

EAST PRICE HILL

Neighborhood Business District
Urban Design Plan

Office of Architecture and
Urban Design

Department of Neighborhood Housing
and Conservation

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EAST PRICE HILL

NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN

Prepared For:
Department of Neighborhood Housing and Conservation
City of Cincinnati
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Cincinnati, Ohio 45203

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**EAST PRICE HILL
URBAN DESIGN PLAN**

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EAST PRICE HILL URBAN DESIGN PLAN

INTRODUCTION

The Urban Design Plan is a plan which consists of proposals and guidelines for the commercial retention/enhancement/improvement of the East Price Hill Business District and surrounding residential area.

The overall goal is to economically and physically improve the business district as a support element to the surrounding residential communities.

East Price Hill is a hilltop community on the west rim of the downtown basin. Although it is obviously a neighborhood in itself it depends upon its proximity to downtown, West Price Hill and Lower Price Hill for its survival. The main focus of the business district is Warsaw Avenue between Grand Avenue on the east and Glenway Avenue on the west. The district contains institutions and public facilities such as St. Lawrence Church, St. Lawrence School, Whittier School, Price Hill Community Center, Branch Public Library, Post Office and the District 3 Police Station. Major retail stores include: Kroger, Big and Small Lots, IGA and Huber's Department Store. The rest of the area consists of small neighborhood oriented businesses located in two to four story buildings many times with residential uses above. Warsaw Avenue remains a primary artery connecting Covedale/Western Hills/Green Township with Downtown and therefore contains a variety of convenience businesses serving the automobile customer.

The quality and economic base of the East Price Hill Business District has gradually deteriorated in the last thirty years or so with the advent of the major shopping centers and expressway construction. The business district has taken a more localized character with the shopping centers capturing more regional trade. Small retail shops have failed due to the competition from large regional chains. The surrounding residential neighborhood has deteriorated also with the flight of residents to more suburban locations with regional access and shopping.

Warsaw Avenue, once the major commercial 'hub' of the area with continuous commercial/residential buildings on both sides of the street for at least a mile, now is a shadow of its former self. 'Holes' between buildings exist everywhere where businesses failed and buildings were torn down. The shopping 'center or strip' that was once so compact and continuous now survives with two or three retail focus areas. The quality and character of the district is very poor with blighted residences and businesses, vacant storefronts, etc. Trash and litter is apparent everywhere. There is a definite lack of parking in most areas; certainly visible, safe parking. There are no major department or 'generator' stores with the exception of Kroger and IGA. There are hardly any trees or green space in the area offering no shade from the harsh concrete and paving. There is no apparent 'mall'

or central lingering space. In short, the district does not work at all like it once did and is missing most of the ingredients needed for a successful shopping center; namely:

- major generator stores
- free, visible, close and safe parking
- cohesiveness in terms of compactness and connection of all the retail stores
- A central 'mall' with pedestrian amenities for lingering, shade, activities, etc.
- Design controls for buildings, storefronts, and signs to enable the district to have a distinct image and to work as a 'whole'.
- A successful marketing strategy that enables all the businesses to work together to promote the overall area not just themselves.

This Urban Design Plan establishes proposals and policies for the rejuvenation of the business district. The proposals define both short and long range goals to eliminate the problems of the district. The physical solutions portrayed address issues dealing with parking, the image and upkeep of the public right of ways, the design conformance of private buildings and economic incentives to private business and residential owners. Hopefully, through a partnership of both public and private investment East Price Hill cannot only be upgraded as a major community but go on to reach its ultimate potential commensurate with its rich heritage and character.

GOALS

Overall Goals

1. To encourage and stimulate the economic development and expansion of the East Price Hill NBD market potential for the merchants and residents. To assist existing businesses to remain and expand and to attract new businesses to the district.
2. Promote East Price Hill to residents and visitors.
3. To improve the image of East Price Hill by restoring vacant and blighted properties to attract new residents and day and nighttime businesses.
4. To reinforce the business district and surrounding residential properties as an economically viable area by providing on and off street parking, better service and loading facilities, public improvements to enhance the public right of ways, facade improvements and guidelines, low interest loan assistance to property owners and improved marketing and advertising techniques.

Business Goals

1. To attract a limited number of businesses that provide for basic neighborhood needs such as a restaurant, (full service and fast food) deli, meat market, green grocer, sweet shop, party store, etc.
2. To solve problems of existing businesses to help them remain in the district and possibly expand.
3. To increase the capture ability of East Price Hill merchants in relation to the expendable income levels available in the Cincinnati Market.
4. To alleviate conditions which have a negative impact on the potential of East Price Hill merchants; i.e. parking, litter, clutter and safety.

ECONOMIC ANALYSIS

General Economic Profile

The Trade Area for the East Price Hill Business District can be defined as the area bounded by Delhi Pike and River Road on the south; the Amtrak and Chessie System right-of-way on the east; Queen City Avenue on the north; and Beech Street on the west. In 1980, there were approximately 20,400 persons living in 7,650 households in the East Price Hill Trade Area. The East Price Hill Business District is comprised of approximately 100 establishments and forms a linear corridor with several separate activity nodes that do not necessarily hold together as one definable shopping area. The existing businesses are primarily retail (grocery, convenience, pharmacy, bars, restaurants, hardware, cars, dry goods and specialty shops) and services (financial, laundry, dry cleaning, repair, hair styling, gas station).

East Price Hill businesses have lost a substantial part of their market to competition. For years the dense business corridor thrived on its local market. With the development of the suburbs, many of the long time local customers have left East Price Hill and have been replaced with families who typically patronize shopping centers. The market loss has resulted in failed businesses and vacated buildings. The drop in property values has attracted businesses oriented toward the automobile and Warsaw Avenue's commuter traffic which is becoming increasingly destructive to the pedestrian environment. The destruction of many of the buildings of the once tightly knit business district has left it too sparse and strung out to benefit the enterprises it contains and the market it serves. The district's physical condition has deteriorated as a result of the waning business activity. A recent survey revealed that potential customers are kept away by the district's image, traffic, parking, safety and lack of variety. The deteriorated conditions are inducing an

accelerating negative effect on the pedestrian oriented businesses leaving the automobile oriented businesses as the district's predominant uses.

The elimination of groups of closely spaced buildings containing businesses as well as residences has fragmented the district separate distinct commercial sections or focus areas. The west end of the District identifies closely with St. Lawrence Church, the District's major landmark. Businesses here take their names from the church and take advantage of the impact both visually and physiologically that the Church provides for the area.

The Community Recreation Center, Public Library and Police Station form an anchor and a focus area at the east end of the District. The Library site, along with the Community Park at Warsaw and Woodlawn, provide open, green space in the District. These uses, along with the Santa Maria Center, form a core of civic, community functions at this end of the District.

The center portion of the East Price Hill Business District contains some of the District's long time merchants, such as the Huber Department Store and Scheve Hardware. This section of the District lacks any unifying feature. It is further broken up visually by a number of vacant storefronts and residential buildings.

ECONOMIC PROBLEMS

Socio-Economic

1. The population is continually decreasing resulting in lower aggregate incomes for East Price Hill residents.
2. The median education level is less than high school graduation.
3. The job market for both white and blue collar workers has declined resulting in increased unemployment and decreased buying power.
4. The area's housing stock is aging and pressure exists to subdivide single family units into multiple family units.
5. Crime or the perception of crime in the district prevents people from shopping there.
6. The resident families are younger, more transient and willing to travel several miles to do most of their shopping.

Market

1. East Price Hill is experiencing considerable leakage of retail dollars to the remainder of Cincinnati because of easy transportation, and proximity to other shopping areas

and centers that have much more selection, variety of goods and cheaper prices all found in one place.

2. The fact that the district is broken up into distinct areas means that patrons have to drive and park several times to obtain their shopping needs. Most people would rather drive to one shopping center that fulfills all their needs.
3. The mix of businesses is really weak with no uses that complement each other and contribute to shopping 'continuity'.
4. Many businesses that are out moded and not responding to current market trends and techniques.
5. 'Generator businesses' such as Kroger and IGA are not tied into the uses of the rest of the district.
6. Buildings that have been torn down leave holes in the shopping mall that block continuity.
7. An overall blighted appearance with vacant buildings and storefronts does not attract anyone to shop there.
8. No overall marketing strategy is apparent through the use of common newsletters, sales, promotions, etc.
9. The perception that no visible, safe, and efficient parking is available prohibits people from shopping there.
10. Lack of support for the Business Association prohibits the area businesses from working together to enhance the business climate.
11. Many local property owners fail to recognize the potential positive effects that an improved business environment will have on their quality of life and property values.

Physical

1. The high volume of vehicular traffic through the district is in conflict with the goal of a successful pedestrian shopping environment.
2. The business district is so long and strung out that there is no central shopping focus; this reflects the market years ago when there was no competition from shopping centers, etc.
 - A. Holes where buildings once were interrupt the shopping continuity.
 - B. Patrons literally have to drive from one store to the other instead of walking.
3. There are no highly visible, safe and well maintained parking areas.

4. Many vacant and blighted buildings need to be renovated as well as maintained on a regular basis.
5. The public right of way including street pavement, curbs, sidewalks, street poles, lights, street amenities is in deteriorated condition.
6. Visual clutter from electric and telephone poles, wires, signs, trash and litter contribute to a negative image.

RECOMMENDATIONS

1. The East Price Hill Business Community needs to remain flexible in terms of the changing demand for various types of retail goods and services since the neighborhood is undergoing changes in its population.
2. Retain existing businesses by monitoring their needs and working together to solve their problems.
3. Attract new businesses, recommended in the Economic consultant's Report, namely: a full service restaurant, one or two fast food restaurants, some small scale specialty food establishments such as a deli, meat market, green grocer, sweet shop and party store.
4. Promote collective advertising and promotions by spending approximately one-third of each businesses advertising budget in this manner. Joint merchandising would enable everyone more exposure than they could expect individually.
5. Develop an overall marketing campaign and slogan emphasizing the already strong convenience and service orientation of the District as well as the central location and visibility.
6. Capitalize on the existing special events such as the St. Lawrence Spring and Fall Festival by emphasizing specials associated with these events. Establish new events such as flea markets, hobby and craft shows.
7. Provide outdoor advertising for East Price Hill in existing locations and establish new locations where possible. Establish transit advertising, coupon books, newspaper supplements.
8. Capitalize on the existing market of commuter traffic both morning and night by adding amenities such as parking, streetscapes, etc. to the convenience store areas to make shopping easier and more attractive.
9. Add physical amenities such as streetscapes with street trees close to the road where pedestrian areas exist to slow down high speed traffic.

10. Improve the physical image of the district by streetscapes with trees, lights, sidewalk paving, street furniture, facade improvements to existing buildings, clutter removal such as poles, wires, traffic signs and private business signs.
11. A design review process must be initiated to enforce the guidelines for restoration rehabilitations and signs contained in the plan. An Interim Development Control (IDC) District could be established to help solve this problem. An Environment Quality district (EQD) for the plan area should be established as a permanent solution.
12. Business and residential owners should realize their responsibility in maintaining and managing any new facilities or improvements that are built.

IMPLEMENTATION

General Solution

The extremely long commercial strip along Warsaw Avenue needs to be broken down into separate more distinct sections each with some unique identity and centers of focus. Pedestrian zones with primarily neighborhood business uses should be condensed as much as possible so that everything is within immediate walking distance. Each section should be treated like a small shopping center with one or two major generator stores as anchors and smaller retail establishments between them. The pedestrian zones should be treated like a shopping center mall with wider paved sidewalks, canopies of trees, intimate scaled lighting and street furniture for resting and lingering. Parking lots should be created in visible, safe locations with adequate lighting, landscaping, etc. Existing lots should be improved in the same manner. Building facades should be remodeled to conform to the plan guidelines. Zone changes need to be made to encourage neighborhood business uses in the core with higher density residential zones, surrounding the business areas to provide a ready made market source.

In the sections of Warsaw Avenue where mostly vehicular uses exist, the convenience businesses should be encouraged and expanded to work together. Automotive uses that compliment each other should be encouraged as well. Circulation should be designed to allow ease of access particularly considering the heavy commuter traffic both morning and night. Zones should allow the vehicular uses, and be changed where necessary.

Each district should have a distinct beginning and end. Physical gateways should be established at the edge of each district. These could be major trees, lights, gateposts, etc.

Once implementation is complete, Warsaw Avenue in East Price Hill will no longer be just one long commercial strip. It will be

divided into a series of individual districts each with a somewhat unique character.

Implementation Strategy

In order to stabilize a neighborhood business district and residential neighborhood several components are necessary. Among these are a functional and attractive public right of way, adequate convenient on and off street parking space for business and residents, zoning and economic incentives for property owners, guidelines and recommendations for physical design changes to buildings and facades and a comprehensive advertising and marketing campaign. To achieve this goal, an orderly plan must be created that recognizes the needs of shoppers and residents and promotes the area's convenience and character.

The responsibilities and actions of implementation have been defined by the community planning process.

In some areas private money is recommended as the main resource of funding, in other situations public money would be the major source of money. In other settings a combination of resources would be appropriate. If the area or portion thereof could be blighted then CD money could be used. An outline of the inter-relationship of public and private funding for implementation is described as follows:

1. Streetscape Improvements (Warsaw Avenue) Public and Private Funding: Private Maintenance

Use public capital improvement money to install the streetscape in the form of benches, planters, street trees, sidewalk repair, trash receptacles and clutter removal. The abutting property owners will be responsible for all ongoing maintenance and upkeep costs.

2. Enright/Olive Avenue Parking Lot

This project will be a public/private collaboration to provide forty-seven (47) off-street parking spaces near the St. Lawrence Corner. [Public expenditures will provide a lighted parking lot for seventeen (17) cars which will be used by employees of the surrounding business.] This will be built on a portion of the block currently zoned B-3. A parking lot providing thirty (30) parking spaces for residents of the apartment building between Olive and Enright Avenues will be built on a portion of the block currently zoned R-4. Both of these lots conform to current codes and will require no zoning change.

These parking accommodations will free the most visible on-street and off-street parking spaces for customers attracted by convenient parking and will assure residents, business owners and employees of secure and safe parking availability. Private owners and/or business associations will be responsible for all energy and ongoing maintenance costs.

3. Kroger Entrance Enhancement

This proposal involves the construction of a shelter structure set between Huber's Department Store and Sullivan's Fruit Market. The structure shall be placed fronting Warsaw Avenue aligned with the main entrance to Kroger and connected by a pedestrian walkway designated by decorative paving. This walkway shall extend across Warsaw Avenue in the form of a crosswalk to strengthen the relationship of the businesses on each side of the street. The form of the structures should announce the presence of Kroger and enhance its role as a generator of pedestrians and fill the opening left by building demolitions. The space shall be furnished with trash receptors, benches and planters to establish it as a waiting and resting space in the spirit of a shopping mall common space.

This improvement and the surrounding buildings should relate to St. Lawrence Corner's image so it would be embraced with the St. Lawrence Corner focus area.

4. Fairbanks Avenue Parking Lot - Private Funding and Maintenance

This project involves the construction of parking as a supplement to the parking provided by the driver's license facility to be constructed at 3449 Warsaw Avenue. An ample supply of parking here would allow those using the license facility to shop before or after conducting their business without having to move their car, thereby capitalizing on the facility as a potential generator of activity.

5. Woodlawn Avenue Parking Lot - Private Funding and Maintenance

This improvement further serves the demand which the Fairbanks Avenue Parking Lot would serve and would provide a supplement to that lot.

6. McPherson Avenue Development Site - Public and Private Funding

This proposal requires the acquisition and demolition of two existing buildings to supplement an existing development site. The current Zoning is B-3 and should attract a business that could serve as another activity generator anchoring the east edge of the St. Lawrence Corner focus area. The opportunity should be taken to place the building near the right-of-way to better relate to the business district and minimize the impact of the sites topography.

7. Considine Avenue Parking Lot - Private Funding and Maintenance

The Trianon Bar currently has space for customer parking at the rear of its building. This proposal organizes those spaces, adds an exit to Considine and more than triples the number of spaces to provide parking for the block's other businesses.

8. Purcell Avenue Parking Lot - Private Funding and Maintenance

This scheme proposes the demolition of a deteriorating building to expand an existing private parking lot and connecting this lot with an entrance from Purcell Avenue. These spaces would benefit the Price Hill Branch Public Library, the current businesses and institutions and, more importantly, new businesses that may fill the vacant and under utilized buildings in this area.

9. Street Trees - Public Money

Continue to use private money or the resources of the City Urban Forestry Program to provide additional street trees throughout the district, particularly along the central portion of the district, between Fairbanks and Del Monte.

10. New Businesses and Residents

Through the Business Association and East Price Hill Improvement Association act as a marketing agent to attract new businesses complimentary to and supportive of the existing businesses and residences in East Price Hill and in particular filling the vacant storefronts.

11. Market Strategy

Encourage all businesses to joint together to form a unified market strategy, to advertise as a collective group or shopping center, and to maintain common shopping hours and attitudes.

12. Maintenance

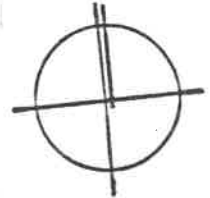
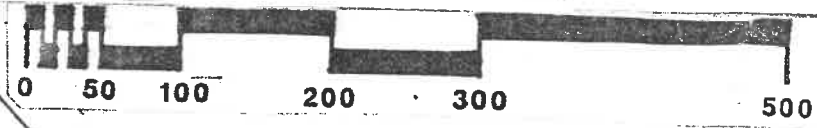
Solicit the support of local block clubs, garden clubs, or similar groups to plant flower beds, pick up litter and mow vacant properties and help maintain the appearance of both private buildings and the public right of way. Provide private maintenance for all public improvements by the Business Association or Development Corporation.

The City shall attempt to provide designated portions of the stated acquisition, demolition, and public improvements with Capital Improvement Funds, Community Development Funds for blight removal or by assessments for all or part of the costs.

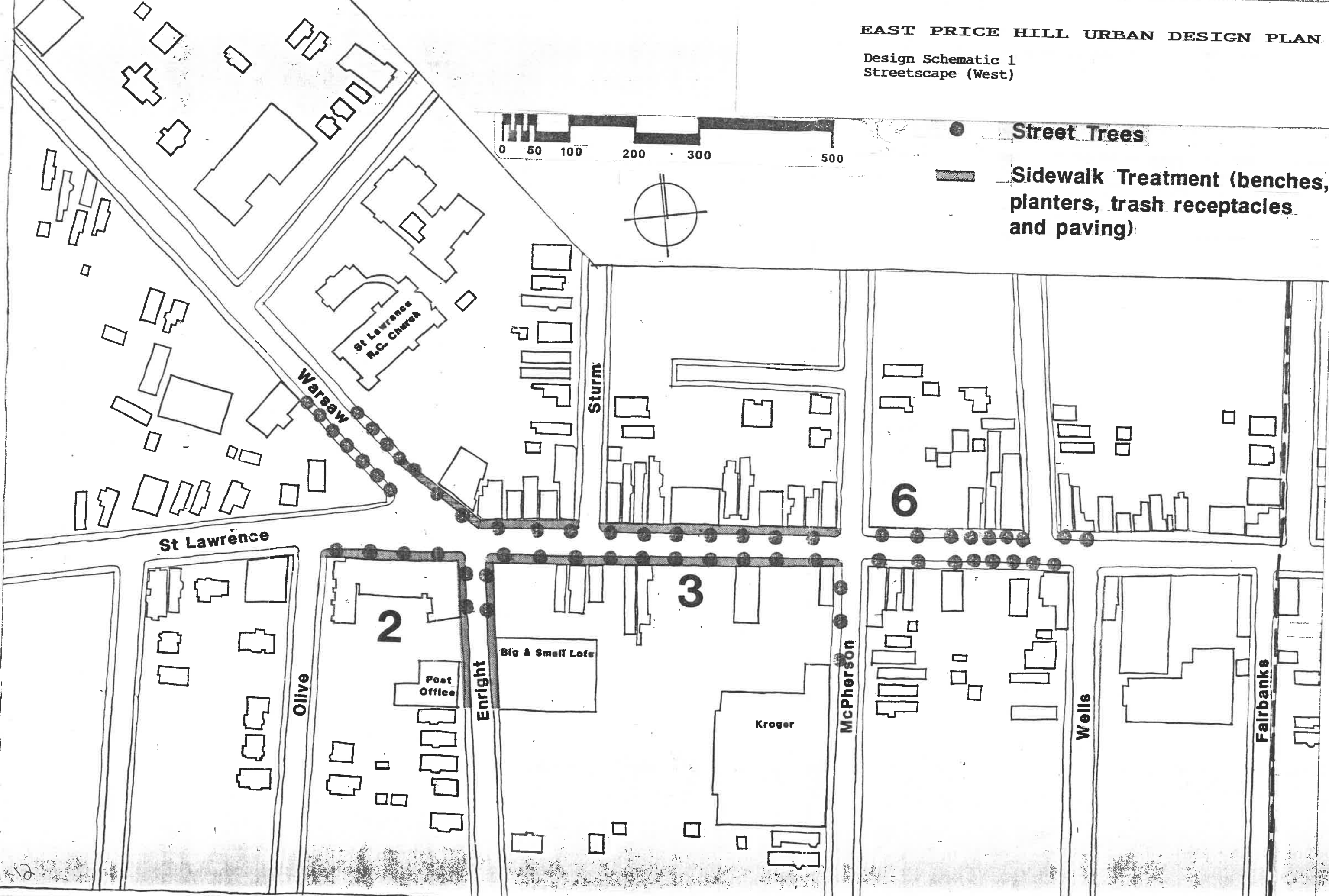
The private funds will be from individual contributions solicited by a Community Urban Development Corporation. It is hoped that the public and private partnership in East Price Hill will continue to generate more private investment to further the intentions and proposals contained in the plan. The ultimate success of the business and residential district lies within the actions of the local business association, civic association and improvement association.

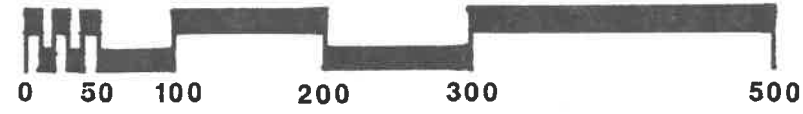
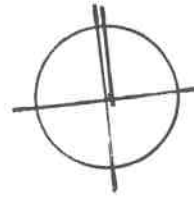
EAST PRICE HILL URBAN DESIGN PLAN

Design Schematic 1
Streetscape (West)

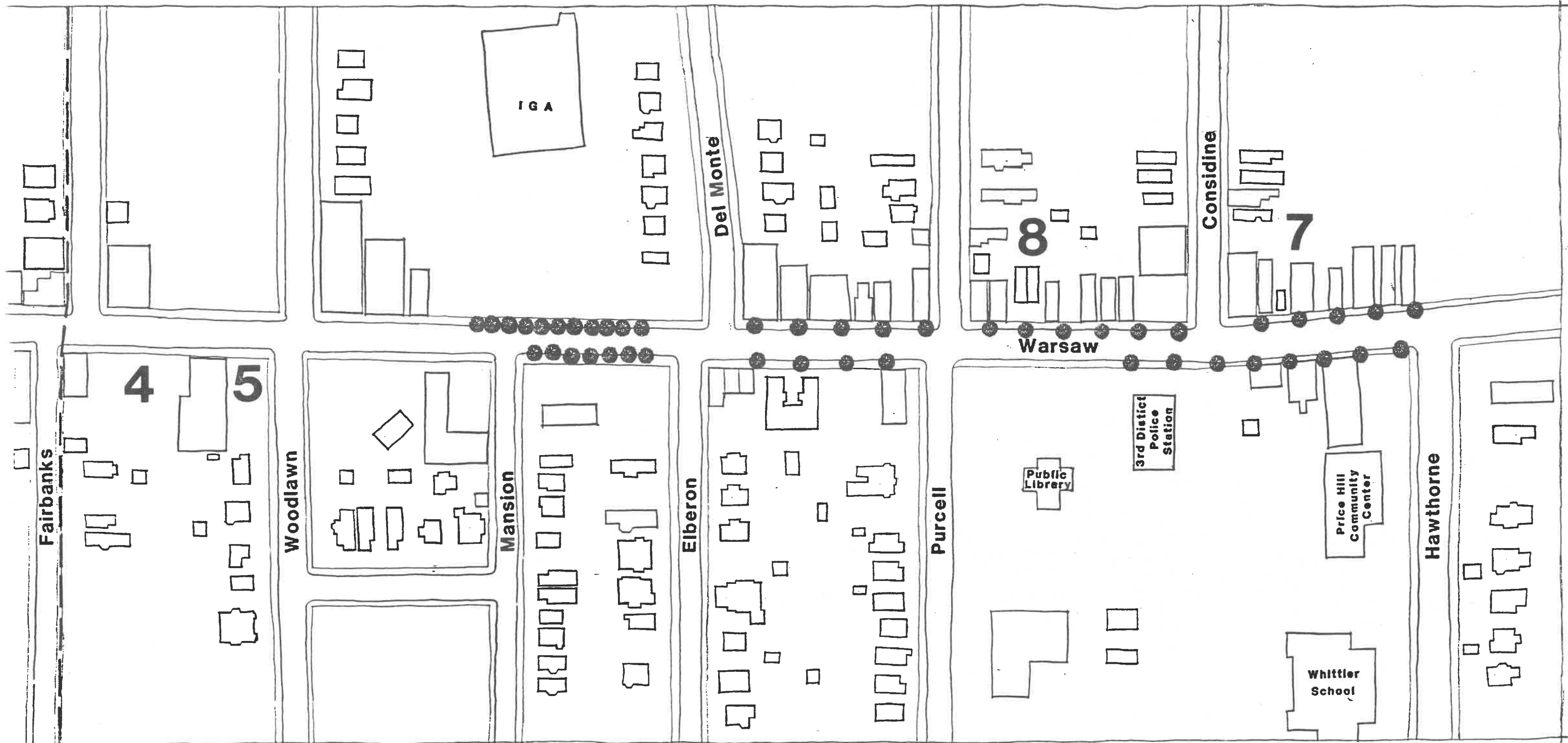


- Street Trees
- ▬ Sidewalk Treatment (benches, planters, trash receptacles and paving)



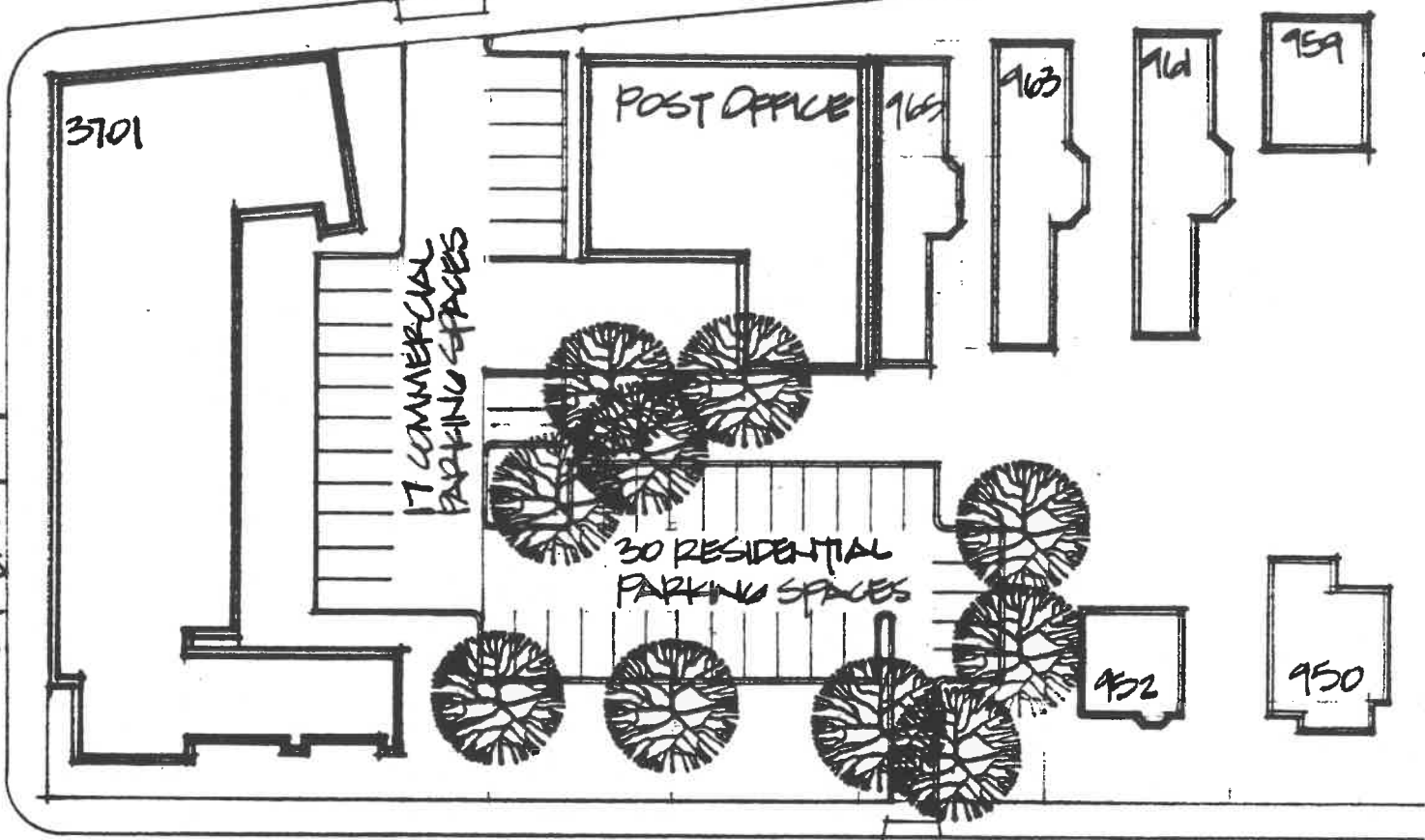


● Street Trees

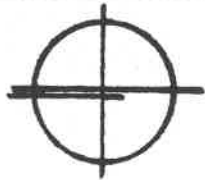


ENRIGHT AVENUE

ST. LAWRENCE AVE



OLIVE AVENUE



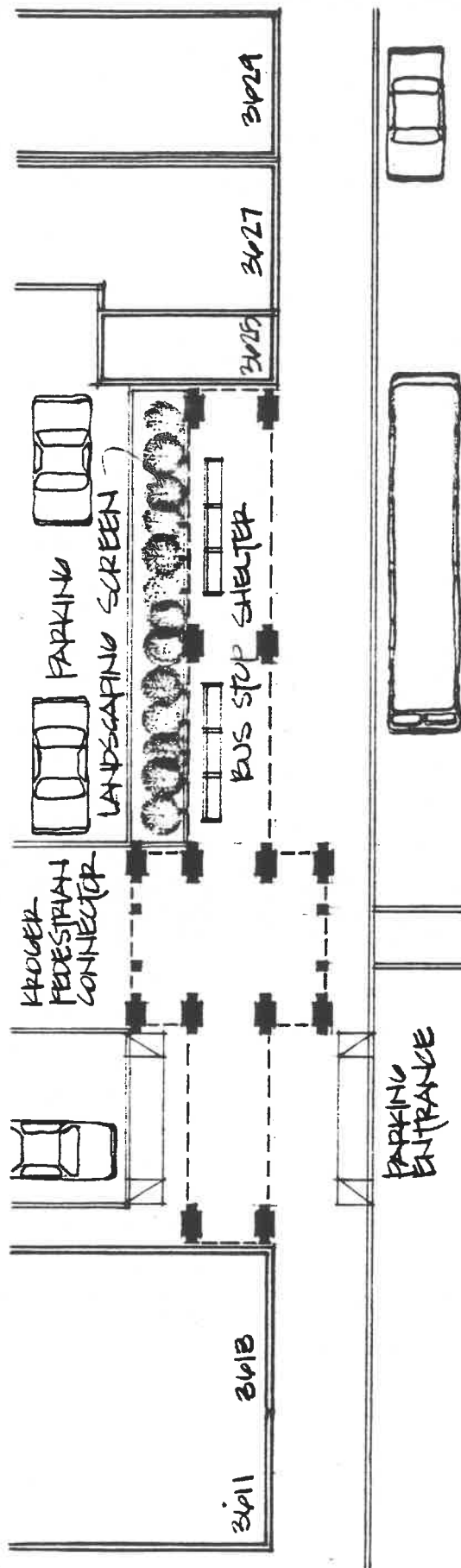
EAST PRICE HILL URBAN DESIGN PLAN

**Design Schematic 2
Enright/Olive Avenue Parking Lot**

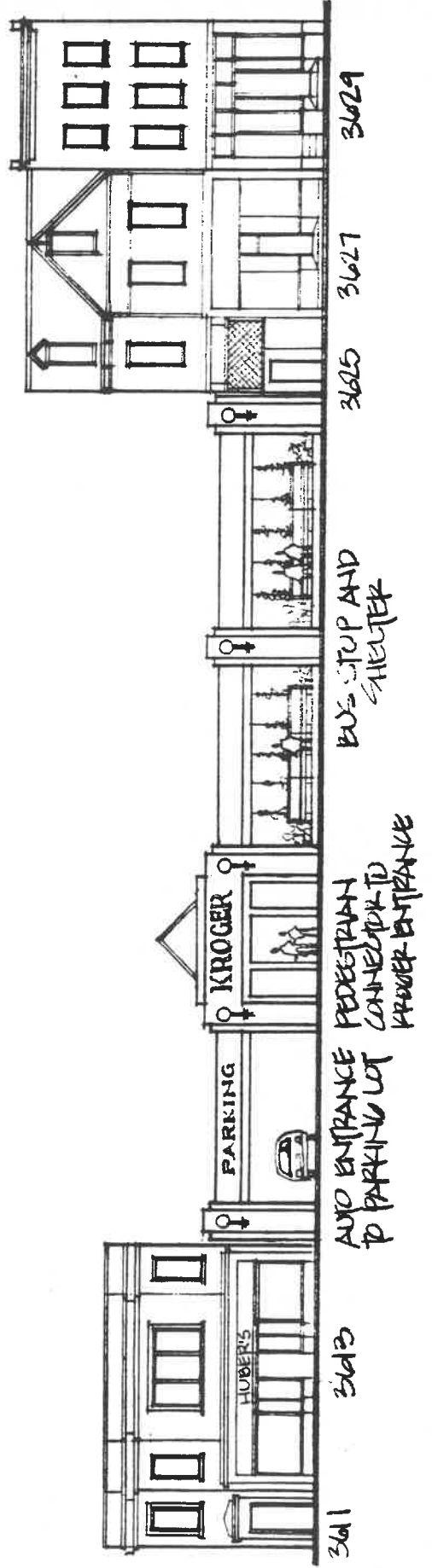
30 Residential Parking Spaces
17 Commercial Parking Spaces

including site work, retaining walls, drainage, paving, lighting and landscaping

	Public	Private	Total
Improvements (\$3,000/car)	\$51,000	\$ 90,000	\$141,000
Contingency (15%)	7,650	13,500	21,150
A/E Fees (10%)	5,100	9,000	14,100
Total	\$63,750	\$112,500	\$176,250



WARSAW AVENUE PLAN



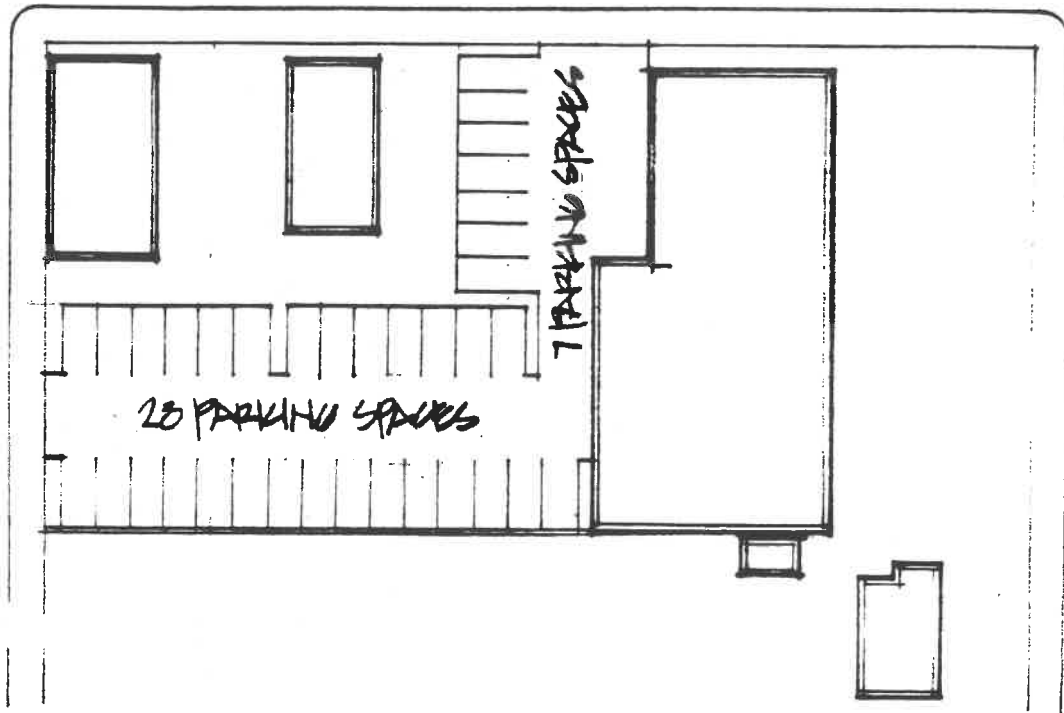
EAST PRICE HILL URBAN DESIGN PLAN

Design Schematic 3
 Kroger Entrance Enhancement

WARSAW AVENUE

FAIRBANKS AVENUE

WOODLAWN AVENUE



EAST PRICE HILL URBAN DESIGN PLAN

Design Schematic 4
Fairbanks Avenue Parking Lot

28 Public Parking Spaces

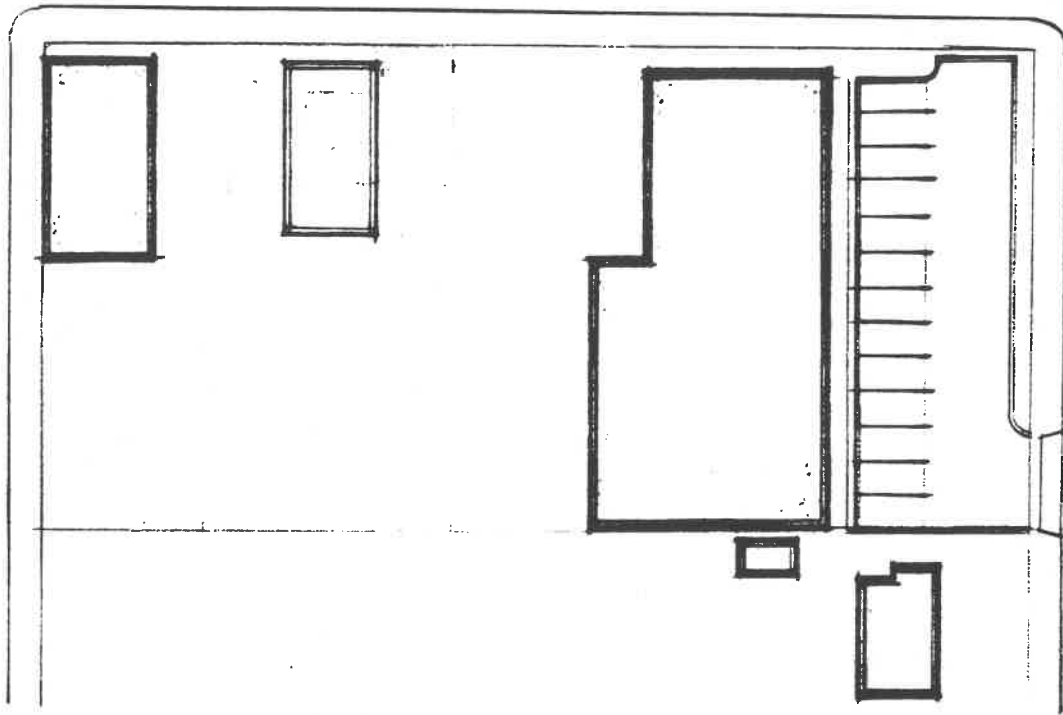
including site work, retaining walls, drainage, paving
and lighting.

Acquisition Cost (Not Included)	
Improvements (\$3,200/car)	\$ 90,000
Contingency	13,500
A/E Fees	9,000
Total (Not including acquisition costs)	<u>\$112,500</u>

WARSAW AVENUE

FAIRBANKS AVENUE

WOODLAWN AVENUE



EAST PRICE HILL URBAN DESIGN PLAN

**Design Schematic 5
Woodlawn Avenue Parking Lot**

13 Commercial Parking Spaces

including site work, drainage, paving, lighting and landscaping

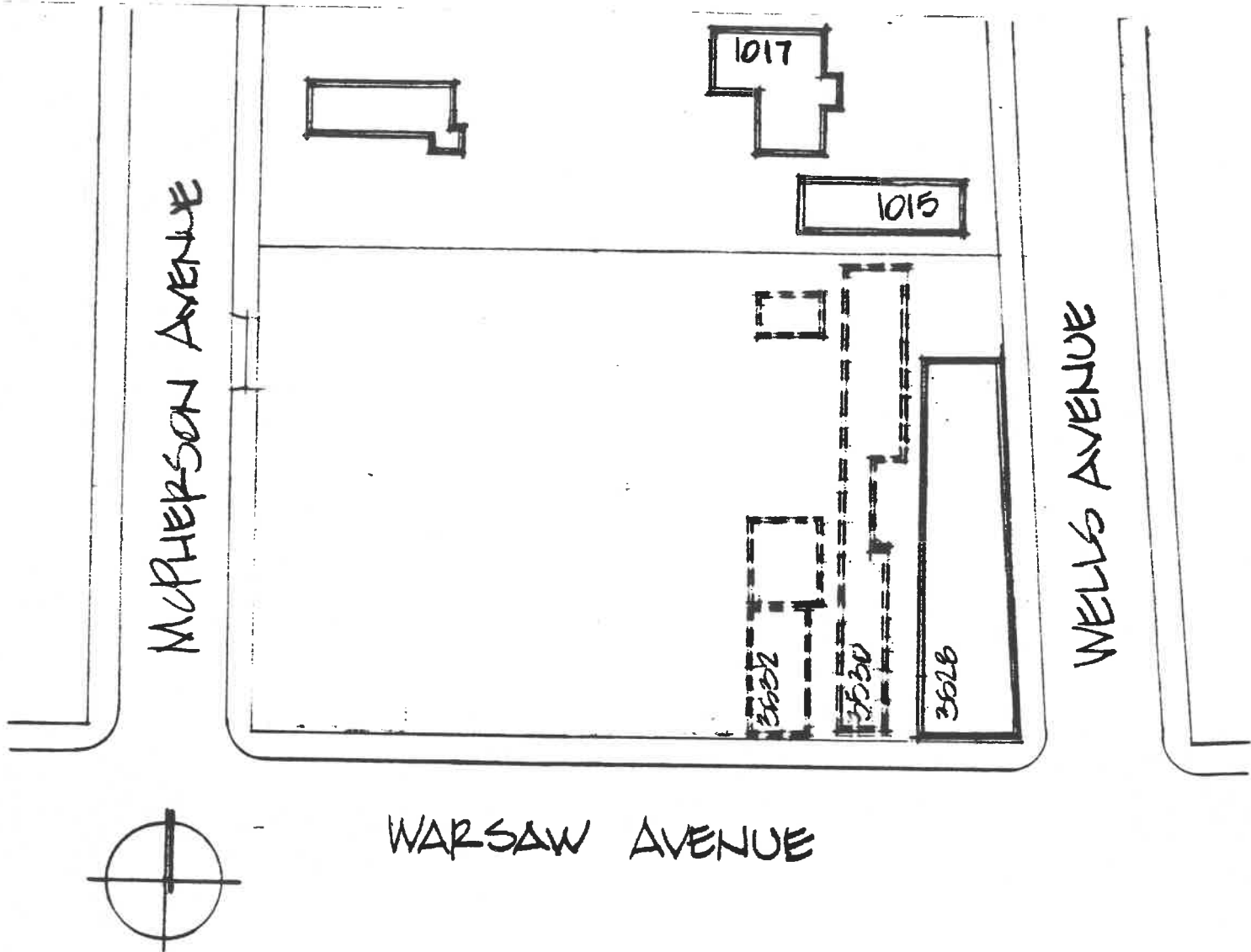
Acquisition Cost (Not Included)

Improvements (\$2,750/car) \$46,750

Contingency 7,000

A/E Fees 4,750

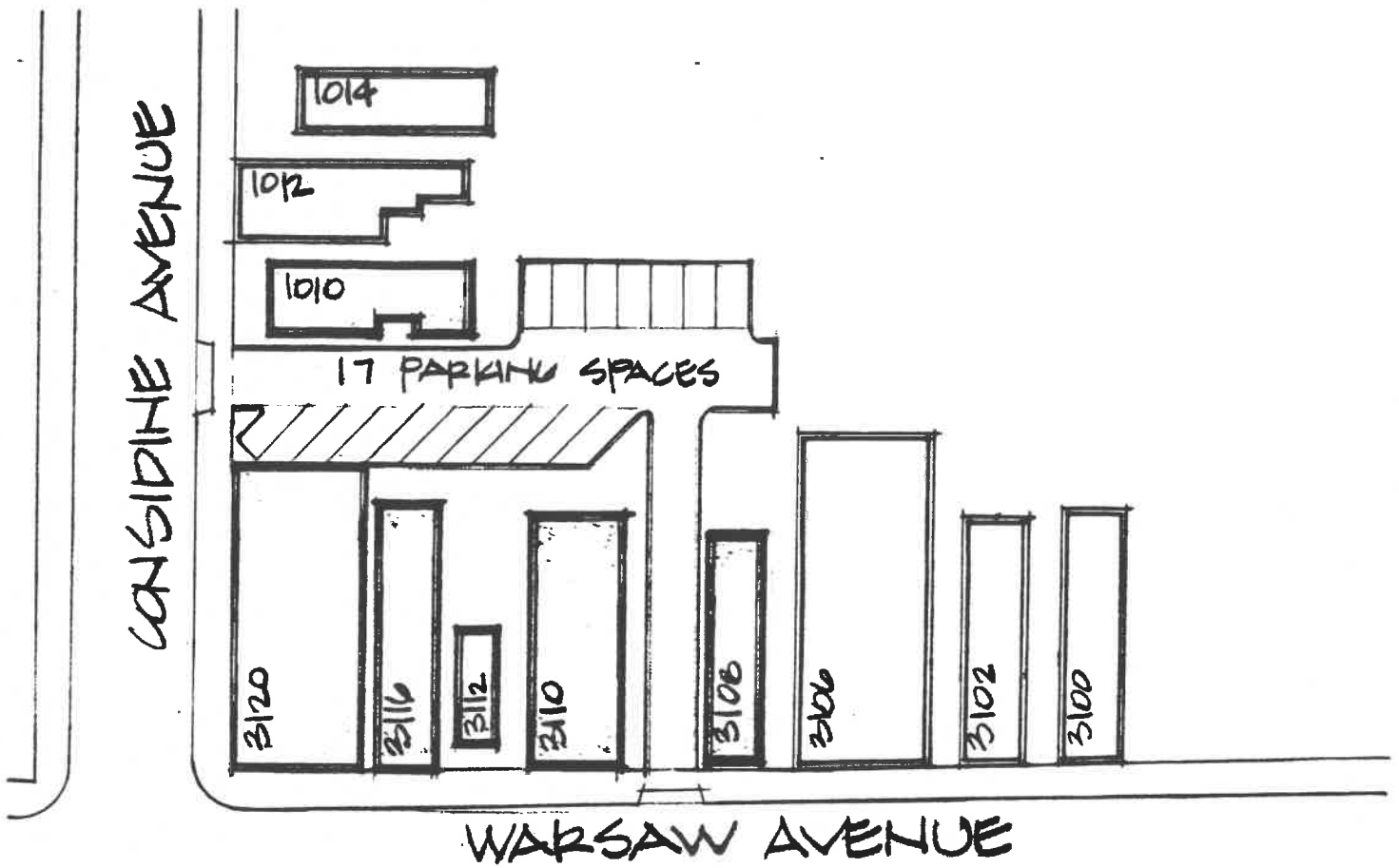
Total (Not including acquisition costs) \$58,500



EAST PRICE HILL URBAN DESIGN PLAN

**Design Schematic 6
McPherson Avenue Development Site**

Existing Private Development Site
22,500 s.f. (150 ft. x 150 ft.)
Proposed Property Acquisition (Public)
7,500 s.f. (50 ft. x 150 ft.)



EAST PRICE HILL URBAN DESIGN PLAN

Design Schematic 7
 Considine Avenue Parking Lot

17 Commercial Parking Spaces

including site work, retaining walls, drainage, paving, lighting and landscaping

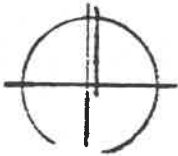
Acquisition Cost (Not Included)	
Improvements (\$3,000/car)	\$51,000
Contingency	7,650
A/E Fees	5,100
Total (Not including acquisition costs)	<u>\$63,750</u>

PURCELL AVENUE

CONSIDINE AVENUE



WARSAW AVENUE



EAST PRICE HILL URBAN DESIGN PLAN

Design Schematic 8
Purcell Avenue Parking Lot

28 Commercial Parking Spaces

including site work, demolition, retaining walls,
drainage, paving, lighting and landscaping

Acquisition Cost (Not Included)

Improvements (\$3,200/car)	89,600
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Contingency	13,400
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A/E Fees	9,000
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Total (Not including acquisition & demolition costs)	\$112,000
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ZONING ANALYSIS (WEST)

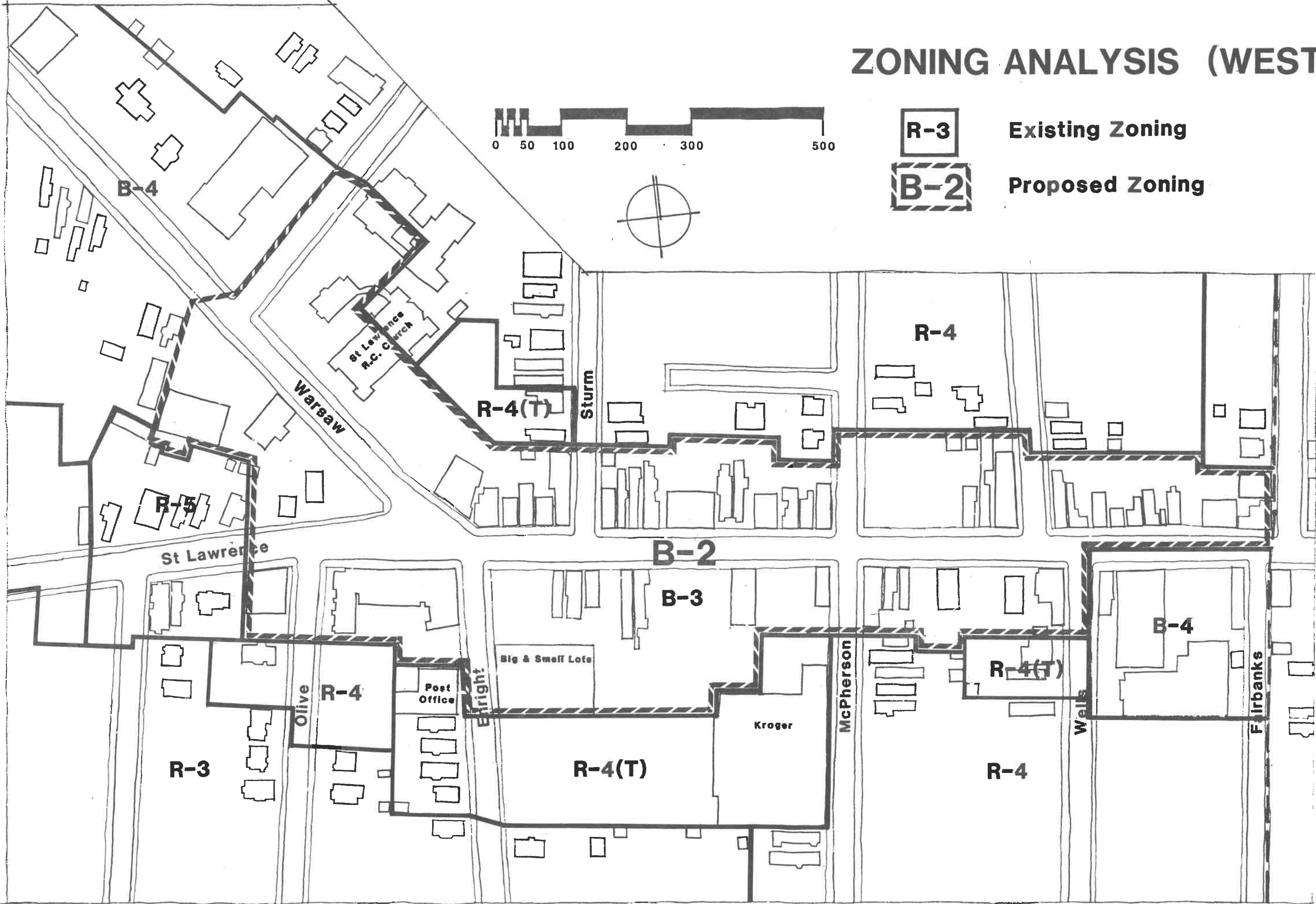


R-3

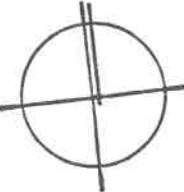
Existing Zoning

B-2

Proposed Zoning



ZONING ANALYSIS (EAST)

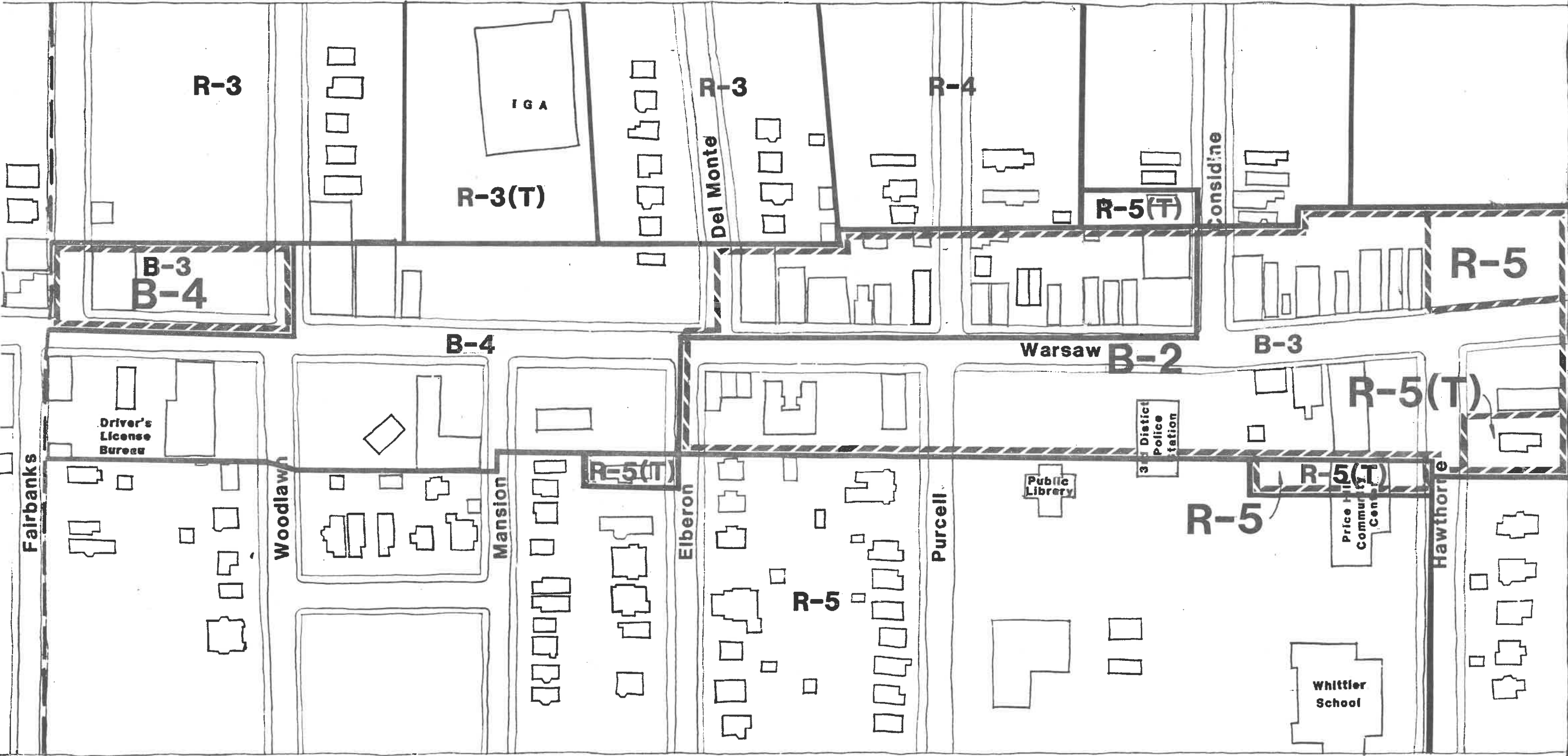


R-3

Existing Zoning

B-2

Proposed Zoning



BUSINESS RETENTION POLICIES

Existing businesses should be reinforced and new establishments attracted which satisfy shopper's and resident's needs, contribute to an attractive pedestrian shopping environment and expand the variety of quality goods available. To accomplish this, the community organizations should work to:

- A. increase convenient off-street parking and better organize existing parking;
- B. encourage property owners to maintain commercial properties in good functional and aesthetic condition;
- C. monitor businesses to remain aware of vacancy levels and businesses planning to move or go out of business;
- D. encourage conformance to the sign and facade guidelines of the plan.
- E. encourage business owners to work together for marketing and advertising purposes.
- F. adjust business hours to capitalize on underutilized parking in business area.
- G. coordinate business hours so that shops all open and close at similar times and be open the same nights, etc.

New businesses should be attracted to enhance and compliment the commercial mix. Neighborhood business uses in the more pedestrian zones and automotive/convenience uses in the vehicular zones.

Businesses should be chosen to reinforce the existing patterns of storefronts at St. Lawrence Corner and be visually open to provide interest and light to the street.

LIGHTING POLICIES

The lighting strategy includes policies for both vehicular and pedestrian lighting for East Price Hill.

Describe existing lighting:

1. Vehicular lighting on Warsaw Avenue (Utility/City and C.G.&E. Owned).

- a. Shall define the limits of the business district and respond to the special character of areas within it to differentiate it from the surrounding residential environment. Lighting qualities should differentiate the residential areas from the commercial areas and emphasize the individual districts along Warsaw Avenue.
 - b. Shall be in scale with buildings in terms of the height of poles and the size of luminaires.
 - c. Shall focus attention on the major intersections in the district and particularly at St. Lawrence Corner and Considine Avenue if possible.
 - d. Lighting in the parking areas shall be designed to enhance security, and to respect the residential character of the neighborhood in terms of the use of sharp cut off fixtures, etc. to keep bright light from shining in windows.
2. Pedestrian Lighting
 - a. Shall define the limits and extent of the pedestrian orientated business district.
 - b. Shall define the pedestrian connections from parking lots to the business district.
 - c. Shall define as "pedestrian places" all crosswalks, intersections, and major entrances to commercial or institutional uses.
 3. Commercial Lighting (Private Ownership and Operation)
 - a. The use of illuminated display windows are recommended to enliven the commercial image of the area to advertise goods and to add color to the streetscape.
 - b. The facades of buildings could be lighted in the early evening hours to aid the nighttime image, particularly since the buildings have such rich, historic facades.

AESTHETIC POLICIES

The following guidelines are recommended to improve the appearance of the business district and to visually unify and add coherence to the district.

Storefront and Facades

1. Exterior building materials should be in harmony with surrounding buildings in color and texture. Projections should be in scale with the total composition of the building itself. Storefronts should be visually open to the street

and where practical, entrances recessed to increase the effective sidewalk space and provide sheltered pedestrian access.

2. The storeowners should capitalize on any significant architectural details of the building as a design motif. Colors and materials chosen for remodeling shall be from specific adopted guidelines to enhance the St. Lawrence Corner identity.
3. The original architectural elements of a building, the piers and the cornice, should always be retained, since they form the outline of the storefront.
4. Covering the upper stories of a building with materials other than the original facing should always be avoided.
5. Original or natural materials on the building's facade, such as brick, stone or glass (are also part of the building's architecture) should not be covered over.
6. Individual facades of buildings should relate to each other as much as possible. Elements such as scale, proportion, color, texture, materials, detailing, awnings and signage should be considered.

Rehabilitation/Restoration

The rehabilitation of the buildings in East Price Hill NBD is of considerable importance in continuing the historic 'image' and reestablishing a positive identity for East Price Hill.

Some of the structures along Warsaw Avenue are of historical significance. Restoring these buildings to their original appearance would be a major factor towards the rejuvenation of the Neighborhood Business District.

One of the goals of this plan is to capitalize on the wealth of architectural resources in the district by restoring the buildings that contribute to the rich character.

All facades should be made to relate to each other visually as much as possible. General principles to be followed in renovating existing structures:

1. The original building elements, piers and cornice should always be retained.
2. Do not cover or paint any natural materials such as brick, stone or glass. (Brick buildings may be painted with colors chosen from a select palette of colors.)
3. Remove overhanging signs and sign mastheads. Place identification between the structural columns or bays.
4. Treat all bays of a building and all parts of and single buildings in like manner. Do not block up portions or windows or doors within a masonry frame.

5. Remove all modern materials from the facade that are out of keeping with the historic character of the district such as aluminum awnings, storefronts, column covers, fake brick siding, etc.
6. Clean and repoint all masonry surfaces. Preserve the masonry surfaces by chemical or steam cleaning.
7. Repaint surfaces with colors of an earthtone range in sympathy with the historic district. Repaint trim either light or dark to be in contrast with the facade color of the building.
8. Replace windows with those that fit the size of the original opening. If aluminum windows are to be used, they should be anodized dark bronze. Glazing patterns should match those of the building and district.
9. Doors should be panelled rather than flush. they should match original opening sizes, and coordinate with the facade design.
10. Exterior materials of all renovated or new buildings shall be brick, concrete, masonry facing, or wood frame construction with horizontal clapboard siding and vertical corner boards. These materials should be harmonious in texture and color with surrounding buildings in the district.
11. New buildings and additions to buildings should be of similar heights and proportions to those in the district. These buildings should strive to maintain similar opening sizes and shapes, common window sill, head and cornice lines.
12. Side walls, wherever visible from the street, shall be finished with the same material as the front of the building.
13. Other facade elements such as shutters, ironwork, fencing, porches, walls and landscaping should be restored to the original condition or reproduced as accurately as possible.

Signs

1. Signs should be designed to be in keeping with the character of the district. signs should be designed to communicate with pedestrians or persons in slow moving vehicles and be harmonious with the architecture of the buildings on which they are located.
2. All signs should be placed flat against the buildings within certain guidelines for district/thematic coherence, no concealing any of the architectural features of the buildings, be designed for good visibility, and be consistent in size with other nearby signs. Projecting signs, shall be allowed if they are symbol signs and are not greater than six square feet in area per sign face. Businesses should be encouraged to use traditional symbols (such as a barber pole for a barber shop) or translate the nature of their business into a symbol which can be used as a sign. The predominant copy of

all signs would identify the business on the premises or its principal service.

3. Flashing signs should not be permitted except for theaters and places of entertainment. Roof top signs, any sign which extends above the roof line of a building, or above the window sill line of the second floor of buildings should not be permitted. Obsolete signs and unused sign supports should be removed. Ground signs should be only for parking lots or businesses which are accessible by automobile and provide off-street parking; their size and height should be limited to 20 sq. ft. per face and not exceed 16 ft. in height.

Awnings

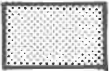



1. Awnings should be harmonious with the architecture of the buildings on which they are located, should not conceal architectural features of the buildings, should not project more than six feet from the face of the building and should be compatible in shape and material with other nearby awnings. Structural supports for all awnings should be contained within the awning covering. Awning fabric should not be aluminum. Awning fabrics should be solid in color.
2. All awnings should run parallel to the face of the building and provide a continuous covering along the sidewalk as opposed to small entry awnings over doors, etc.

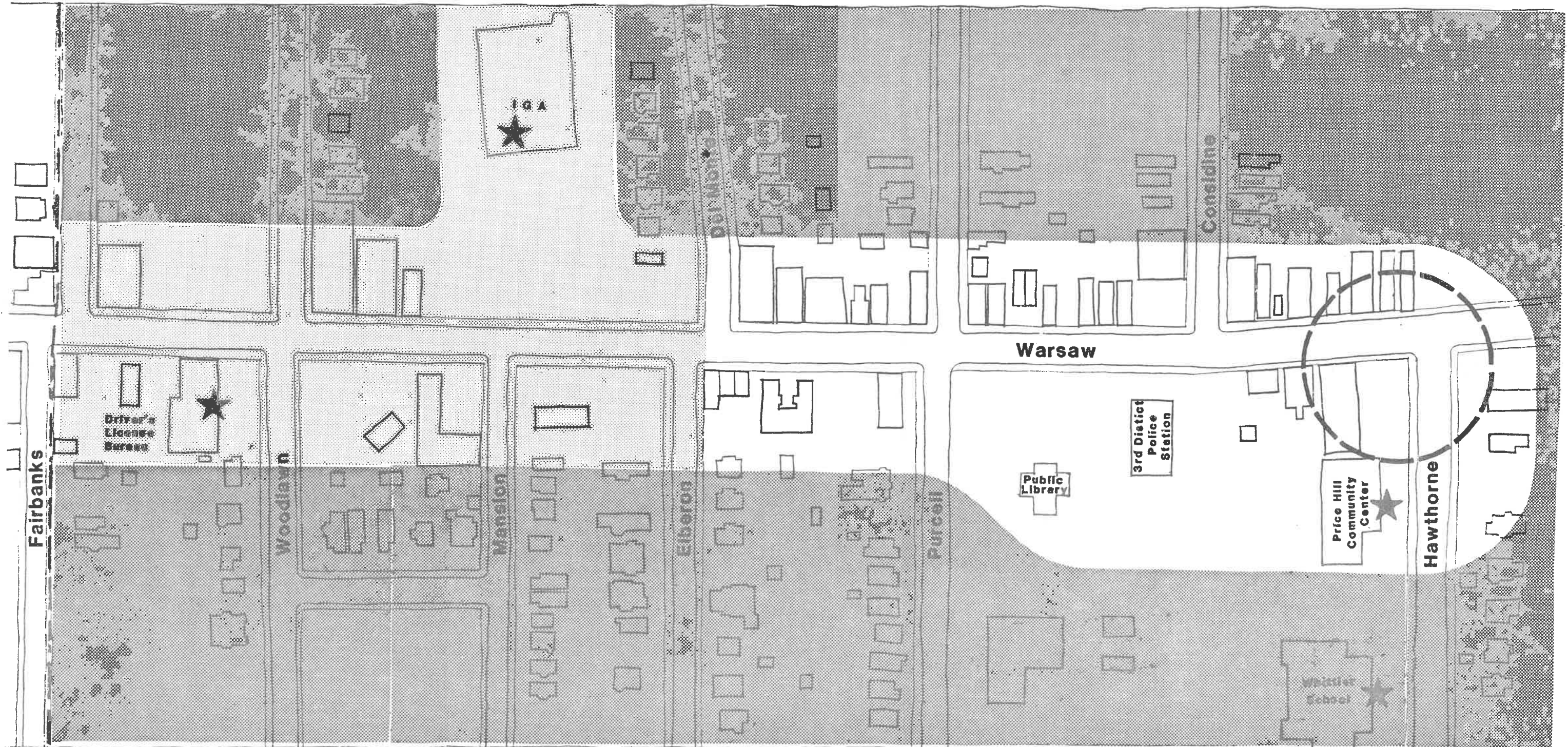
Clutter

1. The elimination of all visual clutter, such as utility poles, transformers, etc. shall be a long range goal. Short term solutions should stress the removal of sidewalk clutter, potted trees, newspaper boxes, etc. All trees should be planted in the ground.

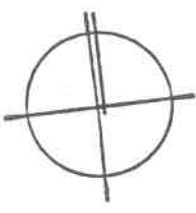
IMAGE ANALYSIS (EAST)



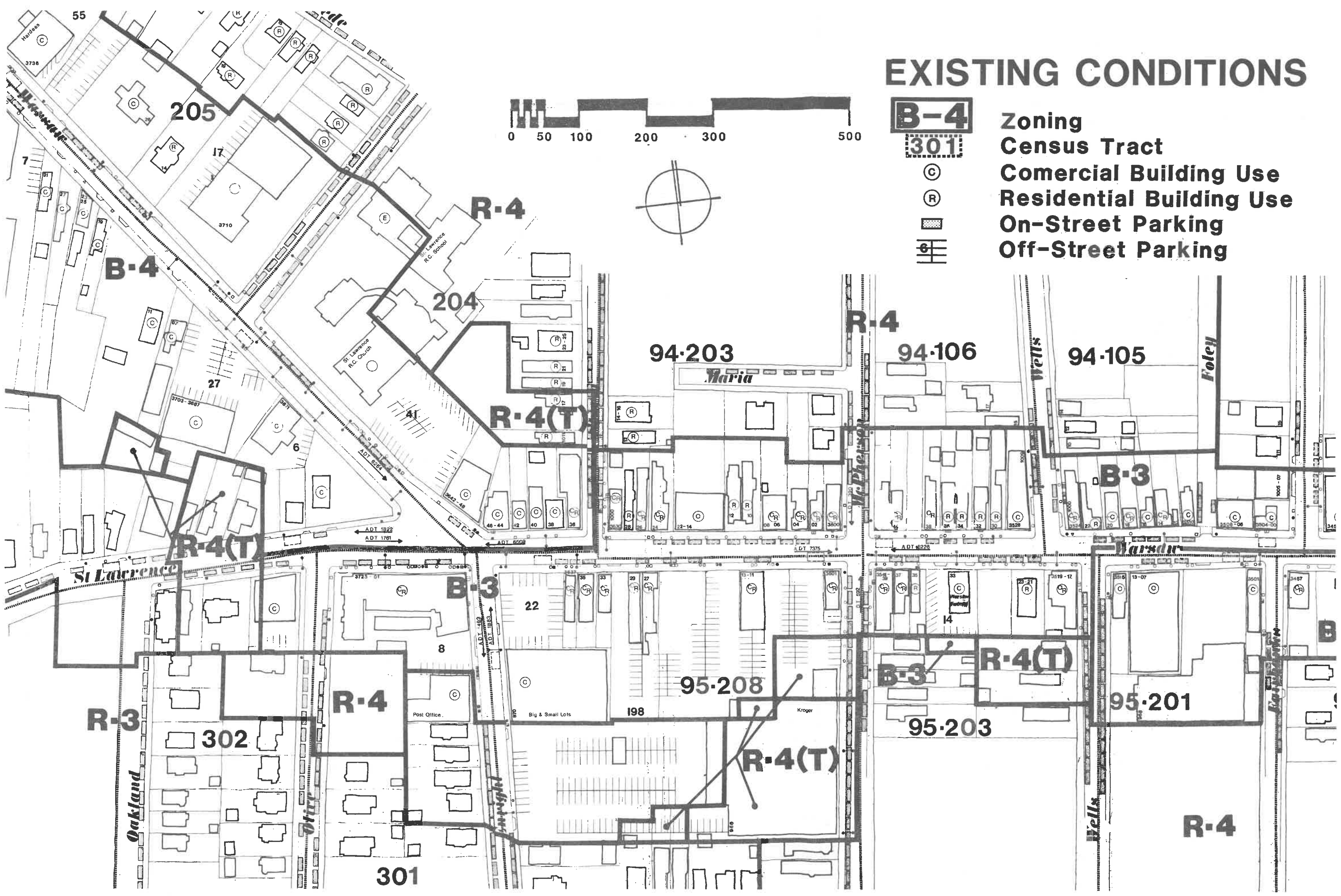
-  Auto-Oriented Commercial Area
-  Pedestrian-Oriented Commercial
-  Activity Node
-  Activity Generator



EXISTING CONDITIONS



- B-4** Zoning
- 301** Census Tract
- C** Commercial Building Use
- R** Residential Building Use
- On-Street Parking
- Off-Street Parking



EXISTING CONDITIONS



B-4

301

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Zoning
Census Tract
Comercial Building Use
Residential Building Use
On-Street Parking
Off-Street Parking

