The purpose of this urban design plan is to establish a set of policies, guidelines, and implementation strategies to direct the future growth, development, and preservation of the Mt. Lookout Square Neighborhood Business District.

**Location**

Mt. Lookout is located on Cincinnati’s east side at the intersection of two major arterial streets, Delta Avenue and Linwood Avenue (Ohio Route 561). These streets converge within the basin created by two valleys to form the Mt. Lookout Square Neighborhood Business District.

**Issues of Today**

The Mt. Lookout Square Neighborhood Business District is small, compact, and possesses a diverse mix of businesses that principally serve the immediate neighborhood. The district is relatively vital and free of vacancies. It is, in many ways, the prototype from which to develop a new business district.

The problems present within the district are not unique. A lack of convenient parking, a cluttered appearance and image, and an oppressive traffic situation challenge the community. The topography of the district limits expansion opportunities for additional parking and/or development.

**Mission**

The Mt. Lookout Civic Club and the Mt. Lookout Square Business and Professional Association initiated a process to retain businesses and develop the business district by enlisting assistance from the City of Cincinnati. The group was directed to develop goals - strategies to maintain the village character of the district and develop strategies and objectives to improve pedestrian safety, vehicular movement, district appearance, and the overall business environment.

**Vision**

**Image and Identity** - Maintain the existing, unique small town character of the district. Improve the overall visual appearance of the district.

**Business Environment** - Form a strong alliance between businesses and the community to promote a collective, coordinated approach to issues of marketing, identity, district operation, and safety.

**Parking** - Provide safe, adequate, and accessible parking convenient to customer destinations.

**Safety** - Provide a safe, secure pedestrian environment.

**Vehicular Movement** - Provide safe efficient movement of vehicles within the district without adversely impacting the pedestrian environment. Introduce mechanisms to reduce existing vehicular speeds within the district.

**Zoning** - Modify zoning to maintain the current diversity of uses and to discourage incompatible and undesirable uses.
MT. LOOKOUT
NEIGHBORHOOD BUSINESS DISTRICT
URBAN DESIGN PLAN
1998

NBD PLAN ADOPTED BY:
Cincinnati Planning Commission-APRIL 17, 1998
Cincinnati City Council-JUNE 10, 1998 (Ordinance #228-1998)

EQ-UD No. 13 APPROVED BY:
Cincinnati Planning Commission -APRIL 17, 1998
Cincinnati City Council -JUNE 10, 1998 (Ordinance #228-1998)

PREPARED FOR:
Economic Development Department - City of Cincinnati

PREPARED BY:
Office of Architecture and Urban Design, Engineering Division-Public Works Department
City Planning Department
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INTRODUCTION

Intent
The purpose of this plan is to establish goals, objectives and strategies to help create a safe, attractive and vital neighborhood-oriented business district with a diversity of businesses and activities for Mt. Lookout Square. The plan has been prepared in response to the Mt. Lookout Civic Club’s request for an Environmental Quality-Urban Design District to thoughtfully guide design issues in the business district.

An Environmental Quality-Urban Design District (EQ-UD) is a zoning overlay district which may be applied to a geographic area of the city exhibiting special and distinctive physical characteristics which are of significant value to the public. EQ-UD districts are often placed in areas of public investment where business district plans have been created to coordinate public and private investment. Although the establishment of EQ-UD districts are technically changes to the city’s Zoning Code, they do not change or alter the uses permitted within the underlying zoning districts. The EQ-UD district’s primary purpose is to guide the physical development that occurs in the district. Issues such as signage, building design and landscaping/site treatments are of primary concern. Each EQ-UD district that is established is created with its own set of guidelines developed specifically for that geographic area. These guidelines are created with public participation from the community’s residents, property owners and business owners.

Process
The planning process included soliciting participation from the community to form a planning task force, reviewing previous plans for the area, analyzing existing conditions, obtaining community input, and identifying issues. City staff then worked with the task force to develop goals, objectives and implementation strategies for Mt. Lookout Square while formulating urban design policies to establish an Environmental Quality-Urban Design overlay district.

The planning task force consisted of Mt. Lookout business owners, property owners, residents and representatives of the Mt. Lookout Civic Club and the Mt. Lookout Business and Professional Association. A business survey was distributed to help ascertain the needs of local business, while residents shared their ideas about the Square’s strengths and weaknesses. Parking, pedestrian safety and building/signage attractiveness were issues of primary concern during planning meetings. The Task Force formulated goals, objectives and strategies for the Square and developed urban design policies in keeping with the Task Force’s overall vision for the Square. The Task Force reviewed the goals, objectives, strategies and urban design policies and made changes where needed. To obtain additional community input, city staff presented a draft version of the plan to Civic Club Board members along with all business and property owners in the study area and made any necessary changes before taking the final plan to the Cincinnati Planning Commission and City Council.
The Mt. Lookout neighborhood is located in the northeast portion of the city of Cincinnati. The Mt. Lookout Square business district is located at the intersection of Delta and Linwood Avenues. It is a compact, cohesive business district nestled in a basin area between two hillsides. Its architecture reflects the 1920’s era in which it was developed, giving it a cozy, village-type atmosphere. Buildings are primarily two-stories in height with storefronts on the first level and apartments or professional offices above. Due to the area’s topography, lots tend to be shallow in depth adding to the district’s village-type atmosphere. Mt. Lookout Square is a thriving service and entertainment district for the Mt. Lookout neighborhood as well as the surrounding neighborhoods of Hyde Park, Columbia Tusculum, Linwood and Oakley.
Existing Conditions
TOPOGRAPHY

The Mt. Lookout Square Neighborhood Business District is situated at the junction of two valleys. One valley, occupied by Delta Avenue, crosses from north to south through the Square in its long run along the former Crawfish Creek. The other valley, occupied by Linwood Avenue, runs predominantly east to west. The confluence of these valleys creates a compact, dense building area tightly bounded by green hillsides.

This particular topographic arrangement is both a blessing and a curse for the Mt. Lookout Square Business District. The surrounding hillsides create a compact, dense, walkable business district with a strong street orientation to its shop fronts. The hillsides above the district are covered with residential properties, providing a closely located core clientele for the neighborhood-oriented services of the Square.

These same hillsides restrict the continuing growth and development of the district. Expansion of flat ground for parking cannot be accomplished without expensive excavation and retaining structures. The long continuous downhill streets (southbound Delta Avenue, east and westbound Linwood Avenue) into the district aggravates the district’s problems with excessive speed of automobiles entering the Square.
LAND USE

Mt. Lookout Square's land use is largely made up of community-oriented businesses surrounded by medium density residential development on the district's periphery. Most buildings are two stories in height with storefronts on the first level and apartments or professional offices above. There are professional offices on the north and south ends of the Square with service-type businesses in the central or core-area of the district. The Square has a nice mix of service-related, entertainment and professional businesses that complement one another. With the exception of the center parking island and on-street parking, all surface parking lots are privately owned and operated and few are shared.

There are approximately 104 businesses in Mt. Lookout Square. These include 46 professional offices, 16 service-type businesses (i.e. dry cleaners, TV repair, beauty salons, etc.), 14 bar/restaurants, 13 boutique/retail shops, and 11 doctor's offices, 2 auto service/gas stations, 1 bank and 1 funeral home. Approximately 10 occupied residences are located above the businesses. There are no vacancies at the storefront level and business retention is extremely high.
EXISTING ZONING

Mr. Lookout Square is primarily zoned B-2 (Community Business District) permitting uses such as offices, retail-sales, banks, theaters and eating and drinking establishments. There is a small pocket of B-3 (Retail-Wholesale Business District) zoning on the south end of the district permitting uses such as printing establishments wholesale distributors, warehouses and hotels and motels. The northwestern portion of the district is zoned B-4 (General Business District) permitting all types of automobile uses, contractors' yards and some light manufacturing. One parcel of O-1A (Suburban Low-Density Office District) zoning lies just west of the B-4 zoning, acting as a buffer between the business and residential areas. O-1A zoning permits low-density, multi-family, residential development as well as business and professional offices, banks and homes for adjustment. The northern section of the district is zoned O-1 (Suburban High-Density Office District) permitting uses such as high-density, multi-family residential development, business and professional offices, laboratories, homes for adjustment and hospitals.

Residential zoning of varying densities surround the business district. R-2 (Single-Family Medium-Density District) and R-3 (Two-Family Districts) surround most of the business district. R-4 (Multi-Family Low-Density) and R-5 (Multi-Family Medium Density) districts which permit apartment buildings, extend out along the northern and southern sections of the Square. These higher-density residential zoning districts are located primarily along Delta and Linwood Avenues, the major arterials which bring traffic in and out of the district.
Mt. Lookout Square's 1980 planning effort identified traffic and parking as the primary problem for the district's continuing development. Subsequent improvements to traffic controls (roadway improvements, replacement of "stop" signs with signalization at intersections and crosswalks) have created safer. More orderly traffic movements through the square, although the heavy volume of traffic makes these improvements seem less impressive.

At that time, parking capacity was deemed adequate, if somewhat inconvenient for most shoppers. This assessment remains somewhat valid today, although with subsequent development, capacity may be less than adequate. The 1980 plan also recognized that a significant portion of this capacity is tied up in one large off-street lot. Should this property be developed and this lot eliminated, the Square would find itself in dire need of new parking resources.

At present, traffic and convenient, accessible customer parking remains the most significant issues facing Mt. Lookout businesses. Few businesses have their own lots. Businesses with parking generally have small lots with 8 to 12 spaces. There are four notable exceptions: the United Dairy Farmers lot (20 spaces), the Bank One lot (15 spaces), 1018 Delta Avenue (16 spaces), and the lots on the Faber property behind Revco and Stereo Advantage (96 spaces). These lots are privately held, although Bank One shares its parking during hours of bank closure. The largest resource, the Faber lot, is not conveniently located for much of the business district, particularly establishments on the east side of the Square.

Given the physical constraints of the Square, an easy solution to creating additional parking opportunities is not available.

Expansion of existing parking areas requires expensive excavation and retaining wall systems. Additional on-street parking opportunities are limited due to traffic volume and narrow rights-of-way. New parking areas convenient to all businesses could only be developed at the expense of scarce "green space" and through removal of existing structures and the acquisition of property.

Some short-term strategies to optimize existing resources can be implemented. Sharing of existing lots between businesses with different peak operating hours is one option already utilized by some of the businesses. Emphasis on employee and owner use of less conveniently located parking should be encouraged. Signage to parking areas would lessen driver confusion and help clarify available parking opportunities.

Long term strategies to deal with this issue can be defined through an in-depth analysis and study of existing conditions, including peak/off-peak utilization, distribution of utilization, and a survey of parking user destinations.

Options may include construction of a two-tiered parking structure without interconnecting levels behind the Revco pharmacy (3195 Linwood Avenue). The structure could be accessed from Linwood Avenue (to the lower level) and from Alpine Terrace (to the upper level). This development would require purchase or long-term lease of the property from the owners. A community group would be developed to oversee ownership, construction, maintenance, operation of the facility and plan development. Potential funding could be acquired through the CNBDU/Department of Economic Development process, private contribution, and/or foundation grants.
Urban Design Plan and Implementation
<table>
<thead>
<tr>
<th>GOAL:</th>
<th>OBJECTIVES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain and strengthen existing businesses and recruit new businesses that enhance the economic vitality of the square.</td>
<td>Encourage the development of neighborhood service oriented businesses.</td>
</tr>
<tr>
<td></td>
<td>Market Mt. Lookout Square as a neighborhood shopping district.</td>
</tr>
<tr>
<td></td>
<td>Promote and revitalize the Mt. Lookout Business Association.</td>
</tr>
</tbody>
</table>
### BUSINESS DEVELOPMENT

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>POTENTIAL IMPLEMENTATION SOURCE/ENTITY</th>
<th>PRELIMINARY ESTIMATE OF PROBABLE COSTS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foster communication between businesses and property owners to increase awareness of location and expansion opportunities for businesses compatible with the district.</td>
<td>Mt. Lookout Business and Professional Association.</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Initiate a zoning study to change the B-3 and portions of the B-4 zoning districts to a B-2 zoning district to maintain and encourage uses compatible with the district.</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association, City of Cincinnati - City Planning Department.</td>
<td>N/A – City Planning - Community Activity</td>
</tr>
<tr>
<td>Encourage retail shops to select and advertise common operating hours and to select one (or multiple) day(s) of the week where all businesses extend their hours.</td>
<td>Mt. Lookout Business and Professional Association.</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Encourage businesses to place group advertisements in community-oriented newspapers and bulletins.</td>
<td>Mt. Lookout Business and Professional Association.</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Encourage businesses to sponsor community-oriented promotions.</td>
<td>Mt. Lookout Business and Professional Association, Mt. Lookout Civic Club.</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Conduct annual membership drives.</td>
<td>Mt. Lookout Business and Professional Association.</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Increase Business and Professional Association involvement with Cincinnati Neighborhood Business Districts United by soliciting representatives to attend and participate in meetings and processes.</td>
<td>Mt. Lookout Business and Professional Association, Cincinnati Neighborhood Business Districts United.</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Investigate the implementation of a Special Improvement District to fund Business and Professional Association activities and projects.</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association, City of Cincinnati - Department of Economic Development.</td>
<td>N/A – Community Activity</td>
</tr>
</tbody>
</table>

**NOTE!** Certain types of improvement projects require private property owner participation through assessment or modification of utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. No City funding availability is implied in the development of this plan.

*All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.*
<table>
<thead>
<tr>
<th>GOAL:</th>
<th>OBJECTIVES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain an aesthetically attractive, pedestrian oriented, community business district with a desirable mix of uses and businesses.</td>
<td>Increase the visual attractiveness of streets and sidewalks through coordinated streetscaping and landscaping improvements.</td>
</tr>
<tr>
<td></td>
<td>Retain and increase the opportunities for greenspace and landscaping within the Square without adversely affecting development opportunities.</td>
</tr>
<tr>
<td></td>
<td>Increase the visual attractiveness of existing and new buildings through improvements to facades, signage, and building appurtenances.</td>
</tr>
<tr>
<td>STRATEGIES</td>
<td>POTENTIAL IMPLEMENTATION SOURCE/ENTITY</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Design and implement a coordinated streetscape system, including street furniture, paving, street,</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association, City of</td>
</tr>
<tr>
<td>pedestrian lighting, and directional signage.</td>
<td>Cincinnati - Department of Public Works - Office of Architecture &amp; Urban Design,</td>
</tr>
<tr>
<td>Refurbish and supplement the existing street tree program within the district.</td>
<td>Private Property Owners and tenants.</td>
</tr>
<tr>
<td>Refurbish and repair the existing traffic signal pole and sign, and parking area barriers.</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association.</td>
</tr>
<tr>
<td></td>
<td>Funding Request to City of Cincinnati, Park Board - Urban Forestry.</td>
</tr>
<tr>
<td>Create and implement a planter program through the Square. Identify sources to maintain the</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association, Private Property owners</td>
</tr>
<tr>
<td>program.</td>
<td>and business owners. Request to Neighborhood Improvement</td>
</tr>
<tr>
<td>Identify sources to maintain the existing landscaped islands at the northern end of the Square.</td>
<td>Program/City of Cincinnati - Department of Economic Development, City Gardens/Civic Garden Center,</td>
</tr>
<tr>
<td>Buffer all edges of off-street parking facilities, both public and private, adjacent to public</td>
<td>Private Foundations and grants.</td>
</tr>
<tr>
<td>rights-of-way with landscaping.</td>
<td></td>
</tr>
<tr>
<td>Create new &quot;green&quot; landscaped traffic islands at the south end of the Square where (and if)</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association, Private Property owners</td>
</tr>
<tr>
<td>possible. Identify sources to provide maintenance for these new improvements.</td>
<td>and business owners, City Gardens/Civic Garden Center. Private foundations and grants.</td>
</tr>
<tr>
<td>Establish an Environmental Quality Urban Design District for Business and Office Zoning Districts in</td>
<td>Private property owners, developers.</td>
</tr>
<tr>
<td>the Square.</td>
<td></td>
</tr>
<tr>
<td>Create and implement a facade improvement and/or awning program for the district.</td>
<td></td>
</tr>
</tbody>
</table>

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* All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.
<table>
<thead>
<tr>
<th>GOAL</th>
<th>OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create an attractive, positive image and identity for the Square.</td>
<td>Establish a unique, identifiable &quot;personality&quot; for the district based upon historic symbols and associations.</td>
</tr>
<tr>
<td></td>
<td>Improve the overall visual image of the community by reducing the visual clutter of overhead wires, unorganized and excessive signage, traffic signals, etc.</td>
</tr>
<tr>
<td></td>
<td>Maintain and improve the cleanliness of the Square.</td>
</tr>
</tbody>
</table>

**GOALS & OBJECTIVES**

**STRATEGIES:**

Utilize physical improvements, co-marketing strategies to complement balanced improvements.

Identify an icon, building, etc. to be the district identity element. Utilize community designers, open competitions, and processes to choose the design element.

Design and implement a comprehensive and simplified traffic signs and signage.

Encourage utility companies to move overhead utility lines underground where funding is available.

Establish and organize semi-annual conjunction with city-wide clean-up.

Install and/or replace approximately 50 key locations.

**NOTE:** Certain types of improvements require funding, coordinate with development of this plan.

All estimates are preliminary and final formulation of the cost.
### Strategies

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Potential Implementation Source/Entity</th>
<th>Preliminary Estimate of Probable Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilize physical improvements, community programs, and marketing strategies to comprehensively unify the district. Identify an icon, building, etc. to be utilized for the business district identity element. Utilize community-based designers, open competitions, and/or community selection processes to choose the design element.</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Design and implement a comprehensive system to organize and simplify traffic signals and signs, and directional signage.</td>
<td>Mt. Lookout Civic Club, Mt. Lookout Business and Professional Association, Request to Neighborhood Improvement Program/City of Cincinnati - Department of Economic Development, Department of Public Works - Traffic Engineering, and Engineering - Office of Architecture &amp; Urban Design</td>
<td>$30,000</td>
</tr>
<tr>
<td>Encourage utility companies to consolidate and relocate overhead utility lines underground when feasible and when funding is available.</td>
<td>Request to City of Cincinnati - Department of Public Works, Cincinnati Bell, Warner Cable</td>
<td>N/A</td>
</tr>
<tr>
<td>Establish and organize semi-annual clean-up campaigns in conjunction with city-wide clean-up activities. Install and/or replace approximately 30 waste receptacles at key locations.</td>
<td>Keep Cincinnati Beautiful, Mt. Lookout Civic Association, Mt. Lookout Business and Professional Association</td>
<td>N/A – Community Activity</td>
</tr>
<tr>
<td>Keep Cincinnati Beautiful, Mt. Lookout Civic Association, Mt. Lookout Business and Professional Association, City of Cincinnati - Department of Public Works – Sanitation, Request to Neighborhood Improvement Program/Department of Economic Development</td>
<td>$21,000</td>
<td></td>
</tr>
</tbody>
</table>

### Notes

- Certain types of improvement projects require private property owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. No City funding availability is implied in the development of this plan.

- All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.
<table>
<thead>
<tr>
<th>GOAL:</th>
<th>OBJECTIVES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the availability of safe convenient customer parking.</td>
<td>Increase the number of parking spaces.</td>
</tr>
<tr>
<td></td>
<td>Encourage more efficient use of existing parking spaces.</td>
</tr>
<tr>
<td></td>
<td>Improve the visibility of existing parking areas.</td>
</tr>
</tbody>
</table>

Strategies:
- Acquire additional properties and expand parking spaces. Set up and implement agency to operate and maintain parking.
- Acquire existing parking areas and convert level street parking to level structured parking. Set up and coordinate an agency to operate and maintain parking facility.
- Work with Traffic Engineering Division to acquire additional on-street/parking spaces or widen on-street parking to encourage parking.
- Encourage business owners and their customers to use designated employee parking areas and use of more convenient spaces available for customers.
- Encourage businesses to share their parking lots with other businesses during hours when they are not in use.
- Encourage owners to pave and stripe parking areas to generate more efficient parking arrangements.
- Consolidate existing small lots into larger parking areas wherever possible.
- Install directional signage to off-street parking.
- Improve lighting in off-street public parking areas.

Note: Certain improvements require coordination with appropriate agencies. All estimates are preliminary and subject to change based on the construction budget.
<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>POTENTIAL IMPLEMENTATION SOURCE/ENTITY</th>
<th>PRELIMINARY ESTIMATES OF PROBABIL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquire additional properties and construct additional parking spaces. Set up and implement a committee or agency to operate and maintain parking lots.</td>
<td>M. Lookout Civic Club, M. Lookout Square Business and Professional Association. Request to Neighborhood Improvement Program/City of Cincinnati - Department of Economic Development, private property owners, business owners, City of Cincinnati - Department of Public Works - Engineering Division.</td>
<td>Costs vary according to project scope.</td>
</tr>
<tr>
<td>Acquire existing parking area and construct multiple level structured parking. Set up and implement a committee or agency to operate and maintain the new parking facility.</td>
<td>M. Lookout Civic Club, M. Lookout Square Business and Professional Association. Request to Neighborhood Improvement Program/City of Cincinnati - Department of Economic Development, Private property owners, Business owners, City of Cincinnati - Department of Public Works - Engineering Division.</td>
<td>$250,000 (costs do not include property acquisition).</td>
</tr>
<tr>
<td>Work with Traffic Engineering Division to determine if additional on-street parking spaces can be created.</td>
<td>M. Lookout Civic Club, M. Lookout Square Business and Professional Association.</td>
<td>N/A</td>
</tr>
<tr>
<td>Shorten meter times to encourage parking turnover.</td>
<td>M. Lookout Square Business and Professional Association, City of Cincinnati - Department of Public Works - Traffic Engineering, Department of General Services - Parking Facilities.</td>
<td>N/A</td>
</tr>
<tr>
<td>Encourage business owners and their employees to park in designated employee parking areas to leave the most convenient spaces available for customer parking.</td>
<td>M. Lookout Square Business and Professional Association, Business owners.</td>
<td>N/A - Private property owner project.</td>
</tr>
<tr>
<td>Encourage businesses to share their “private” parking lots with other businesses during hours of closure.</td>
<td>M. Lookout Square Business and Professional Association, Private property owners, Business owners.</td>
<td>N/A - Private property owner project.</td>
</tr>
<tr>
<td>Encourage owners to pave and stripe their private lots to generate more efficient parking arrangements/layout.</td>
<td>M. Lookout Civic Club, M. Lookout Square Business and Professional Association. Request to Neighborhood Improvement Program/City of Cincinnati - Department of Economic Development, private property owners, business owners, City of Cincinnati - Department of Public Works - Engineering Division.</td>
<td>Costs vary according to project scope.</td>
</tr>
<tr>
<td>Consolidate existing small lots into larger, more efficient parking areas wherever possible.</td>
<td>M. Lookout Civic Club, M. Lookout Square Business and Professional Association. Request to Neighborhood Improvement Program/City of Cincinnati - Department of Economic Development, Department of Public Works - Traffic Engineering, General Engineering, Office of Architecture and Urban Design.</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>GOAL:</th>
<th>OBJECTIVES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve pedestrian and vehicular safety in Mt. Lookout Square.</td>
<td>Reduce the speed of vehicular traffic and the volume of truck traffic through Mt. Lookout Square.</td>
</tr>
<tr>
<td>Improve pedestrian and vehicular traffic circulation.</td>
<td></td>
</tr>
<tr>
<td>Improve safety and the perception of safety.</td>
<td></td>
</tr>
</tbody>
</table>

**NOTE:**
- Certain types of improvements coordinate with appropriate application.
- All estimates are preliminary construction budget.
SAFETY

STRATEGIES:

- Enforce current speed limit controls.
- Recruit State Route 561 off of Loveland Avenue.
- Install alternative paving materials, "bump-outs" of the curb line, and improve striping at appropriate crosswalks to provide traffic calming through the square.
- Improve pedestrian visibility at crosswalks by installing alternative paving materials, lighting, re-stripping, and installing "bump-outs" of the curb line.
- Improve the condition of existing traffic signage. Investigate the installation of a coordinated system of traffic signage. Remove superseded city signs and relocate other signage to more appropriate or desirable locations.
- Improve traffic signal coordination between vehicular signals at Delta and Loveland and the mid-block pedestrian crosswalk signals.
- Improve lighting on streets and sidewalks, and within existing parking areas by installing additional pedestrian lighting and area lighting.
- Eliminate littering by teens by enforcing existing littering and outflow laws.
- Remove incidents of graffiti as soon as possible after their application.
- Create a buffer area between pedestrian traffic and vehicular traffic by installing additional street trees and plantings at appropriate locations. Establish maintenance program and funding source to maintain "neighborhood tree" plantings.

POSSIBLE IMPLEMENTATION SOURCE/ENTITY:

- Mt. Lookout Civic Club, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, City of Cincinnati - Department of Public Works - Traffic Engineering and Highway Engineering.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.
- Mt. Lookout Civic Club, Mt. Lookout Square Business and Professional Association, Cincinnati Neighborhood Action Strategy Team (CNAS), City of Cincinnati - Department of Safety.

PRELIMINARY ESTIMATES OF PROBABLE COST

- M/A - Community Activities
  - N/A
- $65,000 - $155,000 (varies according to materials, methods, and scope of work)
  - $65,000 - $155,000 (varies according to materials, methods, and scope of work)
- $35,000
  - N/A

NOTE: Certain types of improvement projects require private property owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. No City funding availability is implied in the development of this plan.

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

Legend

- - - Urban Design Plan Study Area

A  Potential Structured Parking Location
B  Landscaped Traffic Islands
C  Traffic Calming/Speed Reduction
D  Crosswalk Enhancements

Wooded Hillside "Wall"
RECOMMENDED ZONE CHANGES

The task force recommends two areas for zone changes in Mt. Lookout Square. The purpose of these suggested changes is to encourage new business development that would compliment the existing balance of land-uses currently in the Square and not invite any incompatible business development.

The first zone change recommendation is for a small pocket of B-3 (Retail-Wholesale Business District) zoning at the Square’s southeast corner. B-3 zoning permits uses more regional in nature such as printing establishments, wholesale distributors, warehouses and hotels and motels. Other uses such as drive-through restaurants would be allowed as a conditional-use. The task force determined that the majority of these uses would not be consistent with the type of land-uses desired for the Square and should not be encouraged. The current use for this property is a bank with a parking lot. This use would be permitted in less permissive business district zoning areas such as B-1 (Neighborhood Business District) or B-2 (Community Business District) zones, thereby making the bank a Non-conforming Use. Given that the majority of the Square is zoned B-2, which permits a large variety of community-oriented businesses, the task force suggests that a zone change of the area from B-3 to B-2 be considered.

The second area suggested for a zone change involves the four (4) properties currently zoned B-4 (General Business) located at 3152, 3154, 3156 and 3164 Linwood Avenue. B-4 zoning permits all types of automobile uses, contractors’ yards and some light manufacturing. Given the constraints caused by topography, it is unlikely that these parcels would ever be developed as B-4 uses without a great deal of land excavation. Most importantly, however, is the difficulty caused by B-4 uses directly abutting residential zones. Changing these parcels from B-4 zoning to more restrictive B-2 zoning would ease the transition between the business district and the residential area. All of the existing uses in this area are permitted in B-2 zones and, if changed, would not create any Non-conforming Uses.

NOTE: Approval of this plan does not imply approval of the zone changes. These are just recommendations and a formal zone change process must occur before these changes become effective.
FAÇADE RECOMMENDATIONS

The Mt. Lookout Business District possesses a number of charming, intimately scaled buildings that constitute the formative image of the Square. The theater (3187 Linwood Avenue), Bracke’s (1010 Delta Avenue), Million’s Café (3210 Linwood Avenue), and 1000 – 1006 Delta Avenue form the benchmarks of the Square’s architectural character and could be considered the landmark buildings of the district. However, these buildings, as with the district as a whole, are beginning to show the signs of their age.

While the Square is in good general repair and condition overall, there is evidence of erosion of the finer details and fabric of the district. Window replacements have neglected to respect the character and qualities of their predecessors. Building materials reflecting the human scale of their construction methods have been covered over with more monolithic, ‘modern’ materials. Small intrusions such as window air-conditioners located on the street façade of the building and multiple types of awnings installed within the same storefront all contribute to the diminishment of the Square’s Main Street atmosphere.

Implementation of the Environmental Quality – Urban Design District Guidelines is the first step in curbing this gradual erosion. Development controls will enable the community to positively direct changes in the built environment and to maintain the desirable features of individual buildings, their location on the site, and the general patterns of development for the district.

Other options exist to provide a comprehensive vision for the continued visual attractiveness of the Square. The business and property owners of the Square could adopt design guidelines supplemental to the EQ-UD Guidelines. These guidelines could be adopted through contractual arrangement between these parties, or through a “gentlemen’s agreement”. The enforcement capabilities of these two options vary widely, of course.

Improvements can be implemented through private property owner investment, a Façade Improvement Program or an Awning Program. These options can be funded through community request to the Neighborhood Business District Improvement Program. Such programs can take several forms: grants, low interest loans, or a combination of the two. Program particulars, including funding composition, funding sources, and private property owner participation, if any, should be included in the funding request.

Note: Certain types of improvement projects require private property owner participation through assessment or private contribution. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. No City funding availability is implied in the development of this plan.
1. Signage not integrated with architecture
2. Lack small scale elements in replacement windows
3. Inconsistent treatment of storefronts
4. Awnings not integrated with architecture
5. Inconsistent organization of street amenities
6. Inconsistent awning treatments
7. Conspicuous placement of mechanical equipment

1. Signage integrated
2. Replacement windows
3. Consistent awnings
4. Awnings integrated
5. Comprehensive organization
6. Trademark or iconic
7. Storefront landscape
8. Inconspicuous placement
1. Signage integrated with architecture
2. Replacement windows are compatible with small scale architecture elements
3. Consistent awning and storefront treatments
4. Awnings integrated with architecture
5. Comprehensive organization and design of street amenities
6. Trademark or Icon-oriented signage design
7. Storefront landscaping (window boxes and planters)
8. Inconspicuous placement of mechanical equipment (where possible)
Environmental Quality-Urban Design District Policies
LOCATION, ORIENTATION, SIZE, AND SHAPE OF BUILDINGS

1. New buildings should be constructed to the front building setback line. The siting of new and remodeled buildings should conform to setbacks from the side yard property lines similar to the setbacks of adjoining buildings.

2. The linear continuity of the street and of the square should be preserved by placing primary building facades parallel to the street and constructed to the property line, except for the minor variations needed to create pedestrian open spaces.

3. A new or remodeled building should be compatible with its surroundings in terms of architectural style, bulk, shape, massing, and scale. The form of a new or remodeled building and the space between and around the building should be consistent with the form and spacing of the area, and should be in harmony with neighboring buildings. At street intersections, a building should emphasize its corner location with enhanced size, scale, height and massing.

4. A new or remodeled building should reinforce the existing pattern of small storefronts facing the street. The building front should be visually open to provide interest and light to the street. The building should de-emphasize secondary rear or side door entrances to commercial space, unless the entrances are associated with public parking areas.

5. The front facade of a building should relate to neighboring buildings as much as possible. These relationships must take into account height, setbacks, materials, and architectural styles.

6. Rooftop utilities should be avoided, or screening and sound control should be provided or otherwise integrated them into the rooftop.

7. New buildings should respond to the pattern of window placement in the district. The design of new buildings should avoid long unrelieved expanses of wall along the street by maintaining the rhythm of windows and structural bays in the district. The preferred pattern of ground floor windows is open show windows with inset or recessed entryways.

8. The preferred pattern of windows for the upper floors of a building should be a rhythmic series of "punched" openings.

BUILDING MATERIALS

1. Any building renovation is designed and executed in keeping with the district's architectural character. Architectural elements, materials, and colors should reflect detailing associated with an existing building.

2. The architectural detail of remodeled buildings should be consistent in the district with regard to scale, material in color, texture, pattern, and detail and opening sizes and proportions.

3. A building appurtenant to a new building with the total composition of facades should be in harmony with the street by adding visual mass to the street.

4. The first floor building front should be visually open to the street, and when practical, provide sheltered plant areas.

5. Awnings, whether new or remodeled, should be harmonious with the buildings into which they are attached. Awnings should not obstruct the airflow through the building. Awning materials and colors of the building should be complementary to adjacent awnings. Materials and colors should be opaque and solid, and should not be transparent through the material. Awning shading is prohibited. The awning overhang, the building, and the building setback line width of the sidewalk.
BUILDING MATERIALS AND APPURTENANCES

1. Any building renovation, alteration, or addition should be designed and executed in a manner which is sympathetic to the particular architectural character of the structure. Architectural elements should be sensitively designed to reflect detailing associated with the particular style of the existing building.

2. The architectural character and materials of a new or remodeled building should be harmonious with buildings in the district with special attention to adjacent buildings in color, texture, proportion, scale, directions, patterns, and opening sizes and shapes.

3. A building appurtenance or projection should be in scale with the total composition of the building itself. Building facades should be detailed to enhance the character of the street by adding visual variety.

4. The first floor building front or storefront should be visually open to the street to enhance pedestrian activity, and where practical, entrances should be recessed to provide sheltered pedestrian access.

5. Awnings, whether fixed or retractable, should be harmonious with the building on which it is located. The awning should not conceal any architectural features of the building. Awnings should be of a color and material compatible with the surrounding environment and to adjacent awnings. The covering material or hood should be opaque and should restrict the passage of light through the material. Backlighting of awnings is prohibited. The awning should run parallel to the face of the building, should be consistent throughout a single building, and should not project more than two-thirds the width of the sidewalk. Awnings should be a traditional awning shape with a sloping top and with or without side panels or fringe flaps. Refer to signage policies for awnings used as signage.

6. Replacement windows should fit the size of the original openings. Window sash and glass color should be sympathetic to the building.

7. The character defining architectural elements of a building (the piers, spandrels, cornice, and lintels) should be restored or retained.

8. Mechanical equipment, including air conditioning, piping, ducts, and conduits external to the building should be concealed from view from adjacent buildings and/or street level by grills, screens, or other enclosures.

9. Modern materials from previous renovations that are incompatible with the character of the building or the district should be removed from the facade upon renovation of an existing structure.

10. Original window and door openings shall not be closed up on the street elevation. Where openings on the sides or rear of buildings are to be closed, the infill material shall match that of the wall and be recessed three inches within the opening.

11. Renovation and restoration of older buildings should respect the original building design including structure, use of materials, and details. Original materials and detailing should not be covered over or painted.
SIGN POLICIES

1. Signs should be simple, legible, and designed to be harmonious with the business district's identity and marketing strategy.

2. Signs should be designed in character with the type of business to be identified. Trademarks or symbolic copy on signs are encouraged.

3. Signs should be designed to be harmonious with the architecture of the buildings on which they are located.

4. Signs should be in keeping with the character of the district and communicate to pedestrians and slow moving vehicular traffic.

5. All traffic and vehicular signage should be coordinated and organized through the streetscape/hardware system.

6. Wall signs should be limited to one square foot of area for each linear foot of the building's street frontage. Signs should be installed flat against the building without concealing any of the architectural features of the building. Signs should not project beyond the edges of the building.

7. Ground signs are preferred for commercial, retail, and service businesses which set back from the street (curb line) a distance of fifteen feet or more in lieu of wall signs. The maximum height, from sidewalk elevation, should not exceed seven feet. A ground sign should be no greater than one quarter square foot per sign face for each linear foot of a property's street frontage and should have no more than two faces. A property should be limited to one sign.

8. Roof mounted signs are not permitted unless other methods are not practical.

9. Projecting signs shall not be used except for small identification or trademark signs symbolic of the business identified. Projecting signs shall not exceed four square feet per sign face and shall not exceed eight square feet for all faces. Projecting signs should be located over entry doors or building columns or piers and should be limited to one projecting sign per building or tenant storefront. All sign supports shall be simple in nature, have no visible guy wires, and be made less obtrusive with a camouflaging color in harmony with the surrounding environment.

10. Flashing signs are not permitted, except for theater marquees and barber signs. Time and temperature displays are permitted, but are considered part of the total signage area and will be taken into account with respect to the overall signage area allowance.

11. Directional, on-premise instructional signage, or entry/exit signs are permitted in addition to other signs. These signs should be two square feet or less per sign face and are limited to one sign per curb cut for a property.

12. The maximum area allowed for any building's sign coverage is 50% of the area covered by the total building. A property can have a sign area of the larger of the two values, either 50% of the building's overall area or the maximum allowable, less 1% for each sign face.

13. Off-premise signs are not allowed.

14. Mobile signs are not allowed.

15. Business name and symbols shall not be translated into a form that cannot be used by the public.

16. Obsolete signs shall be removed.

17. If a business changes names or on the other hand, does not want to use the additional signage, the use of the existing signage shall be conformed to the maxim of the old property.

18. All sign lines are to be clearly marked. Where intermediate changes are made, they must be clearly marked, and changes not allowed.
SIGN POLICIES

12. The maximum allowable signage area for all sign faces on a property should not exceed one square foot of signage area per linear foot of property frontage. Maximum signage area for corner properties should be based upon the longest street frontage of the property. The maximum allowable area should not exceed fifty square feet for all sign faces.

13. Off-premises advertising signs are prohibited.

14. Mobile internally illuminated cabinet signs are not desired.

15. Businesses should be encouraged to use traditional symbols (such as a barber pole for a barber shop) or translate the nature of their business into a symbol which can be used as a sign.

16. Obsolete signs and unused sign supports should be removed.

17. If a business is located in an interior portion of a building or on the second or higher story of a building and does not have an exterior wall or window area, a sign no larger than six square feet may be affixed to the exterior of the building, at the first floor level identifying the uses of such space. This sign area shall be included in the maximum permitted area for signs for the entire property.

18. All sign lighting must have a low level of illumination. Where indirect lighting is used on signs, the light source must be concealed and all light be directed at the sign and not allowed to overflow beyond the sign.

19. Awning front or side panel fringe flap may be used for signs. Signs or copy placed on the awning roof, exclusive of the front or side panel fringe flap, will preclude the use of a flat sign on the building or a ground sign on the property.

20. No sign shall exceed the limitations set forth by the City of Cincinnati Zoning Code regulations applicable to the property.

21. Signs on the rear and/or sides of buildings are subject to all the guidelines, including the maximum square footage as set forth herein.

22. In the case where buildings have multiple storefronts occupied by different tenants, allowable signage area for each tenant will be calculated based upon the storefront street frontage in order to maintain a proportional distribution of signage area.
1. Private pedestrian amenities such as benches, kiosks, and waste receptacles, should be designed to be in character with the overall theme of the district's public areas and located so as not to hinder pedestrian flow. Site amenities should be low maintenance and designed to discourage graffiti.

2. All trash containers, dumpsters, and similar ancillary storage areas shall be screened by opaque fencing and landscaping to promote a clean ordered environment, and should be located behind buildings whenever possible. Dumpsters and similar waste receptacles are not permitted in the front yard of a property.

3. Screen fences (solid, opaque screen, privacy, or stockade fences) are prohibited in the front yards of a property.

4. News racks should be grouped in no more than fours and installed according to the City of Cincinnati News Rack Policy. The groupings should be placed no closer than two hundred (200) feet apart.

5. Site amenities should not be placed to create concealed areas, but rather in the open to promote visibility and security. Unmarked benches should be placed in open areas and constructed and placed to discourage loitering.
LANDSCAPING AND PAVING POLICIES

1. Special paving treatments should be used to define the focus areas of the district, major pedestrian crossings, gateway points, and where significant pedestrian movement occurs.

2. The size and shapes of paving should relate to the pedestrian scale environment of the district. Large, unarticulated areas of asphalt and concrete are discouraged.

3. Private businesses should be encouraged to continue special paving to extend the areas of pedestrian movement.

4. Private paving improvements should be harmonious with right-of-way improvements in size, color, texture, and pattern.

5. Flower containers and shrubs should be used to highlight building entrances and to soften/enhance large areas of paving and wall surfaces.

PARKING POLICIES

1. All parking areas should be marked. This includes the use of large parking areas that should be landscaped for parking.

2. Parking lots should be designed through improvements and consolidation. Only the use of primary lots established for bus stops should be considered. Existing lots should be maintained to additional small, secondary lots.

3. All parking areas should include trees, shrubs, and/or benches adjacent to adjacent properties, with observation of active use.

4. Lighting for parking areas should be coordinated with neighboring residences in color and appearance.

5. Parking signs that provide visibility opportunities should provide for the guidelines set forth in the paint.

6. Parking in the front yard is prohibited. Parking areas adjacent to the front yard should provide screening that obscures views.

7. New curb cuts are discouraged.
LIGHTING POLICIES

1. Private outdoor lighting should relate to public lighting in lighting level, color, intensity, scale, and quality.

2. Private lighting should be used for parking lots and walkways, and to highlight buildings and show windows. All lighting shall be low level and low illumination.

3. Lighting in parking areas should be designed to enhance security. Lighting should be sensitive to nearby residential areas in color, scale, intensity, and direction.
PARKING POLICIES

1. All parking areas should have hard surface paving and should be marked for easy circulation. Within the interior of large parking areas (greater than twenty spaces), there should be landscaping to break up large expanses of parking.

2. Parking lots should be shared and made more efficient through improved access, circulation, layout, and consolidation. Common employee lots should be established for businesses within the district to encourage the use of primary spaces by customers and patrons. Existing lots should be expanded rather than introducing additional small, separate parking areas.

3. All parking areas should be landscaped and screened with trees, shrubs, and/or fencing to provide an effective buffer to adjacent properties and public rights-of-way, but allows observation of activities within the area.

4. Lighting for parking areas should be sensitive to nearby residences in color, intensity, scale, and direction.

5. Parking signs that clearly direct shoppers to off street opportunities should be provided (provided the signs meet the guidelines set forth in other sections of these policies).

6. Parking in the front yards of properties is discouraged. Parking areas adjacent to public rights-of-way should have screening that obscures the visibility of automobiles.

7. New curb cuts are discouraged.
Appendices

Appendix A: Demographics (map)
Appendix B: Boundary Description
Appendix C: History
Appendix D: Business Survey & Results
Appendix E: Mt. Lookout Civic Club Letter of Support
Appendix F: Market Area Profile
DEMOGRAPHIC

Population:
According to the 1990 census, the approximate population was 10,000. The city of Cincinnati’s population decreased by 5% from 1980 to 1990. The Caucasian population (98%) and those of other races (2%) made up the majority. Mt. Lookout’s population is younger than the city average, with the next largest age group being young adults (39%) and those 65 years of age or older (26%). Only 6% of the population is under the age of 18, while only 5% are over 65.

Households:
As of 1990, there were 4,000 households in Mt. Lookout, an increase of 10% from 1980. Of those households, 50% are married with children, 40% are married without children, and 10% are single parents. Only 6% of households are married with children, and less than 1% are married without children.

Income and Labor Characteristics:
The 1990 median household income was $58,901 (a 107% increase from 1980). The median household income was higher than the county average (1980), and the county’s population 25 years and older was 50% employed. Of those employed, 29% are in sales and administrative occupations. While 29% are employed in sales and administrative jobs, 20% are employed in professional occupations. The highest percentage of employment is in professional occupations (30%), followed by sales and administrative jobs (29%).
DEMOGRAPHICS

Population:
According to the 1990 U.S. Census, Mt. Lookout's approximate population was 4,914.* This amounts to 1.3% of the city of Cincinnati's total population, but represents a decrease of 3% from 1980. The community is predominately Caucasian (98%) and upper-income. The largest segment of Mt. Lookout's population is between the ages of 25 and 64 years (59%), the next largest group are those 19 years old and younger (26%). 10% of the population is over 65 years of age, while only 5% are between the ages of 20 and 24 years old.

Households:
As of 1990, there were a total of 1,371 households in Mt. Lookout, an increase of 3% from 1980. 60% of those households are married couples (a 4% decrease from 1980), half with children, half without. 27% of Mt. Lookout's households are single person households (a 25% increase from 1980). Only 6% of all households are female head-of-household, and less than half of those had children.

Income and Labor Characteristics:
The 1990 median household income for Mt. Lookout was $58,901 (a 107% increase from 1980), compared to the City's median household income of $21,006 (an increase of 66% from 1980), and the county's of $29,498. 89% of Mt. Lookout's population 25 years and older have attended college (a 24% increase from 1980) and 99% are employed. 62% of those employed are in managerial and professional specialty occupations. While 29% of those employed are in technical, sales and administrative support-type occupations.

Housing:
In 1990 there were 1,439 housing units in Mt. Lookout (a 5% increase from 1980). 63% of those units were constructed before 1940 and 25% were built between 1940 and 1959. Only 12% of Mt. Lookout's housing units were built after 1960. Of the occupied housing units 76% are owner-occupied (a 6% increase from 1980), and 19% are renter-occupied (a 6% decrease from 1980).

*This population figure is comprised of Census Tract 48 (Mt. Lookout) and Block Group 1 and Blocks 201, 202 of Block Group 2 of Census Tract 47.01 (Mt. Lookout-Columbia Tusculum). See census map in Appendix A.
BOUNDARY DESCRIPTION

MT. LOOKOUT ENVIRONMENTAL QUALITY-URBAN DESIGN DISTRICT

Situated in the City of Cincinnati, Hamilton County, State of Ohio and being more particularly described as follows:

Beginning at the intersection of the centerlines of Delta and Glengyle Avenues, said point being in the existing 3-5 and 0-1 zone dividing line; thence northeasterly with the centerline of Glengyle Avenue and along said zone dividing line to the point in common with the existing R-5, R-3 and 0-1 Zone District; said point being the point of intersection with the centerline of Willbarre Street; thence southwestwardly with the centerline of Willbarre Street and along the existing R-3 and 0-1 zone dividing line to the point in common with the existing 0-1, R-3 and B-2 Zone Districts; thence southwestwardly with said centerline and along the existing R-3 and B-2 zone dividing line to the point in common with the existing R-3, R-2 and B-2 zone dividing line to the point in common with the existing R-2 and B-2 Zone Districts; thence southwestwardly along the existing R-2 and B-2 zone dividing line to the point in common with the existing R-2, R-4 and B-2 Zone Districts; thence southwestwardly and southwesterly along the existing R-4 and B-2 zone dividing line to the centerline of Linwood Avenue; thence southwestwardly along said zone dividing line and said centerline to the point of angle in said R-4 and 0-1 zone dividing line; thence southwestwardly, southeasterly and southwestwardly along said zone dividing line to the point in common with the existing B-2, R-4 and R-5(T) Zone Districts; thence southwesterly; southwestwardly and northwesterly along the existing R-4 and R-5(T) zone dividing line to the point in common with the existing R-4, R-5 and R-5(T) Zone Districts; thence northwesterly along the existing R-5 and R-5(T) zone dividing line to the centerline of Delta Avenue; thence northeasterly with said centerline and zone dividing line to the point in common with the existing R-5(T), R-5 and B-2 Zone Districts; thence northeasterly and northwesterly along the existing R-5 and B-2 zone dividing line to the point in common with the existing B-2, R-5 and R-4(T) Zone Districts; said point being in the centerline of Alpine Terrace; thence westwardly with said centerline and along the existing R-5 and R-4(T) zone dividing line to the point in common with the existing R-5, R-4 and R-4(T) Zone Districts; thence northwesterly and eastwardly along the existing R-4 and R-4(T) zone dividing line to the point in common with the existing R-4(T), R-4 and B-2 Zone Districts; thence eastwardly, northwesterly and westwardly along the existing R-4 and B-2 zone dividing line to the point in common with the existing R-4, R-2 and B-2 Zone Districts; thence northwesterly along the existing R-2 and B-2 zone dividing line to the point in common with the existing B-2, R-2 and B-4 Zone Districts, said point being in the centerline of Crocus Lane; thence northerly with said centerline and along the existing R-2 and B-4 zone dividing line to the point in common with the existing 0-1A Zone Districts; thence northerly with the centerline of Crocus Lane and along the existing R-2 and 0-1A Zone Districts; thence northeasterly and southeasterly along the existing R-5 and 0-1A zone dividing line to the point in common with the existing 0-1A, R-5 and B-4 Zone Districts, said point being in the centerline of Linwood Avenue; thence southeasterly, northeasterly, southeasterly and eastwardly along the existing R-5 and B-4 zone dividing line to the point in common with the existing B-4, R-5 and 0-1 Zone Districts; thence northwesterly, southeasterly, northeasterly and southwesterly along the existing R-5 and 0-1 zone dividing line to the point of intersection of the centerlines of Delta and Glengyle Avenues and the point of beginning.
HISTORY

MT. LOOKOUT HISTORY

Before the mid-nineteenth century, the area that later became Mt. Lookout and Hyde Park had only farms and a few scattered large estates. By the 1860’s there was a small, incorporated village called Delta at the intersection of Crawfish Road (Delta Avenue), Linwood Pike and Red Bank Avenue. Residential subdivision development did not begin until Cincinnati annexed this part of Spencer Township in 1870. At that time the community stretched from Madison Road on the west to the intersection of Linwood and Herschel Avenues on the east, and as far south as Grandin Road.

After annexation in 1870, members of the Kilgour family, of real estate and banking fortune, purchased land north of the village of Delta and began subdividing it. This land was close to other Kilgour property including land they donated in 1872 as the new site for the Cincinnati Observatory, from which the subdivision took its name. The name Mt. Lookout was eventually applied to the entire area and surrounding village of Delta.

In 1872, transportation improvements made the area more accessible. The Norfolk and Western Railroad ran a line through the area and later that year the Kilgours opened a narrow-gauge of the Cincinnati & Columbia Street Railroad that ran from Eastern Avenue north through undeveloped countryside along the banks of Crawfish Creek (Delta Avenue) to what is now Mt. Lookout Square. One year later the line was extended to Observatory Avenue.

Soon the intersection of Delta and Linwood Avenues became an important crossroads. In the 1880’s, several buildings and a post office were scattered near the intersection. By 1887 Mt. Lookout had 1,000 residents, the Observatory, the Norfolk & Western Railroad, an amusement park, a Building & Loan, two churches, two factories and businesses including a grocery, clothing stores, barber shops and a flour and seed store.

It wasn’t until after World War I that Mt. Lookout Square began to take shape. Commercial buildings were built at the intersection of Delta and Linwood Avenues and subdivisions were platted around them. The construction of Kilgour Elementary School in 1922 signaled the steady rise in population at this time.

By 1925 Mt. Lookout Square had about 29 businesses including a dry cleaner, two pharmacies, an undertaker’s parlor, three groceries, a tinner, a filling station, a diner, a hardware store, medical offices, a shoe store and a beauty shop. In 1927, Christ the King Church was built at Linwood and Ellison with over 130 member families. Its parish school opened shortly thereafter with 108 students, however, ten years later a new school was built to accommodate more students.

In 1931 the City created a traffic island in the middle of the Delta & Linwood Avenue intersection and converted that area into a parking area in 1952. The intersection of Delta and Linwood Avenues, referred to by locals as Mt. Lookout Square, continues to serve as the focal point and vital commercial center of the Mt. Lookout community.
MT. LOOKOUT BUSINESS DISTRICT SURVEY

This survey is designed to obtain information to help the Mt. Lookout Neighborhood Business District Task Force and the City determine how to best stimulate economic development in the Mt. Lookout business district. All individual responses will be kept confidential and only reported as a group. Please answer all the questions. Thank you for your time and consideration.

GENERAL INFORMATION

Name and position of person completing survey:

Name of Business: ____________________________ Location: ____________________________

City and State the owner resides in: (City) (State)

Description of Business: _______ Locally operated _______ Regional Chain _______ National Chain _______ Franchise

Business Ownership: _______ Family Business _______ Sole Proprietorship _______ Partnership _______ For-Profit Corp. _______ Non-Profit _______ Cooperative

Own or Lease Facility: _______ Own _______ Lease

Firm established at its present location: (Year) __________

Number of Employees: Full-Time _______ Part-Time _______

Hours of Operation: ____________________________

Physical Improvements:

1. Are you considering renovating or expanding your business? (Circle One) Yes or No

2. Are any of the following constraints to renovation or expansion:

____ No constraints ______ Need financial assistance ______ Insufficient space ______ Need planning assistance ______ Low interest rate loan

____ Other, specify ________________
3. Rank the top five areas that need to be addressed or improved in the Mt. Lookout Business District: 1 means "most needed" and 5 being "less needed":
   - Front entrances
   - Rear entrances
   - Interior building appearance
   - Street lighting
   - Conditions of sidewalks
   - Streetscape, including trees & lighting
   - Identity and physical unity
   - Parking
   - Facade improvement, including awning

4. Rank the top five related traffic issues that need to be addressed: 1 means most needed and 5 being less needed.
   - Congested streets
   - Pedestrian access
   - Speed limits
   - Inadequate parking
   - Vehicular access
   - Street lighting
   - Location of parking
   - Street maintenance

5. Do your customers/clients use your rear entrance? (Circle One) Yes or No. If no, why not?

6. Would you consider using your rear entrance for access? (Circle One) Yes or No. If no, why not?

7. Do you think your storefront or another part of your building requires any improvements to attract customers? (Circle One) Yes or No. If yes, please describe the needed improvements below:

Business Location

8. Are you planning to relocate? (Circle One) Yes or No. If yes, answer "a" and "b" below.
   a. When
   b. To Where

9. Are you planning to permanently close or sell your business? (Circle One) Yes or No. If yes, answer "a" and "b" below.
   a. When
   b. Why

10. Are you currently considering opening another outlet for your business? (Circle One) Yes or No. If yes, answer "a" and "b" below.
    a. When
    b. To where

Business Environment

11. What type of business(es) is needed for the area?
12. Are there any types of businesses you would not like to see in the area? (Circle One) Yes or No. If yes, what type(s)

13. Over the last three years, have the following business factors increased, stayed the same or declined?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Increased</th>
<th>Stayed the Same</th>
<th>Declined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of customers</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Sales quantity volume</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Sales dollar volume</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Profit</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
</tbody>
</table>

14. What is your opinion for the changes indicated above?

15. Your business comes from which of the following groups of people:

- % Mt. Lookout residents
- % Hyde Park residents
- % Cincinnati residents, excluding Mt. Lookout and Hyde Park residents.
- % Ohio residents, excluding Cincinnati residents
- % Kentucky residents
- % Other, specify

16. Rank your business days. Place a one (1) to the left of your busiest day and continue through to indicate your least busy day with a number seven (7).

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

17. Rank your business hours. Place one (1) on the line to the left of your busiest hour and then continue through to indicate your least busy hours with a five (5).

- Morning (before 11:30 AM)
- Lunch (11:30 AM - 1:30 PM)
- Afternoon (1:30 PM - 6:00 PM)
- Evening (6 PM - 9 PM)
- Night (after 9 PM)

18. How important is it that the following issues are addressed as they relate to the Mt. Lookout Business district. Indicate importance by the following numbers:

1 Extremely important  2 Very important  3 Moderately important  4 Relatively unimportant  5 Not important

- Parking
- Marketing
- Cleanliness of the area
- Business development
- Appearance
- Safety
- Traffic flow (pedestrian)
- Traffic flow (vehicular)
19. Would you like any of the following items in the district to be regulated or controlled? Yes or No (Circle One) If yes, check each one that you would like to see regulated.
   - Signs
   - Facade treatments
   - New development
   - Streetscape

20. Is safety for your customers or employees an issue that needs to be addressed? (Circle One) Yes or No

21. Do you share advertising expense? (Circle One) Yes or No.

22. Would you be willing to share advertising expense? (Circle One) Yes or No.

23. Are you interested in shared parking? (Circle One) Yes or No.

24. Please list up to three issues that you think are highly important to the economic growth and vitality of the area:
   
   ____________________________
   ____________________________
   ____________________________

25. What specific concerns would you like to see addressed? (These can include ones mentioned earlier)
   
   ____________________________
   ____________________________
   ____________________________

26. Are you interested in having information on any of the following: Check all that apply.
   - Available technical assistance
   - Low interest loan
   - Business seminars
   - Other, specify ____________________________

26. Would you participate in a Business Association for the purpose of improving and maintaining the business district? (Circle One) Yes or No.

Comments:

______________________________
______________________________
______________________________
MT. LOOKOUT SQUARE BUSINESS SURVEY RESULTS

Sample Size: 56 surveys sent out, 20 responses (35.7% response rate)

General Information:
Description of Business: 95% Locally operated ___ Regional Chain ___ National Chain ___ Franchise
Business Ownership: ___ 40% Family Business ___ 45% Sole Proprietorship ___ 10% Partnership ___ 20% For-Profit Corp. ___ 5% Non-Profit ___ Cooperative
Own or Lease Facility: 35% Own ___ 65% Lease

Firm established at its present location: (Year) (1901-26) 20%, (1927-79) 35%, (1980-92) 45%

Number of Employees: Full-Time 3.5 (avg.) Part-Time 2.9 (avg.)

Hours of Operation:
Monday-Friday: Open: 6:30 (7:2 AM), 30% (10:11 AM) Close: 5:30 (5:30 PM), 12% (9:10 PM)
Saturday: Open: 18% (7:2 AM), 44% (9:11 AM) Close: 6% (10 AM), 35% (4:6 PM), 18% (9 PM-1 AM)

Physical Improvements:
1. 25% of respondents are considering expanding or remodeling. (3 out of 20, 14 said they were not, 6 abstained.)
2. Of the respondents considering expansion and/or renovation, 5 said that insufficient space was constraining their renovation/expansion plans, 2 said it was due to insufficient parking, 1 said they could use financial assistance.
3. The top five areas that respondents said need to be addressed or improved in Mt. Lookout Square:

<table>
<thead>
<tr>
<th>Area</th>
<th>Most Needed</th>
<th>More Needed</th>
<th>Needed</th>
<th>Less Needed</th>
<th>Least Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front entrance</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Interior building appearance</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Condition of sidewalks</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Identity/physical unity</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Facade/lighting improvements</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Rear entrance</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Street lighting</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Streetscape (trees, light)</td>
<td>14</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Parking</td>
<td>14</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
4. Traffic-related issues that respondents said should be addressed.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Most needed</th>
<th>More needed</th>
<th>Needed</th>
<th>Less needed</th>
<th>Least needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congested streets</td>
<td>1</td>
<td>5</td>
<td>6</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Inadequate parking</td>
<td>14</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Location of parking</td>
<td>3</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Pedestrian access</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Vehicular access</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Street maintenance</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Speed limits</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Street lighting</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

5. 85% of the respondents said that their customers do not use their rear entrances.

6. 75% of the respondents said that they would not consider making the rear entrance available for customer use.

7. Roughly half of the respondents believe that their building needs some type of improvement in order to increase their customer base. Reasons why and how it may be done are as follows:
   - Improved location of signage
   - Better building maintenance and landscaping
   - Painting
   - Better signage, greenery, and awning/umbrellas
   - More unified appearance on front of building
   - Better cleaning and lighting needed
   - Insufficient identity and signage area with existing naming
   - Improved visibility of display windows needed

8. 90% of survey respondents said they are not planning to relocate their businesses.

9. 95% of survey respondents said they are not planning to close or sell their businesses.

10. 90% of survey respondents said they are not planning to open other outlets of their business.

11. Survey respondents' suggestions as to what types of businesses are needed in the area:
   - Exclusive "up-scale" boutique/specialty retailers
   - Service related businesses
   - Bakery
   - Music store
   - Retail-oriented businesses
   - Hardware store
   - Exclusive businesses
   - Book stores (2)
   - Stationery store
   - Women's clothing
   - Art gallery
   - "Anything"
   - What's here is fine.
   - Family-oriented shops/restaurants
   - Night life
   - Clock sales/repairs
   - Driving range/bowling alley
   - More retail (3)
   - Printing company
   - Specialty boutiques

12. Types of businesses survey respondents would not like to see in the area:
   - More bars (6)
   - Fast food (4)
   - Gas stations, auto-related businesses (2)
   - More restaurants (2)
   - Chain discount stores or outlet stores (2)
   - Adult entertainment/night clubs (2)
   - Antique shops
   - Video stores.
   - Reds stadium
13. This chart illustrates how respondents listed how business factors have been affected over the past three years.

<table>
<thead>
<tr>
<th></th>
<th>Increased</th>
<th>Stayed the same</th>
<th>Declined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of customers</td>
<td>6</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Sales quantity volume</td>
<td>8</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Sales dollar volume</td>
<td>8</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Profit</td>
<td>9</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

15. Survey respondents said that about 45% of their total business comes from residents of the Hyde Park and Mt. Lookout communities.

16. The following chart shows the busiest days of the week for survey respondents, 1 being the busiest day, and 7 as the least busy day of the week.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Closed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>7</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Tuesday</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Wednesday</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Thursday</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Friday</td>
<td>2</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Saturday</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>

17. This chart shows the number of responses for the busiest times of the day, 1 indicating the busiest time of the day, 5 indicating the least busy.

<table>
<thead>
<tr>
<th></th>
<th>Most busy</th>
<th>More busy</th>
<th>Average</th>
<th>Less busy</th>
<th>Least busy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning (before 11:30 AM)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Lunch (11:30 - 1:30 PM)</td>
<td>2</td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Afternoon (1:30 PM - 6 PM)</td>
<td>7</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Evening (6 PM - 9 PM)</td>
<td>3</td>
<td>4</td>
<td>-</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Night (after 9 PM)</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>12</td>
</tr>
</tbody>
</table>

18. The following chart shows how important survey respondents feel that the following issues should be addressed in relation to Mt. Lookout Square.

<table>
<thead>
<tr>
<th></th>
<th>Extremely Important</th>
<th>Very Important</th>
<th>Moderately Important</th>
<th>Relatively Unimportant</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking</td>
<td>18</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>6</td>
<td>9</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Traffic flow (pedestrian)</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Safety</td>
<td>5</td>
<td>10</td>
<td>-</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Business development</td>
<td>4</td>
<td>2</td>
<td>8</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Traffic flow (vehicular)</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Marketing</td>
<td>6</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Appearance</td>
<td>7</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

19. 45% of those surveyed would like to see some sort of control or regulation of signs and new development in the Mt. Lookout Square area. 40% would like to see the same sort of regulation for façades of buildings and the streetscape.
20. Is safety for your customers or employees an issue that needs to be addressed?
   Yes: 35%
   No: 65%
   Undecided: 5%

21. Do you share advertising expenses?
   Yes: 25%
   No: 75%

22. Would you be willing to share advertising expenses?
   Yes: 60%
   No: 35%
   Undecided: 5%

23. Are you interested in shared parking?
   Yes: 60%
   No: 30%
   Undecided: 10%

24. The following is a list of issues that respondents felt were vital to the economic growth and vitality of the area. Each survey asked for three responses:
   - Parking access, quantity, cost, and convenience (16)
   - Unified appearance and visual appeal of the area (4)
   - Traffic, congestion, and accessibility (4)
   - Community involvement, business owners working together, community identity and a solid plan (2)
   - Attracting the right businesses, diversified businesses, variety of stores (3)
   - Residential stability and good schools
   - Upkeep of business district
   - Parking meter controllers and decreased ticketing of expired meters
   - Pedestrian issues
   - Streetscape
   - Stability
   - Creation of a consistent plan that does not change with administrations
   - Rude meter enforcement
   - Maintaining infrastructure in good working order
   - Maintaining green space

25. Other concerns respondents mentioned they would like to see addressed:
   - Parking (5)
   - Visual appeal and better use of property such as facade and sign regulation (7)
   - Traffic issues - enforce speed limits, reduce speed limits, pedestrian and vehicular traffic flows
   - District identity and character
   - Replace (not repair) existing water main

26. One respondent was interested in low interest loans, 4 were interested in business seminars, and 1 was interested in available technical assistance.

27. 60% of those who participated in the survey said they would be interested in participating in a Business Association whose purpose would be to improve and maintain the business district. 25% were undecided.
April 7, 1986

Ms. Molly Henning
City of Cincinnati
City Planning Department
505 Central Avenue, Suite 720
Cincinnati, Ohio 45202

Dear Ms. Henning:

On behalf of the Mt. Lookout Civic Club, thank you for the presentation of the Urban Design Plan for the Mt. Lookout Business District made by you and Michael Moore at our meeting in February, 1986. We appreciate the time and effort you, Mr. Moore and many others at the City of Cincinnati have put forth working with the business and property owners and residents of our neighborhood to develop this comprehensive plan. We believe the plan is very thorough and is clear regarding its implementation over time. We are extremely pleased with and fully endorse the Urban Design Plan for Mt. Lookout currently under consideration for final approval by the City.

Again, thank you for your efforts in this important neighborhood endeavor. The approval and subsequent implementation of this plan will ensure Mt. Lookout is a better place to live, work, shop and play. I look forward to notification of acceptance of the plan very soon.

Sincerely,

[Signature]

Beth Townsend
President
About the Market Area...

Mount Lookout is the wealthiest community in Cincinnati. Located at the cross roads of Delta Avenue and Linwood Avenue, Mount Lookout Square is a compact retail and service area serving the convenience needs of the neighborhood. Due to good signalization and a curvaceous traffic pattern, traffic flow is smooth through Mount Lookout which serves as the transition between Columbia Parkway, Beechmont Avenue, and Hyde Park Square. On-street parking is available at all times and additional parking is available in the center of Mount Lookout Square.

Merchandise mix offers a variety of goods and services. There is no market anchor. Residences travel to Hyde Park or even other shopping centers. Vacancy is low, with the exception of the old Mount Lookout theater, which has experienced a high turnover rate since the theater moved out. Most likely due to inadequate parking relative to the size of the space.

This well-designed area will remain stable, however, it is unlikely to expand due to the lack of available land for development.

Key Demographic Indicators

- The 1994 estimated Mount Lookout population of 6,425 is concentrated in 2,784 households. This represents a slight increase of 25 persons from a 1990 U.S. Census population count of 6,400. Average household size is currently estimated at 2.3 persons compared to the city average of 2.1 persons per household.

- It is projected that the Mount Lookout population will decrease to 6,219 persons in 2,809 households through 1999. This represents a population decrease of 86 from 1994 to 1999. It is estimated that the average household size will remain stable at 2.3 persons per household through 1999.

Facts About Mount Lookout

<table>
<thead>
<tr>
<th>median income</th>
<th>1990 median household income of $47,141</th>
<th>1994 median household income of $57,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>increase</td>
<td>24.6 percent increase over the 1990 median household income of $47,141</td>
<td>increase of 24 percent from the 1994 median household income of $57,200</td>
</tr>
<tr>
<td>households</td>
<td>2,784 households</td>
<td>2,809 households</td>
</tr>
<tr>
<td>per household</td>
<td>$23,850</td>
<td>$27,921</td>
</tr>
<tr>
<td>per household</td>
<td>$23,850</td>
<td>$27,921</td>
</tr>
</tbody>
</table>

Median household income in the market area is estimated at $57,200 in 1994. This is a 24.6 percent increase over the 1990 median household income of $47,141. It is projected that the median household income will increase to $72,800 by 1999, an increase of 24 percent from the 1994 median Mount Lookout has the highest median household income in the city.

Households in the Mount Lookout market area spent an estimated $71.8 million on retail expenditures in 1994. This is an average of approximately $25,831 per household and is an increase of 10 percent over 1993 expenditures. In 1999, it is projected that area households will spend close to $77.3 million on consumer retail expenditures. This represents an increase of 25 percent over 1994 expenditure levels.

NABC Characteristics

- Anchor: None
- Major Intersection: Delta Avenue and Linwood Avenue
- Traffic Count: 20,200
- Parking: Adequate
- Perception of Safety: Excellent

Mount Lookout Market Area

Market Key Businesses

- Eateries: 9
- Offices: 6
- Shopping: 4
- Services: 2
- Entertainment: 2

NABC Anchors

- None
Life Style Clusters

The consumer characteristics of the Mount Lookout market area population have been identified through a consumer lifestyle cluster system known as PAM, which was developed by Claritas, Inc. Sixty-two dominant lifestyle types, or clusters, have been identified throughout the United States. Each consumer cluster is composed of households that tend to exhibit similar lifestyles and to act uniformly and predictably in the marketplace. The 62 clusters are divided among 13 cluster groups which define basic neighborhood types categorized according to geographic orientation and socioeconomic levels.

Examination of the data for more than 300 data variables at the census block group level indicates that of the 62 different cluster types identified in the U.S., only two are found in the Mount Lookout market area: Executive Suites and Blue Blood Estates.

Mount Lookout Cluster Mix
by Number of Households (1994)

Product-Service Preference Index (PSPI)

Introduction

This section describes the preferences for specific products and services among Mount Lookout market area consumers. The summary below identifies the products and service items for which market area consumers exhibit high, as well as low, purchase preferences. A complete listing of the market area preferences for nearly 2,000 products and services is included in the market area cluster group analyses of Cincinnati.

The cluster composition of households in the Mount Lookout market area is used for comparison with all United States households for the purpose of providing a ranking for each of the product-service items relative to the national norm. In this way, preferences scores reveal the unique lifestyle composition of the market area. All rankings are expressed relative to the national norm. For example, a ranking of 100 indicates a level of preference equal to the U.S. average. It should be noted that the rankings are not of relative frequency of purchase and use, but of level of expenditure.

High Preferences

The product-service categories with an index of 125 or higher indicate market area households have above average interest in these items. The particular index ranking appears in parentheses. The items are ranked as follows:

- Play video games (775) or go bowling (229) and skiing (187)
- Own an Audi (770) and Mercedes-Benz (598)
- Rent a car for business last year (221) as well as for personal use (190)
- Go to ice hockey games (271) and professional football games (160)
- Travel to Western Europe (159), Japan (158), and the Caribbean (157) and are frequent flier members (256)
- Own an espresso/coffee maker (241) or home gym (173) or personal computer (153) and personal computer (158)
- Own a burglar alarm (308) or a car phone (204) and an auto beauty salon (161)
- Buy ice cream bars (220) olive oil (175) and low-fat frozen dinners (177)

Low Preferences

The product-service categories with an index of 75 or lower indicate market area households have below average interest in these items. The household consumers show relatively low interest in:

- Owning video tape (65) or movielike equipment (50)
- Taking a domestic trip by bus (68)
- Owning a Dodge truck (72) or camper (71)
- Owning car audio devices (69) or record player (80) or radio (82)
- Shopping at discount (67)
- Fresh fruit for sale (66)
- Eating at fast-food restaurants (62)
- Buying executive lights (72)
Development Potential

Introduction
The development potential for the Mt. Lookout market area was generated using a proprietary demand model developed by Project Market Decisions. The model quantifies the demand potential for the market area by defining the relationship between the unique mix of households, lifestyle clusters, and each of the 75 establishment types analyzed in the base comparison area. This defined set of relationships is applied to the unique lifestyle characteristics of the market area being analyzed. An extensive and detailed analysis of the local market and its relationships to the market area is utilized in the development potential model. These relationships are built into the model to provide an estimate of the net development potential for the specific market area.

Current Supply
The development potential model is based on an analysis of existing business establishments in the market area. The market area has 63 different businesses in the 75 retail and service establishment categories. These categories account for an estimated 87,208 square feet of space. The market area contains 96 different establishments types out of the 75 types analyzed.

New Development Potential

Demand Potential
An examination of the detailed Neighborhood Market Area Development Potential in the appendix of the Neighborhood Data Market Analysis of Cincinnati indicates that there is a development potential in the Mt. Lookout market area to support the development of 11 new establishments in 9 different BSC types.

Development Potential for Top Establishment Types

<table>
<thead>
<tr>
<th>Establishment Type</th>
<th>Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation Facility</td>
<td>1,690</td>
</tr>
<tr>
<td>Miscellaneous - 1</td>
<td>1,990</td>
</tr>
<tr>
<td>Grocery - 1</td>
<td>2,000</td>
</tr>
<tr>
<td>Beauty - 1</td>
<td>1,990</td>
</tr>
<tr>
<td>Miscellaneous - 2</td>
<td>1,500</td>
</tr>
<tr>
<td>Personal Care - 1</td>
<td>1,990</td>
</tr>
<tr>
<td>Florist - 1</td>
<td>1,990</td>
</tr>
<tr>
<td>Jewelry - 1</td>
<td>1,500</td>
</tr>
<tr>
<td>Personal Care - 2</td>
<td>1,990</td>
</tr>
</tbody>
</table>

Observations
An analysis of the establishment types with potential in the market area reveals a number of store types that could be appropriate for Mt. Lookout, NDC. Some of these types are described below.

- Recreation/exercise facilities
- Day Care
- Eating - first food and convenience
- Grocery - specialty and convenience

Mount Lookout Summary

This market area, located on the east side of Hyde Park, is one of Cincinnati's wealthiest neighborhoods. The Mt. Lookout business center is located at the confluence of Cincinnati and Delhi Avenues.

The market area has a population base of 6,825 persons in 2,794 households. The median income in the market area is significantly above the U.S. average at $18,763. The population counts in the market area are projected to decrease over the next five years, while household and income will increase significantly.

Strengths
- Excellent design
- Can build
- Good merchandise mix
- High traffic count, well controlled
- Safe, clean environment

Weaknesses
- Lack of parking
- Expansion limited by topography and zoning

Opportunities
- Limited development potential
- Redevelopment of Mt. Lookout Theater

MT. LOOKOUT
CREDITS

This plan was prepared for the Department of Economic Development by the City Planning Department and the Department of Public Works, Division of Engineering - Office of Architecture and Urban Design with the Mt. Lookout Square Neighborhood Business District urban Design Task Force. The Task Force consisted of the following individuals:

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