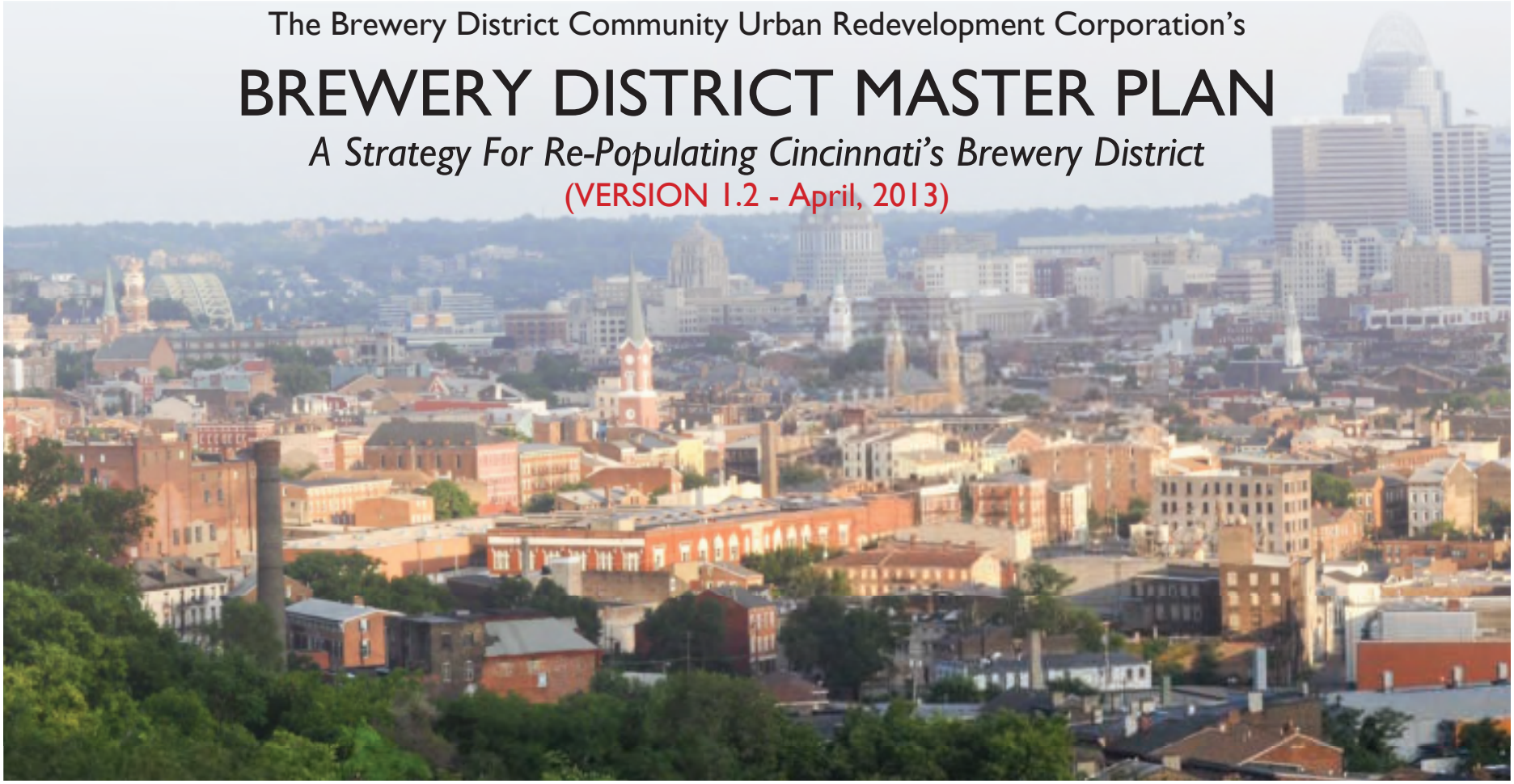
The Brewery District Community Urban Redevelopment Corporation's

# BREWERY DISTRICT MASTER PLAN

*A Strategy For Re-Populating Cincinnati's Brewery District*

(VERSION 1.2 - April, 2013)



# The Brewery District Community Urban Redevelopment Corporation

**The BDCURC Mission:**
*"The Brewery District Community Urban Redevelopment Corporation is a non-profit organization committed to making the Brewery District a healthy, balanced and supportive neighborhood economy by preserving, restoring and redeveloping our unique brewing history and historic urban fabric."*

The BDCURC is a 501(c)3 non-profit corporation. Our Board of Trustees is composed of people with an array of professional backgrounds: business owners, architects, attorneys, real estate agents, real estate developers, etc. We carry out our mission through social programming, educational and advocacy activities, business partnering and strategic urban planning.

**The Brewery District Community Urban Redevelopment Corporation Board of Trustees:**
Greg Hardman - President
Jeff Raser - Vice President
Duane Donohoo - Treasurer
Michael Morgan - Secretary
Sarah Corlett
Jim Daniels
Steve Deiters
Cathy Frank - (former)
Rob Kranz
Ed Ratterman
Jennifer Walke
Matthew Wirtz
Steve Hampton - Executive Director

**Master Plan - Planning Committee:**
Fred Berger
Jim Daniels
Duane Donohoo
Cathy Frank
Steve Hampton
Greg Hardman
Matthew Wirtz
Michael Morgan
Jeff Raser

The Brewery District Planning Committee would like to thank the more than 80 people who attended the April 9, 2011 Public Workshop.

**The Brewery District Master Plan Mission:**
*"To envision investment and development opportunities for businesses and real estate developers that will be supported by the neighborhood, and that will help guide efforts for physical public improvements to accommodate such development."*

**The Brewery District Master Plan Process:**
In early 2011, we decided to revise the urban plan that we developed in 2006. We wanted a professionally driven plan that sought targeted input from key stakeholders. We composed a Planning Committee, and hired the Cincinnati architectural and urban design firm, glaserworks, to help prepare the plan.

Our goal was to prepare a plan that would implement both the mission of the BDCURC organization, and the Master Plan noted above. We wanted the Master Plan to be knowledge-base driven by people who are familiar with the Brewery District area, and who have expertise in a wide range of fields. We sought to gather ideas openly and vet those ideas rigorously. The resulting plan and its Initiatives are based on those ideas, what we know about the neighborhood and what we know about urban planning practices that are feasible and have proven to work.

On March 1, 2011 a Press Conference was held announcing the update to our Master Plan, with a Public Workshop consisting of stakeholders and invited professionals held on April 9, 2011. Throughout the summer 2011 the Planning Committee developed the details of the Plan, and on October 12, 2011 Version 1.1 of the Brewery District Master Plan was presented to the public for the first time.

**Outreach**:
Since the initial presentation in the fall of 2011, the BDCURC has presented the Master Plan to numerous individuals and organizations throughout the city for feedback - and we will continue to do so. Some of the groups we have already met with are the following:

Over-the-Rhine Community Council
Downtown Residents Council
Corporation for Findlay Market
Cincinnati Preservation Association
Port Authority/ Hamilton County Land Bank
Over-the-Rhine Chamber of Commerce
Over-the-Rhine Foundation
Central Vine Street Business Association
Queen City Bike
3CDC

# The Brewery District Community Urban Redevelopment Corporation

**City Planning Development:**

Concurrently with the development of this Master Plan, the Over-the-Rhine Community Council submitted a Community Priority Funding Request to the City of Cincinnati to provide assistance in developing the large industrial warehouse and brewery buildings in the north half of Over-the-Rhine. In early 2012, the Brewery District Master Plan was merged with this planning process. As a result, the Master Plan was further developed with the assistance of the Department of City Planning and Buildings staff. Throughout 2012 a comprehensive Action Step plan was developed with input from multiple city departments. This Action Step plan is available in the Appendix of this Plan. In early 2013 the Plan is to be presented for approval as an official planning document of the City of Cincinnati.

**A Vision:**

The Brewery District Master Plan is a vision. A vision of what SHOULD be present. Our approach is an aspirational one, and the language of the Plan reflects that. The language in this plan speaks of specific ideas and proposals, but is not meant to be the final solution. The eight Initiatives are a starting point, and not meant to be a final detailed plan. We are very cognizant of the need for further research, refinement, and coordination with stakeholders and the City to bring each and every one of the Initiatives to fruition.

**The BDCURC's web site is:**
www.otrbrewerydistrict.org

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# The Brewery District Community Urban Redevelopment Corporation

**The Fun Side**

Most people who know the BDCURC as an organization know it through special events. These special events publicize the Brewery District, educate people about its history and potential future, and raise money for our operations. These events include: Prohibition Resistance Tours, Biergarten at Findlay Market, Bockfest, etc.

Our events have been successful by many measures. Here are some examples:
Bockfest is attended by an estimated 10000 people each year and is the most profitable weekend for a number of local businesses. The Biergarten at Findlay Market has helped increase traffic and sales at one of the nation's oldest farmer's markets.

The Ale Haus event used volunteer labor to transform a vacant storefront space that became Market Wines, an ongoing private business concern.

Many people also know us through casual monthly membership meetings that are open to the public and serve as a way for people who are interested in the redevelopment of OTR to meet and to learn more about things that are happening in the neighborhood and to get involved in Brewery District projects.

The Brewery District has a light-hearted, whimsical persona. We are the group that burns an effigy of a snowman to ward off bad weather for Bockfest; and we have ample beer at membership meetings. But this levity feeds more serious purposes.

*Photo credits clockwise from top left: Steve Hampton, Bockfest.otrbrewerydistrict.org, Bockfest.otrbrewerydistrict.org, Brewery District, Steve Hampton, Jim Effler.*

# The Brewery District Community Urban Redevelopment Corporation

**The Serious Side**

The BDCURC also addresses the serious business of redeveloping a neighborhood. We discover and analyze the very real challenges to redevelopment, and seek ways to overcome those challenges. For instance, we are developing a feasible loan program that will help encourage more small-scale building rehabilitation.

We also do strategic planning for the large, long-term issues facing our neighborhood. We created an Urban Plan in 2006 that gave us direction, and a set of goals that we continue to work toward today. As examples:

- We created the Urban Mix zoning district. This district is the only one in the City of Cincinnati that allows multi-family residential and office / retail uses to coincide with light manufacturing uses.
- We petitioned the State Historic Preservation Office to recognize the Brewery District's heritage and erected an historic marker.
- We came up with the idea of building a modern Streetcar System that would reach from the Ohio River to the Brewery District. This idea became the Cincinnati Streetcar Initiative, was embraced by the City of Cincinnati, and is close to becoming a reality as of the printing of this Master Plan.

We have forwarded many goals from the 2006 Urban Plan, creating more specificity and expanding on themes of branding, celebrating Cincinnati's brewing heritage, etc. We are now at a point of growth as an organization and we are ready to move forward with more direct-involvement in development.

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# Gathering Input & Producing The Plan

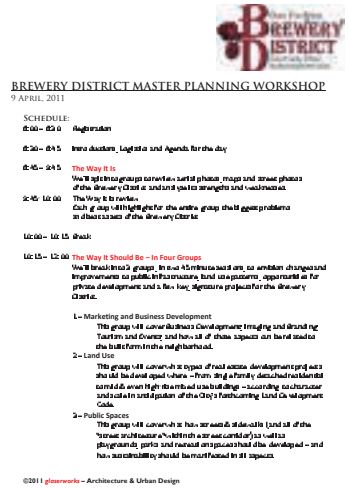
**Saturday, April 9th - Brewery District Master Plan Workshop**

**Gathering Input**

Our first activity in the 2011 Master Plan process was to hold a one-day workshop. At this workshop, we gathered input from people who are knowledgeable about Over-the-Rhine, and the Brewery District in particular, and who have key areas of expertise in urban development. Over 80(?) people attended.

We held 3 sessions at the workshop:

- The Way It is. Attendees wrote comments on aerial photos identifying what they like and dislike about the existing conditions in the Brewery District.
- The Way It Should Be. Attendees separated into 3 subgroups (Marketing and Business Development, Land Use, Public Spaces) and described what changes they felt were needed or desired in order to repopulate the Brewery District with new residents and businesses.
- Group Think. Attendees came together to share their ideas and conclusions, and to openly debate future steps.



BREWERY DISTRICT MASTER PLANNING WORKSHOP
9 APRIL, 2011

SCHEDULE:

8:00 – 8:30 Registration

8:30 – 8:45 Intro duction, Logistics and Agenda for the day

8:45 – 9:45 The Way It Is
We'll split the group into several small groups, maps and street photos of the Brewery District and you'll write strengths and weaknesses.

9:45 – 12:00 The Way it Is review.
Each group will highlight for the entire group their most pressing problems in their areas of the Brewery District

12:00 – 12:15 Break

12:15 – 12:60 The Way It Should Be – In Four Groups
We'll break into 3 groups. In two 45 minute sessions, we envision changes and improvements to public infrastructure, land use patterns, opportunities for private development and a few key signature projects for the Brewery District.

1 – Marketing and Business Development
This group will cover Business Development, Imaging and Branding, Tourism and Events and how all of these issues can be addressed in the built form in the neighborhood.

2 – Land Use
This group will cover what types of real estate development projects should be developed where – from single family detached residential rental to even high rise mixed use buildings – according to structural and cultural limitations of the City's forthcoming Land Development Code.

3 – Public Spaces
This group will cover what has to be addressed to make the land all of the "street architecture" which will connect (or not) the new playgrounds, parks and natural areas that will be developed – and how sustainability should be manifested in all spaces.

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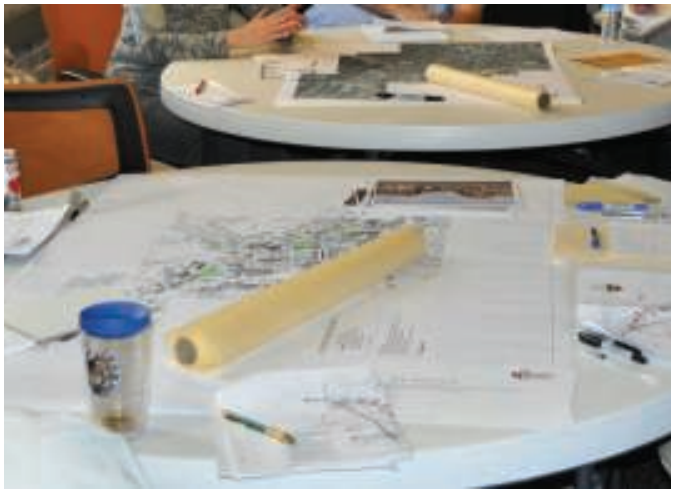

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# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**
**Northern Area**

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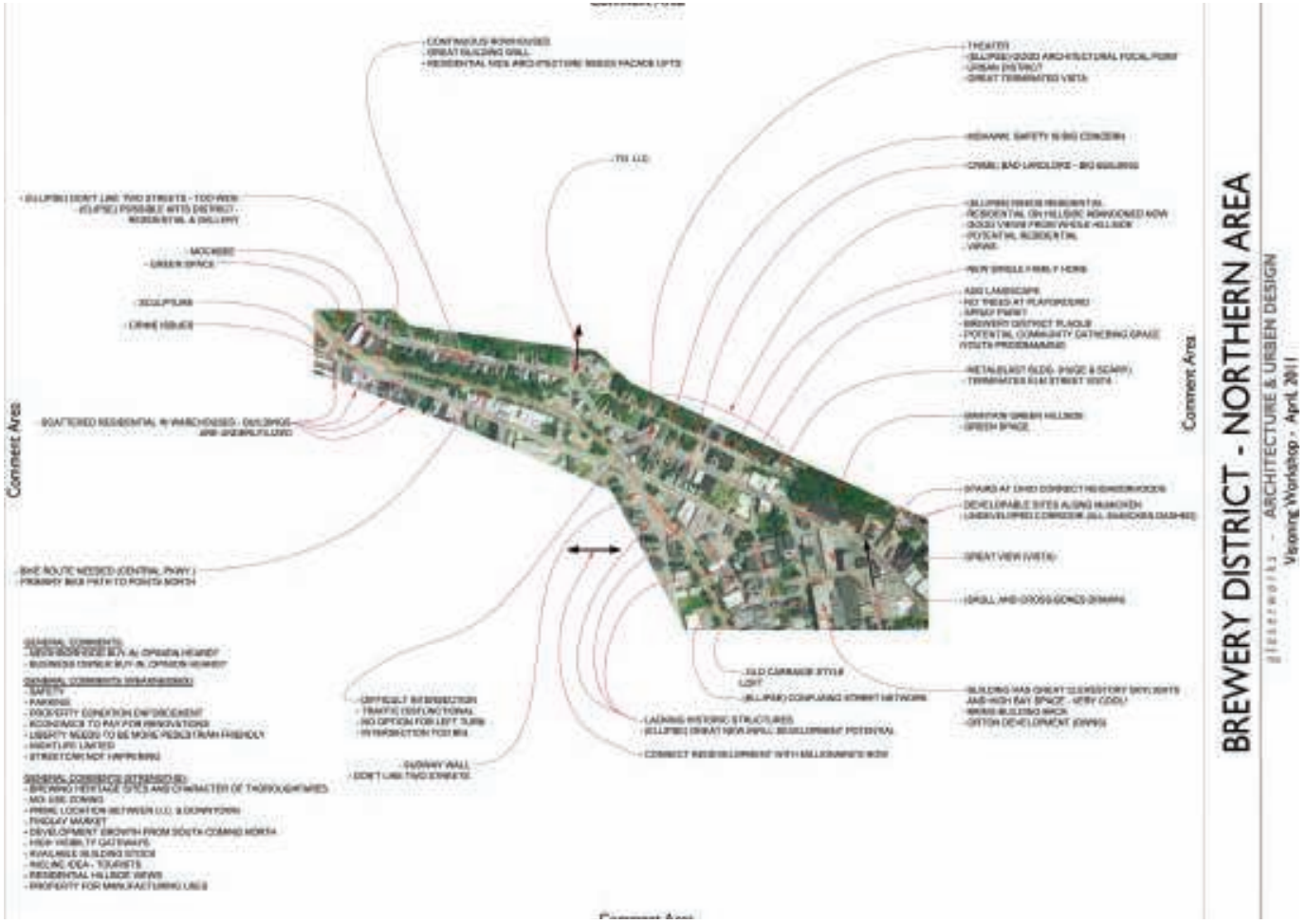

# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**
**Southern Area**

*All images provided by glaserworks.*

# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**
*The following comments are taken verbatim from the workshop.*

**Northern Area**

(At Central Parkway):
"Don't like two streets - too wide"
"Possible arts district"
"Scattered residential in warehouse buildings"
"Under utilized buildings"

(At Mohawk Place):
"Theater is great terminated vista"
"Good architectural focal point"
"Urban district"

*All images this page provided by glaserworks.*

# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**

**Northern Area**

(At Renner Street):
"Residential on hillside abandoned now"
"Good views from hillside"
"Needs new residential"

(At Ohio Avenue):
"Stairs connect neighborhoods"

(At Hanna Playground):
"No trees at playground"

(At McMicken):
"Continuous row houses"
"Great building wall"
"Residential nice architecture needs face lifts"

*All images this page provided by glaserworks.*

# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**

**Southern Area**

(At Historic Moerlein Building):
"Needs to be a catalyst project"
"Building has great clerestory skylights and high bay space - very cool"
"Bring building back"

*All images this page provided by glaserworks.*

# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**

**Southern Area**

(At Findlay Market):
"Market is isolated - no presence on Central Parkway or Vine Street"
"Surface parking needs to be replaced with structured parking - not necessarily in the same place"
"Bad entry, looks like crap"

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# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**

**Southern Area**

(At Vine & McMicken & Findlay):
"I love this intersection"
"Should allow left turn from Southbound Vine"
"Should allow left turn from McMicken to Vine"
"This is an important representation of our revitalization"
"Mixed gateway branding"
"Neighborhood gateway"

*All images this page provided by glaserworks.*

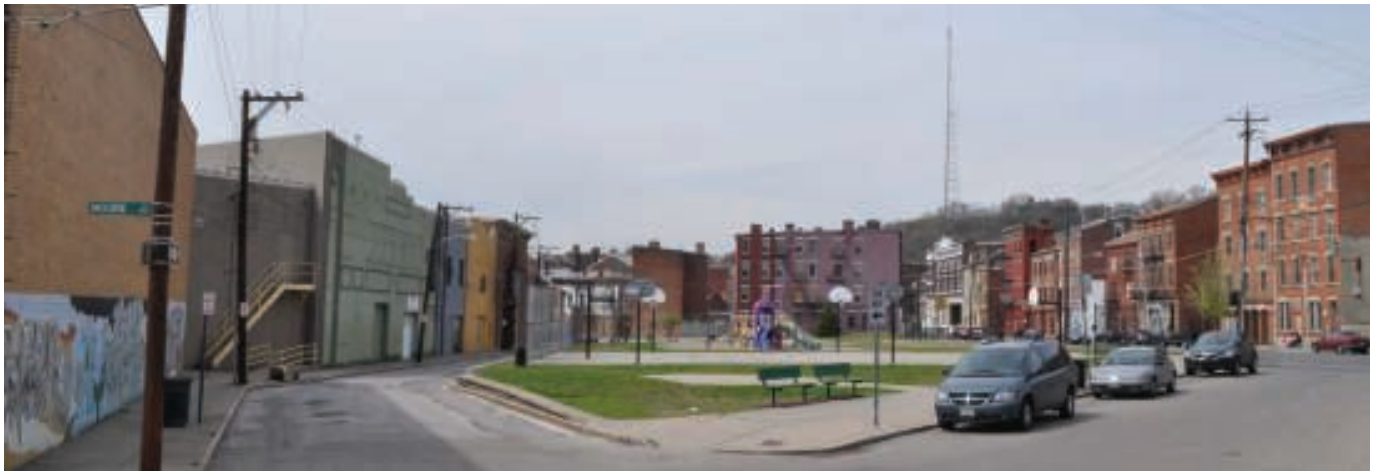
# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**

**Southern Area**

(At Over-The-Rhine Recreation Center):
"Rec. center needs more visibility"
"Crime (noted at alley)"

(At Grant Playground):
"No trees at playground"
"Should be attractive and drug-free"
"Playground not viewed by windows of surrounding buildings
"Bleak park, barren; needs trees"
"Crime (noted at Back Street)"



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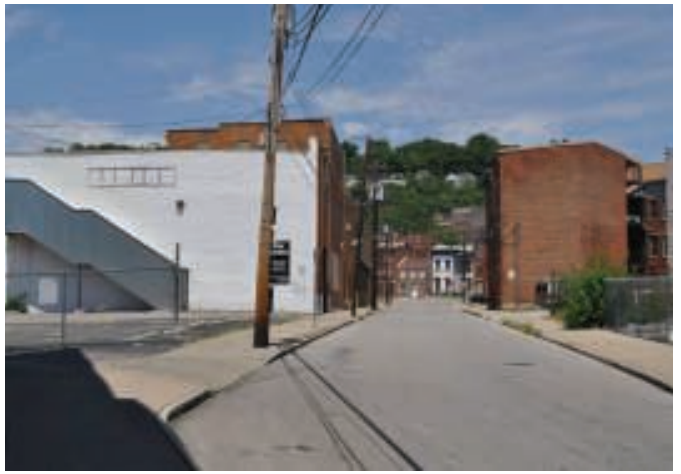
# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**

**Southern Area**

(At New Moerlein Brewery):
"Catalytic business"
"Will have event center"
"Needs more parking"



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# Gathering Input & Producing The Plan

**Workshop Session 1: "The Way It Is"**

**Southern Area**

(At Liberty Street):
"Street is too wide"
"Mitigate Liberty Street barrier"
"Tedious driving"
"I love connection of market to Washington Park; I hate that I almost got killed trying to walk it"

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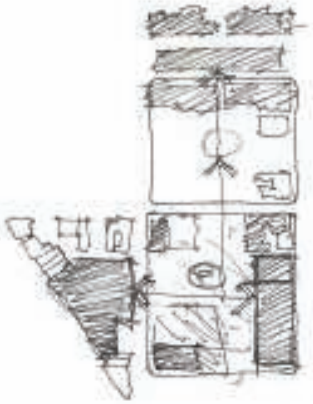
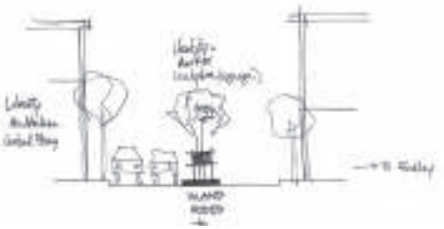
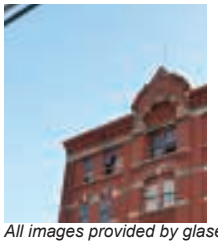
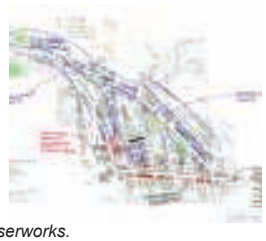
# Gathering Input & Producing The Plan

**Workshop Session 2: "The Way It Should Be"**
Attendees separated into 3 subgroups (Marketing and Business Development, Land Use, Public Spaces) and described what changes they felt were needed or desired in order to repopulate the Brewery District with new residents and businesses.
Then attendees came together to share their ideas and conclusions, and to openly debate future steps.









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# Gathering Input & Producing The Plan

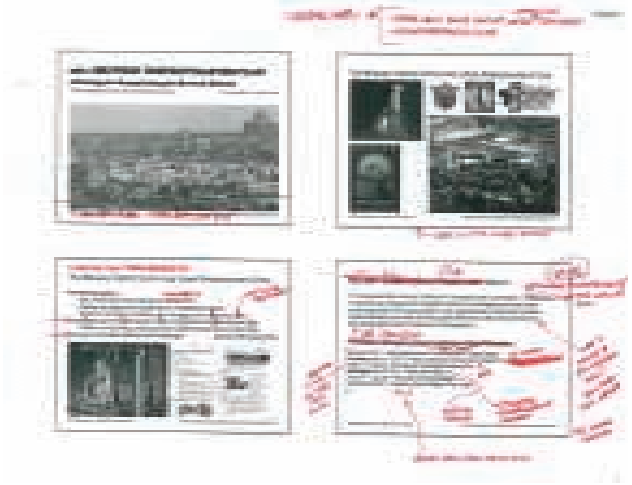
**Brewery District Planning Committee Work**

**Distilling, Editing, Focusing, Prioritizing and Categorizing**

The Planning Committee and our consultant first sifted through the information obtained at the Workshop. We summarized and clarified, and then evaluated ideas for their viability, impact, immediacy, cost, benefit and partnering potential.

We also reviewed other resources such as the Over-the-Rhine Comprehensive Plan of 2002, the AIA Brewery District Charrette of 2009, and interviews with key individuals.

We gave further study to the best ideas and focused on how to achieve them. We identified potential, specific outcomes and partners, and melded some ideas into groups of Initiatives. We determined a coordinated strategy. Then we categorized the Initiatives into 3 main areas based on who will implement each.



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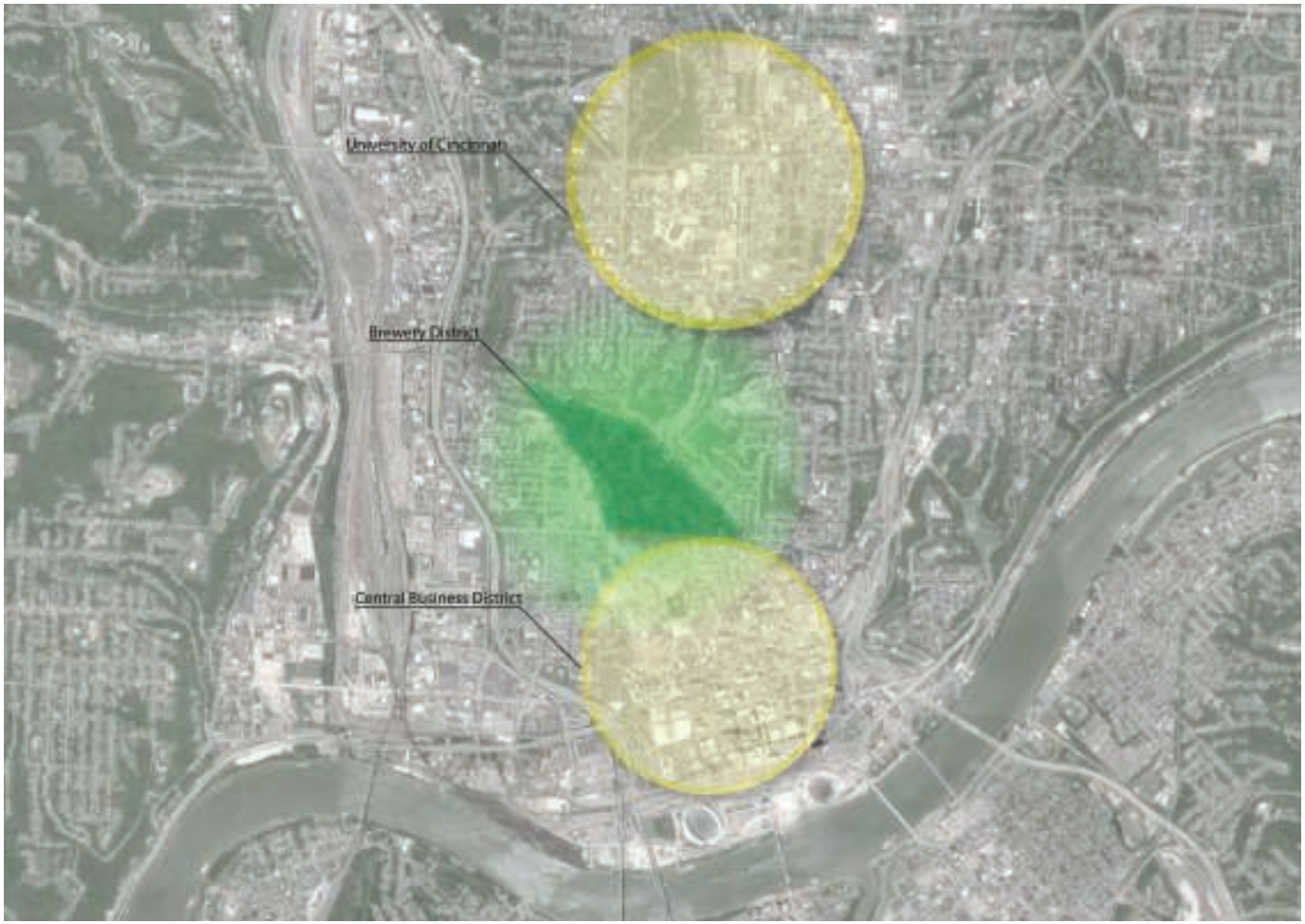
# Defining The Brewery District

**Where It Is:**
The Brewery District is loosely defined as the northern half of Over-the-Rhine. Over-the-Rhine is the neighborhood immediately north of Cincinnati's Central Business District. It is one of the most historic neighborhoods in the United States, boasting the largest collection of Italianate buildings in the country. At its peak, in the early 1900's, approximately 40,000 people lived in Over-the-Rhine. As of the 2000 Census that figure has dropped to approximately 7600.

The Ohio River is to the south of the Central Business District. Over-the-Rhine and the Central Business District are both located in a geographically low basin. To the north of Over-the-Rhine, and above it by approximately 300', is the Uptown area of Cincinnati. Uptown is a collection of several distinct neighborhoods. It also hosts several hospitals, the Cincinnati Zoo and Botanical Gardens, many hundreds of businesses, thousands of residents, and the University of Cincinnati.

**Potential:**
The Central Business District is the region's largest employment center. Uptown is the region's second largest employment center. The Brewery District's location between the two gives it the advantage of proximity to many jobs, cultural institutions, higher education, health care and an urbane lifestyle.

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# Defining The Brewery District

**Characteristics of Over-the-Rhine Scale:**
The Brewery District has much the same scale as the rest of Over-the-Rhine. The vast majority of its buildings are from 2 to 5 stories. Buildings are very close to the street, forming intimate urban street corridors. The Italianate architecture of storefronts, heavy cornices and narrow brick facades, produces a human, pedestrian-friendly scale.

**Potential:**
Walkable urbanism in the county's greatest Historic District

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# Defining The Brewery District

**Characteristics of the Brewery Scale**
Unlike the rest of Over-the-Rhine - and the rest of the City of Cincinnati for that matter - the Brewery District has many large buildings that once housed manufacturing and warehouse uses. It was the epicenter of German-American brewing in Cincinnati and may contain the United States' largest collection of 19th century brewery buildings. These buildings are usually 2 to 4 stories and made of stout materials such as masonry and concrete. Many of these buildings have large, dramatic interior spaces. Several have basements, and double basements, made of barrel-vaulted brick and stone.

**Potential:**
Dynamic adaptive reuses in a large collection of historic brewery buildings

*Photo credit left across by glaserworks, Steve Hampton*

# Defining The Brewery District

**Anchors and New Catalytic Businesses**
The Brewery District has one of the region's most popular and historic venues: Findlay Market. Opened in 1855, Findlay Market is one of the nation's oldest continuously running farmers' markets. It not only serves as a retail food market, it is also a cultural hub for the region. Findlay Market is visited by over 800,000 people annually from more than 150 home zip codes.

The Brewery District also has many other businesses as well, ranging from small manufacturing to retail businesses. Two businesses have the potential to be catalytic, businesses that can attract thousands of visitors annually.

The Rookwood Pottery Company is over 100 years old. It is an artisan manufacturer of architectural pieces (e.g. - tile, fountains) and art pottery. Rookwood Pottery is world renowned for its artistry and is collected internationally. The company recently relocated to a building in the Brewery District and plans to expand its product lines and its marketing effort. It also plans to become a destination for both tourists and shoppers.

The Christian Moerlein Brewery Company traces its roots back to 1853. It was one of Cincinnati's most prominent breweries until a dark period in American history: Prohibition. The Christian Moerlein Brewing Company opened a production brewery on Moore Street in the historic Kaufmann Brewery building and plans to open a event center.

**Potential:**
Unique Assets of Catalytic Businesses

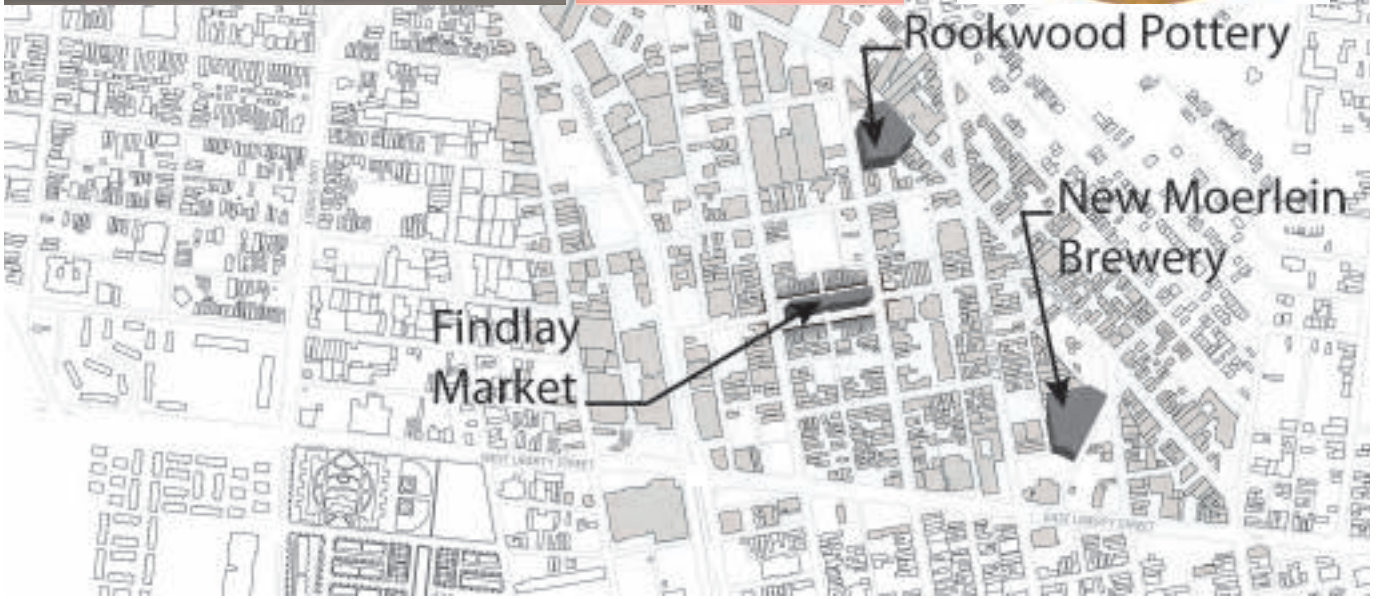


*Photo credit from left across by: glaserworks, Rookwood Pottery, Christian Moerlein Brewing Co.*

# Defining The Brewery District

**Public Spaces**
The Brewery District has within it a number of recreation facilities. There are six playgrounds and one indoor, public recreation center. Most of these facilities have received new playground equipment and, in one case, a new water playground.

These facilities are spread along one of the Brewery District's primary streets: McMicken Avenue. McMicken Avenue holds most of the remaining brewery structures as well.

**Potential:**
Great public places which are amenities for residents, businesses and visitors

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# Defining The Brewery District's Problems

**Anchors and Assets are Islands**
While the Brewery District has many assets (e.g. - Findlay Market, catalytic businesses, public spaces, a good street network, a solid historic building stock) these assets are isolated. Some assets are separated from streets by surface parking lots and garbage dumpsters. Others are situated along streets that should be serving as the connective tissue of the neighborhood, but which have had their original walkability and connectivity engineered out of them. The street corridors are not welcoming. The character of the neighborhood has been de-emphasized.

The Brewery District's street corridors have also been engineered in an outdated, defensive manner. The response to crime and a past allegiance to vehicular dominance have made it virtually impossible to drive from one part of the neighborhood to another. The response to loitering on the sidewalks has been to hack down street trees.

**Incomplete Streets and Disconnections**
Nearly every primary street has been modified from its original design to become a one-way street for the purpose of moving as many vehicles through the neighborhood as quickly as possible. Other streets have been widened, even resulting in the mass demolition of buildings in the case of Liberty Street.

It is not comfortable to be a pedestrian or bicyclist in the Brewery District. Our neighborhood has become a place to drive through, not a destination. It has become a less comfortable place to live in part for that reason. Businesses that once had the competitive advantage of being located in a walkable neighborhood lost that advantage when the walkability was engineered out.

*All images provided by glaserworks.*

# Defining The Brewery District's Problems

**Borders and Boundaries**
Good urban streets serve to connect - not just along them but across them. On a healthy street the double-yellow line is perceived as a centerline, not an edge-line.

Too many streets in the Brewery District are borders; they are wide vast stretches of asphalt. Central Parkway is one such street. It even has another, smaller street running along its side for approximately ¼ mile.

Liberty Street is also a boundary. It is wide and slices the southern half of Over-the-Rhine from its northern half - the Brewery District. Its widening in 1957 resulted in the taking of private property and the demolition of dozens of buildings. Today, good urban planning recognizes the desirability of Over-the-Rhine's original walkability but the neighborhood remains marred and artificially divided by the suburban and auto centric vision of the 1950s.

**Unpolished Gems**
Our parks have great potential - but a terrible present: The fear that a drug deal might occur under an oak tree has caused the parks to be "designed" as deserts of dead grass and chain-link fence. Despite recent upgrades to some facilities they feel inactive and uninviting. Our playgrounds have new equipment but that's about all. They lack the other elements that would make these places amenities for living.

Our playgrounds are about the sameas each other. They are meant for one, albeit valued - part of our neighborhood: kids. The Brewery District's gems should be polished for all types and all ages of people.

*All images this page provided by glaserworks.*

# Brewery District Master Plan

*A Strategy For Re-Populating Cincinnati's Brewery District*

(VERSION 1.2 - January, 2013)

# A Coordinated Strategy

In order for the Brewery District Community Urban Redevelopment Corporation (BDCURC) to achieve the greatest impact on real estate development we should focus efforts on just a few key areas, in specific locations.  Our strategy is to make early development snowball into greater, ore expansive development later.

We have devised this strategy based on the objectives that our first and largest efforts should be selected for their likelihood to be catalytic, their potential immediacy, and their conspicuous proximity to already established areas of activity or eminent development.

*Photo provided by glaserworks.*

# A Coordinated Strategy

**Focus Efforts Along the Southern Edge to Reconnect to Over-the-Rhine and Downtown**
The Brewery District has four strong, well traveled primary streets that circulate around and through it: Liberty Street; Central Parkway; McMicken Avenue; Vine Street. It also has a street network of secondary and tertiary local streets which provide some internal connectivity.

Soon, the Brewery District will have a modern Streetcar system looping through it (Blue Line on map) connecting to downtown Cincinnati - the region's largest employment center. This streetcar loop may have another leg added to it which will connect the Brewery District to Uptown - the region's second largest employment center. This streetcar system will have an area of economic influence in the three or four blocks adjacent to it.

Findlay Market and the new Christian Moerlein Brewery and Event Center are located within 1300 feet (a 5 minute walk) of several blocks of the southern half of Over-the-Rhine. In recent years the southern half of Over-the-Rhine, the area south of Liberty Street, has experienced a nationally recognized period of revitalization.

Our strategy will be to focus our efforts on the Liberty Street corridor, and the blocks just to its north - though we will not neglect the rest of our neighborhood. We establish this focus to capitalize on the development momentum taking place in southern Over-the-Rhine. Our efforts will cover a broad range, but we will recognize the reality that we can't control all that we would like.

*Photos this page provided by glaserworks.*

# A Coordinated Strategy

## Initiatives and Responsibilities

Our Master Plan consists of eight initiatives in three groups. Each of the initiatives is a response to the desires expressed by our stakeholders and our Board of Trustees. Each of these initiatives will be pursued in one of three manners based on control and responsibility:

"We'll Do It" - Initiatives undertaken primarily by the BDCURC
"Partnering" - Initiatives undertaken by the BDCURC in partnership with others
"Encouraging" - Actions taken by others at the urging of the BDCURC

## The Initiatives


We'll Do It:
- Brewery Heritage Trail ..... pg. 30-37
- Branding and Gateways ..... pg. 38-41

Partnering:
- Revisioning Our Recreation Facilities ..... pg. 42-45
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# Brewing Heritage Trail

**Goal:** To construct an urban trail system that will celebrate Cincinnati's brewing heritage and help create a positive, marketable image for the City.

For an American city, Cincinnati is very old and has a very rich history. We have, however, done a very poor job of leveraging that history. Brewing is a big part of the city's history and it is a fun aspect of history to which people are drawn. This history – more than, but including brewing and an amazingly unappreciated collection of historic brewery buildings – is an under-utilized asset of the City of Cincinnati and of the Brewery District in particular.

*Photo credit clockwise from top left: glaserworks, Mike Morgan, Mike Morgan*

# Brewing Heritage Trail

**Heritage Trails of Other Places**
Boston has the Freedom Trail. Kentucky has the Bourbon Trail. Fort Worth, Detroit, St. Louis, New Orleans and many other urban areas celebrate their history through established trail systems.

Heritage trails not only provide historical information, they provide a tool for economic development. Many studies have determined that well marketed heritage trails attract not only visitors but also investment in real estate development and business. Heritage trails are particular beneficial in lean economic times because they add value to day trips and "stay-cations", and only require very minimal expenditures to create.

Heritage trails have been successful in otherwise economically depressed areas - especially where historic buildings are a part of the trail experience. Visitors are willing to accept that they may have to go to a neighborhood they perceive as "rough" in order to see the trail. In fact, heritage trails are one of the few reasons people visit economically challenged neighborhoods who would not venture to those neighborhoods during their regular weekly lives.

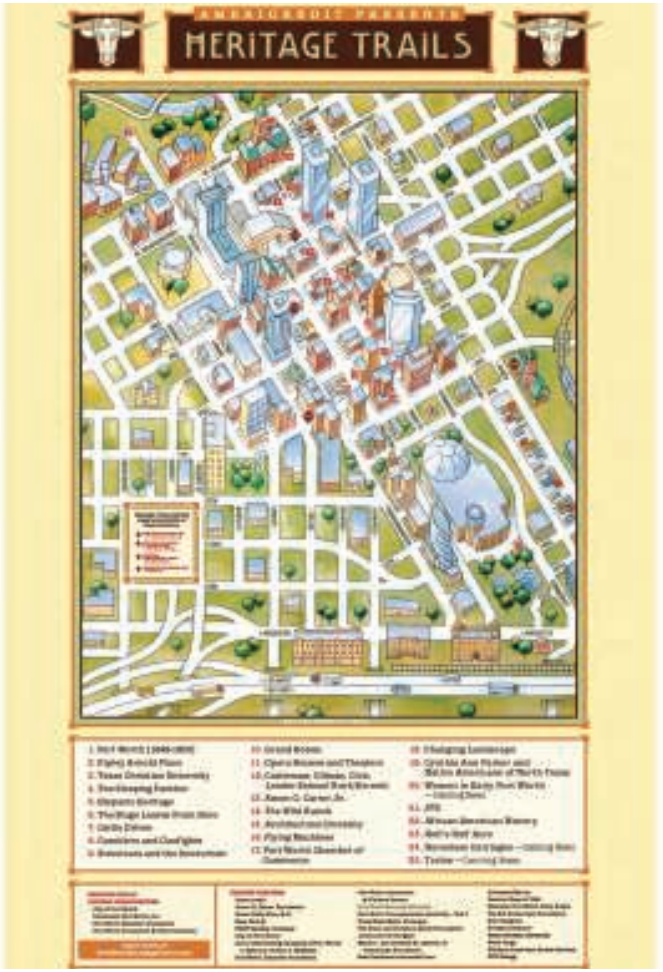



*Photo credits clockwise from top left: Jeremy Fox (2), Fortworthheritagetrails.com, Rockchester N.Y, Planetware.com, Fortworthheritagetrails.com*

# Brewing Heritage Trail

**Telling Cincinnati's Story**

The Brewery District's history is Cincinnati's history. It tells a story about who we are. We can let it rot, or we can capitalize on it.

Some have told the story of our brewing heritage well in books, articles and speeches, but we haven't yet told our story with places. Yet, it is the places that bring our history forward to today, that let us experience the past in as "real" a way as possible.

Brewing is not just Cincinnati's story. It is a key element to how people in our region lived and celebrated. This heritage extends geographically from Northern Kentucky to our farthest northern suburbs and beyond. It mirrors much of our nation's story.

Our brewing heritage explains our history in the context of time. It starts from our earliest settlements through the years of our German immigration. It is also a heritage with a robust future.

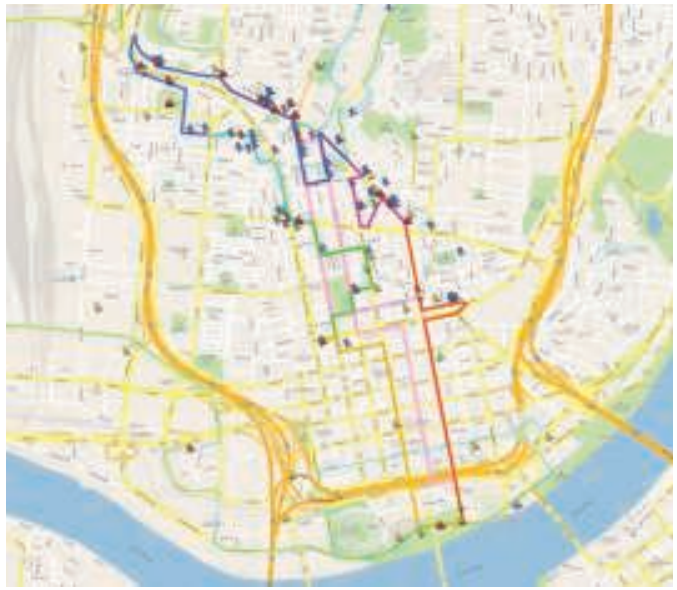


*Photo credit clockwise from left: "Over-The-Rhine When Beer Was King" published by The History Press, Steve Hampton, Tilsley Architects, Google Maps with information provided by BDCURC, Google Maps*

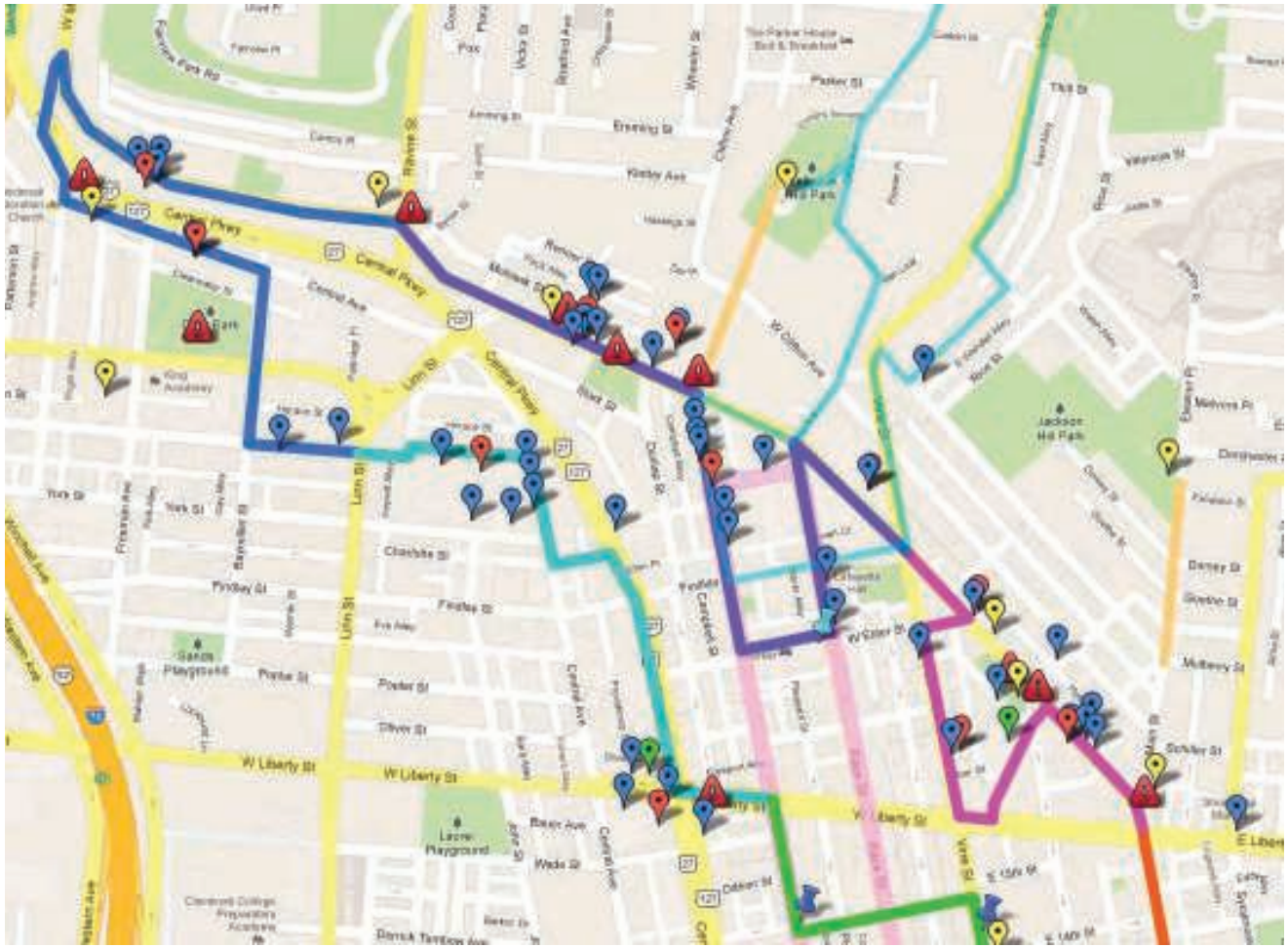
# Brewing Heritage Trail

**A Trail to Lead the Way**
We do not have to fix all of our neighborhood's problems before we start celebrating our history. Respect for our heritage increases the intrinsic value of our inner city and can play a positive role in attracting new investment.

The Banks - Cincinnati's new riverfront development - and the rest of a newly rejuvenated downtown will be a destination for suburbanites, Reds and Bengals fans, convention visitors and tourists. If we're going to leverage the Banks and recent downtown investments we're going to need to sell the city – sell it as a brand, sell its image. That starts by giving it a brand and giving it an image. The Brewing Heritage Trail can play a significant role in doing that; and it will literally draw people north.

- General Brewery Markers (not individual bldgs)
- Existing Buildings
- Demolished Buildings
- Active Breweries
- Potential Gateways
- Other Related Buildings / Points of Interest

*Image this page provided by: Steve Hampton using Google Maps*



# Brewing Heritage Trail

**Assets**

We started Prohibition Resistance Tours in 2006. These tours brought people inside our brewery buildings - showcasing their dramatic interiors and cavernous basements. This was the first large-scale heritage tourism event in Over-the-Rhine. Since then, the potential that we showed people has spawned other tours. Today, total, there are routinely as many as 800 people taking walking tours of Over-the-Rhine during an ordinary weekend. This is the tip of the iceberg.

Our brewery building stock includes not only places where beer was actually brewed; it also includes the ice houses, bottling plants, administrative offices and homes of the great brewers of the 19th Century.

*Photo credits clockwise from top left: glaserworks, glaserworks, glaserworks, glaserworks, Luke Field, www.cincystyleedit.com, Luke Field.*

# Brewing Heritage Trail

**Telling Our Story Through Every Means**

The Cincinnati Brewing Heritage Trail is envisioned as a world class, urban heritage trail. Permanent signage on historic buildings, informational signage in the public ROW, neighborhood gateways, and physical marking of the trail at the ground level will be the physical embodiment of the Trail. A robust website, with text, photos, video, audio, computer renderings and models, and mobile interaction via QR codes will be a worldwide embodiment of the Trail. An expansion of the popular Prohibition Resistance tours will be an active embodiment of the Trail.

The BDCURC has a committee actively researching our history and composing a narrative to share that story. We are working with professional project managers to bring the project to life with a budget, designs, and implementation plan.

*All images this page: The Creative Department of Boston Freedom Trail*

# Brewing Heritage Trail

## Developing the Trail

The Brewery District's Heritage Trail Committee has developed a preliminary route for the trail. The Trail will have several "Loops" and will run from the Ohio River up through the Brewery District.

The Loops within the Brewery District will focus on clusters of historic brewery-related sites. Some sites still have buildings remaining on them, and some do not.

Some sites on the tour are historic breweries. Others are associated structures such as bottling plants and ice-houses. Some structures are the administrative offices and even grand homes of brewmasters. The Brewery Heritage Trail will help 21st Century visitors understand the environment of 19th century brewery lifestyle.

The Brewery Heritage Trail will be published on paper maps and through an Internet-based platform. Levels of interactivity will vary from site to site.

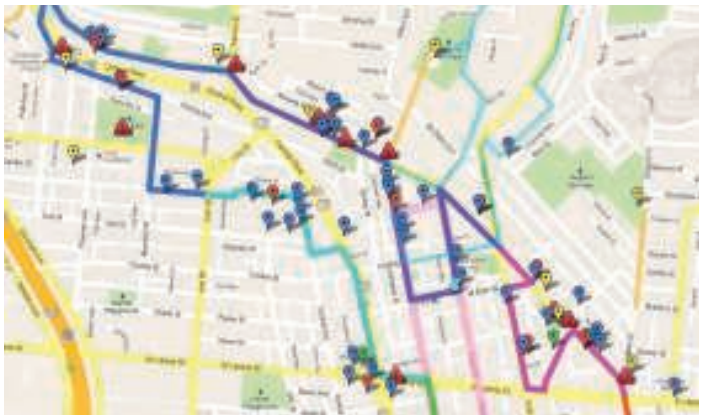


*Photo credits clockwise from top left: glaserworks, glaserworks, Mike Morgan, Mike Morgan, glaserworks, Dave Fishwick, Mike Morgan, glaserworks*

# Brewing Heritage Trail

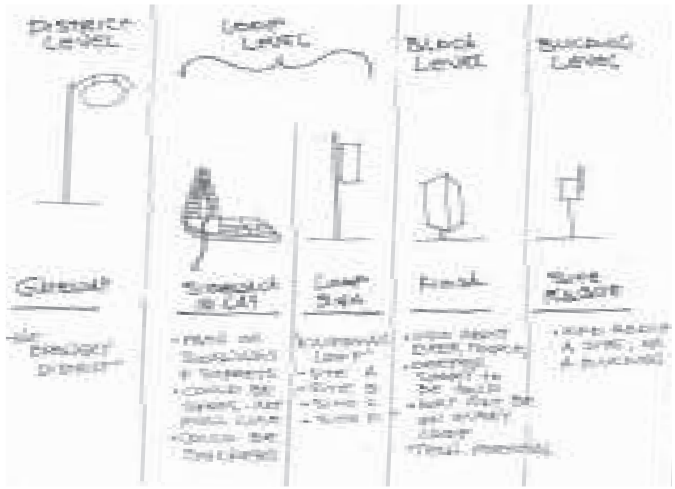
## Markers, Signs and Branding

The Brewery Heritage Trail sites and path will be marked with elements that tie directly into the brand of the Brewery District. These elements will work on different scales.

We envision that each Loop, within the overall trail, will be marked with a Loop Sign. Each Loop pathway may be marked either continuously or periodically. We will erect kiosks, plaques and other types of markers to give a brief description of each trail site.

The Brewery Heritage Trail Committee, with the help of the Brewery District business: The Creative Department, has created preliminary designs for the markers.

The Brewery District has met with the City of Cincinnati to review potential marker elements within the public right-of-way. The BDURC has also begun working with property owners on marker placement and design.



*Images from top left: glaserworks, Creative Department (2), Jeremy Fox - Fortworthheritagetrails.com*

# Branding & Gateways

**Goal: To give the Brewery District a specific, marketable brand identity.**

We want to make the Brewery District a distinctive, vibrant place within Cincinnati that makes people want to live in it, work in it, and visit it. We want to attract investment such as real estate development, existing business expansion and new business creation to the Brewery District.

**Branding At Gateways and Key Places**

The Brewery District has a good skeleton of primary streets and intersections that are travelled by thousands of people a day. We will capitalize on these natural gateway locations by installing signage, sculptures, lighting and other branding devices. People will not only know when they have entered the Brewery District, they will get a feel for our fun-natured attitude our business vitality and, of course, our love of beer.

Our branding effort will also be integrated with the Brewery Heritage Trail. Markers and maps for the trail will incorporate key features and design elements from our Brewery District brand.

*Image this page provided by glaserworks.*

# Branding & Gateways

**Branding Our Message: the Business of Enjoyment**

The Brewery District will be a fun place to live in and visit, and a profitable place in which to locate a business. It will be a place where people with a wide range of backgrounds come to enjoy life and the company of each other.

We will express this attitude through the physical elements that populate our streetscape. In addition to the gateway branding devices, our new benches, streetcar stops, signage, streetlights and other elements along our primary and secondary streets will reinforce our message.

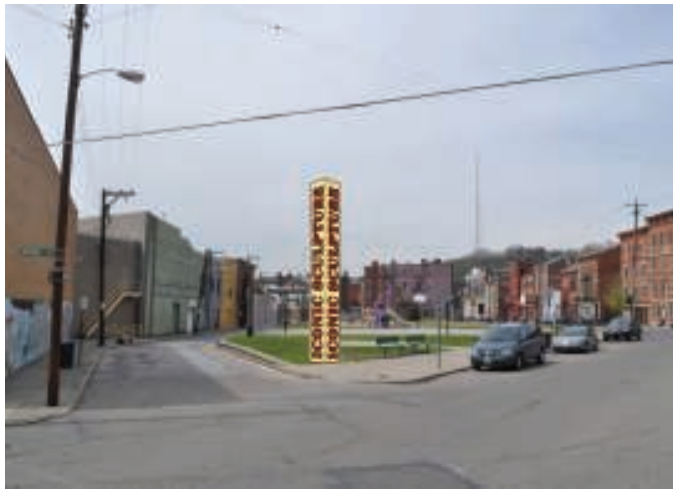


*Photo credits clockwise from top left: I amsterdam, glaserworks, glaserworks, glaserworks, glaserworks.*

# Branding & Gateways

**Spreading the Word**

We will make the Brewery District a distinctive, vibrant place within Cincinnati - destined to be THE place to live, work, and play. In addition to creating physical elements that populate streetscapes - such as signage - we will reinforce this attitude through collateral, wearables, and websites.

These branding elements will communicate that something authentic and alive is located here – it's the business of enjoyment. When people and cars pass through this area of Cincinnati, they should know they are in the Brewery District. When people walk by someone wearing a Brewery District T-shirt, they should want one too.

*All images this page: The Creative Department*

# Branding and Gateways

## Reaching Visitors

Craft beer enthusiasts, history buffs, lovers of urban culture, foodies, trendsetters and/or non-conformists - they all have unique attributes they hold in common: a love and pride for their city, its unique qualities and a desire to keep the good stuff happening. They want Cincinnati to be a vital place – a place they like to call home and a place that others will desire to visit/experience. Within this group will naturally be potential independent business owners and/or residents of this district. Identification with a place is important to this 'tribe.' Their pride for this district – whether they live there, work there or just play there – is what will help establish it as a core destination within the city.

Visitors from outside the region, day-trippers looking for fun, attractions and events, Midwestern visitors seeking weekend road trips, travelers pursuing an unexplored city and culture - many of them are seeking alternatives to run-of-the-mill staycations. These people will not be content with Kings Island. They are a bit more fringe, and are either into - or curious about - craft beer, history and urban settings. They will need to have the Brewery District 'staked out' for them in order to discover and enjoy.

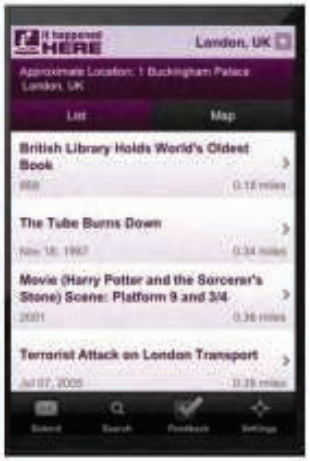
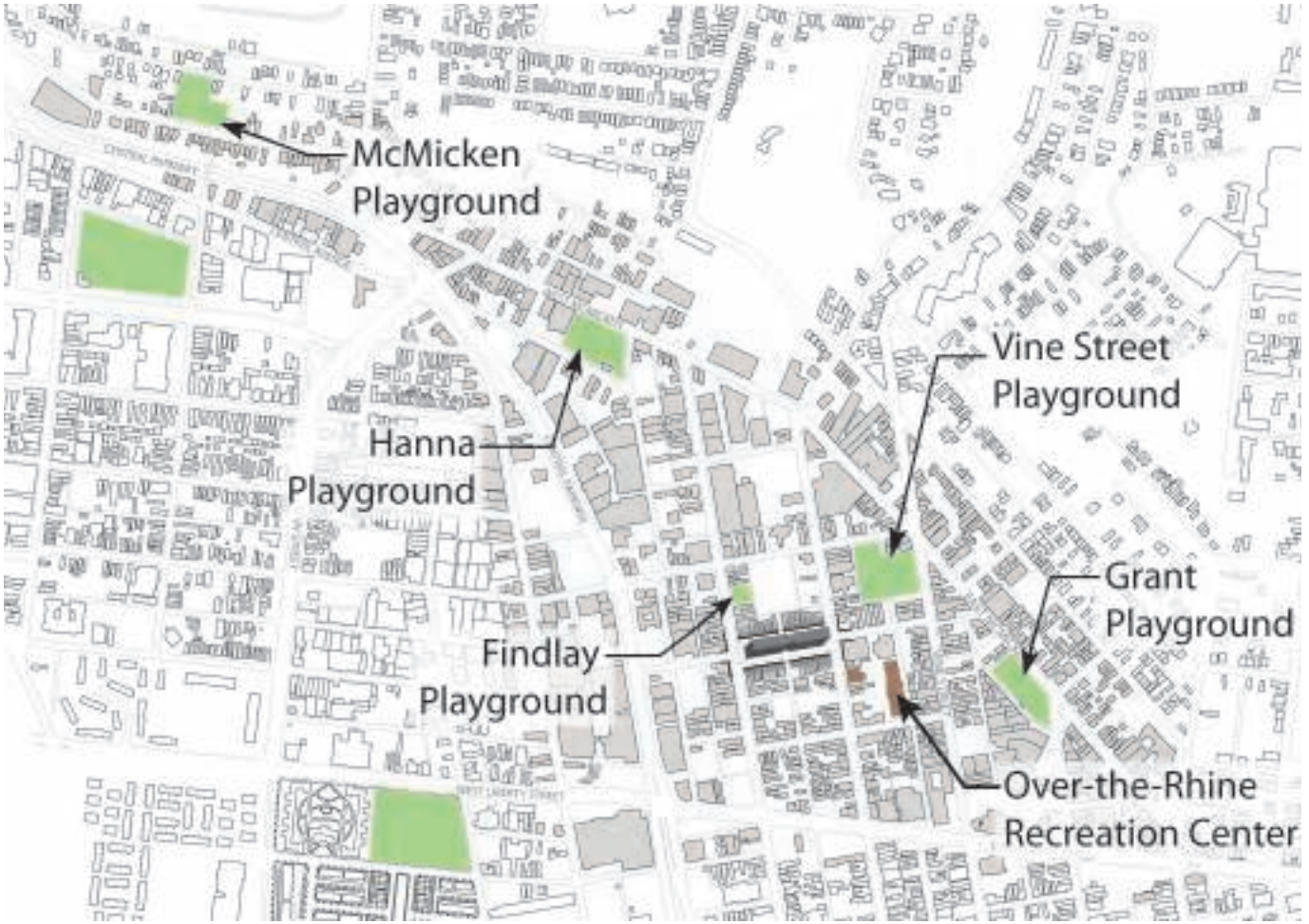


*Image credits from top left: The Creative Department (2); BDCURC; The Creative Department of culturaltourismdc.org*

# Revisioning Our Recreation Facilities

**Goal:** Existing recreation facilities in the Brewery District have recently received new equipment (playground sets, pool, etc.). Additional improvements should be made to make the facilities more usable and to give a wider range of activity types. These improvements should include the addition of shade trees, benches, sitting walls, game tables and other activating amenities.

We have an abundant number of recreation sites, but they are plain and very similar to each other. Each playground, park and recreation center should be renovated to have its own distinct identity and range of activities.



# Revisioning Our Recreation Facilities

**Add Shade Trees, Benches and Other Amenities**

Our park spaces have been cleared of visual obstructions - like trees - and things people might hide in or sleep on. The problem with this is that when parks are designed merely to defend against crime, often all that is accomplished is to ensure that their primary users will be criminals. We can abide by defensible space standards (CPTED) and still create comfortable places for our residents and visitors.

We should plant trees to the south of playground equipment for shade. These trees should be a combination of fast growing and slow growing - parks are long-term amenities. Our parks should have game tables, bike racks, grills, benches, fountains, sculptures, skateboard ramps, eating tables, bandstands and things to play on.

The Brewery District is a neighborhood of revelry and whimsy. Our recreation facilities should reflect this. They should also be different from facility to facility - even the playground equipment. Perhaps the Findlay Market Playground could have play equipment that is sculpted to recall the shapes of vegetables or a 10 foot tall block of Swiss cheese. Otherwise mundane items (e.g. - benches, bike racks, etc.) should help the branding of our neighborhood spirit.

Some elements are currently available at little or no cost. Public / private partnerships should be developed to fund and sponsor new elements.

*Photo credits clockwise from top left: glaserworks, glaserworks, OCKHAM in Atlanta, Oddtodd.com, glaserworks, and glaserworks.*

# Revisioning Our Recreation Facilities

**An Opportunity**

Grant Playground is located next to the Moerlein Brewery and proposed Event Center. It should be renovated to accommodate more active, entertaining types of programming - even for nighttime use.

Currently the buildings surrounding Grant Playground are either vacant or under occupied. Many buildings have had windows blocked up. Few storefronts bordering it are occupied. The resulting feeling in the park is one of vacant discomfort - no eyes are watching it, keeping it safe.

The investment in the Moerlein Brewery and Event Center will be a substantial commitment of private capital. This should be leveraged with public investment in the surrounding infrastructure - including Grant Playground. The Grant Playground renovation must compliment the Moerlein Event Center.
A well designed renovation of this park can lead to the rejuvenation of the buildings surrounding it.

We discovered that Grant playground used to have a pavilion on its southeast corner (see Sanborn map at right). A new bandshell should be built in this park, among other things.

*Photo credit from top left across: glaserworks, Sanborn Maps*

# Revisioning Our Recreation Facilities

**Add Amenities Such As:**

The new Grant Playground should be an animated playground venue for adults as well as children. It should have amenities added to it In addition to a new band shell / amphitheater.
It should have sculptures reinforcing the brand of the Brewery District and installations that are animated and active at night.

The renovation should turn limitations into unique features and events; blank building walls facing the park could host projected images or outdoor movies. The park should have interactive features such as responsive lighting and audio installations.

The BDCURC will form a committee to solicit and analyze ideas for improvements to our parks. We will then partner with City and Parks officials to implement those improvements.

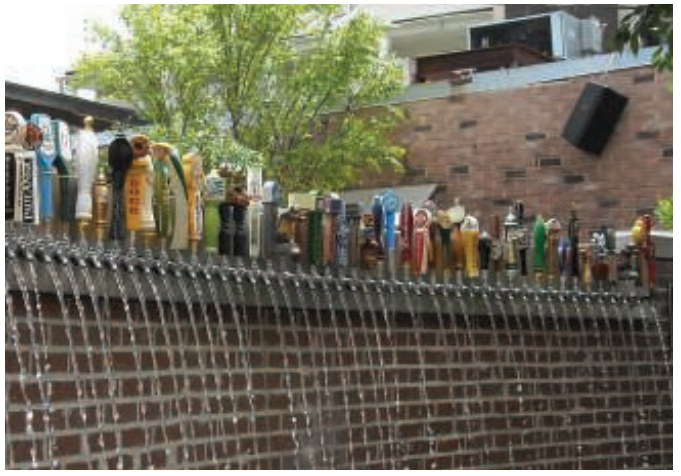


*Photo credits clockwise from top left: glaserworks, glaserworks, Ken Smith, HBO*

# Rediscovering A Mixed-Use Economy

**Goal:** To help redevelop historic buildings by pairing end users with the right spaces, developers and resources.

A strategy for repopulating OTR with businesses and residents has to recognize both the advantages and limitations of the building stock. People no longer want to live in the small apartments that were adequate 80 years ago. The wealth of our mixed-use building stock was built to accommodate a density that may never return. However, the fact that our neighborhood may never have a dozen breweries, hundreds of bars, and dozens of groceries does not mean that the building stock is obsolete. It simply means that we cannot be fixated on what it was when we think about what it can be.

*Photo credits clockwise from left: glaserworks, Steve Hampton, Mike Morgan*

# Rediscovering A Mixed-Use Economy

**The Enduring Potential**

We're lucky many of our 19th Century buildings remain. Historic brewery buildings provide a rare opportunity to have large, historic, aesthetically pleasing space close to downtown.

Not long ago these buildings were considered obsolete. Now developers and businesses recognize that these buildings are adept at hosting new uses in the new, creative-based economy. Some buildings built to house artisans are still perfect for skilled craftsmen and a wide mix of uses.

Our brewery buildings provide a great opportunity for service professions that do not rely on sidewalk traffic. Accountants, lawyers, architects, massage therapists, psychologists, consultants, as well as people whose business is primarily internet-based have an opportunity in the Brewery District to live and work in the same building.

Our first step is creating a data base of available spaces with an assessment of the condition and potential uses. We are working with the Over-the-Rhine Chamber of Commerce to develop and use this data base to make connections between end users and vacant spaces by circulating it to Realtors, groups engaged in economic development, real estate developers and the general public.

*Photo credits clockwise from top left: Business Courier, glaserworks, glaserworks, Mike Morgan, glaserworks*

BUSINESS COURIER

P&G's storytelling 'lofts' set scene for innovation

Transformed spaces allow ideas to take center stage

# Brewers' Triangle

**Goal:** To envision and advocate for the construction of infrastructure improvements that will support the Moerlein Brewery, proposed Event Center and surrounding uses.

**Leveraging Private Investment**

The Christian Moerlein Brewing Company has opened a new production brewery, with plans for a tap room, event center, and brewing heritage tour center. Any neighborhood would love to have this private investment, especially one that is so intertwined in its history. The impact to the Brewery District can be dramatically positive, or it can be isolated and latent. It needs to be supported with appropriate improvements to surrounding infrastructure so it will enable other, future private investment.

We will advocate improvements to surrounding roads, parking facilities and open spaces. We will aid in ushering the re-allocation of land to serve communal uses for the good of the entire neighborhood.

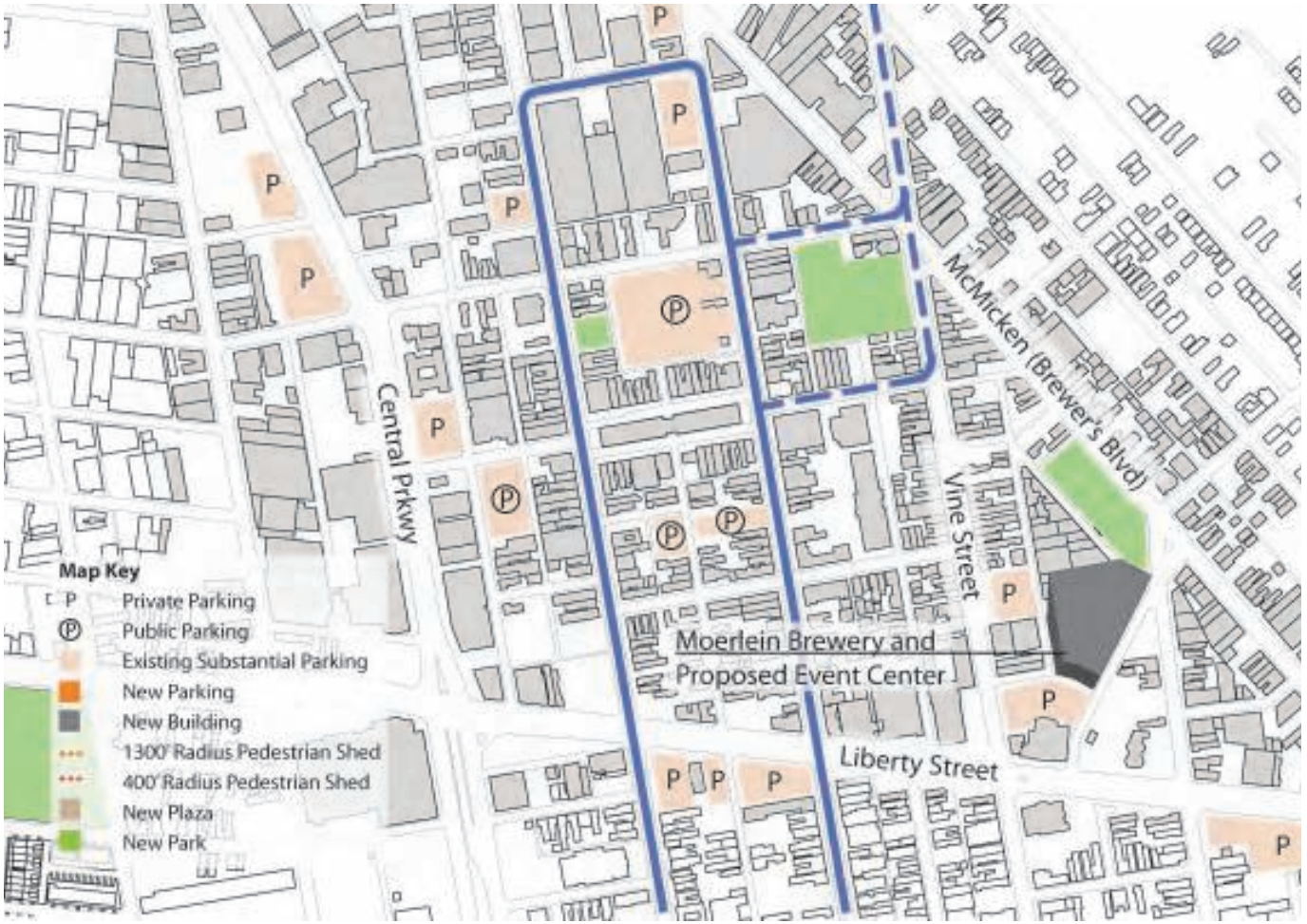



*Image provided by glaserworks.*

# Brewers' Triangle

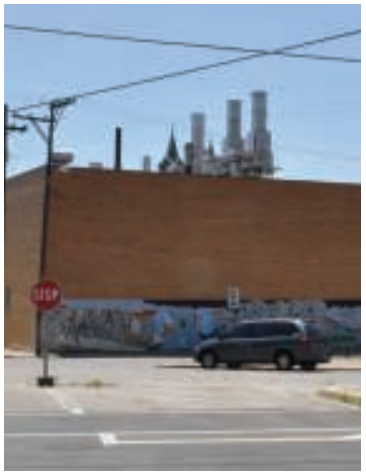
**Activating a Park**
Another Initiative of this Master Plan - Polishing our Recreation Facilities - is focused on improving our parks including Grant Playground. Grant Playground is adjacent to the new Moerlein Brewery and proposed Event Center. It should be renovated to become a more active, lively place for adults and kids to have fun. It should become a place that feels safe to occupy in both daytime and nighttime. It should have sculptures that reinforce the Brewery District's brand, a band shell / amphitheater, light & audio features and other elements that will make this park different than the rest - a playground for all.

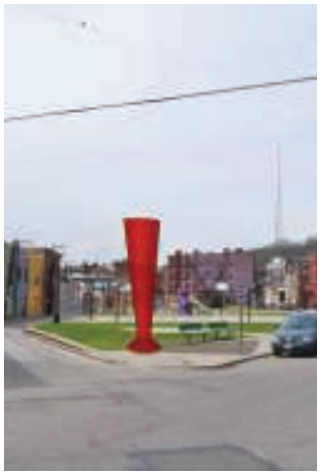
**Connecting and Branding**
The Moerlein Brewery and proposed Heritage Tour and Event Center is embedded in a densely built, urban block. It does not sit on a primary street; it fronts on two single-block, minor streets called Hamer Street and Moore Street. It needs to be connected to more heavily travelled streets.

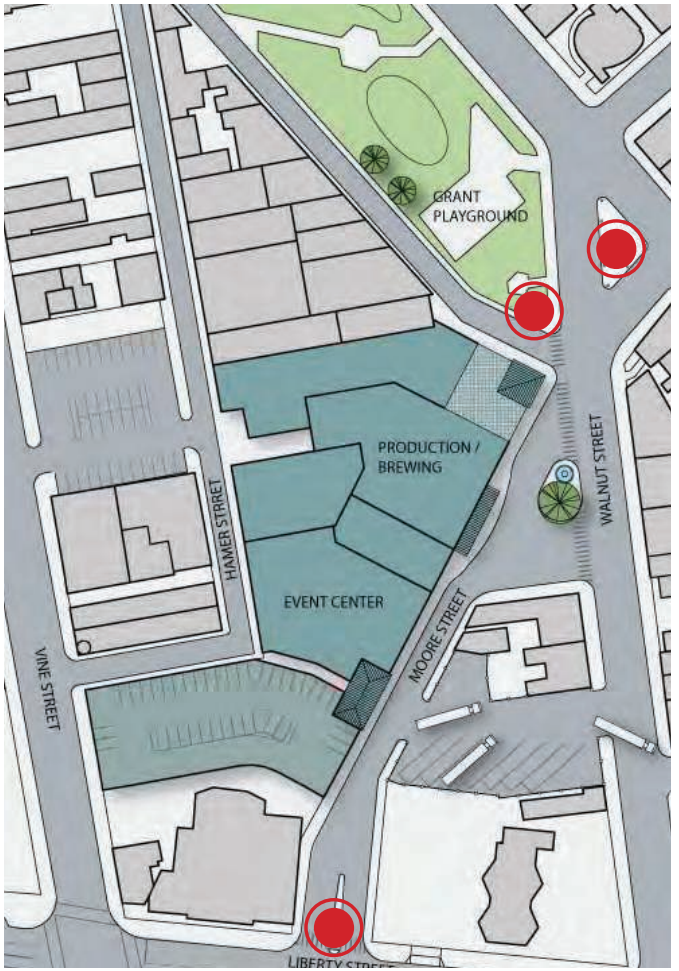
Branding devices discussed in another Initiative - Branding and Gateways - should be installed where Moore Street intersects Liberty Street to the south, and McMicken Avenue to the north. These branding elements should communicate that something big and interesting is located on Moore Street. They should reinforce our branded theme of the business of enjoyment.

- Branding / Wayfinding Opportunities

*Photo top left from outdoormovies.org, all others provided by glaserworks.*







# Brewers' Triangle

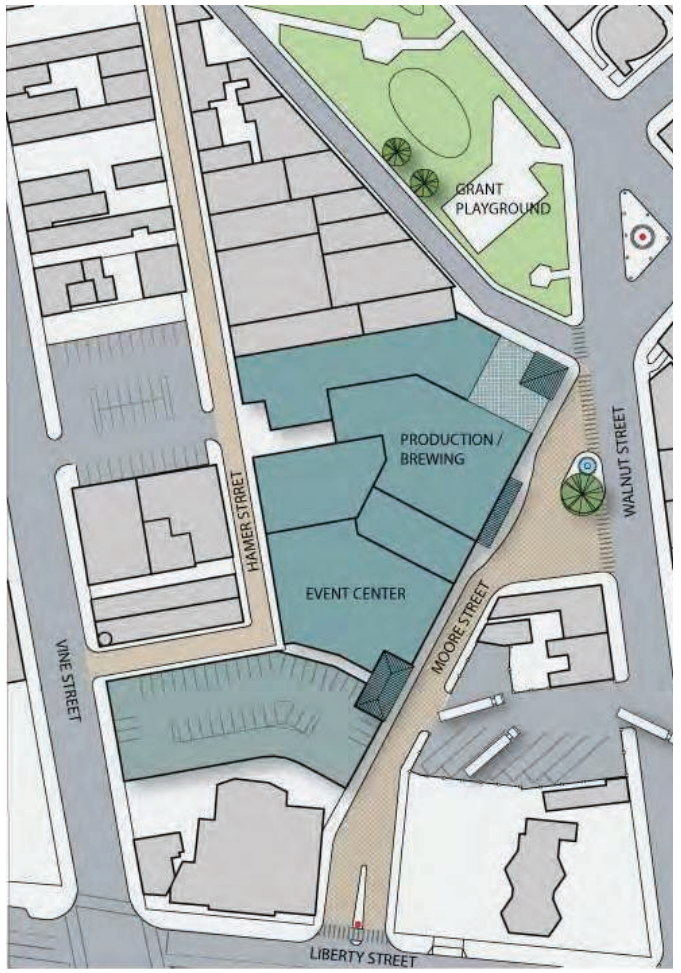
**Remaking Moore Street**
Moore Street should be renovated to become a special street that not only connects the Moerlein Brewery and proposed Event Center to other streets, but that helps connect us to our past. It is primarily a service street, but one that should celebrate its diverse occupants and users.

Moore Street already carries school buses for the St. Francis Seraph School. It will soon also host large trucks serving the brewery, and cars coming to the event center. The sidewalks of Moore Street will carry more pedestrians than it does currently. This street should be redesigned to accommodate all of those users comfortably.

Moore Street should be redesigned to allow for trucks backing into the Moerlein Brewery while still accommodating other traffic and certainly pedestrians. If the brewery needs to expand to create a modern truck dock on the Moore Street side of the building, the City should accommodate that by doing whatever is necessary - even that means bumping out the sidewalk.

**Hamer Street**
Hamer Street may be the new public entrance to the Moerlein brewery and its heritage tour and event center. As a pedestrian-scaled street with original historic brewery facades, it should connect to Vine Street and be a welcoming path. The street should be remade out of cobblestones (that may remain under layers of asphalt) which give a deep texture noticeable to drivers. They are a stout paving material used to build a street for a century - not a decade. Hamer could be a pedestrian-only street for special events.

*Photo credits clockwise from top left: glaserworks, "Xavene" from Quezon City, glaserworks, pictureninja.com.*



# Brewers' Triangle

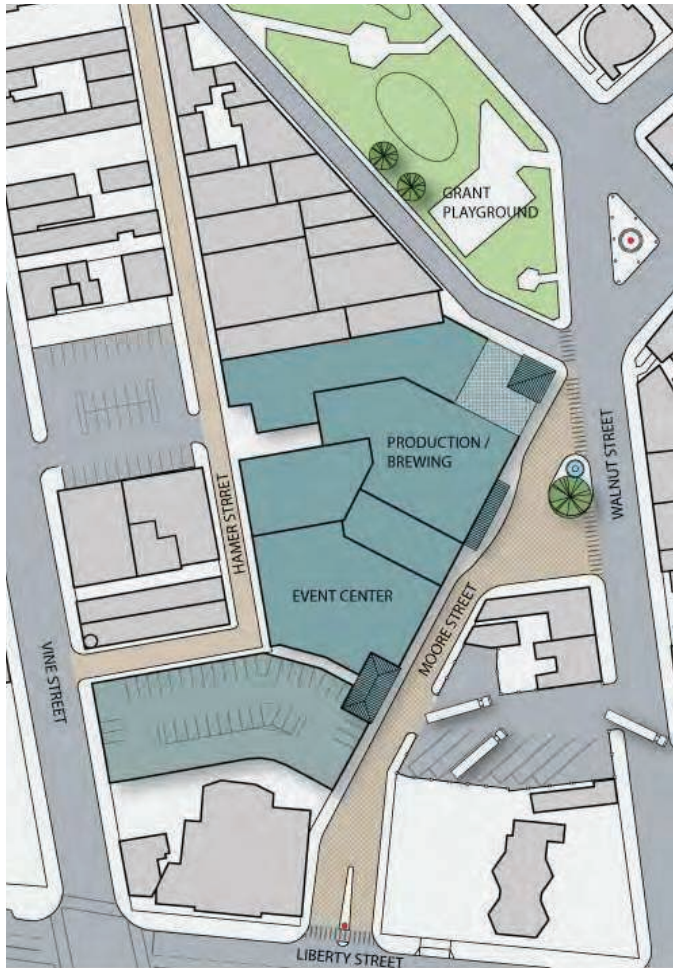
**Parking**
One of the key obstacles to redeveloping all of Over-the-Rhine is parking. To repopulate our neighborhood with new residents, businesses and venues for visitors we will need structured parking.

We believe structured parking should be built on a piece of land between Vine Street (Cincinnati's main north-south artery) and Moore Street, and between the Moerlein Brewery and St. Francis Seraph School. The existing surface parking lot that covers this land now is inefficient. The playground that currently occupies a small portion of the land may be moved closer to the school building.

This parking garage will serve multiple users at different times. It can serve teachers at, and visitors to, St Francis Seraph School during weekdays, future business patrons of Vine Street on weekdays and weekends, and patrons of the proposed Moerlein Event Center at special times.
The Moerlein Brewery will need parking for its large trucks. We suggest that this parking be provided on the land to the north of the Shell gas station. This fenced-in area should be large enough to accommodate the number of trucks needed, and it will buffer the gas station from the intimate character of Moore Street we would like to develop.

We should capitalize on every opportunity to express the Brewery District brand. The fence around the truck parking area could be one such opportunity. Instead of constructing a conventional wood or metal fence, perhaps a more forward thinking fence could be built.

*Photo credits from top down: treehugger.com, Ben Grant.*



# Neighborhood Zones

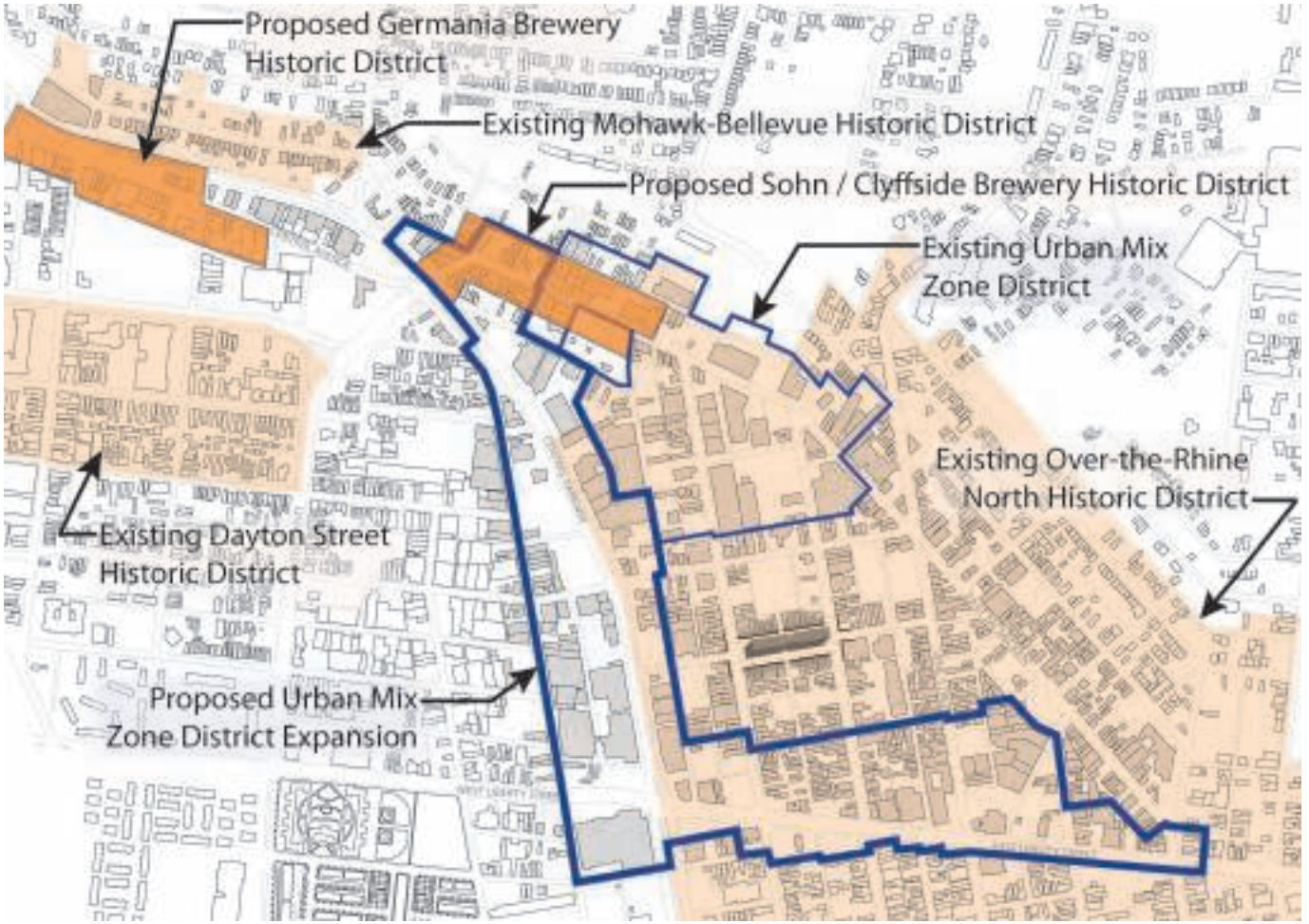
**Goal 1:** Key areas of our historic fabric are unprotected, and historic buildings can be costly to redevelop. The BDCURC believes historic resources should be protected and given advantages for redevelopment such as Historic Tax Credits. In addition, many brewery tunnels and cellars still remain underground but are not listed on the city's historic inventory. The BDCURC will identify and work with the city's Historic Conservation office to officially list and protect these structures in the city's existing historic districts.

Two new historic districts should be established: the *Germania Brewery Historic District* and the *Sohn / Clyffside Brewery Historic District*. These districts will help maintain key brewery-related structures, and will encourage redevelopment.

**Goal 2:** Existing zoning districts are somewhat at odds with what we know to be healthy urban development patterns. Property should be developed in mixed use, pedestrian-friendly patterns and should enable a truly sustainable array of uses such as: residential, retail, office, institutional, entertainment and even manufacturing.

The City of Cincinnati is creating a Land Development Code. This code will include Form-Based regulations which guide the character and scale of development. At some point Over-the-Rhine may be a part of such a Form-Based Code district. In the interim, we propose an expansion of the Urban Mix Zone District which allows a wide range of uses (including multi-family and light manufacturing).

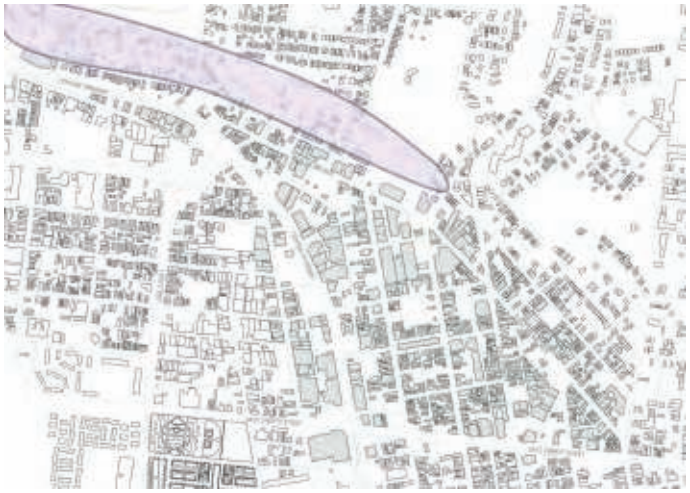
The following zone recommendations are based on historic development patterns, new desired uses, and preservation-minded forethought.



# Neighborhood Zones

**Stonewall Hillside**
The Stonewall Street area is dominated by the topography that forms Cincinnati's urban core basin. Currently there is a substantial level of vacancy throughout the area. The historic building types are predominantly detached residential with some street corner commercial.

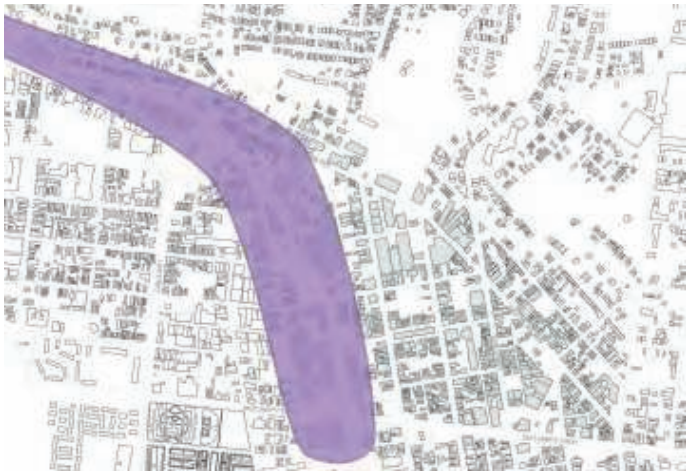
To maintain the area's original character, we recommend that this area be deemed a "Sub-Urban Residential" zone. The area should retain its narrow streets, on-street parking, street trees and sidewalks. Any new construction should be low density, residential single family detached and rowhouse units. Some corner commercial uses are desired as well. All new construction should be built at or very near the back rail of public sidewalks. New buildings should be 2 to 4 stories tall.
*Images from left: glaserworks, unknown*



**Central Parkway**
Central Parkway is a wide, vehicular dominant street. It currently hosts commercial uses in 1 to 5 story buildings. There is a significant level of land and building vacancy. Many buildings were built after the period of significance of the Over-the-Rhine North Historic District.

We recommend that this area be deemed an "Urban Core Mixed Use". Because Central Parkway is wider than most Brewery District streets it can, and should, hold taller buildings. Appropriate uses include retail, entertainment, manufacturing, institutional, office and multi-family residential. No drive through facilities should be permitted that will be seen or accessed directly from Central Parkway or seen from other primary streets. New construction should be from 2 to 5 stories tall

*Images from left: glaserworks, Torti-Gallas, glaserworks*



# Neighborhood Zones

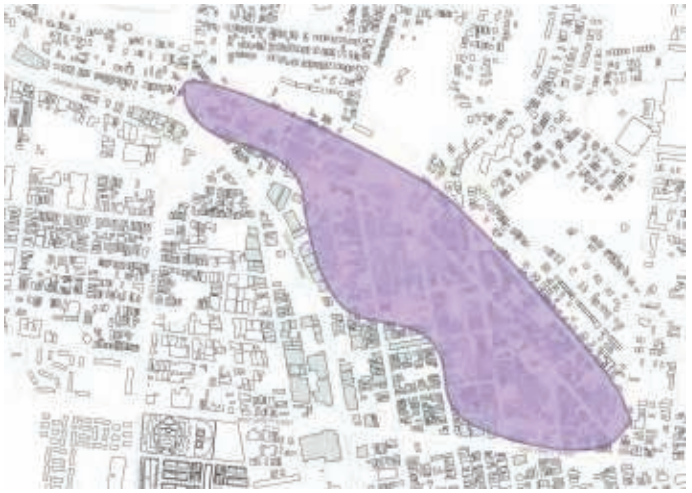
**McMicken & Findlay North**
This is the largest area of the Brewery District. It contains a collection of different building types and uses: breweries, light manufacturing, office, religious / institutional, residential multi-family, entertainment and retail. Street character varies in this area from predominantly commercial collector streets to small streets and alleys.

To restore this area's original character, we recommend that this area become a "Brewing Heritage Urban Center" zone. This area should continue allowing a wide range of uses. It should be developed as a medium density, mixed use, pedestrian oriented area maintaining on-street parking throughout. No drive through facilities should be permitted. The focus should be on restoration. New construction should be a minimum of 2 stories, and not taller than 5 stories.

**East Clifton Residential**
The East Clifton Area is predominantly multi-family residential in 3 and 4 story buildings. The buildings are built against each other, side-to-side, creating a solid street corridor 'wall' throughout. Buildings are built up to the back of the public sidewalk creating narrow corridors. The area is built on the hillside that forms the Cincinnati urban core basin.

We recommend that this area be deemed "General Urban Hillside Residential". Development should be restoration focused. Allowable uses should include multi-family residential with some corner retail and small office. New construction should be 3 and 4 story buildings built to the back of the public sidewalk.

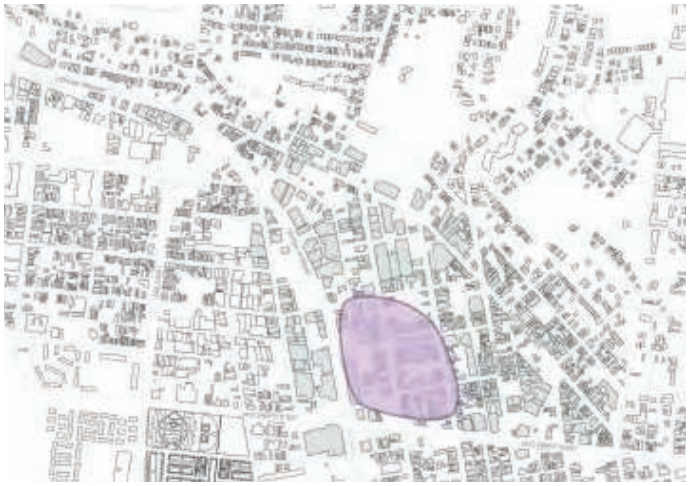
*All images this page provided by glaserworks.*



# Neighborhood Zones

**Findlay Market South**
This area includes Findlay Market and the few streets to its south. The streets around Findlay Market are narrow with street trees and sidewalks. Existing uses are retail, residential (single family and multi-family).

To maintain the area's original character, we recommend that this area be deemed a "General Urban Residential" zone. Development should be restoration focused. Uses should include single family detached, attached and multi-family residential, first floor commercial and entertainment. No drive-through facilities should be permitted. New construction should be 2 to 4 story buildings built to the back of the public sidewalk.



**Liberty Street**
This area includes Liberty Street which is currently wide and vehicular dominant. Existing uses include institutional (school, religious, social service) and commercial in 2 to 4 story buildings.

We recommend that this area be deemed an "Urban Center Mixed Use" zone. The street should be renovated (see Complete Streets Initiative). Allowable uses should include retail, office, multi-family, entertainment and institutional. No drive through facilities should be permitted that would be seen or accessed from Liberty Street.

New Construction of infill buildings should be built within 10' of the public sidewalk and should be 2 to 5 stories tall.

*All images this page provided by glaserworks.*

# Complete Streets

**Goal:** To work with the City of Cincinnati to renovate streets in the Brewery District into multi-model corridors that enable the creation of vibrant public places and that encourage the development of private property into a mixed-use, sustainable neighborhood. To present the idea that streets in the Brewery District should contain amenities and 'street architecture' (e.g. – streetlights, sculptures, bicycle racks, streetcar stops, benches, trash cans, etc.) that are unique to the neighborhood and that reinforce the branding of the Brewery District.

The streets of the Brewery District should serve as the connective tissue for the places within the neighborhood.

*Photo provided by glaserworks.*

# Complete Streets

**Starting With Liberty Street**

Liberty Street runs east to west through the middle of Over-the-Rhine. Prior to the mid 1950's it was a narrow street that hosted businesses and residents (see Sanborn map to right). In 1957 it was widened to enable vehicles to pass through the neighborhood as quickly as possible. To accomplish this, dozens of buildings along the southern side of the street were demolished. The result has been a literal tear in the fabric of Over-the-Rhine - a tear that has not healed to this day.

We believe Liberty Street is oversized. It is too wide and is built for the use of cars, trucks and buses at the expense of pedestrians and bicyclists. Liberty Street can become a street that serves all - not just the vehicle. Cars don't shop, people do.

In keeping with our Coordinated Strategy of building on the development momentum recently established south of Liberty Street, we will advocate for the complete renovation of Liberty Street. We believe this renovation will result in a street that is conducive to new business and residential development. We seek to reunite the southern half of Over-the-Rhine with its northern half. Currently Liberty Street is a divisive element. We view Liberty Street as a potential connector - across it as well as along it.

*Photo scan of Sanborn Maps, images provided by glaser-*

# Complete Streets

**Liberty Street - The Complete Street**

With the understanding that Liberty Street should be redesigned to favor pedestrians and bicyclists, we believe the City of Cincinnati should study renovating Liberty Street as a Complete Street.

Our idea for this redesign is as follows: Liberty Street should have 5 lanes for motor vehicles, 2 lanes for bicycles and personal motorized transports (i.e. - Segways) and wide sidewalks on both sides of the street. The 5 motor vehicle lanes should include a center lane used for left turns, one continuous travel lane in each direction and 2 lanes for parallel parking (see street plan and section at right).

The two bicycle lanes should be 5 feet wide and should located outside the vehicle lanes. The bicycle lanes should be separated from the parallel parking lanes with raised concrete curbs at least 2 feet wide. These curbs will allow people in parked cars to open their car doors without interfering with the travel of bicycles. These curb should hold parking meters, signage and perhaps street lights.

Street intersections should have prominent, 'zebra' striped crosswalks. The radii of concrete curbs should be a short as possible - 12' to 15' - so that each corner can have two separate curb ramps for pedestrians. Vehicular access to all secondary north-south streets (i.e. - Pleasant, Republic & Clay) should be maintained.

This redesign is intended to happen within the existing right-of-way.

*Photo credits clockwise from top left: glaserworks, glaserworks, Jason Roberts.*

# Complete Streets

**Liberty Street - A Complete Transformation**

The transformation of Liberty Street into a comfortable place to walk to, drive, to bicycle to and take the streetcar to will encourage private development to occur along the street. Our analysis shows that over 4 acres of vacant or underdeveloped land exists along Liberty Street between Main Street and Central Parkway. The buildings with darker roofs in the modeled image to right are situated on underdeveloped land.

This quantity of undeveloped land represents an opportunity for developers to assemble larger than typical lots to build on which is helpful in seeking an economy of scale and gaining a critical mass of new development. Buildings built on Liberty Street should present primary facades toward both Liberty Street and intersecting north-south streets.

We acknowledge that street engineering must include an assessment of what the impact on vehicular traffic would be if Liberty Street was redesigned as noted in this plan. We also understand that the ultimate redesign of Liberty Street may not look exactly like what is presented here.

The goal of Liberty Street's redesign and engineering should be to make the street comfortable for pedestrians and bicyclists, and **to leverage the potential for private investment by making a complete street.**

*Image provided by glaserworks.*

# Complete Streets

**Liberty Street - A Complete Transformation**

These images show before photos and after renderings of Liberty Street at various locations. The top images are looking West from Race Street. The bottom images are looking East from Pleasant Street.

A. "Before" Looking West from Race Street

A. "After" Looking West from Race Street

B. "Before" Looking East from Pleasant

B. "After" Looking East from Pleasant Street

# Complete Streets

**Street Architecture**

The streets in our neighborhood, not just Liberty Street, should have street architecture that reinforces the branded image of the Brewery District and the Brewing Heritage Trail. These pieces (benches, trash cans, recycling bins, bike racks and lockers, bus stops, streetcar stops, streetlights, parking meters, signs, fire hydrants, etc.) should be designed specifically for the Brewery District with thoughtfulness and whimsy.

Sustainable features should be incorporated. The City of Cincinnati has begun to embrace sustainable features in its own property and in some streets and alleys. Elements such as storm water collection, photo voltaic streetlights, etc. should be incorporated wherever possible.

*Photo credits clockwise from top left: Colin Selig, se'lux, glaserworks, groundwork.org.uk, David Byrne*

# Complete Streets

**McMicken Avenue (Brewer's Boulevard)**

Many of the Brewery District's remaining brewery-related buildings are spread along McMicken Avenue. McMicken is also unique because it runs along the base of the hills that form Cincinnati's urban core basin - and is therefore angled against the street grid. It carries a significant amount of traffic including some trucks and buses, but it needs to become more pedestrian friendly.

We will advocate sub-naming McMicken Avenue "Brewers Boulevard" as an honorary name with descriptive signage. This along with other branding efforts mentioned in our Initiatives "Branding and Gateways" and the "Brewing Heritage Trail" will help market the street as a good one on which to locate a wide array of businesses - from manufacturing to professional services.

We will also advocate the renovation of Brewers Blvd toward a more pedestrian-friendly street. The City should add sidewalk bump outs to key intersection so pedestrians can have a shorter distance to cross, and so they can better see beyond parked cars.

*All images this page provided by glaserworks.*

# Complete Streets

**Intimate Streets**
The Brewery District's most unique streets are the small ones. These are streets that may only span a single block, or that terminate a view into a hallmark building (i.e. - Findlay Market). These streets have an intimate scale, but they are worn and rough. Perhaps most detrimental of all, they had their unique character paved away when they were surfaced with asphalt many years ago.

These streets should be renovated to capitalize on their attributes of intimacy and specificity.

We advocate renovating some of these streets with different paving - cobblestones or brick. These are the materials of history and permanence; they are what our European ancestors used in building our streets originally.

We believe the branding elements discussed elsewhere in this Master Plan - especially signage - should be incorporated in these street corridors also, but at an appropriate scale.

The intimate streets of Over-the-Rhine can be great again. We shouldn't have to go to Europe to walk down great streets.

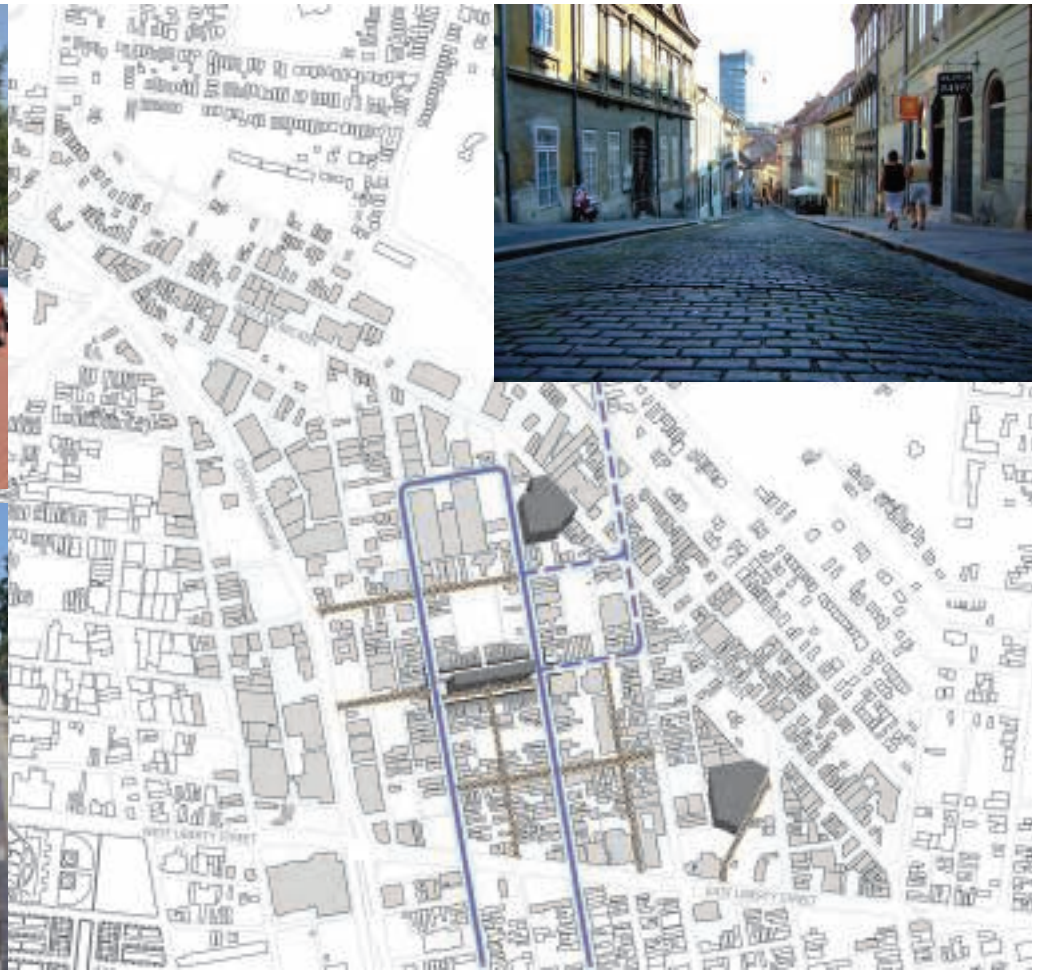




*Photo credits clockwise from top left: glaserworks, Globetrekker, glaserworks*

# Parking & Placemaking

**Goal:** To encourage The Corporation for Findlay Market and the City of Cincinnati to find the best location and size for structured and surface parking to serve the Brewery District in its entirety. This parking enable ongoing development of the Brewery District including: Findlay Market, key catalytic businesses (i.e. - Rookwood Pottery, Moerlein Brewery and Event Center) and small businesses. Parking solutions must also serve future residential development. This will fortify the long-term viability of the area's businesses and will leverage the potential of the Streetcar.

Our goal is also to identify certain surface parking lots that can be re-allocated with higher and better uses (e.g. - civic spaces, development sites, etc.). This will give the Brewery District vibrant public spaces for its residents, patrons and employees.

**Actions**

In this Initiative we make some specific recommendations, but we fully admit that the parking issue in the Brewery District is more complex than what we can adequately address in this Master Plan. Parts of Over-the-Rhine have been the subject of parking studies, but we have never done a complete, holistic look at parking needs for a fully redeveloped Brewery District that is served by a streetcar. Therefore, **our chief recommendation is that a detailed parking plan should be performed for the Brewery District** - and perhaps all of Over-the-Rhine. This parking plan should estimate the quantity of potential commercial space and the number of dwelling units (in existing buildings and future infill) and assert a total quantity of needed parking spaces. This plan should also address sequencing, location and sizes of structured future parking.

*Photo provided by glaserworks.*

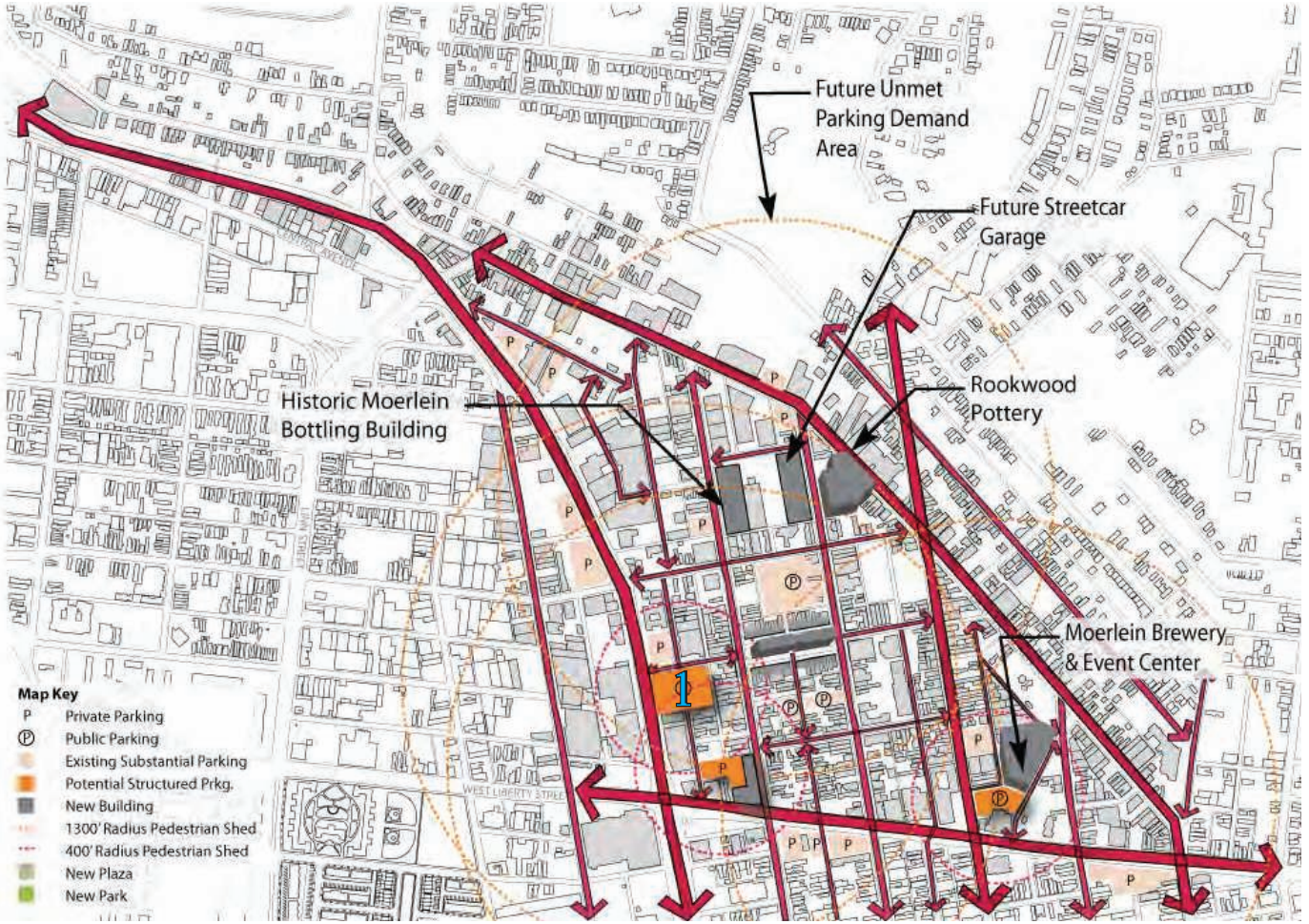
# Parking & Placemaking

**Parking Solutions, Options and Planning**

In order to repopulate the Brewery District with businesses and residents, we will need more parking. This parking must be wisely planned and efficient because the parking challenge in Over-the-Rhine is best solved block by block, not lot by lot.

We should avoid surface parking lots because they are inefficient and, when located on streets, erode continuous walls of building facades that form a pedestrian-friendly environment. The BDCURC will advocate for structured parking. We acknowledge parking garages are expensive, but we believe they are the best, most efficient way to provide the quantity of parking needed to redevelop our neighborhood.

The Corporation for Findlay Market has expressed a desire to have a parking garage for its patrons - primarily to satisfy its Saturday morning, peak parking demand. The Corporation has identified a site Central Parkway as a preferred site for such a garage (noted by the blue #1 on the map to right). While this location may benefit Findlay Market's Saturday morning demand, we believe a new parking garage should serve as many businesses and residents of the Brewery District as possible - or there should be more than one.



# Parking & Placemaking

**Parking Solutions, Options and Planning**

Even though surface parking lots service the parking demand, when fronting roads they separate valued places from the connective tissue of the street corridor (figures 1 & 2). We can find better places for trash and recycle dumpsters (figure 1).

Currently one of the biggest obstacles to rehabilitating the hundreds of dwelling units in the upper stories of buildings is the lack of parking. The City of Cincinnati can make the rehabilitation of these buildings more probable by providing communal parking solutions. Structured parking in densly built Over-the-Rhine can "swing" to serve office and institutional / educational interests during the business day, and residents at night and on weekends. Retail parking is most favorable on the street where patrons can park as close to businesses as possible for short periods.

We think it would be best to spread structured parking throughout the neighborhood benefitting as many businesses and residences as possible (1300' orange cirles, 400' red circles respectively on map of previous page). Specific parking solutions should be identified in a thorough parking study that estimates potential build out of residential and commercial uses throughout the Brewery District.

*Photos this page provided by glaserworks.*

# Parking & Placemaking

**Findlay Market Piazza**

Once structured parking is provided, lots that were previously used as surface parking can be real-located to better uses. We recommend that the Findlay North parking lot should become a pub-lic plaza. This location is central to the Brewery District. If well conceived, a plaza at this location could become the heart of the neighborhood. Like the small piazza's of Europe, this land can become an epicenter of multi-cultural interaction.

Vehicular access should be maintained for the farmer's market shed. The remaining area should be re-designed to encourage interaction among Findlay Market patrons before and after shopping. This space could include water features, garden walls and plantings, sculptures, shade trees and tables & chairs.

Of primary importance, however, is that this place should contain open plaza area where various activities can occur - from street artists, musicians, to exhibitions.

We shouldn't have to travel to Europe to find great intimate, public plazas.

*Image credits clockwise from top left: Lily Bernheimer, glaserworks, unknown, Project For Public Spaces*

# Conclusion

**The Brewery District Is A Key Connection**
The Brewery District has been adversely affected over the last 50 years by everything that has affected other urban core neighborhoods throughout the country: suburban flight, disinvestment in infrastructure, housing policy, etc.

The Brewery District is a connection between our two largest employment centers - and a connection between our past and our future. If we want a healthy city, this connection must be vibrant.

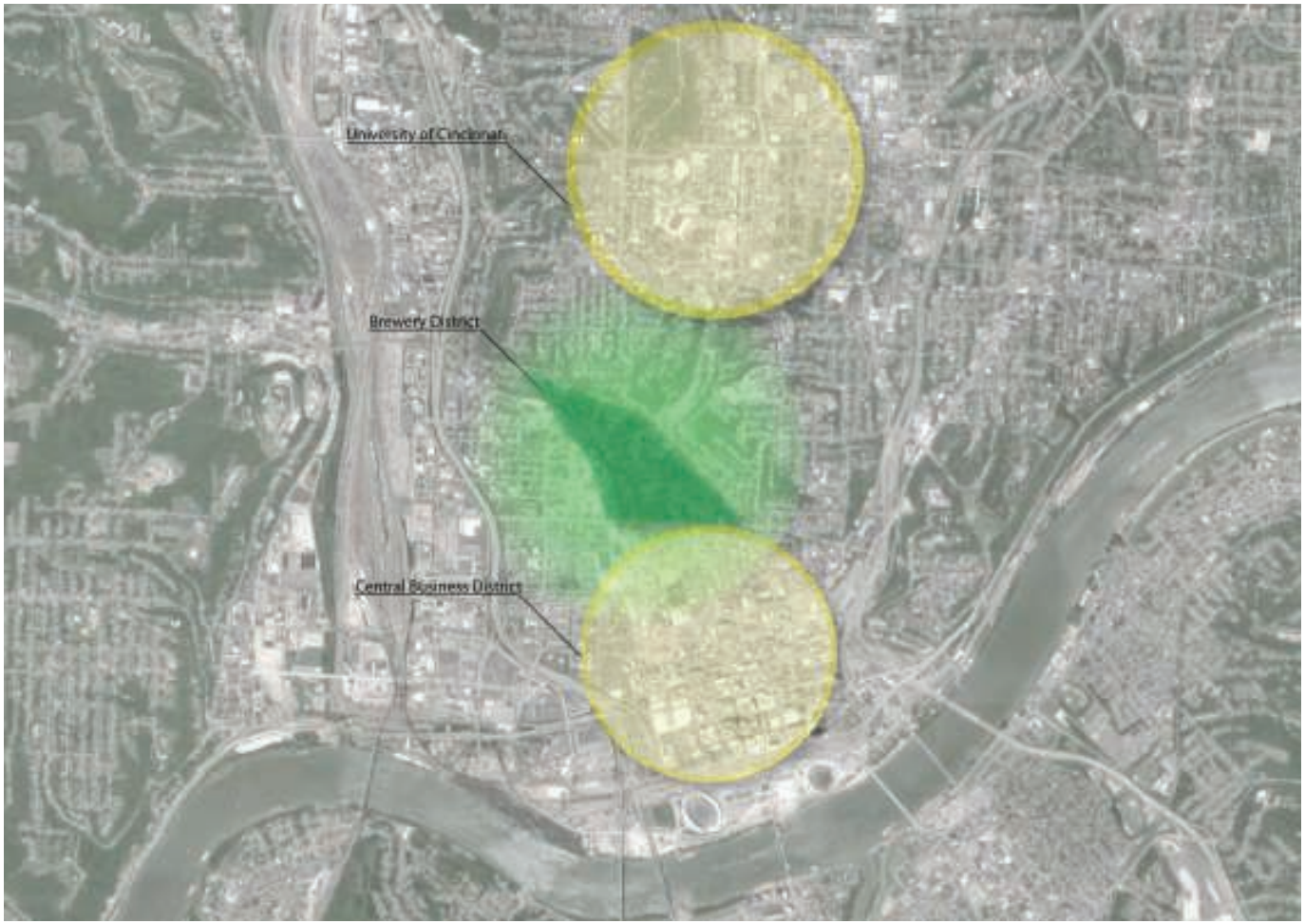



*Image provided by glaserworks.*

# Conclusion

**Our Shared History**

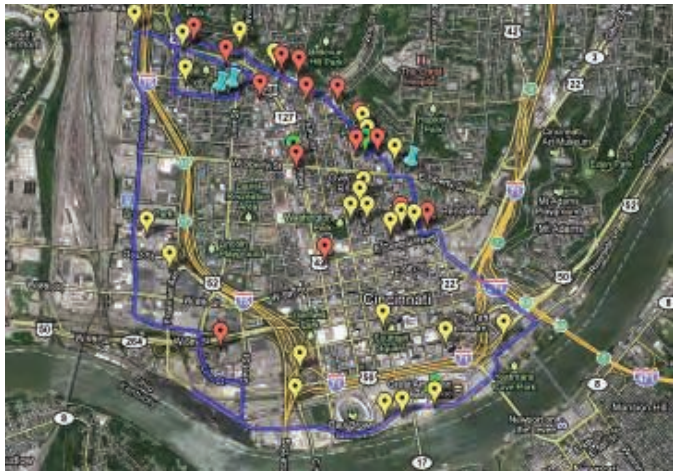
Sports teams and casinos can create reasons for people to come to a city, but they cannot give it a personality. Something else must give a city the characteristics that make people want to stay in it after games or conventions are over. The thing that makes great cities great is an understanding of who they are, a respect for their story. Truly great cities do not need to entice people to move to them or remain in them. People choose to come to great cities because their attributes set them apart from all other places. Great cities feel like a friend. People fall in love with cities for the way those cities make them feel about themselves, for making them feel that they are part of a shared and personal relationship.

Cincinnati does not struggle with its identity and its image because it lacks the story of a truly great city. We have the architecture. We have a story that sets us apart, that makes us interesting, that gives us character. Our problem is that we have failed to respect our story.

The story of the Brewery District is more than the story of a neighborhood. It is the story of a great brewing city. It is our most direct, physical connection to our common history as a city - and a region. It is part of who we are. It is part of our shared past and it can play a critical role in defining Cincinnati, giving it the image and personality of a truly great city.

Unlocking Cincinnati's true potential starts with respecting our past.

*Photo credits clockwise from top left: Mike Morgan, Cincinnati History Museum, Google Maps with information by the BDCURC, courtesy of Sandy Bauman.*



# Conclusion

**Challenges and Assets**

As a result, we now encounter many challenges:

We have lost much of our historic fabric.
Many remaining buildings are vacant and endangered by long-term neglect.
Our streets have been engineered to quickly evacuate downtown.
Our neighborhood has become a place to put things other neighborhoods don't want.
Our public places have been altered to mitigate bad activity and, inadvertently, all activity.
Our remaining good parts - residents, businesses, institutions - are struggling to survive.

We have, however, a stockyard of assets:

A significant number of buildings remain and they are stout. Many are unique and ripe for redevelopment.
A charming, walkable European-inspired persona lies under pavement, behind bricked-up storefronts, and uninviting streets waiting to be rediscovered.
Our street grid remains connective.
We have numerous recreation facilities.
We have good things in our future such as the streetcar system, a nearby casino, a venerable Farmers Market house and new catalytic businesses.
We have a valuable heritage that can be celebrated and leveraged.
Our neighborhood is located between downtown and uptown - between the two largest employment centers of the region.

*Photo credits clockwise from top left: Mike Morgan, glaserworks, Mike Morgan.*

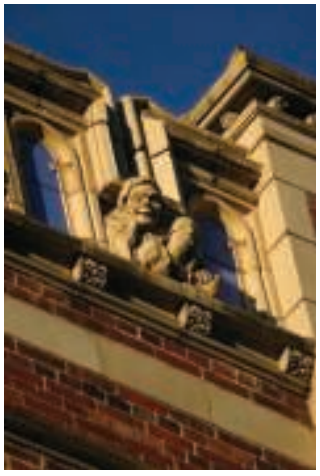
# Conclusion

**Capitalizing on Our Heritage**
By understanding, celebrating and capitalizing on our heritage, we will connect people with our story as Cincinnatians. We will bring them here and let them hear, see and feel our past and inspire them to be part of our future.

We will build a market of residents and businesses from those who had been only visitors.

**Repopulating a Neighborhood**
By making better places, and solving development problems, we will attract new investment. We will provide fertile ground for new business and residents. We will make the Brewery District a sought after neighborhood for those who can choose to live, work or employ anywhere.

We will repopulate our neighborhood.



*Photos credits clockwise from top left: Mike Morgan, glaserworks, Mike Morgan, Cincinnati History Museum.*

# Action Steps

## Work Plan

Concurrently with the development of this Master Plan, the Over-the-Rhine Community Council submitted a Community Priority Funding Request to the City of Cincinnati to provide assistance in developing the large industrial warehouse and brewery buildings in the north half of Over-the-Rhine.

In early 2012, the Brewery District Master Plan was merged with this planning process. As a result, the Master Plan was further developed with the assistance of the Cincinnati Department of City Planning and Buildings.

Throughout 2012 a comprehensive Action Step plan was developed with input from multiple city departments. In early 2013 the Plan is to be presented for approval as an official planning document of the City of Cincinnati for the Brewery District.

| Initiative 1: Develop a Brewery Heritage Trail | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To construct an urban trail system that will celebrate Cincinnati's Brewing Heritage and help create a positive marketable image for the City. | Short Range (1 - 2 yrs.) | • Pick the information nodes/points of interest and consolidate facts.<br>• Develop a trail route .<br>• Develop narrative. | Phase I | Low | BDCURC, OTR Community Council, Cincinnati Preservation Association, OTR Foundation | BDCURC | BDCURC Staff & Volunteer Time, private funders, sponsorships, fundraisers, grants |
| | | • Develop and manage a website. | Phase I | Medium | BDCURC, Public Services, DOTE | BDCURC | |
| | | • Design signage | Phase I | Low | BDCURC | BDCURC | |
| | | • Conduct a risk assessment for the trail and record the results | Phase I | Medium | BDCURC | BDCURC | |
| | | • Develop information and graphic materials (brochures etc.) | Phase I | Low | BDCURC | BDCURC | |
| | | • Obtain City permissions for any permanent information boards & signage | Phase I | Medium | BDCURC, DOTE, City Planning & Buildings, Park Board, CRC | BDCURC | |
| | | • Obtain written land owner agreements for any part of the trail that may use private lands | Phase I | Medium | BDCURC | BDCURC | |
| | | • Promote the Heritage Trail | Phase I | Medium | BDCURC, Cincinnati USA CVB | BDCURC | |
| **Initiative 2: Branding and Gateways** | | | | | | | |
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To make the Brewery District a specific marketable brand identity | Short Range (1-2 Yrs.) | • Develop a branding identity for the OTR Brewery District. | Phase I | Medium | BDCURC | BDCURC | BDCURC Staff & Volunteer Time |
| | Medium Range (2-4 Yrs.) | • Install branded gateways, signage, sculptures, lighting and other street furniture in the district | Phase II | High | Cincinnati Recreation Commission, Public Services, DOTE, Cincinnati USA CVB | BDCURC | |
| **Initiative 3: Revisioning Our Recreation Facilities** | | | | | | | |
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To make improvements to the existing facilities by adding additional amenities to make them more usable and to include a wider range of activity types. | Short Range (1-2 Yrs.) | • Develop partnerships with stakeholders for each Playground<br>• Start small improvement projects to develop relationships and reclaim playgrounds | Phase I | Low | Cincinnati Recreation Commission, BDCURC, local groups | BDCURC with Cincinnati Recreation | BDCURC Staff & Volunteer Time |
| | Long Range (4 - 6 Yrs.) | • Plant shade trees in the playgrounds | Phase I | Low | Cincinnati Recreation Commission | BDCURC with Cincinnati Recreation | |
| | | • Add benches and other amenities in playgrounds that reinforce Brewery District brand | Phase II | Medium | Cincinnati Recreation Commission | BDCURC with Cincinnati Recreation | |
| | | • Add gateways to existing Rec facilities reinforcing the Brewery District brand | Phase III | Medium | Cincinnati Recreation Commission | BDCURC with Cincinnati Recreation | |
| | | • Add a new band shell/amphitheater to the Grant Playground | Phase II | Medium | Cincinnati Recreation Commission, Individual stakeholders | BDCURC with Cincinnati Recreation | |
| | | • Add interactive features such as responsive lighting and audio installations to existing Recreation facilities | Phase III | Medium | Cincinnati Recreation Commission, Individual stakeholders | BDCURC with Cincinnati Recreation | |
| | | • Accommodate more active, entertaining programming in Grant playground (E.g.: Project movies on the blank walls) | Phase I | Medium | Cincinnati Recreation Commission, OTR Foundation, Individual stakeholders | BDCURC with Cincinnati Recreation | |
| | | • Rehabilitate Over-the-Rhine Recreation Center | Phase III | High | Cincinnati Recreation Commission, | OTR Community Council, | |

# Action Steps

| Initiative 4: Rediscovering a Mixed-Use Economy | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To help redevelop historic buildings by pairing end users with the right spaces, developers and resources. | Short Range (1-2 Yrs.) | • Create a database of available commercial spaces.<br>• Update database on a quarterly basis. | Phase I | Medium | BDCURC, OTR Foundation, OTR Chambers, Property Management & Real Estate, CAGIS, Economic Development, MOMS, CVSBA | BDCURC | BDCURC Staff & Volunteer Time, Sponsorship, Advertising |
| | Medium Range (2-4 Yrs.) | • Add residential spaces to the database.<br>• Add assessment of the condition and potential uses to the database. | Phase II | Medium | BDCURC, OTR Foundation, OTR Chambers, Property Management & Real Estate, CAGIS, Economic Development, MOMS, CVSBA | BDCURC | |
| | Medium Range (2-4 Yrs.) | • Make connections between the end users and vacant spaces by circulating it to Realtors, economic development groups, real estate developers and general public. | Phase II | High | BDCURC, Economic Development, OTR Chambers, CVSBA, MOMS, Findlay Market, Springboard, Centrifuse, Realtors | BDCURC | |
| **Initiative 5: Brewer's Triangle** | | | | | | | |
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To envision and advocate for the construction of infrastructure improvements that will support the Moerlein Brewery, proposed Event Center, Grant Playground, and surrounding uses. | Medium Range (2-4 Yrs.) | • Redesign Moore Street to accommodate the additional pedestrian and truck traffic, taking truck traffic off of Vine Street. - This can include street markings, paving, signage, islands, and sidewalks. Redesign the entrance to Moore Street at McMicken Avenue and Liberty Street intersections. | Phase II | High | DOTE, CVSBA | BDCURC with DOTE | BDCURC Staff & Volunteer Time, NBDIP |
| | Medium Range (2-4 Yrs.) | • Provide parking for large truck on the land to the north of Shell Station by fencing the area. - The fence should be branding that area. | Phase II | Medium | Economic Development, DOTE, Christian Moerlein | BDCURC with DOTE | BDCURC Staff & Volunteer Time, NBDIP, Christian Moerlein |
| | Long Range (4 - 6 Yrs.) | • Make Hamer Street a pedestrian only street during special events | Phase III | High | DOTE, Cincinnati Recreation Commission | BDCURC with DOTE | City, TBD |
| | Long Range (4 - 6 Yrs.) | • Build structured parking on the land between Vine Street and Moore Street and on land between Moerlein Street and St. Francis Seraph School for visitor parking. | Phase III | High | Parking Facilities, Economic Development | Parking Facilities | |

| Initiative 6: Neighborhood Zones | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To allow for a more mixed use development. | Short Range (1 - 2 yrs.) | • Research and establish a local historic district for the Brighton area. | Phase I | High | City Planning & Buildings, Cincinnati Preservation Association, OTR Foundation | BDUCRC with Planning | Grants, BDCURC Staff & Volunteer Time |
| | Short Range (1 - 2 yrs.) | • Extend the Urban Mix Zoning District to allow more mixed use in the interim before FBC. | Phase I | Medium | City Planning & Buildings | BDUCRC with Planning | BDCURC Staff & Volunteer Time |
| | Long Range (4 - 6 Yrs.) | • Consider if FBC is suitable for this neighborhood and integrate into neighborhood | Phase II | High | City Planning & Buildings, Cincinnati Preservation Association, OTR Foundation | BDCURC & OTR Community Council with City Planning and Buildings | BDCURC & OTR Community Council |
| **Initiative 7: Complete Streets** | | | | | | | |
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To renovate streets in the Brewery District into multi-modal corridors. | Medium Range (2-4 Yrs.) | • Renovate Liberty Street to include multi-modal traffic.<br>• Improve streetscaping to enhance developable vacant property (4+ acres) along that street | Phase I | Medium | DOTE, OTR Chambers, Queen City Bike, CVSBA, MOMS, Findlay Market, OTR Foundation, Adjacent Property owners | DOTE | City, TBD |
| | | • Make small street improvements to increase pedestrian and bike friendliness on McMicken Avenue.<br>• Sub-name McMicken Ave as "Brewer's Blvd". | Phase III | Medium | DOTE, City Planning & Buildings, OTR Chambers, Queen City Bike, CVSBA, MOMS, Findlay Market, OTR Foundation | BDCURC | |
| | | • Reclaim smaller neighborhood streets with appropriate paving and pedestrian oriented details. | Phase III | Medium | DOTE, City Planning & Buildings, OTR Chambers, Queen City Bike, CVSBA, MOMS, Findlay Market, OTR Foundation | BDCURC with DOTE | |
| **Initiative 8: Parking & Placemaking** | | | | | | | |
| **Objective** | **Time Frame** | **Strategies** | **Phasing** | **Difficulty Level** | **Participating Agencies/ Partners** | **Responsible Party** | **Financing Options** |
| To find the best location for structured and surface parking lots. | Short Range (1 - 2 yrs.) | • Conduct a detailed parking study for the Brewery District | Phase I | Medium | City Planning & Buildings, Parking Facilities, University of Cincinnati, Findlay Market, CVSBA, OTR Chambers, DOTE, Economic Development, Cincinnati Recreation Commission. | BDCURC | Grants, BDCURC Staff & Volunteer Time |
| | Long Range (4 - 6 Yrs.) | • Construct new parking garages close to Findlay market that can serve businesses and residents of the Brewery District | Phase II | High | Parking Facilities, Findlay Market, CVSBA, OTR Chambers, DOTE, Economic Development, Cincinnati Recreation Commission. | Parking Facilities | City, TBD |
| | Long Range (4 - 6 Yrs.) | • Convert the areas of current surface parking lots into public and semi-spaces once structured parking is built | Phase III | Medium | Parking Facilities, Findlay Market, CVSBA, OTR Chambers, DOTE, Economic Development, Cincinnati Recreation Commission. | Parking Facilities | |