

38-0916-0899

**W M O U N T
W A S H I N G T O N**
**A R C H I T E C T U R A L
F O C U S S T U D Y**

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This plan was prepared for the Mt. Washington Business Development Committee by the Department of Public Works, Division of Engineering, Office of Architecture and Urban Design at the direction of the Department of Development.

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**OFF STREET
PARKING STUDY**



Introduction

PARKING

Parking within a neighborhood business district is often felt to be the most critical element responsible for an area's decline, however, this is not always the case. Adequate parking is only one of many factors contributing to the success of a business area. Mt. Washington's parking counts show it to be one of the best among the City's neighborhood business districts. However, the use generated by some lots has begun to exceed their capacity, causing periodic shortages. Generally, the parking is modern, well maintained and lighted, and adequate for the businesses it supports. However, the Parking Inventory Map indicates A, B, and C as areas of parking deficiencies. These problems are not unsolvable, but require adjacent property owners and tenants to cooperate for the benefit of everyone.

1. Improve and develop parking in Blocks A, B, and C through coordinated efforts of individual property owners and business-people, by removing barriers which reduce the parking into small inefficient lots.
2. Design parking identification signs for placement within the business district.
3. Continue efforts to maintain and improve existing lots, including signage, lighting, landscaping, and screening from residential neighbors.
4. Request Queen City Metro to establish a "Park and Ride" lot of its own which would eliminate "pirating" of valuable customer parking.
5. Establish common employee lots for businesses within the district in order to maintain primary spaces for customers.

Parking Inventory

1. 5/3 Bank - 35
2. Kroger's - 186 - 51 spaces in lower lot
3. MW Building and Loan - 9 new spaces
4. White Funeral Home - 47
- *5. Bob Sumerel Tire - 5 unmarked
6. Las Vegas Lounge - 24
- *7. Marathon Gas Station - 14 unmarked
- *8. Sunoco Gas Station - 4 unmarked
9. Fresh Hair - 6 unmarked
10. Public Library - 11
- *11. Exxon - 8 unmarked
12. MW Lodge #642 - 7 unmarked
13. Post Office - 57 public (32 Post Office Staff)
14. MW Medical Center - 38
15. Eppert Walk - 22
16. MW Bakery - 6
17. MW Beer & Ice - 5
18. Oxford/Plymouth - 20
19. Creative Corner - 8
20. Creelmans - 5
- *21. Texaco - 7 unmarked
22. Billard - 5
23. Corbly - 19 upper lot, 6 lower lot
24. Duette Beauty Shop - 3
25. Luehrmann Pharmacy/Harold's Grill - 19
26. Burger Chef - 52
27. State Store/M & M Realty - 19
28. Covent Garden Florist - 4
29. Bona Hardware - 7 (potential lot behind Bona)
30. Furniture Fashions - 12 marked, 30 unmarked
- *31. MW Motors (vacant) - 14 doubled-up
32. King Kwik - 30
33. 2261-2263 - 12 unmarked lot
- *34. Lula Beauty Shop - 0
- *35. East Cab C. - 0
- *36. MW Garage - 20 unmarked doubled-up

37. James Klein, DDS (vacant) - 7
38. 2250 (vacant) - 3
39. Gold Star Chili - 21
40. Hancock Fabric - 73
- *41. Standard Oil - 20 unmarked
42. Contemporary Galleries/MW Antiques - 19
43. Eagle Savings Loan - 18 lower lot
44. UDF - 9
45. Hitch's Meat - 19

* Business not included in parking count.

Total Spaces - 924














120,203 s.f. * \div 924 = 130 s.f. per parking space

REAL ESTATE RESEARCH CORPORATION STUDY - 1976

1. Campus in front of Exxon - 3 unmetered
2. Campus meter - 6
3. Campus in front of Lodge - 4 unmetered
4. Beechmont meters - 15 between Campus and Plymouth
5. Plymouth meters - 3
6. Plymouth - 9 unmetered from Eppert Walk to Oxford Avenue, both sides
7. Beechmont meters - 5 between Oxford and Corbly
8. Beechmont meters - 14 between Oxford and Corbly
9. Corbly meters - 4 Beechmont to Oxford Ave.
10. Corbly meters - 6 Beechmont to Salvador
11. Beechmont meters - 13

Total on-street - 82

Comparative Parking Ratios

N.B.D./CENTER	TOTAL SPACES	SQ. FT. COMMERCIAL/PARKING SPACE					
		100	150	200	250	300	350
Mt. Washington	924	 130					
Clifton	358	 323					
Hyde Park	560	 222					
College Hill	663	 267					
Corryville	721	 255					
St. Bernard	280	 179					
University Plaza	379	 239					
Hyde Park Plaza	2,000	 150					
Beechmont Plaza	879	 120					
Swifton	3,000	 166					
Western Woods	2,000	 160					
Beechmont Mall	2,700	 203					
Northgate Mall	6,500	 131					

Frequency of Use on
First Weekend of Month.
Friday Evening Most
Stores Open Late

	Existing Space	Friday March 4, 1977 3-4 p.m.	Friday March 4, 1977 4-5 p.m.	Saturday March 5, 1977 1-2 p.m.
1. 5/3	35	25	35	19
2. Lower Lot	51	36	33	12
Kroger's	135	70	125	130
3. UDF	9	5	2	8
4. Hitch's	19	14	17	17
5. Eagle's Lower Lot	18	5	7	5
6. Contemporary Galleries, MW Antiques, Eagle	19	8	14	15
7. Bona	7	4	2	3
8. Hancock	73	22	25	33
9. Gold Star	21	7	2	10
10. King Kwik	30	12	10	17
11. 2261, 2263 (Vacant)	12	0	0	1
12. J. Klein, DDS	7	2	3	0
13. 2250 (Vacant)	3	0	0	0
14. Furniture Fashions	42	8	4	5
15. State Store				
M & M Realty	19	16	16	17
16. Covent Gardens	4	2	2	2
17. Burger Chef	52	19	19	28
18. Lahrman's				
Harold's Grill	19	13	20	15
19. Oxford Place	30	26	27	28
20. Duette Beauty Shop	3	4	4	5
21. Creative Corner +	13	9	12	7
22. Oxford Pl./Plymouth	20	15	18	20
23. MW Bakery	6	3	3	3
24. MW Beer & Ice	5	2	2	4
25. Lodge #642	7	3	3	7
26. Post Office	57	32	13	31
27. Medical Center	38	15	15	5
28. Eppert Walk	22	6	7	9
29. Library	11	6	11	11
30. Las Vegas Lounge	24	4	10	2
31. Fresh Hair	6	4	5	3
32. White Funeral Home	47	6	4	2

Parking logo signs





**VEHICULAR/PEDESTRIAN
INTERFACE STUDY**

Introduction

VEHICULAR/PEDESTRIAN INTERFACE

The width of Beechmont Avenue and the volume of traffic it generates both contribute to difficult pedestrian movement across the thoroughfare. North of Beechmont, from Corbly to Crestview, the vehicular/pedestrian conflict is minimized because of its auto-oriented nature and the ample amount of parking for each business. The Corbly/Beechmont and the Campus/Beechmont intersections are complete with crosswalks and full signalization. The major generators of pedestrian movement are between Corbly and Campus. The reasons are unbalanced parking counts between east and west sides of the street, the types of stores (i.e., food, bakery, Savings and Loan, pharmacy) and the apartments flanking both sides of the business district. The only existing signalized crosswalk needs relocation to connect Block C and the new Kroger location. We would also recommend an additional crosswalk be located between Block A and the Fifth Third Bank; however, we realize this must take a lower priority to the existing crosswalk relocation. It must be said that the Mt. Washington crosswalk is respected by the motorist as well as any in the City. It has also been brought to our attention that implied crosswalks exist at every intersection (Crestview, Roxbury, Plaza, Oxford Place) and 150' from existing crosswalks.

through investigation of the Mt. Washington Business District, it becomes quite apparent that the primary mode of travel is vehicular. The pedestrian nature of the business district has eroded over the years by the types of stores and the barrier created by Beechmont Avenue. Hazardous conflicts between pedestrians and autos should be eliminated to facilitate pedestrian movement across streets. A commitment to improve pedestrian travel should be adopted in the form of the following policies:

Policies

1. Develop street amenities which enhance the pedestrian environment with benches, lighting, landscaping, graphics, awnings, signs, and other elements contributing to a pedestrian character.
2. Make intersections, crosswalks, and, where practical, entrances to businesses accessible to the physically handicapped.
3. Encourage attractive and inviting rear entrances to businesses within Blocks A, B, and C, to improve the convenience atmosphere. This is not to imply that the Beechmont entrances are not necessary; they might take on a display-

window approach similar to a major department store and more in keeping with the vehicular nature of Beechmont.

4. Realign marked crosswalk on Beechmont relating to the parking lot and entrance of the new Kroger Store and the pedestrian way with special amenities, i.e., lighting, trees, benches, paving, trash receptacles, etc. Parking entrances for Blocks B and C could then be diverted to Plymouth, Corbly, and Oxford and eliminate the difficult entrance to Beechmont from Oxford Place.
5. If a greater need presents itself, add a mid-block crosswalk connecting the Fifth Third Bank and Block A. Also, an additional crosswalk at Campus Lane and White's Funeral Home if demand exists.

Recommendations

Beechmont Avenue carries most of the traffic coming to the business district. However, with the exception of metered parking, the network of secondary streets are responsible for the entrance/exit capabilities of the major off-street parking lots. Greater emphasis should be placed on Campus, Plymouth, Oxford, Salvador, and Corbly with increased parking, identification signage, and improved

visibility. With the exception of Oxford, these streets can continue to satisfy service and delivery needs, as they have a commercial character.



**ARCHITECTURAL
FACADE STUDY**

Introduction

ARCHITECTURAL FACADE STUDY

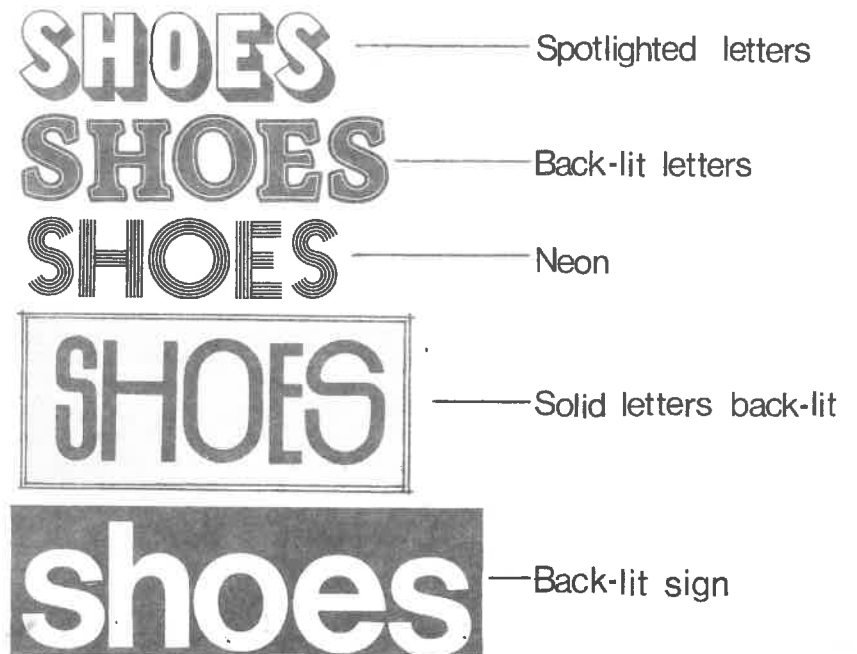
The architectural facade study addresses those elements necessary to create a cohesive, vital, and financially successful business district. They include architectural and storefront design, signage placement, (size and organization), a material vocabulary and generally all elements which create one's visual impression of the area. The bulk of the business district is spread out and well suited to the auto-oriented nature of Beechmont Avenue. The older commercial buildings from Corbly to Campus (Blocks A, B, and C) have visual problems. Generally the architecture within the three block span is of the same era and massing; however, there has been no attempt to coordinate any signage or image infrastructure to the area. The abundance of overhead wires and projecting signs of varying height and size, and the lack of visual interest tends to erode any positive response a potential customer might show for the business district.

Policies

1. Any improvement to storefronts should reflect the character of the existing materials primary to the business district: brick, sandstone, glass, metal paneling, and stucco.
2. Develop a coordinated color palette from which a merchant might choose for a facade improvement.
3. Encourage businesses to add fabric awnings (with no end panels) to their storefronts.
4. Develop a review committee to aid and encourage merchants/landlords to improve their storefronts.

Storefront Signage

A storefront and its sign can be lit by several methods. Signs can be illuminated by spotlights, by fluorescent lights built into the sign box, by individual back-lit letters or by neon tubing spelling out the message.

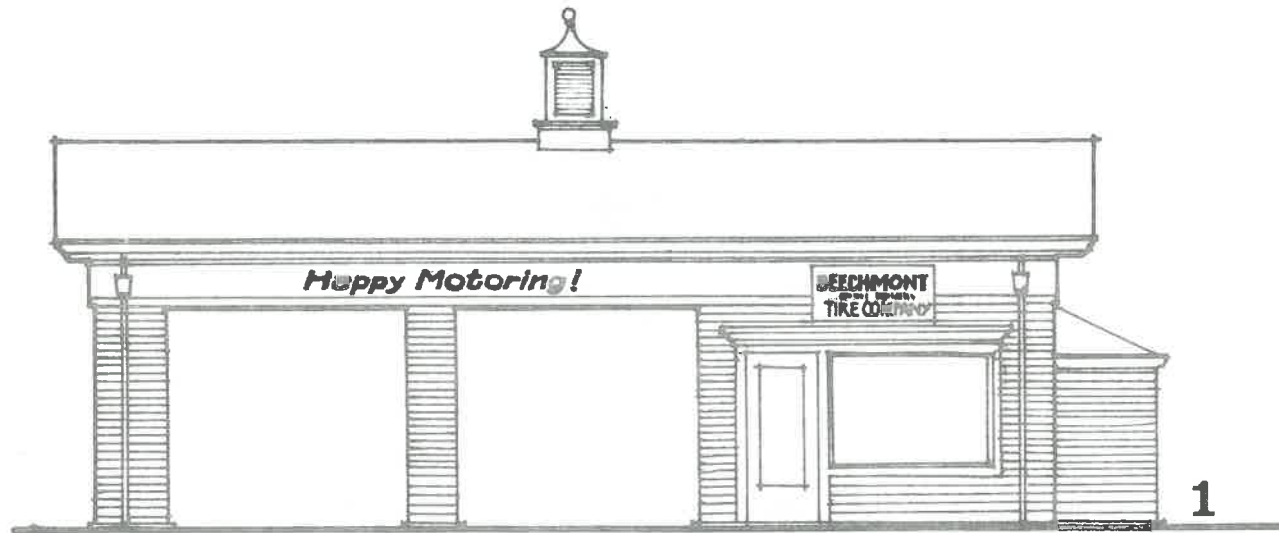




Business Fresh Hair
Address 1963 Mears Avenue
Ownership Owner Occupied

Signage and Material Improvement Remarks

- 1** Additional pedestrian scaled window graphics



Business Exxon
Address Beechmont and Campus
Ownership Unknown

Signage and Material Improvement Remarks

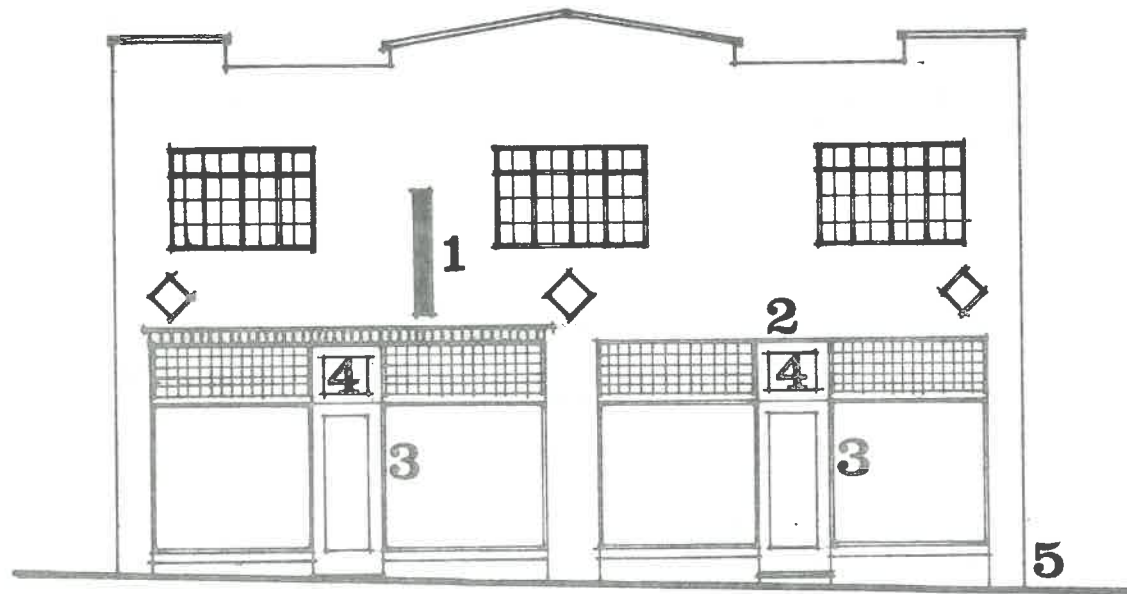
1 Additional site landscaping



Business City Loan - Muller's Shoes - Kay Hew Office Supplies
Address 2061 Beechmont Avenue
Ownership Lease - Owner Occupied - Lease

Signage and Material Improvement Remarks

- 1** Remove projecting signs - replace with surface mounted signage
- 2** Replace awning fabric - remove end panels
- 3** Improve storefront trim and door - paint or replace
- 4** Pedestrian scaled window graphics
- 5** Screen air-conditioning unit
- 6** Rear entrance possibilities



Business H & S Service Clinic
Address 2063 Beechmont Avenue
Ownership Owner Occupied

Signage and Material Improvement Remarks

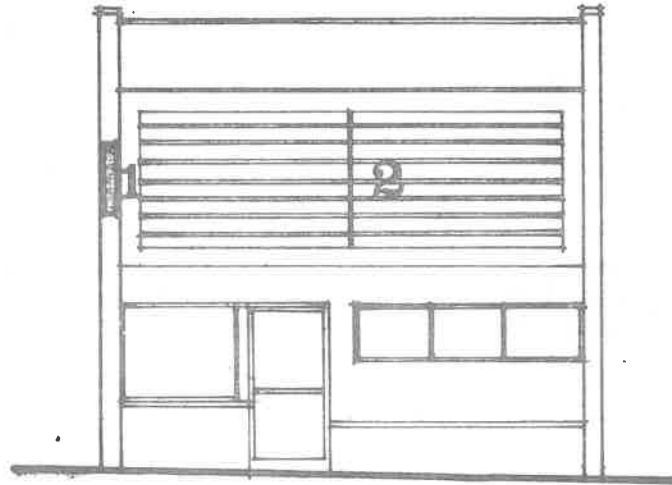
- 1** Remove projecting sign - replace with surface mounted signage
- 2** Add awning for balance
- 3** Improve storefront trim and door - paint or replace
- 4** Screen air-conditioning unit
- 5** Rear entrance possibilities



Business Beechmont Barber Shop - CB Station
Address 2065 Beechmont Avenue
Ownership Lease - Rent

Signage and Material Improvement Remarks

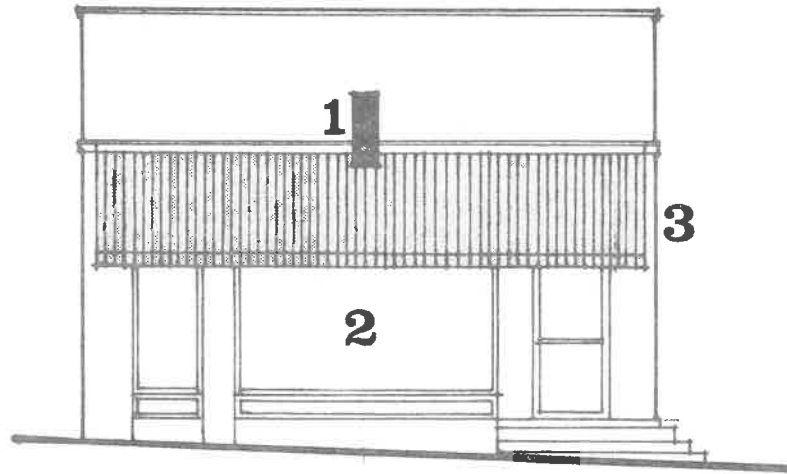
- 1** Remove projecting signs
- 2** Remove end panels on awning
- 3** Improve storefront trim and door - paint or replace
- 4** Pedestrian scaled window graphics
- 5** Rear entrance possibilities



Business Dr. Lowry Associates, D.D.S
Address 2067 Beechmont Avenue
Ownership Owner Occupied

Signage and Material Improvement Remarks

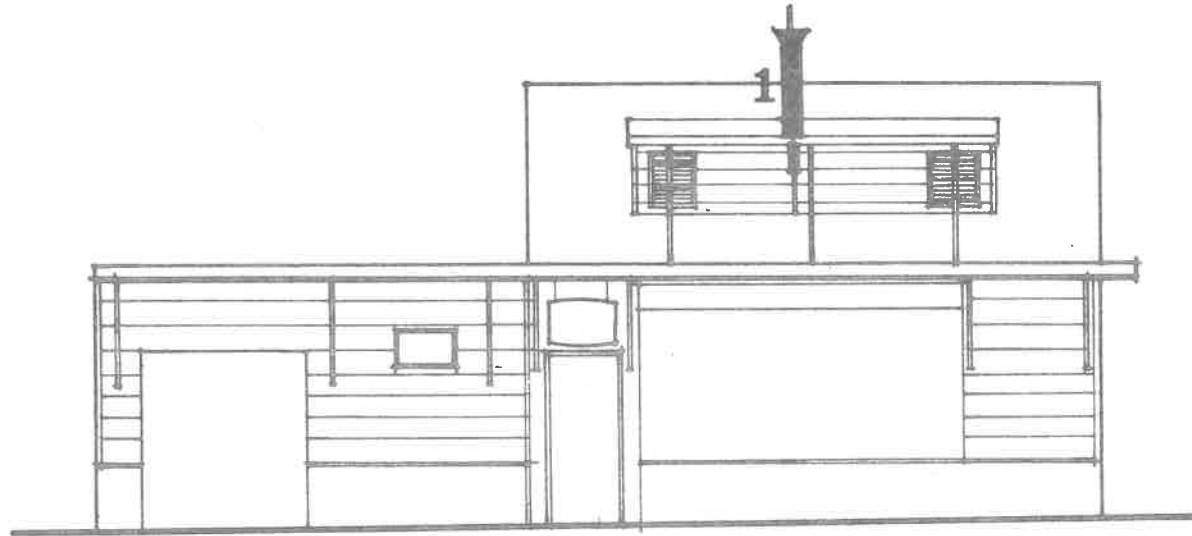
- 1** Remove projecting sign
- 2** Replace grill with second story windows



Business Mt. Washington Bakery
Address 2069 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

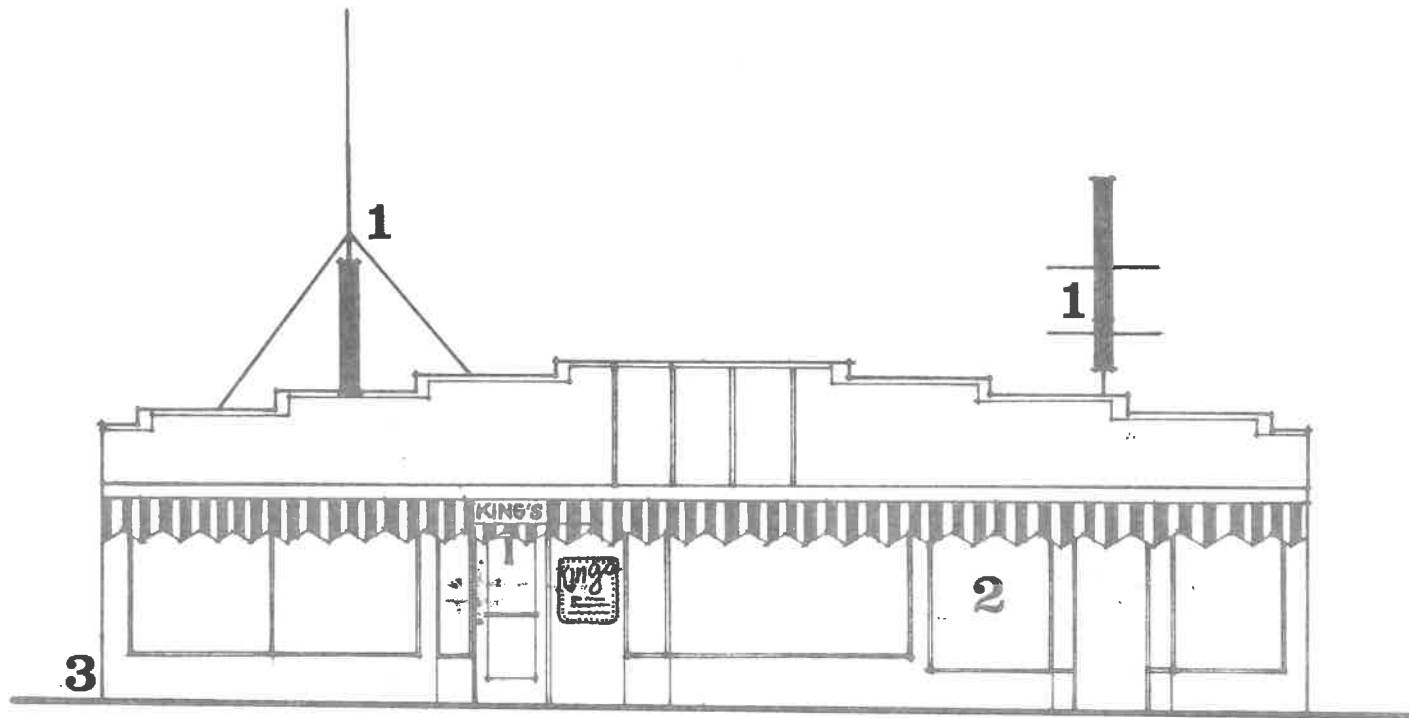
- 1** Remove projecting sign
- 2** Pedestrian scaled window graphics
- 3** Improve Plymouth facade - paint or clean



Business Mt. Washington Beer and Ice
Address 6139 Plymouth
Ownership Owner Occupied

Signage and Material Improvement Remarks

- 1** Remove "trademark" sign - replace with more appropriate graphics



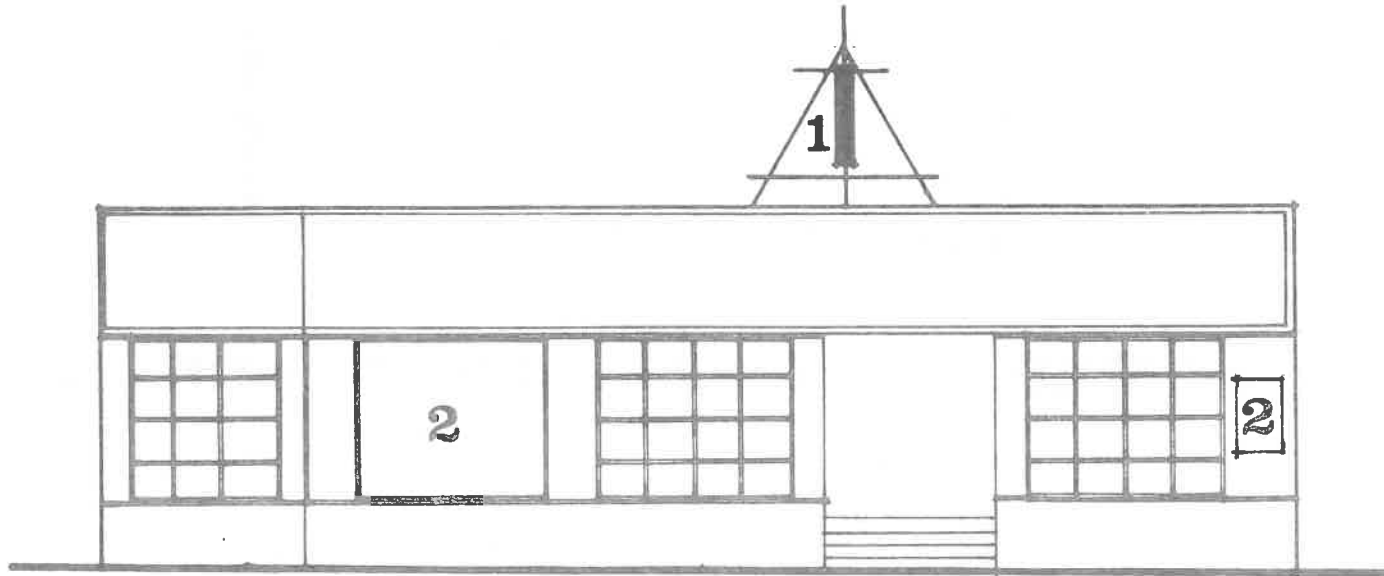
Business King's Restaurant -- Hanna Cleaners

Address 2111 Beechmont Avenue

Ownership Owner Occupied - Lease

Signage and Material Improvement Remarks

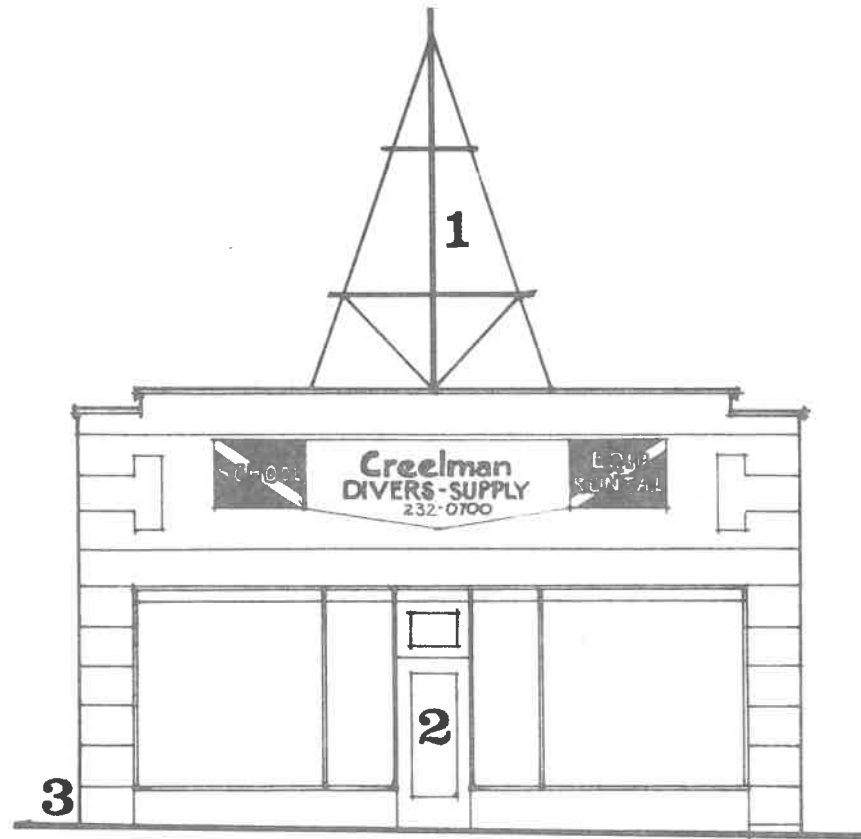
- 1** Remove sign structure - remove projecting sign
- 2** Improve storefront trim and door - paint or replace
- 3** Rear entrance possibilities



Business Creative Corner - Magi Shop
Address 2115 Beechmont Avenue
Ownership Unknown

Signage and Material Improvement Remarks

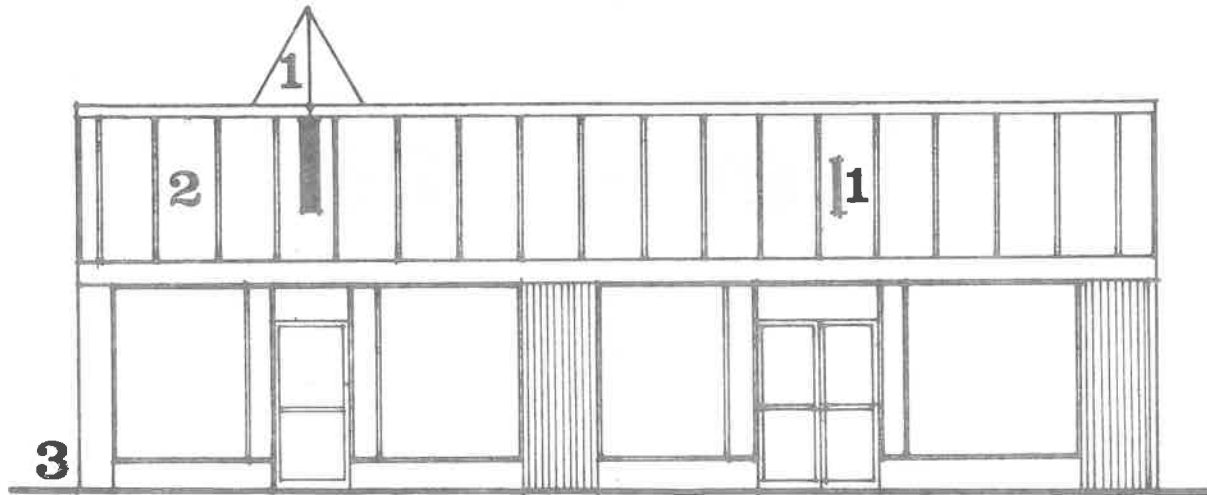
- 1** Remove projecting sign
- 2** Pedestrian scaled window graphics - similar in scale to MagiShop Sign



Business Creelman Divers Supplies
Address 2117 Beechmont Avenue
Ownership Rent

Signage and Material Improvement Remarks

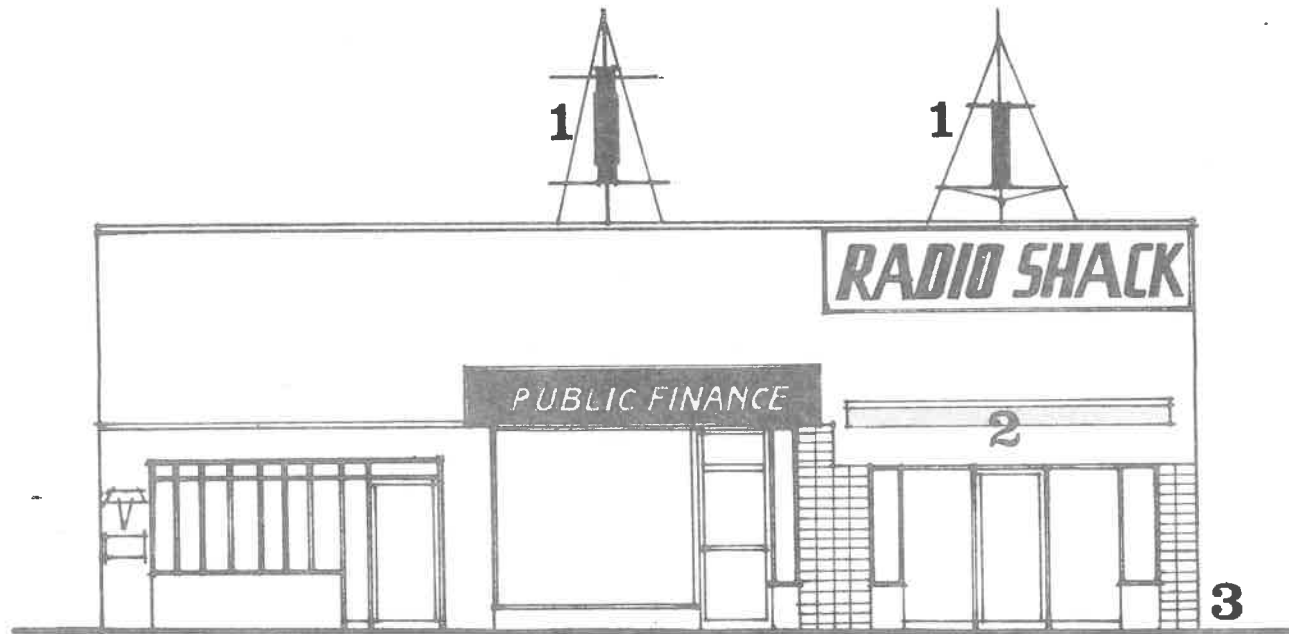
- 1** Remove sign structure
- 2** Improve storefront trim and door - paint or replace
- 3** Rear entrance possibilities



Business Family Billards - Action Sporting Goods
Address 2121 Beechmont Avenue
Ownership Unknown - Rent

Signage and Material Improvement Remarks

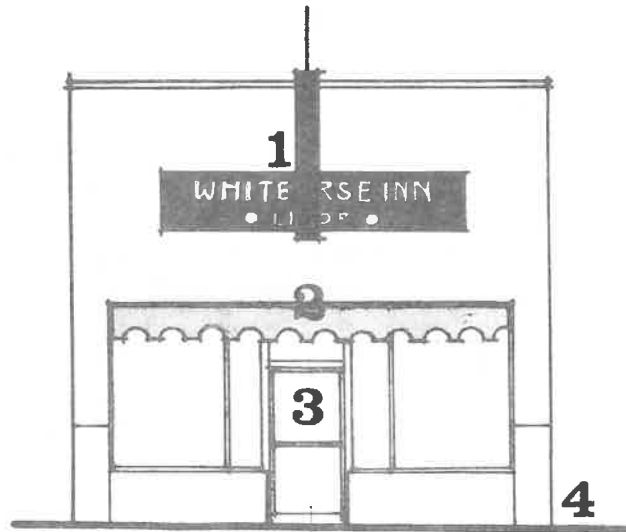
- 1** Remove projecting sign - replace with surface mounted sign
- 2** Paint mansard roof
- 3** Rear entrance possibilities



Business Vacant - Public Finance - Radio Shack
Address 2121-2123, 2125 Beechmont Avenue
Ownership Vacant, Rent, Lease

Signage and Material Improvement Remarks

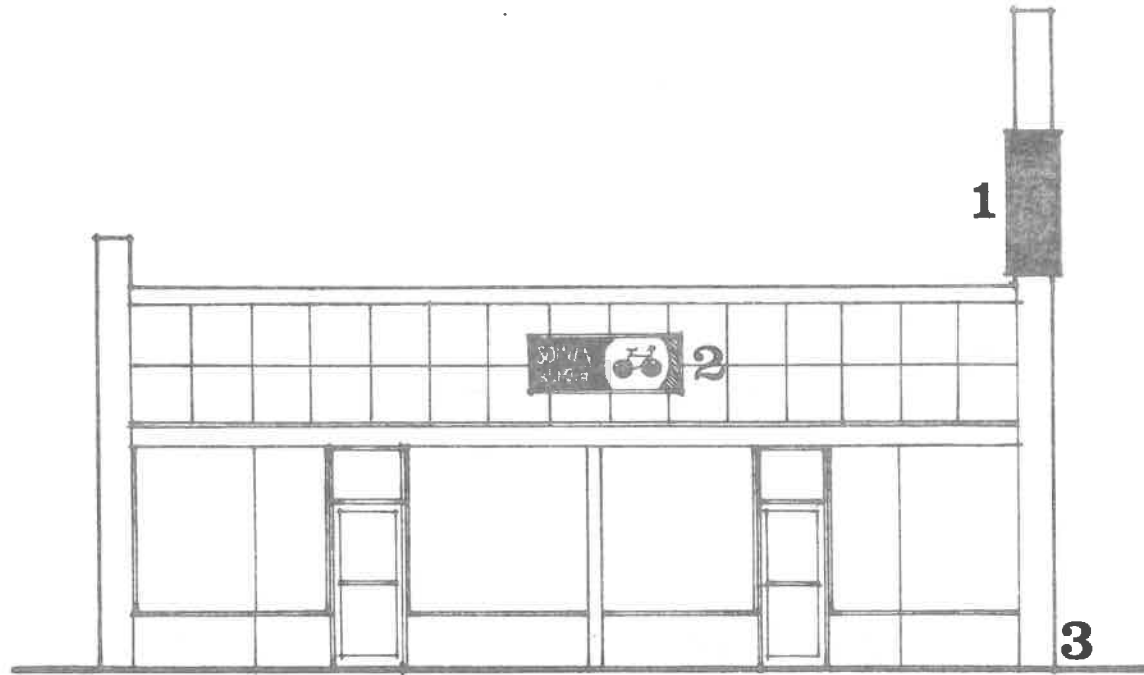
- 1** Remove projecting sign
- 2** Replace awning fabric
- 3** Rear entrance possibilities



Business White Horse Tavern
Address 2127 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

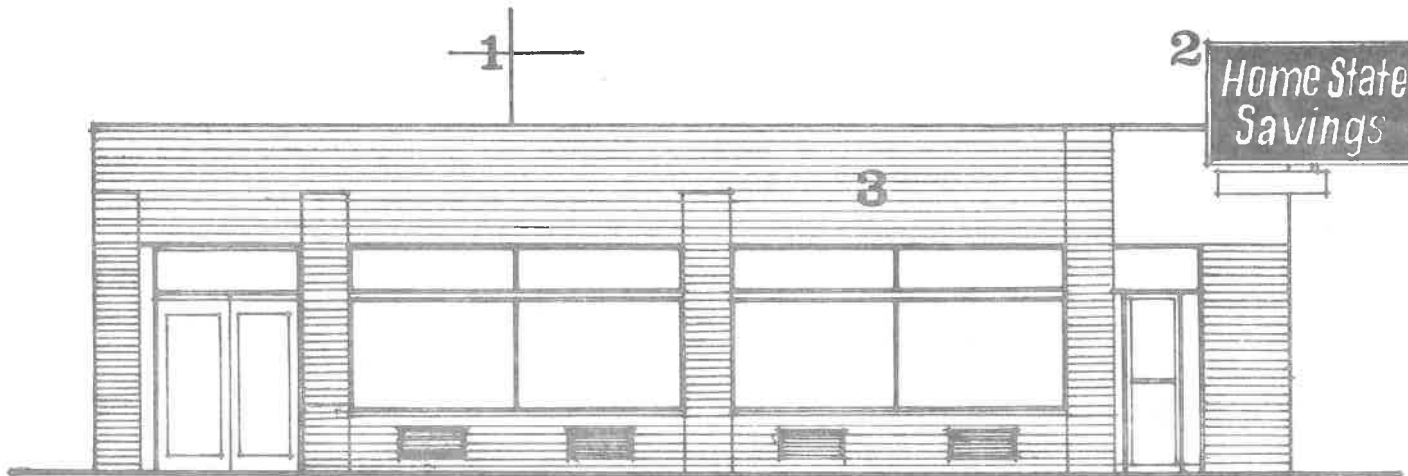
- 1** Remove projecting sign
- 2** Replace awning fabric
- 3** Improve storefront trim and door - paint or replace
- 4** Rear entrance possibilities



Business Beechmont Schwinn Cyclery
Address 2131 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

- 1** Convert projecting sign to community service - time and temperature, etc.
- 2** Enlarge surface mounted signage
- 3** Rear entrance possibilities



Business Home State Savings
Address 2137 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

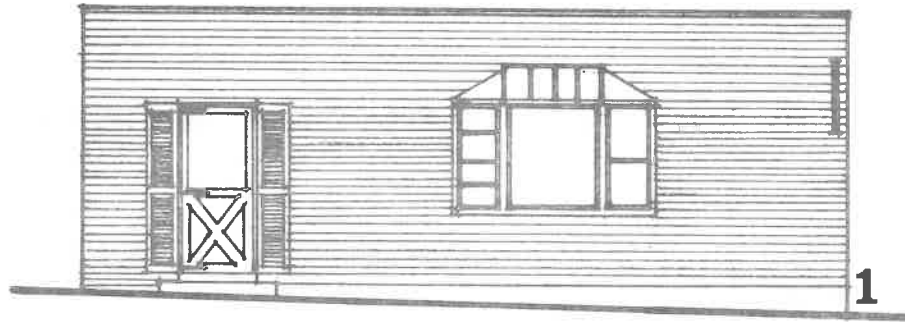
- 1** Remove sign structure
- 2** Surface mount rotating sign
- 3** Improve facade material



Business Mt. Washington Barbers, The Hair Barette
Address 6135, 6127 Corbly
Ownership Lease, Owner Occupied

Signage and Material Improvement Remarks

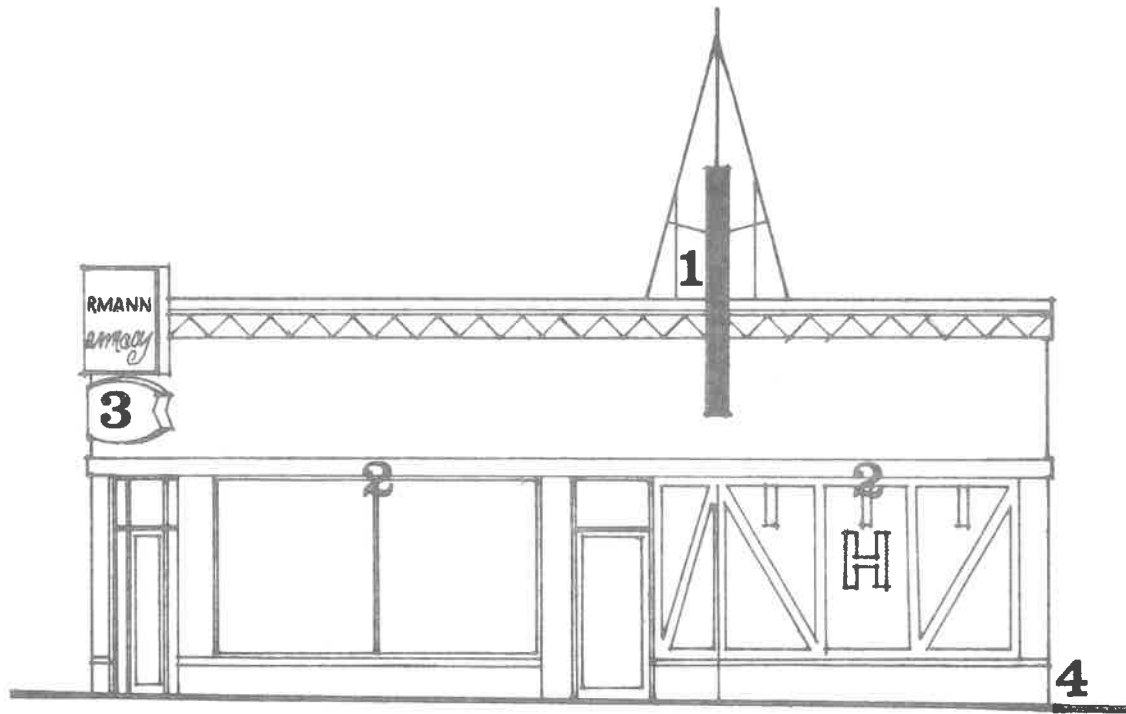
- 1** Remove projecting sign
- 2** Improve facade material
- 3** New pedestrian scaled window graphics
- 4** Replace door



Business Duette Beauty Shop
Address 6127 Corbly
Ownership Owner Occupied

Signage and Material Improvement Remarks

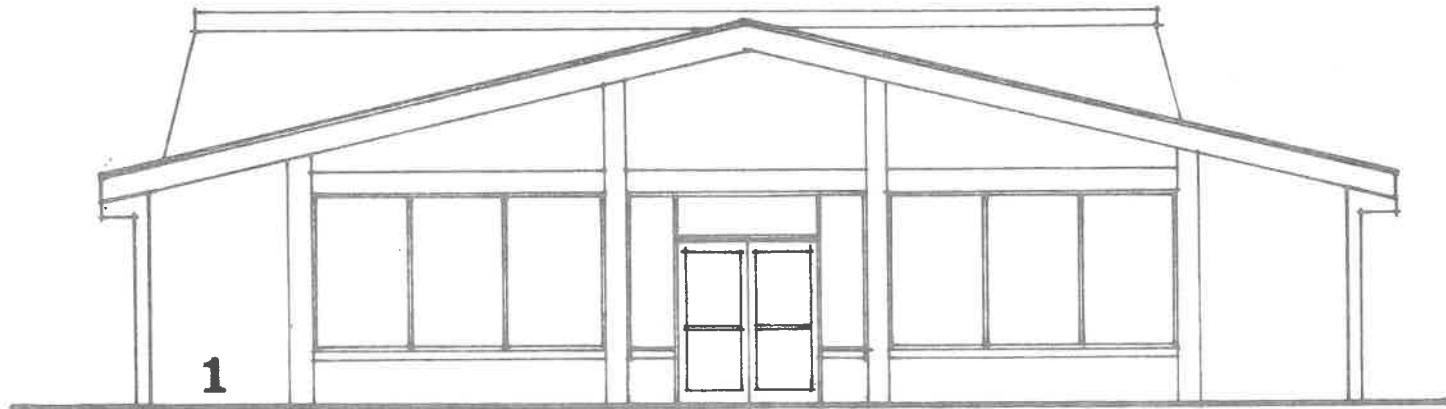
1 Additional site landscaping



Business Luehrmann Drugs - Harold's Grill
Address 2201-2201-1/2 Beechmont Avenue
Ownership Rent - Unknown

Signage and Material Improvement Remarks

- 1** Remove projecting sign - replace with surface mounted signage
- 2** Replace awning fabric
- 3** Remove "trademark sign"
- 4** Rear entrance possibilities



Business Burger Chef
Address 2205 Beechmont Avenue
Ownership Unknown

Signage and Material Improvement Remarks

1 Additional site landscaping



Business State Store - M & M Realty
Address 2219, 2221 Beechmont Avenue
Ownership Unknown - Lease

Signage and Material Improvement Remarks

- 1** Remove projecting sign
- 2** Screen air-conditioning units



Business Covent Gardens
Address 2223 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

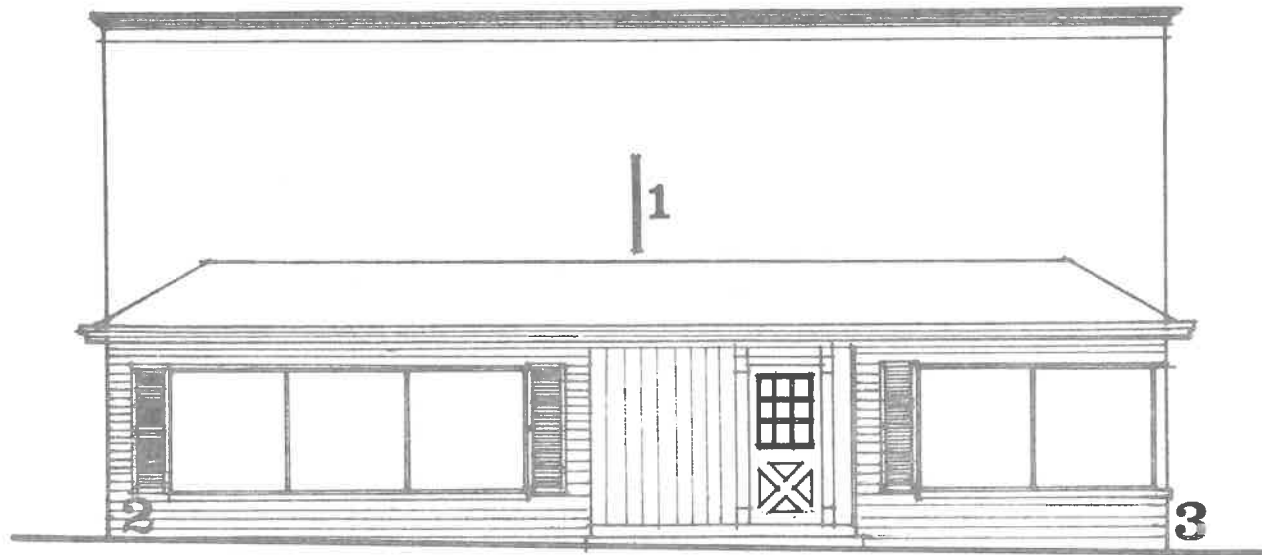
- 1** Remove projecting sign structure
- 2** Improve storefront trim - paint or replace



Business Bona Decorative Hardware and Moldings
Address 2227 Beechmont Avenue
Ownership Owner Occupied

Signage and Material Improvement Remarks

- 1 Additional site landscaping



Business Furniture Fashion
Address 2231 Beechmont Avenue
Ownership Owner Occupied

Signage and Material Improvement Remarks

- 1** Remove projecting sign - replace with surface mounted signage
- 2** Additional site landscaping
- 3** Rear entrance possibilities



Business Mt. Washington Motors
Address 2243 Beechmont Avenue
Ownership Rent

Signage and Material Improvement Remarks

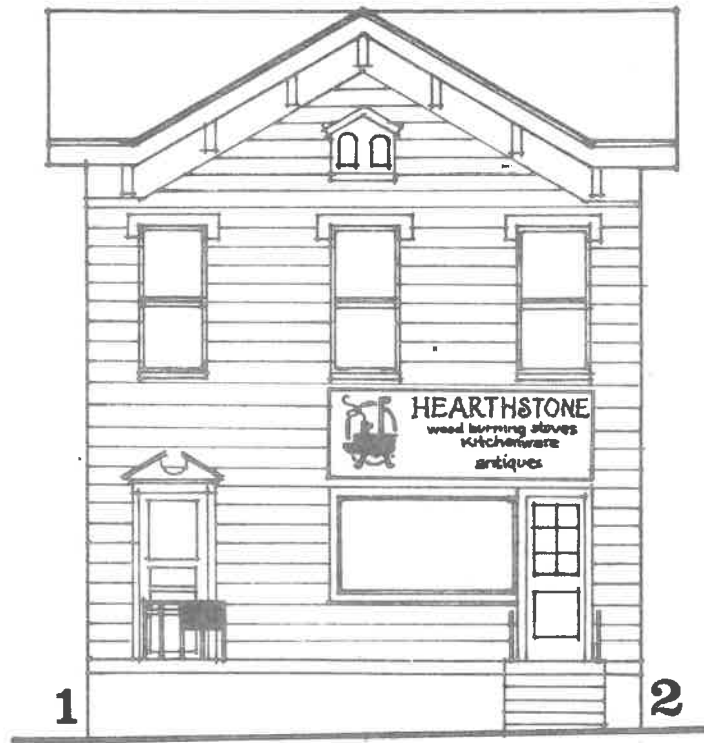
- 1** Paint building graphics incorporating signage
- 2** Clean up area - additional site landscaping



Business Marilyn Jenkins School of Dance
Address 2261 Beechmont Avenue
Ownership Unknown

Signage and Material Improvement Remarks

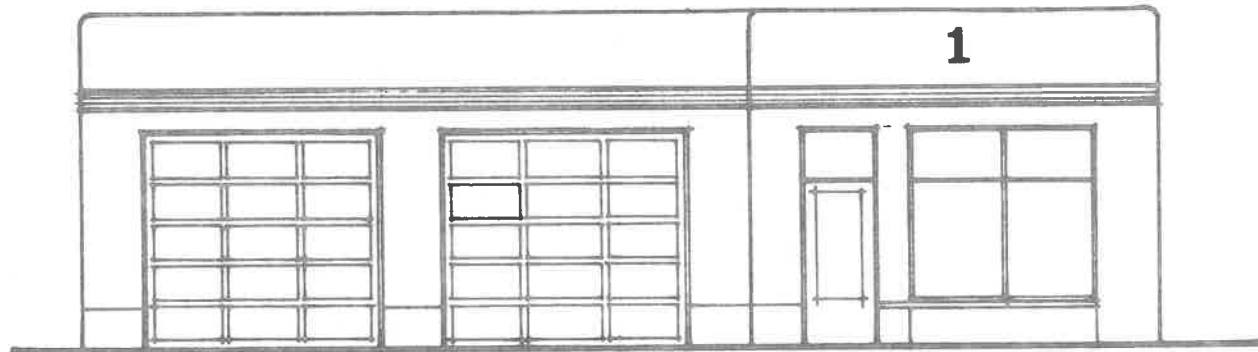
1 Pedestrian scaled window graphics - address, phone number



Business Hearthstone
Address 2263 Beechmont Avenue
Ownership Unknown

Signage and Material Improvement Remarks

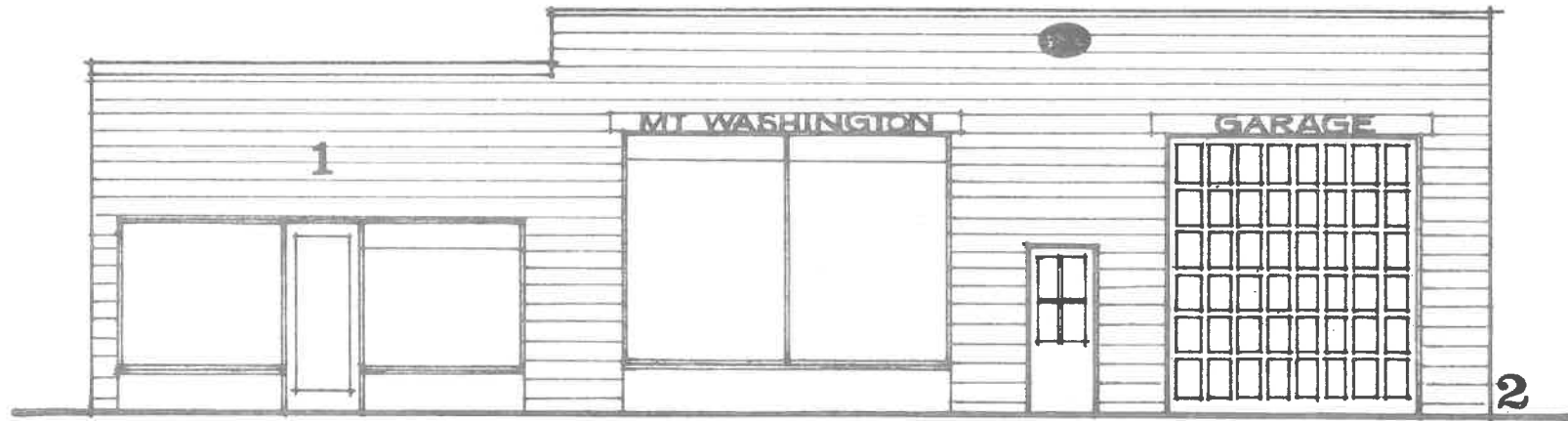
- 1** Additional site landscaping
- 2** Rear entrance possibilities



Business Gas Station (Mobil)
Address 2303 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

1 Paint building - graphics incorporating graphics



Business Mt. Washington Garage
Address 2300 Beechmont Avenue
Ownership Owner Occupied

Signage and Material Improvement Remarks

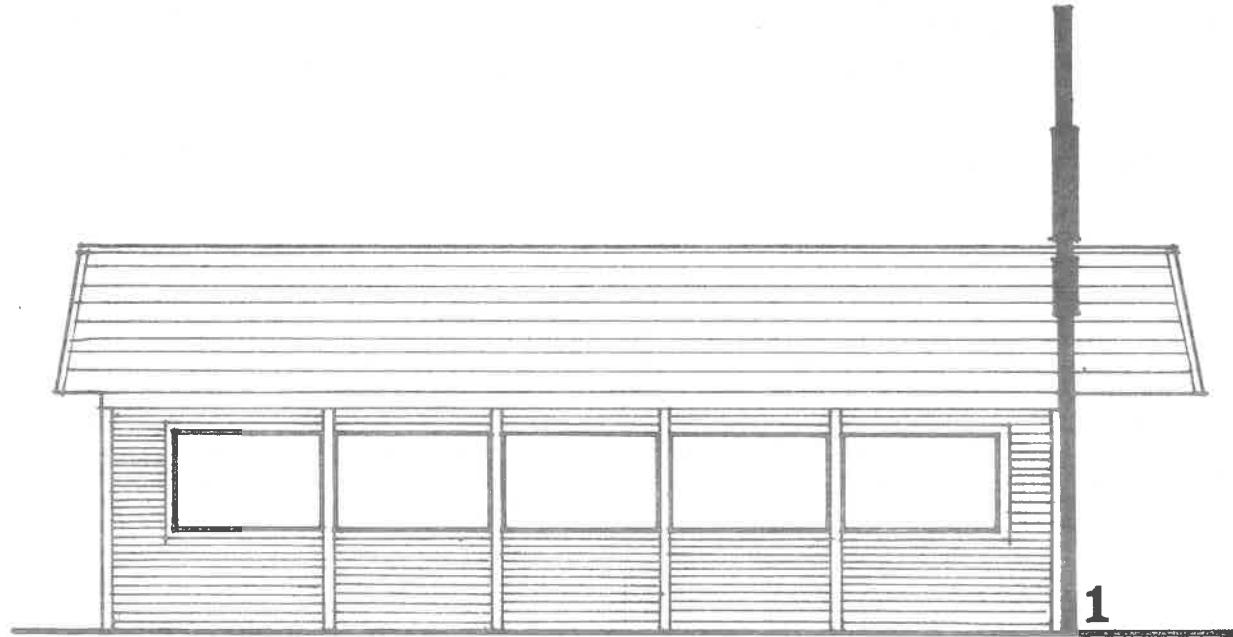
- 1** Paint building graphics incorporating signage
- 2** Clean up area - site landscaping



Business Vacant
Address 2250 Beechmont Avenue
Ownership N/A

Signage and Material Improvement Remarks

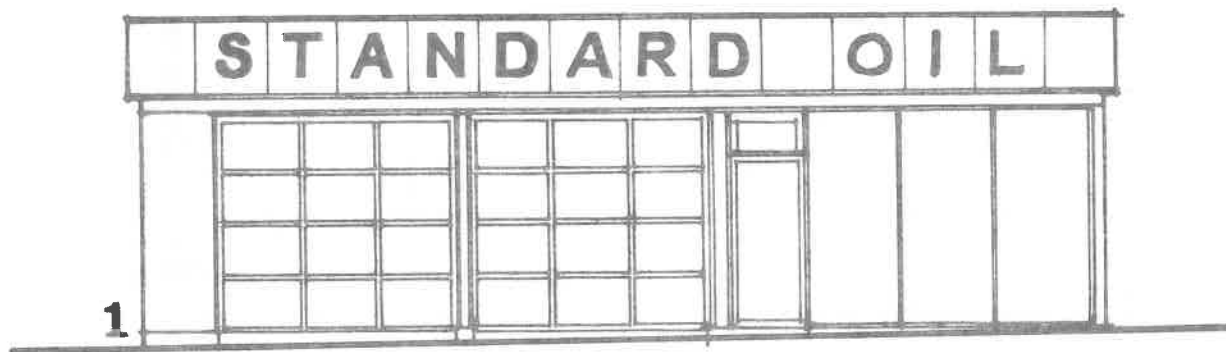
- 1** Paint trim and door
- 2** Rework commercial facade of building
- 3** Rear entrance possibilities



Business Gold Star Chili
Address 2244 Beechmont Avenue
Ownership Owner Occupied

Signage and Material Improvement Remarks

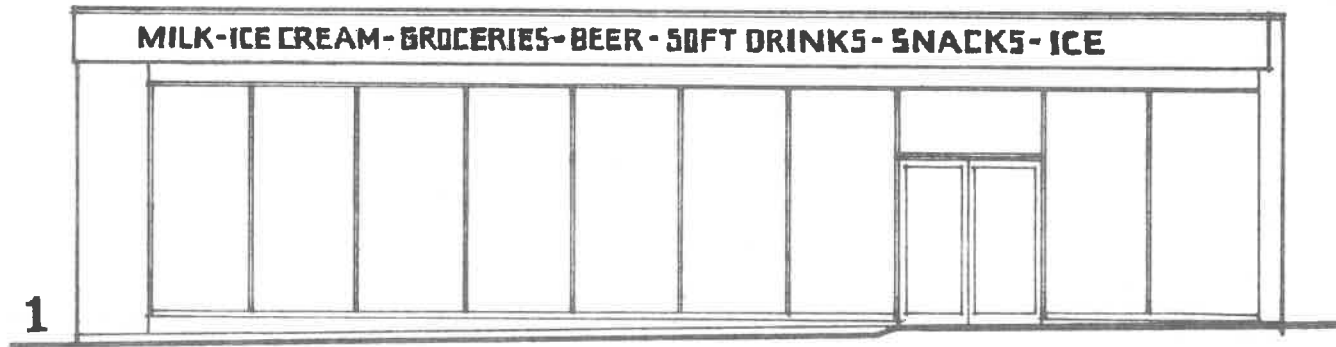
1 Additional site landscaping



Business Sohio
Address 2216 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

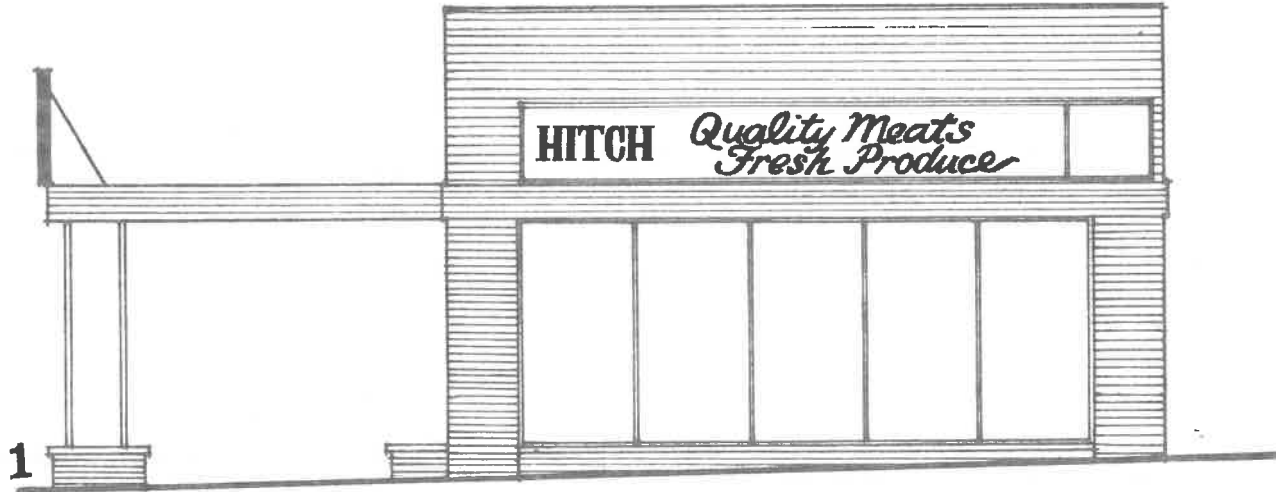
1 Site landscaping



Business United Dairy Farmer
Address 6221 Corbly
Ownership Owner Occupied

Signage and Material Improvement Remarks

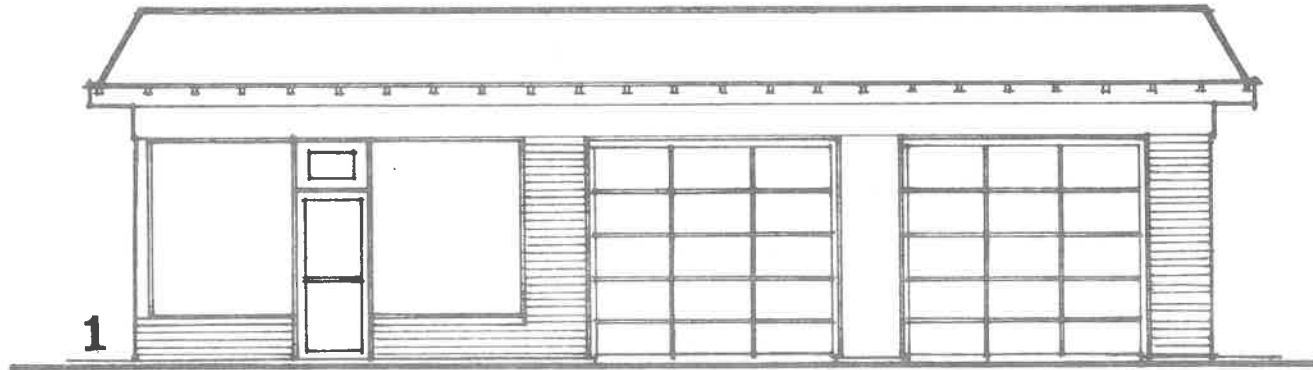
1 Site landscaping



Business Hitch's Meats and Produce
Address 6209 Corbly
Ownership Lease

Signage and Material Improvement Remarks

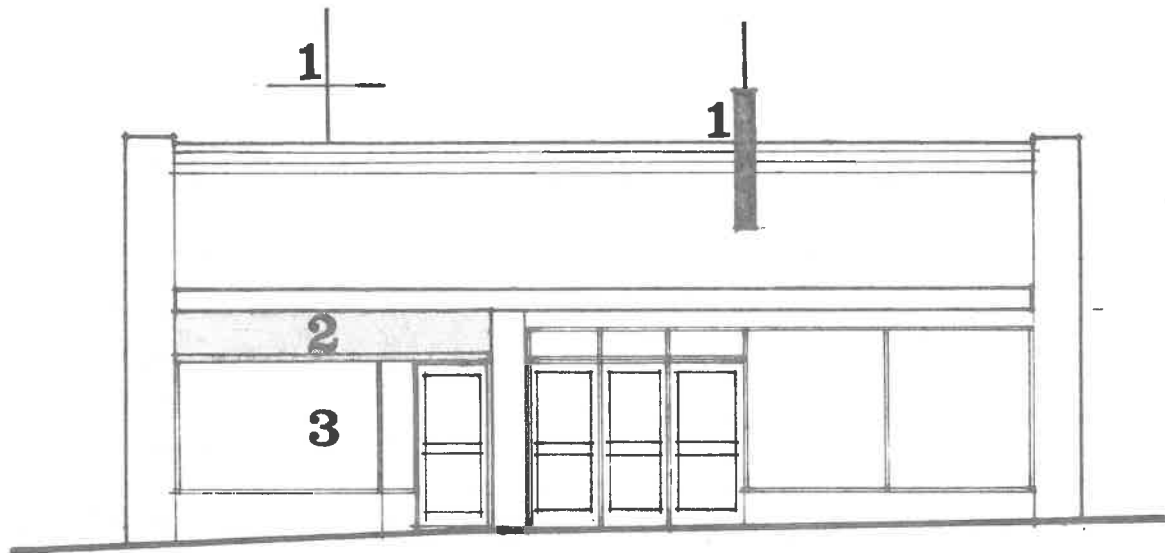
1 Site landscaping



Business Vacant (Gas Station)
Address 2138 Beechmont Avenue
Ownership N/A

Signage and Material Improvement Remarks

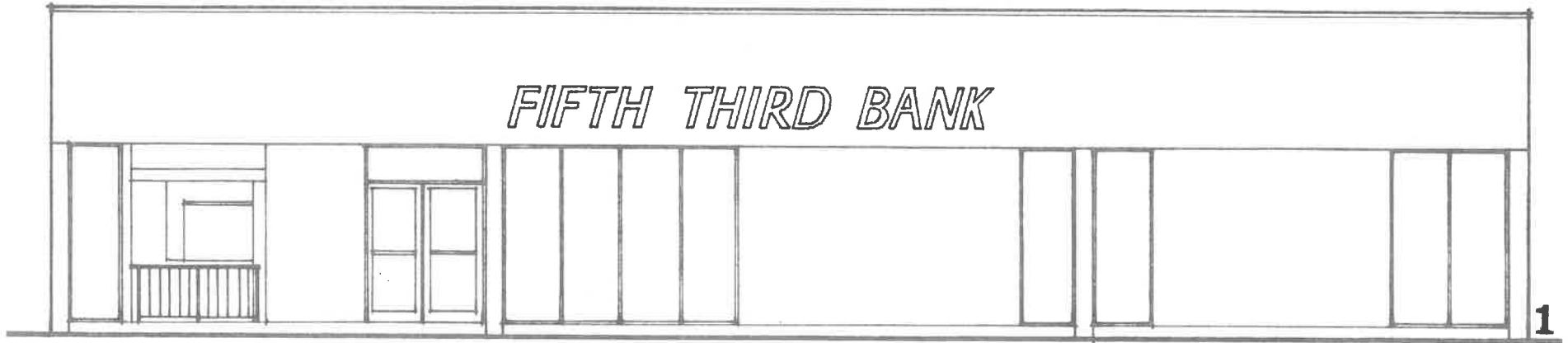
1 Site landscaping



Business Ida's Styling Lounge - Mt. Washington Savings and Loan
Address 2112, 2110 Beechmont Avenue
Ownership Lease, Owner Occupied

Signage and Material Improvement Remarks

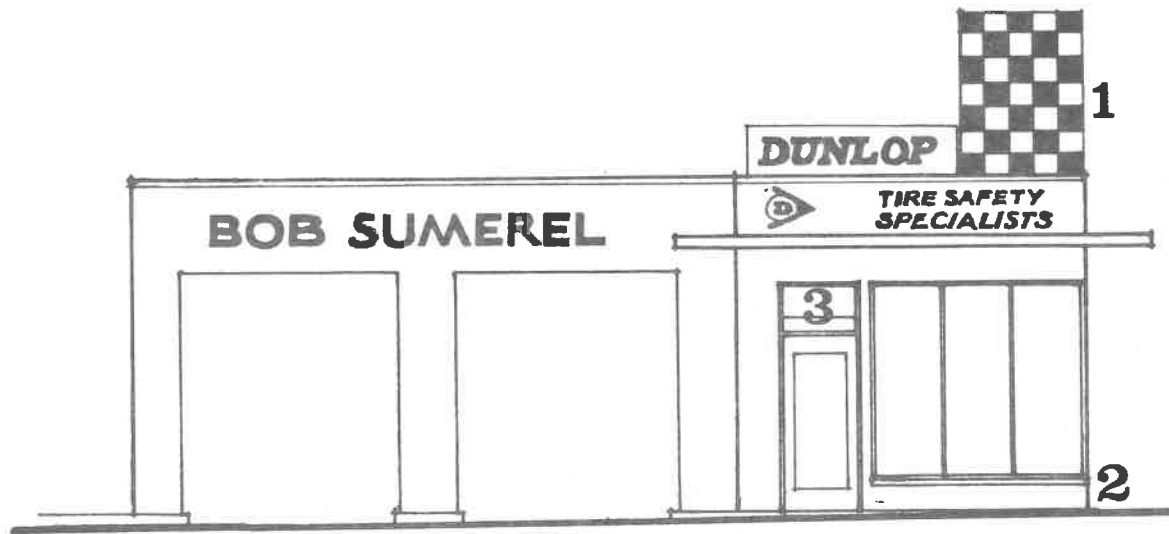
- 1** Remove structure and projecting sign
- 2** Remove awning not necessary under overhang
- 3** Pedestrian scaled window graphics



Business Fifth Third Bank
Address 2094 Beechmont Avenue
Ownership Unknown

Signage and Material Improvement Remarks

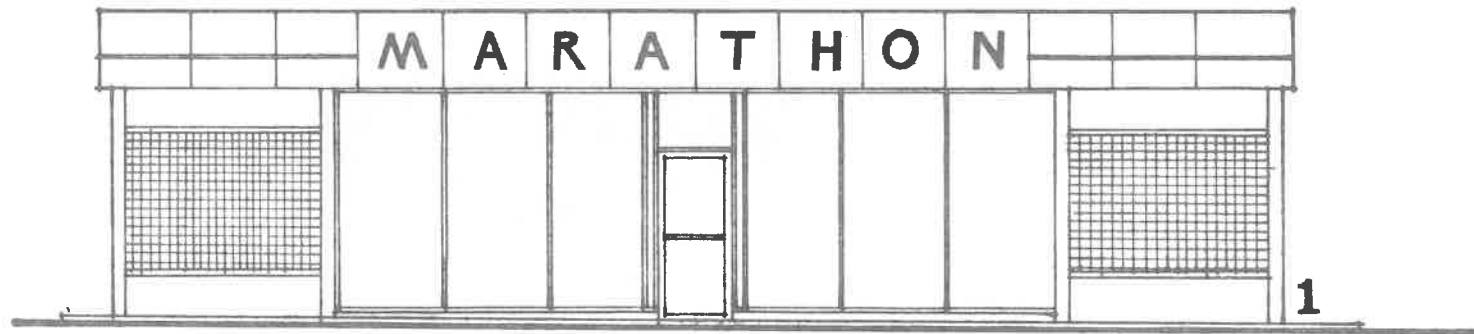
- 1** Additional site landscaping



Business Bob Sumerel Tire Company
Address 2042 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

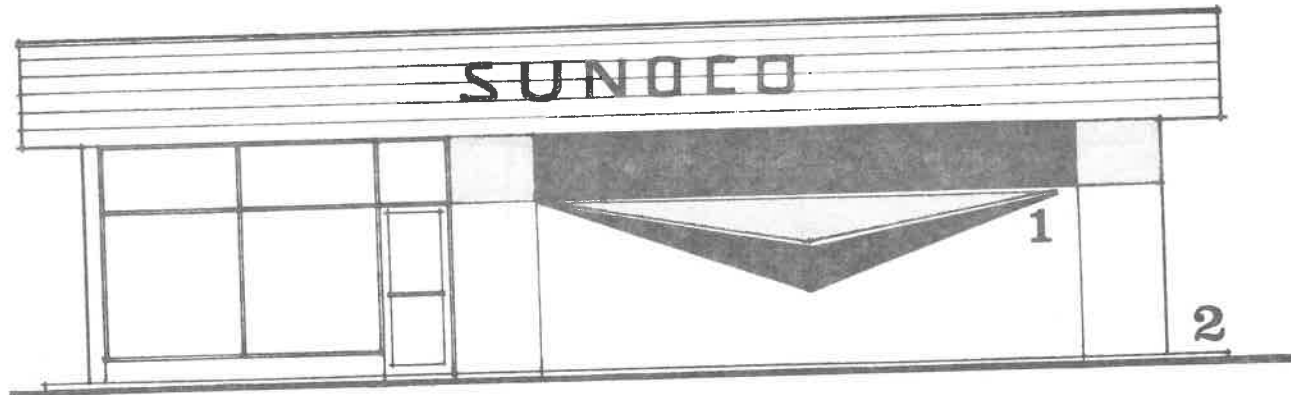
- 1** Remove "checkered flag" graphic
- 2** Add site landscaping
- 3** Screen air-conditioning unit



Business Marathon Gas Station
Address 2010 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

1 Additional site landscaping



Business Sunoco
Address 6229 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

- 1** Improve readability of graphics
- 2** Additional site landscaping

“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 Mt. Washington Neighborhood Business District, more particularly defined in Boundary Description of the Urban Design Area is an Urban Renewal Area. Within the Mt. Washington Neighborhood Business District there exist blighted areas in which a majority of the structures are 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 exist 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 Mt. Washington 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 or individuals that shall be displaced from the area by any Federally funded public development action.

Boundary Description

Beginning at a point, said point being the intersection of the east right-of-way line of Beechmont Avenue and the north right-of-way line of Campus Avenue projected easterly, thence, moving in a westerly direction across Beechmont Avenue and along the north right-of-way line of Campus Avenue and across Eppert Walk to a point, said point being the intersection of the north right-of-way line of Campus Avenue and the west right-of-way line of Eppert Walk; thence, moving in a northerly direction along the west right-of-way line of Eppert Walk and across Plymouth Avenue to a point, said point being the intersection of

the west right-of-way line of Eppert Walk and the south right-of-way line of Oxford Place; thence, moving in a westerly direction along the south right-of-way line of Oxford Place to a point, said point being the intersection of the south right-of-way line of Oxford Place and the centerline of Oxford Avenue; thence, moving in a northerly direction along the centerline of Oxford Avenue and across Corbly Avenue to a point, said point being the intersection of the centerline of Oxford Avenue and the north right-of-way line of Corbly Avenue; thence, moving in a easterly direction along the north right-of-way line of Corbly Avenue and across Beechmont Avenue to a point, said point being the intersection of the north right-of-way line of Corbly Avenue projected easterly and the east right-of-way line of Beechmont Avenue; thence, moving in a southerly direction along the east right-of-way line of Beechmont Avenue to a point, said point being the intersection of the east right-of-way line of Beechmont Avenue and the north right-of-way line of Campus Avenue projected easterly to the place of beginning.



**ECONOMIC
STUDY REPORT**




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Background

Early in 1977, the City of Cincinnati's Department of Development agreed with the Mount Washington Business Development Committee to study the Mount Washington business district, situated along Beechmont Avenue from Mears on the south to near Crestview Place on the north. While not as intensive an effort as the typical urban design planning process, the study does include both architectural and economic components. This report documents the basic data, findings, and recommendation of the economic component.

The business district comprised 65 businesses at the time of the study (See attached Exhibit A). The basic data was derived principally through face-to-face interviews and discussions with business and property owners/managers during the period of March-May, 1977. Two summary status reports of this survey activity were made to the Business Development Committee (See Exhibits B and C).

Over-all Economic Perspective

A. General Assessment: The Mount Washington business district is situated in a lucrative market area. The NBD itself is healthy despite the presence of competition from a regional shopping center, with a significant number of economically strong and physically

attractive businesses. In a sense, there is every reason for certain businesses and property owners to consider this district as suitable for investment. However, weak spots are emerging and these are discussed more fully below. With aggressive leadership and coordination between City and community groups these can be dealt with in the next 1-3 years. Our reasons for this assessment follow in more detail.

B. General Economic Data: In 1973-74 Professor Emeritus Addison Cutler of Metropolitan Studies (U.C.) made a comparison study of the economic and social characteristics of Cincinnati neighborhoods as part of the College Hill NBD program. For our purposes one of his findings is particularly revealing: "College Hill shares with two other neighborhoods the distinction of being the only ones among the ⁴⁴ City neighborhoods that appear on the list of the upper fourth in respect to all five of the measures here under consideration. The other two neighborhoods that appear on all five of the 'upper-fourth' lists are Mount Washington and Mount Airy. Six other neighborhoods appear in four out of five of

the 'upper fourth' lists. They are Clifton, East Walnut Hills, Hyde Park, Mount Look-out, North Avondale-Paddock Hills and Rose-lawn". (Note: The five measures were (1) population growth and racial composition, (2) family incomes above \$5,000, (3) educational status, (4) new housing units and (5) professional, technical and managerial employment).

If we consider the existing conditions of the NBD's which serve the above neighborhoods it appears that the measures are good indicators of healthy NBD's and places which should merit investment and/or support improvement action.

- C. Financial Community Appraisal: It is noteworthy that there are six financial institutions in the NBD. They include one of the top-ranking branches of a commercial bank, a branch of the largest savings and loan, a top-ranking branch of a county-wide personal finance company. The implications of these findings are very significant. The NBD is a very strong financial center and, as such, generates considerable traffic. From another viewpoint, an official of one institution said it all, "The money is here. It just takes a good business to take advantage of the situation."

- D. Recent Investment Decisions: Another indicator of NBD health and future prospects is the matter of whether new investment is occurring and, if so, to what purpose. The recent Kroger Company decision to have a new store built in this NBD clearly indicated its confidence in this location. Also, a key corner property is being acquired by a very successful adjoining business to make room for possible expansion.
- E. Investment Interest: There are at least six other situations in which businesses are strongly interested in acquiring property and/or making major renovations. (See Exhibit D).
- F. Business Trends: As Exhibit C indicates, 32 of 52 establishments interviewed said sales were up compared to the previous year. Only seven said sales were down.
- G. Potential Leadership: In our opinion there are at least 12 businesses and institutions which could be looked to for leadership in planning the upgrading of the emerging weak areas. Of these 12 it seems reasonable to expect that 4-7 might be willing to make the necessary sacrifice of time.

Focus for Future Improvement Planning

After we completed our survey of the businesses and discussed the results, we concluded that the east side of Beechmont is, with some minor exceptions, strong, healthy, attractive, and in no further need of attention. We also concluded that the three blocks on the west side of Beechmont from Corbly to Campus are exhibiting definite signs of weakness. We therefore specifically recommend that improvement planning efforts be focused on these three blocks. (See Exhibit F for preliminary details).

Willingness to Invest

Contrary to our experience in certain other NBD's we do not find a paucity of people willing to invest in the acquisition of property, renovation of building interiors, improvement of facades, or cooperation parking. These people range from existing business owners who are leasing property to professional people to a developer. They appear to have no concern about their ability to arrange financing. In some cases there are certain stumbling blocks to action in the near future. Overall, the key missing ingredient seems to be a committed leadership thrust which will initiate, coordinate, and follow through on improvement possibili-

ties in the focus area.

Recommendations

We want to address the key missing ingredient mentioned above in more detail - a committed leadership thrust.

We recommend that the Business Development Committee be re-constituted to provide more business representation and leadership. We repeat that we feel that 4-7 people should be recruited out of the some 12-15 we identified in our study. This group will form the nucleus of a business community planning team and join forces with City staff to complete recommended improvement plans for each of the three blocks in the focus area. As a part of this process, individual business forecasts and status of property holdings will be reviewed, interested investors will be identified, and cooperative efforts will be catalyzed. Out of the review process should flow action strategies for attempting the improvements planned for each block. The action strategies will obviously cover how to approach and deal with the directly affected businesses and property owners.

It is noteworthy that the current head of the Business Development Committee and the manager of a major financial institution have stepped forward to recruit business leaders.

Finally, an observation about the role of public funding to support the improvement of this NBD: As stated before, the Mount Washington NBD is essentially strong and healthy. Consequently, we recommend that the use of public funds be clearly predicated on an appropriate commitment of private business community funds and other resources.

Exhibit A

MOUNT WASHINGTON NBD

<u>Types of Businesses</u>	<u>No.</u>
1. Gas Stations	6
2. Restaurants	5
3. Cafe, Lounge, Bar/Grill	4
4. Financial Institutions	6
5. Food Stores (groceries and pony kegs)	4
6. Real Estate Offices	2
7. Laundry/Dry Cleaners	3
8. Beauty Salons	5
9. Barber Shops	2
10. Sporting Goods	3
11. Household Furnishings (fabrics, furniture, antiques)	5
12. Insurance	2
13. Pharmacy/Drugs	2
14. Bakery	1
15. Florist	1
16. Auto Repair	1
17. Gifts	1
18. Billiards	1
19. Income Tax Service	1
20. Funeral Home	1
21. Tire Sales and Service	1
22. Radio and Electric Appliance Sales and Service	4
23. Liquor Store	1
24. Dentists	2
25. Computer Software Services	1
	<u>65</u>

Exhibit B

MOUNT WASHINGTON BUSINESS DISTRICT

<u>Partial Survey Data</u>
1. 65 businesses in the district 22 covered thus far 16 interviewed, 2 vacant and 4 call back
2. Two thirds are private, individual business enterprises.
3. Over 80% rent or lease their buildings.
4. 75% in Mt. Washington 10 years or less 50% in Mt. Washington 5 years or less
5. There are three important absentee landlord control situations. (Langsdord, Frank and Cohen).
6. 80 employees with approximately 25% part-time.
7. <u>None</u> indicate plans to close or relocate out.
8. We consider it possible that: - 1/3 could turn-over in the next 5 years due to owner/manager age - 1/4 could turn-over in the next 3 years due to "other" business reasons (poor management, no back-up management, contraction of operations, etc.)

Exhibit C

MT. WASHINGTON BUSINESS DISTRICT

Partial Survey Data

1. 65 businesses in the district
55 covered thus far
52 interviewed, 3 vacant
10 to be contacted, only 2 appear potentially critical
2. About 55% are sole proprietorship or partnership businesses.
3. About 70% rent or lease their buildings.
4. 75% in Mt. Washington for 10 years or less
40% in Mt. Washington for 5 years or less
5. Same as the March report.
6. 285 employees with approximately 25-30% part time.
7. 5 verbally indicate plans to relocate.
8. We consider it possible that:
 - 15% could turn-over in the next 5 years due to owner/manager age
 - 30% could turn-over in the next 3 years due to "other" reasons
9. Signage:
 - 25% in the 0-3 year old range
 - 50% in the 4-10 year old range

25% in the over 10 year old range

10. Business Trends: SALES

- 32 report sales UP versus the previous year
- 7 report sales are the SAME versus the previous year
- 7 report sales are DOWN versus the previous year
- 6 were too newly established or could not report

Exhibit D

Investment Interests

1. Contemporary Galleries
2. Home State Savings
3. Schwinn Bicycle
4. Creelman Diving Supplies
5. Dr. Lowry
6. City Loan
7. White Horse Tavern
8. Florist
9. Bakery
10. Hitch's Meats

Exhibit E

Potential Leadership

1. White Funeral Home
2. Fifth-Third Bank
3. Dentist
4. Hitch's Meats and Produce
5. Contemporary Galleries
6. Brass Works
7. Developer
8. Dry Cleaners/Laundromat
9. City Loan
10. Klug's Pony Keg
11. King's Restaurant
12. Home State Finance
13. Schwinn Bicycle
14. Eagle Savings and Loan
15. Kroger's

Exhibit F

I. Focus Area, Blocks A, B, and C

Preliminary Details

II. Block A:

Objectives: Improve facades and signage. Support key business renovation and acquisition. Improve rear parking and vehicle circulation. (Concern that "spirit of non-cooperation in Block B may overflow and affect some of A's customers adversely.)

Conditions: Elements of cooperation and willingness to invest present except for one property owner - whose property is on the market.

Costs: To be developed.

Needed: Somebody to work and pursue the situation, e.g.,

- bring the "cooperative" business and property owners together
- contact the one property owner and determine if there are opportunities for his participation in an improvement effort and/or sell-out on terms which will enable the new owner to participate in the improvement plan.
- if necessary, find a buyer for the property of L.

III. Block B.

Objectives: Keep the conflict over parking from breaking wide open and leading to fences or other harmful actions. Determine the intentions of the major property owner, his receptivity to improvement planning and his willingness to become involved in the parking conflict.

Conditions: One new business/property owner and one other property owner covering balance of businesses. Potential turnover of some businesses. Immediate problem is the parking conflict generated, apparently, by the tavern owner and escalated by the new business/property owner.

Costs: Negligible, unless a change of the major property ownership is necessary and feasible.

Needed: Somebody to work and pursue the situation, especially by initiating a dialogue with the major property owner.

IV. Block C:

Objectives: To be considered as the "primary block" concern for improvement in the focus area. To be determined is whether a strategy of major rehabilitation or a strategy of re-development is most appropriate and what roles private business community leadership and City representatives should play. In either strategy, clearly needed is additional parking, improved vehicular circulation and improved building appearance, structures and mechanicals.

Conditions: While the block has a number of strong businesses, it is almost amazing to find so many problems, e.g.,


- poor tenant-landlord relations
- poor building conditions
- major conflict over parking space
- thwarted investment interest
- uncertain major property ownership plans

Costs: To be developed according to the strategy chosen.

Needed: Someone to work the problem especially to ascertain the major property ownership plans. Also, to pursue whether the conditions of an interested developer could be met.



0 50 100 200



Urban Design Proposal

- Street Trees
- Pedestrian Plaza

Urban Design Proposal



Signage Study-Block C



Signage Study-Block B



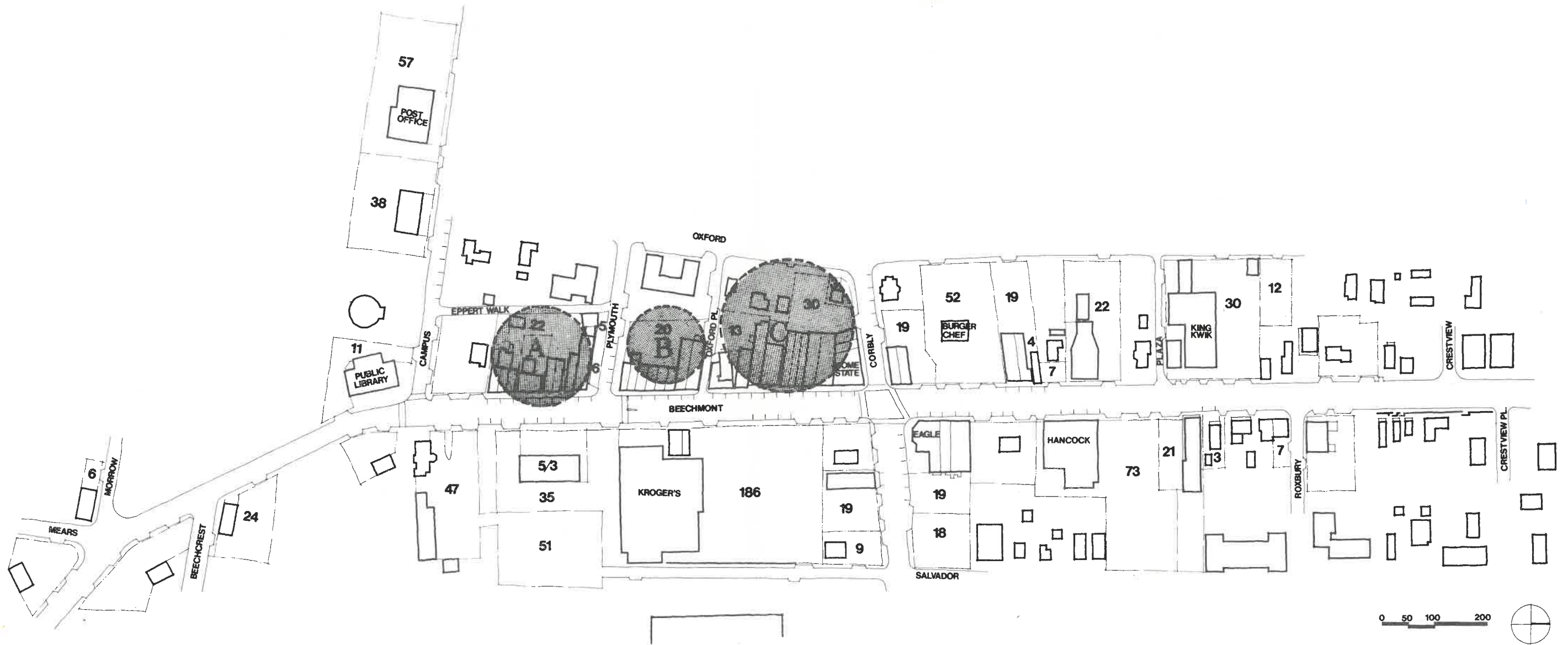
Signage Study - Block A



Crosswalk Realignment Map

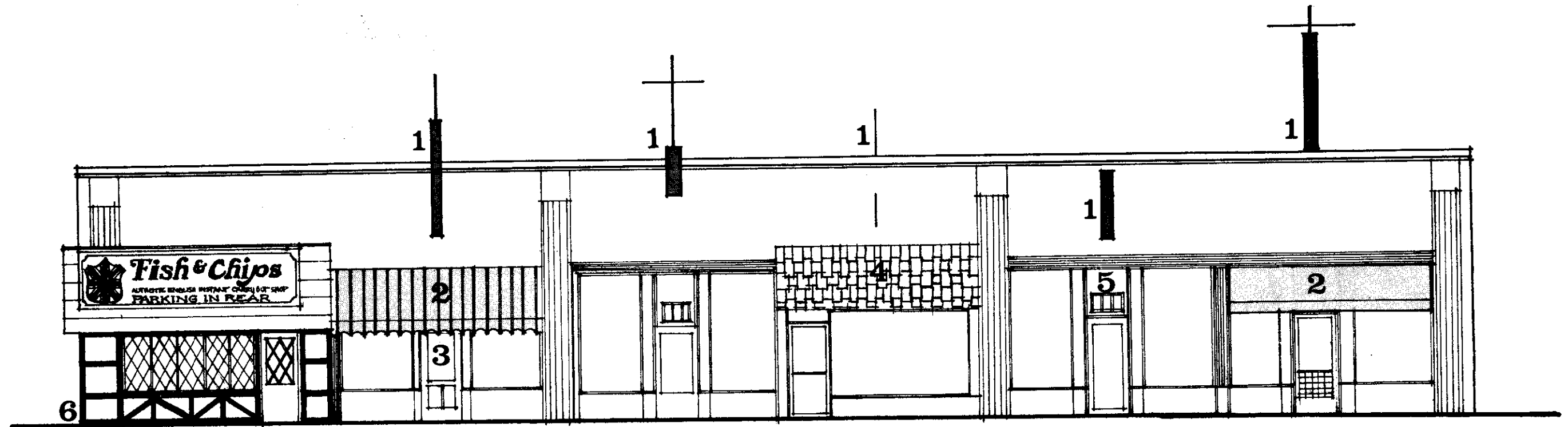
- A New Crosswalk - 1st Priority
 - B Remove Existing Crosswalk
 - C New Crosswalk - 2nd Priority
 - D New Crosswalk - 3rd Priority
 - E New Crosswalk - 4th Priority
- 8,633 Traffic Counts

Crosswalk Realignment Map



0 50 100 200
 Focus Blocks A, B & C

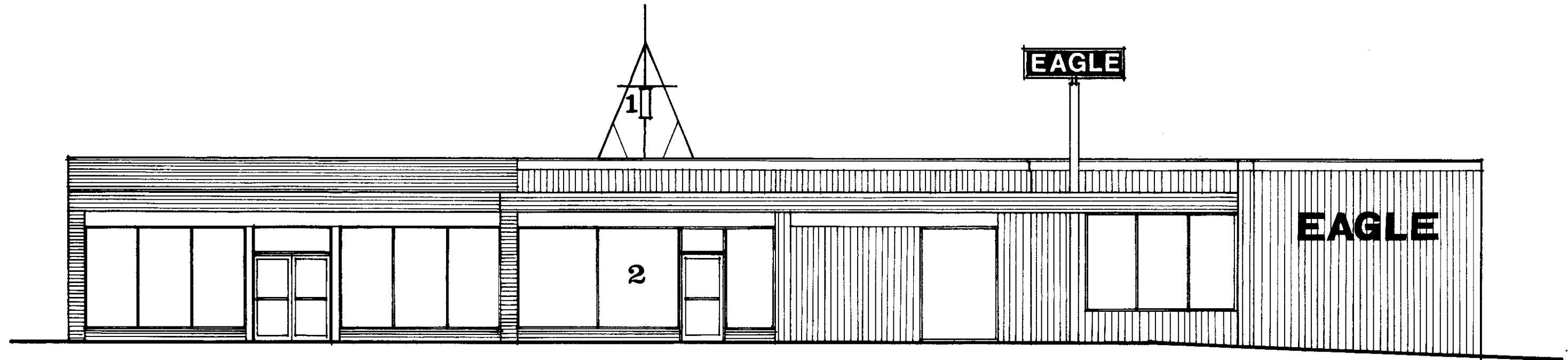
Focus Blocks A, B, & C



Business Squire Jacks - Chili's Pharmacy - Vacant - Karate - Germantown Pizza - London Bridge Lounge
Address 2101, 2103, 2105, 2107, 2109, 2111 Beechmont Avenue
Ownership Lease - Lease - N/A - Unknown - Lease - Unknown

Signage and Material Improvement Remarks

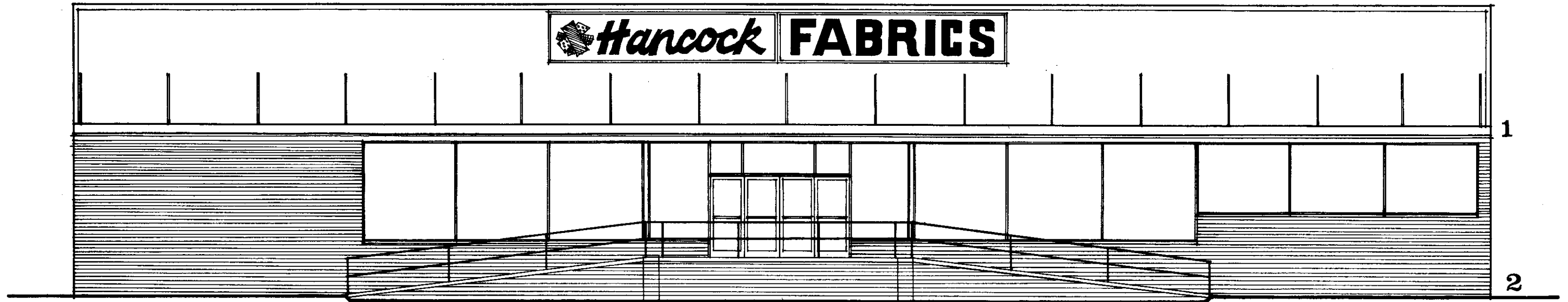
- 1** Remove projecting signs.
- 2** New fabric awnings - no end panels.
- 3** Improve store front trim and door - paint or replace.
- 4** Remove shingle treatment - replace with fabric awning.
- 5** Screen air-conditioning unit - fix dripping.
- 6** Rear entrance possibilities.



Business Contemporary Galleries, Mt. Washington Antiques, Eagle Savings & Loan
Address 2210, 2204, 2202 Beechmont Avenue
Ownership Owner Occupied, Rent, Owner Occupied

Signage and Material Improvement Remarks

- 1** Remove projecting sign.
- 2** Pedestrian scaled window graphics.

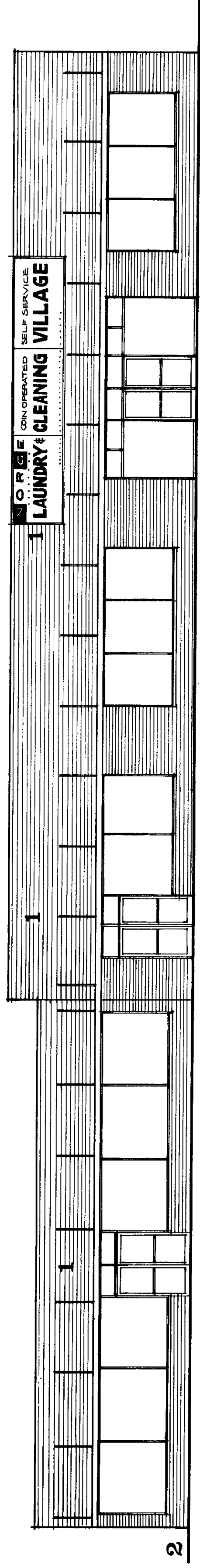


Business Hancock Fabrics
Address 2230 Beechmont Avenue
Ownership Lease

Signage and Material Improvement Remarks

1 Treatment of Beechmont facade - paint graphics.

2 Site landscaping.



Business King Nvik - Mt. Washington Cleaners and Noyce Laundry and Clearing Village
Address 2249 Beechmont Avenue

Ownership Rent/Lease - Owner Occupied

Signage and Material Improvement Remarks

- 1** Improve signage - surface mount.
- 2** Site Landscaping.