

15-0916  
0412

A Report On The

# PLEASANT RIDGE COMMUNITY

Vol. 2: Research and  
Plan Details

June, 1974

Cincinnati City Planning Commission;  
Vogt, Sage and Pflum, Consultants

City Hall  
Cincinnati, Ohio 45202  
513-362-3111

Pleasant  
Ridge  
Branch  
Public Library

15-6916-0412

**pcnss**  
room 141 city hall  
cincinnati, ohio 45202  
513-352-3441

A REPORT ON THE PLEASANT RIDGE COMMUNITY: RESEARCH AND PLAN DETAILS

PREPARED BY THE CINCINNATI CITY PLANNING COMMISSION  
IN COOPERATION WITH VOGT, SAGE & PFLUM (CONSULTANTS)

MARCH 1974  
VOLUME TWO OF TWO VOLUMES

CINCINNATI CITY PLANNING COMMISSION

Mrs. Estelle B. Berman  
Chairwoman

Vincent V. Eby  
Vice-Chairman

Thomas W. Earls

William J. Ennis

Peter W. Swenty

Charles P. Taft

E. Robert Turner

Herbert W. Stevens  
Director of City Planning

John B. Sheblessy  
Assistant Director of City Planning

Participating Staff:

Richard S. Allis, City Planner 4  
Roland T. Docter, City Planner 3  
Richard B. Ellis, City Planner 1  
Otis Hutcherson, Engineering Tech. 3  
Mrs. Louise Sloan, Clerk-Stenographer 3

VOGT, SAGE and PFLUM, CONSULTANTS  
Robert S. Vogt, Partner

VOLUME TWO: TABLE OF CONTENTS

	<u>P a g e</u>
FOREWORD	
I. DESCRIPTION OF THE AREA.....	1
A. Geographic and Physiographic Description.....	1
B. Accessibility.....	2
C. Development.....	4
II. HISTORIC PERSPECTIVE.....	7
A. Origins.....	7
B. Growth Trends.....	8
C. Development Influences.....	8
III. CHARACTERISTICS: PAST And PRESENT.....	10
A. Population.....	10
B. Housing.....	13
C. Commercial Areas.....	20
D. Circulation.....	26
E. Community Facilities.....	31
F. Zoning.....	35
IV. PLAN DETAILS.....	38
A. Community Goals and Objectives.....	38
B. Strategies for Improvement.....	39
1. The Business Area.....	39
a. Options for Future Action.....	39
b. The Development Plan.....	45
2. The Community Area.....	56

T A B L E S

	<u>Following Page</u>
1. Housing Units and Land Use (1965 & 1970): Pleasant Ridge Community.....	5
2. Land Use & Zoning Characteristics (1965 & 1970): Pleasant Ridge Community.....	6
3. Population and Racial Characteristics (1960 & 1970): Pleasant Ridge & Vicinity.....	10
4. Race and Age Characteristics (1960 & 1970): Pleasant Ridge Community.....	10
5. Family Incomes (1960 & 1970): Pleasant Ridge Community.....	11
6. Employment Status (1960 & 1970): Pleasant Ridge Community.....	11
7. Occupational Characteristics (1960 & 1970): Pleasant Ridge Community.....	12
8. Employment by Type of Industry (1960 & 1970): Pleasant Ridge Community.....	12
9. Means of Transportation to Work (1960 & 1970): Pleasant Ridge Community.....	12
10. Educational Status (No. of School Years Completed) (1960 & 1970): Pleasant Ridge Community.....	12
11. Housing Occupancy By Type and Race (1960 & 1970): Pleasant Ridge Community.....	13
12. Housing Value and Monthly Rent (1960 & 1970): Pleasant Ridge Community.....	15
13. Age of Residential Structures (1950, 1960 & 1970): Pleasant Ridge Community.....	15
14. Neighborhood Business District Inventory, 1970: N.B.D. 67.....	20
15. Establishment Types and Totals, 1970: N.B.D. 67.....	20

TABLES (Cont.)

	<u>Following Page</u>
16. Potential Expenditure and Estimated Income of Establishments: Pleasant Ridge Market Area (#10), 1970.....	21
17. Recent School Enrollment Trends: Pleasant Ridge and Shroder Schools, 1965-1972.....	32
18. Program Schedule and Estimates.....	55
19. Summary of Costs.....	55

## F I G U R E S

	<u>Following Page</u>
1. Vicinity Map.....	1
2. Topography.....	1
3. Existing Land Use, 1973.....	4
4. Existing Zoning, 1973.....	6
5. Census Tracts, 1970.....	8
6. Dwelling Unit Density, 1970.....	13
7. Population Density, 1970.....	13
8. Age of Residential Structures.....	16
9. Building Conditions, 1973.....	17
10. Stability of Residential Areas.....	19
11. Market Area #10.....	20
12. Traffic Volume Projections, 1990.....	27
13. Traffic Circulation Concept.....	28
14. Local Dial-A-Ride Concept.....	30

FIGURES (Cont.)

	<u>Following Page</u>
15. Area-Wide Dial-A-Ride Concept.....	30
16. Community Facilities.....	31
17. Storefront Renovation Concepts.....	40
18. Concept for Theater Renovation.....	40
19. Long-Range Land Use Concept.....	48
20. Business Center Development Plan.....	50
21. Town Center Sections.....	50
22. Building One-Alternative Concept.....	50
23. Typical Floor Plan - Site Plan.....	50
24. Building One-Alternative Concept.....	50
25. Land Use Plan (Generalized).....	59
26. Residential Areas Plan.....	60
27. Thoroughfare Plan.....	60
28. Zoning Plan.....	61



## F O R E W O R D

The Pleasant Ridge Community Long-Term Action Plan, together with a condensed summary of research and recommendations of consultant and City Planning Commission, was published as A Report to the Pleasant Ridge Community, Volume One, January, 1974.

Volume Two contains the complete version of all research information compiled and detailed planning recommendations (including illustrative maps and other graphic material).

The contents of this volume are purely the results of the work performed by the consultant and staff of the City Planning Commission, and the recommendations contained therein do not necessarily imply endorsement or approval by the Pleasant Ridge community or any of its committees.

# I. Description of the Area

## I. DESCRIPTION OF THE AREA

### A. Geographic and Physiographic Description

#### 1. Location

The community of Pleasant Ridge is located in the northeast section of the city and, in terms of the most direct transportation routes, is approximately 8 miles from downtown Cincinnati. It is bounded on the north by Golf Manor, Amberley and Ridgewood; on the east by Kennedy Heights; on the south by Norwood and unincorporated portions of Hamilton County; and on the west by Norwood, Golf Manor, and part of the Penn-Central Railroad. Inclusive of streets, the community encompasses an area of about 1.7 square miles. (See Fig. 1).

#### 2. Topography

Pleasant Ridge is at a relatively high elevation, the central or "hilltop" portion of the community being located at approximately 800 feet above sea level. (See Fig. 2). From this central portion outward, the land drops off toward the south gradually, toward the southwest more gradually, and toward the northwest even more gradually. There are evidences of some rise in elevation to the north and northeast. As an example of elevation changes, there is a drop-off of over 150 feet on Ridge Avenue from north of the business area to the Cincinnati corporation line on the south.

#### 3. Drainage and Water Courses

There are no major streams or impounded water areas within Pleasant Ridge. However, several minor creek beds and valleys drain the land which slopes gradually from the high, 800-foot elevation at the north and east boundaries to the low-lying 550-foot elevation at the south and west boundaries. Surface water flows from the high ridges which generally coincide with Montgomery Road and Ridge Avenue. Drainage courses south of Montgomery Road flow into Duck Creek and subsequently into the Little Miami River. Those north of Montgomery Road drain toward the Mill Creek.

Most of the community has poor potential as a ground water resource, with yields less than 5 gallons per minute, and the presence of clay precludes any water development. <sup>1/</sup> However, generally west of Fernview Avenue at the community's western tip, and along Lester Road south of the Penn-Central Rail-

<sup>1/</sup> H. C. Nutting Co. and G. C. Carpenter and Associates, A Report on the Physical Features of the Ohio-Kentucky-Indiana Area, May, 1967.

# Vicinity Map

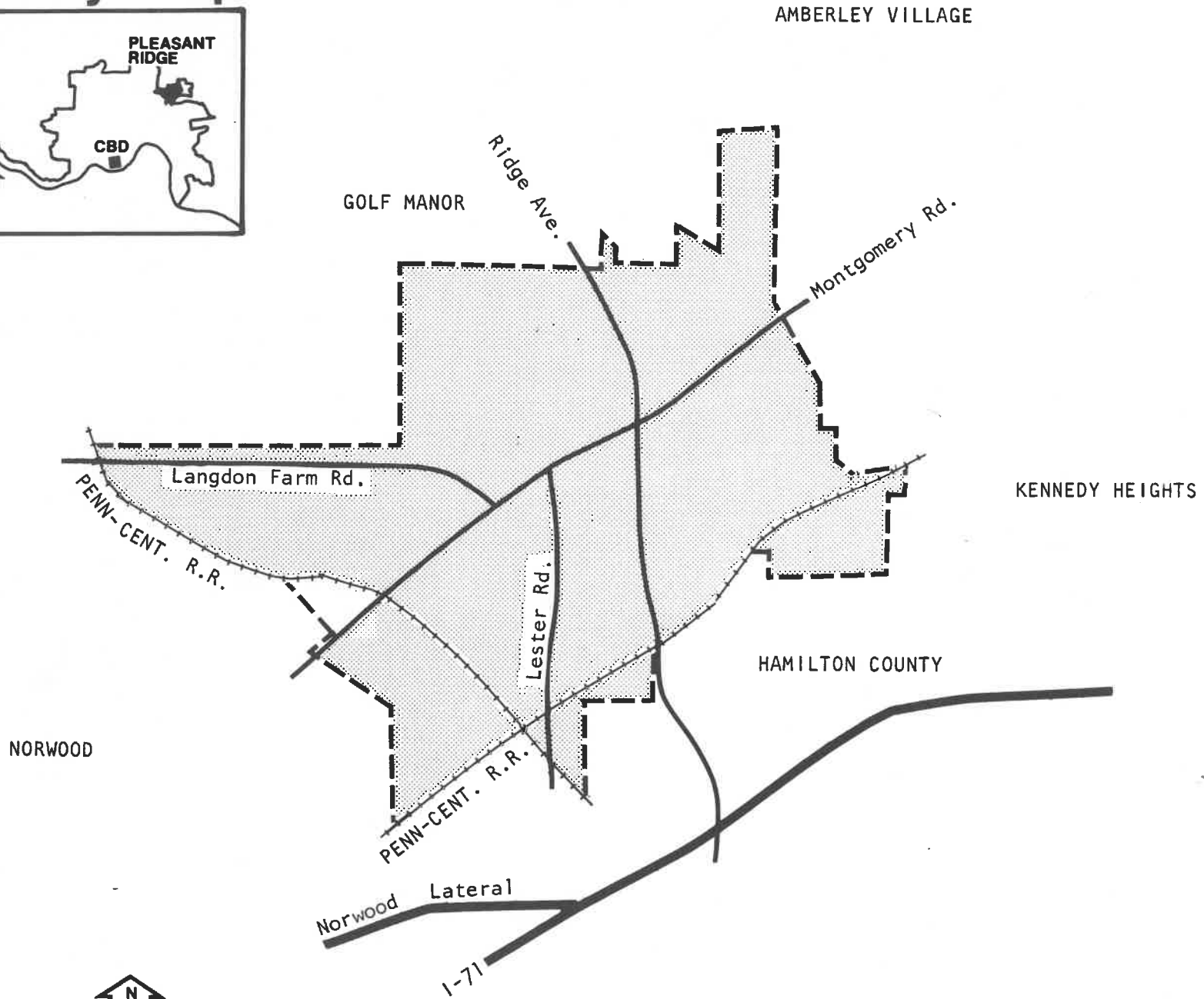
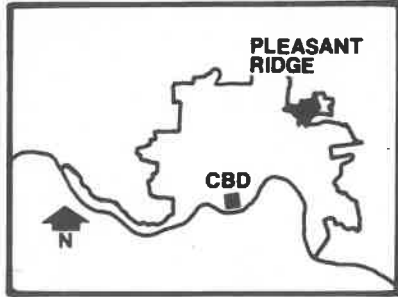


FIGURE 1

# Topography

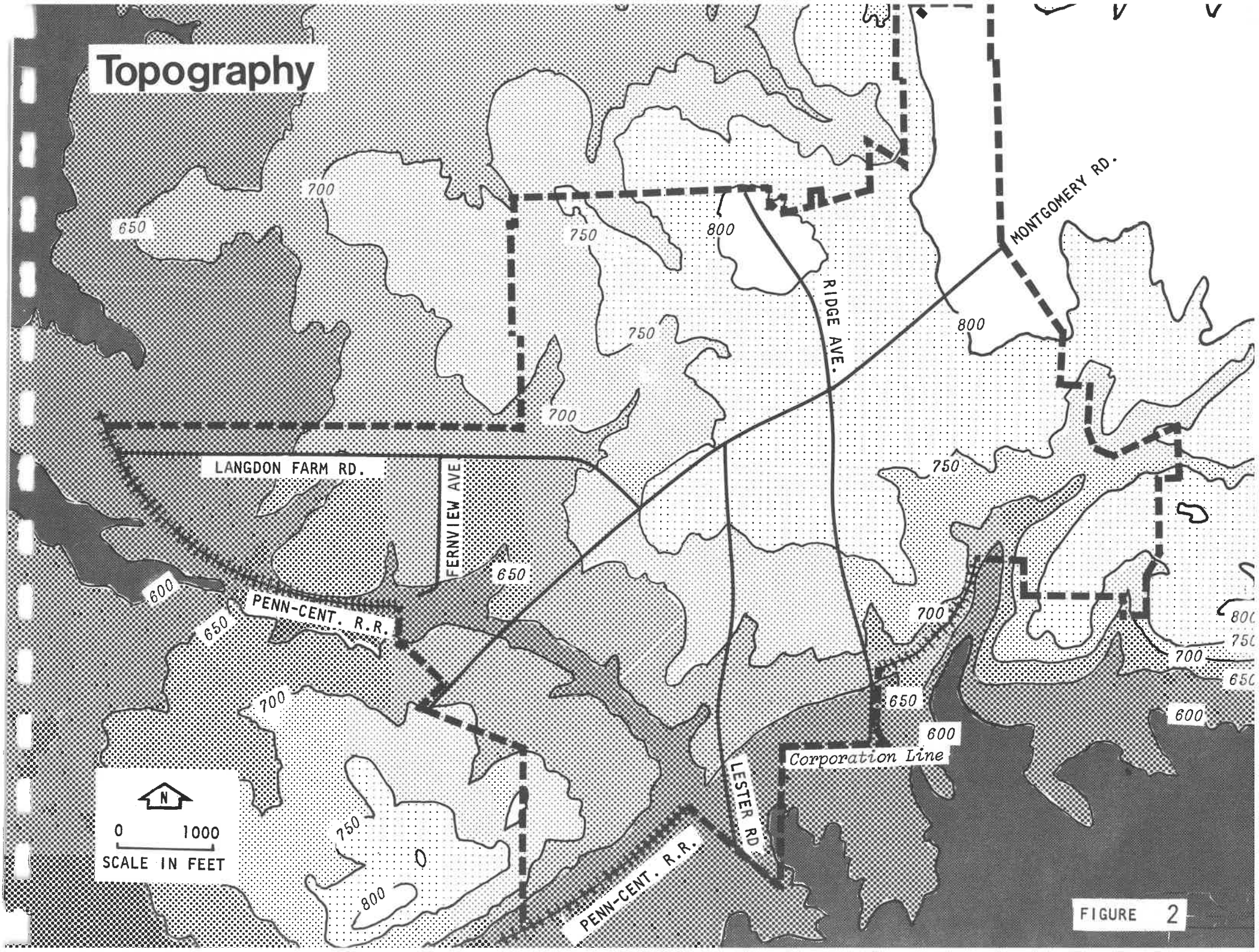


FIGURE 2

road, there may be excellent ground water potential, possibly yielding 500 gallons per minute, even greater in areas of high permeability. Ground water from bedrock about 1,000 feet deep (both salty and sulphurous) could afford an excellent source of water over the entire area, if proper treatment for salts were applied.

#### 4. Geology and Soils

Geological structure and soil composition are vital to the determination of capacity to support substantial construction as contrasted to allowing developments having no loads (parks, open space, etc.) or relatively light loads (paved parking areas, etc.). Evaluation of any particular site can be made only after special investigation. However, some generalizations can be made for the community as a whole.

In most of the Ridge, the prevailing geological conditions are flat-surfaced, glacially-deposited till -- an unsorted mixture of clay, silt, sand with some gravel and large boulders, and a heavy glei (gumbotil) soil on the till. 2/ The average thickness is 30 feet. This material may overlay older tills and (in some areas) erosion may expose bedrock. Bearing capacity is 1.5 to 3.0 tons per square foot and affords no special grading problems for light to moderately heavy construction. The capacity of underlying bedrock is 4.0 to 15.0 tons per square foot.

#### B. Accessibility

Pleasant Ridge has been served historically by important radial transportation facilities. Montgomery Road -- the 3C highway -- was opened in the early 1800's. An inter-urban rail line operated from Cincinnati from 1901 to 1922, with a stop in Pleasant Ridge. Local bus service has been available between downtown Cincinnati and Pleasant Ridge for many years. Cross town service, in contrast, has been much more limited. Only highways were constructed and even these facilities were much less adequate than the major radial facilities which served the area.

These transportation factors caused the early residents of Pleasant Ridge to use Montgomery Road to reach their jobs in Norwood and Cincinnati. With increased availability and use of the automobile, trip patterns of Pleasant Ridge residents became more diverse. Transit demand dropped, even as population in the Montgomery Road corridor continued to grow. In the late 1940's, the need for additional highway service was clear. The recommendation for the Northeast Expressway and Norwood Lateral was

---

2/ See footnote 1/ on previous page.

defined to serve this emerging need. Since then, travel demand caused by increasing population and affluence has risen sharply in the Montgomery Road corridor, but few facilities were developed to serve the new demand.

Upgrading of Langdon Farm Road between Montgomery Road and Reading Road, including a major railroad grade crossing improvement, was completed in 1953. Seymour Avenue between Langdon Farm Road and Reading Road was completed and opened to traffic in 1953. The Northeast Expressway (I-71) and the Norwood Lateral, which were to be completed by 1970, are, however, still under construction. It is from this historic perspective that the current role of transportation can be analyzed.

#### 1. Highway Service

Existing highway service is tending to constrain the accessibility of Pleasant Ridge businesses and residents to the rest of the Greater Cincinnati area. One measure of this are the many routes used by people from the Ridge and adjacent areas to reach destinations elsewhere in the metropolitan area. Trips to the Cincinnati Central Business District, for example, may use Madison Road, Montgomery Road or I-75 via Reading Road and the completed portion of the Norwood Lateral. Completion of I-71 and the remaining segment of the Norwood Lateral in late 1974 or 1975, will re-orient existing travel patterns of Pleasant Ridge users to these new facilities. The effects on the existing street system are predictable. Access routes to I-71 interchanges will show significant increases in travel. Since the interchange of Ridge Avenue and I-71 is the principal access to I-71 between Kenwood and the Edwards Road area, it is evident that traffic on access roads to this interchange will be particularly severe. Accommodation of this diverted traffic is a principal reason that the OKI Regional Transportation Plan includes the widening of Ridge Avenue to six lanes as one of its recommendations.

Widening of Ridge Avenue between I-71 and the Cross County Highway is consistent with the travel demands that will occur with the completion of I-71. It is not, however, consistent with the objectives of local residents who wish to retain the residential status of the community. The two objectives are not compatible and must be resolved in order to formulate a comprehensive plan for the Pleasant Ridge community.

In addition to this major transportation service issue, there are a series of lesser issues that need to be addressed. They include the lack of adequate east-west circulation routes, the concomitant excessive use of residential streets by through traffic, lack of alternative routes for travel through the Pleasant Ridge business district, and the need for isolated residential street and drainage improvements. One improvement to alleviate the lack of east-west circulation is a proposal to widen Woodford Road. One effect of the lack of east-west circulation facilities is the abnormally high usage of Lawndale and Mapleleaf Avenues by through traffic. Unfortunately, implementation of the former would not alleviate the latter. Congestion in the Pleasant Ridge business center occurs largely

because nearly all major travel patterns in the area go through either the intersection of Woodford-Montgomery-Losantiville or the intersection of Ridge and Montgomery. The inability of local travelers to avoid these major congestion points contributes to the circulation problems in Pleasant Ridge. Each of these problems will have to be resolved in the development of a plan for the area.

2. Transit Service

The number of inbound buses passing through the intersection of Ridge Avenue and Montgomery Road each day has dropped considerably in the past 20 to 25 years. This change has occurred despite increases in population from 9,400 to 11,500 during the same period. Certainly, increases in auto ownership by local residents has been the principal factor. Dispersal of industry and jobs and the growth of suburban shopping centers have also been a contributing factor.

Although the changes in transit service cited may appear to be significant, the Montgomery Road corridor still remains as the major transit corridor to the metropolitan area. Only a few other communities in the metropolitan area that are eight or more miles from downtown approach the number of daily inbound buses that serve Pleasant Ridge.

3. Summary

To establish circulation systems which will satisfy community goals and objectives and regional and local circulation needs is an important element of this plan. Alternative concepts will be discussed subsequently in this report. One point, however, should be underscored. Additional circulation capacity is needed to serve Pleasant Ridge. The alternative selected to satisfy and accommodate, the need will not only have to satisfy the Pleasant Ridge community, but must also be responsive to the objectives of adjacent communities.

C. Development








1. Location

Within the community, covering about 1,060 acres, there were (as of December, 1970) 556 acres (or a little more than one-half the total) in some kind of residential use (single-family, two-family and multi-family). The next larger amounts were 123 acres of street right-of-way (12 percent), 107 acres of vacant land (10 percent), and 99 acres in the cultural-entertainment category (9 percent).

Industrial development follows with 63 acres (6 percent), while commercial (retail and service) usage accounts for 49 acres (5 percent). The remaining acreages, in lesser quantities, are divided among transportation-utilities-communication, government-education, and wholesaling. (See Fig. 3 and



# Existing Land Use January 1973

-  VACANT
-  RESIDENTIAL, including:  
Single and Two-family
-  RESIDENTIAL, including  
Multi-family
-  EDUCATION, SEMI-PUBLIC,  
PUBLIC UTILITIES
-  PARKS-RECREATION
-  INDUSTRIAL
-  COMMERCIAL, including:  
Office and Business

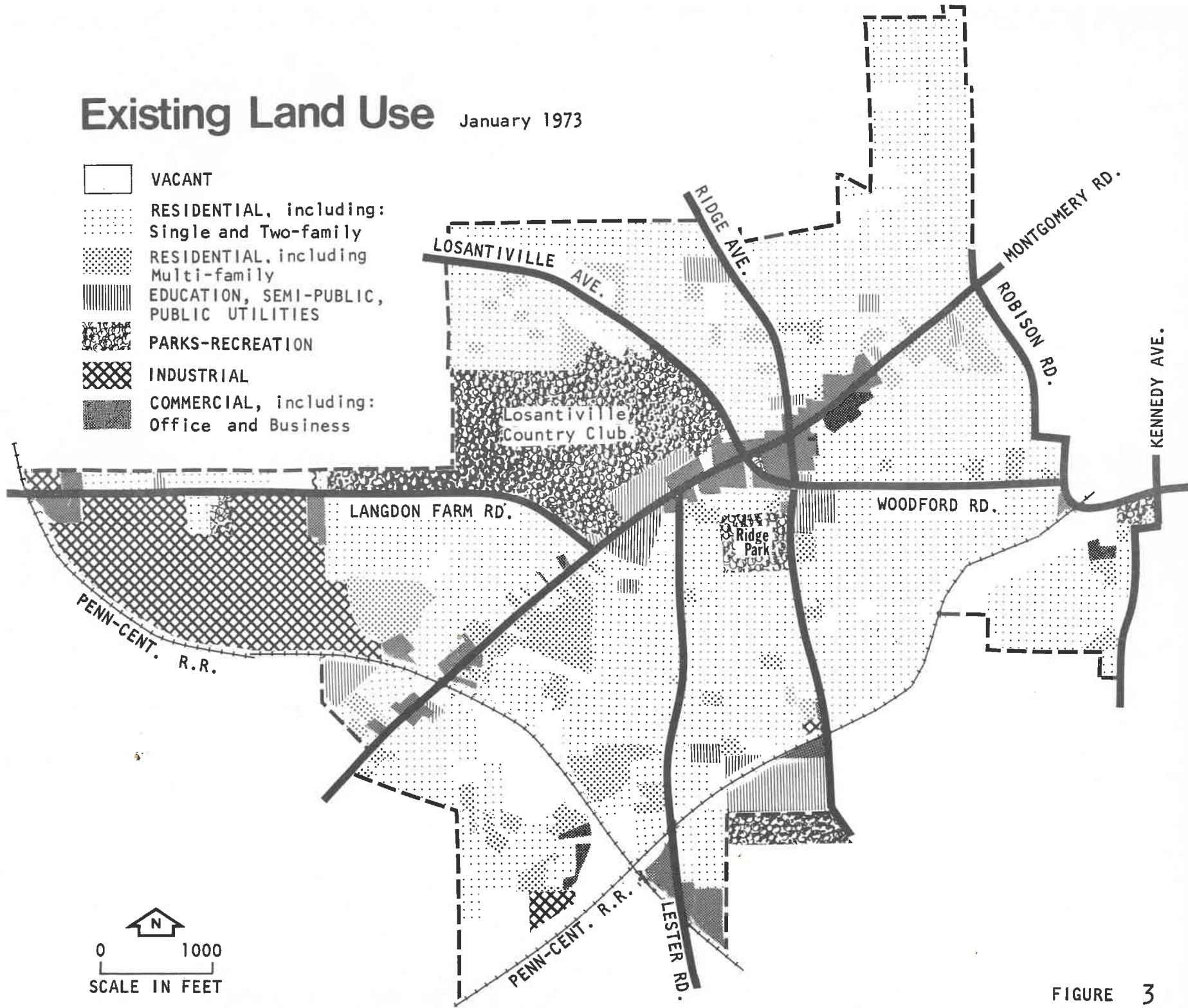


FIGURE 3

Table 1.) (Note: The public, semi-public grouping on the map is roughly comparable to the cultural-entertainment and government-education categories on the table.)

The predominant housing types, in the terms of overall residential acreage, are the single-family residences, which account for about 90 percent of the total, the remaining 10 percent being divided among two-family and multi-family structures. However, in terms of the numbers of dwelling units themselves, the proportions are about 50 percent single-family, 40 percent multi-family and 10 percent two-family. (See Table 1.)

Within the community's boundaries, the principal commercial area is the Pleasant Ridge business district, extending along Montgomery Road generally between Lester Road and Grand Vista Avenue, but also penetrating other major or local intersecting streets. Less important commercial developments occur on Montgomery Road near Norwood and in other scattered locations.

Elsewhere inside the community, industrial (manufacturing) development is mainly oriented toward Langdon Farm Road, extending in considerable depth south of this thoroughfare.

Open space in Pleasant Ridge consists of two principal categories: publicly used (publicly owned or leased) and both privately used and owned. The former consists mainly of the centrally-located Ridge Park and Playground (almost 9 acres), the D.A.V. Recreation Area (8 acres) at the foot of Ridge Avenue, and a few smaller areas; the latter consists of the Losantiville Country Club, the Cincinnati portion of which amounts to about 80 acres.

## 2. Zoning

In the Pleasant Ridge Community, in terms of the Zoning Classifications adopted under the Code enacted in June, 1963 (and as subsequently amended), there have been applied some thirteen different zoning categories, as follows:

<u>Residential</u> -	Single-Family (R-1, Low Density)
	Single-Family (R-2, Medium Density)
	Two-Family (R-3)
	Multi-Family (R-4, Low Density)
	Multi-Family (R-5, Medium Density)
<u>Non-Residential</u> -	O-1 (Office)
	B-1 (Neighborhood Business)
	B-2 (Community Business)
	B-3 (Retail-Wholesale Business)
	B-4 (General Business)

TABLE 1 - HOUSING UNITS AND LAND USE - 1965 & 1970  
PLEASANT RIDGE COMMUNITY

<u>HOUSING UNITS</u>	<u>December 1965</u>		<u>December 1970</u>	
	<u>D.U.'s</u>	<u>Percent</u>	<u>D.U.'s</u>	<u>Percent</u>
Total	4,271	100.0	4,469	100.0
Single-family	2,189	51.3	2,184	48.9
Two-family	466	10.9	460	10.3
Multi-family	1,616	37.8	1,825	40.8
Other	--	--	--	--
 <u>LAND USE</u>				
Total	1,060.0	100.0	1,060.0	100.0
Residential	553.4	52.1	555.9	52.4
Retail-Service	48.0	4.5	49.3	4.7
Wholesale	3.5	0.3	3.5	0.3
Manufacturing	63.2	6.0	63.2	6.0
Transportation-Utilities- Communications	33.5	3.2	33.5	3.2
Government-Education	26.5	2.5	26.5	2.5
Cultural-Entertainment	98.6	9.3	98.5	9.3
Vacant	110.0	10.4	106.9	10.1
Street Right-of-Way	123.3	11.7	122.7	11.5

SOURCE: City Planning Commission: Land Use Records (1965 & 1970 - as of December 31 each year)

- M-1 (Neighborhood Manufacturing)
- M-2 (Intermediate Manufacturing)
- M-3 (Heavy Manufacturing)

Nearly three-quarters of the community is zoned for residential purposes, within which broad category about one-fifth is limited to single-family development, about one-third to two-family development, and the remainder to multi-family development. The other one-quarter or so of the community acreage is zoned for non-residential development, ranging from office-business to heavy manufacturing uses. (See Fig. 4 and Table 2.)

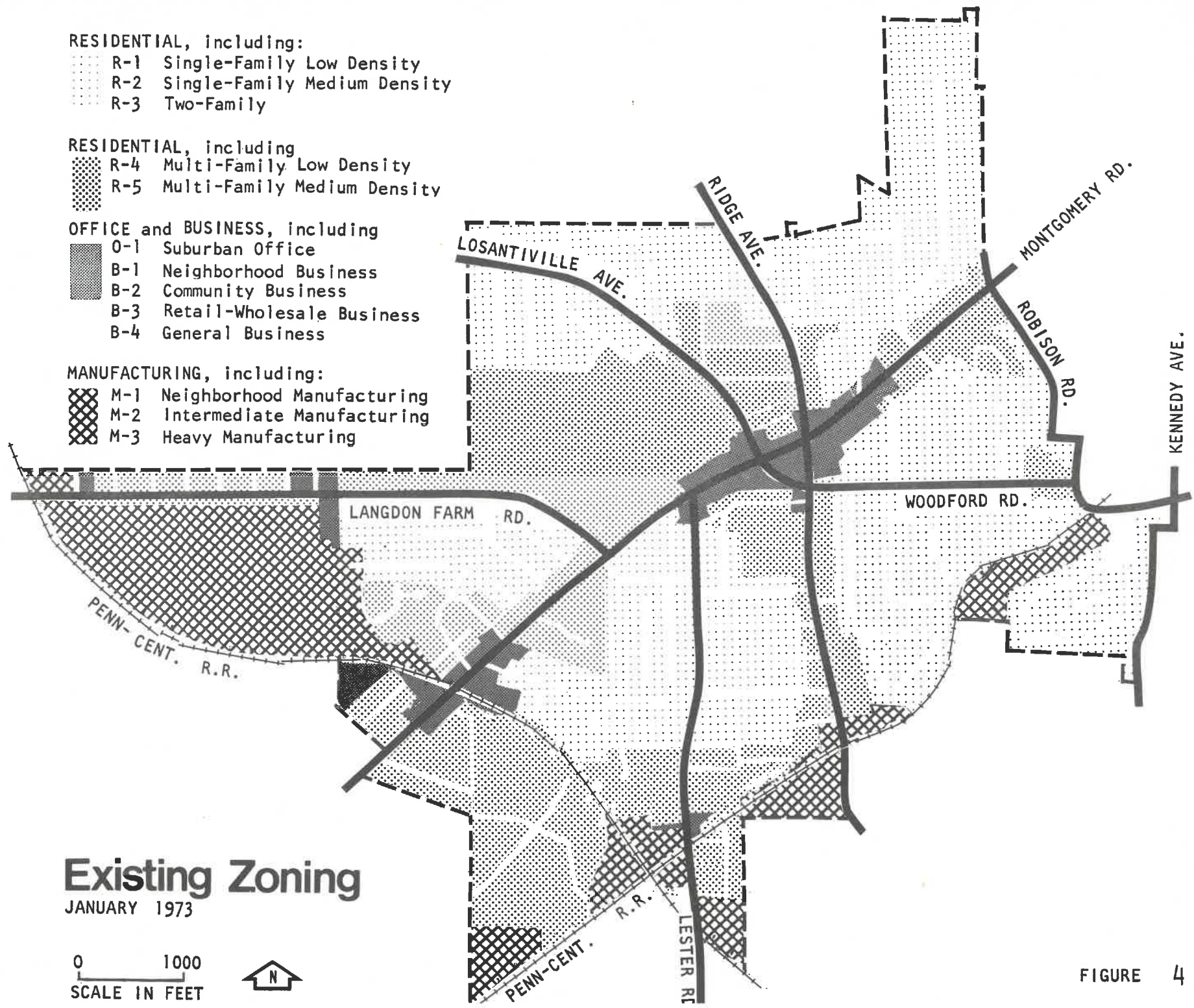
Direct comparisons between acreages zoned and acreages devoted to specific land uses are difficult to make for a variety of reasons. The R Districts, for example, permit a wide range of auxiliary uses (churches, schools, parks, etc.) which often may account for a large portion of the acreage (e.g. the Losantiville Country Club). Similarly, single-family development occurs not only in the R-1, R-2 and R-3 Districts but also in the R-4 and R-5 Districts.

RESIDENTIAL, including:  
 R-1 Single-Family Low Density  
 R-2 Single-Family Medium Density  
 R-3 Two-Family

RESIDENTIAL, including  
 R-4 Multi-Family Low Density  
 R-5 Multi-Family Medium Density

OFFICE and BUSINESS, including  
 O-1 Suburban Office  
 B-1 Neighborhood Business  
 B-2 Community Business  
 B-3 Retail-Wholesale Business  
 B-4 General Business

MANUFACTURING, including:  
 M-1 Neighborhood Manufacturing  
 M-2 Intermediate Manufacturing  
 M-3 Heavy Manufacturing



**Existing Zoning**  
 JANUARY 1973



FIGURE 4

TABLE 2 - LAND USE AND ZONING CHARACTERISTICS - 1965 & 1970  
PLEASANT RIDGE COMMUNITY

A. <u>RESIDENTIAL LAND USE</u>	<u>December 1965</u>		<u>December 1970</u>	
	<u>Acres</u>	<u>Percent</u>	<u>Acres</u>	<u>Percent</u>
Total Land Use	1,060.0	100.0	1,060.0	100.0
<u>Residential</u>	<u>553.4</u>	<u>52.1</u>	<u>555.9</u>	<u>52.4</u>
Single-family	429.6	40.5	528.0	40.3
Two-family	41.8	3.9	41.2	3.9
Multi-family	79.8	7.5	84.6	8.0
Other (mixed)	2.2	0.2	2.1	0.2
<u>Non-Residential (all)</u>	<u>506.6</u>	<u>47.9</u>	<u>504.1</u>	<u>47.6</u>
B. <u>RESIDENTIAL ZONING</u>				
<u>Total "R" Districts</u>			<u>759.9</u>	<u>100.0</u>
R-1 & R-2 (Single-family)			169.8	22.4
R-3 (Two-family)			249.9	32.8
R-4 & R-5 (Multi-family)			340.2	44.8

SOURCE: Cincinnati City Planning Commission, Land Use Records, 1965 & 1970 (as of Dec. 31 each year)

## II. Historic Perspective

## II. HISTORIC PERSPECTIVE

### A. Origins<sup>3/</sup>

The first settler in the area of Pleasant Ridge and the first settler north of the Cincinnati settlement limits was "Irish" John McFarland. He and his friend, James Colwell, built a large log cabin on a knoll beside a brook at the corner of present Kennedy Heights Park and occupied it in 1775. The cabin became known as McFarland's Station, and was incorporated into a series of outposts used to protect pioneers from Indian attacks.

McFarland purchased his land, a total of 960 acres, from John Symmes, with the intention of reselling it in smaller parcels. One of McFarland's last sales was to James C. Wood, who, in 1809, built his own home on the east side of Montgomery Road. In 1825 one of his sons, John C. Wood, laid out a town where old Columbia Road (Ridge Avenue) crossed Montgomery Road and called it Crossroads. Wood opened a little store there and became the village's first postmaster.

In 1849, when the C. L. and N. Railroad (now the Penn-Central Railroad) tracks were laid through the town, it was replatted and called Pleasant Ridge. This name was applied to the area much earlier, when in 1799 an old log Presbyterian Church built in 1790 on Duck Creek was moved, a log at a time, to a site that was described as being "a pleasant ridge". A large brick building and the Pleasant Ridge Cemetery, dedicated in 1795, still occupy this original site. The Presbyterian Church in the Ridge has the second oldest congregation in Hamilton County.

Another site of historic interest is Dallman's Corner (Ridge and Montgomery), the site of Dallman's Feed Store, Tavern, and Hotel. Stage coaches changed horses here enroute to the Golden Lamb Hotel in Lebanon. Also in Pleasant Ridge is the old McCullough House and homestead (2726 Cypress Way). It was part of an original farm site of 48 acres built by James Morrison McCullough between 1845 and 1850, where seeds were grown for the McCullough Seed Company, established in 1838.

Pleasant Ridge was incorporated in 1891, with John H. Durrell the first Mayor. The Town Hall used at that time still stands at 6125 Ridge Avenue. The first school in the Village was erected somewhat earlier, in 1870. In 1901, the electric Inter-Urban Rapid Transit, "The Black Line", was built on Montgomery Road, initiating a period of rapid expansion. Service was discontinued in 1922, however, due to a lack of ridership. In 1912, Pleasant Ridge was annexed to the City of Cincinnati.

---

<sup>3/</sup> City of Cincinnati: Municipal Reference Library - Communities Notebook File



During that time a small but thriving business district developed along Montgomery on either side of Ridge Avenue.

B. Growth Trends

At the turn of the century, the Pleasant Ridge Community had a population of 950. Growth in the earlier decades of the twentieth century proceeded rapidly, increasing to 3,050 persons by 1920 and to 6,212 in 1930. Since then, population has increased at a slower rate, to 9,339 as of 1950 and to 11,492 in 1970. A summary of population growth is shown below: 4/

	<u>Total</u>	<u>Census Tract 57</u>	<u>Census Tract 59</u>
1900	950	875	75
1910	1,875	1,650	225
1920	3,050	2,775	275
1930	6,212	5,481	731
1940	7,514	6,523	991
1950	9,339	8,053	1,286
1960	10,633	8,919	1,714
1970	11,492	9,681	1,811

Census tract identification of the Pleasant Ridge Community is shown in Figure 5.

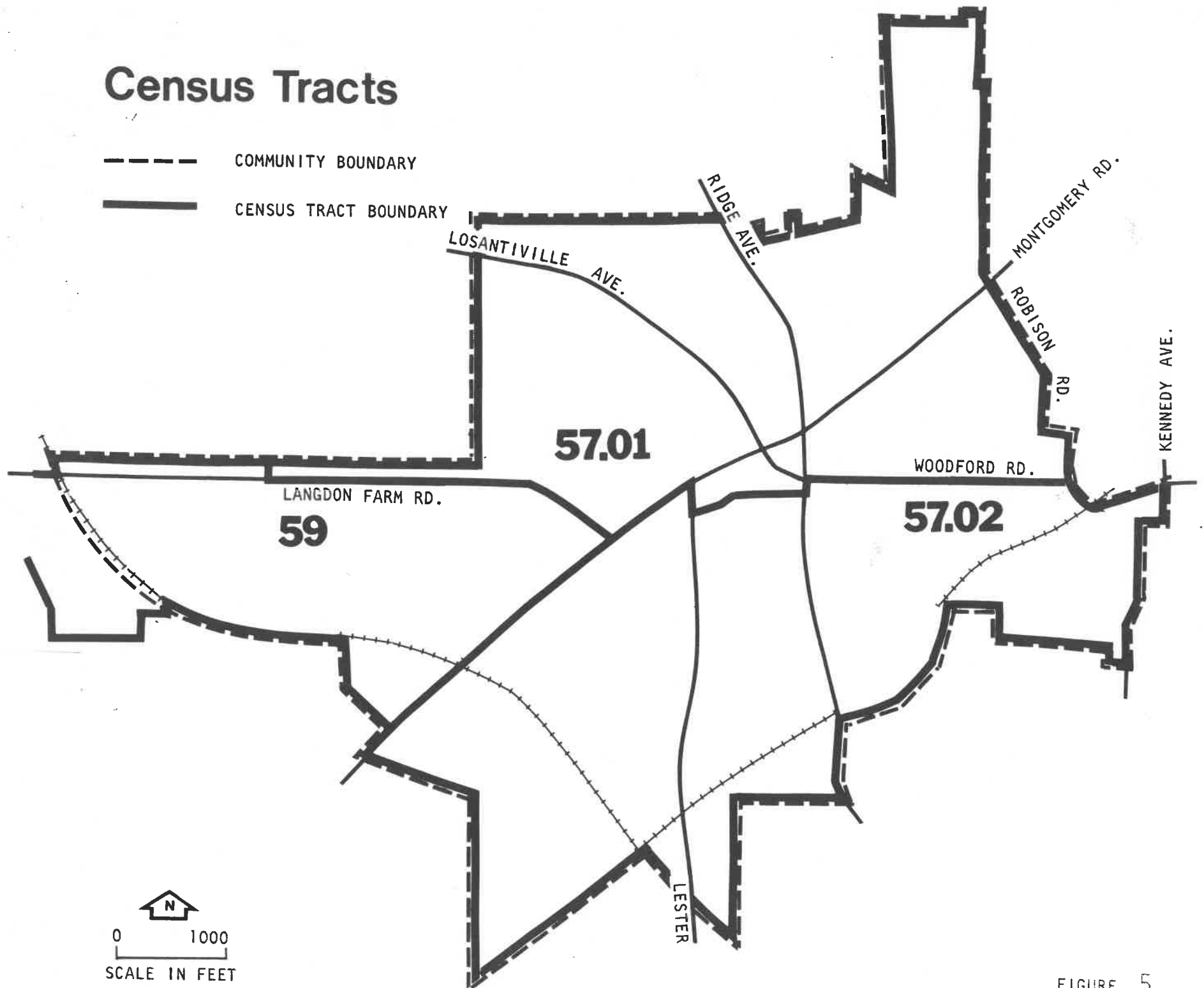
C. Development Influences

The historic growth patterns of Pleasant Ridge, like most older and more recent developments, was caused by the pressures of metropolitan area growth generally and the construction of public services specifically. The early construction of Montgomery Road and its use by the stage coach for travel between Cincinnati, Columbus and intermediate points caused initial development. The first public water system for the area was developed in 1920. Sewers were first constructed in 1913. Inter-urban rail service was initiated in 1901 and continued until 1922. Each addition of service facilities added to the accessibility and/or the desirability of Pleasant Ridge as a residential community.

4/ Cincinnati Metropolitan Master Plan, Population; 1946;  
Cincinnati Metropolitan Master Plan, Communities; 1947;  
U. S. Census of Population and Housing, 1940-1970.

# Census Tracts

- COMMUNITY BOUNDARY
- CENSUS TRACT BOUNDARY



SCALE IN FEET  
SOURCE: U.S. Census of Population and Housing - 1970

FIGURE 5

Happily for the Ridge, industrial development was never a serious influence. Lack of rail service to sites in Pleasant Ridge caused by its relatively high elevation relieved the area from industrial development pressures. By the time that trucks became an important means of goods movement, sites for industrial plants had been pre-empted by the residential development that occurred in the 1920's.

Development of community facilities in the late 19th and early 20th centuries (Presbyterian Church, Pleasant Ridge and Nativity Schools, Losantiville Country Club, etc.) provided focal points for the residential neighborhood.

Once the residential character of Pleasant Ridge was firmly established, the business district at Ridge and Montgomery began to emerge as a strong suburban retail and commercial center. This character was continued during the 1930's and 1940's and even enhanced. In an historic sense, this period (1920 to 1945) represents the apex of Pleasant Ridge's history. Both residential and business development was very stable. Structures were new and solidly built, a characteristic of construction at that time. By 1945, there were about 2,700 dwelling units in Pleasant Ridge, of which 1,900 were single-family units. After World War II, Pleasant Ridge experienced another housing boom as a result of the pent-up demand for goods and services that developed during the war. Most of the new housing at this time was also single-family units and included present development. Transit use was at an all-time high. Retail businesses prospered. Most of these units are still in the current housing stock, which includes 4,500 dwelling units of which 2,200 are single-family units.

As the nation went on a buying binge, it included new automobiles among its principal purchases. This trend had a major effect on the nation. With the auto came new shopping centers, dispersal of industry, and losses in transit ridership. For Pleasant Ridge, this national trend meant the opening of Swifton Shopping Center in 1956, Kenwood Plaza in 1956, Hyde Park Plaza in 1961, and Kenwood Mall in 1967. It created the concept of the freeway and its application to the Cincinnati area with the opening of I-75 in 1964. With the freeways came the rapid development of suburban industry and a relative loss in the importance of central area business. As these industries developed, new urban immigrants from Appalachia and the South moved to the Cincinnati area to fill the new jobs that were being created. This migration caused urban residents to flee to the suburbs. The effect on Pleasant Ridge was limited since new urban migrants found housing costs too high and those moving from the city purchased new homes in subdivisions beyond Pleasant Ridge.

The impact of these factors on the population of the Ridge was only moderate. The community maintained its stability at a time when most suburban communities were undergoing very significant changes.

The current problems of Pleasant Ridge were, therefore, not caused so much by changes in the resident characteristics of the community as by the development of shopping centers to serve the growing suburban population. For this reason, the residential market in Pleasant Ridge is strong while business conditions are approaching a critical stage.

### **III. Characteristics Past and Present**

### III. CHARACTERISTICS: PAST AND PRESENT

#### A. Population

In the following pages are described a number of recent (1960-1970) changes in selected socio-economic characteristics of the population, based for the most part on U. S. Census Reports of Population and Housing.

##### 1. Relationship to Adjacent Communities

The Pleasant Ridge Community, in 1960, had a population of 10,633, which accounted for 28.8 percent of the total number of persons located within the Ridge and a number of adjacent communities (for the purposes of this report, the "adjacent" communities consist of Kennedy Heights, Amberley-Ridgewood, parts of Columbia Township unincorporated, and Norwood north of the B & O Railroad). By 1970, the Ridge had increased by less than 1,000 persons to 11,492, maintaining about the same share of the larger area's population.

In terms of non-white population, small increases were registered for several of the adjacent communities. The Ridge gained about 500 blacks during the 1960-1970 decade, while Kennedy Heights had about four times as many blacks in 1970 than it did in 1960. (See Table 3.)

##### 2. Racial Composition

Within Pleasant Ridge, the 1960 population contained only 29 non-whites, or 0.3 percent of the total. By 1970, this number had increased to 530, or 4.6 percent of the total. (See Table 4.)

##### 3. Age Distribution

The 1960-1970 decade saw a proportionate decrease in the persons of preschool age (0-5). Those in age groups 5-19 (approximating Kindergarten through high school) increased in numbers, but this group as a whole accounted for about one-fifth of the population in both 1960 and 1970. The number of young adults (age 20-24) increased both absolutely and relatively. Those in succeeding age groups (age 25-44 and 45-64) lost in numbers, and in the aggregate accounted for slightly more than 40 percent of the population in 1970 compared to about 50 percent in 1960. Lastly, there were both absolute and relative gains in the elderly group (age 65 and over). (See Table 4.)

TABLE 3 - POPULATION & RACIAL CHARACTERISTICS - 1960 & 1970  
PLEASANT RIDGE & VICINITY

	1970 Census Tracts	April 1960		April 1970	
		Total Pop.	Per- cent	Total Pop.	Per- cent
<u>Total</u>		36,927	100.0	40,445	100.0
Pleasant Ridge	57,59	10,633	28.8	11,492	28.4
Kennedy Heights	58	5,603	15.2	6,789	16.8
Golf Manor	234	4,642	12.5	5,170	12.8
Amberley-Ridgewood	233	3,649	9.9	5,574	13.8
Columbia Twp. (pt.)	242 (pt.)	NA 1/	--	729	1.8
Norwood (pt.)	252,253	12,400	33.6	10,691	26.4
			Non- White Pop. 2/	Non- White Pop.	
<u>Total</u>		1,074	100.0	4,773	100.0
Pleasant Ridge	57,59	29	2.7	530	11.1
Kennedy Heights	58	1,001	93.2	3,977	83.3
Golf Manor	234	6	0.6	25	0.5
Amberley-Ridgewood	233	31	2.8	33	0.7
Columbia Twp. (pt.)	242 (pt.)	NA 1/	--	189	4.0
Norwood (pt.)	252,253	7	0.7	19	0.4

1/ Not available for 1960

2/ Non-White includes Negro and other non-white

SOURCE: U. S. Census: 1960 Report PHC(1)-27, Table P-1.  
U. S. Census: 1970 First Count Summary Tape  
U. S. Census: 1970 Block Statistics (Report HC(3) -177)

TABLE 4 - RACE AND AGE CHARACTERISTICS - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

<u>RACE</u>	<u>April 1960</u>		<u>April 1970</u>	
	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>
<u>Total</u>	10,633	100.0	11,492	100.0
White	10,604	99.7	10,962	95.4
Negro	19	0.2	507	4.4
Other	10	0.1	23	0.2
 <u>AGE</u>				
<u>Total</u>	10,633	100.0	11,492	100.0
Under 5	916	8.6	909	7.9
5 - 9	797	7.5	858	7.4
10 - 14	776	7.3	818	7.1
15 - 19	616	5.8	804	7.0
20 - 24	702	6.6	1,122	9.8
25 - 44	2,517	23.6	2,344	20.4
45 - 64	2,847	26.8	2,628	22.9
65 & Over	1,462	13.8	2,009	17.5

SOURCE: U. S. Census: 1960 Report PHC (1)-27 (Tracts 57 & 59) - Tables P-1 & P-2.  
U. S. Census: 1970 First Count Summary Tape (Tracts 57 & 59).

#### 4. Family Size

Average family size (persons per occupied dwelling unit) dropped between 1960 and 1970, as indicated below:

<u>Persons/D.U.</u>	<u>Total Community</u>	<u>Census Tract</u> <u>57.01 57.02</u>		<u>Census Tract 59</u>
1960	2.5	2.4		2.9
1970	2.2	2.1	2.3	2.1

This was typical for the community as a whole and both census tracts within it, the decrease being most conspicuous for Census Tract 59.

#### 5. Family Income

Data involving dollar values, irrespective of the type of information being investigated, are hard to evaluate over even a relatively short period of time, primarily due to the changing worth (or purchasing power) of the dollar. It is also difficult to isolate those changes (whether gains or losses) which actually reflect differences in "real" income for those who have remained in continuous residence, as distinguished from changes resulting from in-migration or out-migration of families in lower income or higher income categories. However, the comparative figures for 1960 and 1970 are shown for informational purposes. (See Table 5.)

In 1960, the most frequent family income ranges reported were in the \$4,000-\$7,000 and \$7,000-\$10,000 categories, which on the aggregate accounted for 56.9 percent of the families. Only 1.9 percent stated incomes of \$25,000 or more. In 1970, the income ranges of \$7,000 - \$10,000 and \$10,000 - \$15,000 were the most typical, together accounting for 54.5 percent of the total. The range of \$25,000 was reported by 5.6 percent of the families.

Also, the "median" family income (mid-point of a series covering all cases) for census tracts in Pleasant Ridge can be compared to that for the city as a whole. In 1960, the median for Pleasant Ridge was about \$7,600, or some \$2,000 more than that for the city's \$5,700, while in 1970 the community median ranged from \$10,600 to \$11,600, compared to the city figure of \$8,900.

#### 6. Employment Status

The employment rates for workers residing in Pleasant Ridge was little changed in 1970, amounting to 96.5 percent of the civilian labor force, compared to 97.9 percent in 1960. Proportions of unemployed were somewhat higher for males than females in 1960, whereas in 1970 the rates were about the same. (See Table 6.)



TABLE 5 - FAMILY INCOMES - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

<u>INCOME</u>	<u>April 1960</u>		<u>April 1970</u>	
	<u># Families</u>	<u>Percent</u>	<u># Families</u>	<u>Percent</u>
<u>Total Reporting</u>	3,130	100.0	3,120	100.0
Under \$4,000	413	13.2	262	8.4
\$ 4,000 - 6,999	944	30.1	424	13.6
7,000 - 9,999	838	26.8	704	22.6
10,000 -14,999	608	19.5	996	31.9
15,000 -24,999	267	8.5	560	17.9
25,000 & Over	60	1.9	174	5.6

	<u>Pleasant Ridge</u>				<u>City</u>
	<u>C.T. 57</u>	<u>C.T. 57.01</u>	<u>C.T. 57.02</u>	<u>C.T. 59</u>	
<u>1960</u> Median	\$ 7,659	---	---	\$ 7,640	\$ 5,701
Mean	N.A. <u>1/</u>	---	---	N.A. <u>1/</u>	N.A. <u>1/</u>
<u>1970</u> Median	---	\$11,611	\$10,377	\$10,625	\$ 8,894
Mean	---	13,595	10,832	12,983	10,435

1/ Not available in 1960.

SOURCE: U. S. Census of Population and Housing:  
1960 - Report PHC (1) - 27. Table P-1.  
1970 - Report PHC (1) - 44. Table P-4.

TABLE 6 - EMPLOYMENT STATUS - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

<u>TOTAL (MALES &amp; FEMALES)</u>	<u>April 1960</u>		<u>April 1970</u>	
	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>
Civilian Labor Force <u>1/</u>	4,588	100.0	5,053	100.0
Employed	4,492	97.9	4,878	96.5
Unemployed	96	2.1	175	3.5
 <u>MALES</u>				
Civilian Labor Force <u>1/</u>	3,051	100.0	2,915	100.0
Employed	2,976	97.5	2,816	96.6
Unemployed	75	2.5	99	3.4
 <u>FEMALES</u>				
Civilian Labor Force <u>1/</u>	1,537	100.0	2,138	100.0
Employed	1,516	98.6	2,062	96.4
Unemployed	21	1.4	76	3.6

1/ In 1960, persons 14 years old & older; in 1970, persons 16 years old & older.

SOURCE: U. S. Census of Population and Housing:  
1960 - Report PHC (1) - 27. Table P-3.  
1970 - Report PHC (1) - 44. Table P-3.

## 7. Occupational Characteristics

The principal gain of the past decade, in both absolute and relative terms, was in the category of clerical workers, which occupation represented the largest single group in both 1960 and 1970. (See Table 7.) Some declines occurred in the categories of managerial-administrative and sales persons in the "white collar" group and in the craftsmen-foremen category. However, largely due to gains in numbers of operatives and service workers, the "blue collar" group became a larger proportion of the total occupations in 1970 than in 1960. In 1960, about 3 out of 4 workers were "white collar", whereas in 1970 about 2 out of 3 were in this group.

## 8. Employment by Type of Industry

Employment in manufacturing continued to account for the greatest share of total employment, followed by retail trade, although both these groups were proportionately somewhat less in 1970 than in 1960. Otherwise, relative declines in some categories were offset by relative gains in others, the most pronounced being the increase in persons employed in health services. (See Table 8.)

## 9. Means of Transportation to Work

Information on the modes used in traveling to work substantiates the increased dependence on the private automobile as opposed to bus service. In 1960, about 8 out of 10 workers journeyed by car. By 1970, this means of transportation accounted for almost 9 out of 10 workers, while the proportion of workers using the bus in 1970 represented less than half that which existed in 1960. (See Table 9.)

## 10. Educational Status

The 1960-1970 decade showed a considerable gain in both numbers and proportions of persons who had completed high school. At the college level, the proportions of those who ever attended were almost the same in 1970 as in 1960. At the other end of the scale, there was a three-fold increase in the number of persons who never completed any schooling, although this is a relatively small percentage of the population. (See Table 10.)

## 11. Summary

The population of Pleasant Ridge will probably increase at a moderate rate in the future. If it is assumed, for example, that the increases of the past 30 years (1940-1970) might be extended into the future, there would be a gain of about 2,700 persons in the next 20 years, or a population of approximately 14,200 by 1990. Another approach to estimating future growth is the potential absorption of vacant land in residential zones. Assuming retention of the present zoning plan, the densities

TABLE 7 - OCCUPATIONAL CHARACTERISTICS - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

<u>OCCUPATION</u>	<u>April 1960</u>		<u>April 1970</u>	
	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>
<u>Total Reporting (Males &amp; Females)</u>	4,170	100.0	4,878	100.0
Professional-Technical <u>1/</u>	867	20.8	992	20.4
Mgrs., Props., Administ. <u>1/</u>	615	14.7	362	7.4
Clerical Workers <u>1/</u>	999	24.0	1,228	25.2
Sales Workers <u>1/</u>	558	13.4	467	9.6
Craftsmen-Foremen <u>2/</u>	483	11.6	585	12.0
Operatives <u>2/</u>	380	9.1	684	14.0
Pvt. Household Workers	35	0.8	48	1.0
Service Workers <u>2/</u>	184	4.4	373	7.6
Laborers <u>2/</u>	49	1.2	139	2.8

1/ Defined by Census Bureau as "white collar"

2/ Defined by Census Bureau as "blue collar"

SOURCE: U. S. Census of Population and Housing:  
1960 - Report PHC (1) - 27. Table P-3.  
1970 - Report PHC (1) - 44. Table P-3.

TABLE 8 - EMPLOYMENT BY TYPE OF INDUSTRY - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

TYPE OF INDUSTRY	April 1960		April 1970	
	# Employed	Percent	# Employed	Percent
<u>Total Reporting 1/</u>	3,909	100.0	4,878	100.0
Construction	176	4.5	211	4.3
Manufacturing	1,557	39.8	1,732	35.5
Transportation	124	3.2	68	1.4
Communication-Utilities	147	3.8	83	1.7
Wholesale Trade	317	8.1	252	5.2
Retail Trade	638	16.3	702	14.4
Finance-Insurance-Real Estate	N.R. <u>2/</u>	N.R. <u>2/</u>	341	7.0
Business & Repair Services	126	3.2	181	3.7
Personal Services	135	3.5	198	4.1
Health	59	1.5	288	5.9
Education	231	5.9	277	5.7
Other Prof. Services	249	6.4	269	5.4
Public Admin.	150	3.8	194	4.0
Other	N.R. <u>2/</u>	N.R. <u>2/</u>	82	1.7

1/ In 1960, persons 14 years old & older; in 1970, persons 16 years & older.

2/ Not reported in 1960.

SOURCE: U. S. Census of Population and Housing:  
1960 - Report PHC (1) - 27. Table P-3.  
1970 - Report PHC (1) - 44. Table P-3.

TABLE 9 - MEANS OF TRANSPORTATION TO WORK - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

<u>MEANS OF TRANSPORTATION</u>	<u>April 1960</u>		<u>April 1970</u>	
	<u># Workers</u>	<u>Percent</u>	<u># Workers</u>	<u>Percent</u>
<u>Total Reporting</u>	4,193	100.0	4,883	100.0
Auto driver or passenger	3,319	79.2	4,304	88.2
Bus	514	12.2	262	5.4
Walked to Work	235	5.6	193	3.9
Other Means	41	1.0	44	0.9
Worked at Home	84	2.0	80	1.6

SOURCE: U. S. Census of Population and Housing:  
1960 -Report PHC (1) - 27. Table P-3.  
1970 -Report PHC (1) - 44. Table P-2.

TABLE 10 - EDUCATIONAL STATUS (NO. OF SCHOOL YEARS COMPLETED) - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

<u>SCHOOL YEARS COMPLETED</u>	<u>April 1960</u>		<u>April 1970</u>	
	<u>Persons 25 &amp; Over</u>	<u>Percent</u>	<u>Persons 25 &amp; Over</u>	<u>Percent</u>
<u>Total Reporting</u>	6,830	100.0	7,076	100.0
No Years Completed	20	0.3	63	0.9
Elementary: 1-4 Yrs.	78	1.1	78	1.1
5-7 Yrs.	416	6.1	391	5.5
8 Yrs.	1,141	16.7	849	12.0
High School: 1-3 Yrs.	1,214	17.8	1,239	17.5
4 Yrs.	1,958	28.7	2,426	34.3
College: 1-3 Yrs.	878	12.8	953	13.5
4 Yrs. or more	1,125	16.5	1,077	15.2

SOURCE: U. S. Census of Population and Housing:  
1960 - Report PHC (1) - 27. Table P-1.  
1970 - Report PHC (1) - 44. Table P-2.

presently permitted therein, and minimal demolition of existing structures, there could be an increase (from such vacant land source) of perhaps 2,000 persons, resulting in a subsequent population of about 13,500. Thus, the Ridge population of the future could be in the 13,000 - 14,000 range.

Changes of the past decade suggest a gradual increase in proportions of blacks; general stability in the areas of income, employment and educational achievement; and greater tendencies toward dependence on the automobile. The average family size (persons per household) appears to be on a downward trend. Age composition of the population is more difficult to predict, since it tends to move in cycles (in accord with national and local birth and death rates), and is also conditioned by the age, sex and racial characteristics of the population involved in in-migration or out-migration.

## B. Housing

This section is devoted to a description of the major characteristics of the community's housing stock, including types, densities, values and rents, age of structures, and new construction features. The data are drawn partly from the U. S. Census of Population and Housing, partly from information in the City Planning Commission files, and partly from special studies.

### 1. Housing Types

The Pleasant Ridge housing stock of 1970, in terms of total dwelling units, was about evenly divided between units in structures of one unit and units of structures of two units or more (including two-family dwellings, individual structures with three units or more, and apartment complexes). (See Table 11.) Ten years earlier, single-family units accounted for 64.8 percent of the inventory, the remainder being 35.2 percent. Owner-occupancy accounted for 60.0 percent of the units in 1960, but 51.2 in 1970; concurrently, renter-occupancy increased from 34.7 percent to 45.5 percent. The vacancy rate during the decade dropped from 5.3 percent to 3.3 percent. Among the 133 units occupied by blacks as of 1970, 52 were owner-occupied and 81 renter-occupied.

Data for a shorter period of time (1965-1970) from the Planning Commission files, and previously referred to earlier in this report (See Table 1), generally substantiate the Census inventory indicated for 1970.

### 2. Densities

Density is measurable in a number of different ways, two of these being dwelling units per net acre (dwelling units divided by the acreage used for residential purposes) and population per net acre (population divided by the acreage used for residential purposes). 1970 patterns in Pleasant Ridge, developed from block data, are shown for both categories. (See Figures 6 and 7.) Dwelling unit








TABLE 11 - HOUSING OCCUPANCY: BY TYPE & RACE - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

	April 1960		April 1970	
	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>
<u>TOTAL UNITS</u>	3,866	100.0	4,461	100.0
<u>Type of Structure</u>				
1 unit	2,507	64.8	2,259	50.7
2 units or more	1,359	35.2	2,198	49.2
Mobile homes	---	---	4	0.1
<u>TOTAL UNITS</u>	3,866	100.0	4,461	100.0
<u>Owner-occupied</u>	2,320	60.0	2,284	51.2
White	2,314	---	2,232	---
Negro	6	---	52	---
<u>Renter-occupied</u>	1,340	34.7	2,032	45.5
White	1,337	---	1,951	---
Negro	3	---	81	---
<u>Vacant</u>	206	5.3	146	3.3
For sale	30	---	15	---
For rent	134	---	103	---
Other	42	---	28	---

SOURCE: U. S. Census: 1960 - Report PHC (1)-27 - Table H-1.  
U. S. Census: 1970 - First Count Summary Tape.

# Dwelling Unit Density

per net residential acre 1970

-  1-5 UNITS/ACRE
-  6-10 UNITS/ACRE
-  11-15 UNITS/ACRE
-  16+ UNITS/ACRE
-  NON-RES OR VACANT

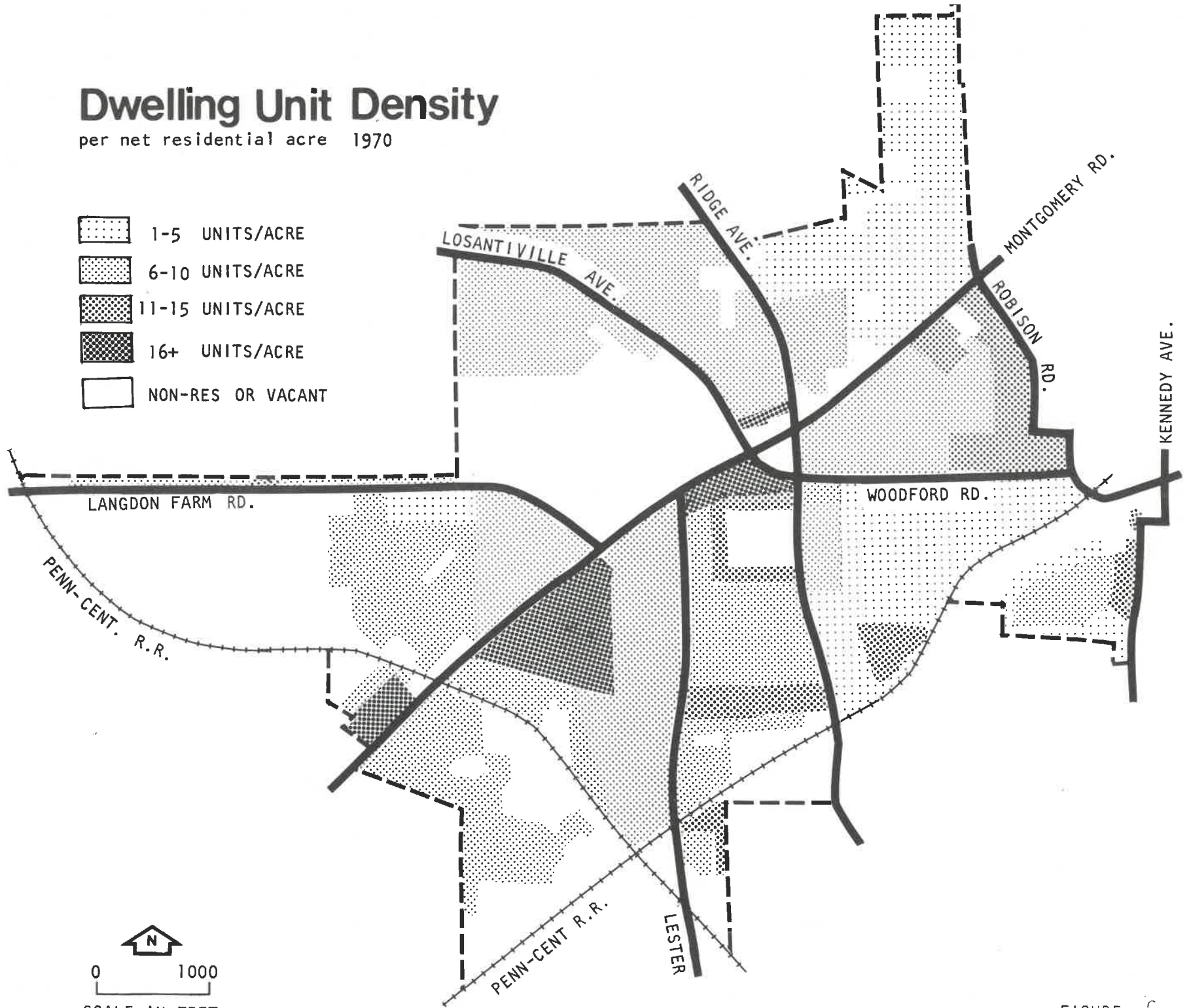


FIGURE 6

# Population Density

per net residential acre 1970

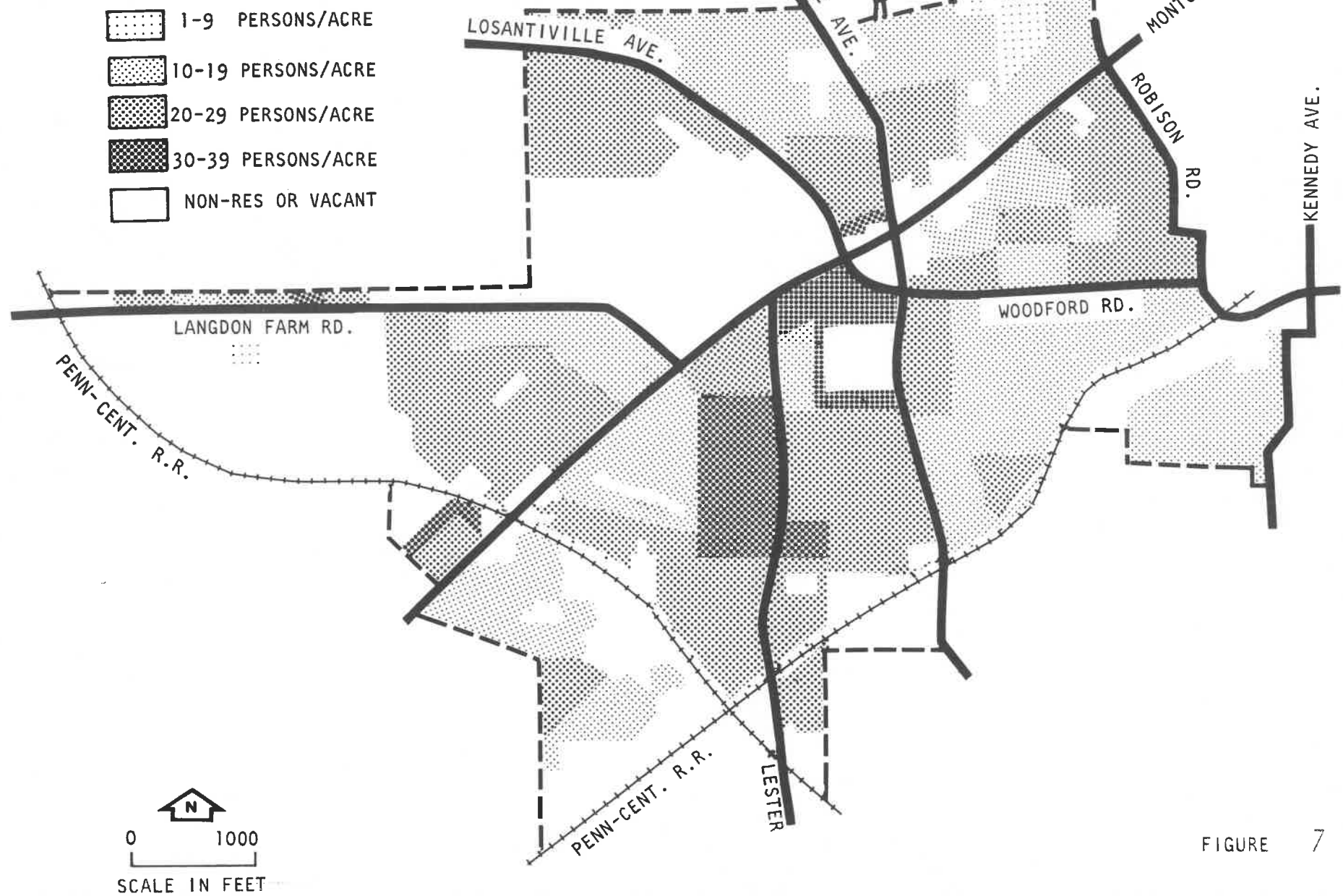


FIGURE 7

density is more akin to the requirements of the Zoning Code.

In terms of dwelling units, the lowest prevailing densities (1 to 5 units per acre) exist for the most part east of Ridge Avenue, north of Montgomery Road and south of Woodford Road. Elsewhere, the community is largely one of low-to-medium density (6 to 10 units per acre). Medium to higher densities (11 dwelling units per acre or more) are found in scattered locations, reflecting in some cases the influence of apartment concentrations and in others the existence of individual single-family or two-family structures on relatively small lots.

Population density patterns may differ substantially from those of dwelling units, since this measurement reflects occupancy of the units by numbers of persons. This occupancy can range from small families (e.g., in some types of apartments) to large ones (in big, old single-family homes). Thus, it is possible to have a block of relatively low density in dwelling units but relatively high density in population.

The lower population densities in the Ridge appear to be concentrated east of Ridge and Losantiville Avenues, while the higher ones tend to prevail to the west of these thoroughfares. Computation of densities (both dwelling unit and population) for the community as a whole and for the census tracts within it result in the following:

	<u>D.U.'s/ Acre</u>	<u>Persons /Acre</u>
<u>Total</u>	<u>8</u>	<u>21</u>
C.T. 57.01	7	19
C.T. 57.02	9	21
C.T. 59	9	24

A further comparison can be made between Pleasant Ridge and the city as a whole or between the Ridge and selected other communities which the Commission's staff has been studying in conjunction with other planning assistance programs. They are as shown on the following page.

<u>Community</u>	<u>D.U.'s/ Acre</u>	<u>Persons /Acre</u>
Mt. Washington	5	13
Hyde Park-Mt. Lookout	6	16
Westwood	7	17
<u>Pleasant Ridge</u>	8	21
No. Avondale	9	22
Madisonville-Eastwood	9	26
City of Cincinnati	10	26
East End	10	29
Evanston	13	41
Walnut Hills	21	46

Thus, in terms of a range from lower to higher density, Pleasant Ridge is fourth among the 10 communities (including the city) being compared.

### 3. Housing Values and Monthly Rents

Data on housing values and monthly rents are difficult to evaluate over a period of time for reasons similar to those applicable to changes in family incomes, e.g., inflationary influences, construction of new dwelling units, demolition of older dwelling units, etc. Statistics on these characteristics are, nevertheless, shown for informational purposes.

Housing values (for owner-occupied units) and monthly rents (for renter-occupied units) are indicated in Table 12.

With approximately the same number of dwelling units reporting value in 1960 and 1970, the range of \$15,000 - \$20,000 was the most frequently reported, or about 40.0 percent of the total. Homes valued at \$15,000 or more accounted for 74.0 percent of the total in 1970, compared to 69.7 percent in 1960.

Monthly contract rents in the \$80 - \$149 range accounted for over 85.4 percent of the total units reporting in 1970, while 69.1 percent of those reporting monthly gross rent (contract plus utilities) were in the \$80 - \$149 category in 1960.

### 4. Age of Structures

The age of structures has been reported by the Census Bureau for the 1950, 1960 and 1970 periods, but only in 1950 was there an age breakdown of units constructed in the 1939-or-earlier period. (See Table 13.)

TABLE 12 - HOUSING VALUE & MONTHLY RENT - 1960 & 1970  
PLEASANT RIDGE COMMUNITY

<u>VALUE (Owner-Occupied)</u>	<u>1960</u>		<u>1970</u>	
	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>
<u>Total Reporting</u>	2,046	100.0	2,005	100.0
Under \$5,000	7	0.3	3	0.1
\$ 5,000 - \$9,999	82	4.0	65	3.2
10,000 - 14,999	529	26.0	454	22.7
15,000 - 19,999	779	38.0	830	41.4
20,000 - 24,999	366	17.9	406	20.3
25,000 & Over	283	13.8	247	12.3

<u>MONTHLY RENT (Renter-Occupied)</u>	<u>1960</u> <sup>a/</sup>		<u>1970</u> <sup>b/</sup>	
	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>
<u>Total Reporting</u>	1,302	100.0	1,975	100.0
Under \$40	4	0.3	14	0.7
\$ 40 - 59	64	4.9	29	1.5
60 - 79	205	15.7	245	12.4
80 - 99	516	39.7	698	35.4
100 -149	446	34.3	809	40.9
150 & Over	67	5.1	180	9.1

a/ Gross rent (contract rent plus utilities)

b/ Contract rent

SOURCE: U. S. Census: 1960. Report PHC(1) - 27 - Table H-2.  
U. S. Census: 1970. First Count Summary Tape.

TABLE 13 - AGE OF RESIDENTIAL STRUCTURES - 1950, 1960 & 1970  
PLEASANT RIDGE COMMUNITY

	<u>Year Built</u>	<u>Total</u>		<u>C.T.57</u>		<u>C.T.59</u>	
		<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
<u>1950 CENSUS</u>	Total Reporting	3,055	100.0	2,605	100.0	450	100.0
	1919 or earlier	470	15.2	415	15.9	55	12.2
	1920-1929	1,000	32.8	885	34.0	115	25.6
	1930-1939	835	27.4	680	26.1	155	34.4
	1940 or later	750	24.6	625	24.0	125	27.8
<u>1960 CENSUS</u>	Total Reporting	3,866	100.0	3,249	100.0	617	100.0
	1939 or earlier	2,238	57.9	1,892	58.2	346	56.0
	1940-1949	745	19.3	633	19.5	112	18.2
	1950-1960	883	22.8	724	22.3	159	25.8
<u>1970 CENSUS</u>	Total Reporting	4,456	100.0	3,680	100.0	776	100.0
	1939 or earlier	2,052	46.2	1,755	47.7	297	38.3
	1940-1949	859	19.3	716	19.4	143	18.5
	1950-1959	752	16.8	612	16.7	140	18.0
	1960-1964	507	11.3	345	9.4	162	20.8
	1965-1968	165	3.7	141	3.8	24	3.1
	1969-1970	121	2.7	111	3.0	10	1.3

SOURCE: U.S. Census of Population & Housing  
1950 - Report No. P-D11  
1960 - Report No. PHC (1) - 27. Table H-1.  
1970 - Report No. PHC (1) - 44. Table H-2.

As of 1950, 75.4 percent of the units were indicated as having been built in 1939 or earlier. This proportion dropped to 57.9 percent of the total in 1960, and to 53.8 in 1970. Thus, while there has been an apparent loss of 253 units in this category in 20 years, it is not known how this loss was distributed among those 1919-or-earlier, 1920-29, or 1930-39. If the current (1970) supply of 2,050 units built in 1939 or earlier were assumed to be distributed in the same proportions as in 1950, there would be an estimated 400 remaining units built in 1919 or earlier, 900 remaining units built during 1920-1929 and 750 remaining units built during 1930-1939.

Since 1940, the construction of units (presumably mostly apartments) has proceeded rather uniformly by decades, with 19.3 percent added in the 1940's, 16.8 percent in the 1950's, and 17.7 percent in the 1960's.

In order to obtain a graphic picture of the age of residential structures, a study was made utilizing old topographical maps and current land-use data in the Commission's files. From this information, three basic time periods were established: 1931 or earlier; 1931-1952; and 1952 or later. While these groupings do not correspond exactly with the decade-by-decade categories utilized by the Census Bureau, their identification in map form enables the viewer to glimpse the relative age of structures in different sections of the community. (See Figure 8.)

The northeastern and eastern portions of the community, generally oriented toward the business center, Losantiville Avenue, Ridge Avenue, Montgomery Road and Woodford Road, show a great preponderance of residential structures in the first age group (1931 or earlier), which of course includes many structures dating back to the turn of the century and even earlier. This age group is also characteristic of lower Montgomery Road (south of Langdon Farm Road) lower Lester Road (near the railroad) and lower Ridge Avenue (south of Auten Avenue).

The fringe (or outer) portions of the community are common locations for much of the development in the other two age groupings (1931-1952 and 1952 or later), some examples being Losantiville Road (west of Bona Vista), Dryden Avenue (south of Montgomery Road), Ashwood Drive (off Pandora Avenue), Skyview Drive-Glen Edge Lane (south of Woodford Road), and Langdon Farm Road (west of Fairway Drive).

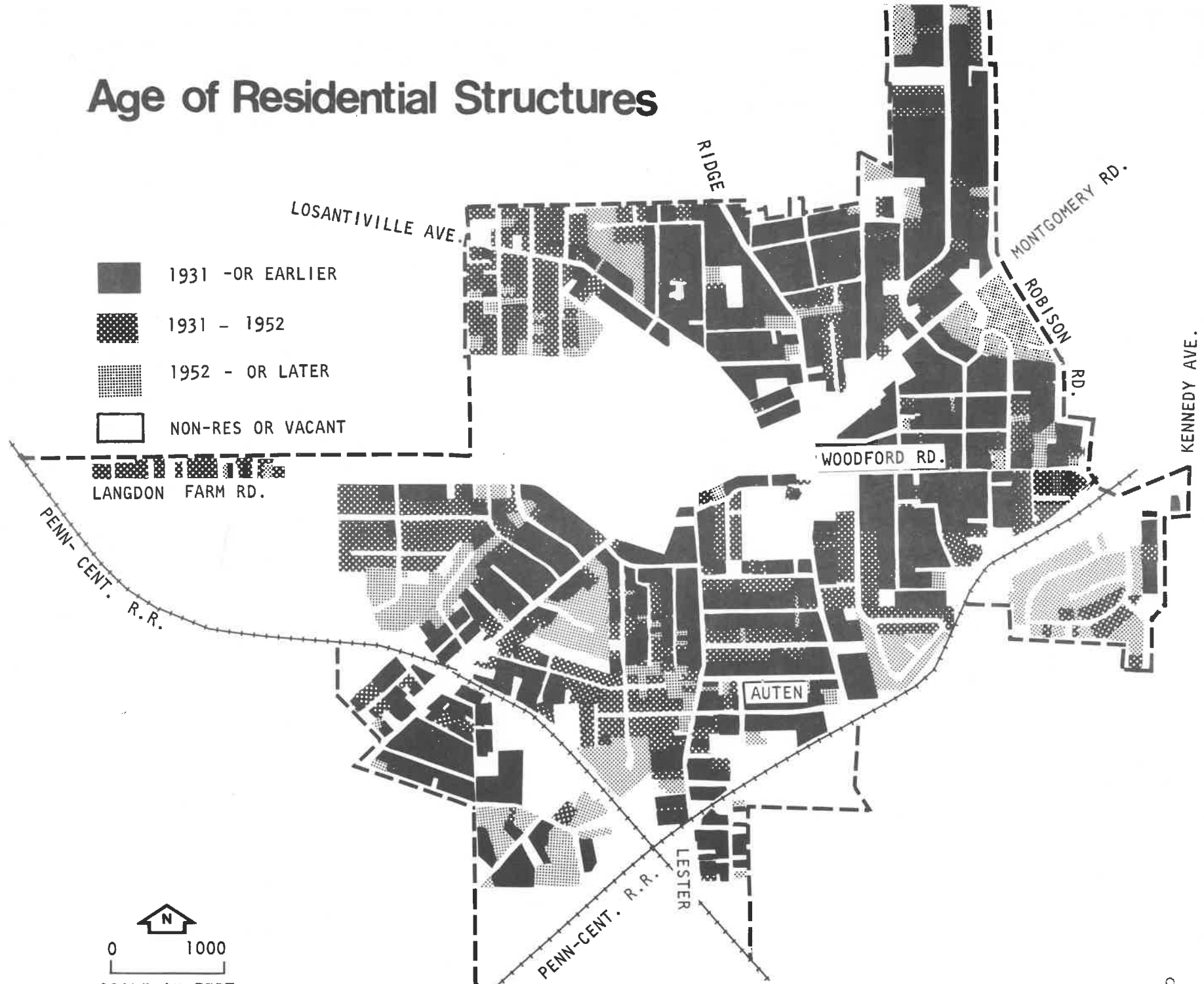
In other sections of the community, such as south of Montgomery Road between Glengate Lane and Ridge Avenue, there appears to be a mixture of residential structures representing all three of the age-group categories.

##### 5. Condition of Structures

The Commission staff, in April, 1973, conducted a survey of housing conditions, based solely on visual observation of the exteriors of the residential structures and emphasizing the principal building (or



# Age of Residential Structures



SCALE IN FEET  
SOURCE: City Planning Commission

Land Use File - 1931-1952-1970

FIGURE 8

group of buildings) on each lot or parcel, as distinguished from accessory buildings or other structures (detached garages, retaining walls, concrete steps, etc.). Three broad categories of condition were identified: 1) Sound (good condition, virtually no defects); 2) Deteriorating (some deficiencies, such as peeling of paint, rotting wood members, sagging porches, etc.); and 3) Dilapidated (considerable deficiencies, generally poor condition, etc.).

Out of all the structures surveyed, a substantial majority were found to be in sound condition (category #1). Of those which had deficiencies, only two were considered dilapidated, while some 50 or so others were in some state of deterioration. The results of this survey are shown in Figure 9.

The pattern of structures found to be in the second or third categories is one of considerable scateration, and not always confined to one particular section of the community or another. However, in virtually every case, the structures were in the age-group category of 1931 or earlier. Thus, although it is not possible to make the generalization that all older structures need necessarily be problem situations, it appears that the tendency is stronger among the older ones than those of newer vintage.

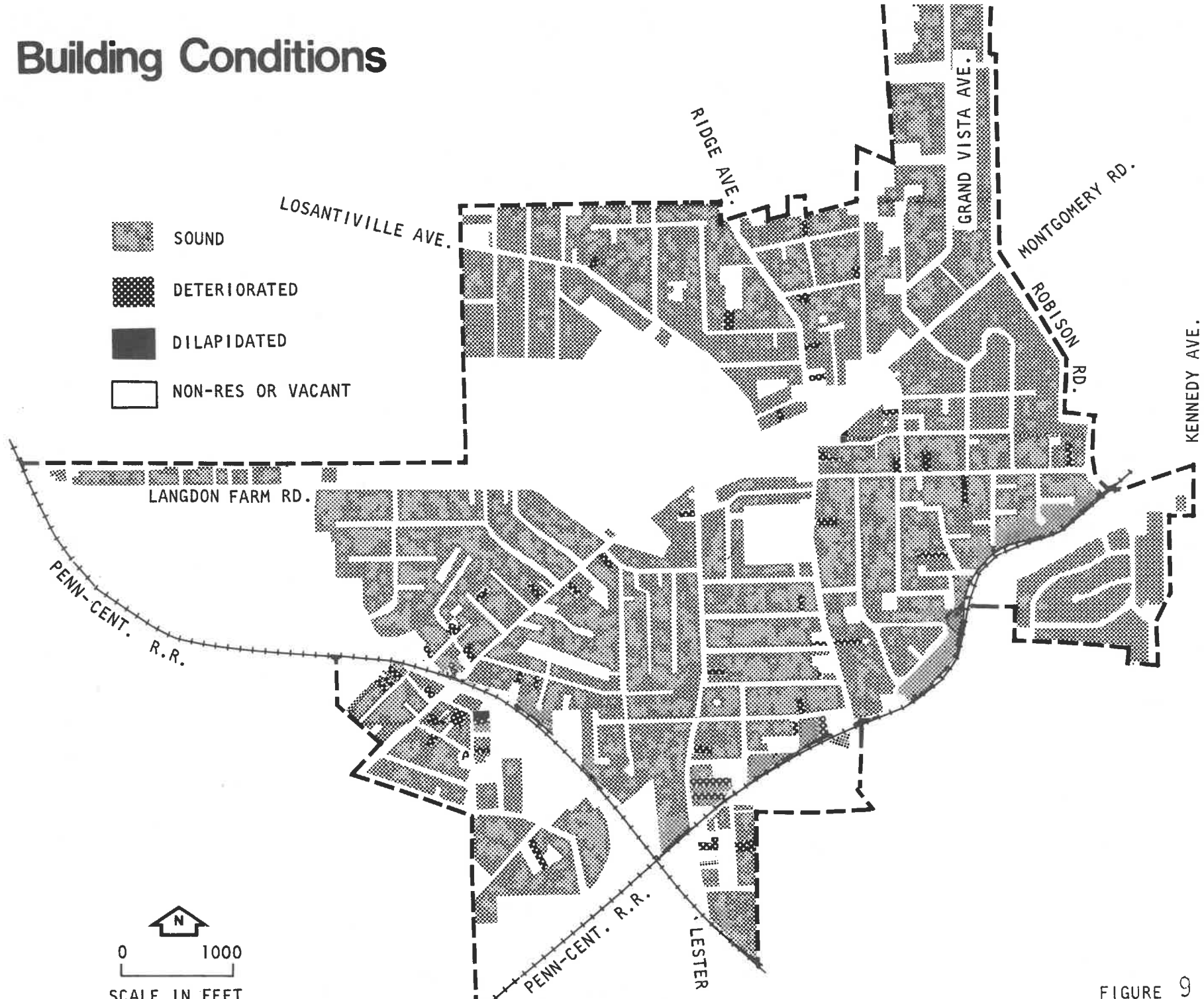
#### 6. New Construction

Table 13 indicates that 793 dwelling units were constructed between 1960 and 1970. Nearly all recently constructed units are apartments resulting primarily from the lack of available vacant land and from high costs that have to be incurred to utilize already developed land for new residential construction. Most recent residential construction has occurred on arterial streets and is the result of changes in development from older single-family units to new multi-family apartments.

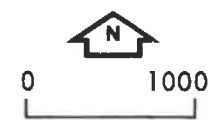
Future construction of residential units is expected to follow recent trends. Currently, approximately 45 percent of all residential units are more than 35 years old. Of these, 40 percent are nearly 45 years old, 50 percent are about 55 years old and the remainder are more than 60 years old. Many of the older homes (mostly single-family) are getting to an age where they may be candidates for clearance for more intensive development. These potential development sites and selected vacant land within the Ridge provide the principal sources of land for new development of multi-family residential units. Accordingly, it can be assumed that most new residential construction during the next decade will be for higher density multi-unit projects with little or no new single-family construction.

Recent history shows that single-family development has been at a density of five units per acre, two-family at a density of ten units per acre, and multi-family at a density in excess of twenty units per acre. Obviously, a continuing shift to new multi-family construction will tend to increase the density of residential development. If this shift is allowed to proceed rapidly or is indiscriminate as regards the location for such development, the shift will accelerate and cause a traumatic shift not only in dwelling types but also in resident characteristics.

# Building Conditions



- SOUND
- DETERIORATED
- DILAPIDATED
- NON-RES OR VACANT



SCALE IN FEET  
SOURCE: City Planning Commission, Field Survey April, 1973

FIGURE 9

## 7. Rehabilitation

Sixty-year old single-family housing need not be sub-standard. Examples exist throughout Cincinnati and the United States of older housing which has been maintained in excellent condition for one hundred to one hundred and fifty years. This should be an objective of the Pleasant Ridge community, particularly as regards the single-family dwelling units constructed before 1939. The 1970 Census identified that about 45 percent of all units (single and multi-family) in the area were built before 1939. These units occupy an estimated 300 to 350 acres or one-third of the total area of Pleasant Ridge. The need to stabilize deterioration for this large segment of Pleasant Ridge should be obvious to even the most casual observer. To achieve this objective requires continual maintenance of these homes. For such a program to be implemented requires that a number of elements be present:

- a. Occupancy by relatively high income families.
- b. Quality public schools that will maintain residency by the high income families.
- c. A sense of community betterment that will encourage existing residents to stay in the community.
- d. A program of community betterments sponsored by the City of Cincinnati including both capital and operational improvements.
- e. A liberal policy by local financial institutions which makes rehabilitation loans for home improvements available to home owners.
- f. Programs of community betterment sponsored by local civic associations, business groups, church groups, the Pleasant Ridge Community Council and others which are designed to maintain and upgrade public areas of the community.
- g. Adequate recreation facilities.
- h. Improvement of the business district, its image, and its choice of goods and services.

Each of these elements provides the supporting mechanism that encourages significant rehabilitation of older, single-family residences.

## 8. Areas of Possible Change

As a measure of pinpointing residential areas which may in the future be subject to change (i.e., in terms of levels of property maintenance rather than change in land use itself), an overlay system was developed utilizing four sets of variables on a block-by-block basis: a) age of structures; b) percent of population elderly (62 or over) combined with percent of households having female heads; c) percent of dwelling units renter-occupied, and d) average value per dwelling unit. More specifically, these variables were as follows:

- |   |  |
|---|--|
| <p>a) Age of structures:</p> <ol style="list-style-type: none"> <li>1) 1931 or earlier</li> <li>2) 1931 - 1952</li> <li>3) 1952 or later</li> </ol>   | <p>c) Percent of dwelling units renter-occupied:</p> <ol style="list-style-type: none"> <li>1) 51% - 100%</li> <li>2) 21% - 50%</li> <li>3) 20% or less</li> </ol>         |
| <p>b) Percent of population elderly combined with female heads of households:</p> <ol style="list-style-type: none"> <li>1) Over 27%</li> <li>2) 18% - 27%</li> <li>3) Under 18%</li> </ol> | <p>d) Average value per dwelling unit:</p> <ol style="list-style-type: none"> <li>1) \$5,500 - \$10,599</li> <li>2) 10,600 - 15,499</li> <li>3) 15,500 - 33,500</li> </ol> |

The assumption was made that those blocks within the community having combinations of predominantly newer structures, younger population (including male household heads), owner-occupied dwelling units and high-value structures would be the most stable, i.e., having the least tendency toward turnover in occupancy; conversely, those blocks having predominantly older structures, older population (including female household heads), renter-occupied dwelling units and low-value structures would be the least stable, i.e., having the greatest tendency toward turnover in occupancy.

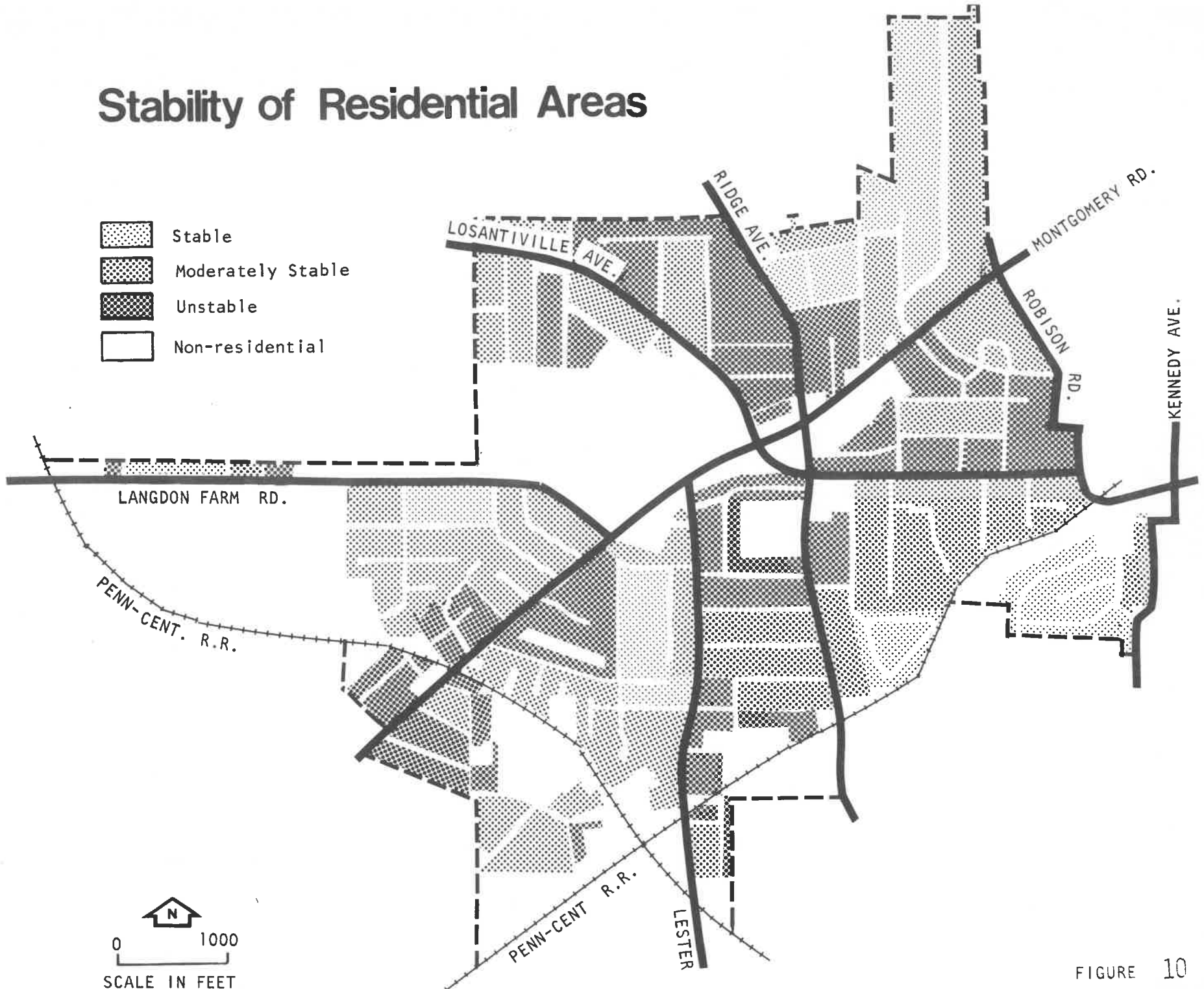
The composite picture resulting from the application of the four sets of variables is as shown on Figure 10. The highest point score possible for any block was 12 points (or 4x3), while the lowest was 4 (or 4x1). It should be noted that very few of the total blocks were in the high category (10 to 12 points), the remaining blocks being in the intermediate category (7 to 9 points) or the low category (4 to 6 points).

While this composite may appear to be somewhat startling, it should be pointed out that the potential change (i.e., rapid turnover in occupancy) need not necessarily be for the worse. The purpose of this analysis is more to point up areas where community vigilance with regard to continuing a high level of property maintenance becomes more urgent.

### 9. Summary

Maintenance of housing values is the single most important goal of the Pleasant Ridge planning program. Achievement of this goal will require constant and continual efforts by all property and business owners, and others concerned with the future of the Ridge. Programs to maintain existing residences, to continue significant home ownership, and to provide a mix of dwelling types that will encourage long-time residents to remain in the Ridge are necessary if this goal is to be achieved.

# Stability of Residential Areas



SCALE IN FEET

SOURCE: City Planning Commission Land Use File - 1970, U.S. Census-County Auditor's Plats

FIGURE 10

## C. Commercial Areas

### 1. City-Wide Neighborhood Business District Study

During 1970-1971, the City Planning Commission participated in a city-wide study of Neighborhood Business Districts as its share of a federally-assisted Community Renewal Program. For study purposes, the N.B.D. (Neighborhood Business District) was defined as one containing 5 or more business establishments, but excluding planned shopping centers and the downtown area.

The physical inventory contained information for each N.B.D., as of mid-1970, on net acreage, building conditions, number of occupied and vacant establishments, on-street and off-street parking spaces, and types of establishments in terms of the broad categories of retail, service and professional-and-other. 5/

Economic studies contained an analysis of trends in the areas of retail, selected services, financial-insurance-real estate and professional services within N.B.D.'s as a group and as individual N.B.D.'s in the light of overall trends for the city, county, S.M.S.A. (Standard Metropolitan Statistical Area) of 7 counties and OKI (Ohio-Kentucky-Indiana) Region of 9 counties. For the purpose of identifying the economic positions of the N.B.D.'s, the city was divided up into some 14 broad market areas, each served by more than one N.B.D. A special report was prepared for each market area, including Market Area #10 (Pleasant Ridge) 6/, which includes Pleasant Ridge, Kennedy Heights and Silverton, and which is served by four N.B.D.'s: #41 (Montgomery Road - Tyne Ave. to Coleridge Ave.); #66 (Montgomery Road - Grover Hill Ave. to Lawndale Ave.); #67 Montgomery Road - Lester Road to Woodmont Ave., Ridge Road - Parkview Ave. to Woodsfield Ct.); and #342 (Silverton shopping area centered about Montgomery and Plainfield Road). (See Figure 11.)

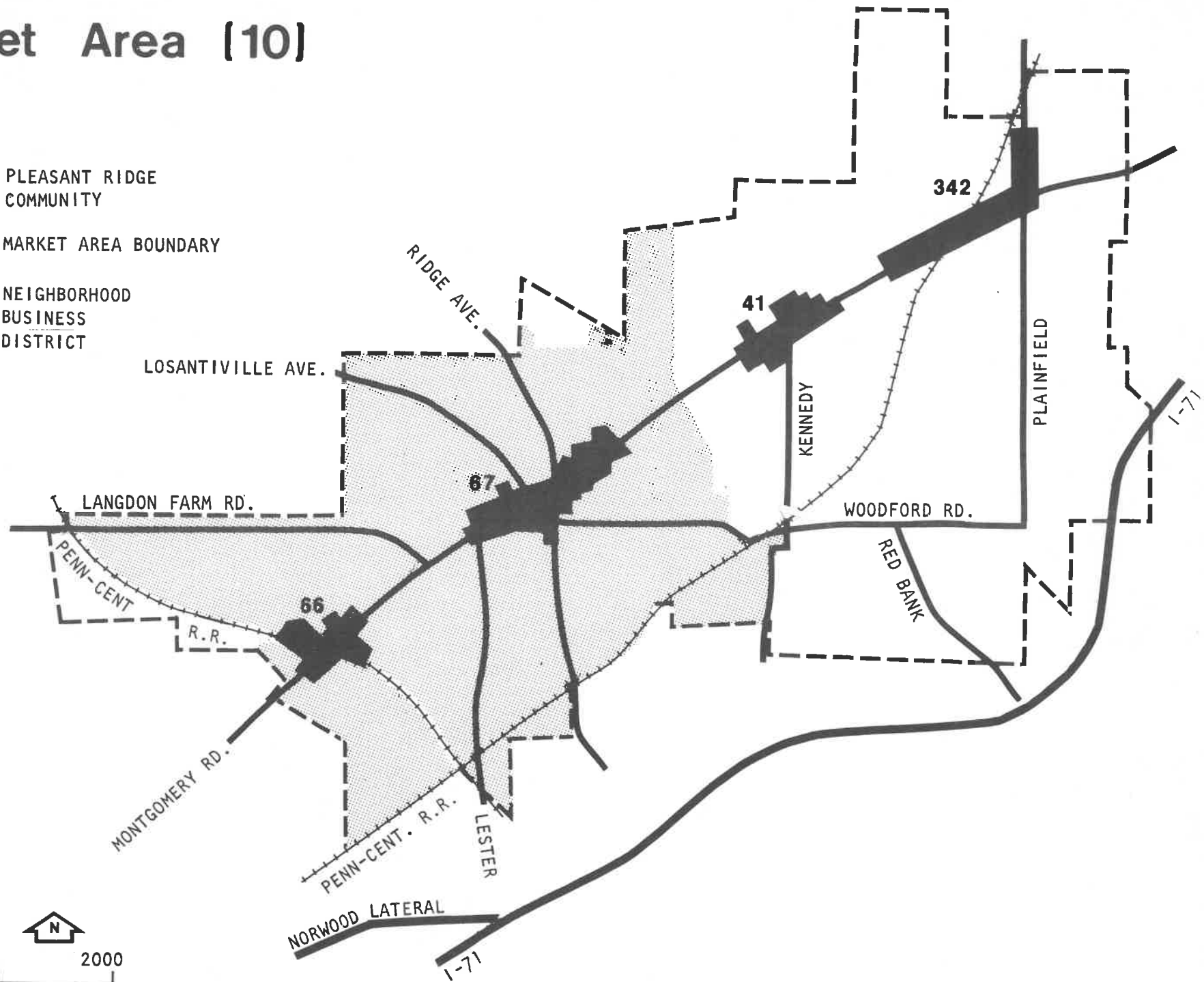
The typical inventory summary, as developed for Pleasant Ridge's principal N.B.D. (#67), is shown here as Tables 14 and 15.

5/ C.R.P. - City Planning Commission, Neighborhood Business District Study, Inventory of Existing Conditions, May, 1971.

6/ C.R.P. - City Planning Commission, Neighborhood Business District Study, Summary, (Chapter III), May, 1971.

# Market Area (10)

-  PLEASANT RIDGE COMMUNITY
-  MARKET AREA BOUNDARY
-  NEIGHBORHOOD BUSINESS DISTRICT



SOURCE: City Planning Commission NBD Study - January, 1971

FIGURE 11



TABLE 14 - 1970 NEIGHBORHOOD BUSINESS DISTRICT #67 INVENTORY  
PLEASANT RIDGE COMMUNITY

I. DISTRICT IDENTIFICATION

Boundaries: Montgomery Road from Lester Road to Woodmont Avenue; Ridge Road from Parkview Avenue to Woodsfield Court.

Central Trust Survey - Comparative District(s) (Page No.) 200, 202

II. SUMMARY STATISTICS

Net Acreage of District (excludes streets) 19.54\*      Number of Occupied Establishments 132

Vacant Establishments 10

Vacancy Ratio 7%

Building Conditions

Sound	<u>45%</u>
Minor Deficiencies	<u>51%</u>
Major Deficiencies	<u>3%</u>
Sub-standard	<u>1%</u>

Parking Spaces

On Street 100

Off Street 540

Total 640

Number of Dwelling Units within NBD Boundary 38\*

\*1968 City Planning Commission Land Use Records

SOURCE: City Planning Commission, N.B.D. Study, Inventory of Existing Conditions, December, 1970.

TABLE 15 - ESTABLISHMENT TYPES AND TOTALS - FOR DISTRICT NO. 67  
PLEASANT RIDGE COMMUNITY

<u>Retail</u>	<u>No.</u>	<u>Retail</u>	<u>No.</u>	<u>Service</u>	<u>No.</u>
Antiques	1	Garden Supplies		Advertising	
Appliances	1	Gifts-Novelties		Appliance Repair	1
Automobiles: New		Groceries	1	Auto Repair & Service	4
Automobiles: Used		Hardware	2	Auto Leasing	
Auto Parts	2	Home Furnishings	1	Car Wash	
Bakeries	2	Hobby - Toys		Barber Shops	3
Bars	2	Jewelry	1	Beauty Shops	11
Book Stores		Liquor		Bowling	
Building Materials	1	Meat - Fish	2	Credit Bureau	
Cameras		Misc. Auto-Marine		Dance Schools	2
Candy		Misc. Food		Dry Cleaners	3
Catering		Misc. Sales	4	Duplicating & Printing	
Clothing, Men		Music	1	Funeral Homes	1
Clothing, Women		Paint - Glass		Laundries	
Clothing, Access.	2	Plumbing Equipment		Laundromats (coin operated)	1
Clothing, Family		Radio - T.V.		Management - Bus. Consultants	1
Clothing, Misc.		Restaurants, seating	6	Misc. Bus. Services	1
Dairies		Restaurants, Drive-in		Misc. Personal Services	
Delicatessen-Pony Keg	1	Carry-out	4	Misc. Rec. Services	1
Department Stores		Second Hand	1	Misc. Repair	
Drug Stores	2	Service Stations	4	Motion Picture Services	
Electrical Supplies		Shoes		Movie Theaters	1
Florists	1	Sporting Goods		Parking Services	
Fruits & Vegetables	1	Stationery		Photographers	3
Fuel-Ice Dealers		Supermarkets	1	Pool	
Furniture-Household		Tailors	1	Protection Service	
		Tobacco-News Stands		Radio - TV Repair	
		Variety Stores		Rug Cleaners	
				Shoe Repairs	1
				Theatrical Serv.	1
				Upholstery	2
<b>TOTALS</b>			<b>45</b>		<b>37</b>

TABLE 15 (Cont.)

<u>Prof. &amp; Other</u>	<u>No.</u>	<u>Prof. &amp; Other</u>	<u>No.</u>
Accountants	2	Misc. Contractors	1
Architectural - Engineering	2	Misc. Health Serv.	3
Art Galleries		Misc. Lodgings	
Attorneys	1	Misc. Mfg.	
Banks	1	Misc. Professional	1
Charitable Organizations	1	Misc. Services	
Chiropractors	1	Motels - Hotels	
Churches		Organizations (Bus., Civic, Social)	
Communications		Plumbing Contr.	1
Credit Companies		Printing Companies	3
Dentists	3	Public Utilities	
Finance-Investment Cos.	2	Real Estate Cos.	4
General Bus. Offices		Regional Bus. Offices	1
General Contractors		Roofing Contractors	
Government Facility:		Savings & Loan	3
Local		Schools-Colleges	
State		Taxi Companies	
Federal		Transportation Co.	
Insurance Companies	5	Trucking-Moving Co.	
Libraries		Veterinarians	
Medical Doctors	11	Vocational & Spec. Schools	3
Medical Centers		Wholesalers	1
Medical-Dental Laboratories		Vacant	10
<b>TOTAL</b>			<b>60</b>

SOURCE: City Planning Commission, N.B.D. Study, Inventory of Existing Conditions, December 1970.

The report on Market Area #10 provides a demographic description of the market area, a description of changes in types of business establishments (overall and in the broad categories of retail, selected services, finance-insurance-real estate and professional services), expenditure potential and estimated income of establishments, and potential problems and assets identified by both businessmen and consumers, the latter resulting from sample surveys conducted by the Institute for Metropolitan Studies (University of Cincinnati). At the report's conclusion are issues confronting this market area's N.B.D.'s and recommended actions.

A demonstration of how this market area (including all four of its N.B.D.'s) is faring in regard to expenditure potential (purchasing power) compared to estimated income realized is indicated in Table 16.

The estimated potential expenditure for the entire market area in 1970 was \$53.0 million, compared to an estimated revenue (to all establishments) of \$25.3 million, indicating that the market area's four N.B.D.'s collectively (including N.B.D. #67 - Pleasant Ridge) are realizing a little less than one-half (48 percent) of the income potential. When these comparisons are placed in an array, by broad types of establishments, a determination can be made of which types are drawing from other market areas (in excess of 100 percent), which types are approximately in balance with this market area (about 100 percent) and which types are losing to other market areas (less than 100 percent).

Thus, building materials establishments, with an income three times expenditure potential (300 percent) are drawing from outside as well as inside the market area; general merchandise, with an income of only 7 percent of expenditure potential is losing heavily to outside market areas.

## 2. Shopper Attitudes (Consumer Survey)

In October 1971, Vogt, Sage and Pflum Consultants, with help from volunteers, obtained household interviews at 440 dwellings within Pleasant Ridge to determine the attitudes and behavior of local residents regarding shopping. The results obtained from the survey provided valuable insights into the preferences of residents for various shopping districts based on the types of purchases made. Summary tables which present results of the survey are included in the report entitled Pleasant Ridge Business Center Redevelopment Program. The principal significant findings and conclusions of the survey are presented and discussed herein.

### a. Consumer Preferences - Place of Purchases

The Pleasant Ridge business area is the principal location used by local residents for purchases of food (43 percent), personal services (67 percent), non-personal services (71 percent), and auto and transportation (68 percent). It has only limited use by residents who wish to purchase clothing (1 percent) and household furnishings (20 percent). Obviously, the latter two categories represent a

TABLE 16 - POTENTIAL EXPENDITURE & ESTIMATED INCOME OF ESTABLISHMENTS - 1970  
PLEASANT RIDGE (MARKET AREA #10)

Type of Establishment	(1) Adjusted Potential Expenditure (Millions)	(2) Estimated Income to All Estabs. (Millions)	(3) Income (Col. 2) ÷ Expend. (Col. 1) (Percent)
Building Materials	\$ 0.3	\$ 0.9	300%
Auto Repairs	0.7	1.1	157
Misc. Retail (exc. Drugs)	1.5	1.7	113
Household Furnishings	2.3	2.1	91
Gas Stations	3.5	2.9	83
Personal Services	2.0	1.5	75
Medical Services	3.7	2.2	59
Legal Services	0.14	0.08	57
Misc. Repairs (exc. Auto)	0.4	0.2	50
Food Stores	11.9	5.8	49
Drugs	2.4	1.1	46
Amusements (exc. Movies)	1.3	0.6	45
Eating-Drinking	4.2	1.7	40
Automobile (exc. Gas Stations)	6.8	2.5	37
Movies	0.5	0.07	14
Apparel	2.3	0.3	13
General Merchandise	9.1	0.6	7
<b>Total</b>	<b>\$ 53.0</b>	<b>\$ 25.3</b>	<b>48%</b>

SOURCE: City Planning Commission - C.R.P.: Neighborhood Business District Study - Pleasant Ridge (Market Area #10), 1970.

large market, which means that a significant proportion of spendable income used for these purposes are expended in other areas, e.g. Kenwood Shopping Center (clothing 38 percent and household furnishings 25 percent), and K-Mart-Ontario's (clothing 11 percent and household furnishings 26 percent).

As family auto ownership increases, fewer families purchase goods in Pleasant Ridge. A good example is food. Sixty-nine percent of the families without autos buy their food in the Ridge. Only 43 percent of one-auto households, 37 percent of two-auto households, and 29 percent of households with three or more autos do so. Similar characteristics were exhibited for most other items except that personal services and non-personal services remain rather constant regardless of the autos owned by the household.

The implication of these survey results (obtained before the opening of Gold Circle) is that most major purchases with the possible exception of food are made elsewhere if the family has the ability to get there. The inability of the Pleasant Ridge business center to attract sufficient business to maintain clothing stores is an historic problem cited by many residents. Similar deficiencies in choices of household furnishings has also contributed to the buying preferences of local residents.

Two observations have been made about ways that these current buying preferences might be modified in order to revitalize the Pleasant Ridge Business Area. One way is to provide transportation to the business area so that a larger portion of local residents and residents of adjacent areas, particularly those with needs for transportation services, could reach the establishments that presently operate in the Pleasant Ridge business area. Zero-auto and one-auto households represent about 50 percent of all households. The ability of these households to reach the business center could be increased with a local bus system with a potential 40 or 50 percent increase in the use of the Pleasant Ridge business establishments for at least food purchases, and possibly for recreation and entertainment. Application of this type of service to increase local food purchases would be directed toward the market presently using K-Mart and Ontario.

A second method is to increase the number of zero-car and one-car households in close proximity to the Pleasant Ridge business area so that their natural location for most purchases would be at establishments in the business area. This objective can be served in two ways: the first is to provide excellent transit service for local residents so that the need for an auto is not as great. The second is to increase the population density near the business district through new development.

Applications of these methods would create larger markets for local establishments. This change would encourage store refurbishing and employment, and/or new stores to serve the increased demand. This effect could be particularly noticeable in local buying preferences for food, recreation and entertainment items.

b. Consumer Opinions - About Pleasant Ridge Business

A number of attitudinal questions were asked at each household during the consumer survey. When asked about the selection of merchandise in Pleasant Ridge stores, 7 percent responded excellent, 15 percent above average, 44 percent average, 24 percent below average, and 11 percent poor. One can only conclude from this response that a local business area has to have an above average selection of merchandise before it is regularly used by local residents. In other words, it has to build a reputation for quality because convenience will carry it only so far.

When asked about the price of merchandise, 18 percent said high, 80 percent said average, and only 2 percent said low. From the distribution of the responses, it is evident that the respondents believe that prices tend to be on the high side.

When asked about the availability of parking in the business center, 49 percent or about one-half said it was nearly always available, 25 percent said it was sometimes hard to find, 13 percent said it was generally hard to find, and 13 percent said it was always hard to find. These are the responses characteristic for an area which has parking problems during certain periods of the day and week. It should also be noted that the deficiencies noted by some respondents probably result from a lack of spaces west of Ridge Avenue which adversely affects all shopper activities except food purchases which occur almost exclusively at the Kroger store east of Ridge Avenue.

The respondents were asked their opinion about the service provided by the stores. Twenty-six percent said excellent, 21 percent said better-than-average, 47 percent said average, and 6 percent said below average or needs improvement. It seems evident from these responses that most shoppers believe that the store owners, managers and employees are trying to provide good service.

The survey also asked each household whether they were currently shopping in Pleasant Ridge more, the same, or less than in previous years. Eighteen percent said more, 53 percent said the same, and 29 percent said less. This result aggregates the effects of the new shopping centers, increased mobility of the population, and decreases in merchandise selection; and underscores the fact that a decided shift away from the Pleasant Ridge business center is occurring.

The conclusions to be derived from these attitudes of local residents clearly demonstrate the critical features that are causing local resident shopping to be conducted at locations outside of Pleasant Ridge. Although local merchants appear to be trying to provide high quality service, the inability to compete choice-wise and price-wise with other centers, except for food products, has caused a shift in buying practices to these other centers. As other centers capture portions of the available market, inventories must be reduced which reduces the proportion of the available market which can satisfy its buying needs in Pleasant Ridge. Parking has been cited as a factor that contributes to

this condition. It undoubtedly affects individual buying practices but the inability to capture a large enough share of the markets seems to be the major cause. To increase markets, potential transportation services to specific segments of the market and to a larger area have been cited as potential solutions. Provisions for increasing the density of low auto-ownership households immediately adjacent to the existing business center is another method. In addition, the business center needs to upgrade its ability to function and its image. Improved circulation, more convenient parking and functional restructuring of stores, store locations, and their relationship to one another are elements that would help accomplish this objective.

### 3. Store Owners and Operator Attitudes

A survey of businesses was also conducted by local volunteers during the fall of 1971 to determine whether the observations and attitudes of business owners and managers differed from those expressed by consumers. The results of the business survey were not very conclusive because a significant percent of those interviewed either refused to complete the questionnaire or left critical questions unanswered. The survey results obtained did indicate the wide variation of business types in the Ridge. It showed that a few major establishments accounted for a predominant percentage of all dollar purchases. It indicated wide variations in sales per employee, sales per square foot, and other measures of effectiveness. From the limited data obtained, it was evident that many of the enterprises were just limping along whereas others were doing a good business. Normally, those businesses which served city-wide markets and those who carried their products to the customer were prospering. Except for Kroger, auto-related, nonpersonal service (i.e., drug stores), and some personal service establishments, all businesses seem to be having a constant struggle for sufficient business to justify their existence.

Business owners and managers expressed a number of consistent concerns to the interviewers during the conduct of the survey. The major problem identified was in some way or another related to the circulation system. Parking was the most common problem identified. Street maintenance and traffic flow were also often mentioned.

Other concerns of local businessmen were indefinite. There were expressions of concern about increasing crime, continued deterioration, and specific structures in the business area considered detrimental to the image presented by the Ridge, and about the competition that was pulling their customers to Kenwood Shopping Center, Swifton Shopping Center and to the stores in the I-71-Ridge Avenue area.

One observation from the survey and also developed from other sources was the lack of interest by many small businesses in improving their own stores, marketing procedures, and business methods. Many have determined to minimize their losses until they can either sell out or retire or both. This defeatist attitude is not universal but is an attitude of many small business owners.



#### 4. Parking Survey and Analysis

The need for a parking survey was based on conflicting responses that seemed to emerge from the consumer survey and the business survey. The former indicated a moderate parking problem, whereas the latter considered parking to be the principal deterrent to business growth. A weekend survey was, therefore, conducted in July, 1972, to determine the exact characteristics of parking demand and the need for additional spaces. The results of this survey are reported in the document entitled Pleasant Ridge - Parking Survey and Analysis. The principal results of the survey and conclusions derived from the results are discussed herein.

The major parking demand was determined to occur between 12 noon and 1:00 P.M. on Friday. However, parking demand was relatively stable between 10:00 A.M. and 5:00 P.M. on Friday and between 10:30 A.M. and 12:30 P.M. on Saturday (the two days during which the survey was conducted). During the maximum period, 337 of the 508 available off-street spaces and 48 of the 79 available on-street spaces were in use. The total use of on-street spaces represented 65 percent of total capacity. In the block between Losantiville and Ridge Avenue just north of Montgomery Road, and in the block immediately to the south, off and on-street parking sometimes utilized in excess of 80 percent of the available spaces.

The results of the survey indicate that a relatively high number of off-street lots are designated for use by specific people; patrons of a specific business, employees, etc. These special conditions limit parking availability even though the percentage of all spaces that are in use may be relatively low. Accordingly, it is concluded that parking is not adequate for those commercial establishments in the Ridge who do not have their own parking. For those who have their own parking, the amount provided is normally adequate, which explains the responses in the consumer survey to the effect that parking was not viewed as a problem by about 75 percent of the respondents.

The findings of the parking survey indicate that parking in the Ridge would only be adequate if more parking were public and if additional public parking were provided.

The first option suggests an approach wherein a community parking corporation is formed to provide public parking throughout the business area. To do this, all or nearly all of the merchants would have to agree to pay an annual fee to be used to provide public parking. The fees are then used to purchase existing lots or other appropriate sites which can be turned into off-street spaces. By converting existing private or semi-private lots to public lots, parking problems would be considerably diminished.

The second approach requires that a method be devised to finance the property acquisition and construction necessary to create more public parking spaces. Subsequently in this report, a plan and program for providing additional public spaces as an element of the program to redevelop the Pleasant

Ridge Business District will be described. The basic features of this plan are embodied in two philosophies. The first assumes that residential parking requirements are at a minimum when retail parking needs are the greatest. Therefore, the addition of high density residential development adjacent to the business district makes it possible to provide additional parking for related purposes. The second philosophy is that improved transit service to the area and provision for a transit terminal in the area could provide the impetus for creation of additional public parking to serve park and ride transit users.

#### 5. Other Business Center Deficiencies

In addition to inadequate markets for local businesses and insufficient parking, the principal deficiencies of the Pleasant Ridge Business Center are spot deterioration, inconsistent styles of architecture, buildings which are too strung out, extensive use of overhead utilities, and inadequate traffic circulation. Each of these is addressed in the development of the Pleasant Ridge Business District Plan. The analyses performed and the recommended solutions are discussed subsequently in the report.

#### 6. Summary

The Pleasant Ridge business center has lost much of the commercial activity that characterized it during the period that it was served by the inter-urban line and was on the principal route from Cincinnati to Columbus. Today, those attributes which were previously so prominent and important to Pleasant Ridge no longer occupy the position that they once did. As a result, facilities to serve the local markets have been created adjacent to the prominent and important facilities of this age, i.e., the interstate highway. These facilities caused the development of the Kenwood Shopping Center, and the K-Mart-Ontario area and as a consequence, seriously diverted markets for goods away from Pleasant Ridge.

It may be possible to recapture some of this market by encouraging the development of new facilities, particularly transportation facilities, that will represent the prominent and important attributes of the future. Transit service improvements could create this potential for Pleasant Ridge. However, the main thrust, in order to maintain residential character, must be to orient business to service and to provide a market by increasing density in the area adjacent to the business center. Also, constriction of the center is desirable. Growth of commercial activity in the Pleasant Ridge business center depends on the ability to increase total market available to the center.

#### D. Circulation

With the completion of I-71, travel patterns in the Pleasant Ridge area will shift dramatically.

Large areas that presently contribute to the travel on a number of radial arterial highways will be re-oriented to I-71 generally and to the Ridge Avenue interchange with I-71 specifically. The Ohio-Kentucky-Indiana Regional Planning Authority estimates on major facilities in the area for 1990 are shown on Figure 12. There is considerable evidence to indicate that these volumes may be somewhat high but their magnitude clearly identifies the problems that completion of I-71 will present to Pleasant Ridge.

The principal problem will be at the intersection of Montgomery Road and Ridge Avenue where 46,000 vehicles per day are expected to enter the intersection. The intersection currently accommodates about 30,000 vehicles each day.

Other roadway segments that are anticipated to be overloaded by the completion of I-71 are Ridge Avenue between Montgomery Road and I-71, Woodford Road between Montgomery Road and Red Bank Road, and the Woodford Road - Ridge Avenue intersection. These future forecasts have been analyzed as part of this study of Pleasant Ridge and conclusions have been reached. The analysis and conclusions are reported below.

#### 1. Highway Proposals

The daily traffic volume shown in Figure 12 for Ridge Avenue between Montgomery Road and I-71 (30,000 vehicles per day) would be sufficient to warrant the construction of a six-lane facility with a median and left turn lanes at major road intersections and commercial entryways. This is the recommendation in the OKI Transportation Study Report. The improvement would require 110 feet of right-of-way where the existing right-of-way varies between 50 and 70 feet.

Local interests are disturbed by this recommendation and have suggested less disruptive alternates that vary between "do nothing" to a four-lane arterial roadway (44 feet curb to curb) with a left turn lane provided at Montgomery Road and other major intersections only if absolutely necessary.

These widely diverse proposals and others not previously discussed were investigated in an attempt to resolve this initial issue. If the 1990 traffic projections for Ridge Avenue are approximately correct, the only logical alternative solution is to distribute this large volume onto other north-south roads to the east, e.g. Robison Road and Kennedy Avenue; and then build a new facility in the railroad right-of-way between Woodford Road (near Robison Road) and Ridge Avenue. This concept is shown in Figure 13. Estimated volumes on major area arterials are also indicated on the figure.

The major advantages of this alternative are the reduction in future volumes on Ridge Avenue between Montgomery Road and the new route to 30,000 vehicles per day and on Woodford Road between Robison Road and Ridge Avenue to 6,500 vehicles per day. These 1990 volume estimates could be accommodated



FIGURE 12

by reconstructing Ridge Avenue as a four-lane arterial roadway and with only limited upgrading of Woodford Road.

It would increase traffic volumes on both Kennedy Avenue and Robison Road between Montgomery Road and Woodford Road, and require that improvements be made to these two facilities. Furthermore, it would be necessary to improve the intersections at Montgomery Road and Robison Road and at Montgomery Road and Kennedy Avenue to accommodate the heavy left-turn inbound and right-turn outbound movements.

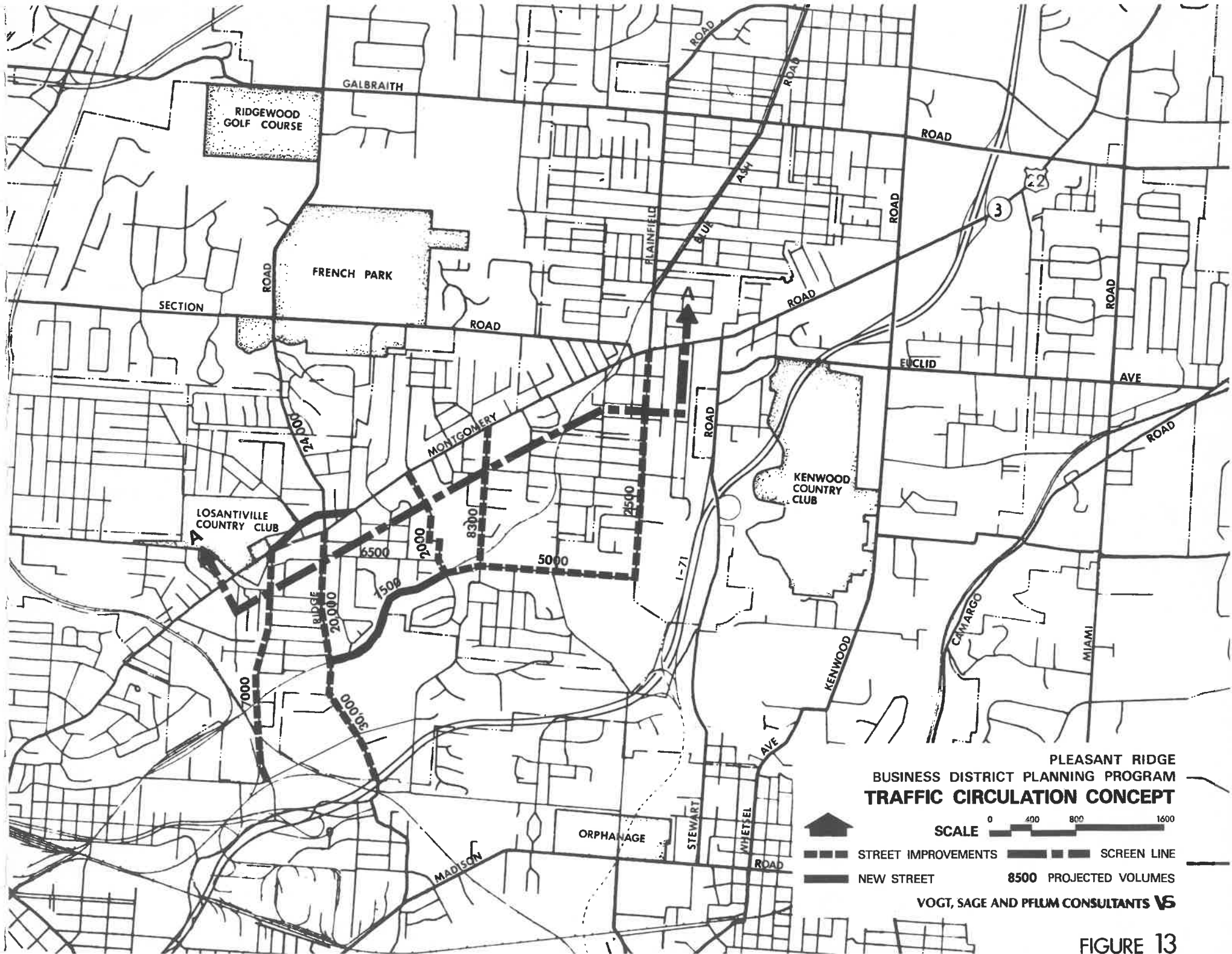
The obvious disadvantage of this alternative is the need to use the existing railroad right-of-way as the location for a new four-lane arterial highway to accommodate the 7,500 vehicles per day that would use this facility.

At the level of analysis performed for this study, it is hard to evaluate the relative benefits of this alternative to the one which assumes major upgrading of Ridge Avenue. A definitive analysis would require preliminary design studies and cost estimates of each facility improvement for each of the two alternatives. There is, however, sufficient data available to conclude that early reconstruction of Ridge Avenue as a four-lane arterial is justified and should be the preferred strategy since the 1990 traffic demands may, in fact, be less than shown in the OKI estimates and transit may be a more important factor than previously estimated. This result would reduce the total demand on Screenline A from about 40,000 vehicles per day shown in Figure 13 to about 32,000 vehicles per day if a significant change in transit usage were created in this corridor as a result of the actions taken to increase transit service to the Pleasant Ridge business area.

If vehicular travel does reach the forecasted volumes developed for the OKI plan, it would then be necessary to determine whether to add lanes to Ridge Road, implement the upgrading of Robison Road and Kennedy Avenue and the highway improvement in the railroad right-of-way, or expand transit service. Regardless of the option ultimately selected, it seems obvious that adoption of the more moderate improvement for Ridge Avenue leaves flexibility for a broad range of future action while reducing impact on residences along Ridge Avenue in the initial stages.


## 2. Transit Options

During the study, a number of preliminary transit concepts to serve Pleasant Ridge were analyzed. The range of these concepts ranged from local dial-a-ride service sponsored by local merchants and citizens organizations to variations of the fixed rail transit service indicated in the OKI Transportation Study report. Some of these options, their potential, and their impact on the Pleasant Ridge area are described.



PLEASANT RIDGE  
 BUSINESS DISTRICT PLANNING PROGRAM  
**TRAFFIC CIRCULATION CONCEPT**

SCALE 0 400 800 1600

 STREET IMPROVEMENTS    
  SCREEN LINE  
 NEW STREET    
 8500 PROJECTED VOLUMES

VOGT, SAGE AND PFLUM CONSULTANTS **VS**

FIGURE 13

a. Local Dial-A-Ride Service Concept

Demonstrations of dial-a-ride transit service, in progress throughout the United States, indicate that personalized door-to-door transit service can be provided for communities with 15,000 to 20,000 people at a cost of about \$1.00 per ride. Although seemingly too expensive for many applications, this type of service is being successfully utilized in many areas to provide needed transportation service for the elderly, the young, the handicapped, and others with limited mobility.

Variations of the dial-a-ride concept which provide for a fixed route with minor deviations to pick up or drop passengers at their homes or elsewhere has been successfully demonstrated at break-even costs of about \$0.75 to \$0.90 per ride.

In a number of successful applications dial-a-ride service has been supported by local merchants using ticket validation procedures. Other methods of subsidizing fare costs have been used, including lump-sum payments to the operation by local civic associations, fare rebates from the regional transit system for passengers who transfer to or from dial-a-ride to line-haul buses for access to areas outside of the dial-a-ride bus service area, and special charter service for special events conducted by local groups elsewhere in the city. Each of these methods, if effectively implemented, can reduce the basic dial-a-ride fare.

Operating options for this type of service in the Pleasant Ridge area can include:

- shopper specials between 10:00 A.M. and 2:30 P.M. only to the Pleasant Ridge business center and elsewhere if requested.
- special home-to-work and work-to-home service between Pleasant Ridge residences and major employment centers, e.g. Milacron in Oakley, General Motors in Norwood, NuTone in Madisonville, Ford in Fairfax and other industries in close proximity to each of these major employment centers.
- special events, e.g. the zoo, symphony, theater, etc. for resident groups.
- home to station and return for transfer to Queen City Metro buses on Montgomery Road. This service could be provided during peak periods, off-peak periods, or both.

Each of these variations of dial-a-ride service and others have application for Pleasant Ridge, and if implemented, have the potential for increasing the use of business establishments in the Pleasant Ridge business center by local residents. If the service could be instituted and considered by all

residents to be their system, usage could exceed levels used to estimate the \$0.75 to \$1.00 basic fare (without subsidy or other local support) and thus could reduce that fare. More importantly, though, the system could become an image feature of the Pleasant Ridge business center and thereby increase the confidence of merchants and residents alike in the future of the business center. A diagrammatic depiction of this option is presented in Figure 14.

b. Community or Area-wide Dial-A-Ride Service Concept

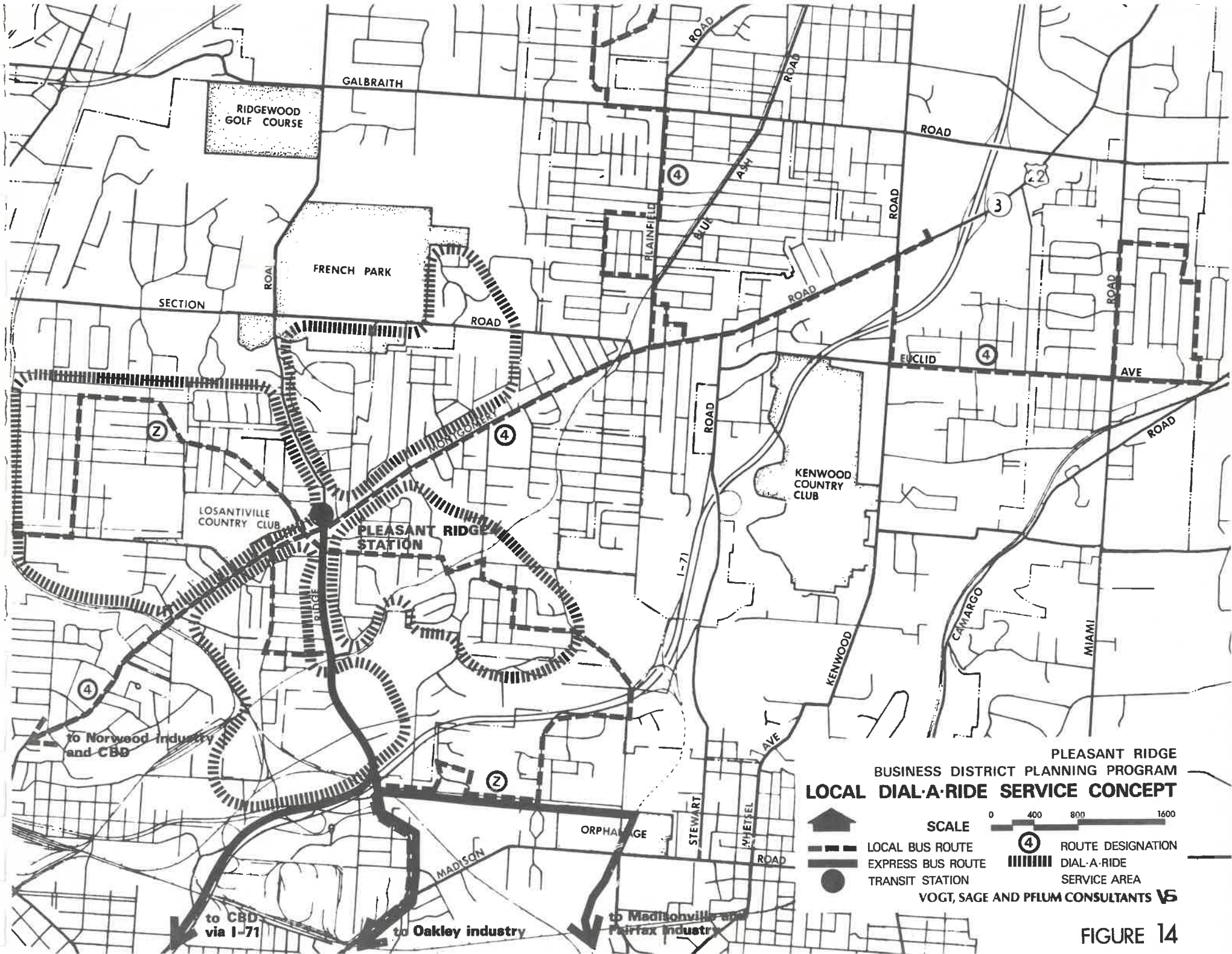
A major variation on the option described in (a) above is to create a transit service system in the northeast sector of Cincinnati which utilizes dial-a-ride as the method for serving all potential bus passengers in the area except those that would use express bus service from Kenwood to downtown via I-71. In this option, dial-a-ride transfer stations would be located in Kenwood and Pleasant Ridge. Dial-a-Ride buses would serve the large area between Pleasant Ridge and Kenwood from I-71 north to Blue Ash and Dillonvale, by bringing passengers to one or the other stations for transfer to express buses destined to downtown via I-71 or to local through buses destined to other major centers via the arterial street system. A diagrammatic depiction of this system is presented in Figure 15.

c. Fixed Rail Transit - A future Option

The OKI Transportation Study report identifies a major transit corridor in the general vicinity of Montgomery Road. Accomplishment of this option, although undoubtedly years in the future, could significantly influence development potential in the Pleasant Ridge business area. In this option the introduction of a fixed-rail regional transit system creates the possibility for either local dial-a-ride service as defined in (a) or community dial-a-ride service as described in (b) to be included. Using the former, the fixed-rail system might be extended to Kenwood, with local dial-a-ride serving each station, i.e., Norwood, CBD, Highland Avenue, Pleasant Ridge, Silverton, and Kenwood. With (b), the rail system might be terminated at Pleasant Ridge (at least in early phases) and the community dial-a-ride system described with the express bus system from Kenwood on I-71 might produce a very effective system.






The resolution of issues related to future transit systems and the services to be provided to Pleasant Ridge are beyond the scope of this report. However, it is important to underscore the unique geographic position of Pleasant Ridge and to urge the Pleasant Ridge community to take whatever actions are appropriate to encourage regional transportation planners to include the concept of the Pleasant Ridge Business Center as a major fixed-rail transit station and dial-a-ride transfer station in any future studies which may be conducted. The potential to be realized for Pleasant Ridge from this effort is significant, and the justification for the City of Cincinnati specifically and the OKI region generally is great. Constant attention to this matter by local community leaders should be a high priority agenda item.





PLEASANT RIDGE  
BUSINESS DISTRICT PLANNING PROGRAM  
**LOCAL DIAL-A-RIDE SERVICE CONCEPT**

**SCALE** 0 400 800 1600

 LOCAL BUS ROUTE  
 EXPRESS BUS ROUTE  
 TRANSIT STATION  
 ROUTE DESIGNATION  
 SERVICE AREA


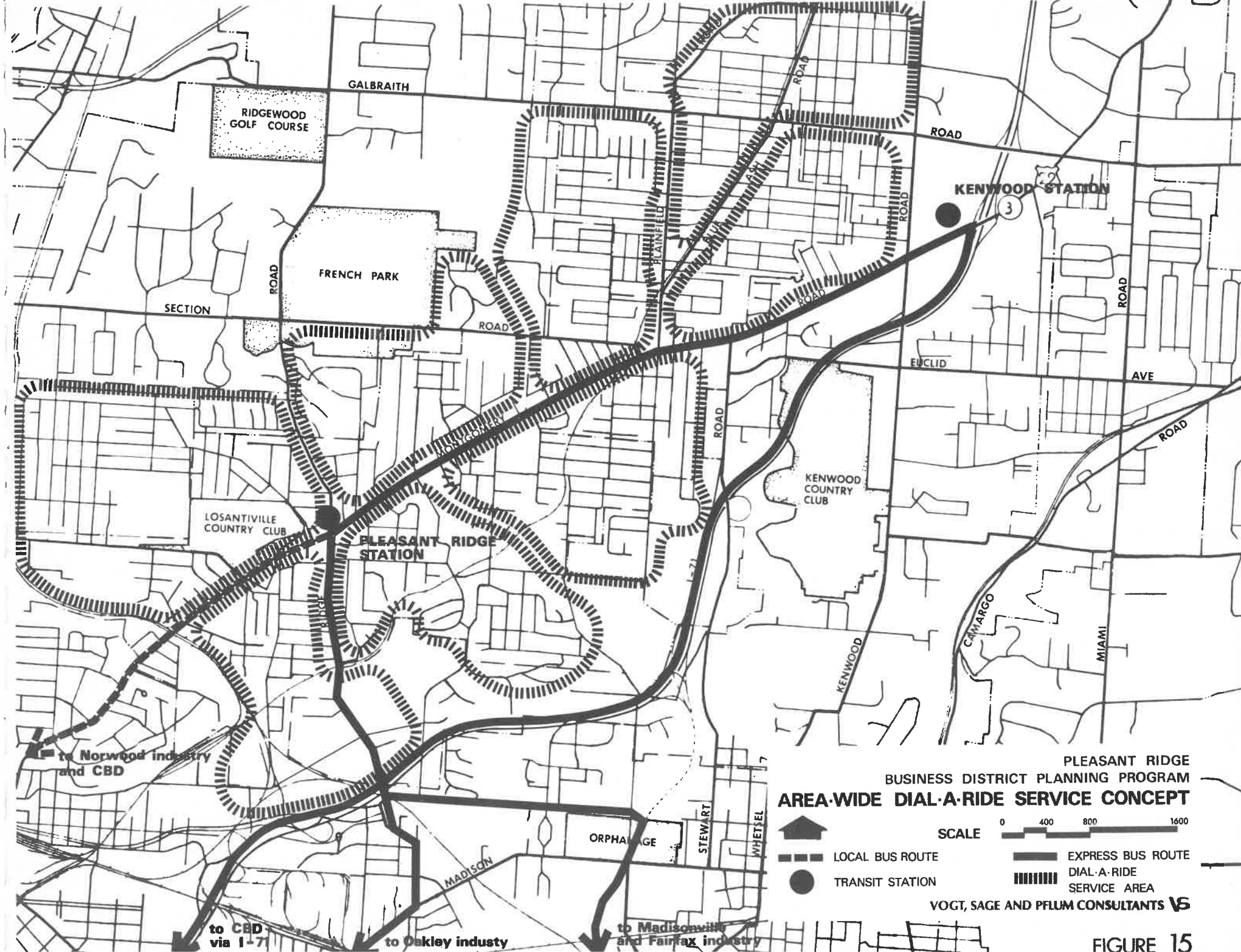




VOGT, SAGE AND PFLUM CONSULTANTS 


FIGURE 14



**PLEASANT RIDGE  
BUSINESS DISTRICT PLANNING PROGRAM  
AREA-WIDE DIAL-A-RIDE SERVICE CONCEPT**

**SCALE** 0 400 800 1600

-  LOCAL BUS ROUTE
-  EXPRESS BUS ROUTE
-  TRANSIT STATION
-  DIAL-A-RIDE SERVICE AREA

VOGT, SAGE AND PFLUM CONSULTANTS 

**FIGURE 15**

### 3. Summary

Transportation is a key element of the redevelopment program for Pleasant Ridge because the principal factor in its success is the ability to attract more people to the area. Good transportation is required to accomplish this objective. To maximize the potential, all forms of transportation service need to be improved, including auto access, parking and transit service.

Transit service could provide a significant boost for the Pleasant Ridge business area. The form of new transit service could be additional line haul bus service, express bus service to the Cincinnati CBD via I-71, local and/or community dial-a-ride service, fixed-rail transit service, or combinations of these options. By focusing all existing transit service and any new service on the Pleasant Ridge business center, people can be encouraged to use the shops, financial institutions, and other available services in numbers that would justify expansion of existing establishments and development of new ones.

With new highway capacity, new transit service, and the opening of I-71, business in the Pleasant Ridge center should expand. Terminal facilities designed to accommodate the expansion will be the emerging need. Provisions for a bus terminal station and more public parking are therefore viewed as one of the essential elements of the redevelopment plan for the area.

#### E. Community Facilities (Public and Semi-Public)

It is recognized that every community, to one degree or another, will stress economic, social, educational and recreational programs for that community's general improvement. In some cases, extension of existing programs or development of new ones dictate a need for additional physical plant (buildings, site extensions, new or located sites, etc.) which may have a bearing on the community's land-use pattern. In others, the same programs mean conduct of activity only in facilities already available. For the purpose of this report, investigation has been made primarily to determine what changes, if any, are likely to require modifications of the community's physical form.

The following inventory and appraisal of community facilities, while including some statistical data, have been based to a large measure on direct inquiries of appropriate officials or persons concerned with the particular facility under consideration. (See Figure 16.)

##### 1. Schools

The community is served, at the elementary school level, by the Pleasant Ridge School on Montgomery Road (opposite Lester Road) and the Nativity School on Ridge Avenue at Woodford Road. The public school, as part of the Cincinnati School District serves some territory outside the city limits,

# Community Facilities

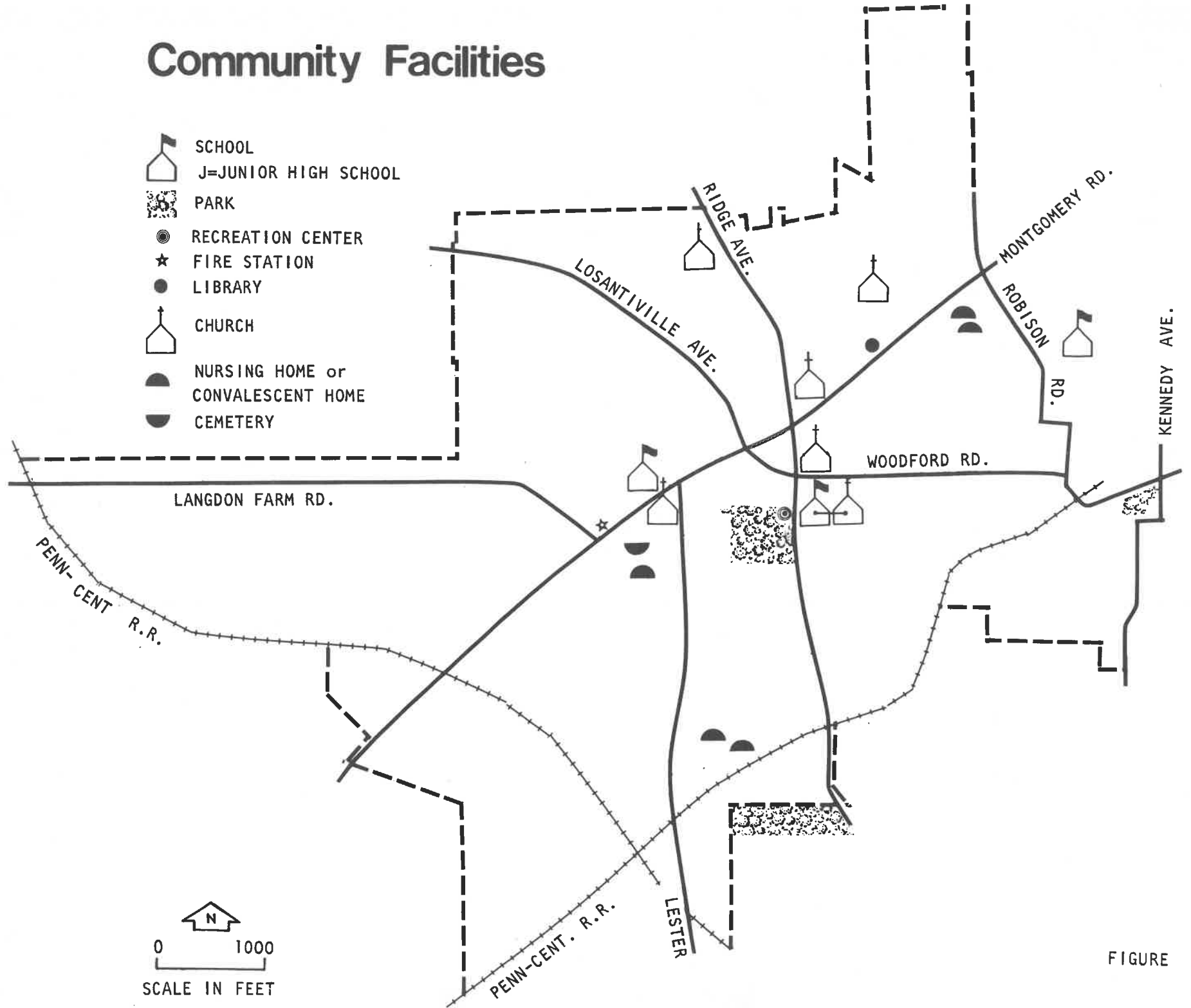


FIGURE 16

including Amberley and part of Golf Manor. Located on a site of 5.35 acres, the original building was constructed in 1909, while the addition was built in 1931. This school accommodates, in addition to Kindergarten, grades 1 through 6, while the parochial school serves grades 2 through 8. The school has no pool facility.

Serving junior high school needs is the Shroder Junior High School, accommodating grades 7 through 9, which is located on a site of 7.40 acres at Lumford Place in the community of Kennedy Heights.

A tabulation of recent school enrollments (1965-1972), in relation to the latest "projected" capacity, is shown for the two public schools in Table 17.

Figures show that the Pleasant Ridge School's enrollment, though tending to remain around 1,000 or above for several years, dropped to 925 in 1971 and to 876 in 1972. Enrollment at Shroder, while fluctuating around the 850's most of the time, was at 813 as of 1972.

At the Nativity School, the current school enrollment was reported at 425, a slight decrease over the past 7 years from about 460.

"First phase" recommendations (1971-75) of the Cincinnati Board of Education, included the \$25.0 million bond issue approved by the electorate in November, 1972, provide for establishment of resource centers and electrical rehabilitation at Pleasant Ridge School and several other schools. \$830,000 is earmarked for an addition to Shroder Junior High School to increase capacity by 300. No financing has been determined for "phase two" recommendations (1976-1980), nor has a time period for financing been established for "contingent" recommendations. None of the above changes will result in any extensions of school sites. 7/

The Nativity School has advised that, while the addition of more land would be valuable, there are no plans for site expansion.

## 2. Parks and Playgrounds

Within the community itself, Pleasant Ridge is served principally by the centrally-located Ridge Park and Playground (8.7 acres) on Ridge Avenue, with smaller sites at other locations. These are Woodford Park (Woodford and Kennedy), 1.5 acres, and Montgomery Triangle (Woodford and Montgomery), 0.2 acres. The 8.0-acre D.A.V. playground on Lower Ridge Avenue is leased by the Cincinnati Recreation Commission. The Ridge is also served from outside the community by the larger developments of French

7/ Survey of School Facilities Needs, Cincinnati Public Schools, Dec., 1971.  
Director, Division of Research, Statistics and Information, Cincinnati Public Schools.

TABLE 17 - RECENT SCHOOL ENROLLMENT TRENDS - 1965 - 1972  
 PLEASANT RIDGE and SHRODER SCHOOLS

A V E R A G E D A I L Y M E M B E R S H I P

<u>Pleasant Ridge Elem. School</u> <u>(Projected Capacity - 900)</u>	<u>School Year</u>	<u>Shroder Junior High School</u> <u>(Projected Capacity - 700)</u>
1,103	1965-66	890
1,094	1966-67	863
1,136	1967-68	857
1,053	1968-69	791
1,007	1969-70	835
1,011	1970-71 (Oct.)	812
925	1971-72 (1st Qtr.)	845
876	1972-73 (1st Qtr.)	813

SOURCE: Survey of School Facilities Needs, Cincinnati Public Schools, Dec., 1971; Annual Statistical Reports of the Superintendent of Schools; Quarterly Reports of Division of Data Processing.

Park (in Amberley) and others.

In 1967, as a result of a comprehensive recreation study sponsored by the Community Health and Welfare Council, a report was published with a number of recommendations as to facilities and programs involving public recreation (excluding parks). The general approach in the study was to conduct a complete inventory, develop standards, elicit feed-back from community residents, and suggest recommendations as to facilities and programs involving public recreation (excluding parks), and suggest recommendations as to priorities.

In Pleasant Ridge, although the playground land acreage of 6.5 acres in terms of population served was shown to fall far below national standards, community residents were more interested in a complete rehabilitation of Pleasant Ridge Park, including a deep-water pool. 8/ This study was updated in some aspects by a later one conducted by the City Planning Commission. 9/

At present, the playground contains 2 ball diamonds, 5 tennis courts, and 2 junior swimming pools. As a result of continued community effort, there is now under construction a new community center building on a site formerly occupied by an old shelter house, a tot-lot with various types of play equipment, and a surfaced parking area. The new building is to include gymnasium, senior citizens center, multi-purpose room and auxiliary facilities. Play equipment located on the former tot-lot will be subsequently relocated elsewhere on the premises. West and south of the building, there are to be provided 86 parking spaces. Funding is also to be available for construction of a new deep-water outdoor pool. The adjacent 2.2-acre park is a wooded area with picnic tables, cooking facilities, etc. No indoor pool has yet been funded, although there are no other indoor pools in the area. *check our map. 11.15.*

Contacts with Recreation and Park Board officials indicate no plans for major extensions of either the playground or park.

The Cincinnati Recreation Commission is interested in acquiring the D.A.V. Playground (which contains 3 ball diamonds), but the reported asking price of \$1.0 to \$1.7 million is believed to be too high.

### 3. Police and Fire

Although the Ridge itself has no police station, the community is located within Police District #4 and served by an existing station at 7017 Vine Street, a location which is remote from the area.

8/ Community Health and Welfare Council, Cincinnati Public Recreation Study, Nov., 1967.

9/ Cincinnati City Planning Commission, Changing Population of Neighborhoods As Related to Public Recreation Facilities, Nov., 1971.

According to the Chief of Police's office, there are no current proposals for any physical facility within the community. There is a strong possibility of a new station at Victory Parkway near Asmann Street (close to the Ohio Armory) to serve a realigned combination of Districts #4 and #7. Due to a rise in crime rate, especially in the business section, additional police protection is needed.

The community is served by the fire station at Montgomery and Langdon Farm Roads (District #6, Company #8), erected in 1931. The Assistant Fire Chief advises that no changes are contemplated in the present 5-year Capital Improvement Program.

#### 4. Branch Libraries

The Pleasant Ridge branch of the Public Library of Cincinnati and Hamilton County is located at 6233 Montgomery Road (near Grand Vista). According to the Business Manager (Main Library), no immediate improvements are contemplated other than minor remodeling within the present building. The library has for a number of years owned a residential structure (now vacant) on an adjoining lot to the east, and has considered razing this building to provide parking spaces. However, these plans have never been realized.

#### 5. Post Office

The former Ridge branch post office on Ridge Avenue was abandoned several years ago. Expansion of the business area might warrant some type of post office annex.

#### 6. Health Centers

No special facility for health services now exists. The Health Department (Medical Services Division) advises that there are no plans for such, primarily because no surveys have been made to determine if there is any need.

#### 7. Churches, Rest Homes, etc.

Within the community are six churches: Church of the Nativity (5910 Ridge Ave.); Pleasant Ridge Presbyterian Church (5950 Montgomery Road); Pleasant Ridge United Methodist Church (6000 Ridge Ave.); St. Peter's United Church of Christ (6120 Ridge Ave.); Pleasant Ridge Baptist Church (6401 Ridge Ave.); and All Saints Episcopal Church (Grand Vista Ave. and Parkman Pl.).

From contacts made with church representatives (clergymen, trustees, etc.) indications are that none of these institutions has any immediate plans for expansion of such magnitude as to exert a considerable impact on surrounding residential areas.



Presently serving the community and located within it are five nursing or convalescent homes: Pleasant Ridge Nursing Home (2927 Douglas Terr.); Mae Sullivan Home (6336 Montgomery Rd.); Grand Vista Home (6124 Dryden Ave.); Arcadia Manor Nursing Home (5500 Verulam Ave.); and Ambassador Rest and Nursing Home (5501 Verulam Ave.). Though no contacts have been made with representatives of these institutions, site extensions are not too likely, with the possible exception of the Ambassador-Arcadia Manor Complex, which has expanded considerably since the construction of the first building some years ago. This expansion program has caused some problems in the neighborhood (zoning changes and related activities), particularly for residents of Mapleleaf Avenue and other streets.

#### 8. Summary

Indications are that, except for such improvements as may be made to facilities on land already owned and minor site extensions, the community facilities of the Ridge will remain substantially as they are, and that there will be no major alterations of the community's physical character, in the foreseeable future, as a result of these facilities, except for the possible addition of a post office annex.

#### F. Zoning Characteristics

The present zoning characteristics of Pleasant Ridge (i.e., in terms of the current map application of the existing Zoning Code), have been previously summarized in Chapter I of this report. For general informational purposes, the following paragraphs contain a brief summary of the situation preceding enactment of the new Code in 1963 and developments since that time.

##### 1. Zoning Background (Pre-1963)

Cincinnati's original Zoning Code and Building Zone Map (dating back to 1924 but substantially revised in 1933) contained four residential district classifications: Res. A (Single-family), Res. B (Limited multi-family), Res. C (Multi-family) and Res. D (Multi-family). Two other classifications, Res. A-2 (Two-family) and Res. B-2 (Multi-family "View"), were added prior to the 1963 Code. Three business district classifications (Bus. A, B, and C) and three industrial district classifications (Ind. A, B, and C) rounded out the list, making a total of 12 different classifications.

The residence district regulations contained no density controls for individual structures on single lots, except as an interim measure shortly before 1963. However, as a result of a text amendment dating back to about 1949, a special set of Group Housing Project regulations (for clusters of multi-family structures on a single parcel of 50,000 square feet or more), though imposing density limitations, opened the door for any number of units (depending on size of parcel) in the Res. B, C and D Districts. Thus, although multi-family structures on single lots in Res. B were limited to four

families, considerably more units could be erected on larger parcels as group housing projects. The community seeks, through upgradings, to control this type of utilization.

Business and industrial district classifications were generally unrestrictive. Business A, for example, which was applied to most of the suburban neighborhood and community business centers, was relatively wide open, permitting just about anything in the way of retail establishments, including automotive services.

In Pleasant Ridge, during the pre-1963 era, the community's residential areas, except for some limited applications of Residence A (Grand Vista, Orchard Lane, Robison Road, upper Ridge Ave., etc.) were zoned Residence B. Thus, though the community was historically of single-family character, the interspersion of 4-family structures among the single-family units, as well as the construction of several larger apartment complexes, was made possible by Residence B.

In the non-residential category, the linear character of the Ridge's principal business areas, together with its wide variety of business usage, was permitted under Business A.

## 2. Zoning Trends (1963 and After)

The new Zoning Code, enacted in 1963 after several years of technical studies and review by communities throughout the city, contained a great many more district classifications and was generally more restrictive than the earlier one. It now has 9 Residence, 3 Office, 4 Business, 2 Commercial, and 3 Manufacturing Districts included in a total of some 25 different classifications.

In initial proposals for application of the new Code in mapped form, the approach was to make the new classifications match the older ones as far as possible. However, community sentiment was in the direction of more and more restrictiveness, not only in residential but in non-residential applications.

In Pleasant Ridge, for example, much of the territory previously zoned Residence B (four-family or more) was upgraded to R-2 (Single-family) or R-3 (Two-family), while areas previously zoned Residence A (Single-family) were re-zoned as single-family (R-1 or R-2, depending on type of area). In areas where apartment development had occurred or where multi-family characteristics had begun to be established, the approach was to leave them in the R-4 and R-5 categories (the counterparts of the former Residence B and C).

The business area was re-zoned from the original Business A to three different classifications (B-2, B-3 and B-4), ranging from the most restrictive (B-2) to the least restrictive (B-4) classification, depending on location and character of existing businesses.

## IV. Plan Details

In recent years, pressure for changes within the residential areas themselves has been relatively slight and few modifications in the direction of downgrading have been enacted. There have been some pressures for less restrictive business zoning, particularly to B-4 (e.g., Montgomery and Lester, Montgomery and Ridge, etc.), but so far these have met with solid community resistance.

### 3. Summary

In Pleasant Ridge, as is the case with most communities advancing in age, there probably will be some continuing pressures to make both residential and non-residential zoning less restrictive, particularly in cases where owners maintain that it is economically not feasible to develop their properties under existing classifications. It is the community's objective to protect the area's essentially single-family character.

## IV. PLAN DETAILS

### A. Community Goals and Objectives

To establish a plan and program of strategies that a community can use as a reference requires that that same community clearly define the goals and objectives that it seeks to achieve. The plan, then, must be consistent with those goals and objectives. Too often communities are provided with plans developed by others which have little relationship to the needs and aspirations of the community's residents, businesses, and organizations. In the preparation of a plan and action strategy for Pleasant Ridge, the staff of the City Planning Commission and Vogt, Sage and Pflum Consultants have attempted to obtain a clear definition of the community's goals and objectives so that the plan proposed would be a clear expression of those goals and objectives.

#### 1. The Process and Goals

The Pleasant Ridge Community Council responded to the need for clearly defined goals and objectives by forming six functional committees as follows:

- |                     |                              |
|---------------------|------------------------------|
| - Business          | - Recreation                 |
| - Education         | - Residential                |
| - Health and Safety | - Traffic and Transportation |

These committees were charged with the development of goals and objectives for their functional area which would be incorporated and made a part of the community's action plan. Prior to commencing their work, the broad and specific purposes of the plan were articulated (see Volume I).

#### 2. The Community's Objectives

With these goals to guide them, each committee then proceeded to develop objectives for their respective functional areas. The objectives were decided upon by the above-mentioned areas.

#### 3. The Justification

The goals and objectives of Pleasant Ridge represent the judgment of many residents. They are expressions of a community's view of what it would like to be. To the extent practicable, the plan and action strategies that are subsequently described in this chapter have tried to reflect these goals and objectives. By so doing, the City Planning Commission staff and Vogt, Sage and Pflum Consultants believe that local residents and casual readers alike will feel some confidence in the

future of Pleasant Ridge, and further, that the future that is achieved will be consistent with goals and objectives that present-day citizens of the community have defined.

## B. Strategies for Improvement

### 1. Business Area

#### a. Options for Future Action

Future action in Pleasant Ridge could significantly influence the life styles of the community. Neglect and indifference by local residents could create conditions that would increase movement by long term residents from the community, reduce home ownership, and accelerate the deterioration of the business center. That these conditions could emerge from such attitudes is clearly evident from the statistics in recent census reports discussed earlier in this report. Such a future is also evident from an historic review of deterioration cycles in other older Cincinnati communities.

In contrast, an exciting plan, resident confidence and concern, and city support could cause a renaissance in Pleasant Ridge that could influence redevelopment in the entire northeastern sector of Cincinnati.

The future lies in the actions taken today by the residents of Pleasant Ridge. To delay in taking actions that could change the image of the Ridge until some more appropriate time would be courting disaster. There is no time to delay -- the plan for the future must be started now.

#### (1) Business District Redevelopment

The area of Pleasant Ridge in greatest need of rehabilitation is its central business district. Business problems caused by excessive retail competition and related influences were discussed earlier.

Several concepts for alleviating these problems were explored during this study. These concepts can be generally classified as:

- Rehabilitation Concept
- Selective Redevelopment Concept
- Town Center Redevelopment Concept

The characteristics of each concept are described in the following sections:

- (a) Rehabilitation Concept - This concept assumes that redevelopment potential of

the Pleasant Ridge business center is limited. The objective is to devise a holding action that will maintain the status quo or create moderate improvements in the years immediately ahead. Principal elements of this concept were:

- facade treatments (see Figure 17).
- evaluation of methods for rehabilitation of the existing theater (see Figure 18).
- completion of developments in Pleasant Ridge Park.
- maintenance of current zoning districts.
- organization of the business community to develop some additional public parking.
- creation of a community development corporation to implement rehabilitation.

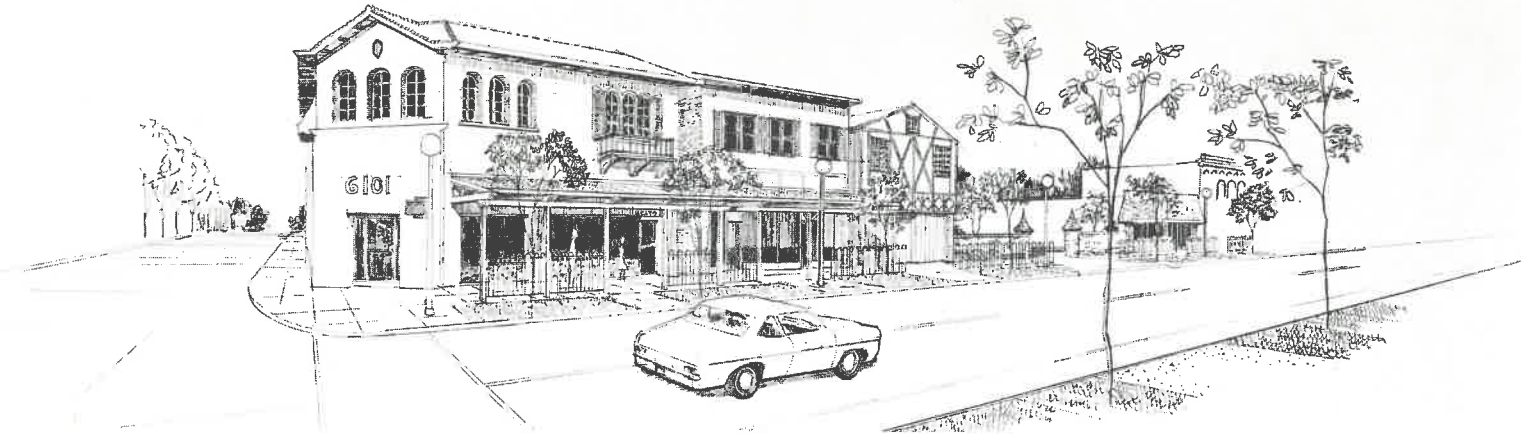
Evaluation of this concept concluded that it could not create the image required to attract new office and retail uses to the business center.

(b) Selective Redevelopment Concept - This concept assumes that selected clearance and redevelopment would be feasible if the area selected for such treatment were the block bounded by Montgomery Road, Ridge Avenue, Woodsfield Street, and Losantiville Avenue. This concept seeks to create a limited new image for the Pleasant Ridge business center that will contribute to new business growth.

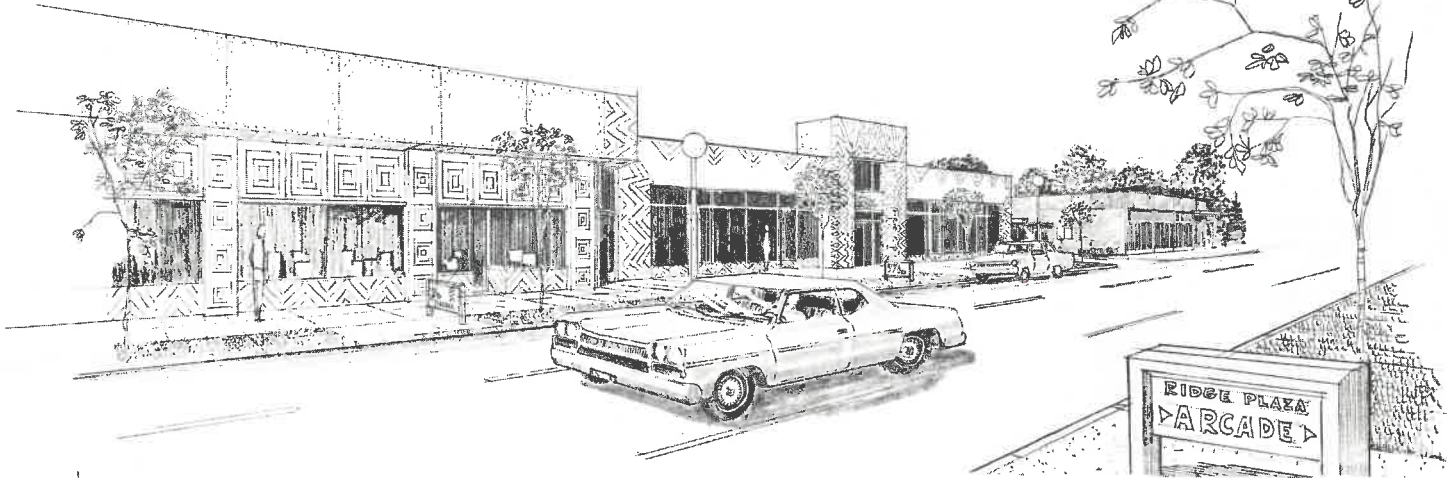
Principal elements of this transitional concept were:

- relocation of westbound traffic on Montgomery Road to a new road.
- completion of developments in Pleasant Ridge Park.
- clearance and redevelopment of a portion of the area in the block bounded by Montgomery Road, Ridge Avenue, Woodsfield Street and Losantiville Avenue. New development would include a parking garage, new retail stores, and some new office space.
- facade treatments of buildings in subject block that are to remain and specific buildings in other blocks.
- creation of a community development corporation to implement both rehabilitation and new development.
- dial-a-ride transit service and a transit transfer station to be included in the new development.

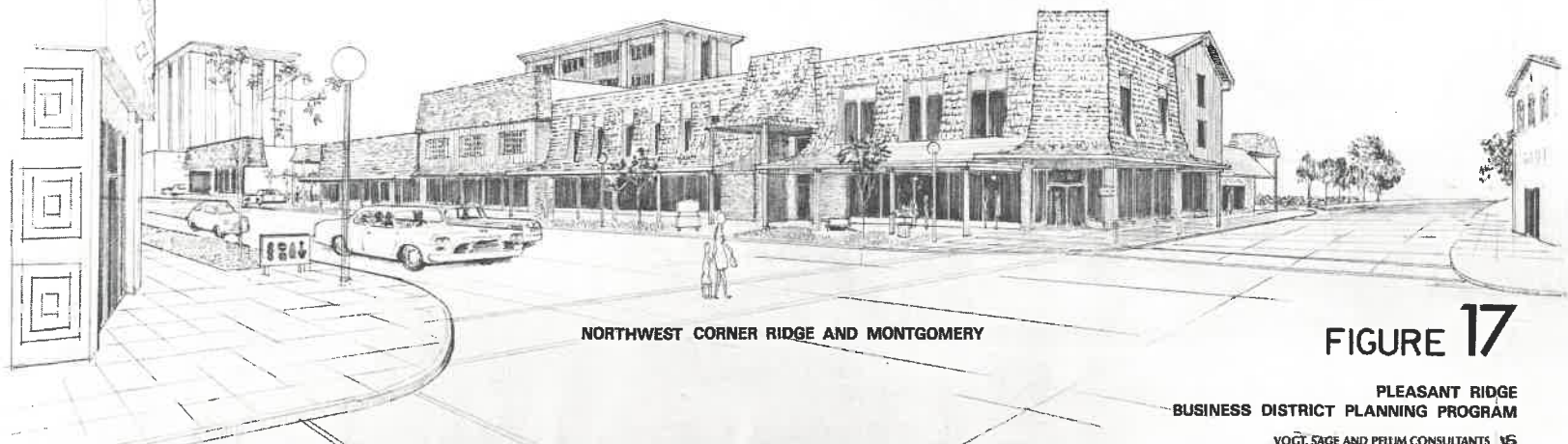
This concept has a number of interesting features, particularly for improving transportation service to the Ridge, e.g. circulation, transit, and parking. The evaluation of this concept identified certain limitations:



NORTHEAST CORNER RIDGE AND MONTGOMERY



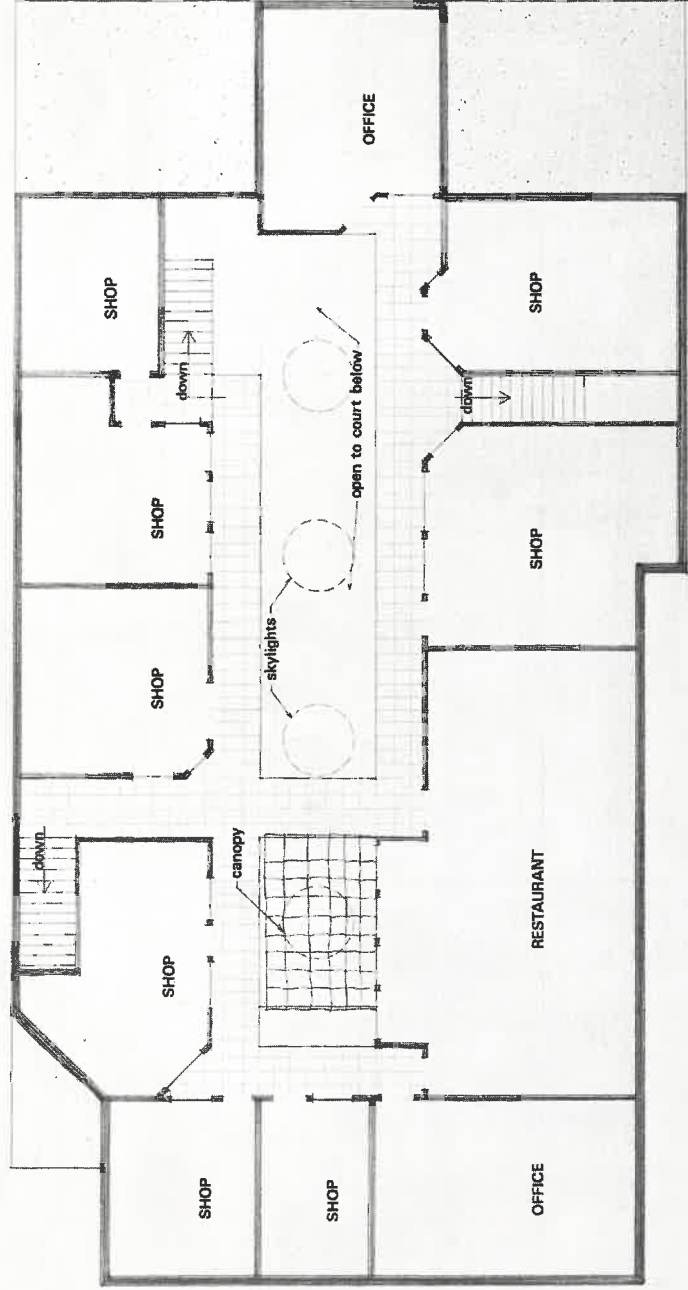
SOUTH SIDE MONTGOMERY



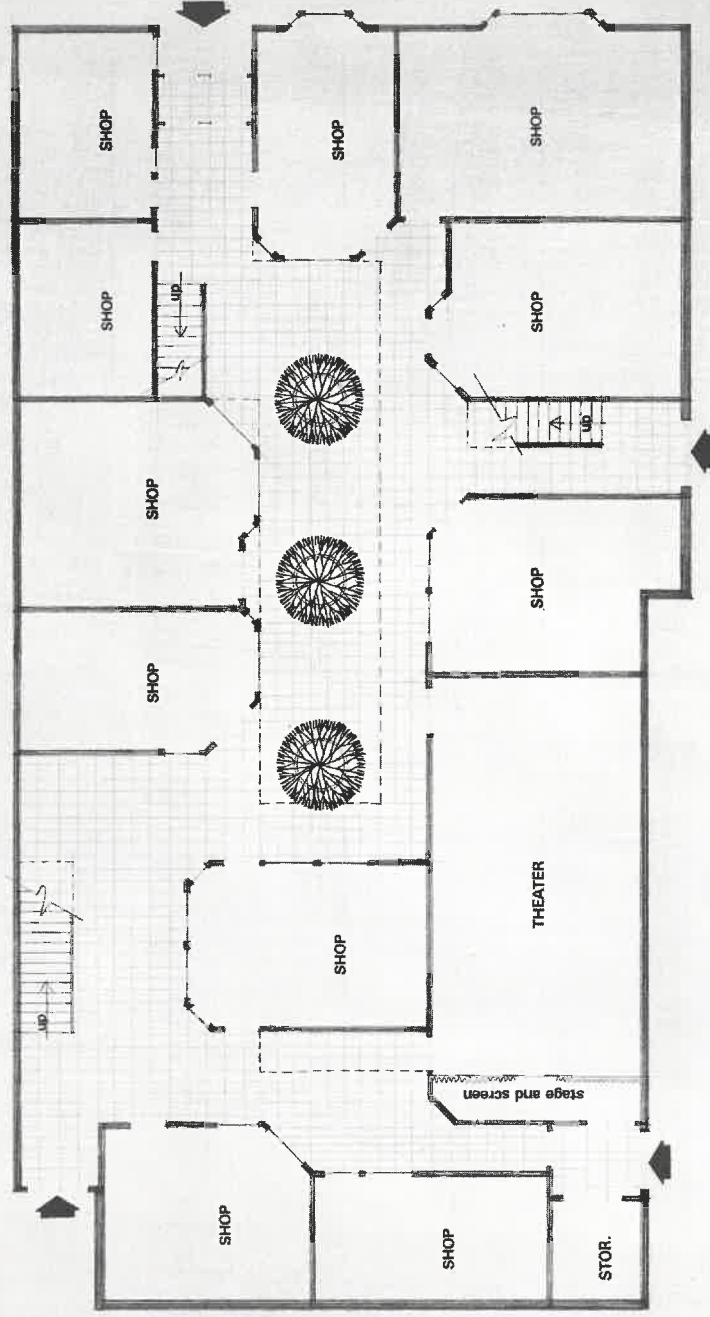
NORTHWEST CORNER RIDGE AND MONTGOMERY

FIGURE 17





SECOND LEVEL



GROUND LEVEL

PLEASANT RIDGE  
 BUSINESS DISTRICT PLANNING PROGRAM  
**CONCEPT FOR THEATER RENOVATION**

SCALE 0 4 8 16

VOGT, SAGE AND PRUM CONSULTANTS V5

- only one limited area was indicated for major treatment leaving large significant areas relatively unaffected by the redevelopment program.
- additional housing was not included in order to avoid a conflict with some locally-held view against high density apartment development.
- the strip commercial development between Lester Road and Woodmont Avenue was unaffected except for minor modifications at Kincaid resulting from the Montgomery Road relocation for westbound traffic.

(c) Town Center Redevelopment Concept (Recommended Plan) - This concept was derived from the evaluations of the previous concepts. The Selective Redevelopment Concept was expanded to include high rise residential development adjacent to Losantiville Country Club at the intersection of Montgomery Road and Losantiville Avenue. An additional residential structure was included north of the central development block. The plan for the central development block was revised significantly to create an open plaza and better image relationship with Montgomery Road. In addition to these elements, the Town Center Redevelopment concept also incorporates the following elements from the other concepts:

- relocation of westbound traffic on Montgomery Road to a new one-way road located north of existing Montgomery Road between Lester Road and Kincaid Road.
- rebuilding existing Montgomery Road to accommodate one-way eastbound traffic by decreasing roadway width to 36 feet maximum.
- widening Ridge Avenue to four lanes between the proposed westbound roadway to the widened section of Ridge Avenue just north of Highland Avenue.
- completion of development in Pleasant Ridge park.
- relocation of overhead utilities on Montgomery Road between Lester Road and Kincaid Road to an underground installation on the proposed westbound relocation of Montgomery Road between the same two points.
- a new streetscape on existing Montgomery Road (as an element of the program to narrow this facility for one-way eastbound traffic).
- a dial-a-ride transit service for an area defined approximately by I-71, Plainfield Road, Galbraith Road, and the west boundaries of Amberley Village and Census Tract 57 to I-71 with a terminal in the center for transfer to local buses on Montgomery Road and express buses destined for I-71 via Ridge Avenue.
- a community redevelopment corporation with significant community support which will implement both rehabilitation and new development proposed in the plan.
- use of the community redevelopment corporation resources to work with property owners to rehabilitate their businesses and to remodel their space in ways that are consistent with the overall development concept.

- use of the community redevelopment corporation, federal transportation funds, and other sources to develop additional public parking in the central development block.
- modification of the zoning district boundaries to reflect and encourage the recommended development plan as implementations are proposed.

Evaluation of this concept clearly demonstrated its superiority to the others that had been previously analyzed. Each element helps to support the other elements; and all in combination are consistent with and supportive of the community's goals and objectives. Accordingly, the concept was further refined and depicted in the form of models and sketches of selected elements for presentation to community residents and others.

## (2) The Role of Public Agencies

Elements of the development programs described in the previous sections can be implemented by the community using its own resources exclusively. To achieve a significant image, change and consequential revitalization of Pleasant Ridge will require the support of a number of public bodies. Each of these bodies and the roles that they have in the implementation of the development plan are described.

(a) City of Cincinnati - In July, 1973, the Ohio General Assembly passed the Impacted Cities legislation (Substitute Senate Bill 90) which gives specific cities the right to enter into contracts with "urban redevelopment corporations" for the development of specified areas in accordance with an approved development plan. Subject to the terms of the agreement between the corporation and the municipality, tax abatement may be granted by the municipality. The maximum terms of this agreement provide:

- abatement to an amount not less than one-half the tax paid on the improvements on the site prior to redevelopment.
- application of the abatement for 30 years for 1, 2, and 3-unit residential development and for 20 years for all other development.

An agreement between a local community development corporation and the City of Cincinnati which provides for tax abatement for all or major portions of the Pleasant Ridge business center development could do much to answer its feasibility, and therefore its successful implementation. Serious consideration by the City Council and the City Administration of the use of this legislation to achieve the redevelopment is assumed. Conclusion of a contract setting forth this condition between the City and community development corporation is an action that only the City of Cincinnati can perform. Therefore, the city's role in this specific effort is critical.

City involvement in the redevelopment program for Pleasant Ridge is important in a number of other

ways. Among these are:

- coordination with local efforts in the planning of necessary highway facilities.
- coordination with local efforts in the planning for improved transit service for the Pleasant Ridge area.
- support for the concept of a transit transfer terminal in the Center with parking for park-and-ride transit users. Such support could take the form of financial assistance for the development of the physical elements of the terminal and parking facilities.
- support for the concept of a public plaza as part of the center development. Such support could take the form of financial assistance for the acquisition of the land and construction of the public plaza, and continuing maintenance of the plaza area following its completion.

Each of these potential roles of the City will have to be extensively analyzed and carefully considered before an agreement for City participation can be consummated. In specific instances, the role as described may have to be modified or delayed. However, the important point to note is the need for continuing and intensive involvement between the City, the community development corporation and the Pleasant Ridge Community Council.

(b) Cincinnati Board of Education - The proximity of Pleasant Ridge Elementary School to the proposed redevelopment suggests the need for coordination between the Board, the development corporation and the City of Cincinnati. The School Board is specifically involved in the proposed relocation of westbound Montgomery Road. This relocation might occupy portions of property presently owned by the Board and utilized for Pleasant Ridge Elementary School activities.

At such time as this improvement element is required, detailed planning and property negotiations will involve the Board, Losantiville Country Club and other adjacent owners: and should attempt to define a development program that meets the ultimate objectives of all. An operable method for achieving this optimality may require ownership readjustments, particularly as regarding property owned by the Board and Losantiville Country Club.

To achieve a successful resolution of the problems presented by the relocation will require that the Board work closely with all parties in an attempt to evolve a satisfactory plan.

(c) Cincinnati Park Board and Recreation Commission - Four elements of the Pleasant Ridge program may require involvement with and cooperation of the Cincinnati Park Board and Recreation Commission. These elements are:

- redevelopment of Pleasant Ridge Playground (currently in progress) and a physical tie in the form of a pedestrian and bicycle pathway between the park and the business center redevelopment.
- the proposed mini-park at the corner of Kincaid Road and Montgomery Road.
- the public plaza proposed to be incorporated in the business center redevelopment plan.
- streetscape maintenance for the area along existing Montgomery Road created by the narrowing of Montgomery Road when the westbound relocation is constructed. Also, maintenance of the streetscape included as part of the construction of the new westbound Montgomery Road facility.

The support and cooperation of the Park Board and Recreation Commission in the planning and design of each of these facilities will be needed to assure their successful implementation.

### (3) Role of the Community

Equally important as the roles of public agencies are the roles of quasi-public and private civic groups. The roles of those who will be most significantly involved are discussed below.

(a) Pleasant Ridge Community Council - The Council responsibility for redevelopment of Pleasant Ridge is to monitor development progress on behalf of the local residents, to actively support the plan before City Council, to identify new redevelopment opportunities and to encourage the actions necessary to implement new programs resulting from those opportunities.

It is the Council which must keep the community's attention focused on the objectives of the development. Finally, it is the Council's responsibility to encourage residents as well as businesses to purchase stock in the community redevelopment corporation so that the corporation can achieve the objectives that define the development plan.

(b) Community Redevelopment Corporation - Implementation of the development concept for the Pleasant Ridge business center requires that a community corporation be established. Recent changes in Ohio Law (Sub. Senate Bill 90 - Impacted Cities Legislation) permit certain Ohio municipalities to enter into a contract with a community redevelopment corporation (defined in Chapter 1728) that provides tax abatement on developments of the corporation. Abatement of taxes in this legislation can be provided for up to 20 years to a level not less than one-half of the taxes paid on improvements in the year prior to the development of the project.

The formation of a community redevelopment corporation is the responsibility of the Pleasant Ridge community residents. The responsibility of the corporation once formed is to negotiate the contract with

the City as provided in Chapter 1728 of the State code, to finalize the plan for the redevelopment, to execute contracts with architects, engineers, contractors, and real estate agents as required to implement the approved plan.

(c) Business Center Property Owners - Only a small percentage of all properties in the Pleasant Ridge business center will be directly affected by the proposed development program. Many others, however, will be influenced by the development. These properties are expected to increase in value as a result of increased marketability. As this trend begins to emerge, the property owners who are not directly affected by the development will be justified in upgrading their properties. The extent of this response can contribute significantly to the overall impact of the redevelopment program.

Existing and future property owners, therefore, have a role in the redevelopment of the Pleasant Ridge business center. Opportunities for investment will be created by the program for those who carefully evaluate the plan for redevelopment and continually monitor its progress.

One way for business center property owners to express their support for the program is with purchases of community redevelopment corporation stock when it is made available. Another method is for each owner to analyze his own personnel situation and markets created by the development to define an action plan for the redevelopment of his own property.

(d) Residential Property Owners - Residential owners represent a segment of the community whose support and active participation is critical to the redevelopment of the Ridge. It is the resident property owners who could provide the major support for the project through their investment in the community redevelopment corporation. Their support is justified if credibility can be established for the premise that the projects implemented by the development corporation would stabilize or increase residential property values in Pleasant Ridge. The justification for this view is based on other studies which demonstrate the influence of new improvements on old neighborhoods, and on the expressions of interest by many property owners who have indicated their intent to stay in the Ridge or to rehabilitate their properties if the central area development proceeds. Such expressions of confidence are the material that successful development projects are made of.

#### b. The Development Plan

The plan for Pleasant Ridge is a description of the steps to be taken by the community and others to create a living environment that will benefit local businesses and residents. It is composed of two parts: (1) Business Center Redevelopment; and (2) Community-Wide Recommendations.

The first element of the plan involves the Business Center. The second element concerns planning aspects for the community as a whole (other than the Business Center) and specific recommendations regarding land use, community facilities and transportation.

(1) Business Center Redevelopment

The recommended plan for redevelopment of the Pleasant Ridge business center is limited to the area between Lester Road and Woodmont Avenue on Montgomery Road; and encompasses approximately a two-block band on each side of Montgomery Road. The treatment proposed for this area is continual upgrading of existing structures supported by clearance and redevelopment, selected capital improvements, and improved transit service.

Conditions and studies that are the basis for this plan were described earlier in this report. The description presented is limited to the definition of the total plan including all of its physical elements and potentials, and to the definition of procedures and priority strategies for implementation.

(a) General Plan Objectives - Pleasant Ridge is an excellent residential community served by highly regarded schools and other public services which suffer because of deterioration of its business center. This deterioration in recent years has been caused primarily by extensive development of shopping centers. Another contributing factor, however, has been the lack of strategy or plan for coping with these external influences.

The proposed development plan for the Pleasant Ridge business center is an attempt to define strategies for the rehabilitation of this business area in order to:

- provide a better choice of merchandise for local residents.
- provide a focus for rehabilitation and residential maintenance throughout the community.
- encourage investment in the community generally; and in the business center specifically.
- attract a large share of selected markets in an expanded area to existing and new establishments in the business centers.

The plan and implementation strategies in the view of the writers have the requisite elements to achieve these objectives. The community currently has the strengths needed to support the activities and actions which are proposed.

Delays in the implementation of the program could, however, critically limit the potential to be achieved. Deterioration of the business center and the residential areas of Pleasant Ridge will not

wait for the timid. Therefore, a most important objective of this plan is that its implementation be commenced before the opportunity passes. Indecisive actions now can only cause different and more undesirable conditions in the future.

(b) Specific Objectives - Within this framework of general plan objectives the plan seeks to achieve the specific objectives listed below.

1) Transportation Service - The completion of I-71, the new commercial development at the I-71 Ridge Road interchanges, and industrial plant employment along Highland Avenue all contribute to the projections for major traffic increases on Ridge Road between Montgomery Road and I-71 and at the Montgomery Road-Ridge Avenue intersection. The OKI transportation plan recognizes this condition and recommends construction of a six-lane divided highway from the Cross County Highway in Amberley Village to I-71. In response to this and related transportation service needs, the transportation objectives of the plan are:

- to divert most of the projected traffic from Ridge Road in order to remove the need for the six-lane proposal and thus preserve the quality of the neighborhood.
- to divert some of the projected traffic to buses and other forms of transit to assist in the reduction of demand on Ridge Avenue.
- to increase public parking available for both park-and-ride users and for business center patrons.

2) Housing - The development plan is based on the following housing objectives:

- to increase residential density in the area immediately adjacent to the business center.
- to develop units that encourage use by older long-term Ridge residents and others who will not create excessive loads on local schools.
- to provide a residential living environment near to the business center that is a part of, yet excluded from, the urban activities created by the commercial and office redevelopment of the business center.
- to encourage rehabilitation of residential properties adjacent to the business center that are not proposed for clearance.
- to provide the economic stimulus by allowing more permissive zoning adjacent to the business center.



3) Commercial Areas (Retail and Office) - Retail markets available to the Pleasant Ridge business center have deteriorated rapidly in recent years with the opening of Swifton Shopping Center, Kenwood Plaza, Kenwood Mall, K Mart, Ontario's and Gold Circle. Office development has never been particularly strong in the closer-in Cincinnati suburbs. In recent years, this historic condition has begun to change; but most new office space is being located adjacent to interchanges on the interstate system. The office development along I-71 in Kenwood is an example of this.

Based on these conditions the commercial objectives of the development plan are:

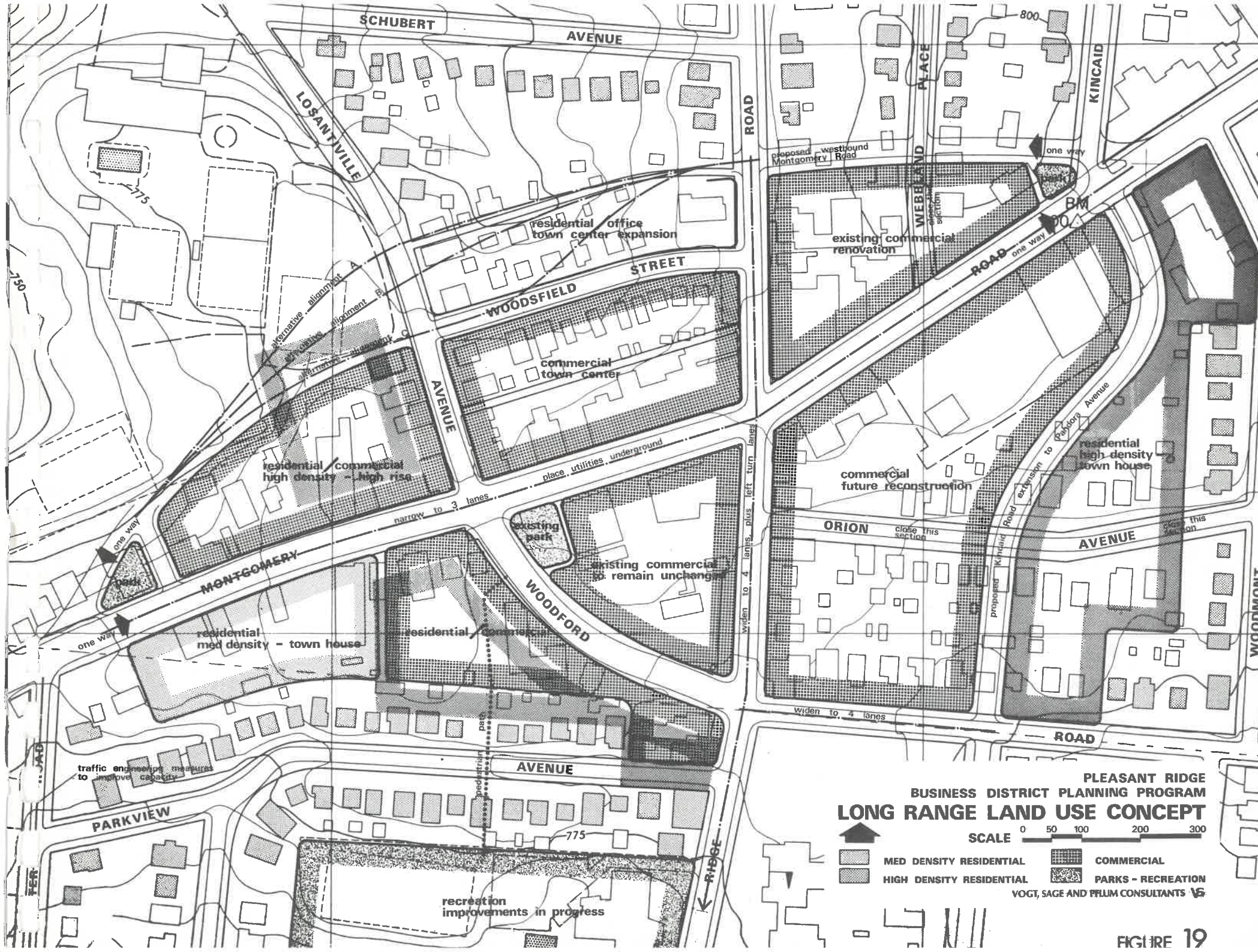
- to concentrate principal commercial and service-oriented activities into a central location in order to create the image, if not the actuality, of size.
- to encourage development of new commercial facilities that will attract markets because of convenience, transit availability, regional accessibility and environmental quality.
- limit the east-west extension of the business area.

4) Environmental Quality - The development plan also includes elements that recognize the topography, existing open space, and other environmental qualities of Pleasant Ridge. The environmental objectives for the business area redevelopment that justify these elements are:

- to create visual relationships between the business center and Losantiville Country Club.
- to create visual elements that clearly identify that one is approaching, is in, or is leaving Pleasant Ridge business center.
- to remove or reduce the impact of overhead utility lines in the business center.
- to provide an urban image in the business center that provides public spaces for pedestrians in the form of plazas, landscaped walkways and streets, and enclosed malls.
- to encourage property owners to rehabilitate their buildings and grounds in accordance with a design theme that coordinates different building and architectural styles.

## (2) Long-Range Land Use Concept

The development plan long-range land use concept is generally depicted in Figure 19. Those elements of the concept that require clarifying descriptions are discussed below. Many of the concepts are



PLEASANT RIDGE  
 BUSINESS DISTRICT PLANNING PROGRAM  
**LONG RANGE LAND USE CONCEPT**

SCALE 0 50 100 200 300





-  MED DENSITY RESIDENTIAL
  -  COMMERCIAL
  -  HIGH DENSITY RESIDENTIAL
  -  PARKS - RECREATION
- VOGT, SAGE AND PELUM CONSULTANTS

FIGURE 19

not presented in the development plan because early implementation is not justified. The purpose of presenting this concept is to establish a long range goal for the community to strive for. For example, no treatment is indicated in the development plan for the frontage on Ridge Avenue and Montgomery Road in the block at the southeast corner of these two major streets. Kroger and Burger Chef are major occupants of land but a number of small establishments occupy buildings near the Montgomery Road - Ridge Avenue intersection along Ridge Avenue, and at the east end near Woodmont Avenue. The theater occupies the site at the extreme east end of the latter area.

This area was evaluated to determine the justification for redevelopment. Early action, however, was not recommended because:

- the areas selected for redevelopment were viewed as a necessary prerequisite for redevelopment of this area;
- of problems associated with purchasing and relocating two of the commercial establishments in Pleasant Ridge.

In the long term, it is expected that some existing residential uses will give way to higher density residential development; that some of the commercial uses at the eastern and southern fringe of this area will give way to higher density residential development and that the commercial areas which remain will be reconstructed to create a more coordinated auto-oriented commercial element of the business center redevelopment. Major commercial elements of this redevelopment concept would be located along Montgomery Road and down Ridge Avenue to Woodford Road. The connection of Kincaid Road with Pandora Avenue at Woodford Road could be an element of this concept in order to improve highway access to the commercial development that would occupy the area west to Ridge Avenue, and the high density residential development that would occupy the area to the east. Overhead pedestrian connections to the block occupied by the Nativity School and to the triangular block bounded by Ridge Avenue, Woodford Road and Montgomery Road are logical extensions of this concept.

In the interim between today and major redevelopment of this area, little is proposed. The progress made toward the implementation of new development is, therefore, dependent on the successful completion of the recommended elements of the proposed development plan.

The block bounded by Ridge Avenue, Woodford Road and Montgomery Road is expected to remain relatively unchanged for many years. Little is proposed to affect the style or amount of development in this block. In the future, though, the markets may have been adequately reoriented toward the business center to justify construction of an office tower in the area presently occupied by the Gulf Oil station. Concurrent with this development, overhead pedestrian walkways to other adjacent blocks might be considered. An overhead pedestrian connection to the east side of Ridge Avenue would be one option. Other overhead crossings from this area to other blocks would depend on pedestrian travel

forecasts. Land uses in this triangular block in the future are intended to be commercial with emphasis on financial and other office uses. The existing buildings facing Montgomery Road and the park are planned to remain regardless of other development which may eventually be justified. Some facade treatment may be desirable for these structures similar to that shown earlier in Figure 17, but major rehabilitation of these structures is not anticipated nor necessary.

Another area not identified in the development plan for major redevelopment in early phases is the area bounded by Ridge Avenue, Montgomery Road, Kincaid Road and the relocation of westbound Montgomery Road. In an ultimate development program, this area could be redeveloped for office uses with ground floor retail on existing Montgomery Road, and for offices and institutional uses and parking adjacent to relocated westbound Montgomery Road. In the development plan, little major activity is defined for this area except for programs of facade treatment of existing buildings and interior renovation. Some actions in this regard are currently underway or have been recently completed. Continuation of this type of activity for many years is the recommended emphasis.

The blocks which front on Montgomery Road between Lester Road and Losantiville-Woodford are currently used by commercial establishments. Continuation of this kind of activity for many years is anticipated except at the corner of Losantiville Avenue and Montgomery Road which is planned for early clearance and reconstruction.

In the long term, the area north of Montgomery Road should be redeveloped for high density residential use. The area south of Montgomery Road should also be considered for this type of redevelopment except for the fact that the area does not have the amenities to support residential reuse. To maintain and upgrade the existing commercial uses was considered but was rejected since future access to the area is inhibited by the proposed one-way operation for Montgomery Road. Accordingly, this area has been identified in the long-range plan (Figure 19) for low-rise townhouse development at the west end of this block and a continuation of commercial and mixed residential at the east end near Woodford Road.

These descriptions of long-term development concepts for areas not completely defined in the recommended plan represent general ideas for future uses. At this time there is no economic justification for the actions and concepts described. However, encouraged by the successful implementation of the recommended development, these additional features could be considered. The concepts described represent ways which, in the main, are consistent with community objectives. They represent one approach, but not the only one. As the development program progresses, these impacted areas will need further evaluation and additional planning.

### (3) Development Plan Elements

The development proposed for implementation is shown in Figure 20 and is located north of Montgomery Road from a point west of Losantiville Avenue to Ridge Road. Typical sections of the development are shown in Figure 21. The primary features of the development include:

(a) Twelve-story residential tower with commercial and professional offices on the first three floors and a restaurant and resident recreation facility on the top floor (Building No. 1 on Figure 20). The structure will include 88 apartment units and 88 inside parking spaces. An additional 106 parking spaces in an adjacent surface lot will be provided. The estimated cost of the structure is including land acquisition, demolition, and construction costs.

This structure is recommended to be the first project constructed by the community development corporation. Completion for occupancy is planned for the fall of 1976.

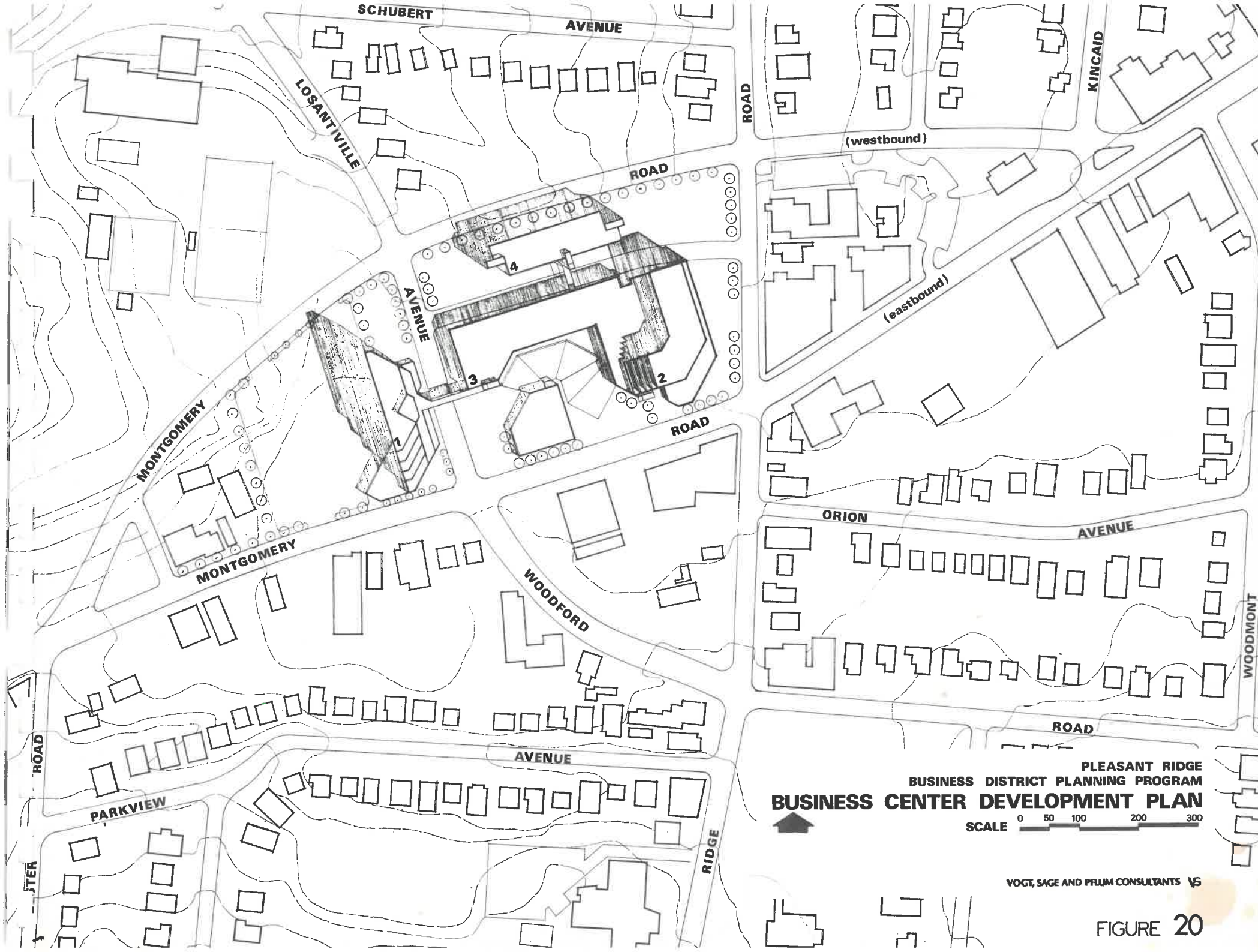
The objectives to be achieved in the development of this structure are:

- one and two-bedroom units .
- limited but quality commercial space
- professional office space .
- quality views from all windows which take advantage of its elevated location relative to the surrounding area, proximity to Losantiville Country Club, and proximity to the center development proposed for the block immediately to the east.
- a clear identification of the overall redevelopment program for the Ridge based on the style, orientation, location and uses included in this structure .

Preliminary plans for the structure are shown in Figures 22, 23 and 24. A model of the building was also constructed and is available for display.

(b) Town center development located in the block bounded by Losantiville Avenue, Montgomery Road, Ridge Avenue and the proposed relocation of westbound Montgomery Road (Buildings No. 2 and No. 3 and the public plaza - see Figure 20). Building No. 2 is tentatively planned for a three level parking structure for 200 vehicles, a suburban transit transfer station, ground level retail, and an eight-story tower with offices or a suburban motel.

The estimated cost of this structure with all elements listed above is \$3,500,000, which includes land, demolition and construction costs. The objectives to be achieved by the development of this structure are:

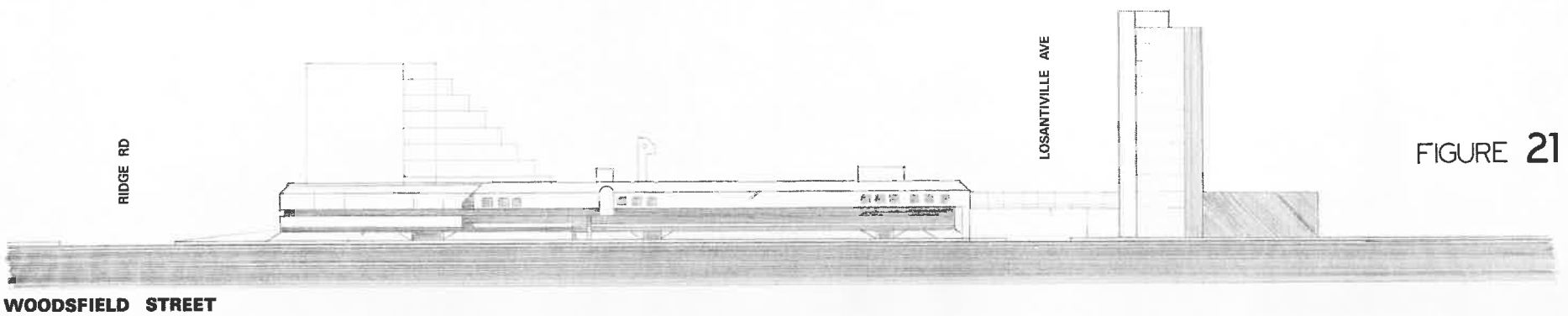
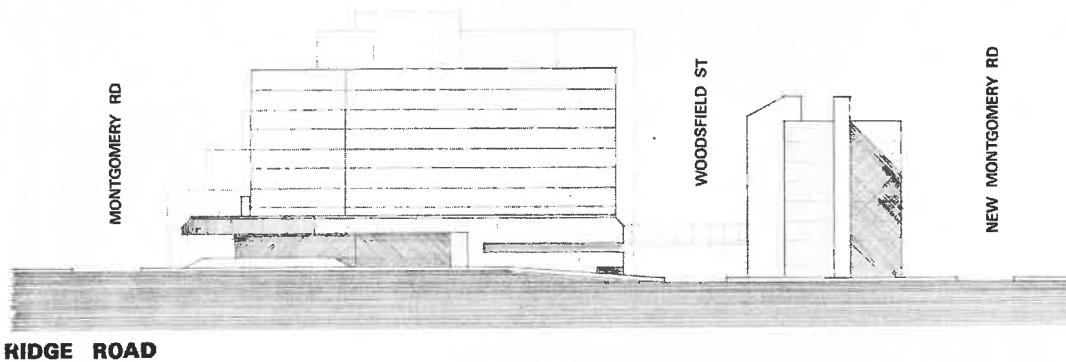
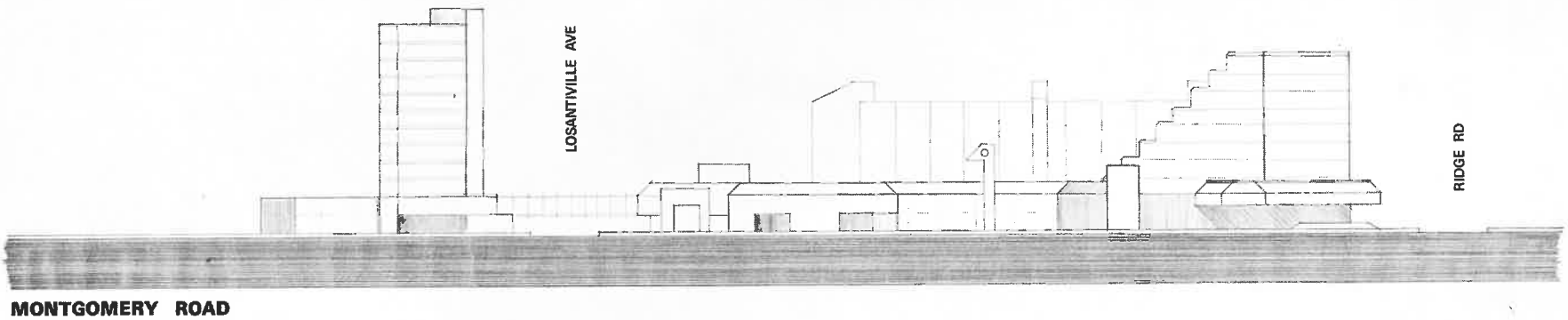
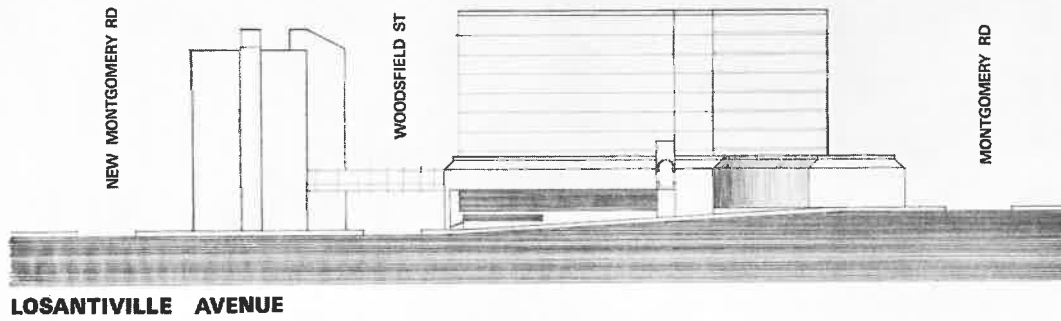


PLEASANT RIDGE  
 BUSINESS DISTRICT PLANNING PROGRAM  
**BUSINESS CENTER DEVELOPMENT PLAN**

SCALE 0 50 100 200 300

VOGT, SAGE AND PRUM CONSULTANTS

FIGURE 20



PLEASANT RIDGE  
 BUSINESS DISTRICT PLANNING PROGRAM  
**TOWN CENTER SECTIONS**

SCALE 0 25 50 100

VOGT, SAGE AND PFLUM CONSULTANTS VS

FIGURE 21

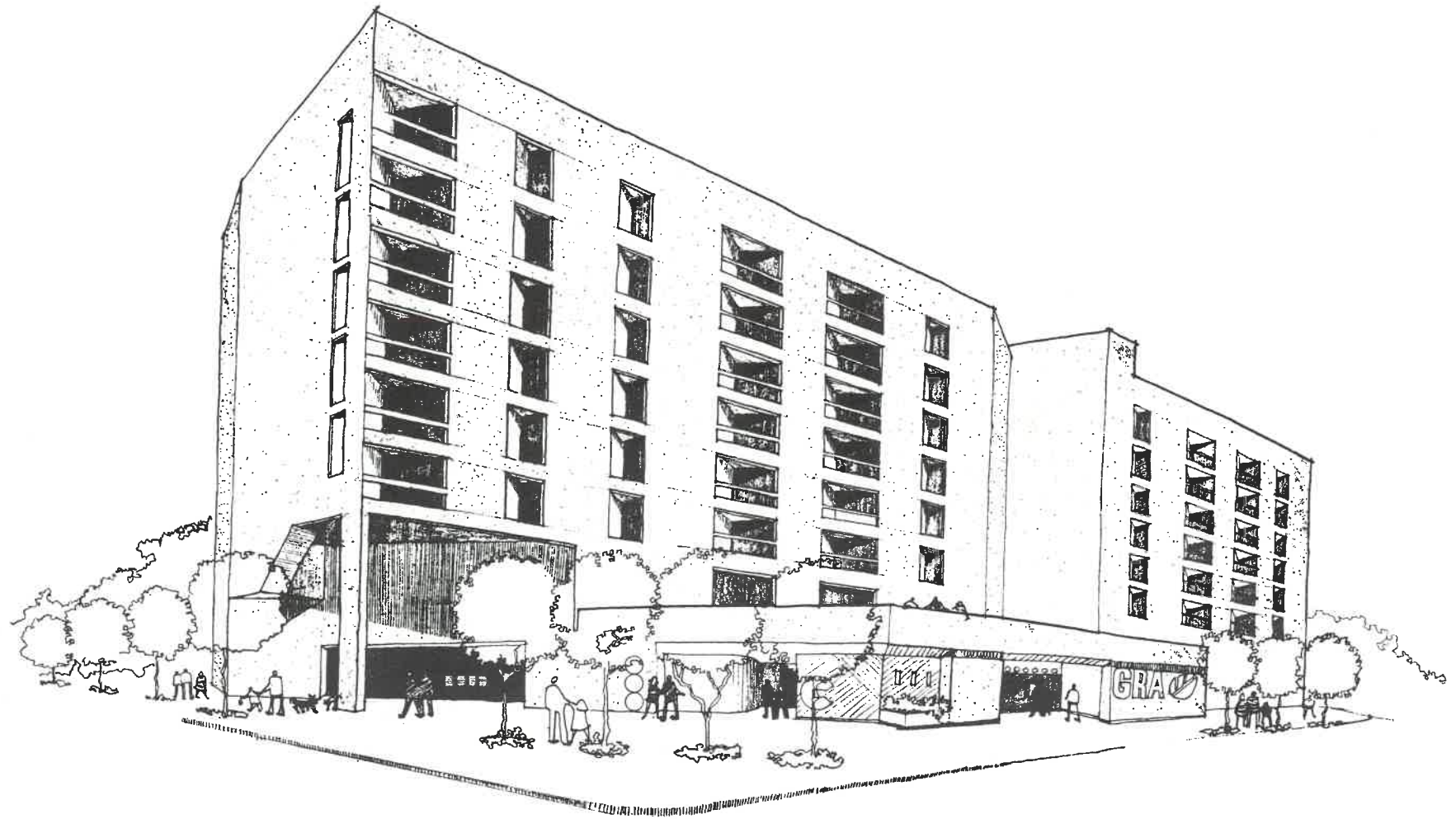
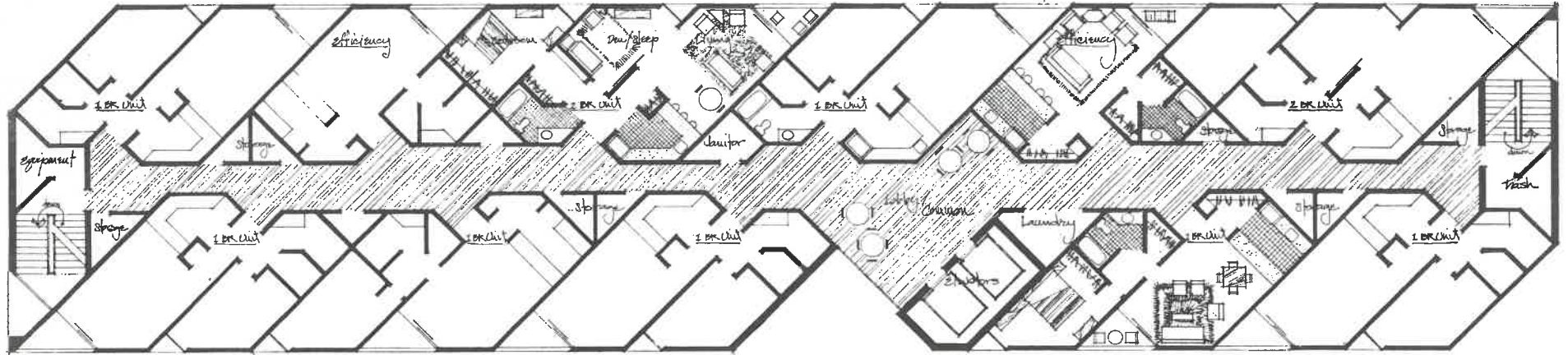


FIGURE 22

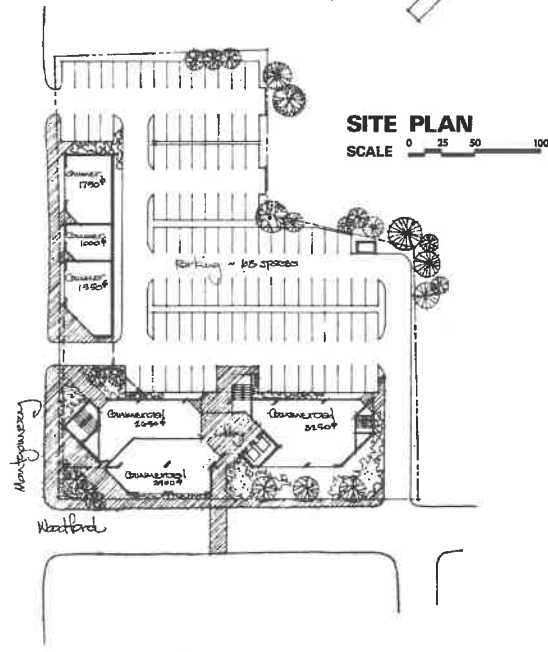
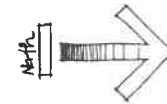
PLEASANT RIDGE  
BUSINESS DISTRICT PLANNING PROGRAM  
**BUILDING ONE ALTERNATIVE CONCEPT**

VOGT, SAGE AND PFLUM CONSULTANTS SMITH STEVENS ARCHITECTS





**TYPICAL FLOOR PLAN**  
SCALE 0 4 8 16



**SITE PLAN**  
SCALE 0 25 50 100

PLEASANT RIDGE  
BUSINESS DISTRICT PLANNING PROGRAM  
VOGT, SAGE AND PELUM CONSULTANTS SMITH STEVENS ARCHITECTS

FIGURE 23

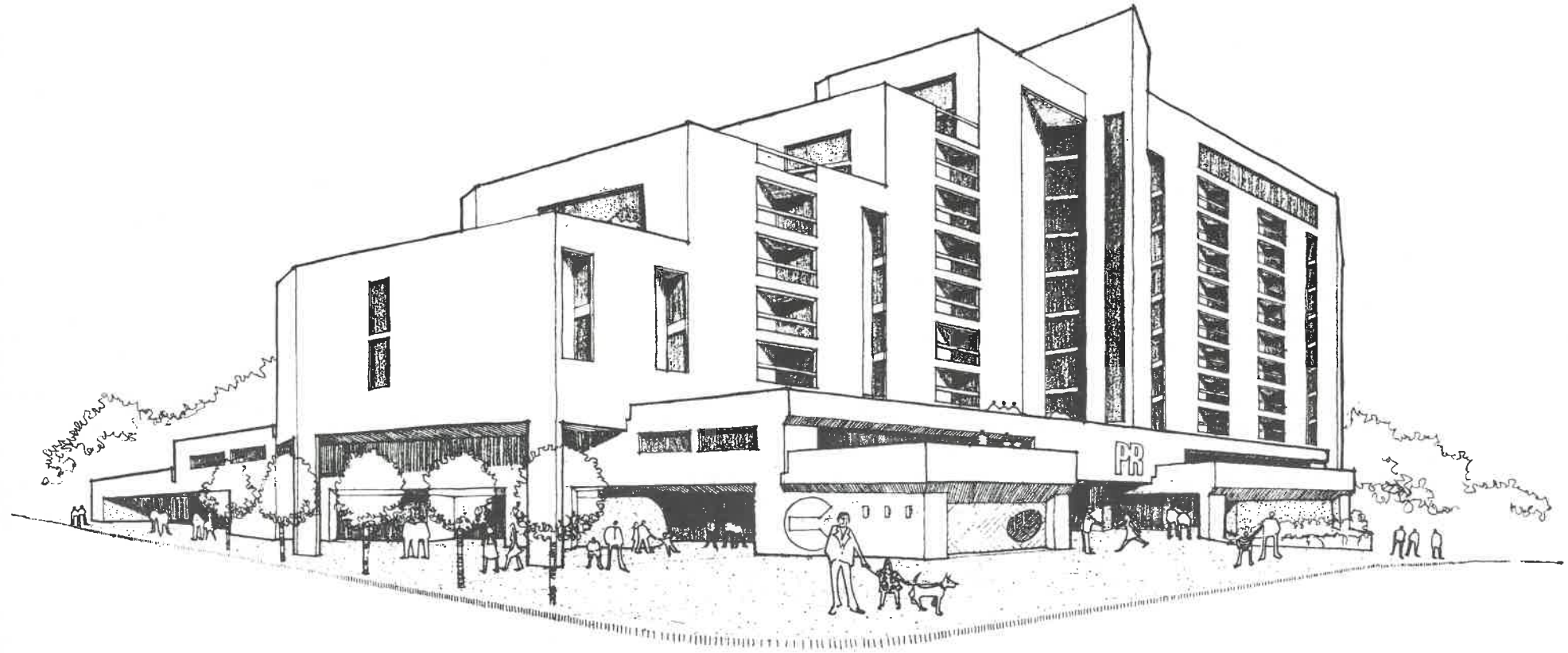


FIGURE 24

PLEASANT RIDGE  
BUSINESS DISTRICT PLANNING PROGRAM  
**BUILDING ONE ALTERNATIVE CONCEPT**

VOGT, SAGE AND PFLUM CONSULTANTS SMITH STEVENS ARCHITECTS

- a major increase in public parking spaces available for business center shoppers and employees and park-and-ride transit users.
- a transit transfer station that can be the focus of increased transit service and use by area residents and employees.
- retail shops that front on Montgomery Road and the plaza with optional rear access from the transit station for the convenience of the transit users and shoppers who park their cars in the garage.
- high order functional and visual relationships between the structure and the adjacent public plaza, other buildings included in the total development program, and the surrounding community.

It is recommended that the construction of Building No. 2 be planned to closely follow the completion of Building No. 1 and either proceed to be developed concurrently with Building No. 3.

Building No. 3 is tentatively planned to be a two or three-story commercial building with retail stores on the first floor facing the public plaza and offices on the upper floors. The structure would be built over a two-level parking garage with capacity for 100 vehicles devoted exclusively to employees of the offices.

The building including the garage is expected to cost \$1,500,000 to construct, which costs include land, demolition and construction.

The public plaza that is partially enclosed by Buildings No. 2 and No. 3, and the recently renovated Pleasant Ridge Building and Loan building represent the central features of the new town center. It is proposed to be constructed with variations in levels in order to serve people from all buildings that are part of the town center development. For example, overhead walkways are planned from Buildings No. 1 and No. 4 and direct pedestrian access is planned from Building No. 2 for users of transit, the parking garage and the building. Plaza access from other buildings in the center development and from adjacent buildings and activities in the Pleasant Ridge business area has also been carefully integrated.

The plaza is expected to be the focal center of Pleasant Ridge. It occupies about 20,000 square feet and it is, therefore, large enough for outdoor art shows, band concerts, fairs, and other local and areawide functions. It will provide a place for activity which can be observed from adjacent retail shops, high rise residential dwellings and nearby offices. It will serve as a place where bus transfer passengers and "kiss-and-ride" transit users can wait for their rides to their home or work. Finally, the plaza can provide the environmental setting with trees, benches, sculpture, and fountains that can serve to unify the entire development both for ground and upper floor users.

The estimated cost to develop the plaza, including land acquisition, demolition and construction, is \$400,000. A reasonable schedule for development of the plaza would be simultaneous with or following construction of Building No. 3.

(c) An eight-story tower for either residential or office use is subject to market evaluation (Building No. 4 on Figure 20). The structure will be provided with open lot parking suitable to the type of use ultimately selected. The building, when constructed, will also be tied into the plaza area with an overhead walkway.

This structure is expected to be the last built of those shown in Figure 20. The reasons for this decision are the condition of existing dwellings that would have to be demolished in order to construct the building, the need to relate the structure to the proposed relocation of westbound Montgomery Road, and the need to evaluate the strength of residential and office markets before a decision to proceed is made.

The objectives that govern this structure are to relate building masses around the plaza and adjacent low structures in a form that tends to enclose the plaza, and to maintain a height that is sufficient enough to take advantage of visual amenities and yet low enough not to obstruct views from the restaurant planned for the top of Building No. 1.

(d) Auxiliary Improvements - These elements of the development will be supported by a series of improvements in the general area designed to increase the attractiveness and utility of the business center. These ancillary improvements and their functions are described below:

1) Widening of Ridge Avenue to four lanes from a point north of Woodsfield Street to the existing widened section north of Highland Avenue.

It is evident from all studies that some widening of Ridge Avenue must be made in order to relieve the anticipated traffic congestion in Pleasant Ridge caused by the opening of I-71 to downtown Cincinnati. In the studies, the effect of no improvement, a four-lane facility, and a six-lane facility with a center median, were evaluated. The first would cause impossible congestion that could only inhibit use of Pleasant Ridge business district establishments. Two reasons can be put forward for this conclusion. First, the likelihood of congestion would inhibit the business district patrons' use of the local stores. Secondly, a considerable amount of through traffic would be diverted to other arterial and local streets in order to bypass the critical Montgomery Road - Ridge Avenue intersection.

The six-lane divided facility recommended in the OKI transportation plan would create excessive impact on adjacent residential properties since this level of improvements would require at least 25

feet more right-of-way from each side of Ridge Avenue or 50 feet more if all of the taking were from one side. The studies indicate that more limited improvement on both Ridge Avenue and Lester Road and improvements of the circulation system within the Pleasant Ridge business district and the north-south arterials to the east would be more appropriate and would have less impact on the community.

For the reasons cited, it is recommended that the City reconstruct Ridge Avenue as a four-lane arterial without parking. In the development of this section it is further recommended that a fifth lane for left turns be constructed on Ridge Avenue at Montgomery Road and at Woodford Road.

The typical section recommended can be accommodated between the existing buildings that are along each side of Ridge Avenue between Woodford Road and a point north of Montgomery Road. The width available is, however, very minimal for this type of facility improvement. To provide adequate width requires that additional right-of-way and some existing structures be obtained and removed. The decision to obtain this right-of-way from the east side or west side of Ridge Avenue is a critical one which is beyond the scope of this report. It can be stated, however, that near term development objectives of Pleasant Ridge are probably better served by widening on the west side if such action would help to obtain some right-of-way that could be transferred to the development corporation for use in the redevelopment of the town center area north of Montgomery Road and between Losantiville Road and Ridge Avenue. Design of this facility improvement should be conducted in cooperation with local officials in order to assure that maximum benefits for the community are obtained.

2) Construct a new facility for westbound Montgomery Road traffic between Kincaid Road and Lester Road. This facility is recommended to be constructed as a three-lane pavement, 36 feet wide between these terminal points. The justification for this facility is to increase capacity for traffic at the intersection of Montgomery Road and Ridge Avenue, to improve access to specific elements of the proposed development, to define the limits of the Pleasant Ridge business center, and to provide the opportunity for upgrading the appearance and improving the scale of existing Montgomery Road between the terminal points by some narrowing of the street and by relocation of the overhead utility lines to underground installations in either existing Montgomery Road or in the right-of-way of the new facility.

This proposed facility has a number of problems associated with its design and construction that could inhibit its implementation. Construction would require the acquisition of about 10 structures involving 20 dwelling units. Its relationships to Losantiville Country Club and Pleasant Ridge Elementary School is such that its construction in this area could adversely affect the operation of both properties. Losantiville Country Club could lose two of its tennis courts. The school could lose some critical outdoor recreation space. To alleviate these impacts will require detail studies. Preliminary analysis, however, suggests that three alignments shown in Figure 19 should be considered. Alignment A takes the two tennis courts but could provide space for their relocation south of the

highway next to or on the site of Structure No. 1. Alignment B takes the courts and provides no space for their relocation. Alignment C impinges on the site of Structure No. 3 and misses the tennis courts. With Alignment A detail investigations are required to determine whether the courts could be relocated both to satisfy the Club and to satisfy the development of Structure No. 1. With Alignment C the route location adjacent to Structure No. 1 would have to be integrated with the structure and with parking access to the structure. Infringement of the highway on the site for Structure No. 1 needs to be evaluated to assure also that the remaining site is sufficiently large to meet all site size requirements.

East of Losantiville Avenue, the Montgomery Road relocation could occupy a portion of the existing right-of-way of Woodsfield Street between Losantiville Road and Ridge Avenue, or it could be located along the rear property line of the properties that front on the north side of Woodsfield Road. The alignment used depends in large measure on the final location selected west of Losantiville Avenue. Obviously, the selection of Alignment C would affect Structure No. 4 described earlier and might influence the uses and sizes of Structure No. 3 in the town center.

The purposes of splitting Montgomery Road into two one-way elements are to increase intersection capacity at Ridge Avenue particularly, but also at Losantiville Avenue; to provide areas that can be used for small mini parks (note the proposed treatment at the bifurcation at Lester Road and Kincaid in Figure 20); to improve accessibility to new structures and functions that are elements of the recommended plan; to provide a way for effectively relocating existing overhead utility service to underground; and to provide more environmental amenities along both the existing and new Montgomery Road right-of-way between Lester Road and Kincaid Road.

3) Extension of Kincaid Road to Woodford Road at Pandora Avenue - This is a long-range recommended improvement which, if implemented, could serve as a stimulus to redevelopment of the commercial properties at the southeast corner of Montgomery Road and Ridge Avenue. This improvement would also stimulate redevelopment of existing single-family residential properties to somewhat higher density townhouses and low-rise apartments across the extension from the revitalized commercial block (see Figure 19). This new route also provides an alternate travel path for a number of movements between Montgomery and Woodford which otherwise would have to move through the Ridge Avenue-Montgomery Road intersection.

4) Widening of Woodford Road between the Kincaid Road Extension and Ridge Ave. - This improvement could be developed with the widening of Ridge Road but if not, then certainly with the construction of the Kincaid Extension.

5) Pedestrian circulation pathways - The plan assumes that some new pedestrian routes will be developed. Among those included in the planning are:

- an overhead walkway between Structure No. 1 and the town center.
- an at-grade mid-block crosswalk between the town center and the block immediately to the south.
- an overhead walkway between Structure No. 4 (if constructed) and the town center.
- an at-grade pedestrian linkage between the town center and Pleasant Ridge Park.

#### (4) Development Plan Implementation Strategies

A plan has relevance only if a feasible method for implementation can be devised. To develop such an implementation plan requires knowledge of current and emerging markets that will give economic feasibility to each project element, public actions and their timing, and the response of local residents to a community development corporation if that instrument is to be structured to implement the development plan. Many of these factors are unknown at this time and will only become known after considerable work by local residents, public bodies and others. It is, however, reasonable to define an implementation schedule which lists the elements of the program and a schedule of beginning and completion for each element. Table 18 has been prepared to accomplish this purpose. Each element has been staged to reflect its relationship to other elements and to reflect a reasonable estimate of the time, effort and prerequisites that will be required to bring each element to a point of start.

To achieve the total development plan in accordance with the schedule presented in Table 18 will require either that the community development corporation raise in excess of \$1,000,000 in equity capital at various times during the program or that other developers working in concert with the community take on certain elements of the development independent of the community development corporation.

It also requires that the city be an active supporter of the development through legal and financial actions which only they can take or authorize, and by implementing the public capital improvements at the time indicated in Table 19.

This development program will succeed if all participants maintain a reasonably open mind and a fundamental faith in its potential. The key point is to recognize that success must be measured in a number of ways:

- return on investment in the community development corporation.
- stabilization of property values.
- strengthening of local institutions.
- strengthening of the City of Cincinnati.

The aggregate of each of these measures should be the test by which success of the program is determined.

TABLE 18 - PROGRAM SCHEDULE AND ESTIMATES  
PLEASANT RIDGE COMMUNITY

<u>Program Element Description</u>	<u>Project Begin</u>	<u>Scheduled Completion</u>	<u>Estimated Cost</u>
1. Building No. 1 - Northwest corner Losantiville and Montgomery	1974	1976	\$ 3,700,000
2. Building No. 2 - Town Center	1976	1978	3,500,000
3. Building No. 3 - Town Center	1978	1980	1,500,000
4. Public Plaza - Town Center	1978	1980	400,000
5. Building No. 4 - adjacent and north of Town Center	1980	1982	2,800,000
6. Ridge Road widening from Schubert Ave. to south corp. line	1976	1977	900,000
7. Construction of relocated westbound Montgomery Rd. from Kincaid Rd. to Ridge	1978	1979	250,000
8. Construction of relocated westbound Montgomery Rd. from Ridge to Lester Rd.	1980	1981	500,000
9. Reconstruction of eastbound Montgomery Rd. from Lester Rd. to Kincaid Rd.	1981	1982	250,000
10. Extension of Kincaid Road from Montgomery Rd. to Woodford Road	1982	1983	500,000
11. Renovation of Business District streetscape excluding utility undergrounding	1981	1982	150,000
12. Renovation of Business District Under- ground Utility Relocation	1981	1982	Not estimated



TABLE 18 - PROGRAM SCHEDULE AND ESTIMATES (Cont.)

<u>Program Element Description</u>	<u>Project Begin</u>	<u>Scheduled Completion</u>	<u>Estimated Cost</u>
13. Renovation of Business District Approach mini-park development (west and east end)	1981	1982	\$ 50,000
14. Local Dial-A-Ride Transit Service System - three bus system assumed	1976	1976	
. Capital Cost			75,000
. Annual Operating Cost			75,000 (max.)
15. Other Program Elements not previously included:			
. Eastbound Montgomery Rd. pedestrian mid-block signalized crosswalks (2)	1982	1982	10,000
. Pedestrian and bicycle access to Pleasant Ridge Park from the business center	1980	1980	15,000
. New pool for Pleasant Ridge Park	1974	1975	275,000
. Pedestrian overstreet walkway - Building No. 1 to Town Center	1980	1980	75,000
. Pedestrian overstreet walkway - Building No. 4 to Town Center	1982	1982	50,000
TOTAL COST of all estimated elements exclusive of transit operating costs			\$15,000,000

SOURCE: Vogt, Sage and Pflum Consultants

TABLE 19 - SUMMARY OF COSTS  
PLEASANT RIDGE COMMUNITY

<u>Period</u>	<u>Private Developers</u>	<u>Pleasant Ridge Redevelop- ment Corp.</u>	<u>Cincinnati</u>	<u>Federal</u>	<u>Total</u>
1973 to 1977	\$ 4,600,000	\$ 700,000	\$ 800,000	\$ 600,000	\$ 6,700,000
1978 to 1983	<u>5,250,000</u>	<u>800,000</u>	<u>1,550,000</u>	<u>700,000</u>	<u>8,300,000</u>
TOTAL	\$ 9,850,000	\$ 1,500,000	\$ 2,350,000	\$1,300,000	\$15,000,000

SOURCE: Vogt, Sage and Pflum Consultants

## 2. The Community Area

### a. Introduction

Recommendations for improvement of the business area and its immediate vicinity are not completely separable from those pertaining to the community as a whole, since they are all interrelated to some degree or other. In the preceding pages, for example, the long-range development of the business area involves decisions relative to highway improvements, residential densities and other factors stated to have a definite bearing on the efficiency of the shopping center. These decisions also have an impact on the residential community as a whole.

However, for the purposes of this report, the following pages will be devoted to developing some recommendations which generally apply to sections of the community beyond the business area and its close-in environs.

### b. Overview of Research Findings

The data assembled and analyzed in previous sections of this report (see Chapters I, II, and III) point to a condition of relative stability in Pleasant Ridge, the community having experienced (like many others) periods of rather rapid growth in its earlier years, but in the most recent decade (1960-1970) a slower rate of growth.

Generally, the socio-economic characteristics of the population (income, occupations and employment, educational status, etc.) have changed but slightly in recent years, except for some in-migration of non-whites, which development had not occurred until after 1960.

Present land development (i.e., in 1970), exclusive of streets and vacant land, consists primarily of residential areas, whose acreage accounts for two-thirds of all land utilized for some purpose (private, semi-public or public). Commercial land utilization (in terms of expansion) has changed but little, the only changes being shifts in types of establishments or land use within the confines of the older business areas, the principal one being the Montgomery-Ridge area, with smaller ones at Montgomery-Lawndale and other scattered locations. Industrial expansion has also not occurred to any great degree, except for some improvements made by the Hilton-Davis Chemical Company. However, outside the Pleasant Ridge community (i.e., within the city), a great number of newer developments have occurred, namely the discount stores (Ontario's, K-Mart, Gold Circle) and a host of other commercial or industrial establishments (Kenner Products, Nolan Ford, etc.) oriented generally toward the newly-constructed Highland Avenue and lower Ridge Avenue and/or Lester Road.

Within the residential complex of the community, the distribution of dwelling units has shifted somewhat from the single-family predominance of earlier eras to a situation where presently, out of every 100 units, about 50 are single-family, 40 multi-family and 10 two-family, or about a 50-50 balance between single-family and "all other" types. Housing values (owner-occupied units) and rentals (renter-occupied units) have shown a fair degree of stability. Age-wise, the community's residential structures show a wide range, extending from single-family residences representative of about every decade (from the turn of the 19th century on forward) to structures (mostly multi-family) built within the last two decades or so. As far as can be determined solely from external observation, the housing stock is in good condition. However, there are evidences of varying degrees of deterioration which, although at this point in time appear in a somewhat scattered pattern, could in future years (unless corrected) become more widespread. Moreover, certain contributing factors, such as aging of structures, lowering of dwelling unit values, tendencies toward greater renter occupancy, and uncertain continued occupancy due to household characteristics (e.g., habitation by elderly persons or broken households), will tend to create acceleration of turnover in occupancy and point up larger sub-areas within the community which will bear watching. Finally, future development on vacant parcels, or on parcels containing large acreages of land relative to the buildings presently located on them, are potential areas for further change.

Community facilities, including public ones (schools, parks and recreation, police-fire, branch library, etc.) and semi-public or private ones (schools, churches, etc.), are likely (at least in the physical sense) to remain relatively unchanged in the foreseeable future. No large-scale increases in land acreage, new building sites or extensions of existing sites are known to be in the offing.

A number of important considerations regarding the Ridge's thoroughfare network have been pointed out in preceding pages of this chapter, including its effect on development of the business area. The OKI transportation study, 10/, based on projections to 1990, make specific recommendations for Langdon Farm and Ridge Avenue, together with a suggested 4-stage system of priorities. The recommendations are:

Langdon Farm Rd.- Existing: 100' R/W, paved width 40'  
 Proposed: 150' R/W, paved width 48'  
 Type of facility: 4-lane divided highway  
 Priority IV

10/ Ohio-Kentucky-Indiana Regional Transportation & Development Plan, Table 58, Sheets 3 & 5, Oct. 1971.

Ridge Avenue - Existing: 50' R/W, paved width 30'  
 (Montgomery to Highland) Proposed: 110' R/W, paved width 72'  
 Type of facility: 6-lane divided highway  
 Priority II

Ridge Avenue - Existing: 80' R/W, paved width 40'  
 (Montgomery to Cross-County H'way) Proposed: 110' R/W, paved width 72'  
 Type of facility: 6-lane divided highway  
 Priority IV

Thus, within OKI's own system of priorities, the proposed Ridge Avenue widening (from Montgomery Road south) is given a higher priority than the others. These priorities are being studied by the various agencies involved (City, County, etc.) in terms of their capital improvement programs, financing possibilities, etc. On the surface, it would seem that even the priority II recommendation would be (in terms of implementation) some years away.

In regard to zoning, the more restrictive residential types (R-1, R-2 and R-3: Single-Family and Two-Family) have been extensively applied as of 1963, while less restrictive types (R-4 and R-5: Multi-Family) technically would permit much more apartment development than has to this day occurred. Pressures to change residential zoning (i.e., from more to less restrictive categories) since 1963 have been relatively minor. The same has been true with regard to changes required for industrial expansion. In the area of commercial expansion, however, there have been repeated pressures to downgrade business zoning, particularly in Montgomery-Ridge business area, to make possible re-use of land for automotive-oriented uses (e.g. gas stations, etc.) as distinguished from pedestrian-oriented retail and service establishments.

#### c. Types of Planning Actions

In determining planning actions, there are three main types to consider: 1) those involving solely physical improvements (e.g., land development, highway improvements, etc.); 2) those involving primarily program improvements but necessitating new or additional physical environment for the programs (e.g., new site for a health center or clinic, extensions of existing school sites, etc.); and 3) those involving program improvements or changes in programs conducted for the most part within existing physical facilities.

For example, the Community Long-Term Action Plan (See Volume I) contains six areas of concern or activity, of which Business, Residential Areas and Transportation/Traffic have predominantly physical implications, while those on Health-Safety, education and Recreation have predominantly program implications.

In this section of the report, the emphasis is on planning actions involving physical improvements.

d. Recommendations

Planning recommendations are divided into four main categories: Land use, housing (residential areas), transportation and zoning.

(1) Land Use



Land use recommendations include public and semi-public uses (generally the community facilities), residential areas, commercial areas and industrial areas. A generalized land use plan for Pleasant Ridge is shown as Figure 25.

As previously noted, the land acreage devoted to public and semi-public uses is unlikely to change in any material way for schools, parks and recreation areas (including country club), fire station, branch library, and the various religious institutions. National standards for public recreational areas (excluding parks) suggest a substantially higher amount of acreage than now exists within the Ridge proper. (The Cincinnati Public Recreation Study, 1967, recommended some 312.5 acres as desirable, compared to the 6.5 acres existing Pleasant Ridge park -- or nearly fifty times as much). However, there are few unused properties of sufficient size which could be acquired for this purpose and the housing stock is in too good a condition to recommend acquisition of residential properties for public recreation purposes. Therefore, the land use plan limits suggested areas for this function to: the southwest section of the community (below the Penn-Central Railroad) and the southeast section of the community (along the Penn-Central Railroad). These, if publicly owned, would be useful additions to the present open space, even if not fully developed for active recreation purposes. That part of the former D.A.V. property useable for recreational purposes (lower Ridge Avenue) is also indicated.

As to residential areas, the land use plan is generally in accordance with potential development possible under present zoning, except where such zoning might be modified in selected areas via upgrading (see Zoning Recommendations to follow). Due to the scale of the map, it is not possible to identify the development refinements within either the broad single- and two-family category or the multi-family category. However, the general effect of the residential land use plan is to characterize the community as one of predominantly single-family homes.

The commercial areas indicated (which include office areas along with retail-service establishments, wholesale establishments, etc.) are primarily the same as existing development. Some modifications of the land use patterns around the principal (Montgomery-Ridge) business area may be in order in conjunction with implementation of the business area plan, but these refinements can be made later.

# Land Use Plan (Generalized)

-  RESIDENTIAL, including:  
Single and Two-Family
-  RESIDENTIAL, including:  
Multi-Family
-  EDUCATION, SEMI-PUBLIC,  
PUBLIC, UTILITIES
-  PARKS-RECREATION
-  MANUFACTURING
-  RETAIL, including:  
Office and Business

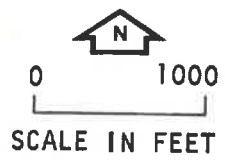
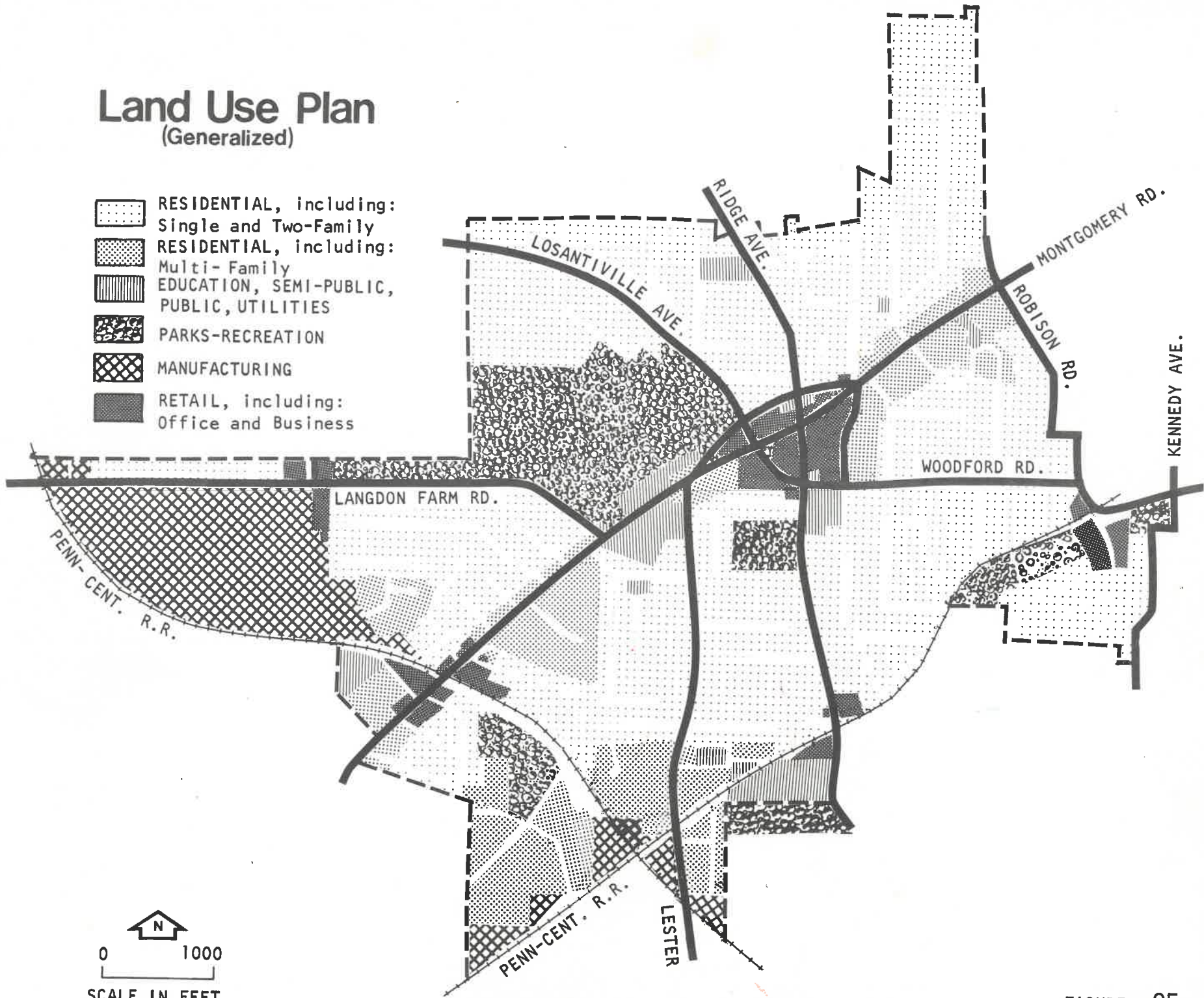


FIGURE 25

No particular changes are recommended for manufacturing (industrial) areas.

### (2) Housing

The preceding paragraphs describing the land use plan refer to housing in terms of dwelling-unit types (i.e., single-family, two-family, multi-family). This section, however, is concerned with residential areas in terms of what types of treatment might be necessary in the future for the existing housing stock (i.e., assuming such stock to remain in essentially the same development categories as today's) in the event that instances of deterioration of individual structures or possible more widespread blighting influences occur. The major thrusts of action in this area should be encouragement of owners to maintain their properties, enforcement of the Building Code and support of the Zoning Code (in cases where such is applicable). Where problems involve individual properties, the first two actions are the most appropriate; where problem properties tend to be clustered into groups or occur over large areas of the community, all three actions might be applicable. In fact, there may be instances where downgrading of zoning (e.g., residential to office use) may be appropriate in order to allow more intensive use and encourage greater investment.

Figure 26, developed from research material developed for the purpose of identifying (on block-by-block basis) areas subject to future change, shows three levels of housing characteristics: a) Sound (little likelihood of change); b) relatively stable (some tendency to change); c) relatively unstable (with great tendency to change). In this connection, change (i.e. increasing rate of turnover among occupants), does not necessarily mean a change for the worse, but does suggest that greater vigilance may be required on the part of the community and subsequently greater need for actions oriented toward property maintenance. Also shown on this map are locations of deteriorating structures, identified from the Building Conditions Survey, and requiring some type of remedial action.

### (3) Transportation

The impact of present and future traffic movements upon the future development of the business area and related solutions have been fully discussed under the description of business area redevelopments, which includes a suggested two-way split of Montgomery Road extending from Kincaid to Lester, and a possible extension of Kincaid Road to connect with Pandora Avenue.

Elsewhere within the community, it is recommended that all other thoroughfares serving the Ridge be retained as they exist, both as to right-of-way width and paved width, specifically Montgomery Road, Ridge Avenue (from Woodsfield north to Amberley), Langdon Farm Road, Lester Road, Losantiville Avenue-Woodford Road, and Lester Road (see Figure 27).



# Residential Areas Plan

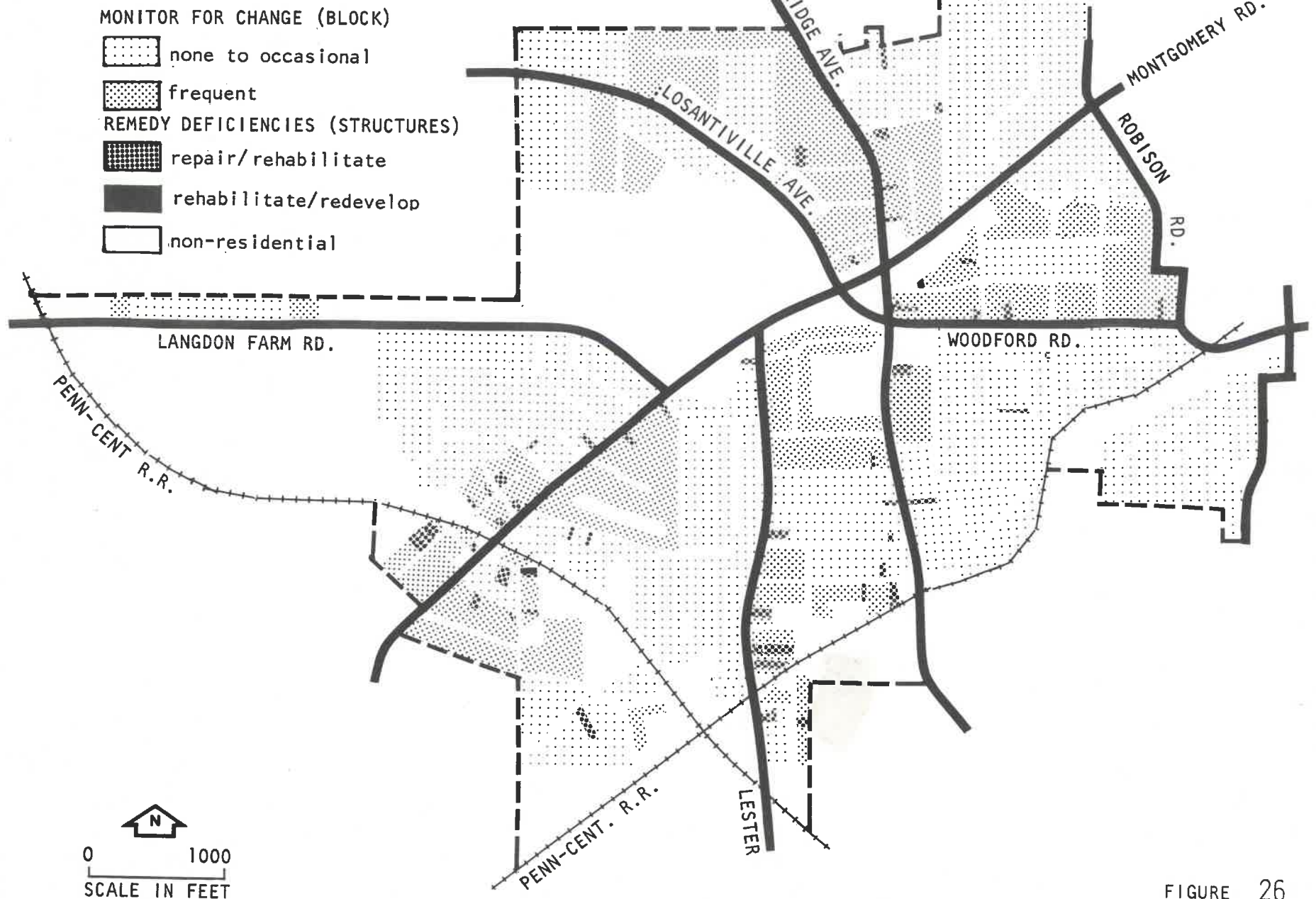


FIGURE 26

# Thoroughfare Plan

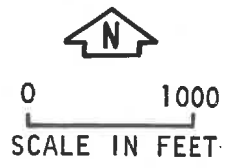
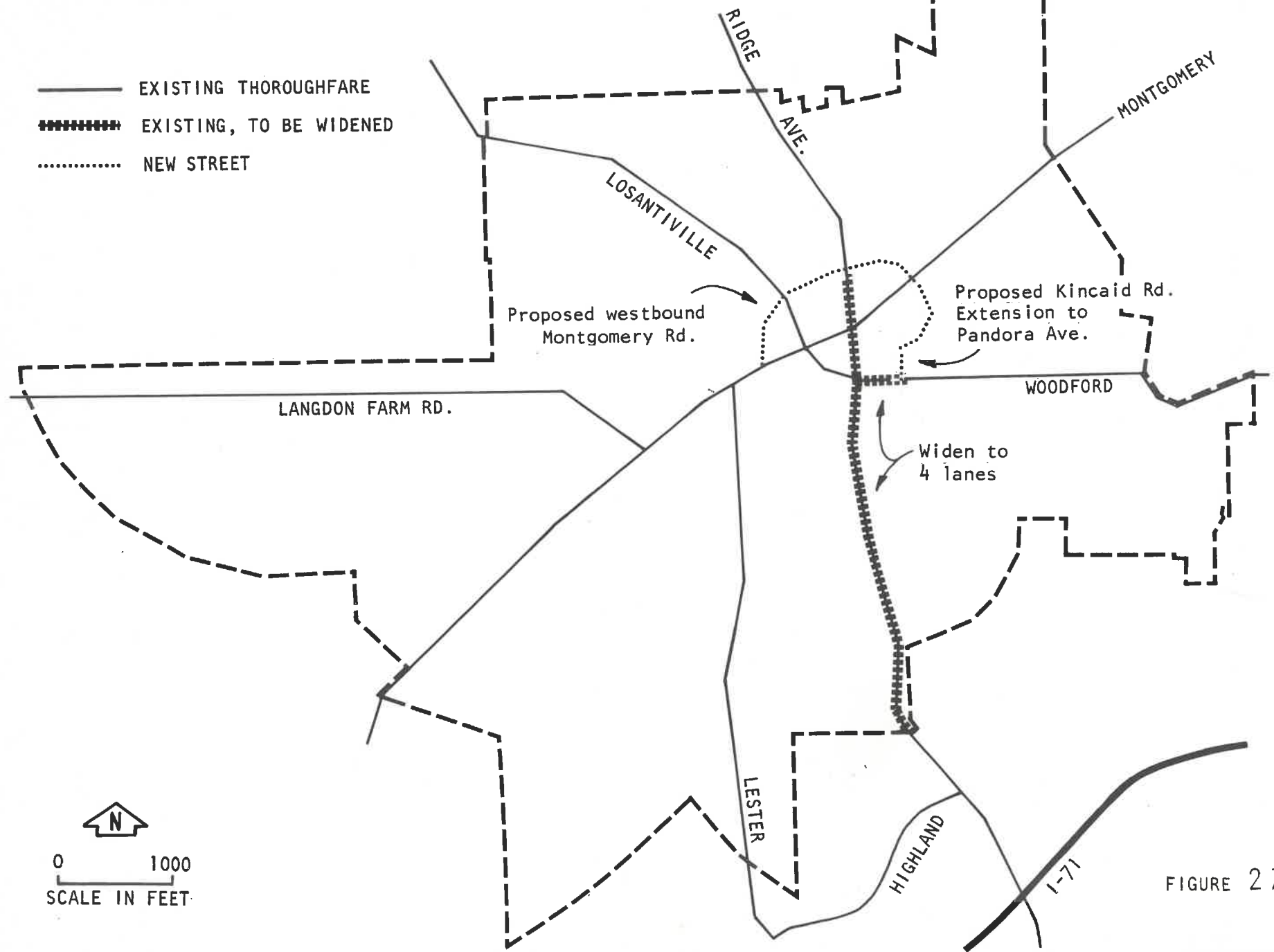


FIGURE 27

(4) Zoning

Revisions to the Zoning Plan should depend upon or relate to what the community believes to be its objectives regarding the physical make-up of the Ridge. For example, if it is desired to maintain the present distributions of residential land use and dwelling unit types, a considerable degree of upgrading would be necessary (particularly in areas where R-4 and R-5, Multi-Family Districts, are applied), which could result in either a high degree of non-conforming multiple dwellings or a conglomeration of multi-family "spot" zones of questionable legality. On the other hand, should the community feel that a variety of housing types (i.e., multi-family as well as single-family and two-family) should continue to exist or (in the future) possibly increase, the latter viewpoint would point to a less ambitious upgrading program and possibly shifting of multi-family zoning from existing locations to new ones. In any case, in the process of implementing changes, the City Planning Commission itself, and the City Council take into consideration not only the technical aspects but also the sentiments of affected property owners within or abutting areas proposed for change.

In the absence of any clear-cut direction as to residential zoning, the following are suggested as possible areas for upgrading compatible with the generalized land use plan. These are shown in Figure 28. No special priorities are proposed, but the suggested locations are generally as follows:

- |   |              |
|---|--------------|
| (a) Langdon Farm Rd. (adjoining Golf Manor)   | - R-4 to R-3 |
| (b) Losantiville Country Club                 | - R-4 to R-3 |
| (c) Ridge-Troy-Schubert-Cortelyou             | - R-4 to R-3 |
| (d) Abbotsford-Knight-Oakleaf                 | - R-4 to R-3 |
| (e) Attica-Ridgeland-Grover Hill-Swift        | - R-4 to R-3 |
| (f) Ridge Avenue-Pleasant Ridge Park          | - R-5 to R-3 |
| (g) Lower Ridge Avenue                        | - R-4 to R-3 |
| (h) Woodford Road-Kimberley Avenue            | - R-4 to R-3 |
| (i) Penn-Central R.R. (west of Woodford Road) | - M-2 to R-3 |

# Zoning Plan



-  Proposed R-3
-  no change



FIGURE 28

Some of these suggested upgradings (e.g., the Losantiville Country Club) may be strongly resisted by the property owners themselves, due to the effect of restrictiveness having an impact on the future re-sale value of the properties.

As to the business areas, no specific changes are recommended at this time. Regarding the principal (Montgomery-Ridge) business area, it is suggested that the strategy be to keep the zoning as restrictive as possible, both within the business district itself and within the residential areas immediately surrounding, until such time (or times) as a quality development (or developments) of reasonable certainty as to subsequent implementation takes place. Although high-density residential development is being touted as a valuable adjunct to and support for proposed business area development, to process or implement applications of high-density residential zoning around the business area with no specific development in the offing would open the gates for possibly undesirable projects. Moreover, neither the City Council nor affected property owners would look with favor upon such changes with no specifics in the offing.

No pronounced changes are suggested with regard to manufacturing zones.

✓ Pending the initiation of any zoning changes, it is recommended that the community endorse the present zoning plan, at least in principle, with the continuing objective of upgrading the zoning wherever feasible and downgrading only if proposed development is of sufficiently high quality to warrant it.