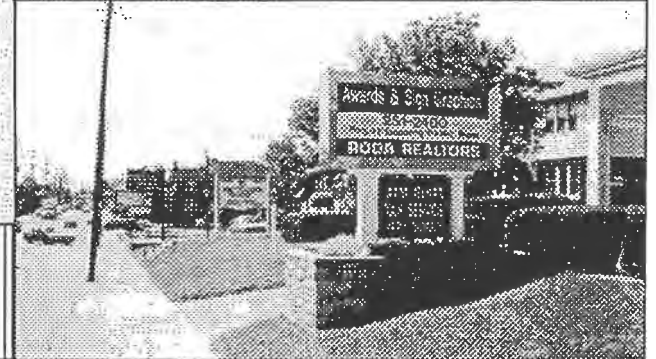
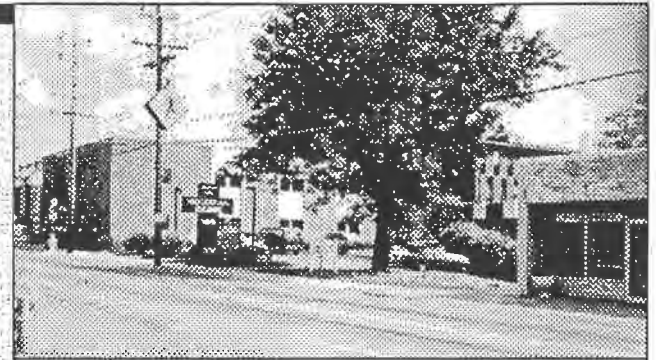
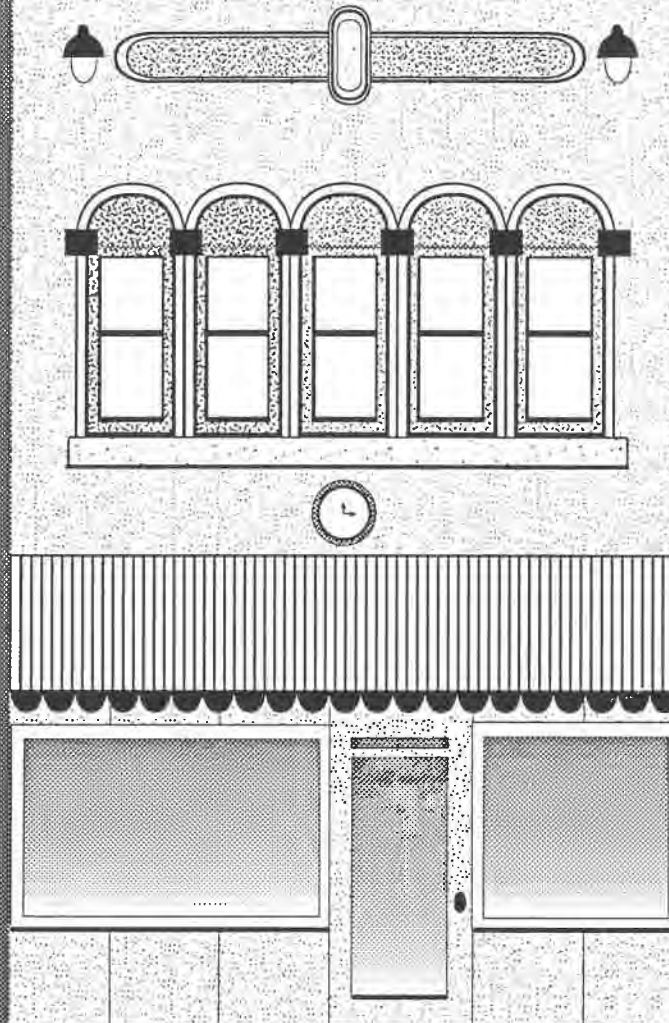


# WESTERN HILLS GATEWAY

WEST PRICE HILL  
COVEDALE BUSINESS DISTRICT



**URBAN RENEWAL PLAN**



*April 2, 1997*

REVISED: May 26, 1998

Approved by Planning Commission  
August 28, 1998

Approved by City Council  
September 16, 1998

*Prepared for*

Department of Economic Development  
City of Cincinnati

*Prepared by*

Office of Architecture and Urban Design  
Division of Engineering  
Department of Public Works &  
Department of City Planning  
City of Cincinnati

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## EXECUTIVE SUMMARY

The purpose of this urban design plan is to establish a clear set of policy guidelines and implementation strategies that will direct the future of the Western Hills Gateway Business District in West Price Hill. The business district is located in the western portion of Cincinnati along Glenway Avenue between Overlook Avenue and Sidney Road.

The West Price Hill community has a middle income population, predominately caucasian, representing a cross section of age groups. The neighborhood government is well organized. The Price Hill Civic Association is a capable group adding to the community's ability to maintain and improve the quality of life for its citizens.

The business district includes properties along Glenway Avenue. The district contains more than 70 buildings which include commercial, residential, and semi-public land use.

Goals and objectives developed during the planning process were in response to issues raised by the community and urban design review committee. In addition, guidelines for development were prepared to address the issues and to direct the future of improvements within the district.

The strategy for improving the district is focused on providing additional off-street parking, installing directional signs, reducing the number of curb cuts and improving building facades. A new traffic light at Ralph Avenue will facilitate access to additional off-street parking.

The implementation plan provides estimated costs and possible funding sources for each strategy. The Price Hill Civic Association and the business community will serve as advocates to obtain funding for future business district improvements.

# INTRODUCTION

## **Intent**

The purpose of this report is to present and describe the urban design plan for the Western Hills Gateway Business District (NBD). This plan will establish a set of goals and objectives that direct the future of the business district. The lack of convenient parking accessible from Glenway Avenue and the existence of small parking areas are primary reasons for the initiation of this plan. The plan establishes a basis for future public and private funding.

Participation from area residents and business owners, including volunteerism, will go a long way towards making this plan a success. This plan will provide the following information:

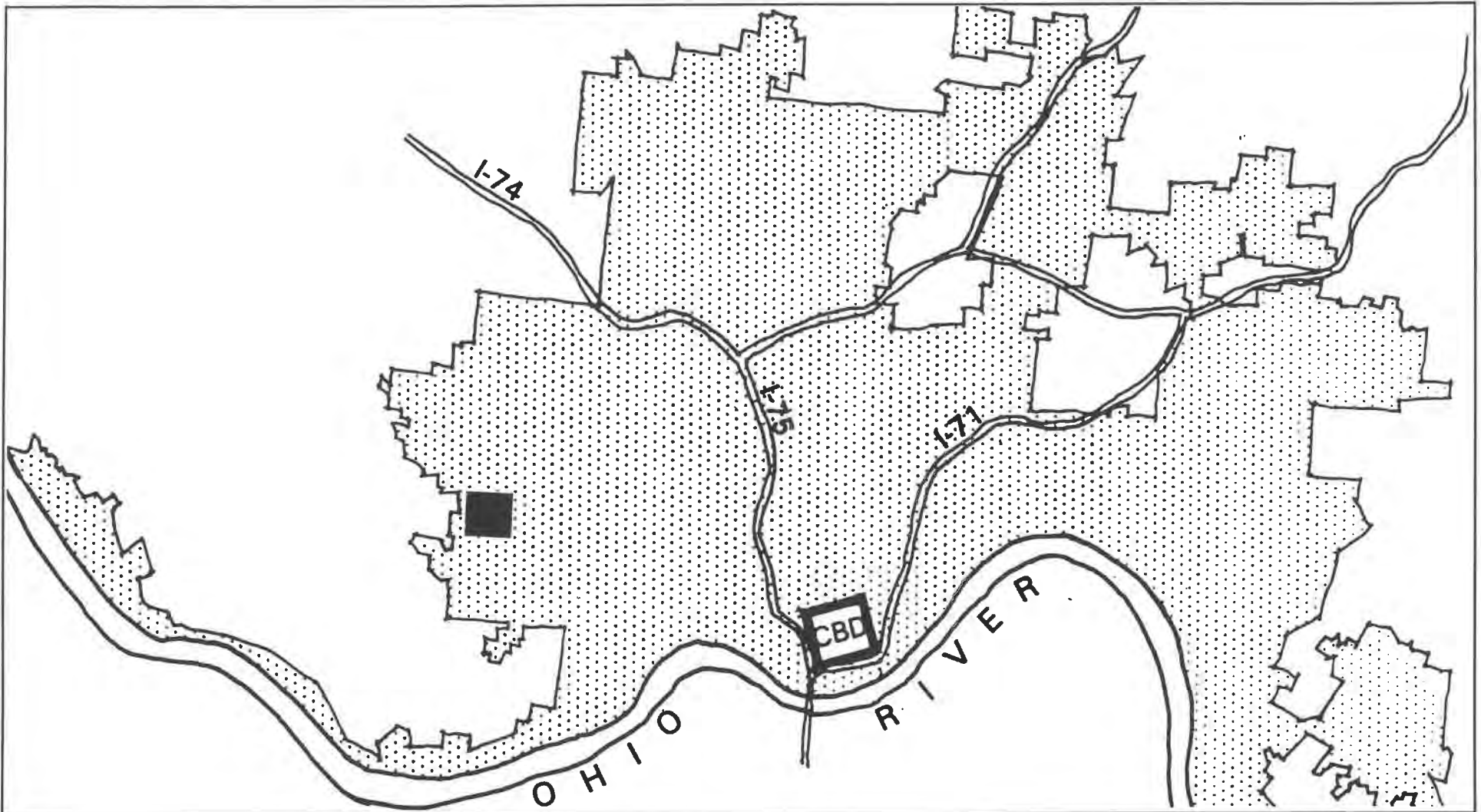
- Reinvestment strategies
- Proposed project and possible funding sources
- Policies to control the physical design

## **Process**

Goals and objectives were identified and ranked as a result of consensus among businesses, property owners, neighborhood residents, investors, leaders and City staff. The process included the establishment of a planning task force; analyzing existing conditions; determining relevant policies identified in previous plans; soliciting participation from business and property owners and group discussions; identifying and ranking issues; formulating policies; and developing implementation strategies. The task force consisted of business and property owners, residents, and representation from the West Price Hill community.

## **Location**

The Western Hills Gateway Business District is located in the West Price Hill community in the western portion of Cincinnati. The district is in close proximity to the Glenway Crossing Shopping Complex, a growing regional commercial designation.

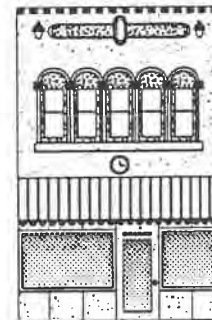


**Location Map**

**Legend**



Western Hills Gateway



**WESTERN  
HILLS  
GATEWAY**



Study Area  
Regional Area  
Land Use  
Zoning  
Topography  
Circulation  
Parking Study Summary  
Major Landowners  
Existing Business Index  
Market Study Summary

## STUDY AREA

The urban design study area incorporates a district in an area of the neighborhood of West Price Hill along Glenway Avenue between Overlook Avenue on the east and Sidney Road on the west. The study included all business zoned properties and all transitional zoned properties.



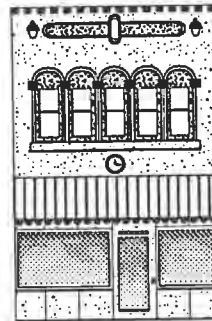
## STUDY AREA

Legend

 Urban Design Study Area



1" = 300'-0"



WESTERN

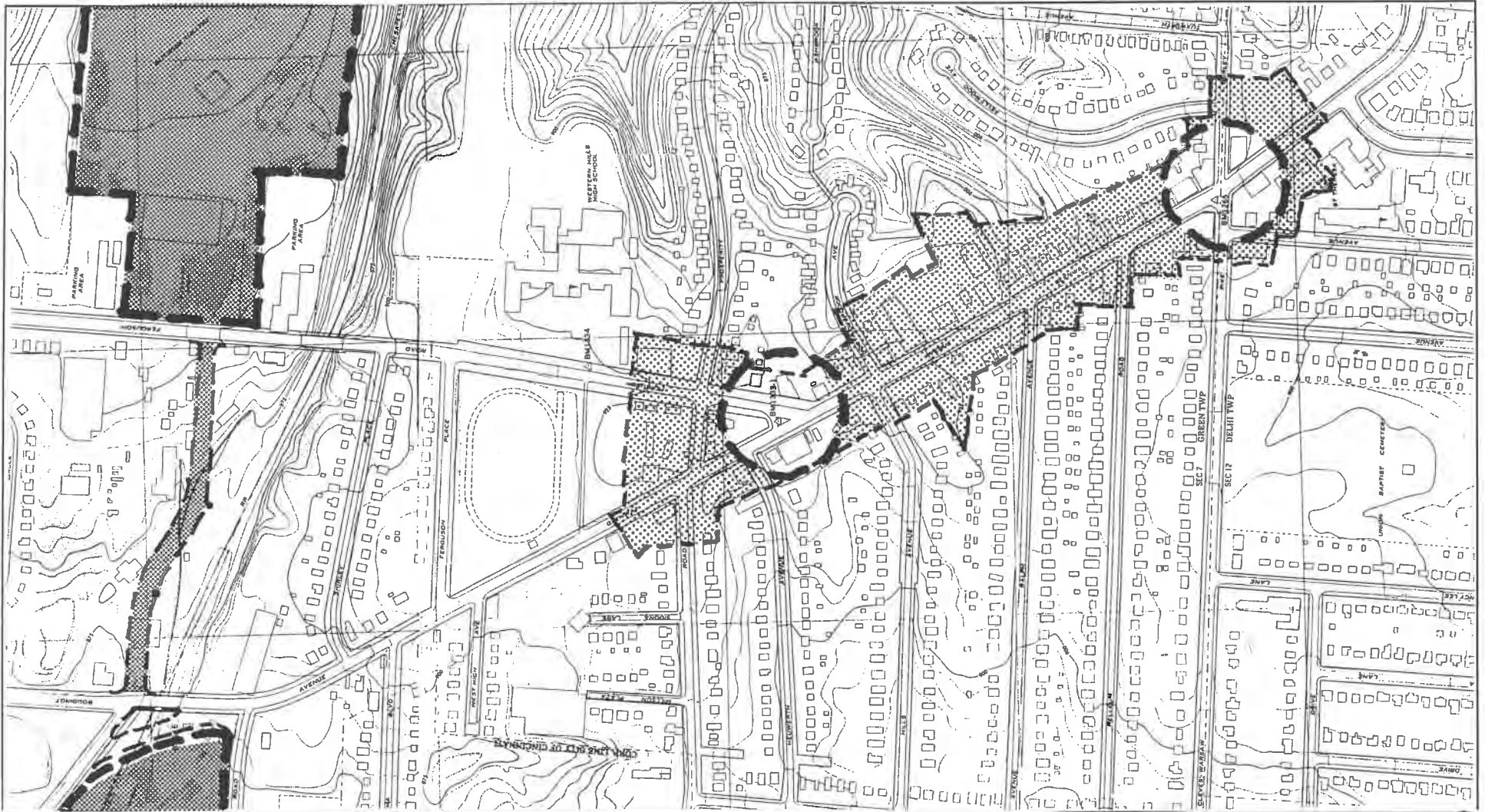
HILLS

GATEWAY



## REGIONAL MAP

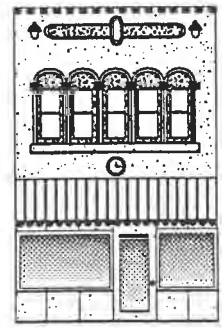
The Business District finds itself strategically positioned adjacent to two major retail shopping centers and bisected by Glenway Avenue. The Business Association must develop strategies to complement these major developments and capture the high volume of customers passing through and adjacent to the business district.



**REGIONAL MAP**

Legend

-  Western Hills Gateway Business District
-  New Major Retail Shopping Centers



**WESTERN  
HILLS  
GATEWAY**

## LAND USE






Commercial	813,400 SF	18.67 AC	66%
Residential	193,650 SF	4.45 AC	16%
Office	142,225 SF	3.27 AC	12%
Institutional	62,800 SF	1.44 AC	5%
Vacant	12,025 SF	.28 AC	1%
<hr/>			
	1,224,100 SF	28.10 AC	100%

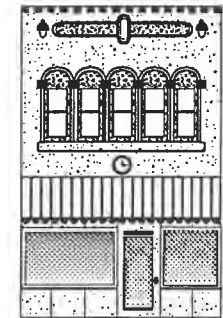
The business district includes a total area of 28.10 acres of land. This area contains 66 percent commercial and 12 percent office use. There is 16 percent residential usage within this business district, primarily within multi-family structures. The institutional usage is the Public Library of Hamilton County.



# LAND USE

## Legend

-  Urban Design Study Area
-  Land Use— Commercial/Retail
-  Land Use— Office
-  Land Use— Residential
-  Land Use— Institutional



# WESTERN HILLS GATEWAY

## ZONING

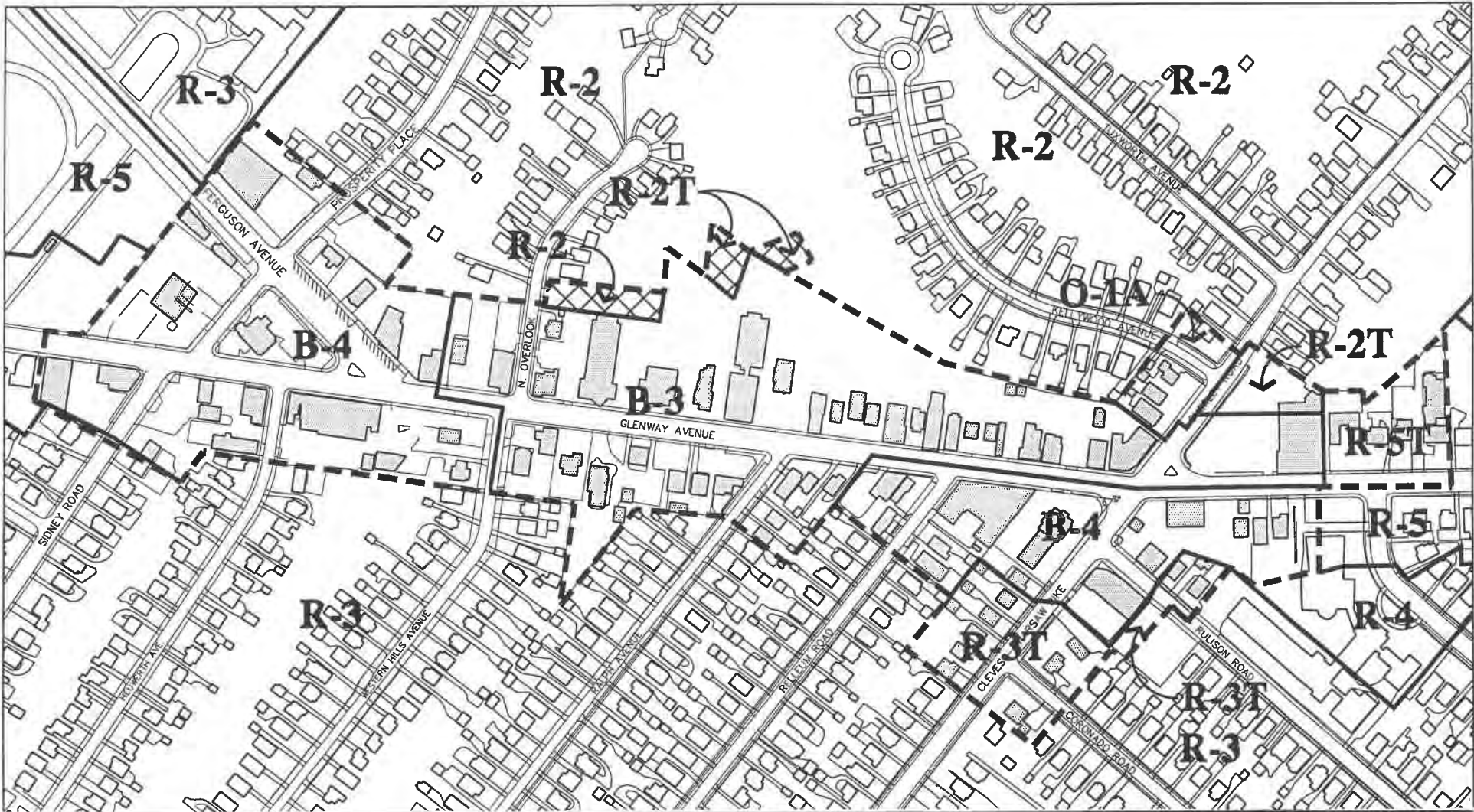
The district is zoned B-4, General Business and B-3, Retail-Wholesale Business Uses. The B-4 zoned areas are located north of Sidney Avenue and west of Glenway Avenue, south of Relleum Avenue. The B-3 zoned areas are east of Glenway Avenue from Cleves-Warsaw/Guerley Road north to Sidney Avenue. There are several transitional zoned areas along Cleves-Warsaw and Guerley Road. There is an O-1A, Suburban Low-Density Office District located at Kellywood Avenue and Guerley Road. Principal permitted uses in the B-4 zoned areas would be gas stations, bakeries, trade schools, automobile sales, service and repairs, kennels, contractor's yards, repair trades, and outdoor recreation. In the B-3 zoned areas wholesale distributors warehouses, hotels and motels, printing and outdoor eating places are principal permitted uses. The O-1A zoned district would allow offices, banks, funeral homes, art studios, art galleries, recording studios, hospitals, educational, and research facilities.

### **Zone Change Recommendations**




The Urban Design Committee recommends that the zoning along North Overlook Avenue behind the former theater should be changed from R-2 to B-3. This area is currently used as a parking lot. In addition to the R-2(T) zone east of the medical arts building is recommended for B-3 zoning. Please reference the adjoining map.

An R-2 zone permits single-family dwellings.

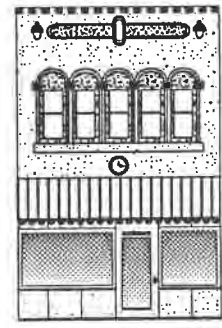
A B-3 zone permits wholesale distributors, warehouses, hotels and motels, printing and outdoor eating places.



# ZONING

- Legend**
-  Urban Design Study Area
  -  Zoning Boundary
  -  Zone Change Recommendation Areas

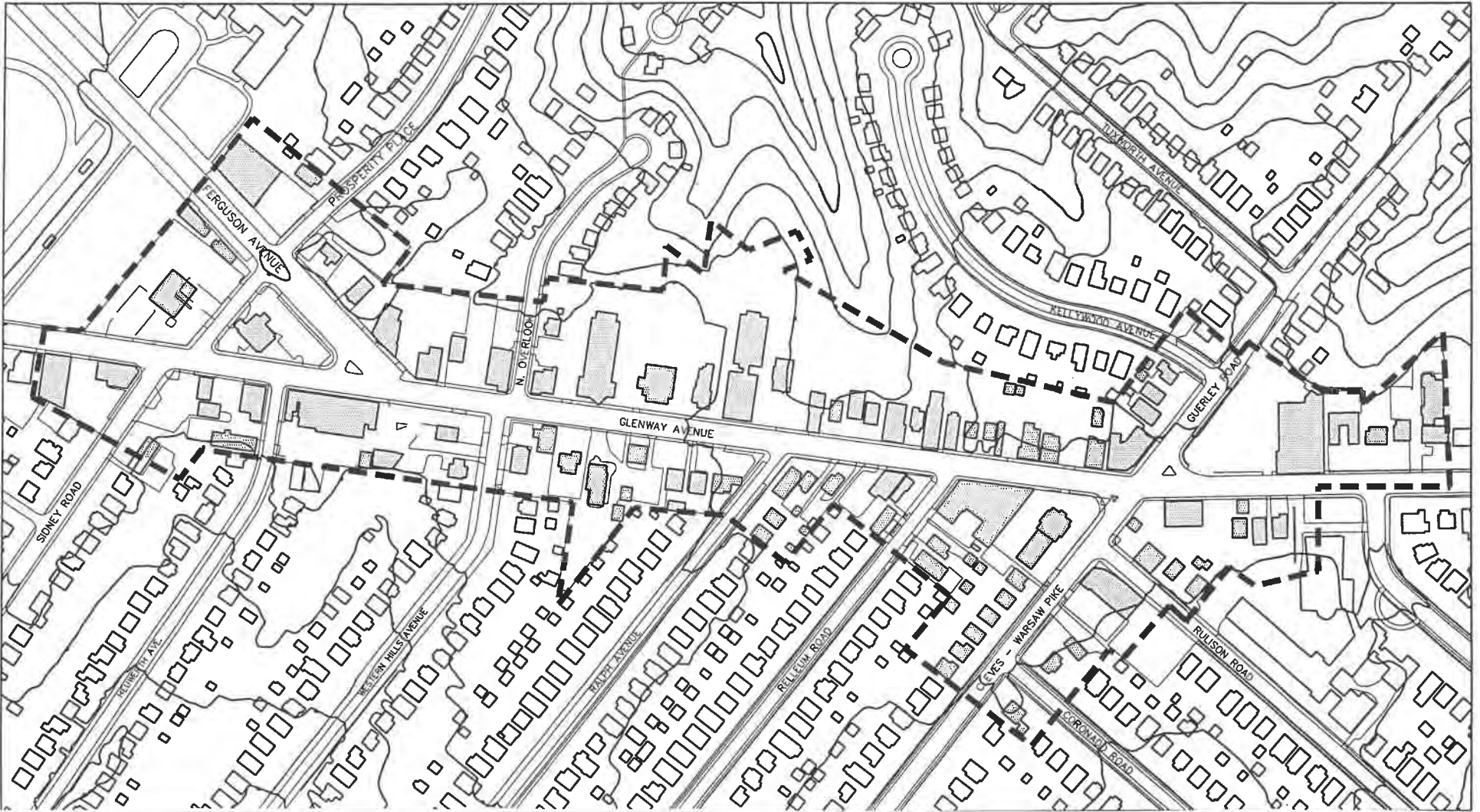
- Zoning Legend**
- R-2 Single-Family Medium Density District
  - R-2(T) Transitional District
  - R-3 Two Family District
  - R-3(T) Transitional District
  - R-5 Multi-Family Medium Density District
  - R-5(T) Transitional District
  - O-1A Suburban Office District
  - B-3 Retail-Wholesale Business District
  - B-4 General Business District



**WESTERN  
HILLS  
GATEWAY**

## TOPOGRAPHY

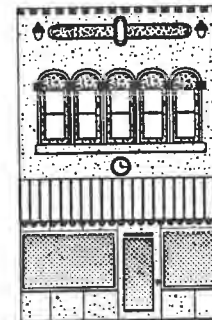
The topography of the business district reflects a level streetscape. Glenway Avenue forms a high point for the surrounding community. Generally, the Cleves-Warsaw/Guerley Road intersection is lower in contour elevation than the Ferguson Road/Glenway Avenue intersection. The surrounding residential community east and west of Glenway Avenue has lower topographic contour elevations. The large parking area to the east, mid-point in the business district, is an example of significant topographic relief. The parking area is situated within the beginning of a small ravine that extends northeastward throughout the residential community. On the west of Glenway Avenue, the topography decreases to Covedale Avenue. A low point for the surrounding area is located near the intersections of Covedale Avenue at Relleum Road and Ralph Avenue.



# TOPOGRAPHY

## Legend

-  Urban Design Study Area
-  10 ft. Topographic Contour Line

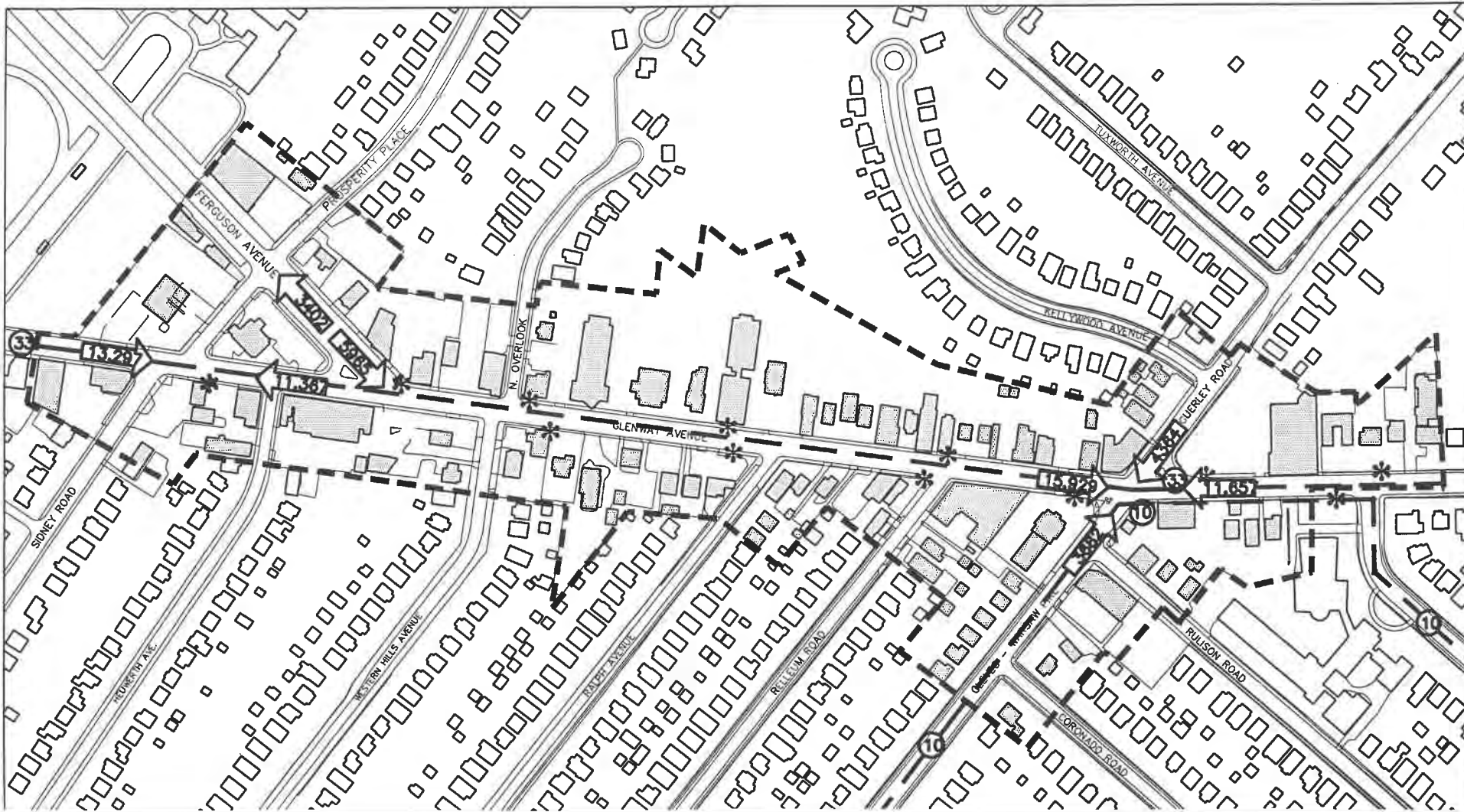


**WESTERN  
HILLS  
GATEWAY**








## CIRCULATION

Glenway Avenue, in the vicinity of Prout's Corner, measures 44 feet in width and carries approximately 25,000 vehicles per day. Analysis of the safety records for all of the intersections along Glenway Avenue within the study area revealed that their accident rates were below the average rate for similar type intersections within the City. The midblock accident rate on this section of Glenway Avenue, however, is slightly higher than similar streets within the City. The majority of the midblock accidents reported were of the rear-end or sideswipe type, many of which can be attributed to the demand for left turns into the many existing driveways within the business district and the absence of an exclusive or two-way left turn lane along Glenway Avenue.



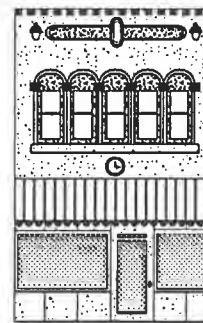
## CIRCULATION

### Legend

-  Urban Design Study Area
-  Bus Stop
-  Bus Route
-  Bus Number
-  Traffic Count Taken in 1992



1" = 300'-0"



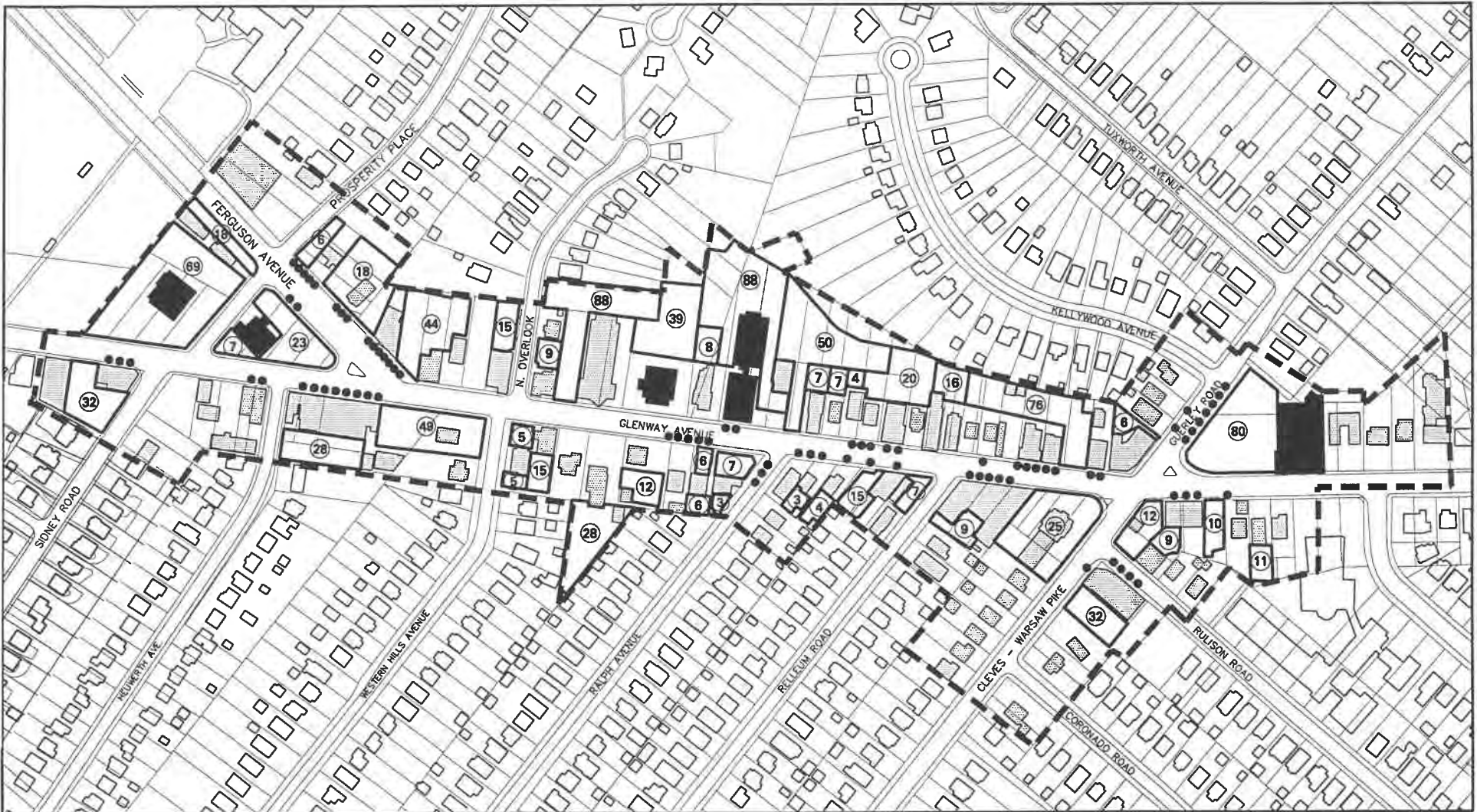
**WESTERN  
HILLS  
GATEWAY**

## PARKING STUDY

Currently, there is a total of 861 off-street parking spaces and 47 metered on-street parking spaces for a total of 908 available spaces within the study area. The north side of Glenway Avenue has 557 off-street parking spaces and 15 metered on-street spaces. The south side has 304 off-street and 20 metered on-street spaces. Cleves-Warsaw contains nine on-street metered spaces, while Ralph Avenue contains three on-street metered spaces.






Parking demand for a neighborhood business district based upon the current land use, the Cincinnati Zoning Code would require a total of 677 off-street parking spaces within the business district while a combination of these zoning requirements with nationally accepted rates would require a total of 909 spaces (both on and off-street spaces combined). The existing number of off-street spaces currently exceeds the requirements of the Cincinnati Zoning Code, while the total number of available parking spaces is one shy of the nationally accepted total. On a typical weekday, more than 550 parking spaces are unoccupied and available for motorists within the area.

Some improvement to the safety and flow of Glenway Avenue could be accomplished through the interconnection of several existing parking lots and the elimination of selected driveways. It appears that connections could be provided among all of the off-street lots behind the businesses on the north side of Glenway Avenue opposite Ralph and Relleum Avenues. In addition, connections could be made between the lots serving the covedale Cinemas, future library building and the medical offices at 4966 Glenway Avenue. With these connections in place, several existing driveways that would then become redundant could be closed. This would result in safety enhancements for left and right turning movements.



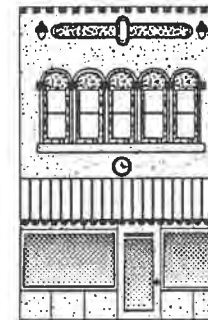
## Parking Study

### Legend

-  Urban Design Study Area
-  Number Of Spaces In Lot
-  Lot Boundary
-  Parking Meter
-  Major Anchor Uses



1" = 300'-0"



**WESTERN  
HILLS  
GATEWAY**

## MAJOR LAND OWNERS

The Western Hills Gateway ownership reflects the existing patterns of development and land use. Surrounding residential properties are predominantly held by many individual owners, while large parcels of business zoned properties are held by a few owners.

There are several large land areas controlled by single property owners that represent significant potential development opportunities. On the north side of Glenway Avenue contains an expansive parking area controlled primarily by a single owner. Several smaller parcels controlled by others contribute to the parking area. Another potential opportunity is land near the intersection of Cleves-Warsaw Pike and Guerley Road.

New development must employ creative methods to acquire property for its use. New development must compensate for the existing brick sewer and adjust site development accordingly.



## Major Land Owners

### Legend

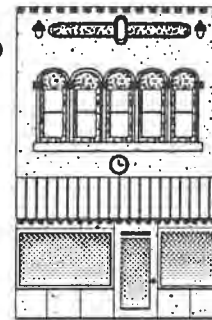
 Urban Design Study Area

### Owners

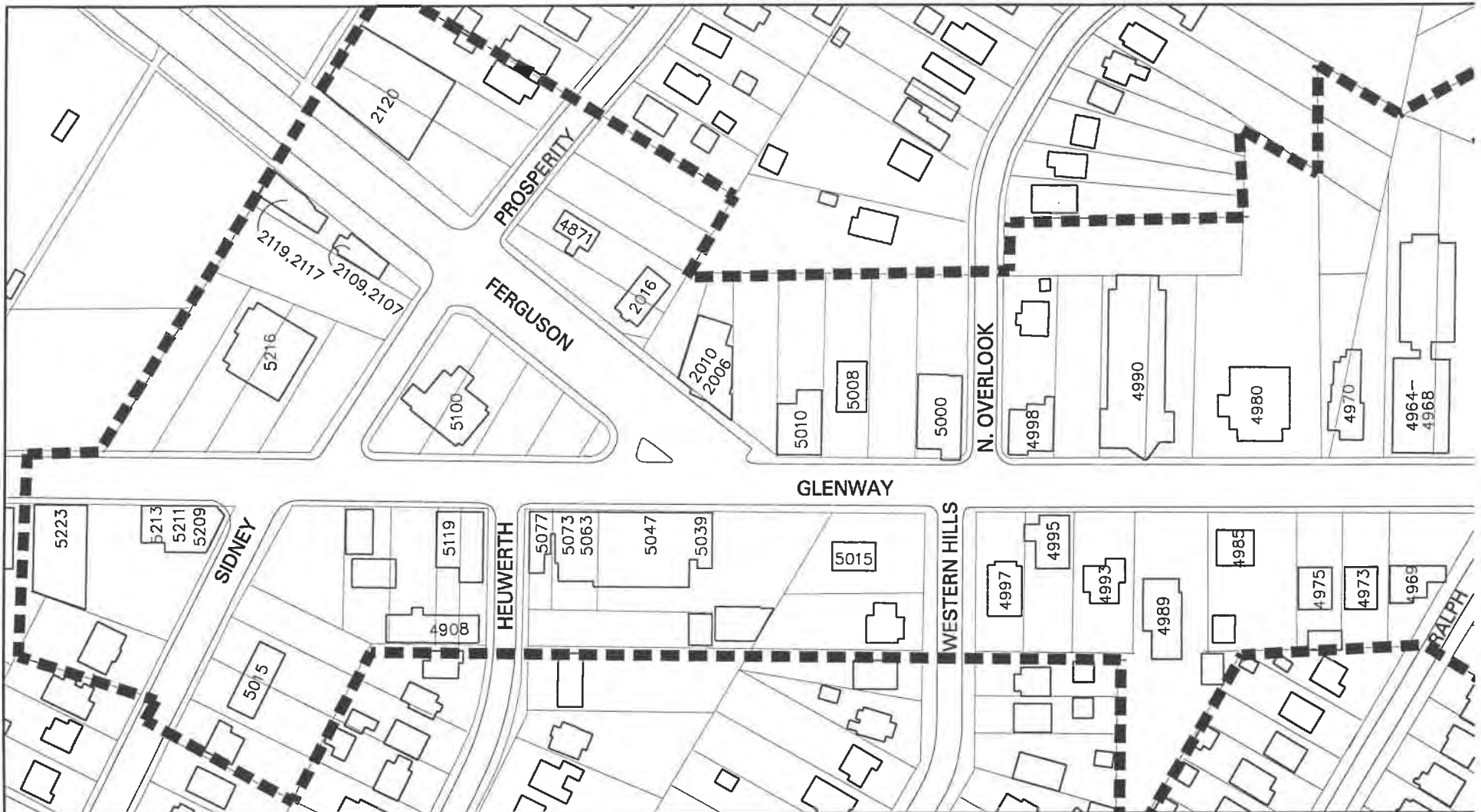
1. White, Roy & Marvin R. - 3,6051.10s.f.
2. Public Library - 39,558.70s.f.
3. Daystar Properties - 128,983.37s.f.
4. Kahny, John W. & Mary Claire - 14,171.79s.f.
5. Bel Tsos, Esmine - 37,016.15s.f.
6. Leuenberger, Marcella - 14,551.56s.f.
7. One Holdings Inc. - 48388.64s.f.
8. G. M. Investments Inc. - 17,571.48s.f.
9. Fifth Third Bank - 26,747.85s.f.
10. Maloney, Thomas J & Lavern R De - 14,888.08s.f.
11. Meyer, Harry & Sons - 29,881.78s.f.
12. PNC Bank



1" = 300'-0"



**WESTERN  
HILLS  
GATEWAY**



## Building Inventory

### HEUWERTH TO STUDY AREA BOUNDARY

PNC Bank	5100 Glenway
Franklin Savings	5119 Glenway
BP	Glenway & Sidney
Sebastian's Gyros	5209 Glenway
Mr. Martin's Hair Designing	5211 Glenway
Peppe Ramundo & Son Custom Clothes	5213 Glenway
Frisch's Restaurant	5216 Glenway
Blockbuster Video	5223 Glenway
U.S. Army Recruiting Station	2115 Ferguson
Garret Galleria	2107 Ferguson
Public Library	4908 Heuwerth
Sidney Road Apartments	5015 Sidney

### WESTERN HILLS TO HEUWERTH

Montgomery Cyclery	5000 Glenway
Piece of Cake Pastry Shop	5008 Glenway
Club Attractions	5010 Glenway
Burger King	5015 Glenway
Waves of Freedom Hair Design	5039 Glenway
Bernen's Pharmacy and Medical	5047 Glenway
Funny Books n' Stuff	5063 Glenway
Natural Life Health Food	5073 Glenway
The Corner Pub	5077 Glenway
Vacant	2010 Ferguson
Robert J. Smyth Md, Inc.	2016 Ferguson
Vacant	2119 Ferguson
Henry Sieve Pontiac	2120 Ferguson
Christ Hospital Medical Associates	4871 Prosperity

### RALPH TO WESTERN HILLS

Western Hills Medical Arts Building	4966 Glenway
Mental Health Services	4968 Glenway
Fagile Jewelers	4969 Glenway
Sutton Optical / Mabrey Savorie's Restaurant	4970 Glenway
Hallar Homes	4970 Glenway
Dr. Lowsutter Pediatricists	4973 Glenway
Kramer Accountants	4975 Glenway
Future Library	4980 Glenway
Roda Realty / Awards & Sign Graphics	4985 Glenway
Meyer & Geiser Funeral Home	4989 Glenway
Vacant	4990 Glenway
AAAA Driving / Armed Forces Recruiting	4995 Glenway
Wing Optometrist	4997 Glenway
Hagen Family Dentistry	4998 Glenway





## MARKET STUDY

A city-wide market analysis was prepared by project market decisions in 1995 for the City Department of Economic Development.

The report contains an individual Market Profile on each of the 37 neighborhood based market areas. The market area profiles covered six different aspects of each market area including: a narrative description of the neighborhood market area and its business centers; key demographic indicators; a map of the market area; an overview of the lifestyle clusters; identification of high and low consumer lifestyle and product preferences; top ten establishments of supply and retail potential; and observations and recommendations for the neighborhood business district within its market area.

The Price Hill business district runs along Glenway Avenue in two major stretches separated by a mixture of single-family and multi-family housing. One stretch of businesses is from Seton to Kreis where there is a variety of food, retail, and service establishments. The second stretch of businesses is from Guerley/Cleves-Warsaw Avenue to Boudinot Avenue. This is the West Price Hill District. The hub of the business district, known as Prout's Corner, is at the intersection of Glenway Avenue and Guerley/Cleves-Warsaw Road. The only grocery anchor, Kroger, has closed its store amid much resident protest. There are approximately 17 other small retail establishments in the area that serve the local community. A Revco drug store has opened in the former Kroger store location.

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

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

There are a total of 21 lifestyle clusters represented in the West Price Hill Market Area. The top three clusters found in the West Price Hill market area are:

**Single City Blues**, with 11,306 households, is the market area's predominant cluster type. This grouping usually contains a mixture of races. The household income level is usually less than \$15,000. This does not hold true for this market area with a higher median household income of \$30,478 in 1995.

**Gray Collars**, with 4,661 households, is this area's second largest cluster group. This cluster type is typified by aging couples who fall within the age ranges of 55-64, and age 65+. Educational level achieved is usually high school. Workers are employed in a white/blue-collar job mix.

**Blue-Chip Blues**, with 4,474 households, is the third dominant cluster type in the West Price Hill market area. This cluster includes mostly upscale blue-collar families. Race is mainly white and most have a high school education, some have college. the predominant adult age range is between 35-54.

### **Current Retail Supply**

The analysis of existing establishments in the market area identified 865 different businesses in the 60 retail and service establishment categories. These establishments account for an estimated 3,134,101 square feet of space. The market area contains 58 different establishment types out of the 60 types analyzed.

### **Retail Potential**

An examination of the West Price Hill Market Area indicates that there is development potential to support an additional 823,800 square feet of retail-service space. It is estimated that this new potential would support the development of 243 new establishments in 29 different types.

The population base in this market area is very large at 130,265 and is expected to remain stable through the year 2000. The median income in the market area is above the City's median at \$30,478. The lifestyle cluster composition is extremely heterogeneous with 21 of 60 lifestyles represented.

West Price Hill has two primary business districts located along Glenway Avenue—one near Seton and Elder High Schools and the other at the intersection of Cleves-Warsaw Pike and Guerley Road. There are a number of miscellaneous retail establishments which serve the market area stretched between these nodes. There is a significant concentration of retail/commercial establishments throughout the West Price Hill market area which for the most part is healthy and viable. New development in the Glenway Crossings area could add an additional 300,000 square feet of retail/commercial development to the market area's inventory in the near future.

While the development potential indicates unmet demand for over 800,000 square feet of additional retail space for West Price Hill

For West Price Hill to capture its share of the development potential, the neighborhood oriented businesses within the West Price Hill business district will need to stay focused on their service oriented niche in order to stay viable in the face of regional competition, which includes Glenway Crossings and the Western Hills Plaza area. The West Price Hill business district could benefit from the following types of establishments aimed at serving area residents: eating and drinking establishments, recreational facilities, household appliances and home furnishings, paint/glass/wallpaper, bookstores, stationary, and video tape rental.



- Goals & Objectives
- Urban Design Plan
- Design Vision
- W. Price Hill Gateway Program
- Glenway Avenue Corridor Improvements
- Liberty/Village Green Improvements
- Glenway/Ralph Intersection Improvement
- Overlook/Guerley Parking Consolidation
- Future Developments
- South East Public Parking Consolidation & Redevelopment
- Development Policies

# GOALS & OBJECTIVES

## ISSUES:

- ISSUE 1:** Parking for the business district; both on-street and off-street, future consolidations for shared parking.
- ISSUE 2:** Circulation; pedestrians and traffic flow through the business district.
- ISSUE 3:** Pedestrian right-of-way - crosswalks.
- ISSUE 4:** Development potential; vacant sites and business closings are a concern.
- ISSUE 5:** Business district image; identity. Is the focus regional or local?
- ISSUE 6:** There is a need for a variety of merchants for a good business mix.

## PARKING

### Goal:

- Capture the high traffic volumes by strengthening existing opportunities for accessible, safe, and convenient parking, while maintaining the pedestrian village atmosphere.

### Objectives:

- Encourage parking continuity and efficiency by sharing and consolidating existing small and underutilized parking areas.
- Provide instructional signage to parking areas for vehicular traffic.
- Increase the number of on-street parking spaces by decreasing the number of curbs through shared off-street parking.
- Enhance pedestrian circulation by improving areas used for walking.
- Provide additional crosswalks for pedestrians.

## BUSINESS DEVELOPMENT

### Goals:

- To retain and recruit businesses that attract customers from the community, surrounding communities, and the tri-state area.
- To enhance the economic vitality of the existing businesses and the business district as a whole.

### Objectives:

- Establish relationships with business and property owners to increase awareness of opportunities to retain and attract businesses that are compatible with the district.
- Eliminate vacant lots and conditions of blight and deterioration in the urban renewal area, without displacement of families or businesses.
- Business hours should be consistent with shopping hours desired by the patrons.
- Maintain the village-like integrity of the district without diluting the critical mass scale.

## DESIGN AND INFRASTRUCTURE

### Goals:

- To reinforce the visual image and physical design of the district as an aesthetically "village" type atmosphere.
- To emphasize design elements and improvements that enhance the quality of a pedestrian oriented environment.

## Objectives:

- Tie the intersection of Glenway Avenue and Ferguson Avenue into the business district.
- Preserve and encourage the linear continuity of buildings along Glenway Avenue.
- Create perimeter gateway elements to encourage district identity and image.
- Provide a public focus area, preferably near the intersection of Cleves-Warsaw and Glenway Avenue to serve as an identity element for the district.
- Maintain the existing street pattern and traffic flow.
- Limit the number of curb cuts.
- Improve building facades.
- Infill buildings should reinforce the village-type atmosphere.

## MARKETING AND PROMOTIONS

### Goals:

- Market the district as a separate and distinct business district offering a variety of personal service and specialty retail stores.

### Objectives:

- Promote West Price Hill business district as a community based

business district.

- Create a marketing strategy to advertise and promote a variety of services and retail establishments.
- Identify and recognize common customer patterns, habits, and needs.
- Create a marketing pamphlet highlighting the variety of services and specialty retail.
- Work with other business districts and regional economic groups such as the Chamber of Commerce.

## ORGANIZATIONAL DEVELOPMENT

### Goals:

- To develop a stronger and broader partnership between the businesses and property owners.
- To continue formal communication channels between existing and new businesses.

### Objectives:

- Encourage new and existing businesses to become members and join efforts with the business group and civic association.

## CLEANLINESS

### Goal:

- To provide streets, alleys, lots, and sidewalks that are free of litter, debris, and weeds.

## GOALS & OBJECTIVES

### **Objectives:**

- Encourage structured clean up activities that support job training and employment opportunities for the youth.
- Provide adequate support to enhance clean up activities.

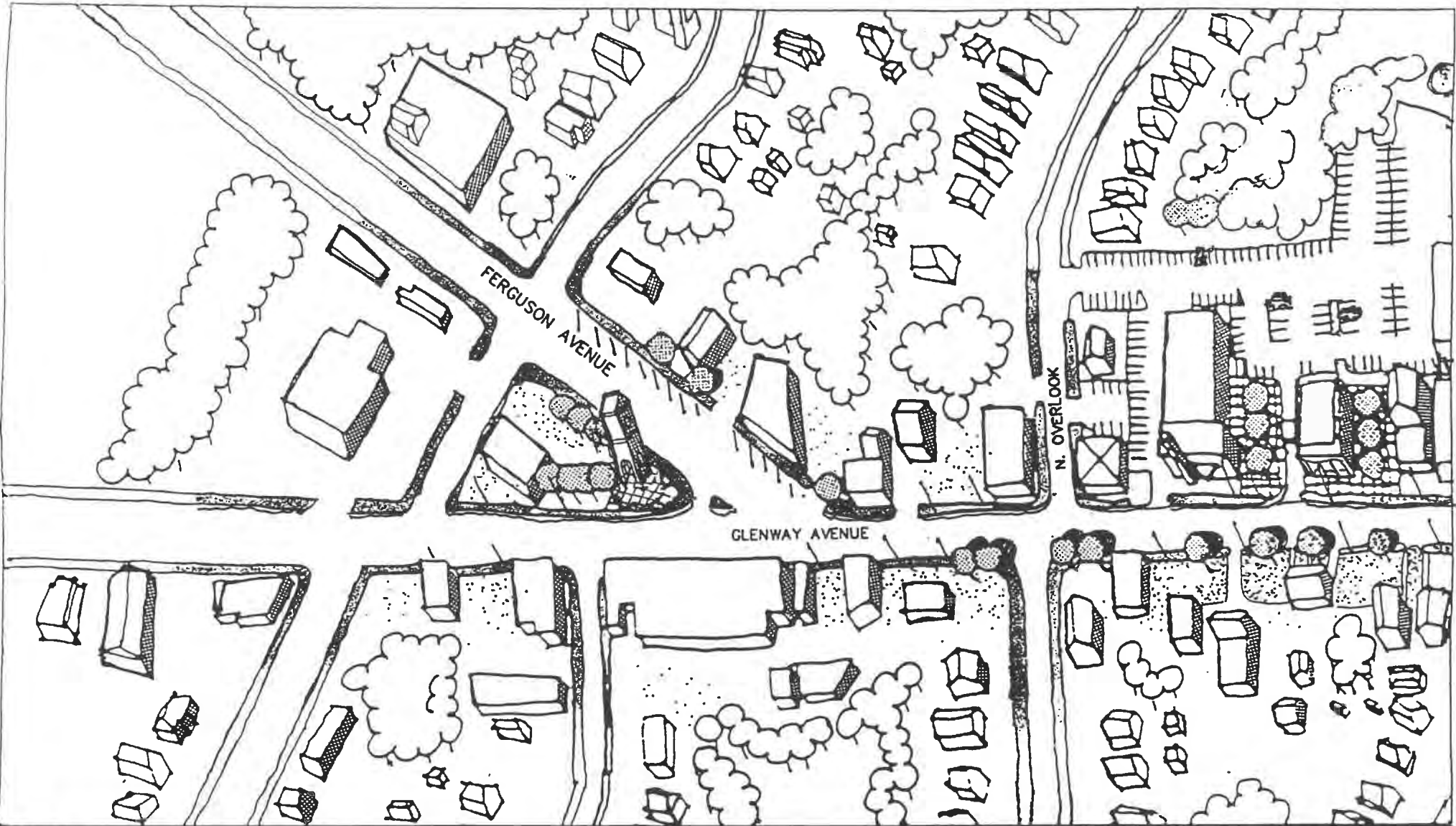
### **SAFETY**

### **Goal:**

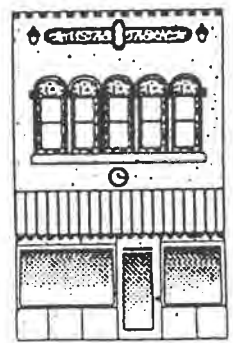
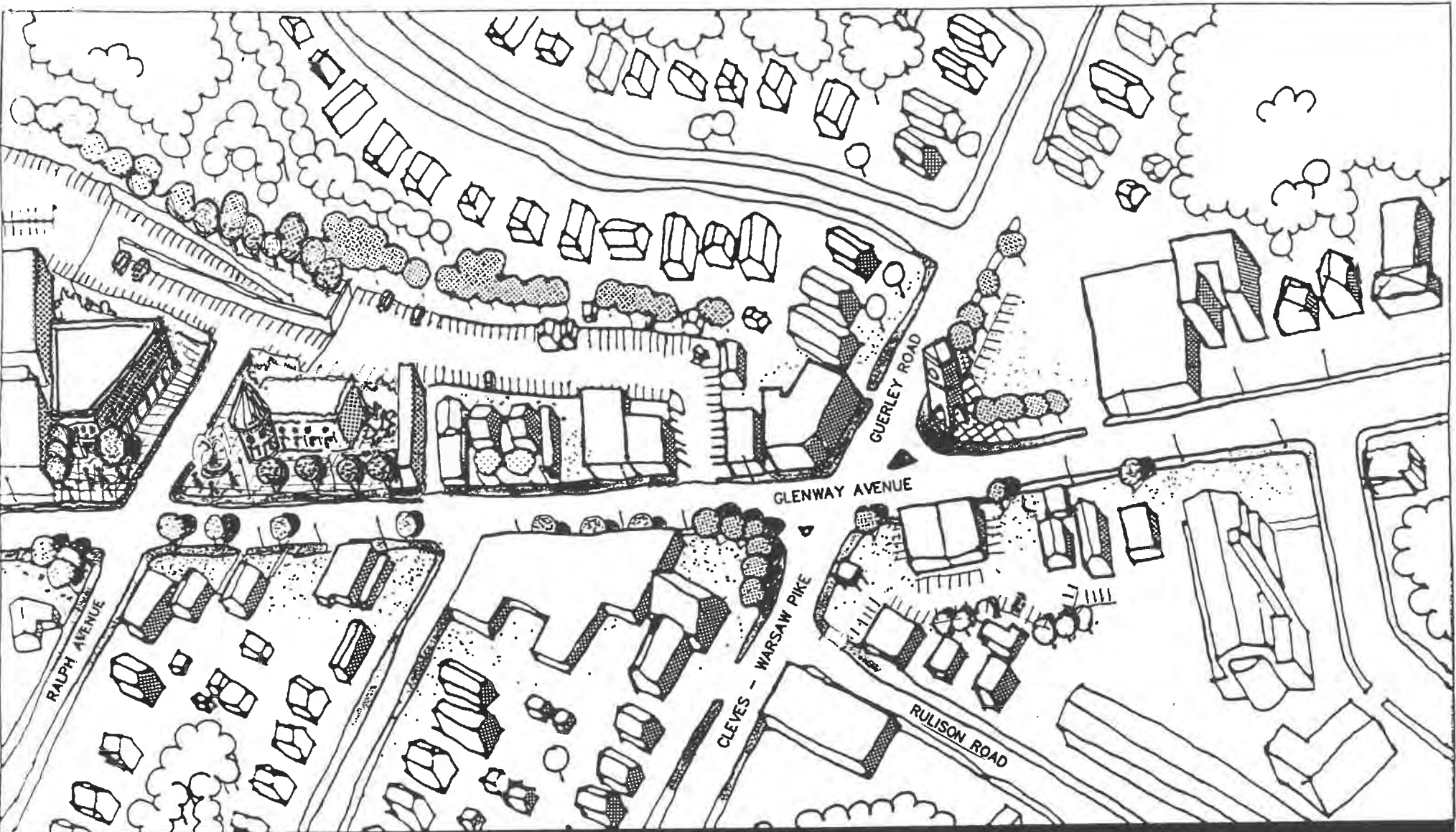
- To maintain the West Price Hill business district as a safety place to live, work and shop.

### **Objectives:**

- Increase security by providing adequate lighting for all parking lots and alleys.
- Increase pedestrian and vehicular safety by encouraging collaborative approaches among businesses.

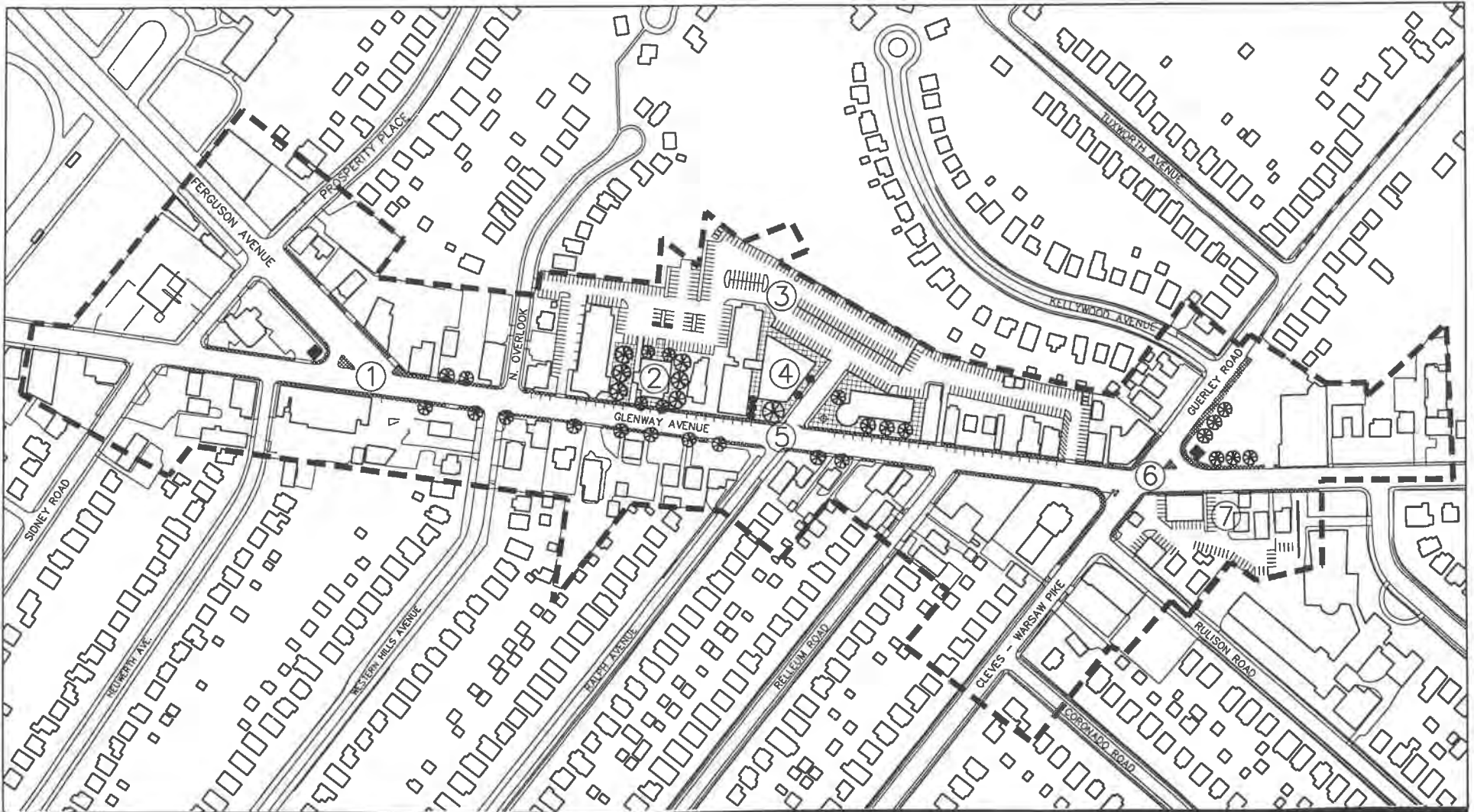


**Urban Design Plan**



WESTERN  
HILLS  
GATEWAY

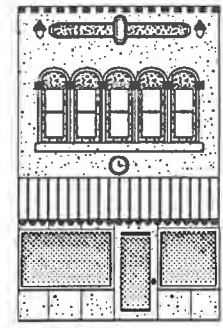




# Urban Design Plan

- Legend**
-  Urban Design Study Area
  -  Signage/ Curb Appeal Improvements

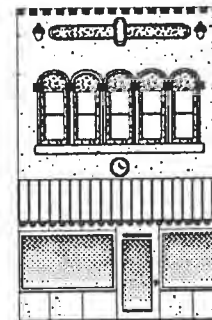
- ① Northwest Gateway
- ② Library/ Village Green
- ③ Overlook/Guerley Parking Consolidation
- ④ New Development
- ⑤ New Traffic Signal
- ⑥ Southeast Gateway
- ⑦ Southeast Parking Consolidation



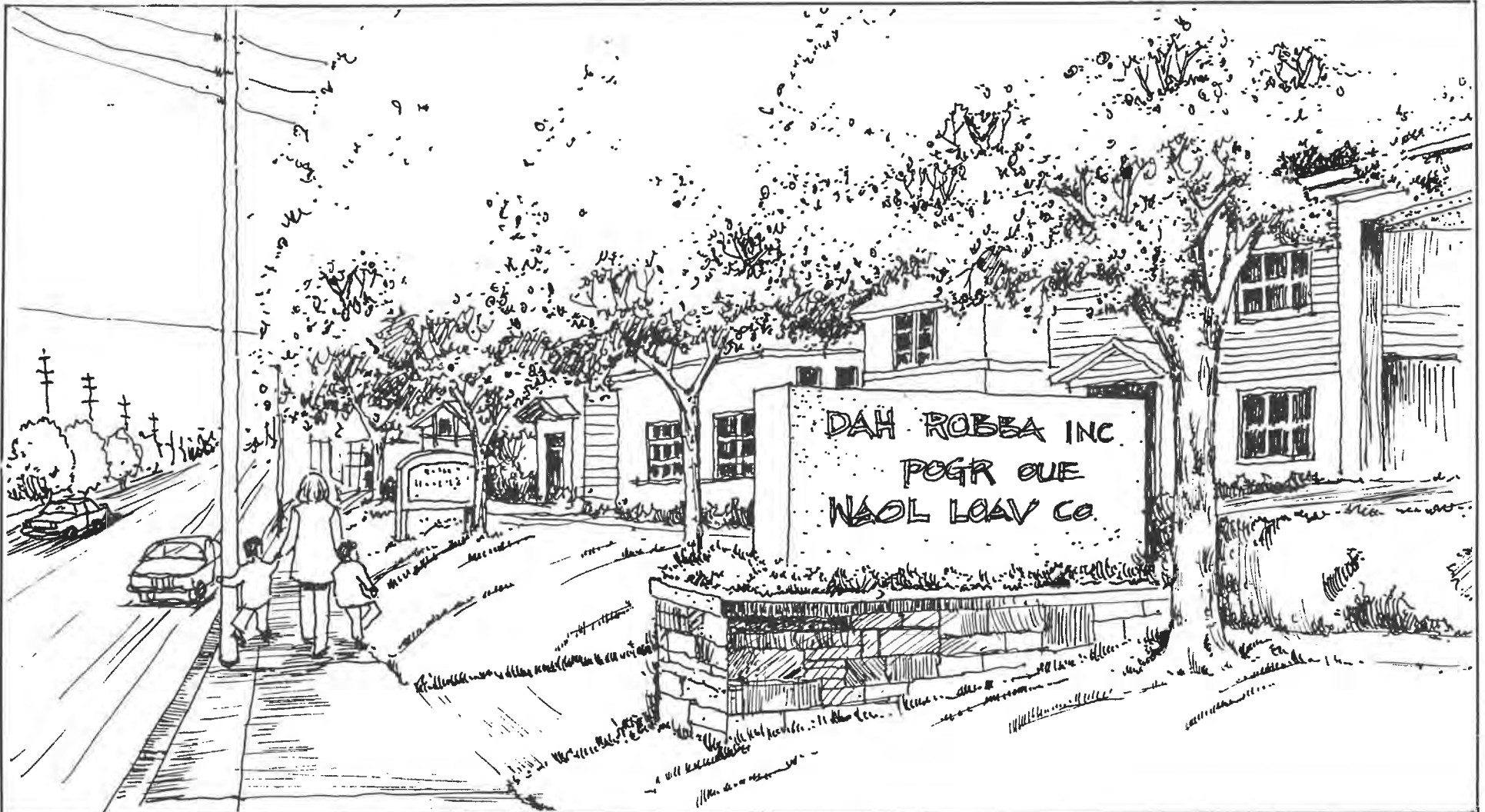
**WESTERN  
HILLS  
GATEWAY**



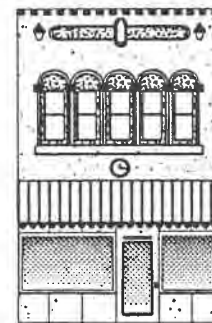
Gateway Program



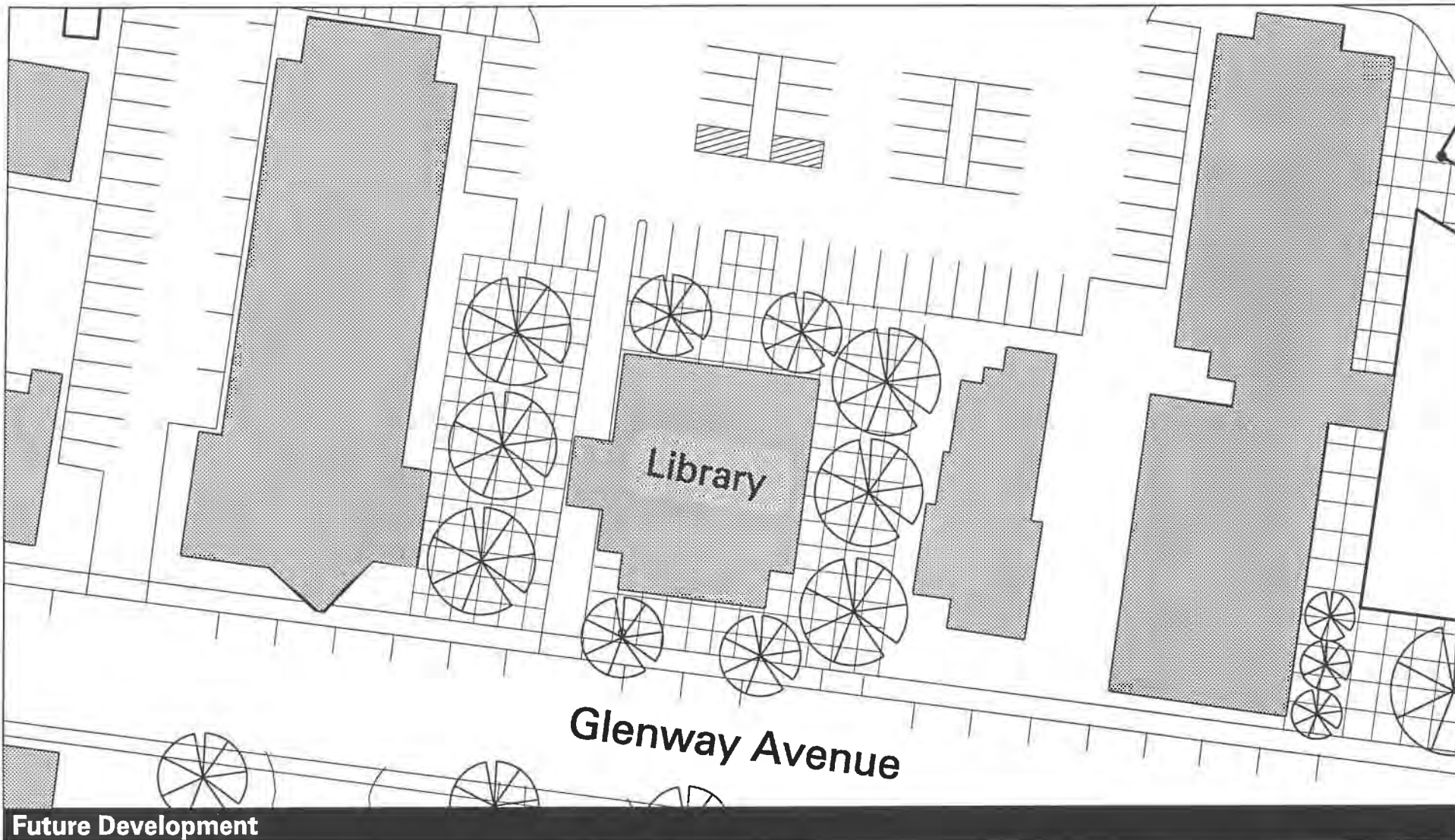
WESTERN  
HILLS  
GATEWAY



**Glenway Avenue Corridor Improvements**

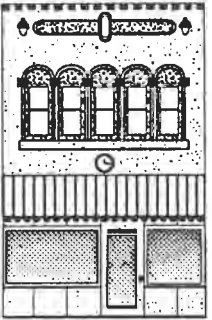


**WESTERN  
HILLS  
GATEWAY**

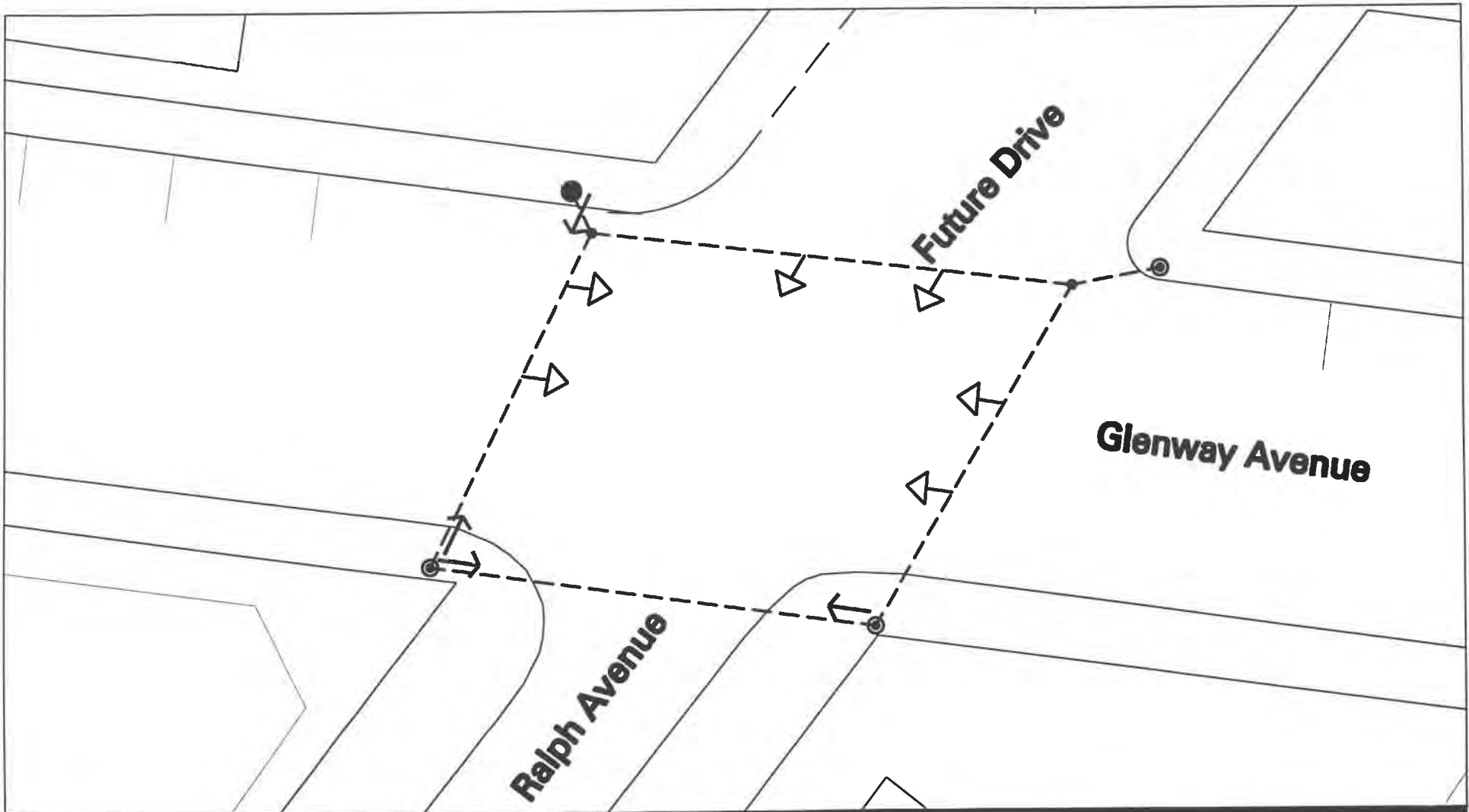


**Future Development**





**Legend**

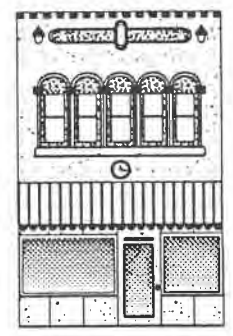
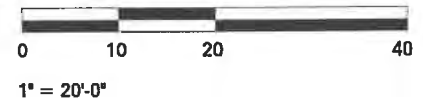


**WESTERN  
HILLS  
GATEWAY**

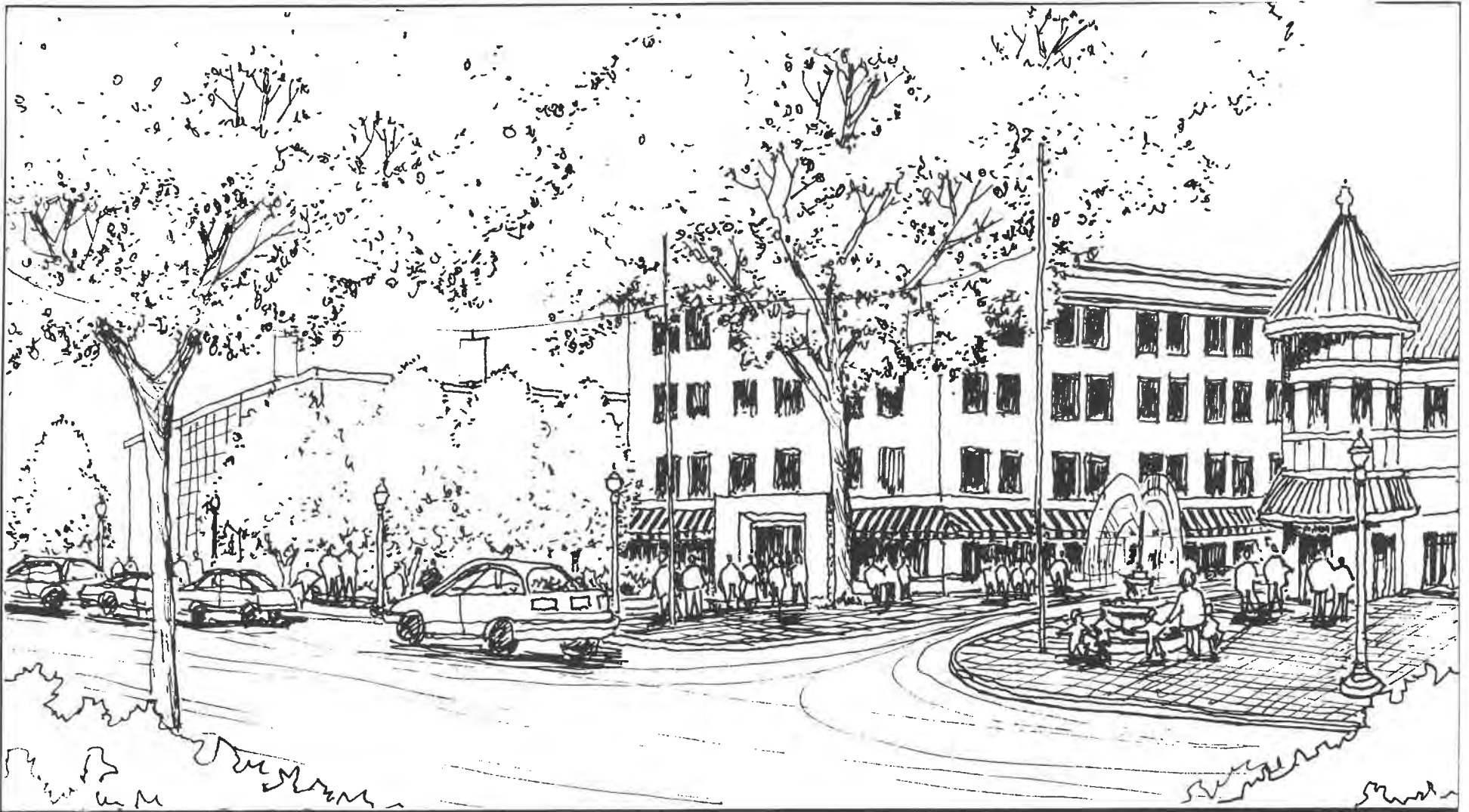


**Glenway/Ralph Intersection Improvements**

- Legend**
-  New Traffic Signal
  -  Existing Wood Pole
  -  New Steel Pole
  -  New Pedestrian Signal



**WESTERN  
HILLS  
GATEWAY**

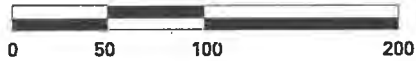


**Future Development**

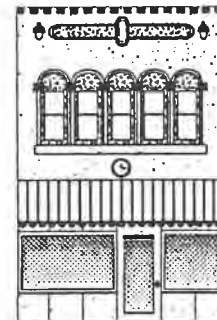
**Legend**



New Structure



1" = 100'-0"





**WESTERN  
HILLS  
GATEWAY**

# OVERLOOK/GUERLEY PARKING CONSOLIDATION



## Legend

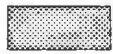

-  Number Of Spaces In Lot
-  Lot Boundary

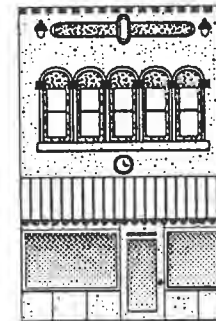




**Overlook/Guerley Parking Consolidation**

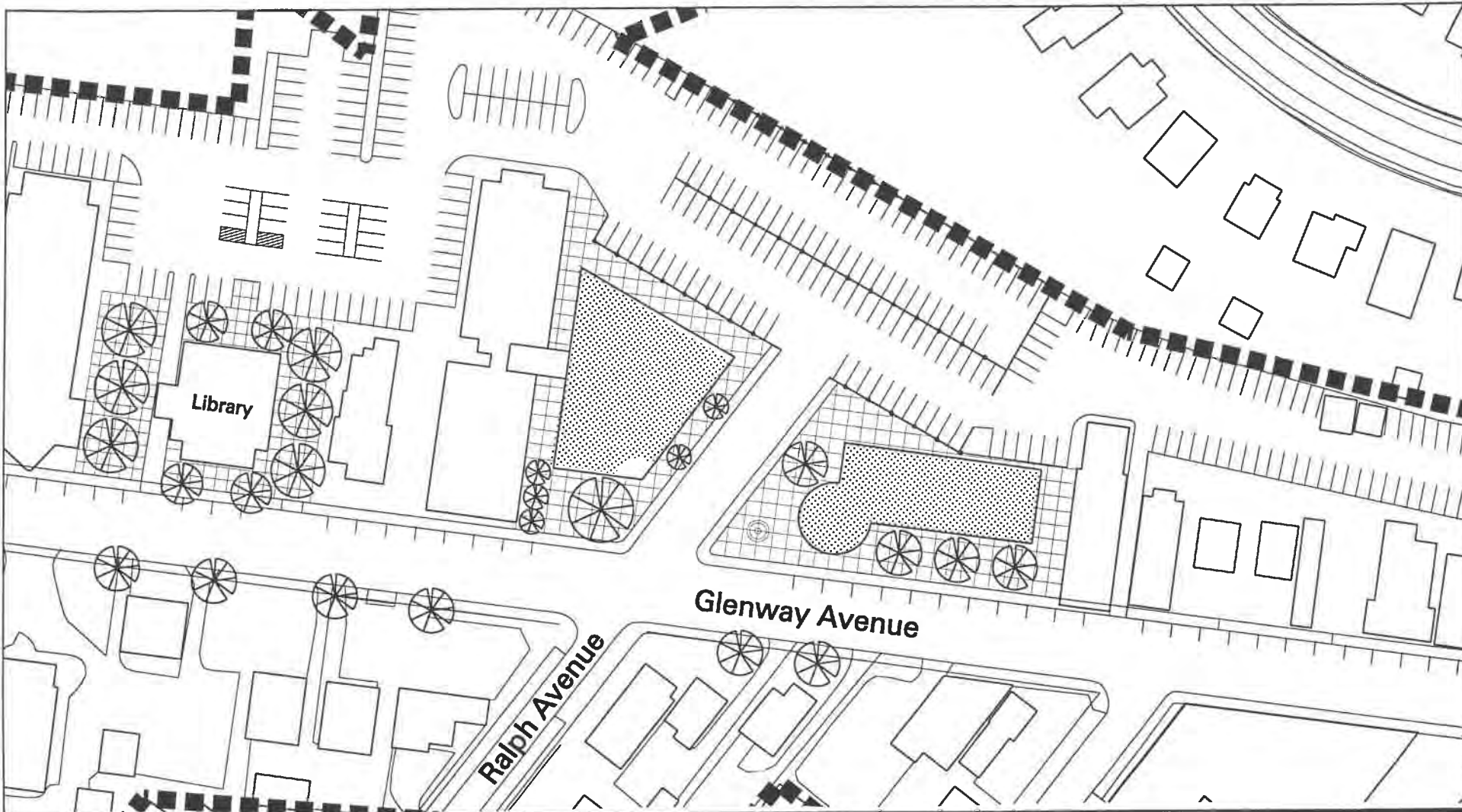
**Legend**

-  Consolidated Parking Area
-  Phased Construction



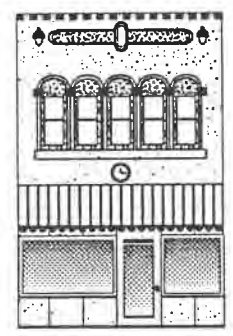
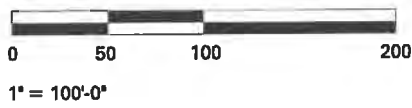
**WESTERN  
HILLS  
GATEWAY**





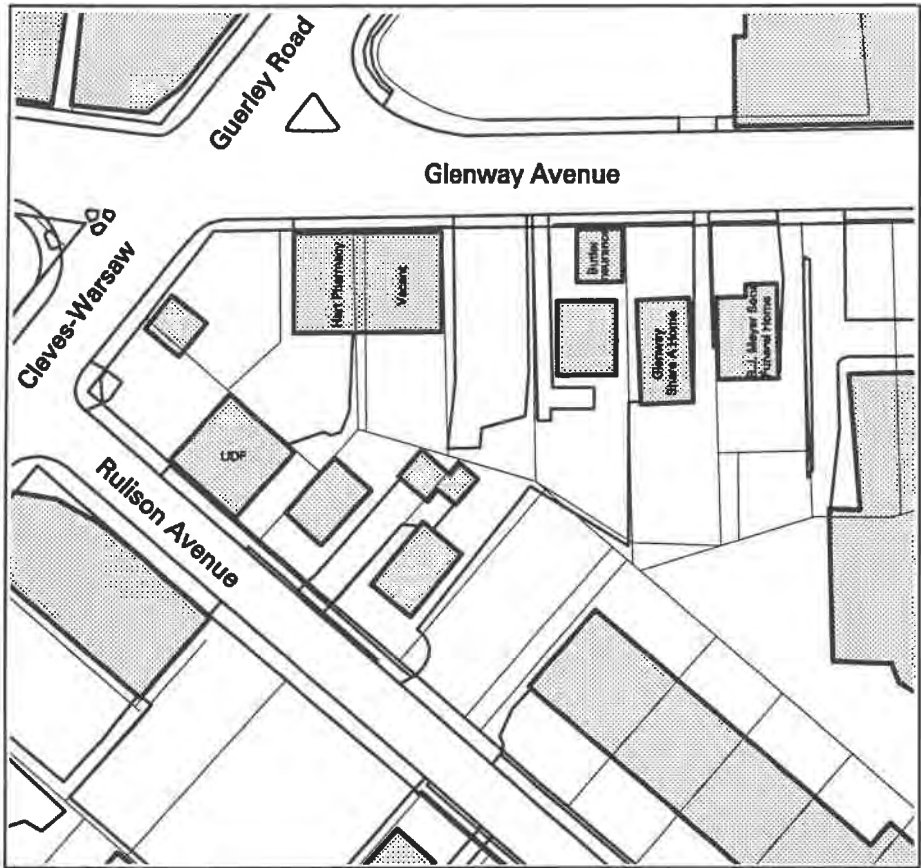
**Future Development**

**Legend**  
 New Structure



**WESTERN  
 HILLS  
 GATEWAY**

# SOUTHEAST PUBLIC PARKING CONSOLIDATION



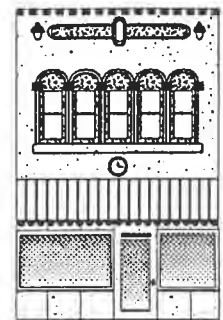
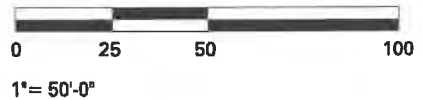
1" = 100'-0"





**Southeast Public Parking Consolidation**

Legend



**WESTERN  
HILLS  
GATEWAY**

## DEVELOPMENT POLICIES

The purpose of the urban design policies are to assist the development of land and structure to be compatible with the environment, and to protect the quality of the urban environment, in those locations where the characteristics of the environment are of significant public value and are vulnerable to damage by development permitted under conventional zoning and building regulations.

The establishment of urban design policy guidelines protects and enhances the environment features of the business district. The development guidelines describes in words, characteristics which are to be protected and development features which will be reviewed for impact of a proposed development on the environment.

### SIGN POLICIES

1. Signs should be simple, legible and designed to be harmonious with the business district marketing strategy and identity.
2. All traffic/vehicular signage should be coordinated and organized through the streetscape hardware system.
3. Wall signs should be limited to one square foot of area for each linear foot of building street frontage. Wall signs shall not exceed 100 square feet in area regardless of street frontage.
4. Ground signs are preferred for commercial and retail business buildings which sit back from the street a distance of 15 feet or more. The maximum height should be seven feet.
  - a. A ground sign is recommended to be allowed at least 1½ square feet in area for each linear foot of property frontage and shall be limited to one sign per street frontage.
5. Roof mounted and projecting signs are not permitted unless other methods are not practical. Roof signs deemed appropriate shall appear to be an architectural extension of the building and no support structures should be visible to the public view.
6. Flashing signs should be used for theaters only. Time and temperature displays are exempt and are permitted, but are considered part of the total signage area and will be taken into account with respect to square footage allowance.
7. Directional or on-premise incidental signs or entry/exit signs are permitted in addition to other signs. These signs should be six square feet or less per sign face.
8. Design and signs in character with the type of business to be identified.
9. Implement trademark or symbolic copy on signs is encouraged.
10. Design signs to be harmonious with the architecture of the buildings on which they are located.
11. Signs should be adequately spaced from other signs for good visibility and consistent in size with other signs of similar businesses.
12. Obsolete or abandoned signs and/or mounting devices should be removed.

# DEVELOPMENT POLICIES

## STOREFRONTS AND FACADES POLICIES

13. Up-lighting on buildings should be encouraged.
14. Building appurtenances and projections should be in scale with the total composition of the building itself.
15. Storefronts should be visually open to the street and, where practical, entrances recessed to increase the effective sidewalk space and provide sheltered pedestrian access.
16. Awnings should be harmonious with the architectural features of the buildings on which they are located and should not conceal architectural features of the building and should not be pipe stand awnings. Traditional awnings are required unless not practical.
17. Awnings should not project into more than two-thirds of the sidewalk.
18. Awnings should run parallel to the face of the buildings and provide a continuous covering along the sidewalk or to small entry awning over the door, etc.

## SITE AMENITIES POLICIES

19. Benches should be placed in open public gathering areas and shaped to discourage loitering.
20. Bulletin board kiosks should be placed in gathering areas to aid in the control of posted billboards.
21. Dumpsters should be enclosed to promote a clean, ordered

environment and placed behind buildings when possible.

22. News racks should be organized and installed according to the City of Cincinnati news rack policy.
23. Site amenities should be low maintenance and discourage graffiti.
24. Site amenities should not be placed to promote hiding areas, but rather in the open to promote security.

## LANDSCAPING AND PAVING POLICIES

25. Special paving should define the area where pedestrians movement occurs.
26. The size and shapes of paving should relate to the pedestrian scale environment of the district.
27. Special paving treatment should be used to define the focus areas of the district, major pedestrian crossing, gateway points and where pedestrian movement occurs.
28. Private businesses should be encouraged to use special paving to continue the pedestrian movements.
29. Flower pots and shrubs should be used to identify building entrances.

## LIGHTING POLICIES

30. Lighting in parking areas should be designed to enhance security.

## DEVELOPMENT POLICIES

31. Lighting for parking areas should be sensitive to nearby residences in color, intensity, scale, and direction.
32. Private lighting should be used for parking lots, walkways, and highlighting the buildings and show windows themselves. All lighting should be of an intimate pedestrian scale with the exception of parking lot luminaires.

### PARKING POLICIES

33. Existing lots should be shared and made more efficient through improved access, circulation, and layout. Establish common employee lots for businesses within the district in order to encourage the use of primary spaces for customers and more remote spaces for employees.
34. Parking signs that clearly direct shoppers to off-street parking opportunities should be provided.
35. All parking areas should be landscaped or screened with devices such as trees, a fence or mounds, to serve as a buffer and to break up large areas of parking. Large areas should have pattern, color, and texture to relate to the pedestrian scale environment desired.
36. Existing small underutilized lots should be combined to create larger and more efficient parking areas.
37. All intersections, crosswalks, and entrances to commercial space should be accessible to the handicapped when possible.
38. Lots should be blacktopped and marked for easy circulation and should maximize the number of parking opportunities.

39. Reduce the number of curb cuts and driveways along the Glenway Avenue right-of-way by consolidating parking areas.

### DEVELOPMENT POLICIES

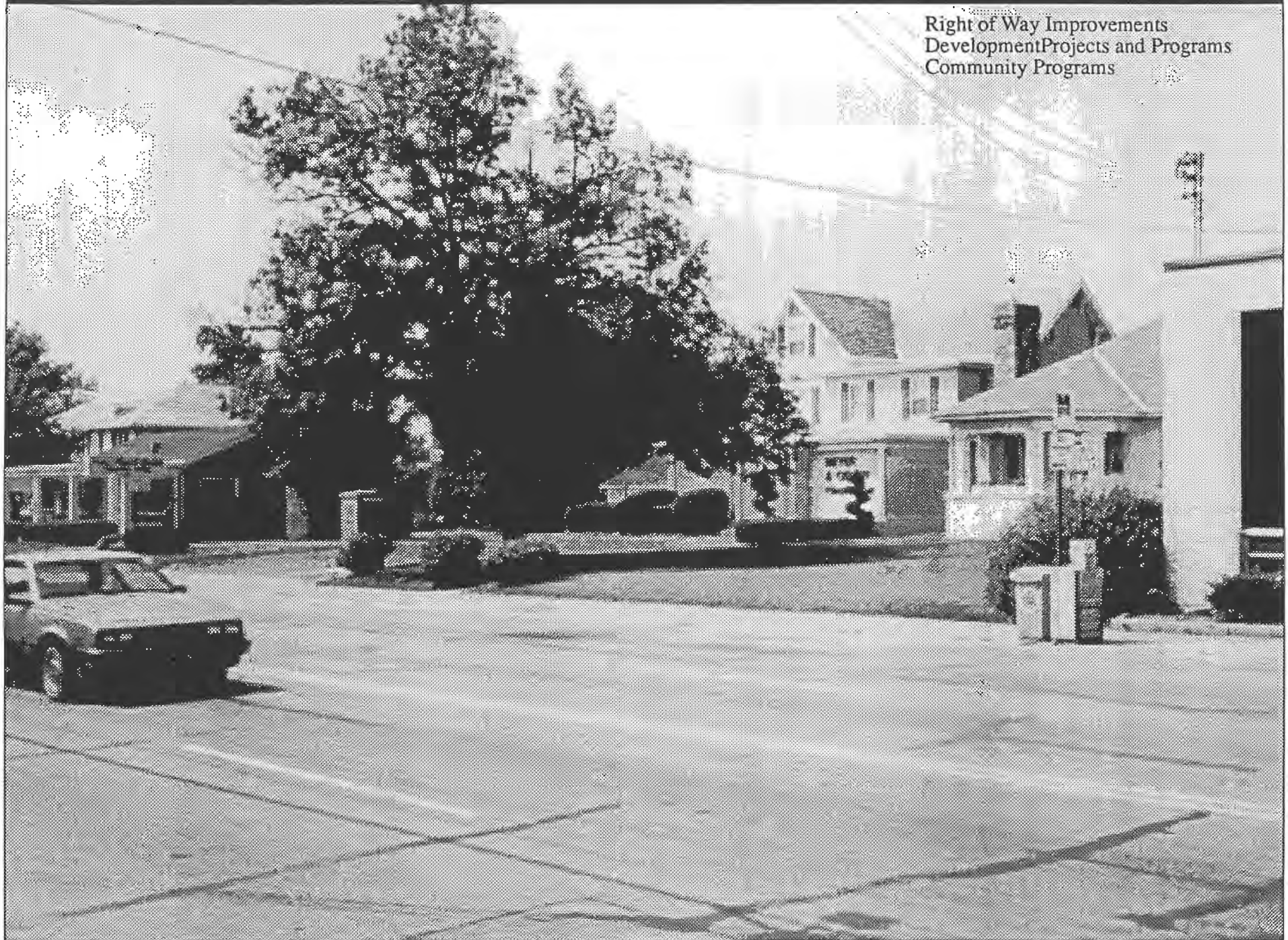
40. Businesses should be designed to reinforce the existing patterns for all storefronts facing Glenway Avenue, be visually open to provide interest and light to the street.
41. Any new development should be village size, pedestrian oriented and contribute to the livelihood of the business district.
42. Maintain street orientation of shops, but emphasize rear entrances where appropriate and where supported by other plan elements.
43. Preserve the linear continuity of building on Glenway Avenue by placing building facades parallel to Glenway Avenue, except for the variations needed to create pedestrian open spaces.
44. Renovation and restoration of older buildings should respect the original building design including structure, use of materials, and details unless a demonstrated need is presented.
45. Mechanical equipment, including air conditioning, piping, ducts, and conduits, external to the building should be concealed from view from adjacent buildings or street level by grills, screens, or other enclosures.
46. Simplify and remove all unnecessary utility poles, wires, and associated clutter to allow as much sidewalk space and signage visibility as possible.

## DEMOLITION

47. Demolition will be approved only if one of the following applies:
- Ordered by the Director of Buildings and Inspections for the public safety because of an unsafe or dangerous condition which constitutes an emergency.
  - Structure does not contribute to the architectural character of the district.
  - Necessary to construction a building which would meet the guidelines of the Urban Renewal Design Plan.
  - The owner has endeavored in good faith to find a use for the structure and is unable to obtain a reasonable rate of return on the property or a refusal of a permit would amount to a taking of the property without a just compensation.
  - Demolition will be allowed for a portion of the building when repairs and rehabilitation is not justified based on cost and not visual from the street.

describes in words, characteristics which are to be protected and development features which will be reviewed for impact of a proposed development on the environment.

Right of Way Improvements  
Development Projects and Programs  
Community Programs





- The implementation plan is divided into three functional areas, right-of-way improvements, development projects, and community programs. The proposed right-of-way improvements focus on improving the functionality and business district identity of Glenway Avenue through the business district. The development projects focus on promoting reuse, revitalization, and redevelopment of the business district. The community programs would focus on strengthening the existing business association and residential community involvement in the business district revitalization. The community will be responsible for requesting funds through the standard Community/City budget process to carry out strategies eligible for City funding. Certain improvement and development projects require participation from private property owners. No City funds are currently committed for the right-of-way improvements or the development improvements noted in the Implementation Strategy portion of the plan. Funding must be secured for all right-of-way improvements and development projects.
- This process allows Citizens to have input on ranking strategies to improve the quality of their neighborhood. The following charts provide a summary of the strategies in order of importance to the community, and possible funding sources for both the development projects and community programs. The neighborhood can work with City staff through the Cincinnati Neighborhood Action Strategy (CNAS) process to reevaluate and determine priority projects for future funding. CNAS is a process involving citizens and City staff working as partners to identify and address strengths, opportunities, and challenges within the City.

Project/Program	Scope	Potential Implementation Entity/Source	Preliminary Estimates of Probable Costs
1. Glenway/Ralph Intersection Improvements	Install traffic control signal at the intersection of Ralph and Glenway Avenues to assist pedestrian and vehicular access.	Public Works/Traffic Engineering	Completed
2. W. Price Hill Gateway Program	Provide gateway identity improvements at end of Glenway Avenue to demarcate business district.	Budget Request City/CIP, Private Co-sponsorship	\$30,000.00 per improvement
3. Glenway Corridor Streetscape Improvements	Provide corridor improvements along Glenway including streetscape and pedestrian amenities.	Budget Request City/CNBDU process. Private Co-sponsorship.	\$346,000.00

**NOTE!**

Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, identify maintenance responsibilities, and integrate with the surrounding community.

- All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

Program/Project	Scope	Potential Implementation Entity/Source	Preliminary Estimates of Probable Cost
1. North Overlook/Guerley Parking Consolidation	Consolidation and linkage of existing parking areas with increased access, safety improvements, and more efficiency.	W. Price Hill Business Association, Property Owners, Budget Request City/CIP	Phase I – Retaining Wall \$60,000.00 (current budget allocation) Phase 2 - \$200,000.00 + resurfacing, restripe, and stormwater items Phase 3 - \$200,000.00 + resurfacing and stormwater items
2. Southeast Area Parking Consolidation	Consolidation and expansion.	W. Price Hill Business Association, Property Owners, Budget Request City/CIP	\$104,700.00
3. Library/Village Green Public Improvements	Renovation and Relocation of Covedale Branch Public Library including public space improvements.	Cincinnati and Hamilton County Public Library, W. Price Hill Business Association, Budget Request City/CIP	Partially completed. Costs to be reevaluated under Phase 3 of the North Overlook/Guerley Parking Consolidation.
4. Future Anchor Development	Development of Major Anchor business/office area in center of district.	Property Owners, W. Price Hill Business Association	Private Development

**NOTE!** Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, identify maintenance responsibilities, and integrate with the surrounding community.

- All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

Project/Program	Scope	Potential Implementation Source/Entity	Preliminary Estimates of Probable Costs
1. Strengthen Existing Business Association	Identify ways to strengthen the business district position within the business association.	Business Association	N/A - Community Activities
2. Recruit New Businesses	Lobby, market, and advocate for new businesses to locate within business district into existing vacancies.	Enterprise Recruitment Subcommittee	N/A - Community Activities
3. Retain and Strengthen Existing Business	Interact with existing businesses to monitor current issues and identify solutions to today's business concerns.	Business Retention Subcommittee	N/A - Community Activities
4. Institute a Customer Outreach Program	Develop business district initiatives such as extended business hours and special events to meet market demands.	Neighborhood Involvement Subcommittee	N/A - Community Activities

**NOTE!**

Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, identify maintenance responsibilities, and integrate with the surrounding community.

- All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

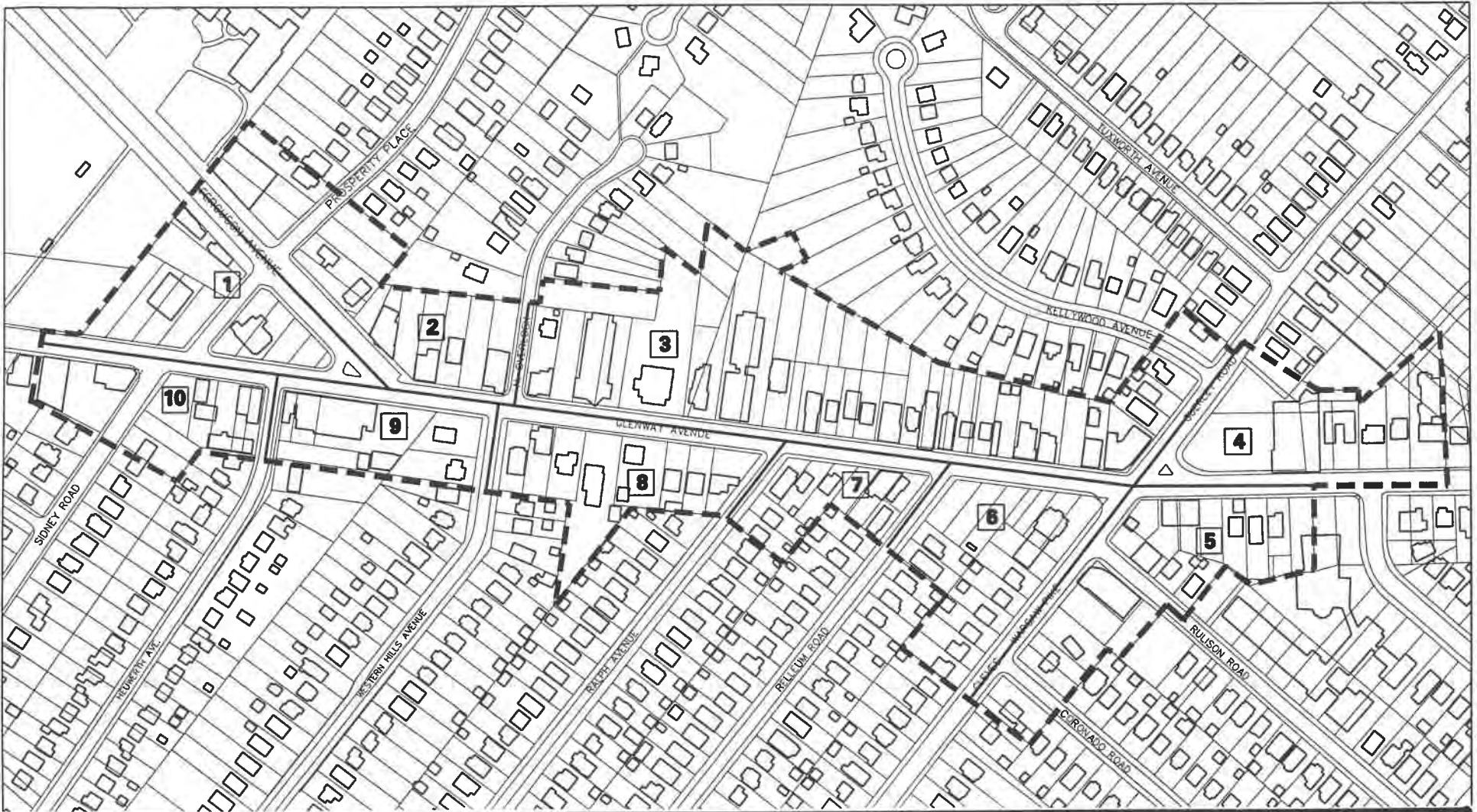
# BLIGHT STUDY

## DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK

Block	Total Units	Blighting Influences - See below														Blighted Units	%	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14			
1																		
2																		
3																		
4																		
5																		
6																		
7																		
8																		
9																		
10																		
11																		
<b>Total</b>																		
<b>Percentages %</b>																		





**Blighting Influences**

- (1) Age (2) Obsolescence (3) Dilapidation (4) Deterioration (5) Abandonment/Excessive Vacancies (6) Periodic Flooding  
 (7) Faculty Lot Layout/Overcrowding/Inadequate Loading/Parking (8) Deleterious/Incompatible Land Use/Site Conditions  
 (9) Inadequate Public Facilities/ROW (10) Diversity of Ownership (11) Illegal Use/Code Violation (12) Unsuitable Soil Conditions  
 (13) Unused Railyards or Service Stations - Landfill/Junkyard (14) Other Factors Inhibiting Sound Private Development







# BLIGHT STUDY

## Legend

-  Urban Renewal Boundary
-  Block Area
-  Parcel Number
-  Building Number

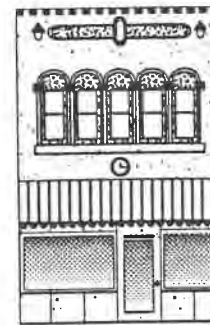
## Structural Condition

-  Sound
-  Minor
-  Major
-  Critical

\*Structure or Parcel Contributing to Blight



1" = 300'-0"



**WESTERN  
HILLS  
GATEWAY**

## W. Price Hill NBD Plan Task Force

\*Tony Butler  
\*Jeff Dias  
\*Bob Duebber  
\*Gil Faigle  
\*Pat Flower  
\*Mimi Hart  
\*Peggy Maue  
\*Greg Meyer  
\*Harry Schmidt  
\*Mark Volpenheim  
\*Beth Wagner  
Doug Altemuehle  
\*Karen Ball  
John Butler  
Lois Cockerham  
Kim Cole  
Jim Depenbrock  
Dave Deway  
Clare Diedrichs  
Brian Donovan  
Mary Ann Enderle  
Steve Faigle  
Tom Hart  
Tim Hornsby  
Roy Hotchkiss  
Liz Hoxby  
Bob Ingelhardt  
Jack Kahny

Paul Leuenberger  
Mary Kay Levesay  
Larry Mahan  
Eileen Mallory  
Shari Oestreicher  
Jay Reichmuth  
Mark Scheper  
Gloria Schlotthauer  
Jim Schlotthauer  
Larry Sputzmueller  
Maria Werle

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Stephen C. Briggs, City Planning  
Shirley Litteral, City Planning  
Timothy H. Sharp, Architecture and Urban Design  
Reshma Shah, Architecture and Urban Design  
Greg Hackett, Architecture and Urban Design  
June Hao, Architecture and Urban Design  
Lorryn Bruns, Architecture and Urban Design  
Lucy Cossentino-Frueh, Architecture and Urban Design

