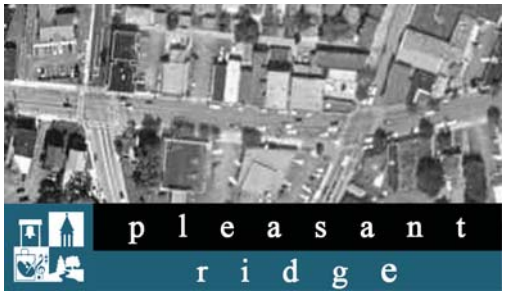

Final Report
2016 Update

Pleasant Ridge Community Council

Market Study & Vision Plan

MKSK

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I. Executive Summary

Process and Zoning Additions

The Pleasant Ridge Market Study and Vision Plan was originally published in 2007 following nearly a year of detailed study and public engagement focused on developing an up-to-date strategic plan and vision for the Neighborhood Business District. The Pleasant Ridge Community Council and the Pleasant Ridge Development Corporation have since used the plan as a guiding instrument and as a tool in the recruitment of tenants and investors.

In 2012, the Pleasant Ridge neighborhood requested an Interim Development Control (IDC) Overlay District be put in place to help protect the business district while a study of the existing zoning and subsequent recommendations could be done. The neighborhood had concerns over some local development being proposed that was not conforming to the vision plan including the potential addition of drive-throughs at the core of the business district. In June 2015, the Pleasant Ridge Community Council, along with the Cincinnati Department of City Planning, invited stakeholders (business owners, residents, etc.) to be a part of a zoning committee that would help review and update the plan as well as look at various zoning options that would assist in meeting the goals of the community's plan. The purpose of updating the plan was to confirm the overall concept and vision, making sound zoning recommendations, and officially taking the plan through the approval process of the City of Cincinnati. Through formally approving the plan, it will become an endorsed document that will be referred to in the future for funding and decision making purposes.

Over the course of the summer and fall of 2015, the zoning committee met to decide on updates to the plan which included deleting or adding projects as well as updating some of the goals listed. Additionally, the committee's task was to review the existing zoning of the business district and make recommendations on appropriate changes to the zoning based on the plan's goals. In the spring of 2016, a public meeting was held to inform the community about the updates and recommendations, as well as gain feedback about those changes. Changes to the plan included adding new development initiatives that are currently in the planning stages, updating some of the goals, as well as deleting some of the retail stores or restaurants that are no longer operational in the business district.

Based upon the more recent stakeholder engagement and the updates contained herein the Community Council believes that the Vision Plan remains relevant as a guiding plan for creating an even more vibrant mixed-use business district that embraces its history and retains its pedestrian-friendly qualities.

1. Background

In 1998 Pleasant Ridge initiated and later adopted a "Strategic Plan for the Future of Pleasant Ridge". Two years later, Community Council led the development of an Urban Design Study with the assistance of the City Department of Economic Development. Each of these plans cited the desire to improve the business district's overall image and identity, aesthetic quality, economic health, safety, parking, and both pedestrian and vehicular circulation. (see http://pleasantridge.org/development-corp/prdc-documents/ for full copies of the above referenced plans).

In the 18 years that have passed, Pleasant Ridge has witnessed several positive developments. *Everybody's Records*, *Queen City Comics*, *Pleasant Ridge Chili* and *The Gaslight Café* continue to serve as anchors of the neighborhood's traditional consignment/collectible and casual dining niche.

Existing View of Ridge & Woodford Road Intersection

The neighborhood's culinary, entertainment and social engagement options have been expanded by the openings of *The Red Balloon*, *Emanu*, *Coffee Exchange, and Loving Hut*.

The renovation and update of the *Majestic Apartments* is perhaps the first local example of the emerging need and opportunity to offer modern apartment units that draw working millennials, empty nesters and retirees into the context of a more vibrant mixed-use setting.

In 2010 Pleasant Ridge pioneered the process to achieve the Community Entertainment District (CED) designation which opens up liquor licenses for use within the geographic area of the business district and saves potential business owners the expense of purchasing a license on the open market. The designation was immediately beneficial to existing businesses that wished to expand their offerings (such as *Emanu* and *the Coffee Exchange*) and has been a catalyst to recruit other restaurant and bar concepts into the neighborhood including the *Overlook Lodge*, *Casa Figueroa*, and *Nine Giant Microbrewery*. The neighborhood is currently pursuing expanding the boundaries of the designation to allow more licenses to be available.

Several other strategic development initiatives have taken root both within, and adjacent to, the business district since the neighborhood adopted its 1998 strategic plan. These include:

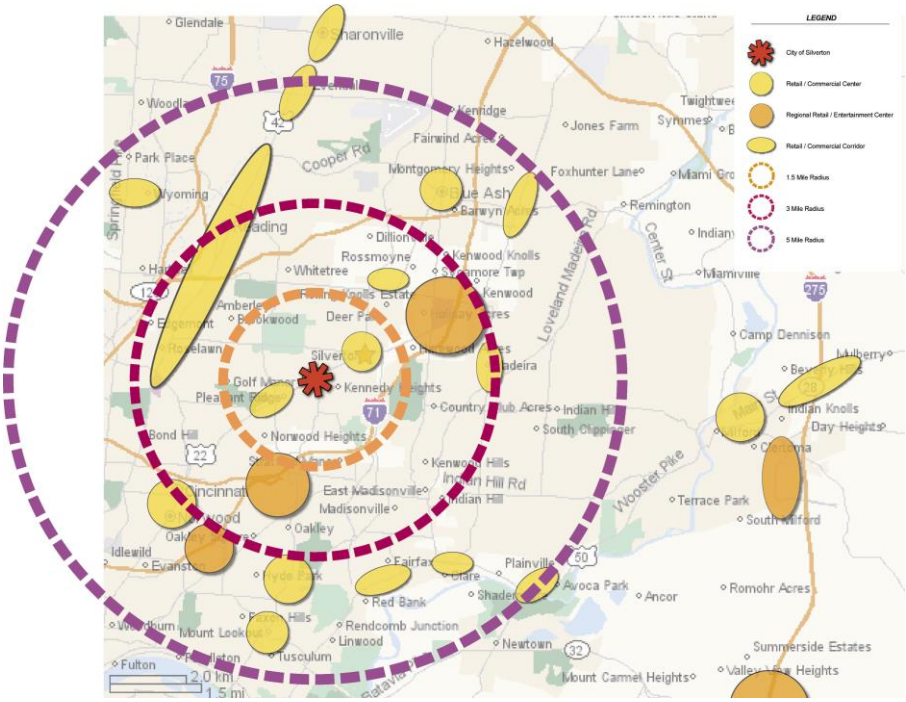
- The construction of the new Pleasant Ridge Montessori School.
- The Expansion and Renovation of the Nativity School and Church Campus
- The Columbia Township Comprehensive Plan including the redevelopment of the former Walmart site in the Ridge and Highland Avenue Commercial Area
- The completion of Strategic Redevelopment Plans in Kennedy Heights and Silverton
- The development of the Kennedy Heights Arts Center and Kennedy Heights Cultural Campus

- The ongoing development of Oakley Square, Center of Cincinnati, and the Oakley Station Sites
- Improvements to Oakley Square including the expansion and development of event space
- The development of over 730 modern apartment units within *MadMar Flats* near Oakley Square and *the Boulevard* at Oakley Station
- The renovation of the former Plum Dior building at 6099 Montgomery Road
- The proposed establishment of the Gorilla Cinema at the former Ridge Theatre Building

Individually, any one of theses initiatives could have a pronounced impact on the future development of the Pleasant Ridge Business District and on the community as a whole. Collectively, these initiatives present a unique opportunity to leverage individual investment and improvement projects which will follow into more meaningful and strategic investment within Pleasant Ridge.

2. Context for Redevelopment

Despite the recent successes and the concerted efforts, diligence, and commitment of many within the community, Pleasant Ridge also suffers from some ongoing issues with tenanting and vacancy. The Ridge Market, Earth Collectible Toy Mall and Plum Dior Dress Shop all brought tremendous notoriety and amenities to the district but either closed or moved for a variety of reasons.



The Regional Context Map above illustrates the vast concentration of competing commercial districts

A relatively large inventory of lease space and low rent thresholds have contributed to a disproportionately large number of hair salons and barbershops.

While the long list of re-investment projects bodes well for the future of Pleasant Ridge, many factors outside of the neighborhood influence economic conditions and the potential for redevelopment within the Business District. Residents of Pleasant Ridge and its neighboring communities have a wide

array of alternatives in shopping, dining, and entertainment in just a 10 minute drive-time radius. In order to attract new businesses, residents, and investment, each of these communities must concentrate on the unique qualities and competitive advantages that they possess. In order to compete with ~~regional shopping~~ other neighborhood mixed-use districts and entertainment destinations, the Pleasant Ridge Business District ~~will~~ should be positioned to offer a wider array of housing choices and a tenant mix which is able to attract patrons from the surrounding neighborhoods and the region-at-large.

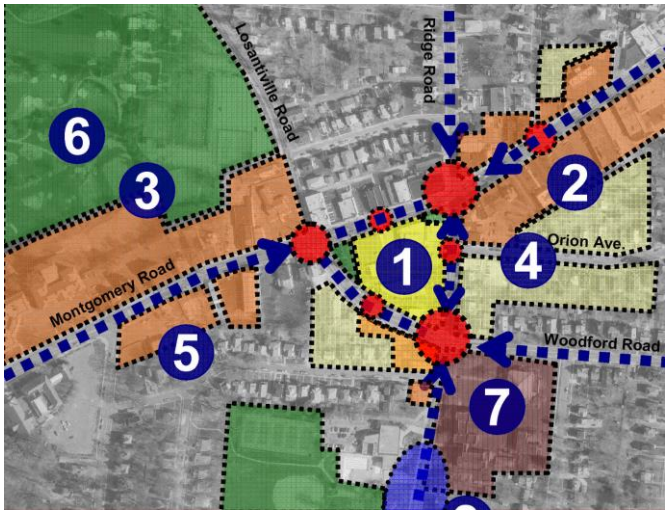
The College Hill and Oakley Business Districts provide excellent models of how a small neighborhood business district can exploit its unique opportunities. Both communities experienced their initial growth and development as a result of the expansion of rail and streetcar lines. Both neighborhoods witnessed the development of homes catering to middle-income and working class families that depended upon the local grocer and a diverse array of local businesses to meet their weekly consumer demands.

As in Pleasant Ridge, the advent of the automotive society, regional shopping center, and “big box” retailer caused a gradual decline of the neighborhood business district. The neighborhood grocery in each of the three neighborhoods was ultimately supplanted by larger chain stores in higher traffic areas. Retail businesses that did not offer one-of-a-kind products or exceptional customer service were slowly replaced by regionally branded, automotive-oriented businesses and pharmacy chains that benefited from through-traffic and were not dependent on neighborhood residents or local businesses for success.

Without question, the rebirth of the Oakley business district has been influenced by the strong demographic and consumer base of the more affluent neighborhood of Hyde Park and the needs and buying preferences of the emerging millennial population. Private developers have recognized the potential market for new housing and a significant number of new market-rate housing units have been developed in and around the community – some in the place of former single-family tracts. Coupled with the recent development of major regional shopping centers to the north (Center of Cincinnati) and South (Rookwood Commons & Pavilion) along the Madison Road corridor there has been an explosion of investment in new businesses over the last five to seven years. The businesses found there today are strategically positioned to draw from the eclectic niche of trendy home furnishings and decor retailers which anchor the district. These core retailers (including *Voltage* and *Bona*) provide the brand identity that has, in large measure, fueled additional storefront development and new construction to the east of Brotherton Road. New businesses include the development of restaurants, specialty retailers, professional, and medical offices.

If Oakley & College Hill can do it – Why not us?

Like Oakley, Pleasant Ridge benefits from close proximity to more affluent neighbors. The neighborhood business district is less than four miles from I-71 and the Kenwood Towne Center and less than a half-mile from the Ridge and Highland Area Interchange.



The above map illustrates key redevelopment parcels within the district. This map was used by the “Vision Committee” to set priorities and determine possible redevelopment targets.

3. ~~Current~~ Goals

In an effort to capitalize on the positive momentum of the many re-investment initiatives, Community Council formed a "Vision Committee" to initiate planning and development of a more targeted, strategic plan for the development of the Business District. Over the course of two years, the committee and consulting team explored the highest and best use potential of a select number of parcels which are key to the overall quality and economic health of the business district and the community-at-large.

All work ~~has been~~ performed during the course of this study was conducted under the direction of Pleasant Ridge Community Council and ~~has~~ included an overall market assessment, *Community Kick-off Meeting,* a public *Design Workshop and an Open House Presentation.* Over the course of ~~this~~ the endeavor (and over the past several months leading to the most recent updates), many property owners, merchants and community stakeholders ~~have~~ provided feedback on the ideas which have been developed and refined. Furthermore, all planning concepts have been reviewed by City of Cincinnati staff responsible for community planning, transportation, and economic development.

4. Urban Assessment

Prior to the development of any design and development concepts the design team took a look back at prior business district planning studies and completed an updated inventory and analysis of business district properties.

Concerns about the well-being of the business district go back to the mid-1960's. The perception of decline and a desire to be proactive were motivating factors behind the initial formation of Community Council in 1967.

In 1974, Community Council commissioned a "*Long Term Action Plan*" for the Business District.

View of Montgomery & Ridge Intersection looking north from UDF

This first strategic plan identified the negative influence of changing demographics, modified traffic patterns, vacancy and the deterioration of buildings within the business district. The recommendations of the plan proposed significant modifications to the street network, residential in-fill, and the development of a new "Commercial Town Center" at the intersection of Ridge and Montgomery.

In 1982, The City of Cincinnati Department of Development began work on an *Urban Design Plan* which was intended to address the revitalization of the business district and the impending closing of the Kroger Store on Montgomery Road. The 1982 plan was "virtually completed" in 1985 but was never sent to Planning Commission or City Council for approval.

In 1990, Community Council and the Pleasant Ridge Business Association initiated the development of a "*Neighborhood Business District Urban Design Plan*". The 1990 plan cited many of the same issues first mentioned in the 1974 study. The plan was prescriptive in nature and provided an analysis of economic conditions, available parking, vehicular-pedestrian traffic, housing, and streetscape development opportunities. While no planning concepts or implementation plans were illustrated, the plan did provide a listing of goals and objects that have carried over into the more recently adopted *1998-99 Strategic Plan* and the later *2000 Urban Design Plan.* As previously noted, the two latter plans directly led to the completion of the McFarland's Corner gateway and parking lot enhancement and the implementation of Streetscape Improvements along Montgomery Road.

~~Current~~ Findings:

As of the date of publication, the 1974, 1990, 1998-99 and 2000 planning documents were all available for viewing at the Pleasant Ridge Library. With a few notable exceptions, most of the issues which the Business District faces today are already well-catalogued. Perhaps the biggest difference between this assessment and those that preceded it relates to the importance of Ridge Road to the viability and future success of the Business District.The following *Urban Assessment* Diagram summarizes the consultant team's findings. The numbers on the map correspond to the numbered findings on the following page:

1. Original streetcar era and earlier mixed-use buildings at the Ridge & Montgomery intersection define the character and appeal of the core business district. Future development should respect the importance of these building to the district's sense-of-place and historic appeal. While first floor retail tenanting could be elevated through more sensitive storefront improvement, second floor development potential is limited by small floor areas, access, and building code issues.

2. ~~Fuel Pumps,~~ Un-buffered parking and the un-inviting architectural quality of adjoining buildings creates a negative perception of business district at the important south gateway.

The sdfasdfasdfsd

3. Limited stacking distance and lack of parking along Parkview Lane limit the current potential for development of improved residential or commercial uses.

4. Single-family detached home sites offer potential for development of higher density attached housing with convenient access to the business district, park and country club.

5. The lack of a continuous street wall (of storefronts) limits the definition and recognition of a cohesive business district. Converted residential building sites adjacent to the "Triangle" and core district area could be redeveloped as new, mixed-use buildings which offer more modern apartment-style living spaces and better define the district boundaries.

6. Potential options for future development of The Ridge Club are constrained by limited traffic capacity of Langdon Farm, Losanantaville and Ridge Road.

7. Properties along the western Montgomery Road corridor benefit from close proximity and potential views to open space. Future development should focus on higher density mixed-use residential uses versus single-story commercial uses. Lack of visibility and poor connectivity to Ridge & Montgomery core area limit current desirability of eastern Montgomery Road commercial sites. Current traffic flow patterns limit the viability of businesses due to narrow lanes.

8. Future development should promote a higher density mixed-use in-fill where possible.

5. Community Input

On September 27, 2005 over 100 people attended an initial "Town Meeting" kick-off for the Vision Plan at *Pleasant Ridge Presbyterian Church*. Participants listened to a recap of the neighborhood's prior planning efforts, heard the preliminary findings of the urban assessment and looked at emerging trends in neighborhood development, planning and design. Following the presentation, a majority of the attendees participated in a 30-minute group survey conducted to identify the most important issues and opportunities facing the district and the community at-large. Issues cited included the overall decline of the business district, crime and a lack of recognition as a destination for retail, dining or entertainment offerings. Opportunities listed included the potential for making the business district more pedestrian-oriented, the renovation of existing buildings, expansion of vintage and collectibles businesses, development of performing arts and cultural venues, and the diversification of available housing alternatives. The complete listing of the highest ranking survey responses is provided below:

STRENGTHS:

+ Diversity
+ Strong Civic/Religious Foundation
+ Central Location
+ Pedestrian Orientation
+ Dedicated Residents

WEAKNESSESS:

+ Not a Clear Destination Location / Lacks Identity (*for retail, dining, or entertainment offerings*)
+ Business District Decline
+ Lack of Minority Community Involvement
+ Safety/Crime Rate Perception

The September 2005 "Town Meeting" gave residents and property owners an opportunity to rank the most important issues facing the neighborhood and business district.

OPPORTUNITIES:

+ Build upon & Improve the Pedestrian Orientation of the District
+ Renovation/Preservation of Existing Buildings
+ Increase the "Diversity of Housing" in and near the Business District
+ *Capitalize on* "Arts Patronage"
+ Increase retail offerings by building from the existing "Collectable & Vintage" retail businesses
+ Develop new housing at *Ridge Club* Country Club Site
+ *Increase* Second Floor Use *above new and existing* Store Fronts

THREATS:

+ Redevelopment Sites & Unscrupulous Developers
+ Drugs & Crime
+ Lack of Community Support for Businesses
+ Lack of Green Space & Identity
+ Suburban Flight

The November 12th 2005 "*Open House*" meeting at the *Pleasant Ridge Library* provided an opportunity for neighborhood stakeholders to hear the initial results of the market analysis and to see preliminary concepts for the future development of the business district.

"Ridge Day" 2006 gave another chance for residents to view the conceptual design alternatives and consider what improvements might be possible. A steady stream of Ridge Day revelers stopped by to view the plan exhibits to the right of the event organizer's booth.

In 2013, representatives from Pleasant Ridge, Kennedy Heights and College Hill participated in a retail strategy workshop with Kathleen Norris of Urban Fast Forward. In recent years the challenges that neighborhood business districts face in attracting retailers has been increased with the emergence of the internet as an outlet for retail goods. Neighborhoods like Oakley, Northside, Pendleton and Over-the-Rhine have responded by offering a diverse mix of cafés, dining and entertainment alternatives – many of which are "locally-grown". Urban Fast Forward cited the advantage of offering simpler, lump sum rent structures, grass-roots marketing strategies and the role that development corporations and community councils can play in supporting start-up enterprises with small grants, in-kind services and other business start-up incentives such as Community Entertainment Districts. As a result of those discussions PRDC, the Kennedy Heights Development Corporation (KHDC), PRCC and KHCC have resolved to work together to cross-promote interest between the Kennedy Heights Arts Corridor (anchored by the Kennedy heights Arts Center and The Kennedy Heights Cultural Campus) and the Pleasant Ridge Retail District. This new relationship and spirit of collaboration has already brought meaningful benefits to each neighborhood.

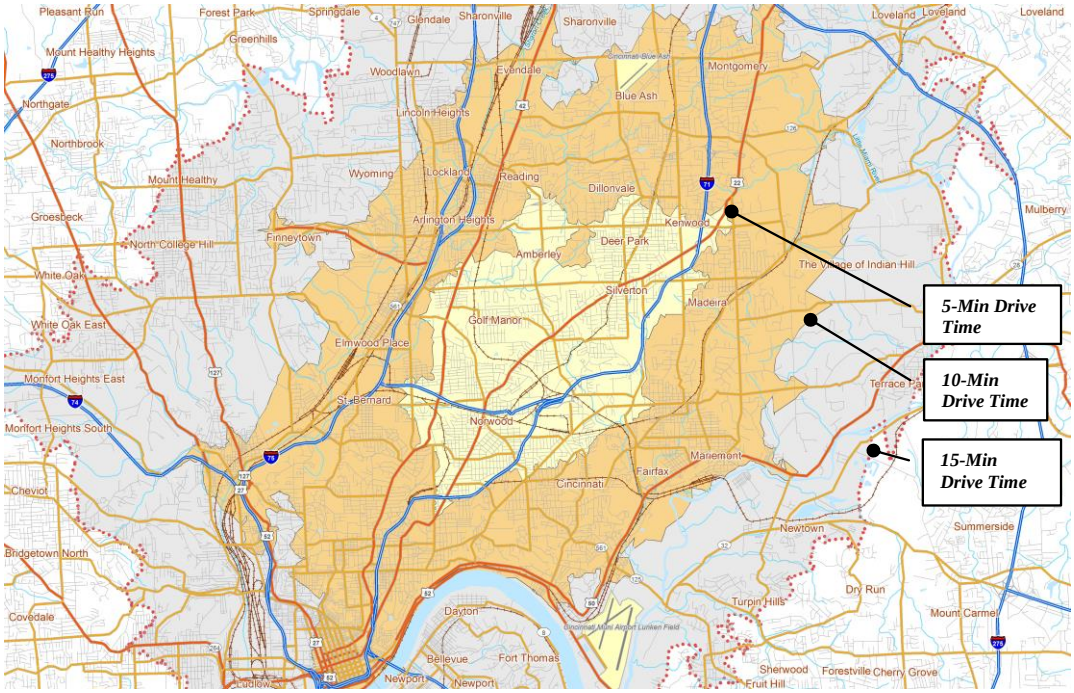
In June 2015, the Pleasant Ridge Community Council, along with the Cincinnati Department of City Planning, invited stakeholders (business owners, residents, etc.) to be a part of a zoning committee that would help review and update the plan as well as look at various zoning options that would assist in meeting the goals of the community's plan. Over the course of the summer and fall of 2015, the zoning committee met to decide on updates to the plan which included deleting or adding projects as well as updating some of the goals listed. Additionally, the committee's task was to review the existing zoning of the business district and make recommendations on appropriate changes to the zoning based on the plan's goals. In the spring of 2016, a public meeting was held to inform the community about the updates and recommendations, as well as gain feedback about those changes. Changes to the plan included adding new development initiatives that are currently in the planning stages, updating some of the goals, as well as deleting some of the retail stores or restaurants that are no longer operational in the business district.

6. 2005 Market Analysis

DEMOGRAPHIC FINDINGS:

The demographic and market analysis was completed in the late fall of 2005 and included comparative data for Oakley and Hamilton County in order to give residents and interested parties a better understanding of the competitive positioning of Pleasant Ridge. Detailed data for each demographic category is included in the 2005 Market Analysis which is attached in the appendix. The comparison to Oakley is especially relevant considering that Oakley is an area that has witnessed substantial new investment within its Business District over the past 5 years.

All of the following demographic data is based on a 5 Minute Drive-Time Area (DTA) centered at Ridge & Montgomery Road as depicted in the map. Demographic data was updated in 2016 to show numbers from the 2010 U.S. Census; the work from the 2005 Market Analysis was still seen as an appropriate reflection of conditions in the area with some changes made where necessary.



The drive-time coverage area map (above) illustrates the trade area population within 5, 10, and 15 minute increments. This type of information is frequently used by retail and service providers to evaluate potential store locations.

The major findings of the analysis are listed below:

POPULATION & HOUSEHOLD GROWTH

1. 8,083 Residents in Pleasant Ridge DTA compared to 10,429 in Oakley.
2. Area Population is declining at a rate slightly greater than the county's.

HOUSEHOLD TYPE

1. Only 31% of area households are comprised of two-parent families with related children, comparted to 23% in Oakley.
2. More non-family households in Pleasant Ridge (51%) than Hamilton County as a whole (40.8%), and fewer non-family households than in Oakley (68%).

   ~~+ Household make-up nearly identical to Oakley.~~

RACE & ETHNICITY, EDUCATIONAL ATTAINMENT AND INCOME

1. More Racially Diverse than Hamilton County as a whole
2. Educational attainment similar to county-wide statistics.
3. Median Household Income ($47,436) is 1.2% lower than Oakley ($48,024).

MEDIAN HOME VALUES, RENTS, OWNER OCCUPANCY RATE

1. Median Home Value ($172,800) is 11.6% lower than Oakley ($195,500).
2. Average monthly rent is $20 per month below Oakley.
3. Owner Occupancy Rate (50.7%) is higher than in Oakley (42.7%); 9% lower than county rate.

MARKET FINDINGS:

District Retail Uses

1. Quality of Current Retail Offerings
   - Overabundances of hair salons and marginal retail uses have established a low rent precedent.
   - Overall, the quality of specialty retail offerings has not on par with competing retail districts like Oakley, Hyde Park, Rookwood, & O'Bryonville.
     - lack of a strong niche identity and clustering
     - poor merchandise and window displays
     - spotty building maintenance and upkeep

2. Retail Development Potential
   - Potential to build new tenants off of existing "Collectibles" business cluster at Ridge and Montgomery (*Comic Book Store, Everybody's Records*)
   - *Vintage and collectible shops* could be clustered with other niche clothing, apparel and accessories stores.
   - Retail Development strategies should discourage development of cell phone, check cashing, or dollar stores which depress adjacent lease values.

Existing commercial buildings between Ridge and Losantaville anchor the core district's identity and provide an important reference to the neighborhood's history.

District Office Uses

1. Current Office Market
   - Existing spaces are lower quality, scattered, mostly in converted residential structures (by comparison, Oakley has recently seen new medical and professional office developed on Madison Road – spaces range between +/-1500 and 6000 square feet).
   - Low rent precedent
   - No large floor plates currently available
     - Limited parking to support larger office spaces

2. Office Development Potential
   - Assuming adequate size parcels and parking could be assembled, (such as on the "Triangle") there is significant potential for the development of upper-story office condominium space. These types of spaces appeal to owner/operators of small medical and professional office uses.

Montgomery (OH) Gateway mixed-use building provides 18,000 square feet of office on one continuous second story above individual retail bays. (MKSK)

District Dining Offerings

1. Quality of Current Dine-in Offerings
   - Current Tenants: (Gaslight, The Loving Hut, Pleasant Ridge Chili, Emanu)
   - Assessment: Potential to build stronger and more varied dining alternatives.
     - Molly Malone's (set to re-open in 2016 under new ownership) and the earlier Dubliner have provided the most diversified dining and "*eater-tainment*" option based on the breadth of the menu, live Irish Folk music, and Tuesday trivia night.
     - The Gaslight Café is a local icon and maintains a strong local draw but has limited expansion potential in the current building.
     - Grand Central Deli and Café Figueroa will bring a welcome expansion of culinary choice when they open later in 2016.

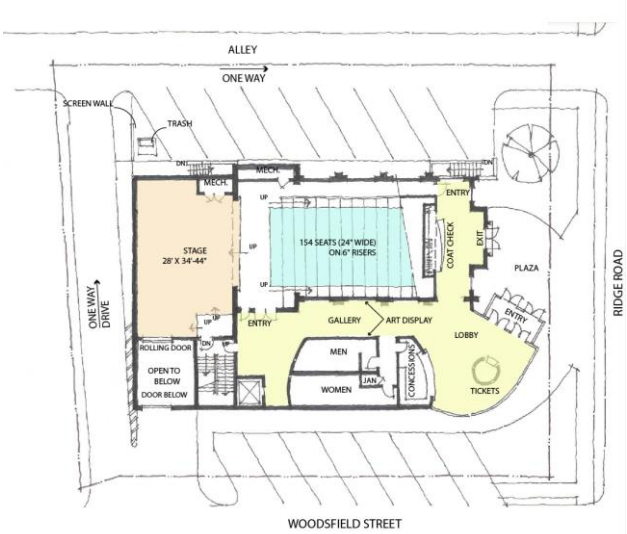
Gas Light Café | Montgomery Road

+ The former Ridge Market / IGA building could provide a desirable location to add a new casual dining restaurant & bar within a more defined cluster of dining and entertainment venues. Demographic and Market analysis suggests that ethnic-oriented dining alternatives are underserved in the market area.
+ While Coffee Exchange and Red Balloon are an excellent neighborhood coffee options, an additional breakfast and / or coffee shop may still be viable

Coffee Exchange | Montgomery Road

Cultural Arts Opportunities

1. Current Venues
   + Both Nativity and the PR Montessori School have both visual and performing arts embedded in their curriculum. Nativity also does a cultural exchange program that has involved 20 foreign countries to date.
   + The Kennedy Heights Arts Center has created a tremendous amount of enthusiasm in the local arts community and continues to build programming and capacity in the visual arts.
2. Potential
   + The "District A" arts collaborative has helped to create a well-recognized arts district which would spans from Pleasant Ridge to Kennedy Heights.
   + Potential Strategy for expansion of cultural and performing arts programming should consider using existing businesses and venues to increase frequency of events, build track record and patronage, then recruit donors and financial partners for new facilities and programming, if warranted.
   + Initial opportunities may include:



While the proposed "*Town Hall" Performing Art's Center* Concept for the former Masonic Lodge Building did not become a reality, the effort to create it spawned the formation of the Montgomery Corridor Arts Collaborative (now "District A"). District A has met continuously over the several years and includes members of KH and PR

+ ~~Establishment of a rotating art bizarre / street fair.~~
+ The development of low-cost outdoor performance venues at the Triangle and Kennedy Heights Arts Center.

Oxford Uptown Park & Amphitheatre, Oxford, OH | MKSK

HOUSING:

District / Neighborhood Housing (5 minute DTA)

1. 72% of available housing is valued below $150,000. Supply of housing priced at $149,999 and below currently exceeds demand; demand is projected to decline further over the next three years.
2. Conversely, demand for housing valued at $150,000 and above outpaces supply by a significant margin. Projected demand for new homes by price range over the next three years is as follows:
   + $150,000 to $200,000 ….950 units
   + $200,000 to $250,000 ….325 units
   + $250,000 to $300,000 ….220 units

(Parkview Duplex) The demographic and market analysis completed in the fall of 2005 indicated that the housing inventory of Pleasant Ridge lacks housing types that appeal to empty nesters, retirees and mobile young professionals. Existing single-family and duplex properties which abut the business district could be consolidated and redeveloped to increase the diversity of local offerings and bring potential patrons within walking distance of district shopping and dining venues.

CONCLUSIONS

The demographic and population of Pleasant Ridge is substantially different than what it was when the business district developed. Today, only 31% of area households are comprised of two-parent families with related children; the population is older than the county average; and (largely due to the decline in family sizes) the population is declining at a rate modestly higher than the county as-a-whole. Coupled with the dawn of "Big-Box retailers", dramatic changes in consumer spending habits and major shifts in transportation patterns related to the development of our interstate highways - area merchants see far fewer patrons than they would have at the neighborhood's population peak some 35 years ago.

These trends are not, however, a local phenomena. Communities across the county face the need for significant changes in both the size and make-up of the traditional neighborhood business district.

RECOMMENDATIONS

In the face of competition from nearby neighborhood commercial districts such as (Oakley, Montgomery, and Hyde Park) and regional shopping destinations (such as Rookwood and Kenwood Towne Center) it is clear that several challenges must be overcome to fully re-establish the former vibrancy of the Pleasant Ridge Business District.

1. Potential near-term district improvement strategies should focus on larger (and more flexible) sites such as the former IGA/Ridge Market site and the most visible (and marketable) properties in and around the historic retail and commercial core.
2. The local trade area population is insufficient to sustain the business district by itself. The development of a defined niche identity will be critical to creating a stronger market presence and regional appeal. Strategies to be considered include tenanting based on existing trade and collectibles retailers which could broaden over time to include home products (furniture, antiques, lighting/accessories) and possibly the development of living spaces and businesses tied to a "Montgomery Road Arts Corridor" theme which would be anchored by the Kennedy Heights Arts Center and local school programming and events. Second floor spaces in existing buildings offer potential for the development of artists live/work and studio spaces.

The redevelopment of under-performing commercial sites along Montgomery Road should be directed toward increasing the resident population. Future mixed-use infill could be similar to the type shown above.

3. The redevelopment of second tier commercial properties (along Montgomery Road) should be geared toward mixed-use alternatives that increase the local resident population (and the pool of potential business patrons).

4. The potential redevelopment of the Ridge / Losantaville Country Club site could have a dramatic impact on the business district provided that redevelopment is centered on providing a diverse array of new housing and does not lead to the establishment of substantial competing retail and commercial sites.

5. The Business District currently has more retail/commercial space than the market demands. The most viable commercial sites are those which front Ridge Road and the "Triangle Property" and those which have deep lots and larger parcels (such as the former IGA and Triangle properties).

6. Significant improvements in business district tenanting, retail quality and service offerings are unlikely without a sustained ~~an organized & ongoing~~ business improvement, recruitment and retention strategy. Improvement efforts would be greatly enhanced pending reinvestment and diversification of the neighborhood's available housing stock.

7. Peak drive-time delays at the Ridge and Montgomery Road Intersection have a negative impact on the tenanting and convenience of the area. The City of Cincinnati and PRCC should collaborate to consider restricting peak-hour parking as a means to create dedicated turning lanes and additional lane capacity.

Future development of large parcels like the *Ridge Club* could provide the opportunity to develop types of housing not currently available in the local area. One such option includes retirement and continuous care housing such as that shown above.

7. Vision Plans & Concepts

Without large areas of undeveloped land, there are few options to increase the resident consumer base without changes to the fabric of district's component properties. Based on public comments, survey responses, the findings of the Urban Analysis and Market Study, and direction from the Vision Committee, Kinzelman Kline Gossman prepared a series of conceptual plans depicting potential alternatives for future development of key parcels within and adjacent to the business district.

The resulting inventories, graphics, narratives, and vision plans have been assembled into a separate compendium report which is intended to be used to guide the character of future investment and development activities and assist in on-going project feasibility planning, marketing, recruitment, and retention efforts.

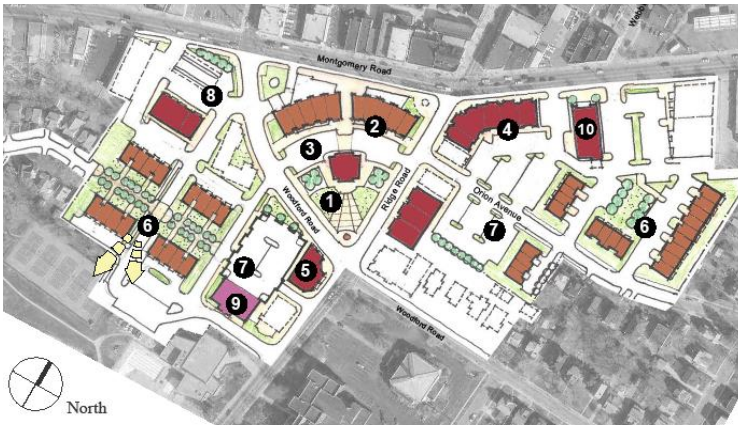
BUSINESS DISTRICT CONCEPT | SCHEME A:

The Vision Committee widely agreed that the triangular area defined by Ridge, Montgomery and Woodford Roads presents several opportunities that could lead to a dramatic shift in the potential quality and character of the business district. The conceptual plan (below right) depicts how the business district could evolve over several years. Each of the following concept plans are intended to serve as design guidelines for future redevelopment activities. While each of the concepts meets the strategic goals suggested through the planning process and established in the prior Urban Design Plan, any proposed redevelopment would have to be completed through private property transactions and development initiatives.

1. South Gateway to business district redeveloped as "Town" Plaza and Greene. New restaurant building at center provides opportunity for outdoor dining "on-the-greene".

2. New condominium or market-rate apartments developed over street-level retail and banking uses along Montgomery Road.

3. Inter-connected parking lot serves commuter traffic and provides short-term parking for retail and restaurant patrons.



Business District Scheme A

4. New mixed-use buildings provide potential for expansion of existing tenants at street-level. Larger floor area of building supports development of upper-story office or residential which increase patronage of retail and commercial tenants.

5. New retail or restaurant at ground floor of mixed-use building provides improved identity at the southwest corner of the gateway.

6. Single-family detached home sites offer potential for development of higher density "Mariemont-like" housing with convenient access to green space, the business district, park and country club.

7. Development of expanded surface or decked parking would support increased district-wide upper-story residential development.

Higher density attached housing

8. Relocated United Dairy Farmers could accommodate business expansion and allow redevelopment of current UDF site.

9. Possible Performing Arts Venue could be developed in association with community center to support local community theatre and curriculums at Pleasant Ridge Montessori, Nativity and other local schools.

10. Future redevelopment of Burger King could reinforce "main street" character and feature second-story office lease space.

BUSINESS DISTRICT CONCEPT | SCHEME B:

South Gateway to business district could be redeveloped as "Triangle Plaza".

1. Residential or Office Space could be developed above a centralized parking structure at the core of the site.

2. Mullaney's and PNC could remain as-is or be redeveloped as part of a larger mixed-use building in their current locations along Montgomery Road.

3. Mixed-use development along Ridge and Montgomery would provide new housing or office spaces to increase the available patron base.

Business District Scheme B (above) depicts

4. Relocated United Dairy Farmers could accommodate store expansion and allow redevelopment of current UDF site / improve identity at the southwest corner.

5. Single-family detached home sites offer potential for development of higher density "Mariemont-like" housing with convenient access to green space, the business district, park and country club.

6. Development of expanded surface or decked parking would support increased, district-wide, upper-story residential development.

7. Possible redevelopment of Nurre and adjoining properties could include new and expanded business location for Mullaney's. New building would provide upper story lease potential and meet accepted standards for storefront design.

8. Performing Arts Venue

9. Future redevelopment of Burger King

RESIDENTIAL VILLAGE CONCEPT

Residential Village Concept

“RESIDENTIAL VILLAGE” OPPORTUNITIES

1. Consider possible future development of "Ridge Club" for higher density "Village-scale" housing with convenient access to green space, the business district, and school.
2. Future roadway and land use development should emphasize pedestrian convenience and amenities which promote "walk-up" trips to retail and dining destinations within the existing business district boundaries.
3. New Residential development catering to "move-up" buyers, "empty-nesters" and retirees could feature high quality public green space and a range of passive and active recreational space.
4. Future single-family lot development could feature "Green Building" practices which promote conservation and enhance neighborhood character and overall quality of life. Neighborhood park space could be linked to the new Pleasant Ridge Montessori School.
5. Attached town homes, condominiums, or apartments catering to higher income buyers would increase demand for neighborhood goods and service providers.
6. New mixed-use commercial development should compliment (and not compete with) existing corridor businesses.
7. Future commercial development could be contained toward the Montgomery and Losantiville Road at the "west gateway" to the business district.

“RETIREE VILLA” ALTERNATIVE

Future development of the "Ridge Club" could feature retiree, continuous care, and assisted-living housing which are integrated with existing club amenities, golf course facilities and open green space.

1. Low and Mid-rise residential buildings could frame public open space. Higher density development would facilitate conservation of open space and maintain natural character of the country club site.
2. Attached townhomes, condominiums, or apartments could offer views to existing golf holes, practice facilities, parkland or other open space amenities.

“Retiree Villa” Concept

TRIANGLE COMMONS

The “Triangle Commons” concept was selected for more detailed design and feasibility planning based on the Committee’s belief that the redevelopment of this area would have the greatest impact on the overall character and identity of the business district as a whole.

TRIANGLE COMMONS OPPORTUNITIES

1. Proposed "Triangle Commons" provides vibrant community gathering space.
2. New 3 to 4 story mixed-use building anchors dramatic new gateway. Upper-story offices or residential spaces increase retail consumer base and patronage of area businesses. Retail anchor tenants could include Mulanney’s Pharmacy and PNC Bank.
3. Potential relocation of United Dairy Farmer's store would accommodate store expansion while allowing for "makeover" of the business district's south gateway.
4. Proposed new retail or banking building mitigates views to UDF fuel pumps and enframes west side of the gateway intersection. New restaurants and cafe spaces developed "on-the-greene".

5. Proposed pavilion doubles and "spontaneous" seating and conversation area when not used as theatre or performance stage.
6. Proposed short-term public parking supports retail and restaurants. Long-term public parking could be developed behind storefronts on Orion and Parkview Avenues.
7. Proposed redevelopment of area properties contingent upon willing participation of property owners and "gap" financing from private and public stakeholders including the City of Cincinnati.

8. ~~Stakeholder Meetings 9.~~ Implementation Strategy

In October and November of 2006 the Vision Committee met with key stakeholders in the proposed Triangle Development area. The meetings were intended to give property owners an opportunity to review and comment on the committee's work to date and to discuss ways in which the committee and property owners could devise a development & implementation plan that had broad support.

Business and property owners were not asked to commit to anything sight-unseen and were told that it was the committee's intention to seek out development alternatives that worked within their current or future business models and would align with community goals, dramatically improve the perceived quality of the business district, and had the potential to be a catalyst to future investments.

While those original discussions did not ultimately result in a large scale redevelopment they did spur the neighborhood to re-activate PRDC. Since that time PRDC has taken an active role in promoting reinvestment within the business district. They have been instrumental in working with the City of Cincinnati in establishing the CED. Over the past 8 years they have successfully lobbied for Neighborhood Business District Improvement Program (NBDIP) grants which have made it possible to acquire strategically-important properties and fund white-box improvements in the former Plum Dior space.

It was (and continues to be) the neighborhood's ~~committee's~~ goal that all property transactions would be between willing parties and the implementation of the redevelopment plan would not require any of the parties to suffer long-term financial hardship. The ~~committee~~ Community Council and PRDC would look for some public financing (as part of a TIF, appropriation, grant, and/or low-cost loan) to cover any gaps in the financing of ~~the~~ projects. (The term "gaps" refers to impacts and expenses that would cause the owner's return-on-investment (ROI) to fall below commonly accepted standards. (Note: The causes of low ROI are typically things a developer would not normally encounter if they were starting with a previously undeveloped site – for example: one that did not require extended planning and negotiations, have inflated real estate costs, or require the demolition or replacement of outdated buildings or utility infrastructure).

Community Council would place their stamp of approval on ~~"the plan"~~ proposed plans provided they are guided by the vision plan and had broad resident/stakeholder support. This is essentially the same (or similar) program that College Hill utilized for its redevelopment initiative.

~~STAKEHOLDER COMMENTS:~~

~~**UDF** – Vision Committee Representatives (PRV) met with David Lindner and Frank Cogliano (UDF) on October 26, 2007. UDF is not currently looking to re-model or re-develop but recognizes that the PR store will have to be updated at some future date. UDF stated that they were not opposed to considering the idea of redeveloping their store provided that Mullaney's and PNC were also willing participants. Specific comments and concerns with the plan (expressed during and subsequent to the meeting) were as follows:~~

- ~~Store location should remain at Ridge & Woodford Intersection due to visibility and traffic volumes along Ridge. Proposed site south of Woodford would allow UDF to operate existing store without disruption during construction of new store.~~
- ~~Placement of store and pumps shown on initial concept plans not favored by UDF. They prefer to have parking and views to fuel pumps and canopy unobstructed by buildings.~~

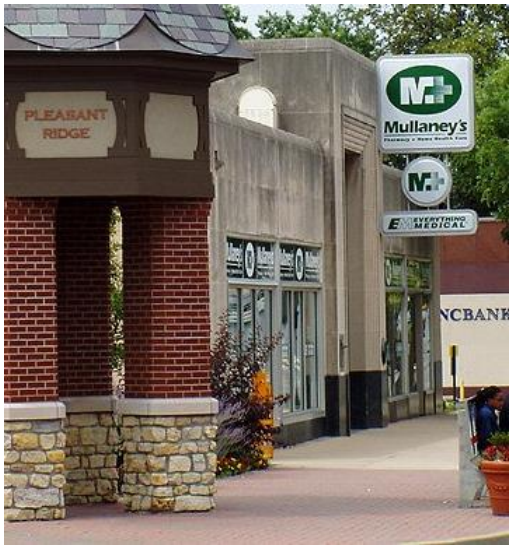
Preliminary UDF Concept Plan

Preliminary UDF Concept Plan

UDF Location as represented on the Master Plan

~~**Mullaney's** – PRV met with Tom Mullaney's (MUL) on October 24, 2007. PRV reported the following:~~

- ~~Mullaney's operating 3 stores. Business model built around home health care (80% of total revenue) equipment and pharmacy sales (20%).~~
- ~~Ridge and Montgomery site does 18% of total revenue – also home to "corporate" operations. 40 employees housed out of the location – mostly in basement offices.~~
- ~~MUL owns Bell Chiropractic Bldg on Montgomery Road. That location home to warehouse and distribution functions.~~
- ~~Future Plans - MUL dropping liquor sales to focus back on pharmacy counter. Not planning on relocating but (while skeptical) not opposed to Win-Win move. Interested in consolidating operations in one location. Desire 30,000 square feet. Current store has 7000 s.f. of retail space.~~



Mullaney's current entrance on Montgomery Road

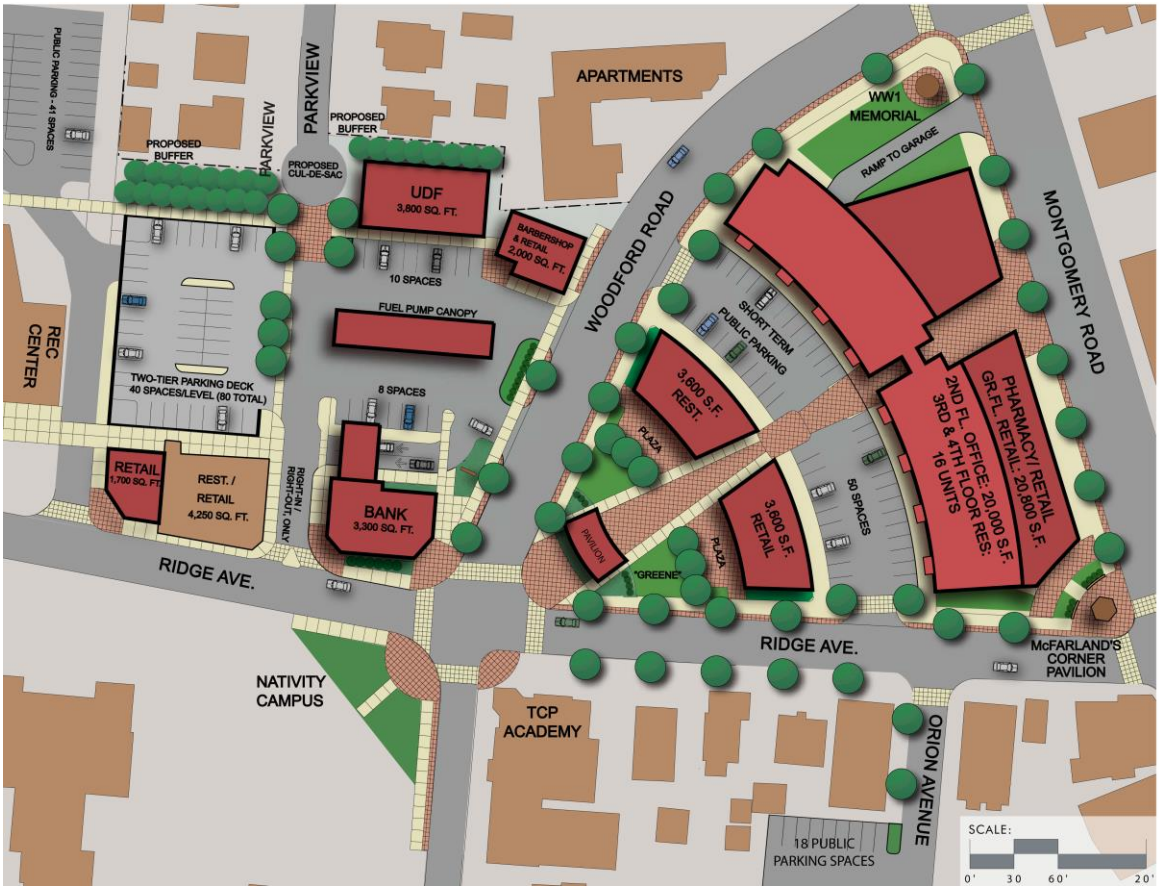
~~**PNC** – PRV met with David Pendl and Dick Baker (PNC) on November 8, 2007. Report as follows:~~

- ~~PNC actively expanding in Cincinnati Market. New stores typically leased – 3600 s.f. each with 2 drive-thru teller lanes plus drive-up ATM.~~
- ~~PNC owns PR store and lot across Montgomery Road next to National City Bank. Building is bigger than needed but used for corporate meetings since space is available. Current location not profitable enough to carry the entire cost of new store.~~
- ~~PNC interested in considering sale & lease-back of store. They would like to remain on the triangle site with 3600 + 400 sf meeting room. PNC not interested in holding equity position in redevelopment.~~

~~9. Implementation Strategy~~

While each of several properties within the business district could ultimately contribute to the successful implementation of the community vision, the triangle site presents the greatest apparent opportunities for new development that meets community goals for the establishment of an improved sense of place and vibrant identity.

The community's ability to bring such a redevelopment to reality will be dependant upon the ability of the community to partner with affected property owners, the City of Cincinnati, private funders, investors, and neighboring communities to meet the challenges and financial obstacles that must be overcome.



"Triangle Commons" Master Plan

ECONOMIC OBSTACLES:

In order to facilitate the implementation of the community vision, several substantial economic obstacles must be overcome. They are:

1. Site Control
2. Site Clearing and Demolition
3. "Gap Financing"

In an open, competitive market, private developers will invest in projects that yield a maximum return on investment with a minimum of associated risk. Sites with outdated and deteriorated building stock, high speculative land values, and negative surrounding influences such as crime and blight are much tougher to develop when competitive market forces are in play. Stated another way, if the projected risk and rate of financial return from an urban in-fill project (whether residential or commercial) is not at least comparable to a project on an unencumbered site – the project will not be viewed as a sound and reasonable investment.

Land acquisition and site development costs are driving forces behind the feasibility of all urban in-fill projects. When these costs are excessively high relative to the total project cost, the developer is unable to offer product to the buyer at a price that is competitive in the larger marketplace.

In order for mixed-use and residential projects such as the proposed Triangle redevelopment to become a reality, the gap in land values must be made up in higher prices, greater density or some form of outside funding. Not-for-profit "community building" organizations, public, and quasi-public organizations are traditional sources of funding assistance for "gap financing" as well as for site acquisition, demolition and clearing.

The City of Cincinnati, Cincinnati Public School Board, Hamilton County Public Library, and each of the Local Churches are key stakeholders whose constituents include residents outside the community borders of Pleasant Ridge. Each of these major stakeholders has a vested interest in supporting the community but must balance the perceived needs and objectives of one community with those of the others within their jurisdictional influence.

In this competitive climate where several high profile projects (i.e.: The Banks, Fountain Square, The Kennedy Connector, Columbia Square, and Linden Commons to name just a few) are competing for limited resources, the City of Cincinnati is limited in the amount of capital investment that they can offer and faces pressure to develop inter-jurisdictional support for the application and disbursement of limited resources. Even within Pleasant Ridge there are several worthwhile development projects such as the PR Branch Library, PR Montessori School and the Nativity Campus Improvements which either have or will require support funding from within and beyond the neighborhood boundaries. Not all of these projects are dependant on public appropriations. Just outside of the neighborhood, the Kennedy Heights Arts Center has proven to be a shining example of the impact that a few committed volunteers can have in raising private funding for capital improvements which benefit a population that spans across neighborhood boundaries. The Pleasant Ridge Business district also serves the adjacent neighborhoods of Columbia Township, Kennedy Heights, Amberley Village and Golf Manor. Opportunities to collaborate with these communities over commonly held objectives should be exploited whenever possible.

ORGANIZATION AND FUNDING:

The potential development of the triangle and the on-going improvement of the business district must be guided by an overarching charter that provides a strategic direction and that allows the flexibility to react to changing economic conditions and development opportunities. This Feasibility Study is the first step in identifying a strategic approach to accomplishing the goals and objectives that have been developed through the community's Comprehensive and Urban Design Plans.

~~**Vision Committee**~~

~~Over the past year and a half the Vision Committee and KKG participated in several meetings involving UDF, PNC, Mullaney's, other area property owners, and the City of Cincinnati Development Opportunities Team (DOT). This past April the city's transportation and engineering staff gave general concept approval to the triangle design concept with the understanding that the proposed redevelopment would have the approval of Community Council and the consent of affected property owners. Over the past several weeks representatives of the Vision Committee have secured purchase options on a portion of the affected properties along Parkview Avenue.~~

~~Future negotiations will focus on the three owners of the Triangle properties. The timing and responsibility for these negotiations will be dependant upon the status of PRDC and commitments from Community Council and The City that the development plan is supported and that efforts will be made to fill gaps in project financing.~~

PRDC

Initiatives like the proposed Triangle development will require a well-devised, strategic marketing approach and active and on-going project management. The College Hill Forum and their recently formed Community Development Corporation (CDC) may provide a suitable model of the organizational make-up and the roles and responsibilities that an economic development corporation can play in the execution of a revitalization project and strategy.

CDC's are often the most effective entity to advance community development goals and the authority through which council, residents, business owners, property owners, potential funders, and commercial & residential development interests should be engaged to consider their respective roles in the ongoing revitalization effort. When chartered as not-for-profit corporations, CDC's have the ability to receive and distribute tax-exempt grants and donations as well as pool site acquisition funding, administer development projects, and conduct ongoing promotion and recruitment activities.

Private / Quasi-Public Responsibilities:

Local Churches, Civic Organizations, and Businesses should also be engaged to participate through the Community Council and PRDC to provide assistance within the limits of their abilities and respective interests.

The Local Initiatives Support Corporation (LISC) may also have an interest in assisting in project related feasibility planning through potential grants and other forms of financial assistance. The Organization is a charitable trust comprised of public corporations and is funded (in part) through a Community Development Block Grants distributed by the City of Cincinnati. LISC's primary mission is assisting inner-ring communities in community-building efforts.

Public Sector Responsibilities: Strong public leadership and commitment must support a new vision for the Business District. Community Council, 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.

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. 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. *(Note: At the Current time Pleasant Ridge is over the income threshold for an eligible community according to the City of Cincinnati)*
- Clean Ohio Funds (Brownfield Redevelopment) (TEA-21 Transportation Funding)
- Local Transportation Improvement (LTIP) Funds
- Nature Works Grants

9. Land Use and Zoning Updates

As part of the plan update, the committee reviewed the existing zoning of the business district to determine if there was more appropriate zoning districts or other zoning options to consider. In order

to properly evaluate the business district, City Planning staff along with the committee members detailed every property's existing land use, current zoning, other zoning options, and whether the use was permitted in each type of zoning district.

ZONING OPTIONS EXPLORED

Existing Zoning

The overall existing zoning in the business district consists mostly of Commercial Community Pedestrian (CC-P) zoning with some parcels on the eastern edge zoned as Commercial Community Mixed (CC-M). According to the Cincinnati Zoning Code, the general purposes of commercial districts are to:

- Encourage the creation of new and the enhancement of existing commercial districts serving adjacent residential neighborhood areas.
- Encourage the creation of neighborhood activity centers as focal points along transportation corridors.
- Encourage quality and variety in building and landscape design as well as compatibility in use and form, where appropriate.
- Establish appropriate standards for reviewing proposals for new development and redevelopment, where appropriate, in commercial areas.
- Allow certain limited mixed commercial/residential uses, where appropriate.
- Maintain and enhance existing commercial districts, giving special consideration to type, scale, intensity and access.

The Commercial Community (CC) subdistrict's purpose is to "identify, create, maintain and enhance areas suitable for a wide variety of commercial and institutional uses along major transportation corridors and in shopping districts or centers. Although these centers may reflect elements of both pedestrian and auto-oriented development, they typically accommodate larger-scale retail and commercial service uses, such as auto-related businesses and recreation and entertainment, as well as a variety of public and semi-public uses. Future development must reflect a complementary and compatible mix of uses and may include residential uses."
The community character designations that are applicable to the Pleasant Ridge business district include the "pedestrian" and "mixed" designations. The Pedestrian designation "is intended for areas with a traditional urban character, where buildings are required to be built to the street or sidewalk line, to provide a close relationship between pedestrians and shops. Design standards will reinforce this character and require treatments that provide an interesting pedestrian environment. This designation may apply to some areas where a few auto-oriented uses exist, but where restoring the pedestrian character is specified in a community plan or other documentation approved by Planning Commission." The Mixed designation "is intended to provide for a mix of the pedestrian and auto-oriented development. Older, pedestrian-oriented buildings may be intermixed with newer, auto-oriented uses."

Land Development Code

The Land Development Code (LDC) is a working draft of a new City of Cincinnati Zoning Code which is designed to modernize the code and implement Plan Cincinnati (2012); the City's adopted

Comprehensive Plan. The existing Zoning Code was adopted in 2004 and was completed without a recent Comprehensive Plan in place (the previous one was adopted in 1980). As a result, the Zoning Code was somewhat modernized, but did not have a plan as a basis to help guide those changes. Plan Cincinnati's vision is "Thriving Re-urbanization: the vision for the future of Cincinnati is focused on an unapologetic drive to create and sustain a thriving inclusive urban community, where engaged people and memorable places are paramount, where creativity and innovation thrive, and where local pride and confidence are contagious." The Land Development Code incorporates zoning districts and regulations that more closely align with the vision and goals of Plan Cincinnati. The Department of City Planning has been working closely with each neighborhood in the City to ensure a smooth transition from the existing zoning code to the LDC. The draft LDC allows neighborhoods the opportunity to make appropriate zoning changes that verify and implement their neighborhood's vision.

With regard to Pleasant Ridge's future Land Development Code zoning, the two predominant zoning districts in the business district are Commercial Mixed Use (CX) and Neighborhood Mixed Use (NX) as shown on the *Compendium 2016 Update* document (Map #14). The overall purpose of the mixed use districts of the draft LDC are to:

- Encourage the creation of new and the enhancement of existing commercial districts servicing adjacent residential neighborhood areas.
- Encourage the creation of neighborhood activity centers as focal points along transportation corridors.
- Encourage quality and variety in building and landscape design as well as compatibility in use and form, where appropriate.
- Establish appropriate standards for reviewing proposals for new development and redevelopment, where appropriate, in commercial areas.
- Allow certain mixed commercial, office and residential uses, where appropriate.
- Maintain and enhance existing commercial districts, giving special consideration to type, scale, intensity and access.

The Neighborhood Mixed Use (NX) subdistrict purpose is "intended to provide for neighborhood-servicing retail and commercial uses at intensities compatible with abutting residential development." This district is most appropriate for business districts along arterial roads (such as Montgomery Road) with a mixture of small and medium scale development. While the Commercial Mixed Use (CX) subdistrict purpose is similar to that of the NX zoning district, but it also gives more flexibility to balancing pedestrian and auto-oriented commercial uses. This district is also appropriate for business districts along arterial roads with a mixture of small, medium and large scale development and density. Commercial uses would be intended for the first-story of buildings with office or residential above. "intended to provide for a variety of residential, retail, service, office and commercial uses, balancing pedestrian and auto-oriented commercial uses. The main differences between building regulations for these two districts are the front and side street set setback minimums (0 feet for NX; 5 feet for CX); the maximum allowable building height (50 feet for NX: 85 feet for CX); and individual tenant footprints more than 5,000 square feet (up to 15,000 square feet) in the NX zoning district are permitted with conditional use approval.

Form-Based Code

The other zoning option explored by the zoning committee was the Form-Based Code. As part of the Land Development Code process, it was requested by City Council that the Department of City

Planning research and create a Form-Based Code (FBC) for Cincinnati. After a couple of years of research, analysis, and public engagement, the Cincinnati Form-Based Code was adopted in 2013 and four pilot neighborhoods (College Hill, Madisonville, Walnut Hills, and Westwood) adopted a Form-Based Code in a portion of their communities (mostly in their neighborhood business districts). During the zoning study, Pleasant Ridge expressed interest in considering whether or not a Form-Based Code for their business district would be appropriate. The FBC was discussed and explained to the zoning committee by City Planning staff; however, the FBC is ultimately not being recommended for implementation at this time.

Zoning Recommendations

Since the Land Development Code is still a working draft, zoning changes under the Cincinnati Zoning Code are being recommended for the eastern portions of the neighborhood business district. Overall, the existing zoning (which is mostly Commercial Community Pedestrian (CC-P)) is appropriate for the business district; drive-throughs are not permitted in this zoning district and new buildings are required to be built to the right-of-way which aligns with the goals of the community plan. There are a few areas in the business district that are being recommended to be rezoned from Community Commercial Mixed (CC-M) to Commercial Community Pedestrian (CC-P) to bring future development closer in compliance with the community's overall vision. Those changes include the following eastern properties (as shown in the attached map of proposed existing zoning):

Address	Name of Business	Auditor's Defined Land Use	Description	Permitted in CC-M?	Permitted in CC-P?
6135 Montgomery Road	BP Gas Station	Commercial - Automotive Service Station	Fuel Sales	P	N
6215 Kincaid Road	N/A	Residential - Single-Family	Single-Family Home	L2	P
6205 Montgomery Road	Hair Plus/Headliners	Commercial - Small Detached Retail	Beauty Supply/Barbershop	P / P	P / P
6223 Montgomery Road	A 1 Fine Dry Cleaning	Commercial - Dry Cleaning Plants and Laundries	Dry Cleaners	P	P
6224 Montgomery Road	Sunoco Gas Station	Commercial - Automotive Service Station	Fuel Sales / Vehicle Repair	P / C	N
6225 Montgomery Road	N/A	Commercial - Office (1 to 2 stories)	Small Office	P	P
6229 Montgomery Road	Loving Hut/Pleasant Ridge Pet Hospital	Commercial - Small Detached Retail	Health Store/Animal Hospital	P / L4	P / L4
6230 Montgomery Road	Reese Auto Service and Towning	Commercial - Other Structures	Automotive and Towing Company	N	N
6232 Montgomery Road	N/A	Residential -Two-Family Dwelling	Two-Family Home	L2	P
6234 Montgomery Road	N/A	Residential -Two-Family Dwelling	Two-Family Home	L2	P
6238 Montgomery Road	N/A	Commercial - Medical Clinics and Offices	Office	P	P
6136 Woodmont Avenue	N/A	Residential - Single-Family	Single-Family Home	L2	P
6138 Woodmont Avenue	N/A	Residential - Single-Family	Single-Family Home	L2	P

Specific Limitations applicable to this chart:

L2 Permitted only above the ground floor in a mixed use building. Modification requires conditional use approal pursuant to the procedures and criteria of Chapter 1445, Variance, Special Exceptions and Conditional Uses.

L4 Permitted, provided that there are no outdoor exercise areas, yards or pens and mechanical ventilation and air filter devices must be provided.

P	Permitted
L	Limitation
C	Conditional
N	Not Permitted

The zone changes at these properties would still allow for existing businesses to operate, however if the use changes or significant building changes (i.e. demolition) takes place, then that use/building would have to comply with Commercial Community Pedestrian zoning. The differences of building and general site regulations are shown in the following chart; while many aspects of the zoning districts are similar, there are some important variations. For instance, the CC-P zoning district has a maximum front yard setback of 0 feet whereas in the CC-M zoning district the maximum front yard setback is 12 feet. This difference results in slight changes in the pedestrian character of the street. Additionally, CC-P does not allow for any drive-through components and CC-M does allow for drive-throughs, but requires associated components to be located in the rear yard.

Development Regulations [1409-09]	CC-P	CC-M
Building Form and Location		
Minimum Lot Area (sq ft)	0	0
Maximum Building Height (ft)	85	85
Setbacks		
Minimum Front Yard	0	0
Maximum Front Yard	0	12
Building Placement Requirements	Yes	Yes
Ground floor transparency standards	Yes	Yes
Vehicle Accomodation - Driveways and Parking		
Driveway restrictions	Yes	Yes
Drive-through facilities	Yes	Yes
Location of Parking	Yes	Yes
Parking lot landscaping	Yes	Yes
Truck docks; loading and service areas	Yes	Yes
Other Regulations		
Buffering along district boundaries	Yes	Yes
Accessory structures	Ch 1421	Ch 1421
General site standards	Ch 1421	Ch 1421
Landscaping and buffer yards	Ch 1423	Ch 1423
Nonconforming uses and structures	Ch 1447	Ch 1447
Parking and loading	Ch 1425	Ch 1425
Signs	Ch 1427	Ch 1427
Additional development regulations	Ch 1419	Ch 1419

Ch 1409-11 - Driveway Restrictions In pedestrian and mixed commercial districts, vehicular access must be from a side street or alley wherever practicial.

Ch 1409-13 - Drive-Through Components CC-P does not allow drive-through components; CC-M does allow drive-through components which must be located in the rear yard and corner lots require conditional use approval

Ch 1409-17 - Building Placement Requirements Applicable to the CC-P district, buildings must be built to street setback lines as illustrated in the Zoning Code

Ch 1409-21 - Building Placement Requirements Applicable to the CC-M district, if a building on either side of the proposed site is built within 12 feet of the street lot line, then at least 60% of the building façade must be built to the front lot line.

Ch 1409-25 - Location of Parking In pedestrian and mixed districts, parking shall be located in the rear yard unless a Special Exception is granted for side yard parking.

Urban Design Overlay District: Protecting the Character and Integrity of the Business District

In the Cincinnati Zoning Code, Chapter 1437, "Urban Design Overlay District" is in place to help protect the physical nature of certain business districts throughout the city that have adopted Urban Design Plans. The overlay district also encourages private investment and helps to ensure that development does not negatively affect the character of the business district. The Pleasant Ridge Urban Design Plan (2000), which includes policies and guidelines related to building development, materials, signs, etc., created the Urban Design Overlay District (UDOD) for the business district. Standards that are subject to review for permits filed in the UDOD include the following: signs, awnings, mechanical equipment and utilities, replacement windows, exterior renovations, new construction, and demolition. The Contributing Buildings map (part of the *Compendium 2016 Update* document - #15) shows the buildings in the business district where the community wishes to preserve the general character and intent of those structures.

10. Next Steps

PLAN APPROVAL

- Approval of a motion(s) supporting the findings and recommendations of this study as an attachment to the existing urban design plan
- Application to Cincinnati Planning Commission and Cincinnati City Council for formal approval of same

11. Acknowledgements

We would like to thank all who have attended public meetings, open houses, and workshops for contributing their time and ideas. Further, we would like to extend a special note of thanks to the following individuals whose efforts made the completion of this study possible:

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Dan Driehaus
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Stephanie Donaldson
Alison Yano
Justin Wilkey

Pleasant Ridge Vision Committee:

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