

EVANSTON

MAP - 2/81

O'BRYONVILLE NBD URBAN DESIGN PLAN

O'Bryonville

N. B. D. URBAN DESIGN PLAN

This plan was prepared for the Department of Development and the O'Bryonville Business Association by the Department of Public Works, Division of Engineering, Office of Architecture and Urban Design.

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November, 1980

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I. POLICIES

A. Circulation: Vehicular

1. Major streets of Madison, Torrence and Grandin shall remain as circulation routes.
2. Secondary streets such as Cinnamon, Cohoon, O'Bryon, and others shall remain as resident serving streets.

B. Circulation: Pedestrian

1. Pedestrian crossings at Cinnamon shall remain.
2. Signalized intersections shall remain at Grandin and Madison and Cinnamon and Madison. Also the pedestrian' activated traffic signal at Owl's Nest Park shall remain.
3. Pedestrian circulation should be enhanced with amenities which include modular paved sidewalks, planters with trees, directional graphics and new signage, awnings and decorative lighting.

C. Circulation: Parking/Service

It is desirable to improve customer parking in the area. The conclusion of the parking study indicates 384 square feet of commercial space per parking space. This ratio is high compared to most NBD's within Cincinnati. Therefore, a recommendation has been made for a merchant parking lot between Cohoon and Cinnamon.

The lot would effectively lower the parking ratio to 303 square feet commercial/parking space by adding 71 parking spaces and will be more in line with other NBD's. This merchant lot would be bought and improved with public funds and re-sold to and maintained by the merchant non-profit corporation.

Generally speaking, commercial establishments on the north side of Madison can meet their parking needs with off-street parking behind their shops. Unfortunately, the greater number of shops exist on the south side of Madison where topography is not conducive to parking or maneuvering cars, therefore:

1. Parking resources have to be centrally developed on the north side of Madison Road or on-street to meet the parking needs on the south side and any expanded parking demand of the north side.

2. On-street space would be maintained wherever possible. It is recommended that the taxi stand should be located on the business district fringes in order to free up on-street spaces closer to business establishments.
3. Truck service should be accommodated off-street wherever possible. Such as in the case of the Square Box, Surroundings, Second Serve and Laura O'Bryons.

II. OPEN SPACE/STREET AMENITIES

Many of the normal elements considered as part of the street amenities have been started or completed in this community, such as trees, street lighting and area identification (Billboard).

A. Landscaping Program

The plan would continue planting of trees where possible in connection with its public improvements. The trees should be single stem Washington Hawthornes which would match the street planting program established by the merchants a few years ago. Those planters should be expanded to include more locations. The trees which died should also be replaced. A yearly maintenance program could be provided by a local landscaping firm with costs incorporated into the maintenance of the parking lot. Seasonal flowers might also be added to Clark's Point Park by volunteers from the Grandin House. Grandin House residents and passers-by could both benefit from the addition of color at such a focal point in the community.

B. Street Lighting Program

A few years ago the merchants united to encourage the City to upgrade the lighting levels through the NBD. The increased lighting provides a sense of security for merchant and customer alike and signals the territorial boundaries of the business district. The cost of the additional lighting is accessed to the property owners along Madison Road on a front footage rate.

C. Billboard Program

For the past several years, the business organization has "Passed the Hat" to collect rent and repainting charges for it's "Welcome to O'Bryonville" billboard located at the intersection of Madison Road and Torrence Parkway. The billboard probably identifies the area better than any other single element. The billboard signals an area of shopping rather than hawking one specific commercial sponsor which would only add to the visual chaos.

III. FACADE AND SIGNAGE TREATMENTS

The business district of O'Bryonville extends from Owl's Nest Park to just past Marian High School on both the north and south right of ways of Madison Road. However, both sides of the street exhibit different architectural styles. The northern buildings are primarily new structures of the 1940's-1950's vintage, mostly masonry construction and to some extent exhibit little architectural interest. Being masonry and unpainted the amounts of possible treatment to improve facade interest lies mainly within signage improvements, trim colors and the addition of awnings.

The southern facades are much older, primarily clapboard and frame and generally speaking have more architectural interest potential. Being smaller structures, they enhance the village feeling in the area. However, these structures generally need the most work in terms of facade restoration and rehabilitation. A coordinated signage, awning, and color selection effort would greatly improve the character and quality of environment within the O'Bryonville NBD.

Graphics are also very important in the context of street amenities and should be promoted on two fronts. Signs of individual businesses should be improved or replaced to promote a unified appearance as part of the NBD theme. Private graphics, parking signage, ect., should be developed within a common framework of color, size, shape and letter style.

Signage is probably the single most deteriorating visual element within the O'Bryonville NBD.

Formation of a non-profit development corporation could be the vehicle to apply and administer Commercial/Industrial Revolving Loan Funds and provide design expertise to property owners who want to improve their signage and storefronts within the perimeters of the following guidelines:

1. Any improvement to storefront or signage should respect the original architectural and/or structural organization of the building.
2. New signage should capture the originality of the business it represents through a simple direct method of communication.
3. Display windows should be considered as part of the overall facade picture and should work both at the vehicular and pedestrian levels.
4. Night-time treatment should be considered through outside or display lighting which would tastefully illustrate the positive aspects of the storefront.

5. Awnings which roll up can create a kinetic atmosphere to the shop providing screening from the sun, rain, when necessary, or simply a touch of color to an otherwise uninteresting facade.
6. Color - not dictated but selected from a palette of colors that can allow each one's individuality to develop, but will be in harmony with and not in conflict with the surrounding buildings in the business community.

IV. ECONOMIC SURVEY INFORMATION

The City's economic consultant for this project, Mr. Howard Tommelein, made a survey of the NBD area in the fall of 1977 and assembled data from personal face-to-face interviews (35 of approximately 42 total businesses), had meetings with a few key businesses and property owners in 1978 and reported the following:

"Observations: The small size and the spots of deterioration and blight tend to obscure to the casual observer the level of economic activity in this NBD. Its gross sales are estimated at over \$6 million per year with individual establishments ranging from \$15,000 to over \$1 million. There are a number in the \$220-500,000 category. It has a healthy mix of old and new businesses. Certain of them have obviously built over time excellent if not unique customer reputations. Interior decorators, antique dealers, gift and flower shops dominate the types of establishments. This NBD draws the great majority of its trade from the affluence of East Walnut Hills, Hyde Park and to a lesser extent the rest of the Eastern Hills and TRI-STATE area.

Vacancy levels have remained about the same from last year, in the range of 3-5. Business re-location within the NBD continues, e.g. The Second Serve Shop.

The new Grandin House is finished and landscaped. As it fills and the available commercial space is rented there will be a certain positive impact on the area. How much direct value it will have to the other businesses in the NBD is still very uncertain due to the unknown mix of the potential residents and to the relative difficulty pedestrians have in crossing from the south side of Torrence to Madison and the NBD.

The two most conspicuous examples of blight are in the process of being rectified. One, on the south side of Madison, is currently undergoing a serious facade and interior upgrading. The other, on the north side of Madison, will be the site of significant improvement and a new business (restaurant) by the fall of 1979.

The parking situation could be improved and the immediate residential areas north and south could justify housing rehabilitation assistance. These are the subject of separate reports and studies by the Architecture & Design section and by the Housing department.

Finally, it is particularly noteworthy that one of the NBD's financial institutions has come forward to offer to work closely with the City in choosing the over-all best site for a new facility and to continue to aggressively extend lending assistance to area business and residential property owners.

Given the above and a relatively active Business Association, I believe that the City is justified in continueing to work with this NBD and to support it and the immediate residential areas, north and south, as may be specifically appropriate."

Since the Consultant's report, the new restaurant, Laura O'Bryon's, has opened and the local financial institution, Franklin Savings and Loan, is in the process of rebuilding an existing building for their new office facility.

V. DEVELOPMENT OPPORTUNITIES

Site #1

This site is proposed to be a paved parking lot consisting of two phases. The first phase includes acquisition by the City of four parcels of land, with the second phase involving the acquisition of four additional parcels of land. The two phased site would be acquired with Federal CDBG funds, the present site occupants provided relocation benefits, the site structures demolished and the cleared area improved with an off-street surface parking area. Site amenities shall include appropriate landscaping and lighting. Approximately 71 spaces will be provided in this finished parking area which shall subsequently be sold to the non-profit corporation operating in the NBD. The non-profit corporation shall manage and maintain the facility.

Site #2

This site should be privately developed for parking if and when it is needed (see detailed drawing #2). Site #3 currently supplies sufficient off-street parking for the adjacent commercial area but due to its possible future development, it could necessitate the development of parking on Site #2.

Site #3

This site has good visibility and location for a special facility that could be a major contributor to the image of the community. Its use should be active business oriented but should not generate high turnover traffic. Design of the building should respect adjacent buildings in size and shape.

Site #4

Re-use of this site should occur based on independent private analysis for new construction of commercial/retail space. Possible re-use could provide expansions of ground floor development of adjacent building. Considerations should be given to a restaurant, art gallery, decorating store or specialty item store capitalizing on the green spine available to the rear along Torrence Parkway.

Site #5

Use of the rear property areas along Torrence Parkway could be independent or coupled with the development of Site #4. Parking and landscaping (to continue the image created along Torrence Parkway) is suggested. This use will probably require the demolition of some garages and possibly the construction of stone walls to promote the park-like setting of Torrence Parkway. If parking becomes the final use, the access to Torrence shall be limited. The success of this site is dependent on the cooperation and private initiative of the individual property owners to improve the image of this area.

VI. DEVELOPMENT IMPLEMENTATION RESPONSIBILITIES AND SCHEDULE

PROJECT YEAR

PROJECT	FINANCIAL SOURCE	COST	PROJECT YEAR					
			79	80	81	82	83	
1. Merchant Parking Lot Acquisition, Demolition, Relocation, Public Improvements, Site No. 1	Public	Phase I \$ 65,000 Acq. 15,000 Dem. 65,000 Rel.	X	X	X			
		Phase II 75,000 Acq. 35,000 Dem. 45,000 Rel. 10,000 Design 145,000 P.I.		X	X	X	X	X
2. Site No. 2	Private	Unk.						X
3. Site No. 3	Private	Unk.					X	X
4. Site No. 4	Private	Unk.					X	
5. Site No. 5	Private	Unk.						X
6. C.I. Loans for Signs/Facades	Private/Public	75,000	X					
7. Streetscape Improvements	Public	44,000				X		

VII. BOUNDARY DESCRIPTION FOR O'BRYONVILLE NBD

BEGINNING at a point, said point being the intersection of the south right of way line of Torrence Parkway and centerline of the right of way of Elmhurst Walkway extended south; thence, moving in a north direction along the centerline of the right of way of Elmhurst Walkway and across Madison Road to a point, said point being the intersection of the north right of way line of Madison Road and the centerline right of way of Elmhurst Walkway extended north; thence, moving in an east direction along the north right of way line of Madison Road to a point, said point being the intersection of the north right of way line of Madison Road and the west line of Hamilton County Auditor's Parcel Number 53-4-33; thence, moving in a north direction along the west line of Hamilton County Auditor's Parcel Numbers 53-4-33, 32, 31, 30, 29, 28 to a point, said point being the northwest corner of Hamilton County Auditor's Parcel 53-4-28; thence, moving in an east direction along the north line of Hamilton County Auditor's Parcel Number 53-4-28 to a point, said point being the intersection of the west right of way line of Cohoon Street and the north line of Hamilton County Auditor's Parcel Number 53-4-28; thence, moving in a north direction along the west right of way line of Cohoon Street to a point, said point being the intersection of the north line of Hamilton County Auditor's Parcel Number 53-4-49 extended west across Cohoon Street and the west right of way line of Cohoon Street; thence moving in an east direction across Cohoon Street and the north line of Hamilton County Auditor's Parcel Numbers 53-4-49, 77 to a point, said point being the intersection of the west right of way line of Cinnamon Street and the north line of Hamilton County Auditor's Parcel Number 53-4-77; thence, moving in a north direction along the west right of way line to a point, said point being the intersection of the west right of way line of Cinnamon Street and the north line of Hamilton County Auditor's Parcel Number 53-4-97 extended west; thence, moving in an east direction across Cinnamon Street and the north line of Hamilton County Auditor's Parcel Numbers 53-4-97, 112 to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 53-4-112 and the intersection of the west right of way line of O'Bryon Street thence, moving in a north direction along the west right of way line of O'Bryon Street to a point, said point being the intersection of the west right of way line of O'Bryon Street and the north line of Hamilton County Auditor's Parcel Number 53-4-135 extended west; thence, moving in an east

direction across O'Bryon Street to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 53-4-135; thence, moving in an east direction along the north line of Hamilton County Auditor's Parcel Number 53-4-135 to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 53-4-135; thence, moving in a south direction along the east line of Hamilton County Auditor's Parcel Number 53-4-135 to a point, said point being the northwest corner of Hamilton County Auditor's Parcel 53-4-152; thence, continuing in an east direction along the north line of Hamilton County Auditor's Parcel Number 53-4-152 to a point, said point being the intersection of the east line of Hamilton County Auditor's Parcel Number 53-4-152 and the west right of way line of Lavinia Avenue; thence, moving in a north direction along the west right of way line of Lavinia Avenue to a point, said point being the intersection of the north line of Hamilton County Auditor's Parcel Number 53-4-179 extended southwest and the west right of way line of Lavinia Avenue; thence, moving in a northeast direction across Lavinia Avenue and the north line of Hamilton County Auditor's Parcel Number 53-4-179 to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 53-4-179; thence, moving in a south direction along the east line of Hamilton County Auditor's Parcel Numbers 53-4-179, 180 to a point, said point being the intersection of the east line of Hamilton County Auditor's Parcel Number 53-4-180 and the north line of Hamilton County Auditor's Parcel Number 53-4-193; thence, moving in an east direction along the north line of Hamilton County Auditor's Parcel Number 53-4-193 to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 53-4-193; thence, moving in a south direction along the east line of Hamilton County Auditor's Parcel Number 53-4-193 and across Madison Road to a point, said point being the intersection of the south right of way line of Madison Road and the east line of Hamilton County Auditor's Parcel Number 53-4-193 extended south; thence, moving in a west direction along the south right of way line to a point, said point being the intersection of the south right of way line of Madison Road and the east right of way line of Grandin Road; thence, moving in a south direction along the east right of way line of Grandin Road to a point, said point being the intersection of the south right of way line of Freeland Avenue extended east and the east right of way line of Grandin Road; thence, moving in a west direction across Grandin Road and along the south right of way line of Freeland Avenue and across Herrick Avenue to a point, said point being the intersection of the south

right of way line of Freeland Avenue extended west and the west right of way line of Herrick Avenue; thence, moving in a north direction along the west right of way line of Herrick Avenue to a point, said point being the intersection of the west right of way line of Herrick Avenue and the south right of way line of Torrence Lane thence, moving in a northwest direction across Torrence Lane to a point, said point being the intersection of the south line of Hamilton County Auditor's Parcel Number 56-4-74 extended east; thence, moving in a west direction along the south line of Hamilton County Auditor's Parcel Number 56-4-74 to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 56-4-74; thence, moving in a north direction to a point, said point being the intersection of Hamilton County Auditor's Parcel Number 56-4-74 and the south right of way line of Torrence Parkway; thence, moving in a west direction along the south right of way line of Torrence Parkway to a point, said point being the intersection of the south right of way line of Torrence Parkway and the centerline right of way line of Elmhurst Walkway extended south and the PLACE OF BEGINNING.

VIII. "LEGAL BASIS FOR PROPERTY ACQUISITION"

Under Chapter 725 of the Cincinnati Municipal Code it was found that "blighted, deteriorating, and deteriorated areas" exist within the City which "contribute to the spread of disease and crime, . . . ; constitute an economic and social liability; and impair . . . the sound growth of the community." It was also found that this blight and deterioration could not be controlled by private enterprise alone. In order to remedy this situation Chapter 725 authorized the City to expend funds to eliminate blight and deterioration and - towards this end - to acquire private property.

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

Under Chapter 725 of the Cincinnati Municipal Code an Urban Renewal Area "shall mean a blighted or deteriorating area which is appropriate for redevelopment or rehabilitation as defined in paragraph (a) of Section 725 - 1-U." The City of Cincinnati

for the purposes of this particular plan, therefore, declares that the O'Bryonville NBD, more particularly defined in Boundary Description of the Urban Design Area is an Urban Renewal Area. Within the Neighborhood Business District of O'Bryonville there exists blighted areas in which a majority of the structures is detrimental to the public health, safety, morals, and general welfare, by reason of age, obsolescence, dilapidation, overcrowding, faulty arrangement, mixture of incompatible land uses, a lack of ventilation or sanitary facilities or any combination of these factors, or there exists deteriorating areas which because of incompatible land uses, non-conforming uses, lack of adequate parking facilities, faulty street arrangement, inadequate community facilities, increased density of population without commensurate increase in new residential buildings and community facilities, high turnover in residential or commercial occupancy, lack of maintenance and repair of buildings, or any combination thereof are detrimental to the public health, safety, morals, and general welfare, and which will deteriorate, or are in danger of deteriorating, into blighted areas. Through the adoption of this Urban Renewal Plan by City Council, the City Manager is authorized to acquire any property in the area defined in the Urban Design Area, the acquisition of which is necessary in carrying out the Urban Renewal Plan.

Further, the O'Bryonville Neighborhood Business District Urban Design (Urban Renewal) Plan conforms to the Master Plan for the development of the City. The City has established a feasible

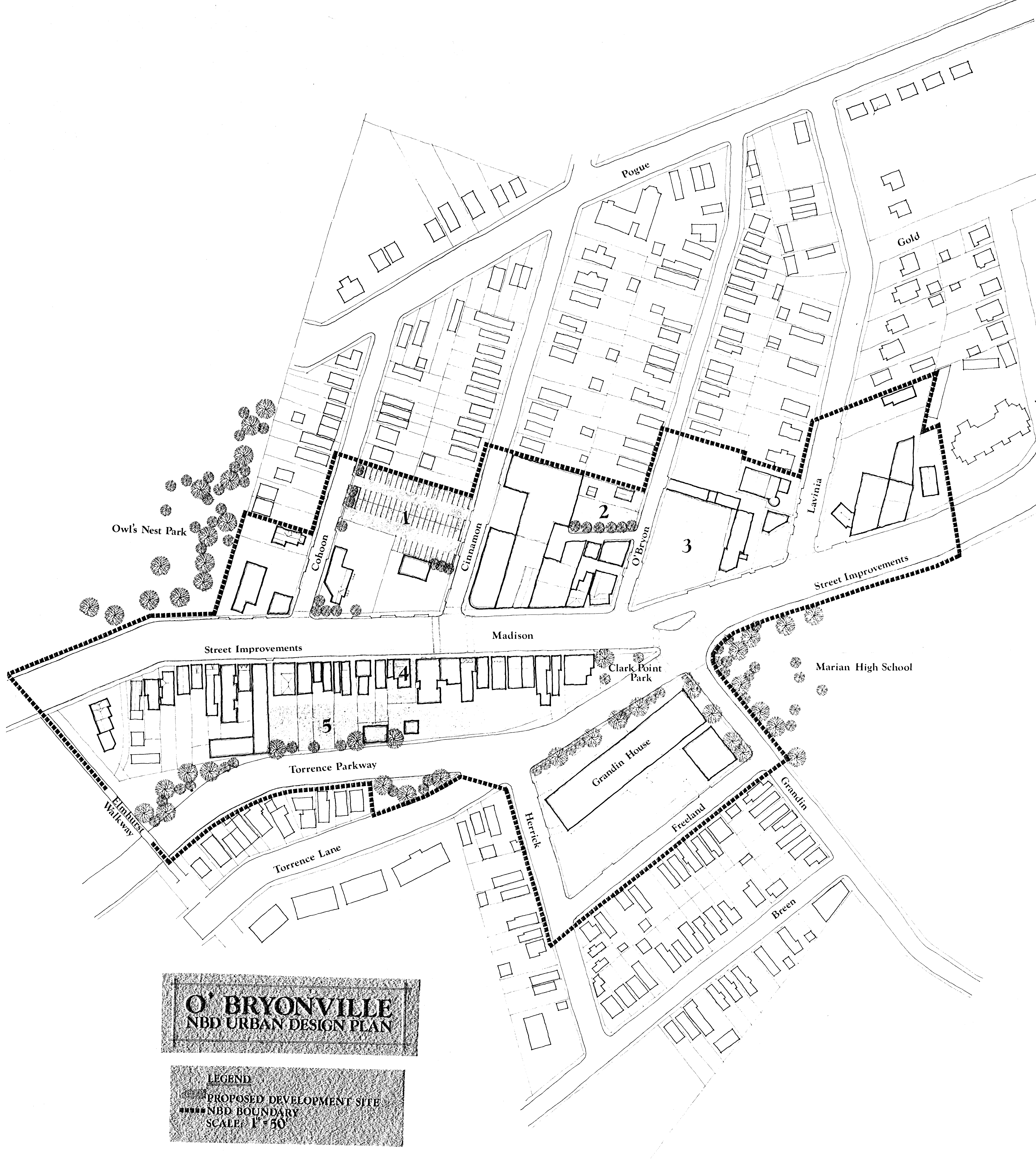
method for the relocation of any families, individuals, or businesses that shall be displaced from the area by any Federally funded public development action.

O'BRYONVILLE NBD URBAN DESIGN PLAN

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O' BRYONVILLE
NBD URBAN DESIGN PLAN

LEGEND
 - - - - - PROPOSED DEVELOPMENT SITE
 - - - - - NBD BOUNDARY
 SCALE: 1" = 50'