-  OASIS LINE
-  BUS ROUTES
-  BUS STOPS



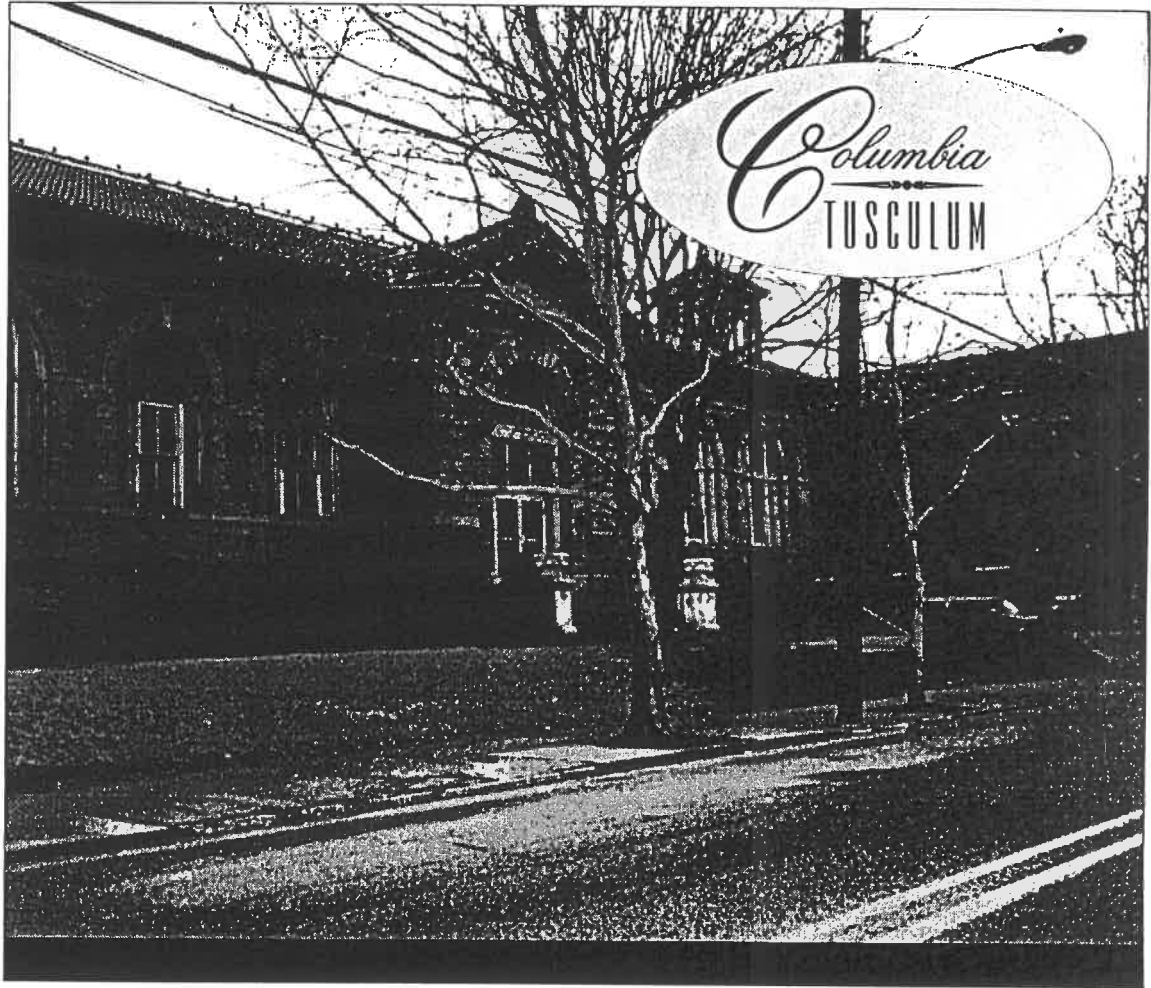
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 HISTORIC DISTRICT



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OVERALL PLAN

GOAL	OBJECTIVE
<p>Create an attractive, positive image and identity for the district.</p>	<p>Provide gateway elements to serve as community identity pieces for the district and to attract motorists from adjacent thoroughfare into the district.</p>
	<p>Retain existing greenspace to the greatest degree possible without adversely affecting development opportunities. Supplement and enhance existing greenspace to screen unattractive uses.</p>
	<p>Improve district cleanliness.</p>
	<p>Improve the pedestrian and vehicular environment by reducing or removing the visual clutter of wires, billboards, unorganized and excessive signage, and other features that negatively impact the district (i.e. chain link and barbed wire fencing).</p>
	<p>Improve safety and the perception of safety in the district,</p>

# IMAGE & IDENTITY

# IMPLEMENTATION STRATEGY

IMPLEMENTATION STRATEGY	POTENTIAL IMPLEMENTATION SOURCE	ESTIMATE OF PROBABLE COST
Create trail-blazing gateway elements at potential entrances to the community to encourage vehicular movement from adjacent high traffic volume thoroughfares to the business district. (Potential locations include Columbia Parkway and Tusculum Avenue, Wilmer Avenue and Airport Road, Kellogg Avenue and Carrel, Tennyson & McCollough.)	Columbia Tusculum Community Council, Request to Neighborhood Business District Improvement Program Funding, Private Property Owners, City of Cincinnati Department of Public Works.	\$48,000.00 (5 locations)
The areas located at the intersection of Carrel, Eastern, and Airport Road and opposite the Intersection of Eastern and Tusculum (as indicated in the 1977 East End Plan) should be studied for development as neighborhood parks.	Columbia Tusculum Community Council, Request to Neighborhood Business District Improvement Program Funding, Park Board, Private Property Owners.	N/A
Provide new and/or supplemental plantings of trees and large shrubs along the existing rail corridor to screen the corridor from the existing neighborhood and to create a "soft" natural background for the district.	Columbia Tusculum Community Council, Request to Neighborhood Business District Improvement Program Funding, Park Board, Private Property Owners, SORTA.	\$54,000.00
Provide new and/or supplemental plantings of trees and large shrubs along Kellogg Avenue to screen the existing heavy industry and scrap yards.	Columbia Tusculum Community Council, Request to Neighborhood Business District Improvement Program Funding, Park board, Private Property Owners.	\$36,000.00
Maintain the existing vegetation density along the south side (downhill slopes) of Columbia Parkway.	Park Board, Private Property Owners.	N/A
Conduct semi-annual clean-up campaigns.	Columbia Tusculum Community Council, Keep Cincinnati Beautiful, City of Cincinnati Department of Public Works – Sanitation.	N/A
Provide litter receptacles along Eastern Avenue and Airport Road. Provide receptacles at key locations along Carrel, Tennyson, and McCollough. Replace existing receptacles in need of repair. (Approximately 28 receptacles.)	Columbia Tusculum Community Council, City of Cincinnati Department of Public Works – Sanitation, Request to City Neighborhood Improvement Program Funding.	\$23,000.00
Enforce littering and dumping regulations.	Columbia Tusculum Community Council, CNAS Team, City of Cincinnati Department of Buildings and Inspections, and Board of Health.	N/A
Encourage structured cooperative beautification projects and programs.	Columbia Tusculum Community Council.	N/A
Remove existing billboards through displacement by new development. Encourage leaseholders to decline lease renewals.	Columbia Tusculum Community Council.	N/A
Consolidate and relocate overhead utilities below grade, or in less conspicuous locations, along Eastern Avenue, Carrel, Tennyson, McCollough and Airport Road when and wherever feasible and when funding is available.	Private Property Owners, Utility companies.	Varies by modification
Encourage local businesses and institutions to modify or remove unsightly and unattractive site improvements (i.e. chain-link fencing).	Columbia Tusculum Community Council, Columbia Tusculum Business Associates, private property owners.	Varies by modification
Eliminate loitering through active enforcement of existing laws and regulations.	Columbia Tusculum Community Council, City of Cincinnati CNAS Team, Safety Departments.	N/A
Improve police visibility and presence in the community through the establishment of a police sub-station.	Columbia Tusculum Community Council, City of Cincinnati CNAS Team, Safety Departments.	N/A
Eliminate the physical characteristics of the district that accommodate illegal activities by securing private property, improving lighting within the pedestrian tunnels, and improving private property lighting.	Columbia Tusculum Community Council, City of Cincinnati CNAS Team, Safety Departments, Department of Public Works, Private Property Owners.	Varies by modification
Improve district lighting as part of an overall right-of-way improvement/streetscape improvement program.	Columbia Tusculum Community Council, City of Cincinnati CNAS Team, Safety Departments, Department of Public Works, Private Property Owners, Street Lighting Assessment.	Pedestrian lighting included in streetscape estimate.
Improve pedestrian crossings within the district by re-striping major crossing points and intersections.	Columbia Tusculum Community Council, City of Cincinnati Departments of Public Works and Safety.	N/A

NOTE! Certain types of improvement projects require private property owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community.

All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

GOAL	OBJECTIVE
<p>Provide attractive, safe, and serviceable vehicular and pedestrian circulation into and through the district, particularly from Kellogg Avenue, Columbia Parkway, and Wilmer Avenue.</p>	<p>Increase the visual attractiveness of streets through coordinated streetscaping and landscaping improvements.</p> <p>Improve the physical condition and functionality of streets within the district.</p>
<p>Improve the serviceability of flood prone areas south of the rail corridor.</p>	<p>Develop strategies to improve serviceability of existing and new development sites during periodic flooding.</p>
<p>Maintain the existing historic architectural character of the district.</p>	<p>Foster awareness and pride among business owners, property owners, and residents in the history and historic architectural character of the District.</p> <p>Encourage historic preservation and adaptive re-use of existing buildings for new, expanding, or relocating businesses.</p> <p>Encourage compatible infill development within the existing neighborhood business district.</p>



IMPLEMENTATION STRATEGY	POTENTIAL IMPLEMENTATION SOURCE	ESTIMATE OF PROBABLE COST
<p>Install new pedestrian improvements along the Eastern Avenue NBD Corridor, including new sidewalk paving, lighting, street trees, historic markers, and street furniture.</p>	<p>Columbia Tusculum Community Council, Request to City Capital Improvement Program, and/or Neighborhood Business District Improvement Program, and Department of Public Works.</p>	<p>\$430,000.00</p>
<p>Create a new "village center" on Eastern Avenue by installing special traffic paving, lighting, and landscaping near 3738 Eastern Avenue (Carnegie Center and St. Stephen Catholic Church).</p>	<p>Columbia Tusculum Community Council, Request to City Capital Improvement Program, and/or Neighborhood Business District Improvement Program, and Department of Public Works.</p>	<p>\$73,000.00</p>
<p>Improve street conditions, including, but not limited to, grade and profile, pavement condition, rail crossing condition, curb, gutter, and sidewalks along Airport Road, Carrel, Tennyson, and McCollough.</p>	<p>Columbia Tusculum Community Council, Request to City Capital Improvement Program, and/or Neighborhood Business District Improvement Program, Department of Public Works, and Metropolitan Sewer District – Stormwater Management.</p>	<p>Varies by modification.                      Airport Road: \$400,000                      Carrel St: \$300,000                      McCullough St: \$240,000                      Tennyson St: \$220,000</p>
<p>Provide Historic District identity and wayfinding signage in accordance with City policies and regulations.</p>	<p>Columbia Tusculum Community Council, Request to Neighborhood Support Services Program, Development of Public Works.</p>	<p>\$6,000</p>
<p>Monitor effectiveness of sewer outlet flap gates at the terminus of Delta Avenue. The community, Metropolitan Sewer District, and Stormwater management should coordinate their cooperative efforts toward resolution of this issue.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, Metropolitan Sewer District.</p>	<p>N/A</p>
<p>Prepare a study identifying costs, benefits, and potential economic impact of various flood control options, including a flood wall, (re)constructing new development on fill above the flood elevation, flood-proofing individual buildings and new development, and no-build options.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, Metropolitan Sewer District, City of Cincinnati Department of Public Works, Economic Development, and Neighborhood Services, Request to Neighborhood Improvement Program Funding, Army Corps of Engineers, Private Property Owners.</p>	<p>\$40,000.00</p>
<p>Advocate historic preservation and significant architectural resources in <u>The Columbia Journal</u>. Publicize recent successes.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, City of Cincinnati Planning Department – Historic Section.</p>	<p>N/A</p>
<p>Identify existing programs available to historic preservation and/or renovation projects. Promote these available programs through community publications.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, City of Cincinnati Planning Department – Historic Section.</p>	<p>N/A</p>
<p>Maintain an inventory and database of available historic properties. Promote available properties through Business Association contacts.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, City of Cincinnati Planning Department – Historic Section.</p>	<p>N/A</p>
<p>Identify and promote existing programs available for infill housing and/or commercial development. Promote these available programs through community publications.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, City of Cincinnati Departments of Neighborhood Services, City Planning – Historic Section, and Economic Development.</p>	<p>N/A</p>

**NOTE!** Certain types of improvement projects require private property owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community.

All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

<p>Improve alternate transportation options through the district.</p>	<p>Improve bicycle transportation within the district and provide linkages to adjacent bicycle recreational areas.</p> <p>Evaluate proposed transportation improvements with regard to current and future land use proposals and their potential economic influence on the business district.</p>
<p>Reconnect Columbia Tusculum to the river and its river history.</p>	<p>Improve community access to the river and recreational sites, and potential future river-oriented recreational development.</p>

## DESIGN & INFRASTRUCTURE

## IMPLEMENTATION STRATEGY

<p>Wherever possible, reserve right-of-way for bicycle transportation, particularly along Airport Road between the Eastern Avenue Business District and Lunken Airport and recreational facilities. Provide connections over Wilmer Avenue to connect the Lunken Trails and possible Oasis Line or surface street trails.</p>	<p>Columbia Tusculum Community Council, City of Cincinnati Department of Public Works, Recreation Commission. Request to City Capital Improvement Program Funding, Federal TEA-21 Funding.</p>	<p>N/A</p>
<p>Continue support for linkages to existing and proposed bicycle trails through the community, particularly along the Oasis line.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, Private Property Owners.</p>	<p>N/A</p>
<p>Formalize community review of proposed transportation improvements. Utilize multiple components of the community – residents, businesses and property owners, local residents &amp; businesses with particular expertise.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, Columbia Tusculum Economic Development Corporation, SORTA.</p>	<p>N/A N/A</p>
<p>Continue support for a commuter rail stop/station within the community in the event that the OKI Eastern Corridor Study recommends use of the Oasis Line as a component of commuter rail.</p>	<p>Columbia Tusculum Community Council, Columbia Tusculum Business Association, Columbia Tusculum Economic Development Corporation, SORTA.</p>	<p>N/A</p>
<p>Extend Stanley Avenue to the river to provide access to the river, recreational sites, and potential river oriented recreational development. Develop Stanley Avenue with appropriate streetscaping, landscaping, and historical identity elements. Additional Improvements should include selective clearing of the riverbank to improve river accessibility and a possible river public landing. This street extension and recreational development would provide greater access to the eastern terminus of the potential Ohio River Trail and the existing City Recreation facilities at Rakestraw Fields.</p>	<p>Columbia Tusculum Community Council, City of Cincinnati Department of Public Works, Recreation Commission. Request to City Capital Improvement Program Funding, Federal TEA-21 Funding.</p>	<p>\$420,000.00</p>

**NOTE!** Certain types of improvement projects require private property owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community.

All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

<b>GOAL</b>	<b>OBJECTIVE</b>
<p>Maintain and strengthen the economic environment in Columbia Tusculum.</p>	<p>Maintain the existing mix of business and residential uses.</p>
	<p>Encourage existing businesses to remain and expand within the community, and attract new, compatible businesses to the area.</p>
	<p>Provide safe, accessible parking convenient to customer destinations at locations that do not conflict with the other goals of this plan.</p>
	<p>Enhance and strengthen business organizations within the community.</p>
	<p>Create a Business District Marketing Plan for the Traditional Eastern Avenue Business District, the Airport Road Corridor, the Kellogg Avenue Corridor, and the Columbia Parkway site.</p>

IMPLEMENTATION STRATEGY	POTENTIAL IMPLEMENTATION SOURCE	ESTIMATE OF PROBABLE COST
Initiate re-zoning of the existing B-3 zoning district along Eastern Avenue and the existing B-4 district along McCullough to a B-2 Community Business District, to create a more uniform district zoning.	Columbia Tusculum Community Council, City Planning Department.	N/A
Utilize the incentives available under the recently adopted Community Reinvestment Area Program to promote renovation of existing housing and mixed-use buildings within the district.	Columbia Tusculum Community Council, City of Cincinnati Department of Neighborhood Services.	N/A
Initiate a community housing study to determine compatible, complimentary housing types, unites, and locations within the district, including replacement of flood-damaged properties within the district.	Columbia Tusculum Community Council, City of Cincinnati Department of Neighborhood Services.	\$8,500
Monitor the vitality and viability of businesses within the district and identify resources to assist business development.	Columbia Tusculum Community Council, Columbia Tusculum Business Association, City of Cincinnati Department of Economic Development, Greater Cincinnati Chamber of Commerce.	N/A
Develop a database and inventory of properties within the district available for business relocation or expansion. Promote available sites through Business Association Contracts.	Columbia Tusculum Community Council, Columbia Tusculum Business Association.	N/A
Improve the existing gravel lot at the intersection of Wilmer and Airport Road (across from the Lunken Airport Terminal Building) to improve access to the Airport Terminal and the image of this community entry point.	Columbia Tusculum Community Council, Columbia Tusculum Business Association, Request to Neighborhood Improvement Program Funding, City of Cincinnati Recreation Commission.	
Utilize shared parking areas to the greatest extent possible to minimize the potentially adverse impact of many multiple under-utilized lots.	Columbia Tusculum Community Council, Columbia Tusculum Business Association, Private Property Owners.	N/A
Maintain the existing number of on-street parking spaces.	Columbia Tusculum Community Council, Columbia Tusculum Business Association, Private Property Owners, City of Cincinnati Department of Public Works.	N/A
Continue collaboration between the Columbia Tusculum Community Council, Economic Development Corporation, and newly founded Business Association.	Columbia Tusculum Community Council, Columbia Tusculum Economic Development Corporation, Columbia Tusculum Business Association.	N/A
Conduct periodic membership drives for the Business Association.	Columbia Tusculum Business Association.	N/A
Develop a Business Association newsletter or website to inform businesses of projects, trends, and news.	Columbia Tusculum Business Association.	N/A
Create and distribute promotional materials for the district and its various sub-components in print, video, and on-line media venues.	Columbia Tusculum Business Association, Columbia Tusculum Economic Development Corporation.	N/A
Initiate cooperative advertising between businesses. Develop and promote special community events.	Columbia Tusculum Business Association, Columbia Tusculum Economic Development Corporation.	N/A

**NOTE!** Certain types of improvement projects require private property owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community.

All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

The Columbia Tusculum Urban Design Plan Phase II identifies seven significant areas of focus for the community. These focal areas fall broadly into three major categories: roadway and streetscape improvements, including landscape screening; recreational improvements; and development opportunities within the districts flood-prone areas. Specific projects are as follows.

1. Columbia Parkway Gateway Improvement – This project was also identified in the earlier phase of the Columbia Tusculum Urban Design Plan and will be performed as part of the Columbia Parkway Scenic and Historic Enhancements. The project is scheduled for construction in 1999.

The project will include community identity signage and landscape improvements.

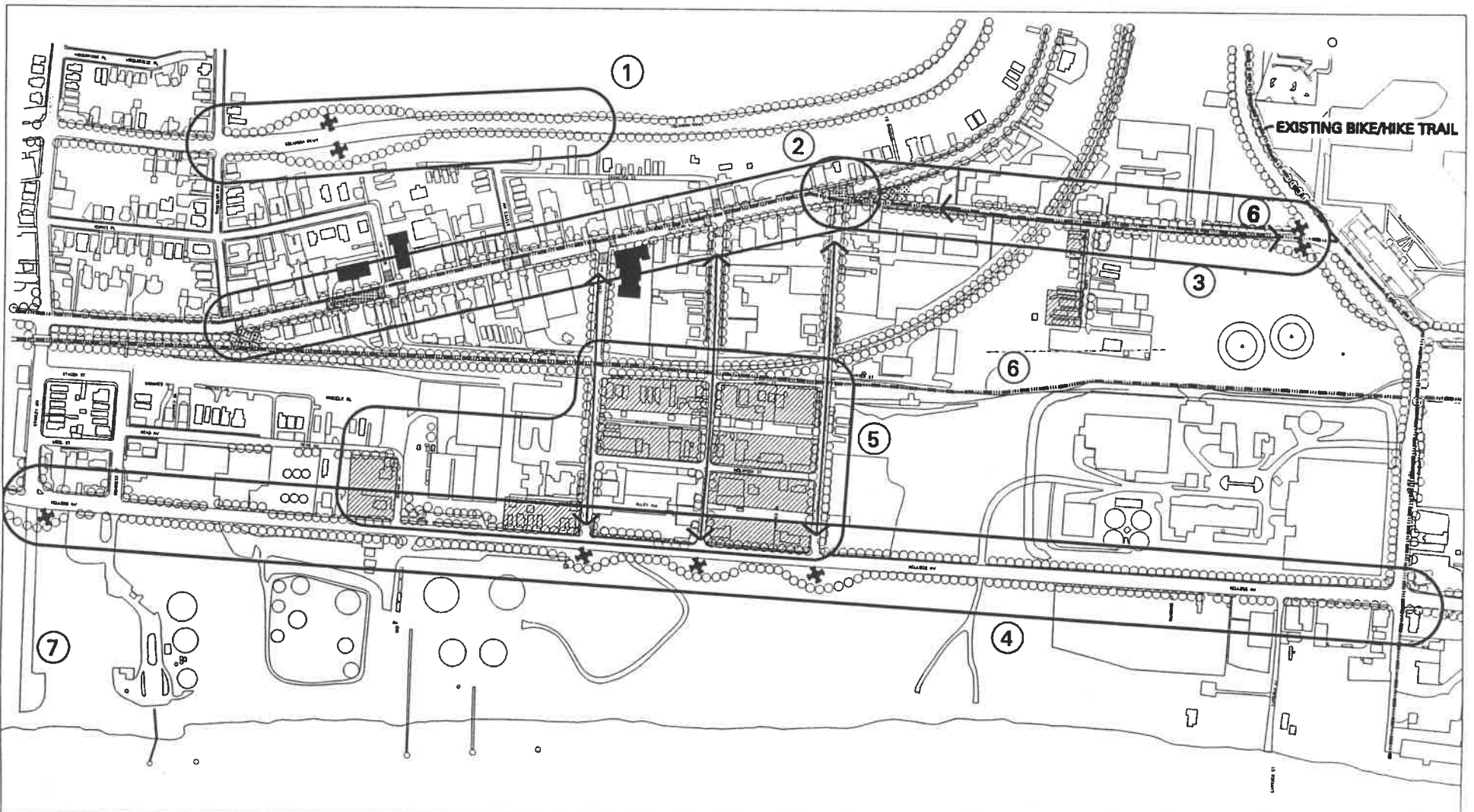
2. Eastern Avenue Streetscape Improvements – This project includes refurbishment and enhancement of the existing streetscape, and extension of the streetscape further south along the street. New lighting is included to improve safety and the overall pedestrian environment. Improvements to pedestrian crossing points are also included.

Integral to this project is the development of focus areas along Eastern Avenue. Small neighborhood parks can be developed at the intersection Carrel, Eastern, and Airport Road, and opposite the intersection of Tusculum and Eastern Avenue. Special improvements should be planned for the area at 3738 Eastern Avenue (the Carnegie Center) to emphasize the community's "center".

3. Airport Road Improvements – Airport Road suffers sorely from lack of adequate right-of-way and the overall street condition. Proposed improvements include reconstruction of the roadway and sidewalks to mitigate the extreme variations in grade, road conditions, landscape improvements to screen businesses, and gateway elements at the Airport Road intersection to promote community identity and attract pedestrians and cyclists from Lunken Playfields, and motorists to the district.
4. Kellogg Avenue Enhancements – Kellogg Avenue handles a variety of traffic – heavy trucks, commuter traffic, and delivery vehicles. The road condition is generally good; however, Kellogg is the address for several heavy industries. This project includes landscaping to screen these industries and promote a positive image to passersby. Gateway elements at the Stanley, Tennyson, McCullough and Carrel intersections are also

proposed to enhance community identity and encourage way-finding to the business district.

5. Development in Flood Impacted Areas – The areas west of the Oasis rail line are prone to seasonal flooding. Redevelopment of these areas are contingent upon protecting this development. The planning process investigated three options: construction of a flood wall, new development on engineered earth fill to elevate construction above flood levels, and development constructed utilizing flood-proof construction. Further detailed study is necessary to fully evaluate these options and their economic cost/benefit relationships. Integral to these redevelopment options are proposals to improve Tennyson, McCullough, and Carrel Street. These improvements include roadway improvements, curb, gutter, and storm sewer improvements, sidewalks, and landscaping screening to mitigate the impact of heavy industry.
6. Bike/Hike Trail Alternatives – Several possible routes are available to interconnect the community and adjacent recreational bicycle routes at Lunken Airport and Playfields. These potential routes would also provide interconnection with bicycle routes to downtown and other park uses, forming a larger network of routes. Potential connections would link the community, through the Lunken Trails, to the Little Miami Scenic Trail, a 90-mile trail between Cincinnati and Yellow Springs, Ohio. Utilization of the Oasis Line (provided Airport can be upgraded) as combined bike/rail corridor, or the use of bike lanes on surface streets, or a combination of the two, would create an important linkage between the community and Downtown.  
  
A proposed bike/hike trail connection between Lunken Airport and Columbia Tusculum would cross Wilmer Avenue at the levee, pass along the north side of the Waste Water Treatment Plant, the Carrel Street Terminal to the Oasis Line at Carter Street and Carrel.
7. Stanley Avenue Extension – Extension of Stanley Avenue would provide a connection between the river and the community currently lacking. This project would also improve access to potential recreational development sites along the river and to existing recreational uses west of Kellogg Avenue. This extension would also support expansion of the existing recreational facilities at Rakestraw Fields and provide access to the eastern terminus of the potential Ohio River Trail. Expansion of new recreational facilities should include clearing of the riverbanks to make the river more accessible and consideration of a public river landing.



# Urban Design Plan

## Legend

-  GATEWAY MARKERS
-  SIGNIFICANT PUBLIC BUILDINGS
-  BUSINESS DEVELOPMENT ZONES
-  PROPOSED BIKE/HIKE TRAIL
-  LANDSCAPE SCREENING
-  RIGHT OF WAY IMPROVEMENTS



- 1** COLUMBIA PARKWAY GATEWAY IMPROV.
- 2** EASTERN AVENUE STREETScape IMPROV.
- 3** AIRPORT ROAD IMPROVEMENTS
- 4** KELLOGG AVENUE ENHANCEMENTS
- 5** FLOOD IMPACTED DEVELOPMENT
- 6** BIKE/HIKE TRAIL
- 7** STANLEY AVENUE EXTENSION



**Eastern Avenue Streetscape Improvements**

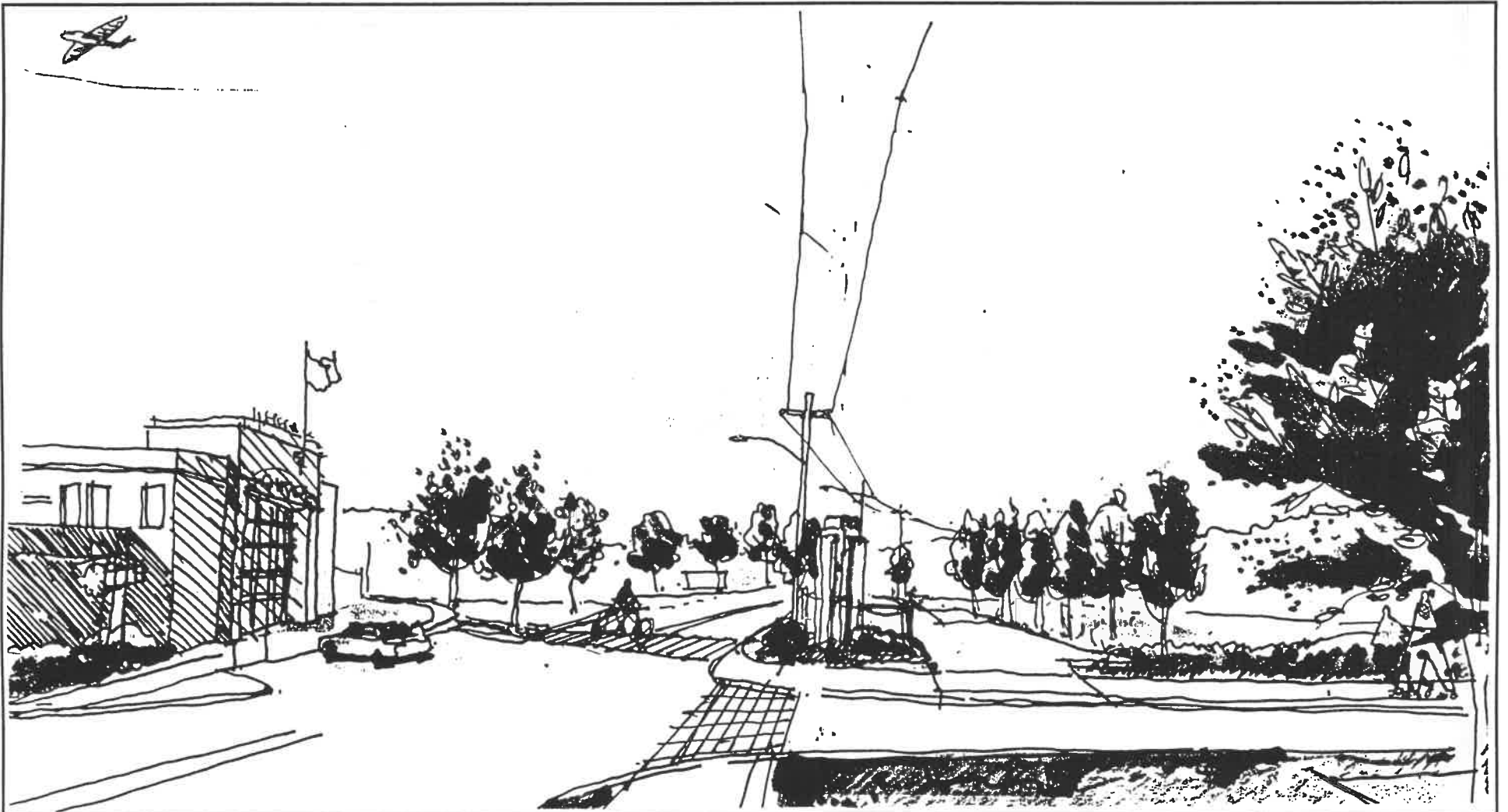
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PHASE 2





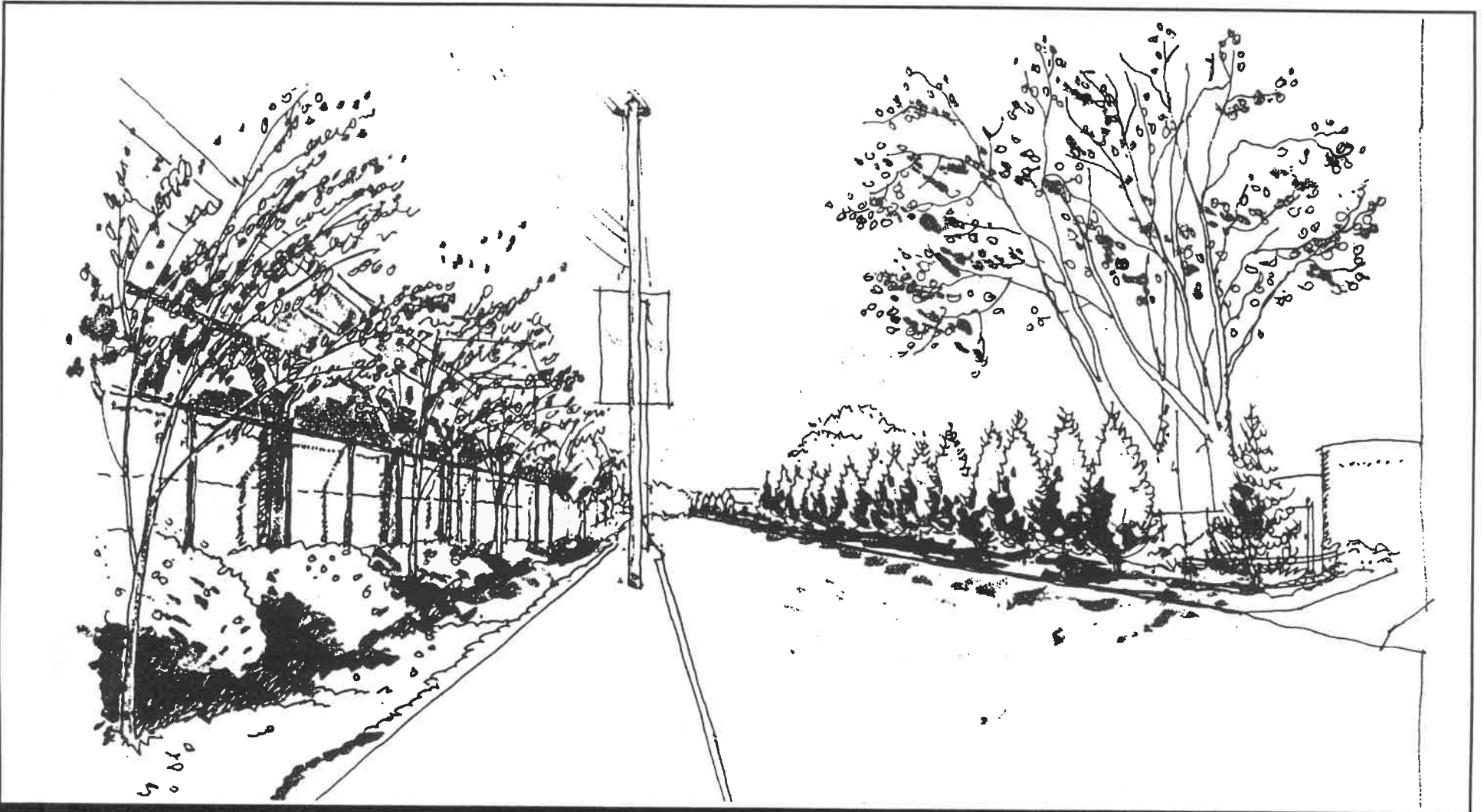
**Airport Road Improvements**

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**Airport Road Gateway Improvements**

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**Kellogg Avenue Enhancements**

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**Flood-Impacted Areas Development**

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Gateway Improvements

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## PROPOSED ZONE CHANGES

It is the goal of the Columbia-Tusculum community council to create a unified business district with compatible zoning for the neighborhood that would foster business revitalization and growth. With the aforementioned in mind, the B-2, Community Business District Use Zone, provides the permitted uses desired by the Columbia-Tusculum Community Council for the area north and west of the rail road right-of-way.

### **B-3 to B-2**

Retail Wholesale Business District Use to Community Business District Use

This a relativity large meandering area generally encompassing Eastern Avenue, east of Tennyson Street, south of Feemster Street and Columbia Parkway and west of the railroad right-of-way. This area includes the Health Center, McKinley School and the East End Cafe properties.

### **B-4 to B-2**

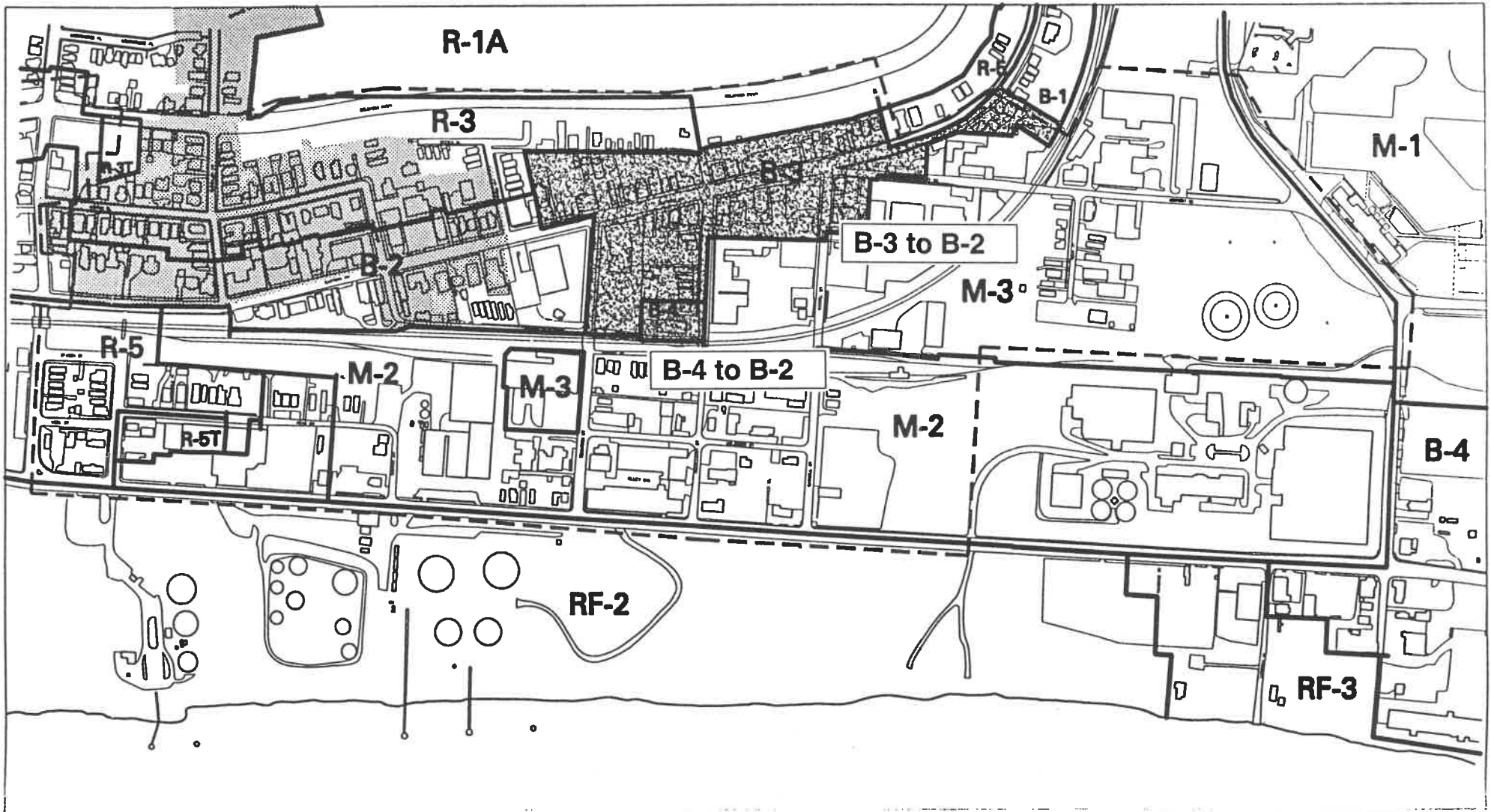
General Business District Use to Community Business District Use

This is a small area that includes a single land use at 233 McCullough Street, a commercial warehouse according to the Hamilton County Auditor's records. This zone is located west of McCullough Street, north of the railroad right-of-way and east of McKinley School.

In the course of developing this plan, the Community discussed extension of the existing Environmental Quality District Guidelines (EQ-UD-11) implemented following Phase I of the Planning process.

The Community may wish to extend these guidelines in the future when there is a greater impetus toward new development.

Note: The acceptance and adoption of a Plan by the City Planning Commission and City Council does not unilaterally accept and adopt the proposed zone changes. All proposed zone changes must be applied for independently by the property owners or requested by neighborhood as a priority request. All zone changes must be evaluated separately from the plan.




**Recommended Zoning Changes**

**Legend**

--- URBAN DESIGN PLAN BOUNDARY

[Shaded Box] HISTORIC DISTRICT



- Zoning Legend**
- R-1A Single-Family Large Lot District
  - R-1 Single-Family Low-Density District
  - R-3 Two-Family District
  - R-3T Two-Family Transitional District
  - R-4 Multi-Family Low-Density District
  - R-5 Multi-Family Medium-Density District
  - R-5T Multi-Family Medium-Density Transitional
  - B-2 Community Business District
  - B-3 Retail-Wholesale Business District
  - B-4 General Business District



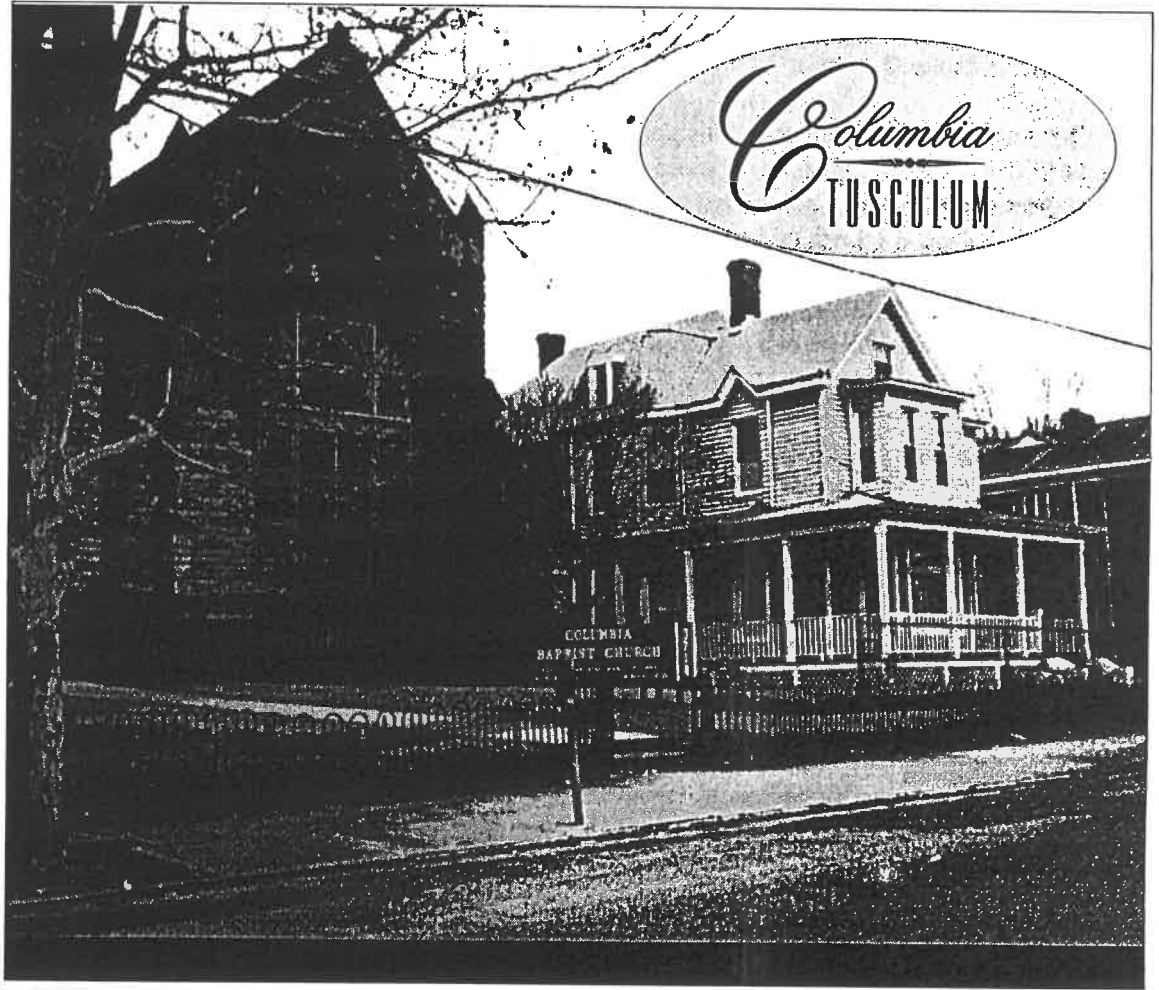
Scale: 1" = 500'-0"

- M-1 Neighborhood Manufacturing District
- M-2 Intermediate Manufacturing District
- M-3 Heavy Manufacturing District
- RF-2 Riverfront Commercial (enclosed) District
- RF-3 Riverfront Heavy Industrial District

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# URBAN RENEWAL PLAN

## URBAN RENEWAL PLAN

Within the boundaries of the Focus Area is a subarea hereby designated the Columbia Tusculum Phase II Urban Renewal Area in accordance with Chapter 725 of the Cincinnati Municipal Code ("Chapter 725"). The Urban Renewal Area is depicted on page 7.

Under Chapter 725, it was found that "blighted and deteriorated areas" exist within the City and that the existence of those areas "contributes to the spread of disease and crime ..., constitutes an economic and social liability; and impairs ... the sound growth of the community." It was also found that this blight and deterioration could not be controlled by private enterprise alone. In order to remedy this situation, Chapter 725 authorizes the City to expend funds to eliminate blight and deterioration and toward this end to acquire private property.

In order to expend funds for urban renewal, the City must first prepare an urban renewal plan which defines the area which is blighted or deteriorating, states the reasons for defining the areas as blighted or deteriorating, and recommends a certain course of action to redevelop or rehabilitate the area. When City Council approves the plan, thereby declaring the subject area to be an "Urban Renewal Area," the City administration is formally authorized to carry out the activities recommended in the plan.

Under Chapter 725, an Urban Renewal Area is an area defined in an Urban Renewal Plan approved by City Council pursuant to the chapter, which area constitutes a "blighted area" or "deteriorating area." "Blighted area" is defined in Section 725-1-B of Chapter 725; "deteriorating area" is defined in Section 725-1-D.

The City has analyzed conditions in the Columbia Tusculum Phase II Urban Renewal Area. Those conditions are reported in the Blight Study Summary on pages 38 and 39. That report establishes that the Columbia Tusculum Phase II Urban Renewal Area is a blighted area as defined in Chapter 725. The City of Cincinnati therefore declares through the adoption of this plan by City Council that the Columbia Tusculum Phase II Urban Renewal Area is a blighted area, and an Urban Renewal Area under Chapter 725.

Through the adoption of this Urban Renewal Plan by City Council, the City Manager is authorized to carry out the redevelopment or rehabilitation of the area in accordance with the plan, and to acquire any property reasonably necessary to carry out the plan.

Further, the City of Cincinnati determines through the adoption of this plan by City Council that:

- a) No relocation of families is contemplated by the Plan. If such relocation were required, there is a feasible method for the temporary relocation of any families displaced from the urban renewal area and there are or are being provided in the area or in other areas (not less desirable in regard to public utilities and public and commercial facilities) at rents and prices within the financial means of the families displaced from the area decent, safe and sanitary dwellings equal in number to the number of and available to such displaced families, and reasonably accessible to their places of employment. The City's relocation benefits for residents or businesses are set forth in Cincinnati Municipal Code Chapter 740.
- b) The urban renewal plan will afford maximum opportunity consistent with the sound needs of the locality as a whole for the redevelopment or rehabilitation of the area by private enterprise.
- c) The urban renewal plan conforms to the master plan for the overall development of the city.

Redevelopment of property in the Urban Renewal Area sold or leased by the City shall be required by disposition contract to be in conformance with the development policies, recommendations, and guidelines of the Urban Renewal Plan.

# COLUMBIA TUSCULUM PHASE II REDEVELOPMENT AREA

## Documentation of a Blight or Deterioration

The purpose of this study is to determine if the Columbia Tusculum Phase II Redevelopment Area qualifies as a blighted or deteriorating area as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

### I. Boundary Description

The findings of this eligibility study are based on surveys and analysis of the parcels and structures contained in the study area. The boundaries are depicted on the map and as described as follows:

Situate, in the City of Cincinnati, Hamilton County, State of Ohio, and being more particularly described as follows:

Beginning at a point of intersection with centerlines of Eastern Avenue and Tusculum Avenue; said point being on existing M-2 and B-2 zone dividing line; thence northeastwardly along centerline of Tusculum Avenue to a point of intersection with existing R-3 and B-2 zone dividing line; thence generally in a southeastwardly direction along said zone dividing line to centerline of Donham Avenue; thence southwestwardly with said centerline and zone dividing line to point of angle in said R-3 and B-2 zone dividing line; thence generally in a southeastwardly direction along said zone dividing line to point in common with the R-3, B-2, and B-3 zone districts; thence northeastwardly along the R-3 and B-3 zone dividing line to point of intersection with centerline of Feemster Street; thence southeastwardly along said centerline and zone dividing line to intersection with centerline of McCullough Street; thence northeastwardly along said centerline and R-3 and B-3 zone dividing line to point in common with the R-1A, R-3, and B-3 zone districts; thence southeastwardly along

the R-1A and B-3 zone dividing line to the point in common with the R-1A, R-5, and B-3 zone districts, said point also being the centerline of Deering Street and the R-5 and B-3 zone dividing line; thence southwestwardly along said centerline to intersection with centerline of Eastern Avenue; thence southeastwardly along said centerline and zone dividing line to point in common with the R-5, B-1, and B-3 zone districts; thence southeastwardly along the B-1 and B-3 zone dividing line to the point in common with the B-1, B-3, and M-3 zone districts; thence southwestwardly along the B-3 and M-3 zone dividing line to the point of angle in said line; thence generally northwestwardly and southwestwardly along said zone dividing line to the intersection with centerline of Airport Road; thence northwestwardly along said centerline and zone dividing line to the point of angle in said B-3 and M-3 zone dividing line; thence southwestwardly and northwestwardly along said zone dividing line to the intersection with McCullough Street; thence southwestwardly along said centerline and said B-3 and M-3 zone dividing line to the point in common with the B-3, B-4, and M-3 zone districts; thence southwestwardly to said centerline and the B-4 and M-3 dividing line, to the point in common with the B-3, B-4, and M-3 zone districts; thence northwestwardly along the B-4 and M-2 zone dividing line to the point in common with the B-3, B-4, and M-2 zone districts; thence northwestwardly along the B-3 and M-2 zone dividing line to the point in common with the B-2, B-3, and M-2 zone districts; thence northwestwardly along B-2 and M-2 zone dividing line to the point of intersection with the southwestwardly extension of Tusculum Avenue centerline; thence northeastwardly along said centerline and zone dividing line to place of beginning.

### II. Conditions of Study Area

- A. As a whole, eighty (80) of the ninety (90) structures/vacant parcels in the study area, equally eighty-nine (89) percent, fulfilled the criteria identified in

the Cincinnati Municipal Code Section 725-1-b-(a), Blighted Area. All blocks within the study area show the presence of the following blighting factors:

1. Age

Eighty-five (85) percent of the buildings in the study area are forty (40) years of age or greater.

2. Obsolescence

Functional or economic obsolescence occurs in none or (0) percent of the buildings in the area.

3. Dilapidation

Eight (8) percent of the structures in the study area were found to have dilapidation.

4. Deterioration

Seventy-eight (78) percent of the structures/vacant parcels in the study area exhibited deterioration.

5. Abandonment/Excessive Vacancies

Abandonment/excessive vacancies were found to be present in twenty-two (22) percent of the structures/vacant parcels in the area.

6. Periodic Flooding

Eighteen (18) percent of the structures/vacant parcels in the area are subject to periodic flooding or located in a designated flood hazard.

7. Faulty Lot Layout/Overcrowding/Inadequate Loading or Parking

This factor was found in fifty-three (53) percent of the structures/vacant parcels in the area.

8. Deleterious or Incompatible Land Use/Inadequate Site Conditions/Environmentally Hazardous Conditions

This factor was found to be present in thirty-seven (37) percent of the structures/vacant parcels in the study area.

9. Inadequate Public Facilities or Right-of-Way

This factor was found in twenty-seven (27) percent of the structures/vacant parcels in the study area.

10. Diversity of Ownership

Diversity of Ownership was not a factor, it included zero (0) percent of the structures/vacant parcels in the study area.

11. Illegal Use/Code Violation

These factors were found in forty-two (42)

percent of the structures/vacant parcels in the study area.

12. **Unsuitable Soil Conditions**

One (1) percent of the structures/vacant parcels exhibited this factor.

13. **Unused Railroads or Service Stations, Landfills/Junkyards**

These factors were not found in any of the structures/vacant parcels in the area.

14. **Other factors inhibiting sound private development**

Four (4) percent of the structures/vacant parcels exhibited this factor.

B. Structures and vacant parcels meeting the criteria are reasonably distributed throughout the area. At least fifty (50) percent of the total number of structures reasonably distributed throughout the area meet the “blighted area” criteria with three or more factors and vacant parcels with two or more factors. (See distribution chart.)

C. Additionally, at least twenty-five (25) percent of the structures, reasonably distributed throughout the area are deteriorated or deteriorating; or the public improvements are in a general state of deterioration. (See factor 4 above.)

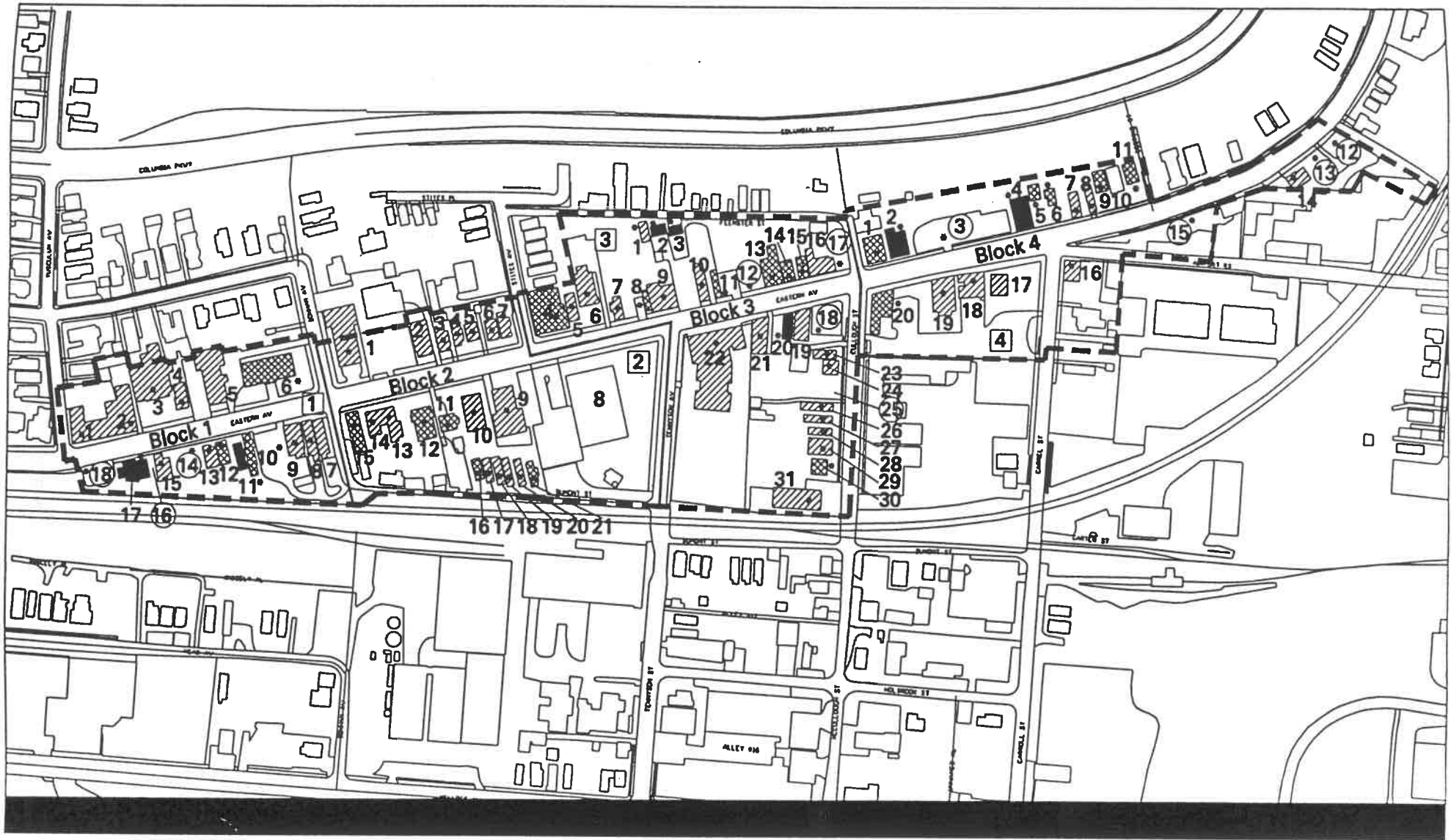
The conclusion drawn from this data is that the number, degree and distribution of blighting factors are documented in this report warrant the designation of the Columbia-Tusculum Redevelopment Area as a “blighted area” as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

**DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK**





Block	Total Units	Blighting Influences - See below														Blighted Units	%
		1	2	3	4	5	6	7	8	9	10	11	12	13	14		
1	18	15	0	2	13	6	0	8	9	0	0	6	0	0	0	15	83
2	21	20	0	0	20	0	11	10	8	8	0	8	0	0	0	18	86
3	31	27	0	3	24	7	5	18	17	15	0	14	0	0	2	29	93
4	20	15	0	2	13	7	0	12	16	1	0	10	1	0	2	18	90
<b>Total</b>	<b>90</b>	<b>77</b>	<b>0</b>	<b>7</b>	<b>70</b>	<b>20</b>	<b>16</b>	<b>48</b>	<b>33</b>	<b>24</b>	<b>0</b>	<b>38</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>80</b>	
<b>Percentages %</b>		<b>85</b>	<b>0</b>	<b>8</b>	<b>78</b>	<b>22</b>	<b>18</b>	<b>53</b>	<b>37</b>	<b>27</b>	<b>0</b>	<b>42</b>	<b>1</b>	<b>0</b>	<b>4</b>		

**Blighting Influences**






(1) Age (2) Obsolescence (3) Dilapidation (4) Deterioration (5) Abandonment/Excessive Vacancies (6) Periodic Flooding  
 (7) Faculty Lot Layout/Overcrowding/Inadequate Loading/Parking (8) Deleterious/Incompatible Land Use/Site Conditions  
 (9) Inadequate Public Facilities/ROW (10) Diversity of Ownership (11) Illegal Use/Code Violation (12) Unsuitable Soil Conditions  
 (13) Unused Railyards or Service Stations - Landfill/Junkyard (14) Other Factors Inhibiting Sound Private Development



**Legend**

-  Urban Renewal Boundary
-  Block Area
-  Parcel Number
-  Building Number

**Structural Condition**

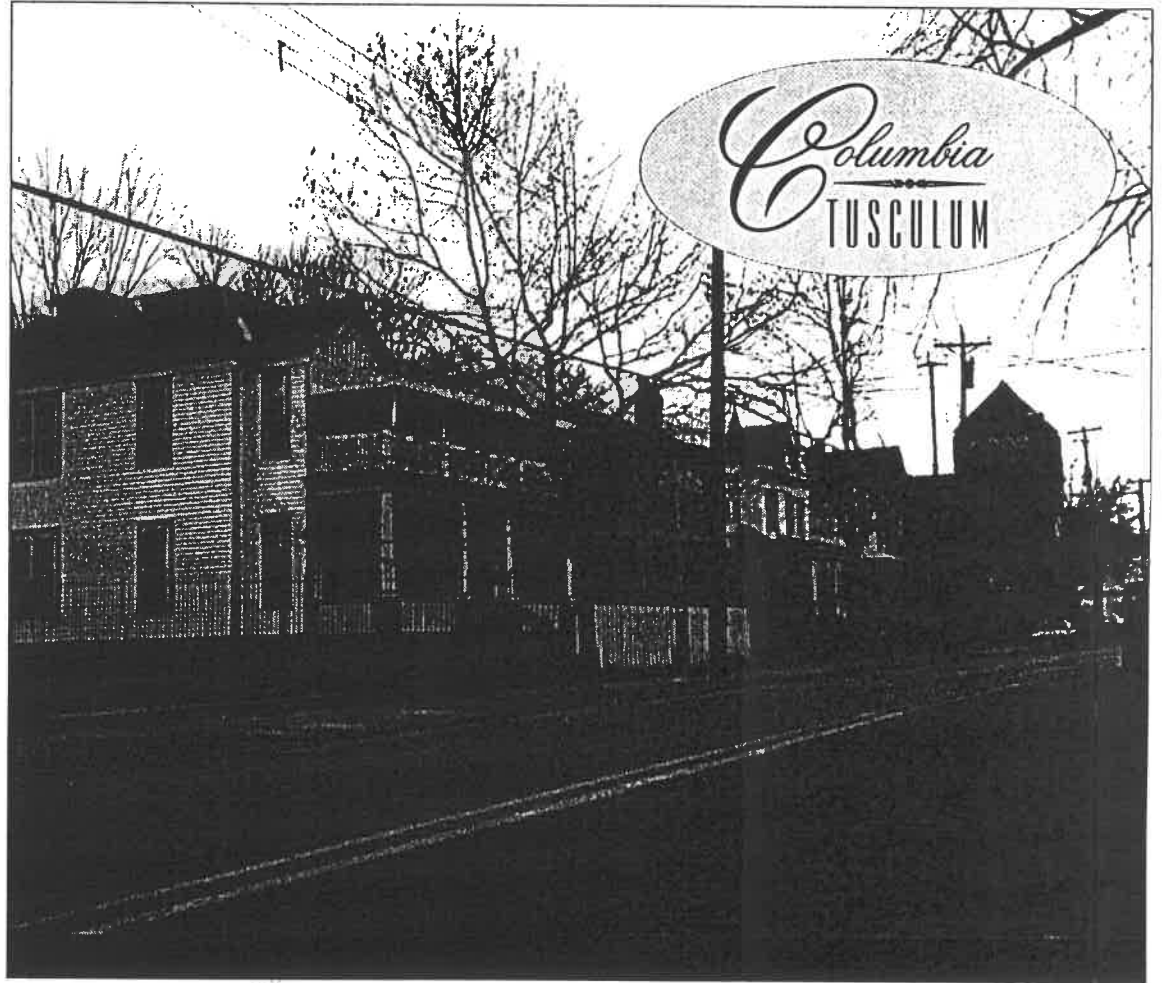
-  Sound
-  Minor
-  Major
-  Critical
-  Structure or Parcel Contributing to Blight



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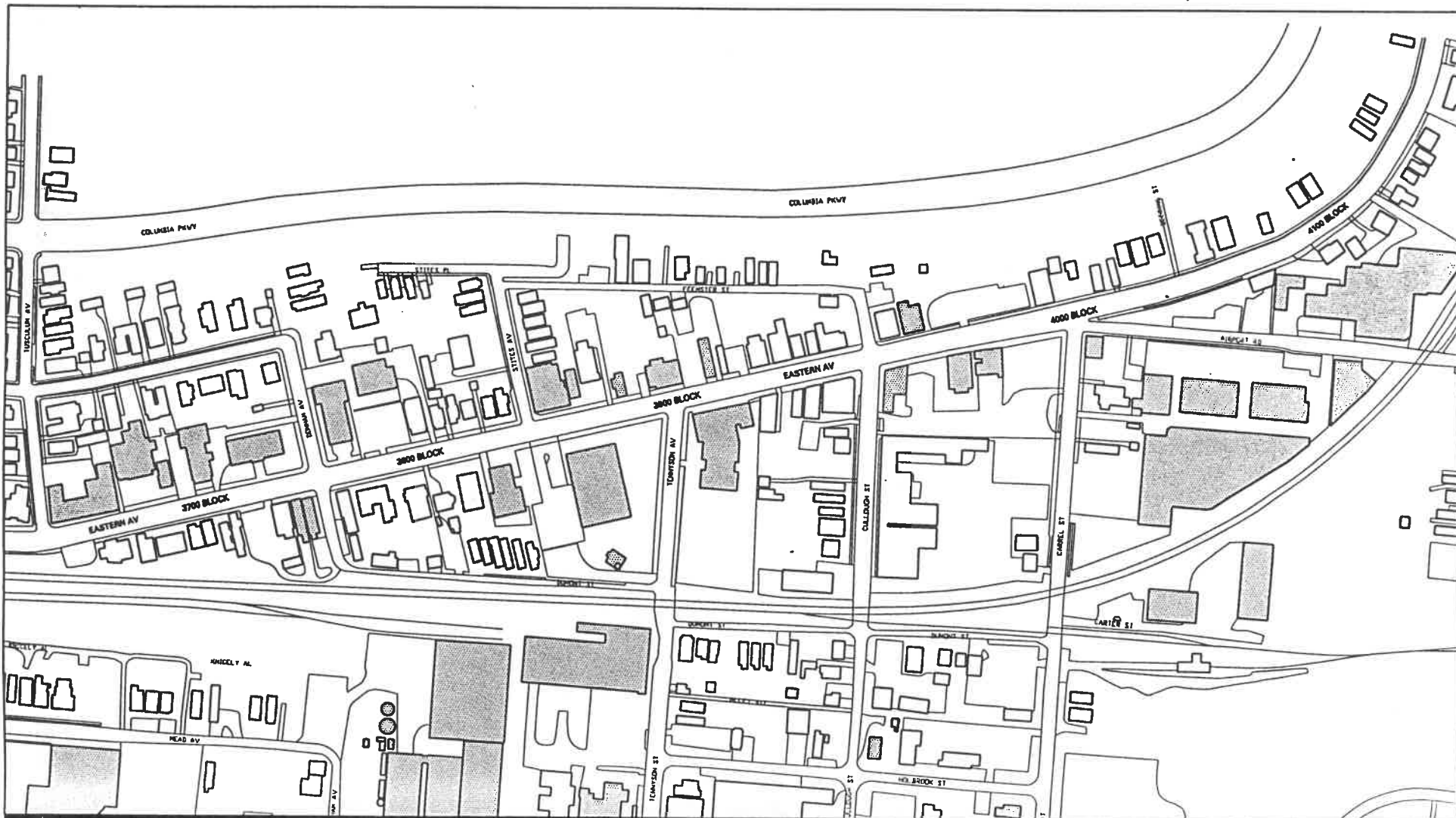






# APPENDIX





**Eastern Avenue Business Corridor**

**3700 BLOCK**

- 3700 Eastern Avenue- Mt. Washington Church
- 3710 Eastern Avenue- A1 Food Store
- 3718 Eastern Avenue- Columbia Baptist Church
- 3734 Eastern Avenue- Gilligan Barrere Funeral Home
- 3751 Eastern Avenue- American Legion
- 3749 Eastern Avenue- Tarvin Heating and Plumbing
- 3755 Eastern Avenue- Eastern Hardware and Plumbing

**3800 BLOCK**

- 3804 Eastern Avenue- St. Stephens Church
- 3806 Eastern Avenue- Talbert House Outreach
- 3806 Eastern Avenue- Seven Hills Neighborhood House
- 3808 Eastern Avenue- Citizens Committee on Youth
- 3833 Eastern Avenue- Zorn Engineering

**3900 BLOCK**

- 3900 Eastern Avenue- Delta Columbia Church
- 3905 Eastern Avenue- McKinley School
- 3914 Eastern Avenue- Jessie Beauty Shop
- 3923 Eastern Avenue- US Post Office
- 3928 Eastern Avenue- Marfay Auto Parts
- 3938 Eastern Avenue- Revival Church of God

**4000 BLOCK**

- 4003 Eastern Avenue- East End Cafe
- 4006 Eastern Avenue- D & S Electric
- 4015 Eastern Avenue- East End Adult Education Center
- 4021 Eastern Avenue- Blue Chip Heating & Cooling
- 4023 Eastern Avenue- Ray's Barber Shop

**4100 BLOCK**

- 4139 Eastern Avenue- Airport Pony Keg



Not To Scale





**Proposed Lunken Bike/Hike Trail Extension**

**Legend**

 PROPOSED BIKE/HIKE TRAIL



NOT TO SCALE



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**COMMERCIAL MARKET ANALYSIS  
OF  
RETAIL AND COMMERCIAL DEVELOPMENT POTENTIAL  
FOR THE  
CINCINNATI NEIGHBORHOOD  
OF  
COLUMBIA TUSCULUM**

**Prepared for:**

**Columbia Tusculum Economic Development Corporation**

**May 1994**



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*Project Market Decisions — Turning Market Data Into Management Decisions*

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## EXECUTIVE SUMMARY

- Assessment of existing mix of neighborhood businesses, prevailing business climate, and level of competitiveness; and,
- Market demand analysis using PMD's proprietary model and identification of specific business types that are attraction opportunities, expansions, and oversupplied in the market area.

A working session was also conducted with the CTEDC and neighborhood property owners, local merchants and businesses, representatives from City of Cincinnati departments and other organizations, for the purpose of identifying appropriate strategies to guide future business development activities.

### Background

Previous studies and field observations document the poor to mediocre environment in which Columbia Tusculum neighborhood businesses must operate. Neglected buildings and vacant lots, heavy volumes and awkward flows of traffic, and the loss of retail and commercial establishments have served to fragment what could be considered a neighborhood business district.

Despite these less than ideal conditions, many businesses in Columbia Tusculum continue to thrive and plan for future improvements and expansions. Those establishments that do well have capitalized upon the areas market generators: location and vehicular traffic; nearby recreational facilities; and airport employment base. Some businesses have become market generators themselves such as the areas well known restaurants. These businesses however, tend to function as one-stop destinations for their customers, who have neither the reason or inclination to shop elsewhere in Columbia Tusculum business areas.

### Market Area Demographics

Existing Columbia Tusculum businesses draw from a wide area covering most of the eastern Cincinnati neighborhoods and Hamilton County communities. It is expected that new businesses could potentially draw from the same area and therefore constitute the market area for Columbia Tusculum.

Growth in Columbia Tusculum's market area population and number of households has and is expected to continue to outpace increases for the Hamilton County. Changes in the number and size of households is most dramatic indicating the presence of smaller households and formation of more such households in the next five years.

### Introduction

The Columbia Tusculum Economic Development Corporation (CTEDC) wishes to determine if market potential exists for future business development in the Columbia Tusculum neighborhood. To assist the CTEDC in making this determination, Project Market Decisions (PMD) was retained to conduct a commercial market analysis of the Columbia Tusculum business area.

The analysis of retail-commercial market potential for Columbia Tusculum included:

- A review of previous studies of the neighborhood pertaining to potential business development;
- Definition of a realistic market area for customers;
- Evaluation of demographic trends in the market area;
- Identification of assets, liabilities, and market generators;
- Examination of the lifestyle cluster mix of the market area consumers;
- Documentation of consumer preferences for over 200 products-services;

Columbia Tusculum market area demographics indicate above average household incomes that are expected to continue to grow faster than the County as a whole. In fact, aggregate income, a general measure of potential buying power, shows the market area comprising 22 percent of the County's nearly 16 million aggregate income figure, while comprising only 14 percent of the County's population.

#### Market Area Business Districts and Centers

The development of a Columbia Tusculum business district(s) will take place in what can be characterized as a very competitive local market. With the exception of area malls which have more of a regional draw, the business districts and shopping areas in the market area serve primarily their immediate neighborhood(s).

Given the existing competitive situation, business development in Columbia Tusculum will require a market niche(s) be established that exploit the assets associated with the neighborhood's business areas. This will mean the development of a cohesive core business district comparable to other market area NBD's.

#### Identification of Assets and Liabilities

Columbia Tusculum's strongest asset is the ability to exploit the flow of potential customers, originating primarily from the eastern suburbs via traffic that moves through the neighborhood. Successful Columbia Tusculum establishments already capitalize on this unique advantage and express their ongoing commitment by reinvesting in their businesses.

The existing traffic pattern can not be realized as an asset until the flow is managed in a way that permits potential customers to stop and shop. This is unlikely to occur without the creation of a critical mass of retail and commercial establishments.

#### Market Area Consumer Cluster Composition

Three principle observations are drawn about the Cluster composition of the market area:

1. Suburban midscale cluster Young Suburbia predominates among market area households and is the second largest cluster in Hamilton County.

Young Suburbia comprises 18.8 percent of market area households and 9.2 percent of Hamilton County's households. The 8,858 Young Suburbia households also account for 27.8 percent of all the County's 31,852 households in this cluster.

2. Other mid- and upscale Suburban households such as Pools & Patios, Furs & Station Wagons, and Young Influentials comprise a large proportion of market area households and to a greater degree than the County.

These households make up 32.9 percent of the market area and only 13.4 percent of the County's households. They are white collar, mobile, financially secure, and exhibit strong consumer spending patterns.

3. Family-type households predominate in only two of the top eight clusters. White collar households are found to dominate in seven of these clusters.

Couples and couples with few children characterize Pools & Patios, Gray Power, and Levittown clusters households. Singles are also found in significant numbers in Young Influentials, New Beginnings, and Downtown Dede-style clusters. White collar headed households are found in all but the Downtown Dede-style cluster.

Cluster Groups for the Columbia Tusculum market area and Hamilton County are:

Cluster Group	Market Area	Hamilton County
S2 (Suburban-up/midscale)	21.66%	8.27%
S1 (Suburban-upscale)	18.18%	7.46%
S3 (Suburban-midscale)	18.16%	19.13%
S4 (Suburban-downscale)	12.84%	11.08%
U3 (Urban-downscale)	10.41%	21.12%
U1 (Urban-upscale)	9.57%	11.49%
Others	9.18%	21.45%

Market area households are not homogeneous as evidenced by the presence 21 of the 40 lifestyle clusters. Roughly two-thirds of these households, however can be characterized as upscale or mid- to upscale cluster types. The remaining third of market area households represent midscale to downscale cluster households with moderate income and more prudent buying habits.

Mid- to upscale households in the market area demonstrate strong consumer buying patterns with generally high incomes for discretionary products and services.

#### Market Area Consumer Product-Service Preferences

This analysis of preferred products and services is presented for two groupings of market area households: the Mid-/Upscale cluster group for those areas with a concentration of households in the Young Suburbia, Pools & Patios, Furs & Station Wagons, and Young

Influentials clusters; and, Midscale-Downscale cluster group for those areas with a concentration of households in the New Beginnings, Downtown Dixie-Style, Gray Power, and Levittown U.S.A. The purpose of presenting the market area in this way is to differentiate between the buying propensities of the two identified cluster groups.

Examination of the Columbia Tusculum consumer profile and Product-Service Preference Index for cluster grouping households reveal lifestyle and product preferences above average for most items. The market area shoppers suggest an approximate price line distribution as follows:

	Mid-/Upscale	Mid-/Downscale
Better-priced Goods	60%	10%
Moderate-priced Goods	30%	40%
Budget-priced Goods	10%	50%

These price line orientations and preference/inclination rankings are important indicators in the overall assessment of retail potential.

#### Commercial Market Potential

An analysis of the Upscale MPI for the Columbia Tusculum business area reveals a number of establishment types which would be appropriate for the business area. These types are described below.

- Grocery Store - gourmet specialty lines
- Drug Store
- Retail Bakery
- Record and Prerecorded Tape Stores - tapes, compact disks and video tapes
- Miscellaneous Apparel and Accessory Stores - specialty clothing lines (bathing suits, shirts, uniforms, etc.)
- Drinking Establishments - bars, cafes, coffee houses
- Used and Rare Books
- Camera and Photographic Supplies - camera accessories, film and film developing

- Candy, Nut and Confectionery Stores - gourmet candy, nuts, and flavored popcorn
- Miscellaneous Apparel and Accessory Stores - specialty clothing lines (bathing suits, shirts, uniforms, etc.)
- Dairy Products Stores - milk, eggs, bread, ice cream, selected grocery items
- Shoe Store
- Miscellaneous Retail - art dealers, artists supplies, coin shop, stamp shop

An analysis of the Mid-/downscale MPI for the Columbia Tusculum business area reveals a number of establishment types which would be appropriate for the business area. These types are described below.

- Grocery Store
- Drug Store
- Retail Bakery
- Record and Prerecorded Tape Stores - tapes, compact disks and video tapes
- Miscellaneous Apparel and Accessory Stores - specialty clothing lines (bathing suits, shirts, uniforms, etc.)
- Drinking Establishments - bars, cafes, coffee houses
- Paint, Glass and Wallpaper Store
- Hardware Store
- Furniture Store

#### The Columbia Parkway Design Plan

At the current time, the Columbia Parkway business area is a conduit for vehicular traffic that moves between the eastern and northeastern suburbs and downtown Cincinnati. If the business areas are to develop and grow beyond the current level of activity, improvements will be needed to better direct traffic through the neighborhood. The City's preliminary design plan introduces concepts which include off-street parking, improved traffic flow and management, and an opportunity to focus retail development within the



neighborhood. These traffic-related elements must be addressed and resolved to maximize development and redevelopment opportunities.

#### Commuter/Light Rail Stop Adjacent to Business Area

Historical experience shows that high density residential space often develops near and adjacent to stops like the one discussed for Columbia Tusculum. The introduction of new high density housing adjacent to neighborhood business areas could have a positive impact on the area by increasing the resident (potential consumer) population base. The introduction of additional consumer households would strengthen and support business development in the area over the long run.

#### Development and/or Expansion at Lunken Airport

The undeveloped business potential from the airport is in providing services and goods to the operations staff and flight crews which often times are delayed at the airport waiting for their business passengers to return from their meetings. These flight crews are looking for eating establishments, recreation activities as well as occasional over night accommodations.

While this activity would likely support local businesses, it would not by itself justify or support significant new development.

#### Findings, Recommendations, and Strategies

Presented below are the key findings and recommendations concerning future business development in Columbia Tusculum. These recommendations are based upon PMD's field observations, insights gained from interviews, documentation of demographic trends, assessment of the competitive situation, and analysis of consumer lifestyles, preferences, and market potential indices.

Also presented are proposed implementation strategies for encouraging retail and commercial development and related support activities in Columbia Tusculum. These strategies represent responses from over 30 attendees of a CTEDC working session that included area residents, neighborhood businesses and property owners, community council, and city staff.

#### Key Findings

- The market potential analysis indicates development potential exists in the market area for a variety of retail and commercial establishments.

- Full market development potential is unlikely to be realized unless existing conditions are addressed and corrected, such as disruptive traffic patterns, blighted properties, nuisance crime and attendant perceptions, and the absence of a cohesive or critical mass of establishments.
- Market area households are very heterogeneous and exhibit significantly different consumer lifestyles and purchasing preferences.
- A wide variety of shopping opportunities are available in the market area that represent a highly competitive marketplace.
- The commitment of Columbia Tusculum business owners to that area is demonstrated by continued investment that has created meaningful positive momentum.
- The consumer needs of Columbia Tusculum residents and employees are not currently being adequately met by existing businesses.

#### Recommendations

In addressing the above findings, PMD proposes the following:

- Efforts to alter the existing traffic pattern should be undertaken without delay, as these changes will undoubtedly require a considerable amount of time. A more conducive traffic pattern would allow slower and more deliberate movement of vehicular traffic in and through the Columbia Parkway business area.
- There is an immediate need to improve and upgrade the appearance of Columbia Tusculum business areas and, in so doing, begin to temper negative perceptions and create a sense of "good things" happening in the neighborhood.
- The focal point for future development should initially be directed at attracting new businesses to the Columbia Parkway business area. Here existing businesses have proven they are capable of drawing from the entire market area - a pre-requisite for new businesses if they wish to be successful in the neighborhood.
- New retail and commercial establishments to be attracted to the Columbia Parkway business area should offer products and services that appeal to upscale urban consumer tastes and preferences. This will help establish a particular niche of stores and shops most likely to lure the Young Influentials, Pools & Patios, and Furs & Station Wagons households. These

"non-family" householders can be expected to have fewer reservations about venturing into a newly established urban business district.

- The historic character of the neighborhood, nearness to the Ohio River, and convenient location should be emphasized in promoting a new Columbia Tusculum business district.

#### Implementation Strategies

The recommendations above were used to help focus discussion of possible implementation strategies at a public meeting held in Columbia Tusculum. The meeting was attended by Columbia Tusculum property owners, businesses, residents, and members of the CTEDC, community council, and City of Cincinnati Neighborhood Housing and Conservation. Implementation strategies were developed based upon input received from participants and grouped by functional categories. These strategies are presented in detail in the report.

The following outlines the policies associated with strategies for each of the functional categories which include: organization, safety, cleanliness, design and infrastructure, marketing-promotion, and business recruitment and retention.

- **Organization policy :** The Columbia Tusculum Business should recruit an individual or organization to act as their staff and as manager of the business district. The CTEDC is identified as initiating the recruitment process and securing funding sources.
- **Safety policy :** The Columbia Tusculum Business district shall be developed into a safe place to shop, work, and live. Strategies for accomplishing this objective include developing a block watch and increasing police presence.
- **Cleanliness policy :** Improve the physical and visual image of the Columbia Tusculum business district including street right of way, sidewalks, vacant lots and vacant buildings. An annual business district clean-up day and stricter regulatory enforcement of building and health codes were proposed strategies.
- **Design and Infrastructure policy :** Overall attractiveness of the business district should be improved through the establishment of a focal point for the district and the establishment of a consistent architectural style and theme throughout the district. The traffic environment in the business district should be modified to be more conducive to pedestrian/shopper movement. The development of architectural guidelines, establishment of

an overlay/environmental quality district, creation of community "entry ways", design scheme unifying business areas, and modification of traffic engineering were proposed implementation measures.

- **Marketing/Promotion policy :** The Columbia Tusculum Business District shall be marketed as a safe and convenient place to shop, work and live. Strategies for implementing this policy include developing a district theme and logo, coordinate advertising and promotion of businesses, and use architectural design guidelines themes in promotional efforts.
- **Business Recruitment and Retention policy :** Encourage filling of vacant storefronts and lots with a variety of businesses consistent with the recommendations made in the market analysis. Implementation strategies include initiating the RFP process for privately owned site development and contracting with an agent/organization responsible for business recruitment.



