University Village Urban Renewal Plan

A Vision for Revitalization

Final Report

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Introduction

In April of 2002 the consulting team of Kinzelman Kline Gossman / Goody Clancy Associates was selected by a steering committee comprised of representatives from the City of Cincinnati, University of Cincinnati, Corryville Community Council, University Village Association, property owners, and resident stakeholders to prepare an update to the 1993 Urban Design Plan for University Village in Corryville, recommend physical changes, and prepare a strategic revitalization and implementation strategy.

History tells us that all communities will change regardless of their citizens' desires or involvement. However, by guiding a community through the appropriate planning process, stakeholders can assure that change aligns itself with a community's values, personality, and economic sustainability. An interactive strategic planning process can provide communities with the necessary road map to guide their growth, develop successful partnerships, and manage change more effectively. This so called road map is especially critical to the University Village area in light of its proximity to such a high concentration of competing urban commercial districts.

This report presents findings in a brief outline format as a means provide the greatest amount of stakeholder involvement while addressing the full scope of study goals and objectives. These include the objectives set forth at the outset of the study as well as goals and objectives identified as a result of ongoing work and adopted by the steering committee task force

Study Goals & Objectives

- Prepare an updated and expanded survey of current land uses.
- Provide land use and urban design recommendations that further define and support the University Height's merchandising theme including recommending land uses complimentary to neighboring public and private institutions in the areas of housing, parking and commercial development.
- Prepare recommendations for complimenting and expanding existing design plans for streetscapes, public spaces, gateways, landscape and other physical elements.
- Develop an Implementation Strategy ordering the implementation of projects of the approved Plan.
- Recommend funding options that will support the Development Strategy
- Assess parking needs for both existing and proposed land uses.
- Address public safety as a major concern of the users of this District.
- Examine & comment on the impact of local and regional transportation facilities

Task Force Goals & Objectives

- *Improve Safety*
  - *Reclaim business district for evening & weekend uses*
  - *Increase traffic & visibility along Vine*
  - *Develop broad consensus for appropriate policing policy and activities*
  - *Remove safety-related disincentives to new investment*
- *Create a balance of retail, dining, and entertainment choices*
  - *Leverage strengths of existing tenants (Kroger, Bogarts, others...)*
  - *Broaden market appeal of entertainment venues*
  - *Incentivize private developers and business owners / operators to re-invest and modernize.*
  - *Encourage development of neighborhood-serving businesses*
- *Create stronger relationship to University & Hospitals*
  - *Improve pedestrian friendliness along streets & alleys*
  - *Intensify office, housing, and other complimentary uses.*

Regional Context

The University Village area is located approximately three miles north of Downtown Cincinnati immediately east of the University of Cincinnati and south of the University Medical Campus. Interstates 71, 74, and 75 are all within a 2 mile radius. Taft Street, McMillan Avenue, Vine Street / Jefferson Avenue, and Martin Luther King Boulevard provide the principal arterial access to the interstates.

The area benefits from the region's second highest concentration of employers with the University of Cincinnati and the Health Alliance (including University Hospital) ranking one and two respectively among tri-state employers (source: Cincinnati Business Courier, April 7, 2003)

Including the nearby Cincinnati Zoo, some of Cincinnati's most noteworthy cultural, shopping and entertainment destinations are located within a 5 mile radius of the district.

The diagram above shows the large number and close proximity of competing commercial districts. Future tenanting within University Village must be complimentary to newer and established urban commercial districts in order to compete for patrons.

Proximity:

- Close to areas largest employment base
  (Hospitals, University, & Downtown)
  (OKI estimates 220,000 trips per day)
- Convenient to the areas most significant
  cultural amenities

1995 OKI Region Daily person Trips

To	Butler	Clermont	Downtwon	UC	Ha				
From									
Butler	741,922	4,471	9,362	4,978					
Clermont	4,131	335,095	9,400	5,368	3				
Downtwon	9,446	9,232	81,418	16,091					
UC	6,466	5,873	10,388	78,956					
Ham E	2,102	34,085	6,905	3,762	9				
Ham NE	26,439	46,740	35,064	34,402	19,015	586,821	102,902	32,163	3
Ham N	72,223	16,697	34,701	32,688	8,358	101,066	466,133	89,330	2
Ham W	21,119	6,440	51,743	26,250	2,711	32,700	87,509	592,075	
Warren	40,056	9,169	3,120	2,639	1,202	38,598	20,115	2,715	24
Boone	946	1,997	4,820	2,264	986	4,048	3,162	3,724	
Campbell	1,504	1,885	9,665	5,331	1,792	8,344	8,100	5,268	
Kenton	2,181	4,627	16,265	7,537	851	9,779	11,215	9,388	
Dearborn	1,267	0	825	963	642	1,525	2,169	6,298	
Total	929,802	476,311	273,676	221,229	174,546	947,992	869,538	845,226	36

Notes: Data from 1995 OKI household trip survey
The survey collected daily activity/trip data for 3000 households in the OKI Region
All data is weighted and expanded (expansion factor is 232.49)
All geocoded person trips are considered. Total 'weighted' and 'expanded' person trips are 6267912

OKI Regional Council of Governments (November 1996)

Competing Districts; Clifton

The Calhoun / Clifton Heights Neighborhood, Ludlow Gaslight District / Clifton neighborhood, and Mount Auburn neighborhoods that border the district developed along with Cincinnati's first bedroom communities in the late 19th and early 20th century. The Clifton Heights and Clifton Neighborhoods are each served by neighborhood commercial districts that function in both a competitive and complimentary niche.

Ludlow / Clifton:

Clifton (to the northwest) has maintained a large measure of its original reputation as an affluent neighborhood of stately homes and institutions. The Ludlow Avenue Gaslight District runs east to west through the neighborhood and remains a vibrant and walk-able neighborhood commercial street with a range of international dining venues, varied retail / service tenant mix, and an independent grocer. The Esquire Theatre anchors the district and supports its reputation one of the region's few "arts" cinemas.

Local and national franchises including Petersen's, Skyline Chili, and Pizzeria Uno compliment the eclectic mix of shops and dining destinations such as Toku Baru, Ambar India, and Shaky Puddin'. Burnet Woods and the Clifton Fountain provide a delightful setting to enjoy a Greaters Ice Cream or a Sitwell's Coffee.

The Clifton Fountain contributes to the unique identity of the Ludlow Gaslight District

Mt. Auburn

Mt. Auburn, to the east, was established as one of Cincinnati's most affluent neighborhoods with a large number of stately homes and institutions remaining to this day. Like so many "first-ring" neighborhoods, the area has undergone a significant transformation as a result of impacts associated with the development of Interstate 71, and the "urban flight" characteristic of first-ring communities throughout the country. The adjacent blocks along Highland Avenue are located along a principal access route to *Children's*, *Jewish*, and *University Hospitals* and are characterized by a larger concentration of office and institutional uses.

Commercial uses are concentrated along Reading road along what is today a suburban style automotive-oriented corridor which lacks a significant core of neighborhood serving retail or service offerings.

Recent economic development studies recommend that corridor redevelopment should focus on medical, research and other technology-based industries.

Clifton Heights

The Clifton Heights District immediately west of University Plaza and University Village is scheduled to undergo a substantial transformation. Current plans call for the removal of dilapidated residential and commercial structures in a four block area between Vine Street and West Clifton Avenue. The proposed program of uses calls for four to five story development along each side of Calhoun Street, 90,000 to 100,000 square feet of new ground-floor retail uses (up to 250,000 square feet total), a 1000 space parking garage, a retail market pavilion, new neighborhood park, and upper floor housing for both student and non-student populations. Strategic positioning calls for major retail brands including cutting-edge fashion, athletic and sporting goods, college oriented apparel, home furnishings and accessories, as well as traditional convenience and service retail offerings. (source: Madison Marquette, "Calhoun Street Marketplace" Promotional Materials, November 2001)

Construction of the first phase of the Calhoun Street Redevelopment began this fall.

The above perspective depicts the proposed character of the Calhoun Street marketplace

Uptown Crossings

This same consulting team recently completed a revitalization study to, in part, determine a strategic redevelopment approach for the Uptown Crossing district immediately north of Corryville.

Revitalization of the Uptown Crossings area is envisioned to provide new housing, office, service, and retail spaces catering to the university and institutional communities. The proposed program for new retail and commercial space is limited to approximately 50,000 square feet, primarily located at the southwest corner of Erchenbrecker & Vine and along the Ludlow / Jefferson corridor. While maintaining and upgrading the quality of existing homes, the plan proposes the development of new housing geared toward seniors, empty nesters, and young professional markets that have proven to be successful in older urban districts.

"Institutional" Districts:
In addition to the districts listed above each local institution provides some level of on-campus supporting retail, dining, and service uses. These include UC's on-site outlets and the planned Varsity Village

The plan above depicts the proposed Uptown Crossings Redevelopment

Corryville; Local Context

Corryville / University Village:

Over its lifespan University Village has maintained both a local and regional draw. On one hand, the Vine Street ("Short Vine") corridor functions as the hub of neighborhood-oriented service and retail activity; on the other, it has a long-standing regional reputation as an entertainment-oriented destination. Over the years the district has experienced a gradual decline in patronage in both segments due to several factors including institutional expansion, significant alterations to the transportation network, changing demographics, safety concerns, and a lack of investment throughout the neighborhood.

The "Short Vine" district of today is characterized by a rich collection of streetcar era (and older) commercial structures. A mid 1960's urban renewal project known as University Plaza disrupted the flow of traffic that gave rise to the commercial district, though the effects of the disruption were not pronounced until the mid-1980's.

A Kroger Store has been in continuous operation and serves as the major anchor of the University Plaza site. Walgreens Pharmacy, Blockbuster Video and several specialty retailers are housed within an aging and tired looking super block structure that could be redeveloped as a new neighborhood center.

"Bogarts" anchors the historic "Short-Vine" district. While currently best known for alternative acts, Bogarts has hosted a very long list of national recording artists across a broad range of genres. That reputation of the performance venue still provides a tremendous amount of name recognition to the district.

Several restaurants, bars, and coffee houses still cater to the university student population although the balance of tenanting has shifted to a higher concentration of "body art" and other non-traditional vendors.

1993 Plan Summary

Many of the issues facing Corryville and the University Village District remain the same today as they were in 1993. The prior study, conducted by the City of Cincinnati Office of Architecture and Urban Design, cited abundant crime and loitering, negative media portrayal, lack of identity, poor access, the disconnection of Vine, and unsafe parking areas as major reasons for deterioration of the area.

While many of the recommendations of that report are similar to those within this update there are notable differences as well. From a land use standpoint, the prior plan recommended the expansion of the commercial district to the north and discouraged development of residential units along Short Vine between University and Martin Luther King Boulevard. Furthermore, while noting the desirability of improving access to the Short-Vine district, the prior plan did not explore the potential impact of redevelopment of the University Plaza site or the modification of the super block.

Despite significant streetscape and wayfinding enhancements, there continue to be significant problems with property maintenance and upkeep, crime, and loitering. Cruising and disruptive public assemblies have grown into a problem of such magnitude that many merchants are not able to operate at hours that are crucial to the economic sustainability of neighborhood retail and service providers.

As a result, tenanting has continued to shift toward uses that are not complimentary to the neighborhood.

Several developments in the interim period point to the potential for dramatic improvements. Included among these are the fact that area institutions and the university have found common ground with area merchants, property owners and neighborhood organizations and are poised to take an active role in redevelopment efforts under the guidance of the Uptown Consortium. At the same time, private developers have recognized the potential market for new housing and a significant number of new market-rate housing units have been developed.

Redevelopment Potential

The success of recent market-rate housing developments south of Martin Luther King Boulevard have demonstrated there is demand for modern housing alternatives that cater to the workforces of the area's major institutions. These new housing projects lend promise for on-going reinvestment in the neighborhood and a revitalization of the commercial district.

Future redevelopment efforts should leverage the strengths of existing anchors in both the entertainment and neighborhood service arenas while expanding offerings to both area hospitals and the U.C. student population. New, higher density housing has been proposed throughout the district. Complimentary commercial tenanting may be organized around a "Pop Culture" theme identifiable with a high percentage of existing tenants. Like the Ludlow Area, The Short Vine district is envisioned to once again be a walk-able district with high quality streets and public spaces, unique and one-of-a-kind tenants, and a strong neighborhood service mix that could include a new transit hub, senior center, and/or other social service spaces.

Urban Assessment Diagram

Streets & Spaces

- Rich History & Quality Architecture
- Strong Civic Identity from Library, Fire Station, Recreation Center and Schiel School

Streets & Spaces

- Lack of Identity at Vine & Taft, MLK, & Jefferson Cross-streets
- Jefferson not pedestrian friendly

Streets & Spaces

- The district lacks appropriate public gathering spaces that compliment adjacent businesses and enhance local environmental appeal.

Linkages & Connections

One-way pairs at McMillan & Taft by-pass district

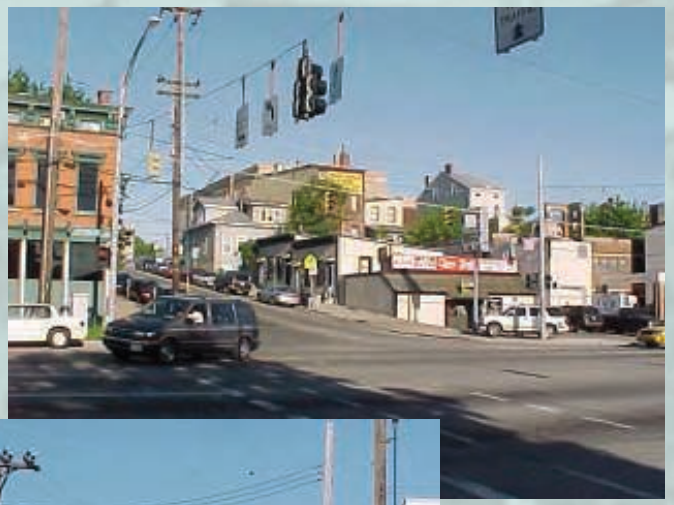
Vine Street commercial disconnected

Jefferson has replaced Vine as the principle regional feeder along the east edge of campus

1930 Sanborn plat

Linkages & Connections

East-west streets are un-inviting / lack pedestrian appeal

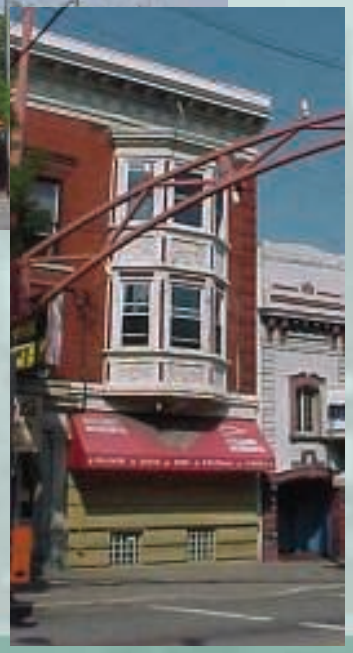


Land Uses & Tenanting

- Retail uses are primarily south of Daniels
- High Concentration of Tattoo & Body Art
- Kroger site is dated / disengaged from corridor & neighborhood
- Civic uses are concentrated around University & Daniels
- High incidence of dilapidated housing stock near Vine
- Housing (overall) better than past years & improving

Environmental Quality

Maintenance & upkeep of storefronts is not on par with competing districts



Stakeholder In-put

Task Force Meetings to Date:

#1 - August 2003 *Kick-off Meeting*

- **SWOT Survey**
- **Questionnaire**

#2 - Sept. 16, 2003 *Stakeholder Meeting*

#3 - October 20 & 21, 2003 *Planning & Design Charrette*

#4 - December 1, 2003 - *Interim Report Presentation*

#5 - March 1, 2004 - *Preliminary Plan Presentation*

#6 - June 14, 2004 *Task Force Meeting*

#8 – July 27, 2004 *Public Meeting*

#9 - August 13, 2004 – *Community Council Presentation & Update*

#10 - August 27, 2004 – *Community Council Meeting*

#11 – September 17, 2004 – *Planning Commission Meeting, Draft Plan Presentation*

#12 – October 15, 2004 – *Planning Commission Meeting, Final Plan Presentation*

#13 – November 18, 2004 – *Community Meeting*

#14 – December 17, 2004 – *Planning Commission Adoption*

Group Meetings held to date:

- ***UVA, Big 5, Residents***

Market Assessment

*Market Analysis by:
Urban Marketing Collaborative

On October 20th and 21st, 2003 the consulting team conducted a design charrette (or workshop) to (1) present initial finding from the urban assessment phase of the project, (2) solicit input from community stakeholders, and (3) craft an overall conceptual design plan and strategic approach for the revitalization of the University Village District.

Day-one activities included roundtable discussions on the following topics:

- The Town-Gown relationship between the neighborhood and the University, Housing Trends, & District Connections
- Transportation & Parking
- Retailing and Entertainment.

Expert panelists for Transportation included Martha Kelly, *City of Cincinnati office of Transportation & Planning;* Jack Pflum, *P.E., Edwards & Kelsey; and* Tim Reynolds, *Director of Strategic Planning, Metro/SORTA.* Maureen Atkinson , *Market Analyst of Urban Marketing Collaborative moderated the discussion of current market conditions, tenanting, merchandizing, market identity and consumer expectations.*

Keys to Revitalization of the University Village Commercial District:

- While safety issues must be addressed, lack of maintenance & repair of private properties has a negative influence on perception of business district.
- Make no small plans - significant urban design, land use, tenanting, and safety issues demand bold steps
- *"Chicken & Egg Dilemma":* Safety and environmental quality (reinvestment) are expectations in successful urban commercial districts.
- Safety issues must be addressed in conjunction with any reinvestment strategy
- Significant revitalization is not a possibility without modernization, ongoing reinvestment, and upkeep

Keys to Revitalization

Create a Brand Identity on the foundation of Neighborhood Service & Retailing:

- Corryville's market niche must be crafted based on true market opportunities that reflect impacts of competing urban commercial districts.
- Future tenanting should be complimentary to competing districts while meeting the goods and service needs of neighborhood residents.
- Quality of product and service offerings must be elevated to be competitive with nearby business districts.
- Tenanting strategy must be supported by active recruitment and ongoing management activities

Reconnect Short-Vine to improve consumer access:

- Competition from newer urban commercial districts has gradually contributed to the on-going erosion of patronage
- The loss of traffic on Vine has been a significant contributor to the decline of the commercial corridor
- Busy streets and vibrant commercial districts are less prone to facilitate crime, inappropriate behavior, and unwanted assembly

Importance of University Plaza

- The Kroger / University Plaza site is key to any revitalization strategy
- While reinvestment and modernization are needed throughout the Short-Vine area, a redeveloped University Plaza could catalyze area-wide reinvestment

Improve Physical Connections

- Need to provide strong linkage across Jefferson to UC / resident students and along all east/west streets to neighborhood
- MLK is a significant visual gateway to the district. Stronger Linkages across MLK should be established via tenanting, wayfinding, and improved pedestrian connectivity
- More diverse housing options could be provided along Short Vine - creates resident market for area businesses / 24 hour vibrancy

Trade Area Characteristics

POPULATION

- *Approx. 8,600 residents including students living in dorms within 1/2 mile radius of Short Vine. Approximately 2,200 (or just over one-quarter) live in a group quarters situation.*
- *Just over half of all residents are male*
- *Primary trade area population is approximately 61,000 / within 26,950 households*
- *The population and the number of households have been shrinking over the years and are projected to continue to decrease by 1.4% annually.*

Trade Area Characteristics

AGE PROFILE

- *48% of Corryville Residents (0.5 mile radius) are between the ages of 15 & 24*
- *25% of Residents in the primary trade area are between the ages of 15 & 24*
- *Median age within primary trade area (28.5) is less than the Cincinnati CMSA (36.0)*

Trade Area Characteristics

ETHNICITY

Corryville is more ethnically diverse than the primary trade area or the CMSA

- *47% of Corryville Residents (0.5 mile radius) are white/caucasian - 45% are African-American*

Trade Area Characteristics

EDUCATION

Within Corryville, there is a mixture of residents who are very highly educated as well as those who have low levels of schooling. Twenty-two percent of the residents over 25 years of age have less than a high school education and 16% have a post graduate degree. Both groups are proportionately larger than those for Cincinnati CMSA.

Trade Area Characteristics

OCCUPATION

Corryville is characterized by a large percentage of professionally employed residents combined with a large percentage of people who work in sales and service.

Occupation	Corryville	Primary Trade Area	Secondary Trade Area	Cincinnati CMSA
Management, Business and Financial	7%	9%	13%	14%
Professional	26%	23%	19%	20%
Service	24%	24%	14%	14%
Sales and Office	30%	26%	27%	28%
Construction, Extraction, Maintenance	4%	5%	9%	9%
Production, Transportation	9%	14%	17%	15%

Source: U.S. Census, Claritas

Worker Spending Potential

There is a very large workforce bordering the Corryville/Short Vine area. At the University of Cincinnati there are over 13,410 workers including faculty, staff, and student and graduate assistants. This does not include the Medical Center or the numerous hospitals in the area (e.g. Health Alliance, Veterans Affairs, Children's Hospital, etc.)

Employment overall within 0.5 miles is 4,818. Moving out to 1.0 mile the employment population increases ten fold to 46,135. The largest sectors are health services (24,990 employees), education services (10,606 employees), and government workers (2,045 employees).

The Corryville/Short Vine worker market has a significant impact on overall retail sales especially given the size of the office market. In 1988, the International Council of Shopping Centers (ICSC) undertook a major research study on the spending habits and behaviors of 2,400 office workers in Downtown and suburban areas

One of the major findings from the study determined that average annual spending by office workers is $1,575 in downtowns with limited retail amenities, and $2,085 (30% higher) in downtowns with ample retail services.

Retail spending by office workers is broken down into the following categories:

	Limited Retail Offerings	Ample Retail Offerings
Work Day		
Lunches	$815	$900
Retail Merchandise		
Apparel and Accessories	$380	$450
General Merchandise	$120	$135
Toiletries, Food, Other	$170	$190
After Work		$180
Dinner/Drinks	[illegible]	$140
Retail Merchandise	$70	$140
Total	$1,575	$2,085

Source: ICSC

Student Spending Potential

The current generation of university students brings more disposable income and sophisticated spending patterns than any that preceded it. According to Campus Concepts, a Baltimore college marketing and advertising firm, the spending power of college students nationwide is estimated at more than $90 billion. Full-time, four-year enrollees spend an estimated $30 billion, including $23 billion on essential purchases, such as rent, food, transportation, tuition, and $7 billion on nonessential "beer and pizza" discretionary items.

A recent study in *The Student Monitor* finds that the average American university student spends the following on discretionary items each month:

Average Monthly Spending by College/University Students

Item	Average Spent Per Month	
Retail Merchandise		
		$68
Apparel		
Music		$26
Books/Leisure		$23
Toiletries/Personal Care		$22
Food at Home		$42
School Supplies		$18
Software		$10
Total Retail Merchandise	$209	
Eating and Drinking		
Dining Out		$56
Entertainment		$55
Total Eating and Drinking	$111	
Total	$320	

Source: American Demographics/Student Monitor 1999

Student Spending Potential

National surveys have also found increasing sophistication levels among the products consumed by college students. According to the publisher of *The Source*, a college-oriented cultural magazine, college students will remark "I want the best shirt. Not just a shirt, but the best shirt" – They don't want just jeans and a T-shirt. Surveys by CollegeTrack, a marketing firm, conclude that "College students are consumers just like any other adults, but marketers don't see them in that way."

The University of Cincinnati is a large university with a total enrollment of approximately 34,000 students. Over 3,195 students live on Campus and 750 live in fraternities or sororities. Potential expenditure by students for Corryville/Short Vine is as follows:

Corryville/Short Vine Student Spending

	Per Capita Expenditures	Corryville/ Short Vine Students	Total
Retail Merchandise	$1,672	33,828	$56,552,058
Eating and Drinking	$888	33,833	$30,034,221
Total	$2,560	33,820	$86,586,280

Target Market Summary

Corryville has three significant markets for it retailers to tap into. They include:

- The resident population ranges between 8,600 and 61,000 depending on the retailer and the strength of their draw. This population is heavily weighted to the 15-24 year age group and consists of significant White and African American segments. Incomes within these trade areas are almost half of the Cincinnati metropolitan area.

- The student population is partially counted in the resident trade area but has a significant spending potential. It is estimated that these students will spend $86 million on retail merchandise, and eating and drinking.

- The worker population has significant potential with approximately 46,000 workers within a mile of Corryville. The potential retail spend for these workers is estimated to be $164 million

Strategic Market Positioning

- Leverage the strengths of existing grocery anchor
- Expand neighborhood service offerings to both area work force and the U.C. student population.
- Cultivate existing and new opportunities for arts and entertainment within the context of the neighborhood service framework
- Create new, higher density housing throughout the district as a means to expand trade area population, cater to the workforces of the area's major institutions, and establish greater income diversity.
- Promote & enhance the "walk-ability" of the Short-Vine District / provide high quality streets and public spaces, unique and one-of-a-kind tenants, and a strong neighborhood service mix that could include a new transit hub, senior center, and/or other social service spaces.

Revitalization Concepts

The Revitalization strategy should build upon the strengths of existing tenanting & geographic relationships:

Hospitals

Residents & Seniors

Students / UC

Regional Anchor: Neighborhood Retail & Services

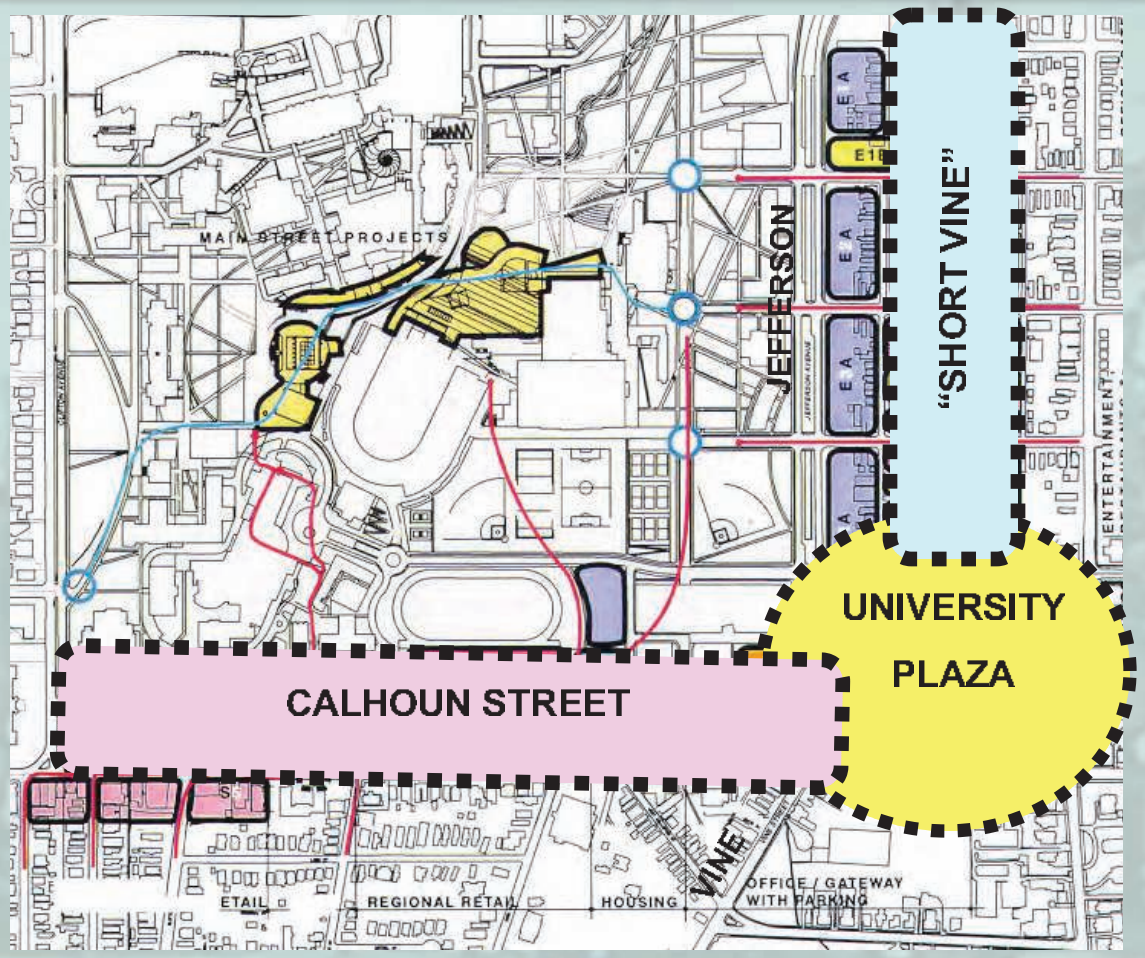
Current & viable markets include:

- *Service*
- *Traditional Retail (apparel, accessories, etc.)*
- *Entertainment / Arts*

Market Positioning

University Plaza

- Revitalization of the University Plaza Site should be directed to bridge Jefferson/Vine Street and create a stronger tenanting relationship & linkage between Calhoun Street and “Short-Vine”



Neighborhood Serving Retail

Current & Prospective Service/ Retail Tenants:

- *Kroger (Family-Friendly)*
- *CVS, Walgreens*
- *Nortons*
- *Kinko's*
- *Dry Cleaning, Shoe Repair*
- *Banking*
- *Post Office*
- *Concierge (At-your-Service)*

Revitalization of the University Plaza Site could include the redevelopment of the current Kroger store within a more pedestrian friendly environment.

Traditional Retail

Traditional retail offerings should meet niche opportunities within a range of categories including:

- *Variety Shops (Apparel, Homegoods, Furnishings, etc.)*
- *Anchors (Off-price to Full Price)*
- *Unique / Hard to Find*

Entertainment & Arts

- Through its longstanding notoriety and regional draw, “Bogarts” continues to be the primary force behind University Village’s reputation as an arts and entertainment district.
- Several restaurants, bars, and coffee houses cater to the university student population although the balance of tenanting has shifted to a higher concentration of “body art” and other non-traditional vendors.
- Future entertainment and arts-oriented tenanting may be organized around a “Pop Culture” theme identifiable with a high percentage of these existing tenants.
- Potential Future tenants include...

Entertainment & Arts

- *Anchors / Signature Destinations*
  - *Bogarts (with potential for expansion)*
  - *American Sign Museum*
  - *Jillian's-like destination*
  - *Cinema*
- *Books, CD's, Music*
- *Music Instrument*
- *Body Art*
- *Artisans*
- *Trendy / cutting edge*

"POP CULTURE"

Signature Destinations

- *While a number of potential signature destinations could reinforce the proposed "Pop Culture" theme, the potential development of the American Sign Museum has been identified as a potential tenant within the district. Other visual and graphic arts destinations could include studio space for DAAP, the Neihoff studio, or other university related arts or professional space.*

Best Practice Examples

Examples of other thematically organized and identifiable districts include:

- *Short North (Columbus)*
- *Oregon District (Dayton)*
- *Warehouse District (Cleveland)*
- *Little Five-points (Atlanta)*

Quest Theatre

Sloopy's
THE FUN AND ADVENTURE PLACE

Wiley's
COMEDY NITECLUB

Gallery V

CAFE Boulevard
crêperie · restaurant · bistro

Redevelopment Opportunities

Placemaking:

- *The unique character of University Village should be reinforced through a strategic approach to tenanting that blends complimentary uses within a cohesive visual and thematic environment.*
- *This "Critical Mass" of complimentary tenants and destinations should be supported by, and organized within, a well defined progression of outdoor spaces typical of competing urban commercial districts and not unlike the organization of a traditional shopping mall.*
- *The character of outdoor streets and public spaces should be guided by a tailored set of urban design goals and objectives.*

Other Opportunities...

Potential Redevelopment Opportunities identified through stakeholder and community meetings include the following:

- Turner Hall - Lease studio & office space for UC Neihoff Studio / Possible Uptown Consortium offices*
- Bring new restaurant to former "Holy Grail" Site - tie in with Bogarts Venue and events *
- Mixed use development along Jefferson to Glendora Area (Retail @ corners, Housing, Bus Hub)
- Create adaptive new use for Schiel School for community-oriented learning, living, and cultural use.
- "Short-Vine":
  - Implement a Special Improvement District
  - Consider Entrepreneur District or Single Lease Zone:
    - Potential to Share Marketing and Business Overhead costs
    - Strategic control & approach to tenanting
    - Potential to guarantee rents.
- Expand 5/3rd bank on Former Perkins Restaurant Site - develop corner for new housing & parking.
- Develop Market-Rate Senior Housing at north end of Vine
  Consider Continuing Care Community (including retirement, assisted living and nursing services, all on one campus) at North End of Short Vine.
- Relocate Kinko's to University Plaza Site - Redevelop current Kinko's site for restaurant, outdoor dining & entertainment uses.

* *Denotes In-process or completed development project*

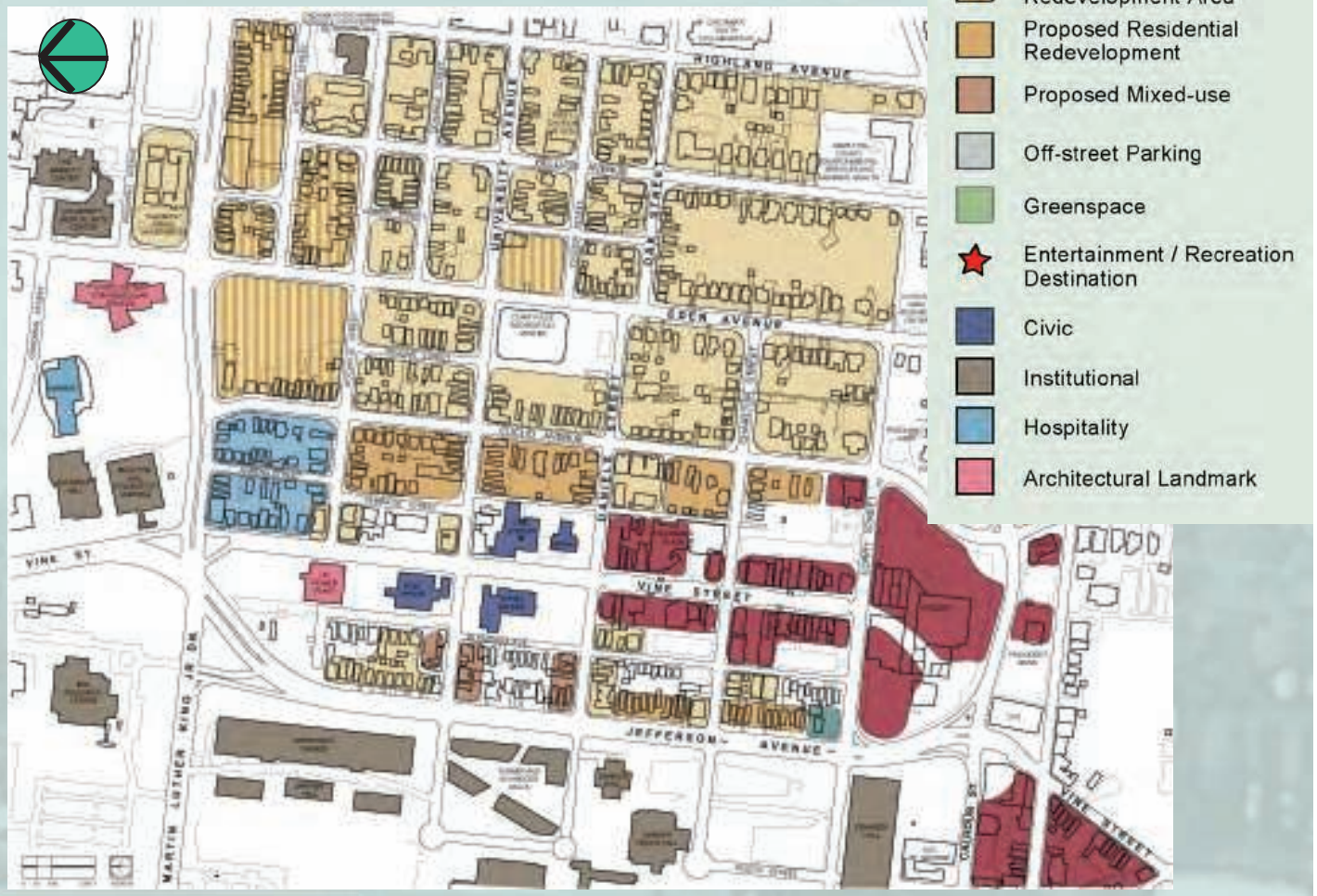
Opportunities Plan

Strategic Design Goals

- Transition east –west uses to create better connections
- Include focal features and sculptural elements
- Build on area resources, provide a diversity of options
- Strengthen vehicular and pedestrian connections
- Create landmark gateways to mark key entry points
- Local parking to support “Main Street” activities
- Establish character zones along Vine
- Redefine the Kroger Site and reconnect Short Vine

Transition east –west uses to create better connections

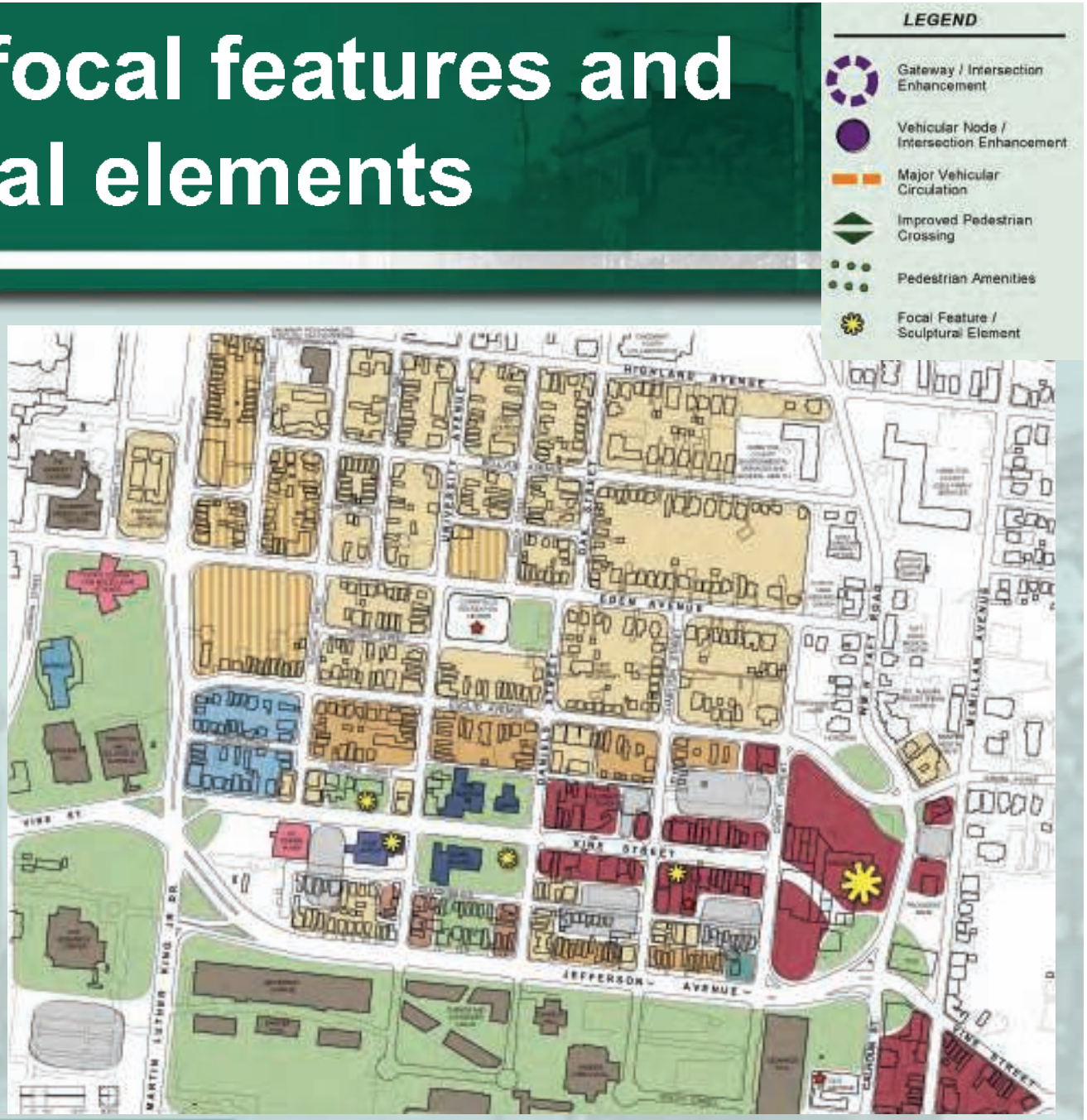
- Jefferson
- Glendora
- Vine
- Euclid
- Eden
- Bellevue
- Highland



Include focal features and sculptural elements

The development of focal elements, whether components of buildings or public spaces, builds a greater sense of place and brand identity of a district. The Corryville Public Library already contributes a strong sense of civic pride to the neighborhood. Potential areas for enhanced expression include:

- Kroger site
- Bogart's
- Schiel School Parking lot
- Post Office



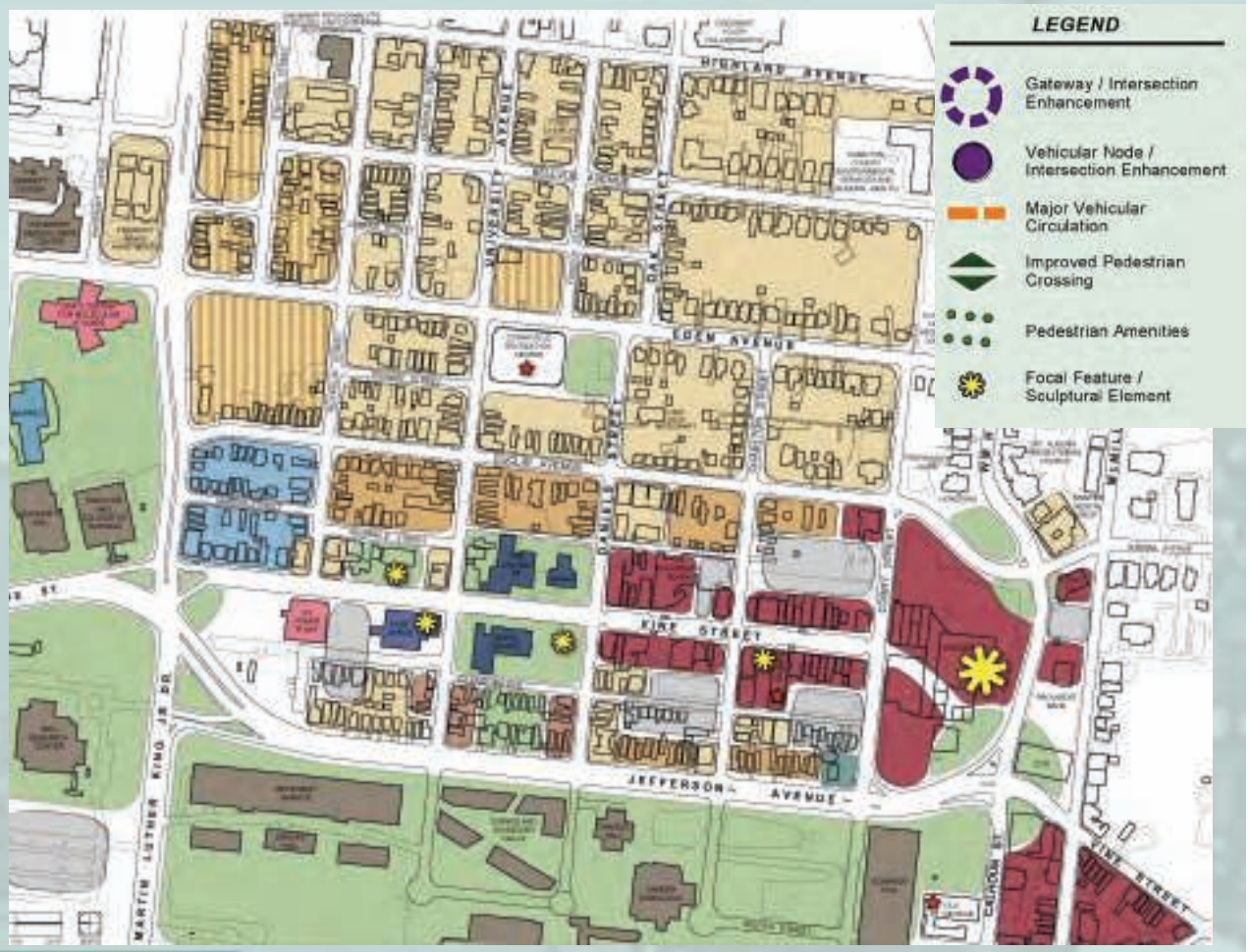
Build on area resources, provide a diversity of options

- Resources……

  Bogart's, Coryville Recreation Center, UC, Hospital district, Area neighborhoods, Old St George's

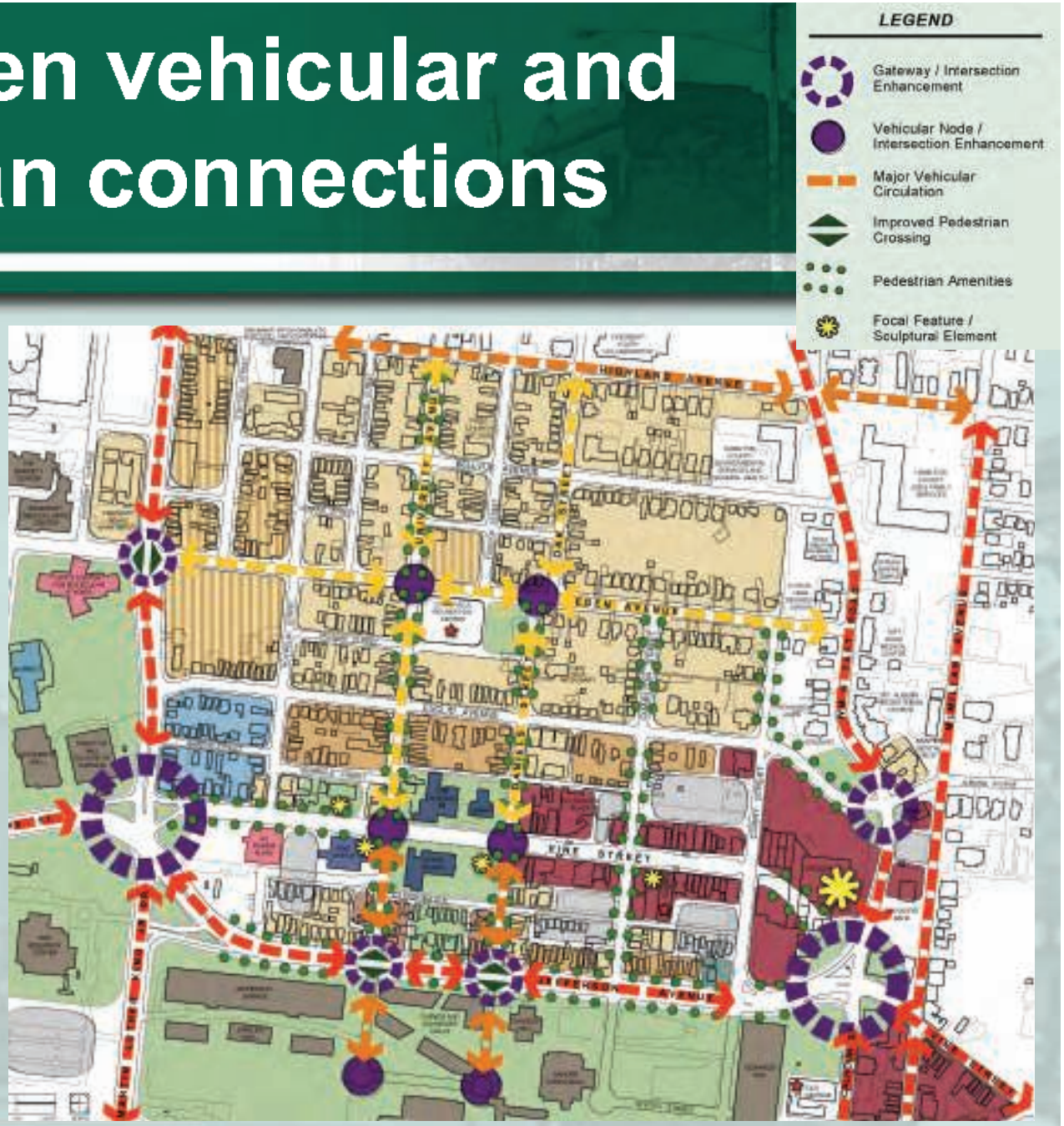
- New choices…..

- Housing, Retail, civic places, leisure, neighborhood amenities, safe environments



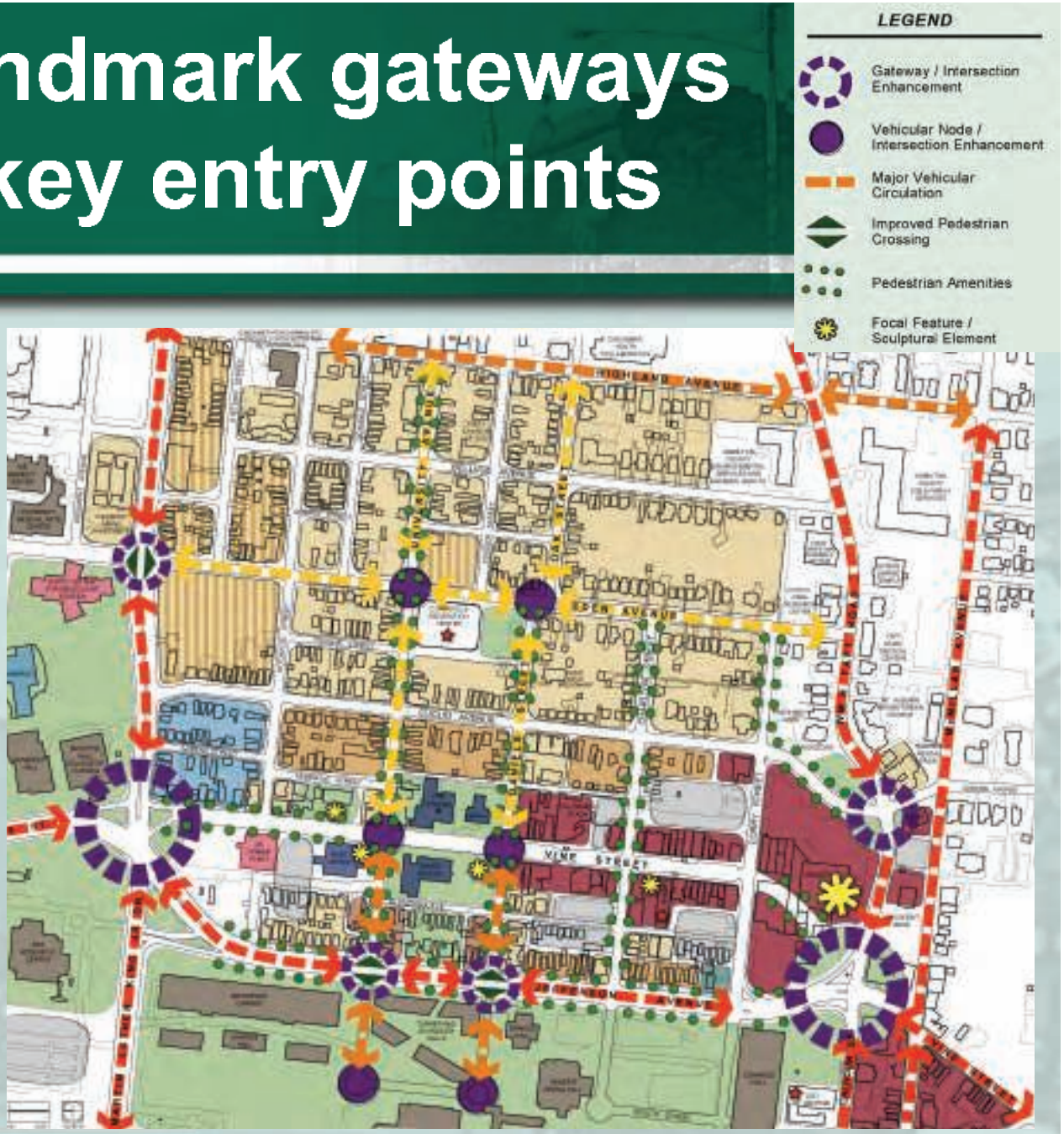
Strengthen vehicular and pedestrian connections

- Regional connections
- District Streets
- Neighborhood roads
- Residential streets
- UC – “Main Street”



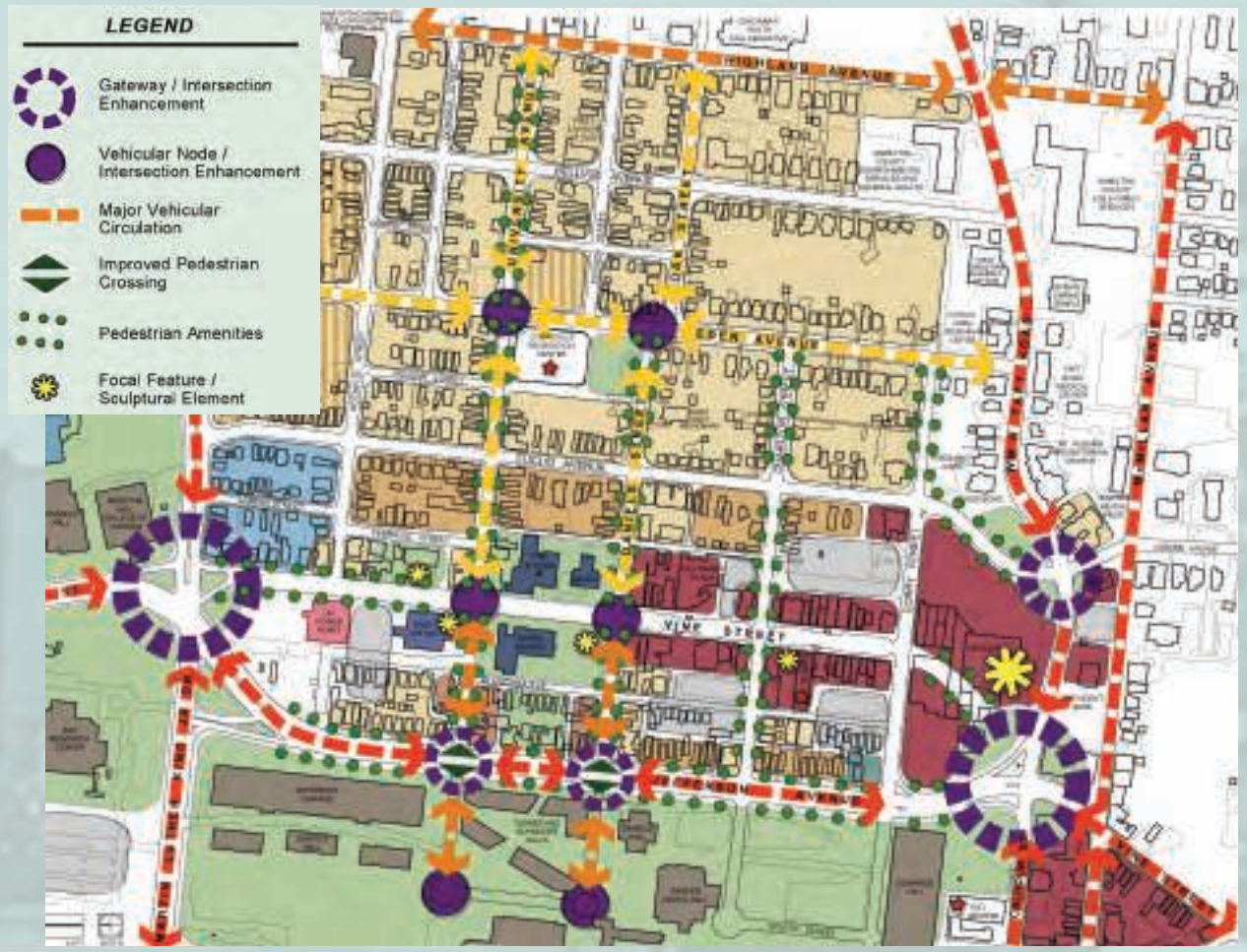
Create landmark gateways to mark key entry points

- At the Kroger Site
- At MLK
- At cross streets to UC
- At MLK and Eden
- At neighborhood cross-streets

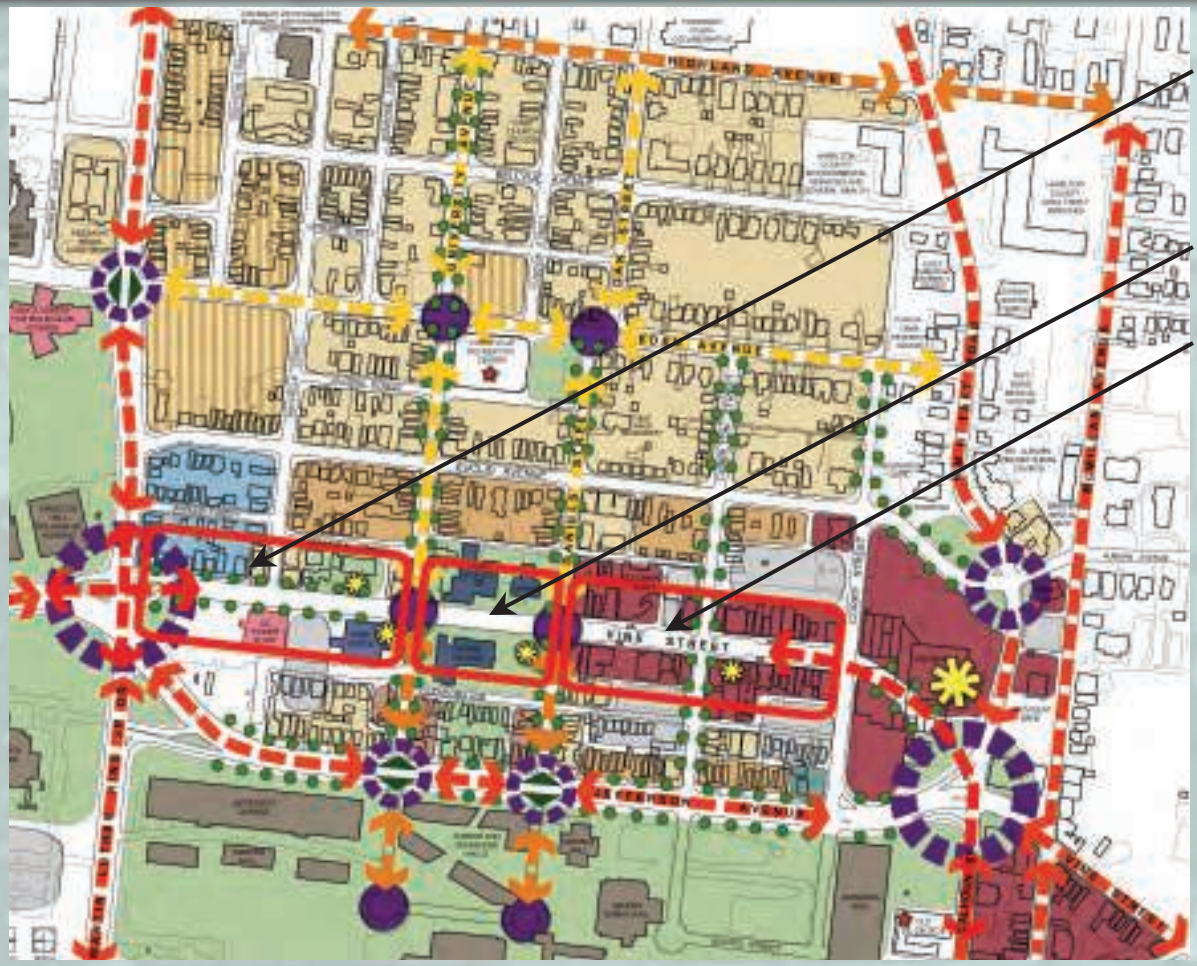


Local parking to support "Main Street" activities

- Enhance connections from rear lots to Vine
- Employ creative design solutions to screen parking from Pedestrian areas

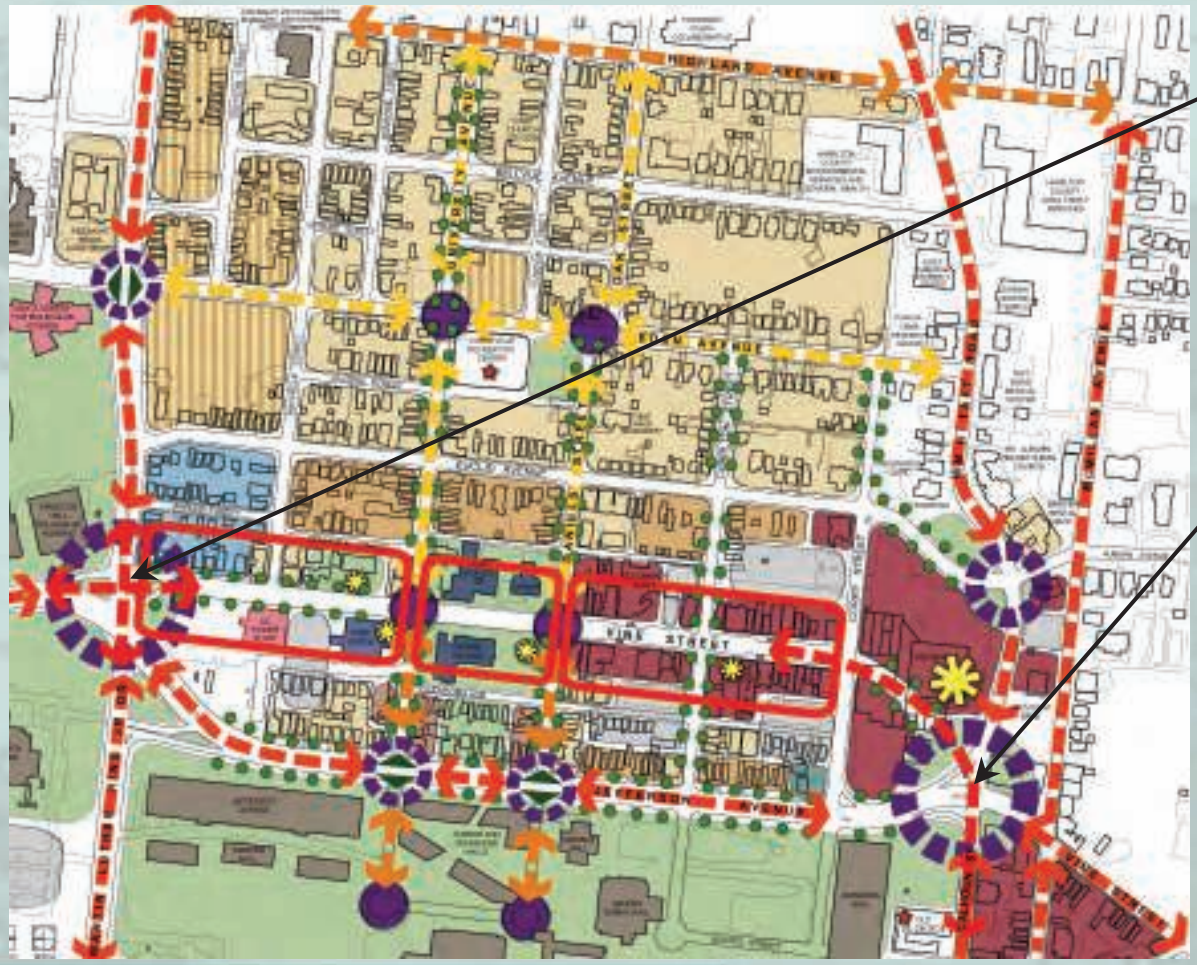


Establish character zones along Vine Street



- North - Hospital/ University Gateway
- Civic Core
- Traditional Retail Street

Redefine the Kroger Site and reconnect Short Vine



- North –

  Link Short Vine to Uptown Crossing, (the hospitals, zoo and future redevelopment)

- South:

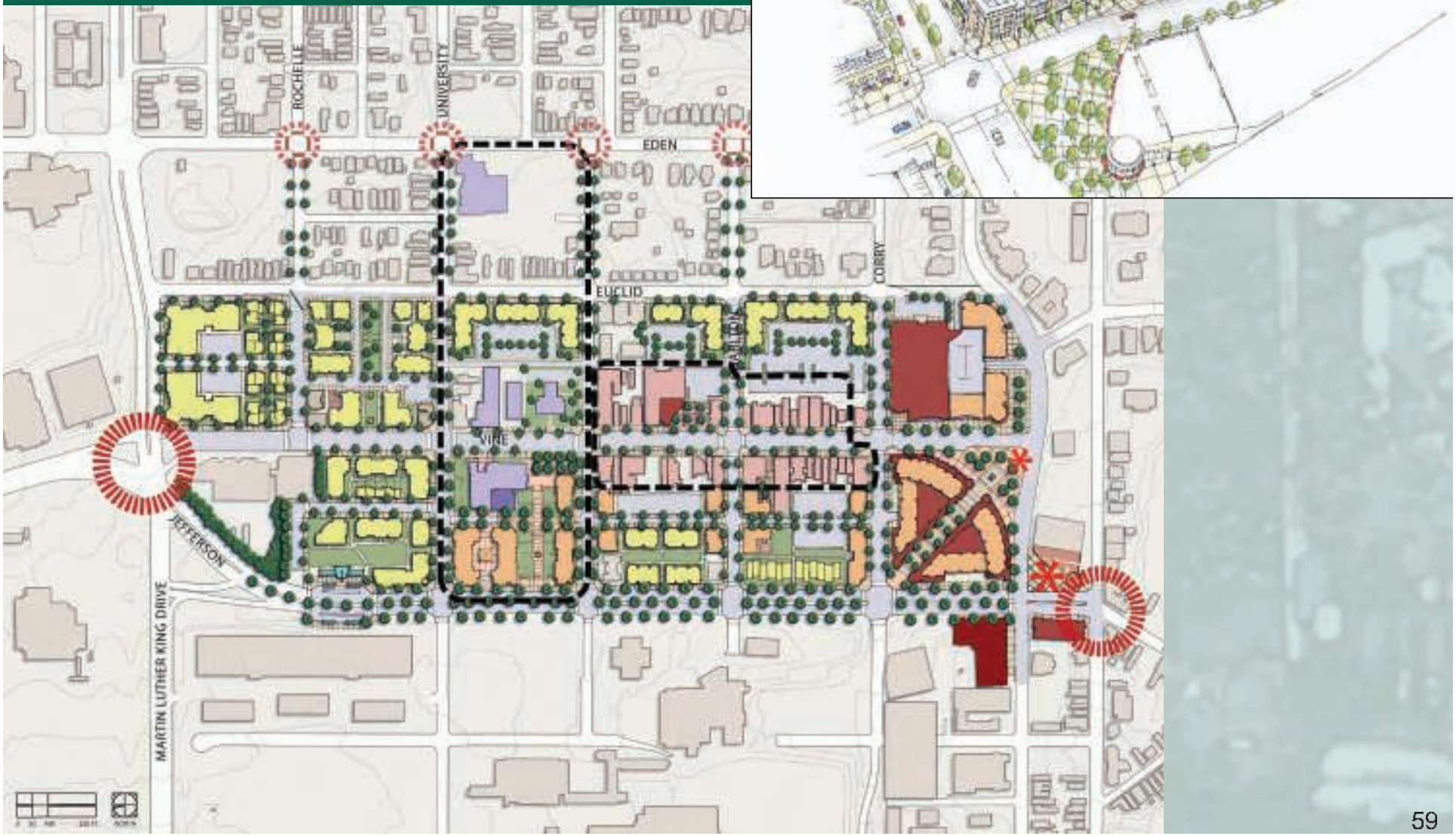
  Forge strong connection to Calhoun Street

  Create a proud civic space at the south Gateway to District

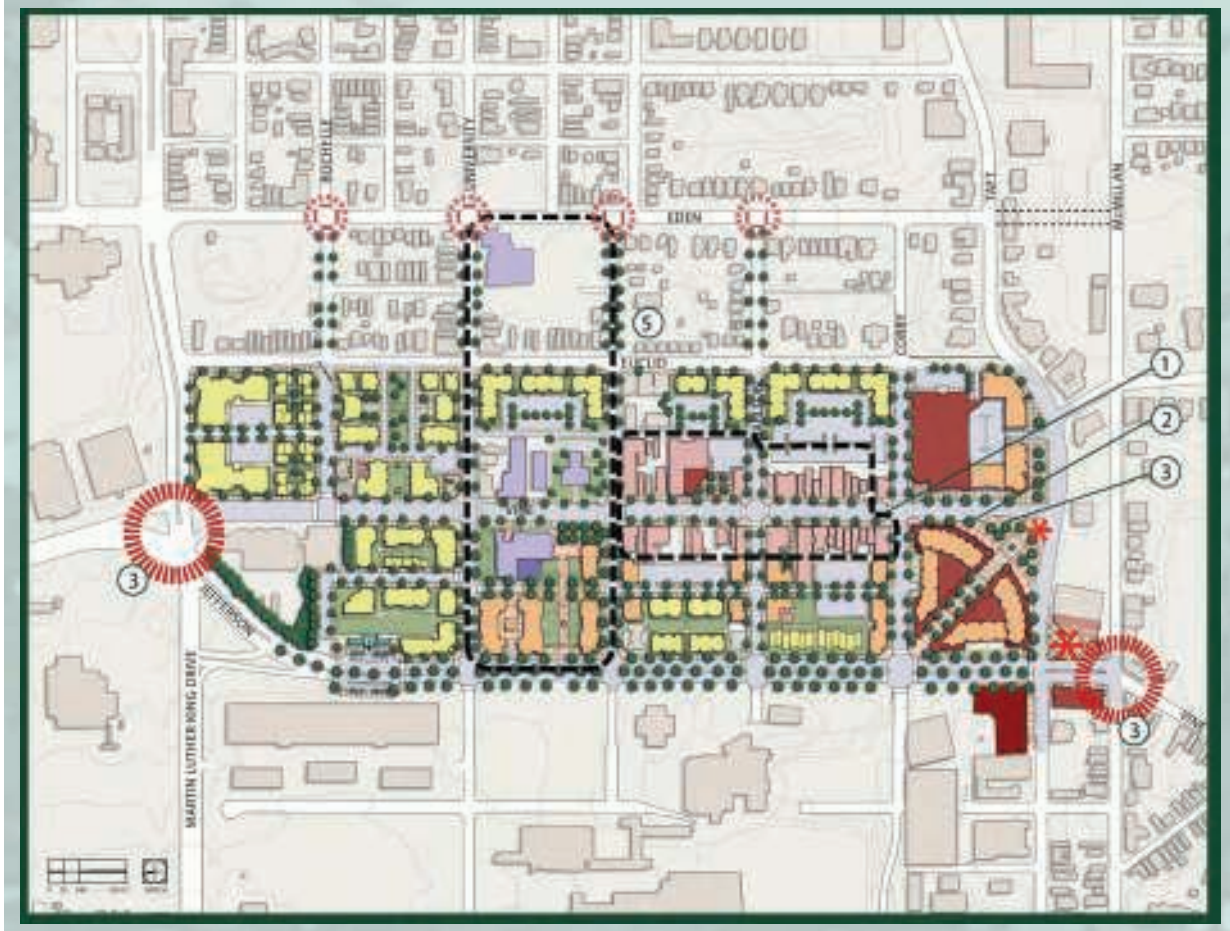
Vision Plan

At the October 20th & 21st, 2003 design charrette/workshop, planning team participants generated initial design concepts and conceptual plans. Over the past several months these concepts have been consolidated into the comprehensive vision plan that follows.

Vision Plan


ROCHELLE
UNIVERSITY
EDEN
EUCLID
CORRY
VINE
JEFFERSON
MARTIN LUTHER KING DRIVE

Vision Plan



1. Preserve the architectural character and mixed-use occupancy of the two-block core of Short-Vine (between Corry & Daniels and work with existing property owners, tenants and business owners to...
- Improve safety, maintenance and upkeep
- Elevate product and merchandise offerings
- Articulate the unique district identity

2. Redevelop the University Plaza site to restore visibility and traffic to Short-Vine, maintain a modern high-quality urban grocery anchor, and improve pedestrian linkages to Short-Vine, Calhoun Street, and the university.

3. Conduct preliminary design and feasibility study to determine most appropriate roadway and site configuration at University Plaza, Vine, and Jefferson. Future improvement plans should incorporate the above listed goals while creating an appropriate balance between surface and structured parking, building massing and placement, and the environmental quality of streets and public spaces.

Vision Plan

4. Create improved pedestrian streets and intersections to improve walkability & encourage re-investment into residential properties east of Short Vine.

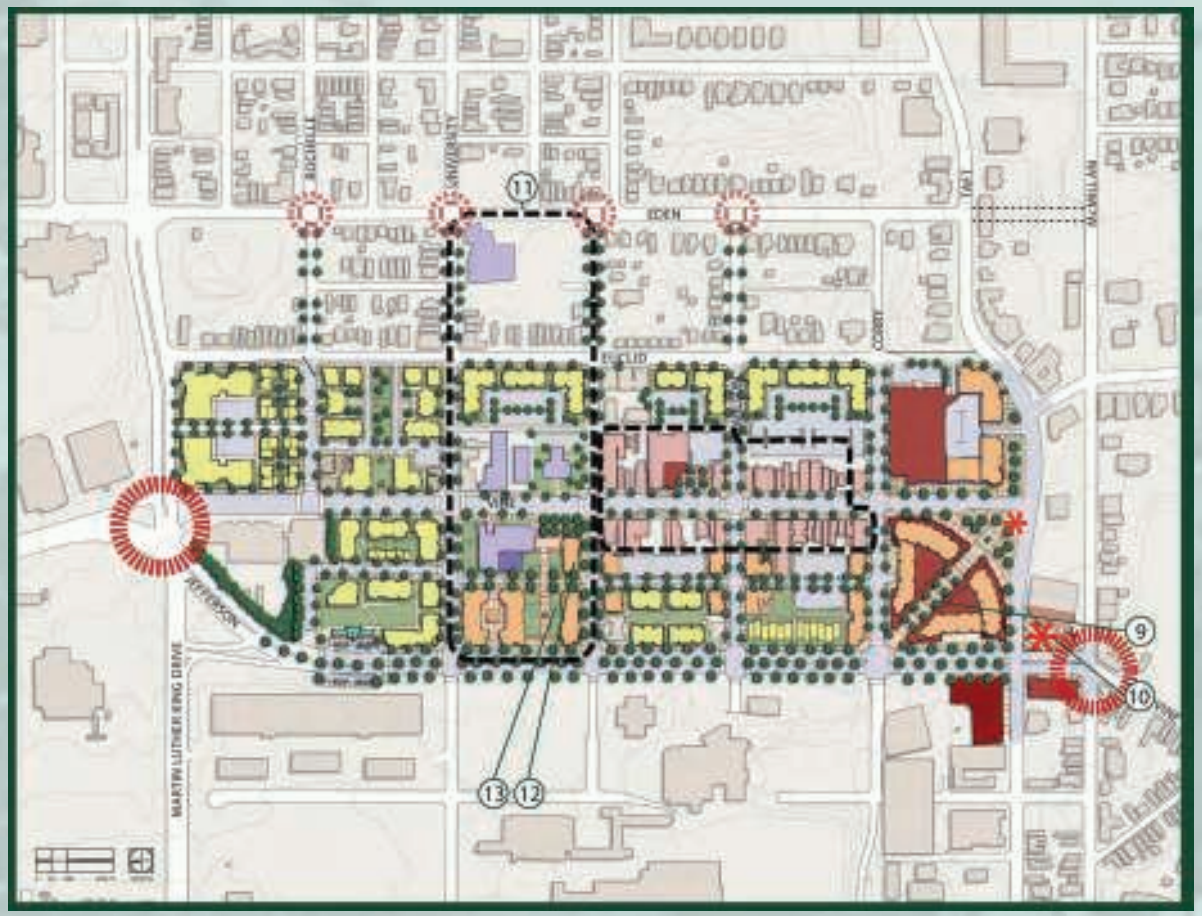
5. Continue to promote private reinvestment into neighborhood housing stock as a means to increase economic diversity within the primary trade area population. Increase awareness of existing programs that facilitate home renovation and home ownership by existing community residents.

6. New housing on west side of Euclid should transition in scale from larger buildings on Vine to existing townhomes to the east.

7. Redevelop the west parcel of University Plaza with a mix of retail and housing.

8. Create a new civic plaza that announces the University Village district, celebrates the heritage of Corryville, and establishes the southeastern gateway to the Uptown area.

Vision Plan



9. The proposed pedestrian mall could serve as the canvass for the American Sign Museum and provide a diagonal linkage to the UC campus greenway.

10. Redevelopment of the Jefferson Avenue intersection should maintain visibility to the Short Vine gateway.

11. Celebrate the public realm and civic qualities of the Library, Fire station and School to enhance the public realm, create a branded identity that focuses on the neighborhood residents and Corryville's unique history.

12. Place a new building that has active ground floor uses to support the new plaza. Maximize the site's potential for underground structured parking.

13. Develop an internal plaza that disconnects through-traffic on Glendora and offers a unique public amenity, linking Short Vine to Jefferson.

Vision Plan

14. Strengthen the east-west connections along University, Daniels, Charlton and Corry by rebuilding the edges with new buildings containing active ground floor uses. Mark each of these corners with "gateway" architectural features to visually draw the University community up to Short Vine.

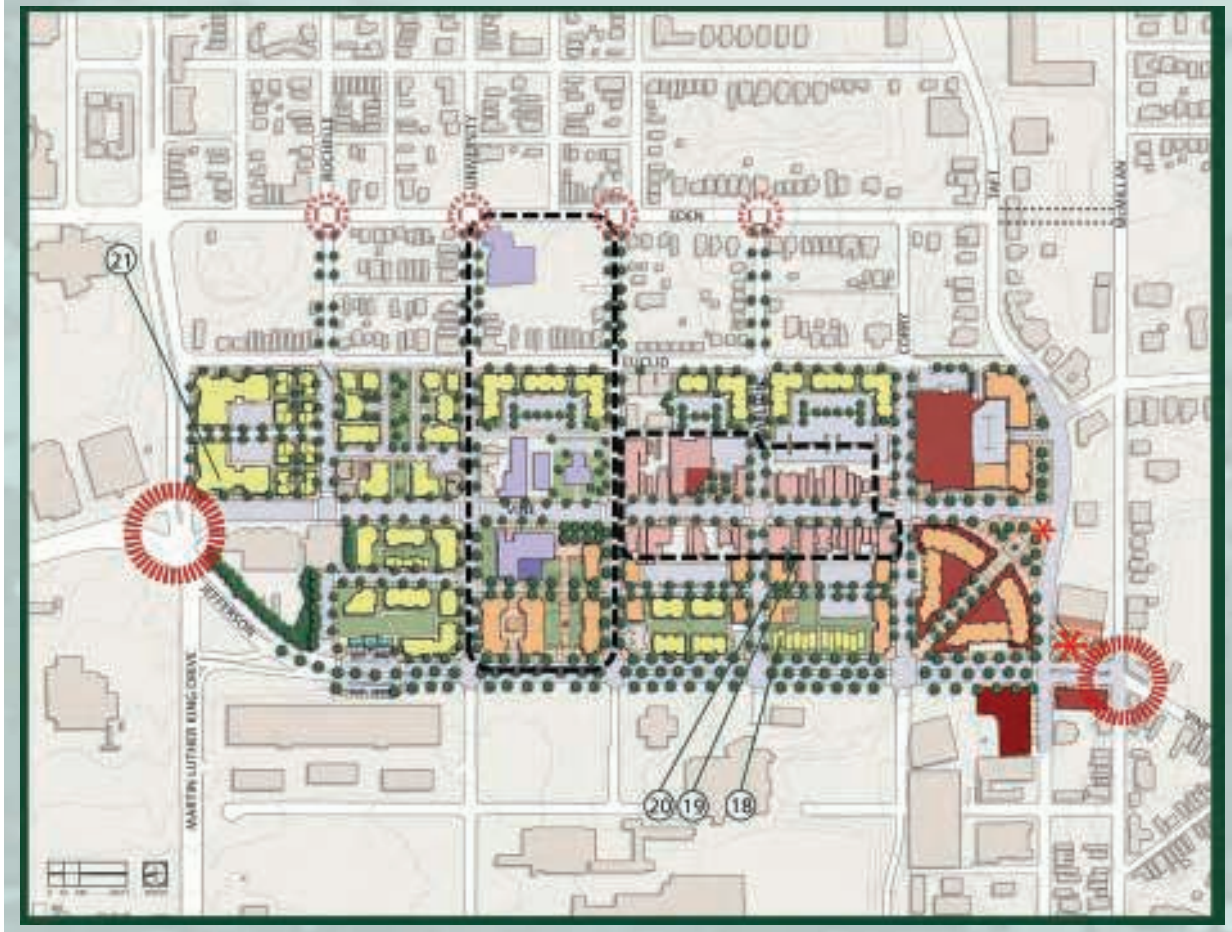
15. Construct improvements along Jefferson that draw pedestrians eastward to Short Vine. Develop a brand Identity for Jefferson including specialty lighting and banners that celebrate the character of both Corryville and the University.

16. Redesign the entrance canopy and plaza adjacent to Kinko's to enhance the public realm and offer opportunities for outdoor events.

17. Preserve the rear lots behind the existing buildings for surface and structured parking to support the local retailers on Vine Street.

33. Possible Extension of Eden between McMillan and Taft. All roadway modifications subject to subsequent traffic and feasibility studies.

Vision Plan



18. CEDC will develop new market-rate townhomes along Jefferson Avenue.

19. Infill the existing vacant lot adjacent to Bogart's with a new elevated plaza that extends to Vine. Provide a link to the new adjacent housing with shared greenspace.

20. Pursue building an addition to the existing restaurant to make the new plaza adjacent to Bogart's active.

21. Future development of Martin Luther King and Vine should provide a transition in building scale. Future uses could include hospital-related office, market-rate housing, or the development of a quality urban independent-living campus.

Vision Plan

22. Build in a variety of new market-rate and mixed -income housing options including townhouses and loft apartments.

23. Buffer the existing electrical sub-station with landscaping.

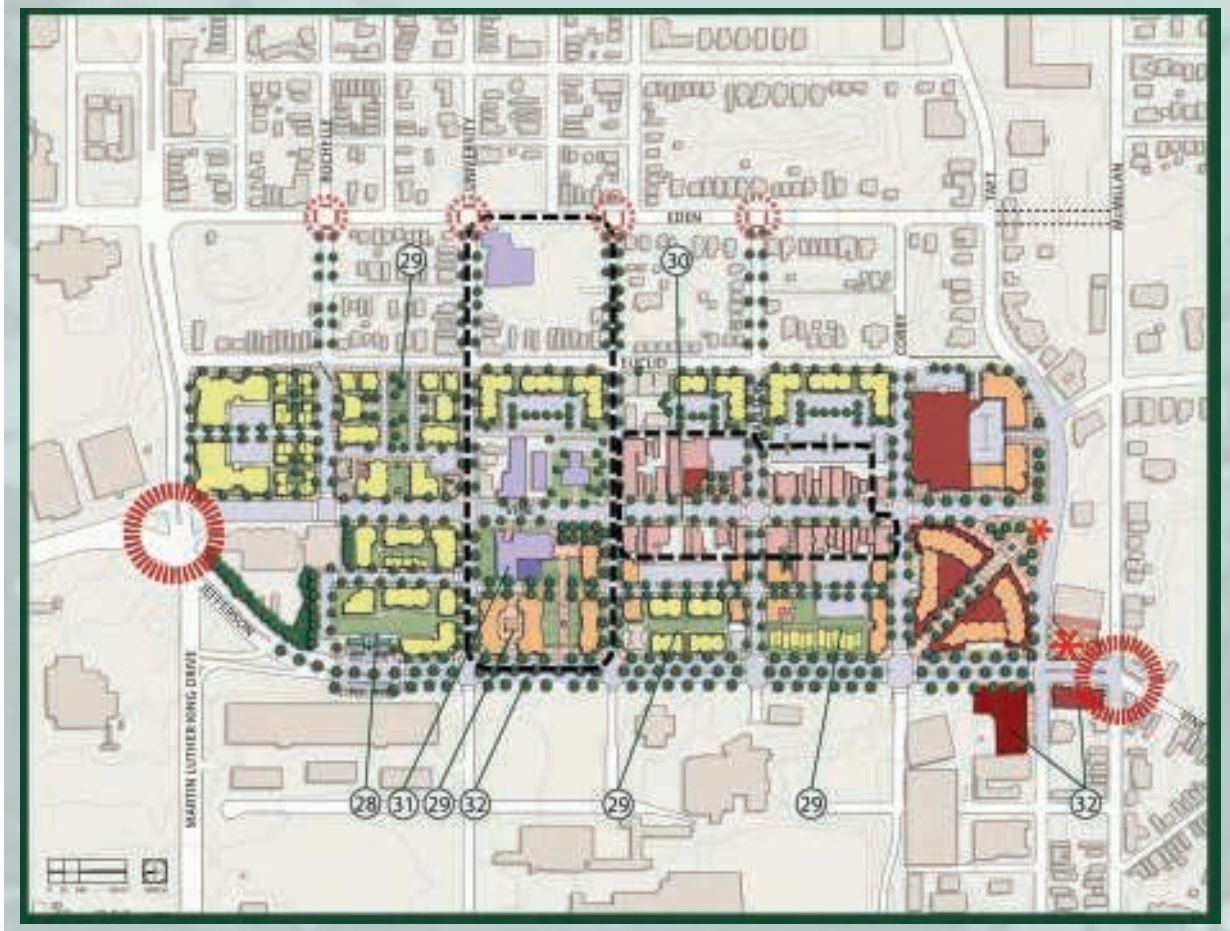
24. Planned roadway & intersection modifications should improve pedestrian access and emphasize the iconic qualities of the power plant as part of a new gateway to the University Village District.

25. Re-orient Kroger's to face Vine Street in an urban setting and locate a second entrance off of Euclid for vehicles.

26. Take advantage of the topography by locating parking below grade.

27. Place additional parking in a structure within the middle of the block wrapped with retail and office uses.

Vision Plan



28. Continue to work with the City Dept. of Transportation & Engineering (DTE) and SORTA to develop a location for the mass transit station on Jefferson. The station should be state-of-the-art with shelters, waiting areas and well-designed connections across Jefferson.

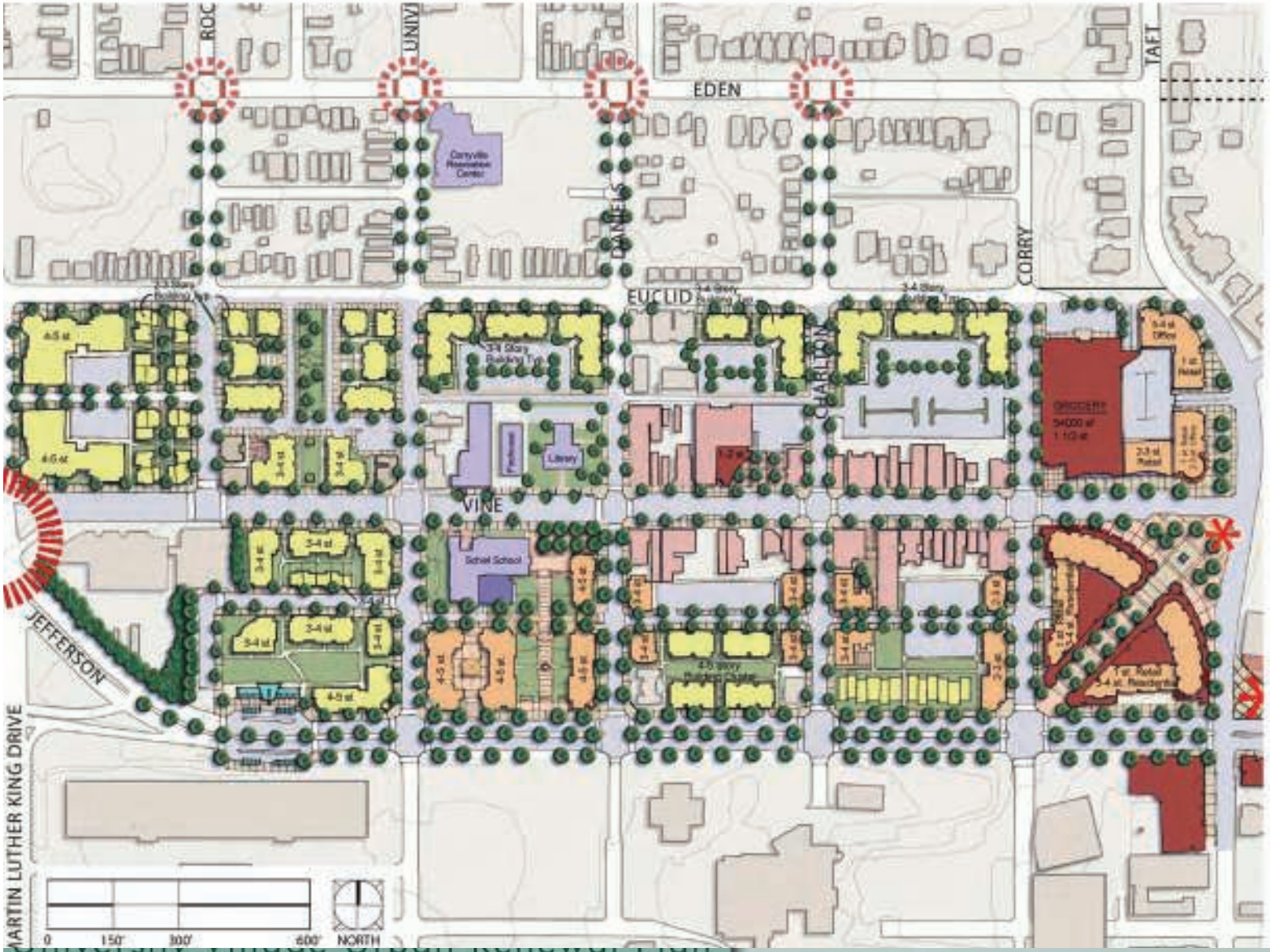
29. Develop internal courtyards and open space within new housing environs.

30. Seek options to improve the crosswalks along Jefferson - work with DTE to determine the maximum number of crossings.

31. Reuse the Schiel School building as a community-oriented arts and cultural facility or senior service center. Upper floors could be converted to live-work studios or market-rate housing.

32. Redevelop the western edges of Jefferson (at Taft and Calhoun) to extend the new urban fabric of Corryville to the west towards University Heights.

Schedule of Uses



Building Schedule

EXISTING USES (1)

RETAIL	84,100 s.f.
OFFICE	3,900 s.f.
ENTERTAINMENT	29,000 s.f.
RESIDENTIAL	100 units

PROPOSED USES

MIXED-USE BUILDINGS

RETAIL (2)	119,000 s.f.
OFFICE	54,600 s.f.
RESIDENTIAL	338 units

RESIDENTIAL 1,060 units

SINGLE-USE RETAIL

CONVENIENCE RETAIL	19,200 s.f.
GROCERY	54,000 s.f.

TOTAL USES

RETAIL	222,300 s.f.
OFFICE	58,500 s.f.
GROCERY	54,000 s.f.
RESIDENTIAL	1,498 units

REQUIRED PARKING SPACES

RETAIL - 5 SPACES / 1000 s.f.	1110
OFFICE - 3.5 SPACES / 1000 s.f.	205
GROCERY - 7 SPACES /1000 s.f.	378
RESIDENTIAL - 1.5 SPACES /UNIT	2247
Total:	3,940

NOTES:
(1) Existing commercial uses to remain. All areas derived from GIS mapping and not detailed building survey. Number of existing residential units estimated. Actual count to be determined.
(2) Retail use total includes neighborhood convenience & specialty retail, restaurant, banking, and pharmacy stores.

KINZELMAN KUNE GOSSMAN
GOODE CLANCY ASSOCIATES

Future Parking

A: PROPOSED 3-LEVEL GARAGE: 250 spaces

B: PROPOSED SURFACE PARKING: 80 spaces

C: PROPOSED SURFACE PARKING: 55 spaces

D: EXISTING PARKING GARAGE: 120 spaces

E: PROPOSED SURFACE PARKING: 215 spaces

F: PROPOSED 2-LEVEL GARAGE: 590 spaces

G: PROPOSED 2-LEVEL GARAGE: 700 spaces

H: SURFACE PARKING: 90 spaces

I: SURFACE PARKING: 48 spaces

J: PROPOSED 3-LEVEL GARAGE: 332 spaces

TOTAL OFF-STREET PARKING: 2,480 spaces

EXISTING ON-STREET PARKING: (1) 636 spaces

PROPOSED PARKING: (2) 3,116 spaces

NOTES:
(1) Existing on-street parking derived from 1993 Urban Design Plan, by the City of Cincinnati.
(2) Total proposed parking count represents total required parking less credits for shared use in transit-oriented & urban mixed-use districts. See "SmartCode", by Duany Plater-Zyberk & Company. Actual future parking count dependant upon level of public transit service, actual land use mix, and distribution of uses

Phasing Plan

Schedule of Uses:

Phase 1: *MLK Improvements.*

Phase 2a:

North Parcel:

31,000 sf Retail/Restaurant

53,000 sf Office

54,000 sf Grocery

South Parcel:

32,000 sf Retail/Restaurant

112 Residential Units

Phase 2b: *Transit Hub Development and Street Improvements.*

Phase 3:

136 Residential Units

38,500 sf Retail/Restaurant

Phase 3b:

488 Residential Units

35,900 sf Retail/Restaurant

Phase 4:

280 Residential Units

Phase 5:

390 Residential Units

University Plaza & Jefferson Avenue Site Redevelopment

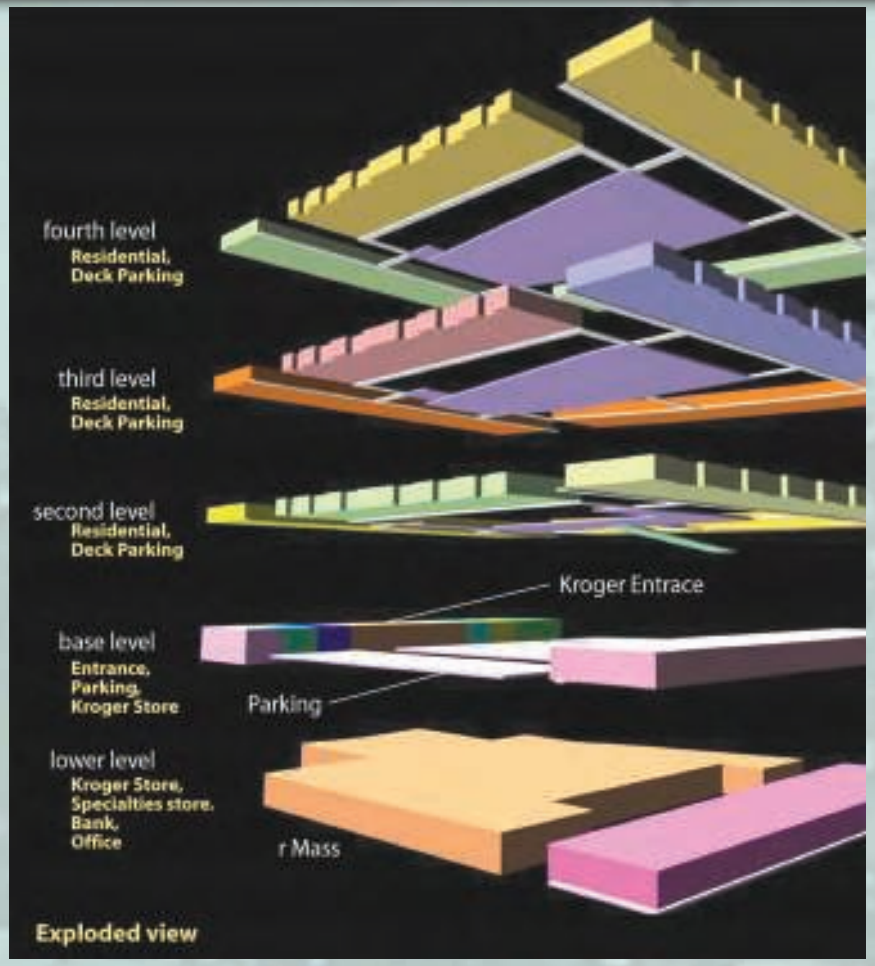
University Plaza

- *Reconnect Vine*
- *Signature Gateway @ Taft*
- *Grocery supported by deck parking*
- *Stacked uses*
  - *Neighborhood Service & Retail @ ground level*
  - *Housing and office above*
- *Strong Pedestrian Connections to Calhoun & Campus*

University Plaza Site Character

The illustrations at right depict one of several redevelopment concepts prepared by the Niehoff Studio of the University of Cincinnati College of Design, Art, Architecture & Planning. The purple color block represents structured parking at the interior of a proposed two-story grocery with two levels of residential units above.

View Looking East from BP Gas Station on Corry St.



University Plaza Redevelopment Alternatives

During the planning effort the consulting team presented several alternative redevelopment schemes for the University Plaza Site. The ground floor size of the proposed grocery anchor store ranged between 35,000 and 65,000 square feet. Larger footprints were not recommended due to site constraints with parking and loading as well as the potential negative impact of a “bigger box” on the scale and character of the traditional neighborhood retail district. The ultimate configuration of a redeveloped University Plaza and adjoining sites is dependant upon several complex relationships including preferred store size and the configuration of future roadway improvements.

University Plaza Implementation Issues

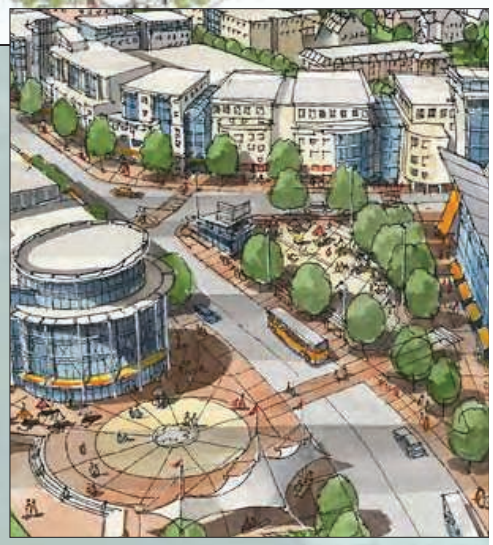
- *"Gap" Financing*
  - *Parking Structures*
  - *Construction Period Lease Revenue*
  - *Advance Leasing*
- *Kroger / Owner Buy-in*
- *Financing / Feasibility of Roadway Modifications*

Jefferson Avenue Linkages

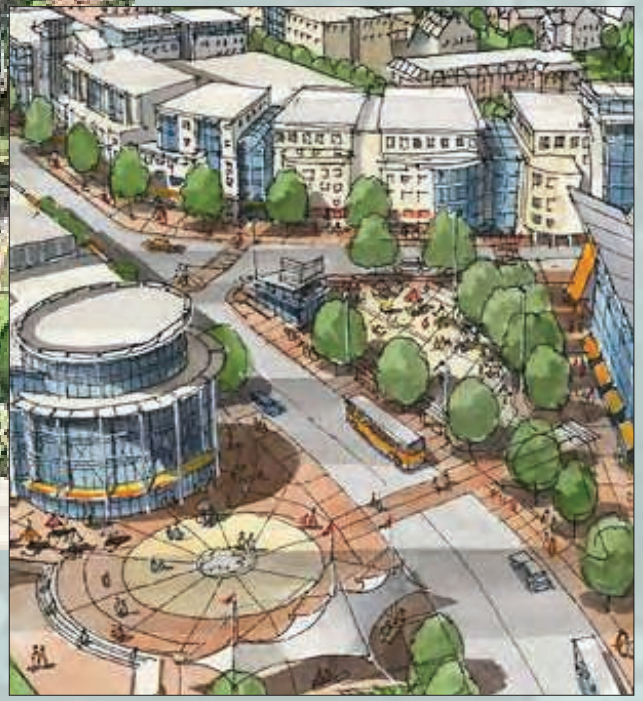
Redevelopment along Charlton, Daniels, and University Avenues should include development of retail and restaurant uses at street corners to draw patrons east to Short Vine. Upper story uses should feature higher density housing catering to U.C. students and employees of local institutions.

Best Practice Guidelines

- *Mixed-use & Retail Development*
- *Housing*
- *Parking Structures*
- *Public Streets & Spaces*



Future Mixed Use Development



Similar Mixed Use Environments

Riverview – Cleveland, OH

Bethesda Row – Bethesda, MD

Future Housing

Future residential development should provide higher residential density to compliment the commercial district and provide a transition in scale to single-family detached and attached housing to the east. New housing would be comprised of townhomes, condominiums, and apartments. Both rental and owner-occupied units should be included in order to maintain a diversity of housing options in the area.

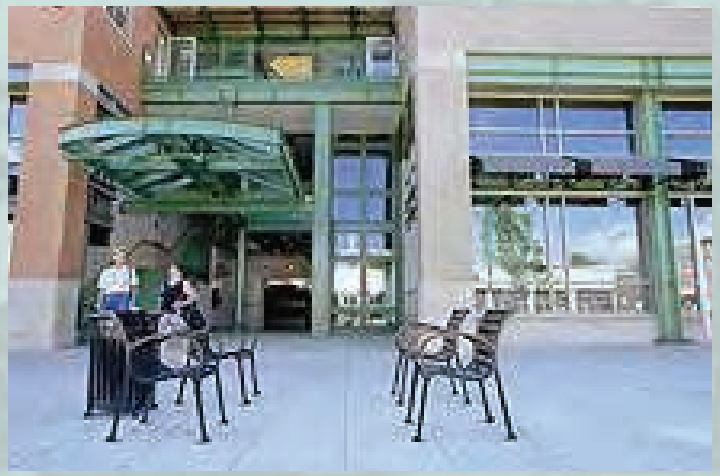
The photos on this and the following page represent the characteristic massing, scale, height, and quality that future housing along the west side of Euclid Avenue should reflect.

Future Housing

While variation in architectural style need not be limited, future residential buildings should provide durable materials and finishes and should contribute to the intimate, walk-able scale of area streets and public spaces.

Future Parking Structures

Structured parking along street frontages should be incorporated behind lower level storefronts, office, or residential spaces to maintain a vibrant and active street frontage where feasible. Upper story parking should be concealed with traditional building elements & fenestration. No sloping floor conditions should be visible from the street.



Public Streets & Spaces

Pedestrian Sidewalks:

The quality of the pedestrian experience has a significant influence on the success of mixed-use urban commercial districts that rely on local residents for daily patronage. Site furnishing and landscape elements should clearly articulate boundaries between pedestrian and vehicular zones. Lighting and landscape design should afford clear visibility for safety and security while offering a well organized system of way-finding and organizational signing. Textural changes in pavements should be considered as a means to reinforce the distinction of pedestrian zones and bring variety and interest to the street. Variation in the setbacks of buildings offers opportunities to activate the street through sidewalk cafes and passive gathering spaces.

Public Streets & Spaces

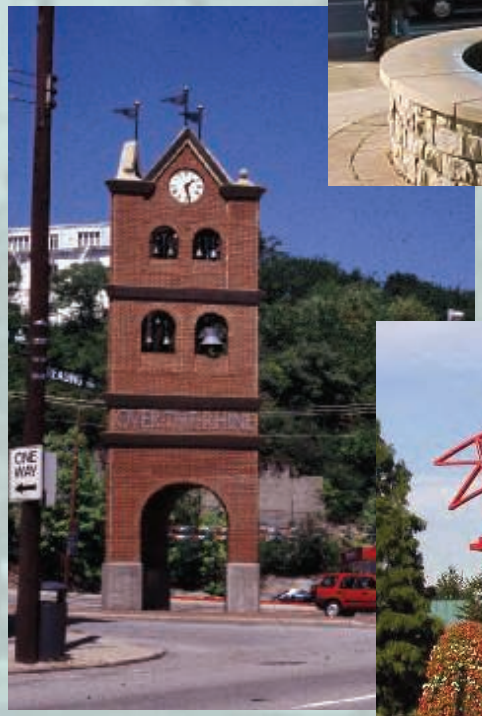
Urban Squares / Plazas:

Social gathering spaces play a critical role in the character, identity, and functionality of urban commercial and residential districts. These spaces often define the psychological perception that a visitor gains over the course of a single or frequent visits. Spaces like the proposed "Gateway" plaza could offer a range of pedestrian zones ranging from intimate to public in scale. Flexible and or temporary seating areas should be considered to accommodate both daily use and special event opportunities.

Public Streets & Spaces

Gateway Elements:

Gateway elements may include landmark buildings, sculpture, or other physical site improvements or streetscape elements. The aforementioned Gateway Plaza and the intersection of Vine and MLK present the opportunity to create a unique regional identity at the points of highest traffic and visibility.



Public Streets & Spaces

Transit Plazas / Bus Stops:

Transit hubs, bus stops and the range of transportation facilities are important contributors to the success of mixed-use and higher density urban districts. The proposed Transit Hub along Jefferson Avenue has the potential to serve as an anchor for daily use goods and service providers including cafes, coffee shops, news stands, daycares and other social service providers. These uses may be integrated within shared lease spaces or may be free-standing depending upon the size and scale of the need.

Public Streets & Spaces

Street Furnishings & Amenities:

Streetscape furnishings and user amenities should be tailored to maximize user convenience, meet basic needs and functional requirements, and enhance the visual quality of the environment. In addition to basic storefront and street signing, streets and sidewalks should offer a hierarchy of orientation and directional signing. All signing should be developed as components of a coordinated graphic wayfinding system. Signing elements, kiosks, and street signs should be coordinated with pedestrian scale lighting, benches, trash receptacles, bike racks, and bus shelters

Public Streets & Spaces

Exterior Pedestrian Spaces:

The quality of the interface between vehicular and pedestrian spaces has a substantial impact on the overall experiential quality of an urban setting. Planting buffers, walls, and fencing should be utilized wherever feasible to screen views to parked cars. Parking area landscaping should be utilized to direct and filter views to parked cars and site utilities. Street and parking area trees should be placed with respect to maintaining important views to architectural elements and storefronts and to permit clear views across plaza and pedestrian areas. Landscape plantings should be low enough to maintain surveillance throughout exterior spaces.

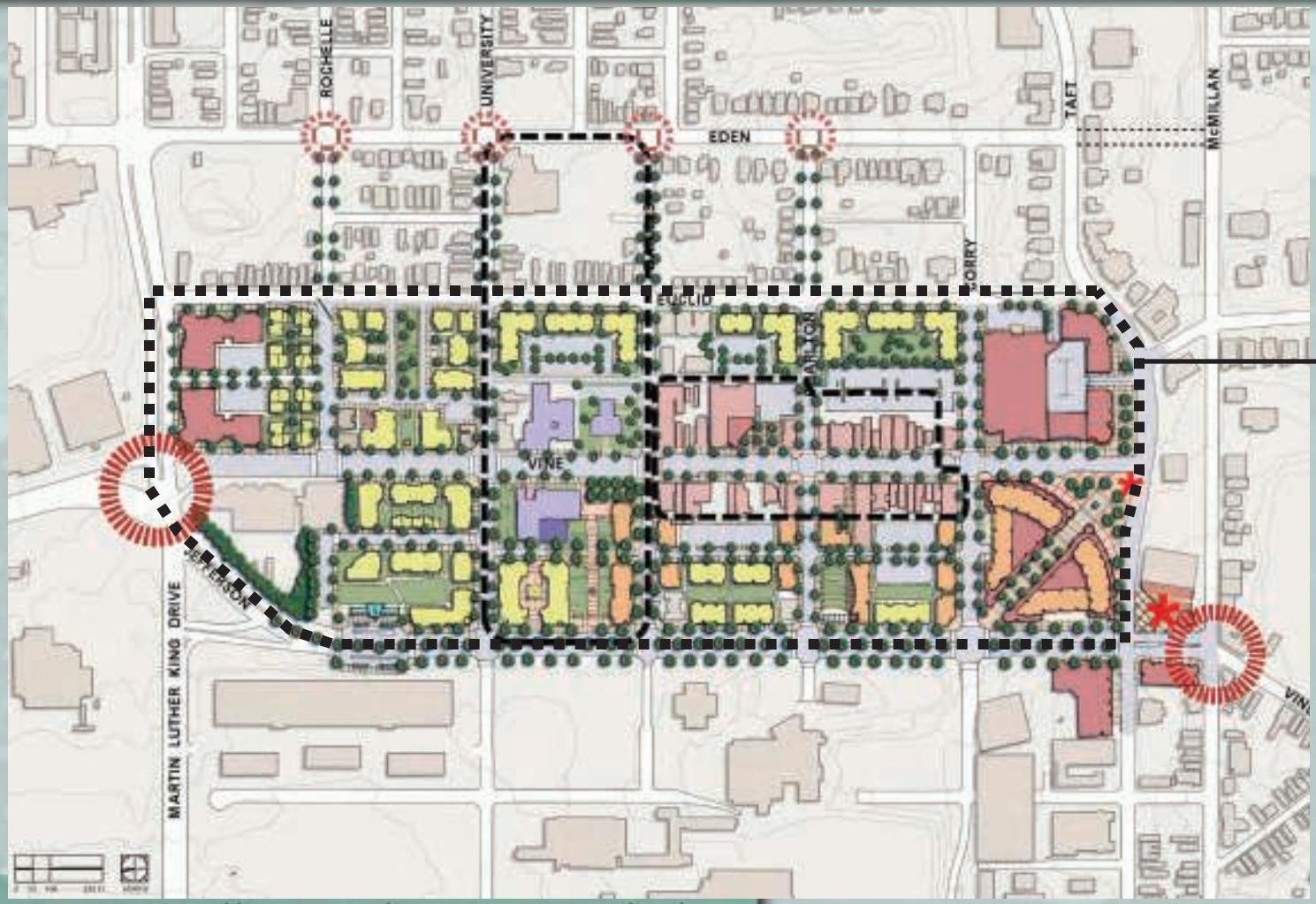
Urban Renewal Status

Aging communities must be able to reshape themselves to adapt to regional economic influences, changing demographics, aging infrastructure, and modified transportation patterns. An Urban Renewal Plan is an important and legitimate planning tool that allows a community to plan for redevelopment in a way that is consistent with collective community goals and vision. Utilized properly, it empowers the community with the necessary guidelines and controls to insure that future development is sustainable over the long term and achieves a higher standard of quality and value than ad hoc development that may otherwise occur.

By itself, the adoption of an Urban Renewal Plan does not mean that privately held property is acquired by the city through eminent domain or otherwise by private entities. Rather, if adopted, the plan provides the legal basis for the City to consider the use of eminent domain in cases that the City deems appropriate. In such cases, the city is obligated to comply with all legally required procedures inherent to the use eminent domain.

- *Pro-active - versus - Re-active plan to guide development activities (& character)*
- *Remove dis-incentive & address significant investor concerns with site acquisition & Risk!*
- *Statement of commitment to public decision makers and private sector investors (Lenders/Developers)*

Urban Renewal Boundary



Boundary Line

Eligibility / Blight Study

Documentation of Blight or Deterioration

The purpose of this study is to determine if the Corryville Urban Renewal area qualifies as a blighted or deteriorating area as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

I. Boundary Description

Situated in the City of Cincinnati, Hamilton County, State of Ohio, and being more particularly described as follows:
Beginning at the intersection of the centerlines of Vine Street and William Howard Taft Road; thence eastwardly with the centerline of William Howard Taft Road to the point of intersection with the centerline of Euclid Avenue; thence northwardly with the centerline of Euclid Avenue to the point of intersection with the centerline of Martin Luther King Jr. Drive; thence westwardly with the centerline of Martin Luther King Jr. Drive to the point of intersection with the centerline of Jefferson Avenue; thence southwardly with the centerline of Jefferson Avenue/Vine Street to the point of intersection with the centerline of William Howard Taft Road, the point of beginning.

II. Conditions of Study Area

A. As a whole, two hundred sixty-one (261) of two hundred sixty-three (263), equaling ninety-nine percent (99%) of Buildings and Parcels in the study area fulfilled the criteria identified in the Cincinnati Municipal Code Section 725-1-B(a), Blighted area. The study examined each parcel for the presence of the following blighting factors as defined in Section 725-1-B (a):

B.

1. Age

   Ninety percent (90%) of the Buildings in the study area are forty (40) years of age or greater.

2. Obsolescence

   One percent (1%) of the Buildings were seen as functionally or economically obsolete.

3. Dilapidation or Deterioration

   Ninety-one percent (91%) of the Buildings in the study area were found to have dilapidation or deterioration.

4. Abandonment/Excessive Vacancies

   Abandonment/excessive vacancies (exceeding 1/3 area) were found to be present in four percent (4%) of the Buildings and Parcels in the area.

5. Faulty Lot Layout/Overcrowding/Inadequate Loading/Parking

   These factors were found in sixty-five percent (65%) of the Buildings and Parcels in the study area.

6. Deleterious or Incompatible Land Use or Site Conditions, Environmentally Hazardous Conditions, or Unsuitable Soil Conditions

   One or more of these factors were found in eleven percent (11%) of the Buildings and Parcels in the study area.

7. Period Flooding

   None of the Buildings or Parcels lies within a flood plain.

8. Inadequate Public Facilities or Right-of-Way

   One or more of these factors was found in Seventy-nine percent (79%) of the Buildings and Parcels in the area.

9. Diversity of Ownership

   Diversity of ownership was found in eleven percent (11%) of the Buildings and Parcels in the study area.

Eligibility / Blight Study

10. Illegal Use/Code Violation

    Twelve percent (12%) of the Buildings and Parcels in the area exhibited code violations.

11. Railyards or Service Stations – unused for three years

    None of the Buildings or Parcels in the area exhibited signs of former railyards or service stations.

12. Landfills/Junkyards

    None of the Buildings or Parcels in the area appeared to be landfills or junkyards.

13. Other factors inhibiting sound private development

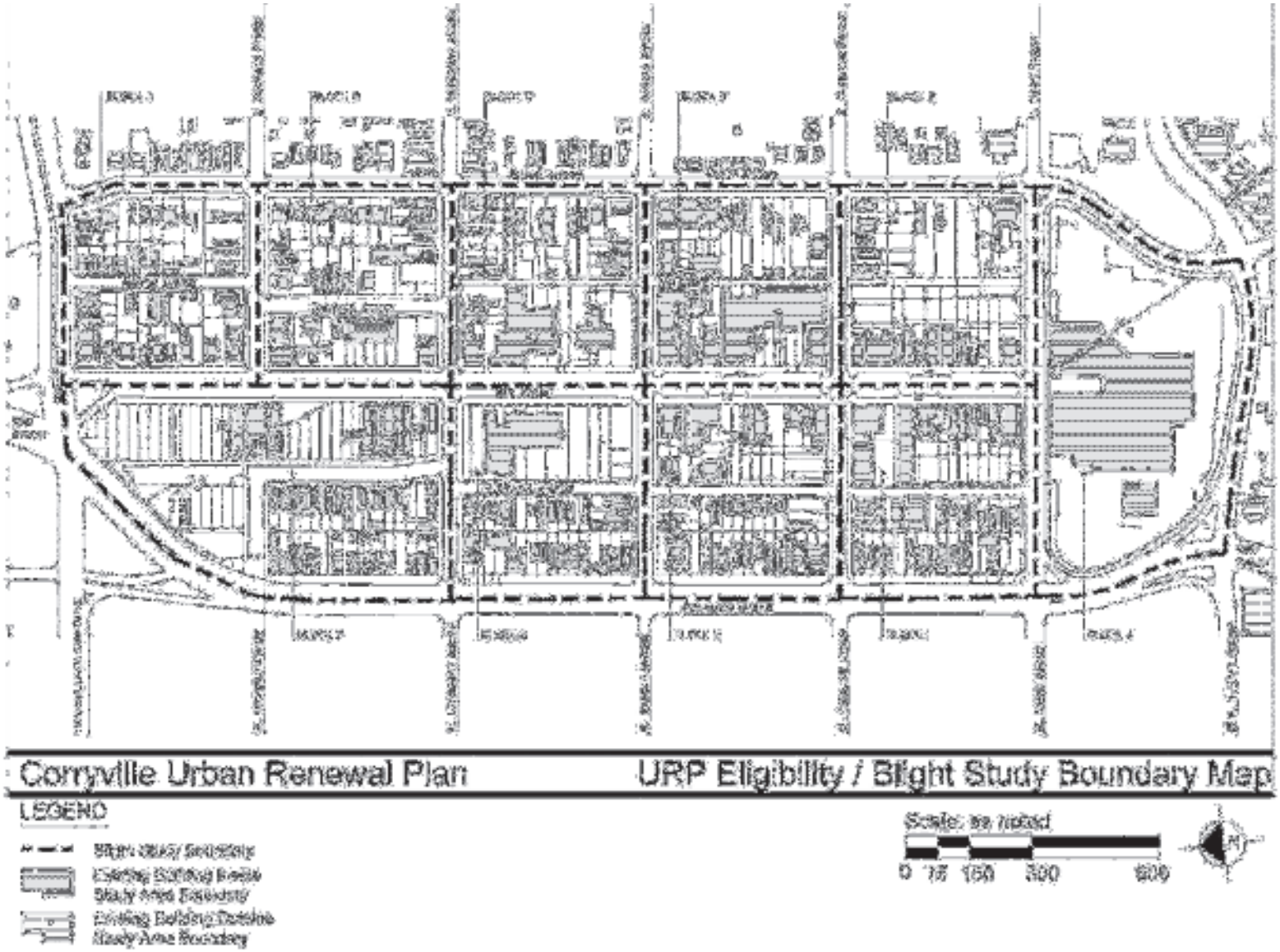
    Factors which could inhibit sound private development were exhibited in ninety-four percent (94%) of the buildings in the study area.

B. Buildings and Parcels meeting the criteria are reasonably distributed through the area. At least fifty percent (50%) of the total number of Buildings reasonably distributed throughout the area meet the "blighted area" criteria with three or more factors; and Parcels, with two or more factors (see distribution chart).

C. Additionally, at least fifty percent (50%) of the Buildings, reasonably distributed through the area, are deteriorated or deteriorating; or the public improvements are in a general state of deterioration (see factor 4 above).

The conclusion drawn from this data is that the number, degree, and distribution of blighting factors, which are documented in this report, warrant the designation of the Corryville Urban Renewal area as a "blighted area" as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

Eligibility / Blight Study - Map



Eligibility / Blight Study

GOREYVILLE URBAN RENEWAL PLAN — ELIGIBILTY/BLIGHT STUDY

DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK

Block	Total	Blighting Influences – See below													Blighted	%
	Buildings/ Parcels	1	2	3	4	5	6	7	8	9	10	11	12	13	Buildings/ Parcels	
A	37 / 39	37	-	37	2	27	2	-	35	-	-	-	-	39	39	100
B	26 / 28	26	-	26	1	15	4	-	27	-	4	-	-	25	28	100
C	26 / 27	25	-	26	-	15	1	-	22	1	2	-	-	23	27	100
D	20 / 22	19	1	20	3	14	3	-	15	1	4	-	-	21	22	100
E	19 / 20	18	-	19	1	11	2	-	18	12	4	-	-	19	19	95
F	33 / 34	29	1	31	1	17	3	-	17	3	2	-	-	31	33	97
G	25 / 25	24	-	25	-	15	5	-	20	-	4	-	-	25	25	100
H	36 / 37	34	-	36	-	30	5	-	37	-	6	-	-	35	37	100
I	26 / 29	26	-	29	2	21	6	-	18	10	3	-	-	23	29	100
J	1 / 1	-	-	1	-	1	-	-	1	-	1	-	-	-	1	100
Total	249 / 263	234	2	237	10	171	29	-	207	26	31	-	-	246	251	99
Percentage	%	88	1	91	4	65	11	-	79	11	12	-	-	94	95	

Blighting Influences

(1) Age (Buildings only); (2) Obsolescence (Buildings only); (3) Dilapidation or Deterioration (Buildings only); (4) Abandonment or Excessive Vacancies - five years for vacant parcels; (5) Faulty Lot Layout, Overcrowding, or Inadequate Loading or Parking; (6) Hazardous or Incompatible Land Use or Site Conditions, or Unsuitable Soil Conditions; (7) Periodic Flooding; (8) Inadequate Public Facilities or MUW; (9) Diversity of Ownership; (10) Illegal Use or Code Violations; (11) Railyards or Service Stations - zoned for some years; (12) Landfill or Junkyard; (13) Other Factors Inhibiting Sound Private Development.

Organization

The successful revitalization of the University Village District will be dependant upon the ability of the public and private sectors to work together within the framework of a unified vision. This Urban Renewal Plan is the beginning of a process through which public officials, property owners, property managers, institutions, economic development authorities, and commercial & residential development interests should be engaged to consider their respective roles in the ongoing revitalization effort.

Private / Quasi-Public Responsibilities:

The formation of a new vision will require a well-devised, strategic marketing approach and active and on-going project management. The Clifton Heights Community Urban Redevelopment Corporation (CHCURC) provides one relevant example of organizational make-up and the roles and responsibilities that an economic development corporation can play in the execution of a revitalization strategy.

The Corryville Economic Development Corporation (CEDC) is already positioned to assume primary responsibility for the advancement of the University Village Plan. Experience gained in implementing the Calhoun Street Marketplace should be shared between organizations as a means to leverage contacts and maximize synergies between projects. The Uptown Consortium, University of Cincinnati, City of Cincinnati, and other public sector organizations should be engaged to provide assistance within the limits of their abilities and respective responsibilities.

Public Sector Responsibilities: Strong public leadership and commitment must support a new vision for the University Village area. Planning Commission and City Council must be willing to exercise their legislative powers in a pro-active manner to lay the groundwork for private investment. The issues surrounding public safety must be addressed in a straight-forward, incremental and cooperative manner simultaneous with the action steps listed on the following Implementation Priorities schedule.

Implementation Priorities

Short Term Goals & Objectives (1 to 3 years)	Responsible Partners	Private Sector Developers & Investors	City of Cincinnati	Neighborhood / Civic Organizations	Corryville Community Council	Corryville Economic Development Corporation	CHUCRC	Scholtco (or subsequent property owner)	University of Cincinnati	University Village Association / Merchants / Property Owners	Uptown Consortium	Other Public Agencies (Ham. Co. / SORTA / OKI / ODOT)
S1 *Establish a Special Improvement District (SID) and oversight authority (board of directors) to spearhead strategic implementation of planning goals and objectives. The SID could include Clifton Heights & be convened by CEDC to assist with:* a) administrative assistance, site acquisition and financing. b) "clean and safe" initiatives c) tenanting & recruitment			SF/SA	SA	SF/SA	SF/PA	SF/SA	SF	SF/SA	PF/SA	SA/SF	
S2 *Work with Cincinnati Police, Council, and Community Stakeholders to address serious public safety issues which negatively impact residents, district tenanting, and recruitment potential*		SA	PA/PF	SA	SL	SA			SF	SF/SA	SA/SF	
S3 *Engage community stakeholders in Uptown Transportation Study to determine the most appropriate road configuration at University Plaza, Vine & Jefferson.*			SF/SA	SL	SL	SA		SA/SF	SF/SA		PF/PA	SF/PA
S4 *Rebuild the MLK intersection to improve visibility and traffic access to Short-Vine, the Hospital District, and the University.*			PF/PA		SL				SF/SA		SA/SF	SF/SA
S5 *Promote development of new mixed-income housing alternatives throughout the district.*		PF/PA	SF/SL		SL	SF/SA			SF	SF/SA	SA	
S6 *Promote the development of necessary parking behind and below new housing units. Develop internal courtyards as open space amenities within new housing environs.*		PF/PA	SL/SF		SL	SF/SA			SF/SA			
S7 *Work with existing tenants and business owners to improve maintenance & upkeep*						SA				PF/PA		
S8 *Promote private reinvestment into neighborhood housing stock as a means to increase economic diversity within the primary trade area population. Leverage New Market Tax Credits / Uptown Consortium's Revolving Loan Fund to accelerate re-investment.*		PF/PA	SF/SL		SL	SA					SA/SF	SF

abbreviations:

PA - Primary Administrative Responsibility
PF - Primary Financial Responsibility
SA - Supporting Administrative Interest
SF - Supporting Financial Responsibility
SL - Supporting Legislative Responsibility

Implementation Priorities

Medium Range Goals & Objectives (2 to 6 years)	Responsible Parties	Private Vendor Developers & Investors	City of Cincinnati	Neighborhood / Civic Organizations	Clayville Community Council	Clayville Economic Development Corporation	Kroger	Developers in adjacent property owners	University of Cincinnati	Delaware Village Association / Residents / Prop. Owners	Uptown Consortium	Other Public Agencies (Metro, OKI / KZOTA / CSX / SOUTHWEST AUTHORITY)
M1 Redevelop the East University Place site to restore visibility and traffic to Short Vine, develop required parking structure, and maintain a viable grocery anchor.		PF	SPPA		SL	SPPA	SPPA	PA/PF	SP		SPPA	SPPA
M2 Redevelop the West University Place for retail / commercial space, market-rate housing, and associated parking.		PF	SPPA		SL	SPPA	SPPA	PA/PF	SP		SPPA	SPPA
M3 Redevelop Kroger's site & 65,000 s.f. or smaller store for Short Vine Street.			SPPA		SL	SPPA	PA/PF	SPPA	SP		SPPA	
M4 Implement streetscape, parking, roadway and utility infrastructure improvements that support the University Place redevelopment.		PA/PF	SPPA					PA/PF	SPPA		SPPA	SPPA
M5 Create improved pedestrian streets and connections to improve walkability & encourage re-investment into residential properties east of Short Vine			PPPA						SPPA		SPPA	SPPA
M7 Implement wayfinding enhancements that indicate the civic position of the Library, Fire Station and School and establish a more identifiable civic district.			PPPA		PA	PA/PF					SPPA	
M8 Redevelop western side of Jefferson (CHCN / PC)												

abbreviations:

PA - Primary Administrative Responsibility
PF - Primary Financial Responsibility
SA - Supporting Administrative Issues
SP - Supporting Financial Responsibility
SL - Supporting Legislative Responsibility

Implementation Priorities

Long Range Goals & Objectives (5 to 10 years)	Neighborhood Partners	Private Sector Developers & Investors	City of Cincinnati	Cincinnati Public Schools	Corryville Community Council	Corryville Economic Development Corporation	Kroger	Foundation (or collaborative leadership center)	University of Cincinnati	Lateral Village Foundation / Mixed-Income Hsg. Owner	Uptown Consortium	Other Public Agencies (Hamil. Co. / MPDT / UC / CSCC)
L.1 *Adapt the Gobel School building as a community-oriented arts and cultural facility, center service center, live-work studios, or market-rate housing.*	PP/PA	SP/SA	SP/PA	SL	SP/SA							SF
L.2 *Work with SORTA and the City Dept. of Transportation & Engineering (DTE) to develop a location for a new mass transit station*	PP/PA	SP/SA		SL	SP/SA			SP/SA				SP/SA
L.3 *Reconstruct Jefferson to provide pedestrian connection between the University & Short Vine. Improvements should include vegetative enhancements as part of initiative.*		SP/SA						PP/PA			SP/SA	SP/SA
L.4 *Strengthen the east-west connections along University, Danube, Clifton and Corry by rebuilding the edges with new buildings containing active ground floor uses*	PP/PA	SP/SL		SL	SS							SF

abbreviations:

PA - Primary Administrative Responsibility
PF - Primary Financial Responsibility
SA - Supporting Administrative Interest
SF - Supporting Financial Responsibility
SL - Supporting Legislative Responsibility

Funding

In order to capitalize on current interest and momentum, this plan should be actively used in the recruitment of potential private developers and investors. These potential development partners should receive assistance in gaining an understanding of the benefits of public / private partnering. Strategies that reduce risk to private investors are key to successful redevelopment. Project financing and programs that support start-up business are key inducements. Potential sources of investment and business development funding include the following:

Commercial Development Incentives:

- Community Reinvestment Act (CRA) loans
- Tax Increment Financing (TIF)
- Special Improvement District (SID)

Note on SIDS: *SID's are special assessment districts designed to direct revenues to a variety of supportive services including security, maintenance, marketing, economic development, parking, and special events. See page 102; Additional information may be obtained from the International Downtown Association at www.ida-downtown.org.*

- New Markets Tax Credit (NMTC) Program
- Enterprise Zone Programs
- Job Creation Tax Credits (for company's creating at least 25 new jobs)
- SBA 504 Loans
- SBA Micro loan Program
- Ohio 166 Regional Loan

Community Development Financing:

- Community Development Block Grants (CDBG)
  Eligible projects include those that (1) benefit low and moderate income communities, (2) prevent or eliminate blight, and (3) meet urgent community needs. Funds may be used for public acquisition of property, demolition, housing reconstruction and rehabilitation, and public building projects including civic and recreational facilities, parks, open space, roadway infrastructure, and streetscape projects.
- Clean Ohio Funds (Brownfield Redevelopment)
- TEA-21 Transportation Funding
- Local Transportation Improvement (LTIP) Funds
- Nature Works Grants

Financing strategies that can be leveraged toward the redevelopment of the University Plaza Site may be key to the overall redevelopment program due to the potential to effect positive change throughout the Uptown Area.

Public Safety

On December 1, 2003, a public meeting of the Corryville/University Village Urban Renewal Plan Task Force was devoted to a discussion of safety and social issues that have been identified, over the course of the planning process, as being central to any revitalization strategy. In order to get the widest possible perspective, the larger group was divided into three smaller panels to discuss individual viewpoints and perspectives. Stakeholders were asked to offer their insights on a range of issues impacting the strength and vitality of the commercial district, quality-of-life in the community, and relationships between the community and neighboring institutions.

A diversity of opinions was expressed about the perceptions and realities of safety, the role of the public sector, and specific issues and possible solutions related to creating a more vibrant community and business district. While the range of responses varied among the three groups, they illustrated many of the common goals and universal interests between residents and business interests.

A summary of comments from the meeting is listed as follows:

Ambassador programs such as Vancouver, Washington's are a useful tool to improve public safety and promote patronage of area businesses.

Social and Safety Issues

Issue:	Potential Solutions:
■ **Cruising / intimidation by young adults and juveniles** - Lack of crime enforcement	■ Physical changes to promote more vehicular traffic and passive surveillance ■ More stringent enforcement of existing laws Requires true, broad-based community support for enforcement policy, methods, and goals. Greater political/financial support from Cincinnati City Council & administration
■ **Street Vendors** - Possible drug activity - Negative impact on permanent businesses	■ Create a "Neighborhood Services Unit" (model after "Downtown Services Unit") ■ Create alternative programs and activities for neighborhood and non-resident youths. (Work with "Think Tank" to develop strategies)

Social and Safety Issues

Issue:

- **Too Few Police**
- Lack of funding for desired enforcement

Potential Solutions:

- More police patrols
- Employ a Special Improvement Districts (SID)

  SIDs can create funding for "Clean & Safe" activities and programs via assessments of private business and property owners within the targeted geographic area.

  (see Vancouver Example)

- Leverage clout / financial assistance from Uptown Consortium

- Discuss possible use of an Institutional safety unit to patrol business district or as "Neighborhood Ambassadors"

Benefits of a SID District

- Provides financing for programs, promotions, and physical improvements which directly benefit district merchants and businesses.
- Allows a shift of some of the burden of district improvements and maintenance from the City.
- A quasi-public organization formed by property owners who have agreed to an assessment on their property in order to generate revenue for services and capital improvements provided within a defined district.
- Provides a long-term financial base for marketing, capital improvements and management programs.
- Usually, though not always, incorporates entire contiguous business districts, therefore spreading the cost and the benefits of the services among a broad base of property owners and tenants.
- Sixty percent of property owners, or those representing roughly seventy-five percent of the linear footage, must agree to the assessment (amount to be determined by local SID governing board).
- Programs can include:

_ *streetscape improvements & maintenance*
_ *marketing campaigns*
_ *sidewalk snow removal*
_ *commons management*
_ *security & ambassadors programs*
_ *wayfinding & signing program*
_ *parking enforcement and lot management.*

Social and Safety Issues

Issue:	Potential Solutions:
■ **Disorderly Student Conduct / lack of control and/or sanctions**	■ Involve UC's Student Disturbance Committee Potential to have neighborhood representation on the committee UC will develop sanctions / possible revisions to student code of conduct
■ **Perceived Lack of University Support** - Lack of event programming - Negative portrayal of neighborhood	■ Work with UC to program more neighborhood based programs and events. (i.e.: Game-day sports related events, Off-site DAAP or Niehoff Studio / Gallery Space, Pre-lease new or existing office and / or hospitality space, etc..)

Social and Safety Issues

Issue:

- **Lack of Neighborhood Serving Businesses (at least as important to residents as crime & safety issues)**

Potential Solutions:

- Revitalize University Plaza Site.
- Build Bus Transit hub – introduce associated neighborhood convenience, medical, and social service uses.

Other Issues:

- **Decline of owner-occupied single family housing**

- Promote "Homesteading" programs and activities.
- Introduce new housing along Short Vine, Glendora, Jefferson and available sites adjacent to the business district.

- **Eminent Domain**

- Work with property stakeholders and development interests to build consensus for project and strategic redevelopment objectives.
- Survey task force to determine interest in pursuing Urban Renewal Option.

Safety Improvement Strategies

Recommendations:

While a number of universities and other institutions have encountered safety and security challenges similar to those facing the Short Vine District on a typical day or evening, it is difficult to identify another institution that encounters a safety and security challenge comparable to the regular "cruising events" that take place within the district. In speaking with people who deal with security issues for other institutions, it is clear that only highly trained security and community outreach personnel should be used to respond to the safety and security issues raised by these monthly gatherings.

At the same time, it should also be noted that a significant construction period associated with redevelopment of the University Plaza site, street realignments, and other proposed development would cause disruption to traffic patterns for at least two years. Traffic could be managed to discourage large inappropriate gatherings along Short Vine. In addition, directing significantly increased traffic to Short Vine and increasing visibility from Vine Street and Jefferson should make the Short Vine less attractive for these gatherings.

Case Study Examples:

A number of institutions work closely with city police officials and others to enhance safety and security in neighborhoods and commercial districts that serve university communities. Two examples from the State of Ohio are outlined below:

Ohio State University / Campus Partners, Columbus, OH

- Community patrol model based on a joint partnership funded by the university and city; current budget is approx $250k per year.
- Program funds 2-person patrols along High Street and in nearby residential areas that walk the streets between 9pm and 3am.
- Patrols consist largely of students; they are (clearly) unarmed, but are in contact (walkie/talkie) with the police, who respond quickly to any calls.
- These patrols also report obvious building code violations, abandoned vehicles, and other issues that affect quality of life in the university district.
- The SID that is currently being planned for High Street will include funding for regular 2-person patrols by non-police employed by the SID.

Safety Improvement Strategies

Case Study Examples, continued:

University Circle, Cleveland

In response to considerable concerns about personal safety and security roughly a decade ago, the University Circle police department was established and funded by University Circle's member institutions on a formula basis; Case Western makes by the far the largest contribution.

- The department consists of 25 officers, including a detective and an investigator
- The annual budget is "a couple of million dollars"
- The University Circle police supplement, but do not replace the Case Western police force or other security forces in the area; there is a very high degree of collaboration between the various forces
- Major crime problems were resolved when "problem" taverns on Euclid Avenue were torn down and redeveloped
- The University Circle police also brief incoming students and local business people on crime and safety issues
- In addition to 9 vehicles, the University Circle police also use a 3 wheeled scooter to patrol commercial districts
- The University Circle police also respond to problems created by students living in residential neighborhoods related to noise or similar concerns