



Walnut Hills

URBAN DESIGN PLAN

January, 1975

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WALNUT HILLS URBAN DESIGN PLAN

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Introduction

1. Intent of the Plan.

The purpose of this plan is to provide a framework wherein the community of Walnut Hills can be stabilized. The method of treatment proposed here is to create an environment in which necessary community services, both public and private, can function properly to restore life and vitality to a once gracious section of the inner city.

In order to treat the ills of Walnut Hills, certain measures of the community's vitality were evaluated to determine the nature of treatment. Upon analysis of these measures, it was determined that the community suffered from many problems of varying magnitude. In some cases the plan will propose treatment to correct the deficiencies through public action, in other areas the cure may be dependant upon private action, while other solutions may require joint

efforts between public and private, between profit and nonprofit development teams. Yet in other areas where the need is less acute, very little action aside from periodic surveillance and preventive maintenance may be suggested.

The basic problems of Walnut Hills are loss of business revenue, poor housing and minimum recreation and open space to satisfy residential needs.

This plan, therefore proposes to strengthen some existing images and to change others completely. It will provide new environments for living, stabilize others by rehabilitation of existing buildings and create a community infrastructure that ties the neighborhoods together.

More specifically this plan proposes to acquire land in the focus areas of

Peebles Corner and DeSales Corner, Gilbert-Lincoln and the housing quadrants of the Southwest and Northeast for the purpose of disposition. Other land acquired by the city particularly in Peebles Corner and DeSales Corner will be retained by the city for parking. Other action within the community will be designed to stimulate private investment. The city will in turn construct public improvements such as bus stops, street trees, street and pedestrian lighting and new sidewalk treatments.

Within the above-mentioned focus areas as well as the areas of more general treatment, the plan will improve pedestrian and vehicular circulation. The attainment of this goal will help to define visually major throughfares and improve the capacity of primary circulation routes. Secondary streets used primarily by residents will be

improved to satisfy pedestrian needs and auto and bike requirements within the community.

2. The Planning Process.

The work involved in this plan is an extension of previous planning programs conducted by the city Planning Commission. Their efforts produced a report in 1970 which described the goals and objectives and land use proposals for nearly all of Walnut Hills. The plan however, did not include recommendations for East Walnut Hills. The City Planning Commission plan did not discuss the implementation process necessary for improvement of the community, nor did it indicate the extent of public and private action necessary to stabilize the area.

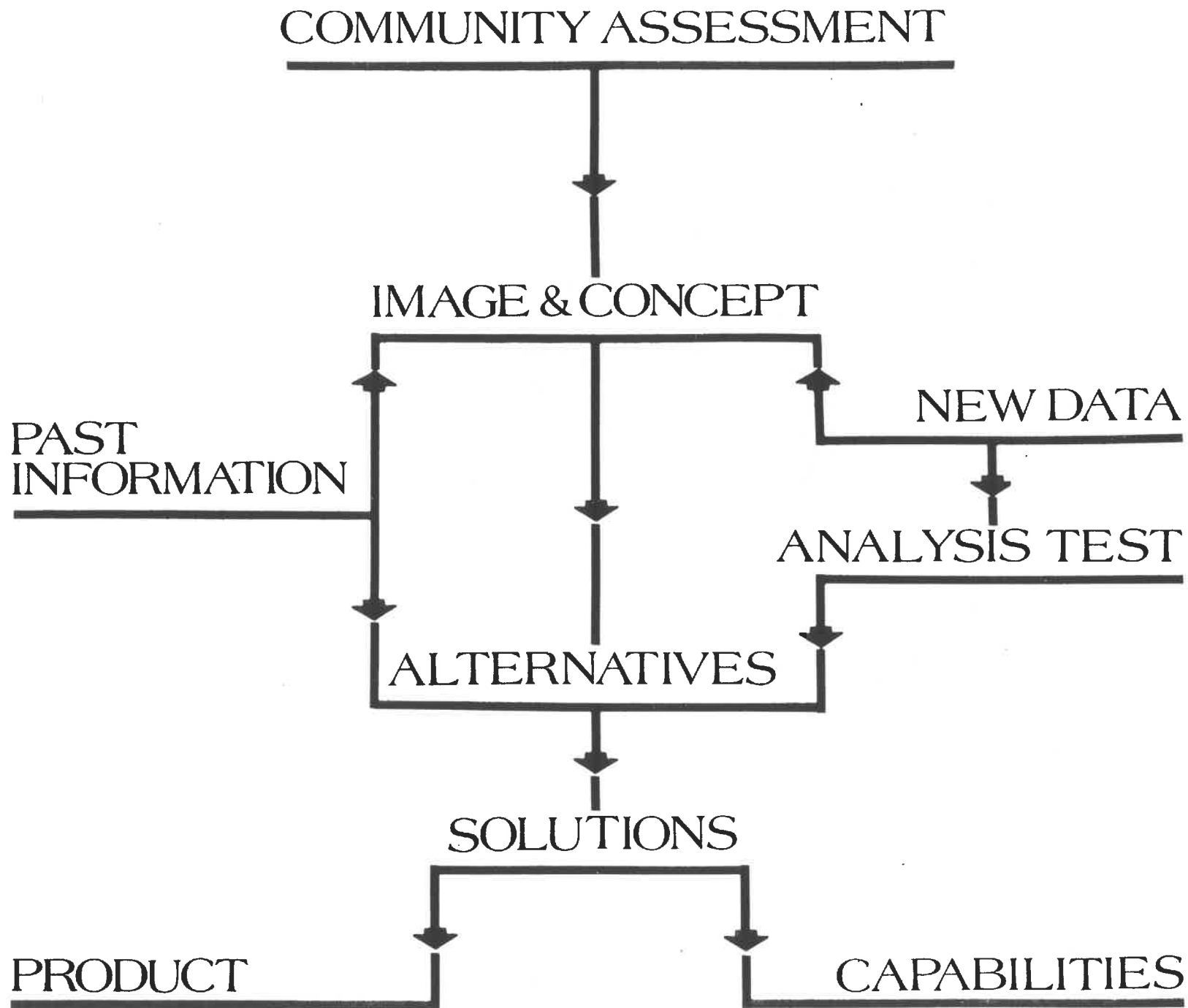
In 1972 money for implementation planning became available through the city's Neighborhood Development Program and a

planning team was formulated to develop an Urban Design/Implementation plan for all of Walnut Hills.

The early meetings with the community were spent in developing a Task Force that was representative of the community and could act on behalf of the Community Council.

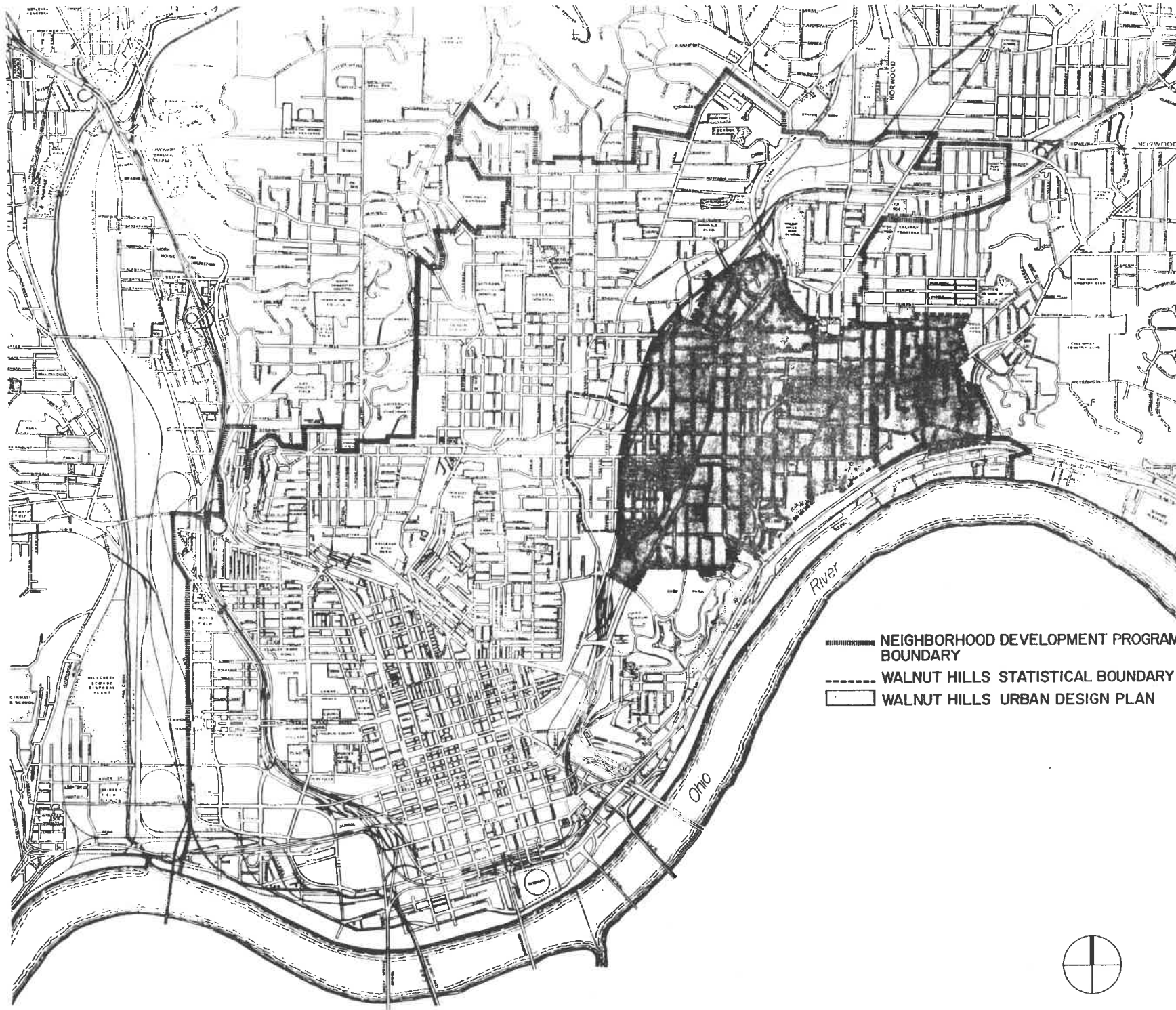
This new planning body known as the Walnut Hills Task Force has met regularly with the professional planning team from Urban Development to prepare an implementation plan.




The process utilized by this team is shown on the following page:

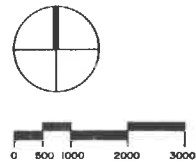


A considerable amount of time was spent by the team with the Task Force in analyzing the 1970 plan and discussing past information. There were two reasons for this action. First such a review of the Plan put all members of the Task Force on common ground. Second the review helped sort out goals and objectives, land use and other information that was still valid for the preparation of an Urban design plan.

This implementation plan is therefore a composition of previous valid information and new data prepared to meet the requirements of implementation. Rather than stating goals and objectives of community interest, the plan contains policies each of which is capable of being acted upon by City council to initiate physical improvements within the community.



-  NEIGHBORHOOD DEVELOPMENT PROGRAM BOUNDARY
-  WALNUT HILLS STATISTICAL BOUNDARY
-  WALNUT HILLS URBAN DESIGN PLAN



WALNUT HILLS LOCALITY MAP

Walnut Hills History

Until 1829, Walnut Hills was a large tract of uncleared land northeast of the City of Cincinnati. In that year, Reverend James Kemper acquired the land. Rev. Kemper preached to Baptists at Columbia, which necessitated his riding for several miles from his home to his church. Consequently, in 1829 he cut a trail from the river bank up into what is now Walnut Hills, and, with the help of his sons, built a blockhouse on that site. In 1804, since the danger of Indian attack had been dispelled by Wayne's victory at Fallen Timbers in 1794, the Kempers moved from the blockhouse into a log cabin a short distance to the northeast. By this time the Kemper farm encompassed one hundred fifty acres. The farm was heavily wooded with Walnut trees prompting the Reverend to name it "Walnut Hills." This name was passed on to the community

which later developed. The Kemper family and other relatives comprised the area's primary population until 1829. In that year, Rev. Kemper donated ten acres of his farmland to the Lane Seminary where a campus was built. Reverend Kemper died in 1834, but his family continued to live in the area.

The Lane Seminary, for which Kemper provided the land, was founded by the Rev. Lyman Beecher. The Beechers lived in Walnut Hills from 1832-52. A large sum of money was pledged to the Seminary's support, on condition that the Rev. Beecher accept the Presidency, which he did in 1832. The seminary was always the intellectual breeding ground for unpopular movements of the day. Four of his daughters gained literary and philanthropic fame. It was in Walnut Hills

that Harriet Beecher Stowe met the originals of the persons that figure in her novel Uncle Tom's Cabin, although the novel itself was actually written when she returned to the East. Prior to the Civil War, the locality was an important station in the Underground Railroad, primarily due to the influence of Levi Coffin, who lived near the Seminary and was one of the leaders who organized the Railroad.

Partly due to the presence of the Lane Seminary, the Walnut Hills area experienced a steady growth in the nineteenth century. Shortly after 1860, community pressure brought improved roads and omnibus service. The construction of Gilbert Avenue and the development of Eden Park around 1870, followed by the laying of horsecar lines to connect with the Mt. Adams incline, brought an era of rapid expansion that

made Walnut Hills one of the chief residential sections of Cincinnati for business people. Thus, by 1886, Walnut Hills was an affluent suburb, noted for its grandeur of scenery. Its mansions with lawns and gardens were almost unequalled in Cincinnati. It had a pleasing variety of domestic architecture, "palatial and especially cottage odd and ornate, apparently the creations of architects on a strife to outdo each other in a novel blending of materials, in contrast of color, proportions, pinnacles, and points, that one might find it as a locality where domestic architecture was out on a frolic." The inhabitants of Walnut Hills took advantage of the cable and electric cars to transport them to their businesses in the basin below. These people could easily afford the expense of transportation incurred in

working downtown.

At the same time, a black community had developed in Gilbert-Lincoln area around the Harriet Beecher Stowe House, comprising about 10,000 people. These people were probably employed on nearby farms or by the more affluent residents to the south. Taken as a whole, Walnut Hills remained a residential suburb until its annexation to the City in 1869.

Since the steepness of the hillsides and the transportation mode itself made travel to downtown difficult for most residents, a commercial hub was developed in Walnut Hills to meet local business needs. Its location was at the intersection of what is now Gilbert Avenue and McMillian Streets. Peebles Corner came to be so known several decades ago when Joseph Peebles' grocery store on the

southwest corner of the intersection was selling to customers within a radius of five hundred miles. Orders for barrels, bags and boxes of flour, sugar, coffee and other grocery staples came from as far away as Tennessee and Pennsylvania. Peebles' Grocery in Walnut Hills closed along with two other branches during the depression years of the 1930's. Peebles Corner catered originally, however, to mostly local inhabitants of Walnut Hills.

Walnut Hills began expanding with the advent of the electric rail system which decreased the difficulties of travel to downtown in terms of time, convenience and expense. This population growth spurred great commercial growth in Peebles Corner itself, and soon it grew second only to downtown as a shopping district.

By the early twentieth century the

population had increased to 15,000 persons. The new inhabitants were middle income people, unlike the earlier upper class residents. Accommodating this growth necessitated converting many of the old mansions into multi-family units. After World War II, the area changed even more rapidly and drastically. Urban sprawl has passed it over, so that it is no longer considered a suburb, but rather a neighborhood with downtown proximity. The population change, coupled with the development of an auto-oriented society, has contributed to the deterioration of the business districts in Walnut Hills. Walnut Hills has retained its residential character, supported by commercial centers. It still lies at the crossroads of the city, which has always strengthened it as a strategic location.

Politicians have also contributed to giving Walnut Hills fame. The community has contributed two presidents and three Ohio governors. The presidents were Rutherford B. Hayes, elected in 1882, and William Howard Taft. The governors were George Hoodley and G. B. Foraker, who both served in the late nineteenth century, and Governor Gilligan.

The East Walnut Hills community was settled back in the early 1840's when four Catholic families (Francis Fortman, Joseph Kleine, H. Westjohn and Fred Kleine) settled there. Soon others began to locate in the area and in 1850 a church was built on the southwest corner of Hackberry Street and Forest Avenue. The foregoing families were the first to locate in Woodburn, today called DeSales Corner. The village began as, and has always

remained, a Catholic community.

Incorporated as a village in 1866 under the name Woodburn, the area covered only one section of land. When finally annexed to the City of Cincinnati it covered a whole square mile, and all roads through its intersection were well-lined with business establishments of all kinds.

Horsecars from Cincinnati stopped there, and passengers for Oakley, Madisonville and points beyond got them there.

The lot at Woodburn and Madison where St. Francis de Sales Church now stands, was brought in 1877 by I. B. Enneking for \$22,000 and transferred to the congregation at the same price. Construction began in 1878 and was completed December 1879. The church was designed by F. G. Himbler of Hoboken, New Jersey. The church has a 230 foot spire and the largest free-swinging bell in the world.

The bell, nicknamed Joseph, weights 17½ tons and when first rung its vibrations broke all the windows in the neighborhood. Since then it has been sounded by a clapper struck against the outside surface.

Woodburn was annexed to the City of Cincinnati in 1873 and is now known as the community of East Walnut Hills, although it is a part of the Walnut Hills community at-large.

Thus, Walnut Hills, in general, once the primary transportation hub of the city, lost its prominence as a viable hub with the decline of the public transit system and the onset of alternative routes for automobiles. Transportation through the Walnut Hills area became erratic and illcontrolled, causing tremendous congestion and parking problems. These factors, along with the changing neighborhood,

contributed to the deterioration of the business districts. Blighted conditions and vacant stores today characterize the Walnut Hills commercial districts.

In an attempt to stem the deterioration, the City included a major portion of Walnut Hills within a federal Concentrated Code Enforcement Program, including the Peebles Corner and Gilbert-Lincoln areas. East Walnut Hills, and therefore DeSales Corner, was not included. This was a program of 115 grants and 312 loans for the purpose of bringing substandard residential and mixed-use dwellings up to code standards. Concentrated Code Enforcement was adopted in 1968. During the life of the program, approximately one thousand buildings in Walnut Hills were brought up to code standards. However, the Walnut Hills commercial

districts continued to decline since no rehabilitation loans or grants were available for such facilities. These areas remained virtually untouched by the Concentrated Code Enforcement program. The DeSales Corner business district was also undergoing rapid decline during this time.

At the same time, the Cincinnati City Planning Commission, working with the Walnut Hills Area Planning Committee, undertook a study which resulted in the Walnut Hills Community Plan. This planning assistance was initiated in October, 1967 and completed in March 1970. The Plan outlined goals and objectives of the community, detailed existing conditions, and developed policy recommendations for future direction of the community. The study area was bounded by Interstate 71 on the north and west, Eden Park on the south, and

Victory Parkway on the east. Again, no portion of the East Walnut Hills was included.

In 1970 a new federal program, Neighborhood Development Program (NDP), was created and to which Cincinnati applied for funds. The City wide NDP boundary included Walnut Hills and East Walnut Hills, but excluded those portions of Walnut Hills which were in the CCE area, pursuant to a federal regulation that two federally-funded programs could not exist concurrently in an area. When NDP was adopted in Cincinnati in August 1970, the Walnut Hills Area Planning Committee began to see the advantages that would accrue by having parts of Walnut Hills, particularly the Peebles Corner and Gilbert-Melish Commercial districts, as well as the Gilbert-Florence area, included within the Neighborhood Development Program. The Walnut Hills Area

Planning Committee began working with the Department of Urban Development in the spring of 1971 to receive NDP planning funds for Walnut Hills. In February 1973, after a year and a half of complicated negotiations and technical work, the NDP Urban Renewal Plan was amended to include a portion of Walnut Hills that previously was included in the Concentrated Code Enforcement Area. In March 1973 Walnut Hills received \$90,000 in NDP survey and planning funds.

To make the planning process effective, it was necessary to create a structured decision-making body within the community. The structure of the Area Planning Committee was inadequate to meet that need. It lacked representativeness, as well as a formal organizational structure. The Planning Committee, with the approval

of the Area Council, decided to organize a Task Force for the sole purpose of working with the Department of Urban Development to prepare an Urban Design Plan. It was decided that the group should be comprised of fifteen people, representing four segments of the community: business, property owners, residents and community at large. Each of these four groups was organized separately, and each group elected their allotted number of representatives to the Task Force.

The Task Force had its first meeting on November 8, 1973. Shortly after this meeting, it was decided that East Walnut Hills should be included in the planning process, so that the completed Urban Design Plan would include all of Walnut Hills. Two East Walnut Hills residents were elected to the Task Force by the East Walnut Hill Assembly

and filled two of the resident's slots.

This Urban Design Plan is the result of a year's work with the Task Force on behalf of the Community.

Boundary Descriptions

1. General Description of Study Area

The study area for purposes of this plan is defined as I-71 on the west, Victory Parkway and Dexter Street to the western boundary of Owls Nest Park on the north then south to Torrence Parkway along the brow of the hill, to the Eden Park overlook on the east and the northern boundary of Eden Park to Eden Park Entrance on the south.

2. Legal Boundary Description of NDP Treatment Area

Beginning at a point, said point being the intersection of the north right-of-way line of William H Taft Road and the west right-of-way line of Victory Parkway; thence moving in a westerly direction along the north right-of-way line of William H. Taft Road to a point, said point being the intersection of the north line of William H. Taft Road and

the east line of Gilbert Avenue; thence moving in a northerly direction along the east right-of-way line of Gilbert Avenue to a point, said point being the intersection of the east line of Gilbert Avenue and the south line south line of Lincoln Avenue; thence moving in an easterly direction along the south right-of-way line of Lincoln Avenue to a point, said point being the intersection of the south line of Lincoln Avenue and the east line of Park Avenue; thence moving in a northerly direction along the east right-of-way line of Park Avenue to a point, said point being the intersection of the east line of Park Avenue and the south line of Foraker Avenue; thence moving in a northerly direction to a point, said point being the intersection of the east line of Mentor Avenue and the

north line of Foraker Avenue; thence moving in a northerly direction along the east line of Mentor Avenue to a point, said point being the intersection of the east line of Mentor Avenue and the north line of Churchill Avenue, thence moving in a westerly direction along the north right-of-way line of Churchill Avenue to a point, said point being the distance of 300+ feet from the intersection of the west line of Mentor Avenue and the north line of Churchill Avenue; thence moving in a northerly direction for a distance of 112+ feet along the west line of the Hamilton County Auditor's parcel number 65-3-19 to a point, said point being the northeast corner of Hamilton County Auditor's parcel number of 65-3-19; thence moving in a northeasterly direction to a point, said point being the southwest corner of Hamilton County

Auditor's parcel number 65-3-95; thence moving in a northwesterly direction a distance of 193+ feet along the west line of Hamilton County Auditor's parcel number 65-3-95 to a point on the south right-of-way line of Gilbert Avenue, said point being 425+ feet from the intersection of the north line of Churchill Avenue and east line of Gilbert Avenue and being the northwest corner of Hamilton County Auditor's parcel number 65-3-95; thence moving in a northeasterly direction along the south right-of-way line of Gilbert Avenue to a point, said point being the intersection of the south line of Gilbert Avenue and north line of Hamilton County Auditor's parcel number 65-3-91; thence moving in a northwesterly direction across Gilbert Avenue and along the east line of Hamilton County Auditor's parcel number 65-3-1 and 65-3-126 to a point in Walter Street,

said point being the intersection of the north line of Hamilton County Auditor's parcel number 65-3-1 projected and the west line of Walter Street; thence moving in a southerly direction along the west right-of-way line of Walter Street to a point, said point being the intersection of the west line of Walter Street and the south line of Buena Vista Place; thence moving in a westerly direction along the south right-of-way of Buena Vista Place to a point, said point being a distance of 88+ feet west of the intersection of the west line of Walter Street and the south line of Buena Vista Place; thence moving in a southerly direction a distance of 70+ feet along the eastern line of Hamilton County Auditor's parcel number 65-1-134; to a point said point being the southwest corner

of Hamilton County Auditor's parcel number 65-1-134; thence moving west 12+ feet along the south line of Hamilton County Auditor's parcel number 65-1-134 to a point, said point being the northeast corner of Hamilton County Auditor's parcel number 65-1-141; thence moving 92+ feet along the east line of Hamilton County Auditor's parcel number 65-1-147 and across Wehrman Avenue to a point, said point being 101+ feet west of the intersection of the west line of Gilbert Avenue and the south line of Wehrman Avenue; thence moving in a westerly direction along the south right-of-way line of Wehrman Avenue to a point, said point being the intersection of the south line of Wehrman Avenue and the west line of Hamilton County Auditor's parcel number 65-1-100; thence moving in a southerly direction along the west line of Hamilton County Auditor's

parcel number 65-1-100 to a point, said point being a distance of 56+ feet from the intersection of the south line of Wehrman Avenue and the west line of Hamilton County Auditor's parcel number 65-1-100; thence moving in a westerly direction along the south line of Hamilton County Auditor's parcel number 65-1-99 to a point, said point being the southwest corner of Hamilton County Auditor's parcel number 65-1-99; thence moving in a southerly direction 25+ feet to a point, said point being the southwest corner of Hamilton County Auditor's parcel number 65-1-133; thence moving in a westerly direction to a point, said point being the northwest corner of Hamilton County Auditor's parcel number 65-1-111; thence moving in a westerly direction along the south property line of Hamilton County Auditor's parcel number 65-1-98 and 65-1-97 to a point,

said point being the northwest corner of Hamilton County Auditor's parcel number 65-1-153; thence moving in a southerly direction along the west line of Hamilton County Auditor's parcel number 65-1-153 projected to a point, said point being a point in the south right-of-way line of Beecher Street, located a distance of 200+ feet west of the intersection of the south line of Beecher Street and west line of Gilbert Avenue; thence moving in a westerly direction along the south right-of-way line of Beecher Street to a point, said point being the intersection of the south line of Beecher Street and west line of Melrose Avenue; thence moving in a southerly direction along the west right-of-way line of Melrose Avenue to a point, said point being the intersection of the west line of Melrose Avenue and the south line of

Lincoln Avenue; thence moving in an easterly direction along the south right-of-way line of Lincoln Avenue to a point, said point being the intersection of the south line of Lincoln Avenue and the west line of Gilbert Avenue; thence moving in a southerly direction along the west right-of-way line of Gilbert Avenue to a point, said point being the intersection of the west line of Gilbert Avenue and the north line of William H. Taft Road; thence moving in a westerly direction along the north right-of-way line of William H. Taft Road to a point, said point being the intersection of the north line of William H. Taft Road and the west line of Hemlock Street; thence moving in a southerly direction along the west line of Hemlock Street, projected to a point, said point being the intersection of the west line of Hemlock Street, projected

and the north line of Hamilton County Auditor's parcel number 70-2-33; thence moving in a westerly direction along the north line of Hamilton County Auditor's parcel number 70-2-33 to a point, said point being the intersection of the north line of Hamilton County Auditor's parcel number 70-2-33 and the east line of Hollaender Alley; thence moving in a southerly direction along the east line of Hollaender Alley to a point, said point being where the north line of Hamilton County Auditor's parcel number 70-2-11 projected intersects the east line of Hollaender Alley; thence moving in a westerly direction across Hollaender Alley and the north lines of Hamilton County Auditor's parcel numbers 70-2-11 and 91-4-28 to a point, said point being where the north line of Hamilton County Auditor's parcel number 91-4-28 intersects the east line of Hamilton County

Auditor's parcel number 91-4-27; thence moving south along the said east line of Hamilton County Auditor's parcel number 91-4-27 to the southeast corner of Hamilton County Auditor's parcel number 91-4-27; thence moving west along the north lines of Hamilton County Auditor's parcel numbers 91-4-25 and 91-4-22 to a point, said point being the east line of the northeast expressway, said point being coincident with the west boundary of the Walnut Hills Code Enforcement Area; thence moving in a southerly direction along the east line of the northeast expressway, to a point, said point being the intersection of the east line of the northeast expressway and the south line of Wayne Street, thence moving in an easterly direction along the south right-of-way line of Wayne Street to a point, said point being

the intersection of the south line of Wayne Street and the east line of Concord Street, thence moving in a southerly direction along the east right-of-way line of Concord Street to a point, said point being the intersection of the east line of Concord Street, and the north line of Wilkinson Street; thence moving in a westerly direction along the north right-of-way line of Wilkinson Street to a point, said point being the intersection of the north line of Wilkinson Street and the west line of Tarran Alley; thence moving in a southerly direction along the west right-of-way line of Tarran Alley to a point, said point being the intersection of the west line of Tarran Alley and the north line of McGregor Avenue projected; thence moving in an easterly direction 10+ feet along the north right-of-way line of McGregor Avenue projected to a point, said point being

the northwest corner of Hamilton County Auditor's parcel number 69-1-290; thence moving in a southerly direction along the west property lines of Hamilton County Auditor's parcel number 69-1-290, 1,230,240,291,229 to a point, said point being the northwest corner of Hamilton County Auditor's parcel number 69-1-229, thence moving in a southwesterly direction along the north right-of-way line of Florence Avenue to a point, said point being the southeast corner of Hamilton County Auditor's parcel number 69-1-234; thence moving in a westerly direction along the north line of Hamilton County Auditor's parcel number 69-1-234 to a point, said point being the intersection of the north line of Monroe Street and the east line of Kenton Street, thence moving in a westerly direction along the north right-of-way line of Monroe Street to a point, said point being the inter-

section of the north line of Monroe Street and the east line of Cranston Alley; thence moving in a southerly direction along the east right-of-way line of Cranston Alley to a point, said point being the intersection of the east line of Cranston Alley and the north line of Manitou Street; thence moving in a westerly direction along the north right-of-way line of Manitou Street to a point, said point being the intersection of the north line of Manitou Street and the east line of the northeast expressway; thence traveling in a southerly direction along the east line of the northeast expressway to a point, said point being the intersection of the east line of the northeast expressway and the north line of Eden Park Entrance; thence moving in a southeasterly direction along the north

right-of-way line of Eden Park Entrance to a point, said point being the intersection of the north line of Eden Park Entrance and the east line of Gilbert Avenue; thence moving in a northeasterly direction along the east right-of-way line of Gilbert Avenue to a point, said point being the intersection of the east line of Gilbert Avenue and the south line of Rogers Street; thence moving in an easterly direction along the south right-of-way line of Rogers Street to a point, said point being the intersection of the south line of Rogers and the east line of St. James Avenue; thence moving in a northerly direction along the east right-of-way line of St. James Avenue to a point, said point being the intersection of the east line of St. James Avenue and the south line of Curtis Street; thence moving in an easterly direction along the

south right-of-way line of Curtis Street to a point, said point being the intersection of the south line of Curtis Street and the west line of Kemper Lane; thence moving in a southerly direction along the west right-of-way line Kemper Lane to a point, said point being the intersection of the west line of Kemper Lane and the south line of Cross Lane projected westwardly; thence moving in an easterly direction along the south right-of-way line of Cross Lane as last described and along the south line of Hamilton County Auditor's parcel number 63-3-98 to a point, said point being the intersection of the last described line projected eastwardly and the west line of Victory Parkway; thence moving in a northerly direction along the west right-of-way line of Victory Parkway to a point, said point being the intersection of the west line of Victory Parkway and the

north line of William H. Taft Road.

3. General and Specific Treatment Areas

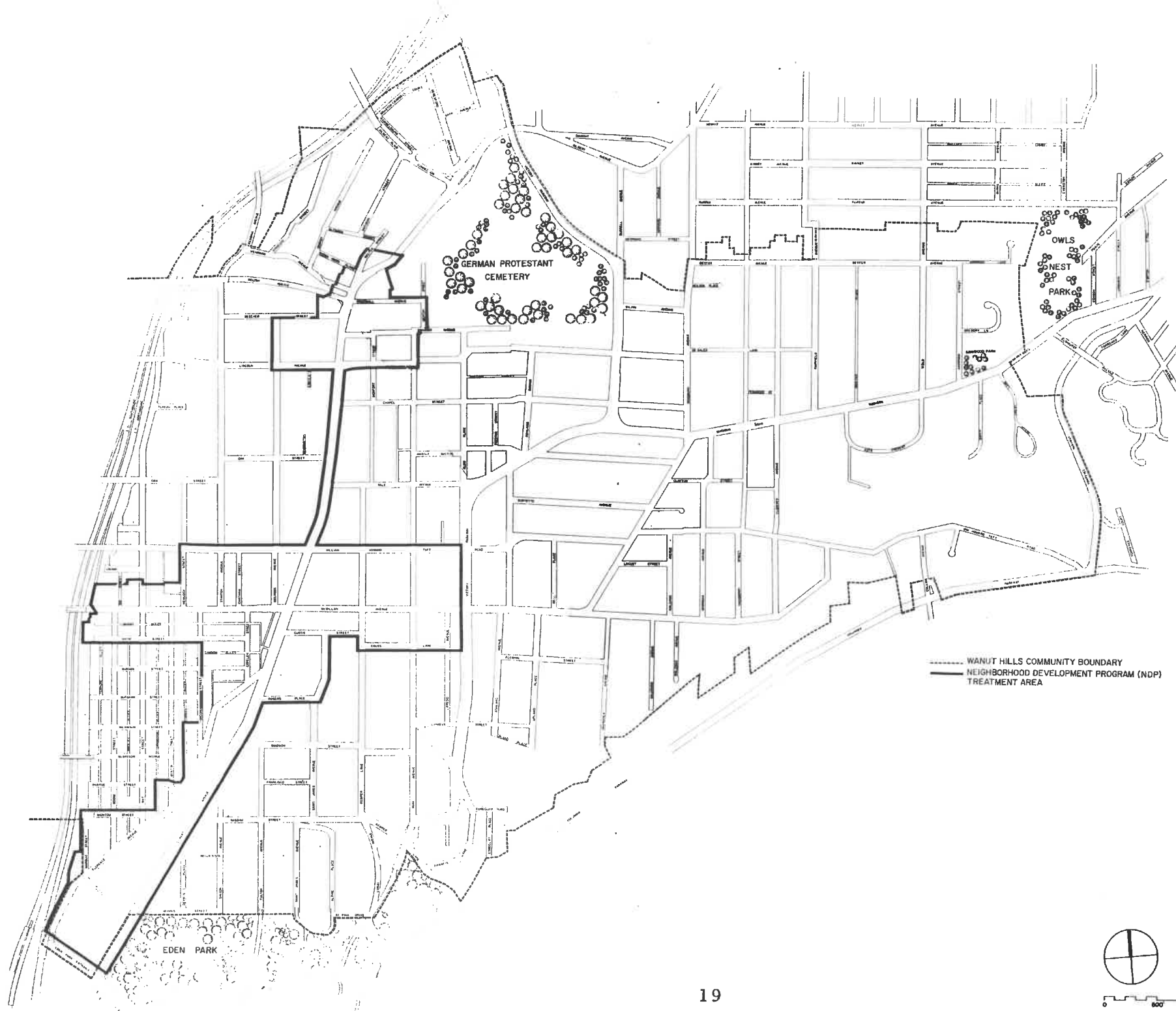
For purposes of discussion and identification the study area has been broken down into general and specific treatment areas. The specific treatment areas have been designated as focus areas and consist of the following:

- a. Peebles Corner
- b. DeSales Corner
- c. Gilbert-Lincoln
- d. Southwest Quadrant
Focus area, generally bounded by I-71, McMillan Street, Gilbert and Florence Avenues.
- e. Northeast Quadrant Housing Focus Area, generally bounded by Victory Parkway, Melish Avenue extension, Gilbert Avenue and

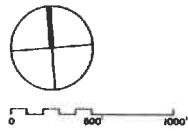
William H. Taft Road.

The general areas basically surround the specific treatment areas and can best be shown on the following map.

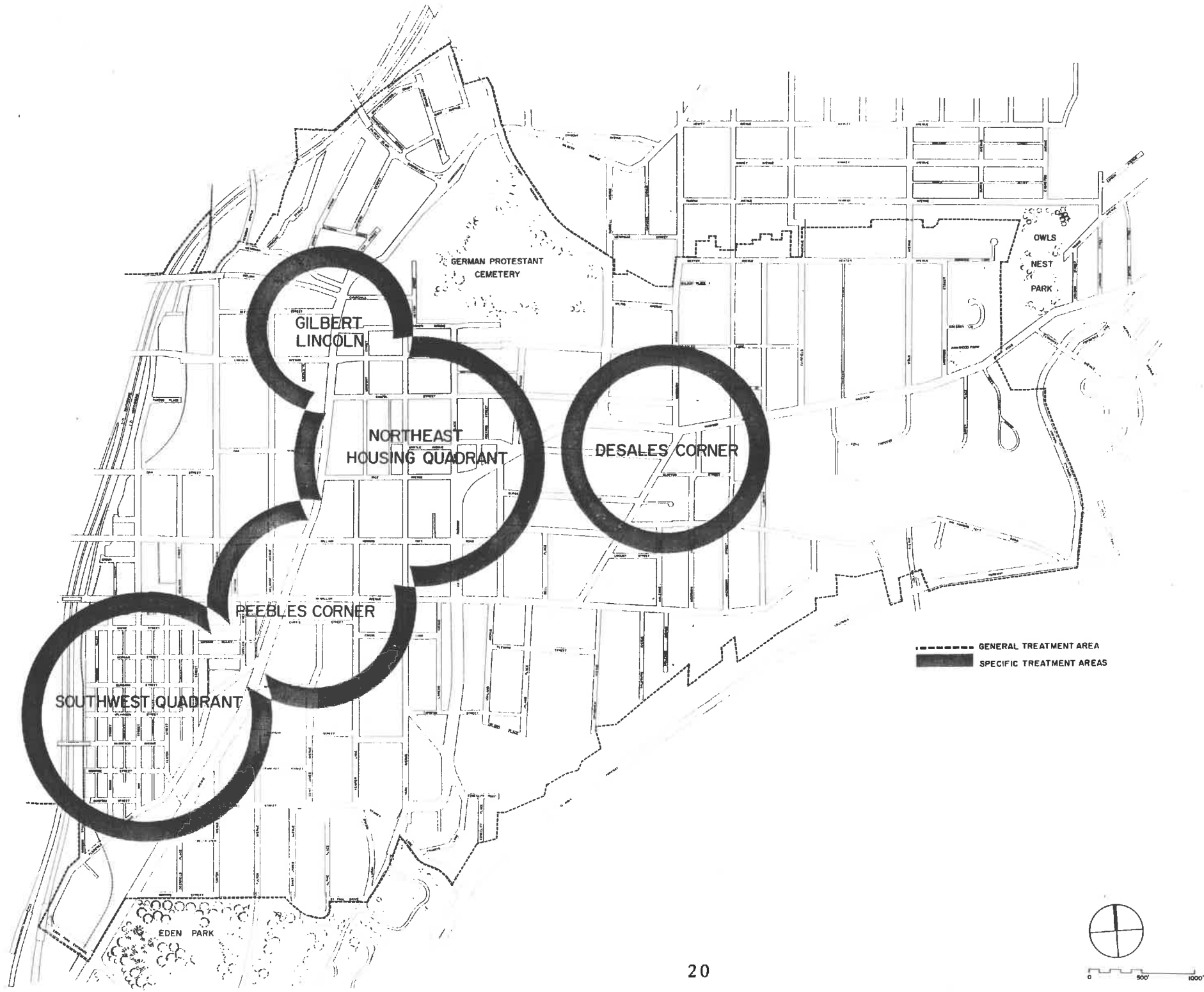




- - - - - WANUT HILLS COMMUNITY BOUNDARY
 _____ NEIGHBORHOOD DEVELOPMENT PROGRAM (NDP)
 TREATMENT AREA



WALNUT HILLS NDP TREATMENT MAP



GENERAL/SPECIFIC
TREATMENT AREAS



Community Goals and Objectives

The Walnut Hills community developed a series of goals and objectives in 1968 with the aid of the City Planning Commission. The Walnut Hills Task Force found these goals and objectives to be still valid.

Overall Community Goal:

To accommodate the changing demands of an urban population while strengthening the residential qualities and amenities unique to the Walnut Hills community. Changing demands should be met by promoting those programs which support a balanced residential, racial and social community.

Schools:

Goal: To provide adequate, high quality cultural-educational facilities and programs for all age groups, with immediate attention given to adoles-

cents.

Objective: To modernize the physical plant of all the educational facilities in Walnut Hills.

Recreation:

Goal: To provide adequate, high quality cultural-educational facilities and programs for all age groups, with immediate attention given to adolescents.

Objectives:- to develop well-distributed recreation facilities for all age groups throughout the community.
- to develop a comprehensive recreation program which includes opportunities for both indoor and outdoor activities, for both active and passive pursuits

and for individual as well as group participation.

- to encourage the use and participation of all community institutions, including the universities, schools, churches and meeting hall.

- to establish a recreation center within a multi-purpose community center, the recreation center shall be designed to meet the needs and desires of the residents, and may include:

1) Active Participation

- a) large gym
- b) meeting rooms
- c) dances
- d) group discussions

e) guest speakers

f) swimming pools

2) Passive Participation

a) small parks

b) landscaped sitting areas

3) Permanently established programs.

Commercial:

Goal:

To develop modern, attractive business centers which will serve the existing and future population and permit the re-orientation of the commercial center's future demand.

Objectives:

- to strive for a commercial district which is compatible with the residential character and which serves the business and service needs of the residents of

the community.

- to serve the shopping needs of residents by strengthening or revitalizing viable existing commercial centers.
- to strengthen the commercial focus of the community by including other community facilities in or near the shopping area.
- to preserve range in size and number of commercial areas in order that stores are easily accessible to the customer.
- to work for the development of amenities which will strengthen the potential for quality office uses.
- to make shops and places of

business attractive in appearance.

Residential Areas:

Goal: To improve the residential environment.

Objectives:- to provide adequate housing facilities for all residents - regardless of income.

- to improve or, where appropriate, to replace, housing in poor condition, in order to maintain older residential areas.
- to strengthen the identity of the different residential neighborhoods by preserving:
 - historical character.
 - variety in types and age of housing
 - the amenities of the

existing residential environment.

- to provide for or maintain compatible land uses.
- to eliminate overcrowding of dwelling units.
- to encourage programs and incentives to landlords and residents that will encourage and enable them to maintain attractive, neat homes, yards and streets.

Land Use

Walnut Hills is primarily a residential community, with commercial development around Peebles Corner, DeSales Corner and Gilbert-Lincoln. There is also substantial office development on and around Victory Parkway.

Only a small amount of space is set aside for recreational purposes, excluding Eden Park. The major recreational area is the Myron Bush Recreation Center. At the present, again excluding Eden Park, only about 10-15 acres is devoted to recreation/open space in Walnut Hills.

A small area in the western portion of the community, adjacent to I-71, is devoted to industrial uses.

1. Residential

As was explained in the history of the community, Walnut Hills developed as a residential upper class suburb.

Later, with the flight to suburbia of middle and upper-class whites and the influx of poorer people into Walnut Hills, the composition and density of the community changed, with many of the older mansions being converted into multi-family dwellings. This increased density led to the deterioration and dilapidation of many structures.

The 1970 census indicated the total housing stock had decreased over the past decade from 10,100 units to 8,800 units. The decrease can be attributed primarily to three factors: 1) demolition resulting from the Concentrated Code Enforcement Program 2) demolitions due to interstate highway construction 3) out-migration from the community resulting in a number of abandoned houses and consequent demolitions. As of January 1974, the housing stock had further decreased

from 8,800 to 8,600 units, including seriously dilapidated units. The vacancy rate has increased with the population change of the community, rising from 7 to 13 percent.

Walnut Hills has a very low rate of owner occupancy, much lower than the overall city rate. In 1970 only 16 percent of the dwellings were owner-occupied, as compared with 38 percent city-wide.

The number of single family and duplex units declined 34 percent in the years between 1960 and 1970, from 3,500 units to 2,500 units. This loss in housing units was most likely due to demolitions rather than conversion of structures, since the number of units in 3 and 4 unit buildings also registered a decline. The majority of construction in Walnut Hills occurred in multi-family structures containing more than five units.

Approximately 700 units of this nature were added to the housing stock.

Due to an ever-increasing number of elderly, unrelated individuals and singles, the number of persons living in over-crowded dwellings has decreased. In 1970, only 4.5 percent of the community's residents were living in units with greater than one person per room (the standard for over-crowding).

From 1970 through 1973, 298 new units were constructed in Walnut Hills and 517 were demolished, resulting in a 219 unit net loss in the housing stock.

2. Office

The Walnut Hills community contains five major office buildings totaling 200,700 square feet. It also contains numerous single tenant office buildings, which are frequently converted dwelling units. The major office buildings were

built in the vicinity of 1960 when the downtown area was still declining and Victory Parkway appeared to be the emerging area of development. However, since that time, the downtown area has been revitalized and some of the firms have relocated downtown.

At the present time, these buildings are experiencing a very high vacancy rate of 53 percent. The rents are below the average market level, yet owners are having difficulty attracting tenants to these buildings, partially because the market is elsewhere and partially because of the image of Walnut Hills. Thus, at the present time there is over 100,000 square feet of office space currently available in the community.

3. Industrial

Industrial uses in Walnut Hills are

primarily defined as manufacturing (light and heavy), wholesaling, and related uses. These uses are somewhat scattered throughout the community, but the majority of them are concentrated along the western boundary of the community in proximity to the railroad line, and along Florence Avenue. Many of the present industrial facilities are obsolete, beset by such problems as lack of adequate parking space, loading space and space for expansion; productivity problems related to the age of the structure, and site congestion. Expansion in the area, particularly in the southwest portion of the community, is beset with serious topographical problems.

4. Commercial

There are three primary commercial areas in Walnut Hills: 1) Peebles

Corner - located at the intersection of Gilbert Avenue and the Taft-McMillan belt 2) Desales Corner - located at the intersection of Woodburn Avenue and Madison Road and 3) Gilbert-Lincoln - located primarily on Gilbert Avenue in the area around the Melish Extension.

These commercial districts have undergone rapid deterioration concurrent with the changes in the overall neighborhood. Vacancy rates have increased significantly in all three areas and many of the existing structures are in sub-standard condition and are obsolete. Generally, the stores tend to appear blighted and, in many cases, dilapidated. In general, sidewalks are too narrow to facilitate shopping for pedestrians, and the business areas, as a whole, appear cluttered and disorganized, with no uniformity in terms of signs, lighting, etc.

The type of store in these areas has changed significantly in the last decade. There are increasing numbers of second-hand furniture stores and various charity-type operations.

The commercial areas are also experiencing problems in relation to inadequate and poorly organized parking facilities, and inadequate lighting in many situations.

a. Peebles Corner

It is estimated that Peebles Corner presently encompasses 257,100 square feet of retail space, of which 15.2 percent, or 39,000 square feet, is currently available. There are 94 occupied stores and 24 vacant ones. Fifty-two percent of the occupied square footage is comprised of convenience stores, i.e., grocery, drug, hardware, etc., with general merchandise, apparel and furniture stores com-

prising 43 percent. Peebles Corner is a physically large retail area, extending 8 blocks along McMillan Street from Boone Street to Victory Parkway and three large blocks along Gilbert Avenue from Florence Avenue to William Howard Taft Road.

b. DeSales Corner

There are 32 stores at DeSales Corner containing approximately 61,200 square feet. Of this, 33 percent, or 20,000 square feet is vacant. The DeSales Corner business district extends along Woodburn Avenue from Burdette Avenue to Chapel Street, and along Madison Road from Victory Parkway to Hackberry Street. Most of the stores in the older buildings are of poor quality or are vacant, but the newer developments are quite successful.

c. Gilbert-Lincoln

The Gilbert-Lincoln retail area is

primarily a convenience center for the neighborhood. The area consists of approximately 26,100 square feet of commercial space, of which 50 percent is presently vacant. Approximately half of the stores are personal service establishments, i.e., beauty and barber shops. The area extends along Gilbert Avenue from Chapel Street to Melish Avenue and along Lincoln Avenue from Melrose Avenue to Monfort Street.

5. Recreation/Open Space

Aside from Eden Park, Walnut Hills contains very little outdoor active recreation space. Although Eden Park does serve the Walnut Hills community, it has more of a city-wide character and, therefore, will not be classified as a neighborhood recreation/open space facility.

Recreation/Open space facilities in Walnut Hills can be classified into two

nodes: primary nodes and secondary nodes. The primary nodes consist of the Bush Center, the Schwarz Playground, the YMCAs and the schools. Included within the secondary nodes would be such facilities as pocket parks and tot lots.

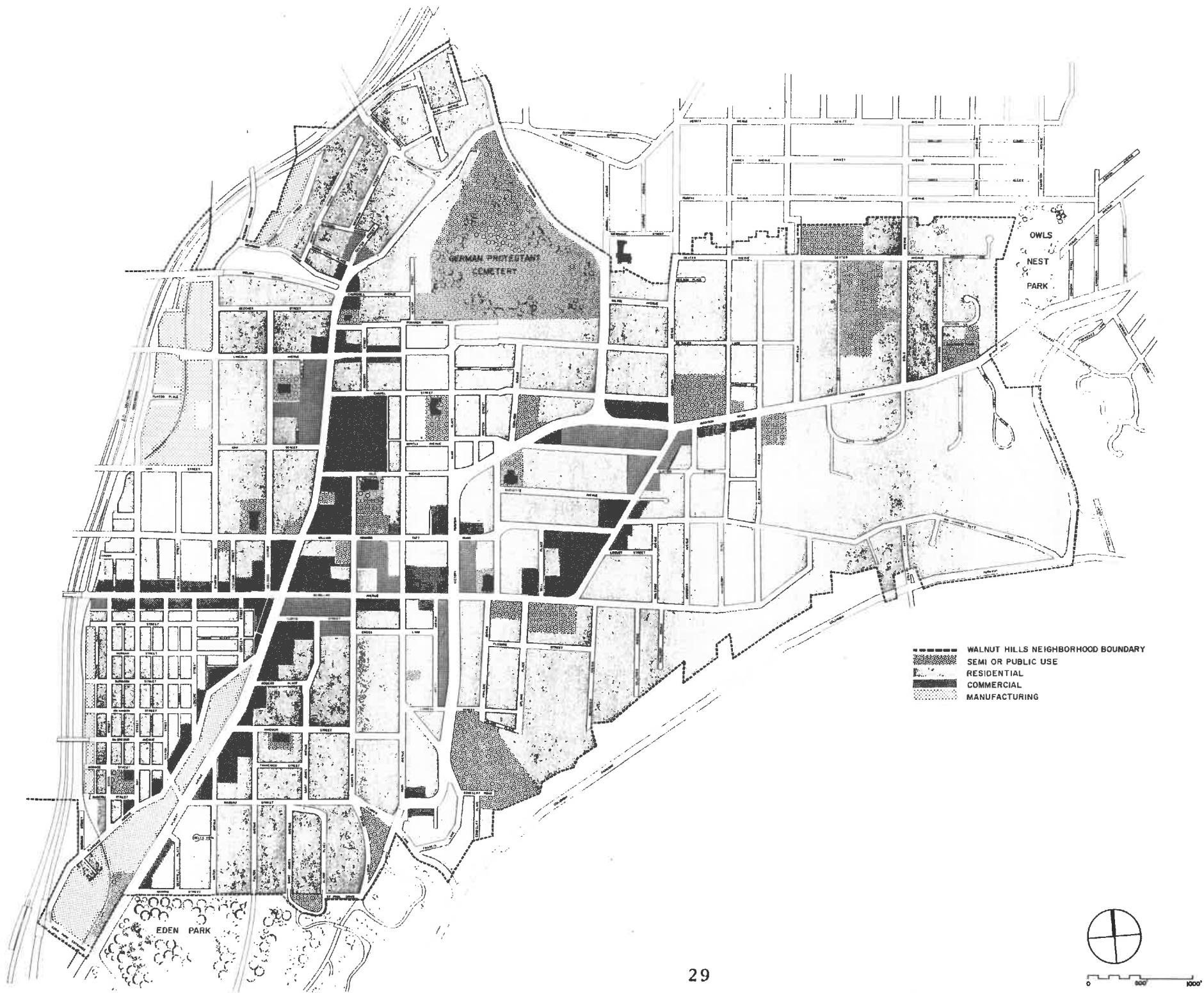
Of the primary facilities, the Bush Center is the largest and serves the greatest portion of the community. At the present, it has no outdoor facilities, but a swimming pool is in the process of being completed. There is land surrounding Bush Center to expand for additional outdoor recreation space.

The Schwarz Community Center and Playground, located at May and Monroe Streets, does provide some outdoor play space, but much of the equipment is old and in need of repair. Further, this facility serves only a small portion

of the community due to its inaccessible location in the southwestern portion of the community.

Douglass Play Area, at Douglass Elementary School, Alms Place, has 1:1 acres of outdoor recreation space. However, the area is entirely black-topped, which is not particularly attractive and which limits the types of recreational activities that can be offered there.

The Ashland-Chapel Play Area contains 1.7 acres of recreation space. The area is in very poor repair. The tennis courts are unusable because the surfaces are in complete disrepair and almost completely grown over.



6. Building Conditions

All of Walnut Hills has been included within a building condition survey of one of two types: an exterior, more commonly called "windshield" survey and an interior-exterior survey. The interior-exterior survey was conducted within the area designated as the NDP Treatment area for the purpose of establishing its eligibility under NDP. The remainder of the community was surveyed for informational and planning purposes. Both surveys followed the same format, designating buildings as either sound, minor deficient, major deficient or sub-standard. The following table summarizes building conditions on a block basis, which corresponds with the accompanying map. This discussion summarizes building conditions for each of the five focus areas.

In the Peebles Corner Area 22% of the buildings are sound, 34% of the buildings have minor deficiencies, 15% have major building deficiencies and 29% are designated substandard. The focus area contains 286 buildings.

In the DeSales Corner area there are 180 buildings of which 23% are sound, 29% have minor deficiencies, 31% have major building deficiencies and 17% are substandard.

Within the Gilbert-Lincoln area 13% of the buildings are sound, 23% have minor deficiencies, 13% have major building deficiencies and 49% are substandard. The focus area contains 94 buildings.

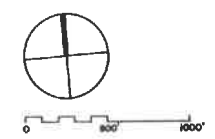
In the Southwest Quadrant there are 343 buildings of which 26% of them are sound, 33% have minor deficiencies, 18% have major building deficiencies and 23% of them are

substandard.

The Northeast Quadrant contains 420 buildings, of which 26% of them are sound, 58% of them have minor deficiencies, 12% have major deficiencies and 4% of them are substandard.



----- WALNUT HILLS NEIGHBORHOOD BOUNDARY
 23 BLOCK NUMBERS (SEE TABLES)



WALNUT HILLS BUILDING CONDITIONS

SUMMARY OF BUILDING CONDITION BY AREA

	<u>Sound</u>	<u>Minor</u>	<u>Major</u>	<u>Substandard</u>	<u>Total Building</u>
Peebles Corner	22%	34%	15%	29%	286
DeSales Corner	23%	29%	31%	17%	180
Gilbert-Lincoln	13%	23%	13%	49%	94
Southwest Quadrant	26%	33%	18%	23%	343
Northeast Quadrant	26%	58%	12%	4%	420
Southeast Quadrant	26%	39%	22%	13%	478
Northwest Quadrant	46%	39%	12%	3%	476
E. Walnut Hills	44%	35%	17%	4%	740

PEEBLES CORNER

BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
10	4	4	0	0	8
11	5	4	2	8	19
12	1	3	0	6	10
13	3	9	6	14	32
14	2	4	1	6	13
15	0	4	0	3	7
16	2	1	0	0	3
20	4	2	0	4	10
21	1	7	5	10	23
22	1	13	8	8	30
30	7	6	1	2	16
31	2	7	7	7	23
32	6	5	0	0	11
33	7	4	2	4	17
34	2	9	5	5	21
35	1	2	3	3	9
36	2	0	0	0	2
37	2	1	0	4	7
110	6	4	0	0	10
111	2	9	4	0	15
TOTAL	60	98	44	84	286
	22%	34%	15%	29%	100%

DESALES CORNER
BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
64	10	12	1	1	24
65	6	4	9	1	20
66	1	1	1	3	6
89	6	0	3	3	12
90	0	3	6	5	14
91	4	3	3	4	14
98	1	10	14	9	34
99	13	20	19	4	56
TOTAL	41	53	56	30	180
	23%	29%	31%	17%	100%

GILBERT-LINCOLN

BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
1	1	1	0	1	3
2	0	2	0	1	3
3	1	2	2	4	9
4	1	1	0	0	2
6	2	6	3	9	20
7	5	4	7	12	28
8	2	4	0	5	11
9	1	2	1	14	18
TOTAL	13	22	13	46	94
	13%	23%	13%	49%	100%

SOUTHWEST QUADRANT

BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
17	0	2	0	1	3
18	2	5	2	3	12
19	0	4	5	4	13
23	0	5	0	12	17
24	5	7	7	11	30
25	0	5	3	8	16
26	2	2	1	1	6
27	2	0	0	0	2
28	2	3	1	5	11
29	6	5	10	23	44
134	7	7	3	0	17
135	7	4	3	0	14
136	8	6	1	0	15
137	5	5	3	2	15
138	2	10	0	1	13
139	5	4	2	2	13
140	6	4	2	1	13
141	4	1	5	0	10
142	5	6	0	2	13
143	2	0	5	0	7
144	1	0	0	1	2
145	4	1	0	0	5
146	0	4	1	1	6
147	2	6	3	0	11
148	1	8	4	1	14
149	7	5	0	0	12
150	2	1	1	0	4
151	2	2	0	0	4
152	0	0	0	0	0
153	0	1	0	0	1
TOTAL	89	113	62	79	343
	26%	33%	18%	23%	100%

NORTHEAST QUADRANT
BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
47	16	64	17	15	102
67	15	15	1	0	31
68	2	1	1	0	4
69	2	16	2	0	20
70	3	11	2	2	18
71	3	15	7	0	25
72	6	14	2	0	22
73	4	5	3	0	12
74	9	7	2	0	18
81	5	0	0	0	5
82	3	9	1	1	14
83	2	16	0	0	18
84	10	9	0	0	19
85	3	14	5	0	22
86	4	8	0	0	12
87	10	12	1	1	24
88	1	0	0	0	1
102	6	7	4	1	18
103	1	10	1	2	14
104	5	9	1	6	21
TOTAL	110	242	50	18	420
	26%	58%	12%	4%	100%

SOUTHEAST QUADRANT
BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
129	5	2	0	0	7
130	4	4	0	0	8
131	17	9	2	1	29
132	7	16	8	8	39
133	10	9	1	1	21
154	0	5	4	0	9
155	7	4	2	1	14
156	3	2	2	0	7
157	3	6	8	8	25
158	5	19	13	1	38
159	2	21	16	6	45
160	13	9	6	0	28
161	1	5	0	0	6
164	8	13	1	0	22
165	11	3	3	8	25
166	10	16	6	4	36
167	9	20	17	2	48
168	1	21	12	10	44
169	7	5	4	11	27
TOTAL	123	189	105	61	478
	26%	39%	22%	13%	100%

NORTHWEST QUADRANT
BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
38	6	8	6	0	20
39	6	19	3	0	28
40	5	11	3	0	19
41	0	2	2	3	7
42	9	16	12	0	37
43	5	22	8	1	36
44	4	8	2	0	14
45	5	1	0	0	6
46	18	4	0	0	22
75	14	2	0	0	16
76	8	6	2	2	18
77	5	0	0	0	5
78	17	6	3	2	28
79	28	12	3	2	45
80	18	10	0	2	30
105	15	15	0	0	30
106	22	18	8	0	48
107	21	10	2	0	33
108	10	11	3	2	26
109	1	6	1	0	8
TOTAL	217	187	58	14	476
	46%	39%	12%	3%	100%

EAST WALNUT HILLS

BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
48			NO SURVEY		
49	7	4	4	0	15
50	18	16	9	1	44
51	0	4	3	0	7
52	1	5	3	0	9
53	23	12	1	1	37
54	14	13	4	0	31
55-59			NO SURVEY		
61	8	13	2	0	23
62	6	13	2	0	21
63	6	9	1	0	16
92	7	5	3	1	16
93	17	1	0	1	19
94, 95			NO SURVEY		
96	1	5	9	4	19
97	5	6	9	4	24
100	17	16	8	6	47
101	5	10	2	0	17
112	6	3	0	0	9
113	2	2	9	4	17
114	5	0	3	0	8
115	0	2	9	0	11
116	9	5	2	0	16
117	4	11	9	5	29
118	11	16	6	0	33
119	9	14	4	1	28

BUILDING CONDITIONS ON A BLOCK BY BLOCK BASIS

BLOCK NUMBER	SOUND	MINOR	MAJOR	SUBSTANDARD	TOTAL # BUILDINGS
120	7	23	3	1	34
121, 122		NO SURVEY			
123	33	5	2	0	40
124	5	2	7	0	14
125	12	4	2	0	18
126	7	5	0	0	12
127	9	12	6	1	28
128	10	2	1	0	13
162	30	7	0	1	38
163	4	2	0	0	6
170	11	0	0	0	11
171	9	3	0	0	12
172	5	9	4	0	18
TOTAL	323	259	127	31	740
	44%	35%	17%	4%	100%

Zoning

The following map described the zoning patterns in Walnut Hills. Here the zoning patterns generally follow the land use in a given area; however, there are areas of both incompatible land use and zoning. The following discussion of zoning will correspond with the previous section describing residential, office, industrial and commercial uses.

1. Residential

In this area, zoning is fairly consistent with residential land use, with exceptions occurring particularly in the southern portion of the community. The northwest and northeast quadrants are predominantly zoned R-5, a zone which allows for both single and multi-family dwellings, as well as institutional facilities. The southwest quadrant of the community contains a mixture of residential, office and manu-

facturing zoning. This area is primarily residential, with some R-6 zoning, with many of the business uses being non-conforming to the primary residential function. An M-2 zone occurs along the expressway and railroad tracks and again in the Gilbert-Florence strip. The southeast quadrant is also primarily a residential area with a secondary office use. This is reflected in the zoning, which is a combination of R-5, R-6 and O-1, the O-1 use allowing both housing and offices. The East Walnut Hills area, excluding DeSales Corner is zoned completely in conformity with its residential land use. The majority of the area is an R-5 zone, with small areas of R-4 and R-3.

2. Office

As discussed previously, the pri-

mary office development in Walnut Hills has occurred along Victory Parkway. This is reflected in the O-1 zoning for that area. The only other significantly sized area containing office zoning is in the southeastern portion of the community between Kemper Lane and Victory Parkway. The O-1 zone allows R-5 residential uses as well as offices. The area has a large number of professional offices, some new, but many converted dwelling units. Those locating their offices in this area are taking advantage of the architectural character of the large old homes as well as the proximity to Eden Park and downtown.

3. Industrial

The industrial land uses occur along the western boundary of the community. The zoning in that area reflects the

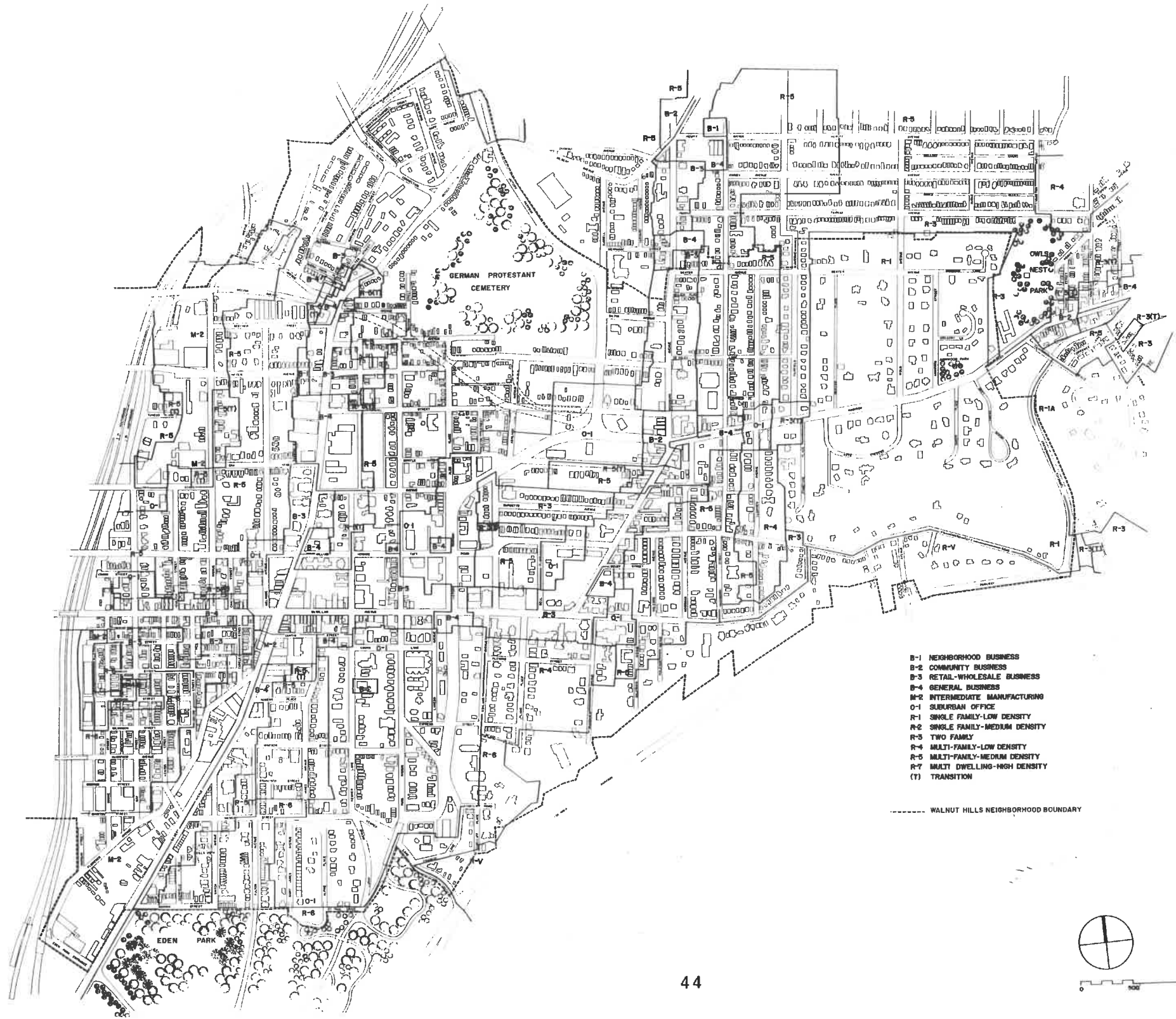
development of these uses in proximity to the railroads. An M-2 zone is found parallel to I-71 between McGregor Avenue and McMillan Street and again from north of Wehrman Avenue south to Oak Street, thus forming an almost complete industrial strip along the entire western boundary of the community. Manufacturing zoning again occurs in the Gilbert-Florence strip, although this area is beset with topographical problems, making it non-conducive to industrial development.

4. Commercial

As is to be expected, the three commercial focus areas contain business zoning, usually a combination of B-3 and B-4. DeSales Corner contains B-2 zoning on the northwest and southwest corners of that intersection with B-4 zoning occurring on the northeast and

southeast corners. This changes to B-3 zoning on both the east and west sides of Woodburn Avenue as one proceeds south on that street.

Peebles Corner is primarily zoned B-3 west of Gilbert Avenue and B-4 east of Gilbert Avenue, with some minor variations. The Gilbert-Lincoln commercial area is almost completely a B-3 zone. Gilbert Avenue is zoned alternately B-3 and B-4 from Eden Park Entrance to Melish Avenue.



WALNUT HILLS ZONING

Transportation/ Circulation

1. Vehicular Movement

Walnut Hills is a highly accessible community due to the large number of major thoroughfares which run through and around the community. Major thoroughfares are those streets and highways whose primary purpose is to carry high volumes of vehicles for long distances from one neighborhood to another or from one part of the city to another. Major thoroughfares are used primarily by non-residents of Walnut Hills passing through the community or coming to the community to transact business. Major thoroughfares are distinguishable by certain characteristics that they possess: they may be controlled access highways, multi-lane right-of-ways, one-way couplets or tree-line parkways. The major thoroughfares in Walnut Hills are Interstate 71, Gil-

bert Avenue, McMillan Street, William Howard Taft Road, Melish Avenue and Victory Parkway.

Interstate 71

I-71 is a four-lane limited access roadway skirting the western and northern edges of the Walnut Hills community. Three access points are under construction: one at the southern end of the community at Florence Avenue at Dorchester, one at the one-way couplet at McMillan Avenue and William Howard Taft Road and the third at Dana Avenue. The access ramps at Florence Avenue and Dorchester serve traffic to and from the south of the community, while two other ramps off Reading Road and Elsinore Avenue serve traffic to and from the north and the south with a modified three-quarter diamond inter-

change.

Melish Avenue Extension

At the present time, the Melish Extension is only completed to Gilbert Avenue. The remainder to be phased into two parts for construction. The eastern extension is planned as a six-lane facility extending from Gilbert Avenue where Melish Avenue now terminates east to Madison Road at Victory Parkway. The western extension is planned to be four lanes wide, extending from Clifton Avenue at St. Clair Avenue (which is the continuation of Melish Avenue west of Eden Avenue) west to Dixmyth Avenue near Whitfield Avenue and follows along the alignment of Dixmyth Avenue to Central Parkway.

Melish will have many impacts on the community. It will provide a

well-defined cross-community arterial.

At the present time, traffic using Melish must traverse residential streets to reach their destination. The completion of Melish will allow these streets to return to their intended function of being residential community streets. The eastern portion of the extension will directly connect East Walnut Hills and the near eastern suburbs with the University and hospital complex. It is anticipated that much of the Taft-McMillan best traffic will be diverted to Melish Avenue.

Victory Parkway

Victory Parkway is a green belt through the Walnut Hills community. It has always been considered the eastern boundary of Walnut Hills, separating it from east Walnut Hills. It is a planted, tree-lined, well-maintained thoroughfare. It has a

right-of-way of 106 feet and a pavement width of 80 feet. Victory Parkway is maintained as a part of the city park system. Its character as a green belt makes it a visual amenity for the Walnut Hills community.

Gilbert Avenue

Gilbert Avenue is a through street, carrying traffic from downtown to the outlying suburbs to the north. It is a six lane road, but two are always available for parking. It, therefore, has four travel lanes open at peak hour. It has a pavement width of 70 feet from Eden Park Entrance to Lincoln, at which point it narrows to 56 feet. The right-of-way width is 80 feet at Lincoln Avenue, increasing to 95 feet at McMillan Street and finally to 100 feet at Florence Avenue. Traffic

counts indicate that presently Gilbert Avenue is underutilized for its capacity and the completion of I-71 could even increase this underutilization, at least temporarily.

William Howard Taft Road

William Howard Taft Road is a major carrier of east-west traffic. It extends from Clifton Avenue to Columbia Parkway. It is one-way from Woodburn Avenue to Clifton Avenue. It is a four-lane roadway, three lines of which are open travel lanes during peak hour, while one is available for parking. It has a pavement width of 36 feet. It has a right-of-way width of 50 feet from Columbia Parkway to Gilbert, expanding from Gilbert Avenue to Reading Road to 60 feet. Conversion of Taft Road to a one-way street has helped improve its performance as a major mover of traffic. It carries

higher volumes of traffic than does McMillan Street.

McMillan Street

McMillan Street has a dual function: it serves as both a commercial shopping street, complete with parking, and numerous bus stops, and as a major east-west through street. It has three travel lanes open during peak hours, retaining one for parking. From Reading Road to Victory Parkway, McMillan Street has a pavement width of 40 feet and a right-of-way width of 60 feet, increasing after Victory Parkway to 50 feet and 67 feet respectively. There are great congestion problems on McMillan Street because the two functions of the street conflict, and the traffic is not moved through the area with efficiency. Some of the problems confronted by through traffic are

pedestrians, buses, parking and truck unloading. It is anticipated that much of the McMillan Street traffic will be diverted to Melish Avenue once that extension is completed.

Community Streets

Local streets are residential in character and are designed to meet the needs of community residents. However, due to the congestion and inefficiency of the major thoroughfares, much of the through traffic is filtering through the community on residential streets to avoid those conflicts. Consequently, there is friction between the normal residential traffic on community streets and the through traffic using those streets to by-pass other congestion. Furthermore, the residential streets

adjacent to the commercial areas are often used by trucks loading and unloading, adding to the congestion.

2. Transit

Walnut Hills is well-served by transit service, with ten bus routes passing directly through the community. Of those, the majority of them pass through Peebles Corner at Gilbert Avenue and McMillan Street, enabling the area to retain its reputation as a transportation hub. Of the ten, eight connect some outlying community with the CBD. Between 7:00 a.m. and 9:00 a.m., 70 buses pass through Peebles Corner. The most frequently heard criticism of the transit service in Walnut Hills is that residents oftentimes have to walk lengthy distances to catch the buses, which stop in the commercial areas.

3. Pedestrian Movement

At the present time, pedestrian movement is disorganized and lacks direction. Within the commercial focus areas, the sidewalks are narrow, circulation space is poor and pleasant pedestrian movement is sacrificed to vehicular movement. Within the residential sections of the community, no pedestrian movement system is defined to facilitate reaching functional points or point of community interest, such as recreational facilities. The major thoroughfares tend to segment the community into quadrants, and there is no directed pedestrian movement across these thoroughfares which would make Pedestrian movement easy and safe, particularly for children and elderly people.

4. Parking

Adequate and well-maintained parking

is necessary to the health of any business district. Each commercial focus area will be discussed individually, but in general, many of the lots had poor circulation, inefficient arrangement of spaces, and were in disrepair with broken pavement surfaces and lighting fixtures, and faded paint striping. Also, in several situations, there were adequate spaces provided, but they were located in such a manner as to be dysfunctional to the retail centers they purported to serve. As will be seen, Peebles Corner is the only area with a parking deficiency. Further, in Walnut Hills generally, enforcement of metered on-street parking is very thorough.

Peebles Corner

Peebles Corner presently contains 385 on-street parking spaces and 675 off-street spaces, totalling

1,060 spaces. This includes retail, office, residential and public spaces. Of this 1,060, 675 retail spaces exist. These spaces are divided up among various locations and the total area is not being used most effectively. Consultant studies indicate an estimated retail demand of 820 spaces, which results in a deficiency of 145 spaces. Many of the existing spaces are inconvenient to the uses they were designed to serve. This gives the appearance of an ever greater deficit that in reality already exists.

DeSales Corner

DeSales Corner at the present has 140 on-street parking spaces and 810 off-street, totalling 950. The large number of off-street parking spaces relates to the large offices in the area, which accounted for

approximately six hundred spaces. Consultant parking surveys indicate that there is a retail demand of approximately 160 spaces in DeSales Corner while 290 spaces are available, resulting in an 130-space surplus.

Gilbert-Lincoln

Gilbert-Lincoln has a total of 250 parking spaces, 135 being on-street and 115 off-street. Again, these spaces relate to all uses in the area, not only retail uses. The estimated retail demand in the area, again based upon economic estimates of retail demand, is for 50 parking spaces. Presently, there are 160 spaces available for retail use, creating a surplus of 110 spaces.

Community Image

The image of Walnut Hills is primarily one of a neighborhood in decline, marked by deterioration of varying degrees. This negative image extends to a large part of both the residential and commercial sectors of the community. The three commercial districts are all deteriorated. All three contain many substandard and dilapidated structures. The business districts are also beset with problems of vacant storefronts, with vacancy rates increasing. Visually, the business districts appear deteriorated, bleak and uninviting. The types of stores in these areas are changing to adapt themselves to the change in community population. Older, more specialized shops have left the area to locate elsewhere, probably in the suburbs, while those remaining seem to have altered their product line consid-

erably from days past. Furthermore, there has been an influx of the types of stores that are attracted to declining business districts, i.e. second-hand clothing and furniture stores and charity stores of one variety or another. Sometimes even these stores don't succeed in this community. The Odds and Ends Thrift Store has recently vacated its store at DeSales Corner.

Many factors contribute to the negative visual image of the business districts. The buildings are old and have fine architectural quality, but many have had facades applied to them that detract from their appearance. These facades are of various treatments, colors and quality and contribute to giving the street a disorganized, uninviting appearance. Signs also contribute to the visual

quality of a commercial district. When there is no signage regulation, businesses often compete for the shopper's attention by displaying large, extending signs. Large signs in general contribute to an overall disorganized appearance. Signs with flashing and rotating lights have the same effect. Rather than attracting shoppers, signs of this nature reinforce people's negative impressions of the business districts. Congestion on the sidewalk areas helps to make the business districts appear cluttered and inconvenient, and further discourages shoppers. Both Woodburn Avenue and McMillan Street suffer from a cluttered disorganized appearance.

The residential areas of Walnut Hills have great variation with respect to the image they convey. Overall, one has a sense of a deteriorated housing stock, with many areas almost totally blighted.

There is a high number of abandoned and vacant buildings. There are areas that are stable in terms of the condition of the housing stock and general neighborhood appearance, while others are past the point where rehabilitation efforts would stem the deterioration. The southwestern portion of the community (south of McMillan Street, west of Gilbert Avenue) is an example of the latter type. The great majority of buildings here are substandard. There are many vacancies. It is a very dense area and seems to generate a great deal of the crime that is attributed to Walnut Hills. This particular area probably conveys a more negative image of Walnut Hills than does any other single portion of the community. There are, however, areas within the community that portray a well-maintained, pleasant neighborhood, such as in the northwest portion of the

community north of McMillan Street and west of Gilbert Avenue. The area contains many large old homes with their original architectural quality intact, which are well-maintained and create a positive visual image. There are other similar areas in Walnut Hills.

There are also residential areas for which Walnut Hills is renowned. These areas occur primarily in the area east of Victory Parkway. East McMillan Street is particularly famous for its large old homes with their spectacular river views. The Clienview area is also distinguished by its fine architecture, and the area has been recommended for inclusion within a national Historic District. There are also many streets in the southern portion of the community which afford views of

and ready access to Eden Park. Many of the homes along these streets are being purchased and rehabilitated. Although there are still many deteriorated buildings in this area, it seems that the amenities of the neighborhood will eventually prevail.

Thus, Walnut Hills has both a positive and negative image. Many people remember with nostalgia the days when Walnut Hills was a bustling shopping center attracting shoppers from all parts of the city and was a highly desirable place to live. There are remnants of that Walnut Hills remaining today, and the amenities which drew people to Walnut Hills then still in many instances exist. Those amenities are drawing, and will continue to attract people to Walnut Hills so that the community may experience a sense of revitalization.

General and Specific Treatment Areas

For purposes of implementation the community was divided into general and specific treatment areas, requiring varying levels of treatment. Two factors were analyzed in order to delineate these areas: importance as a community-serving element and/or degree of substandardness: As a result of this evaluation, five specific focus areas were defined: 1) Peebles Corner, bounded generally by William H. Taft Road, Victory Parkway, Wayne Street and Rogers Place, and I-71; 2) DeSales Corner, bounded generally by Hackberry Street, William H. Taft Road, Burdette Avenue, Victory Parkway, Lincoln Avenue and DeSales Lane; 3) Gilbert-Lincoln, bounded generally by Melish Avenue, Park Avenue, Lincoln Avenue and Melrose Avenue; 4) Northeast Quadrant, bounded generally by Victory Parkway, William H. Taft Road and Gilbert Avenue; 5) Southwest Quadrant,

bounded generally by Gilbert Avenue, Eden Park Entrance, I-71 and McMillan Street and Wayne Street. The specific focus areas require in-depth plans for treatment, including such elements as detailed site plans, land use, building conditions on a block by block basis, acquisition of property, disposition controls, cost estimates for public improvements and development strategies. These elements are necessary for implementation of the plan. The remainder of the community is designated as a general treatment area, and is described in terms of land use, zoning criteria, residential rehabilitation criteria, etc. The general treatment area consists of residential neighborhoods which are stable - areas suited for rehabilitation rather than clearance, except on a spot basis.

General Treatment Areas

1. Community infrastructure

The Walnut Hills community encompasses a large geographical area and is segmented by transportation arteries of varying scale. In attempting to define an approach to the Walnut Hills planning effort, the planning team perceived the need to begin interconnecting the various parts of the community. In order to develop an overall concept, the basic elements of community structure, i.e. housing, transportation, commercial space and open space had to be treated as an entity. To accomplish this, the concept of a community infrastructure was developed. It is conceptualized as a means of interrelating various land uses and focus areas within the community by reinforcing the existing street pattern in a manner that recognizes the functions they perform for the community. Thus, the "whole" would operate

as a sum of the parts.

Two classifications of arterials have been used in describing the infrastructure - major thoroughfares are defined as those streets and highways whose primary purpose is to carry high volumes of vehicles for relatively long distances from one neighborhood to another or from one part of the city to another. These streets are used primarily by non-residents passing through the community to transact business. Major thoroughfares are often distinguishable by certain characteristics such as controlled access, medians separating lanes, and more than one lane traveling in each direction. There are various types of major thoroughfares in Walnut Hills. Interstate I-71 forms the western boundary of the community and is the largest artery in the

community, carrying traffic from downtown to the outlying suburbs. Victory Parkway forms a greenbelt through the community and is also used primarily by non-residents. Gilbert Avenue is also a major mover of traffic from downtown to the northern suburbs. The Planning Team and the Task Force recommend that the greenbelt atmosphere of Victory Parkway be extended to Gilbert Avenue, with the exception of the area between McMillan Avenue and Melish Avenue, which should be treated as an urban corridor. The latter will be discussed in more detail later. Melish Avenue is being developed as a major facilitator of traffic in Walnut Hills. It will carry a great deal of traffic from the University and hospital complex to the eastern suburbs. At present, with the Melish Extension terminating at

Gilbert Avenue, much additional congestion is created within the community. It is recommended that the completion of the Melish Extension be adopted as a priority by the City so that the streets that are being burdened by the present congestion can return to their function as residential community streets.

Another type of major thoroughfare is the service street which relates largely to truck movement within and through the community. At the present time many trucks are moving through the community via residential streets. Such truck patterns are disruptive to the residential environment of those streets. Therefore, it is recommended that an Industrial Corridor be developed, which would move industrial traffic through the community in an efficient manner without disrupting residential functions. This corridor would be

treated in such a manner as to buffer the adjacent industrial and residential land uses. The buffer would be effected through the technique of street cul-de-sacs, thus forcing the traffic into the corridor. The following streets are recommended for closing: Wilkinson and Morgan Streets in the southwest, and Stanton, Oak and Hemlock streets in the northwest.

The second major classification in the infrastructure is the community street system. Community streets serve the purpose of local land access and provide for safe movement within the community. They connect major community facilities such as schools, social and recreational centers, shopping and residential areas. Traffic utilizing the community streets consists mostly of residents of the community or their visitors. Traffic volumes

on community streets are low, as are the speed limits. The community streets are normally bordered by residences or other community uses such as schools or community activity centers.

In order to develop a community street system, the variety of users who will utilize these facilities must be considered. The sidewalks, as well as the streets, are heavily used by residents of all ages, as they walk to school, to work, or to various community facilities. Therefore, the community system must be specifically oriented toward the pedestrian, the bicyclist and the intra-community automobile user.

The community street system has two basic elements, namely, focus points and links. Focus points are places within the community that serve a specific purpose for area residents. The focus areas can be defined as such

facilities as commercial districts, recreation areas, YMCAs, tot lots, playgrounds, parks and schools. A link is the travel way between focus points. The community street system must be defined at a scale that will differentiate it for its users from major thoroughfares. Potential means of identification are planter boxes, special lighting, kiosks, bikeways, pedestrian walks, etc. No particular means has been selected at this time but will be determined during implementation.

The Walnut Hills Task Force has adopted the following Transportation Policy Statements: The movement system shall function as the primary network that serves to support the other basic land uses in the community.

1. Through Streets

Through streets will be treated in such a way that traffic will be drawn to them and away from residential streets, to facilitate the movement of traffic through the community.

- a) Gilbert Avenue from Eden Park Entrance to the couplet is to be an extension of the Parkway atmosphere which is present on Victory Parkway.
- b) Gilbert Avenue from McMillan Street to Melish Avenue shall be developed as an urban corridor. Urban corridors are defined by special pavement, lighting, and bus stop zones and other pedestrian amenities.
- c) Gilbert Avenue from Melish Avenue to Victory Parkway shall be developed as a greenway as an extension of Victory Parkway.
- d) The Taft - McMillan belt is to

function in its present form.

e) The Melish extension shall serve as a connection between University of Cincinnati and Madison Road, relieving much of the traffic on the Taft - McMillan belt, and shall serve as the natural northern boundary of the community.

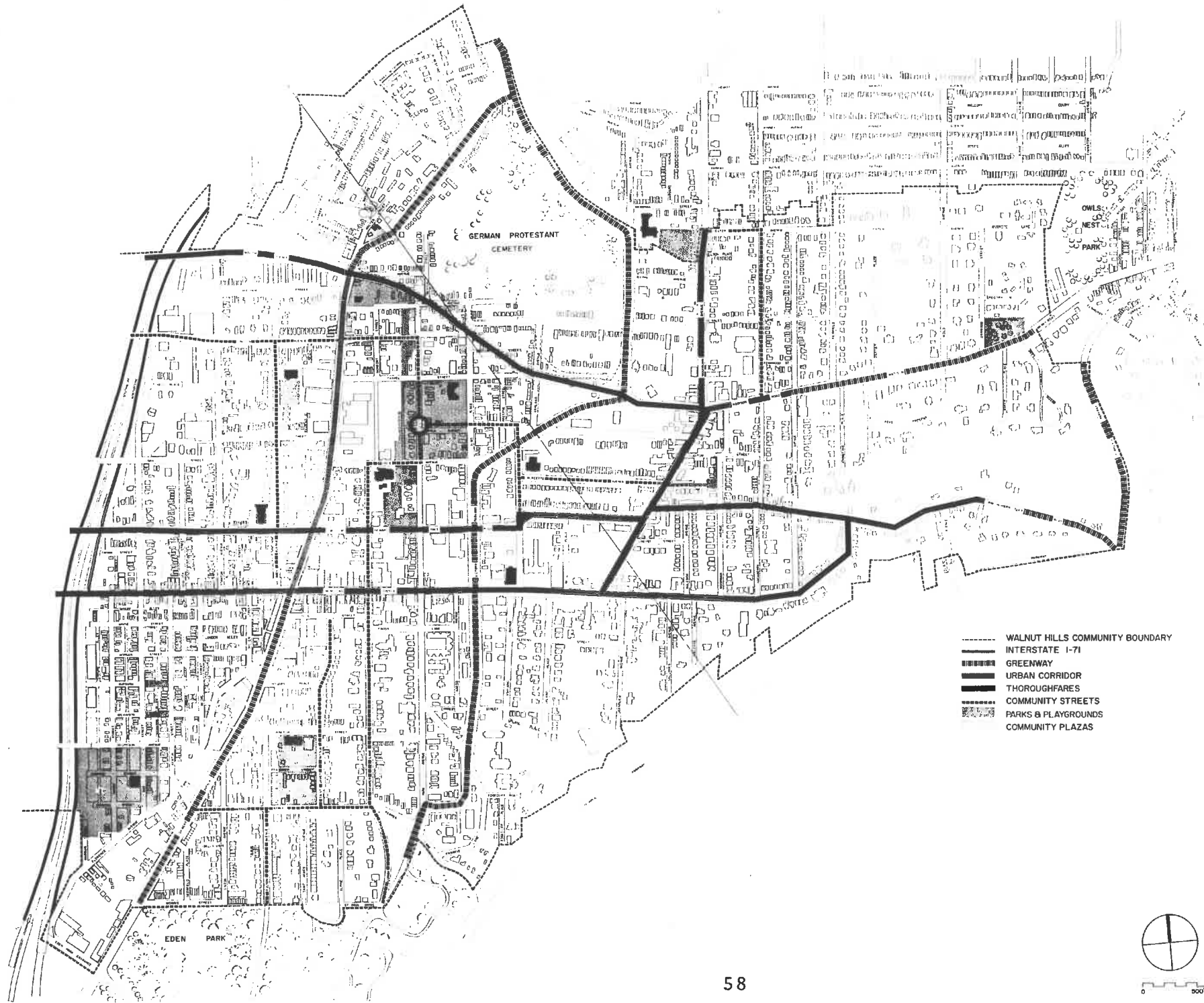
The community streets will also serve to interrelate the recreational and residential elements.

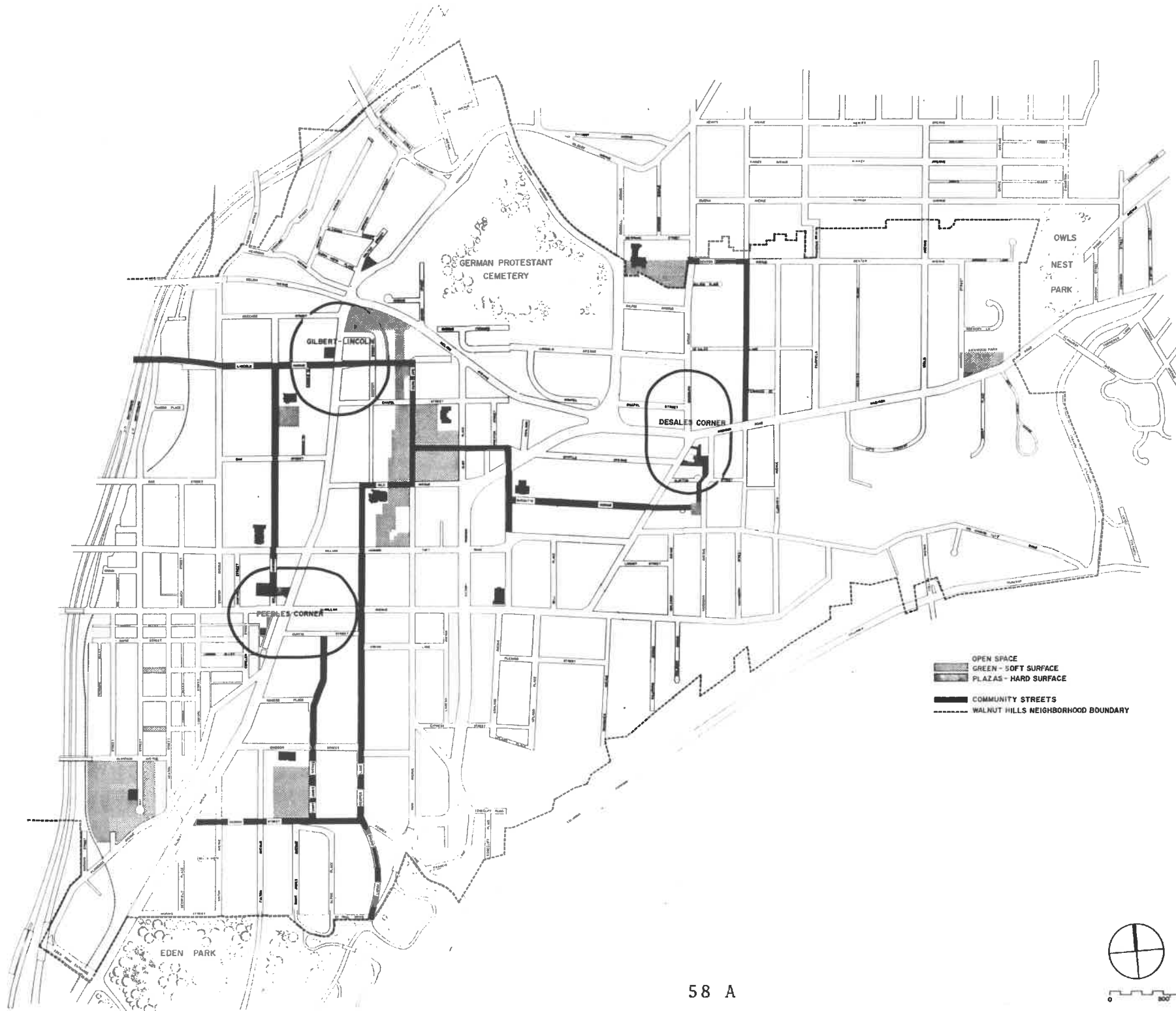
2. Service Streets

a) May Street to Oak Street to Stanton Avenue is to serve as the industrial link and buffer to the surrounding residential portions of the community.

3. Community Streets

Community streets will respond to both local vehicular and pedestrian movement. Some of the community streets will be cul-de-sac to reinforce their residential character.





OPEN SPACE AND STREET PATTERNS



2. Zoning

The primary intent of this section on zoning is to adjust zoning areas to promote planning and urban design recommendations. The zoning proposals herein-mentioned are conceptual in nature, the more specific of the zoning proposals can be seen on the attached map.

Conceptually, zoning proposals reinforce the basic land use proposed for each of the focus areas. Areas outside of the focus areas should remain undisturbed unless a specific solution is recommended for an area of importance.

The zoning proposals will attempt to utilize the restrictive powers of zoning to promote the urban design proposals. The following are general recommendations for the community of Walnut Hills:

a. Business zoning (B-3 and 4) shall

be proposed along the Gilbert Avenue from Eden Park entrance to slightly north of the Melish extension.

Business zoning shall also exist along McMillan Avenue from I-71 to Victory Parkway.

b. Manufacturing zoning shall exist along I-71 from McGregor Street to slightly north of Wehrman Avenue and east to May and Stanton Streets respectively.

This zone is split by a residential zone that occurs along William H. Taft Road. Vestiges of office uses also occur in this area. Manufacturing zoning also exists along Florence Avenue to Gilbert Avenue.

c. The quadrants of the northeast, southwest and northeast are predominantly residential. The southeast quadrant is equally split between an office and residential use. This separation generally occurs mid-block between

St. James and Kemper Lane and Fulton and St. James Streets. Offices occur from St. James Street and Fulton Street east to Victory Parkway.

d. Nearly all of east Walnut Hills is residentially oriented. The area south and east of Victory Parkway and McMillan Street is R-5. Portions of the residential zone stretch north from McMillan Street nearly to Madison Road. The area north of McMillan to Victory Parkway and Dexter Street contains office, residential and business zones respectively.

Office zones are primarily located between McMillan and William H. Taft Road and around Madison Road and Victory Parkway. Business zones stretch along Woodburn Avenue from William H. Taft Road to Dexter

Avenue.

Major zoning revisions in response to Urban Design considerations occur in the southwest quadrant where all the business zones are eliminated and replaced with R-5 residential zoning to reinforce the existing housing between May and Copelen Streets. Business zoning west of May Street is replaced with M-2 from McGregor Street to nearby McMillan Street.

Urban Design and Planning requires that in Peebles Corner the B-3 zone be expanded west on McMillan to Hemlock and Kenton Streets, M-2 zone and B-4 zoning in the southern portion of the business district along Gilbert Avenue is replaced by B-3. This B-3 expansion will reinforce the commercial mix so necessary for the stabilization of the focus area.

Adjacent to the Peebles Corner area

on the north along William H. Taft Road residential zoning from the west side of Gilbert Avenue will connect to residential zoning on the east side of Gilbert Avenue. This zoning link will permit the development of high rise housing on the southwest corner of William H. Taft Road and Gilbert Avenue.

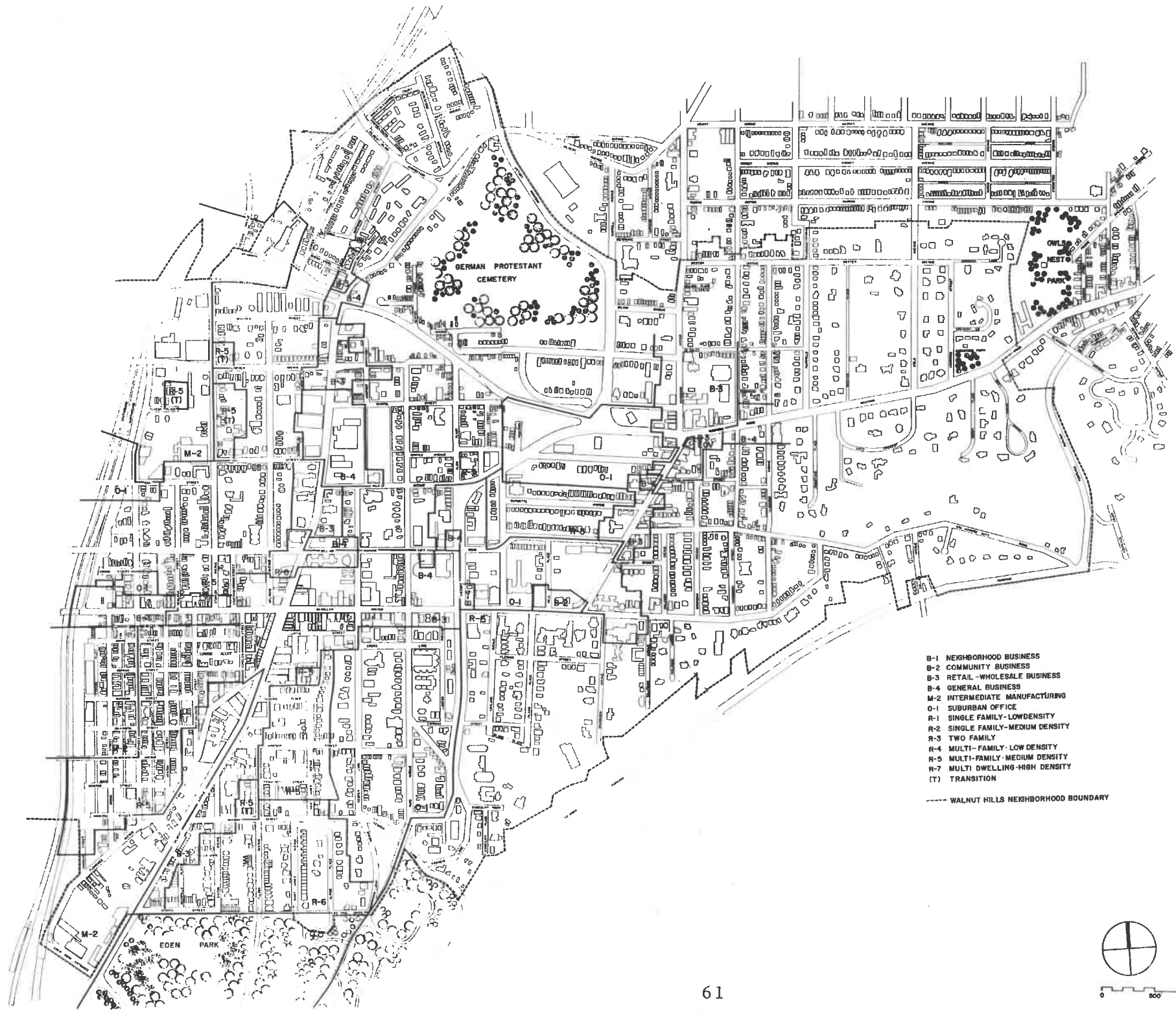
Significant revisions are made to the zoning in the Northeast Quadrant. The primary change is to eliminate the business zones around Park Avenue and Lincoln Avenue and Alms Place. These areas will be converted to residential R-5 to support the redevelopment of housing in the Northeast Quadrant. Business zoning is only permitted along Gilbert Avenue, B-4 user will be provided for on the southwest and northeast corner of Gilbert Avenue and Melish Avenue

to accomodate auto service stations.

The last major revision to the existing zoning, in response to the requirements of the Urban Design Plan, are recommended in DeSales Corner where the B-2 zone is changed to a B-3 zone between Clayton and Chapel Street to Moorman and Woodburn Avenues. B-4 zones will be permitted around Hackberry Street.

The intention for zoning changes in this area is for a more adequate response to existing uses to remain and future uses for pedestrian shopping.

While this discussion must be kept general in order to convey the concept of zoning conversion to support plan intentions the details of such proposals can be examined on the following page.



WALNUT HILLS PROPOSED ZONING

5. Residential Rehabilitation Standards

The goal for the rehabilitation of all existing structures to remain in the project area is the achievement of not less than the following objectives:

At the completion of all rehabilitation, the property should be safe and sound in all physical respects and should be refurbished and so altered as to bring the property to a desirable marketable condition and in compliance with all local codes and regulations. Each property, dwelling and dwelling unit shall have an attractive appearance, treatment, and preservation of all exterior surfaces, and painting, papering, or other treatment of interior walls, partitions and surfaces. All improvements should be designed to decrease further maintenance problems.

a. Each property shall have sufficient open space between structures to

provide adequate light, ventilation and means of access to provide maintenance to structure, where practical.

- b. Walks, steps and drives, for convenient all-weather access, shall be so constructed as to assure safety, reasonable durability and economy of maintenance.
- c. All dilapidated accessory buildings on any property shall be removed or rehabilitated. All garages and other accessory buildings which are to remain, shall provide usable space which is weatherproof, and shall not provide harborage of rodents, etc.
- d. Every structure with exposed surfaces, subject to weathering or with unsightly appearance, shall be provided with paint or other treatment to retard deterioration and improve the appearance.
- e. Existing trees, shrubs, and lawns will

be trimmed and unpaved areas provided with appropriate ground cover to enhance the attractiveness of the property.

- f. All fences and (retaining and garden) walls shall be kept in good repair, removed or replaced.
- g. Off-street and other parking facilities should be encouraged for structures containing more than 4 dwelling units.
- h. Clearance - Where structures are removed, the site shall be completely cleared of all exposed foundations, steps and other building materials, basements shall be filled in and the sites shall be seeded and trees and landscaping maintained in a manner so as not to distract from the general neighborhood appearance.
- i. Spot Clearance - Where vacant and/or

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- i. Spot Clearance - Where vacant and/or

substandard buildings exist, they shall be cleared and made available for reuse, in some areas public action may be necessary to assemble a site large enough for reuse.

j. Non-conforming uses - Where non-conforming uses exist within a residential neighborhood, they should be encouraged to relocate, if relocation is not possible, the non-conforming use shall be screened from view or improved to be a compatible neighbor.

k. Zoning - Zoning shall be adjusted to stabilize the predominant use of a neighborhood, any incompatible use shall be identified as non-conforming and recommended for removal if the property changes hand.

1. Appearances - Existing architectural detail shall be maintained, restored or replaced in a suitable manner so

to not destroy the inherent architectural characteristics of the building or the neighborhood.

m. Paint colors should be specifically selected from a pallet of earth tone colors. Masonry surfaces should not be painted unless it has been demonstrated that the natural appearance of the masonry is not harmonious with other structures in the district, or that it is unacceptable for other reasons. Where painting of masonry and frame surfaces is necessary, the colors shall be subdued tones of earth colors.

The proposed improvements must result in the improvement, restoration, or rehabilitation of the basic livability, utility and marketability of an existing structure or the conversion or expansion of a structure so as to change the number of family dwelling units in a manner

that meets the objectives of the Urban Design Plan.

Specific Treatment Areas

1. Introduction

The rationale for dissecting the community into general and specific treatment areas is to provide the proper framework for discussing the details of implementation. Within the limits of each specific treatment area a set of definitive policies of action will be discussed. These policies could be enacted by City Council. These policies are in effect a verbal translation of the physical design solution for revitalization of the community focus areas.

The detailed Urban Design plan for the five community focus areas is based upon the following objectives:

- a. To preserve and revitalize the residential character of the Walnut Hills area.
- b. To provide for a variety of commercial uses to induce

convenient shopping of area residents.

- c. To encourage a variety of residential developments in order to broaden the choice of housing for area residents and others who enjoy the benefits of living close to the Central Business District.
- d. To permit selected uses to remain and expand in a manner compatible with residential and open space developments.
- e. To eliminate blighted or obsolete buildings incapable of rehabilitation and others needed for the marketing of redevelopment sites in a cohesive and orderly manner.
- f. To increase the visual image and "sense of place" of the five community focus areas through a program of rehabilitation and new construction.

- g. To improve circulation within the community by increasing off-street parking and designating certain streets as through streets and others as community streets.
- h. To designate transit stops that focus pedestrian activity close to the heart of the business districts and reroute other lines to better serve area residents.
- i. To enrich and expand the quality of space that exists along Gilbert, McMillan and Woodburn Avenues, by regulating the nature of redevelopment that occurs in the areas.

2. Peebles Corner

- a. Conceptual Image - This treatment area is by far the most important element in the revitalization of the Walnut Hills Community. It is also the most complex to solve be-

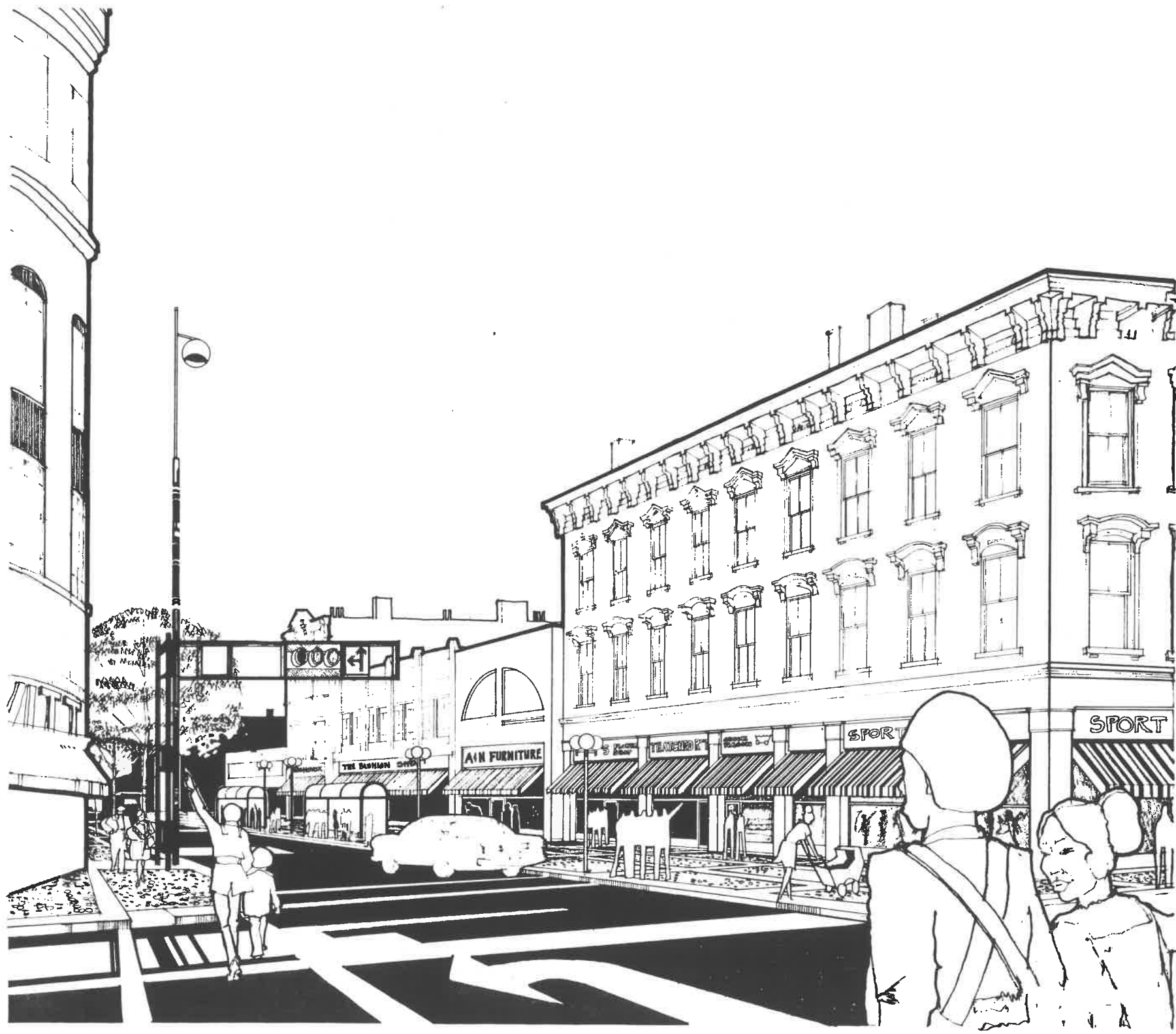
cause of the quality of vacant buildings, the strength of the businesses and the real estate value of property. With the exception of DeSales Corner it has the strongest visual image and continuity of architectural characteristics.

The revitalization of Peebles Corner is conceived primarily as a rehabilitation effort. Some new construction will augment the restoration program in order to provide a community plaza for pedestrian use and expansion of resident serving commercial space.

The restoration of the buildings on the south side of McMillan Avenue will reestablish the essential character of the area. The northern side of the street is of a later architectural style but can contribute to the area's image by improving store fronts and graphics.

To augment the architectural image of the area vehicular movement will be improved by eliminating parking on both sides of McMillan Avenue and providing off-street parking close to stores. The pedestrian will be separated from the street by rows of trees, and the scale of the sidewalk area will be improved with new pavement patterns and pedestrian lighting. A complete graphics program will eliminate visual clutter and make stores more equally identified. New bus stops and shelters will make transit more convenient to use.

Major thoroughfares such as Gilbert Avenue will be reduced in scale by the introduction of a green spine located in the median from Eden Park entrance to Florence Avenue. From



LOOKING EAST ON McMILLAN ST. AT
GILBERT AVENUE

Florence Avenue to Melish Avenue the street will assume a more urban character. While the urban treatment of Gilbert Avenue may include trees it will deal primarily with the installation of new paving patterns and street furniture.

In order to increase the safety of the area more residential units will be introduced. The plan proposes the development of a high rise apartment building on the corner of William H. Taft Road and Gilbert Avenue along with some rehabilitated low-rise structures.

The conceptual image of the area is detailed in more specific terms in the policies governing transportation, commercial, retail space, housing, recreation/open space and the controls placed on each tract proposed for development.

b. Policies

1. Transportation/Circulation Policies

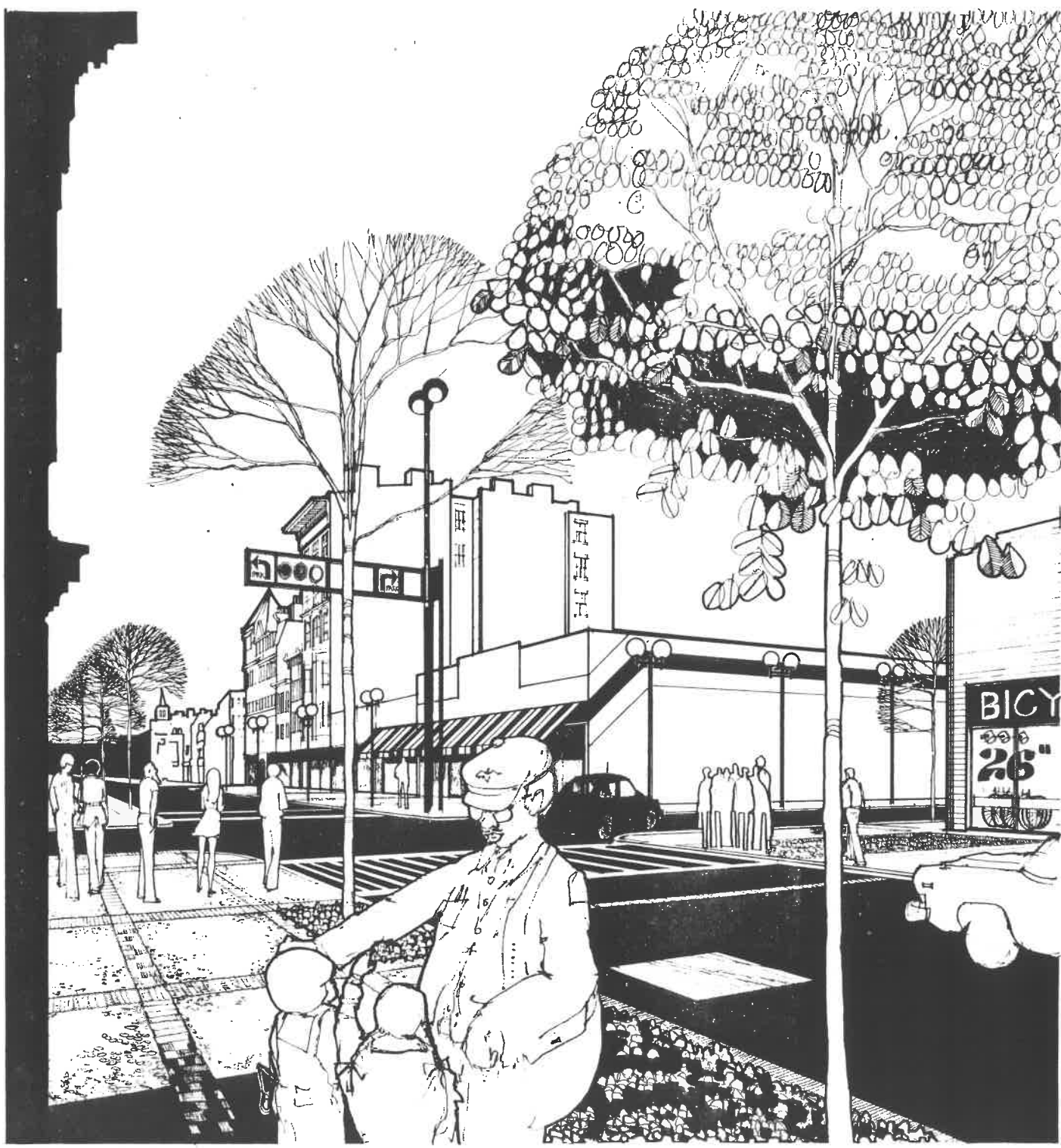
a. Parking

1. The revitalization of the Peebles Corner area shall incorporate 245 new parking spaces located in close proximity to the commercial establishments. These new facilities will require that all on street parking along McMillan and Gilbert Avenues be eliminated.
2. Parking spaces created by public action shall, where feasible, be incorporated as part of the city's off-street parking program
3. The entrances to parking areas shall be located along McMillan Avenue in order to attract as many shoppers as possible.

4. Vehicular entrances shall be adequately marked from the street, shall be primarily one way and shall incorporate pedestrian walks to permit easy access to the shopping area.
5. The existing parking area adjacent to Krogers shall be reorganized to permit easier circulation and increased capacity.

b. Vehicular

1. The one-way couplet of William H. Taft Road and McMillan Avenue shall remain to provide the most adequate access to and from the area.
2. Traffic lanes along Gilbert Avenue and McMillan Avenue shall be adjusted



McMILLAN ST. LOOKING EAST TOWARD
ENTRANCE TO PARKING AREA

- to provide wider sidewalks for pedestrian use.
3. Introduce special bus lanes through the adjustment of driving lanes. The adjusted lanes shall also permit the construction of sheltered bus stops.
 4. Curtis Street shall remain a one-way street to facilitate movement into the parking facilities.
 5. St. James Street shall be cul-de-saced to provide additional parking space in close proximity to the commercial area and also to acknowledge the transition between a community street and the business area.
 6. Melrose Street shall be closed to thru traffic to

- permit the separation of pedestrians and cars and the installation of a pedestrian link to the community plaza from Gilbert Avenue.
7. Melrose Street traffic shall be diverted through the development to Chatham Street. Proper radius shall be provided to permit buses to navigate easily the new route. Parking restrictions, as necessary, may be imposed on Chatham Street.
 8. Copelen Street shall be one-way south to Florence Avenue to reduce congestion along McMillan Avenue.
 9. On street truck loading shall be prohibited during peak traffic hours. Rear en-

- trance servicing of stores shall be encouraged. All parking areas located adjacent to stores can be utilized for the unloading of goods and supplies provided such loading does not interfere with peak shopping hours.
10. Bus stops shall be relocated to promote pedestrian traffic adjacent to the focus points of the business area. New locations shall be along the south side of McMillan Avenue approximately 100 feet east of Gilbert Avenue and approximately 120 feet north of McMillan Avenue on the west side

of Gilbert Avenue. A third stop to accommodate one bus route shall be permitted on the east side of Gilbert Avenue near McMillan.

c. Pedestrian

1. A major pedestrian spine shall be created to link the community plaza between Chatham and Melrose Streets to the bus stop along Gilbert Avenue north of McMillan Avenue.
2. The St. James Community Street shall terminate at Curtis Street. The terminus shall be treated with pedestrian lighting and landscaping to increase the anticipation of shopping in a revitalized business district.
3. The pedestrian shall be separated

from vehicular traffic by the addition of street trees and furniture in an expanded sidewalk area.

4. Pedestrian-vehicular separation shall be enhanced by introducing mid-block crosswalks controlled with traffic signals and decreasing roadway widths to permit pedestrians to cross easily from one side of the street to the other.
5. Sidewalks shall be widened approximately 10' along the south side of McMillan Street east of Gilbert Avenue and 7' along both sides of Gilbert Avenue south of McMillan Avenue to Florence Avenue and Rogers Place

2. Commercial Policies

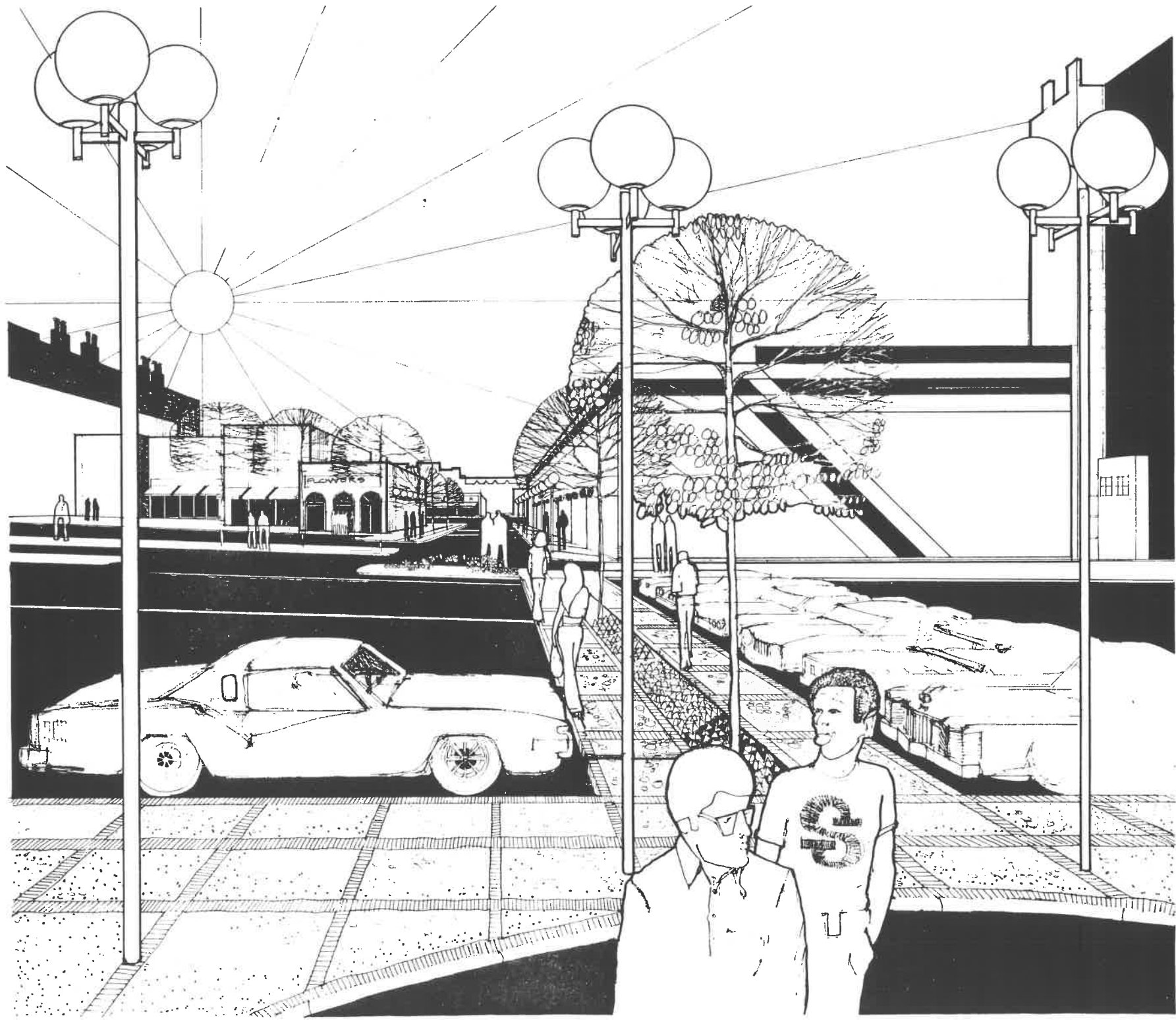
- a. In general retail space is to be

located along the main thoroughfares of Gilbert Avenue and McMillan Avenue. Every effort should be made to increase the concentration of businesses at the Gilbert-McMillan Avenues intersection.

- b. Approximately 40,000 square feet of new commercial-retail space shall be developed to complement the existing businesses. The new use should be primarily devoted to food stores and eating and drinking establishments.
- c. Eating and drinking establishments should be located adjacent to the community plaza.
- d. The general character of commercial space should place emphasis on resident serving needs.
- e. New office space may be located within the Peebles Corner area



ENTRANCE TO COMMUNITY PLAZA
FROM GILBERT AVENUE



ST. JAMES / CURTIS ST. PARKING AREAS

if investment analyses justify the location. There is sufficient existing space that could support such utilization. New office development (i.e. construction of office space) should be located along Victory Parkway and along William H. Taft Road.

- f. The burden of economic stabilization of the Peebles Corner area will be placed upon the existing and proposed merchants. It will be their responsibility to rehabilitate the buildings housing their establishments. The public sector will support private expenditure by providing parking and public amenities such as street lighting, street furniture, trees etc.
- g. Buildings that open into the proposed new parking area shall provide (where

possible) shoppers with rear access to the stores.

- h. All graphics and facades shall be treated in a compatible manner. Building facades shall be restored to expose the inherent architectural characteristics. The intent is to strive for a look of continuity and unification of material in any one building. The following is a guideline of standards for the rehabilitation of buildings within the area: They include the general descriptions of improvements to be made to existing buildings to remain in the project area. Unless specifically indicated otherwise, improvements are the responsibility of the individual property owner. Should an owner not agree to improve his property in accordance with the plan within a reasonable period of time, the

owner should sell the property to a third party who will so improve it.

General principles to be followed in renovating existing structures are outlined below:

1. Within any single building, all bays are treated alike.
2. All facings, decorative surfaces, applied mansard roofs, etc. should be removed to restore the original character of the building. The original architectural elements (such as ends of party walls, common roof lines, etc.) should be used both to give the buildings unity and to articulate its parts.
3. All projecting signs should be removed.
4. All permanent signs placed in windows should be removed.

5. Exterior materials of all new or renovated buildings shall be brick, concrete or masonry facing. These materials shall be harmonious (though not necessarily identical) in texture and color with existing buildings in the district and with pavement surfaces of malls and other walkways. Windows, storefronts and other openings shall be constructed of bronze, steel (painted), or aluminum with a bronze anodic finish.
6. Paint colors shall be specifically selected from a pallet of earth tone colors. Masonry surfaces shall not be painted unless it has been demonstrated that the natural appearance of the masonry is not harmonious with other structures in the district, or that it is unacceptable for other reasons.

Where painting of masonry surfaces is permitted, the colors shall be subdued tones of earth colors. Painted building trim shall be natural in finish (if wood), painted white or some other color commonly used for this purpose in the district. Painted surfaces of signs, logos, displays or other features of a building used for advertising purposes may be of bright colors provided they are in harmony with other structures in the district.

7. All surfaces of buildings, including side and rear walls, shall be maintained in a clean condition, either by means of sandblasting or painting.
8. In any given building, all openings of similar size and design shall be treated alike. No blocking up

of portions of windows or doors within a masonry frame is to be permitted.

9. Building code requirements for egress shall be met with internal stairways only.
10. No new canopies or marquees shall be erected. Those existing shall be removed as buildings are remodeled. Sheltered entrances shall be gained by means of recessed doorways or ground level facades.
11. In those cases where one building of common design is occupied by several tenants or has been subdivided by party walls into separate ownerships, all occupants of the building shall coordinate their renovation efforts so that the original character of the building

remains integral. Such variations shall be permitted as are necessary to establish individual identity as long as the above principle is observed.

12. In those cases where an addition is made to a building, or where a new building is constructed abutting an existing building, the new construction shall be designed to harmonize with the existing structure(s). This may be accomplished by use of similar materials, trim, colors, opening size and shape, common window sill and head lines, cornice lines, etc.
13. All landscaping shall be consistent in character with that existing in the district or to be installed by the City as provided in the

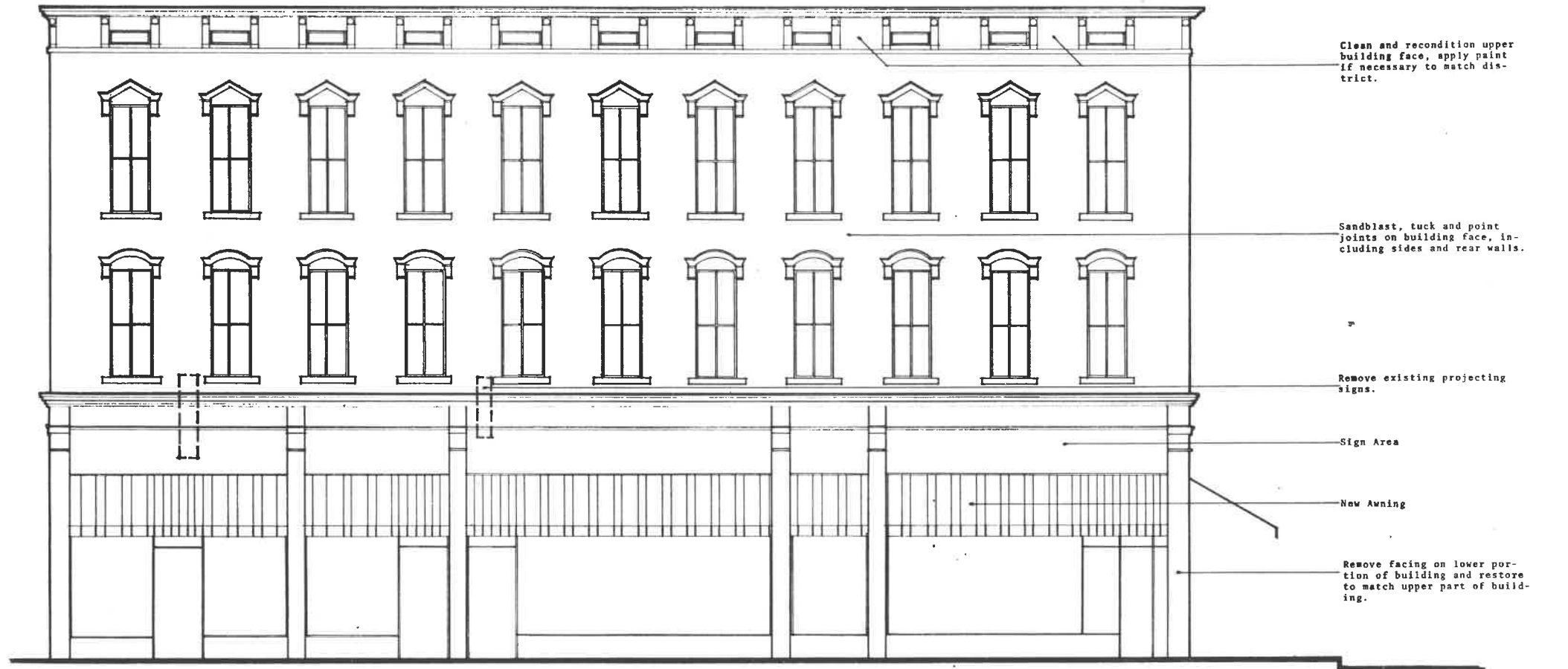
renewal plan for the area.

14. Signs erected in the district are regulated as follows:

- a. No signs, displays or other advertising devices shall be permitted except those identifying the establishment to which they are affixed.
- b. No portion of a sign shall be less than seven feet above the sidewalk or higher than the roof line of a single story building or second floor line of other buildings. The sign may be positioned laterally anywhere within the establishment's primary facade(s). The entire sign must be affixed to one continuous flat vertical opaque surface.
- c. Signs shall be permitted (as

provided in this section) only on those facades of commercial buildings fronting on a main street (McMillan, Gilbert Avenues).

- d. Signs shall be affixed wherever possible to cornice lines of buildings specifically intended for that purpose.
- e. All signs on different establishments in a building of common design shall be located in the same manner so that the integrity of the entire building is enhanced.
- f. The total sign area permitted on any establishment facade shall not exceed 20% of the area determined by multiplying

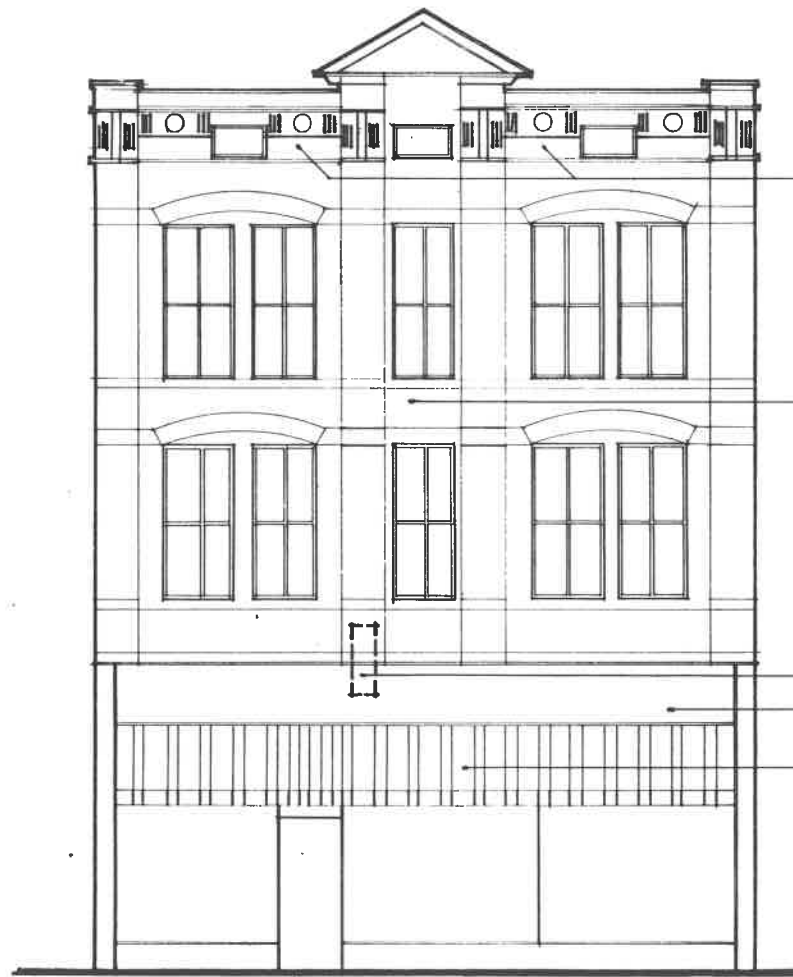


McMILLAN STREET

GILBERT AVENUE

GUIDELINES FOR
BUSINESS REHABILITATION





Clean and recondition upper building face, apply paint if necessary to match district.

Sandblast, tuck and point joints on building face, including sides and rear walls.

Remove existing projecting signs.

Sign Area

New Awning

McMILLAN STREET

GUIDELINES FOR
BUSINESS REHABILITATION



the establishment's side-walk frontage by 10 feet.

- g. Projecting signs shall be permitted provided they do not exceed a size of 2' x 3' and are erected within a vertical zone yet to be defined.
- h. No signs shall be painted directly on building exteriors.
- i. No flashing or moving signs shall be permitted except for short periods in connection with seasonal or special events. Such exceptions shall be made only by written permission.
- j. No temporary signs, posters, displays or similar material may be affixed to buildings or suspended in front of buildings.

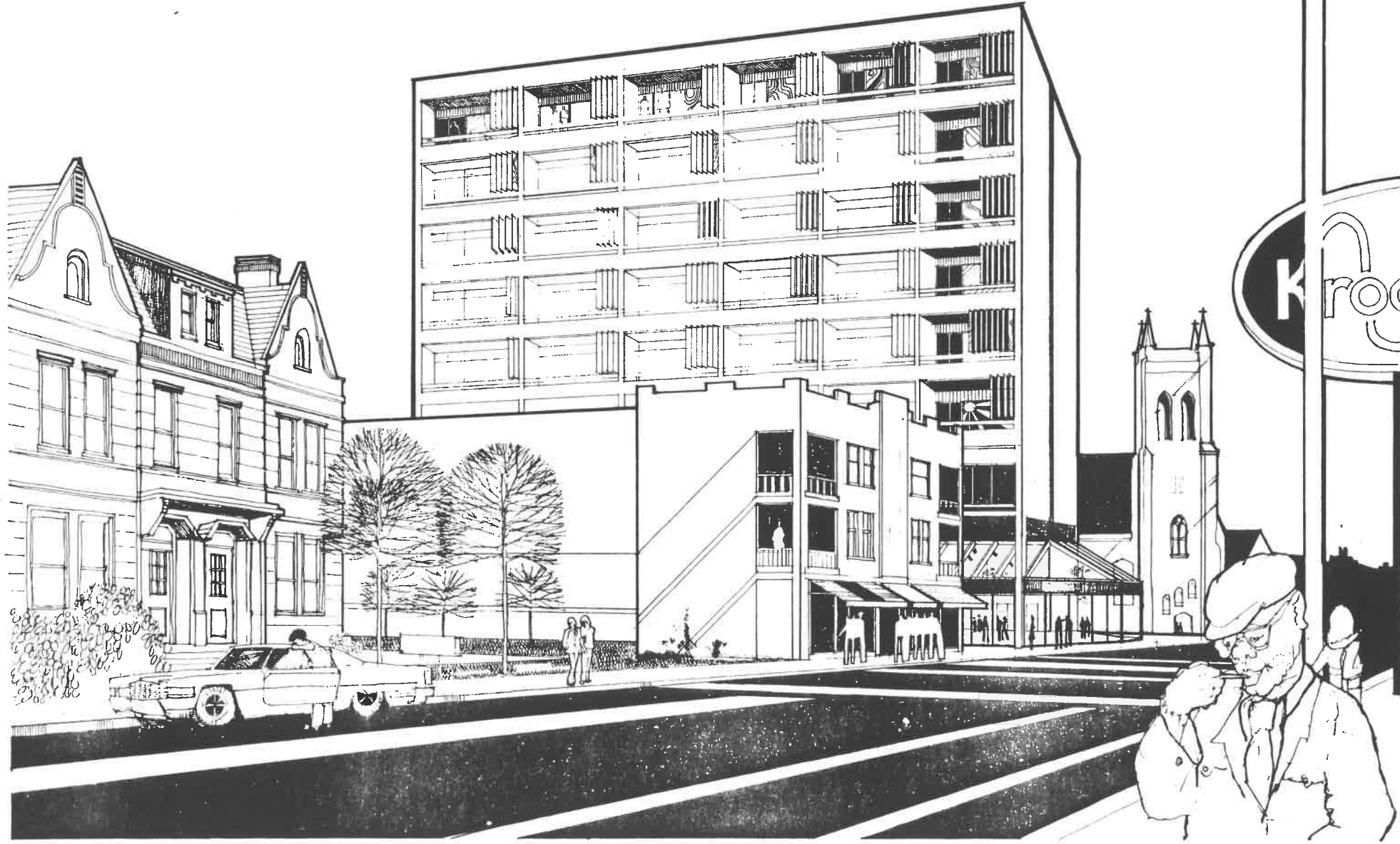
k. All signs and other graphic material must be designed by a professional urban designer, architect or graphic designer and must be approved.

3. Housing Policies

- a. Housing shall occupy a site within the Peebles Corner area. The site shall be located near Gilbert Avenue and William H. Taft Road and contain approximately 200 D.U. and related parking.
- b. Housing located within the Peebles Corner area shall be primarily for single and married couples without children.
- c. Parking associated with housing sites in Peebles Corner shall be prorated on the basis of one space for every four dwelling units.
- d. In the event of a competition

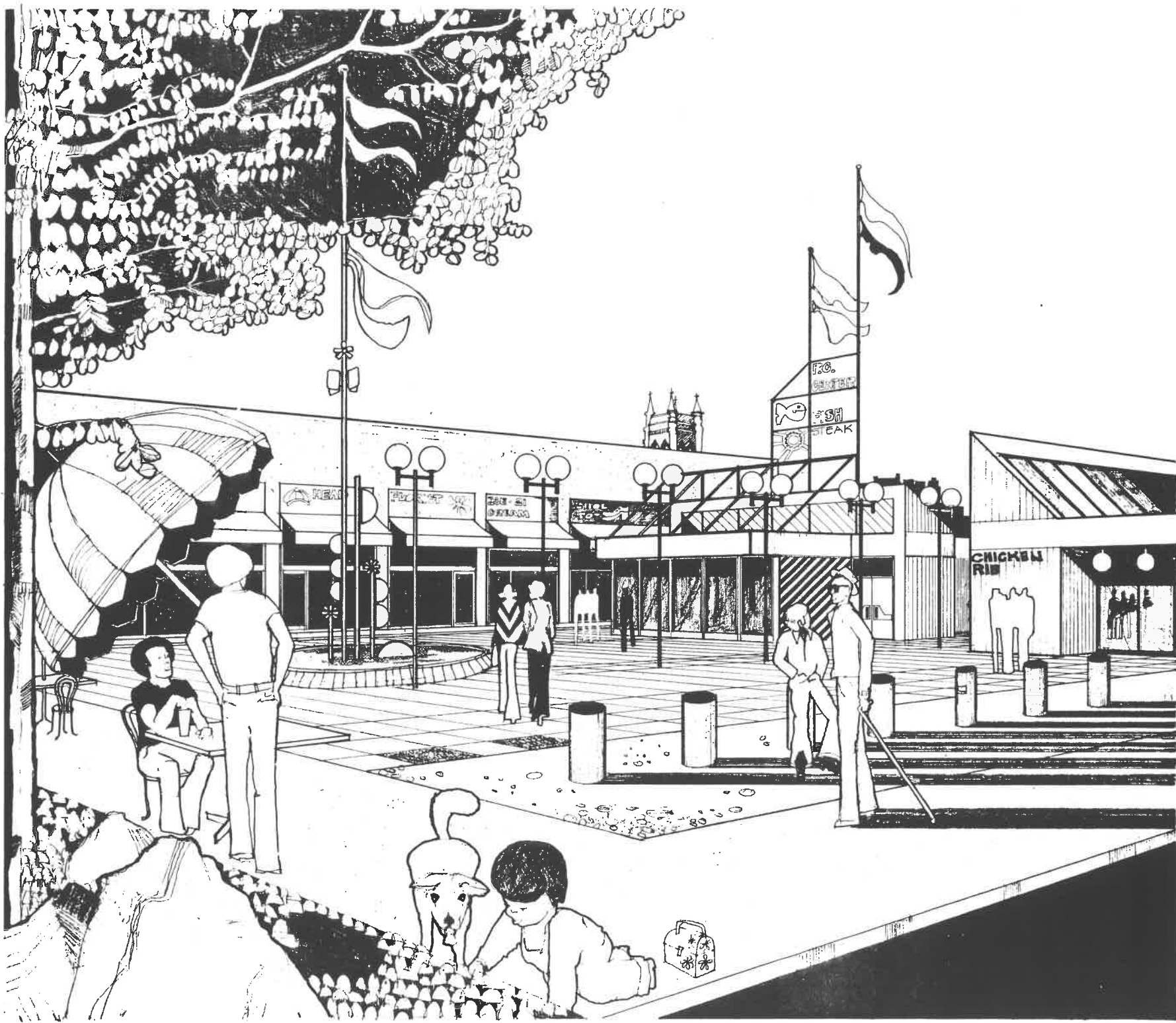
for the sale of sites, quality of design is recommended as the principal criteria in the selection of developers.

- e. The physical design of the building and its apartments should recognize the existing scale and character of the neighborhood. Such new construction should have its primary orientation towards the focus area of Gilbert and McMillan Avenue.
 - f. Rehabilitation housing shall be associated with the newly constructed housing to take advantage of site development, open space and social environments created by the new housing.
- ### 4. Recreation/Open Space Amenities
- a. A community plaza shall be developed to satisfy the com-



NEW HOUSING FOCUS

PEEBLES CORNER



PEEBLES CORNER

COMMUNITY PLAZA

munity's desire for an urban mixer area.

b. The community plaza shall be located near the commercial focus area and provide area residents with a place to congregate and socialize.

c. The community plaza is located primarily between Melrose and Chatham Streets just north of McMillan Avenue.

d. The community plaza should be designed to serve the needs of future residents of the Walnut Hills area, shoppers and visitors.

It should include opportunities for sidewalk cafes, public information displays, ample seating and a major focal point as the terminus of the pedestrian mall that leads to Gilbert Avenue.

e. Though previously discussed street trees along Gilbert and McMillan

Avenues shall be considered as part of the open space amenities. Such open space shall impart a sense of scale to the sidewalk and street.

f. A mini-park shall be developed in conjunction with the parking facility located on Copelen Street.

g. Alleys at mid-block unless otherwise used, should be developed as short cuts from parking areas to the business district. Utilization of these alleys shall be well lit and properly maintained to provide user safety.

h. Where possible a green belt should be developed along William H. Taft Road. Acquisition of properties on the south side of the street could easily make this policy a reality.

5. Office

a. Office development should be located

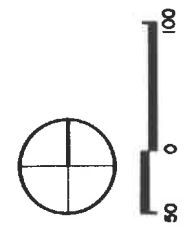
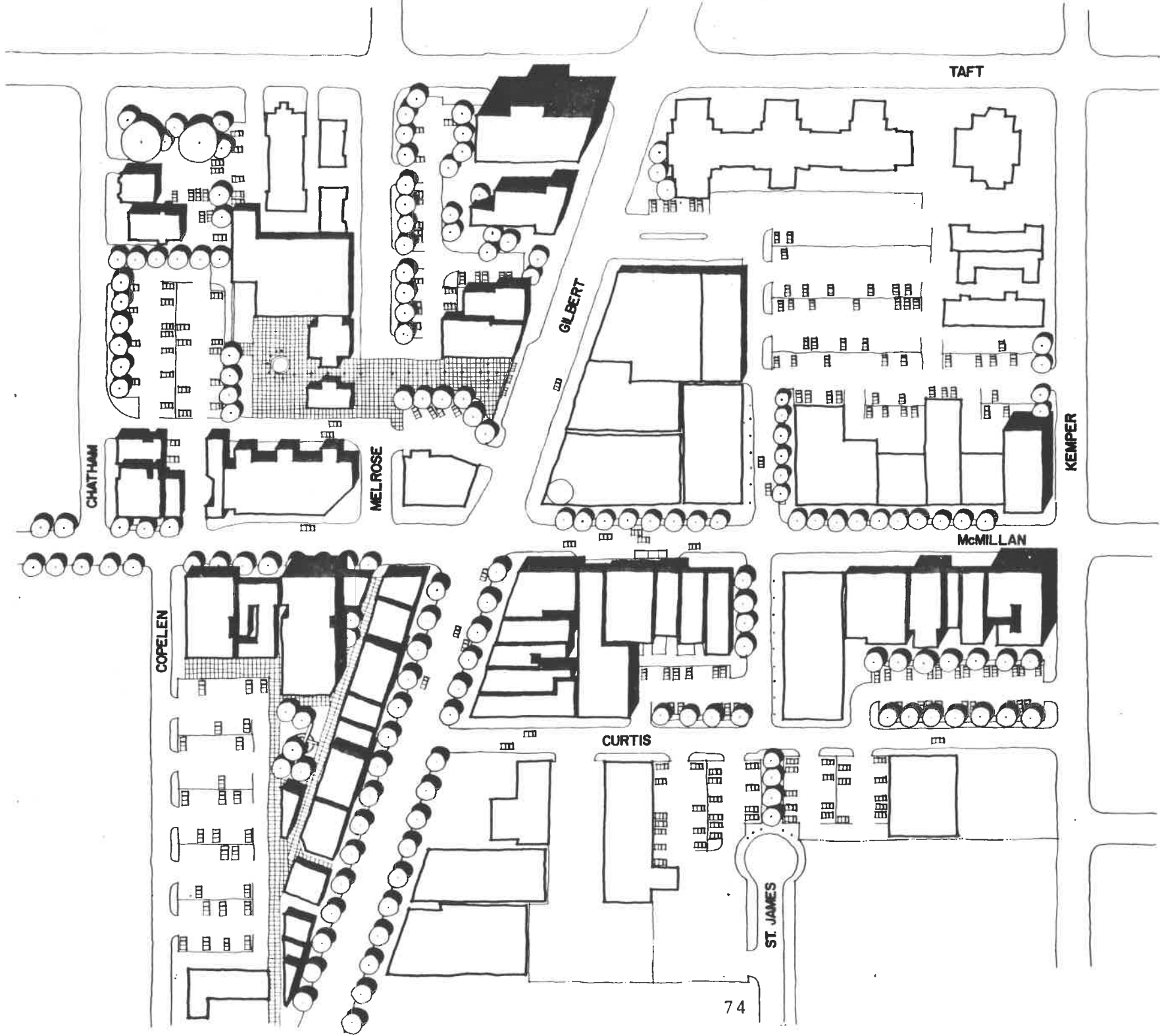
along McMillan Avenue near Victory Parkway. Along Victory Parkway between Cross Lane extended to William H. Taft Road and anywhere it does not conflict with residential or open space development.

b. Office uses should be contained in buildings of 3 or more floors along McMillan near the Parkway.

c. Office development along Victory Parkway and along William H. Taft Road shall be compatible with the design density and height with surrounding environments.

6. Industrial

a. Industrial manufacturing uses shall be restricted from the Peebles Corner Area.



PEEBLES CORNER
ILLUSTRATED SITE PLAN

3. DeSales Corner

a. **Conceptual Image** - the intent of this plan is to change the primary image of DeSales Corner from a resident-serving commercial area to a special office area. This specialized office orientation is based upon the assumption that firms such as Burke and Hamilton Mutual will expand their operations in a manner suggested by this Urban Design Plan. This new space would promote a sense of revitalization that would restore owners' hopes in the area and therefore spark some rehabilitation of some of the adjacent buildings. The market program foresees the additional development of some resident-serving commercial space i.e. small speciality food shops and other related establishments.

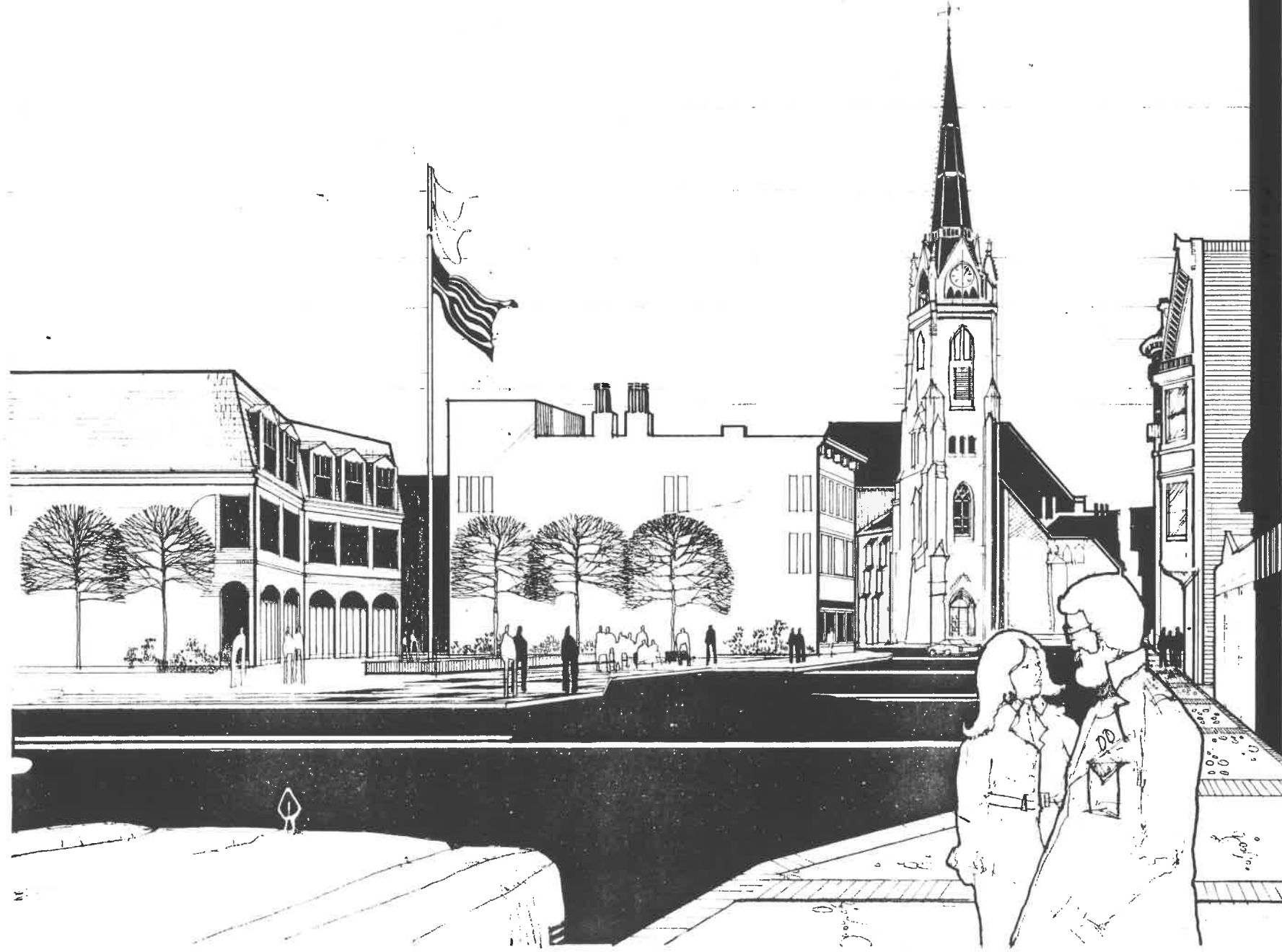
Within the context of new and rehabilitated construction the basic focus of DeSales Church shall remain. The Urban Design characteristic of this area makes it necessary to keep the San Marco as a tall vertical element that further defines the space in front of the Church as the primary focal point of the area. Secondary open spaces will be developed within the area to supplement the primary focal point. Mini-plazas adjacent to the San Marco and Burke Marketing will reinforce the primary space in front of the church.

Small shops in rehabilitated buildings, narrow pedestrian walks leading between buildings to plazas court yards and parking areas will heighten the users' experience and remind them of small European towns where similar environments exists.

The introduction of small open spaces with trees and other landscaping will soften the austere appearance along Woodburn Avenue. The Moorman Street tot lot will be linked to the mini-plaza near the San Marco with a green spine of street trees.

It is hoped that the Melish extension will increase the volume of traffic into the area and provide stores with increased customers. To alleviate congestion that might arise in the community due to increased traffic, an effective link from Melish Avenue and Madison Road to William H. Taft Road will be constructed.

The conceptual image of the area is detailed in more specific terms in the policies governing transportation/circulation, commercial,



WOODBURN AVENUE LOOKING TOWARD
DESALES CHURCH

housing, recreation, open space, office and industrial uses. Additional control will be gained through controls placed on each site for redevelopment.

b. Policies

1. Transportation/Circulation

a. Parking

1. Existing parking areas adjacent to businesses shall be made available to the public to better serve the revitalization attempts.
2. Parking shall be primarily located behind the business establishments but shall have good visibility and access from the major streets of Madison Road and Woodburn Avenue.
3. On street parking shall be eliminated along Woodburn Avenue and Madison Road. Approximately 90 spaces shall be made available

in off-street locations to satisfy parking needs.

b. Vehicular

1. Clayton Street shall be cul-de-saced to prevent non-area residents from using Clayton and Moorman Avenues as a route to William H. Taft Road.
2. Moorman Avenue and Hackberry Street shall remain as a one-way couplet.
3. Chapel Street shall be cul-de-saced from Woodburn Avenue to Victory Parkway. Portions of the existing right-of-way shall be expanded and utilized by Hamilton Mutual for additional employee parking.
4. A major connection between Madison Road and William H. Taft Road shall be constructed to alleviate through traffic from

using community streets.

5. Bus stops shall be located on the east and west sides of Woodburn Avenue south of Madison Road. Acquisition on the west side of Woodburn Avenue shall permit the construction of a bus pull-off area.

c. Pedestrian

1. Pedestrian amenities such as street furniture, trees, lighting and paving patterns shall be installed to promote a sense of scale to the revitalized environment.
2. New public amenities shall be constructed in the immediate areas of the Madison Road and Woodburn Avenue intersection.
3. A pedestrian "green spine" shall be created to connect the Moorman Avenue tot lot

with the mini-plaza adjacent to the San Marco.

4. A pedestrian walk shall be created to link the Becker Drug and Convenient Food Store to small shops developed along Woodburn Avenue and Madison Road.
5. A mid-block pedestrian way shall be constructed as an extension of Myrtle Street to Moorman Avenue.

2. Commercial Policies

- a. Commercial space presently fronting along Woodburn Avenue between Madison Road and Chapel Street shall be re-oriented to open up to the pedestrian spine connecting Becker Drugs/Convenient Foods with the shops along Madison Road. Woodburn Avenue in this location shall be used for the loading and unloading

of goods for the new commercial establishments.

- b. The primary commercial focus shall be located at the Madison Road and Woodburn Avenue intersection.
- c. Buildings on the east side of Woodburn Avenue between Clayton and Madison Road shall be rehabilitated to provide space for small commercial establishments catering to area residents and passers-by who seek special products offered by the proposed new shops.
- d. Every effort must be made to restrict commercial development to the immediate area of Madison Road and Woodburn Avenue, only after the vacancies of these stores have been occupied should commercial uses occupy space south of Clayton Avenue on Woodburn Avenue.
- e. The first floor of the San Marco

should be developed as commercial retail space.

- f. Should occupancy ever change, the building presently occupied by the Roller Rink should be utilized for commercial space that would support the area's image.
- g. The former Seven Hills Restaurant should house a new restaurant. New parking and pedestrian amenities along with increased employment will support the eating establishments.

3. Housing Policies

- a. The San Marco shall be completed as a housing site for families without children. If the primary housing use proves to be infeasible there a secondary use of office space should be considered.
- b. Buildings that contain housing

above commercial space particularly on the east side of Woodburn Avenue shall remain as mixed use.

1. Recreation/Open Space Amenities

- a. A mini-plaza shall be created adjacent to the San Marco building. This space shall provide necessary open space for area residents and tenants of the San Marco. The space should be a refuge for area residents from the activity of Woodburn Avenue. The space should be passive in nature.
- b. Myrtle Street extended shall be developed as a mini-park. The landscaping developed here shall connect with the mini-plaza along the rear of the commercial establishments.
- c. Landscaping shall be provided at the rear of commercial establish-

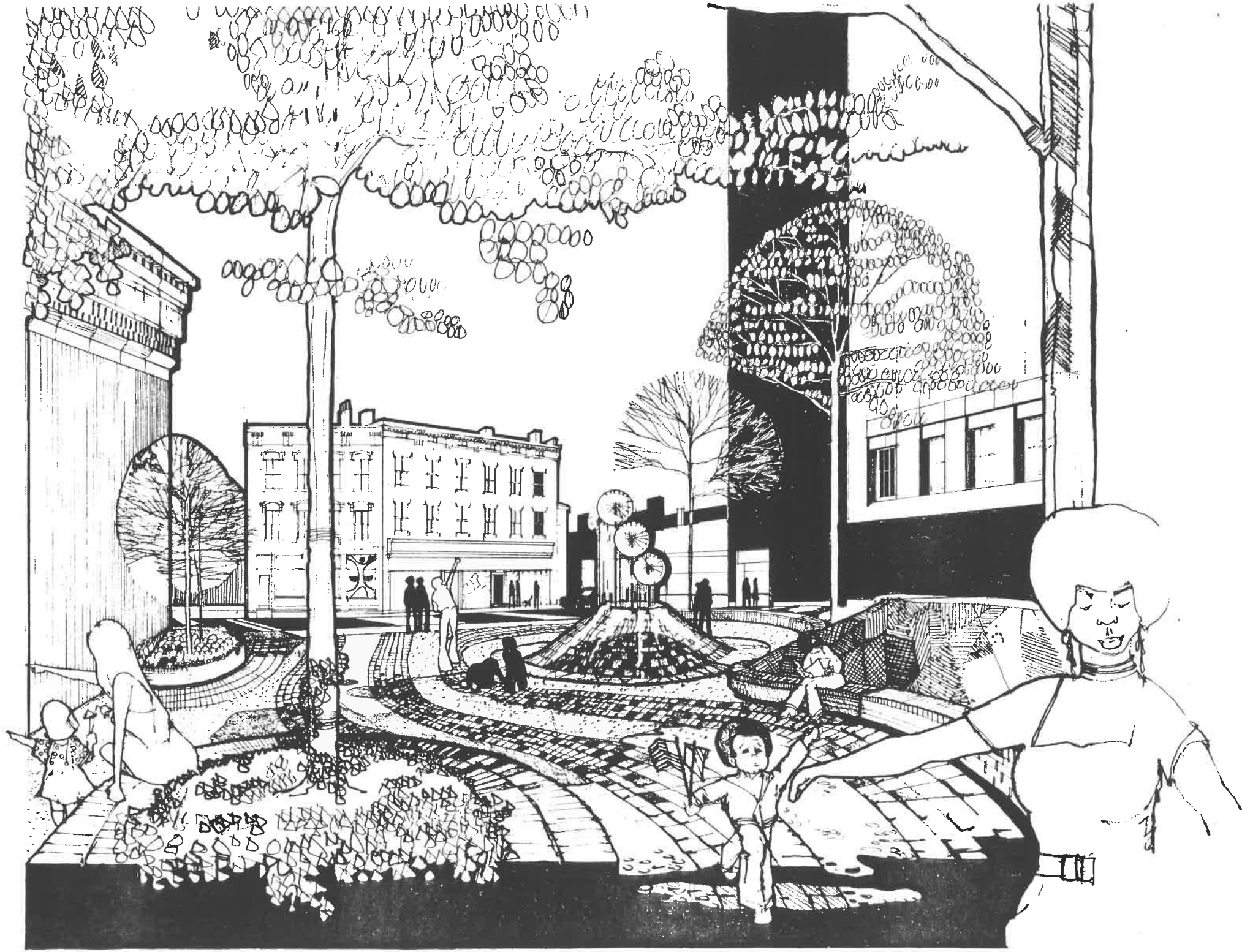
ments along Woodburn Avenue to connect pedestrian entrances to stores and screen the parking areas.

- d. A plaza shall be developed on the west side of Woodburn Avenue near Myrtle Avenue to provide a place for the relocated bus stop. The plaza should also complement adjacent new and rehabilitated office development. The space should be more for viewing than for sitting and conversation.
- e. Pedestrian amenities such as street trees, new lighting and paving shall be installed in the public right of way from Myrtle Street and Clayton Avenue to Madison Road and along Madison Road and portions of Woodburn Avenue near the Madison Road and Woodburn Avenue intersection.

f. A pedestrian spine with trees, lighting and paving patterns shall be proposed as part of the redevelopment of the commercial establishments along Woodburn Avenue from Madison Road to Chapel Street.

5. Office Policies

- a. Office expansion is proposed on the site presently owned by Hamilton Mutual. Supporting this office space of 10,000 additional square feet would be 100 new parking spaces.
- b. Office expansion should occur in the block fronting on Woodburn Avenue between Madison Road and Myrtle Avenues. Existing buildings near the Madison Road and Woodburn Avenue intersection could be rehabilitated to house specialized office uses. The



MINI-PLAZA DESALES CORNER

area near the corner of Myrtle and Woodburn Avenues should be devoted to the development of Burke Marketing Research Inc. The new space should be in the range of 20,000 square feet.

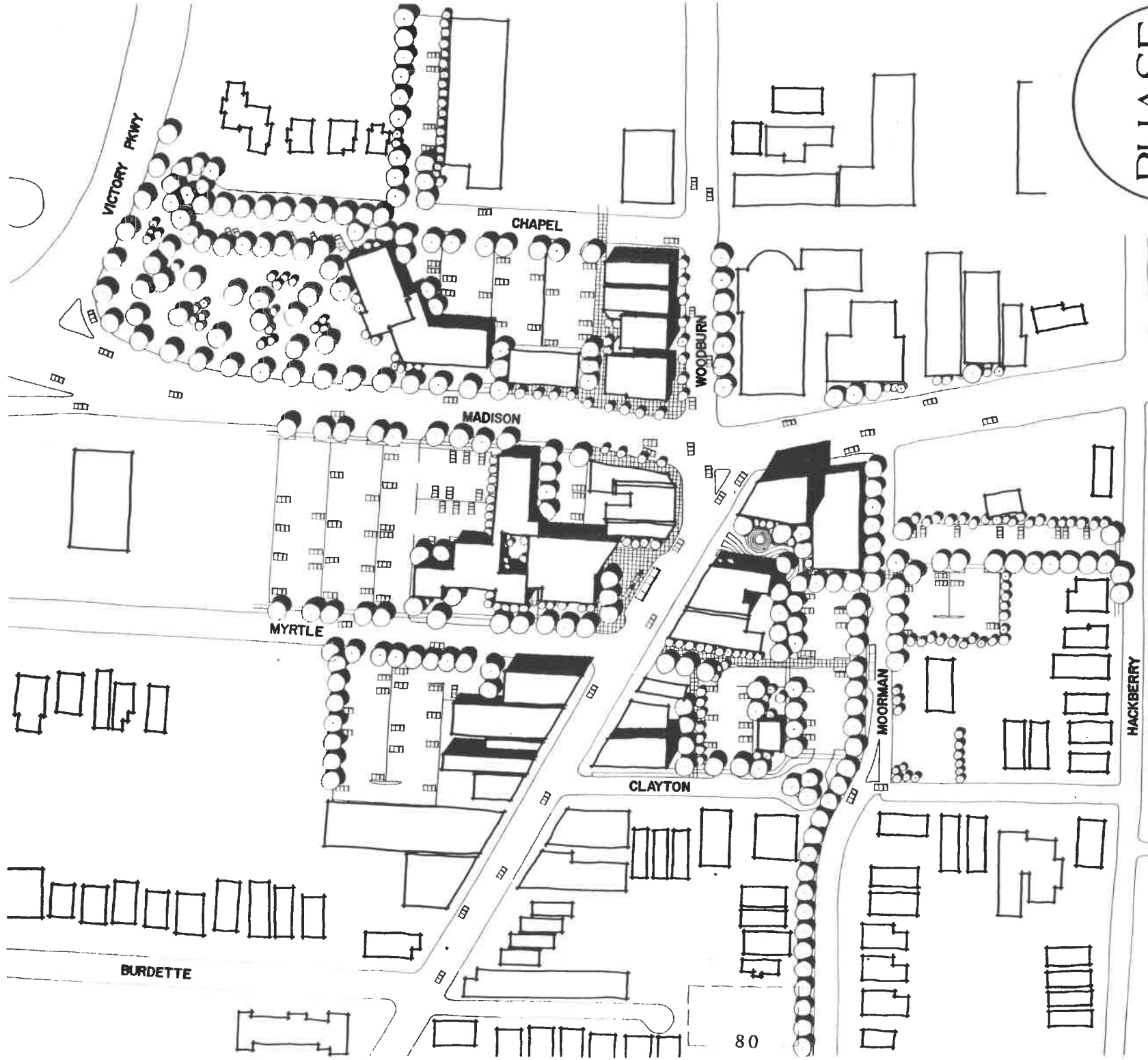
- c. Any new office development in the above-mentioned location should be held back approximately 40 feet from the street to provide space for a plaza and bus stop discussed earlier.
- d. Should the rehabilitation of office space at the southwest corner of Woodburn Avenue and Madison Road prove infeasible, new construction of approximately 30,000 square feet could be for office use by Burke Marketing at a later date.
- e. Existing buildings on the east side of Woodburn Avenue between Clayton

Street and Madison Road should be rehabilitated for commercial-retail space (including office) and residential uses in accordance with the development of the mini-plaza, and parking areas. This rehabilitation may be phased in order to respond to economic market conditions at time of implementation.

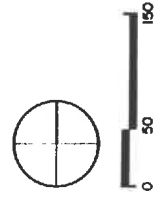
- f. A new grocery store may be considered as part of the redevelopment of this block if proposed activities stabilize the area and economic conditions improve. The attached site plans indicate the possibility of redeveloping DeSales Corner in two phases representing 3 to 5 year durations and economic conditions at time of implementation.

6. Industrial

- a. Industrial or manufacturing of any type shall not be permitted



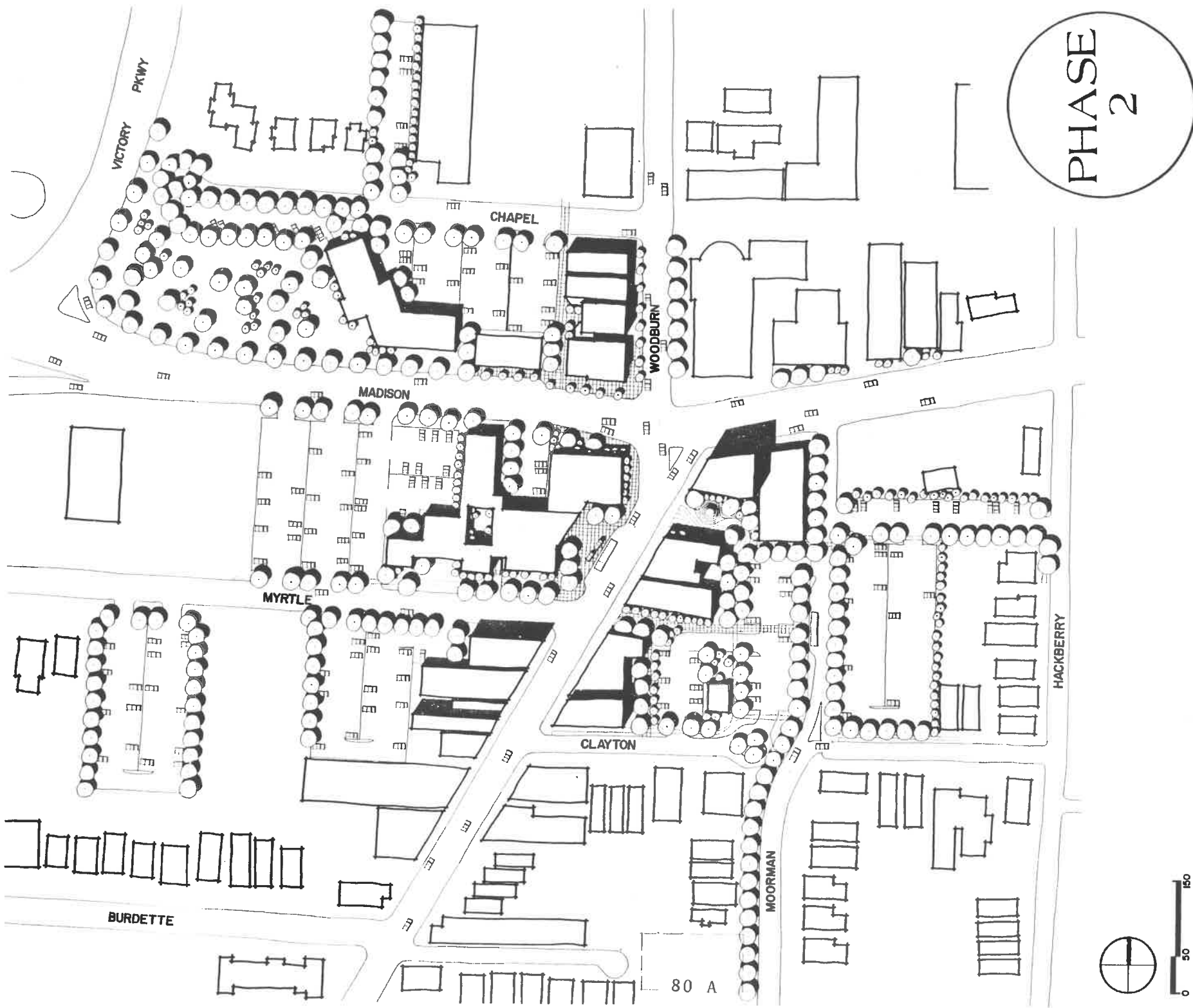
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DESALES CORNER
ILLUSTRATED SITE PLAN



WALNUT HILLS



DESALES CORNER
ILLUSTRATED SITE PLAN

4. Gilbert-Lincoln

a. Conceptual image - This focus area is characterized by many local neighborhood businesses that serve the immediate population of Gilbert-Lincoln. The intent of this plan is to provide the area with a new image - one derived from inherent architectural character and reinforced by new development. The primary image will be created by the rehabilitation of row houses along Lincoln Avenue that possess a combination of styles from the Queen Anne, Mansard and Italianate periods of early American architectural history. Additional strength is added by the rehabilitation of the old Downbeat Night Club and the construction of approximately 20,000 square feet of new office and commercial space between Lincoln Ave-

nue and Beecher Street along Gilbert Avenue.

The purpose of this rehabilitation and new construction is to make the area more capable of serving the neighborhood's basic needs. The new commercial space is designed to attract local professionals such as doctors, lawyers, advertising and insurance people who appreciate the proximity to I-71, university and hospital complex, and the community of Walnut Hills.

Community serving space will be made available in the Harriet Beecher Stowe House, and its acreage will be expanded to create a park-like setting that enhances its presence in the community. Pedestrian paths will lead from the Stowe Park to the major recreation facility at Yale Avenue and Alms Place. The route will be sup-

plemented by small parks and resting areas that enhance the sequence of movement from one major recreation element to another within the community.

The long range goal will be to supplement the rehabilitated housing with new construction of equal stature and price ranges to provide a greater sense of stabilization of income levels and family structure.

Public improvements, i.e. street trees, pedestrian lighting, improved bus stops and a mini-plaza near Lincoln and Gilbert Avenues will be added to provide pedestrian scale to the street. A major focus to the terminus of Gilbert Avenue will be created at the intersections of Buena Vista, Walter Streets and Gilbert Avenue. This improvement



REHABILITATED HOUSING ON LINCOLN
AVENUE

will take form of a great water sculpture and plaza that will symbolically represent the richness of Eden Park located at the opposite end of the Gilbert Avenue greenway and Urban Corridor.

b. Policies

1. Transportation/Circulation

a. Parking

1. On-street parking will be permitted during non-peak hours in areas adjacent to businesses except along the west side of Gilbert Avenue from Beecher Street to Lincoln Avenue.

2. Off-street public parking shall be provided adjacent to the Harriet Beecher Stowe House and at the rear of commercial establishments between Foraker and Lincoln Avenues and along Lincoln Avenue.

3. Parking spaces created by public action shall, where feasible, be incorporated as part of the city's off-street parking program.

4. Vehicular entrances to parking areas shall be adequately marked from the street and shall incorporate pedestrian walks to permit easy access to the shopping area.

5. New Housing developments shall provide off-street parking according to the requirements of the zoning code.

b. Vehicular

1. Melish Avenue extension shall be completed to Madison Road in order to alleviate through traffic using community streets.

2. Foraker Street from Monfort to Park Avenue shall be vacated at

the proper time to permit maximum utilization of the land as a housing and open space site.

3. Lincoln Avenue shall be cul-de-saced at Park Avenue to reinforce it as a community street.

4. Gilbert Avenue shall be treated as a part of the Urban Corridor stretching from Florence Avenue to Melish Avenue.

Treatment of the Urban Corridor is defined by the utilization of some street trees, sidewalk paving patterns, street furniture, underground wiring and high mast lighting.

5. A bus pull-off lane shall be provided along Gilbert Avenue near Lincoln Avenue in conjunction with the development of

the mini-plaza at this location.

6. Rear entrances for servicing of stores shall be encouraged. All parking areas located adjacent to stores can be utilized for the loading and unloading of goods and supplies provided the unloading does not interfere with shopper parking.

c. Pedestrian

1. Pedestrian access shall be provided from the public parking areas to adjacent commercial establishments.
2. Pedestrian movement along Gilbert Avenue shall be enhanced by the construction of the Urban Corridor. The pedestrian will be separated from traffic by the addition of street trees where appropriate, street furniture and lighting.
3. A pedestrian way and bike path

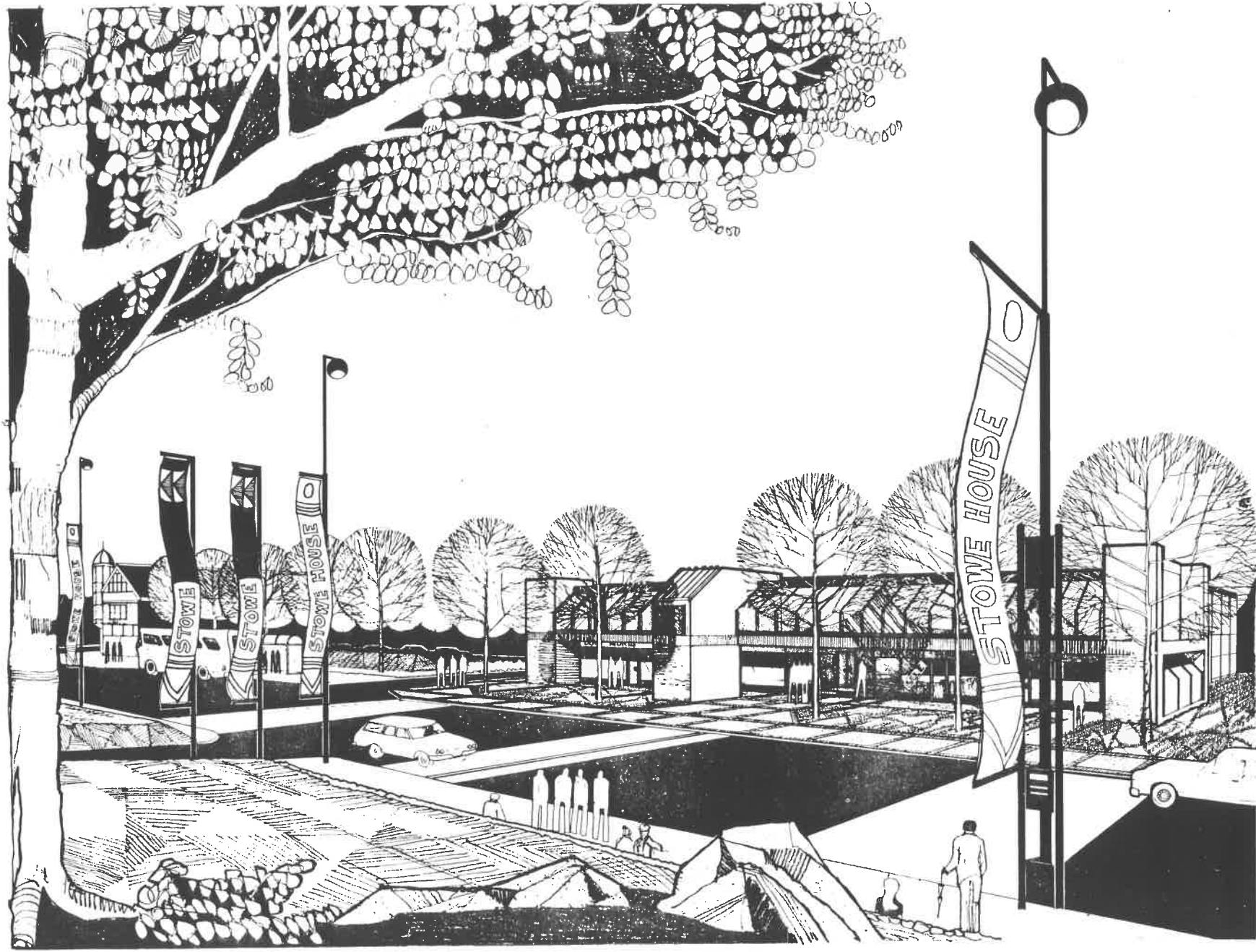
shall be constructed to link the Stowe Park with the recreation area at Yale Avenue and Alms Place. The path shall provide nodes of activity along the way to make the route more inviting to users.

2. Commercial Policies

- a. New commercial-retail space shall be privately developed along Gilbert Avenue near Beecher Street. The development shall be 2 floors and encompass approximately 20,000 square feet of space. The new space shall provide the area with an array of office and speciality stores necessary to serve local residential needs. Off-street parking shall supplement this development and have access from Gilbert Avenue and Beecher Street.
- b. Commercial establishments along

the east side of Gilbert Avenue and along Lincoln Avenue shall be restored to expose the inherent architectural characteristics.

- c. Buildings that open onto proposed parking areas shall, where possible, provide shoppers with rear access to the stores.
- d. The primary burden of economic stabilization of the area will be placed upon the existing and proposed merchants. It will be their responsibility to rehabilitate the buildings housing their establishments. Unless otherwise specified, the public sector will support private expenditures by providing parking and other public amenities.
- e. Buildings considered for rehabilitation shall conform to the com-



NEW OFFICE-COMMERCIAL DEVELOPMENT
GILBERT - LINCOLN AREA

mercial rehabilitation standards discussed on page 69.

3. Housing Policies

- a. Housing along Lincoln Avenue near Melrose Avenue shall be rehabilitated. Elements of market-ability i.e. density, income range, family composition and sales factors should conform to the economic report current market factors and the city's housing strategy.
- b. New housing shall be developed along Beecher Street, Foraker, Lincoln and Park Avenues; the marketing factors of these units shall be determined by the economic report on housing development and current market factors.
- c. New housing shall be designed as townhouses, compatible in scale with existing units and complimentary to the environmental fabric of the

Gilbert-Lincoln area. This housing shall be inward-oriented and where possible be oriented towards professionals and families with children.

- d. All new housing units shall provide for off-street parking and landscaping of open-space.

4. Recreation/Open Space Amenities

- a. A major open-space shall be developed in conjunction with the Harriet Beecher Stowe House. It should be conceived of as a passive open-space mini park.
- b. A secondary open-space located at the corner of Lincoln and Park Avenues shall link the major recreation area at Yale Avenue and Alms Place with the Stowe Park. The Stowe Park and the recreation space at Yale Avenue and Alms Place shall be linked together with pedestrian and bike paths.

- c. Mini-plazas shall be developed on Gilbert Avenue. One should be developed in conjunction with the bus stop near Lincoln and Gilbert Avenues. It should contain trees, benches and shrubs to complement the bus stop. The other at the intersection of Buena Vista, Walter Street and Gilbert Avenue shall act as a major focal point for the terminus of Gilbert Avenue redevelopment. The focal point shall be water sculpture of significant proportions as described earlier in the discussion of the conceptual image of Gilbert-Lincoln.
- d. Each new residential development shall incorporate well-landscaped open-space that is part of the overall site development.
- e. Street trees shall be provided

where possible along the major thoroughfares (Melish and Gilbert Avenues) to enhance the pedestrian environment and the view from the road.

proposed redevelopment.

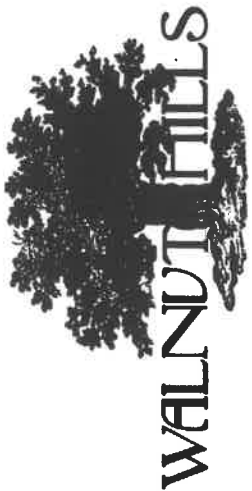
- f. Trees shall be used as a means of screening undesirable uses from view of passers-by.

5. Office

- a. Office space in the order of 20,000 square feet shall be developed in conjunction with the new development at Gilbert Avenue and Beecher Street.
- b. Office space, new and existing shall be devoted to professional, semi-professional and businesses that are resident serving.

6. Industrial

- a. No industrial uses are proposed for the Gilbert-Lincoln Area.
- b. Existing uses shall remain provided they are compatible with the



GILBERT/LINCOLN
ILLUSTRATED SITE PLAN

WALNUT HILLS

5. Northeast Quadrant

- a. **Conceptual Image** - The Northeast Quadrant is conceived of as a major housing site. The intent is to clear vacant and substandard units supplemented with acquisition of other buildings to create desirable disposition sites. The program of new construction which would be supported by rehabilitation would appeal to families with children. Dwelling units appealing to several economic levels would be made available. The new housing would be basically townhouse and garden-type apartments.

Supplementing this new construction would be schools and abundant recreation/open space. A major 6 acre recreation facility including baseball diamonds, football fields, basketball and tennis courts, picnic facilities

bike paths and parking would be provided adjacent to the Bush Center. Bush Center contains major indoor recreation facilities and an outdoor pool. The community street system would connect housing with the Bush Center, the major recreation space, Stowe Park and the shopping districts of Gilbert-Lincoln and Peebles Corner.

Major vehicular access to the area shall be from Yale Avenue and Alms Place.

b. Policies

1. Transportation/Circulation

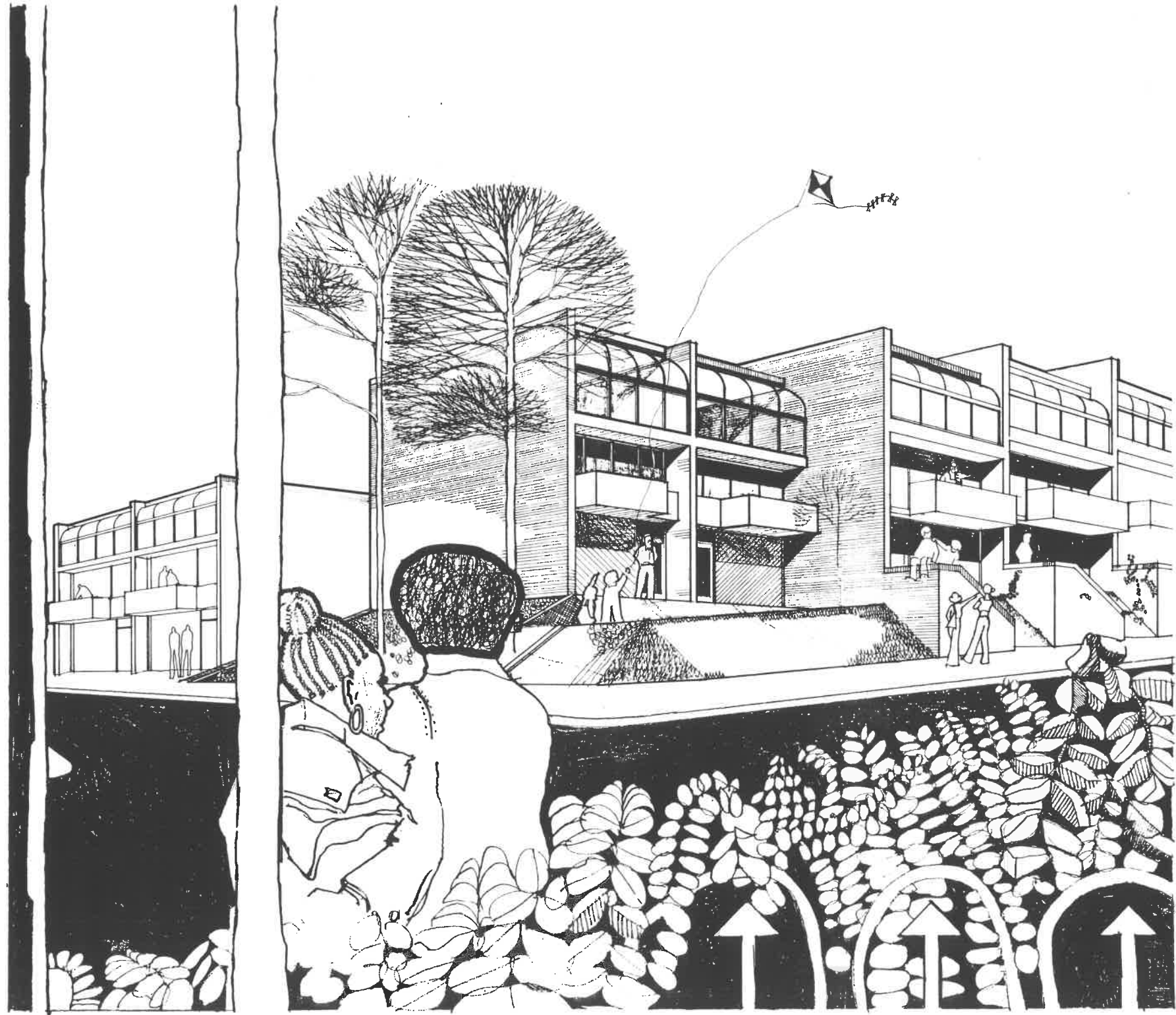
a. Parking

1. On-street parking may be provided on dead end streets.
2. Off-street parking shall be provided by all new housing developments and rehabilitated developments where possible.

3. On-street parking shall be prohibited on Yale Avenue and Alms Place.
4. Off-street parking shall be provided adjacent to Douglass School and the major outdoor recreation space. The required parking shall be in conformance with existing zoning regulations.

b. Vehicular

1. The primary streets serving the area shall be Yale Avenue and Alms Place.
2. Secondary streets shall be Park Avenue, Kemper Lane, Chapel, Monfort and Foraker Streets, Ashland and Lincoln Avenue.



PROPOSED NEW HOUSING - NORTHEAST
QUADRANT

3. Chapel Street, Lincoln and Ashland Avenues shall become cul-de-sac streets due to the Melish extension.
4. Park Avenue and Foraker Street shall be vacated North of Lincoln Avenue and east of Monfort Street.
5. Park Avenue between Yale Avenue and Chapel Street and Myrtle Avenue between Alms Place and Monfort Street shall be vacated to create a major recreation area.
6. Pedestrian streets such as Kemper Lane, Lincoln Avenue and Myrtle Street (vacated) shall be treated in a manner discussed earlier. Pedestrian streets in this area shall draw

pedestrians to the Bush Center and the major recreation space from portions of the Northwest and Southeast Quadrants and East Walnut Hills.

c. Pedestrians

1. Pedestrian streets previously discussed under the section of vehicular streets shall be identified in a manner that separates them from other streets and denotes their role in the community infrastructure.
2. Pedestrian paths shall signal the entrance to Bush Center from William H. Taft Road and Kemper Lane. Other pedestrian paths shall be created to link the Stowe Park with the major recreation facility at Yale Avenue and Alms Place. Primarily this path

shall run along Park Avenue to Lincoln Avenue and proceed north into Stowe Park.

3. The sites for new housing as well as the new recreation facility shall be designed to permit bike riding or strolling in an atmosphere scaled to the pedestrian. Such spaces shall be well illuminated for safety and visibility.
4. Wherever possible street trees should be planted to improve the pedestrian scale of the street.

2. Commercial Policy

- a. No new commercial space shall be permitted in the residential section of the

Northeast Quadrant.

- b. Any existing use within the residential area may remain provided at the change of ownership it shall revert to a residential use.

3. Housing Policy

- a. Approximately 230 new units should be constructed in the area over the next five year period.
- b. The housing mix should include conventional (market) units and subsidized units. Both townhouse and garden apartments shall be available under the conventional and subsidized programs. Actual market inputs at time of construction will have a bearing upon the final product.
- c. In areas where existing housing is only minor deficient the units

should be rehabilitated to complement the proposed new housing.

- d. Housing along the Melish extension shall be inward-oriented.
- e. All new housing shall be oriented towards families with children. Therefore the majority of the units should have from 2 to 4 bedrooms and be primarily ground-oriented.
- f. The general design of houses should recognize the existing scale of Walnut Hills and be approved by the appropriate community review body and the Department of Urban Development.
- g. Relocation policies and construction programs shall recognize the need to keep as many area residents housed in Walnut Hills as desire to remain here.

4. Recreation/Open Space

- a. A major recreation facility shall be built in the area bounded by Alms Place, Chapel Street and Yale Avenue. The facility shall include off-street parking and space for active and passive recreational use. Some of the uses shall be two baseball diamonds, one for hardball, the other for softball, a football and soccer field, tennis and basketball courts and passive play space for younger children. Picnic areas and walking paths are also contemplated.

This site could also be adjusted to accommodate a new school to complement the revitalized housing focus area.

- b. Mini-parks or tot lots

shall be constructed in conjunction with new housing developments. Such new parks shall be designed so that primarily supervision could occur from the home.

c. Passive recreation spaces shall be constructed in conjunction with the Bush Center and the pedestrian path leading to Stowe Park along Park Avenue from Lincoln Avenue to Cahpel Street.

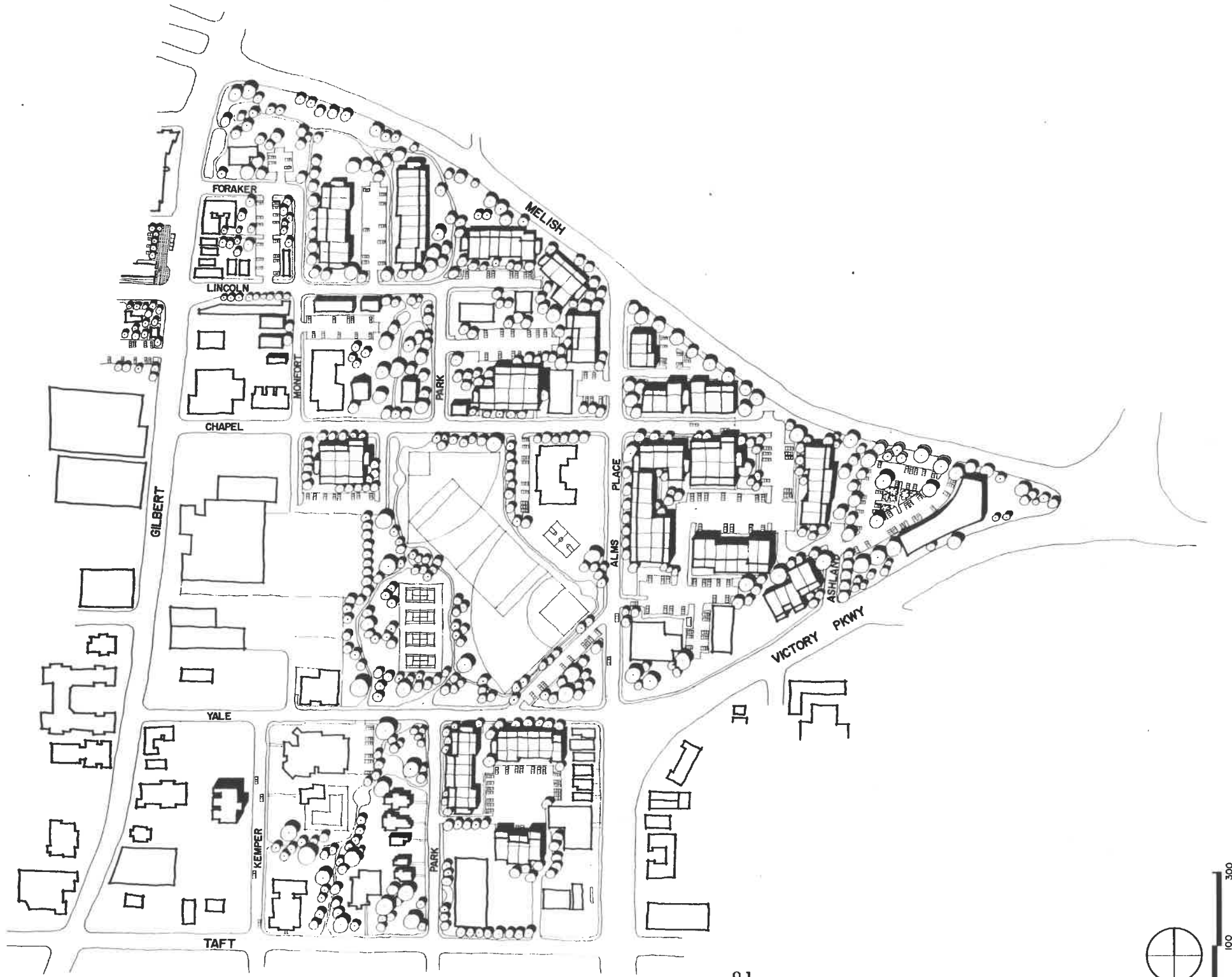
5. Office Policies

a. The former Ashland Street playground shall be disposed of for either office or housing uses.

b. No other new office space shall be permitted

6. Industrial Policies

- a. No new industrial/manufacturing use shall be permitted.
- b. Any existing use shall remain until it changes ownership at which time it shall be converted to housing or compatible use.



NORTH EAST QUADRANT
ILLUSTRATED SITE PLAN

6. Southwest Quadrant

a. **Conceptual Image** - The concept for the redevelopment of the Southwest Quadrant is to maintain a status quo for residential use, to supplement the residential environment with additional parks and playgrounds and expand the industrial use. In assisting the status quo all substandard and vacant uses shall be demolished and the land "banked" for future use.

Circulation is a major problem for the area due to narrow streets, small block dimensions and conflicting land uses which often draw trucks and other large vehicles into the area.

Redevelopment intentions are to simplify the streets patterns and designate certain streets as community streets, and others as

through streets.

Industrial space because of its proximity to I-71 shall be expanded to May Street.

Where the economic picture improves the "land banked" property may be disposed of for industry or housing.

b. **Policies**

1. **Transportation/Circulation**

a. **Parking**

1. Off-street parking shall be provided by new or expanding industrial facilities and shall be screened from view. Parking for new industrial uses shall be primarily along May and Boone Streets.

2. Parking for existing residential uses shall be on street. The streets shall be designed to respond to the scale of the community environment.

3. Parking shall be provided in conjunction with the upgrading of Schwarz playground. The number of cars shall be regulated by the zoning code.

b. **Vehicular**

1. The primarily circulation streets shall be May, McGregor Streets and a portion of Kenton Street south of McGregor Street.

2. May, Boone and McGregor Streets shall serve the industrial area. McGregor Street shall be the primary entrance into the area. Boone Street shall be the primary service street.

3. Boone Street shall be vacated north of Wayne Street; Morgan, Burbank and Wilkenson Streets

shall be vacated west of May Street.

4. Kenton Street shall be one-way south from Burbank Street and one-way north to McMillan Street.
5. Kenton Street shall be redesigned to accept 90% parking on one side of the street. Landscaping shall be introduced at the corners to increase the residential scale of the area.
6. Wayne Street shall be cul-de-saced at Copelen Street.
7. Copelen Street shall be realigned with Morgan Street to improve the intersection at Florence Avenue.
8. Paper Streets near Schwarz Playground and Florence Avenue shall be vacated and landscaped.

c. Pedestrian

1. Kenton Street from Wayne to McGregor Street shall become a

pedestrian street. One-way control on this street shall promote community use.

2. Morgan and Wilkenson vacations shall be devoted to pedestrian use. Small green parks shall replace asphalt and concrete in those vacated sections.
3. Landscaping along Kenton Street to Schwarz playground shall reinforce the community pedestrian street concept in this community.

2. Commercial Policies

- a. No new commercial uses shall be permitted in the area. Any resident-serving commercial establishment shall be encouraged to stay.

3. Housing Policies

- a. The existing housing shall be improved via some loan and grant programs suitable to the economic level

of residents.

- b. Vacant and substandard housing shall be removed. The land shall be devoted to open space until some suitable use can be economically feasible.
- c. All non-conforming uses that are not resident-serving including auto body and repair garages shall be excluded from the area.

4. Recreation/Open Space Amenities

- a. Schwarz playground shall be expanded to the majority of the area between McGregor Street and Florence Avenue. Its eastern boundary shall be the rear property line of homes facing Kenton Street.
- b. Pocket Parks shall be developed in the vacated right-of-way of Morgan and Wilkinson Streets from Kenton to May Streets.
- c. Kenton Street shall be reinforced

as a pedestrian (community) street by the utilization of landscaping.

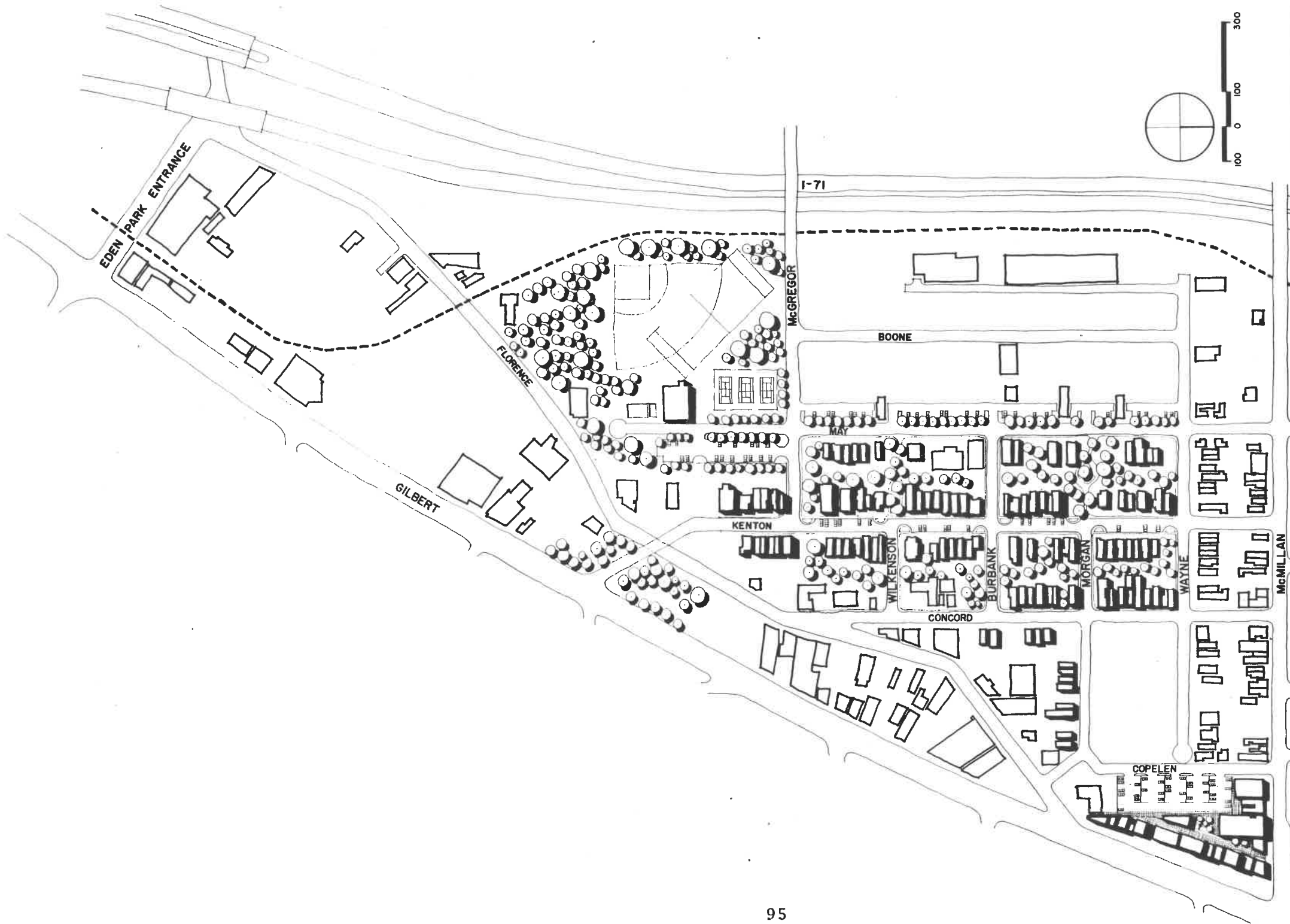
- d. A green spine of trees shall be developed along the west side of May Street to buffer the industrial area from the adjacent residential uses.

5. Office Policies

- a. No new office uses shall be permitted within the existing housing area.
- b. Offices and businesses may be permitted along the south side of McMillan Street from I-71 to Copelen Street if a market can be generated for such uses. These offices could be related to insurance advertising and small products and other acceptable uses defined by the zoning code.

6. Industrial Policies

- a. The area between Wayne Street and McGregor Street shall be designated industrial/manufacturing use. This area shall extend from I-71 to May Street.
- b. Industrial/manufacturing uses shall be resident-serving and employ, to what ever extent possible, area residents. New firms shall employ 25 to 40 persons per acre and have job training programs to increase the personal skills of employees.
- c. All non-conforming uses shall be relocated as program expenditures permit the acquisition, demolition and relocation to occur.
- d. Industrial/manufacturing uses shall not contribute to air or noise pollution or in any way disrupt the environmental balance.



SOUTH WEST QUADRANT
ILLUSTRATED SITE PLAN

Plan Implementation

1. Procedural Implication

The Community Development Act of 1974 is proposed as the primary tool for the implementation of redevelopment activities in the Walnut Hills area. However, due to the size of the community, the need for massive assistance in some sections of the community and the complexity of redevelopment efforts, various supportive programs such as the Neighborhood Improvement Program (NIP), Code Enforcement, rehabilitation grants and private monies will be used to spur redevelopment. This implementation approach implies that:

a. Some federal money in the nature of Special Revenue Sharing funds will be available for project activities each year. The money will be wisely used for property acquisition, demolition, site improvements and any other item

that shall physically create the most impact within the community.

- b. The amount of money available each year will depend upon how much of the city's budget will be set aside for community development. Realistically each project will be compared with other community needs and the benefits to be derived from the expenditure. Contributory factors related to the proposed plan improvement will also be measured.
- c. The Community Council and City Council may make periodic modifications to the Urban Renewal Plan as well as the Urban Design Plan in order to respond to opportunities that may arise.
- d. The Department of Urban Development, having community support, will take the necessary

measures to incorporate the "Urban Design Plan for Walnut Hills" as a part of the city's Urban Renewal Plan. The incorporation of this plan into the Urban Renewal Plan implies that:

1. Subsequent incorporation of supplements may be necessary to carry out the disposition of various individual sites within the framework defined by the Urban Design Plan for Walnut Hills.
2. As further planning and design take place within the community, such plans shall be incorporated into the framework of the Urban Design Plan for Walnut Hills.
3. The sale of any sites for private development to appropriate developers should be at land prices designed to render such private development feasible, and to assure its execution in accord-

ance with a high standard of quality. The private developer must also conform to the requirements of a negotiated disposition supplement adopted in the future.

2. Staging

In contemplating the implementation of the plan the decision was made to:

- a. Strengthen the focus areas of Peebles Corner, DeSales Corner and Gilbert-Lincoln.
- b. Concurrently stabilize the residential areas by removing substandard and vacant dwelling units, providing sites available for new housing construction.

Priorities for implementation will be based upon:

- a. the impact of the scheduled improvement on the community focus area.
- b. the magnitude of costs.

- c. the implications of family and business relocation.
- d. the extent to which the market can absorb the proposed sites and uses scheduled for redevelopment in accordance with the plan.
- e. the approach to land marketing.
- f. the availability of developers.

The staging program may be adjusted to fit actual circumstances such as community need and monetary constraints that may arise during the course of execution. Therefore, each physical improvement is conceived as a complete package that can be plugged into the city's financial program as the need or availability of funds dictate.

The synthesis of the above criteria in relationship to community need will produce a listing of action in a priority manner.

It must be understood that while a

list of priorities for the regeneration of Walnut Hills will be the product of the aforementioned criteria the improvement of the business districts and the creation of viable residential environments is mutually supportive; therefore any elements within the listing of priorities can not be evaluated on an isolated basis.

3. Eligibility

The financing of this study has been possible as part of the 1972-73 Neighborhood Development Program. The study area for purposes of funding is defined on the map on page 19. In review of the area described as the NDP treatment area the planning team felt that the size and complexity of the entire community would have considerable effect on the NDP treatment area. Effective decisions regarding the smaller NDP area could not

be made without first considering the larger area. Therefore the study area discussed in this plan incorporates the entire community of Walnut Hills. If at some later date for auditing purposes, the isolation of the NDP treatment area is necessary, the proper action would be initiated to extract expenditures from the program.

The above mentioned NDP treatment area was surveyed according to HUD 307 requirements. The remaining area had only windshield surveys conducted to determine building and environmental conditions.

For the purposes of implementation, the regeneration of Walnut Hills will draw primarily upon the money made available through the 1974 Housing and Communities Development Legislation. Other funding sources such as, but not limited to, NIP and Capital Improvement, will be drawn

upon to support the improvement of the community.

4. Focus Areas

In order to implement the policies of the Walnut Hills plan, the community was subdivided into geographic focus areas. These focus areas are defined by the major land use that occurs within the area. Specifically the focus areas are Peebles Corner, DeSales Corner, Gilbert-Lincoln and the housing areas of the Southwest and Northeast quadrants.

The development intent of the plan is to strengthen or create a dominant land use within the above-mentioned focus areas. The following discussion is a consensus of the community task force and professional input on the image that shall prevail or be promoted for the various geographic focus

areas.

- a. Peebles Corner - the primary land use for this area is commercial/retail. The intent is to strengthen existing businesses by providing parking in locations immediately adjacent to the stores and shops along Gilbert Avenue and McMillan Street. Increased parking along with other amenities should attract additional commercial establishments into the neighborhood.

New commercial space will be made available through public action. This space will supplement the existing business composition by providing small shops for new merchants and food services for customers shopping in the area, as well as for area residents who like a meal out.

Food service stores will also cater to the economic levels of area residents.

Supplementary land uses, i.e. public space for passive activities and bus stops for pedestrian conveniences, will be provided to round out the land use needs for the major commercial focus area.

- b. DeSales Corner - in order for DeSales Corner to survive, it must undergo a physical transformation. The plan calls for the introduction of 30,000 square feet of major specialized office space to the area. The projected image is primarily of special office use with secondary commercial space supporting resident and office workers' needs. This means that there would be an increase in small shops providing an array of goods to local shoppers and office workers alike. The increase in office

personnel would be sufficient to support a restaurant that would offer good food and adjacent parking. Small shops similar to the design stores on Madison Road would complement the specialized office usage.

Housing would be the additional land use recommended for this focus area. New housing would occur in the old San Marco building. Such new units would be produced by rehabilitation the old San Marco building. Should the San Marco prove infeasible as a reliable apartment building, the land should be devoted to quasi public or commercial use that would complement the office image.

- c. Gilbert-Lincoln-the primary land use of this area is resident-serving commercial and office

space, entertainment, public space and housing. The purpose of the redevelopment effort in Gilbert-Lincoln is to create a special office-commercial complex (approximately 20,000 square feet) that would provide space for local doctors, dentists, real estate people, advertising persons, insurance people and other professional individuals. The strength of this area is generated by its proximity to the hospital complex located nearby the Melish Avenue Extension. Supplementing this office space would be small resident-serving stores and personal service establishments. The area possesses some entertainment spots which have been in existence for some time. The authors of the plan believe that

some entertainment spots are strong points within the community and will continue to provide local residents with nighttime entertainment.

The Harriet Beecher Stowe House is listed on the National Register and should remain as a museum. Additional land should be purchased to create a park-like setting for the house.

Housing, both new and rehabilitated, will complement the Gilbert-Lincoln focus area. Most of the housing starts will be oriented toward middle-income residents, who may choose the area because of its proximity to the hospitals, uniqueness of the housing stock or the complement of resident-serving facilities that populate the area.

d. Southwest Quadrant - focus

area: This area is located between

I-71 and Gilbert and Florence Avenues and McMillan Street. The primary focus in this area is the existing housing, new recreation and new industry. The housing with sound structural and maintenance characteristics shall remain. The predominant occupants shall be middle-aged couples and families with older children. Families of similar characteristics shall be encouraged to relocate in this area. Those buildings with major structural deficiencies shall be removed. Land made available by clearance of substandard structures shall be used for open space. At some later date this land may be aggregated for new housing or industry. Existing recreation facilities will be expanded as

clearance of substandard housing progresses. Land adjacent to standard housing will be used for small recreation spaces for a mixture of all age groups.

The industrial area located along Boone Street will be expanded to May Street. Any new industrial use proposed for this area will have to be environmentally compatible with the adjacent residential uses. In order to improve the visual compatibility of these uses, the industrial area will be screened from view with a double row of trees and landscaping.

e. Northeast quadrant - Housing focus area: The primary land use proposed for this area is housing and recreation. The new housing stock shall induce families with children to locate in the area. Adequate living

environments will be created by the introduction of a 5-6 acre major recreation park providing space for baseball, football, soccer, tennis, basketball etc. Located adjacent to the Douglass School, this complex, supported by additional indoor and outdoor facilities at Bush Center, will provide residents with all the amenities of suburban living.

5. Land Marketing

The Walnut Hills plan, as indicated earlier, contains five major focus areas. Each of these areas contains development potentials which will henceforth be referred to as "tracts". The approach to the marketing of these tracts must be predicated on the following factors:

a. Staging within the tracts as required by the development opportunities and relocation policies.

b. Definition of the boundary of parcels in a manner permitting staged construction in accordance with a specific architectural design for the entire tract.

c. Aggregate amounts of land within the tract to be made available during any one funding period suitable for disposition and development.

In addition to the above factors the marketing approach must also recognize that the redevelopment effort is dependent upon the private sector providing, in some cases, the bulk of the redevelopment monies. Therefore, the slightest variation in the economic situation will change the timing and in some cases the nature of development.

These factors suggest that subdivision within the larger tracts may be necessary. However, if at all possible, a single

developer for a full tract should be selected with parcels (if any) within such tract conveyed to him as necessary and feasible. This should not preclude a developer from being selected for more than one tract.

Developers for each tract must be contractually committed to the development of the entire tract in accordance with a predetermined architectural design approved before the execution of a contract for sale of land, with the design containing space capable of occupancy by uses to be displaced elsewhere in the community.

The tracts containing a maximum of vacant land or involving the least in relocation problems should be marketed first, unless other factors make such goals infeasible.

Within the above-mentioned focus areas, tracts and parcels will be defined

as follows:

- a. Peebles Corner
Tracts 10, 11, 22, 30, 31 and 32
- b. DeSales Corner
Tracts 65, 66, 89, 90 and 99
- c. Gilbert-Lincoln
Tracts 1, 3, 6, 7, 8 and 9
- d. Northeast Quadrant
Tracts 68, 70, 71, 73, 82, 83, 84 and 103
- e. Southwest Quadrant
Tracts 23, 27, 28, 136, 137, 138, 143, 144, 145, 146, 149, 150 and 151.

Each tract and parcel has specific land use and urban design controls regulating its development. The purpose of these regulatory measures is to insure that redevelopment efforts both public and private, conform to the intentions of the illustrated site plan shown in the Urban Design section of this document.

The items covered in these regulatory

maps are land use, density, open space number of parking spaces, height of buildings, property line set backs, pedestrian and vehicular entrances and exits and square footage of gross area and where appropriate, new construction square footage.

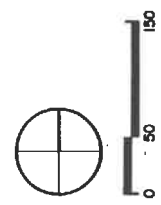
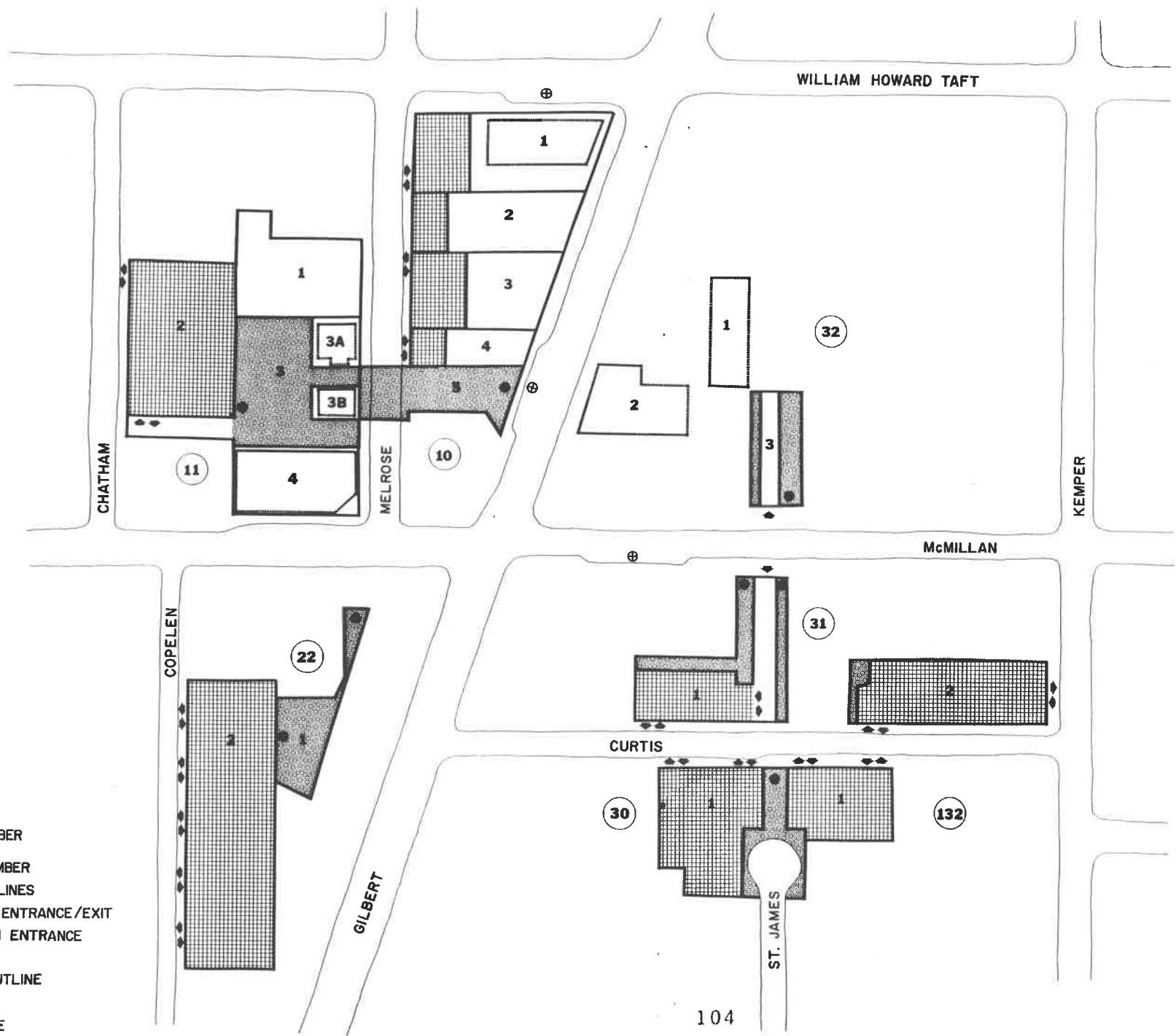
The specifics of such controls are described on the following development tract maps and tables.

Proposals for development under this plan shall be submitted to the Department of Urban Development for review. The department will then submit, with the assistance of the developer, the plans to a representative citizens' group. The citizen group will submit its recommendations along with the Department of Urban Development, to city council who will make the final selection.

Maximum consideration and support shall be given to developers indigenous

to the Walnut Hills Community. The involvement of the existing landowners, businessmen and tenants in the future of their neighborhoods, shall be encouraged and supported to the maximum extent feasible through the above-mentioned review process and when ever possible as all or part of the development team.

- ⑫ TRACT NUMBER
- 1 PARCEL NUMBER
- PROPERTY LINES
- ↔ VEHICULAR ENTRANCE/EXIT
- PEDESTRIAN ENTRANCE
- ⊕ BUS STOPS
- ⋯ BUILDING OUTLINE
- ▨ PARKING
- ▩ OPEN SPACE



PEEBLES CORNER DEVELOPMENT TRACTS

Peebles
Corner

TRACT

10

PARCEL NUMBER	DEVELOPMENT TYPE	P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
1	P		23,500	Housing	77,000	10	35
2	P		14,000	Rehab Housing	N/A	N/A	10
3	P		16,200	Rehab Office	N/A	N/A	25
4	P		7,500	Rehab Commercial	N/A	N/A	10
5	Pu		10,800	Plaza	10,800	N/A	N/A

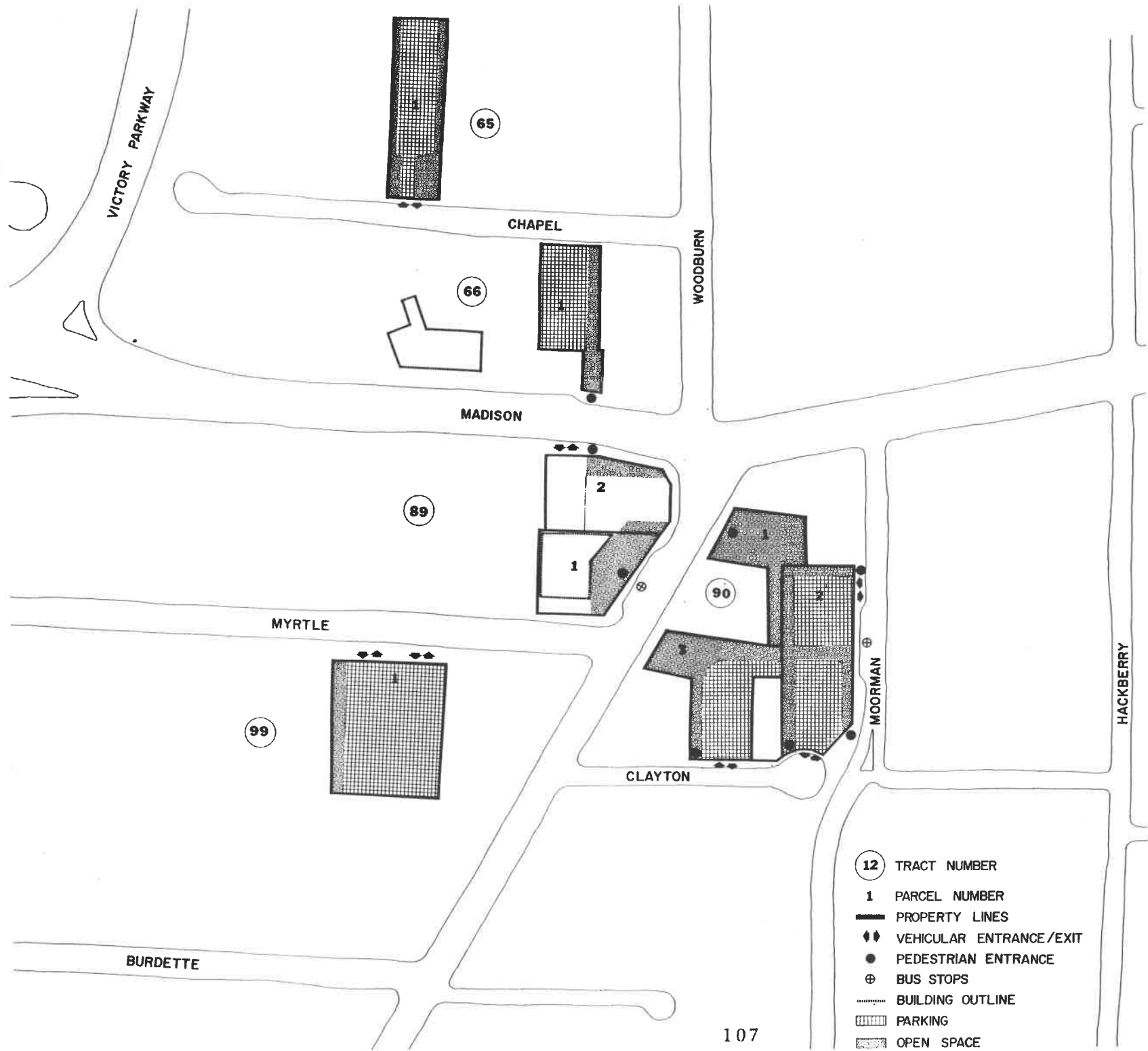
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1	P		15,900	Rehab Commercial	N/A	N/A	—
2	Pu		28,500	Parking	28,500	N/A	100
3	Pu		9,900	Plaza	9,900	N/A	N/A
3A	P		3,600	Commercial	3,600	1	—
3B	P		1,500	Commercial	1,500	1	—
4	P		15,000	Commercial	24,000	2	—

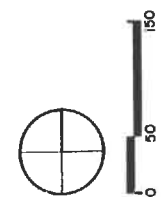
Peebles
Corner
cont'd

TRACT

	PARCEL NUMBER	DEVELOPMENT TYPE	P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
22	1	Pu		5,000	Plaza	5,000	N/A	—
	2	Pu		37,400	Parking	37,400	N/A	100
30	1	Pu		16,500	Parking	16,500	N/A	45
				8,000	Plaza	8,000		
31	1	Pu		7,800	Parking	7,800	N/A	30
				10,800	Plaza	6,000		
	2	Pu		14,700	Parking	14,700	N/A	45
32	1	P		6,500	Commercial	6,500	1	—
	2	P		8,800	Commercial	8,800	1	—
	3	Pu		8,400	Plaza	4,200	N/A	—
132	1	Pu		10,800	Parking	10,800	N/A	30



- 12 TRACT NUMBER
- 1 PARCEL NUMBER
- PROPERTY LINES
- ↕ VEHICULAR ENTRANCE/EXIT
- PEDESTRIAN ENTRANCE
- ⊕ BUS STOPS
- BUILDING OUTLINE
- ▤ PARKING
- ▨ OPEN SPACE



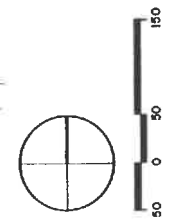
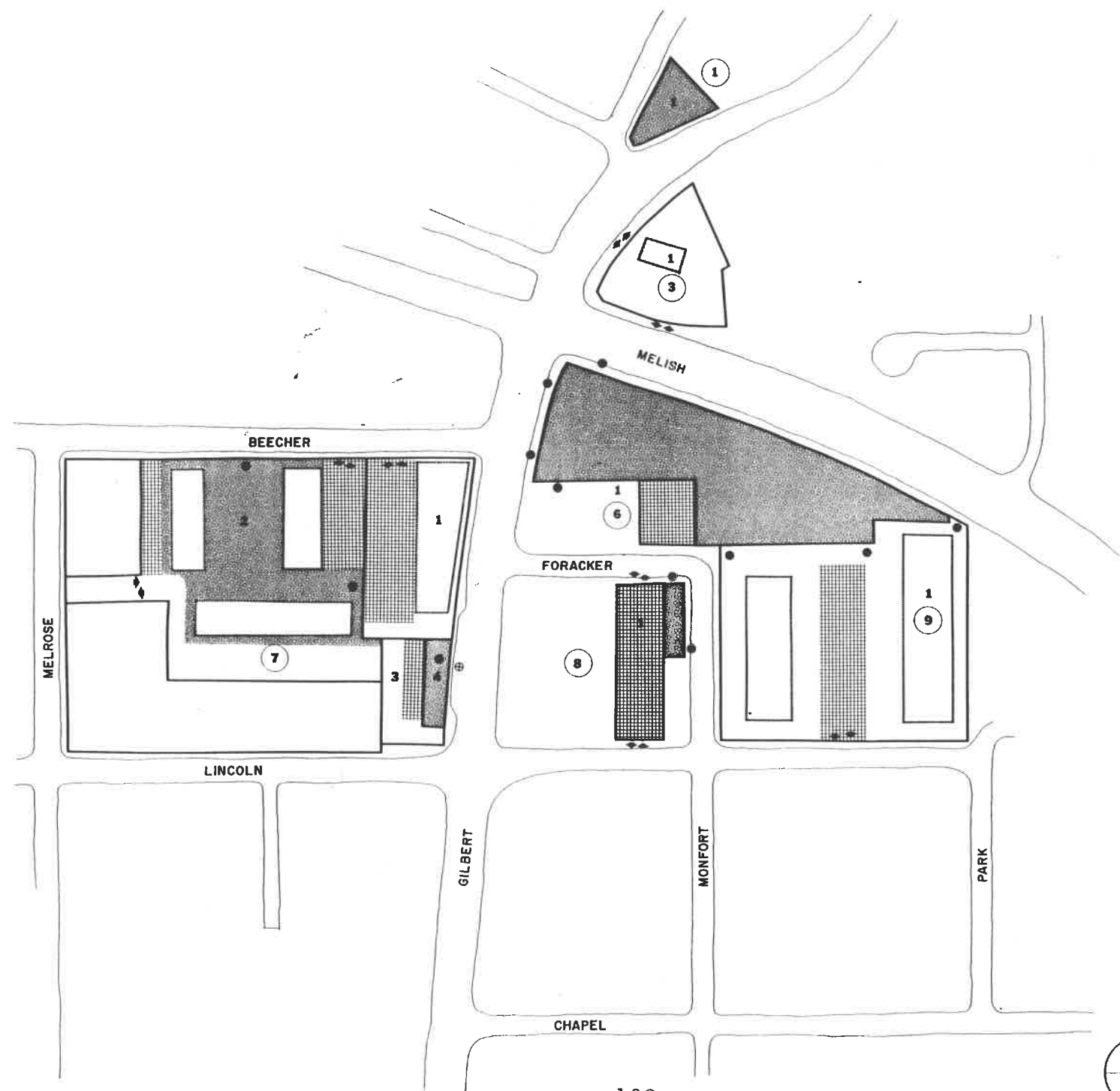
DESALES CORNER
DEVELOPMENT TRACTS

DeSales
Corner

TRACT

	PARCEL NUMBER	DEVELOPMENT TYPE	P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
65	1	P		16,800	Parking	9,000	N/A	25
66	1	Pu		10,500	Parking	8,400	N/A	25
89	1	P		12,000	Office	20,000	4	—
	2	P		15,500	Office	30,000	4	20
90	1	Pu		8,600	Open Space	8,600	N/A	—
	2	Pu		21,700	Parking	15,000	N/A	40
	3	Pu		18,500	Open Space Parking	11,000 7,500	N/A	25
99	1	P		23,800	Parking	22,500	N/A	80

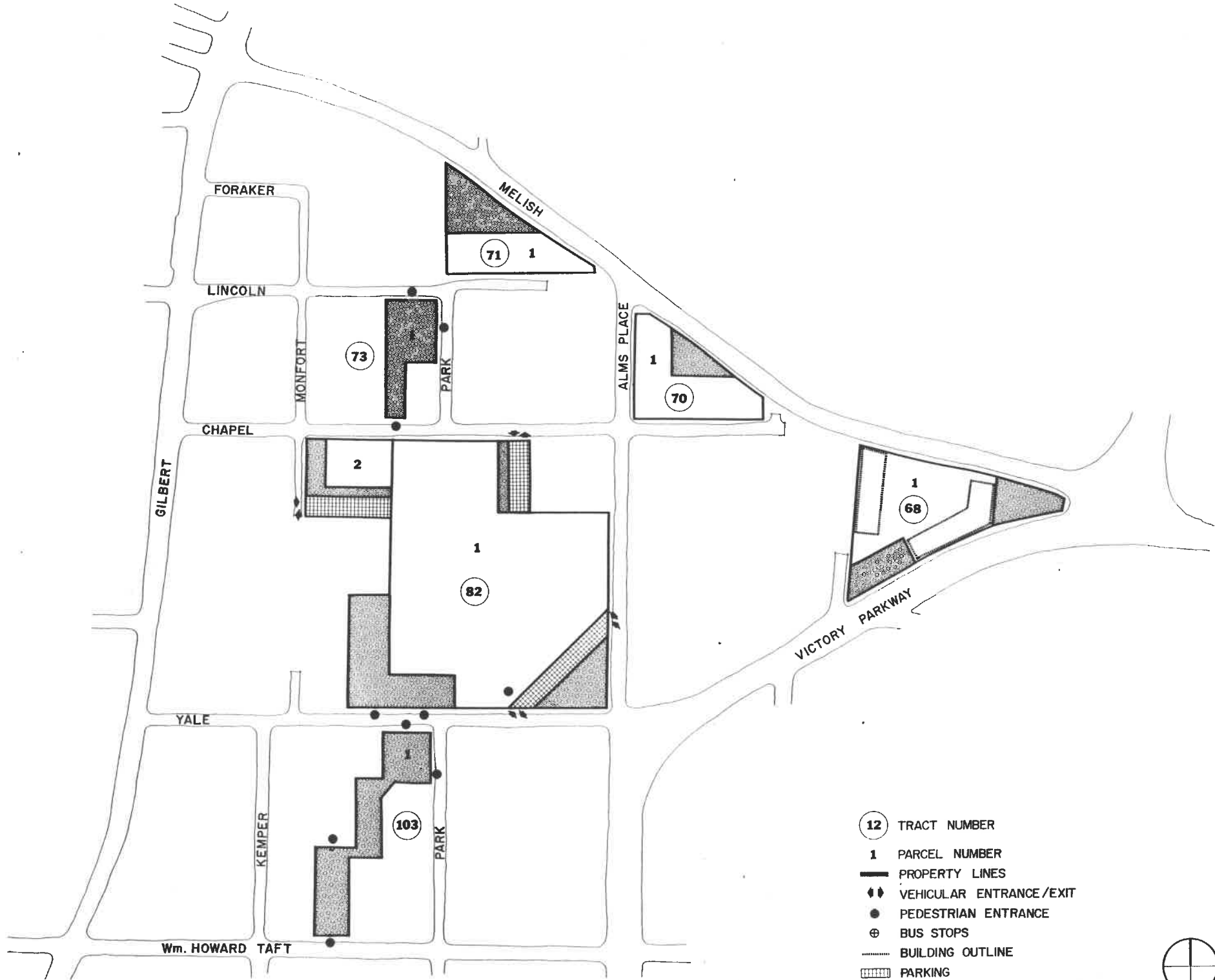
- 12** TRACT NUMBER
- 1** PARCEL NUMBER
- PROPERTY LINES
- ↕↕ VEHICULAR ENTRANCE/EXIT
- PEDESTRIAN ENTRANCE
- ⊕ BUS STOPS
- BUILDING OUTLINE
- ▨ PARKING
- OPEN SPACE



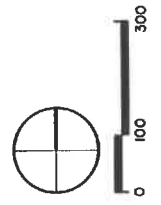
GILBERT/LINCOLN DEVELOPMENT TRACTS


Gilbert/
Lincoln
TRACT

TRACT	PARCEL NUMBER	DEVELOPMENT TYPE P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
1	1	Pu	7,200	Open Space	7,200	N/A	
3	1	P	18,000	Commercial	2,000	1	
6	1	Pu	83,200	Open Space	61,200	N/A	25
7	1	P	37,750	Commercial	12,500	2	35
	2	P	8,500	Rehab Commercial	N/A	N/A	20
	3	P	95,000	Housing	52,500 25 D.U.	2	32
	4	Pu	4,800	Open Space	4,800	N/A	
8	1	Pu	15,600	Open Space Parking	3,000 12,600	N/A	40
9	1	P	97,200	Housing	27,600	3	40



- ⑫ TRACT NUMBER
- 1 PARCEL NUMBER
- PROPERTY LINES
- ↕ VEHICULAR ENTRANCE/EXIT
- PEDESTRIAN ENTRANCE
- ⊕ BUS STOPS
- ⋯ BUILDING OUTLINE
- ▤ PARKING
- ▨ OPEN SPACE

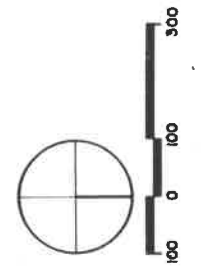
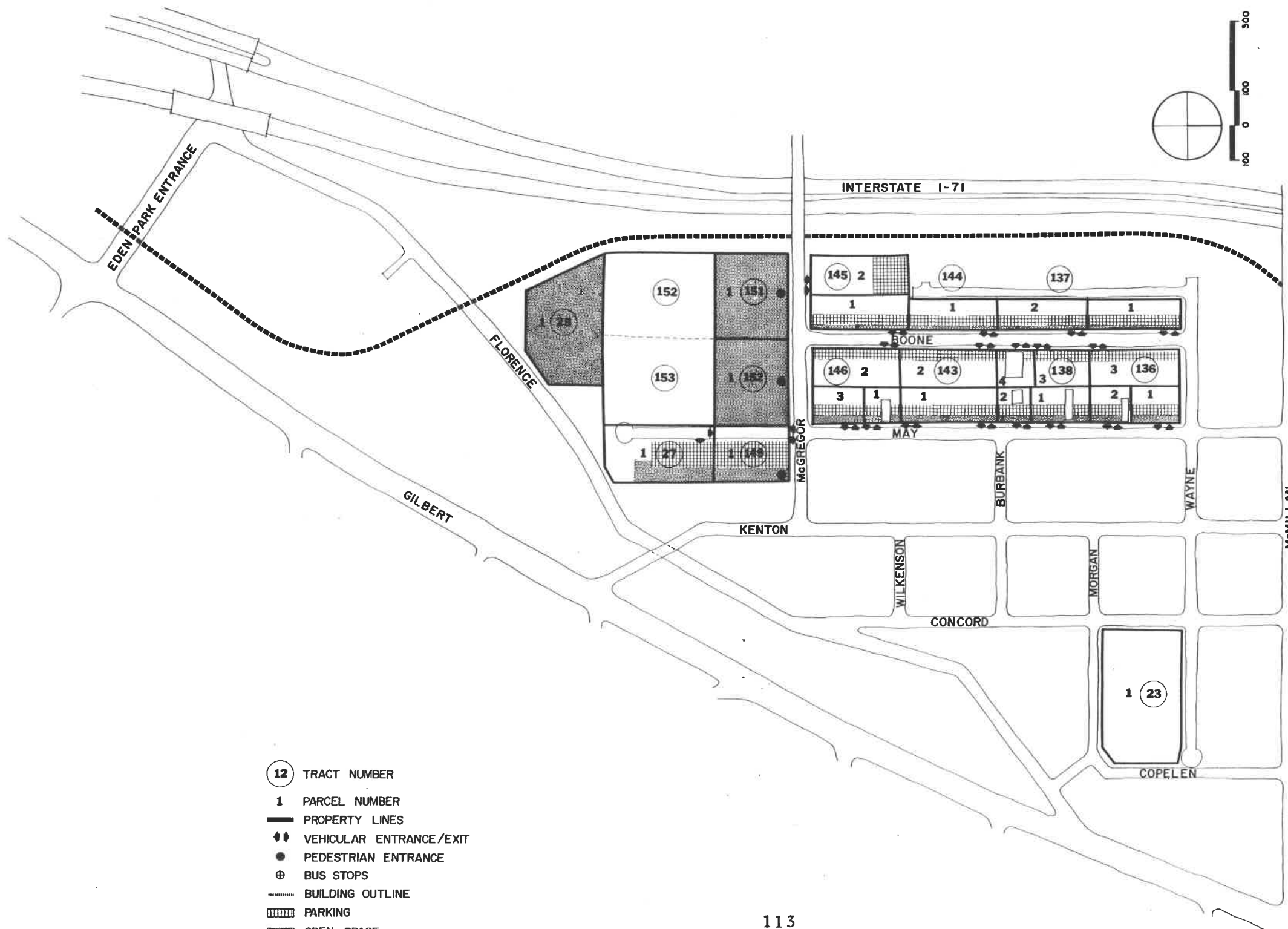



WALNUT HILLS
 NORTH EAST QUADRANT
 DEVELOPMENT TRACTS

Northeast
Quadrant

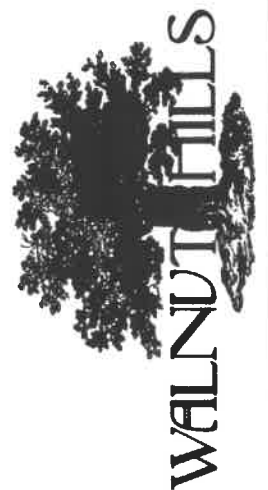
TRACT

	PARCEL NUMBER	DEVELOPMENT TYPE	P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
68	1	P		150,000	Office Housing	50,000 50 D.U.	3-4	75
70	1	P		78,750	Housing	53,750 20 D.U.	2-3	25
71	1	P		87,500	Housing	57,500 22 D.U.	2-3	28
73	1	Pu		37,500	Open Space	37,500	N/A	N/A
82	1	Pu		112,500	Open Space	112,500	N/A	N/A
	2	P		40,000	Housings	28,750 10 D.U.	2-3	13
83	1	Pu		157,500	Open Space	146,250	N/A	32
84	1	Pu		112,500	Open Space	68,750	N/A	30
103	1	Pu		56,500	Open Space	56,500	N/A	—



- ⑫ TRACT NUMBER
- 1 PARCEL NUMBER
- PROPERTY LINES
- ↕ VEHICULAR ENTRANCE/EXIT
- PEDESTRIAN ENTRANCE
- ⊕ BUS STOPS
- BUILDING OUTLINE
- ▤ PARKING
- ▨ OPEN SPACE

SOUTH WEST QUADRANT
DEVELOPMENT TRACTS



Southwest
Quadrant

TRACT

PARCEL NUMBER	DEVELOPMENT TYPE P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
23	P	83,600	Housing	50,000	2-3	50
136	P	14,300	Industrial	4,800	1-2	10
	P	12,100	Rehab Industrial	N/A	N/A	10
	P	27,500	Industrial	10,000	1-2	20
137	P	22,500	Industrial	8,000	1-2	15
	P	22,500	Industrial	8,000	1-2	15
138	P	15,000	Rehab Industrial	N/A	1-2	10
	P	10,000	Rehab Industrial	N/A	1-2	5
	P	15,000	Industrial	5,200	1-2	10
	P	10,000	Rehab Industrial	N/A	1-2	5

Southwest
Quadrant
cont'd
TRACT

	PARCEL NUMBER	DEVELOPMENT TYPE	P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
143	1	P		27,500	Industrial	10,000	1-2	20
	2	P		27,500	Industrial	10,000	1-2	20
144	1	P		22,500	Industrial	8,000	1-2	15
145	1	P		27,500	Industrial	10,000	1-2	20
	2	P		27,500	Industrial	10,000	1-2	20
146	1	P		10,000	Rehab Industrial	N/A	N/A	5
	2	P		15,000	Industrial	5,200	1-2	10
	3	P		27,500	Industrial	10,000	1-2	20
149	1	Pu		33,750	Parking Open Space	22,500	—	65
150	1	Pu		56,250	Open Space	56,250	—	—

Southwest
Quadrant
cont'd

TRACT

	PARCEL NUMBER	DEVELOPMENT TYPE	P- PRIVATE PU- PUBLIC	SITE SQUARE FOOTAGE	DEVELOPMENT USE	DEVELOPMENT SQUARE FOOTAGE	MAXIMUM HEIGHT (STORIES)	PARKING SPACES
151	1		Pu	56,250	Open Space	56,250		
27	1		Pu	45,000	Parking Open Space	12,500		35
28	1		Pu	60,000	Open Space	60,000		

6. Further Studies

The following further studies are recommended in conjunction with the implementation of the Walnut Hills Urban Design Plan.

- a. Detailed architectural and engineering studies for all project improvements, including street improvements, parking lots, parks, plazas and playgrounds.
- b. Detailed architectural studies for a commercial establishment in the focus areas that would be rehabilitated.
- c. A study by the appropriate body to determine if the Walnut Hills area or a portion thereof could be protected from speculation by the use of the new Interim Development Control Ordinance (IDC).

7. Implementation

The process of stabilization and improvement of the Walnut Hills community is a task that can only be accomplished by cooperative effort on the part of the public and private sectors. The responsibility that each share may vary from year to year depending on financial constraints and the nature of the task to be performed, but basically the responsibilities will be defined as follows:

- a. Public Sector - It is the intention of this plan that public monies be spent in a manner that maximizes the expenditure and contributes to the greatest benefit of the community. Generally speaking the public sector will invest in parking, street furniture, and lighting, open space, and other elements within the public domain and available to the population at large.

In making the above-mentioned items a reality the public sector will, through

the use of whatever funds available, acquire property, relocate its occupants, if any, demolish the structures as necessary and make the land suitable for reuse. If a designated project is within the right-of-way or in city-owner property, the public sector shall work out a suitable process of implementation and maintenance for continued success of the improvement with other city agencies.

- b. Private Sector - The public will act in such a manner as to support the private sector, in doing so clear areas of responsibility are defined. The public sector will look to private enterprise to participate in the stabilization of the community by rehabilitating existing structures or by pursuing the development of new parcels which may be necessary to provide a sense of redevelopment in

Walnut Hills. Such physical improvements rehabilitation or new construction must be reviewed and approved by the Department of Urban Development and the appropriate community review body.

The implementation of projects within the public domain will be carried out by various city agencies and funding arrangements. Each agency contributing to the revitalization of Walnut Hills conveys its intentions to the project team responsible for the preparation of this plan and the appropriate community review body.

Such close contact with the various city agencies and the community will insure the acceptability of the improvement. Therefore improvements are defined as "packages" that can be easily funded and completed within a reasonable time frame. This "packaging" will allow other to assess the cost benefit derived from the improvement.

It is hoped that such cooperation between the public sector and the community will set a framework in which the private sector may also participate.

8. Market Absorption

In their market study, Gladstone Associates indicate a potential for some 560 housing units over the next five year period. This aggregated total is composed of 280 units of conventional housing and an equal amount of subsidized units. Looking at the total in a different manner nearly half of the new units would be concentrated in the Northeast Quadrant which is designated as the primary housing focus area. At an average of 1040 square feet per unit, the total housing over the next five years would require about 582,400 square feet of floor space. The market consultant also projects a market of nearly 71,000 square feet of commercial retail

space. This demand for leasable space is distributed among the three commercial focus areas. More specifically 39,800+ square feet can be absorbed in Peebles Corner, 22,400 square feet in DeSales Corner and the remaining 8,800 square feet should be utilized in the Gilbert-Lincoln Area.

Market strategy for the above focus areas proposes that each area complement one another rather than developing competing consumer appeal. Therefore each focus area is conceived of as having special uses i.e. Peebles Corner will be reinforced as the primary business district within Walnut Hills serving the majority of the communities commercial-retail needs.

DeSales Corner will be developed as a special use office area of approximately 10,000 square feet with some resident serving commercial space.

Gilbert-Lincoln should be viewed as satisfying the areas need for local neighborhood serving business space available to local professionals, i.e. doctors, lawyers, insurance people who provide assistance to the neighborhood and nearby hospitals.

In addition the economists indicate that the area near I-71, McMillan and May Street could support additional industrial uses over the next fifteen years. The possibility exists that 10 to 15 acres of land could be sold to labor-intensive industries who find the area suitable to business needs. Assuming a density of 50% the yield would be approximately 305,000 square feet of new industrial space.

The parking demand for the housing office and industrial uses should be controlled by zoning regulations within the area of location. Commercial uses

within the above-mentioned focus areas will utilize approximately 87,500 square feet of parking space. This yields approximately 150 spaces at 350 square feet per space.

The estimate of housing, commercial office, industrial and parking space projected for the area add up to a total building area of about 968,400 square feet. This aggregated area of new space appears to be reasonable development intensity based on the existing zoning requirements and site designs for the appropriate areas.

9. Magnitude of Costs

The total costs estimated to acquire and prepare sites for new construction and installation of project improvements is approximately \$4,400,000. The following is a list of items proposed as part of the elements capable of stabil-

izing the community. For purpose of clarification the priorities are listed for each identifiable area and in reality would be incorporated simultaneously into a budget program. If preferential treatment were given to any areas such treatment would have to be shown toward business focus areas and recreation open space proposals first. See table on following page for a list of projects improvements priorities and cost. An additional amount estimated close to \$5,000,000 would be required for acquisition, demolition and relocation of residents in the Southwest and Northeast quadrants. This money would make new construction sites available for replacement housing and open space.

The aggregated cost of improving Walnut Hills would be \$9,400,000. Based upon past experiences of yearly

PEEBLES CORNER

ACTIVITY	DESCRIPTION	PRIORITY/YEAR		AMOUNT
Street improvement	N.S. of McMillan	1	1	333,000
Parking	Curtis St. lot	2	1	354,000
Street improvements	S.S. of McMillan	3	1	325,000
Housing	Gilbert at Taft	4	1	150,000
Street improvements	Gilbert, McMillan to Taft	5	1	202,000
Open space	Community Plaza ph. 1	1	2	543,000
Street improvements	Gilbert green spine	2	2	22,000
Parking	Curtis St. lot	3	2	230,000
Open space	Copelen St. tot lot	4	2	59,000
Commercial space	Community plaza ph. 2	1	3	626,000
Commercial space	Food store expansion	2	3	56,000
Street improvements	McMillan to Chatham ph. 3	3	3	343,000
Commercial space	Kehab office	4	3	75,000
Street improvements	Gilbert-Curtis to Florence	5	3	32,000
Parking	Curtis at Kemper	6	3	177,500
Parking	Kroger expansion	7	3	_____

SOUTHWEST QUADRANT

Street improvement	Open space ph. 1	1	2	189,000
Street improvement	Open space Ph. 2	1	3	222,000

SOUTHEAST QUADRANT

ACTIVITY	DESCRIPTION	PRIORITY/YEAR		AMOUNT
Open space	Windsor School	1	3	350,000

DESALES CORNER

Street improvements	Woodburn Ave. ph. 1	1	1	203,000
Open space	Mini-plaza	2	1	496,000
Commercial space	Development parcel	1	2	94,000
Parking	Development parcel	2	2	432,000
Commercial space	Development parcel	1	3	371,000
Street improvements	Chapel St. ph. 2	2	3	80,000

GILBERT-LINCOLN

Open space	Stowe Park	1	1	387,500
Open space	Yale & Alms Place Playground	2	1	956,000
Street improvements	Taft to Melish ph.2	1	2	804,000
Commercial space	Developer tract	2	2	-----
Street improvement	Northwest quadrant	1	3	45,000

expenditure demands a development period of seven to eight years would appear realistic. This would imply a staging program based on a financial expenditure of approximately \$1,500,000 in gross costs per year. This figure could vary somewhat, depending on actual project expenditures encountered or availability of money.

10. Family and Business Relocation

The project activities outlined in the \$4,400,000 expenditure is primary related to the stabilization of the business districts of Peebles Corner, DeSales Corner and Gilbert-Lincoln. As a rule, these activities utilize space contained within the right-of-way or on existing vacant land. However there will be the need for some relocation of families and businesses in order to implement the plan objectives.

It is estimated that proposed activities would cost approximately \$, ,000.

Naturally these expenses and the number of tenants, home owners and businesses would vary depending on the year in which the activity was proposed for implementation and the cost benefit derived from previous activities.

It would be desirable to relocate all those persons and businesses affected by the implementation of the plan somewhere else in Walnut Hills, in order that they can partake of the action outlined in this plan. It is recommended that staging within each site of acquisition, relocation, and reconstruction take place in accordance with a well-defined architectural design, permitting phased construction with maximum emphasis on initial development of land already vacant. This policy will of course require extensive

adaptation to the conditions found in each site. This represents an explicit design criteria mandating minimum disruption of existing residents and business operations in the area and maximum opportunity of relocation directly into new development.

11. Control Mechanisms for Future Development

The success of this plan depends on the continued flow of money for improvements and a high level of quality control (i.e. architectural design) to insure that end products will be properly constructed and pleasing to the eye.

Control must be exercised in a number of ways:

- a. New construction - Private developers of new construction will be required to work very closely with

the community and Department of Urban Development. Each request for development must be approved by the community, the Department of Urban Development and in some cases City Council.

b. Rehabilitated construction -

Developers of rehabilitated buildings must also work with the community and Urban Development. Since the level of control over rehabilitation may vary from site to site or situation to situation the method of control must be flexible. This indication of variable control implies that the city may use the installation of project improvements as a incentive to participate in the design review of rehabilitated property. Generally speaking, re-developers of existing construction must work very closely with the

community and Urban Development to insure the level of architectural design fulfills the expectation of the plan.

c. Design Review - For purposes of design review the Department of Urban Development shall expand the authority of the Urban Design Review Board. This board should be augmented temporarily to include a member of the Walnut Hills area. This board would function in a review capacity as necessary or sit in judgement on disputes between its staff and a developer. The Urban Design Section of Urban Development would be staff to the review board.

12. Housing Strategy

a. The City of Cincinnati has recently adopted a housing strategy. The basic purpose of this strategy is to promote:

1. A mixture of different types of housing in each neighborhood.
2. A mixture of households with varying composition in the neighborhood.
3. A mixture of households with varying incomes.
4. A racial composition within the neighborhood population.

B. Further analysis indicate that the above goals suggest as a matter of policy that the city:

1. Promote home ownership within the city by preserving single family homes and promoting condominiums and other equity forms of multi-family housing.
2. Encourage child oriented households to remain in areas where predominant and make new housing available to other families within the area.

- a. Encourage adult oriented households to move downtown and retain them and elderly in all parts of the city.
- 3. Encourage economic heterogeneous neighborhoods and attract upper incomes groups into the central city.
- 4. Support equal housing opportunities by insuring that:
 - a. Neighborhood plans contain sections on how equal opportunities can be improved or maintained.
 - b. Permitting each neighborhood to determine its racial mix goal.
 - c. Requesting development agencies to consider affirmative housing goals and means of implementing them to insure equal accessibility to all who have the ability to buy.

What do these policies mean to Walnut

Hills? How does the economic report of this plan attempt to resolve the problems of Walnut Hills and how close does this resolution come to the above prescribed goals adopted by City Council?

C. The market report on commercial and housing for the area must be summarized before a discussion of the two policies can be made. Specifically the economic consultant stated that approximately 71,000 square feet of new commercial space was necessary to support the needs of a projected population. In addition 560 new housing units are proposed to supplement housing demands. Immediately there is the assumption that business stability is dependent upon residential stability. This implies that the residential environment is suitable or will be improved substantially to support residential

living, the same holds true for the business area.

Therefore one condition is mutually supporting of the other. Therefore, the goal to make the community more stable is fulfilled by the addition of new housing and supporting businesses.

Having theoretically achieved the atmosphere of stability the policies of the strategy are more likely to succeed.

Urban design and economic considerations of the Northeast Quadrant coincide with section B-1 and 2 above by retaining sound single family detached units and supplementing them with single family attached units to reinforce the existing dwelling unit characteristics. These new units may be marketed as condominiums or some other form of owner-equity

purchase plans. Furthermore the area is predominately families with children and the new housing will be designed to accommodate the family with children.

The very nature of new construction in an existing stable area incorporates units of slightly higher sales prices because of today's construction costs. These are compared with depreciated values on the other homes. Thus the characteristic defined in B-3 is also incorporated in the Northeast Quadrant. Higher priced homes are generally purchased by persons with higher incomes therefore the intent of B-3 is also fulfilled by the introduction of new housing.

The market report also permits (in the Northeast Quadrant) the introduction of some rental units contained in townhouse and garden type

apartments. This mix provides an area with the appeal to various income levels requested in policy B-3.

Space for adult oriented households including the elderly as defined in policy B-2a is made available in the Peebles Corner focus area and could become a source of new population in the Southwest Quadrant in later years. The design plan visualizes these adults and childless families being attracted to the more urban environment of Peebles Corner where activity levels are heightened by the interplay of land uses.

The plan does not preclude adult living in the Southwest Quadrant. In fact many home owners are encouraged to stay and improve their property. Project improvements in the form of open space, street trees and elimination of non-conforming uses, vacant and sub-standard buildings will reinforce the

area as a suitable location for older families with or without children.

In satisfying policy B-4 this plan identifies housing sites for disposition. The disposition agreement along with the urban design controls outlines the type of replacement housing desired, its economic and bedroom composition, its density and its location. This procedure attempts to insure that the provisions of B-4c are met.

At this time the provisions of B-4a can be satisfied by requesting that all developers of new and rehabilitated units conform to an equal opportunity program for occupancy of available units. Any program of grants and loans or purchase that uses city or federal money will include the provisions

of equal opportunity described in policy B-4a.

In conclusion of this evaluation the community has approved a market report that determines the economic mix of new and rehabilitated housing. Furthermore by determining the location of family units and spelling out suitable rents and market values for new construction it is determining its own racial mix, for it is complying with policy B-4b of the city's housing strategy.

It appears at this point that this comparison between the housing strategy and the urban design plan are mutually supportive, they require the test of implementation to determine their actual suitability to the Walnut Hills community.

ECONOMIC ANALYSIS

FOR WALNUT HILLS

PREPARED BY:

GLADSTONE ASSOCIATES

WASHINGTON, D.C.

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Introduction

The following report is a market analysis of key land use components in the Walnut Hills Community and a forecast of future levels of activity that could be supported through private and public development programs. The Walnut Hills area of Cincinnati -- located just a few minutes northeast of the Central Business District -- was formerly a predominately white, middle income neighborhood, with a shopping district (Peebles Corner) second only to the downtown. Over the past fifteen years, however, the community has experienced a sharp drop in population and a shift in racial balance as many white families relocated to the suburbs. Expenditures at Peebles Corner, which now competes with suburban shopping centers as well as the revitalized downtown, have decreased concurrent with declining income levels in the community. Even East Walnut Hills, which has been and remains an enclave of very wealthy white families, is

experiencing a shift in racial balance and resident profile. These rapid socio-economic changes -- particularly in Walnut Hills -- have been accompanied by a deterioration in housing quality, an increase in crime, and a decrease in the quality and amount of retail space.

This report examines the changing demographics of the Walnut Hills and East Walnut Hills neighborhoods since 1960 and the resultant impact on the housing stock and retail facilities of the community. Office and industrial uses are investigated to a lesser extent to provide an understanding of their contribution to the community. Based upon each of these analyses, we have forecast achievable future land use types and quantities -- recognizing constraints imposed by real estate, financial, institutional and other factors. Finally, an overall action program has been proposed that would combine the alternative land

uses in the best way to stimulate an economic revitalization of the Walnut Hills neighborhood.

Report Organization. The report is organized into six chapters, briefly described as follows:

Chapter I, presents in summary form the alternate development programs prepared for the community for each land use and geographic focus area investigated.

Chapter II, Socio-Economic Trends, presents demographic trends evidenced in the Walnut Hills community from 1960 to the present, and projects population and income to 1990.

Chapter III, Retail Development Potentials, analyzes the commercial focus areas of Peebles Corner, DeSales Corner and Lincoln-Gilbert with respect to existing floor space (occupied and vacant), store types, store quality and shopper/retailer attitudes. Forecasts of

supportable retail space by store type and focus area are calculated for the next fifteen years based on projections of population and income in the community.

Chapter IV, Residential Development Potentials, presents recommendations for supportable levels of housing activity -- new and "rehabbed", conventional and subsidized -- in the Walnut Hills community and in each of its housing focus areas for the next fifteen years. Also discussed are the results of a survey of community residents, their housing characteristics and attitudes.

Chapter V, Office/Industrial Development Potentials, briefly describes the existing office and industrial market in Cincinnati and Walnut Hills and offers guidelines as to probable future levels of activity in the community given market considerations and financial commitment required.

Chapter VI, Program Implementation and Strategy, evaluates critical areas of involve-

ment for the city and the citizens as the program is implemented and comments on the potential results of the several alternative development programs (both micro and macro) and their effect on the overall action program.

Chapter I

Summary

Recommendations

The following chapter sets forth in summary form recommendations for commercial and residential redevelopment of the Walnut Hills neighborhood.

Recommendations for each are based on projected levels of market support over the next fifteen years given an effective amount of public renewal action over the same period. If no public actions occur in the Walnut Hills neighborhood, it is our belief that population, income and housing quality will continue to decline; retail centers will experience higher vacancies and a continued shift toward lower quality merchandise.

Public actions by themselves will not necessarily supply the answer to revitalization, but they may be the catalyst to halt population decline by creating a new climate for development. For example, improvements to the housing stock are actions which will in turn generate additional retail support. Physical improvements in the retail centers

will increase their desirability as places to shop. Better public services will help to reduce the frequency and intensity of social problems.

In order to understand the renewal potentials in Walnut Hills three alternative development goals were considered,

1. the creation of new jobs in the community, or
2. rehabilitation and expansion of the housing stock, or
3. improvement to the retail areas.

Although each would be a desirable objective, it is our opinion, after examination of alternative development schemes, that the most effective utilization of funds will occur in a program that seeks to implement each of the objectives. We feel that a development program emphasizing jobs alone would be difficult to achieve and the spin-off effects minimal since strong market forces will be working against

the attraction of desirable offices and industry to "low image" Walnut Hills. Housing and retail uses are interdependent -- particularly in a lower income neighborhood where mobility is limited -- and emphasis on one without the other overlooks a strong potential for mutual benefit.

Consequently, our recommendations center on a program combining each of the three alternatives, with special emphasis on retail and residential development. Table 1 illustrates a target level of activity for the next fifteen years which, if met, would add 1,270 new housing units to the community, 70,900 square feet of retail space, and 10,000 square feet of office space.

Table 1.

SUPPORTABLE INCREASE IN RETAIL RESIDENTIAL AND COMMERCIAL SPACE
WALNUT HILLS COMMUNITY
1975-1990

	Current Inventory	Supportable Increase			Total Increase 1975-1990
		1975-1980	1980-1985	1985-1990	
Retail Space	266,700 s.f. ^{1/}	35,700 s.f.	20,200 s.f.	15,000 s.f.	70,900 s.f.
Housing Units	7,490 Units ^{2/}	560 Units	380 Units	330 Units	1,270 Units
Speculative Office Space	200,710 s.f.	5,000 s.f.	2,500 s.f.	2,500 s.f.	10,000 s.f.
Industrial Acreage	35 Acres	5 Acres	4 Acres	3 Acres	12 Acres

^{1/} Occupied Square Footage.

^{2/} Occupied Housing Units.

Source: Gladstone Associates.

Since much of the support for this program is dependent on public actions, the largest phase of the supportable increase is during the period 1975 to 1980 when public intervention will be most needed. Increases in retail space are dependent to a great extent on an increase in households (housing units) in the community, so a first priority is the construction program for new and rehabilitated housing. Once the community begins to grow and becomes a safer, more pleasant area, the creation of new office space (and jobs) will occur naturally. Many desirable Cincinnati neighborhoods traditionally contain mixed — but compatible — uses and Walnut Hills should be no exception.

Focal Areas

Certain areas and retail centers within Walnut Hills have been identified as focus areas requiring coordinated programs of action, and these are discussed below.

Housing. The southwest housing focus area between McMillan and Gilbert and the northeast housing focus area between Taft, Gilbert and Victory Parkway are in immediate need of improved and

new housing. If sufficient development funds and land can be obtained, we recommend a target level of housing construction in these two focus areas of 560 units between 1975 and 1980, as illustrated in Table 2.

Table 2.

RECOMMENDED CONSTRUCTION PROGRAM
NORTHEAST AND SOUTHWEST HOUSING FOCUS AREAS
WALNUT HILLS COMMUNITY
1975-1980

	<u>Northeast Focus Area</u>	<u>Southwest Focus Area</u>	<u>Total</u>
Conventional Housing	130 Units	150 Units	280 Units
Subsidized Housing	100 Units	180 Units	280 Units
Total	230 Units	330 Units	560 Units

Source: Gladstone Associates.

Housing units in the northeast focus area would be primarily large, townhouse type units oriented towards families while units in the southwest area would be smaller, garden-style units for the elderly and younger singles. The only mid-rise/high-rise structure would be in the southwest area. The type and location of housing units constructed after 1980 will be dependent upon the success of the initial 1975-1980 program and the revised needs of the community. The level of rehabilitation in the focus areas and in the community should be limited only by the number of units which are feasible to "rehab" and the amount of money available, although a target should be set of at least 20 rehabbed units per year over the next 15 years.

Retail. Revitalization of the Peebles, DeSales and Lincoln-Gilbert retail centers is a complex process dependent largely

on the level of development which will occur in the community over the next ten years. The largest share of sales for most stores -- particularly those that opened within the last five to ten years -- is and will be to residents of Walnut Hills. Therefore, as long as population and incomes continue to decline, the purchasing power of the community will erode and the amount of supportable retail space will decrease. As mentioned previously, however, our projections of supportable space assume that the population decline will be reversed and that incomes will increase slightly as community development efforts intensify. Retail expenditures are projected to increase from \$16 million in 1975 to \$32 million in 1990. Table 3 illustrates the amount of net space by focus area that we feel can be supported by 1990.

All of the existing store space -- much of which is only marginally supported at

the present -- is projected to be fully supported economically by 1990. The actual store may not exist in 1990, but support will exist for space for a similar merchandise type.

The only new retail space which can be supported in Walnut Hills at the present time is food store space, and so we are recommending a new grocery store for Peebles Corner by 1980 -- as well as an expansion of Kroger's, and a new grocery store for DeSales Corner by 1985. As retail expenditures increase, depth and quality of existing merchandise will improve, small convenience shops will locate in some of the vacant close-in space, and the need for restaurants, coffee shops and carry-outs will increase.

Office and Industrial

Limited potential exists for the development of speculative office and industrial space in Walnut Hills at the present

time. The market for office space is presently weak throughout Cincinnati and particularly in Walnut Hills where 107,000 square feet of space is currently vacant. We feel that no more than 10,000 square feet of speculative space can be supported in Walnut Hills until the market tightens and the community image improves.

Industrial land sales are primarily in suburban industrial parks where sites are "ready-to-build" and less expensive than closer-in locations such as in Walnut Hills. The cost of successful industrial development in Walnut Hills will be very high, particularly in relation to the benefits received by the community. Consequently, we are not recommending industrial development as a viable alternative at this time.

Table 3.

ESTIMATED RETAIL SPACE DEMAND BY FOCUS AREA
WALNUT HILLS COMMUNITY
CINCINNATI, OHIO
1975-1990

<u>Type of Store</u>	<u>Gross Leasable Area</u>			<u>Total</u>
	<u>Peebles Corner</u>	<u>DeSales Corner</u>	<u>Lincoln-Gilbert</u>	
GAF ^{1/}	2,800 s.f.	--	--	2,800 s.f.
Food Stores	24,300 s.f.	15,000 s.f.	5,000 s.f.	44,300 s.f.
Drug Stores	--	--	--	--
Convenience Trade & Service	2,000 s.f.	1,300 s.f.	800 s.f.	4,100 s.f.
Eating and Drinking	10,700 s.f.	6,000 s.f.	3,000 s.f.	19,700 s.f.
Total	39,800 s.f.	22,300 s.f.	8,800 s.f.	70,900 s.f.

^{1/} General Merchandise, Apparel and Furniture.

Source: Gladstone Associates.

Chapter II Socio-Economic Trends

Chapter II presents trends in population, households, and income for the Walnut Hills Community for the period 1960 to 1970, discusses a most likely 1974 profile and projects population, households and income through the year 1990. The Walnut Hills Community has been divided for statistical purposes into two subareas: Walnut Hills, which encompasses five census tracts and East Walnut Hills, which encompasses two census tracts. The materials below are discussed in terms of Walnut Hills, East Walnut Hills, the total community and, where relevant, the City of Cincinnati and the SMSA.

Demographic Trends: 1960-1970

The Walnut Hills Community experienced significant demographic changes during the decade of the 1960's in the racial and age composition of its population. These factors have altered the character of the community and are reflected in the changing

quality of the retail nodes and in the housing needs of the people. Indications are, however, that many of the trends of the 1960's have slowed, and that with proper public and private actions the community will stabilize during the 1970's.

Population Trends. The population of Walnut Hills declined substantially between 1960 and 1970 from 26,000 to 19,000 — a 25 percent decrease. During the same period, the City of Cincinnati lost 10 percent of its population and the metropolitan area gained 29 percent. The population of East Walnut Hills remained basically stable over the decade at 5,400 persons while every census tract in Walnut Hills, except Tract 34, lost over 30 percent in population. The dramatic population decline in the community resulted from the relocation of large families due to highway construction and a code enforcement program, and the out-migration of

over 8,000 whites.

As a result of the large out-migration of the white population and a concurrent increase of 1,500 in the black population (50 in Walnut Hills, 1,450 in East Walnut Hills), the racial balance in the Walnut Hills Community shifted from 45 percent black in 1960 to 68 percent in 1970. As indicated in Table 4, the change in racial balance was due primarily to the loss of whites rather than a massive influx of blacks.

Age Distribution. Equally significant as the changes in racial composition were the changes in age distribution. The greatest loss in population was 2,500 persons aged 25 to 45. Since this group often consists of a large number of husband/wife households, such a large decline temporarily contributes to the instability of a neighborhood and unless replaced, hastens the aging of the

Table 4.

POPULATION TRENDS BY RACE
WALNUT HILLS
CINCINNATI, OHIO
1960-1970

Area	Population				Average Annual Change: 1960-1970	
	1960		1970		Number	Percent
	Number	Percent Distribution	Number	Percent Distribution		
<u>Walnut Hills</u>						
Black Population	11,475	55.3%	11,522	82.0%	5	0.0%
White Population	9,183	44.7%	2,531	18.0%	-665	-7.2%
Subtotal	20,658	100.0%	14,053	100.0%	-660	-3.2%
<u>East Walnut Hills</u>						
Black Population	244	4.6%	1,738	32.1%	149	61.2%
White Population	5,106	95.4%	3,678	67.9%	-142	-2.8%
Subtotal	5,350	100.0%	5,416	100.0%	7	0.1%
<u>Walnut Hills Community</u>						
Black Population	11,719	45.1%	13,260	68.1%	154	1.4%
White Population	14,289	54.9%	6,209	31.9%	-807	-5.6%
Subtotal	26,008	100.0%	19,469	100.0%	-653	-2.5%
<u>City of Cincinnati</u>						
Black Population	109,682	21.8%	125,070	27.6%	1,539	1.4%
White Population	392,868	78.2%	327,454	72.4%	-6,541	-1.7%
Total Population	502,550	100.0%	452,524	100.0%	-5,002	-1.0%

Source: U.S. Census of Population, 1960 and 1970; Gladstone Associates.

neighborhood. In 1960, 14 percent of the population was over 65 in the Walnut Hills Community. By 1970, those over 65 had increased to 17 percent of the population.

In conjunction with the increasing proportion of elderly in the area, the median age of Walnut Hills increased from 32.4 years to 34.1 years from 1960 to 1970. East Walnut Hills, with a considerably smaller population base, experienced a relatively large in-migration of young singles aged 20 to 25 who pulled the median age from a very old 39.6 years to 31.8 years. As a result, the median age for the entire Walnut Hills Community remained basically stable from 1960 to 1970, dropping from 33.8 years to 33.2 years. By contrast, the trend in the City of Cincinnati is toward an increasingly younger population; its median age dropped from 30.8 years to 28.8 years. Table 5 illustrates the age distribution in both Walnut Hills and the City of Cincinnati.

Table 5.

AGE DISTRIBUTION
WALNUT HILLS AND THE CITY OF CINCINNATI
1960-1970

Age	Walnut Hills				City of Cincinnati			
	1960		1970		1960		1970	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Under 10 Years	5,137	19.7%	3,103	15.9%	102,592	20.4%	77,616	17.2%
10 - 19 Years	3,082	11.8%	3,172	16.3%	72,551	14.4%	80,165	17.7%
20 - 24 Years	1,795	6.9%	1,743	8.9%	34,225	6.8%	45,006	9.9%
25 - 44 Years	6,549	25.2%	3,935	20.2%	123,196	24.5%	96,841	21.4%
45 - 64 Years	5,923	22.8%	4,258	21.8%	111,375	22.2%	94,037	20.8%
Over 65 Years	3,522	13.6%	3,258	16.9%	58,611	11.7%	58,859	13.0%
Total	26,008	100.0%	19,469	100.0%	502,550	100.0%	452,524	100.0%
Median Age	33.8 Years		33.2 Years		30.8 Years		28.8 Years	

Source: U.S. Census of Population 1960 and 1970; Gladstone Associates.

Household Trends. As would be expected with such a considerable population decline, the Walnut Hills Community also lost a large number of households during the period 1960 to 1970. Walnut Hills lost 1,800 of its households -- a 25 percent decrease -- while East Walnut Hills remained basically stable, increasing by only 15 households during the ten year period. The percent decrease in households in the entire community is somewhat less than for population -- 18 percent versus 25 percent -- due to the increasing proportion of small elderly and young single households and the out-migration of larger families.

The average household size for the Walnut Hills Community decreased from 2.65 persons per household in 1960 to 2.37 in 1970. The average household size for the City of Cincinnati in 1970 was a somewhat larger 2.72 and for the SMSA an even

larger 3.15. It is the small household size that lends evidence to the assumption that the Walnut Hills Community is not going the way of many other inner city neighborhoods. The trend is not towards

large welfare families, but rather to a community composed of single individuals, the elderly and small families. The change in households and household size from 1960 to 1970 is shown in Table 6.

Table 6. HOUSEHOLD AND HOUSEHOLD SIZE TRENDS

<u>Area</u>	<u>HOUSEHOLDS</u>		<u>Average Annual Change: 1960-1970</u>	
	<u>1960</u>	<u>1970</u>	<u>Number</u>	<u>Percent</u>
<u>Walnut Hills</u>	7,229	5,396	-184	-2.5%
Household Size	2.74	2.49	--	--
<u>East Walnut Hills</u>	2,197	2,350	15	0.7%
Household Size	2.32	2.07	--	--
<u>Walnut Hills Community</u>	9,426	7,746	-169	-1.8%
Household Size	2.65	2.37	--	--
<u>City of Cincinnati</u>	161,827	159,838	-199	-0.1%
Household Size	3.00	2.72	--	--
<u>Cincinnati SMSA</u>	326,009	430,771	10,476	3.2%
Household Size	3.21	3.15	--	--

Source: U.S. Census of Population, 1960 and 1970; Gladstone Associates.

Income Trends. Family income in the Walnut Hills Community increased in real dollar terms by 1.3 percent — \$7,440 to \$8,380 — from 1960 to 1970. During the same time period the increase in the City was 2.4 percent (\$8,690 to \$10,780) and the SMSA 2.9 percent (\$9,639 to \$12,430). Although the families in the community witnessed a real increase in median income, they fell further behind in relation to city-wide family income levels — declining from a level 14 percent below that of the city to a level 22 percent below that of the city.

The Walnut Hills Community in 1970 had an unusually large portion of individuals living alone or with roommates -- 24 percent of the total population versus 15 percent in the City -- due to the increasing number of elderly persons and young singles. When the incomes of these persons and all families are combined, median in-

come drops from \$8,380 for families alone to \$5,200 for the combined group. Such a low and declining median income — it decreased from \$5,800 in 1960 to \$5,200 in 1970 -- has significant implications for the community in terms of retail purchasing

potential and shelter expenditures.

Table 7 illustrates median income trends in Walnut Hills and the City of Cincinnati.

Income trends thus far have been discussed in terms of "median family and unrelated

Table 7.

MEDIAN INCOME TRENDS
CINCINNATI AND WALNUT HILLS
1960-1970
(In 1973 Constant Dollars)

	<u>Family Income</u>		<u>Family and Unrelated Individual Income</u>		<u>Average Annual Change: 1960-1970</u>			
	<u>1960</u>	<u>1970</u>	<u>1960</u>	<u>1970</u>	<u>Family Income Number</u>	<u>Percent</u>	<u>Family and Unrelated Individual Income Number</u>	<u>Percent</u>
Walnut Hills	\$6,857	\$ 7,420	\$5,411	\$ 4,636	\$ 56	0.8%	-\$ 78	-1.4%
East Walnut Hills	\$9,608	\$10,943	\$7,247	\$ 6,313	\$134	1.4%	-\$ 93	-1.3%
Walnut Hills Community	\$7,442	\$ 8,379	\$5,837	\$ 5,213	\$ 94	1.3%	-\$ 62	-1.1%
Cincinnati	\$8,692	\$10,781	\$7,018	\$ 7,771	\$209	2.4%	\$ 75	1.1%
Cincinnati SMSA	\$9,632	\$12,434	\$8,291	\$10,398	\$280	2.9%	\$211	2.5%

Source: U.S. Census of Population, 1960 and 1970; Gladstone Associates.

individual income" due to the lack of inclusion by the Bureau of the Census of a "mean (or average) income" in 1960. Potential retail expenditures, however, must be analyzed in terms of aggregate household income -- as derived from mean income data. Therefore, we have prepared an average household income level based on 1970 mean incomes. "Average" household income in 1970 in the Walnut Hills Community was \$9,128, considerably higher than the \$5,200 "median" income for families and unrelated individuals. The large discrepancy in incomes can be attributed primarily to the distorting influence of upper income families -- particularly in East Walnut Hills -- on average incomes.

Housing Characteristics. Total housing stock in the Walnut Hills Community declined by over 12 percent from 1960 to 1970, from 10,100 units to 8,800 units.

This decrease was the result primarily of 3 factors: (1) demolitions due to a housing code enforcement program, (2) Demolitions due to interstate highway construction and (3) out-migration from Walnut Hills resulting in a number of abandoned houses and consequent demolitions. As a large portion of the white population left Walnut Hills, the vacancy rate in the community increased from 7 percent to 12 percent, further strengthening the image of a community that is being deserted rather than over-crowded.

The percent of owner-occupied homes in Walnut Hills was considerably lower than that for the city in both 1960 and in 1970. In Walnut Hills the percent of owner-occupied homes was 19 percent in 1960 and 16 percent in 1970 whereas in the City of Cincinnati, the percent of owner-occupied homes was 40 percent in 1960, dropping to 38 percent in 1970.

Such a low percentage of owner-occupied homes might normally indicate a very high mobility rate on the part of its population, however an investigation of household mobility in the Walnut Hills Community reveals a pattern very similar to that of the City of Cincinnati. According to the U.S. Census, 57 percent of households in Cincinnati moved into their home between 1965 and 1970; for Walnut Hills this figure was 61 percent. The percent of households moving in prior to 1949 was 10 percent in Walnut Hills and 11 percent in the City.

As population and housing stock declined in Walnut Hills, so also did rents and housing values. Median rent -- in constant dollars -- was \$105 in 1960 and \$103 in 1970. Median value of homes (also in constant dollars) declined from \$20,690 in 1960 to \$18,900 in 1970. The majority of houses valued over \$25,000 and apartments with rents of over \$150 are found in the

wealthier neighborhood of East Walnut Hills.

The change in the number of units per housing structure is evidence of the type of housing construction, demolitions, and conversions that have been occurring. The number of single family and duplex units declined 34 percent from 1960 to 1970, from 3,800 units to 2,500 units. This loss in housing units was due most likely to demolitions rather than conversions since the number of units in 3 and 4 unit buildings also declined, from 2,500 to 1,800 units. The majority of construction in the community occurred in multi-family buildings containing over 5 units. Almost 700 new units were added to the Walnut Hills housing stock in this category.

As Walnut Hills becomes a community of the elderly, unrelated individuals and young singles, the number of persons living in over-crowded conditions has declined. The number of people living in

units with over one person per room -- the criteria for over-crowding -- declined from 6.5 percent of the total population in 1960 to 4.5 percent in 1970. By contrast, the City of Cincinnati has an over-crowding

rate of 16 percent in 1960 and 10 percent in 1970.

Table 8 illustrates in summary form the housing characteristics of the Walnut Hills Community.

Table 8. SUMMARY HOUSING CHARACTERISTICS
WALNUT HILLS COMMUNITY
1960-1970

	<u>1960</u>	<u>1970</u>
Median Rent ^{1/}	\$105	\$103
Median House Value ^{1/}	\$20,687	\$18,874
Total Housing Units	10,092	8,823
<u>Occupancy</u>		
Percent Occupied	93.4%	87.9%
Percent Vacant	6.6%	12.1%
<u>Tenure</u>		
Percent Owner-Occupied	19.1%	16.5%
Percent Renter-Occupied	80.9%	83.5%
<u>Units Per Structure</u>		
One or Two	3,792 Units	2,510 Units
Three or Four	2,474 Units	1,791 Units
Over Five	3,826 Units	4,522 Units
<u>Overcrowding</u>		
Percent of Population		
Living in Overcrowded Units ^{2/}	6.5%	4.5%

^{1/} In 1973 constant dollars.

^{2/} Defined as over 1.0 person per room.

Source: U.S. Census of Housing, 1960 and 1970.

Walnut Hills Profile: 1974

To project population and households to 1985, it was first necessary to establish a base for the Walnut Hills Community for January, 1974. The profile which follows is our estimate based on past trends, the R.L. Polk Co. data and additional materials received from the city. Examination of all data leads us to believe that 1960 to 1970 trends are not entirely representative of the past 3 years (1970-1973). The number of demolitions has slowed and the amount of new construction has increased somewhat. Consequently, we feel that the significant annual population decreases of the past decade have not continued into the 1970's.

The Polk statistical data -- prepared for the City of Cincinnati -- estimates a decrease in population from 19,470 in 1970 to 17,800 in 1973. Known construc-

tion and demolition data over the period indicate that the decline was not quite that severe. Only if vacancy rates are extremely high or household size very low would we expect such a decrease. Therefore, we have used the Polk data only as a guide in preparing 1974 population and household estimates.

Population and Income. Population in 1974 in the Walnut Hills Community is estimated to be 18,750 -- an average annual loss of 180 persons since 1970. Average loss in population between 1960 and 1970 was 650 persons annually. In 1974 the black population is estimated to have increased slightly from 68 percent to 73 percent of the population -- since the majority of population decline has been in the white population. Average household income is estimated to have remained stable from 1970 to 1974 -- increasing only slightly from \$9,128 to \$9,150 (in constant

dollars).

Housing. Total housing stock in the Walnut Hills Community as of January, 1974, is calculated to have declined from 8,820 to 8,600 units, excluding seriously dilapidated units. Data compiled by the Cincinnati Department of Building Inspections reveals that from 1970 through 1973, 298 new units were constructed in Walnut Hills and 517 were demolished, resulting in a net loss in housing stock of 219 units.

The number of households in the community in 1974 is estimated to be 7,490 -- an average annual decline of 64 since 1970. The vacancy rate remains relatively high at 13 percent while average household size has declined slightly from 2.37 persons per household to 2.35.

Table 9 presents a summary profile of the Walnut Hills Community in January, 1974.

The following projections of population, households, and income for the Walnut Hills Community over the next fifteen years assume that the actions of the city and the citizens will create a new climate of economic vitality. Population growth is a function of the quality and availability of housing. Over the past decade, the quality of housing in the community has deteriorated, many units were demolished and very little replacement housing was constructed. As a result of these and other qualitative factors, population decreased dramatically.

Construction of new conventional and subsidized housing will be required to begin a reversal of these past trends. Consequently, our demographic projections are derived from estimates of supportable construction levels over the next fifteen years. The majority of growth is expected to occur between 1975 and 1980 when public and

Table 9.

SUMMARY: DEMOGRAPHIC PROFILEWALNUT HILLS COMMUNITYCINCINNATI, OHIOJANUARY, 1974

<u>Population</u> ^{1/}	<u>Walnut Hills</u>	<u>East Walnut Hills</u>	<u>Total Walnut Hills Community</u>
<u>Population in Households</u>			
Black	11,000	1,950	12,950
White	1,900	2,750	4,650
Total	12,900	4,700	17,600
Percent Black Population	85%	41%	73%
Population in Group Quarters	600	550	1,150
Total Population	13,500	5,250	18,750
<u>Housing Units</u>			
Total Housing Stock ^{2/}	5,960	2,640	8,600
Occupied Units/Households	5,220	2,270	7,490
Vacancy Rate	12%	14%	13%
Household Size	2.47	2.07	2.35
Average Household Income ^{3/}	\$6,780	\$14,600	\$9,150

^{1/} Gladstone Associates estimates.

^{2/} Excludes units seriously dilapidated and/or unfit for human habitation.

^{3/} In 1973 constant dollars.

Source: Gladstone Associates.

private redevelopment efforts will be most intense. The rate of household formations is projected to decline during the 1980's as private market forces once again become dominant.

Population, Household and Income Projections

Population declines of the early 1970's are expected to reverse with the advent of public action, and by 1980, the community will have approached its 1970 population of 19,470. Population growth during the decade of the 1980's is projected to average 110 persons annually, resulting in a 1990 population level of 20,500 -- still far short of the 1960 population of 26,000.

Households in the Walnut Hills Community are projected to increase at a slightly faster rate than the population due to a continually declining household size. The community is projected to have 7,510 households in 1975, with an average

household size of 2.35. By 1990 the number of households is expected to reach 8,870, while the average size will have declined to 2.18. The majority of population and household growth will be concentrated in Walnut Hills rather than East Walnut Hills.

The average income of a household in Walnut Hills is not expected to increase dramatically -- in real dollars -- over the next fifteen years. The elderly and the low level wage earner have been and will be particularly hurt by high inflation rates in the short-term. Consequently, we have kept average income almost stable from 1970 to 1975, and have projected annual increases of less than one percent until 1990, when the average income level reaches \$10,820. Future levels of support for community retail space will be derived directly from these income projections.

Population, household and income projections are displayed in Table 10.

Table 10. POPULATION, HOUSEHOLD AND INCOME PROJECTIONS

WALNUT HILLS COMMUNITY

1970-1990

	<u>1970</u>	<u>1975</u>	<u>1980</u>	<u>1985</u>	<u>1990</u>
<u>Walnut Hills</u>					
Population	14,053	13,550	14,100	14,480	14,800
Households	5,396	5,230	5,650	5,920	6,170
Household Size	2.49	2.47	2.39	2.34	2.30
Income ^{1/}	\$6,774	\$6,800	\$7,070	\$7,420	\$7,860
<u>East Walnut Hills</u>					
Population	5,416	5,260	5,300	5,420	5,700
Households	2,350	2,280	2,360	2,500	2,700
Household Size	2.07	2.06	2.00	1.95	1.90
Income ^{1/}	\$14,534	\$14,660	\$15,390	\$16,390	\$17,600
<u>Walnut Hills Community</u>					
Population	19,469	18,810	19,400	19,900	20,500
Households	7,746	7,510	8,010	8,420	8,870
Household Size	2.37	2.35	2.28	2.23	2.18
Income ^{1/}	\$9,128	\$9,200	\$9,640	\$10,180	\$10,820

^{1/} In 1973 Constant Dollars

Source: Gladstone Associates.

Chapter III

Retail Development Potentials

Retail activity in the Walnut Hills Community has declined considerably from the days when Peebles Corner was considered one of the major crossroads of Cincinnati, and quality stores attracted the "well-to-do" from throughout the city. Today the majority of remaining merchants in Peebles Corner have reoriented merchandise lines to a lower income customer, and the few existing top quality stores draw over 90 percent of their business from outside Walnut Hills. Vacancies abound throughout the three retail nodes of Walnut Hills; for example, in Peebles Corner alone 20 percent of store fronts are vacant.

Revitalization of the retail centers in Walnut Hills will be a complex process combining private and public efforts. Many suggestions have been offered on ways to improve the shopping districts -- from surface changes to traffic patterns to store types. This chapter places a number of

suggestions in an economic framework and projects the most likely configuration of the three retail nodes -- Peebles Corner, DeSales Corner and Lincoln-Gilbert -- by the year 1990. All projections acknowledge that the Walnut Hills Community and the retail centers have changed dramatically over the past 20 years, and that neither is likely to return to its former economic strength. Future viability of the retail corners will be determined largely by support generated from the surrounding community. Consequently, the retail forecasts will have the greatest chance for success if implemented in conjunction with residential improvement programs.

The following sections further detail the existing retail character and inventory, project future levels of supportable retail space and provide program recommendations.

Calculation of Store Space: Methodology

A detailed inventory of existing store space in the three retail centers of Walnut Hills was needed to determine present levels of supportable space, merchandise types and quality of store types. Projections based on this inventory could then be made of future levels of supportable space and over or under-supplied store types.

In order to obtain a count of the total square feet of retail space, we paced the front room, or "selling space," of each store in each retail center. Concurrently with the pacing, the merchandise type was recorded and given a quality rating (purely judgemental). Estimates were made of the potential selling space of the vacant stores. The statistics on selling space were then converted into estimates of "gross leasable area" for each store and for the total retail center.

The following information on the character of the retail centers is drawn from observations, the retail inventory, and the retail and housing questionnaires.

Peebles Corner

Peebles Corner is currently estimated to encompass 257,100 square feet of retail space (gross leasable area) of which 39,000 square feet, or 15.2 percent is vacant. Ninety-seven stores are occupied and 24 are vacant. These figures can be compared roughly with a survey taken in 1965 by the Central Trust Bank which reported 144 occupied stores and 15 vacant stores.

The 52 convenience stores -- grocery, drug, hardware, etc. -- comprise 52 percent of the total square footage. Twenty-six comparison goods stores -- general merchandise, apparel and furniture (G.A.F.) require 43 percent of the total space, and 19 personal services establishments -- laundries, beauty and barber shops -- occupy the

remaining 5 percent of space.

The Peebles Corner retail area is physically quite large, extending 8 blocks along McMillan Avenue from Boone Street to Victory Parkway and three large blocks along Gilbert Avenue from Florence Avenue to William Howard Taft Road. The shopping area on McMillan to the east of Gilbert Avenue appears to be better maintained and evokes a more pleasant atmosphere than its counterpart to the west. Peebles Corner is entirely lacking in a focal point of activity.

In conjunction with the retail inventory, a quality rating was given to each store based on a combination of factors, including physical appearance, type and availability of merchandise. Among the stores in Peebles Corner, 4 percent were judged as excellent, 19 percent as good, 47 percent as fair and 30 percent as poor. Such a large percentage of poor stores

combined with the high vacancy rate indicates a potential for compacting the retail district. As the analysis of supportable space will show, many of the stores are marginal operations and will more than likely add to the inventory of vacant space in the future.

Several of the thrift stores classified as poor, however, are indigenous to changing neighborhoods such as Walnut Hills and are actually very useful in serving the needs of the poor. Surface improvements could be used to upgrade the appearance of these stores.

Retail Questionnaire. During the latter half of July, 1974, two questionnaires were randomly administered in the Walnut Hills Community; one to many of the store managers in the retail focus areas, and the second to approximately 15 percent of the residents in the housing focus areas. From these admittedly

unscientific questionnaires we were able to better understand store characteristics and customer attitudes. The following store traits were revealed in Peebles Corner:

1. The majority of stores in the survey are rented -- 67 percent of the total with the average rent estimated to range between \$4.00 and \$5.00 per square foot.
2. Most establishments are either fairly new or quite old. Forty percent have been in existence for over 20 years and 33 percent were founded in the past five years.
3. Business conditions -- even given the current state of the national economy -- are not as bad as one might expect. Only 27 percent of the stores described business as poor, a percentage remarkably close to the 30 percent quality range of "poor stores."
4. The majority of establishments -- 40

percent -- feel that business has been improving recently, although 33 percent do feel that it is worse.

5. Very few stores plan improvements in the near future and almost none of the stores surveyed plans to move away from Peebles Corner.

An average percentage inflow of customers into Peebles Corner from outside the Walnut Hills Community was difficult to determine. Most of the older stores feel that over 50 percent of their business is from established customers outside the community while some of the newer stores are totally dependent on community residents for trade. In addition, an undetermined number of customers shop at Peebles Corner by virtue of its location as a transfer point on several major bus routes. Consequently, the percentage inflow of business can only be approximated. Estimates are that the average GAF store

in Walnut Hills receives 35 percent of its sales from shoppers residing outside Walnut Hills and the average convenience store receives 16 percent of its business from outside the area.

Community Questionnaire. The community questionnaire revealed many of the shopping habits of the residents of the northern and southern housing focus areas and of a sampling of shoppers in the retail nodes. Grocery, convenience and apparel shopping were emphasized in the survey and findings are discussed below.

1. 71 percent of the residents surveyed do their grocery shopping at Krogers — the only large food store in Walnut Hills. The majority of the remaining residents shop at smaller neighborhood food stores.
2. 51 percent of those shopping at Krogers drive to the store — in contrast to initial assumptions that if a car were

available, shoppers would go elsewhere.

3. 70 percent of surveyed residents grocery shop at least once a week.
4. The majority of drug store items are bought at Beckers in DeSales Corner.
5. Laundry and dry cleaning establishments scattered throughout Walnut Hills are all equally patronized.
6. 46 percent of those surveyed never eat in restaurants, but of those who do eat out, the majority prefer restaurants elsewhere in Cincinnati.
7. By far the majority of residents surveyed buy clothes in downtown Cincinnati. Only 14 percent buy most of their clothes in Walnut Hills.
8. Few of the surveyed residents had many complaints concerning the retail centers. The biggest problem seemed to be that the quality of goods is poor (36 percent), followed by a concern over safety (34 percent). Only 25

percent considered parking inadequate.

9. Of those suggesting new stores for the area, 36 percent suggested a grocery store, 25 percent suggested clothing stores, and the remainder of replies were scattered among other stores such as shoe, drug and a discount store.

DeSales Corner

The 32 stores at DeSales Corner contain an estimated 61,200 square feet of space (gross leasable area), of which 20,000 square feet — or 33 percent — is vacant. Of the 20 occupied stores, 10 are service-oriented (laundry, beauty or barber), 8 are convenience stores, and 2 sell comparison goods merchandise. Becker Discount Drugs has been placed into this latter category since the actual goods sold are more of a general nature than a drug store type. In 1965, the Central Trust Bank survey reported a total of 33 similarly occupied establishments at

DeSales Corner and 7 vacant ones.

The DeSales shopping district extends along Woodburn Avenue from Burdette Avenue to Chapel Street, and along Madison Road from Victory Parkway to Hackberry Street. Most of the stores in the older buildings are of poor quality or are vacant, but Beckers Discount Drug complex is modern and quite successful -- drawing 80 percent of its business from Walnut Hills and East Walnut Hills.

Retail Questionnaire. The retail survey at DeSales Corner revealed the following characteristics.

1. 75 percent of the businesses rent stores at rents ranging between \$3.50 and \$4.50 per square foot.
2. Most of the stores were started within the past five years (50 percent). Only 13 percent are over 20 years old.
3. 50 percent of the establishments report business as good to excellent. 57 per-

cent feel business has improved in the past five years, 14 percent feel it has gotten worse.

4. The majority of surveyed firms (72 percent) plan no improvements for the near future and 88 percent plan to stay in DeSales Corner.
5. Over 90 percent of sales at DeSales Corner are to residents of Walnut Hills.

Lincoln-Gilbert

The Lincoln-Gilbert retail area is primarily a convenience center for the neighborhood. Of the estimated 26,100 square feet of gross leasable area, 50 percent is vacant. Twelve of the occupied stores sell convenience goods items and 11 are personal services establishments. Eighteen store fronts are vacant. The quality of the stores at Lincoln-Gilbert is not outstanding. Seventy-eight percent are rated as fair, 17 per-

cent as poor in quality, and none as excellent.

The Lincoln-Gilbert retail area extends along Lincoln from Melrose to Monfort and along Gilbert from Chapel to Melish. The retail survey of Lincoln-Gilbert indicates that many of the stores are doing poorly and that business is declining. Most of the stores are rented and rents are low -- under \$2.50 per square foot. The Lincoln-Gilbert retail focus is unstable and is likely to remain so for the next several years.

Supportable Retail Space: 1974 and 1990

The Walnut Hills Community currently contains 272,400 square feet of occupied retail space in the three retail focus areas of Peebles Corner, DeSales corner and Lincoln-Gilbert. As discussed in the previous section, a considerable amount of this space is of poor quality and is a marginal operation. To determine how

much of this space and what types of merchandise are over (or under) supplied at present and will be in the future, we used a formula based on the aggregate income of the community. The sections below first describe the methodology used and then discuss the amount of space found to be supportable.

Methodology. Four sequential mathematical steps are used in the calculation of supportable retail space. The basis for all steps is the 1970 Census data on average household income and a derived estimate of 1974 income. Average household income for 1974 is multiplied times the estimated number of 1974 households to obtain an aggregate personal income. The following steps are then taken:

1. The percentages of personal income allocated by the average household to specific merchandise types are multiplied times the aggregate personal

income to obtain a total retail purchasing potential. For example, 18.3 percent of income has been allocated for food expenses.

2. Not all expenditures by residents will be made in Walnut Hills, so a percent capture rate that could be expected by local stores was multiplied times purchasing potential. For example, food stores in Walnut Hills can be expected to capture 61 percent of total food expenditures made by the residents of Walnut Hills.

3. Actual retail expenditures by residents within the community are then supplemented by "in-flows" of money from non-residents. Therefore, a percent of total retail expenditure was determined as "in-flow."

4. Once total retail expenditure potentials were calculated either (a) existing square footage was divided

into it to obtain a current sales productivity level, or (b) a more economic sales productivity level was divided into it to obtain the amount of over (under) supplied space. Sales productivity requirements for economic operation -- expressed in sales per square foot -- are based on standards developed nationally. At the local level, the results might be somewhat different, but not significantly.

Supportable Retail Space: 1974.

Stores in the Walnut Hills retail areas are currently estimated to be operating on the average well below standard productivity levels. Estimated sales productivity for all merchandise types is \$59 per square foot, approximately \$50 below the level needed for a quality economic operation. The only exception is for the food stores where sales are estimated to be well above the required \$175

per square foot sales level. This undersupply of grocery stores is immediately evident to any observer of the community. The remaining stores are able to survive at such low sales levels due to a combination of the following factors: low rent, few employees, low wages, reduced profits, and minimal improvements.

If expenditures in the Walnut Hills retail areas were to go only to stores operating at the standard economic productivity level, the area would be oversupplied by 84,000 square feet of space, of which 55,300 square feet would be in comparison goods (G.A.F.) merchandise and 28,700 in convenience goods merchandise. The majority of community residents shop for G.A.F. type merchandise in downtown Cincinnati or at the newer shopping centers where choice and quality are greater. The amount of comparison space at Peebles Corner will gradually diminish as a per-

centage of total space as the marginal stores are phased out.

Table 11 illustrates the amount of over and undersupplied store space in the Walnut Hills Community at the present time. Note that very marginal space has been omitted from the existing inventory in order to provide a more accurate picture of the amount of space which is not now economically supported but could possibly be in the future.

Supportable Retail Space: 1990. Estimates are that by 1990 -- if the current decline in the Walnut Hills retail and residential areas is reversed by effective private and public actions -- the total retail expenditure potential will have doubled from \$16 million to \$32 million (in 1974 constant dollars). If this occurs, the current oversupply of 84,000 square feet of space will become a 69,700 square foot deficit -- at economic levels

of operation. The only merchandise type that would remain oversupplied is drug stores, and the greatest undersupply would come in food and eating and drinking places. Table 12 illustrates the amount of economically supportable space in 1990.

Table 11. COMPARISON OF SUPPORTABLE AND EXISTING RETAIL SPACE
WALNUT HILLS COMMUNITY
CINCINNATI, OHIO
1974

<u>Type of Store</u>	<u>Square Feet Of Store Space (Gross Leasable Area)</u>		
	<u>Supportable</u>	<u>Existing^{1/}</u>	<u>Surplus/(Deficit)</u>
CAF	46,100 s.f.	101,400 s.f.	55,300 s.f.
Food Stores	48,600 s.f.	39,200 s.f.	(9,400)s.f.
Drug Stores	7,800 s.f.	15,400 s.f.	7,600 s.f.
Convenience Trade ^{2/} and Service	28,200 s.f.	50,700 s.f.	22,500 s.f.
Eating and Drinking	10,700 s.f.	18,700 s.f.	8,000 s.f.
Total	141,400 s.f.	225,400 s.f.	84,000 s.f.

^{1/} Excludes stores identified as substandard and very marginal; based on 1974 store inventory.

^{2/} Includes barber shop, beauty shops, dry cleaners, laundromats, shoe repair shops, book and stationery, gift, novelty and souvenir shops, jewelry stores, music stores, sporting goods stores and florists; excludes gasoline service stations.

Source: Gladstone Associates.

Table 12. COMPARISON OF SUPPORTABLE AND EXISTING RETAIL SPACE
WALNUT HILLS COMMUNITY
CINCINNATI, OHIO
1990

<u>Type of Store</u>	<u>Square Feet Of Store Space (Gross Leasable Area)</u>		
	<u>Supportable</u>	<u>Existing^{1/}</u>	<u>Surplus/(Deficit)</u>
GAF	104,200 s.f.	101,400 s.f.	(2,800) s.f.
Food Stores	83,500 s.f.	39,200 s.f.	(44,300) s.f.
Drug Stores	16,600 s.f.	15,400 s.f.	1,200 s.f.
Convenience Trade ^{2/} and Service	54,800 s.f.	50,700 s.f.	(4,100) s.f.
Eating and Drinking	38,400 s.f.	18,700 s.f.	(19,700) s.f.
Total	297,500 s.f.	225,400 s.f.	(69,700) s.f.

^{1/} Excludes stores identified as substandard and very marginal; based on 1974 store inventory.

^{2/} Includes barber shop, beauty shops, dry cleaners, laundromats, shoe repair shops, book and stationery, gift, novelty and souvenir shops, jewelry stores, music stores, sporting goods stores and florists; excludes gasoline service stations.

Source: Gladstone Associates.

Program Recommendations

Expenditures in the retail centers of Walnut Hills can not at the present time adequately support the majority of existing stores, except for the food stores. Since purchases are spread thinly among all merchants, quality and depth of merchandise are poor and many stores are just marginal operations. With declining levels of support aggravated by the current economic downturn, a number of these stores will probably be forced to close in the near term future. Rather than introducing new replacement facilities immediately, the primary emphasis of the city over the next 12 to 18 months should be toward improving the economic performance of the remaining shops.

1. Better lighting, street furniture and plantings will help improve the total image of the retail centers.
2. A "fix-up, clean-up" campaign by the

individual merchants -- carried out simultaneously with the city improvements -- will upgrade the shops.

3. Selective acquisition and clearing of vacant facilities in marginal locations will begin to contract the size of the shopping areas and free up land areas for other uses.

A chain grocery store is the only new retail outlet which we recommend for the community at the present time. The recent closing of Albers left a considerable demand for food store space. Support exists for either a Kroger's expansion (approximately 15,000 square feet) or a competitive, moderate sized grocery chain of 15,000-20,000 square feet.

As new housing units are constructed in the Walnut Hills community and as the population decline is reversed, expenditures in the retail centers are expected to double from the current \$16 million per year to

\$32 million. Marginal stores will become more profitable, merchandise quality will improve and better quality stores will begin to replace those that are phased out. At this stage the city can begin to exert a positive control over the direction of development -- particularly at Peebles Corner. Merchants in fringe locations who wish to upgrade their space should be encouraged to move closer to the heart of activity. (The majority of the store owners interviewed during the course of the study expressed a strong desire to remain in Walnut Hills.) Similarly, all new stores should be required to locate in vacated space in close-in buildings.

The incremental increase in demand for new retail space between 1975 and 1990 will equal an estimated 70,900 square feet of which 63 percent is for food stores. The 72,000 square feet of vacant space currently available in the community is more than

adequate to absorb the 26,600 square feet of non-food store space, although this would not be entirely desirable either aesthetically or physically. Selective rehabilitation of existing structures or construction of a small pedestrian-oriented shopping mall might help to attract new, non-food store types.

Table 13 shows the incremental amount of retail space which is not now present in Walnut Hills retail centers, but can be supported over the period to 1990.

As shown in the table, little additional support will be generated for G.A.F. type merchandise since the downtown and suburban shopping centers will continue to exert a stronger pull on the shopper.

1. Peebles Corner will become primarily a convenience center for all community residents and many bus commuters, and should be the focal area for the majority of public and private

development activity.

2. DeSales Corner should continue to develop as a neighborhood convenience and small office center. Expansion and/or redevelopment of office space by private sources such as Burke and Hamilton Mutual will help to stabilize the position of DeSales Corner by supplementing resident expenditures with those of office employees.

3. The corner of Lincoln and Gilbert is characterized by many vacancies and an oversupply of personal service and convenience-type stores. Compaction of the center and surface improvements, however, should be sufficient to solidify its position as a center for small, neighborhood-serving convenience stores and service-type office space (medical, legal, real estate, banking, etc.)

Table 13.

RECOMMENDED DEVELOPMENT PROGRAM FOR INCREMENTAL NEW SPACE
PEEBLES, DESALES AND LINCOLN-GILBERT RETAIL CENTERS
WALNUT HILLS COMMUNITY
1975-1990

	<u>Peebles Corner</u>		<u>DeSales Corner</u>		<u>Lincoln-Gilbert</u>	
	<u>Space</u>	<u>Number of Stores</u>	<u>Space</u>	<u>Number of Stores</u>	<u>Space</u>	<u>Number of Stores</u>
<u>Food Stores</u>						
New Chain	15,000 s.f.	1	13,000 s.f.	1	0	0
Existing Expansion	5,000 s.f.	--	--	--	--	--
Specialty	4,300 s.f.	2	2,000 s.f.	1	5,000 s.f.	2
Subtotal	24,300 s.f.	3	15,000 s.f.	2	5,000 s.f.	2
<u>Eating and Drinking</u>						
Carry-Outs	3,000 s.f.	2	0	0	3,000 s.f.	2
Coffee Shops	2,700 s.f.	1	1,300 s.f.	1	0	0
Restaurants	5,000 s.f.	2	4,700 s.f.	2	0	0
Subtotal	10,700 s.f.	5	6,000 s.f.	3	3,000 s.f.	2
<u>G.A.F.</u> ^{1/}	2,800 s.f.	2	0	0	0	0
<u>Convenience Trade and Service</u>	2,000 s.f.	2	1,300 s.f.	2	800 s.f.	1
<u>Total</u>	39,800 s.f.	12	22,300 s.f.	7	8,800 s.f.	5

^{1/} General Merchandise, Apparel and Furniture.

Source: Gladstone Associates.

Chapter IV Residential Development Potentials

The number of dwelling units in the Walnut Hills Community declined dramatically over the past fourteen years, from 10,100 units in 1960 to an estimated 8,600 units in 1974. Since 1966, demolitions have exceeded new construction by almost three to one -- although this ratio has declined in recent years. Concurrent with the decrease in the housing stock has been an increase in the vacancy rate and a rapid decline in population as families move to other Cincinnati communities.

The majority of families interviewed in the neighborhoods expressed a desire to remain in Walnut Hills -- indicating that demand for new and renovated housing will primarily be a function of supply. An influx of construction and renovation capital will be required to provide this supply, and reverse the past trends.

If public and private funds are avail-

able, we estimate that between 1,500 and 2,000 new housing units could be supported in the Walnut Hills Community by 1990. Demand for approximately 70 percent of these units will come from Walnut Hills; the remaining demand will be generated in East Walnut Hills. If funds are not available for subsidized housing for an estimated 40-50 percent of the units -- particularly in Walnut Hills, total demand should be reduced accordingly. Conventional housing should carry moderate prices and rents, except in East Walnut Hills where higher density/higher priced units are potentially affordable and will be developed naturally by the private market.

Two residential areas of Walnut Hills were identified by the City of Cincinnati as requiring a concentrated public redevelopment effort. The following sections discuss these areas and recommend

construction programs for each for the period 1975 through 1990.

Northeast Housing Focus

The northeast housing focus area contains approximately 73 acres and is bounded by Gilbert Avenue on the west, Taft on the south, Victory Parkway on the east and Melish on the north. The neighborhood is composed mainly of small, detached homes and is served by a number of community facilities such as schools, parks, churches and a recreation center. Intermingled with the occupied homes are a number of vacant and gutted buildings which detract from the image of the neighborhood.

A recent windshield survey of buildings by Walnut Hills citizens and the Department of Urban Development revealed that of the approximately 420 dwelling units in the northeast quadrant, 84 percent are sound or need only minor repairs,

12 percent need major repairs and 4 percent are substandard. The large percentage basically sound buildings indicates that little clearance and new construction will be required in this housing area, but rather a policy of rehabilitation of existing structures. Vacant properties and small areas of concentrated structural deterioration can be acquired and cleared for new construction. In this way the expensive and often very disruptive process of family relocation can be minimized.

A survey of approximately fifty households in each housing focus area was taken to determine housing characteristics and community attitudes. Results of this unscientific questionnaire reveal that the majority of residents prefer to live in Walnut Hills, and, as residents, overlook -- or are not bothered by -- many of the "problems" noticed by non-residents. The following points summarize the major

results of the survey of the residents of the northeast housing focus area.

1. The majority of residents surveyed (43 percent) have lived in Walnut Hills over 24 years, adding a stable presence to the neighborhood. Thirty percent of those surveyed, however, have been residents for less than 10 years.
2. Fifty percent of surveyed residents moved to Walnut Hills because they liked it and 32 percent because housing costs were low.
3. Seventy-one percent of those surveyed own their home and 29 percent rent.
4. Monthly rents -- including utilities -- range between \$75 and \$150 for 72 percent of those interviewed. No one paid over \$200 per month for rent.
5. The survey indicates that small households are prevalent in the northeast housing focus area. Sixty-five per-

cent of the households have no children at home and 19 percent have only one or two.

6. The major complaint (57 percent of those surveyed cited the problem) is with the high number of home burglaries. Muggings and/or robberies were next mentioned (41 percent), followed by inadequate street lighting (31 percent) and inadequate recreation facilities (27 percent). The item receiving the least number of complaints was public transportation (only 12 percent feel it is poor).

The biggest change facing the northeast housing area in the near future will be the extension of Melish Avenue through the northern half of the neighborhood. This bisection will effectively turn the southern half into the focal point of activity and reduce the size of the neighborhood.

Detailed construction program recommendations for both housing focus areas are in the final section of this chapter.

Southwest and Southeast Housing Focus Areas

The Southwest and Southeast housing focus areas have approximately 1.5 times the land area of the northeast housing area and over twice the number of dwelling units. The Southwest focus area is bounded roughly by McMillan on the north, I-71 on the west, and Gilbert on the south and east. The Southeast focus area is the concentration of residences south of McMillan and east of Gilbert.

Southwest Focus Area. This housing quadrant is one of the major areas of concern within Walnut Hills since, to a certain extent, it is a reflection of all the problems of the community intensified in one area. In this neighborhood the houses are dense, the streets are narrow, and non-conforming uses such as auto body shops are

scattered among the residences. Abandoned and gutted homes are frequent sights, particularly along Concord near Morgan and Burbank.

The steep topography of the southwest housing focus area and the scattered nature of the vacant and substandard buildings decreases the feasibility of total clearance, and suggests a program of selective acquisition and demolition of vacant buildings and substandard blocks in conjunction with new residential construction. This effort, in combination with some rehabilitation, better street circulation, and improved social services should begin a revitalization of the hilltop neighborhood.

The Department of Urban Development building condition survey revealed that only 70 percent of the approximately 270 dwellings in the southwest housing focus area are sound or need only minor repairs. Seventeen percent of the structures require major repairs

and 13 percent are substandard. The large number of buildings which are substandard and in need of major repairs further reinforces the need for a continuous acquisition and demolition program to clear substandard blocks for new construction.

Southeast Housing Focus Area. Since the Southeast Housing Area is much less dense than the Southwest quadrant and circulation is better, housing and environmental problems are less aggravated. Building conditions are similar to those in the Southwest area -- 65 percent of the buildings are sound or in need of minor repairs and 35 percent are in need of major repairs or substandard -- but since neighborhood problems are less intense, a program of housing rehabilitation, in conjunction with the removal of vacant, substandard structures, should be sufficient to begin the upgrading and

and renewal of the neighborhood.

Residential Questionnaire. The characteristics of the households surveyed in the Southwest and Southeast housing focus areas are considerably different from those in the northeast housing area, as summarized below.

1. Area residents have lived in Walnut Hills for a much shorter period of time. Forty-eight percent of surveyed households have moved to Walnut Hills since 1965. Only 10 percent have lived in the community over 24 years.
2. Twenty-six percent of those surveyed moved to Walnut Hills because of urban renewal programs. Twenty-eight percent moved because they feel the area has good quality housing.
3. Fifty-eight percent of the households surveyed own their home, 42 percent rent.
4. Rents are somewhat higher than in the

northeast area. Sixteen percent of respondents pay over \$200 per month including utilities, although the average rent is between \$75 and \$150 per month.

5. Households are larger. Thirty percent report over 3 children per dwelling unit.
6. The majority of those surveyed (55 percent) feel that loitering teenagers create the most problems. The next most common areas of complaint were inadequate recreation facilities (41 percent), burglaries (39 percent), muggings (37 percent), and poor police protection (35 percent).

Program Recommendations

The main objective of the residential program in Walnut Hills should be to achieve a degree of stabilization within the community by stemming the household exodus and by lowering the vacancy rate. New housing opportunities should be created

through multi-family construction and selective rehabilitation of existing homes, many of which are now vacant. An increase in the number of households resident in Walnut Hills is absolutely necessary for economic revitalization of both the residential and retail components of the community.

The delineation of a specific residential program for Walnut Hills is difficult since most applicable federal housing programs have been suspended, and no definite programs have been accepted for their replacement. In addition, the current economic downturn coupled with high inflation rates is making the production of low to moderate income housing units by a private builder almost impossible. Consequently, we would consider our residential program recommendations as "targets" which should be met as closely as possible given available funds

and economic climate. Until the economy turns up, little construction of any type is likely to take place.

Although demand in an inner-city neighborhood is to a great extent a function of supply, we calculate that there will be a need for approximately 640 housing units in Walnut Hills between 1975 and 1980. This demand results from an increase of 420 new households, a 20 unit vacancy margin and the demolition of 200 substandard units which are currently occupied. We estimate that 80 of these 640 required units will be supplied by the conversion of large dwellings and the remainder (560) by new construction. Construction of 380 units will be required between 1980 and 1985 and 330 units between 1985 and 1990, as shown in Table 14. Potential demand for new housing can be met by the construction of moderate sized (75 to 100 units) apartment projects on blocks which now contain

a majority of substandard units and by small projects (5 to 10 townhouse units) interspersed among existing, sound dwellings.

The number of recommended demolitions would make possible the removal between 1975 and 1980 of 80 percent of the homes in the three housing focus areas identified as substandard or in need of major repairs. Residents of the units which will be demolished should be relocated in newly constructed replacement housing if they so choose. The 325 demolitions estimated for the period 1980 to 1990 should be sufficient to clear the community of the majority of remaining, presently substandard housing units.

Rehabilitation is recommended for all units in need of only minor repairs in order to reduce the level of expensive new construction required and to preserve a diversity of housing type and housing

choice in the community. Therefore, we have targeted 310 housing units for rehabilitation over the next 15 years. If this goal is met, all the housing units in the southwest, southeast, and northeast housing focus areas in need of only minor repairs will be returned to sound condition.

Care should be taken, however, to assure that residents will not be forced from their homes during rehabilitation if adequate replacement housing in Walnut Hills is not available. Otherwise, retail and residential support will decline accordingly. Each rehabilitation should be given careful consideration and vacant units should be "rehabbed" first. As many units as possible should be sales, rather than rentals, at low and moderate prices, in order to increase owner-occupancy in the community.

The mix of new housing types targeted

for construction between 1975 and 1980 in the Southwest and Northeast focus areas of Walnut Hills is illustrated in Table 15. Emphasis in the Southeast area is considered to be primarily on rehabilitation. Townhouse and garden style units are proposed in order to preserve the scale of the neighborhood, although one mid-rise structure is recommended for the elderly. A townhouse is defined here as a two or three story attached structure (usually quite narrow) which is designed for one family. A garden apartment building is generally three stories (walk-up) and contains a number of apartments on each level. Townhouses are thought to be best suited for families with children, while garden units are best for small households and the elderly.

The proportion of three and four bedroom units to total units is greater in the northeast housing focus area than in the southwest housing area in order to encourage an

increase in the number of families in that neighborhood. Family-oriented facilities such as schools, parks and recreational centers are most prevalent in the northeast area.

The recommended residential construction program for 1975 to 1980 is divided equally among subsidized and conventional units. Since 50 percent of the families and individuals in Walnut Hills currently earn under \$5,000 each year, and since many of these residents will be relocated by demolitions or rehabilitation, we feel that at least 50 percent of new construction must of necessity be subsidized.

We would expect that sale prices for townhouses would range between \$29,000 and \$35,000 for units of 1,400 to 1,600 square feet. Rents for conventional apartment units would range between \$100 and \$250 per month while rents for subsidized units would fall between \$65 and \$145 per month.

Density of new construction in the north-east housing quadrant would average 9.2 units per acre. The southwest focus area would average 11.4 units per acre.

Table 14. TARGET LEVEL OF CONSTRUCTION AND REHABILITATION
WALNUT HILLS
1975-1990

	Number of Units			Total Change 1975-1990
	1975-1980	1980-1985	1985-1990	
I. Supportable New Construction				
Projected New Households	420	270	250	940
Plus Vacant Units @ 5% Vacancy Rate	20	15	10	45
Plus Demolitions	200	175	150	525
Less Conversions	80	80	80	240
New Required Housing	560	380	330	1,270
II. Rehabilitation	100	100	110	310

Source: Gladstone Associates.

Table 15. RECOMMENDED CONSTRUCTION PROGRAM
WALNUT HILLS
1975-1980

	Northeast Housing Focus Area		Southwest Housing Focus Area		Total Walnut Hills	
	Number	Percent	Number	Percent	Number	Percent
New Housing Units						
Conventional Units						
<u>Sale Units</u>						
Townhouse	50	22%	50	15%	100	18%
<u>Rental Units</u>						
Townhouse	30	13%	40	12%	70	12%
Garden	50	22%	60	18%	110	20%
Subtotal	130	57%	150	45%	280	50%
Subsidized Units						
<u>Sale Units</u>						
Townhouse	0	0%	0	0%	0	0%
<u>Rental Units</u>						
Townhouse	70	30%	50	15%	120	22%
Garden	30	13%	50	15%	80	14%
Midrise/Highrise	0	0%	80	25%	80	14%
Subtotal	100	43%	180	55%	280	50%
Total Units	230	100%	330	100%	560	100%

Source: Gladstone Associates.

Chapter V

Office/Industrial Development

Office and industrial development of selected sites within the Walnut Hills Community offers an alternative course of action to the previously discussed retail and residential programs. New industries could provide jobs for Walnut Hills residents while new office space would bring more people into the community, increase support for the retail stores, and also create additional jobs for residents.

The development of office space in an in-town community can often be beneficial for the area and complement existing downtown space. Image, however, and a proven market are important to the speculative office developer, and on these two points Walnut Hills might encounter difficulty in selling itself.

Although industrial development is very desirable from the standpoint of new jobs, the process of attracting new industries is extremely competitive -- par-

ticularly in regard to clean, labor-intensive companies, and could be a very expensive venture for the city. In addition, concentrated industrial activity can change the image of a neighborhood and its desirability as a place of residence.

The following sections examine in more detail the office and industrial markets of Cincinnati and Walnut Hills, and set forth recommendations for future areas of action within the community.

Office Market

Metropolitan Area. Office space in the Cincinnati Metropolitan Area totaled 6.0 million square feet in 1973. Of this space, 70 percent is located in the Central Business District, with the remainder being distributed equally among the suburban office parks.

Overbuilt conditions in the Cincinnati office market in 1973 contributed to a

very high vacancy rate of 19 percent -- 1.1 million square feet of space. The suburban office market was the softest with an average vacancy rate of 22 percent. Vacancies in the Central Business District averaged 16 percent. Indications are, however, that CBD vacancies have declined to a more reasonable, but still high, 12 percent over the past year.

Rents in downtown Cincinnati office buildings range from \$3.75 per square foot in the older buildings to \$8.50 per square foot in the newer, more prestigious buildings. Suburban office rents range from \$5.00 to \$7.00 per square foot.

Walnut Hills. The Walnut Hills Community contains five major office buildings totaling 200,700 square feet and numerous small single tenant buildings -- the latter often being converted dwelling units. The major office buildings were built between 1959 and 1961 when the down-

town was declining and Victory Parkway was thought to be the emerging area of development. The Central Business District has since reversed its decline and some of the firms in Walnut Hills -- such as I.B.M. -- have moved back downtown.

These office buildings have an extremely high vacancy rate of 53 percent at the present time. The rents being asked -- \$3.50-\$5.50 per square foot -- are well below market levels, but new tenants are not being attracted. Conversations with leasing agents and realtors indicate that it is not only the soft office market which is hurting these buildings, but also the declining image of Walnut Hills. Many firms fear for the safety of their employees or worry about their ability to attract new employees.

With over 100,000 square feet of office space currently on the market in Walnut

Hills and moving slowly, it is doubtful that a private office developer could be attracted to the area in the near term future. Land and construction costs would be too high, rents too low, and the rent-up pace too slow to give him a satisfactory return on investment. Any office space constructed would of necessity be for a predetermined client.

The possibility exists, however, that the expansion of Burke or Hamilton Mutual at DeSales Corner might make some unique, modern space (5,000-10,000 square feet) available for small users, and trigger an increase in office space demand at that location. Architectural and engineering firms often seek environmental qualities not available in large, high-rise office buildings. Unfortunately, this type of demand is difficult to predict, and although it should be encouraged, it should not be a basic component of a redevelop-

ment plan.

Industrial Market

Metropolitan Area. In 1973 the 38 industrial parks in the Cincinnati Metropolitan Area contained 6,300 acres of land. Sixty-five percent of this acreage -- 4,100 acres -- remains to be sold at prices ranging from \$5,000-\$92,500 per acre. The top price would generally be for quasi-industrial land at a major highway intersection while the lower price would be either for large tracts or a more distant property without visibility or utilities. The average price for suburban industrial park property with utilities ranges from \$20,000 to \$30,000 per acre.

Industrial parks have proliferated over the last ten years in response to a desire by many industries around the country to have most of the problems of site selection solved for them. In most parks, the

developer has built the roads, installed the utilities, acquired the necessary zoning, and restricted noxious activities where possible. Top sales pace for a well-conceived and well-marketed industrial park in the Cincinnati area is estimated to be 40 to 50 acres per year, while an average pace is 20-25 acres per year. Total industrial land sales in the metropolitan area -- free-standing sites as well as those in parks -- have averaged 250 to 300 acres annually since 1965.

Walnut Hills. Potentials for industrial site development in Walnut Hills are difficult to ascertain since very few inner-city sites have been marketed in recent years. Our feeling is, however, that industrial development in the southwestern segment of Walnut Hills would be limited due to the steep topography of the area and to the competitiveness of

the suburban industrial parks, and unwise due to the heavy costs that would be incurred by the city.

In order to be competitive, access to and from I-71 would require improvement and the land would have to be fully developed for industry. Both of these stages would involve a considerable clearance and relocation effort in the existing residential neighborhoods. Once the land was fully prepared, the top achievable sale price would be approximately \$30,000 to \$35,000 per acre -- well below the level needed to cover the land value and the city's costs.

Experience with industrial land sales during Queensgate I reveals that when the city was not able to subsidize the land cost, the desired labor-intensive manufacturing firms were not attracted. The selling period for Queensgate I stretched from an expected two to ten years, and

the major firms attracted were commercially-oriented warehouse and distribution centers. Very few of the goals of the city were realized and the monetary investment was tremendous.

The development of an industrial sector within Walnut Hills might well be as costly and slow as Queensgate I. If land is made available at competitive prices and aggressively marketed by the city to overcome buyer fears of inner-city safety problems, the possibility exists that 10 to 15 acres of land could be sold to labor-intensive industries over the next 15 years. If land is also sold to distribution and light industrial firms -- with less employees per acre -- the sales pace could be somewhat higher.

In summary, if the price of land is competitive and access is good, industrial firms will be attracted to Walnut Hills. However, as a result, the character of the

neighborhood will be transformed dramatically and the cost to the city could be quite high.

Chapter Program Implementation and Strategy

The following points are set forth as guidelines for effective implementation of revitalization programs in Walnut Hills. Housing and retail development are discussed as well as social action programs, citizen participation, and review and evaluation procedures.

Review and Evaluation

Planning and design efforts for Walnut Hills have now begun in a comprehensive manner. Once implementation is underway, however, all plans should be programmed for annual review and amendment, as necessary, to accommodate the changes that have taken place in the Walnut Hills community during the past year. In effect, the plan, and accompanying documents, must be treated like a capital improvement program with a one-year action program and five-year catalog of future work.

One important function of the review would be the establishment of evaluation

criteria to measure the various benefits that result from public and private investments in the neighborhood in relationship to the magnitude of the investment itself (time and money). Those programs that produce the highest cost benefit for the lowest investment would be encouraged. All federal, state and local fundings programs should be identified and evaluated as to their effectiveness and applicability to Walnut Hills.

Housing

Housing is of utmost importance for Walnut Hills. Retail outlets at all three retail centers have been negatively affected by the decline of the immediately adjacent neighborhoods, and until residential rehabilitation is begun their economic health will not be restored. Several recommendations for the implementation of the housing program are listed below.

1. Establish a meaningful and realistic

housing program with a specific set of objectives. For example, a preliminary goal for the first year might be 100 to 120 new housing units and 20-30 rehabilitated units. Once the target has been set, every effort should be taken to meet it during that year.

2. Inventory the Walnut Hills housing stock for changes created by new construction, demolitions and conversions.
3. Tabulate vacancies and chart progress toward eliminating slums and deteriorated housing.
4. Measure the effect of the housing program on the citizens of Walnut Hills. For example, the relationship between household income and rent or sales price must be maintained at reasonable levels. It is not enough to have homes for rent or sale; they must be available at rents and prices

that are affordable by the residents.

5. Consider establishing a community housing corporation which would stimulate and accelerate housing redevelopment. In other cities community housing corporations have been successfully financed through a system of guarantees provided by individuals, community organizations, local businesses, banks and other corporations and agencies with interests in urban redevelopment. The revolving fund set up by the guarantee financing is used to finance housing acquisition and rehabilitation on a break-even or better basis. The fund can be supplemented by grants from foundations or public funds to lower the effective costs of housing. In addition to development activity, the community housing corporation can seek tax abatement policies from the city, act as a focal point with local banks

to establish financing "pools" for local home buyers, provide jobs for area residents in carrying out housing rehabilitation, and act as a forum for representing Walnut Hills residents.

Retail

In a similar fashion, the retail program, since it provides much of the economic life of Walnut Hills and is a fundamental necessity to this low income area, has to be carefully planned and evaluated. Key points in the retail implementation and evaluation process are discussed below.

1. An up-to-date and accurate retail inventory is necessary at all times. The detailed inventory included in the Appendix should be used as a base and modified as follows:
 - a. Add all new or turnover stores to the inventory by name, square footage and merchandise type and quality. All new stores must be paced for square

footage.

- b. Delete all vacated stores and tabulate vacancies. Note the number of demolitions and progress on compacting the area.
 - c. Summarize retail square footage by merchandise type to point up changes in merchandise type distribution within each focus area.
2. Observe the quality and depth of merchandise available, especially in relationship to the buying habits and income levels of Walnut Hills residents.
3. Retail revitalization must be neighborhood in scale and benefit, economical, and, most of all, achievable. Existing city programs, like zoning, should be used to maximize or eliminate the need for costly public investments. For example, the following suggestions which apply specifically

to the western half of the Peebles Corner commercial area, are illustrative of the types of actions which could be implemented in the other retail centers.

- a. Zone for walk-in retail -- convenience and service type goods -- with apartments or small offices above.
- b. Prohibit major highway-oriented retail which would have little spin-off effect on neighboring stores, create an appearance of "strip" development and destroy the neighborhood scale of the center.
- c. Encourage retail in-fill where possible.
- d. Begin compaction by acquiring and clearing peripheral vacated buildings for future residential or recreational use.

Social Actions

The Walnut Hills plan contains a great many proposed improvements to the physical apparatus of Walnut Hills. Along with the physical plan, a program of social actions should be developed which would complement the physical plan. Existing social programs must continue to make their impact in Walnut Hills but new programs, not presently available, must be focused on specific actions, such as job training and retail training programs to help new merchants understand financing, marketing and the real estate implications of their retail operations.

In addition, an index of social indicators should be developed covering the various social activities in the neighborhood. For example, much is made of comments concerning crime and safety in Walnut Hills. Records could be kept on the Walnut Hills neighborhood level of crime,

and decreases or increases in crimes could be compared with improvement programs designed for Walnut Hills. In a similar fashion, welfare cases, years of school completed and other social indicators could be carefully observed in order to make sure that the community becomes stronger, not only in a physical, but in a social and individual sense.

Citizen Participation

Finally, the level of citizen participation in the planning and implementation process must be increased. Citizen involvement in the housing and retail inventories and in the monitoring of social indicators would be a first step towards this objective.

A planning office in Walnut Hills can be established to further facilitate the exchange of ideas and information between the city and the citizens. In this neighborhood office the redevelopment

plans can be kept available for public display and comments. The office could serve as a meeting place, and as the conduit for citizen participation into the planning process, especially during the annual review sessions. The offices of the community housing corporation could also be located here.

Communication of planning progress and accomplishments should be made on a regular basis, perhaps via a bi-monthly flyer issued by the planning office.

Through these processes Walnut Hills may not only become a neighborhood in which physical and social renewal is achieved, but may also point the way toward improvements in the way that citizens determine their own destinies.

TRANSPORTATION ANALYSIS

FOR WALNUT HILLS

PREPARED BY:

JHK & ASSOCIATES

ALEXANDRIA, VIRGINIA

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Introduction

The free flowing movement of persons and goods is vital to the well being of the Walnut Hills community. When there are changes in the type or intensity of land use, it is important to understand the transportation implications these changes create. Similarly, changes in the transportation system can have impacts on the most appropriate use of land.

The people of Walnut Hills have embarked on a program of revitalization and development for their community. This effort is designed to refurbish some of the area's deteriorated sections as well as enhance and expand upon the neighborhood's strengths. The Walnut Hills community is located approximately two miles northwest of the Cincinnati Central Business District (CBD), as shown in Figure 1. For the purposes of this study, the neighborhood

is bounded by Interstate Highway 71 (I-71) to the west, Gilbert Avenue to the north, Columbia Parkway to the east, and Eden Park to the south.

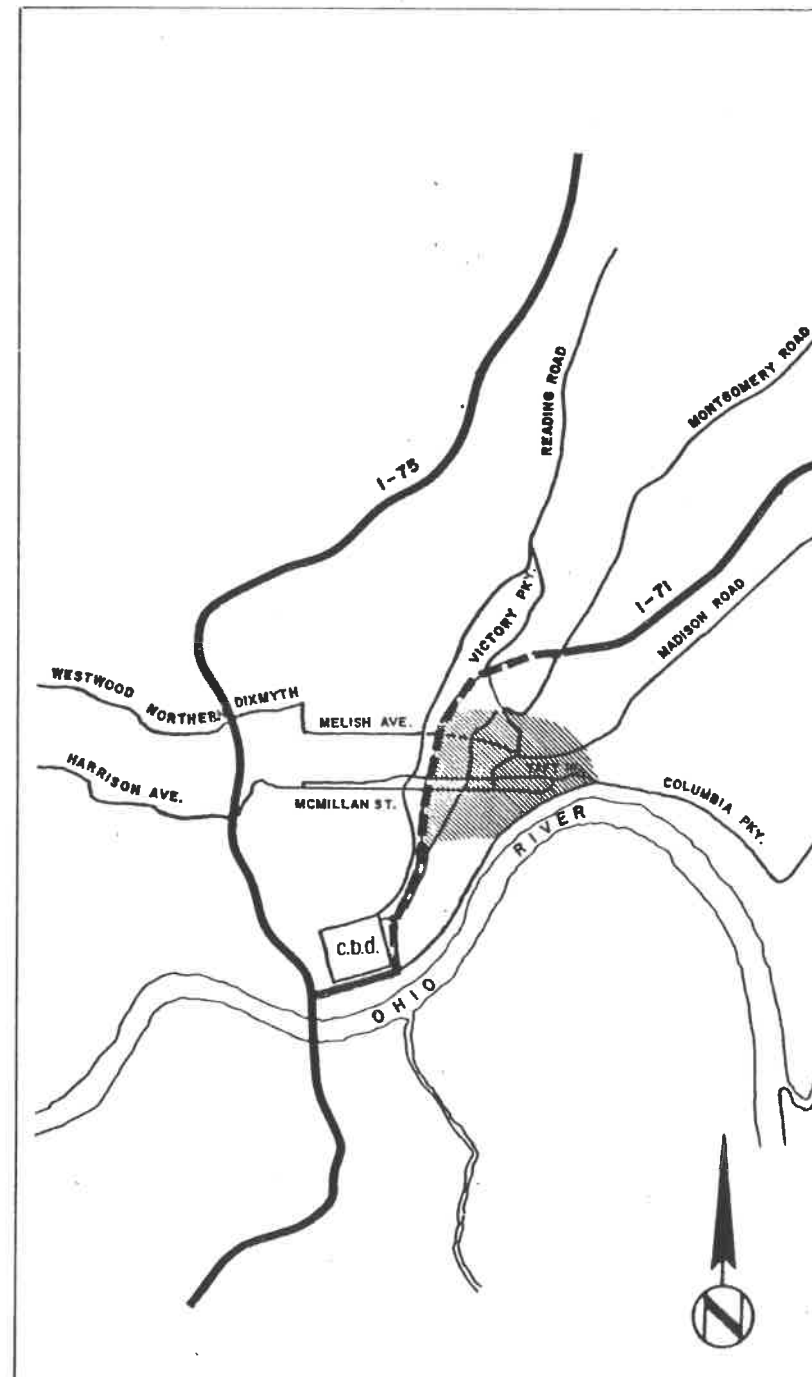
The purpose of this report is several fold: to define the transportation impacts of alternative community plans; to recommend transportation improvements which would help achieve the land use development strategies; and to offer specific solutions to identified transportation problems. The remainder of this report is divided into three sections including 1) existing transportation conditions and programmed facilities detailing the physical roadway system, traffic volumes, traffic accidents, traffic signal inventory, parking inventories, transit route operation, and programmed improvements and their impacts; 2) a description of development concepts and alternatives with their associated

trip generation and parking demands; and 3) a section which presents alternative solutions to specific problems identified in analysis of the development alternatives.

The Walnut Hills community encompasses a large geographical area and is segmented by transportation arteries of varying scale. In attempting to define an approach to the Walnut Hills plan, the planning team perceived the need to begin interconnecting the various parts of the community. To accomplish this, the concept of a community infrastructure was developed. It is conceptualized as a means of interrelating various land uses and focus areas within the community by reinforcing the existing street system in a manner that recognizes the function they perform for the community. Several classifications of streets and highways are possible, only

Location Map

Figure 1



Walnut Hills area



two basic categories will be used in this report, namely major thoroughfares and community streets.

Major thoroughfares are those streets and highways whose primary purpose is to carry high volumes of vehicles for relatively long distances from one neighborhood to another or from one part of the city to another. Major thoroughfares are used mainly by non-residents passing through the community or by non-residents who have business to transact within the community. Major thoroughfares may be distinguished by certain characteristics they have. For example, they often are controlled access highways, have medians separating opposing directions and provide for two or more moving lanes of traffic in each direction. Examples of major thoroughfares in the Walnut Hills area are Interstate Highway 71, Gilbert Avenue,

McMillan Avenue, William H. Taft Road and Victory Parkway.

In the case of Walnut Hills such thoroughfares as Victory Parkway and Gilbert Ave. are characterized by wide roadways, trees and shrubs. This treatment provides the community with a green belt and long vistas that complement the architectural heritage of Walnut Hills and enhances the visual image of the area.

Community streets serve the purpose of local land access and provide for safe movement within the community. They connect major community facilities such as schools, social and recreational centers, shopping and residential areas. Traffic using the community streets is made up mostly of residents of the community or their visitors. Traffic volumes on community streets are low as are the speeds of vehicles which use

these streets. The community streets normally provide only one moving lane of traffic in each direction with additional room for parking at the curbs.

The community streets are usually bordered by residences or other community uses such as schools or community activity centers. The sidewalks of the community streets are heavily used by residents of all ages as they walk to school, to work or to other community facilities and should be treated in a manner to identify them as such.

Major thoroughfares are normally designed to be functional in the movement of traffic and as such aesthetic considerations are given a secondary priority. Community streets, on the other hand, are designed to blend in with the community in a way that enhances the overall area. For example, community streets are normally tree lined with a grass

utility strip between the pavement and the sidewalk.

Thus, the community infrastructure is the building block from which the plan itself evolved.

Existing Transportation Conditions and Programmed Improvements

This section summarizes the inventory of existing traffic conditions and programmed transportation improvements within the Walnut Hills community. It contains a summary of major roads, their operational and geometric characteristics, traffic volumes and capacities, intersection accidents, traffic signal operation and location, transit service and parking.

Geometrics and Operational Characteristics of Roadways

Before intelligent traffic operation type improvements can be made it is necessary to have a good working knowledge of the roadway system - how wide the roads are, where parking is permitted, whether the road operates as two-way or one-way streets and the number of available travel lanes. Should the realignment or widening of a road be required it is beneficial to know

the right-of-way width. The geometric and operational characteristics for most of the major arterials are summarized in Table 1.

Traffic Volumes and Capacity

Based on traffic counts from the City of Cincinnati Division of Traffic Engineering, JHK has constructed a map depicting 1973 24-hour traffic volumes for most major streets in the community. Many of the volumes are based on counts taken in 1973, while others were adjusted to 1973 equivalent volumes using a four percent annual average growth factor. Several observations can be made in reviewing the volumes on Figure 2. Most obvious is a directional imbalance of traffic volumes on the Taft Road-McMillan Avenue one-way couplet ranging between 4,000 and 12,000 vehicles per day and favoring the westbound movement. It is likely that Lincoln Avenue and

TABLE 1
GEOMETRICS AND OPERATION OF MAJOR ROADWAYS

Street	Limits		Directional Operation	Number of Lanes*	Pavement Width	Right-of-Way Width
	From	To				
Lincoln Avenue	Gilbert	Alms	2 Way	2(1)	30	50
Lincoln Avenue	Alms	Woodburn	2 Way	2(1)	36	60
Wm H. Taft Rd.	Reading	Gilbert	1 Way	3(1)	36	60
Wm H. Taft Rd.	Gilbert	Woodburn	1 Way	3(1)	36	50
Wm H. Taft Rd.	Woodburn	Columbia	2 Way	3(1)	36	50
McMillan Ave.	Gilbert	Reading	1 Way	3(1)	40	60
McMillan Ave.	Gilbert	Victory	1 Way	3(1)	40	60
McMillan Ave.	Victory	Woodburn	1 Way	3(1)	50	67
Woodburn Ave.	McMillan	Taft	1 Way	3(1)	40	60
Woodburn Ave.	Taft	Madison	2 Way	3(1)	40	60
Woodburn Ave.	Madison	Lincoln	2 Way	2(2)	40	60
Gilbert Ave.	McMillan	Lincoln	2 Way	4(2)	56	80
Gilbert Ave.	McMillan	Florence	2 Way	4(2)	70	95
Gilbert Ave.	Florence	Eden Park	2 Way	4(2)	70	100
Victory Pkwy.	McMillan	Lincoln	2 Way	6(0)	54	100
Victory Pkwy.	Lincoln	Gilbert	2 Way	4(0)	40	90
Melish Ave.	Reading	Gilbert	2 Way	6(0)	70	100

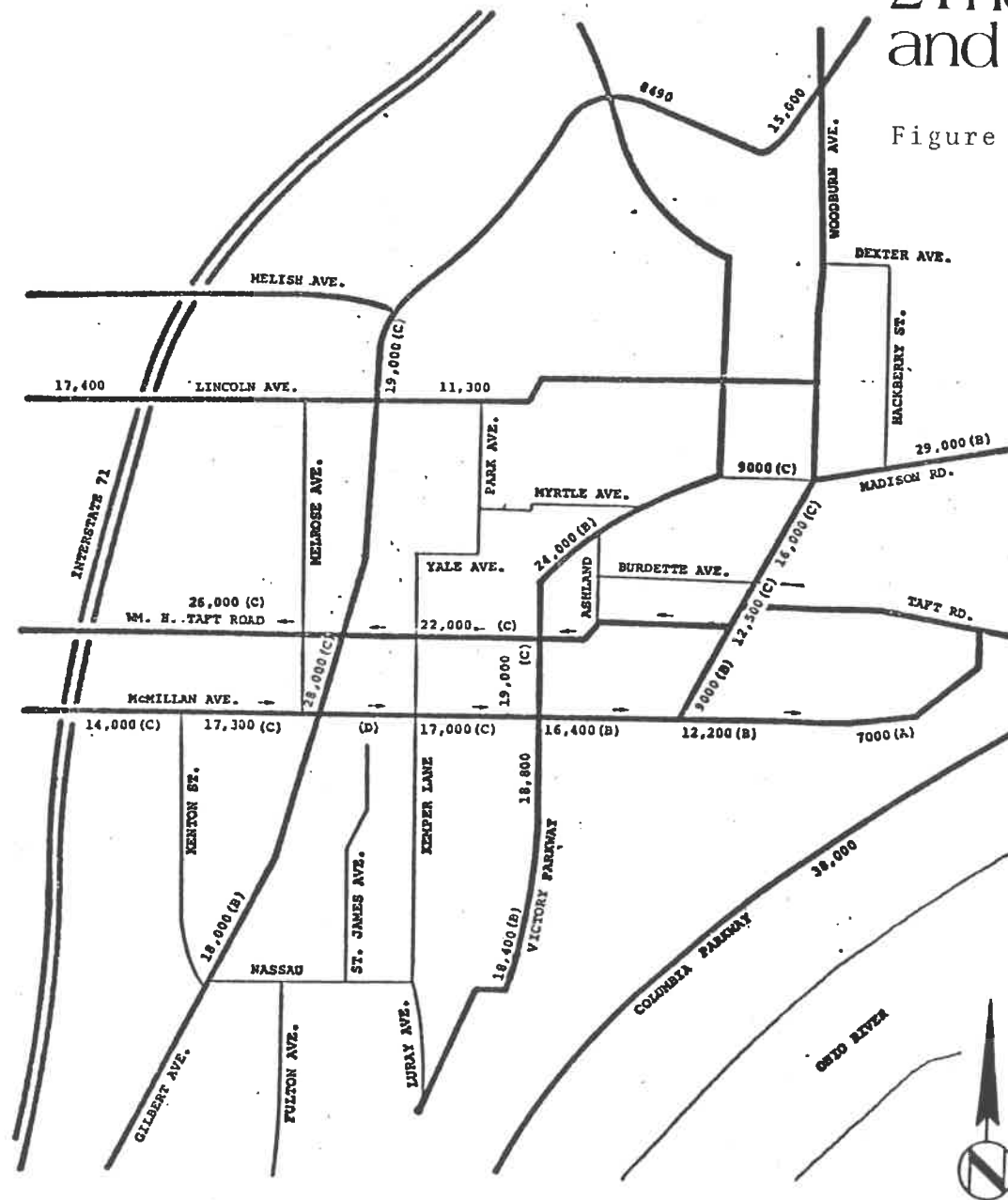
*Number of travel lanes during peak hour.
() Parking lanes during peak hour.

Melish Avenue presently account for some of the eastbound traffic. This situation appears to be reasonable considering McMillan Avenue, the eastbound leg of the one-way couplet, has a good deal of side friction (the retarding effect on traffic flow due to interference from other moving vehicles, parked vehicles, or pedestrians) throughout the Peebles Corner retail district. In addition, traffic from the University of Cincinnati and the hospital complex exit onto Melish Avenue. Some westbound vehicles may be dropping passengers off at these locations in the morning, continuing downtown, and then returning to Walnut Hills by a different route.

The other observation relates to the ability of the roadway system to accommodate the traffic volumes and required an analysis of the intersection capacity

24 hour traffic volumes and level of service

Figure 2



for most major intersections. Almost all of the roads were found to operate at a level of service "C" or better (see Figure 2). In urban areas during peak periods, a level of service "C" is considered to be a good quality of traffic flow. Level of service is both a quantifiable and qualitative measure of the quality of traffic flow.

Accidents

The number of accidents and accident rates for individual intersections are indicators of locations where unsafe traffic conditions may exist. The number of intersection accidents during 1973 has been summarized and mapped for each intersection within the community and were found to range from 0 to 61, with the majority of intersections recording less than ten accidents. These absolute values, however, do not always give a true picture of the traffic

accident conditions in an area. Therefore, traffic volume is used as the common denominator and accident statistics are expressed as a rate in terms of accidents per million vehicles entering the intersection. Table 2 summarizes the number of accidents and accident rates for intersections with ten or more recorded accidents in 1973.

Traffic Signals

Locations of traffic control devices, such as traffic signals, are normally indicators of points where high volume traffic flows cross and congestion may occur. There are 36 traffic signals in the Walnut Hills Study area. With minor exceptions, all are interconnected into a system. Interconnection offers the opportunity to pre-define a temporal relationship between traffic signals (offset) where signals can be more efficiently timed providing optimal

traffic flow characteristics. The inventory of the signals indicated the following functional breakdown.

Pretimed	11
Semi-Vehicle-Actuated	24
Pedestrian-Actuated	<u>1</u>
Total	36

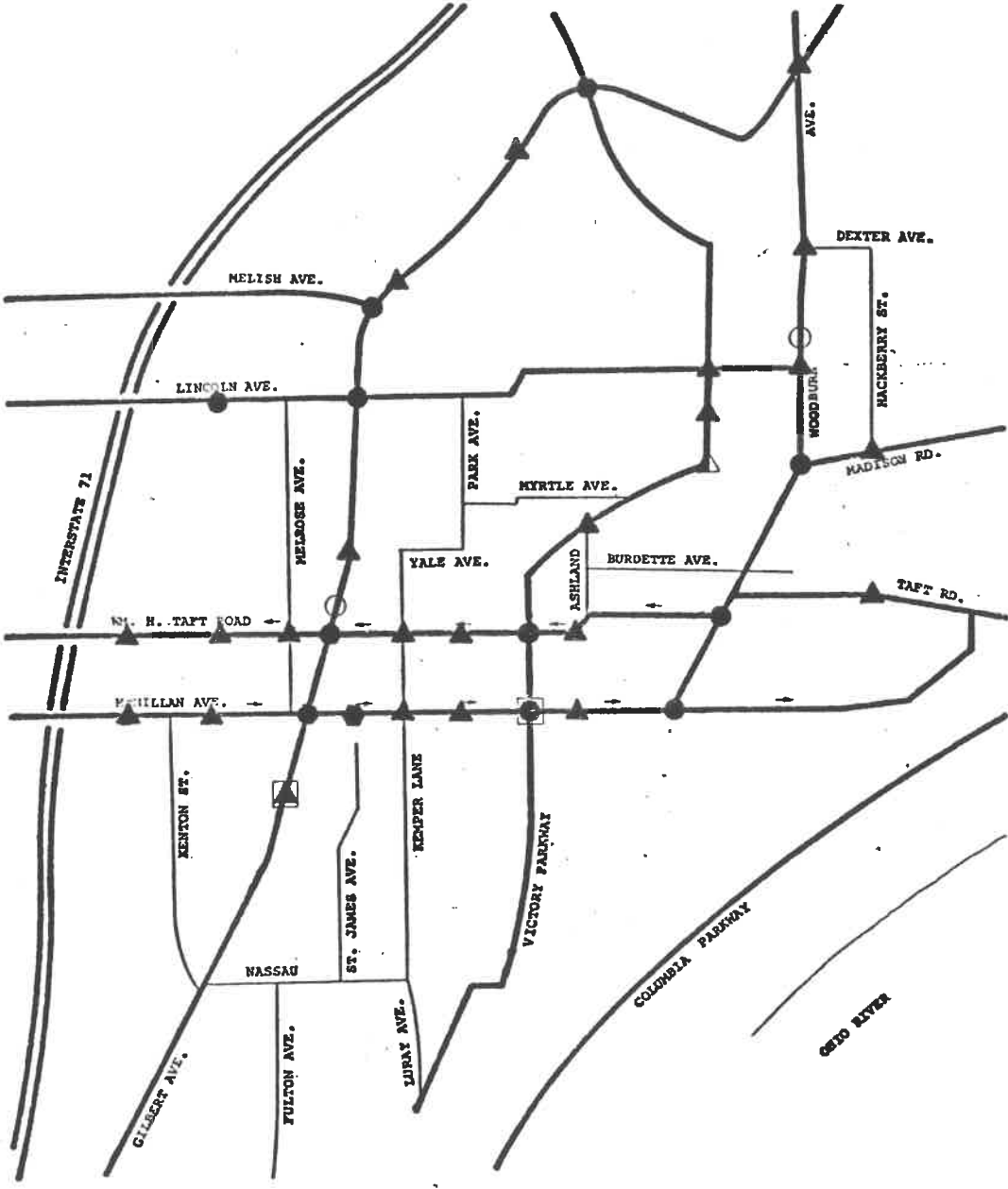
Except for one location, all signalized intersections are equipped with pedestrian signal heads, a high standard especially for an area outside the CBD. The location, operation, and interconnection of each signal is shown on Figure 3.

Parking

Adequate, safe, and well-regulated parking is a necessary part of the success of a retail-commercial area. To determine the adequacy of parking in the neighborhood, surveys of the existing supply of parking in three retail focus areas (Gilbert-Lincoln, DeSales

Traffic Signal System

Figure 3



L E G E N D

Vehicle Signals Only	Vehicle & Pedestrian Signals	
		Pretimed Signal
		Pedestrian-actuated signal
		Semi-Vehicle-actuated signal
		Full-Vehicle-actuated signal
		School Speed - Limit Flasher
		Master Controller - In Use



TABLE 2
INTERSECTION ACCIDENTS

Intersection	Number of Accidents*	Injury	Ped	Rear End	Angle	Oppste Dirctn	Left Turn	Dark	Slpry Pvmnt	Bad Wthr	Cntrl Viol.	Speed	Out of Control	Accident Rates**
Gilbert & McMillan	61	11	4	19	7	1	3	20	15	11	7	2	4	3.7
Victory Pkwy. & Taft	34	2	0	7	8	0	6	9	13	11	7	0	4	2.1
Gilbert & Taft	33	5	1	13	12	1	2	8	10	6	11	0	4	2.0
Gilbert & Hewitt	30	3	0	9	5	4	3	15	8	6	4	1	2	3.2
Gilbert & Melish	25	2	0	12	2	2	6	14	10	9	0	1	4	1.9
Eden Pk. Ent. & Florence	23	6	0	3	9	7	8	6	3	4	3	0	1	2.6
Gilbert & Florence	23	1	0	7	9	0	8	6	6	5	0	0	1	2.5
May & McMillan	19	3	1	10	3	2	4	4	7	6	1	0	2	3.0
Gilbert & Lincoln	17	3	0	6	5	3	3	6	5	4	4	1	1	1.4
Victory Pkwy. & McMillan	17	3	0	4	8	0	4	5	7	7	6	0	2	1.3
Taft & May	12	2	0	3	4	2	4	2	5	4	1	1	4	1.1
Gilbert & Buena Vista	11	2	2	7	2	0	1	0	5	4	0	0	1	1.2
Taft & Woodburn	11	1	0	5	1	0	2	3	2	1	0	0	2	0.9
Madison & Woodburn	11	3	1	3	2	2	2	3	1	1	0	0	2	0.7
Victory Pkwy. & Lincoln	10	2	1	2	2	3	4	1	2	1	0	0	0	1.4
Stanton & Lincoln	10	1	0	4	2	0	1	2	0	0	1	0	0	1.2
Victory Pkwy. & Madison	10	1	0	6	0	1	3	2	1	1	0	0	0	1.0
Hackberry & Madison	10	1	0	6	3	0	3	1	4	4	2	0	2	0.8

*Based on accident date for calendar year 1973

**Accident rates are expressed in accidents per million vehicles entering the intersection.

Corner, and Peebles Corner) were made. Later the retail element of these inventories was compared with existing retail parking demand to determine the adequacy or inadequacy of existing parking conditions.

These inventories included counts of both on and off-street parking. The on-street parking was divided into metered and non-metered spaces while off-street parking was categorized into private retail, public, or commercial and office parking groups. The results of the field inventories are presented in Table 3.

A quality rating of each parking lot was not made. However, it was noted that many of the lots had poor circulation and inefficient arrangement of parking stalls and were in disrepair with faded paint striping, broken pavement surfaces and lighting fixtures.

In several cases it appeared that a sufficient number of parking spaces may have been provided, but it was observed that many of these spaces were located inconveniently to the retail and commercial establishments they served, reducing their functional value.

It was also observed that enforcement of metered on-street parking is very thorough in the Walnut Hills community. This stimulates the amount of parking turnover desired.

During the first of the month when the Food Stamp Redemption Center is busiest, parking is prohibited along McMillan Avenue between Gilbert Avenue and Kemper Avenue to alleviate the congestion caused by on-street parking and double parking.

Transit

A review of the transit service shows that approximately ten routes pass

directly through the community with the majority of them passing through Peebles Corner at McMillan Street and Gilbert Avenue. Between the 7:00 a.m. and 9:00 a.m. morning peak traffic period, in the peak direction (toward the CBD), 70 buses pass through Peebles Corner, resulting in a bus headway of less than two minutes. This appears to be very good service. With the exception of the Number 31 - Crosstown Route and Number 49 - connecting the Zoo and Eden Park, all transit lines passing through the area connect the CBD with some outlying community or attraction. These bus routes are depicted in Figure 4. Based on discussions with Queen City Metro, it is estimated that five percent or less of the passenger trips through Peebles Corner transfer between buses.

In addition to reviewing regularly scheduled bus operations, JHK talked

TABLE 3
SUMMARY OF THE PARKING INVENTORY

Location	On Street			Off Street				GRAND TOTAL
	Meter	Additional (Not metered)	TOTAL	Retail	Public (Open for any parking use)	Office and Commercial	TOTAL	
Peebles Corner	200	185	385	340	145	190	675	1060
DeSales Corner	50	90	140	150	0	660	810	950
Gilbert-Lincoln	25	110	135	20	0	95	115	250

Transit Routes

Figure 4



Walnut Hills community



with the staff of the "On-Call" dial-a-ride system and the Ohio-Kentucky-Indiana Regional Transportation Study (OKI). On-Call is presently operating a service system which caters to persons with special needs (medical, physically handicapped, elderly, etc.) in Model Cities neighborhoods. Should the Walnut Hills community desire similar service and should support funding be available, expansion of the "dial-a-ride" program would be feasible. "On-Call" could provide the dispatching service only, or a combination of radio-equipped vehicles and dispatching services.

OKI staff indicated that plans for a regional transit system are in an embryo stage with several alternative concepts for a regional system being developed. These concepts will be reviewed during a series of citizens

meetings to help determine the most desirable alternative. The selected concept will undergo functional analysis of alternative routings, station locations, and schedules. Therefore, as far as short term transit planning is concerned, regional plans will not provide any significant impact.

Programmed Transportation Improvements

Outside of the general city-wide maintenance and upgrading of streets, traffic control devices, and lighting there are several specific traffic operational improvements being made by the City plus two major transportation improvements which will have significant impact on the traffic circulation within the Walnut Hills community. First is the extension, both east and west, of Melish Avenue which will serve as a cross-community route to and from the University of Cincinnati, the hospital

complex, and further to Central Parkway. The second is Interstate 71 (I-71), which is presently under construction and will serve as a north-south bypass of the Walnut Hills area. These two improvements are shown schematically in Figures 5 and 6.

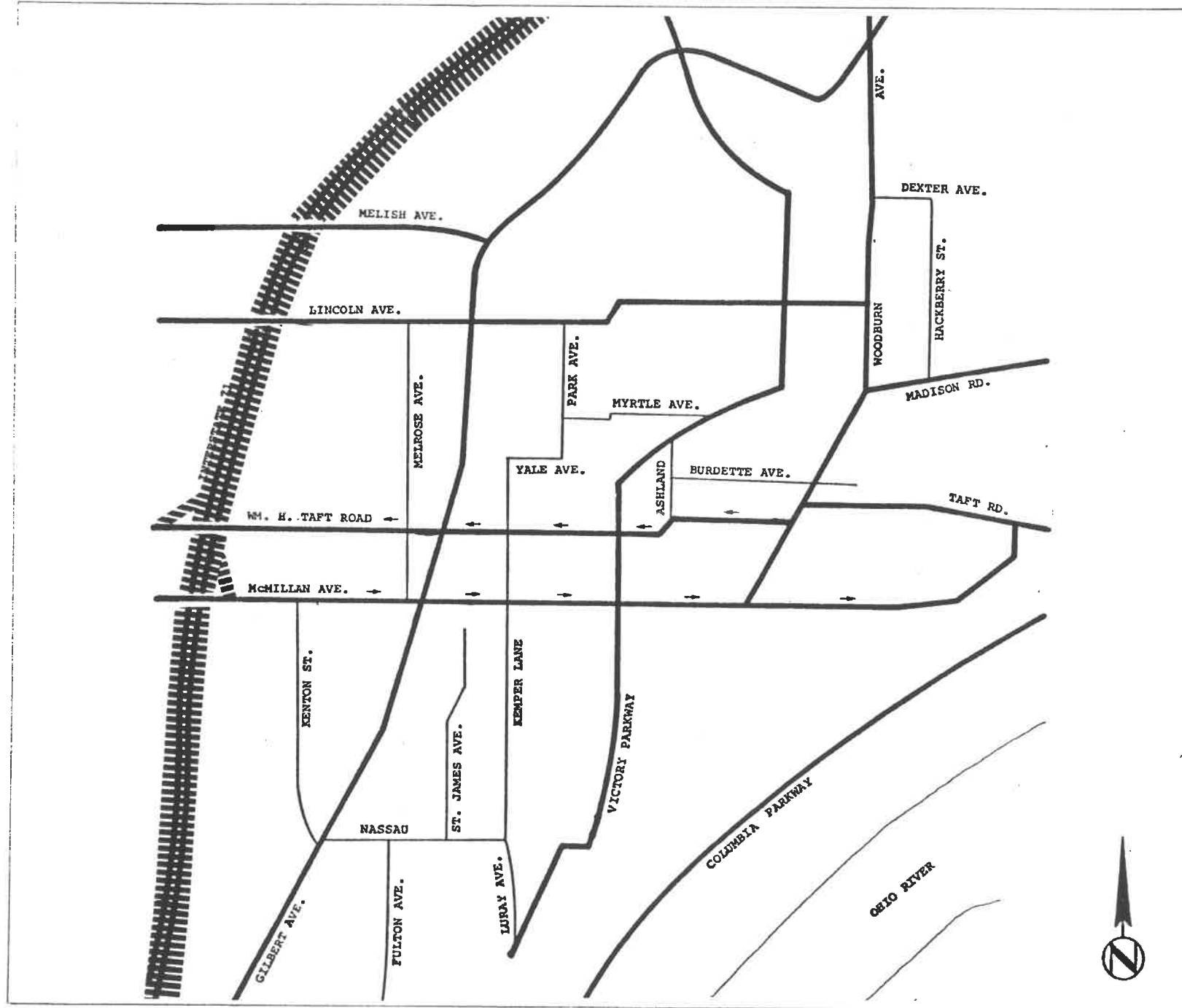
Interstate 71

I-71 is being constructed as an eight-lane limited access facility skirting the western and northern edges of the Walnut Hills community. Presently, four access points are being constructed; one at the southern end of the community at Florence Avenue at the Eden Park entrance, another at the one-way couplet at McMillan Avenue and William Howard Taft Road, the third at Dana Avenue and a fourth set of access ramps connects with Duck Creek Road and Brewster Avenue.

As previously indicated, I-71 is presently under construction and several

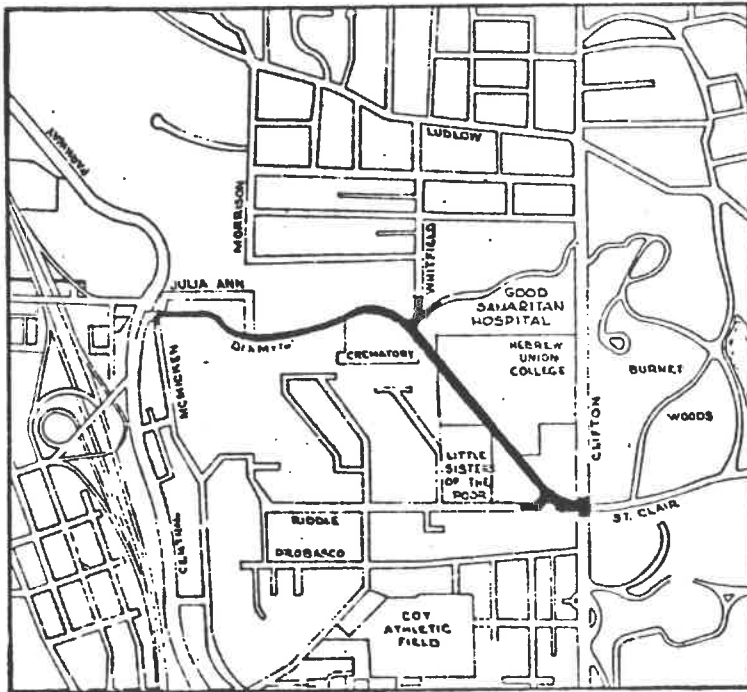
Interstate 71

Figure 5

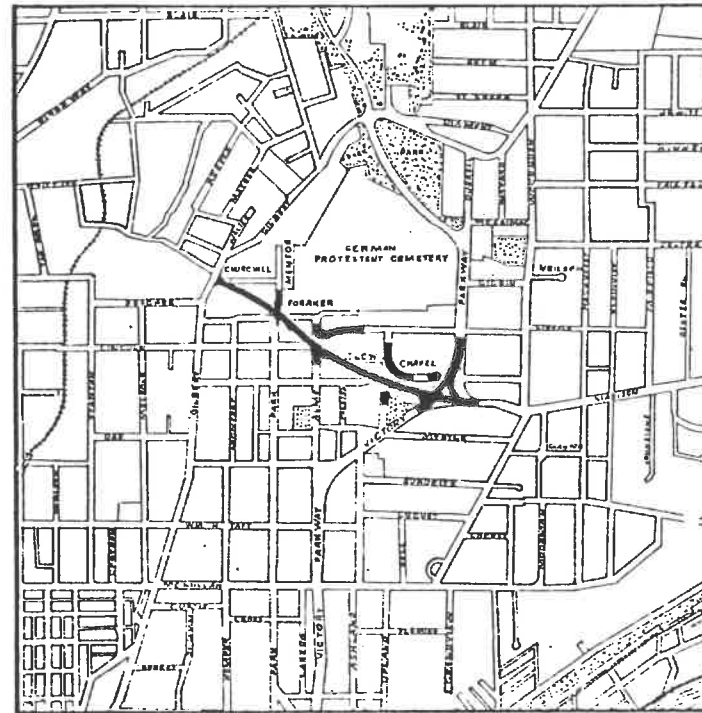


Melish Avenue

Figure 6



west extension



east extension



sections are completed, including the section to the south of Eden Park Entrance. Optimistic estimates call for the two middle lanes in each direction of the remaining section to be open by Fall of 1974. However, due to delays in construction, this date could be pushed forward as far as the Summer of 1975.

The major effects of I-71 will be two fold. One will be to divert traffic around Walnut Hills rather than through it. Traffic now using Gilbert Avenue to travel between the CBD and the communities of Norwood, Silverton, Montgomery and Madeira will use I-71. Gilbert Avenue will then revert to serve as a major community arterial. Initially it can be anticipated that traffic volumes on Gilbert Avenue will decrease since the through traffic will be diverted to I-71. However, as has been

the case with other similar facilities, volumes on Gilbert Avenue can be expected to build back up and possibly surpass their current levels as redevelopment and expansion of the Peebles Corner area and the Gilbert Avenue corridor take place.

It is difficult to establish the amount of traffic which could be diverted from Gilbert Avenue to I-71. This is due to changes in the programming of the highway network making existing estimates less valid. However, a re-assignment of traffic has been made based on a review of traffic volumes, travel patterns, and population distribution throughout the City. Initial results indicate that between 15 and 35 percent of the traffic now using Gilbert Avenue may divert over to I-71.

The other major effect of I-71 will be that it will put the CBD within

closer reach of the community due to the reduced travel time between these two points. In effect, this will help give Walnut Hills the opportunity to be a satellite CBD to the Center City. In addition, the impacts derived from traffic entering and exiting from I-71 can be anticipated more regularly because access is limited to only a few locations.

Melish Avenue Extension

The other major facility affecting the transportation system within Walnut Hills will be the Melish Avenue extension. This extension is planned to be constructed in two parts. The eastern extension would be a six-lane facility extending from Gilbert Avenue where Melish Avenue now terminates, east to Madison Road at Victory Parkway. The western extension is planned to be four lanes wide extending from Clifton Avenue at St. Clair Street (St. Clair Street is the continua-

tion of Melish Avenue west of Eden Avenue) west to Dixmyth Avenue near Whitfield Avenue and follows along the alignment of Dixmyth Avenue to Central Parkway.

The City has recently applied to the Federal Government for Federal Aid Urban Funds to be used for the construction of both the east and west extensions. Current plans anticipate the start of construction for the eastern extension during the first quarter of 1976, while west section construction is programmed to start during the summer of that same year. In any event, both of these projects must be let for contract by July 1, 1978, in order to use the Federal Aid Urban Funds.

The major impact of this facility will be to provide a well-defined, high type, cross-community arterial. Presently, traffic using Melish Avenue must jog

at Gilbert Avenue and travel through the community using Lincoln Avenue, Chapel Avenue, or Yale Avenue. These streets will then be able to take their more appropriate role of intra-community streets. The eastern extension of the roadway will provide a more direct connection between East Walnut Hills and the University of Cincinnati and hospital areas to the west. Some of the traffic now using the McMillan-Taft one-way couplet will be able to use Melish Avenue to drive through the Walnut Hills community. It was estimated that between 15 and 25 percent of the traffic now using Taft will use Melish Avenue while 10 to 20 percent of the McMillan Avenue traffic will switch to Melish Avenue. While both McMillan and Taft operate at a high level of service, the Melish Avenue extension will tend to relieve some of the congestion now be-

ing experienced along McMillan Street and Taft Road during peak hours and make it easier for shoppers and persons on business trips to travel in and around Walnut Hills. The western extension will provide further accessibility to the west when it is connected to the Central Parkway.

Traffic Operations Improvements

The City of Cincinnati Division of Traffic Engineering has a continuing program to study problem conditions and design and implement their solutions. Several such projects are either under current investigation or are being designed for implementation.

Melish Avenue and Gilbert Avenue -

There is a much needed left turn phase which could be provided for northbound Gilbert traffic turning onto Melish if traffic exiting from Churchill Avenue could be eliminated. This could be

accomplished either by closing Churchill just east of Gilbert and providing a "we" turn-around just east of the closure, or by converting Churchill to one-way east-bound traffic. A preliminary survey of resident's desires has been made.

Additional information is currently being sought in order to determine which of these alternatives will be proposed.

Gilbert Avenue and Florence Avenue -

Due to the increased volumes on Florence Avenue precipitated by the ramp connections at Eden Park entrance, the signal will be changed to two-phase operation. This will result in stopping all traffic traveling northbound on Gilbert Avenue at every signal cycle and will eliminate the need for the barrier which protects the northbound traffic now flowing unrestricted on Gilbert Avenue.

McMillan Avenue and Woodburn Avenue -

The flashing signal which now operates solely as a pedestrian-actuated signal is being re-evaluated to determine if it should remain as a pedestrian signal or should be removed. A final decision is pending the completion of a technical re-evaluation.

Woodburn Avenue at William H. Taft Road

When the Melish Avenue extension is completed within Walnut Hills, it is expected to increase the volume of traffic that would flow between the Melish Avenue to the west and Columbia Parkway to the south-east. Currently this particular movement is impeded by a turn restriction at Woodburn Avenue and William H. Taft Road that prohibits the southbound Woodburn Avenue vehicles from making a left turn onto William H. Taft Road. Those vehicles that currently wish to travel in this corridor must find an alternative route and this is normally by means of

local residential streets. Fortunately the number of vehicles now making this movement is low and the impact on the residential area is minor.

However, when Melish Avenue is open the potential for this movement increases and it may be necessary to reassess the existing left turn prohibition. This reassessment should be conducted as part of a total reassessment of traffic movements coincident with the opening of the Melish Avenue extension. This reassessment should consider changes in traffic patterns that the extension will cause and the resultant changes or modifications that will be required to existing traffic control devices and traffic regulations. At that time, the appropriateness of the left turn restriction onto Taft Road should be reviewed. If it is found to no longer be in the best interest of local and areawide circulation, it should

be removed. This removal will require, at the least, restripping of the lane lines and parking prohibitions near the intersection and at the most may require widening the Woodburn Avenue approach to accommodate the left turning movement. The particular treatment will depend upon the anticipated peak hour volumes in conjunction with overall area traffic patterns.

Development Alternatives

Several alternative strategies for the revitalization of the Walnut Hills community have been formulated by the Project Team. The basic goal of the revitalization alternatives is to retain, strengthen, and expand those land uses which most benefit the community.

Description of Alternatives

The basic differences among the alternatives lie in their emphasis. In the first concept, major emphasis was placed on the industrial component of land use in Walnut Hills with the promotion of use of low cost land having good connection with road and rail transportation systems. In the second alternative, emphasis was toward office development with the majority of additional space being expansions of existing office activity. Retail-commercial activities were emphasized in the second concept in areas where existing retail-

commercial activity provided a base for expansion. In the third concept, emphasis would be placed upon the residential component of land use in Walnut Hills with both rehabilitation of existing structures and the construction of dwelling units being promoted. Each of these concepts were further stratified into three levels of development intensity; status quo, feasible, and holding capacity. The status quo level of development allows the community to run a course without special effort to organize and input internal or external resources to upgrade the community. The feasible development level is that level where transportation demand can be accommodated, the land uses can be marketed over the planning time frame (horizon year 1990), and the areas can hold, from a physical standpoint, the new development. The

third level, holding capacity, is based on the physical holding capacity of the land and does not consider feasible market projections or transportation impacts.

These concepts and development levels are presented in numerical form in Table 4. It is important to understand that these figures represent development in addition to the existing development. Therefore, a zero in the Table indicates that no new development is estimated to take place. Likewise, in the ensuing analyses of travel demand and parking a zero indicates no additional travel or parking demand respectively.

Transportation Demands

Following the definition of the land use alternatives, an analysis of the number of trips generated by each alternative was made. This involved combining a number of factors including:

- . Trip Generation - The number of person-trips generated by a single type of land use (office, commercial, residential).
- . Directional Split - The percentage of travel inbound to the community and its complementing outbound movement.
- . Peak Hour Characteristics - The proportion of the 24 hour traffic volume which falls within the peak hour.
- . Modal Split - The percentage of trips attributed to public transportation or walking.
- . Vehicle Occupancy - The average number of persons who ride in a vehicle.

A summary of these factors is presented in Table 5.

The combined peak hour trip generation factors are then multiplied by the

appropriate land use resulting in the comparison presented in Table 6. Each alternative is stratified by geographic area and land use type.

An analysis of these figures in light of existing traffic conditions indicates that there would be no major problem which would adversely affect development. While isolated problems could develop as a result of the new development, these problems can be handled with routine traffic operational techniques (signalization, signing, pavement markings, etc.) as opposed to major reconstruction and/or realignment of a roadway.

Parking

Another segment of the transportation analysis relates to the parking demand. Parking demand is a composite of three factors; the number of trips being made, the time of day when the trips are made, and the length of time vehicles are

TABLE 4
DEVELOPMENT ALTERNATIVES

CONCEPTS								
	Industry	Office		Retail			Residential	
	Southwest	Lincoln-Gilbert	DeSales Corner	Peebles Corner	Victory Parkway	West End	Southwest	Northwest
Status Quo	Industrial - 0	Office - 0 Retail - 0	Office - 25,000 sq.ft. Retail - 0	Retail - 0 Office - 0	Residential - 0	Residential - 0	Residential - 0 D.U. (Med) Open Space - 0 Acres	Residential - 0 D.U. (Low) Open Space - 0 Acres
Feasible	Industrial - 8 Acres	Office - 5,000 sq.ft. Retail - 0	Office - 50,000 sq.ft. Retail - 10,000 sq.ft.	Retail - 80,000 sq.ft. Office - 5,000 sq.ft.	Residential - 310 D.U. (Med) 110 (High) 200	Residential - 190 D.U. (High)	Residential - 470 D.U. (Med) Open Space - 2 Acres	Residential - 110 D.U. (Low) Open Space - 2 Acres
Holding Capacity	Industrial - 58 Acres	Office - 12,600 sq.ft. Retail - 5,000 sq.ft.	Office - 100,600 sq.ft. Retail - 35,000 sq.ft.	Retail - 80,000 sq.ft. Office - 90,000 sq.ft.	Residential - (Med) 110 D.U. (High) 200	Residential - 90 D.U. (High)	Residential - 2030 D.U. (Med) Open Space - 5 Acres	Residential - 450 D.U. (Low) Open Space - 5 Acres

DEVELOPMENT LEVELS

TABLE 5
TRIP GENERATION FACTORS

Land Use (Basic Unit of Measurement)	Daily Person- Trip Generation Rates	Evening Peak Hour (Percentage of Total Daily)	Direction of Traffic		Modal Split (Percentage of Transit)	Vehicle Occupancy (Persons per Vehicle)
			IN	OUT		
Office (1000 sq. ft.)	11.0	18	15	85	15	1.30
Retail-Commercial (1000 sq. ft.)	43.0	9	50	50	10	1.55
Industrial Acre	120.0	21	15	85	15	1.30
Open Space (Acres)	10.0	10	60	40	5	1.80
Schools & Community Facilities (1000 sq. ft.)	14.0	8	20	80	5	1.20
Housing Low (Dwelling Unit)	9.5	11	70	30	25	1.25
Housing Medium (Dwelling Unit)	8.0	12	65	35	25	1.30
Housing High (Dwelling Unit)	7.5	13	65	35	30	1.30

TABLE 6
PEAK HOUR VEHICLE TRIPS (IN/OUT)

	Industrial	Office			Retail				Residential		
	Southwest	Lincoln-Gilbert	DeSales Corner	Total	Peebles Corner	Victory Parkway	West End	Total	Southwest	Northwest	Total
Status Quo	Industrial - 0/0	Office - 0/0	Office - 4 / 27	<u>4/</u> 27	Retail - 0/0	Residential - 0/0	Residential - 0/0	0/0	Residential - 0/0 (Med)	Residential - 0/0 (Low)	0/0
Feasible	Industrial - 19 / 112	Office - 1/5	Office - 9 / 55	<u>40/</u> 182	Retail - 90 / 90	Residential (Med) - 39 / 20	Residential (High) - 30 / 16	<u>227/</u> 167	Residential (Med) - 169 / 89	Residential (Low) - 50 / 20	<u>220/</u> 110
Holiday Capacity	Industrial - 143 / 812	Office - 2 / 13	Office - 19 / 110	<u>208/</u> 979	Retail - 90 / 90	Residential (Med) - 39 / 20	Residential (High) - 30 / 16	<u>245/</u> 261	Residential (Med) - 730 / 385	Residential (Low) - 207 / 85	<u>939/</u> 472
		Retail - 0/0	Retail - 0/0		Office - 1/5	(High) 68 / 36			Open Space - 0/0	Open Space - 1 / 1	

parked at the destination (all factors a function of land use). This information, based upon historical data, is usually expressed as a single rate and has been integrated into city building or zoning codes. A summary of the parking requirements contained in the Cincinnati Zoning Code is presented in Table 7. Since this analysis is still in a conceptual stage, JHK suggests that a constant parking rate be used rather than the step rate described in the Zoning Code. These rates are above the average resulting in a conservative analysis.

These rates represent maximum accumulation during an average day and do not attempt to reflect the absolute maximum demand for parking which might occur such as the surge during the Christmas season in shopping districts or the peak monthly demand at the Food

Stamp Redemption Center on McMillan Avenue.

An analysis of parking demand has been conducted for each of the development alternatives and is summarized in Table 8. Specific segments (retail, office, industrial, etc.) of these demands will be compared and analyzed against inventories described in the previous section.

TABLE 7
PARKING RATES

Land Use Type	Activity Type	City Zoning Code Specifications	Suggested Parking Rates
Office	Banks, Medical & Dental Offices	1 per 200 sq. ft. on first floor 1 per 750 sq. ft. on other floors	2.5 spaces/ 1000 sq. ft.
	Business, Insurance, other professional offices	1 per 750 sq. ft. floor area	
Retail-Commercial	Grocery Stores	None for first 2000 sq. ft. floor area 1 per 150 sq. ft. over 2000 sq. ft. floor area	5.5 spaces/ 1000 sq. ft.
	Retail Stores	None for first 2000 sq. ft. floor area 1 per 250 sq. ft. over 2000 sq. ft. floor area or 1 per 400 sq. ft. floor area	
Industrial	Manufacturing Plants, Laboratories, Food Products Industries	1 per 1000 sq. ft.	20/acre
Open Space	Amusement areas	1 per 1000 sq. ft. Lot used for amusement	3/acre
Residential			1.25 spaces D.U.

TABLE 8
 PARKING DEMAND
 WALNUT HILLS

DESIGN LEVELS	CONCEPTS			
	Industrial	Office	Retail	Residential
Status Quo	0	60	0	0
Feasible	160	170	950	740
Holding Capacity	1160	1170	1170	3120

Alternative Solutions and Conclusions

This section of the report presents alternative solutions and conclusions relating to specific problems or concerns raised during the course of the study. Included are discussions on parking, transit, traffic operations, and identification techniques for the community street system.

Parking

The major elements comprising a roadway transportation system are the road, the vehicle, and the terminal (parking). The provision of adequate parking is essential to the economic well being of the Walnut Hills community especially where speculative land uses are concerned. It is the purpose of this section to discuss some of the principles of good parking design and relate these principles to existing and future conditions in Walnut Hills.

The Walnut Hills Task Force, as well

as the City, have identified several potential parking problem locations within the community. Parking problems stem from several sources, including:

- . insufficient supply of parking spaces to accommodate the demand;
- . long walking distances between the parking area and the desired destination (store, office, factory, etc.);
- . poor vehicle access in and out of existing parking areas;
- . inappropriate and ineffective regulation and enforcement of the parking time limits; and
- . unattractive or unsafe areas for parking.

For the purposes of this discussion, parking will fall into one of two major categories, either on-street or off-street parking. The primary advantage of on-street parking is that it provides

close and convenient access to the stores and commercial establishments which are the destinations for automobile users. However, there are a number of disadvantages including the inability to accommodate peak parking demands, established time limits are normally short to promote high turnover, parking takes space away from the travel way of the road, and potential conflicts between vehicles making parking maneuvers and vehicles using the road as the travel way. Off-street parking, on the other hand, provides an area solely designed for vehicle parking and can be operated under a variety of long and short term parking conditions to accommodate peak demands. On the minus side of the ledger, off-street parking either requires a separate parcel of land or must be included as part of a building structure and

parking rates are typically higher than on-street meters.

Both coin-operated meters and signing are used to regulate on-street parking. Meters are typically designed for relatively short-term parking demand and can be set for different time periods, such as 30 minutes, 60 minutes, 120 minutes, which can be easily and efficiently enforced. Signs normally permit parking for longer periods or they restrict parking during specific periods of the day, such as the peak traffic hours, 7-9 a.m. or 4-6 p.m. The control of parking by signing is difficult to enforce and where there is a substantial demand for on-street parking, meters provide a more positive form of control. As mentioned previously, it appears that the City rigidly enforces metered on-street parking while providing leeway for special peak park-

ing demand.

The operation of off-street lots can be managed in one of several ways including free, pay, or shop and park (merchant validation of tickets) parking. The specific technique or combination of techniques to be used for any off-street parking in Walnut Hills should be selected during the design phase of the parking facility based on a thorough review of all factors. Should estimated demands indicate need and financial feasibility for off-street parking facilities, the City of Cincinnati Parking Authority would have the power to initiate the purchase of land.

Any facility built by funds from the City's Parking Authority would have to comply with all provisions of the Parking Trust Indenture. This would mean that free parking could not be provided and that the facility would have to be

self-supporting.

While the parking authority can provide management and enforcement of the parking lot, it is suggested that the merchants and/or building owners purchase and regulate the parking facility. The reason for this is that under Municipal regulation, cars parked over the time limit of the meter would be cited, possibly leaving the ticketed patron with a negative impression of the store or commercial area. An alternative to City regulation could be a coin or ticket operated gate or meters where the patron, upon some minimum purchase, would be given a coin or slug, or validated ticket which would trip an automatic exit gate or meter. A more expensive alternative would be to have a ticket validation system where an attendant was required.

Several areas within the Walnut Hills

community were identified by the Walnut Hills Community Task Group as having parking problems. Primary concern was focused toward the communities' commercial areas, such as Peebles Corner, DeSales Corner, and the area around Gilbert Avenue at Lincoln Avenue. As indicated in the section on existing transportation conditions, a parking inventory was made within each of these commercial districts. In addition, an estimate of the retail activity within the major commercial centers has been made by the Economic Consultant, Gladstone Associates. Using the parking rate factors presented previously, an estimate of the existing retail demand for parking in each of the three major retail activity centers has been calculated and is compared with the actual retail parking supply (based on field inventories), this is shown in

Table 9. This comparison indicates that there are deficiencies in the supply of parking within Peebles Corner while DeSales Corner and Lincoln Gilbert appear to have surpluses.

Peebles Corner

Inadequate parking around Peebles Corner has been a primary concern of merchants. Presently, a limited amount of off-street parking is available and most of this parking is restricted to a selected number of stores such as the Krogers or Albers parking lots. An inventory of on and off-street parking indicated that 675 retail spaces presently exist. These spaces are divided among the several locations and because of the dispersion, the total area is not always used most efficiently. This inventory when compared to an estimated demand of 820 spaces for the same area indicates a deficiency of 145 spaces. Additionally,

TABLE 9
RETAIL PARKING DEMAND VERSUS SUPPLY

District	Estimated Demand	Existing Supply	Surplus/ (Deficiency)
Peebles Corner	820	675	(145)
DeSales Corner	160	290	130
Lincoln-Gilbert	50	160	110

it was observed that many of the existing spaces were inconvenient to the activities they were designed to serve resulting in a lower utilization of existing parking.

One possibility for reducing this deficiency would be to combine some of the parking already in the neighborhood and redesign the consolidated area to obtain more parking spaces. For example, the Paramount Theater lot, the Krogers lot, and several small areas behind the stores which front on the north side of McMillan Avenue might be feasibly combined into one lot under one control. An initial review of the off-street parking areas indicates that the internal circulation plan and parking stall layout could be more efficient, boosting the lot capacities by as much as 30 percent.

There are several areas which are

prime candidates for additional off-street parking. These include the areas to the north of Curtis Avenue south of the stores which front on McMillan Avenue. One lot could extend from Kemper west to the Woolworth store and another from Fox Hardware east to Woolworth's. These lots could accommodate between 85 and 105 cars dependent upon their parking layout and circulation. Two other locations are the southeast and southwest corners of Curtis Avenue and St. James Avenue. These lots could provide an additional 135 to 155 spaces.

A set of secondary parking lot candidates include the area behind the stores on the southwest corner of the intersection of McMillan Avenue and Gilbert Avenue and the areas along Melrose Avenue across from the Albers parking lot. In both cases more extensive and costly modifications (major reconstruc-

tion and street closure) would have to be made to provide parking. A summary of the existing and possible number of spaces with associated construction and reconstruction costs is presented in Table 10. The tabulated improvements are keyed to Figure 7 - Parking Improvements.

These lots would have to be adequately signed and carefully regulated to insure that access to the lots does not precipitate any additional on-street problems. Initial observation indicates that the southbound left turn off of Gilbert Avenue into Curtis Avenue might cause a short backup along Gilbert Avenue adjacent to the median barrier. Another potential problem associated with the parking lots is that their location intersects with two community streets, St. James Avenue and Kemper Avenue. Should the commercial area draw from outside the

TABLE 10
PEEBLES CORNER PARKING

Location	Usable Existing Spaces	New Spaces*	Cost
<u>New Construction**</u>			
1. Curtis and Kemper (Northeast corner-minor building demolition required)	10	50-65	\$35,000-\$45,000
2. Curtis (Northside-moderate building demolition required)	20	35-40	\$25,000-\$30,000
3. Sealtest Milk (No building demolition required)	65****	65-75	\$45,000-\$55,000
4. Curtis (Southside between St. James and Kemper-minor building demolition required)	20	70-80	\$50,000-\$60,000
5. Southeast Corner (major building demolition required)	Neg.	To be determined	---
6. Melrose Avenue (major new development)	110 (including Albers)	To be determined	---
<u>Reconstruction***</u>			
7. Kroger Store	102	140-160	\$25,000-\$30,000
8. Area behind Wallpaper Store	10	15-30	\$ 1,500-\$ 2,000
9. Paramount Parking Space	24	30-50	\$ 5,000-\$ 6,000

*350 Sq. Ft. per space including aisles and entry ways - which assumes self-parking.

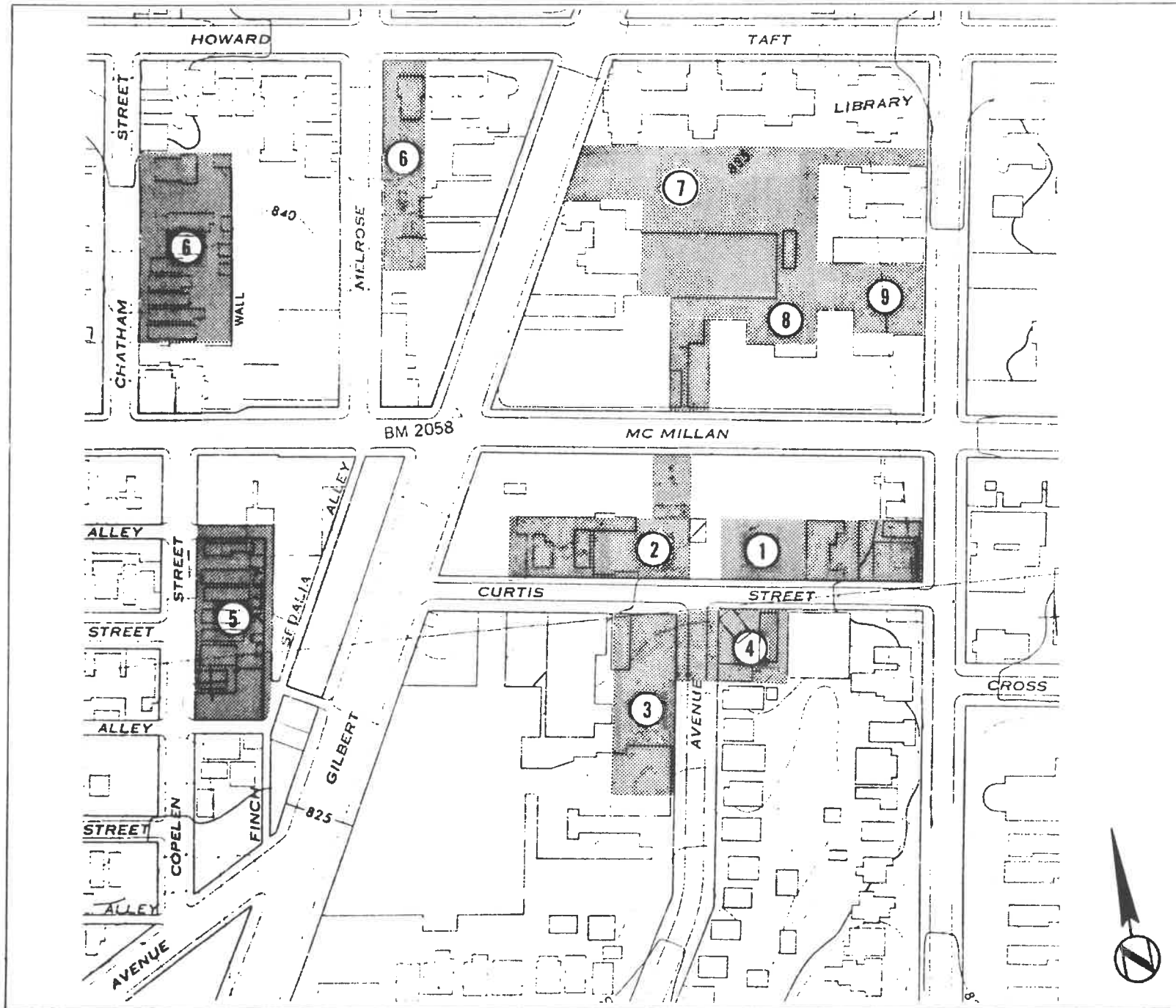
**New construction costs include grading, paving, striping, parking bumpers, lighting and plantings but do not include land acquisition or demolition of existing structures - \$2.00 per square foot.

***Reconstruction costs include surface treatment, providing of lighting and landscaping - \$.50 per square foot.

****Not available to general public.

Parking Improvements

Figure 7



community, the nature of the streets may change somewhat from a community street to an inter-community street. This would require that appropriate signing be posted to prevent a major impact on the streets or some physical improvement such as a cul-de-sac for St. James Street as shown on Figure 7.

There are several methods that could be used to develop and operate the lots. One alternative would have the City purchase the necessary land, clear it, and construct the parking facilities. The facilities themselves could be free to patrons with merchants paying the operating costs, or could be metered, the latter being the more likely situation.

A second alternative would have the store owners consolidate the existing lots and acquire any additional land needed for expansion. The merchants

would finance the parking improvements and provide controls on the use of the lots to insure that only their customers and/or employees parked there. A ticket validation program could be instituted under this plan.

A third alternative would combine elements of the first two schemes to provide a combined public/private parking program.

In addition to the regulation of the lot, several physical features might be modified. These would include dressing up the backs of the stores to present an attractive image as they face the parking area. This might include uniform signing along the backs of the stores, a covered walkway between parking and stores, sufficient lighting to provide an added sense of safety and security and trees or flower boxes to make the area attractive. In order to

minimize walking distance between the stores and the parking lots, it is suggested that a pedestrian walkway or an automobile driveway be constructed through the center of the block possibly aligned with the driveway which presently comes out of Krogers parking lot. This would require the demolition of one and possibly two buildings. It is further suggested that individual store owners provide a second entrance to their facility from the parking lot. This should be done on a voluntary basis as best suits the needs of each store.

Should the parking lot immediately behind the stores which front McMillan be constructed, it is suggested that all of this parking be reserved for patrons of the stores and that employees find other places to park or separate stalls within the parking area be assigned for the employees. This is suggested in

order that the maximum of convenient parking spaces can be reserved for the shoppers coming to Peebles Corner.

DeSales Corner

The DeSales Corner focus area has been targeted for expanded office space. Certain of the offices located in this area are currently exploring the possibility of expanding and one of the alternative plans foresees major office expansion. If the expansion of the office space were to exceed 100,000 square feet in a concentrated location, the ability to economically provide adequate parking could be a potential problem. The solutions to this problem could entail structural parking, attendant parking, or self-parking. Structured parking would appear to be prohibitive in cost and at best would involve no more than a two-level facility.

Attendant parking would maximize the

existing parking area by allowing the attendants to squeeze a large number of vehicles in a limited area. Self-parking may require that existing buildings be cleared to provide the additional spaces that are needed. This latter solution would utilize the most amount of land.

A specific recommendation is not warranted at this time since the location of any major office complex within the DeSales focus area is only speculative. However, should a proposal come forth concerning a major office complex, the factors related to parking which are discussed above will have to be evaluated to determine the most feasible solution.

Transit

The Walnut Hills area is currently well served by transit vehicles as may be noted in the transit inventory sec-

tion. However, the ancillary facilities which are very important to improving the image of transit as well as making the entire transit trip a more pleasant experience are somewhat lacking. These facilities include such features as bus shelters, benches where users can await their bus, and a terminal where passengers can transfer to another line or obtain shelter while awaiting their bus.

Most facilities of this nature are absent in Walnut Hills and the result is a scattering of bus stop locations throughout Walnut Hills, many of which are not in optimal locations. Some of the locations are in areas where it is not pleasant for the passengers to wait while other locations do little to benefit the businessmen in the immediate vicinity. Certain of the locations create pedestrian as well as bus congestion which interferes with the free-

flowing movement of traffic.

In order to improve upon the overall transit situation in Walnut Hills, it is suggested that several of the bus stops in the Peebles Corner area be relocated and upgraded to provide a better transit focus as part of the re-emphasis of the retail trade in the Peebles Corner area. The type of facilities that are recommended would be more of a terminal than a bus stop. Due to the one-way configuration of Taft Road and McMillan Avenue, two separate facilities will be needed with one accommodating inbound travel and the other outbound transit users. Several possible locations for these facilities have been suggested and are discussed below with the first alternative being less costly and more immediately implementable, while the second alternative would have relatively large capital costs

and would take considerably longer to develop. Figure 8 illustrates the location of bus stops as they exist today and under each of the two alternatives.

Alternative A

In this alternative, two major transit points would be created with one being on the south side of McMillan Avenue just west of the midblock pedestrian crossing. The second would be on the west side of Gilbert Avenue approximately midway between Taft Road and McMillan Avenue. The south side of McMillan Avenue has a relatively narrow sidewalk (10') and it may be desirable to widen this sidewalk by reducing the sidewalk width on the north side or by permanently prohibiting parking on the north side and using the additional width to add to the south side sidewalk.

The sidewalk on the west side of

Gilbert Avenue is of adequate width although additional width should be obtained as structures on that side of the street are redeveloped.

As an initial step in the development of the transit terminals, benches should be provided for waiting passengers and some overhead and side protection provided. The shelter could be in the form of awnings as is now provided by stores fronting on certain downtown Cincinnati streets or in a more permanent canopy arrangement.

Alternative B

In this alternative the transit terminals would be located off the street. The locations suggested are the southwest corner of Gilbert Avenue and Taft Road and an area on the north side of Curtis Avenue, east of St. James Avenue and behind the commercial frontage of McMillan. Bus routes would have to be

Transit Stops

Figure 8



Existing bus stops



Proposed alternative locations



reoriented to Curtis Avenue to reach the latter terminal. Some acquisition of existing structures on the northside of Curtis would also be required. This terminal could be constructed in conjunction with the development of off-street parking in this same area which would provide a direct passage to McMillan Avenue. The terminal on the southwest corner of Taft Road and Gilbert Avenue would cause very little change to existing routes.

A third alternative which is discussed but which is not believed feasible in the near future could result if the function of McMillan Avenue as an arterial street were to change and it could revert to two-way operation. Under these conditions, the bus terminals could be located on both the north and south sides of McMillan Avenue in the Peebles Corner area with the curb lanes

being reserved for buses during the peak periods.

Recommendation

An analysis of the three alternatives indicates that Alternative A is the most feasible and desirable. This alternative can be implemented rather quickly at relatively low costs. It reinforces the basic emphasis of strengthening the Peebles Corner area and physically ties into other elements of the overall plan. By consolidating bus stop locations it provides greater focus for transit and allows for improved transit amenities.

Other Transit Improvements

The transit terminals for the Peebles Corner area are the most important transit improvements for the Walnut Hills area. There are other improvements which can be made and these are discussed briefly below.

Additional bus shelters and benches are desirable at other major bus stops in the Walnut Hills area. There are many varieties of low-cost shelters currently being built which are both attractive and functional. The specific location for bus shelters should be developed in conjunction with Walnut Hills residents with priority given to those areas where a large number of senior citizens utilize the bus service.

Realignment and expansion of routes is a continuing need as development and redevelopment take place. Any changes in routes should be developed in conjunction with the Walnut Hills community.

An extension of the "On-Call" system previously described may be desirable for Walnut Hills. However, this type of service is more expensive than the regular bus service and, considering the high level of existing bus service, it may not

be warranted. A thorough user and attitude survey would have to be conducted before "dial-a-ride" service could be implemented.

Other traffic improvements might be made coincidental with the transit and parking improvements at Peebles Corner. For instance the removal of parking on McMillan Avenue between Gilbert Avenue and Kemper Avenue (this can only be considered when an adequate substitute for the deficit is provided) the widening of sidewalks, and a possible recessed bus bay. One possibility is depicted in Figure 9 which compares existing conditions and a possible future alternative.

Community Street System

In order to develop a community street system as described in the Introduction, one must consider the variety of users who will utilize these facilities. There-

fore, it is suggested that the community street system be oriented toward the pedestrian, the bicyclist, and the intra-community automobile user. The major arterials such as Gilbert, McMillan, Taft and Melish on the other hand, will be oriented toward inter-community automobile traffic, through truck traffic and bus traffic. This necessitates that all community street identification techniques be designed at a scale in proportion to the users and be easily differentiated from through roads.

The community street system has two basic elements, namely, focus points and links. Focus points are places within the community that serve a specific purpose for area residents. Such focus areas can be defined as commercial districts, recreation areas, YMCAs, tot lots, playgrounds; parks and schools.

A link is a travel way between focus

points and can be treated through such means as bikeways, pedestrians walks identified by kiosks, planter boxes, lighting, etc. In describing each identification technique, JHK has indicated which system element(s) it best applies to.

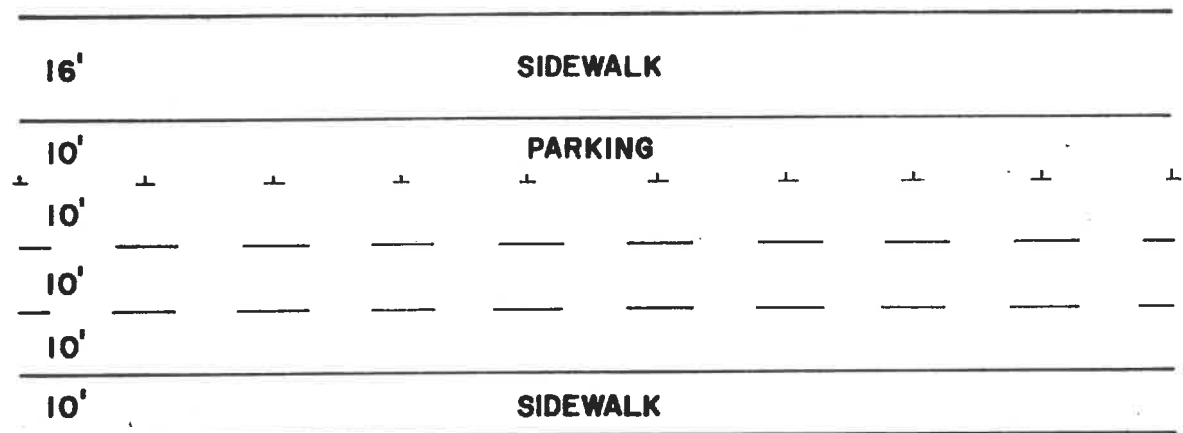
In selecting the best identification technique, a set of evaluation criteria was developed to gauge their individual effectiveness. The following paragraphs provide an explanation of each of the criteria.

. Ease of Identification - This criterion pertains to the ease at which a pedestrian, bicyclist, and/or automobile user can interpret the meaning of the identification symbol. This has been scheduled into categories of the pedestrian, the bicyclist, and the automobile user. A technique

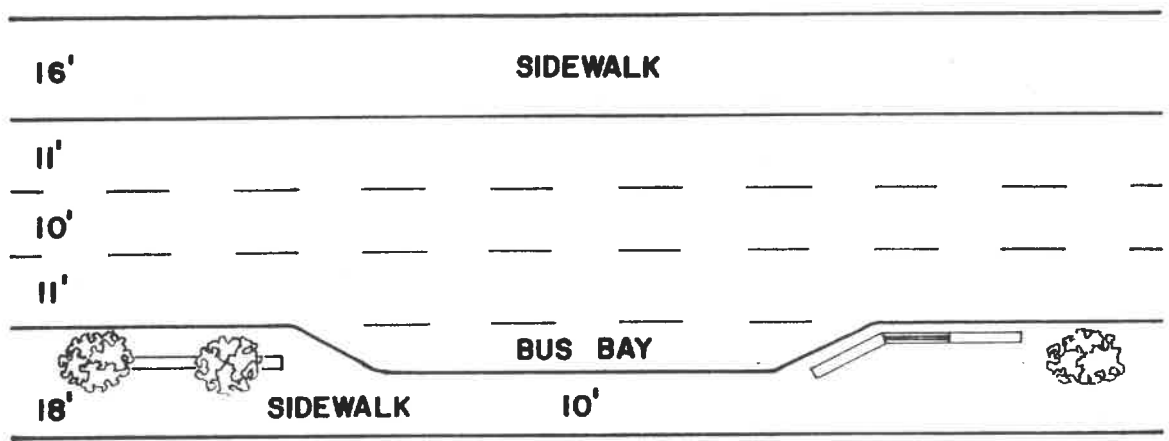
Existing conditions and possible alternative

McMillan Avenue in Peebles Corner

Figure 9



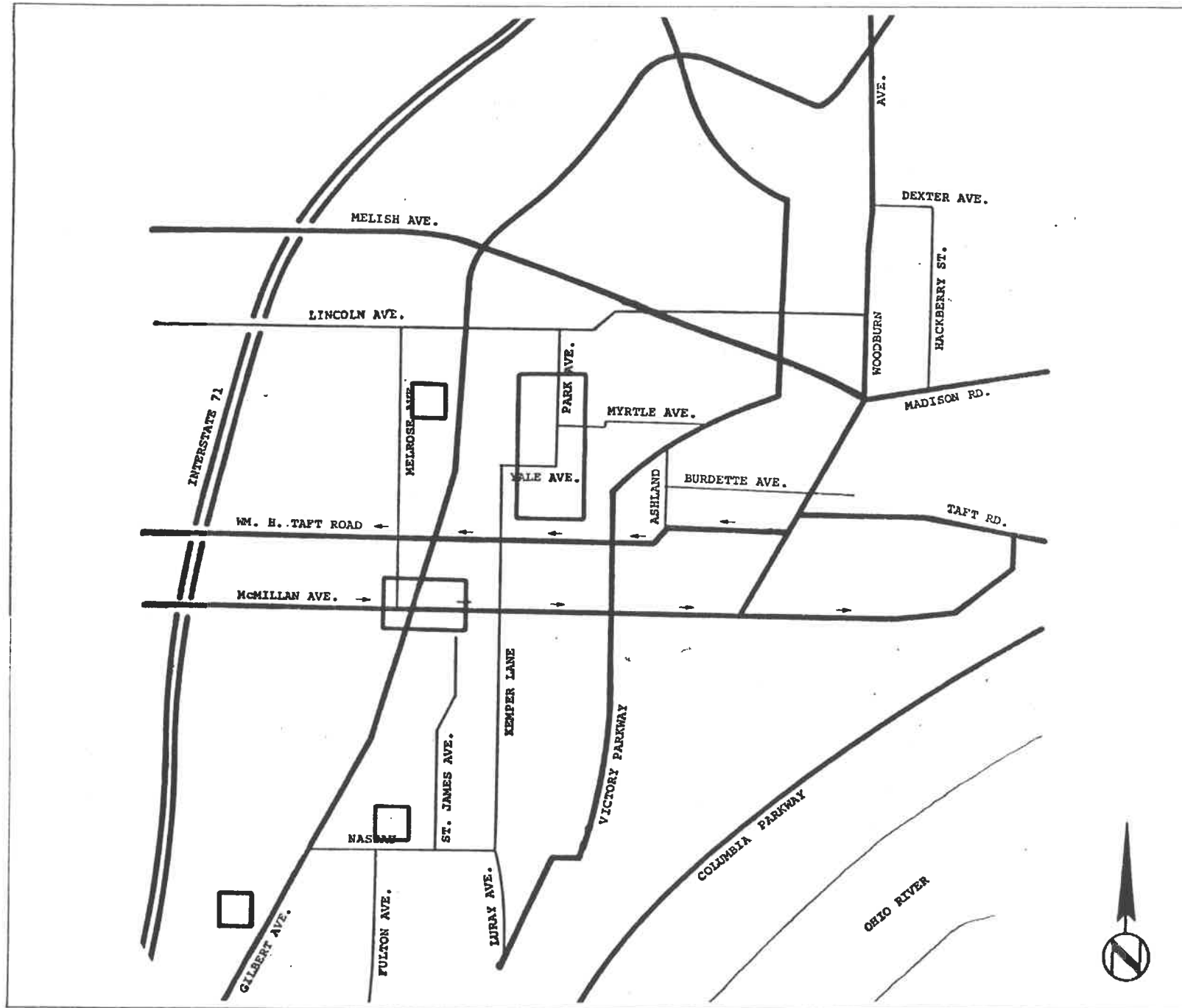
EXISTING



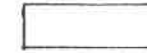
FUTURE

Community streets

Figure 10



Community interest points



Arterials



Community Streets



readily identifiable by all users would be optimal.

Ease of Implementation - This relates to the ability of the City and the community to implement the selected identification system. For example, the reconstruction of a sidewalk would take much more time than painting a special design or logo on the sidewalk.

Cost - This applies to the initial capital costs associated with the individual identification technique.

Maintenance - This criterion pertains to the effort and costs associated with the ongoing maintenance of a particular identification system. For instance, the maintenance required for the upkeep of a series of planterboxes may be more than the maintenance required to repaint a pavement

marking once every two years.

Conformance with Standard Practices - This concerns itself with the ability of the identification technique to fall within an orderly, conventional or customary set of accepted practices. For example, in some areas of the country, bicycle lanes using non-standard pavement markings have been ineffective and a potential hazard because the automobile drivers have been confused as to the meaning of new types of pavement markings. This indicates that wherever this technique is used, it should fall within the standards and criteria used by the City or in and of itself establish a new standard or criterion that would be used in other similar City programs.

Visibility - This relates to the

ability of the identification technique to be visualized in day and night lighting conditions.

Utility - This criterion pertains to the ability of the technique to serve additional functions. For example, a kiosk can be used as a community communication center as well as provide a community street focus.

System Element - This simply helps to indicate how each identification technique serves each system element (link, intersection, or terminal).

There are several techniques which can be used in identifying the community street system. These include signing, pavement markings, lighting, planting greenways and installing special street furniture. The painting of the street and sidewalk can take many forms which

could vary from painting only a small portion of the street such as the curb to painting a design down the middle of the sidewalk. Signing can also take a variety of forms, varying from conventional post or span wire-mounted directional and guide signs to special community "logo" signs hung from utility poles. Lighting installations could vary from the use of a different intensity or color of lighting to developing a special luminaire housing which would be unique to the community streets. Planting with trees or special planters on parking strips could be another method to identify the street system. And last, street furniture, such as kiosks, benches, uniquely-designed telephone booths or mailboxes could be used.

General Transportation Issues

This subsection discusses several

minor transportation issues or concerns which have been identified during the course of this study. Each concern is presented in a format of a problem definition with analysis followed by alternate solutions or conclusions.

One-Way Versus Two-Way Street Operation

A concern raised by the Walnut Hills Citizens Task Force has been related to the McMillan Avenue - William Howard Taft one-way couplet and the possibility of reverting back to two-way operation on both streets. From a transportation standpoint, the one-way street system provides greater capacity, is much easier to regulate and normally provides a higher factor of safety. It has been the experience of many cities that businessmen often notice a decline in sales volumes immediately after the switch from the two-way to the one-way operation but in a short time sales have re-

turned to the previous level.

Based on the above mentioned factors, observation of the operation of the one-way street system in Walnut Hills and a comparison of this one-way couplet with other one-way street systems, JHK suggests that the one-way street system be retained.

Traffic Operations - Area Wide Improvements

While the overall quality of traffic operations is very good, the inventory of existing conditions in combination with observations made while driving and walking throughout the community and comments from the Citizens Task Force have pointed out several areas where special attention might be directed.

A quick review of the accident statistics presented in Table 2 of the section of Existing Traffic Conditions and

Programmed Improvement shows that approximately 35 percent of the accidents are rear end type accidents. Often this is caused by signal heads which cannot easily be seen. Sometimes this is due to their size (they are too small), the signal heads may be old and may not be equipped with up-to-standard parts, (visors, reflector, lenses, etc.) the signal cannot easily be distinguished from competing distractions. The latter occurs more frequently in areas where other advertising and traffic signs and lights compete for the drivers attention.

It is therefore suggested that as a part of the cities continuing program of upgrading traffic signal displays, that priority be given to some of the high accident locations in the Walnut Hills community and the following modifications be considered:

- . Signals be equipped with signal back plates to provide a contrast for the signal from other lights and signs as well as the sun. Priority should be given to signals controllers on east-west streets or areas where competing signs and lights are prominent.
- . Review of the condition and type of reflectors, visors, and lens faces which are installed in the signal heads. Check that the signals are aimed and hung properly. Finally, where the Division of Traffic Engineer's approach speed warrants apply, install twelve inch lenses.

Another concern identified by citizens of the community was the placement of some of the one-way directional guide signs along the McMillan Avenue-Taft Road one-way couplet. A field investigation of this condition indicated that in fact

these one-way signs were mounted at the near right-hand and far left-hand corners of the intersection in accordance with the Manual on Uniform Traffic Control Devices for Streets and Highways. Signing placement under this standard appears to alert the driver who approaches a one-way street where traffic moves from left to right but it is not as effective for the driver who approaches one-way streets where the flow is from right to left as is the case for several approaches along McMillan Avenue and Taft Road.

It is therefore suggested for those cases where the driver approaches a one-way street and the traffic flow moves from right to left that an extra one-way sign be placed in the far right-hand corner of the roadway. This results in one-way directional signs being mounted in the near side right-hand, far side right-hand, and far side

left-hand corners. Where the intersection is signalized, the signs should be placed near the traffic signals according to City of Cincinnati Division of Traffic Engineering Standards for placement of overhead signals.

Implementation

In the discussion of any of these alternatives it must be recognized that these improvements will be made over an extended period of time dependent on the cost-effectiveness, political feasibility, and availability of funding for each.

However, improvements have been collectively described in many cases to illustrate possible end results of a fully implemented program. More detailed implementation programs will be developed by the project team when all land use, economic and transportation inputs are combined.