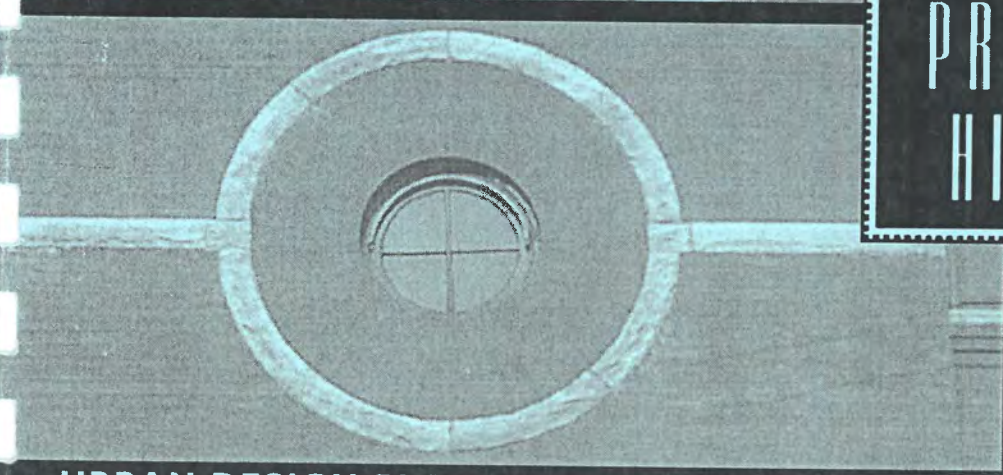


EAST  
PRICE  
HILL



URBAN DESIGN PLAN



*prepared for*  
Department of Economic Development  
City of Cincinnati  
  
*final draft*  
May 2000

*prepared by*  
Office of Architecture and Urban Design  
Department of Transportation and Engineering  
Department of City Planning  
City of Cincinnati

The purpose of this urban design plan is to establish a set of policies, guidelines, and implementation strategies to direct the future growth, development, and preservation of the East Price Hill Neighborhood Business District (NBD).

## Location

East Price Hill is located in the southwestern section of the City of Cincinnati. The East Price Hill Neighborhood Business District is formed Warsaw Avenue, along major arterial street..

## Issues of Today

The East Price Hill NBD, is relatively long (4900 l.f.) when compared to other NBDs in the city- Hyde Park ( 1000 l.f.), College Hill (3000 l.f.), and Oakley (3500 l.f.). Combined with the price Hill/ Glenway Avenue business district to the west, it is part of one the largest contiguous business districts (8350 l.f.) in the city. It possesses a diverse combination of businesses that primarily serve the immediate neighborhood. The NBD between Glenway Avenue and St. Lawrence Avenue is primarily automobile oriented, while much of the eastern third of the NBD, along Warsaw Avenue from Purcell Avenue to Grand Avenue, is public or semi-public. The district is relatively vibrant but does have vacancies (15).

The problems present within the district are common to many older NBD's throughout the city. A lack of convenient parking, a cluttered appearance that affects image, and a traffic situation that challenges both the residential and business community. The lack of open space within the district, and topography limit expansion opportunities for additional parking.

## Mission

The East Price Hill Improvement Association (EPHIA, the community council) initiated a process to retain businesses and develop the business district by enlisting assistance from the City of Cincinnati. The group was directed to develop goals and strategies to maintain the historic character of the district, and develop

strategies, and objectives to improve pedestrian safety, vehicular traffic, district appearance, and the overall business environment.

## Vision

Image and Identity- Maintain the existing historic buildings within the NBD, and improve the overall visual appearance of the district. Improve the pedestrian environment by enhancing design elements and incorporating existing parks with open space near the business district.

Parking- Provide safe, adequate, and accessible parking, convenient to customer destinations. Provide adequate public parking signage, and landscaping, and encourage lot sharing.

Safety- Provide a safe, secure pedestrian environment. Develop safe, attractive pedestrian crossing points to draw individuals to both sides of the avenue.

Vehicular Traffic- Provide safe, efficient movement of vehicles within the district without adversely impacting the pedestrian environment. Investigate options to reduce existing vehicular speeds within the district.

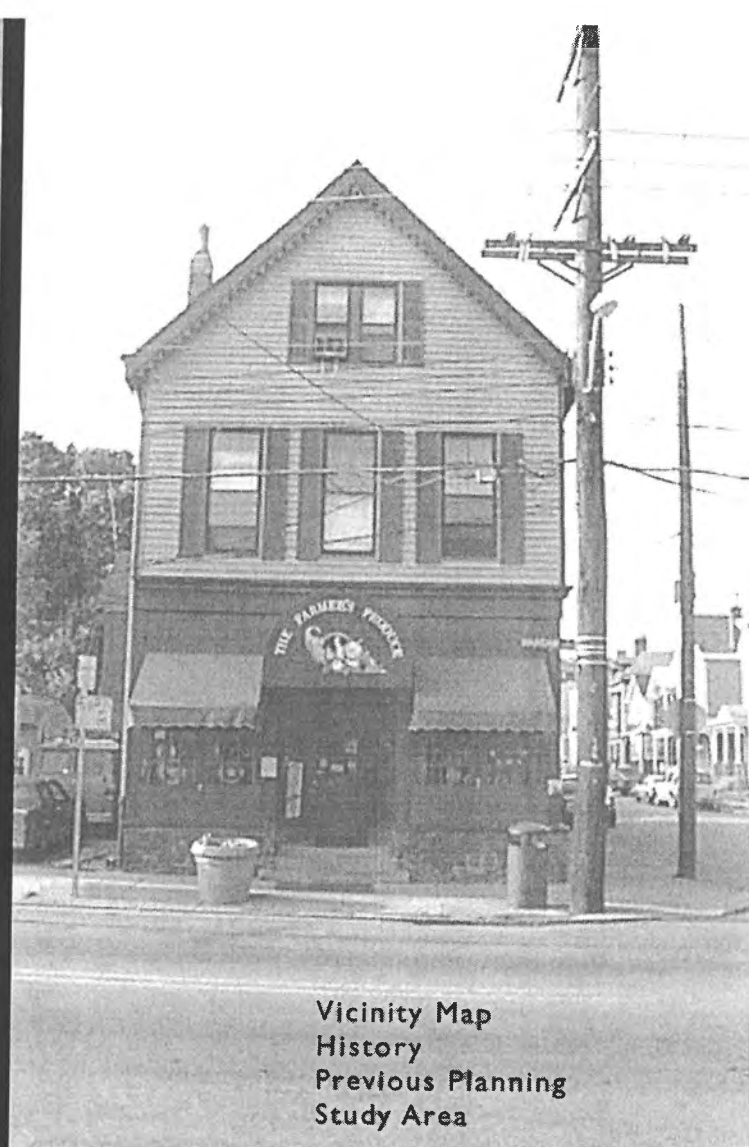
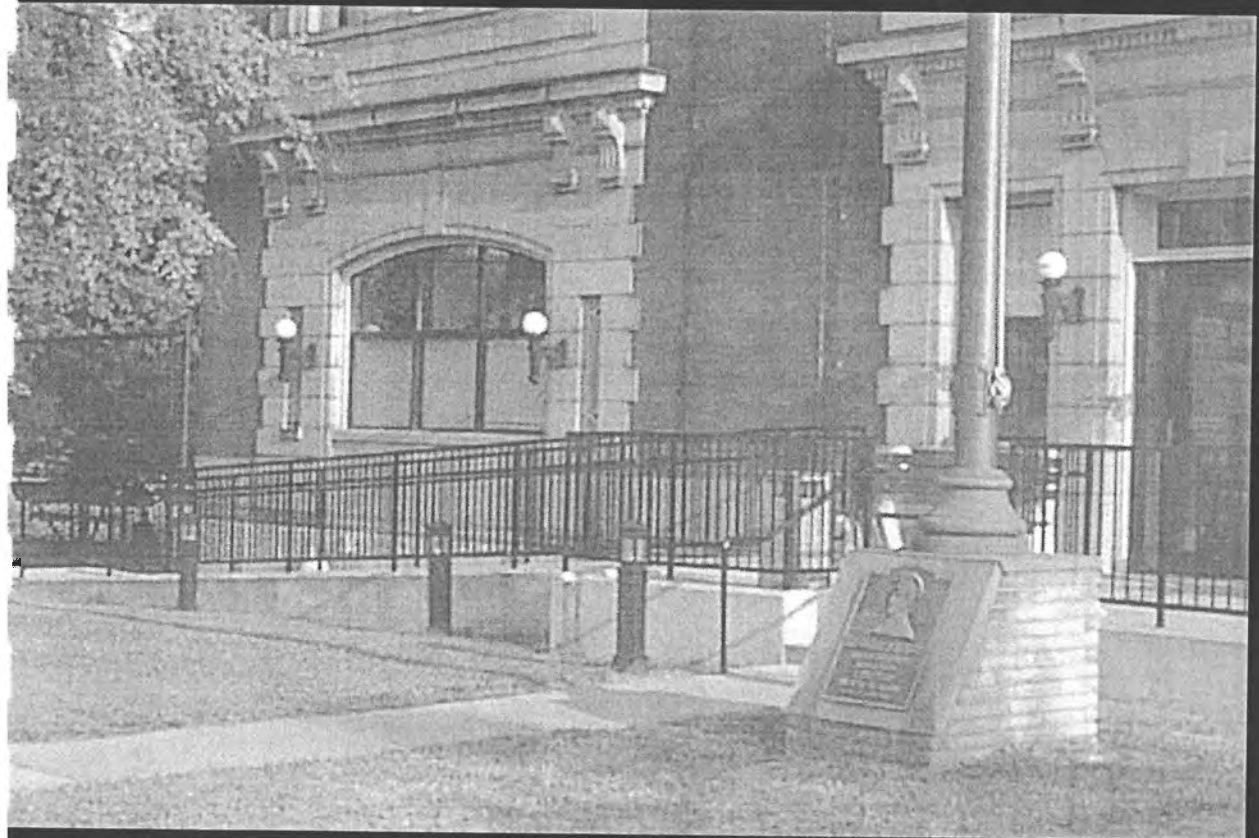
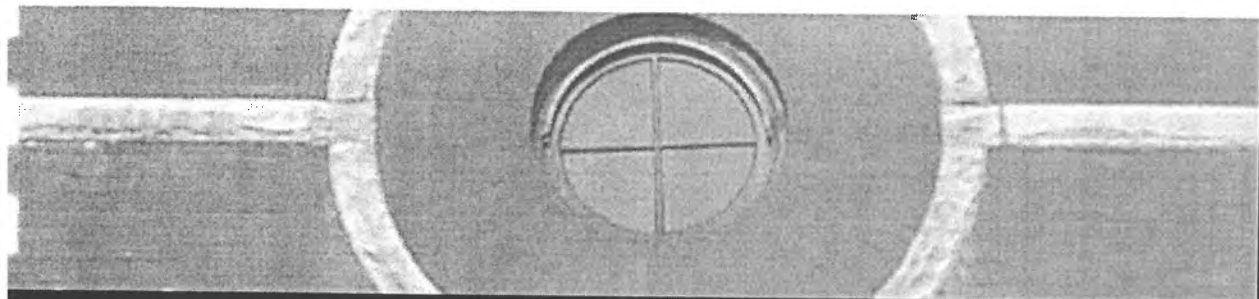
Business Environment- Encourage property owners to maintain and improve their property. Design storefronts and building facades to reinforce the retail district. Retain and acquire new businesses to attract customers from neighboring areas as well as retaining customers living within the community. Coordinate a cooperative marketing program with advertising and promotions.

Design and Infrastructure- Maintain an aesthetically attractive pedestrian oriented business district with a mixture of uses. Increase the visual attractiveness of streets and sidewalks through coordinated streetscaping and landscaping improvements. Increase the visual attractiveness of existing and new buildings through improvements to facades, signage, and building appurtenances.

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# INTRODUCTION



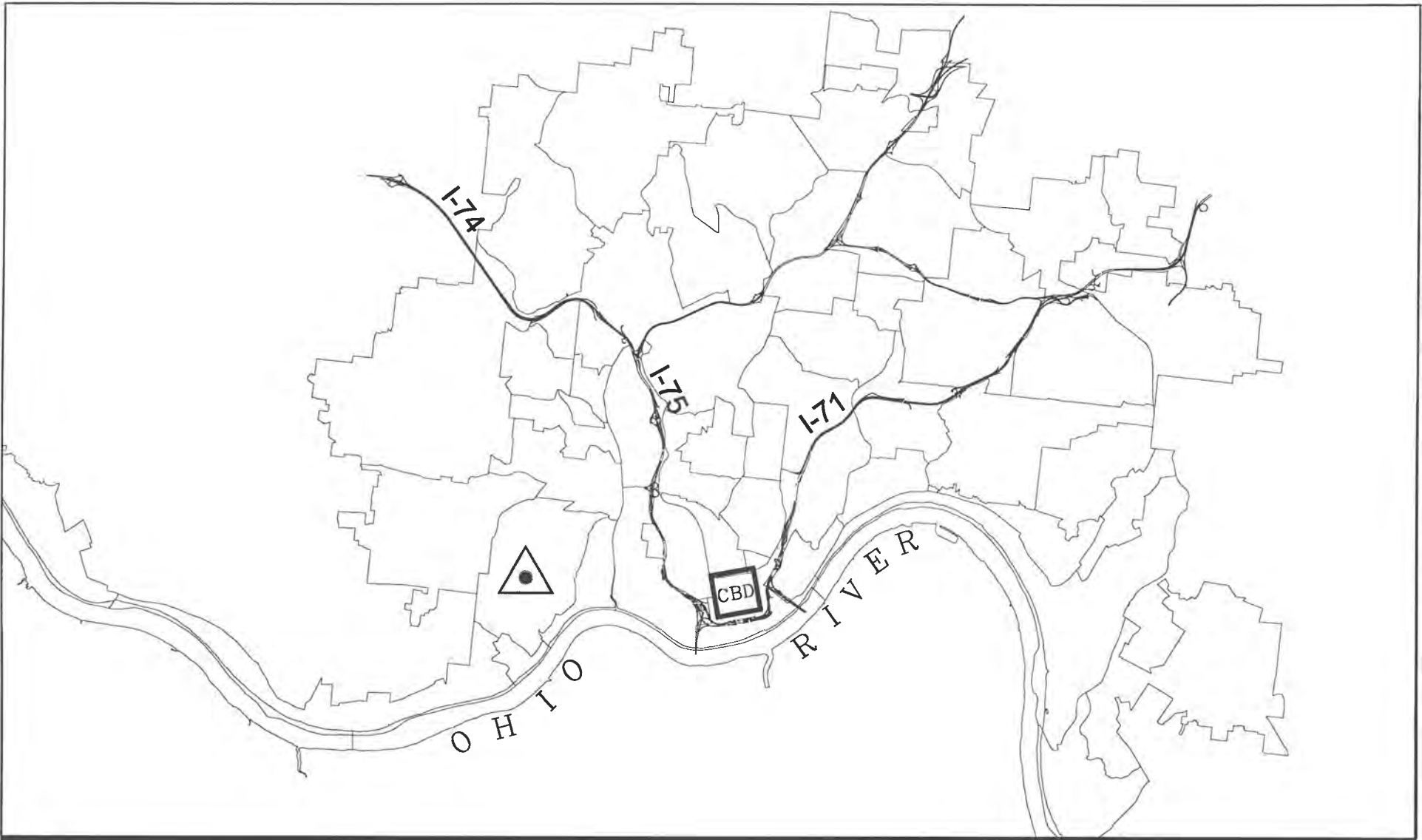
**Intent**

The purpose of this plan is to present and describe an Urban Design Plan for the East Price Hill Neighborhood Business District (NBD). This plan will establish a set of goals and objectives to direct the future of the business district. This Urban Design plan establishes a basis for public and private funding participation including volunteerism and will provide the following information:

- Policies to direct the physical design and development of the NBD.
- Reinvestment strategies.
- Urban Renewal Plan status for future funding purposes.
- Estimated costs and possible future funding sources for implementation.

**Process**

Goals, objectives, and strategies were identified during the planning process as a result of a consensus among businesses, property owners, neighborhood residents, investors, leaders and City staff. The process included regular scheduled meetings beginning in 1997 through 1998 and 1999. The process also established a planning taskforce, analyzed existing conditions, determined relevant policies identified in previous plans, and solicited participation from businesses and property owners through group discussions.

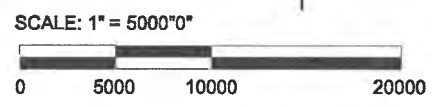
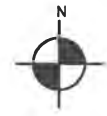


# VICINITY MAP

## Legend



East Price Hill Neighborhood Business District



Price Hill was established in 1807 when Evans Price, a successful merchant began investing in land between the Mill Creek and the steep slope previously identified as Bold Face Hill, named after an Indian who resided there.

Around the time of Evans Price's death, his son, Rees Price, laid out a subdivision in the vicinity of what is now Eighth Street and State Avenue. To encourage development, he established a sawmill and brickyard. By the 1830's a small thriving village-community existed at the foot of the hill that included several shops and a winery.

During this time, population grew slowly, but steadily. New development, particularly industrial, was facilitated by the construction of the Cincinnati, Hamilton, and Dayton Railroad in 1851. By the 1860's, the vicinity had more than 250 structures including houses, stores, small factories, two large distilleries, and a major rolling mill. Although a nearby hilltop was less accessible, upper income Cincinnatians and members of the Price Family built estates there. The area's isolation was an attraction in some cases. The Archdiocese of Cincinnati built its seminary on the hill.

The hill was desirable for both residential and commercial growth. The hilltop also offered an impressive view. In 1874, Rees Price's son, William, built an inclined plane railway on the eastern slope of Bold Face Hill. At its upper station, he opened an amusement complex where the primary attractions were the view of Cincinnati and the Price Hill House, a popular hilltop entertainment hall.

The incline and resort caused the area to become known as Price's Hill, shortened to Price Hill. Some new housing, such as the Elberon Land Company Subdivision around Purcell

Avenue, was intended for upper income buyers, but most homes were designed for the middle income market. The addition of two electric streetcar lines at Elberon and Warsaw Avenues was established in 1890. This made Price Hill even more accessible to families with modest incomes. Development moved progressively to the western portion of the area along Eighth Street, Warsaw, and Glenway Avenues.

Around the turn of the century, the residents of the section of Delhi Township, near Price Hill, which included the Village of Warsaw, sought annexation by the City of Cincinnati. The city granted the annexation in 1902, and this area became known as West Price Hill, while the older segment of the hilltop was designated as East Price Hill.

In the 1960's both East and West Price Hill reached the saturation point in housing construction. For new development to be implemented, the reuse of existing sites was required.

By the 1960's and 70's, there was a continued relative decline in the general income levels of residents. Currently, however, most of Price Hill remains a stable, middle-class community with a remarkably strong neighborhood business district. Individuals remain attracted to the hillside properties with impressive views. It is the view from East Price Hill that has led developers to erect a number of new apartment buildings and single-family residential developments in the area.

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<sup>1</sup> Source: Robert M. Geiger. *A History of Seminary Square: Eco-Village*. Price Hill Historical Society, 1999.

Source: Geoffrey J. Giglierno and Deborah A. Overmyer. *The Bicentennial Guide to Greater Cincinnati: A Portrait of Two-Hundred Years*. Cincinnati Historical Society, 1988.

### **East Price Hill Neighborhood Business District Urban Design Plan, Focus Area 1 ( 1979):**

In 1979, the City of Cincinnati, completed the East Price Hill Neighborhood Business District Urban Design Plan, Focus Area 1, which outlined solutions and strategies for dealing with economic and development problems in the business district. This study conducted an inventory, established goals, and outlined implementation strategies. The work was performed by the Office of Architecture and Urban Design, on behalf of the Planning Commission for the Department of Development. The issues identified in the study included:

1. Image
2. Market Area Competition
3. Lack of Marketing Strategy
4. Limited Parking
5. Limited Variety
6. Vacancies
7. Unattractive Storefronts
8. Reliance on Neighboring Residential Communities

### **East Price Hill Neighborhood Business District Urban Design Plan (1988):**

In 1988, another business district study was performed that resulted in the 1988 East Price Hill Urban Design Plan. This plan focused on similar issues identified in the 1979 plan, and also detailed proposals and guidelines for commercial retention, enhancement, and improvements of the East Price Hill NBD as well as the surrounding residential community. The study concluded that the main elements needed for the business district to be rejuvenated and returned to a flourishing shopping core for the community are:

1. Major generator stores

2. Free, visible, convenient, and safe parking
3. A cohesive business environment in terms of compactness and connectivity of its retail stores.
4. A central shopping center with pedestrian amenities for shopping, lingering, shade, and activities.
5. Design controls for building storefronts and signs to enable the district to have a distinct image and to work as a cohesive unit.
6. A successful marketing strategy that enables all the businesses to work together to promote the overall area.

### **Seminary Square Eco-Village Work Plan (1999)**

In the Spring of 1999, the Graduate Comprehensive Planning Workshop of the School of Planning at the University of Cincinnati developed and published the Seminary Square Eco-Village Work Plan. The plan was funded by a grant from the Community Investment Partners (CIP – Fifth Third Bank, United Way, and the Community Chest of Greater Cincinnati). The Community Partners, a group of non-profit organizations active in the East Price Hill area, were the funded group which initiated the Eco-Village Work Plan. The work plan concentrated on six key issues which were determined to be critical in the effort to create an environmentally sensitive, sustainable community. The six key issues are:

1. Home Ownership
2. Housing Quality
3. Parks and Recreation
4. Schools
5. Business District
6. Trash Amelioration

None of the above referenced plans were presented to, accepted, or adopted by, the City of Cincinnati Planning Commission or the City Council. Although the plans were not formally adopted by City Council, the majority of their concepts are still valid.

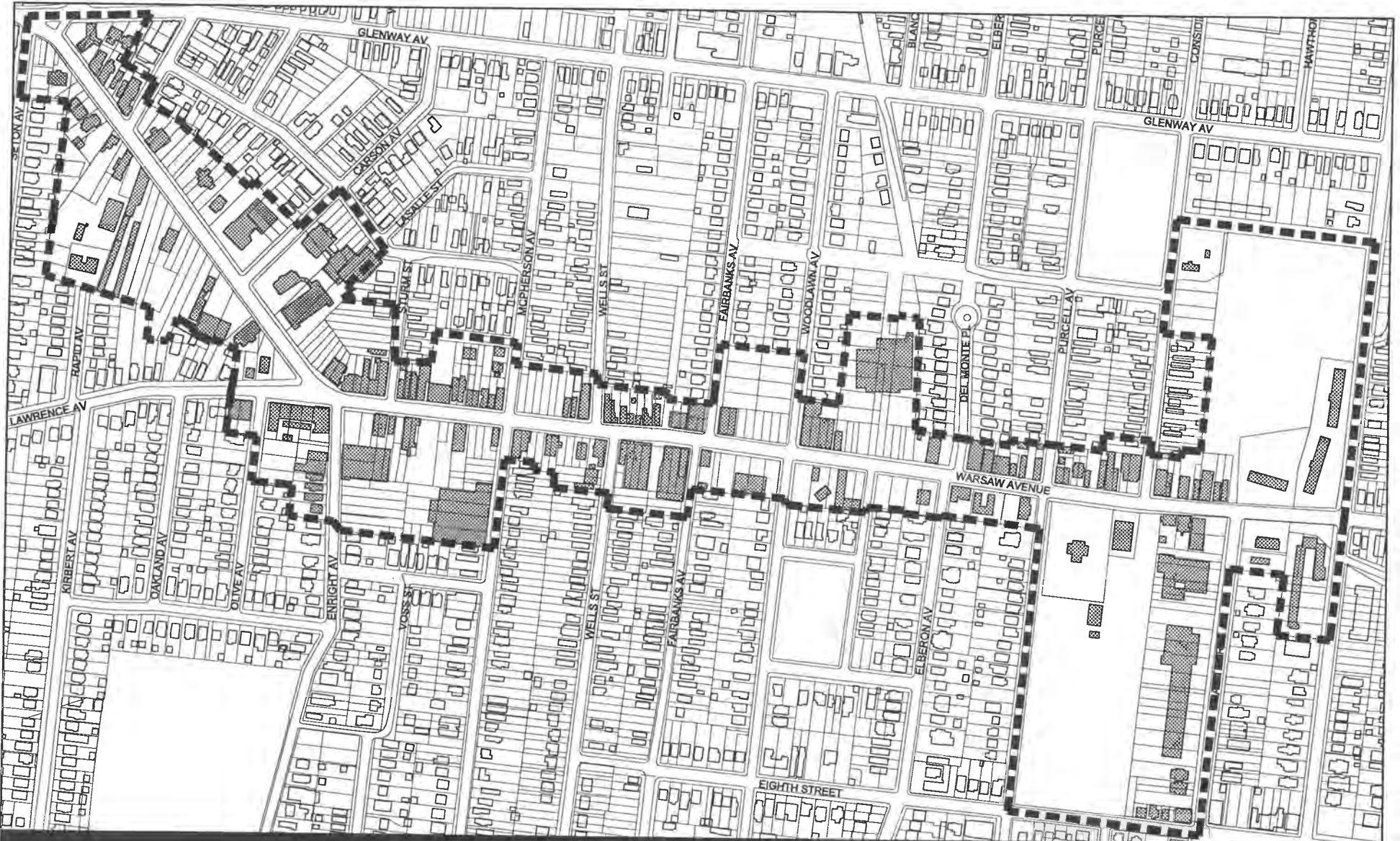


The neighborhood of East Price Hill is located in the southwest portion of the City of Cincinnati. East Price Hill is a middle income community with a cross section of age groups. The community council, East Price Hill Improvement Association (EPHIA) is well organized and serious about the neighborhood improvement and citizen participation. A local environmental education and community, group, IMAGO has been instrumental in bringing together many facets of the neighborhood population towards the goal of neighborhood revitalization through the concept of an Eco-village and Seminary Square project. EPHIA and IMAGO together possess a level of professionalism that contributes to the community's ability to maintain and improve the quality of life for its citizens.

The business district includes the properties along Warsaw Avenue between Glenway Avenue and Grand Avenue. The district primarily contains commercial buildings, some with residential units above, the District No.3 Police Station, the Branch Public Library, and utility structures, such as CINERGY and Cincinnati Bell. Most of the buildings were built in the first half of the twentieth century, and have received varying levels of care and maintenance. Many of the buildings require minor repair, while several are in critical need of major repairs.

In establishing the goals and objectives of the business district, two boundaries were defined as focus areas for the community. The outlined boundaries are the Urban Design Study Area Boundary and the Urban Renewal Boundary. Both focus areas contain the same boundary outline. The urban design study area is also an urban renewal area that has been designated as being blighted and deteriorated. Through the adoption of this urban design plan, which is also an urban renewal area, the

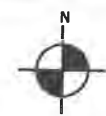
City is authorized to carry out redevelopment or rehabilitation and acquire property when reasonably necessary to carry out this plan.



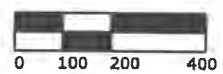
**STUDY AREA MAP**

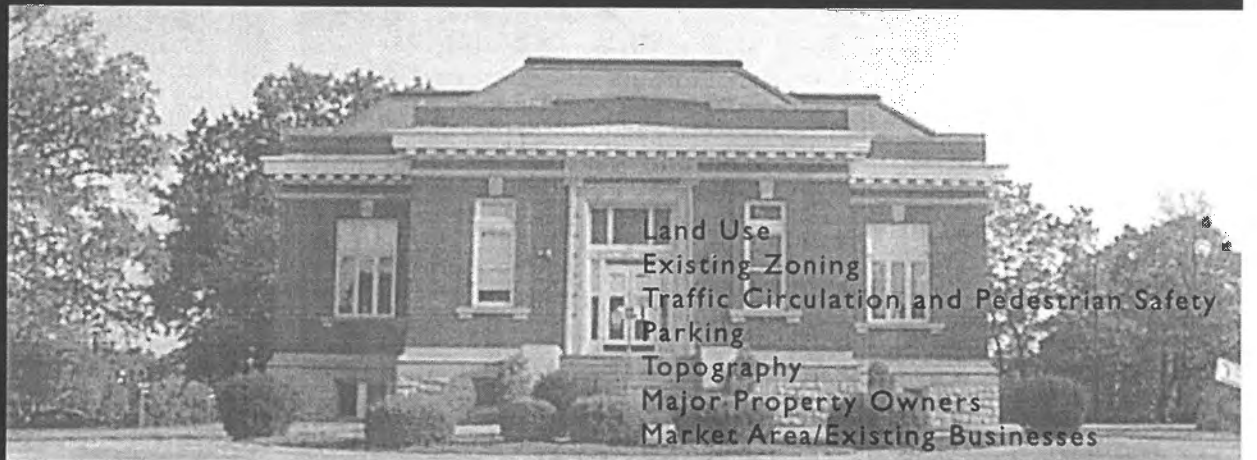
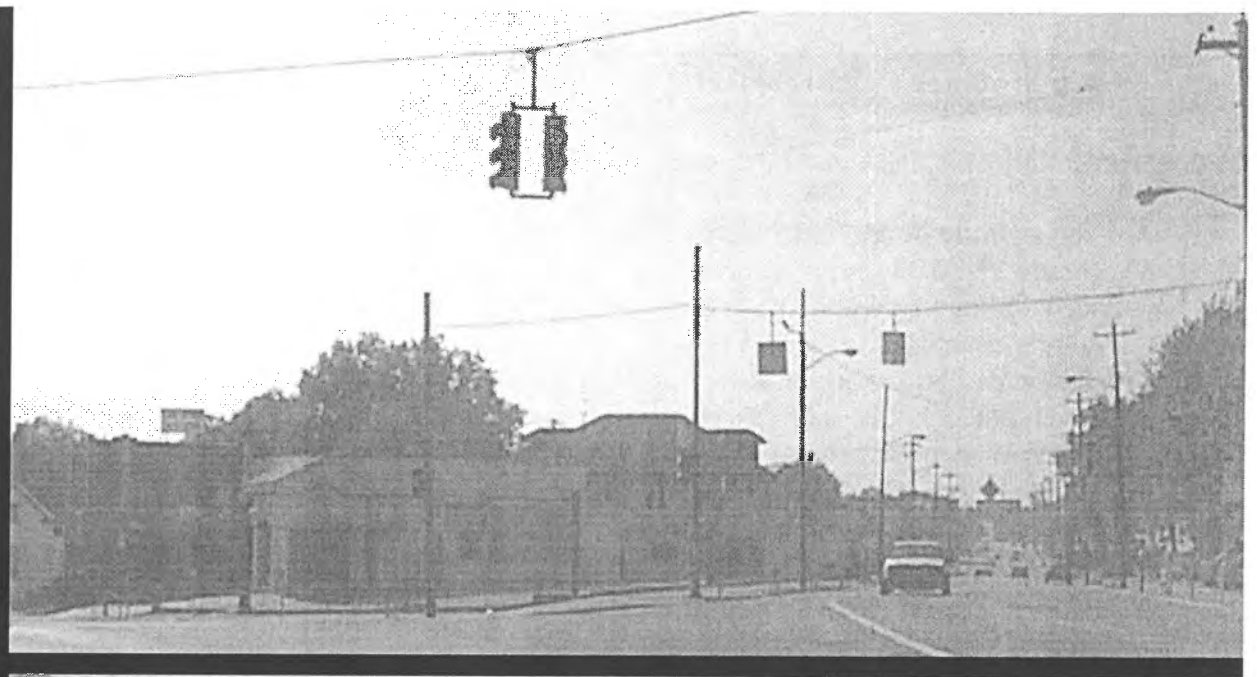
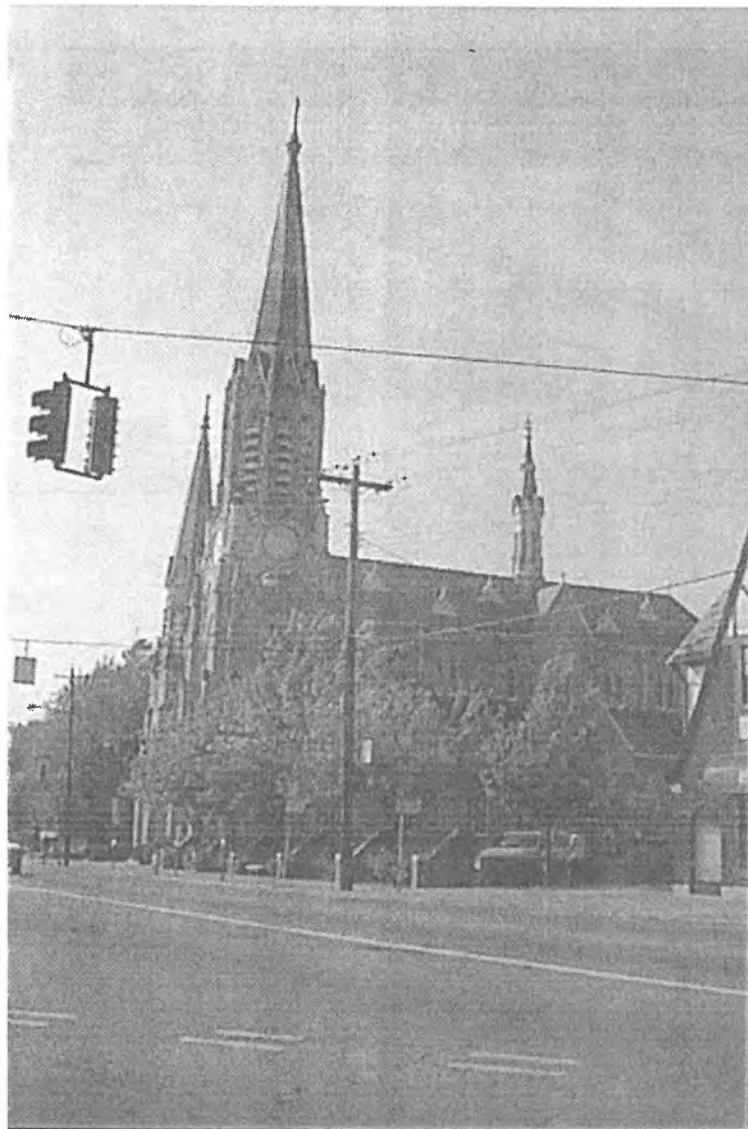
**LEGEND**

▬▬▬▬ Urban Design Plan Study Area / Urban Renewal Boundary



Scale: 1" = 400' 0"





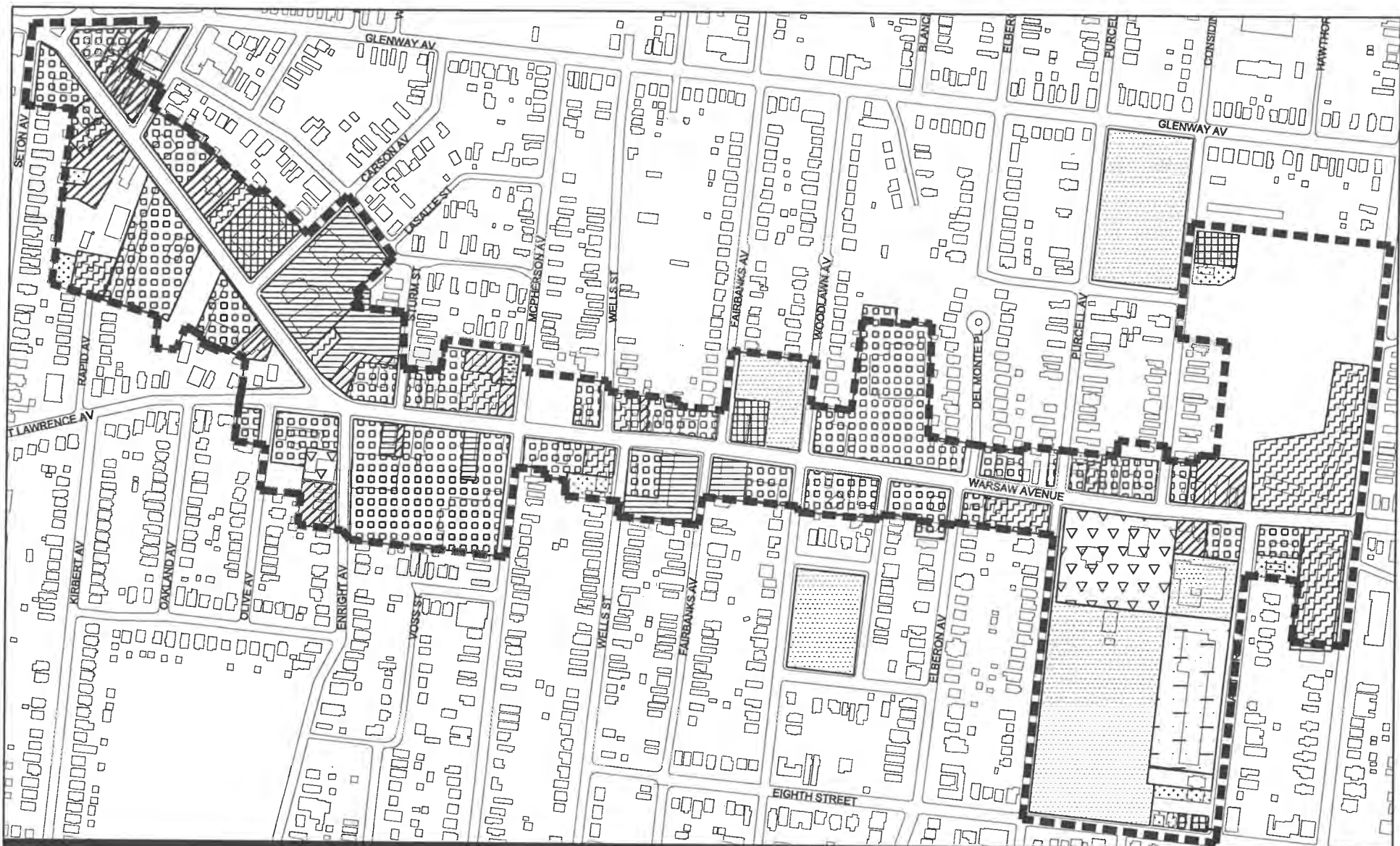
## EXISTING CONDITIONS



The viability of the East Price Hill Neighborhood Business District (NBD) is in part dependent upon the land uses surrounding and within the district. The East Price Hill NBD is largely composed of community-oriented businesses surrounded by a range of low to medium density residential development on the district's periphery. Fast food restaurants on the Warsaw strip between Glenway and St. Lawrence serve a regional constituency, as do several other businesses within the district. The two large grocery stores, primarily because of poor siting and location within the neighborhood, do not function as a regional attractions as well as they might.

Land use generally conforms to the existing zoning. Within and immediately adjacent to the district, is a mixture of residential, commercial, recreation, public and institutional land uses. The areas immediately adjacent to the NBD are heavily populated with single and two-family residences. There are also multi-family apartment buildings scattered throughout.












There are approximately 103 businesses in the East Price Hill NBD. These include 7 professional offices, 16 service-type businesses (i.e. dry cleaners, auto repair, beauty salon, etc.), 9 bar/restaurants, 46 boutiques/retail shops, 1 doctor's office, 3 service/gas stations, 3 financial institutions, and 2 funeral homes. There is also a police station, a public library and 2 churches within the business district. There are 15 vacancies at the storefront level and business retention is relatively high.

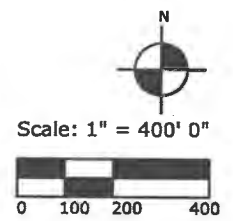


# LAND USE MAP

**LEGEND**  
 ■■■■ Urban Design Plan Study Area /Urban Renewal Boundary

## LANDUSE LEGEND

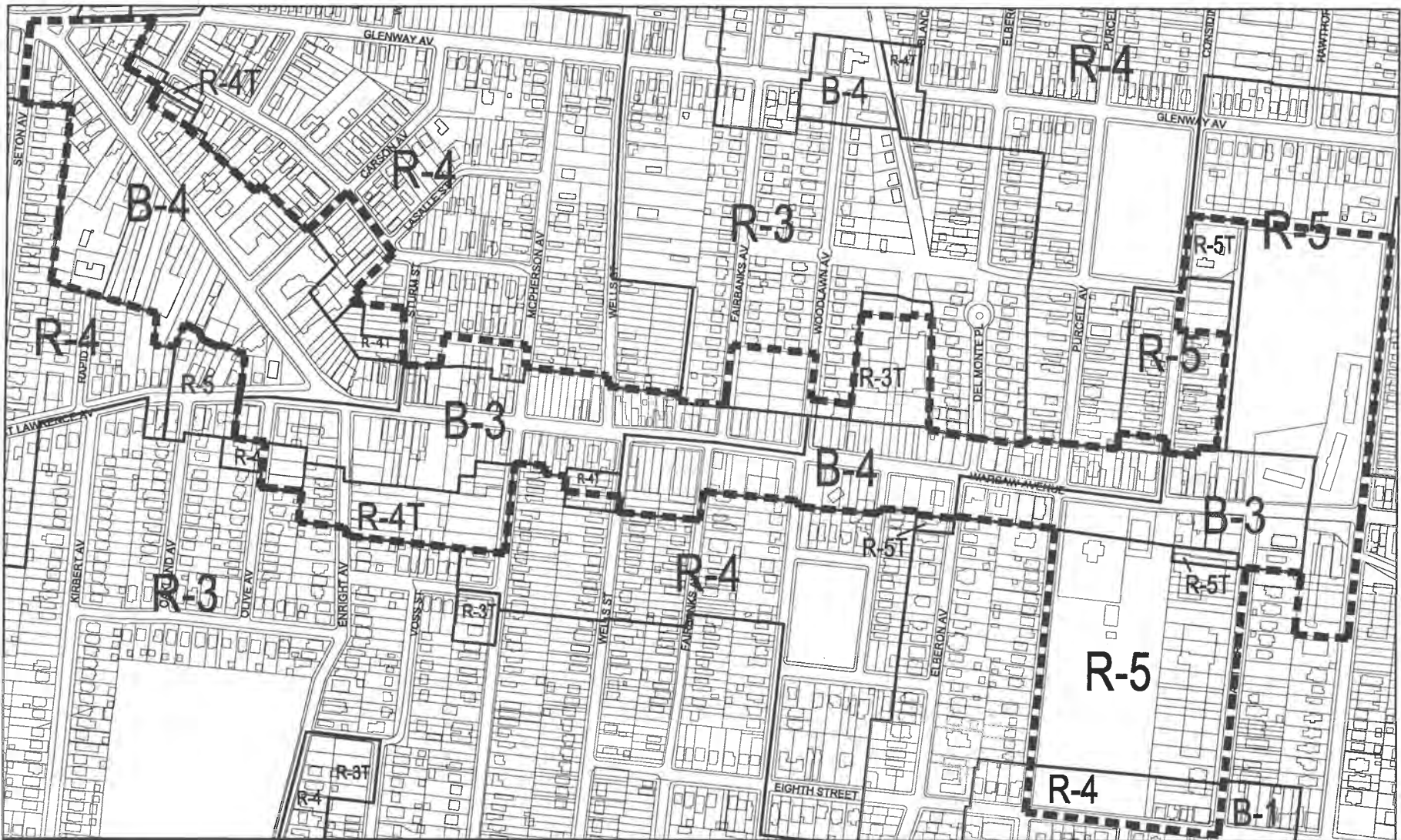
- |   |  |   |
|---|--|---|
|  Single-Family |  Public                       |  Educational                       |
|  Two-Family    |  Semi Public                  |  Parks, Playgrounds and Recreation |
|  Multi-Family  |  Communications and Utilities |  Vacant                            |
|  Mixed-Use     |  Commercial                   |   |



East Price Hill Neighborhood Business District is primarily zoned B-3 (Retail Wholesale Business District) and B-4 (General Business District) permitting such uses as retail sales, printing establishments, wholesale distributing, offices for both professional and business purposes, parks and playgrounds, low density, single-family, two-family, and multi-family dwellings. There are small pockets of R-3(T) ( Two-Family Transitional Residential) and R-4 (T) (Multi-Family Low Density Transitional District) which extend out along the southeastern and northeastern sectors of the business districts.

Residential zoning of ranging densities surrounds the business district. There are areas zoned R-3 (T)(Two-Family Transitional Residential), R-4 (Multi-Family Low Density District) and R-5 (Multi-Family Medium Density) on the periphery of the business district.

Because the existing land use, as well as proposed development possibilities, generally is compatible with existing zoning; there are no recommended zone changes at this time. Depending on the actual development which may occur, zoning should only be changed to reflect more restrictive uses.



# ZONING MAP

## LEGEND

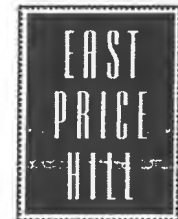
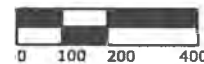
- ▬▬▬▬ Urban Design Plan Study Area/ Urban Renewal Boundary
- ▬ Zoning

## ZONING LEGEND

- |  |   |
|--|---|
| B-3 Retail/Wholesale Business District | R-4 Multi-Family Low Density Residential District |
| B-4 General Business District          | R-4T Transitional District                        |
| R-3 Two-Family Residential District    | R-5 Multi-Family Medium Density District          |
| R-3T Transitional District             |   |



Scale: 1" = 400' 0"



## EAST PRICE HILL NBD URBAN DESIGN PLAN TRAFFIC CIRCULATION & PEDESTRIAN SAFETY

Warsaw Avenue is a major arterial connecting Price Hill and Western Hills with Downtown. Combined with Glenway Avenue and Eighth Street/Elberon, more than 20,000 vehicles per day pass through East Price Hill. Vehicle counts of between 7,500 and 9,000 have been made for the East Price Hill NBD along Warsaw Avenue.

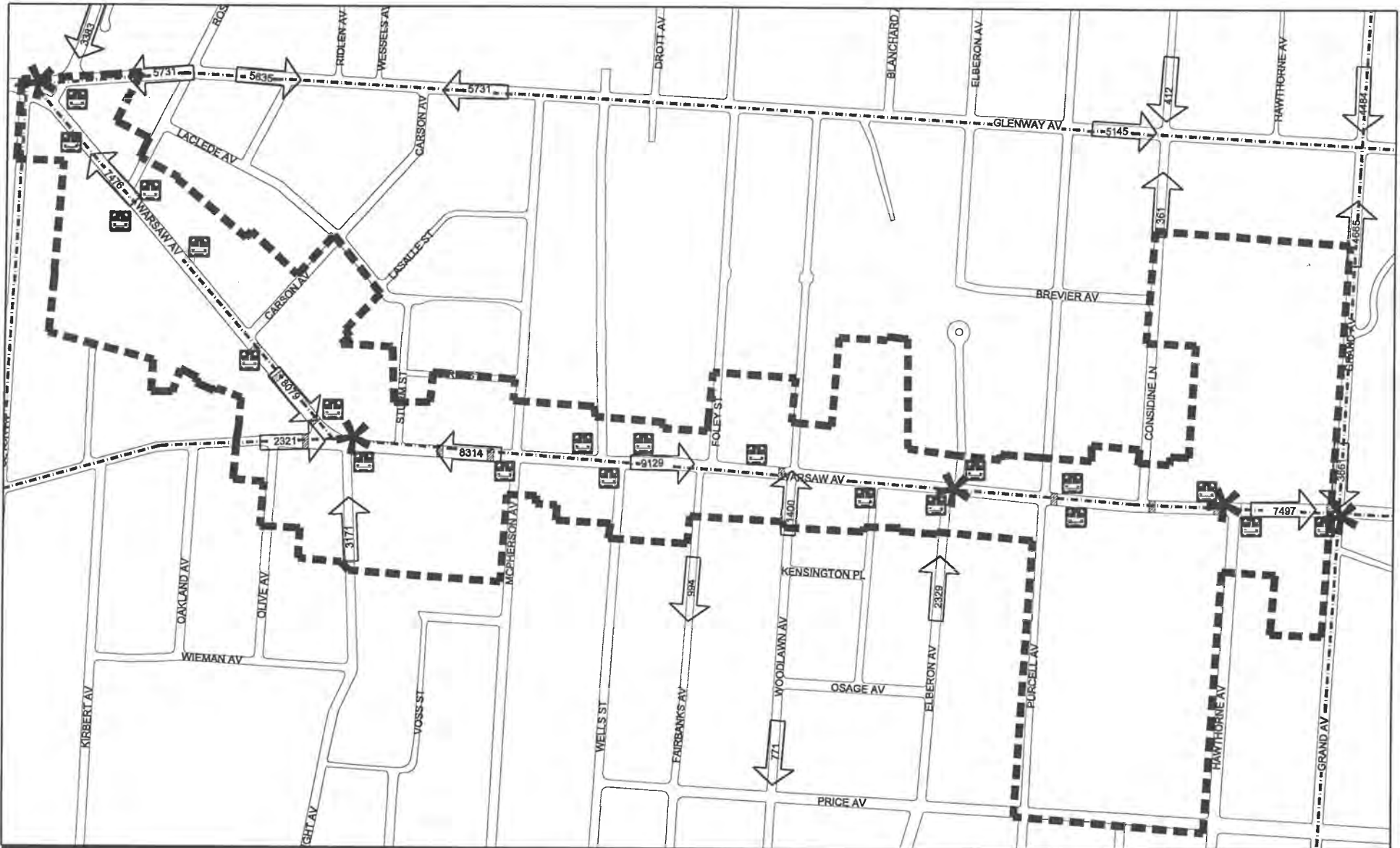
While the traffic volumes along Warsaw are not excessive, as compared to other major arterials through city NBD's, a common complaint among residents, merchants, and shoppers is that during peak hours, traffic moves too fast, and that crossing the street is very difficult except at signalized crosswalks.

At all times of the day, due to the dogleg in Warsaw at St. Lawrence corner, limited visibility creates crosswalk hazards for pedestrians near this intersection.

In order to improve pedestrian safety throughout the NBD, strategies need to be studied which include adding, or signalizing, crosswalks, and varying paving materials or striping at crosswalks. Also, because the district is not heavily populated with pedestrians, there is a tendency on the part of the drivers to ignore their needs. Added vitality within the NBD can go a long way toward improving this relationship.

Improved convenience and efficiency of mass transit (metro buses) can also have a significant impact on the amount of available parking. Ridership needs to be surveyed to determine the need and benefit of a park-and-ride system for shoppers and commuters.





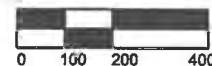
# TRAFFIC CIRCULATION MAP

## LEGEND

- Urban Design Study Area/Urban Renewal Boundary
- Daily Traffic Count
- Traffic Signals
- Bus Routes
- Bus Stops No. 33
- Crosswalks



Scale: 1" = 400' 0"



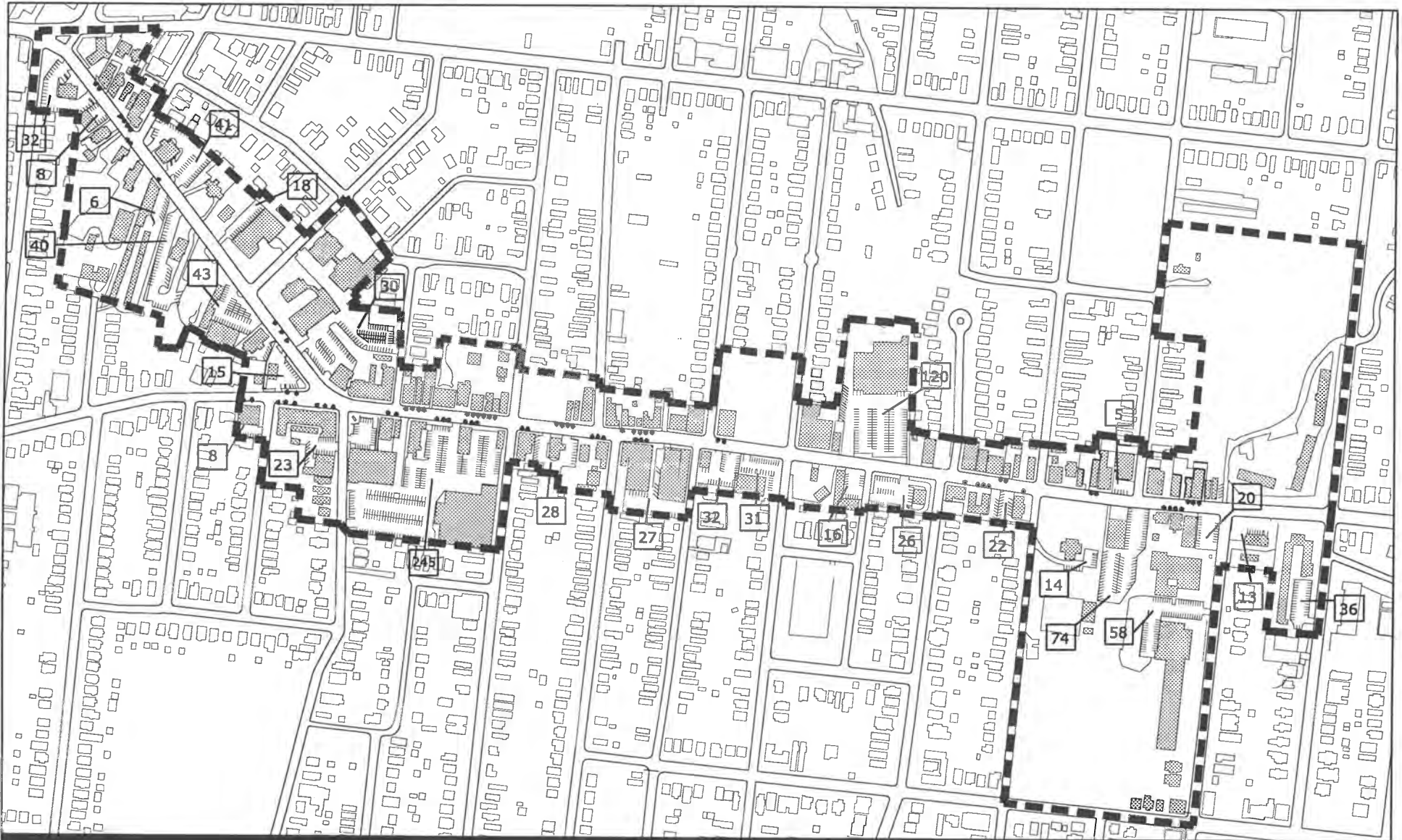
Convenient parking, or lack of it, is a problem for much of the district. A fair number of businesses have their own lots. And they are dispersed throughout the business district. Parking for these businesses typically ranges from 5 to 40 spaces. There are two notable exceptions the IGA lot (61 spaces) and the Kroger lot (245 spaces). These lots are privately held, and are not conveniently located for much of the business district, particularly those establishments within the eastern portion of the district.

Given the physical constraints and lack of space within the district, an easy solution to creating additional parking within the core would be difficult. Additional on street parking opportunities are also limited due to the high traffic volume, and subsequent peak hour parking restrictions. New parking areas suitable for all businesses could be developed through the removal of existing structures and the acquisition of property. Only a few vacant parcels are available for development of new parking lots.

Some short-term strategies to optimize existing resources can be implemented. Sharing of existing lots among businesses with various peak operating hours is one option that is already utilized by a few of the businesses. Another option is an emphasis on employee and owner use of less conveniently located parking. Signage to parking areas would lessen driver confusion and help clarify available parking opportunities.

The East Price Hill neighborhood is generally served very well by metro buses. Additional improvements are planned to add bus racks to buses, which will create an opportunity for cyclists from other parts of the city to visit East Price Hill. The community, in cooperation with the Department of Transportation and Engineering, is seeking to enhance the

bicycle and pedestrian environment by adding way-finding signage between bus routes, and to the parks, schools and other public amenities available in East Price Hill. Additional hike/bike enhancement proposals include rest areas, kiosks, and new trails within and between the parks and playgrounds. (Please see the TEA 21 Proposal in the appendix).



# PARKING MAP

## LEGEND

■ ■ ■ Urban Design Study Area / Urban Renewal Boundary

## Legend

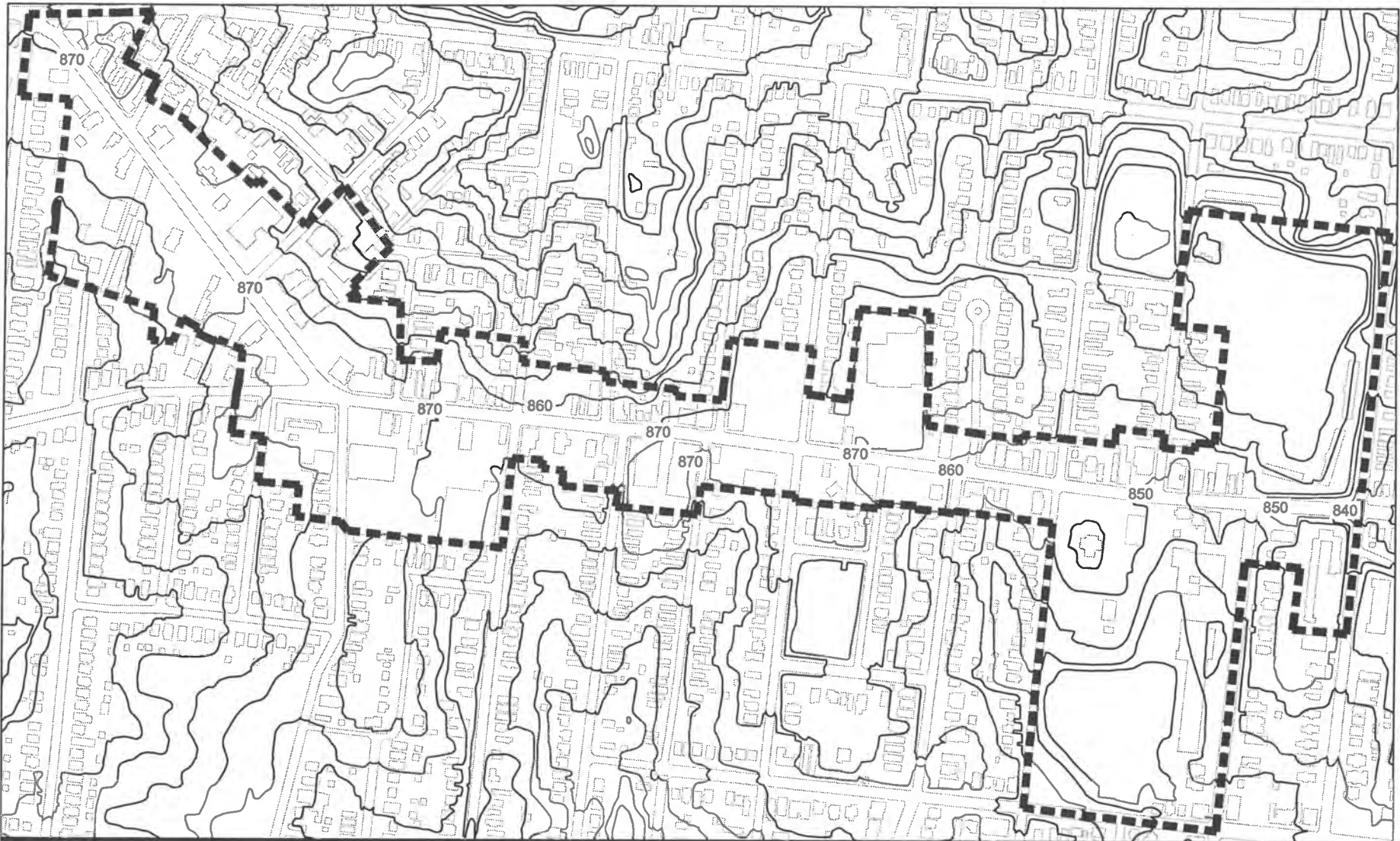
- ☐ 27 Parking Counts
- Parking Meter



Scale: 1" = 400' 0"





The East Price Hill Business District's topography is primarily that of a small rolling ridge. Moving from east to west, the NBD begins at its lowest elevation of 840 feet above sea level at the intersection of Warsaw and Grand Avenues. From there Warsaw climbs relatively quickly to an elevation of 850 feet at Hawthorne Avenue. From Hawthorne Avenue, Warsaw climbs to its highest elevation of 875 feet, at Woodlawn Avenue near the Tot Lot. Generally Warsaw maintains an elevation of approximately 870 feet as it continues west to Glenway Avenue. Outside the district's boundary, the topography tends to be made up of small ridges and valleys, radiating from Warsaw Avenue.



# TOPOGRAPHY MAP

## LEGEND

-  Urban Design Study Area /Urban Renewal Boundary
-  10' Topographic Contour



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Given the physical constraints and lack of space within the district, an easy solution to creating additional parking within the core would be difficult. Additional on street parking opportunities are also limited due to the high traffic volume, and subsequent peak hour parking restrictions. New parking areas suitable for all businesses could be developed through the removal of existing structures and the acquisition of property. Only a few vacant parcels are available for development of new parking lots.

Some short-term strategies to optimize existing resources can be implemented. Sharing of existing lots among businesses with various peak operating hours is one option that is already utilized by a few of the businesses. Another option is an emphasis on employee and owner use of less conveniently located parking. Signage to parking areas would lessen driver confusion and help clarify available parking opportunities.

The East Price Hill neighborhood is generally served very well by metro buses. Additional improvements are planned to add bus racks to buses, which will create an opportunity for cyclists from other parts of the city to visit East Price Hill. The community, in cooperation with the Department of Transportation and Engineering, is seeking to enhance the

bicycle and pedestrian environment by adding way-finding signage between bus routes, and to the parks, schools and other public amenities available in East Price Hill. Additional hike/bike enhancement proposals include rest areas, kiosks, and new trails within and between the parks and playgrounds. (Please see the TEA 21 Proposal in the appendix).

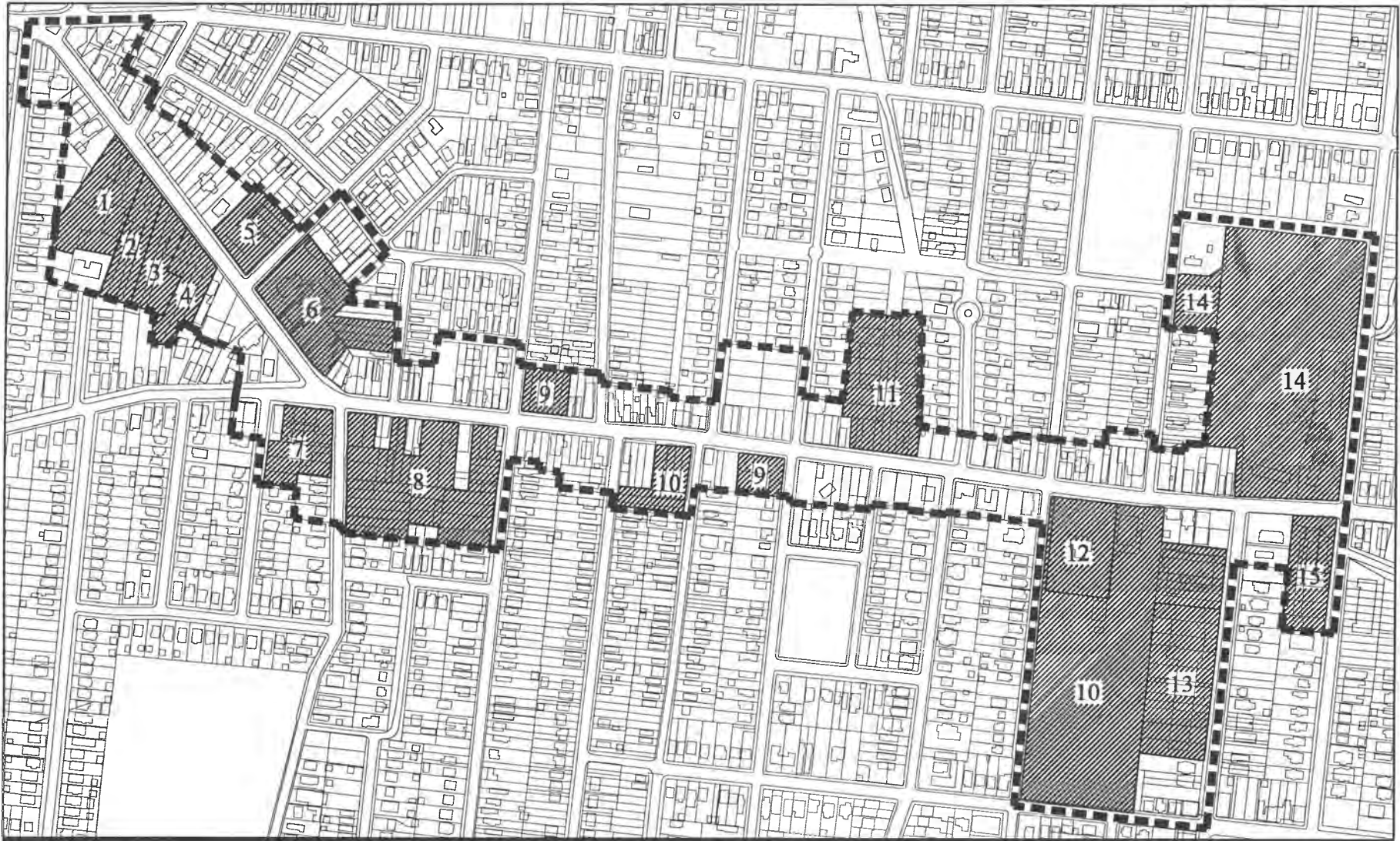
The East Price Hill Business District's topography is primarily that of a small rolling ridge. Moving from east to west, the NBD begins at its lowest elevation of 840 feet above sea level at the intersection of Warsaw and Grand Avenues. From there Warsaw climbs relatively quickly to an elevation of 850 feet at Hawthorne Avenue. From Hawthorne Avenue, Warsaw climbs to its highest elevation of 875 feet, at Woodlawn Avenue near the Tot Lot. Generally Warsaw maintains an elevation of approximately 870 feet as it continues west to Glenway Avenue. Outside the district's boundary, the topography tends to be made up of small ridges and valleys, radiating from Warsaw Avenue.

East Price Hill Neighborhood Business District is composed of a large number of individual property owners and also contains a number of major landowners. Major land owners are considered to be owners of large single parcels, parcels which might be developable, or owners who own several properties in the district. There is no implication that major landowners own property which is available for development.

The majority of its property owners possess single or small parcels of land. In turn, many owners rent their property to other businesses. There are also businesses within the district that retain their own property. These include Gilligan Funeral Homes, Cincinnati Bell, and Provident Bank. A few major properties in the district contain large institutions, such as schools, churches, and large businesses. These include the St. Lawrence Church, Kroger, Hamilton County Public Library, IGA, Salvation Army, the City of Cincinnati, and the Board of Education, as well as others.

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## MAJOR PROPERTY OWNERS

### LEGEND

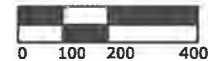
▬▬▬▬ Urban Design Study Area Boundary

### MAJOR PROPERTY OWNERS

- |                                 |   |                      |
|---------------------------------|---|----------------------|
| 1. MCOSKER LTD                  | 8. KROGER (ONE HOLDINGS, INC.)                    | 15. GLADYS M. GAMBLE |
| 2. CINCY TOOL RENTAL            | 9. SIEBERT MOHR                                   |                      |
| 3. HOWARD G. THIEMANN           | 10. CITY OF CINCINNATI                            |                      |
| 4. SUPERAMERICA GROUP           | 11. ERLENE WURSTER                                |                      |
| 5. CINCINNATI BELL              | 12. HAMILTON COUNTY LIBRARY                       |                      |
| 6. THE ARCHBISHOP OF CINCINNATI | 13. THE CINCINNATI BOARD OF EDUCATION             |                      |
| 7. KAREN K. SEGAL               | 14. THE CINCINNATI METROPOLITAN HOUSING AUTHORITY |                      |



Scale: 1" = 400' 0"



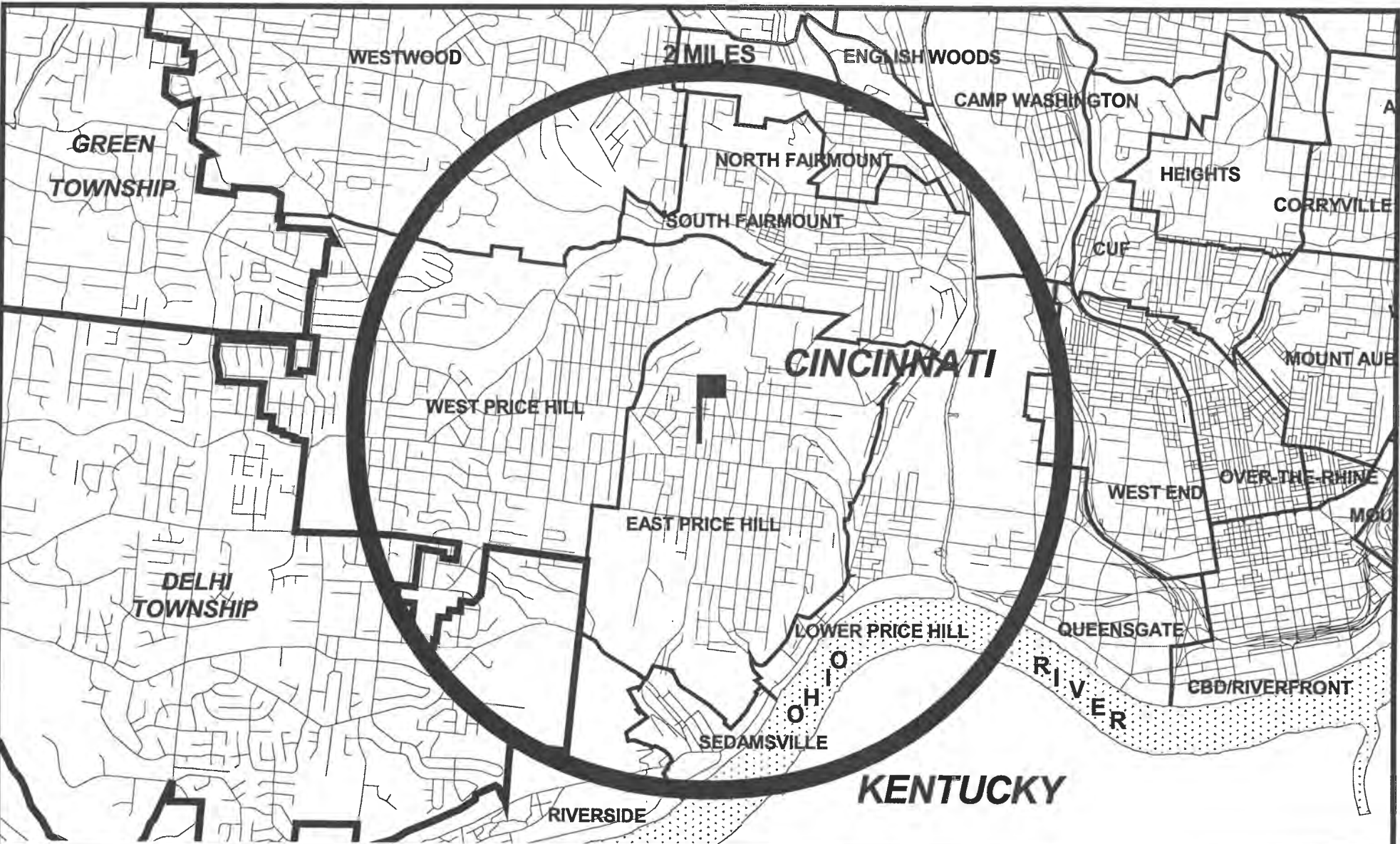
The East Price Hill Market Area is composed of 9 census tracts and contains the following areas: Lower Price Hill, West Price Hill, South Fairmount, Westwood, and Delhi Township.

According to the 1990 U.S. Census data, the East Price Hill Market Area has a population of approximately 19,522, concentrated in an average of 7,410 households. The primary business district within the East Price Hill Market Area is along Warsaw Avenue from its intersection with Glenway Avenue to Grand Avenue. The building stock is older with varying degrees of maintenance. The traffic volume in the area is moderately high.





The district is anchored by Kroger and IGA. The merchandise mix includes hardware stores, financial institutions, professional offices, bars and restaurants, bakeries, funeral homes, gas stations, and other destination retailers.

A market study, conducted in 1991, concluded that the market area is in need of the following types of business:

- Recreational facilities
- Restaurants and specialty food stores
- Equipment rental
- Auto repair and service
- Furniture stores (new and used)
- Clothing stores (non-uniform)



**EAST PRICE HILL URBAN DESIGN PLAN MARKET AREA**

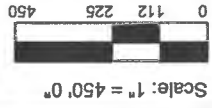
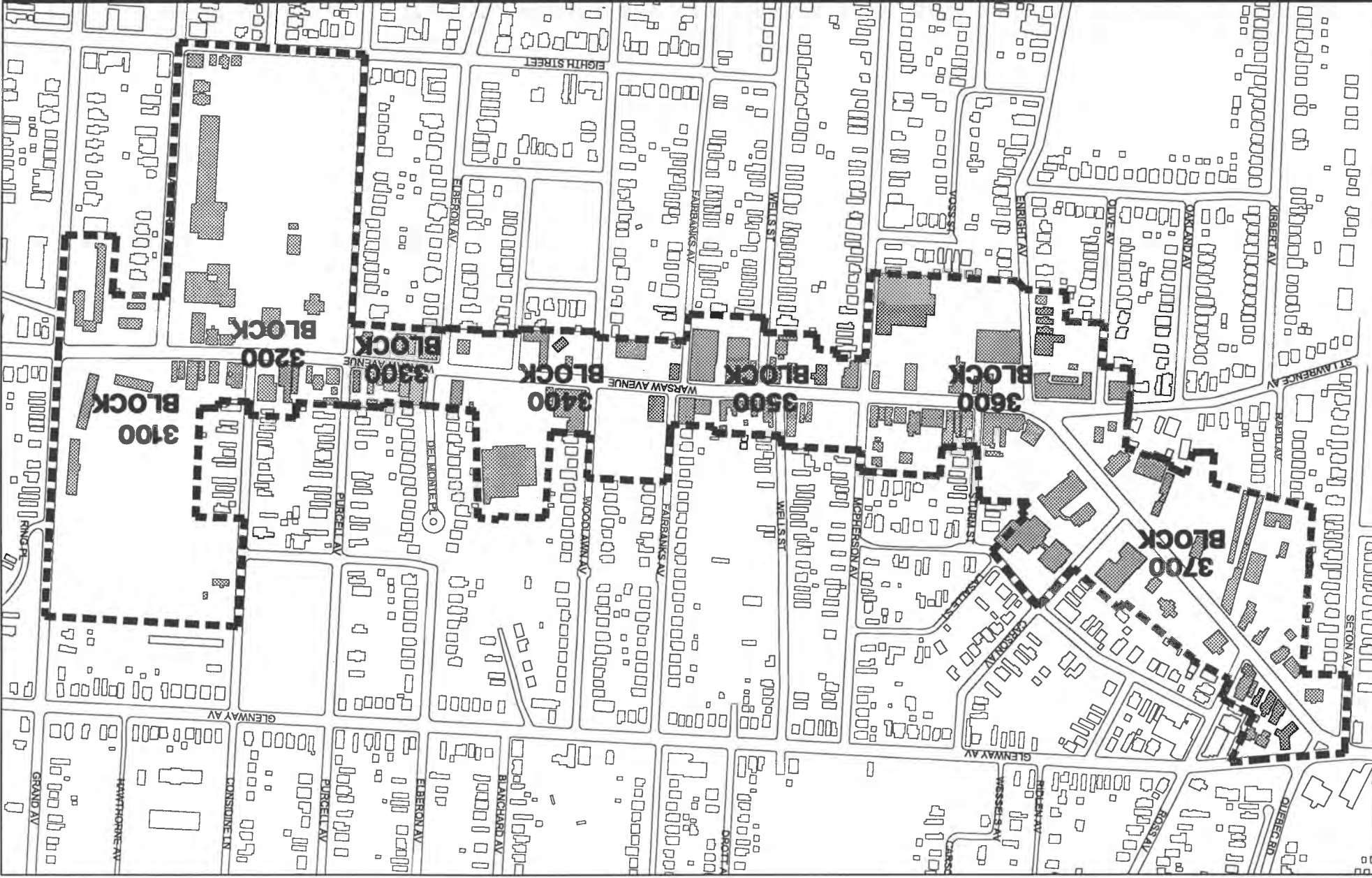
- LEGEND**
-  Neighborhood Boundary
  -  Corporation Limit
  -  Market Area Boundary
  -  Market Area



SCALE: 1" = 1 mile  
 0 0.5 1 Miles



# EXISTING BUSINESSES





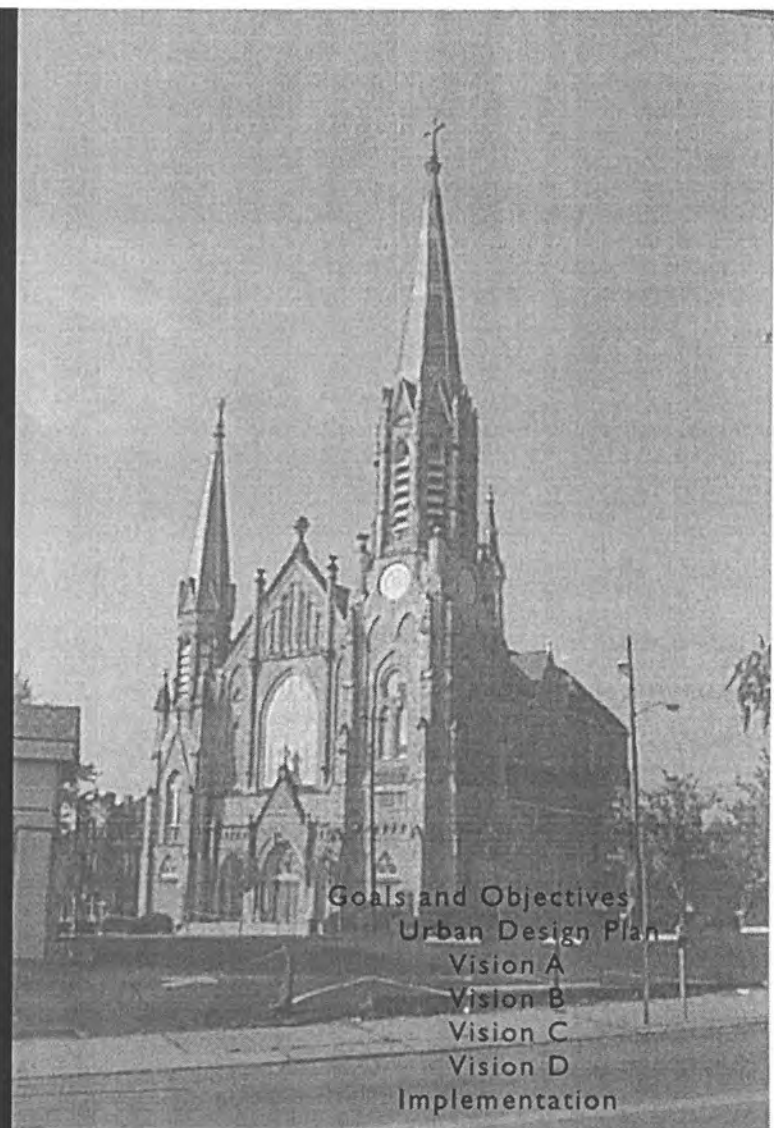
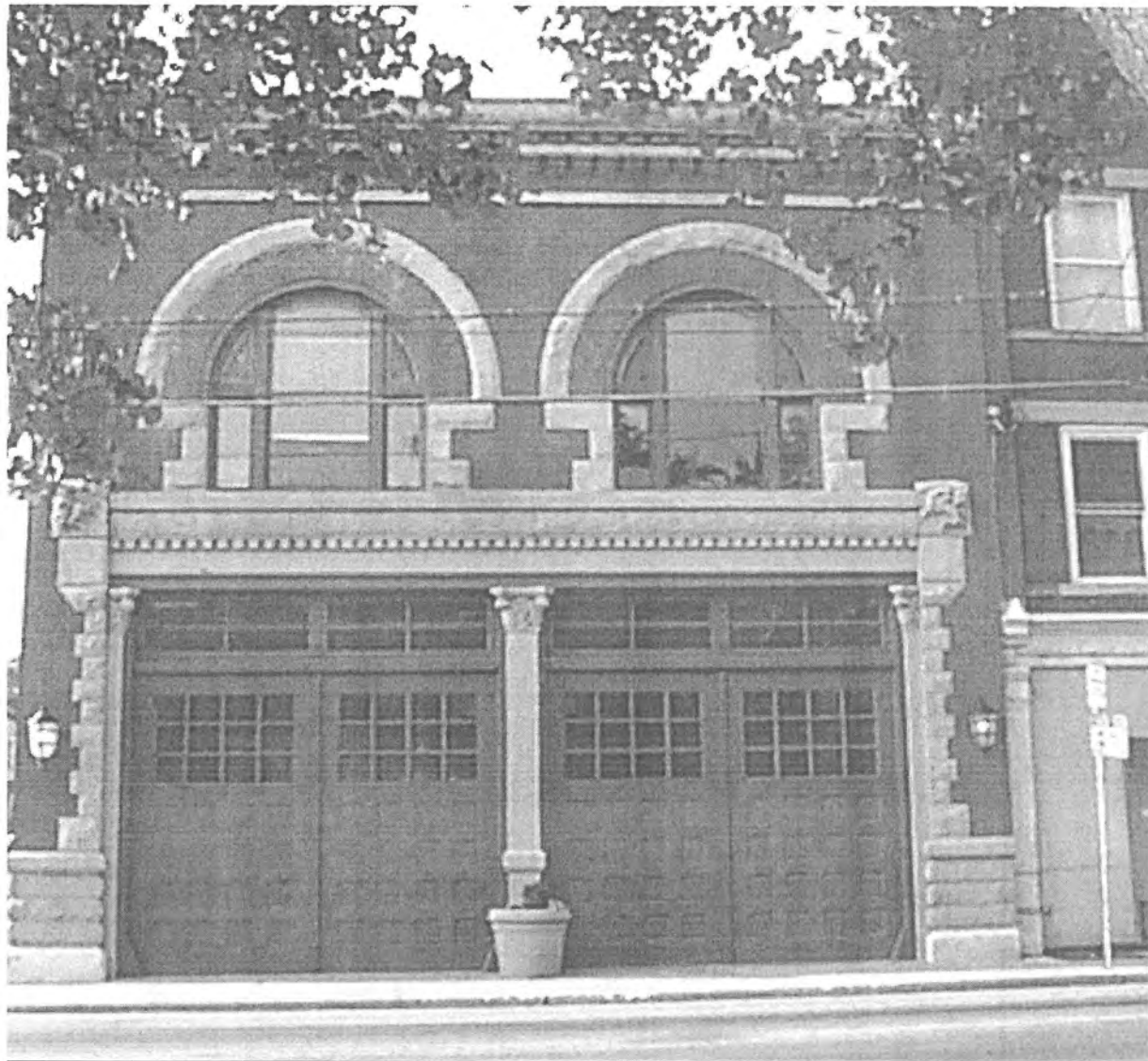
## LEGEND

■■■■■ Urban Design Study Area / Urban Renewal Boundary

## EXISTING BUSINESSES

|                         |             |                        |             |                       |             |                        |                   |
|-------------------------|-------------|------------------------|-------------|-----------------------|-------------|------------------------|-------------------|
| Wendy's                 | 3783 Warsaw | Creative Elegance      | 3635 Warsaw | Hoffmeyer Plumbing    | 3506 Warsaw | Vacant                 | 3110 Warsaw       |
| BP Food Mart            | 3768 Warsaw | Vacant                 | 3633 Warsaw | Vacant                | 3504 Warsaw | Vacant                 | 3108 Warsaw       |
| Perrotta Jewelers       | 3767 Warsaw | Duds-n-Suds            | 3630 Warsaw | Salvation Army Center | 3503 Warsaw | Vacant                 | 3106 Warsaw       |
| vacant                  | 3765 Warsaw | Stackhaus Furniture    | 3629 Warsaw | Vacant                | 3500 Warsaw | Beeper Store           | 3102 Warsaw       |
| Plantscapes             | 3761 Warsaw | Vacant                 | 3627 Warsaw | Motor Vehicles        | 3461 Warsaw | United Dairy Farmers   | 3021 Warsaw       |
| True Value Hardware     | 3758 Warsaw | Vacant                 | 3625 Warsaw | Blockbuster Video     | 3441 Warsaw | Gold Star Chilli       | 979 Hawthorne     |
| Johnson Refrigeration   | 3756 Warsaw | World of Products      | 3626 Warsaw | The Family Shop       | 3434 Warsaw | Price Mart             | 977 Hawthorne     |
| Security Home Improv.   | 3753 Warsaw | Economy Flooring       | 3624 Warsaw | The Chatterbox        | 3428 Warsaw | Dominos                | 975 Hawthorne     |
| Vacant                  | 3750 Warsaw | Oriental Food and Gift | 3622 Warsaw | Steves Barber Styling | 3426 Warsaw | Dry Cleaners           | 979 Enright       |
| Allied Lock and Door    | 3748 Warsaw | Oriental Grocery Store | 3620 Warsaw | Ashland Oil           | 3419 Warsaw | Trinity Church Supply  | 3727 St. Lawrence |
| Nemann Plumbing         | 3747 Warsaw | Connies Restaurant     | 3618 Warsaw | Meat and Produce      | 3417 Warsaw | Law Offices            | 3724 St. Lawrence |
| Cincy Tool Rental       | 3741 Warsaw | Vacant                 | 3614 Warsaw | Vacant                | 3415 Warsaw | Buckey Lock & Key      | 3723 St. Lawrence |
| Hardees                 | 3736 Warsaw | Huber Department       | 3611 Warsaw | IGA                   | 3410 Warsaw | Talk the Town Florists | 3717 St. Lawrence |
| Meyers Funeral Home     | 3726 Warsaw | Roses Thrift Shop      | 3606 Warsaw | Speedway              | 3406 Warsaw | St. Lawrence Bakery    | 3715 St. Lawrence |
| Burger King             | 3725 Warsaw | Hair Happening         | 3604 Warsaw | Perkins Roofing       | 3316 Warsaw | St. Vincent Shoppe     | 3707 St. Lawrence |
| Cincinnati Bell         | 3710 Warsaw | Club Embassy           | 3602 Warsaw | Vacant                | 3314 Warsaw | Toddlers to Teens      | 3703 St. Lawrence |
| 3-G Window Service      | 3707 Warsaw | Angilos Pizza          | 3601 Warsaw | Renters Choice        | 3312 Warsaw | Alpine Coin Laundry    | 3701 St. Lawrence |
| Ameristop               | 3703 Warsaw | Vacant                 | 3600 Warsaw | Vacant                | 3306 Warsaw | Brafford Automotive    | 1006 Woodlawn     |
| Controlled Credit Group | 3687 Warsaw | Scheve Hardware        | 3539 Warsaw | B & W Upholstery      | 3304 Warsaw | Knox Printing          | 3735 Glenway      |
| St. Lawrence Church     | 3680 Warsaw | Warsaw Federal         | 3533 Warsaw | Santa Maria Center    | 3301 Warsaw |                        |                   |
| Gilligan Funeral Home   | 3671 Warsaw | Violin Workshop        | 3532 Warsaw | Ken Farmers Produce   | 3300 Warsaw |                        |                   |
| Donatos Pizza           | 3665 Warsaw | Cincy Mechanicals Inc. | 3528 Warsaw | Washer Clinic         | 3222 Warsaw |                        |                   |
| Price Hill Eagle Loan   | 3650 Warsaw | Grocery and Candy      | 3524 Warsaw | Public Library        | 3215 Warsaw |                        |                   |
| Price Hill Florist      | 3646 Warsaw | A. C. Upholstery       | 3522 Warsaw | Law Offices           | 3206 Warsaw |                        |                   |
| Pete's Restaurant       | 3642 Warsaw | Empire Chili           | 3516 Warsaw | Police District #3    | 3201 Warsaw |                        |                   |
| Provident Bank          | 3640 Warsaw | Appalacian Council     | 3515 Warsaw | Zeiser Construction   | 3200 Warsaw |                        |                   |
| Discipleship Training   | 3637 Warsaw | E & E Drywall          | 3510 Warsaw | Henry Beekley MD      | 3117 Warsaw |                        |                   |
| Vanns Printing          | 3636 Warsaw | Workhouse Fitness      | 3509 Warsaw | Dittelbergs Brau Haus | 3113 Warsaw |                        |                   |





# URBAN DESIGN PLAN



## OVERALL GOAL:

Improve the image and vitality of the East Price Hill Neighborhood Business District as both a neighborhood and regional retail and cultural center, through marketing, new development, and physical public improvements.

## IMAGE AND IDENTITY:

Create a positive image for the business district and the residential areas of the East Price Hill Community.

- Identify unique cultural and historical images which can be developed to present a clear positive image of the community.
- Improve the overall visual image of the community by reducing unorganized and excessive signage.

Create an environment that is free of litter, debris, junk, and weeds.

- Provide easily available and attractive trash receptacles.
- Encourage structured clean up activities in the business district that encourage all sectors of the community to participate.

## BUSINESS AND DEVELOPMENT:

Maintain and strengthen existing businesses and recruit new businesses that enhance the economic vitality of the district.

- Integrate regional businesses into the fabric of neighborhood oriented businesses through shared parking strategies and stronger pedestrian links.
- Encourage the development of neighborhood service oriented businesses.
- Eliminate vacant lots, and underutilized buildings which contribute to blight in the urban renewal area, without displacing businesses or residents.
- Establish compatible business hours, where possible, that are consistent with the shopping hours desired by patrons.

Develop a stronger and broader partnership between the business and property owners, as well as between existing and new business owners.

- Encourage new and existing businesses to become active members of EPHIA, as well as a local business organization.

- The business association should continue to assume responsibility for activities that effect the business district, and to address issues as they arise.

Market East Price Hill as a desirable place to live, shop and conduct business.

Create a unified marketing strategy to advertise and promote business and community activities.

## TRAFFIC AND PEDESTRIAN SAFETY:

Maintain the East Price Hill neighborhood and business district as a safe place to live, work, and shop.

- Provide improved crosswalks with markings or signals to better protect pedestrians in a vehicular environment.
- Provide well-lit parking lots with good visibility.
- Maintain the presence and visibility of Cincinnati Police Division.

Increase opportunities for pedestrians, bicyclists, and bus patrons to take advantage of the neighborhood's business services.

- Provide wayfinding signage between bus routes and neighborhood civic and recreational facilities.
- Improve the bicycle and pedestrian environment by providing amenities such as improved signage, bike racks, benches, drinking fountains, improved lighting, etc.

## PARKING:

Improve the existing parking situation to encourage commuters and through travelers, as well as neighborhood drivers, to park and shop throughout the NBD.

- Increase the number, and convenience, of safe, well-lit parking spaces, with an even distribution throughout the NBD.
- Encourage continuity and the efficient use of existing parking spaces through parking consolidation, and sharing (when possible) between businesses.
- Provide clear, visible wayfinding signage to parking areas which have been made available for public, or shared, parking.

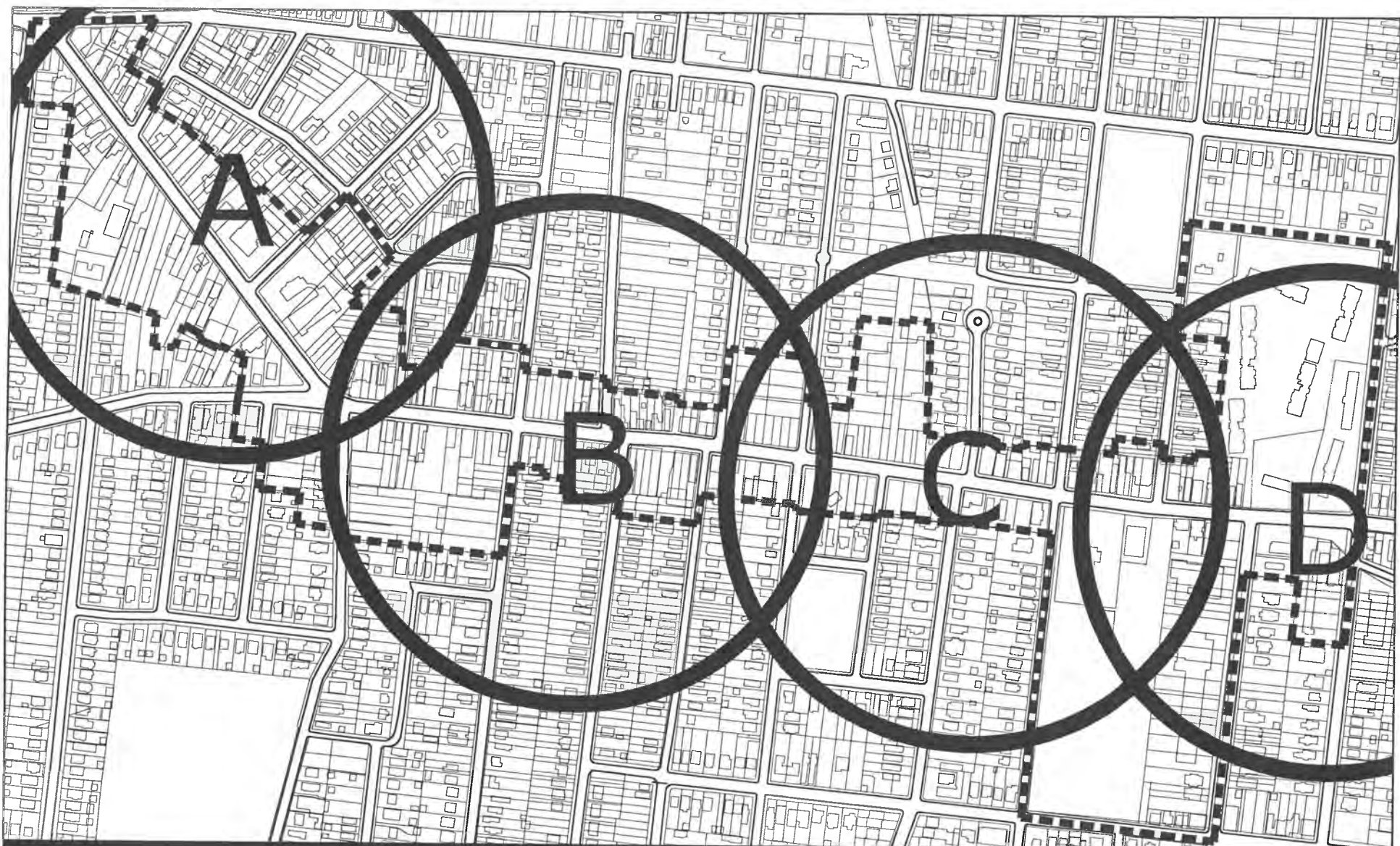
For presentation purposes, due to the excessive length of the NBD, the East Price Hill Urban Design Plan has been divided into four (4) separate, but overlapping areas (A, B, C, D). Each area is illustrated by a vision map (aerial perspective), with detailed project drawings following.

Area A is suited to a more vehicular character, as it serves as a link to the more automotive oriented business district along Glenway Avenue to the north and west. Area A is proposed to contain a minor gateway, and major anchoring monument, for the East Price Hill Business District.

Area B contains the Kroger store as well as several smaller storefronts, service agencies, and financial institutions. A redevelopment of Kroger block is proposed to function as a regional draw and anchor for the business district. As a regional draw, with improved and increased parking opportunities, there is good potential to add vitality to all of the neighborhood.

Similarly, a redevelopment of the IGA store, particularly the street frontage, will provide a regional anchor and added vitality in Area C.

Area D contains the most historically intact section of the NBD. Programs to maintain businesses through facade improvements and more efficient parking are intended to create an environment which is conducive to more intense neighborhood usage, as well as, opportunities for drawing regional customers.



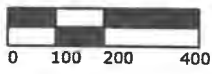
# URBAN DESIGN PLAN STUDY AREAS MAP

## LEGEND

Urban Design Study Area / Urban Renewal Boundary



Scale: 1" = 400' 0"

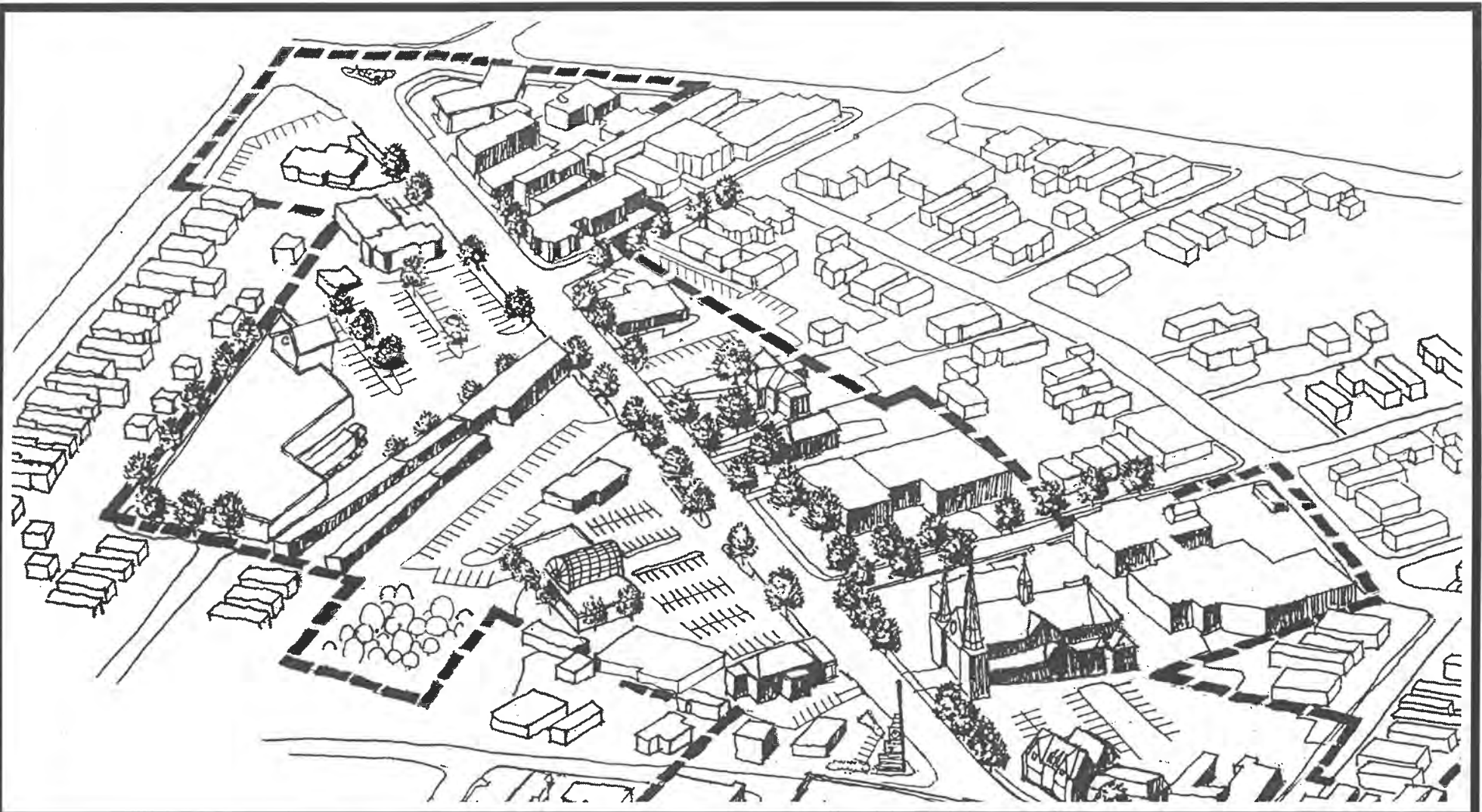


## STUDY AREA A - VISION

Key to future development of this section of the NBD is recognizing that the long block between St. Lawrence corner and Glenway Avenue is almost totally vehicle oriented. A minor landscaping improvement is proposed at the small triangular island at Glenway, with a major gateway feature (clock tower) proposed for St. Lawrence corner, the western entry to the core of the NBD.

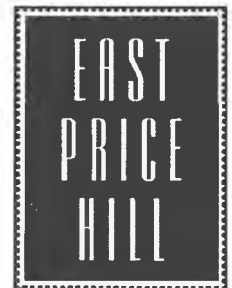
Between these new features, the encouragement of more regional, vehicle based, retail and service businesses is appropriate. Design of new development shall recognize the need to create sound and visual buffers between abutting residential properties, and to complement the existing well established institutions on the northeast side of Warsaw.

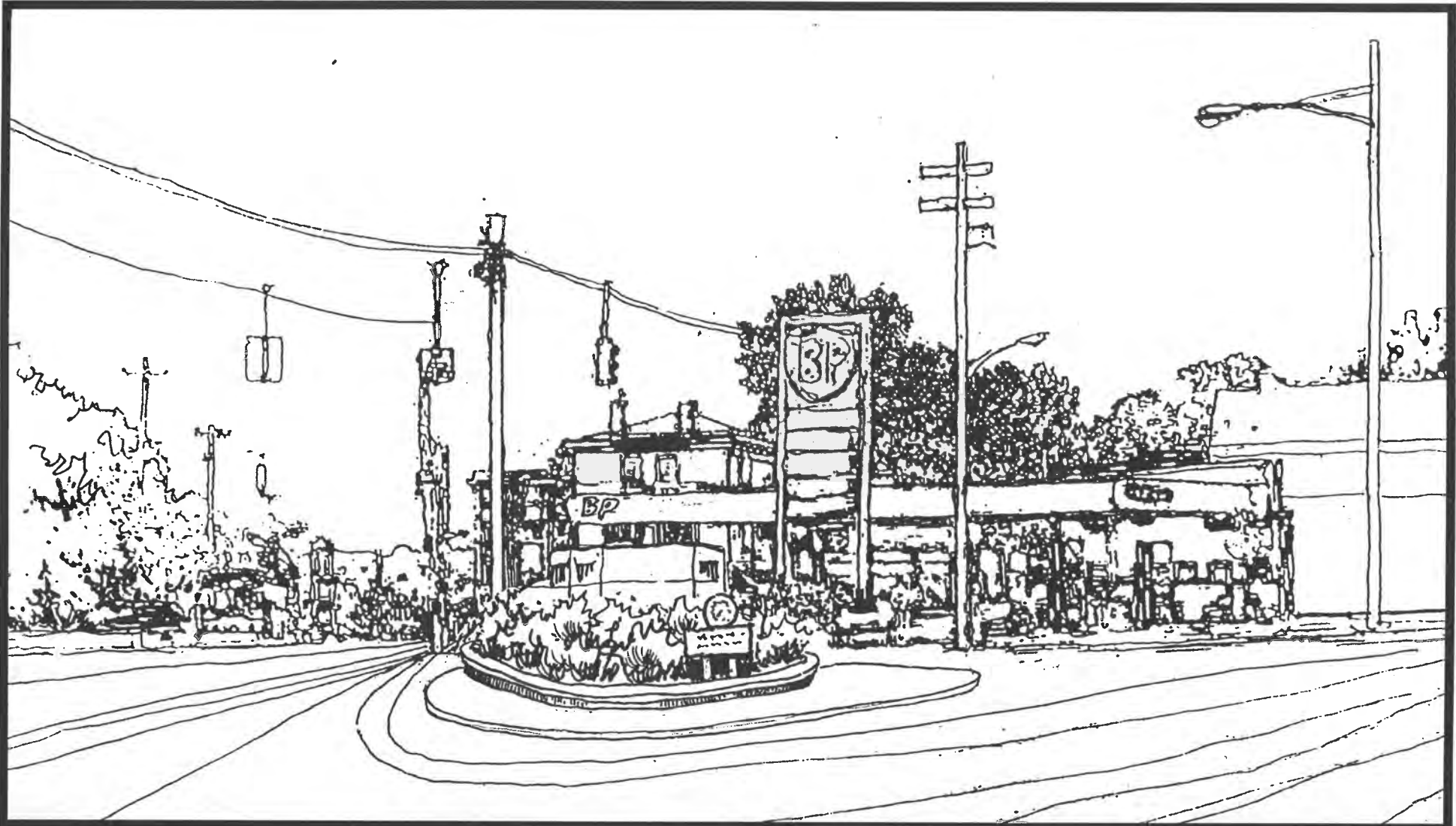
Should more local, pedestrian development occur, the use of traffic calming devices shall be investigated, including the potential addition of a mid-block, signalized traffic signal or crosswalk.



## STUDY AREA A AERIAL PERSPECTIVE

- Landscaped island at Glenway
- Vehicle oriented development
- Gateway/ Clock Tower at St. Lawrence Avenue corner
- Streetscape/ pedestrian safety improvements

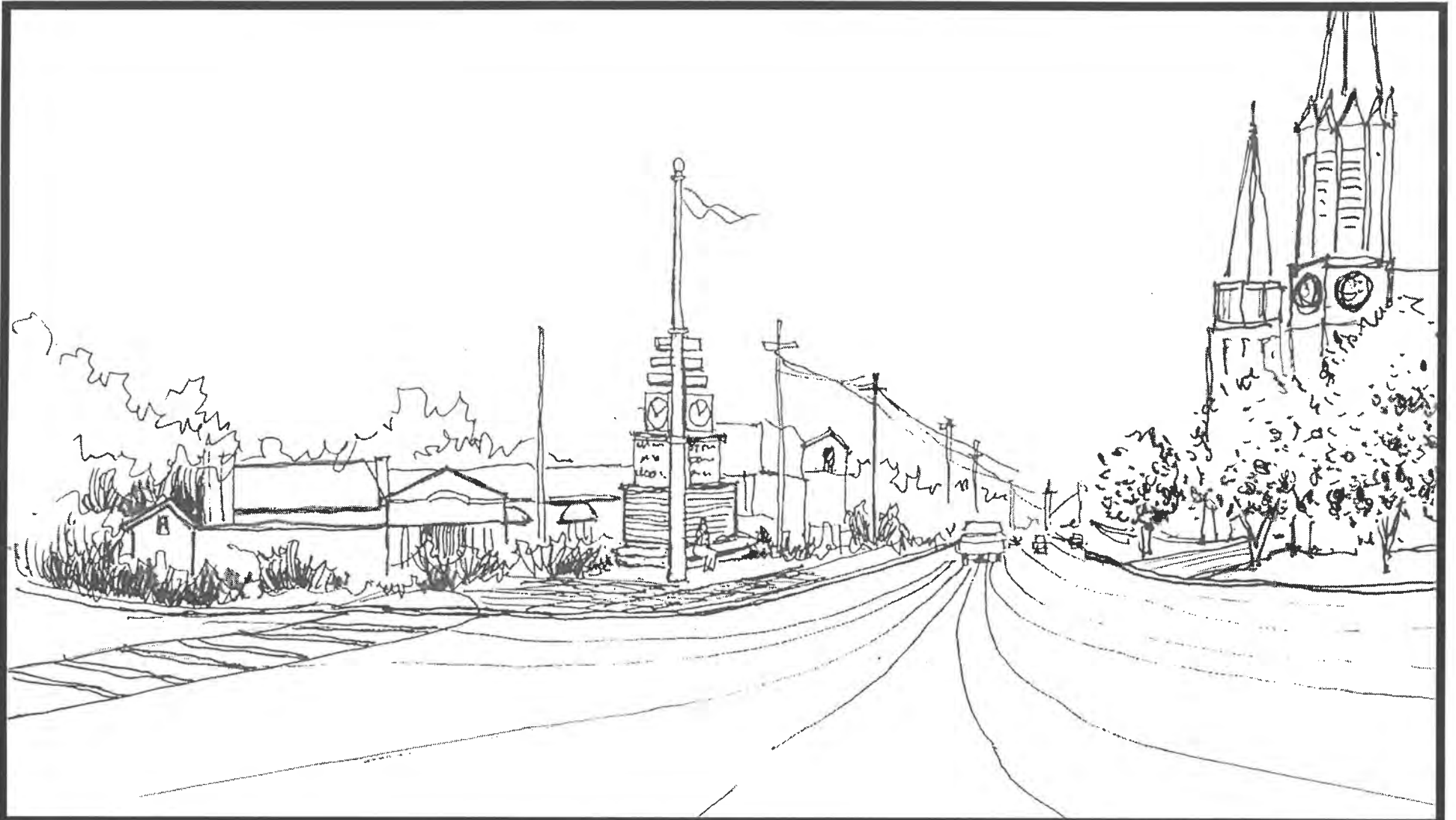




LANDSCAPED ISLAND AT GLENWAY AVENUE







**GATEWAY/ CLOCK TOWER AT ST. LAWRENCE CORNER**



## STUDY AREA B - VISION

The first priority for this section of the NBD is to connect the Kroger and Family Dollar stores to the smaller scale storefronts on the north side of Warsaw. These facilities do not work as regional anchors due to physical obscurity of their siting. Several options to take better advantage of the Kroger store as regional anchor. One option is to improve the physical appearance of the existing Kroger and Family Dollar and, at the same time allow for better visibility into the site from Warsaw Avenue (illustrated on following page). Another is to add to, or replace, existing buildings with structures that front Warsaw Avenue and create a stronger urban relationship with the buildings across the street. It must be understood that this redevelopment will almost certainly be private, and market driven; and that this redevelopment also may result in the demolition of existing structures. Care must be taken in the redevelopment to improve visibility of the stores, while providing visual screening for the parking and creating a more urban density along Warsaw. There fore, all possible options should be considered.

A facade improvement program should be developed for the existing businesses along Warsaw Avenue to improve the drive-by image of the NBD.

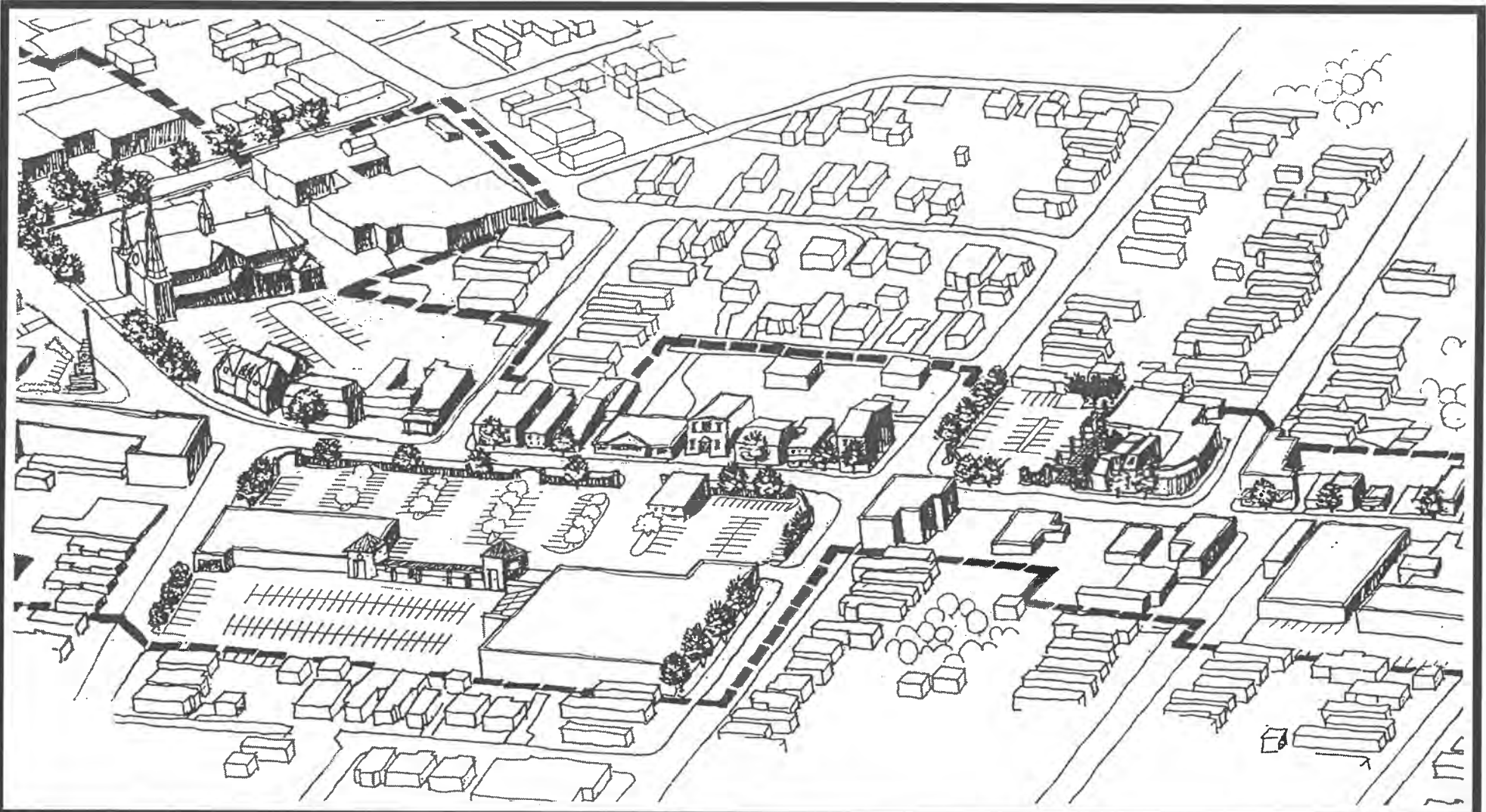
The community has expressed a desire to develop an East Price Hill Cultural Center on the north side of Warsaw between McPherson and Wells. Existing on the site is a former theatre, as well as vacant land for the development of new parking and additional building for the center. Strong pedestrian linkages should be developed to and across Warsaw to encourage the sharing of parking and to take advantage of Metro Bus lines.

Other mixed-use development should also be considered. This

new mixed-used development could include housing or lofts with lower level professional offices and parking facilities. An infrastructure, which is supportive of the newly emerging technical and communication industries, should be strongly considered.

Additional streetscape improvements shall include pedestrian scale lighting and safety improvements including investigation of additional traffic signals and crosswalks, as well as appropriate street trees and parking lot screening.

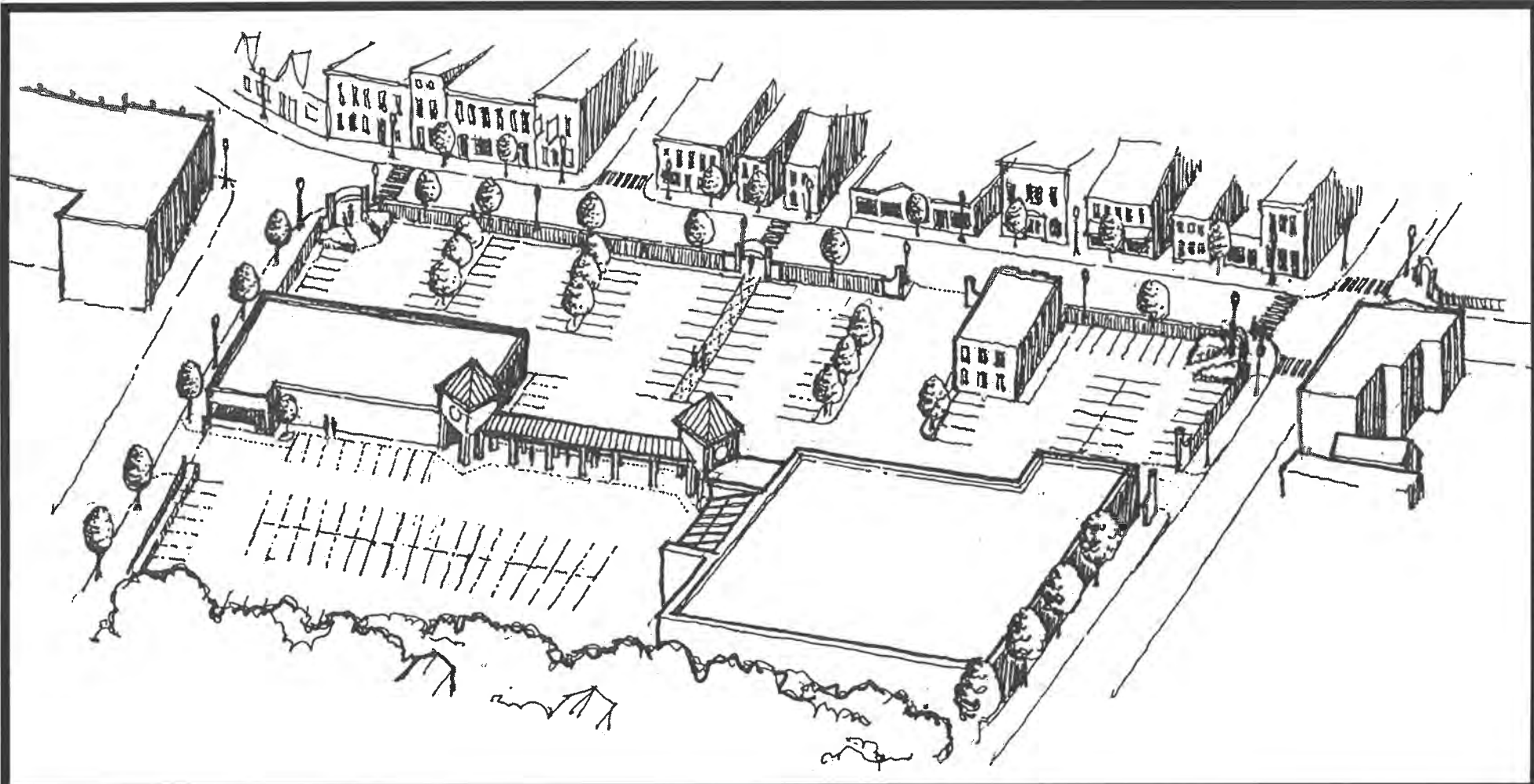
Shared parking among existing business owners should be encouraged, as well as an investigation of additional on-street parking.



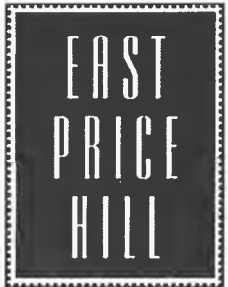
## STUDY AREA B AERIAL PERSPECTIVE

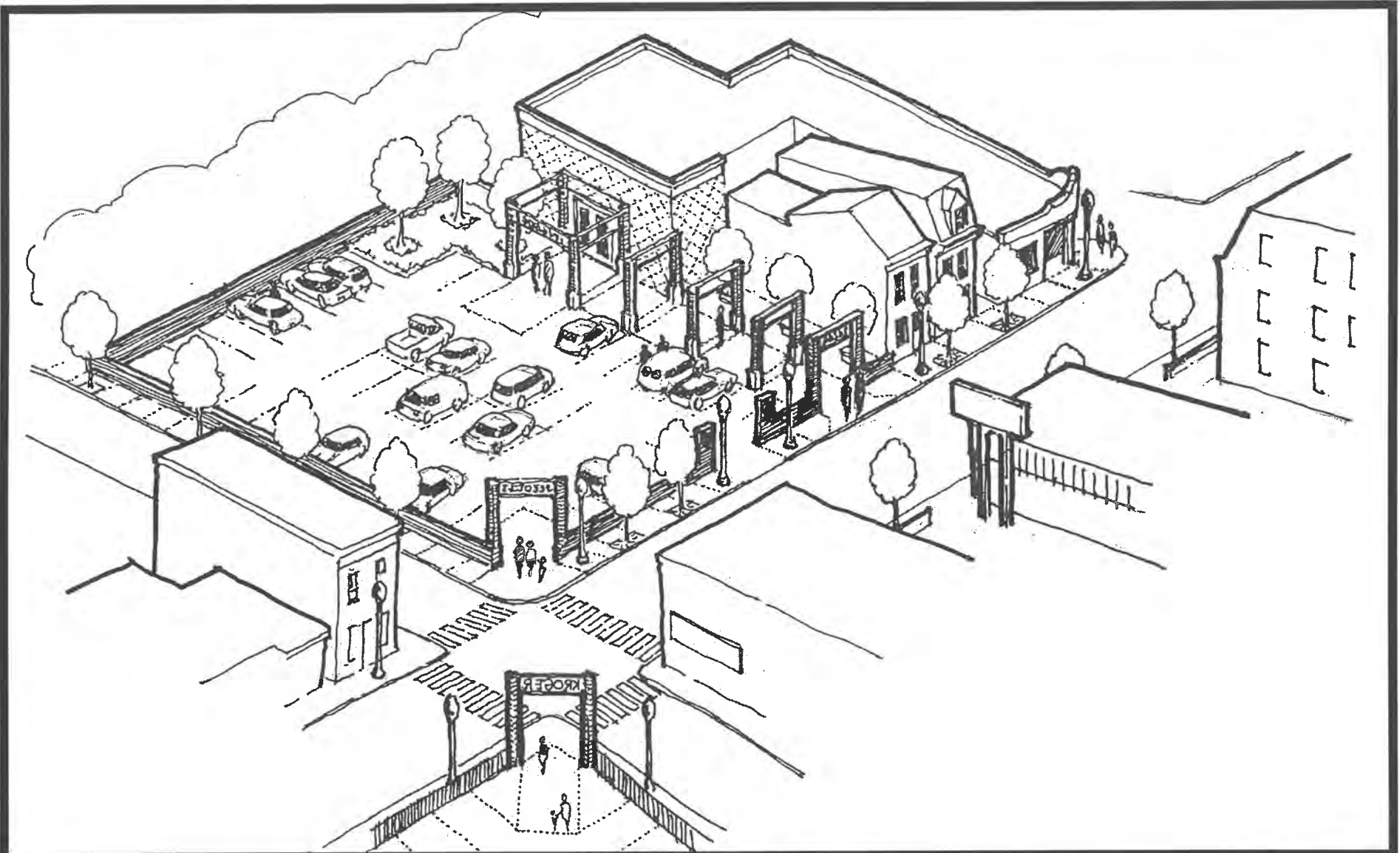
- Redevelopment of Kroger/ Family Dollar site
- EPH Cultural Center with parking
- Streetscape/ pedestrian safety improvements
- Facade improvements for existing businesses
- Development of shared, community parking





**KROGER REDEVELOPMENT**





EAST PRICE HILL CULTURAL CENTER



## STUDY AREA C - VISION

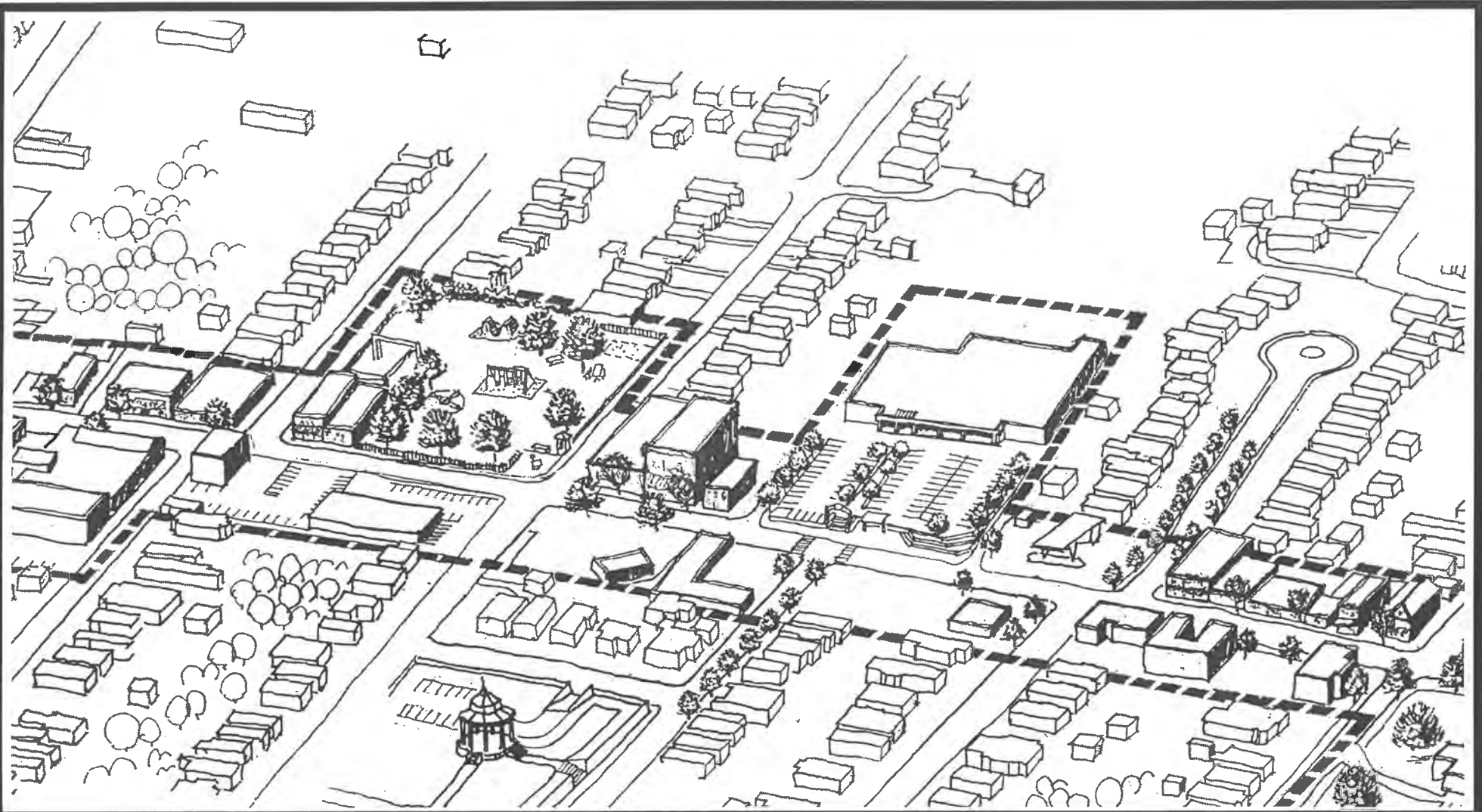
The primary focus for redevelopment of this area is at the IGA grocery store. Similar to the situation at the Kroger Store, IGA suffers from a lack of visibility from the street. Through modifications to the existing retaining wall, and development of a major-signed pedestrian entry, the store can improve its visual presence on Warsaw Avenue, and function as more of a regional draw, and an anchor for the NBD.

Improvements are also encouraged for the Recreation Tot Lot at Warsaw and Woodlawn. Landscaped screening from the CG&E substation, as well as internal landscaping and facility improvements to increase usership are strongly recommended.

In conjunction with the Seminary Square plan for developing bicycle and pedestrian improvements throughout the neighborhood, particular attention should be given to providing bike racks, benches, information kiosks, and wayfinding maps and signage at the Tot Lot.

Streetscape development should be site specific, and should include pedestrian level street lighting, street trees, furniture and accessories, as well as wayfinding elements to integrate busses, bicycles, and pedestrians with the park and recreation facilities, etc.

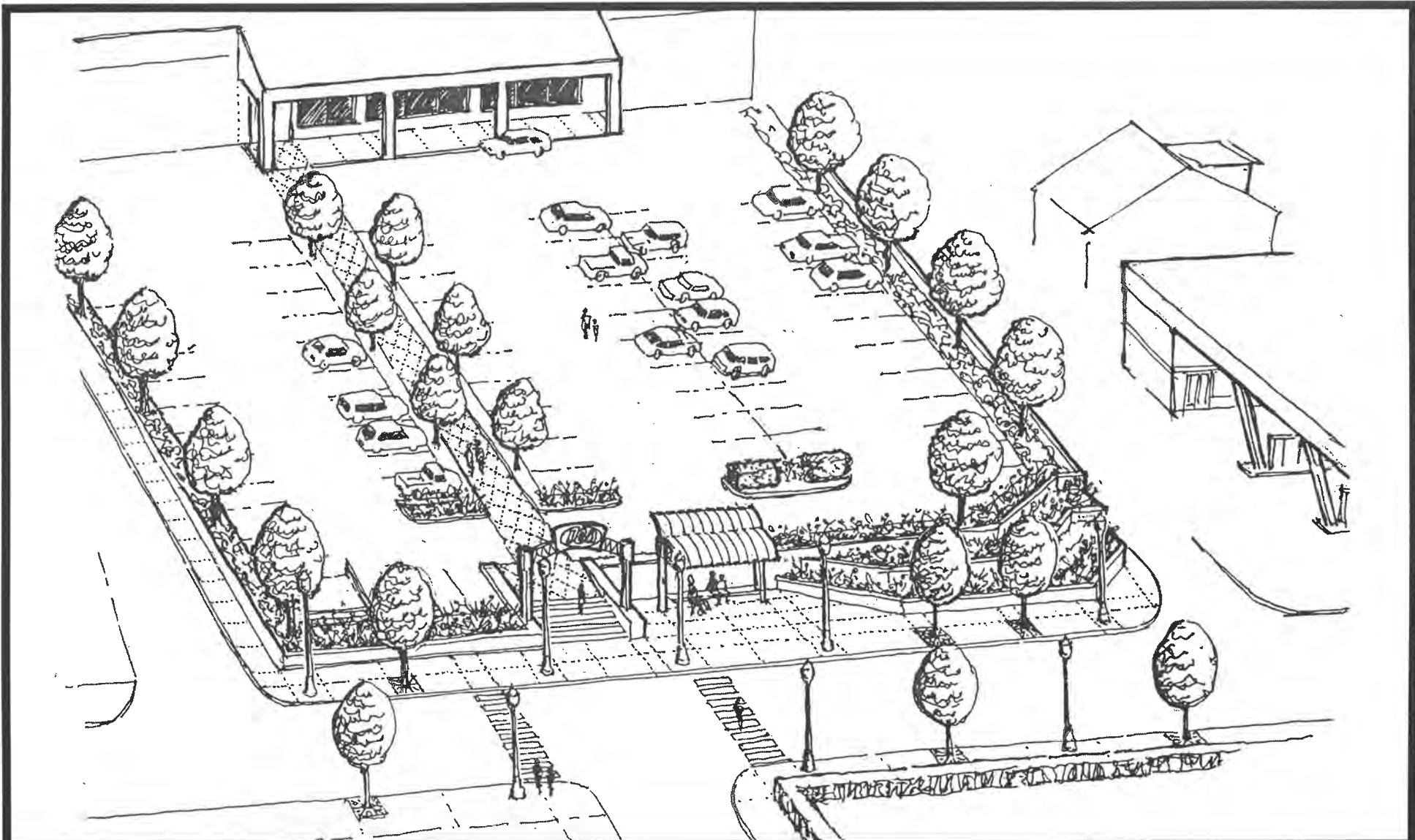
Facade programs should be encouraged to restore, improve, and maintain the appearance of existing buildings in the district.



## STUDY AREA C AERIAL PERSPECTIVE

- Redevelopment of the IGA retaining wall and access
- Tot Lot Improvements
- Streetscape/ pedestrian safety improvements
- Façade improvements for existing businesses





**IGA REDEVELOPMENT**







TOT LOT IMPROVEMENTS



## STUDY AREA D - VISION

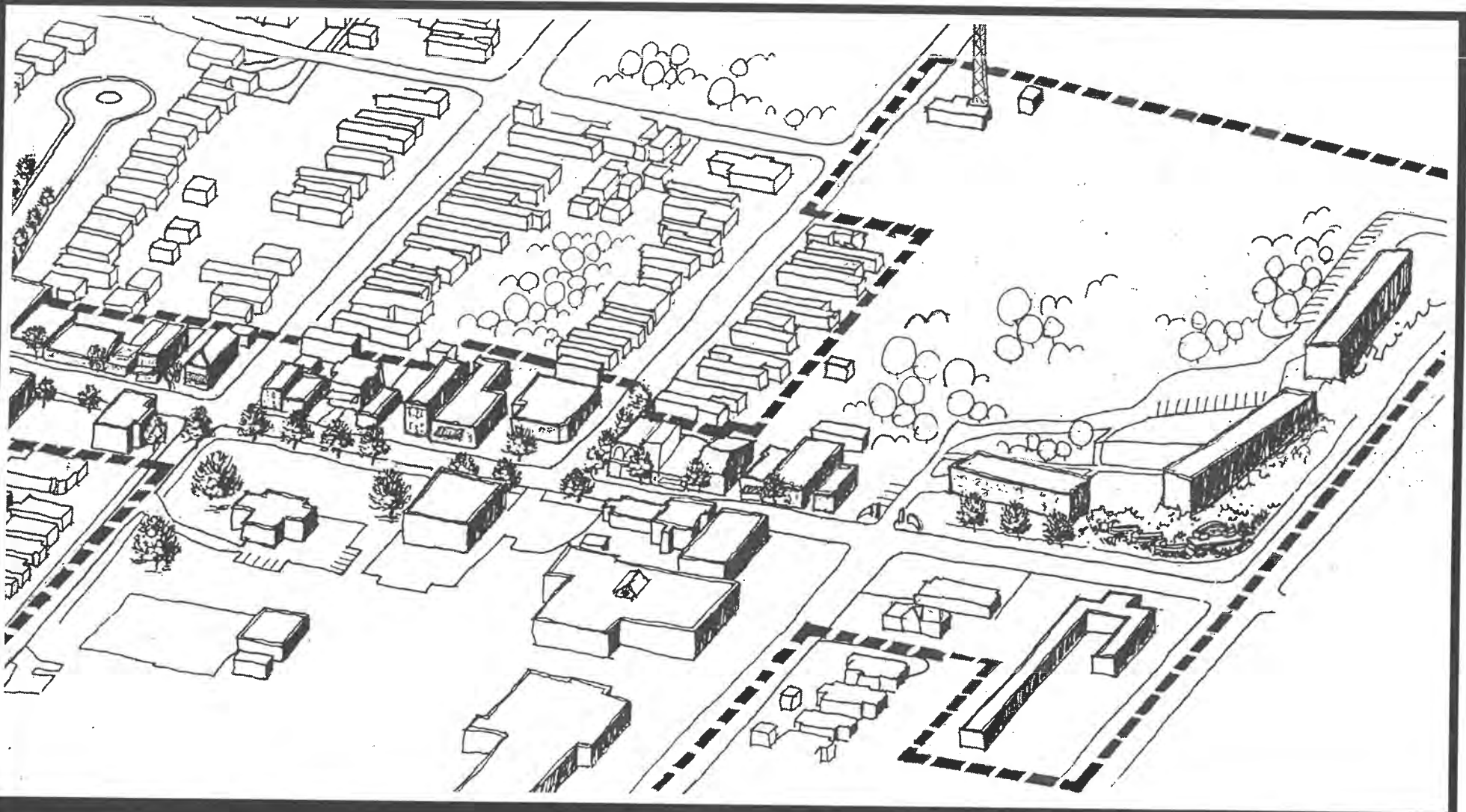
This section of the NBD is one of the most intact, in terms of older, more architecturally significant buildings. The library, police station, and the redeveloped former firehouse add a sense of stability to this stretch of Warsaw.

To aid in the maintenance of the existing buildings and the character of the neighborhood, a facade improvement program should be implemented as soon as possible.

In conjunction with streetscape improvements, this sub-district can re-establish its historic significance in the NBD. Pedestrian street lighting, street trees, and other furniture and accessories should be employed to reach that goal.

Additionally, strategies for developing consolidated parking lots with clear signage should be encouraged to enable businesses to serve customers on a more regional level. This area of the NBD is most lacking in free, convenient parking.

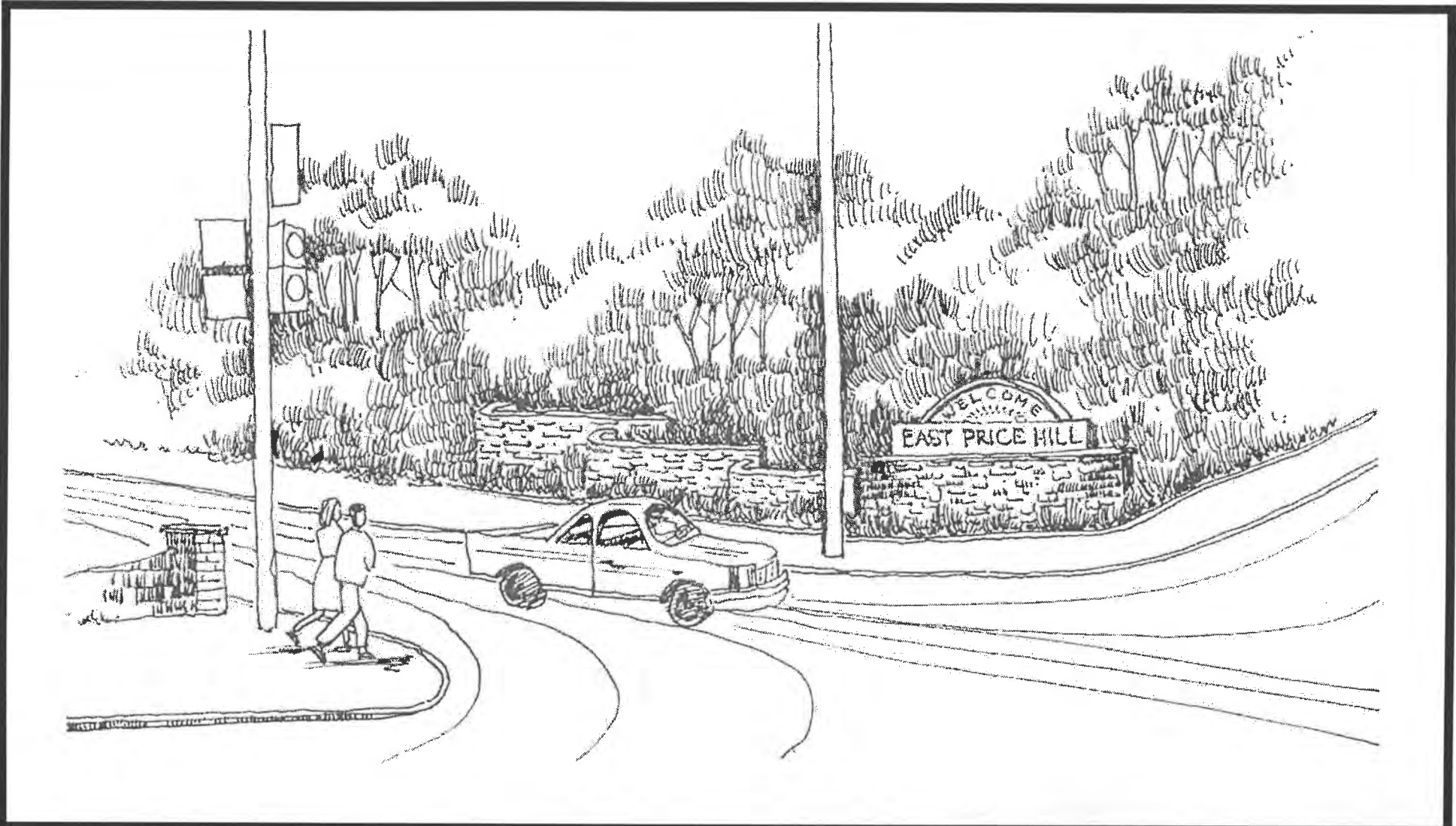
As the main entrance to the neighborhood from downtown, a gateway sign with significant landscaping or structure should be erected at Warsaw and Grand. This gateway should reflect on the use of native limestone in retaining walls in the neighborhood.



**STUDY AREA D AERIAL PERSPECTIVE**

- Gateway at Warsaw and Grand Avenues
- Façade improvements for existing businesses
- Streetscape / pedestrian safety improvements
- Development of shared parking





**GATEWAY AT WARSAW & GRAND AVENUES**





**FACADE IMPROVEMENTS FOR EXISTING BUSINESSES**



This plan proposes a wide variety of programs and projects meant to aid in the implementation of the stated goals and objectives. Many projects will be implementable, independently, by a single developer; others will require cooperation among various businesses, governmental agencies, and community/business groups, as well as funding sources.

The Implementation Strategy identifies each potential program/project with an accompanying statement of scope, along with implementation entities and potential public costs.

The listed costs are generally estimated public (City) costs. Often City costs can be offset, or leveraged, by contributions from private developers, grants, or community participation. Many public projects will additionally require maintenance agreements and/or assessments before the City will commit capital funds.

The estimates do not include costs for acquisition, demolition, or relocation of businesses or residents.

## IMPLEMENTATION

## IMAGE AND IDENTITY

| Project/Program  | Scope  | Potential Implementation Entity/Source  | Estimated Public Costs *   |
|--|--|---|--|
| Rehabilitate existing storefronts  | Initiate a facade improvement program to rehabilitate existing business buildings with the NBD. Work can include painting, awnings, signage, and historic restoration.   | EPHIA<br>Business and Property Owners<br>City of Cincinnati   | **   |
| Organize cleanup campaigns involving both businesses, residents (including children), and the schools. Provide adequate, well-designed trash receptacles at bus stops and other key locations. | Institute local cleanup efforts involving pride and incentive based programs; as well as coordinated city-wide activities.   | Business and Property Owners<br>EPHIA<br>IMAGO<br>Public and Private Schools<br>Keep Cincinnati Beautiful<br>City of Cincinnati | \$25,000 trash receptacles only. Additional cost to the City for litter control programs is minimal. |
| Create gateways and signage with historic reference to the East Price Hill community   | Establish gateway markers/monuments along Warsaw Avenue at Glenway, St. Lawrence, and Grand; with additional wayfinding signage to integrate the business/residential communities with public services and greenspace. | EPHIA<br>City of Cincinnati   | \$100,000.00   |
| Provide aesthetic streetscape improvements along the Warsaw corridor to provide continuity to the NBD.   | Infill where possible, and appropriate, with street trees; and provide pedestrian scale street lighting for the NBD, focusing on the pedestrian areas of the district.   | EPHIA<br>City of Cincinnati   | \$750,000.00   |

Note! Certain types of improvement projects require private property owner participation through assessments or modification of utility services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. Additionally, it may be required that entities be identified to provide operating and maintenance functions for public improvement projects. No City funding availability is implied in this plan.

\* All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required to establish a more accurate budget. Acquisition, demolition, and relocation costs are not included.

\*\* Costs depend on final scope of project; private and other contributions, including in-kind; and available funding from the City.

## IMPLEMENTATION

## BUSINESS AND DEVELOPMENT

| Project/Program  | Scope  | Potential Implementation Entity/Source   | Estimated Public Costs * |
|--|--|--|--------------------------|
| Establish Business Association to present a unified front in matters concerning the NBD  | Identify a Business Association as a committee of EPHIA  | EPHIA<br>Business and Property Owners  | None anticipated         |
| Encourage business and property owners within the NBD to join the Business Association and work cooperatively for the entire NBD                               | Identification of potential development sites and the active recruitment of complimentary businesses. Cooperation in the development of mutually beneficial projects, including fundraising and lobbying activities.                     | EPHIA<br>Individual Business and Property Owners   | None anticipated         |
| Establish a Development Corporation to advocate and implement NBD projects   | Incorporate a local development corporation  | EPHIA<br>Business and Property Owners<br>Residents   | None anticipated         |
| Redevelop Kroger/Family Dollar site to better connect with NBD   | Re-orient retail toward Warsaw, improve visibility, and increase efficiency of community parking.  | Kroger<br>EPHIA<br>City of Cincinnati  | Primarily private<br>**  |
| Incorporate existing buildings and vacant lot on the north side of Warsaw between McPherson and Wells, into a community cultural center with community parking | Develop performing arts theater, craft and retail shops, and community based parking.  | EPHIA<br>EPH Development Corp.<br>Area arts and cultural organizations<br>City of Cincinnati | Primarily private<br>**  |
| Redevelop retaining wall, bus stop and parking area at the IGA, to provide better pedestrian access, and visibility  | Terrace existing retaining wall to allow greater visibility into site, improve pedestrian access via staircase connection across from Mansion Avenue, landscape, improve the bus stop, and increase the efficiency of community parking. | IGA/Property owner<br>EPHIA<br>SORTA<br>City of Cincinnati                                   | Primarily private<br>**  |
| Redevelop vacant lots and underutilized buildings throughout the NBD   | Identify sites, recruit developers and businesses to provide needed services and add retail/commercial vitality to the NBD.  | EPHIA<br>EPH Development Corp.   | Primarily private<br>**  |

Note! Certain types of improvement projects require private property owner participation through assessments or modification of utility services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. Additionally, it may be required that entities be identified to provide operating and maintenance functions for public improvement projects. No City funding availability is implied in this plan.

\* All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required to establish a more accurate budget. Acquisition, demolition, and relocation costs are not included.

\*\* Costs depend on final scope of project; private and other contributions, including in-kind; and available funding from the City.



**IMPLEMENTATION****TRAFFIC & PEDESTRIAN SAFETY**

| Project/Program   | Scope   | Potential Implementation Entity/Source   | Estimated Public Costs * |
|---|---|--|--------------------------|
| Provide improved crosswalk markings for all Warsaw Avenue crosswalks  | Zebra type pavement striping (or a unique pavement treatment), span-wire lighted crosswalk signs, and (potentially, with additional study) signals.     | EPHIA community request<br>City of Cincinnati                                      | **                       |
| Provide amenities at public places, and wayfinding signage, for bicyclists, as well as pedestrians, to better integrate alternate modes of transportation with bike rack equipped buses, etc. | Provide benches, bike racks, drinking fountains, and maps and informational kiosks; as well as wayfinding signage between bus routes and public places. | EPHIA<br>IMAGO<br>SORTA, OKI<br>State and Federal Government<br>City of Cincinnati | \$100,000.00             |

Note! Certain types of improvement projects require private property owner participation through assessments or modification of utility services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. Additionally, it may be required that entities be identified to provide operating and maintenance functions for public improvement projects. No City funding availability is implied in this plan.

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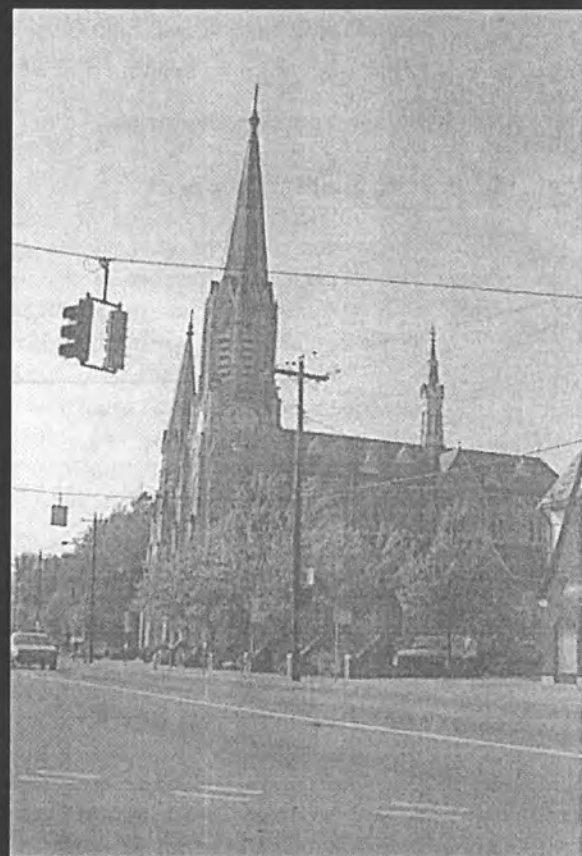
**IMPLEMENTATION****PARKING**

| Project/Program  | Scope   | Potential Implementation Entity/Source   | Estimated Public Costs * |
|--|---|--|--------------------------|
| Encourage existing property owners to cooperate with each other in the development of well lit shared parking lots; consolidating those lots when possible | Prepare easement agreements between various property owners and the Business Association to provide lighting, maintenance services, and signage for parking lots to be used by the community. | Business and property owners<br>EPHIA/Business Association<br>City of Cincinnati | **                       |
| Provide clear wayfinding signage for parking lots which are available as general business district parking   | Signage system integrated into city traffic and curb control signage; as well as site specific signage at lot entrances.  | EPHIA/Business Association<br>City of Cincinnati                                 | **                       |

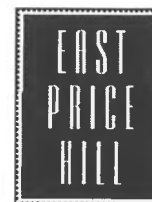
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\*\* Costs depend on final scope of project; private and other contributions, including in-kind; and available funding from the City.



## BLIGHT STUDY



Documentation of Blight or Deterioration

The purpose of this study is to determine if the East Price Hill NBD Urban Renewal area qualifies as a blighted or deteriorating area as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

## I. Boundary Description

Begin at a point, said point being the intersection of the centerline of Glenway Avenue and the centerline of Seton Avenue.

Thence south along the said centerline of Seton Avenue to its intersection with the south extension of the west parcel line of Hamilton County Auditor's Parcel (HCAP) 0174-0006-0112.

Thence east along said parcel line to its intersection with the southwest parcel line of HCAP 0174-0007-0186.

Thence south along the west parcel line of said parcel and the west parcel lines of HCAP 0174-0007-0127, 0110, 0199, 0189, 0106, and 0190 to its intersection with the north parcel line of HCAP 0174-0007-0011 and a point that is approximately 148 feet east of the centerline of Seton Avenue.

Thence south along a line parallel to the centerline of Seton Avenue and a distance of approximately 148 feet east of the said centerline to its intersection with the north parcel line of HCAP 0174-0007-0012.

Thence south along the east parcel line of said parcel and the east parcel lines of HCAP 0174-0007-0013 and 0117 to a point that is approximately 148 feet east of the centerline of Seton Avenue.

Thence a south along a line parallel to the centerline of Seton Avenue and a distance of approximately 148 feet of the said centerline to its intersection with the north parcel line of HCAP 0174-0007-0197.

Thence south, east along the said parcel line to its intersection with the southwest parcel line of HCAP 0174-0007-0198.

Thence east along said parcel line and the south parcel lines of HCAP 0174-0007-0102, 0101, 0100, 0114, and 0096 to its intersection with the west parcel line of HCAP 0174-0007-0095.

Thence south, east along said parcel line to its intersection with the south parcel line of HCAP 0174-0007-0179.

Thence east, north along said parcel line to its intersection with the south parcel line of HCAP 0174-0007-0081.

Thence east along said parcel line and the south parcel line of HCAP 0174-0007-0090 to its intersection with the west parcel line of HCAP 0174-0007-0196.

Thence south, east, north along said parcel line to its intersection with the south parcel line of HCAP 0174-0007-0172.

Thence east along said parcel line and the parcel line of HCAP 0174-0007-0109 to its intersection with the northwest parcel line of 0174-0007-0108. Thence south along the west parcel line of said parcel to its intersection with the centerline of St. Lawrence Avenue.

Thence south along said centerline to its intersection with the north extension of the west parcel line of HCAP 0176-0022-0027.

Thence south, east along said parcel line to its intersection with the west parcel line of HCAP 0176-0022-0028.

Thence east along said parcel line to its intersection with the centerline of Olive Avenue.

Thence south along said centerline of Olive Avenue to its intersection with the west extension of the south parcel line HCAP 0176-0022-0043.

Thence east along the said parcel line to its intersection with the east parcel line of HCAP 0176-0025-0042.

Thence south along said parcel and the east parcel line of HCAP 0176-0022-0041 to its intersection with the south parcel line of HCAP 0176-0022-0055.

Thence east along said parcel line to its intersection with the centerline of Enright Avenue.

Thence south along said centerline of Enright Avenue to its intersection with the west extension of the south parcel line of HCAP 0176-0025-0085.

Thence east along said parcel line to a point that is approximately 133 feet north of the centerline of VanVey Street.

Thence east along a line parallel to the centerline of VanVey Street and a distance of approximately 133 feet north of the said centerline to its intersection with the south parcel line of HCAP 0176-0022-0180.

Thence east along said parcel line to a point that is approximately 133 feet north of VanVey Street.

Thence east along a line parallel to the centerline of VanVey Street and a distance of approximately 133 feet north of the said centerline to its intersection with the south parcel line of HCAP 0176-0022-0079.

Thence east along said parcel line to its intersection with the centerline of McPherson Avenue.

Thence north along the said centerline of McPherson Avenue to its intersection with the west extension of the south parcel line of HCAP 0175-0018-0001.

Thence east along said parcel line and the south parcel lines of HCAP 0175-0018-0002, 0003 and 0004 to its intersection with the north parcel line of HCAP 0175-0018-0013.

Thence south along said parcel line to its intersection with the north parcel line of HCAP 0173-0018-0014.

Thence east along said parcel line to its intersection with the west parcel line of 0175-0018-0064.

Thence south along said parcel line and the west parcel line of HCAP 0175-0018-0063.

Thence east along said parcel line to its intersection with the centerline of Wells Street.

Thence south along the said centerline of Wells Street to its intersection with the west extension of the south parcel line of HCAP 0175-0018-0076.

Thence east along said parcel line and the south parcel line of HCAP 0175-0018-0117 to its intersection with centerline of Fairbanks Avenue.

Thence north along said centerline of Fairbanks Avenue to its intersection with the west extension of the north parcel line of HCAP 0175-0018-0126.

Thence east along said parcel line and the north parcel line of HCAP 0175-0018-0165 to its intersection with the centerline of Woodlawn Avenue.

Thence south along said centerline of Woodlawn Avenue to its intersection with the west extension of the south parcel line HCAP 0175-0018-0166.

Thence east along said parcel line and the parcel lines of HCAP 0175-0018-0167, 0168, 0169, 0170, and 0171 to its intersection with the centerline of Mansion Avenue.

Thence north along said centerline of Mansion Avenue to its intersection with the west extension of the north parcel line of HCAP 0175-0018-0183.

Thence east, south along said parcel line to its intersection with west parcel line of HCAP 0175-0018-0182.

Thence east along said parcel line to its intersection with the centerline of Elberon Avenue.

Thence north along the said centerline of Elberon Avenue to its intersection with the west extension of the north parcel line of HCAP 0175-0017-0135.

Thence east along the north parcel line of said parcel to its intersection with the northwest parcel line of HCAP 0175-0017-0028.

Thence east along said parcel line to its intersection with the centerline of Purcell Avenue.

Thence south along said centerline of Purcell Avenue to its intersection with the centerline of Price Avenue.

Thence east along said centerline of Price Avenue to its intersection with the centerline of Hawthorne Avenue.

Thence north along said centerline of Hawthorne Avenue to its intersection with the west extension of the north parcel line of HCAP 0175-0016-0151.

Thence east, south along said parcel line to its intersection with the north parcel line of HCAP 0175-0015-0142.

Thence south along the west parcel line of said parcel and the west parcel lines of HCAP 0175-0016-0141 and 0172.

Thence east along said parcel line of HCAP 0175-0016-0172 to its intersection with the centerline of Grand Avenue.

Thence north along said centerline of Grand Avenue to its intersection with the centerline of Seminary Avenue.

Thence west along the said centerline of Seminary Avenue to its intersection with the centerline of Considine Lane.

Thence south along the said centerline of Considine Lane to its intersection with the west extension of the south parcel line of HCAP 0173-0004-0017.

Thence east along said parcel line to its intersection with west parcel line of HCAP 0173-0004-0034.

Thence west, south along said parcel line to its intersection with the southeast parcel line of HCAP 0173-0004-0036.

Thence west along said parcel line to its intersection with the centerline of Considine Lane.

Thence north along the said centerline of Considine Lane to its intersection with the east extension of the north parcel line of HCAP 0173-0004-0059.

Thence west along said parcel line to its intersection with the centerline of Purcell Avenue.

Thence north along the said centerline of Purcell Avenue to its intersection with the east parcel line of the south parcel line of HCAP 0173-0004-0134.

Thence west along said parcel line to its intersection with the east parcel line of HCAP 0174-0009-0186.

Thence south, west along said parcel line to its intersection with the centerline of Del Monte Place.

Thence north along the said centerline of Del Monte Place to its intersection with the east extension of the south parcel line of HCAP 0174-0009-0176.

Thence west, north along said parcel line to its intersection with the southeast parcel line of HCAP 0174-0009-0034.

Thence north along the east parcel line of said parcel and the east parcel lines of HCAP 0174-0009-0035, 0036, and 0037 to its intersection with the south parcel line of HCAP 0174-0009-0192.

Thence west along said parcel line to its intersection with the northwest parcel line of HCAP 0174-0009-0037.

Thence south, west along said parcel line to its intersection with the northeast parcel of HCAP 0174-0009-0051.

Thence west, south along the said parcel line to its intersection with the west parcel of HCAP 0174-0009-0052.

Thence south along the said parcel line and the west parcel lines of HCAP 0174-0009-0053, 0054, 0055, and 0056 to its intersection with the north parcel line of HCAP 0174-0009-0066.

Thence west along said parcel line to its intersection with the centerline of Warsaw Avenue.

Thence north along the said centerline of Warsaw Avenue to its intersection with the east extension of the north parcel line of HCAP 0174-0009-0103.

Thence west, north along said parcel line to its intersection with the northeast parcel line of HCAP 0174-0009-0118.

Thence west along the said parcel line to its intersection with the centerline of Fairbanks Avenue.

Thence south along the said centerline of Fairbanks Avenue to its intersection with the east extension of the south parcel line of HCAP 0174-0009-0155.

Thence west along said parcel to its intersection with the centerline of Foley Street.

Thence north along the said centerline of Foley Street to its intersection with the east extension of the south parcel line of HCAP 0174-0008-0055.

Thence west along said parcel line and the parcel line of HCAP 0174-0008-0110 to its intersection with the centerline of Wells Street.

Thence north along the centerline of Wells Street to its intersection with the centerline of Maria Street.

Thence west along the centerline of Maria Street to its intersection with the east extension of the north parcel line of HCAP 0174-0008-0225.

Thence south along the east parcel line of said parcel and the east parcel lines of HCAP 0174-0008-0224, 0223, and 0222.

Thence west, south, west along the said parcel line of HCAP 0174-0008-0222 to its intersection with the centerline of Sturm Street.

Thence north along the said centerline of Sturm Street to its intersection with the east extension of the north parcel line of HCAP 0174-0008-0233.

Thence west along said parcel line to its intersection with the east parcel line of HCAP 0174-0007-0079.

Thence north, west along said parcel line to its intersection with the east parcel line of HCAP 0174-0007-0079.

Thence north along said parcel line to its intersection with the centerline of Laclede Avenue.

Thence west along the centerline of Laclede Avenue to its intersection with the centerline of Carson Avenue.

Thence south along Carson Avenue to its intersection with the east extension of the north parcel line of HCAP 0174-0007-0134.

Thence west along said parcel line and the parcel line of HCAP 0174-0007-0063.

Thence south along said parcel line to its intersection to its intersection with the northeast parcel line of HCAP 0174-0007-0133.

Thence west along said parcel line to its intersection with the east parcel line of HCAP 0174-0007-0062.

Thence north, west along said parcel line to its intersection with the east parcel line of HCAP 0174-0007-0061.

Thence west along the north parcel line of said parcel and the north parcel lines of HCAP 0174-0007-0060, 0059, 0058, 0057, 0056, and 0055 to its intersection with the east parcel line of HCAP 0171-0007-0054.

Thence north, west along said parcel line to its intersection with the east parcel line of HCAP 0174-0007-0053.

Thence west along said parcel and the parcel line of HCAP 0174-0007-0052 to its intersection with the centerline of Ross Avenue.

Thence north along the centerline of Ross Avenue to its intersection with the east extension of the south parcel line of HCAP 0174-0007-0124.

Thence west, north along the said Parcel line to its intersection with the southeast parcel line of HCAP 0174-0007-0119.

Thence north along the east parcel line of said parcel to its intersection with the centerline of Glenway Avenue.

Thence west along the centerline of Glenway Avenue to its intersection with the centerline of Seton Avenue, said intersection being the point of beginning.

## II. Conditions of Study Area

- A. As a whole, three hundred eighty (380) of four hundred three (403), equaling ninety-seven (97) percent of structures in the study area fulfilled the criteria identified in the Cincinnati Municipal Code Section 725-1-B(a), Blighted area. The study examined each parcel for the presence of the following blighting factors as defined in Section 725-1-B(a):

- B. (60%) of the structures/vacant parcels in the study area.
1. Age  
Seventy-eight percent (78%) of the buildings in the study area are forty (40) years of age or greater.
  2. Obsolescence  
Functional or economic obsolescence occurs in fourteen percent (14%) of the buildings in the area.
  3. Dilapidation  
Thirty-three percent (33%) of the structures in the study area were found to have dilapidation.
  4. Deterioration  
Eighty-two percent (82%) of the structures/vacant parcels in the study area exhibited deterioration.
  5. Abandonment/Excessive Vacancies  
Abandonment/excessive vacancies (exceeding 1/3 area) were found to be present in three percent (3%) of the structures in the area.
  6. Period Flooding  
None of the buildings lie within the flood plain.
  7. Faulty Lot Layout/Overcrowding Inadequate Loading or Parking  
Three percent (3%) of these factors were found in one hundred percent (100%) of the structures in the study area.
  8. Deleterious or Incompatible Land Use/Inadequate Site Conditions/Environmentally Hazardous Conditions  
One or more of these factors were found in sixty percent
  9. Inadequate Public Facilities or Right-of-way  
One or more of these factors was found in four percent (4%) of the structures in the area.
  10. Diversity of Ownership  
Diversity of ownership was not exhibited in any structures in the study area.
  11. Illegal Use/Code Violation  
These factors were found in one percent (1%) of the structures in the area.
  12. Unsuitable Soil Conditions  
Two percent (2%) of the properties exhibited signs of unsuitable soil conditions.
  13. Unused Railroads or Service Stations, Landfills/Junkyards  
One or more of these factors were exhibited in none of the structures in the area.
  14. Other factors inhibiting sound private development  
This factor was exhibited in ten percent (10%) of the buildings in the study area.
- B. Structures and vacant parcels meeting the criteria are reasonably distributed through the area. At least fifty percent (50%) 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 fifty percent (50%) of the structures,

reasonably distributed through 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, which are documented in this report, warrant the designation of the East Price Hill NBD Urban Renewal area as a “blighted area” as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.



# BLIGHT STUDY

## DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK

| Block                | Total      | Blighting Influences – See below |            |            |            |           |           |           |            |           |           |           |           |           |            | Blighted   | %           |
|----------------------|------------|----------------------------------|------------|------------|------------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|-------------|
|                      | Parcels    | 1                                | 2          | 3          | 4          | 5         | 6         | 7         | 8          | 9         | 10        | 11        | 12        | 13        | 14         | Parcels    |             |
| A                    | 18         | 10                               | --         | --         | 8          | 3         | --        | 5         | 4          | 2         | --        | --        | --        | --        | --         | 18         | 100 %       |
| B                    | 30         | 12                               | 2          | 1          | 12         | 2         | --        | 2         | 8          | --        | --        | --        | 5         | --        | 1          | 30         | 100 %       |
| C                    | 24         | 12                               | --         | 2          | 11         | 2         | --        | 3         | 10         | --        | --        | 1         | 1         | --        | --         | 18         | 75 %        |
| D                    | 34         | 34                               | --         | 1          | 34         | --        | --        | --        | 34         | --        | --        | --        | --        | --        | --         | 34         | 100 %       |
| E                    | 17         | 16                               | 4          | 13         | 15         | --        | --        | --        | 8          | --        | --        | --        | --        | --        | 3          | 17         | 100 %       |
| F                    | 47         | 33                               | 5          | 16         | 47         | --        | --        | --        | 22         | --        | --        | --        | --        | --        | --         | 47         | 100 %       |
| G                    | 33         | 10                               | 12         | 14         | 22         | --        | --        | 1         | 28         | 10        | --        | --        | --        | --        | 4          | 33         | 100 %       |
| H                    | 30         | 30                               | --         | 17         | 30         | --        | --        | --        | 13         | --        | --        | --        | --        | --        | 10         | 30         | 100 %       |
| I                    | 30         | 30                               | 15         | 16         | 16         | 1         | --        | --        | 15         | 3         | --        | --        | --        | --        | --         | 30         | 100 %       |
| J                    | 20         | 20                               | 2          | 3          | 20         | --        | --        | --        | 19         | --        | --        | --        | 2         | --        | --         | 19         | 95 %        |
| K                    | 41         | 41                               | 5          | 4          | 41         | --        | --        | --        | 41         | --        | --        | --        | --        | --        | --         | 41         | 100 %       |
| L                    | 16         | 9                                | 3          | 2          | 16         | --        | --        | --        | 10         | --        | --        | --        | --        | --        | 9          | 16         | 100 %       |
| M                    | 29         | 23                               | 5          | 16         | 27         | 2         | --        | --        | 13         | --        | --        | --        | --        | --        | --         | 22         | 76 %        |
| N                    | 12         | 12                               | --         | 9          | 12         | --        | --        | --        | 10         | --        | --        | --        | --        | --        | --         | 12         | 100 %       |
| O                    | 22         | 21                               | 5          | 18         | 20         | 1         | --        | --        | 6          | --        | --        | --        | --        | --        | 13         | 22         | 100 %       |
| <b>Total</b>         | <b>403</b> | <b>313</b>                       | <b>58</b>  | <b>132</b> | <b>331</b> | <b>11</b> | <b>--</b> | <b>11</b> | <b>241</b> | <b>15</b> | <b>--</b> | <b>1</b>  | <b>8</b>  | <b>--</b> | <b>40</b>  | <b>380</b> | <b>97 %</b> |
| <b>Percentages %</b> |            | <b>78%</b>                       | <b>14%</b> | <b>33%</b> | <b>82%</b> | <b>3%</b> | <b>--</b> | <b>3%</b> | <b>60%</b> | <b>4%</b> | <b>--</b> | <b>1%</b> | <b>2%</b> | <b>--</b> | <b>10%</b> | <b>97%</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



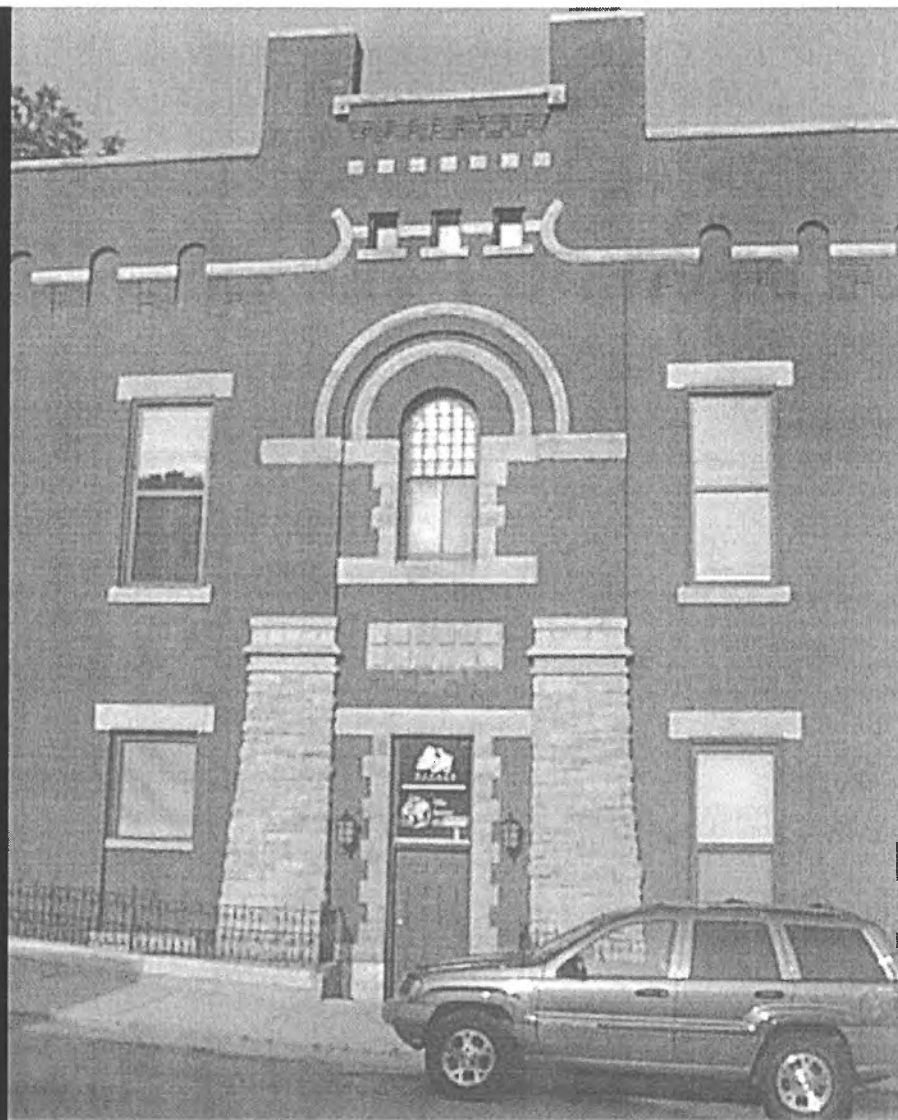
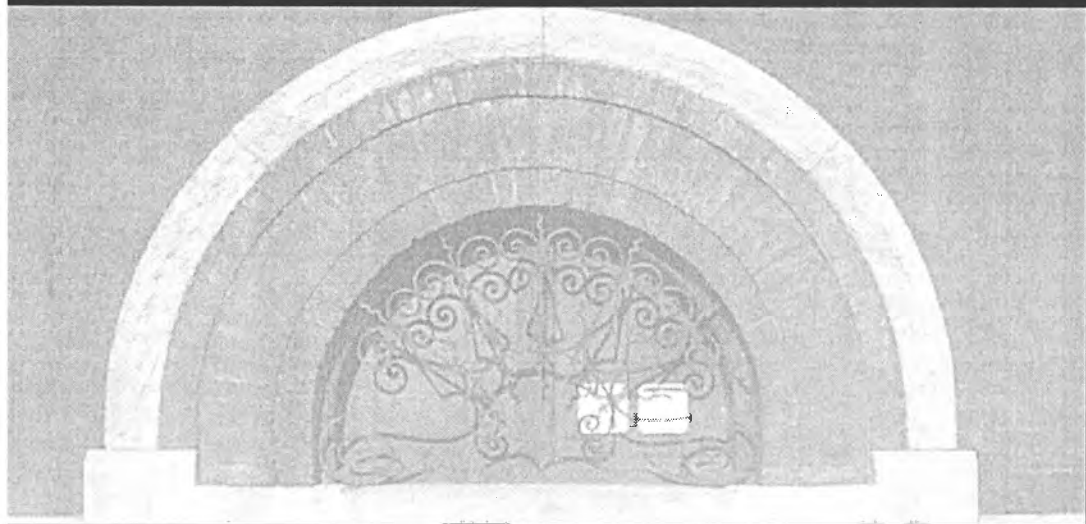
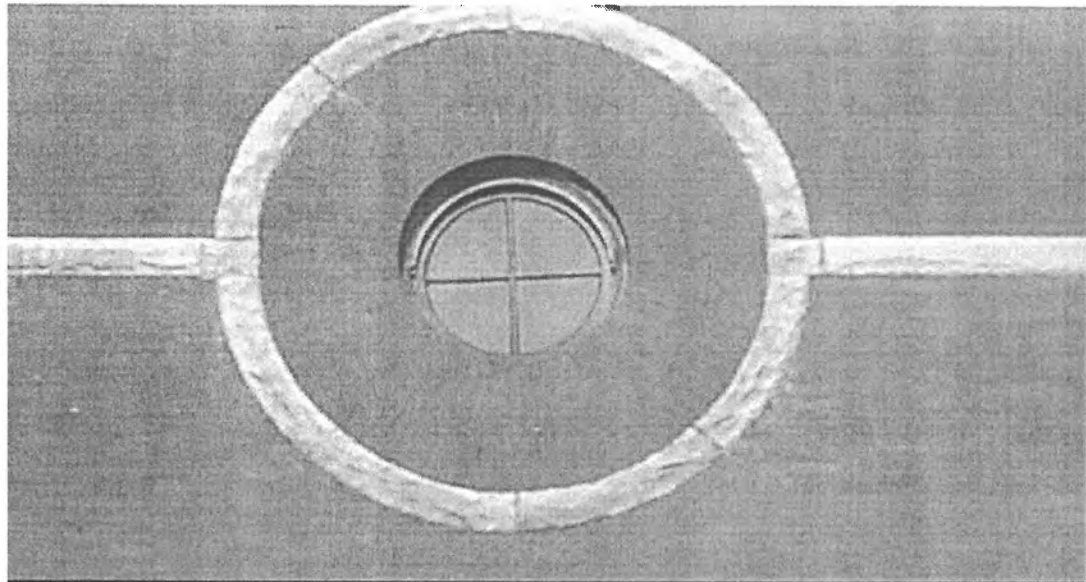
**East Price Hill Neighborhood Business District Blight Study Boundary Map**

**Legend**

- Urban Renewal Boundary
-  Existing Building Inside Study Area Boundary
-  Existing Building Outside Study Area Boundary

Scale: 1"=450'





**CREDITS**



## CREDITS

### Community Support

**East Price Hill Improvement Association (EPHIA)  
East Price Hill NBD Urban Design Plan Taskforce:**

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Thomas McGraw  
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Eileen Schenk  
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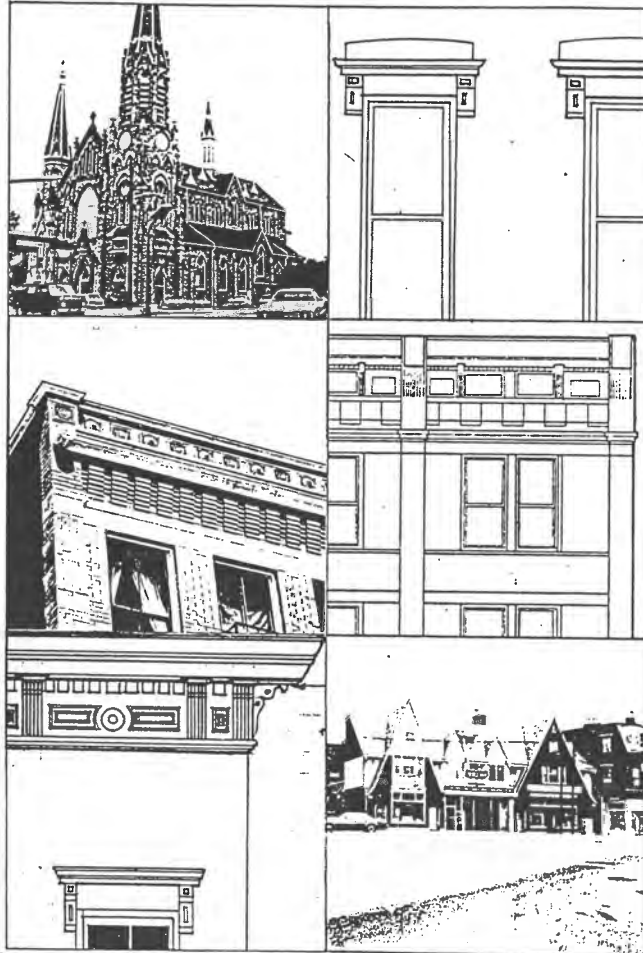
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## APPENDICES



**East Price Hill Neighborhood Business District  
Urban Design Plan Focus Area 1**



prepared by: The Office of Architecture & Urban Design  
 on behalf of: The City Planning Commission  
 for: The Department of Development  
 City of Cincinnati October 8, 1979

EAST PRICE HILL NEIGHBORHOOD BUSINESS DISTRICT  
URBAN DESIGN PLAN

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EAST PRICE HILL NEIGHBORHOOD BUSINESS DISTRICT  
URBAN DESIGN PLAN

The East Price Hill Neighborhood Business District is concentrated around the intersection of Warsaw Avenue and St. Lawrence. St. Lawrence Church is the main focus both visually and economically of this neighborhood business district.

The main street is Warsaw Avenue which is a major traffic artery connecting downtown Cincinnati to the Western side of town. Although thousands of vehicles pass through the neighborhood daily, the business district is unable to attract customers as it once did. Suburban shopping centers have become more appealing places to shop for most residents. Parking at these centers is free and very visible; many different kinds of uses and merchants can be found all under one roof; the overall image of these shopping centers is very positive in terms of aesthetics, cleanliness, and environment.

EAST PRICE HILL NEIGHBORHOOD BUSINESS DISTRICT

GOALS OF THE URBAN DESIGN PLAN

The business area must be re-established as a focus of community life and activities by creating a shopping environment that is better organized and more cohesive and convenient to the shopper. The following goals are directed toward this end:

1. The creation of a strong "image" that announces the fact that East Price Hill is a vital business community in an accessible central location, having a strong, memorable sense of place.

This image would be made up of several components, namely: restoration of architectural facade and buildings with a coherent theme; coordinated signage treatment; creation of public amenities such as wider sidewalks, street trees, special paving and pedestrian lighting; elimination of street and sidewalk clutter, wires, poles, newspaper boxes, trash cans, etc., and the creation of visible off-street parking areas with simple circulation patterns.

2. The creation of an orderly design that recognizes the needs of shoppers; convenient and easily accessible parking, natural and pleasant pedestrian movement; public amenities such as open space, lighting, landscaping and benches.
3. The reinforcement of the shopping district which insures the economic viability of individual shop owners: improved service areas, easy access, increased parking areas and an attractive shopping environment.
4. The creation of a design which provides for the safety of both pedestrians and drivers: simple, adequate and well organized traffic movement and circulation, adequate traffic lighting and signals, lighting for pedestrians and parking lots; clear separation of pedestrians and vehicles and convenient and well marked crosswalks.
5. The creation of an aesthetically pleasing shopping environment by the introduction of street plantings, the renovation of building facades by store owners, the elimination of signage clutter, utility poles and webs of overhead lighting.
6. Capitalization upon the unique qualities of the present environment: view, landmarks, historic features and vegetation.
7. Respecting the existing fabric of the surrounding environment.
8. Development of a comprehensible pattern of overall organization that allows people to recognize and find the business or place that they desire.
9. The creation and reinforcement of Warsaw Avenue as the major activity "spine" or semi-mall.

# EAST PRICE HILL

Neighborhood Business District  
Urban Design Plan

Office of Architecture and  
Urban Design

Department of Neighborhood Housing  
and Conservation

February, 1988



# EAST PRICE HILL

NEIGHBORHOOD BUSINESS DISTRICT  
URBAN DESIGN PLAN

Prepared For:  
Department of Neighborhood Housing and Conservation  
City of Cincinnati  
415 West Court Street  
Cincinnati, Ohio 45203

Prepared By:  
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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.

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November 10, 1999

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## East Price Hill Seminary Square Eco-Village

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### TEA-21 Transportation Enhancement Project

#### Prepared for:

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Transportation Enhancement Review Committee

#### Prepared by:

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City of Cincinnati  
Department of Transportation and Engineering  
Division of Transportation Planning and Urban Design

#### Office of Architecture & Urban Design

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Equal Opportunity Employer

## Seminary Square Eco-Village Alternative Transportation Enhancement

The Seminary Square Eco-Village is proposing a system of bicycle / pedestrian pathways and signage to help tie the community together and also link it to the region. The plan will embrace the upcoming "bikes on buses" project, a SORTA funded project that will allow the implementation of bike racks on Metro buses. This easy to use system will allow a greater number of bicyclists access throughout the region. This idea is crucial to a city like Cincinnati whose neighborhoods are physically separated from one another due to it's numerous valleys. The bus bike racks will allow a bicyclist from one neighborhood to easily access other neighborhoods without tackling the numerous steep and dangerous roads and sidewalks. People from throughout the region could easily access Seminary Square as well as Seminary Square residents accessing other neighborhoods for both work and recreation.

The proposed Seminary Square Bike / Pedestrian Trail will link the (4) neighborhood parks, Library, Community Center and the business district as well as the transversing Metro bus routes. This area covers a large portion of the Seminary Square Eco-Village. Graphic representation of the Square, through signage, will help not only outsiders but also residents as well to realize the relationships of these entities. One could be reminded of Whittier Gardens on the opposite side of Warsaw Ave. and remember to participate in it. Information kiosks, throughout the Square, will keep people updated with community happenings as well as Eco-Village news. The Eco-Village will become a destination point itself for those from around the region wishing to learn from it and about it. Seminars and workshops as well as walking and bicycling tours of the neighborhood can help promote the concept. The Seminary Square's linked parks will form a mini-tourist draw. Festivals can be tied into this and advertised on the buses. The parks trail becomes the impetus for other neighborhoods to connect their parks together and host outsider bicyclists and pedestrians to view their public assets.

The key strategy is to encourage alternate modes of transportation by increasing opportunities for pedestrian and bicycle travel both within and outside of the neighborhood.

-The proposed trail / pathway will be demarcated by signage at each of the bus stops that pass through or on the outskirts of Seminary Square. A map of Seminary Square will direct one to the parks, Public Library, Community Center and business district.

-Bike racks, Kiosk Maps and Benches are proposed at each of the (4) parks as well as the Public Library and Community Center.

-A 525' long by 10' wide paved bicycle / pedestrian trail is planned for Brevier Ave., an existing paper street. The connection between Elberon Avenue and Woodlawn Avenue will allow for a continuous trail between Tank Park and the Tot Lot. This will provide for a much safer pathway than the alternative along Warsaw Avenue.

-A 1000' long by 10' wide paved bicycle / pedestrian trail is also planned for the East and North ends of Dempsey Park. It will begin at the intersection of Price Avenue and Purcell Avenue and will allow for a safe descent to the parks' ballfields and basketball court and to rear of the Public Library, the Community Center and Whittier School. Users will be able to avoid the unimproved (no sidewalk) park side of Purcell Avenue. Ultimately, this trail will link back up to the East Price Hill Business District along Warsaw Avenue.

-Proposed Signage will also provide direction to bicyclists and pedestrians between various bus routes in the East Price Hill area.

Community organizations in the Police District 3 service area have donated money to fund the purchase of approximately 6 police bicycles for use by District 3, located on Warsaw Avenue in Seminary Square.

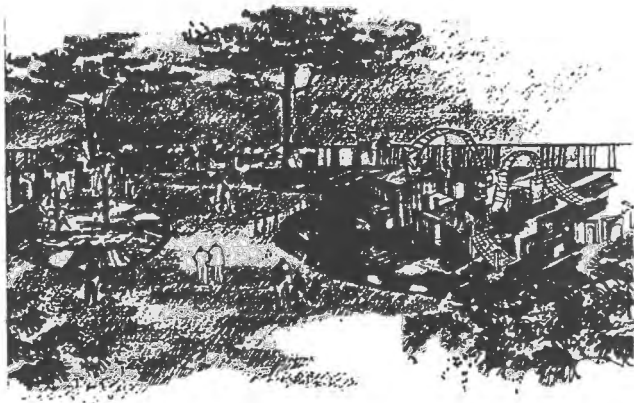
The community has paved asphalt paths in Whittier Gardens and is partnering with the Park Board to provide mulched walking paths in the Tank Park.

#### **Proposed Project Costs**

|  |                   |
|--|-------------------|
| Directional Signage at Bus Stops – 20 Signs  | \$ 17,000         |
| Bike Racks, Informational Kiosks, and Benches<br>(located at the 4 Parks and the Library and Community Center) | \$ 30,000         |
| Brevier Avenue Bike / Pedestrian Trail<br>(525' of asphalt trail)  | \$ 13,000         |
| Dempsey Park Bike / Pedestrian Trail<br>(1,000' of asphalt trail)  | \$ 25,000         |
| Wayfinding Signage<br>(showing bus routes and neighborhood amenities)  | \$ 15,000         |
| <b>Approximate Total</b>   | <b>\$ 100,000</b> |



# Seminary Square Eco-Village Work Plan



University of Cincinnati  
College of Design, Architecture, Art and Planning  
School of Planning  
Graduate Comprehensive Planning Workshop, Spring 1999

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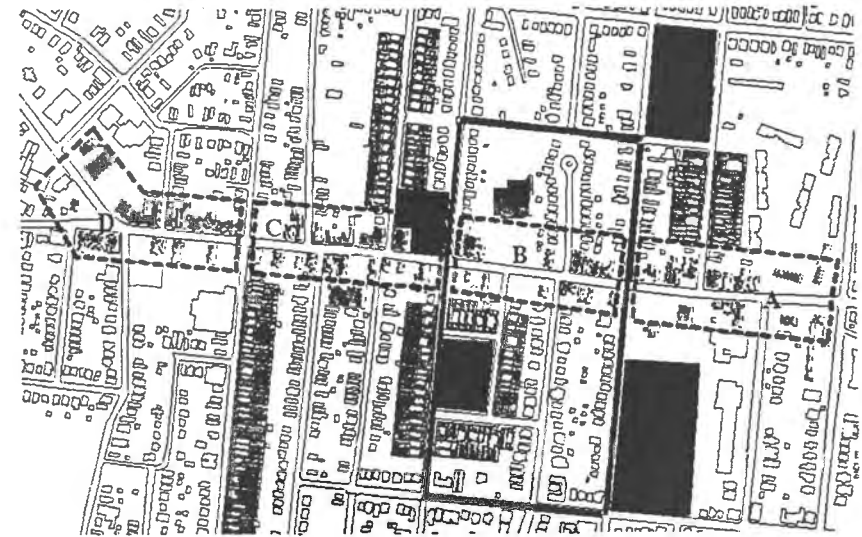
## Executive Summary

When you think of the west side of Cincinnati what images come to mind? Do you envision an area that inspires peaceful reflection, breathable air and a place that your children's children will enjoy for generations to come? This plan serves as a blueprint for an Eco-Village in East Price Hill designated as the Seminary Square Eco-Village. Located in the heart of East Price Hill, Seminary Square Eco-Village consists of a fifty block area at the entranceway into Price Hill, bordered by Grand Avenue, West Eighth Street McPherson Avenue and Glenway Avenue. Basic research methods were used to identify the six initial project areas of homeownership, housing quality, parks and recreation, schools, the business district and trash amelioration.

East Price Hill is facing challenges typical of urban neighborhoods. There are many negative perceptions of Price Hill neighborhoods surrounding trash, deteriorating housing stock, a faltering business district, and traffic. Fortunately, collaborations involving social and civic organizations are working to resolve these perceptions. This plan attempts to address some of those issues through the inclusion of a mixture of various strategies to facilitate the transformation of Seminary Square into an urban Eco-Village by focusing on design, housing policy initiatives and community based programming.

The design plan illustrates the physical proposals for a sustainable Eco-Village in Seminary Square that focuses on parks, recreation, open spaces and the neighborhood business district. The four major open spaces in the Seminary Square Eco-Village, the Tot Lot, Tank Park, Dempsey Park, and Whittier Garden, are significant assets to the neighborhood. All have been redesigned to their maximum and best use. Sustainability of all of these areas has been accomplished through connecting the redesigned spaces with a walking trail that connects the greenspaces and enables easy maintenance of the open land. Also, trees and materials that are native to the Seminary Square environment have been incorporated in the design.

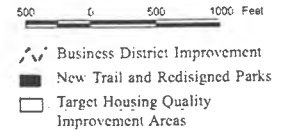
Improvements for the Warsaw Avenue Neighborhood Business District aims at providing a better physical environment to improve upon the existing image of the neighborhood. The proposal extends beyond the borders of the Seminary Square Eco-Village as does the remainder of the Warsaw Avenue Business District. The objectives of the plan are to retain existing neighborhood businesses, attract small businesses from within and outside the neighborhood, increase local employment and improve the physical conditions of the business strip.

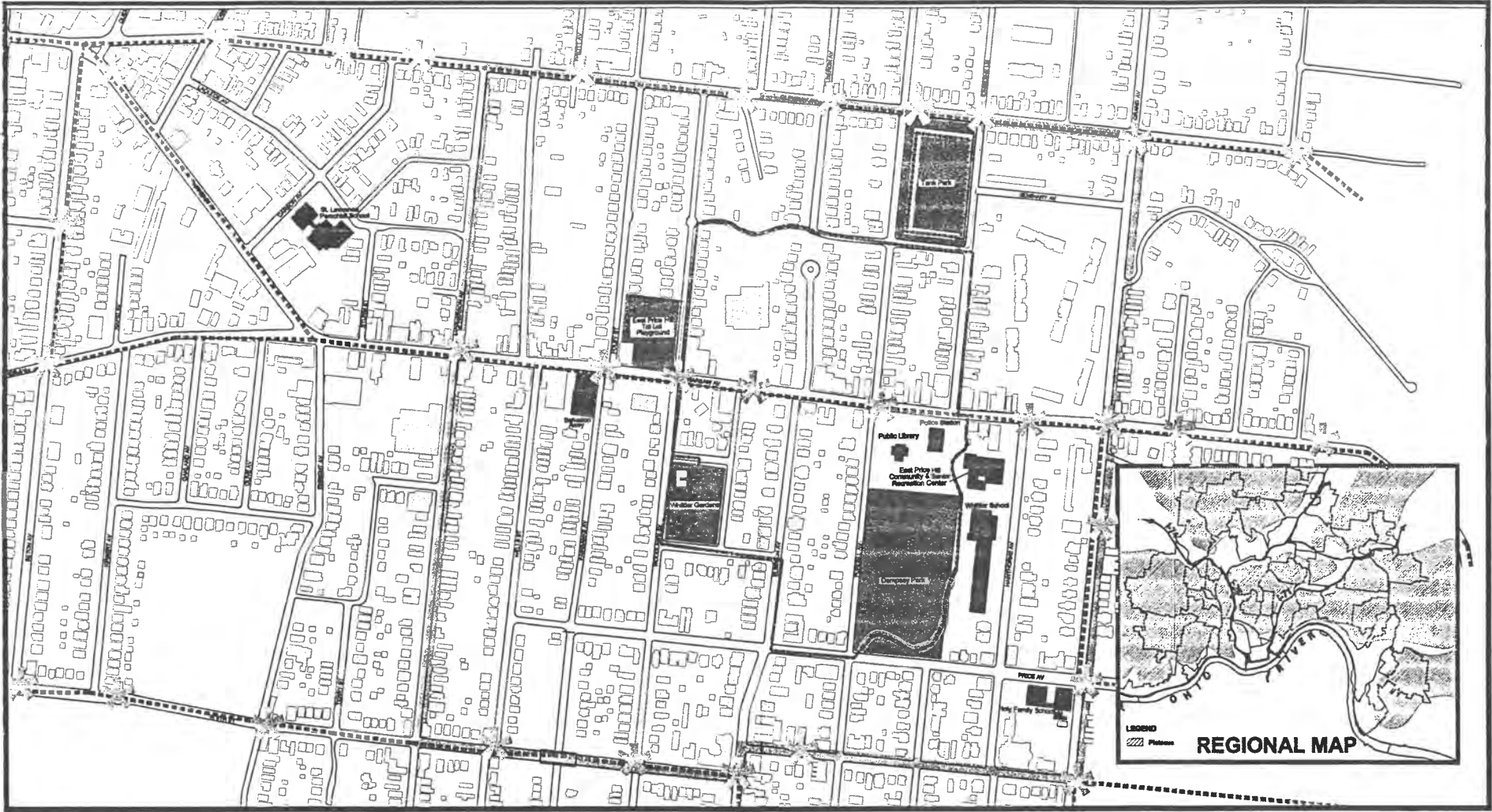


*Plan showing design proposals for the Business District, parks, recreation and housing quality improvements in the Seminary Square Eco-Village.*

The creation of an eco-housing center is the focal point of the housing policy initiatives, which highlights the promotion of home ownership, the improvement of the exiting housing stock, and the placement of viable business locations in the neighborhood business district. The Seminary Square Eco-Housing Center is a permanent facility that serves as a resource for current and potential homeowners and renters to determine the availability of home ownership and rehabilitation programs are available to them. The center would serve as one-stop center for all housing related concerns and services. The Eco-Housing center will also oversee the implementation and completion of the Demonstration House showcased at the annual Eco-Fair and serve as the community-based outlet to market the Eco-village theme.








Finally, community based programming and education is realized at the annual Seminary square Eco-Fair. This event brings together the design and policy aspects of the plan via community programming. The primary purpose of the Seminary Square Eco-Fair is to showcase the unique attributes of the area and to enhance awareness of the area as an Eco-Village. This is done through organized beautification activities, training workshops, booths, an Ecological Demonstration House, community youth exhibits and the culmination of the annual event with a community award ceremony.

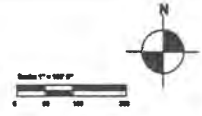




## EAST PRICE HILL/ SEMINARY SQUARE ECO-VILLAGE ALTERNATIVE TRANSPORTATION ENHANCEMENTS

### LEGEND

-  Seminary Square Eco-Village Boundary
-  Parks and Playgrounds
-  Proposed Pedestrian/Bike Route
-  Public/Semi-Public
-  Proposed Pedestrian/Bike Trail
-  Bus Routes
-  Bus Stops



## LOWER PRICE HILL

## Lower Price Hill Market Area

The Lower Price Hill business district is located at State and Eight Street, just outside of the Queensgate area and the Central Business District. The district is comprised of a small number of convenience establishments, government agencies and a few churches. The uses in this area have changed over the years to primarily industrial, warehouse, and distribution facilities.

The Lower Price Hill market area is composed of 31 census tracts. It overlaps with the following Cincinnati market areas in this study: East Price Hill, West Price Hill, Camp Washington, Northside, South Fairmount, and Westwood. This market area overlap should be taken into consideration when looking at competition for development potential.

### *Key Indicators*

The Lower Price Hill market area had a 1995 population of 130,265, concentrated in 51,515 households. Average household size was 2.5 persons per household, greater than the city average of 2.4. It is expected that this market area's population will decrease by .05 percent by the year 2000. Median household income in the market area is expected to increase by 9.9 percent by the year 2000 to \$33,490. Market area households spent an estimated 929 million on retail expenditures in 1995. PMD estimates this to be an average of \$18,034 per household.

| Year                    | 1990     | 1995     | 2000     | % Change<br>1995-2000 |
|-------------------------|----------|----------|----------|-----------------------|
| Population              | 135,064  | 130,265  | 129,583  | -.05%                 |
| Households              | 53,387   | 51,515   | 51,612   | .02%                  |
| Median Hshld.<br>Income | \$27,674 | \$30,478 | \$33,490 | 9.9%                  |

\* Source: Claritas, Inc. Median Household Income is shown for dollars in year identified.

Lower Price Hill Market Area





LOWER PRICE HILL MARKET AREA RETAIL POTENTIAL

Observations

- ▶ The population base in this market area is very large at 130,265 and is expected to remain stable through the year 2000.
- ▶ The median income in the market area is above the City's median at \$30,478.
- ▶ The lifestyle cluster composition is extremely heterogeneous with 21 of 60 lifestyles represented.
- ▶ The East Price Hill business district is located at West Eighth and State and has high traffic counts and good access to the public transit system.
- ▶ The current retail mix is minimal to non-existent with an absence of any retail/commercial anchor. Traffic generators in the area consist of industrial users and social service agencies.
- ▶ There is a large amount of vacant property suitable for redevelopment.

Recommendations

- ◆ While the development potential indicates unmet demand for over 800,000 square feet of additional retail space for Lower Price Hill, it should be noted that this market area demand includes both East and West Price Hill(s) which account for most of the supply and demand.

For Lower Price Hill to capture its share of the development potential, the community will need to first create an economic development strategy for the district which will enable it to complement surrounding retail/commercial districts instead of attempting to compete against them.

Depending on the type of strategy developed, the Lower Price Hill community could benefit from the following types of establishments geared to serve commuters passing through the area: recreational facilities, restaurants and specialty food stores, equipment rental, auto repair and service, appliance service, and video tape rental.

Lower Price Hill Market Area

| SIC    | Establishment Type                  | Household Count 51,515 |           |                       |         |
|--------|-------------------------------------|------------------------|-----------|-----------------------|---------|
|        |                                     | Current Estimates      |           | Development Potential |         |
|        |                                     | Estabs.                | Sq. Ft.   | Estabs.               | Sq. Ft. |
| RETAIL |                                     |                        |           |                       |         |
| 5231   | Paint, Glass, & Wallpaper Store     | 12                     | 34,548    | 3                     | 35,000  |
| 5251   | Hardware Stores                     | 11                     | 226,622   | 0                     | 0       |
| 5261   | Nurseries & Garden Supply Stores    | 3                      | 64,968    | 0                     | 0       |
| 5311   | Department Stores                   | 12                     | 143,904   | 0                     | 0       |
| 5399   | Variety/General Merchandise Stores  | 9                      | 125,928   | 0                     | 0       |
| 5411   | Grocery & Miscellaneous Food Stores | 70                     | 518,700   | 0                     | 0       |
| 5421   | Meat & Fish Markets                 | 10                     | 21,560    | 0                     | 0       |
| 5431   | Fruit & Vegetable Markets           | 2                      | 9,666     | 0                     | 0       |
| 5441   | Candy, Nut, & Confectionary Stores  | 6                      | 9,018     | 0                     | 0       |
| 5451   | Dairy Products Stores               | 10                     | 30,020    | 0                     | 0       |
| 5461   | Retail Bakeries                     | 18                     | 36,090    | 0                     | 0       |
| 5611   | Men's & Boys' Clothing Stores       | 0                      | 0         | 10                    | 22,500  |
| 5623   | Women's Clothing & Specialty Stores | 14                     | 53,130    | 0                     | 0       |
| 5641   | Children's & Infants' Wear          | 1                      | 3,600     | 1                     | 2,000   |
| 5651   | Family Clothing Stores              | 3                      | 3,750     | 0                     | 0       |
| 5661   | Shoe Stores                         | 12                     | 42,240    | 0                     | 0       |
| 5699   | Misc. Apparel & Accessories         | 9                      | 14,760    | 11                    | 19,600  |
| 5712   | Furniture Stores                    | 8                      | 82,984    | 19                    | 39,700  |
| 5713   | Floor Covering Stores               | 10                     | 36,320    | 0                     | 0       |
| 5719   | Misc. Home Furnishings Stores       | 2                      | 7,000     | 6                     | 40,500  |
| 5722   | Household Appliance Stores          | 4                      | 3,380     | 2                     | 45,500  |
| 5731   | Radio, TV, Consumer Electronics     | 6                      | 39,678    | 0                     | 0       |
| 5734   | Computer/Computer Software Stores   | 5                      | 9,715     | 0                     | 0       |
| 5735   | Record, Pre-recorded Tape Stores    | 11                     | 90,640    | 0                     | 0       |
| 5736   | Musical Instrument Stores           | 4                      | 5,764     | 1                     | 1,500   |
| 5812   | Eating Places                       | 169                    | 420,303   | 54                    | 168,900 |
| 5813   | Drinking Places                     | 46                     | 112,240   | 17                    | 18,900  |
| 5812   | Drug Stores & Proprietary Stores    | 14                     | 104,804   | 2                     | 12,400  |
| 5921   | Liquor Stores                       | 2                      | 8,432     | 7                     | 7,700   |
| 5932   | Used Merchandise Stores             | 15                     | 32,355    | 23                    | 46,000  |
| 5941   | Sporting Goods & Bicycle Stores     | 7                      | 18,767    | 7                     | 8,300   |
| 5942   | Book Stores                         | 3                      | 12,462    | 5                     | 1,400   |
| 5943   | Stationery Stores                   | 4                      | 47,592    | 3                     | 27,000  |
| 5944   | Jewelry Stores                      | 14                     | 20,580    | 5                     | 23,200  |
| 5945   | Hobby, Toy, & Game Shops            | 10                     | 61,410    | 0                     | 0       |
| 5946   | Camera/Photographic Supply          | 3                      | 3,699     | 0                     | 0       |
| 5947   | Gift, Novelty, & Souvenir           | 12                     | 27,624    | 0                     | 0       |
| 5948   | Luggage & Leather Goods             | 0                      | 0         | 1                     | 4,000   |
| 5949   | Sewing/Needlework/Piece Goods       | 4                      | 30,000    | 0                     | 0       |
| 5992   | Florists                            | 18                     | 22,428    | 6                     | 4,200   |
| 5995   | Optical Goods Stores                | 10                     | 36,100    | 0                     | 0       |
| 5999   | Miscellaneous Retail                | 37                     | 80,179    | 8                     | 49,100  |
| 7212   | Dry Cleaners                        | 4                      | 4,300     | 0                     | 0       |
| 7215   | Coin-Operated Laundries             | 10                     | 13,610    | 9                     | 9,000   |
| 7221   | Photographic Studios, Portraits     | 9                      | 9,000     | 0                     | 0       |
| 7231   | Beauty Shops                        | 87                     | 115,449   | 0                     | 0       |
| 7241   | Barber Shops                        | 20                     | 14,380    | 0                     | 0       |
| 7251   | Shoe Repair & Hat Cleaning Shops    | 3                      | 2,904     | 0                     | 0       |
| 7334   | Photocopying & Duplication Services | 5                      | 12,795    | 0                     | 0       |
| 735x   | Misc. Equipment Rental & Leasing    | 4                      | 5,368     | 12                    | 92,300  |
| 7384   | Photofinishing Laboratories         | 1                      | 8,000     | 4                     | 8,500   |
| 753x   | Automotive Repair Shops             | 27                     | 82,809    | 6                     | 15,600  |
| 7542   | Car Washes                          | 4                      | 15,092    | 1                     | 2,400   |
| 7549   | Other Automotive Services           | 15                     | 56,730    | 0                     | 0       |
| 7622   | Radio & Television Repair           | 7                      | 10,577    | 3                     | 6,800   |
| 7631   | Watch, Clock, & Jewelry Repair      | 1                      | 1,800     | 0                     | 0       |
| 7641   | Reupholstery & Furniture Repair     | 5                      | 6,500     | 2                     | 1,500   |
| 7699   | Miscellaneous Repair Services       | 31                     | 41,509    | 0                     | 0       |
| 7841   | Video Tape Rental                   | 5                      | 23,400    | 3                     | 5,300   |
| 79xx   | Recreation Facilities               | 7                      | 56,918    | 11                    | 105,000 |
| TOTAL  |                                     | 865                    | 3,134,101 | 242                   | 823,800 |

SOURCE: Cincinnati Bell, Hamilton County Auditor, Market Source, Inc., and Project Market Decisions

12/19/95

