

DESIGN CAPABILITIES

TRANSPORTATION PLANNING & URBAN DESIGN

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GATEWAYS

CAMP WASHINGTON

QUEENSGATE

COLLEGE HILL

RIVERSIDE

MADISONVILLE

EIGHTH STREET
DESIGN DISTRICT

MOUNT LOOKOUT

CLASSEN PARK

EAST PRICE HILL

ROSELAWN

WEST PRICE HILL

BOND HILL

SOUTH FAIRMOUNT

KENNEDY HEIGHTS

OAKLEY

CAMP WASHINGTON NEIGHBORHOOD GATEWAY

This project created a distinct gateway that welcomes visitors to Camp Washington. The industrial and artistic history of the neighborhood was a significant factor in the design of the gateway. The large scale sculptural forms are suggestive of the products made in the metal foundries that are common in the neighborhood; the significantly angled sculptures are made of the “weathering” steel panels and bolts providing a maintenance free, corrosion resistant surface. One side and the triangular top of each sculpture tower is painted a bright yellow-orange to contrast with the weathering steel. Gear shapes were translated into the plaza design with large recycled granite curbs and pervious pavers. The sculptures are placed in the circular area of the plaza gears amongst large stones that allow the rust to drip and paint the stones as the metal weathers; a small rain garden was added to the corner of the plaza. Laser-cut letters are pin-mounted onto one of the panels, making the name of the community visible as you approach from the east. The asymmetrical sculptures and unique plaza created an artistic gateway for the community.

Location

Incline District signage from Elberon and Mt Hood



Front Elevation



Detail



Base and Streetscape

COLLEGE HILL
NEIGHBORHOOD GATEWAY

The identity for College Hill combines a visual symbol with the name College Hill and the tagline “a Diverse and Neighborly Community.” The identity reflects the community’s rich architectural history and its natural surroundings. The Neighborhood Business District Wayfinding Signage and NBD Gateways reflect these elements working together for a consistent identity. Two large gateways flank the north and south ends of the business district. A center panel cabinet has one of the two identity colors on each side with “College Hill” visible on the edges. The two outside panels depict the architectural elements on one side and the natural green elements on the other. The base has an area for plantings and the tagline is reinforced on the cap. The paver pattern represents the curve from the identity while connecting the outside sidewalks. An LED light allows the gateway to be visible at night. Six wayfinding signs direct to the NBD. The sign design also utilizes the tagline, colors and elements from the identity—using all faces of the sign to convey the identity. Both the gateways and directional signs help convey College Hill’s cohesive identity.

Location

Incline District signage from Elberon and Mt Hood

Design Team

City of Cincinnati, Architecture & Urban Design
College Hill Gateway Committee
Brownstone Design



Front Elevation



Detail



Back Elevation
Nighttime lighting similar on front elevation

MADISONVILLE NEIGHBORHOOD GATEWAY

The Madisonville sign creates an iconic entryway to the community with bond colors and modern accents. It is lit by a solar panel system, which is catches sunlight on the backside of the structure.

Location

Plainville Road, Madison Road, and Camargo Road



Front Elevation



Back Elevation



Side Elevation

MOUNT LOOKOUT NEIGHBORHOOD GATEWAY

This gateway was installed as part of a Mount Lookout Square redevelopment plan that created safer pedestrian access to businesses by managing both pedestrian and vehicular traffic flow. It maintains the historical character of one of Cincinnati's oldest neighborhoods by referencing the Cincinnati Observatory in both color selection and via iconography. The final icon was created by a resident of Mount Lookout.

Location

Linwood Avenue and Delta Avenue



Front Elevation

EAST PRICE HILL NEIGHBORHOOD GATEWAY

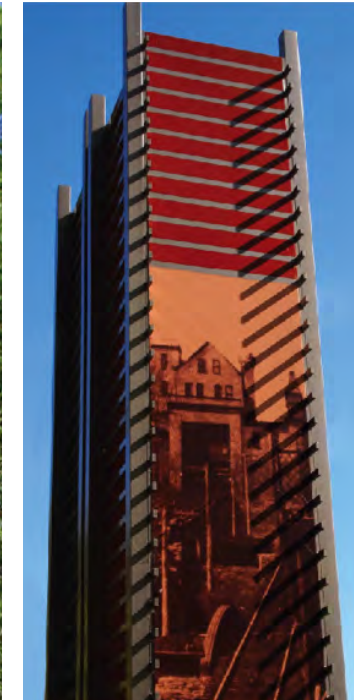
This gateway at the base of Mt. Hope and Elberon Avenue celebrates the unique history of the East Price Hill Community. Once home to the Price Hill Incline Plane (1874-1943), this community became an important neighborhood connector to the bustling downtown industrial center. This incline was unique among others in Cincinnati because it had two incline planes. One side carried passengers and the other for horses and wagons. There was a resort, Price Hill House, at the top of the incline that attracted people to this vibrant community, causing long lines for people to get up the hill. The design and fabrication methods were inspired by the architectural rail system of the incline and the topographic hillsides of the neighborhood in the signs slender verticality. The color system was selected to reflect the natural surroundings and to coordinate with the landscape design and plant selections. The fabrication materials consisted of masked and painted aluminum, 3M digital printing, and concrete foundation.

Location

Elberon Avenue and Mt. Hope Avenue



Front + Side Elevation



Back Elevation



Detail

WEST PRICE HILL NEIGHBORHOOD GATEWAY & SIGNAGE SYSTEM

The West Price Hill Gateway sign is part of a comprehensive branding effort to revitalize the neighborhood business district and establish a strong community identity. There are three gateway locations that welcome visitors into the diverse West Price Hill neighborhood, including the entrance to the neighborhood business district on the western edge of the community; the second is located at the northern edge of the community and the third location on the southwest edge of the community. The design inspiration for these signs include influences of the unique architecture within the business district and residential core; the prevalence tree-lined residential streets and beautiful Rapid Run Park; and evidence of art deco era design in various streetscape elements such as walls, railings and vehicular/pedestrian bridges throughout the WPH community. The layered elements of the sign embody dimensional art deco styling of the typography resting on a rich plum color field, complemented by an abstracted pattern of fall leaves framing the edge of the sign. The back of the sign includes a pattern of repeated symbols that can be found on one of the historic buildings in the community.

Location

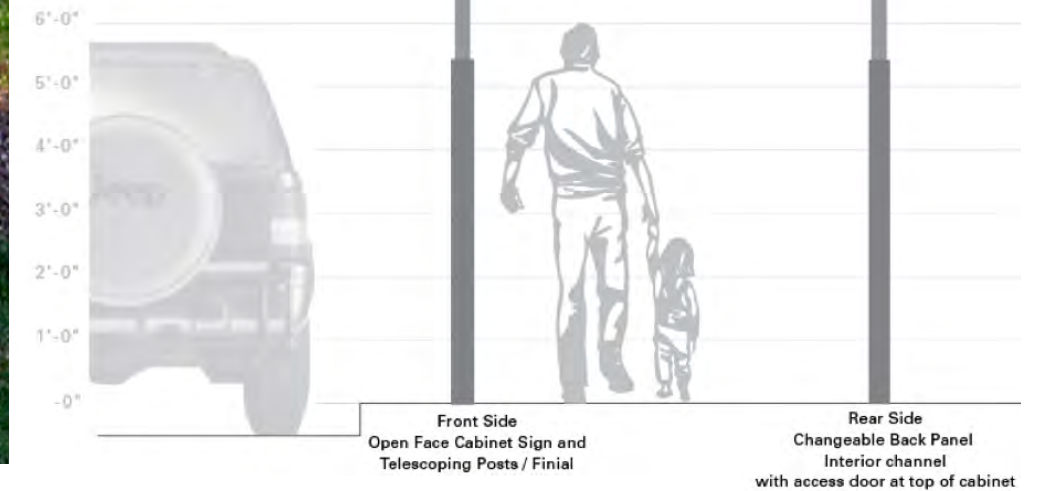
Covedale Road and Rapid Run Road, throughout West Price Hill Neighborhood



Front Elevation



Patterning



SOUTH FAIRMOUNT NEIGHBORHOOD GATEWAY

South Fairmount's gateway sign was part of a project that reconfigured traffic flow from South Fairmount from the Western Hills Viaduct. Mounds for garden beds were built to integrate the wall seamlessly into the landscape. Colored concrete makes area appear like a natural oasis in the middle of the traditionally industrial neighborhood.

Location

Harrison Avenue and State Avenue



OAKLEY NEIGHBORHOOD GATEWAY

This iconic entrance to Oakley Square was created as part of an enhancement project, where an esplanade, rain gardens, lighting, and more were introduced to the square. The design language refers to historic features of the business district, most notably art deco influences from the 20th Century Theater.

Location

Madison Road at Oakley Square



Front Elevation



Detail

QUEENSGATE

NEIGHBORHOOD GATEWAY

Queensgate is home of Cincinnati's historic, art deco landmark, Union Terminal. Now a museum, the building's history as a major transit center adorns the top of the gateway in the form of an icon. The vertical format of the gateway was chosen to increase visibility of the sign in both directions, as it is located in the median of a highly trafficked road.

Location

West Eighth Street



Front Elevation



Detail

RIVERSIDE GATEWAY

Riverside is a historic community on the west side of Cincinnati along the banks of the Ohio River. The community was developed for residential purposes, and its hillsides were known for their lush vineyards. The community's gateway sign pays tribute to its historic ties to the Ohio River and the grapes that once adorned its hillsides.

Location

US 50 River Road and Hillside Avenue



Gateway



Front Elevation



Manufacturing Details

EIGHTH STREET DESIGN DISTRICT GATEWAY

8th Street is home to many of Cincinnati's architecture and design firms. To place emphasis on this creative corridor, iconic orange gateway elements stretch from Broadway to Walnut Street.

Location

8th Street corridor, downtown



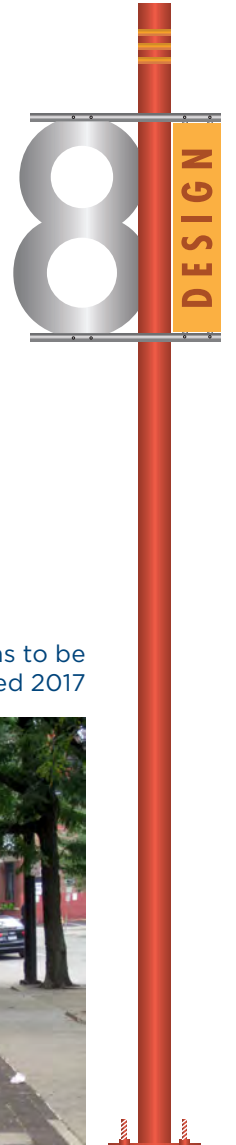
Gateway at 8th and Broadway Streets



"8" bike racks along 8th Street



Refurbished benches



Totems to be installed 2017

CLASSEN PARK PARK GATEWAY

A standard city parks sign, shown in the Pine Ridge Lodge example, was transformed into a gateway sign for Classen Park and the Clifton Heights community. Elements from Clifton Heights signage became integrated with the leaf motif from parks and the orange rule was maintained as an accent to bridge the two systems together.

Location

Calhoun Street, William Howard Taft Road, and Jefferson Avenue



Front Elevation



Close-up



Existing Signage Systems

ROSELAWN TOTEMS

Decorative totems were placed throughout Roselawn not as wayfinding, but as placemaking elements. They are located near renovated bus stops with new street furniture to define the space. The icons are reminiscent of the weathervanes that used to adorn dairy farms that once existed in the neighborhood.

Location

Throughout Roselawn



Totem Detail



Renovated bus stop



BOND HILL TOTEMS

Gateway totems were designed for this community, utilizing an existing logo design and creating a unique sign design layered various metal materials. The signs are installed in 7 locations to welcome drivers as they enter the community.

Location

Throughout Bond Hill



Totems



KENNEDY HEIGHTS TOTEMS

Inspired by the layered colors of the round, existing logo for Kennedy Heights, this sign layers a curved panel over a bold accent color to stand out from its environment. It maintains a clean, modern appearance while also integrating historic patterning.

Location

Throughout Kennedy Heights



Totem Front View



Totem Back View



FRONT ELEVATION
Post and Panel Sign



WAYFINDING

CENTRAL BUSINESS DISTRICT

UPTOWN

OHIO RIVER TRAIL

MOUNT ADAMS STEPS

L&N BRIDGE

RIVERFRONT PEDESTRIAN

COLUMBIA PARKWAY

STAIRCASES & ALLEYS

CLIFTON HEIGHTS
BUSINESS DIRECTORY

CENTRAL BUSINESS DISTRICT WAYFINDING

The Central Business District Wayfinding System addresses both vehicular and pedestrian traffic, directing visitors and residents alike to the city's many historic landmarks, museums, entertainment districts, and athletic arenas. The neighborhood one is in is displayed at the top of the sign, and destinations are listed below. The destinations are color coded in maroon, gold, and blue to indicate which part of the city each is located in. Maroon represents the outlying neighborhoods around downtown, like Over-the-Rhine and the West End, blue represents The Banks and Riverfront, and gold represents the main business district.

Location

The Banks, Central Business District, Mount Adams, Over-the-Rhine, Pendleton, West End



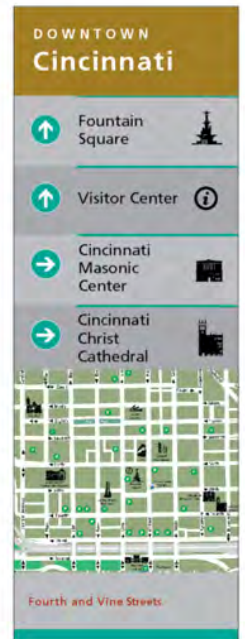
Vehicular Wayfinding



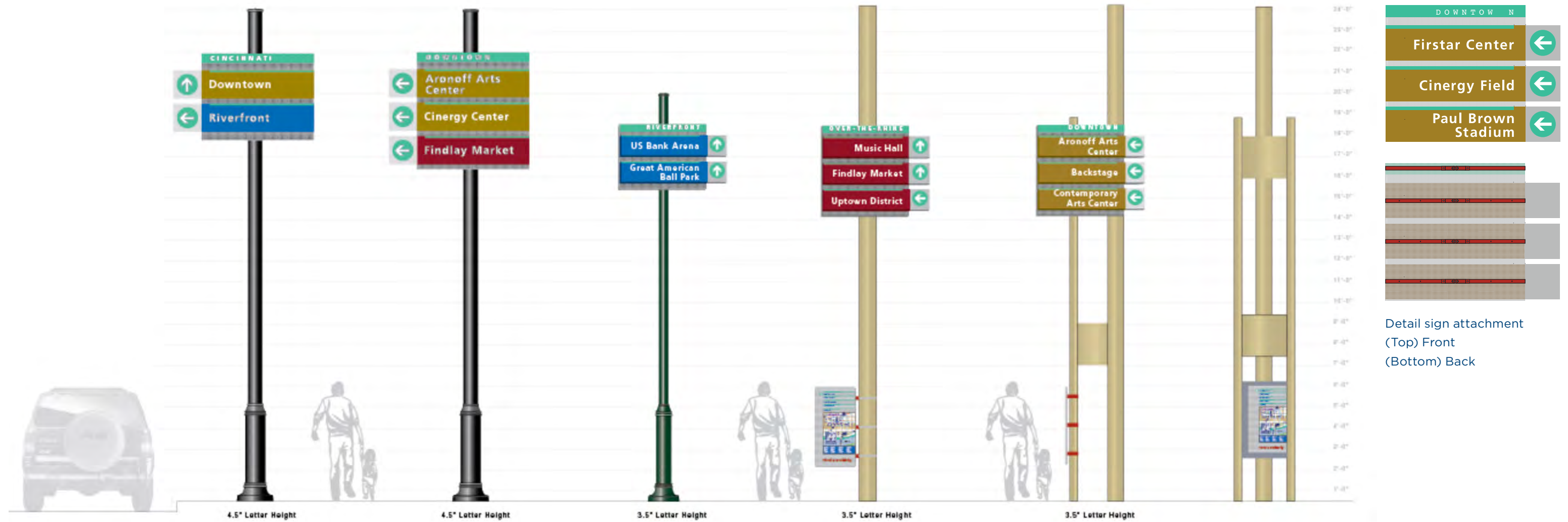
Vehicular Wayfinding



Pedestrian Map



CENTRAL BUSINESS DISTRICT



Sign post elevations

UPTOWN WAYFINDING

Cincinnati's "Uptown District" is comprised of five neighborhoods, housing world-class hospitals, zoo, parks and universities. The design of the Uptown system took some of its design "cues" from the existing signage system of downtown Cincinnati (CBD), to create a consistent identity as you travel into Uptown. Looking for a more cost-effective system, the Uptown system uses single post and panel signs. The Uptown system uses the "brick" color that is slated for downtown's outlying neighborhoods. An angled-top symbolizes the traffic flow into the Uptown neighborhoods and gives the signage its own unique quality. The grayed rectangles at the top of the sign are a subtle indication of the new Uptown branded logo. The logo is also incorporated into the design by using the blue color in the top band that labels the "UPTOWN" district and the orange as an accent color separating the destinations. Names of the individual neighborhoods are on the backs of the vehicular signs to help communicate a sense of place. The neighborhood pedestrian signs indicate near-by destinations as well visually indicate locations with a heads-up map. This comprehensive signage program enhances and adds value to the City and the Uptown district.

Location

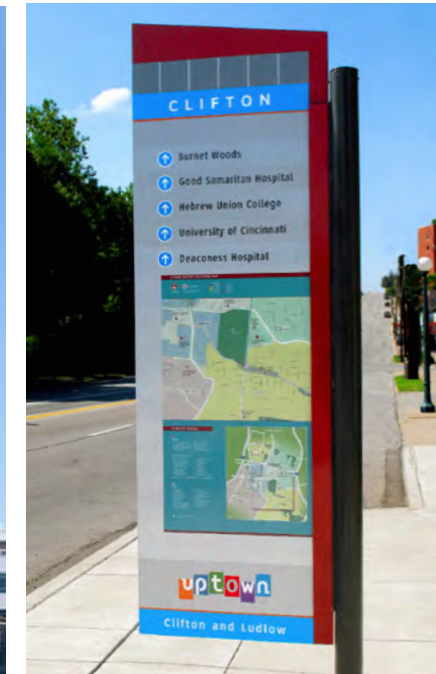
Mt. Auburn, Avondale, CUF, Corryville neighborhoods



Detail Vehicular Wayfinding



Vehicular Wayfinding



Pedestrian Map



OHIO RIVER TRAIL PEDESTRIAN & CYCLIST SIGNAGE SYSTEM

The Ohio River Trail is a bike and pedestrian trail that is part of a larger master plan of trail connections along the Cincinnati side of the Ohio River. The trail is designed to weave along the Ohio River and through adjacent neighborhoods and urban business districts as well as connect to the larger trail system in the region. The trail and built environment signage design provided the beautiful natural canvas for the brand and unique story to come to life.

The graphic brand system and pedestrian/vehicular wayfinding signage system was designed to include: brand mark and system development, pedestrian/vehicular identification markers, trail directional, map kiosks, interpretive panels and structures, regulatory and route signage. The graphic brand system elements reflect the organic forms of the Ohio River and natural resources, as well as the structured geometry, grid and architecture of the neighborhood and urban infrastructure. This project includes interpretive panels and markers in the built environment that tell the story of the Ohio River, Rail Industry, Pioneer Cemetery, and Aviation History as a way to enrich the trail experience and connect the user to Cincinnati's rich history, natural resources, and urban core.

Location

Ohio Riverfront



Trailhead marker



Pedestrian Wayfinding



Trail identification



OHIO RIVER TRAIL



Detail of trailhead marker



Detail of pedestrian wayfinding sign



Detail of trail identification signage

OHIO RIVER TRAIL



Carrel Street Station



Carrel Street Station mural



Carrel Street History

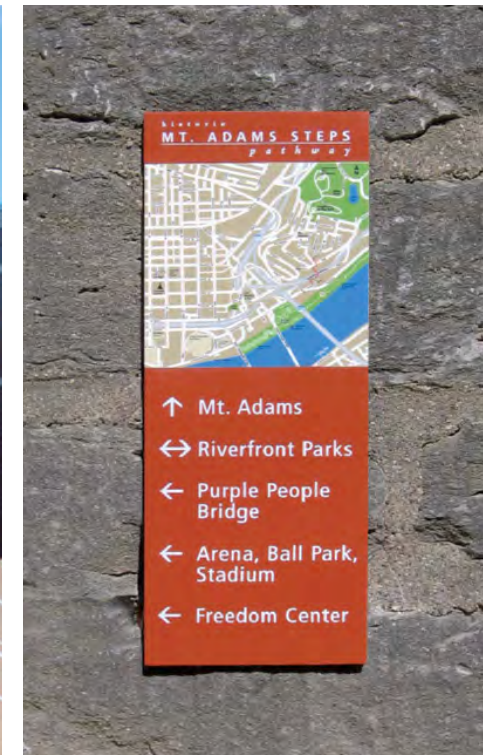
MOUNT ADAMS STEPS PEDESTRIAN WAYFINDING & HISTORICAL MARKERS

This project re-established the historic Hillside Step connection between Mt. Adams and the Cincinnati Riverfront. The historic arch and elliptical plaza, removed from a Riverfront Park in 1970, were restored and placed into their original location; the project also constructed new steps and walkways up to Mt. Adams, ending atop the steps of the Holy Cross Immaculata Church.

The pedestrian wayfinding system was comprised of map/directional panels mounted along the route on walls, light poles and fencing. The identification signage consisted of a large pole-mounted sign and bronze plaques marking the entrances connecting the base and top of the steps. Two bronze topographical sculptures, highlighting the 270' elevation gain and beautiful city view, were created and installed in the elliptical plaza and on the church overlook at the top of the steps. Four-dimensional historic panels were fabricated; 2 installed at the church overlook and 2 installed in the elliptical plaza. The panels explain the history of the original 1853 arch and playground, the history of the Mt. Adams neighborhood and the history of the yearly Good Friday pilgrimage from the riverfront to the church.

Location

Mt. Adams Steps at Adams Crossing



MOUNT ADAMS STEPS



Topography map of Mt. Adams



Detail of topography map.
Red indicates the Mt. Adams Steps.

L&N BRIDGE LANDMARK SIGNAGE

The L&N Bridge (also known as Purple People Bridge) is a pedestrian bridge that connects Newport, Kentucky on the south and Cincinnati, Ohio on the north shore of the Ohio River. Due to heavy use, there was a need for a pedestrian wayfinding signage system that would assist users in navigating the Cincinnati riverfront amenities such as the U.S. Bank Arena, Great American Ball Park, Paul Brown Stadium, National Underground Freedom Center and City parks adjacent to the riverfront. This wayfinding system includes an entrance identification sign with a map and pedestrian wayfinding panels mounted on poles and walls. This system was designed to connect to three other existing pedestrian systems, River Walk along the shore of the riverfront, the Fort Washington Way system that connects the user to the urban core of downtown, and the Mt. Adams neighborhood on the eastern end of the riverfront. The branding components of this comprehensive system were designed to celebrate both the historic architectural features of the bridge and the contemporary urban gateway features designed in 2005 at the Cincinnati north entrance of the bridge.

Location

L&N Bridge at E Pete Rose Way

Design Team

City of Cincinnati, Architecture & Urban Design
KZF Design



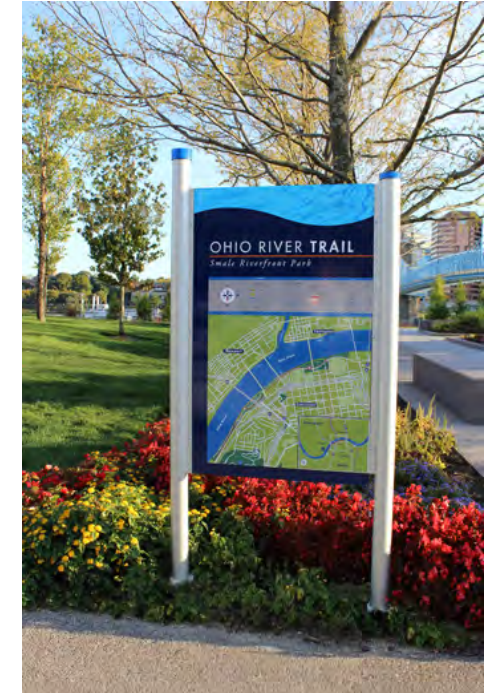
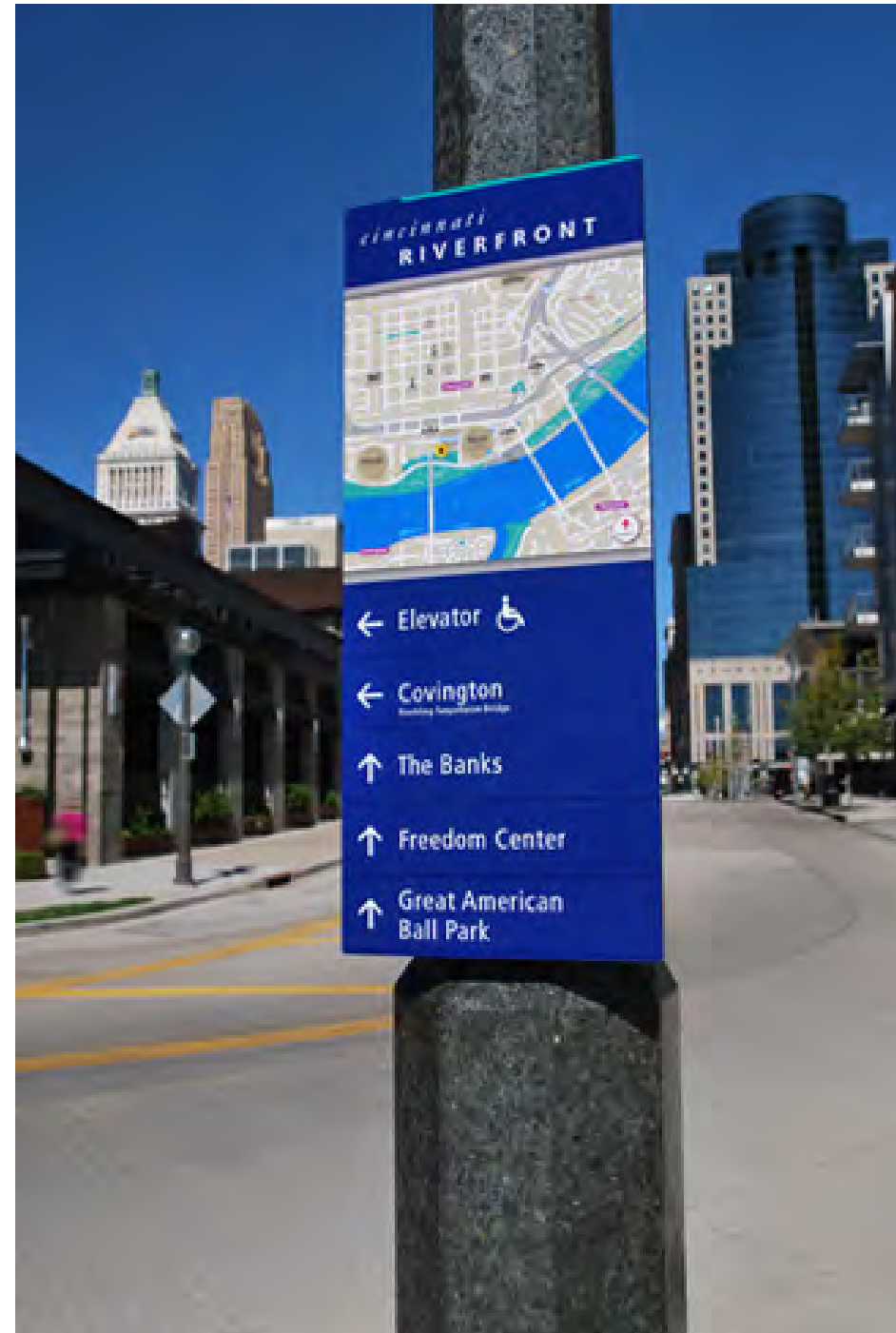
RIVERFRONT PEDESTRIAN WAYFINDING

The Riverfront Wayfinding system is comprised of three sign groups. The Riverfront Pedestrian system guides users throughout the new street grid, from Second Street down to the Riverfront. This system has smaller pedestrian panels that are installed on 22 different corners or crosswalks; each have heads-up cropped maps as well as directionals for close key destinations. Five larger pedestrian panels have an overall map; they are located on the concrete piers of the new Pete Rose Way pedestrian bridge and the Roebling Bridge. A unique directional panel kiosk was installed on the new small plaza at Broadway and Pete Rose Way. The second sign group was a modification of the Ohio River Trail signage; it connects the three riverfront parks. These signtypes include a larger map kiosk across from the Bike Center and smaller map / directional panels that are installed along the riverfront route. Names of each park are located on the panels to give the user a sense of place. The last signtype is for the new Riverwalk path in Smale Riverfront Park. These have a similar look to the ORT and Riverfront signs, but utilize the color of the existing Riverwalk signage at Sawyer Point and across the river.

The comprehensive signage program allows the user to more easily navigate as they explore Cincinnati's Riverfront.

Location

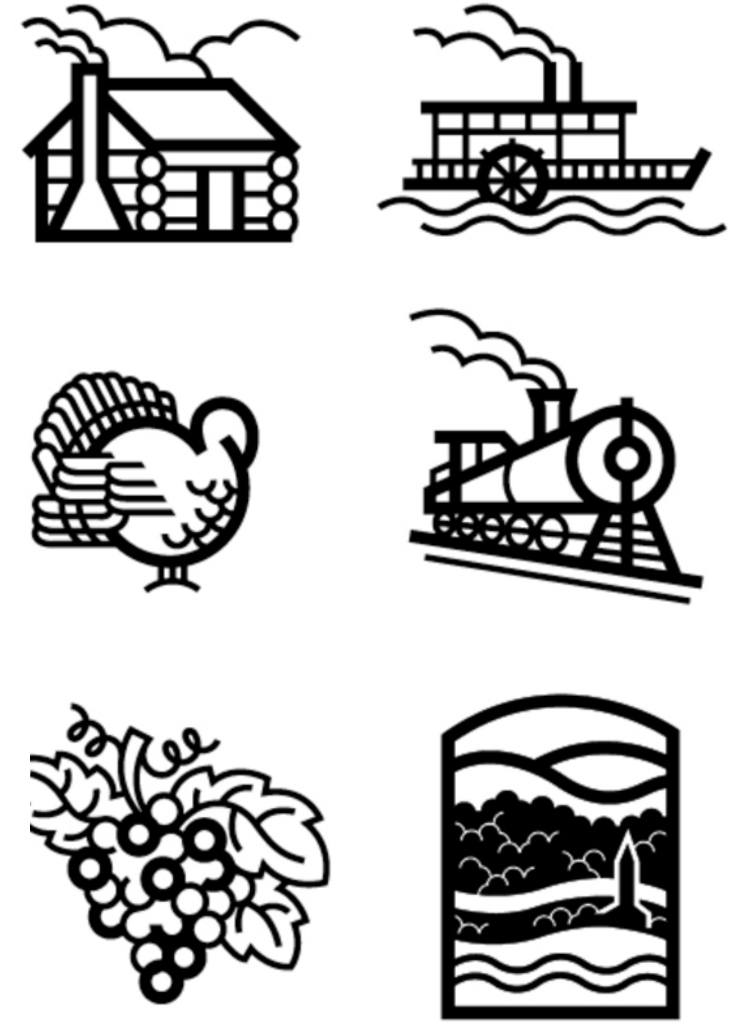
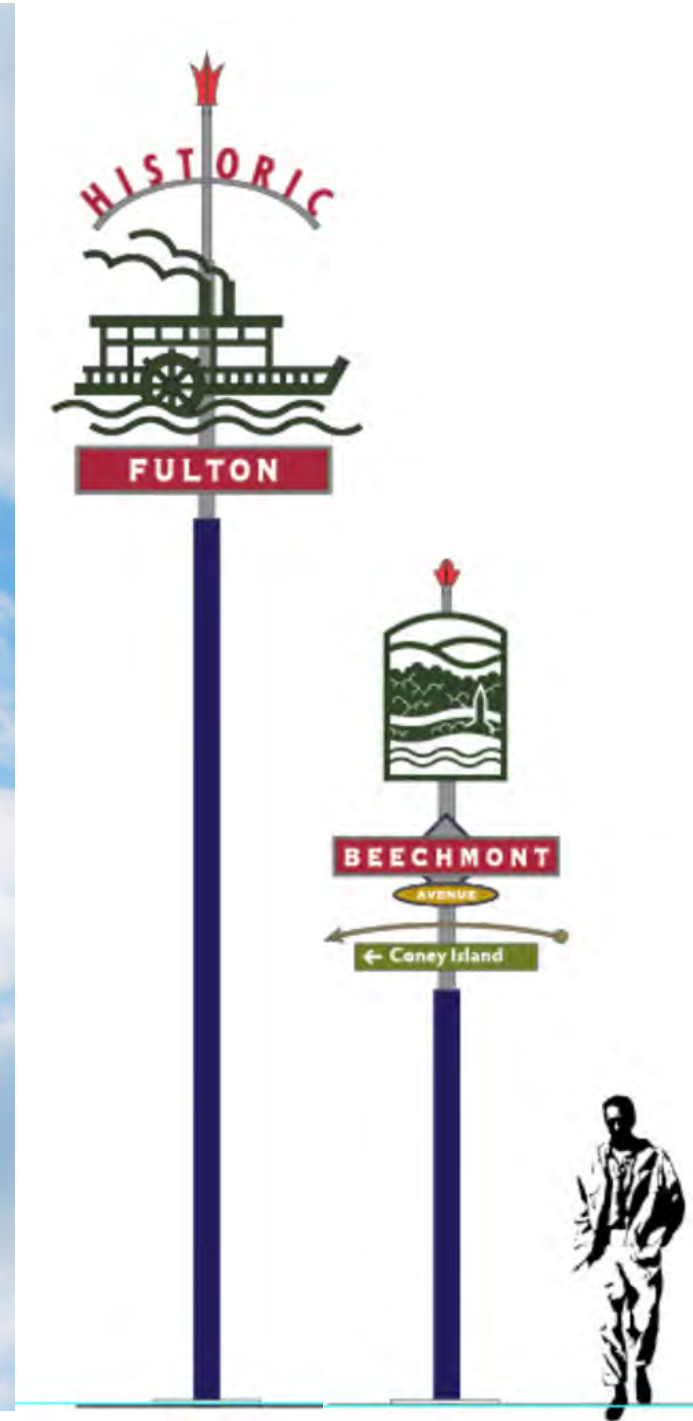
Ohio Riverfront



STATE ROUTE 50
WAYFINDING

In 2000, icons were created as wayfinding for the neighborhoods along the eastern portion of US-50 known as Columbia Parkway. These icons represent heritage of the city's earliest settlements, depicting transportation, commerce, and the landscape. Years later, this system was applied to the western portion of US-50 on River Road to direct to Saylor Park's business district.

Location
US-50, Columbia Parkway and River Road



STAIRCASES & ALLEYS WAYFINDING

The 12 signs are a result of a years-long collaboration between the City of Cincinnati and Spring in Our Steps (SiOS), a local nonprofit that organizes volunteers to clear pedestrian pathways.

SiOS' executive director, Christian Huelsman, originally approached the City's Department of Transportation and Engineering (DOTE) in 2013 with an idea to create a system that called attention to the staircases. He envisioned a system similar in fashion to the traditional street signs familiar to motorists and pedestrians alike.

After conducting a survey of potential areas of focus, it was observed that students often use the alleys and staircases to walk home from Rothenberg Preparatory Academy on Main Street in OTR. Additional lighting for these hillside connections were installed as part of a Neighborhood Enhancement Program (NEP) request in 2015, and 12 signs were planned to make visible the hillside connections between OTR and Mount Auburn.

The 12 signs—designed by DOTE's graphic design section—are composed of concrete pillars and affixed sign panels. They are designed to be durable and easily replicated in order to create a consistent system throughout Cincinnati.

Location

Mulberry Street, Peete Street, East Clifton



CLIFTON HEIGHTS BUSINESS DIRECTORY WAYFINDING

The Clifton Heights neighborhood business district was redeveloped and is now home to more than 100 businesses down the West McMicken and Calhoun Street corridors. Adjacent to the University of Cincinnati, it is a thriving area with student housing, dining, and shopping options. The evolving business district was in need of an easily updateable map, which new students could use to navigate their second home of Clifton Heights.

Location

Calhoun and South Market Streets,
West Clifton Avenue and West McMicken Street





HISTORICAL

CAMP WASHINGTON

MOUNT LOOKOUT SQUARE

BELLEVUE INCLINE PIER

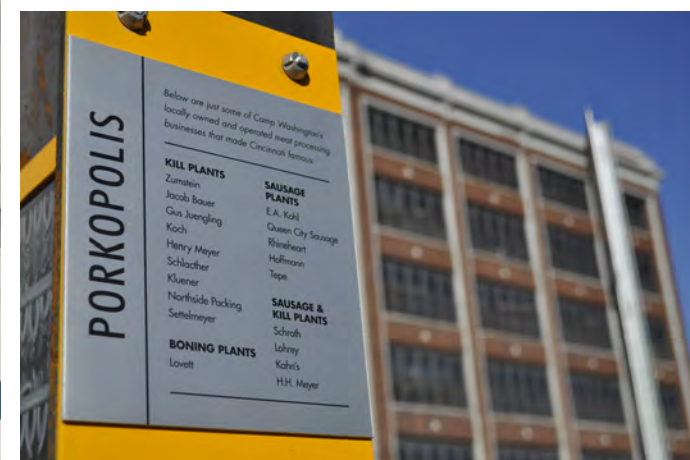
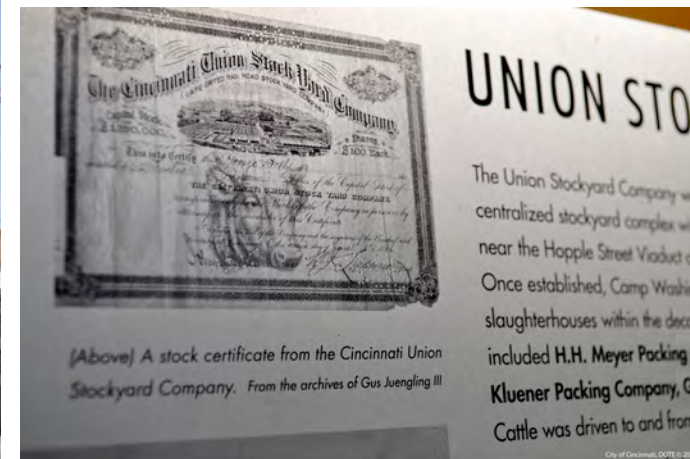
CAMP WASHINGTON HISTORICAL

The historical markers in Camp Washington emphasize the identity of Camp Washington down the Spring Grove Avenue corridor between the Western Hills and Hopple Street Viaducts. They pay tribute to the many industries and events that not only shaped Camp Washington as we know it, but continue to make the community thrive. The industrial aesthetic of the markers was derived from the Camp Washington Gateway plaza, which was previously designed and installed by the City's DOTE at Garrard Avenue and Hopple Street.

Over 30 people—residents, business owners, relatives of business owners, and City employees—contributed to the research and images used to develop the content of the markers. The markers discuss the Flood of 1937, Porkopolis, metal working, and more, including a tribute to the City of Cincinnati's contributions to modern day fire fighting. There are seven markers in total along Spring Grove Avenue between Draper and Hopple Streets.

Location

Spring Grove Avenue



MOUNT LOOKOUT SQUARE HISTORICAL

The Mount Lookout Historical Markers were the finishing touches to the square's improvement project, which focused on the reconfiguration of the square to make it more pedestrian friendly. The aesthetic of the markers was inspired by the community's historical marker and the Cincinnati Observatory Center.

Location

Linn Street and Delta Avenue



BELLEVUE INCLINE PIER HISTORICAL

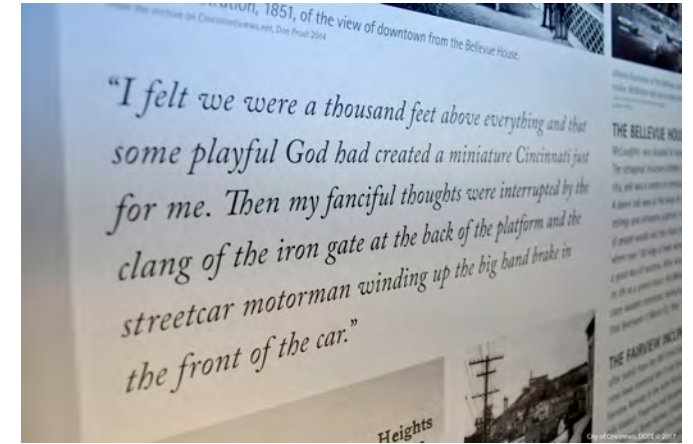
A support pier of the Bellevue Incline stands tall on West Clifton Avenue as one of the remaining remnants of Cincinnati's network of inclines. To distinguish the pier as a remnant of the city's history, the CUF community worked with the City of Cincinnati to design and install a new historical marker.

The historical marker details the rise and fall of the entire incline system, which was in operation from the 1870's though the 1940's. It also specifically explains the significance of the Bellevue and Fairview inclines in the accessibility and development of Clifton Heights, University Heights, and Fairview.

Crucial to this project has been the continued involvement of Paul Gallagher. Paul, who recently turned 90, is a retired Cincinnati fire fighter, and is a former Board Member of the CUF Neighborhood Association, has been actively involved in improving the neighborhood. Since the 1970s, Paul has been planting well over 1000 trees throughout the neighborhood and along Central Parkway. He also maintains the landscape around the Bellevue Incline Pier, preventing the structure from being overtaken by honeysuckle and weeds.

Location

West Clifton Avenue



ARCHITECTURAL

GOVERNMENT SQUARE
BUS TRANSIT CENTER

POLICE SUBSTATION

INTERNATIONAL FRIENDSHIP PARK

SPRING GROVE - CLIFTON BRIDGE



GOVERNMENT SQUARE BUS TRANSIT CENTER

Government Square is a newly designed central hub for Cincinnati's public transportation bus system, METRO. This hub includes a variety of informational kiosk signage components that assist the user in accessing bus services to neighborhoods all over the city. A series of architectural pylons are spread throughout the primary bus shelters on Fifth Street and in the satellite shelters on the adjacent streets; the primary kiosks have granite bases while the kiosks in the satellite locations have concrete bases. The bus shelter identification is illuminated at the top of the kiosks. The kiosks inform the user of bus route information, bus shelter locations, downtown wayfinding information and interpretive historical panels. A locking channel system allows for bus route information to be updated with interchangeable panels. The interpretive panels celebrate and inform the user of the long and acclaimed history of Cincinnati's public transportation system along with highlights of Cincinnati's rich history. The colors of the kiosks are influenced by the metallic contemporary design of Government Square and the colors of the new METRO logo brand, adding to a coherent overall look for the new hub.

Location

Downtown at Fifth and Main Streets

Design Team

City of Cincinnati, Architecture & Urban Design
MSA Architects



Government Square Kiosks



Detail of Braille in lower corner

GOVERNMENT SQUARE



Government Square Kiosks



Kiosk: Route and Historical Panels



City Wayfinding

Gov't Square Wayfinding

History

Bus Routes

POLICE SUBSTATION EXTERIOR SIGNAGE

The City of Cincinnati acquired a new brand language, which was adopted on everything from police cars to official documents. This example shows its adaptation to signage at a police substation. A curved sign was used to integrate it into the preexisting structure. Vinyls on the windows also created dimensionality by adding a secondary layer of information.

Location

Freedom Way, The Banks

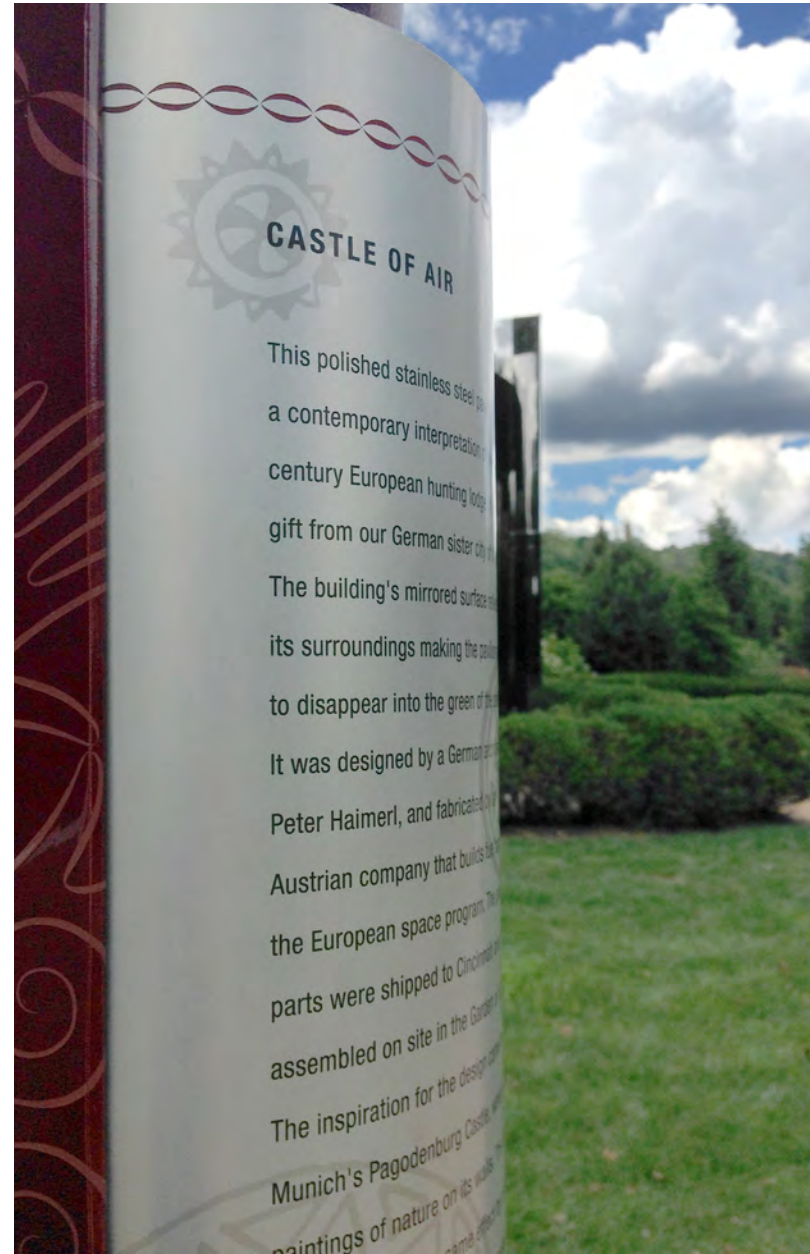


INTERNATIONAL FRIENDSHIP PARK VISUAL ENHANCEMENTS

This project involved designing interpretive signage solutions to accommodate the existing situations throughout the Park. We created a unique solution to fabricate curved sign panels that could seamlessly mount to existing light poles; the design graphics pick up on the two intertwining walks that follow the length of the Park. The 17 signs highlight the unique features of the Park and tell the story of International Friendship that is represented in the Park through its gardens and sculptures. In addition to the interpretive signage, a major Park entrance sign was designed for the west Park entrance and parking area.

Location

Riverside Drive

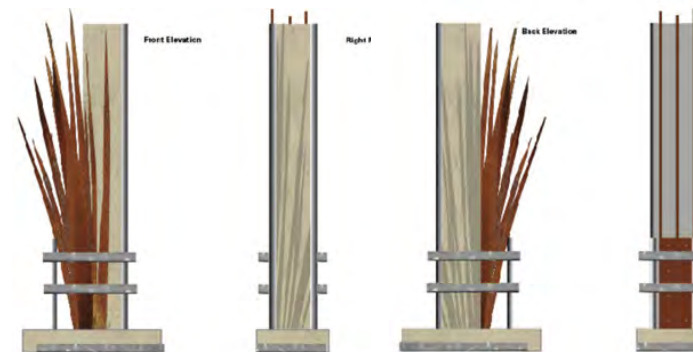


CLIFTON BRIDGE VISUAL ENHANCEMENTS

Artistic enhancements were added to the Clifton Bridge over the Mill Creek. The graphics of the layered metal panels mounted along the bridge represent the natural elements found in the Mill Creek below: the earth, fish and sediment layers; the image photo panels behind corten metal layers mimic the colors of water. The pylon toppers that flank the ends of the bridge on the concrete pilasters utilize galvanized tubes to integrate into the railing and router cut corten metal to symbolize the tall grasses often seen along the banks of the Mill Creek.

Location

Clifton and Spring Grove Avenues





IDENTITIES

CAPITAL ACCELERATION PLAN

CLIFTON COMMUNITY

WESTWOOD COMMUNITY

CINCY SUMMER STREETS

BIKE MONTH 2013

GREATER CINCINNATI WATER WORKS

OAWWA CONFERENCE

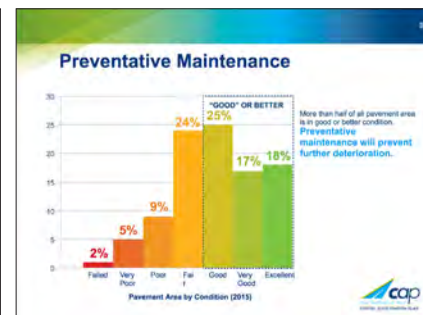
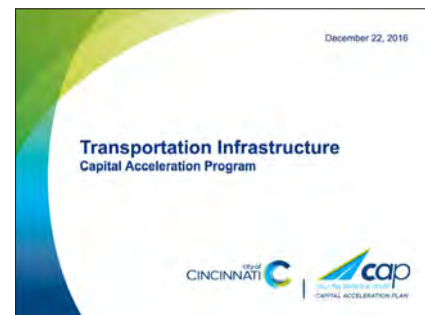
COLLEGE HILL COMMUNITY

CAPITAL ACCELERATION PLAN

LOGOTYPE, BRANDING SYSTEM, & INFORMATIONAL MATERIALS

The City's Capital Acceleration Plan (CAP) was created to save taxpayer money by investing in streets and City vehicles to eliminate costly long-term replacement, maintenance and repairs.

The branding emphasized and upward motion that communicates action and forward thinking. The logo is visible at construction sites, on safety clothing and equipment. Simple, clear infographics are easily understood and ideal for press conferences and public presentations.



Council Presentations



Safety Vests and Hard Hats



Media Graphics

Project Boards

CLIFTON COMMUNITY
LOGOTYPE & BRANDING SYSTEM

Clifton is a historic neighborhood with an eclectic personality. It is represented by an elegant, approachable typeface that is able to stand alone to represent the community. The wordmark is then able to be coupled with stylized imagery to create a diverse system that expresses the energy of the neighborhood through the representation of its many organizations, events, and taglines.

The series shown is a sample of logos from a greater system of fourteen wordmarks. They are composed of 1-2 icons cradled by the C and a textual element that compliments the curve of the C to direct the eye towards the subtitle.

Applications including shopping bag, lamp post banners, and social media designs are also in the development phase.



WESTWOOD COMMUNITY LOGOTYPE & BRANDING SYSTEM

Westwood's branding system reflects neighborhood's diverse cultural fabric and its residents' civic activism. The quilt-like nature of the logo allows the brand to evolve, representing many organizations within a greater community identity. At its core is a W, representative of Westwood, housed within a square. Iconography and color are then used to give each organization its own unique look. When community groups collaborate, their individual squares also join together to display solidarity of purpose.



CINCY SUMMER STREETS LOGOTYPE & PROMO MATERIALS

Cincy Summer Streets is a celebration of our largest public space—our city streets. We open the streets to create a car-free space for everyone to play, connect with their neighbors, and support local businesses.

Promotional materials surrounding the event were created not only to inform people about the presence of an upcoming event, but to educate them as to what the event actually entails since the event is the first of its kind in Cincinnati.

Signage, printed on coroplast, was posted around the event as wayfinding since the event extends over several blocks of space.

CINCY SUMMER STREETS
PLAY WALK RUN BIKE

CINCY SUMMER STREETS is a celebration of our largest public space—our city streets. We will open the streets to create a car-free space for everyone to play, connect with their neighbors, and support local businesses.
facebook.com/cincysummerstreets
cincysummerstreets.org

COME PLAY IN THE STREET

RUN • WALK • BIKE • DANCE
CORNHOLE • YOGA • HULA HOOPS
CRAFTS FOR KIDS AND MORE!

FREE • OPEN TO ALL
SATURDAY, JULY 19
9AM-2PM

WALNUT HILLS & EAST WALNUT HILLS
McMillan St between Gilbert Ave and Woodburn Ave,
and Woodburn Ave between McMillan St and Madison Rd

PRESENTED BY
The Carol Ann and Ralph V. Halle, Jr. **usbank** **FOUNDATION**
INTERACT FOR HEALTH

OPEN TO ALL SATURDAY, JULY 19 9AM-2PM

PRESENTED BY
The Carol Ann and Ralph V. Halle, Jr. **usbank** **FOUNDATION**
INTERACT FOR HEALTH

FREE

<p>1 Magic Show* Magician Richard • 10am-12pm</p> <p>2 Double Dutch Jump Rope* Cincinnati Rope Twisters • 12-1pm</p> <p>3 Cornhole* 9am-2pm</p> <p>4 Belly Dancing* Emily, Amirah, Farasha • 12:30-1:30pm</p> <p>Pottery Throwing Care Clay • 10am-2pm</p> <p>Giant Jenga* Brew House • 10am-2pm</p>	<p>5 Yoga The Yoga Bar • 9:30-10:30am</p> <p>Jazz Dance* Exhale Dance Tribe • 11am-12pm</p> <p>6 Crosswalk Painting* Art on the Streets • 9:30am until finished</p> <p>7 Camping* REI • 9am-12pm</p> <p>8 Cooling Station (Dogs + Humans)* East End Volunteers • 9am-2pm</p> <p>9 Arts & Crafts* Montessori Center Room • 9am-2pm</p> <p>10 Hula Hoops* Hoopmat • 9:30-11:30am, 12-2pm</p>	<p>11 Water Station* MSD & Waterworks • 9am-2pm</p> <p>12 Salsa Dance* Son del Caribe • 10am-12pm</p> <p>Circus Performers* Circus Mojo • 12-2pm</p> <p>13 Move Class Clear Wellness • 11am-12pm</p> <p>Yoga Clear Wellness • 12:15-1:15pm</p> <p>14 Big Chalk Play Cincy • 10am-12pm</p> <p>15 Bicycle Obstacle Course* Queen City Bike • 9am-2pm</p>	<p>16 Flash Mob* Panes • 9:30-11:30am</p> <p>17 Bicycle Rentals* Cincinnati Bike Center • 9am-2pm</p> <p>18 Love Note Painting* Love U2 Cincinnati • 11:30am-2pm</p> <p>Community Painting* Alex Ryberg • 11:30am-2pm</p> <p>19 Arts & Crafts* Great Parks • 9am-2pm</p>
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1* MAGICIAN RICHARD
MAGIC SHOW
9am-2pm

9* MONTESSORI CENTER ROOM
ARTS & CRAFTS
9am-2pm

P
CINCY SUMMER STREETS

RESTROOMS

VOLUNTEERS

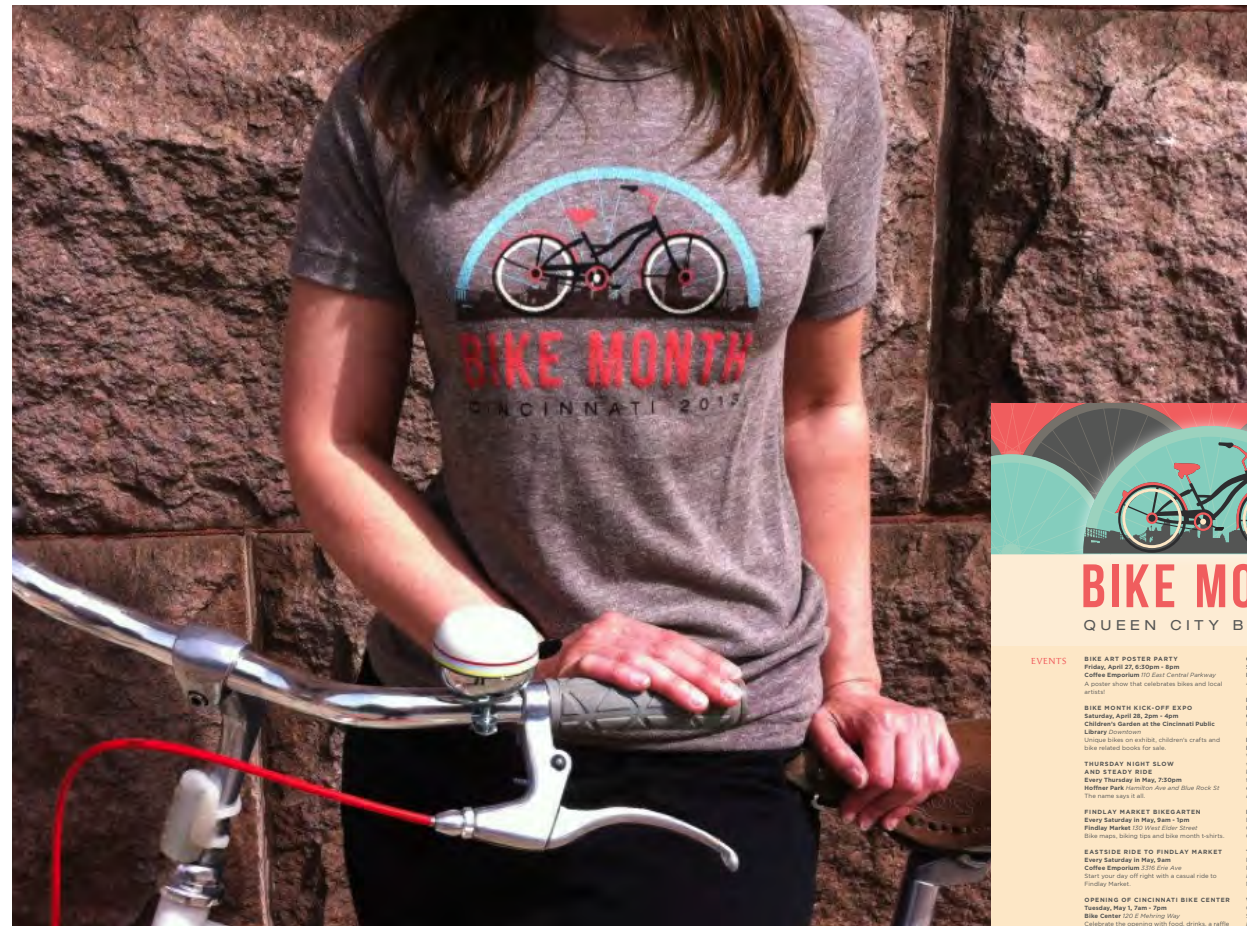
Event Wayfinding

Promotional Materials

BIKE MONTH 2013

LOGOTYPE & PROMO MATERIALS

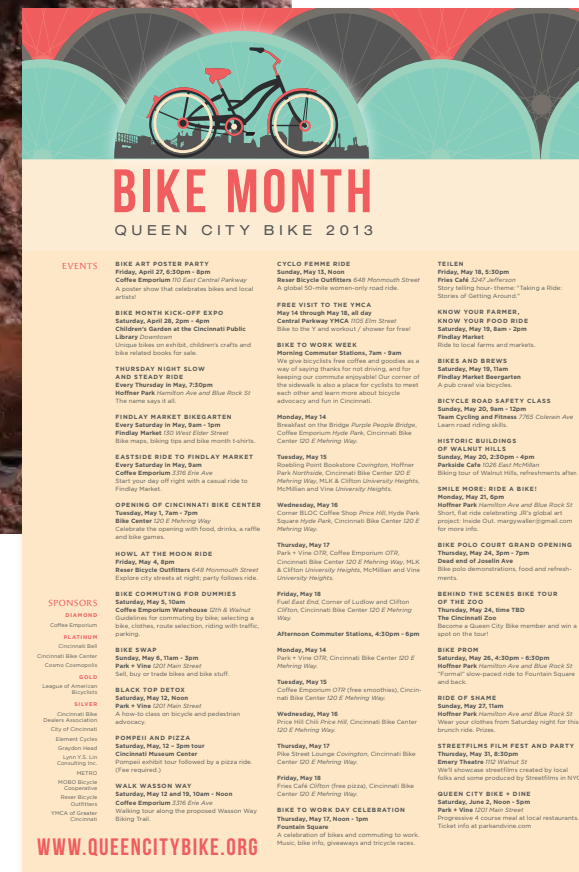
The City works with local advocacy organization Queen City Bike to promote May as Bike Month throughout the Greater Cincinnati area. Each year the City develops a new Bike Month logo and branding that can be used on t-shirts, stickers, posters, billboards and social media. The unveiling of the new logo each year is eagerly awaited by the local bicycle community.



Tshirt



Logo & Branding



Posters



Post Cards



Social Media

GREATER CINCINNATI WATER WORKS BRAND GUIDELINES

The identity for Greater Cincinnati Water Works combines a distinctive mark (symbol) with the name, representing the many facets of Greater Cincinnati Water Works.

“WATER WORKS” is set in a slightly larger size to emphasize function. The heavy, blue “block W” represents “Works” in a strong, solid and reliable manner. The flowing “script W” represents the fluidity of water. The water drop represents water and its delivery. The colors blue and teal represent clean, fresh, cool drinking water.

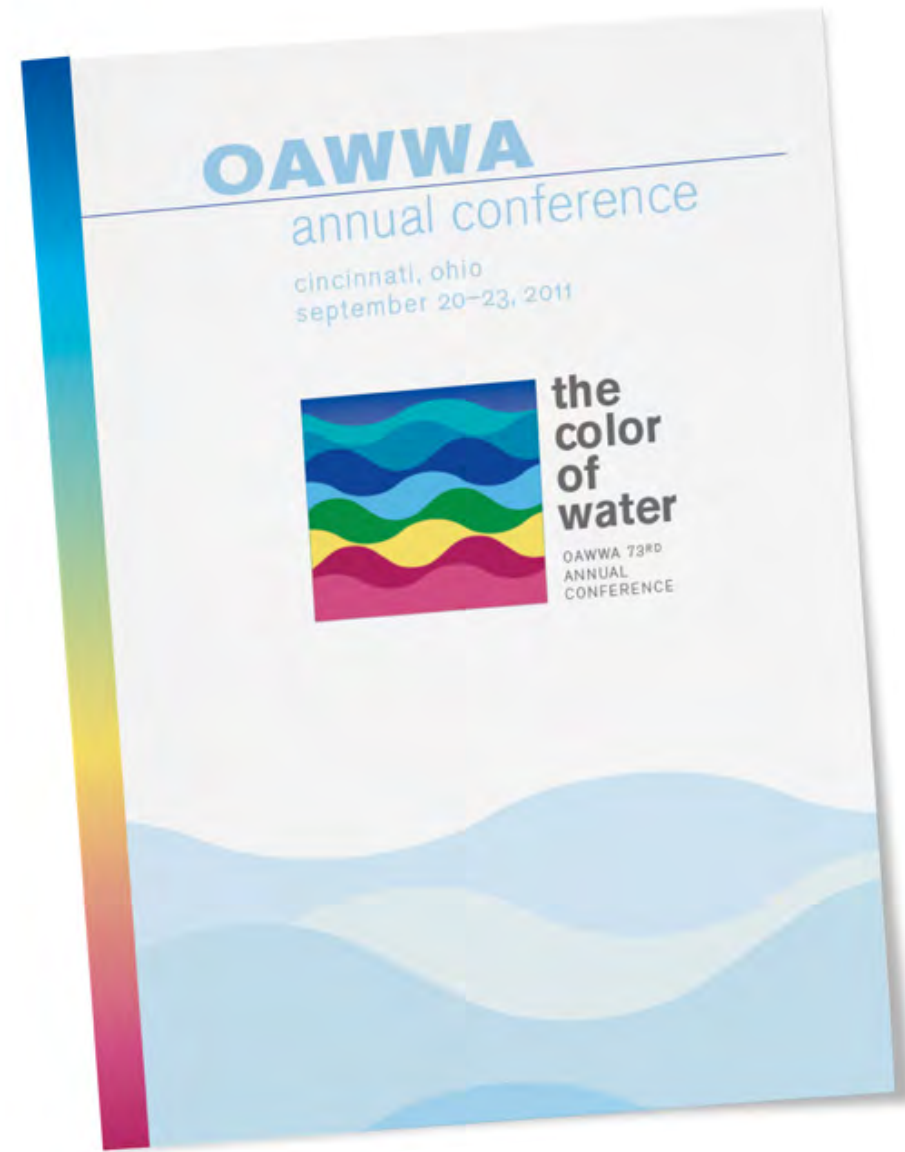


GREATER CINCINNATI
WATER WORKS



OAWWA CONFERENCE
 COLOR OF WATER IDENTITY &
 PRINT COLLATERAL

This system was developed as branding for an annual event. All collateral for the event was designed by DOTE in addition to the logo itself. The name of the event was literally shown by tastefully creating a gradient of color into the design. This was done by selective placement of color and limiting the proportion of color used on each page.



COLLEGE HILL COMMUNITY BRAND GUIDELINES

Identity

The identity for College Hill combines a visual symbol with the name College Hill and the tagline “a Diverse and Neighborly Community.” The identity reflects the community’s rich architectural history and its natural surroundings. The Neighborhood Business District Wayfinding Signage and NBD Gateways reflect these elements working together for a consistent identity. Two large gateways flank the north and south ends of the business district. A center panel cabinet has one of the two identity colors on each side with “College Hill” visible on the edges. The two outside panels depict the architectural elements on one side and the natural green elements on the other. The base has an area for plantings and the tagline is reinforced on the cap. The paver pattern represents the curve from the identity while connecting the outside sidewalks. An LED light allows the gateway to be visible at night. Six wayfinding signs direct to the NBD. The sign design also utilizes the tagline, colors and elements from the identity—using all faces of the sign to convey the identity. Both the gateways and directional signs help convey College Hill’s cohesive identity.



Brand Guideline Booklet



COLLEGE HILL

A Diverse and Neighborly Community

COLLEGE HILL COMMUNITY



Gateway



Gateway Detail



Nighttime lighting



Neighborhood Marker

DOCUMENTS

FEDERAL APPROPRIATIONS

STREET REHAB

BIKE REPORT CARDS

Why Not?

The reason most often selected for why respondents do not ride more was "Weather" (63% of all respondents selected this reason). "Not Enough Bike Lanes" was the second most selected reason for not bicycling more (51% of all respondents selected this reason).

Women indicated that they find unsafe motorist behavior to be a significant deterrent to bicycling more often (50% of women selected this option, versus only 36% of men). Women also indicated that they are significantly less comfortable biking with cars than men are (29% of women selected this option versus only 14% of men).

Contrary to what many may think, topography did not factor highly in explaining why cyclists do not ride more.

When asked to identify which improvements would influence them to bike more, 85% of respondents stated that they were likely or very likely to bike more if the city constructed more bike lanes. Increased maintenance (street sweeping and repair to roads) and more education for motorists also rated highly (76% of respondents stated that they were likely or very likely to bike more if these improvements occurred).

REASONS PREVENTING CYCLISTS FROM RIDING MORE THAN THEY ALREADY DO

Reason	2011 (%)	2009 (%)
Weather	63%	58%
Topography <i>It's too hilly</i>	24%	21%
Destinations are too far away	26%	28%
I don't have enough time	27%	25%
I am not comfortable biking with cars	17%	n/a
Roads are in poor condition <i>Pot holes, debris</i>	29%	30%
Unsafe / unlawful motorist behavior	40%	36%
I have too many things to carry	26%	22%
I must transport small children / other people	13%	13%
Not enough bike lanes	51%	41%
Not enough bike trails	38%	46%
No place to conveniently / safely park a bicycle <i>Short-term / a few hours</i>	25%	39%
No place to conveniently / safely park a bicycle <i>Long-term / several hours / all day</i>	22%	28%
No shower or changing facilities at my destination	26%	30%

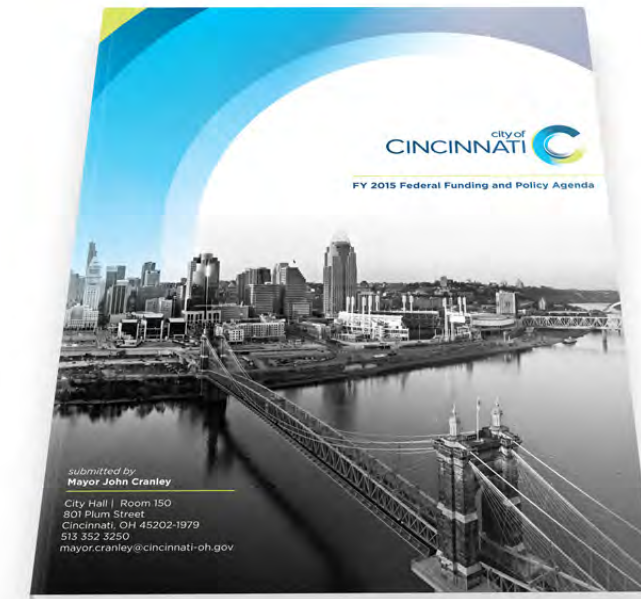
REPORT CARD ON BICYCLING | CINCINNATI 2011 08

FEDERAL APPROPRIATIONS PRINTED BOOKLET

Each year, Cincinnati DOTE seeks to be granted federal dollars that are available for local governments across the nation. This document acts as Cincinnati's application for these funds, detailing each of the city's major transportation projects.



FY 2015 Project One Pager



FY 2015 Cover



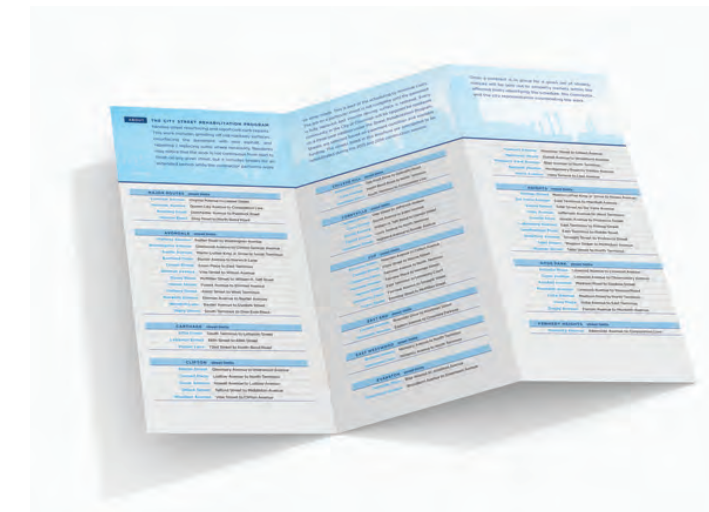
FY 2015 Table of Contents & Letter from Mayor

STREET REHAB PRINTED BROCHURE

This tri-fold brochure, which lists the streets selected for street rehabilitation, is made available to the public each fiscal year.



Cover Spread



Interior Spread

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