NORTH AVONDALE READING ROAD
URBAN DESIGN PLAN

By

North Avondale Neighborhood Association
North Avondale Planning Association
North Avondale Business Association

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The Center for Urban Design
College of Design, Architecture, Art, and Planning
University of Cincinnati

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The information contained in this report is derived from the North Avondale Reading Road Urban Design Plan of October 1992 which is incorporated by reference herein (this includes as Appendix 5 the Economic Potential of the North Avondale Business District: Final Report).

NORTH AVONDALE READING ROAD URBAN DESIGN PLAN

Goals

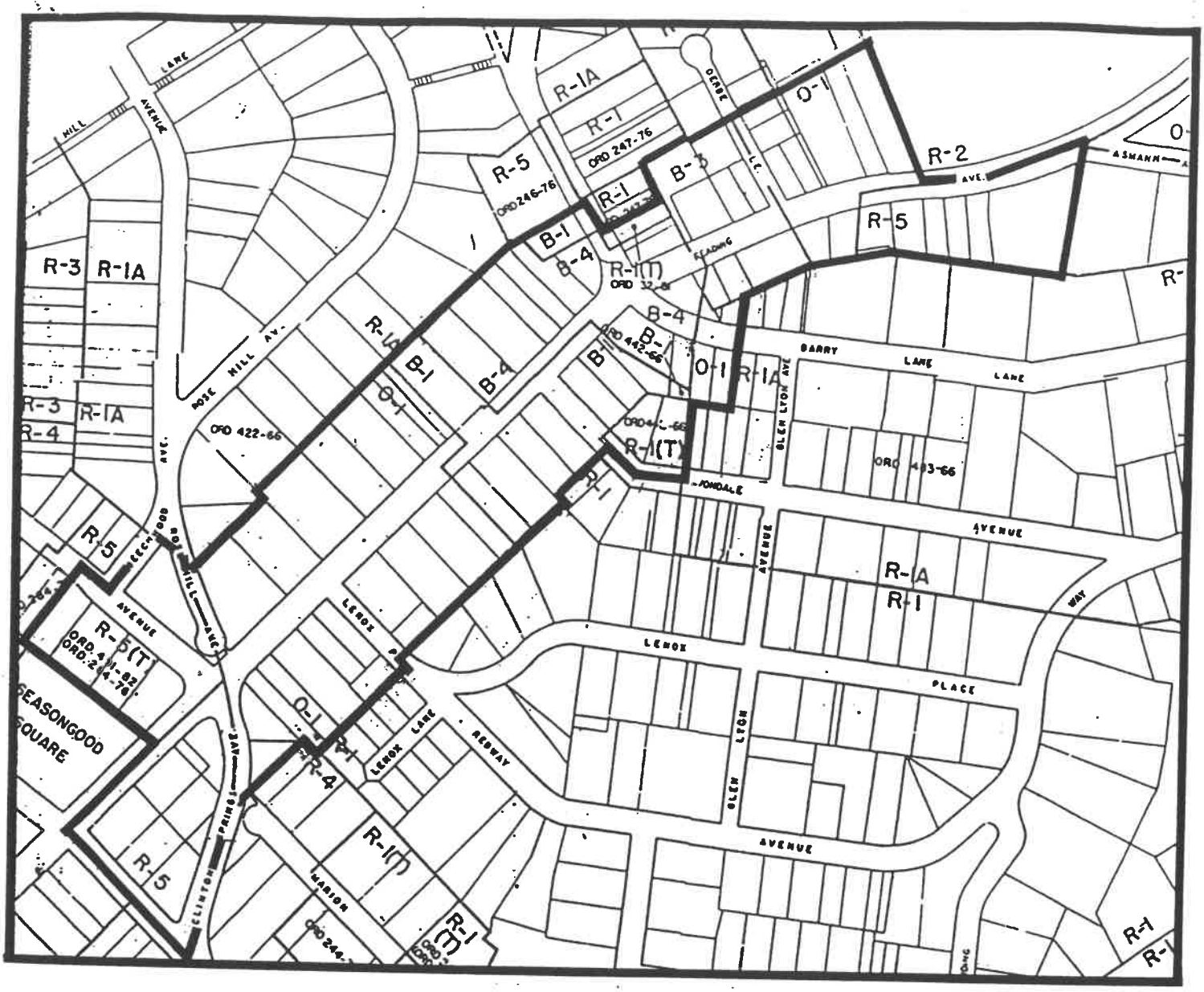
1. To revitalize the North Avondale Neighborhood Business District through a program of physical improvements and economic development.

2.To enhance and add to the existing residential use in the neighborhood business district, while maintaining mixed-use activities throughout the district.

3.To improve the image of North Avondale by restoring or replacing vacant or blighted commercial properties to attract new residents and business

4.To devise an urban design framework which would accommodate these goals, and to prepare a detailed program of environmental improvements, including proposals for new development, streetscaping, pedestrian, and vehicular circulation, parking, etc., which will enhance the existing physical structure of the district, provide an appropriate environment for viable retail activity, and improve the cohesiveness of the Neighborhood Business District as a whole.

5. To designate the area as an Environmental Quality- Urban Design District within which new development and improvements are implemented through a detailed set of aesthetic design guidelines formulated so as to acknowledge and to foster a refined urban environment, designed to serve customers graciously and comfortably.



NORTH AVONDALE READING ROAD
URBAN DESIGN PLAN BOUNDARY
JUNE 1994

Introduction

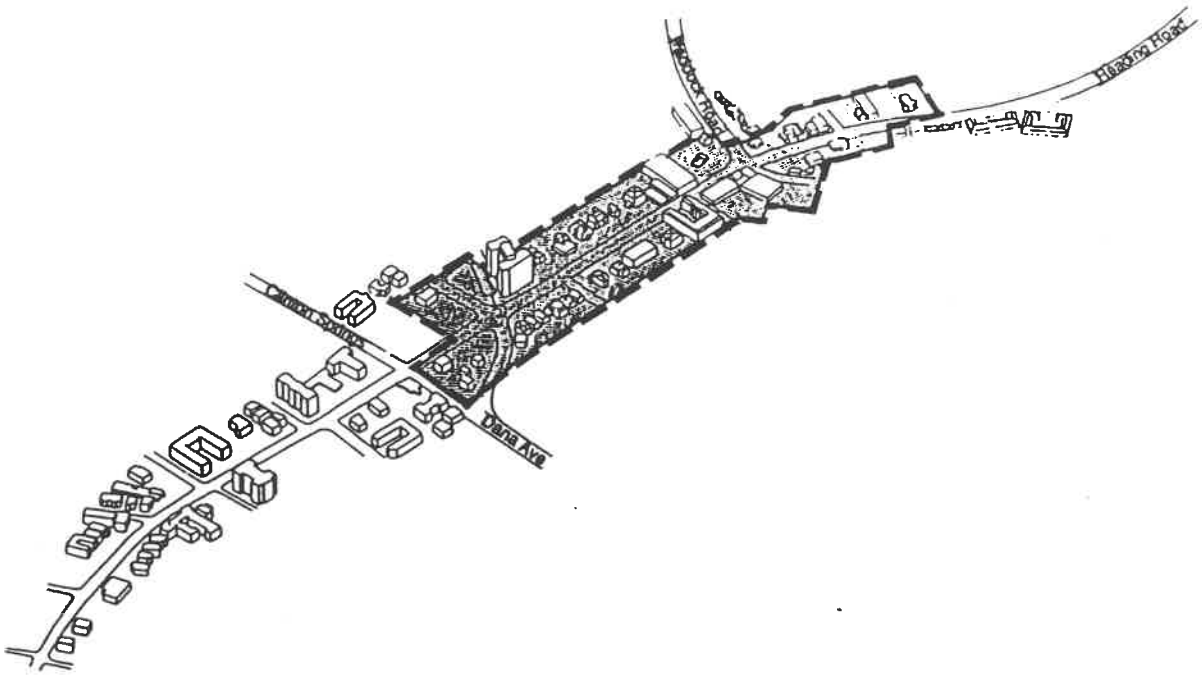
The North Avondale Neighborhood Business District Urban Design Plan is directed toward a specific program of physical, economic and environmental improvements intended to be implemented within the next two decades. The intent of the plan is to create a bold new "image" for the neighborhood to redefine and revitalize the center of the neighborhood's commercial district. This plan proposes specific physical improvements and land-use recommendations that are intended to form the basis for future action by community leaders.

As an Urban Design Plan this study is focused primarily on the physical condition of the study area accompanied by an in depth analysis of existing economic and market conditions of the neighborhood. Together these two studies form the basis for a comprehensive proposal for future development.

This study was commissioned by the North Avondale Neighborhood Association(NANA) and its committee for neighborhood development, the North Avondale Planning Association(NAPA). The impetus for an Urban Design Plan arose from a perceived need to improve the deteriorating conditions of the Neighborhood Business District in such a way as to enhance the surrounding community. This plan was conducted during the summer of 1992 with funding emanating from the City of Cincinnati Department of Neighborhood Housing and Conservation. The plan was carried out by the Center for Urban Design at the University of Cincinnati and the Center for Business and Economic Research at the University of Dayton.

Remit and Study Area

The design team was appointed to produce an urban design plan for the North Avondale Neighborhood Business district. The study area encompassed properties adjacent to Reading Road from Dana Avenue to Asmann Avenue within the boundaries of the North Avondale neighborhood. The bulk of the analysis of existing conditions was focused on the redefined limits of the North Avondale Neighborhood Business District on Reading Road from Dana to Asmann Avenue.



NEIGHBORHOOD BUSINESS DISTRICT BOUNDARY

Location and Community Profile

North Avondale is located approximately five miles northeast of downtown Cincinnati and has a population of 12,310, of which 72% is African-American and 28% non- African-American. The neighborhood boasts one of the highest average incomes of any inner-city neighborhood in Cincinnati, and most importantly maintains a rich diversification of population in age, race, and income.

Established in 1864, North Avondale's most distinguishing feature is its high quality historic architectural stock, manifest mainly in large turn of the century mansions, many of these still occupied, others converted to institutional uses. Considerable restoration work has been carried out by home owners during the last two decades further enhancing this asset. Along some parts of Reading Road and in much of the rest of the neighborhood mature trees and landscaping function to reinforce the positive aesthetic environment.

Commercial use is confined mainly to the Reading Road corridor. As is typical of most older neighborhood business districts, while the surrounding residential neighborhood remains very stable, the original core of commercial use has been eroded by competing venues in the outlying suburbs and downtown. Ease of personal mobility has diverted neighborhood shoppers to other nearby and more modern retail areas. Subsequently, the neighborhood has experienced significant underutilization and deterioration of its commercial district.

It is this last condition which framed the need for a comprehensive urban design strategy to redevelop blighted commercial property along Reading Road. Herein is a proposal for North Avondale's Neighborhood Business District revitalization.

Physical and Economic Development

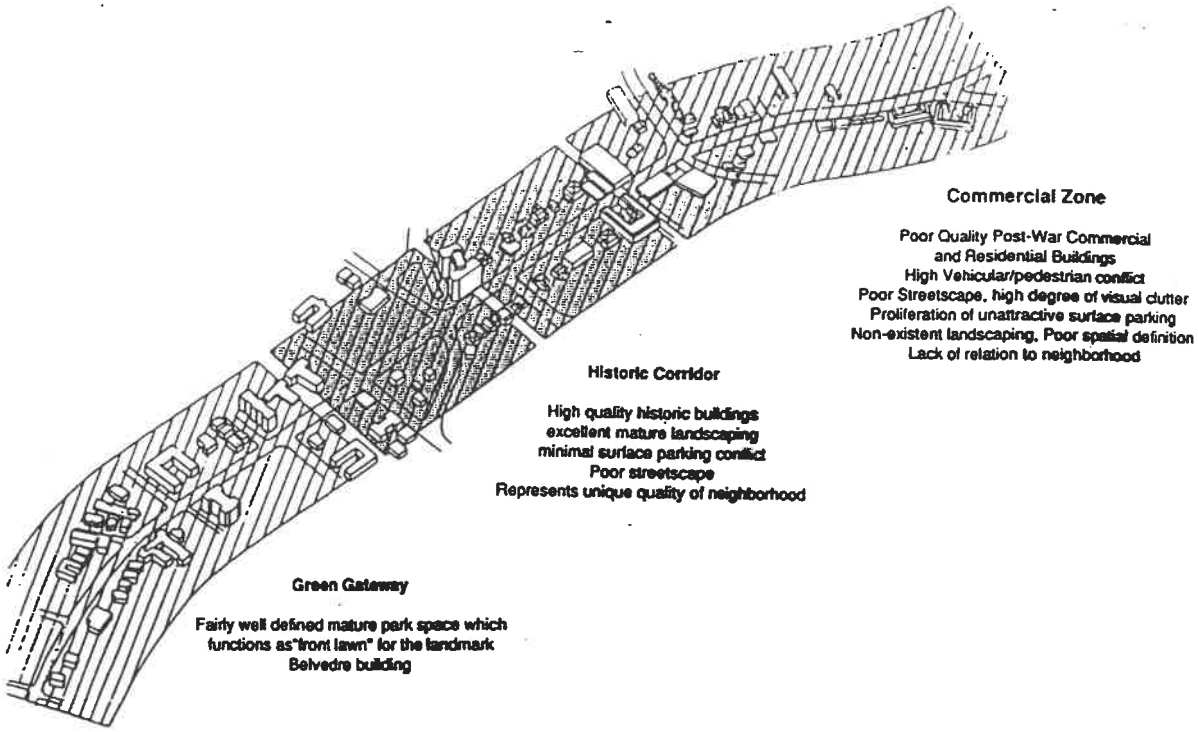
For the purposes of this report our interest in the historical physical and economic development of North Avondale is confined to the area of Reading Road as it passes through the defined Neighborhood Business District. (see fig. 1A)

The physical development of the district can be seen as composed of four phases: Rapid construction of a row of mansions with smaller scale single family development following (1864-1920); the construction of several large luxury multi-family buildings and their related services (1920-40); a post-war boom in moderate income multi-family residential development north of Paddock (1940-60); the demolition or conversion of historic buildings to institutional activities and the development of modern service oriented uses.(1960-93)

Today professional services are a viable element of the local economy, and institutional uses flourish. Automobile service functions have been discouraged as a recommendation of the 1974 North Avondale Community Plan. Retail is not an active presence at the intersection for a number of reasons. While there is not an overwhelming proportion of vacant buildings here, the general image of the commercial area is that it is suffering from serious neglect and dilapidation. This impression is reinforced most strongly by vacancies at the major intersection and the rundown appearance of the only former major retail building on Reading Road between Avondale Avenue and Barry Lane.

In summary, through an analysis of physical and economic historical development we find that historically the business mix here has been service oriented, first for the new local multi-family developments and then for a wider market of specialty services, i.e. auto oriented. Retail uses have always held only a small segment of NBD business, initially responding to the limited needs of the multi-family development, and subsequently did not grow as a proportion of the mix even when significant additional local multi-family development occurred after the war. Only office use has grown since the 60's as personal service professionals, and institutions, started to claim both large and medium sized single family housing for their use.

In physical terms the Reading Road corridor between Clinton Springs and Paddock Roads has been well defined since its initial development, with large, well proportioned mansions set back consistently on either side of the street. Larger scaled development, vertical in the case of the Belvedere, bulky as in the Rose Hill and the Lenox garage, and horizontal as in the 3900 Reading retail/service building, functioned to anchor either end of the well defined historic corridor, insuring its spatial integrity. The area at the intersection of Clinton Springs and Reading Road was defined early on by the Public Park which acts as a "front yard" for the present and previous large residential buildings. Conversely, the area north of Paddock, developed primarily after World War II has historically lacked clear spatial definition. This was exacerbated by the construction of buildings poorly proportioned for this major street corridor and out of character with the earlier development.



AREA DIAGRAM

North Avondale and the Reading Road corridor within the local urban context

Because of North Avondale's rapid development as a premier residential subdivision just prior to and at the turn of the century, the overall urban structure of the neighborhood is very consistent and distinct from the areas around it. The street layout and building fabric clearly differentiate themselves from the surrounding neighborhoods both in geometry and density, respectively. The street pattern, for example, follows a curvilinear plan on a loose grid structure which deviates markedly from the surrounding areas with a north-south orthogonal system of residential streets. Building density is lower than in surrounding neighborhoods with larger footprint buildings spaced father apart from each other than in the surrounding residential districts.

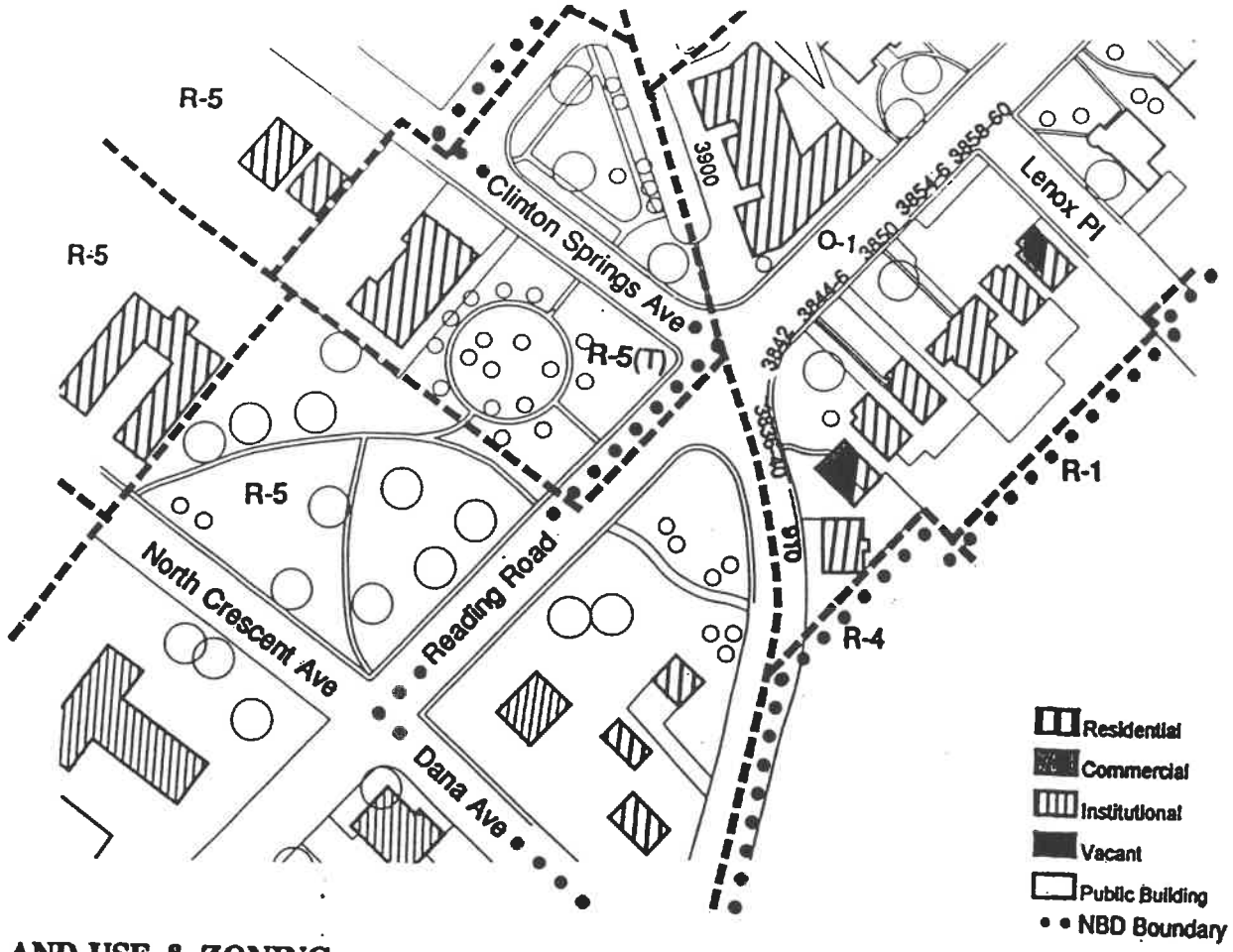
Most important in the identification of the boundaries and character of the North Avondale neighborhood are topographic and natural features. The neighborhood spans a high ridge above the Mill Creek Valley with significant slopes dropping off as much as 80' within the study area to the west, north, and east. A much more gradual slope is formed to the south as North Avondale changes to Avondale. Two major green areas further define the edges of the neighborhood; the natural areas along Victory Parkway as it passes to the southeast and east of the neighborhood; and the large green space to the north contained in the Avon Fields Golf course through which both Paddock and Reading roads approach North Avondale.

These natural features and coherent urban fabric work together to create strong neighborhood boundaries and an important sense of entry and exit to both the neighborhood and the City of Cincinnati itself, particularly along the Reading Road corridor. As the road is a major north-south arterial connecting downtown Cincinnati and its close-in residential/ retail areas to outlying industry and suburbs, it conducts daily more than 22,000 vehicles(1988). Both Reading and Paddock Roads are connected to the north to the Norwood Lateral and Interstate Highways 75 and 71. Reading Road itself is U.S. Highway 42. Paddock Road is State Route 4.

These aspects of the physical environment at the larger scale of urban structure point to the importance of the North Avondale Neighborhood Business District as a "gateway" on both a citywide and neighborhood scale.

The Reading Road Corridor from Dana to Asmann Avenues

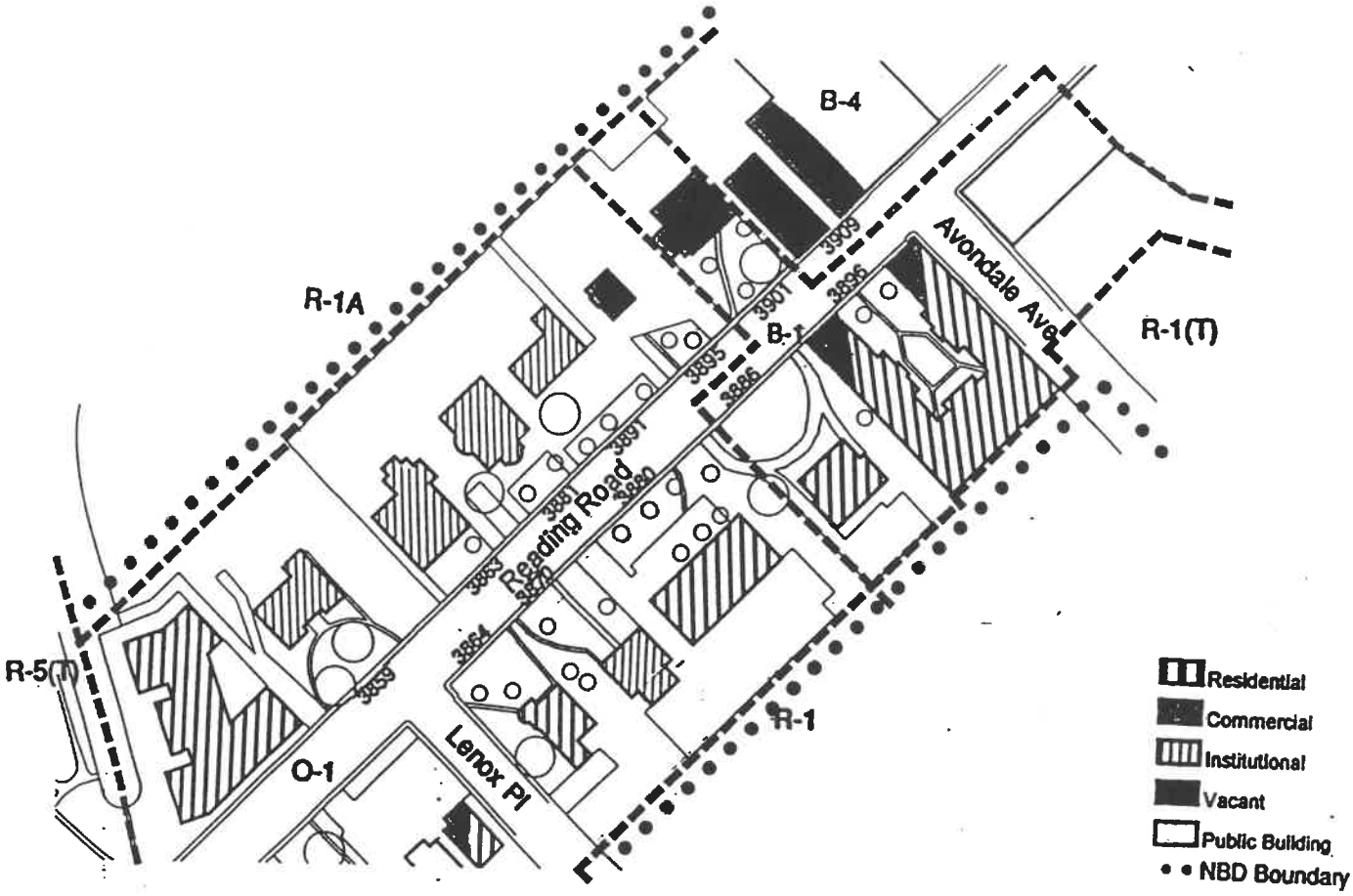
The Reading Road Corridor, as it moves through the neighborhood is defined as a fairly contiguous urban environment from Dana to Paddock, with a significant change in character from Paddock north to Asmann. This corridor can be understood as three areas, each related by various factors, but significantly different in others. These three areas are contained within the proposed district definition of the Neighborhood Business District(NBD).



LAND-USE & ZONING
THE GREEN GATEWAY

The Green Gateway: Dana to Clinton Springs Ave.

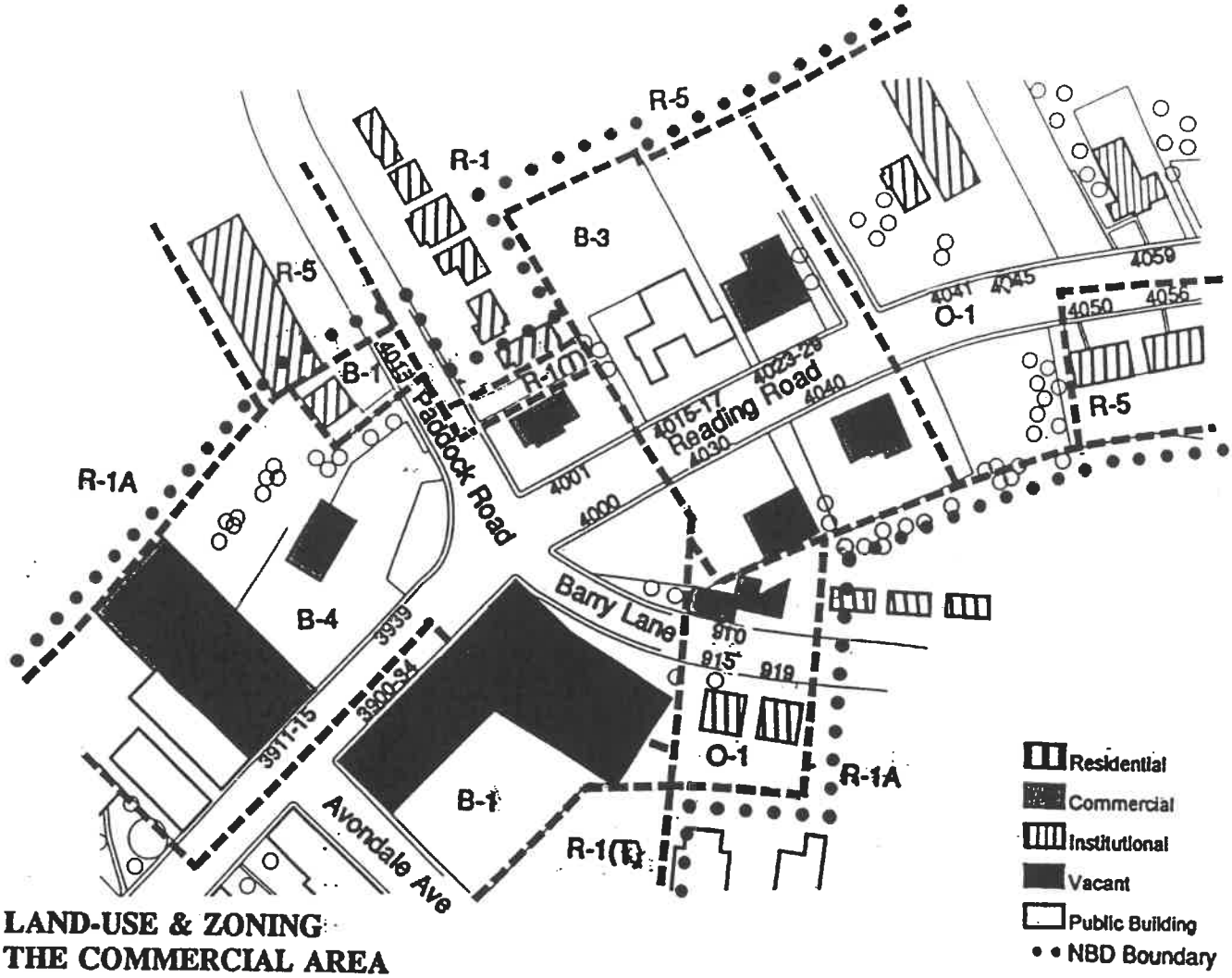
This sub-area is defined by Dana Avenue to the south and Clinton Springs Avenue to the north, and, as its name suggests, is dominated by public greenspace. The intersection of Clinton Springs Avenue and Reading Road makes this area highly traveled in all directions. This fairly well defined large open space makes up a significant nodal point in the movement sequence in all four directions. As such it defines a point of entry, or arrival into the heart of North Avondale. The distinctive Belvedere tower at the northwest corner of Clinton Springs and Reading acts as landmark for this nodal area. The scale relationship of the large park area to the massive tower is well balanced as the park acts as a "front lawn" for the Belevedere.



LAND-USE & ZONING
THE HISTORIC CORRIDOR

The Historic Corridor: Clinton Springs to Avondale Ave.

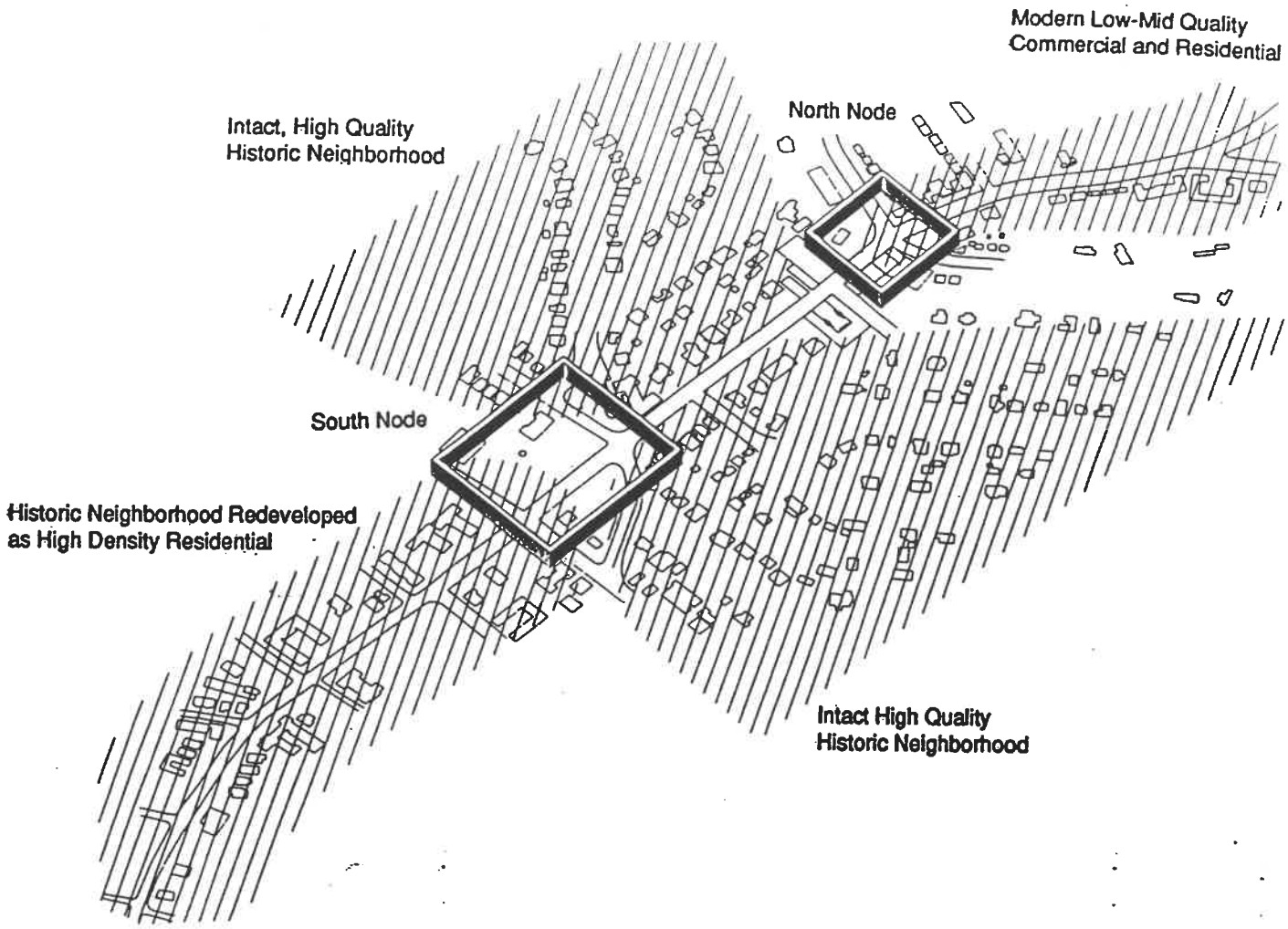
This sub-area is bounded by Clinton Springs Avenue on the south and Avondale Avenue on the north. It is largely composed of high quality historic buildings set back from Reading Road by excellent mature landscaping. This area boasts a very well defined spatial character, with the Belvedere tower marking its southern end and the bulky Rose Hill and the Lenox Garage defining its northern termination. The original historic mansions here, most of them intact, are set back equally to define a consistent "streetwall". The monumental scale and proportion of these buildings defines well the major street corridor of Reading Road. As a whole this area manifests the best qualities of the North Avondale neighborhood in the high quality architectural expression of an era gone by.



LAND-USE & ZONING
THE COMMERCIAL AREA

The Commercial Area: Avondale to Asmann Ave.

This area is very different from the others in the corridor. This is owing in part to the proportion, scale, and style of the post-war buildings in the area, constructed at a later date than in any of the other areas. The resulting spatial character and urban environment is very negative in this area, divergent from the rest of the corridor, and non-representative of the neighborhood in general. Significant to this area is the topographic formation which creates a steep decline in Reading Road north of Paddock. Because of this and other factors the area functions as a major entry point to the neighborhood and city.



URBAN STRUCTURE DIAGRAM

Urban Structure of Reading Road

The urban structure of the Reading Road corridor can be understood through an analysis of its spatial structure in the study area. The corridor as a whole may be understood as a linear spatial and movement corridor punctuated by two major nodal points(see fig. 1c). These are situated at the intersection of Clinton Springs and Reading Road (south node) and at the intersection of Paddock Road and Reading Road (north node). The south node is defined as a broad open green space situated at the "heart" of the North Avondale Neighborhood. As such, it marks a sense of "arrival" for those moving down Reading Road. The north node is currently poorly defined, but because of its situation at the top of a steep grade, and its location preceding the very contiguous urban fabric of the "historic corridor", it marks a point of "entry" into the neighborhood, and city, as previously discussed. These nodes mark the joining of specific districts. The southern node joins the dense "urban" character of the area to the south to the unique intact high quality residential area of North Avondale proper. The northern node mediates between the variable quality commercial and residential area and the same high quality residential area. The correct development, or enhancement of these nodes is crucial for the creation and maintenance of a coherent urban structure.

A further analysis of spatial structure in the corridor from Dana to Asmann Avenues is informative. Through this we find that the built environment of "The Green Gateway", around Seasongood Square Park, creates an irregular, but fairly well defined enclosure. "The Historic Corridor", is very well defined with contiguous street walls on either side of Reading. "The Commercial Area", beginning at the intersection of Avondale Avenue and Reading, is very poorly defined in spatial terms.
This condition is antithetical to the proper urban design intentions: to create a positive and unambiguous spatial enclosure.

District Delineation

Within this study the proposed neighborhood business district of North Avondale is defined as the area along Reading Road from Dana Avenue and Clinton Springs Avenue at the south to Asmann Ave. at the north. (see fig. 1a) This delineation is a proposed expansion of the previous NBD delineation in the 1974 Community Plan.

This expanded boundary was established as a factor of several issues. Current land-use between Clinton Springs and Avondale Ave shows substantial institutional and office usage. These uses should be seen as integral to the vitality of the neighboring commercial dominated sub-area. Future land-use trends favor a continued office adaptation of many of the historic mansions here through the current O-1 zoning. Finally spatial and thematic definitions show that the nature and maintenance of this additional area is important to the understanding and success in the future redevelopment of the current commercial area.

Building Conditions

A Blight Study was conducted in the spring of 1992 by The Center for Urban Design staff as per the Urban Renewal Chapters 725 and 727 of the Cincinnati Municipal Code . This walking survey was used to evaluate the exterior building conditions and land conditions of the buildings in the North Avondale Study Area.

1. Seven(7) of thirty-five(35) of 20% of the total number of structures in the study area are blighted.
2. Ten(10) of thirty-eight(38) or 26.31% of the total number of structures and vacant parcels in the study area are blighted.

Economic Feasibility Study

An Economic Feasibility study was conducted by the University of Dayton's Center for Economic and Business Research to determine the specific quantities of each use that should be planned for. The following is a summary of those findings with a table of associated quantities.

This study presents its findings in 4 parts; A description of the area; an assessment of the prospects for either a luxury apartment or a luxury condominium development; the potential economic viability of various commercial and institutional uses; and the residents' degree of attraction to the various redevelopment possibilities.

In summary, the North Avondale Neighborhood is described as a multi-ethnic, economically and culturally diverse area. Median owner occupied housing values are above the county average, while median contract rent for houses and apartments is below the county average. Demographic data are equally mixed with the community holding a lower percentage of households headed by married couples than in the city or county. The percentage of female head of households is high, though the neighborhood has a below average proportion of children. The elderly population is above average at 16%. African-Americans make up 72% of the community, unchanged in the past decade despite a 7.9% drop in the population of the neighborhood as a whole. Both housing and population data suggest a similar stability with a vacancy that is lower than average for the city. Because of this demographic and housing stability current estimates regarding the economic viability of the neighborhood business district are expected to remain accurate.

Neighborhood demand for a luxury apartment development in the neighborhood business district is relatively strong, while demand for luxury condominiums appears marginal. Accordingly, the design team accommodated 20-40 luxury apartment units in the proposal for a mixed-use development as specified by the **North Avondale Economic Report.**

TABLE 1: PROJECTED COMMERCIAL DEMAND

RETAIL	Sq. Ft.
Convenience Food Store	3,000
Upscale Neighborhood Restaurant	3,000
Bakery/Delicatessen	2,000
Yogurt/Ice Cream Shop	700
Natural Food Store	4,000
Drug Store	6,000
Golf & Sport Shop	1,500
Florist	1,300
Women's Accessory or Clothing Store	1,300
Card & Gift Shop	700
Retail Total	23,500

SERVICE AND OFFICE	Sq. Ft.
Legal Office	1,300
Event Planner	1,000
Travel Agent	1,000
Beauty Salon	1,700
Barber Shop	1,000
Finance Company	1,500
Dry Cleaner	1,300
Shoe Repair	700
Real Estate Agent	1,500
Service and Office Total	11,000
INSTITUTIONAL	5,000
GRAND TOTAL	39,500

North Avondale Neighborhood Business District Policy Guidelines and Implementation Strategy

In the fall of 1993, approximately 36 surveys were mailed to the existing known businesses within the North Avondale Reading Road Urban Design Plan area. From that mailing nine businesses responded, representing 25 percent of the business community. (See Appendix for survey)

The survey results indicate that the majority of businesses lease their present location and area locally owned and operated. The majority of employees are full-time. The businesses do not have problems recruiting employees.

Generally, the businesses are satisfied with the buildings they occupy, but improvements such as landscaping, facade upgrades, and parking availability would assist in the improvement of the district.

Those businesses considering expansion or renovating their facilities would do so by painting the exterior. The majority of businesses are committed to the North Avondale location and do not intend to relocate or close.

One reason the businesses are committed to this area is the increased consumer attention and sales volumes. Generally, the improved business environment is believed to be a result of increased real estate market and overall improvement of the regional economy. There is some concern by businesses that higher operating costs and the lack of new businesses in North Avondale could affect the future of the business district.

The businesses indicated that 57 percent of their customers come from other neighborhoods and 37 percent are local residents. The other customers are employees of adjacent North Avondale businesses. The busiest days of the week for businesses are Friday and Saturday. Advertising is done primarily in the Yellow Pages, newspapers, and radio. The shopping atmosphere, however, is considered fair to poor.

In consideration of physical improvements to the business area, the major concern is the general surroundings and individual building appearances. The condition of sidewalks and improved street lighting are important factors in attracting consumers to the area.

The significant traffic related needs are nighttime street security, specifically street lighting. The location and access to parking represents an important concern.

The positive characteristics for businesses operating in this area are the accessibility, the historical reputation, and the high volume of traffic that moves through the business district.

The negative characteristics are vandalism, security, and high traffic speeds.

Overall, the businesses indicated that improved economic growth and vitality of the North Avondale area could be achieved through an improved image, facelift (facade improvements and streetscape additions), removal of litter, better security, better traffic control at Dana Avenue, and the addition of neighborhood retail establishments.

The specific concerns needing immediate attention are the buildings at the intersection of Paddock and Reading Road and Barry Lane. Improved streetscape and pedestrian areas and access.

A majority of those businesses surveyed indicated they would participate in a business association.

I.Business Retention and Recruitment

Policy:Encourage the retention and recruitment of retail, business and personal services that serve the needs of the immediate North Avondale neighborhood and adjacent communities.

Strategies:

A.Mixed-use retail/residential development should be encouraged at the intersection of Paddock and Reading Roads to create a critical mass of businesses providing essential neighborhood services. If the current property owners are unwilling or unable to develop the property, new investors willing to proceed with development should be sought out.

B.Security and lighting design in the plan area should be enhanced as to create an environment conducive to business development.

C.Identify vacancies as opportunities for new businesses and maintain a list of available space.

D.Recruit new businesses that serve neighborhood needs and provide job opportunities for neighborhood residents.

II.Infrastructure and Design

Policy:Visual ambience should be increased through a comprehensive program of streetscape, facade and lighting improvements.

Strategies:

A.Streetscape improvements should be included in any retail developments and the existing Neighborhood Business District.

B.Facade improvements of existing buildings should be made by property owners. All improvements should be consistent with the design guidelines contained in the plan.

C.Lighting improvements should be made throughout the business district to increase the atmosphere of safety. All lighting improvements should be consistent with the design guidelines of the plan.

III. Safety

Policy:The business district should be perceived by customers and employees as a safe area.

Strategy:

A.A safe environment should be created and maintained in the business district by using the Neighborhood Block Watch in conjunction with the Community Oriented Policing (COP) program.

IV.Organization and Management

Policy:Encourage new and existing businesses to join efforts to improve the business district.

Strategy:

A.Create a neighborhood business association or a business committee of the North Avondale Neighborhood Association to sustain neighborhood business district revitalization and to develop joint marketing and promotion.

B.Contact individual business owners who have expressed concerns about existing conditions in the business districts.

V.Marketing and Promotion

Policy:The North Avondale Neighborhood Business District should be marketed as a desirable place to live, shop and conduct business.

Strategy:

A.The majority of existing businesses are destination points which serve a specialty or long-term clientele. A public relations effort should be conducted to provide marketing assistance which includes the following:

1.Create and continue to update a pamphlet listing the services and goods available in North Avondale. This pamphlet should be distributed throughout the neighborhood at businesses, the community center and houses of worship

2.Coordinate special events and promotions such as block party, a cultural festival and/or holiday displays.

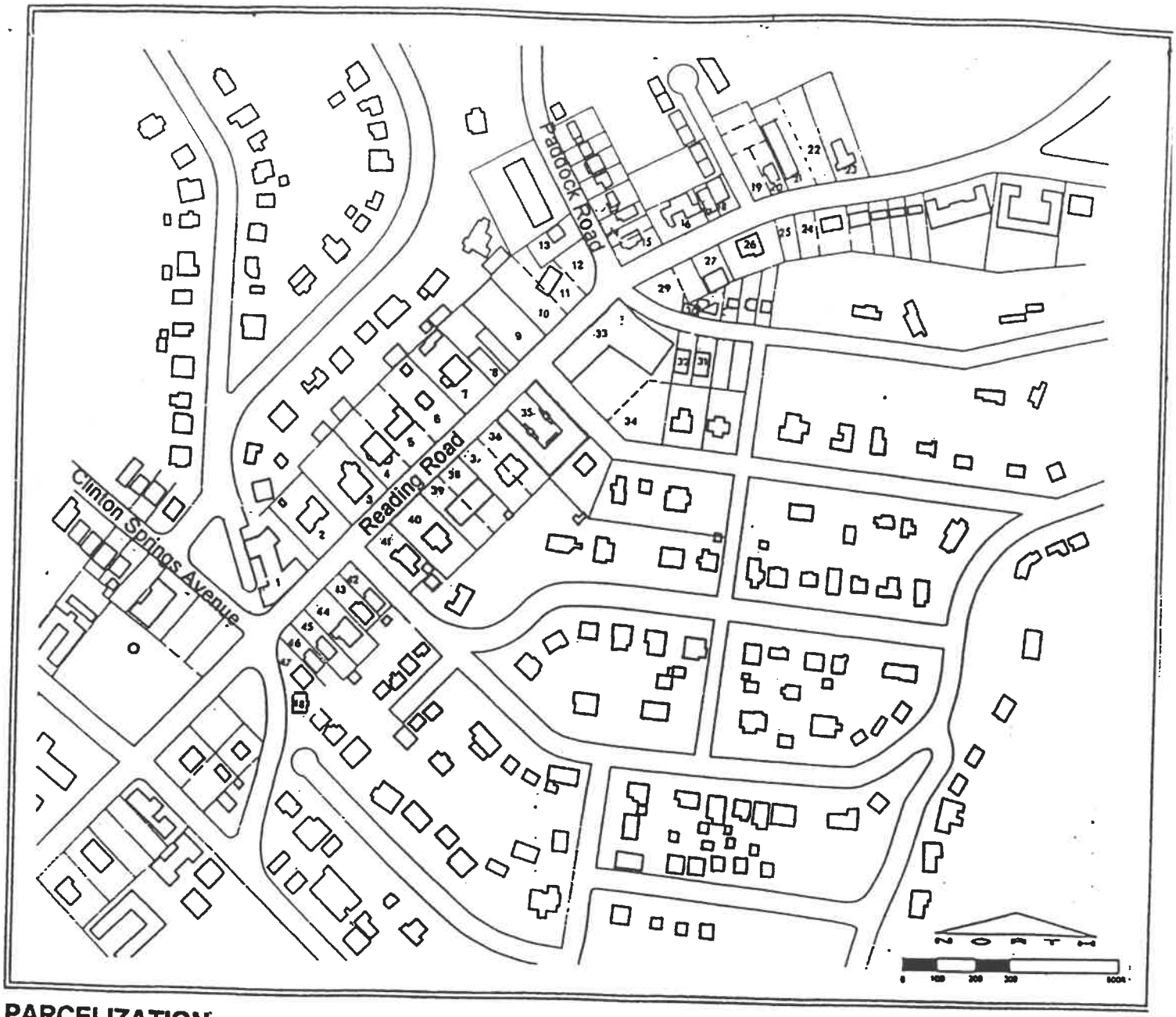
3.Develop and publicize a theme/logo for North Avondale to be used in advertising and print materials.

VI. Multi-Family Housing Policies

New housing should be developed to take advantage of the potential market for medium sized, relatively expensive units, based on the accessibility of the area. Off-street parking facilities should be developed for exisiting multi-family structures where practical.

The existing multi-family structures adjacent to the business district have played a role in maintaining its economic viabilty and should be reinforced as:

1. a well maintained, stable land-use which tends to control commercial expansion of the business district;
2. a transition from commercial to single-family residential areas;
3. a source of "walk-in" trade for the business district.



PARCELIZATION

Chronological Development of Commercial Along Reading Road

Decade	Name	Address	Square Footage
1920's	Car Barn	3900	18,000(service)
	Gas Station 4000		1,200(service)
1930's	Retail Block (Germany)	3900	19,000(retail)
1940's	3913-17 Reading Garage	3913-17	66,000(service)
	3909 Retail Building	3909	4,400(office-former retail)
	Shu-Rah Lounge/Crystal Rm	4040	2,600(retail) (former restaurant
1950's	Wilcox Auto Center	4030	7,400(service)
	Cosmetic & Implant Dental Center	910 Berry	4,490(office)
	Antonio's Pizza	4001	2,000(retail-former service
1960's	Weil Funeral Home	3901	6,950(service)
	3900 Reading Block		
	S. Finer, M.D.3928		1,800(office)
	U-Haul3939		2,800(former service)
	Milton Goldfarb, M.D.	3860	2,049(office)
	Sanford Wright Realtors (vacant)	3900 Rose Hill Ln	1,400(office)
1970's-1980's	Shampoo	4023	1,800(retail)
	Cuttin' It Like It Ain't Nothin'	3896	1,400(retail)
	Edward B. Burden Real Estate	3836	1,478(office)

Chronological Development of Condominiums/Apartments in North Amndale

Year	Name/Address	No. of Units	Type		
			1BR	2BR	3BR
1920-35	Rose Hill Condo	25 Luxury	7	12	6
1920-25	887 Clinton Spring (demolished in 1980's)	20 Conventional	N/A	N/A	N/A
1926	Belvedere Condo	72 Luxury	10	50	12
1930	4050/4056 Reading	20 Conventional	N/A	N/A	N/A
1950	Dubbs Lane Apartments	97 Conventional	N/A	N/A	N/A
1950	1607 Ansmann	28 Conventional	N/A	N/A	N/A
1952	4084 Reading	10 Conventional	N/A	N/A	N/A
1968	3880 Reading	30 Conventional	N/A	N/A	N/A

#	ADDRESS	OWNER NAME	OWNED SINCE	BK	PG	PRCL
1	3859 Reading	Brown, Henry E	10/26/90	111	3	10
2	3863 Reading	House of God of Apostolic Faith	06/25/78	111	3	11
3	3863 Reading	House of God, Apost	07/25/75	111	3	12
4	3881 Reading	Gordon Bary Realty Co	03/24/69	111	3	13
5	3891 Reading	Gordon Bary Realty	08/29/56	111	3	14
6	3895 Reading	Gordon Bary Realty	08/29/56	111	3	15
7	3901 Reading	Gordon Bary Realty	08/29/56	111	3	17
8	3909 Reading	Hawkins, Lawrence	02/02/83	111	3	18
9	3911-15 Rding	Bond, Howard	11/10/87	111	3	19
10	3939 Reading	U-Haul Real Estate Co.	07/31/90	111	3	23
11	3939 Reading	U-Haul	07/31/90	111	3	24
12	3939 Reading	U-Haul	07/31/90	111	3	21
13	4013 Paddock	Parisey, Orval & Maria	03/01/77	111	3	26
14	4001 Reading	Balvanker, Gilbert & Jacqueline	09/11/89	111	1	13
15	4001 Reading	Balvanker	09/11/89	111	1	14
16	4015-17 Rding	City of Cincinnati (FH)	12/23/13	111	1	08
17	4023-25 Rding	Debbe Lane Apartments	09/26/85	111	1	27
18	4027-29 Rding	Debbe Lane	09/26/85	111	1	28
19	4041 Reading	Debbe Lane	03/04/91	111	1	29
20	4041 Reading	Debbe Lane	09/26/85	111	1	09
21	4045 Reading	Wright, Glen Trustee	05/23/66	111	1	35
22	4045 Reading	Wright, Glen	05/23/66	111	1	11
23	4059 Reading	New Life Youth Services	09/14/88	111	1	12
24	4040 Reading	Sementis, Cleopatra & Panos, PJ	04/08/88	110	3	64
25	4040 Reading	Sementis & Panos	04/08/88	110	3	66
26	4040 Reading	Panos, Peter J	06/25/91	110	3	66
27	4030 Reading	Gilchrist, Ann	03/24/76	110	3	67
28	4000 Reading	Bennayer, Jack R et als	06/25/85	110	3	68
29	4000 Reading	Bennayer	06/25/85	110	3	69
30	910-14 Barry	Bennayer	06/25/85	110	3	60
31	919 Barry	Hermeier, Grace M & Albert Jr.	09/01/89	110	3	54
32	915 Barry	Hermeier	09/01/89	110	3	53
33	3900-34 Rding	Morris Investment Co.	12/13/65	110	3	47
34	3900-34-Rding	Morris	12/31/65	110	3	42
35	3896 Reading	Rose Hill Condominium	0/27/82	110	3	20
36	3886 Reading	Schlanser, Dale C.	10/10/84	110	3	19
37	3886 Reading	Schlanser, Dale C.	10/10/84	110	3	18
38	3880 Reading	Marcus, Peter	04/14/77	110	3	17
39	3880 Reading	Marcus	04/14/77	110	3	16
40	3870 Reading	Yad-Char Union-Tiferes Israel	02/03/49	110	3	15
41	3864 Reading	Raffin, Lillie	11/14/79	110	3	13
42	3858-60 Rding	Goldfarb, Lee I trustee	07/14/81	110	1	01
43	3854-56 Rding	Webbington, Joan Nie	03/26/90	110	1	64
44	3850 Reading	Rosedale Apartments	08/05/82	110	1	02
45	3844-46 Rding	Harton, Carol Joyce	11/02/81	110	1	73
46	3842 Reading	McQueen, Marilyn	12/01/79	110	1	03
47	3836-40 Rding	Burden, Ann	10/06/83	110	1	83
48						
49	3900 RoseHill	Belvedere Condominiums	01/15/45	111	3	30

Existing Uses (October 1993)

Institutional

No.	Address	Business	Sq.Ft.
23	4059 Reading	New Life Youth Svcs	1400
5	3891 Reading	Talbert House	5400
2,3,4	3863-81 Reading	House of God	2800
40	3890 Reading	Tifereth Israel Syn	4800
		Total	14400

Office

8	3909 Reading	Dr. Lawrence Hawkins	
3300		Lawrence C. Hawkins, esq.	
		Swilley & Associates	
		Joann Jones & Assoc.	
18	4027-29 Reading	Debbe Ln apt offices	2700
47	3836-40	E. B. Burden Real Estate	1500
35	3896 Reading	Sanford Wright Realtors	1400
		Total	8900

Medical Offices

43	3854-56	S. Finer, M.D..	1800
42	3858-60	Milton Goldfarb, M..	2000
30	910 Barry	Cosmetic & Dental Ctr	4500
		Total	8300

Retail

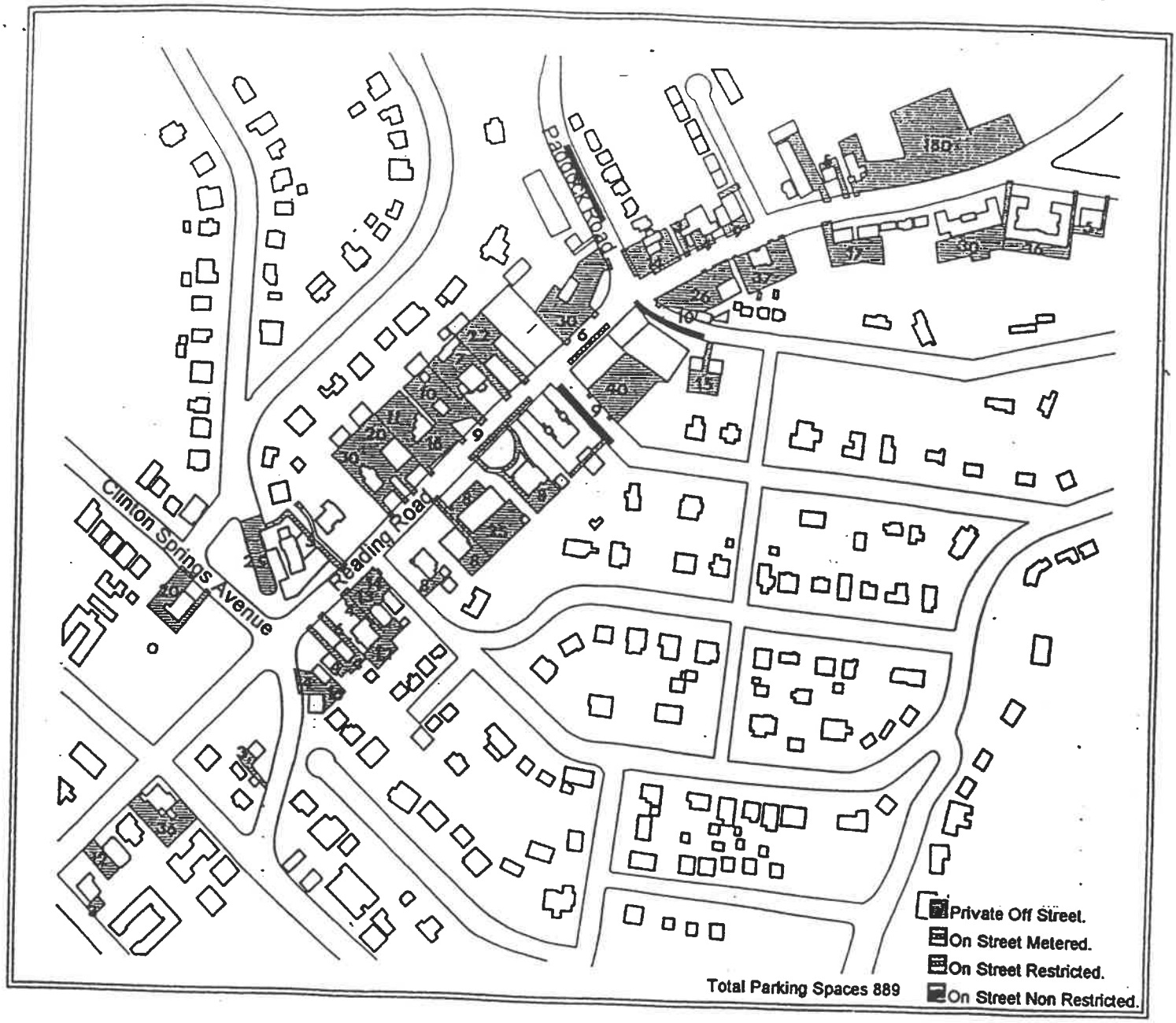
26	4040 Reading	Sha-Rah Lounge Crystal	2600
33	3900-34	Block (Gershuny)	
		Ed's Vacuum Svc	1700
		A&S Grocery	2500
17	4023-5 Reading	Shampoo	1800
15	4001 Reading	Antonio's Pizza	2000
35	3896 Reading	Cuttin' It Like Nothin'	1400
8	3909 Reading	Yos Ei Kan Karate	5000
		Total	17000

Service

6,7	3891-5 Reading	Weil Funeral Home	7000
26	4840 Reading	Wilcox Auto Center	7500
9	3913-17 Reading	Lenox Garage	66000
		Domie's Hand Car Care	
		Executech and NIT Magazine	
		Auto Body Insurance	
		T.W. and Assoc. Lawn Service	
		Lenox Car Storage	
		Underground 3 Race Car Builders	
10,11,12	3939 Reading	U-Haul	2800
		Total	83,300

Major Apartment Buildings in and near the NBD

			Units
49	3900 Reading	Belvedere	72
35	3896 Reading	Rose Hill Condo	25
	Debbe Lane	Debbe Lane Apartments	97
38,39	3880 Reading		30
	1607 Asmann		28
	4084 Reading		10
	4050-6 Reading		20
21	4045 Reading	Avon Apts	58
	4025 Paddock	Paddock Apartments	50
		Total	390


Clinton Springs Avenue
Reading Road
Paddock Road
Private Off Street.
On Street Metered.
On Street Restricted.
On Street Non Restricted.
Total Parking Spaces 889

PARKING

NORTH

Total Parking Breakdown

Institutional

Name	Type	No. of Spaces
New Life Youth Services	Off Street	5
Talbert House	Off Street	27
House of God Apostolic	Off Street	30
Sickle Cell Awareness Group	Off Street	36
Cincinnati Bible College		0
Tifereth Israel Synagogue Off Street		8
	Total	106

Office

Edward B. Burden Real Estate	Off Street	14
3909 Reading	Off Street	9
Lawrence C. Hawkins, Jr., Esq.		
Swilley & Associates		
Joann Jones & Assoc. Realtors		
Sanford Wright Realtors (vacant)	Street	9
	Total	32

Medical Office

S. Finer, M.D.	Off Street	4
Milton Goldfarb, M.D.	Off Street	14
Dr. Lawrence Hawkins	Off Street	3
Cosmetic & Implant Dental Ctr	Off Street	21
	Total	42

Apartment

Rose Hill Condo	Street	9
	Street Restricted	9
Belvedere	Off Street	74
4050/4056 Reading	Off Street	17
Debbe Lane Apartments	Off Street	66
1607 Asmann	Off Street	16
4084 Reading	Off Street	30
3880 Reading	Off Street	34
	Total	255

Retail

Sha-Rah Lounge Crystal Room	Off Street	37
Shampoo	Off Street	9
3900 Reading Block (Gershuny)		
Ed's Vacuum Clnr Sales & Svc	Off Street	6
A & S Grocery	Off Street	6
Antonio's Pizza	Off Street	14
Yos Ei Kan Karate School	Off Street	11
Cuttin' It Like It Ain't Nothin	Street Restricted	9
	Total	92

Service

Weil Funeral Home	Off Street	41
Wilcox Auto Center	Off Street	10
3911-17 Reading - Garage	Street Metered	9
Domie's Hand Car Care		
Auto Body Insurance		
Executech and NIT Magazine		
T.W. and Assoc. Lawn Service		
Lenox Car Storage		
Underground 3 Race Car Builders		
	Total	60

Total Parking

Type	No. of Spaces
Private Off Street	587
On Street Metered	9
On Street Restricted	18
On Street Non-Restricted	18

Parking Space Relationships	Zoning Code Requires
1 parking space per 193 s.f. of office space	1 space per 750 s.f.
1 parking space per 225 s.f. of medical office space	Varies on number of exam rooms, etc.
1 parking space per 158 s.f. of retail space	1 space per 250 s.f.
1 parking space per 4,230 s.f. of service space	1 space per 400 s.f.
1 parking space per 188 s.f. of non-conforming uses	Varies to assembly space

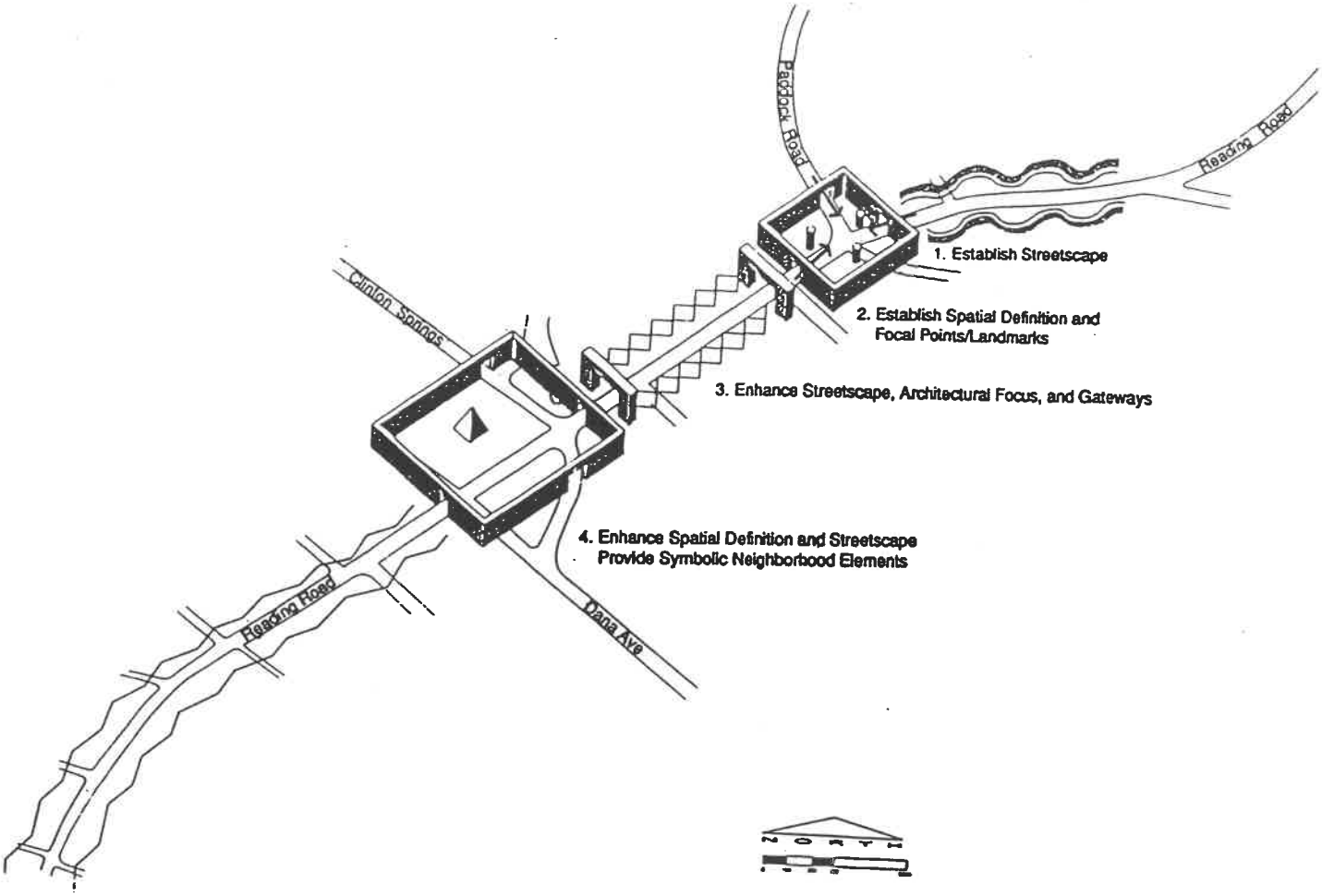
.90 parking spaces per apartment

TRAFFIC TOTALS

	Avg Daily Total (for both directions)	Yr Taken
Reading Rd., North of Paddock Rd.	14,600	1988
Reading Rd., South of Paddock Rd.	22,200	1988
Paddock Rd., West of Reading Rd.	7,900	1988
Barry Ln., East of Reading Rd.	200	1988

	Avg Daily Total (ADT)	Afternoon Peak Hour*	Evening Peak Hour*	Year Taken*
Reading Rd., North of Paddock Rd.	N 7300	365	584	1988
	S 7300	365	584	1988
Reading Rd., South of Paddock Rd.	N 11,100	555	888	1988
	S 11,100	555	888	1988
Paddock Rd., West of Reading Rd.	E 3950	198	316	1988
	W 3950	198	316	1988
Barry Ln., East of Reading Rd.	E 100	5	8	1988
	W 100	5	8	1988

*Estimates based on AVERAGE DAILY TOTAL.



URBAN DESIGN STRATEGY DIAGRAM

SUMMARY OF PHYSICAL IMPROVEMENTS

This figure illustrates four major types of NBD physical improvements that should improve the visual appearance of the Reading Road corridor.

1. Establish streetscape improvements north of Paddock and Reading Roads adjacent to the commercial area.

2. Establish spatial definitions and focal points/landmark structures at the intersection of Paddock and Reading Roads within the core commercial area.

3. Enhance streetscape, architectural focus and gateways within the historic corridor.

4. Enhance spatial definitions and streetscape improvements and provide a symbolic neighborhood element within the green gateway.

Urban Design Strategy

The Importance of the Reading Road Corridor within North Avondale and its various areas has been described in environmental, symbolic, and practical terms. It is important to reinforce the positive aspects of the built environment while providing a physical design that will accommodate a proposed program.

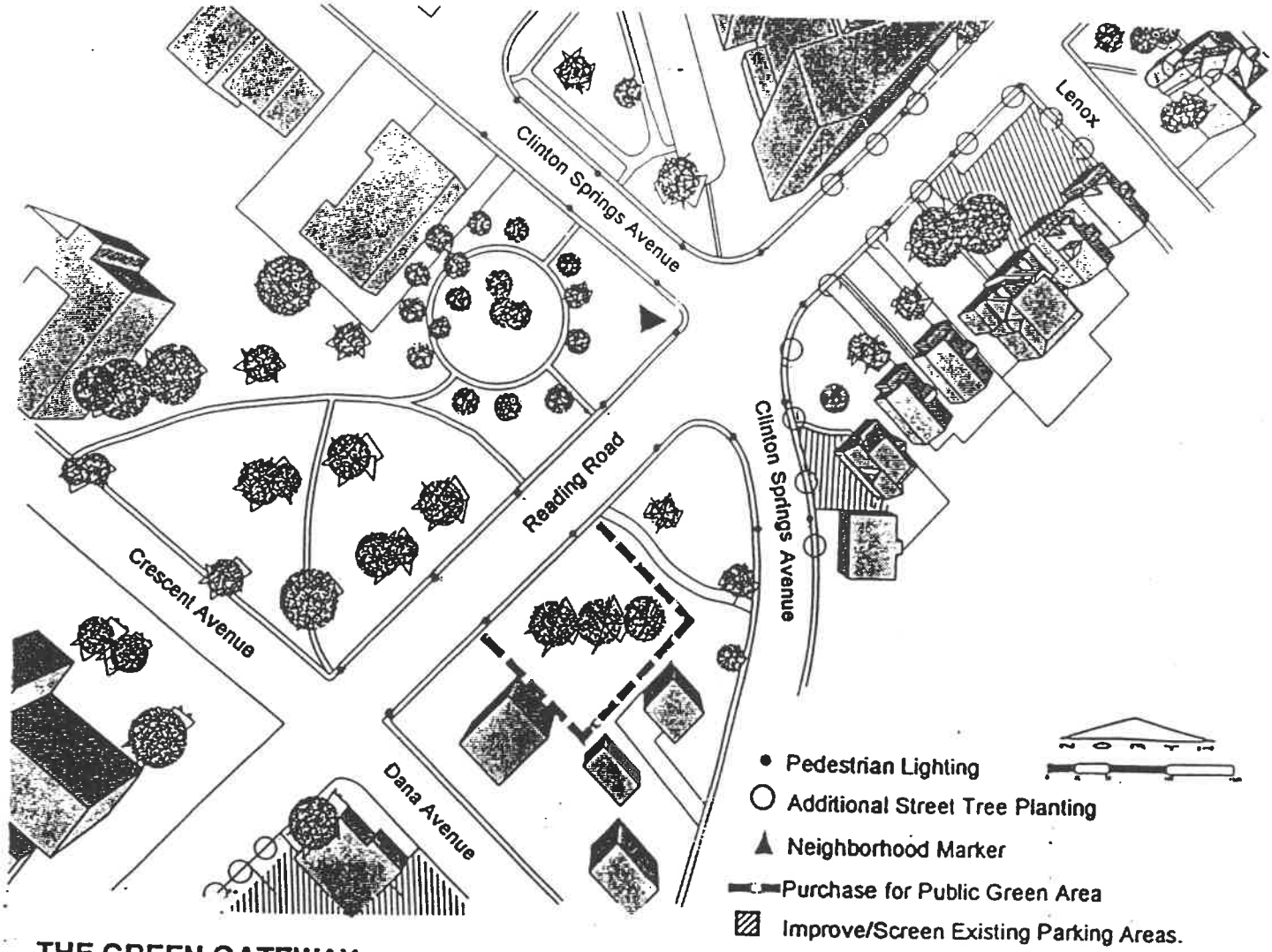
Urban Design Plan

1.Re-establish the intersection of Reading and Paddock Roads as a major nodal point in both city-wide and neighborhood terms. Maintain and enhance the nodal quality about the intersection of Clinton Springs Avenue and Reading Road and the gateways at both of these nodal points.
2. Propose viable building fabric that can create a significant spatial enclosure at the intersection of Paddock and Reading Roads.
3. Provide for significant visual focal points within and beyond the corridor.
4. Initiate a land-use proposal that will reinvigorate commercial activity with in neighborhood business district.
5. Allow for significant and positive pedestrian linkages between public spaces and enhance the vehicular movement sequence, both through a program of streetscape improvements.

Urban Design Implementation

The Urban Design Strategy calls for an integrated approach to redevelopment through:
1.a program of new construction
2.renovation/improvement of existing buildings
3.special public open space creation
4.improvement of the streetscape.

Implementation of this urban design proposal requires:
5. Establishment of an Environmental Quality - Urban Design Overlay District
6. Acquisition of significant parcels of land within the commercial area at the intersection of Paddock and Reading Roads.
7. Demolition of specific buildings
8. Renovation/re-use of other buildings.



THE GREEN GATEWAY

Itemized List of Urban Design Implementation:

The Green Gateway:

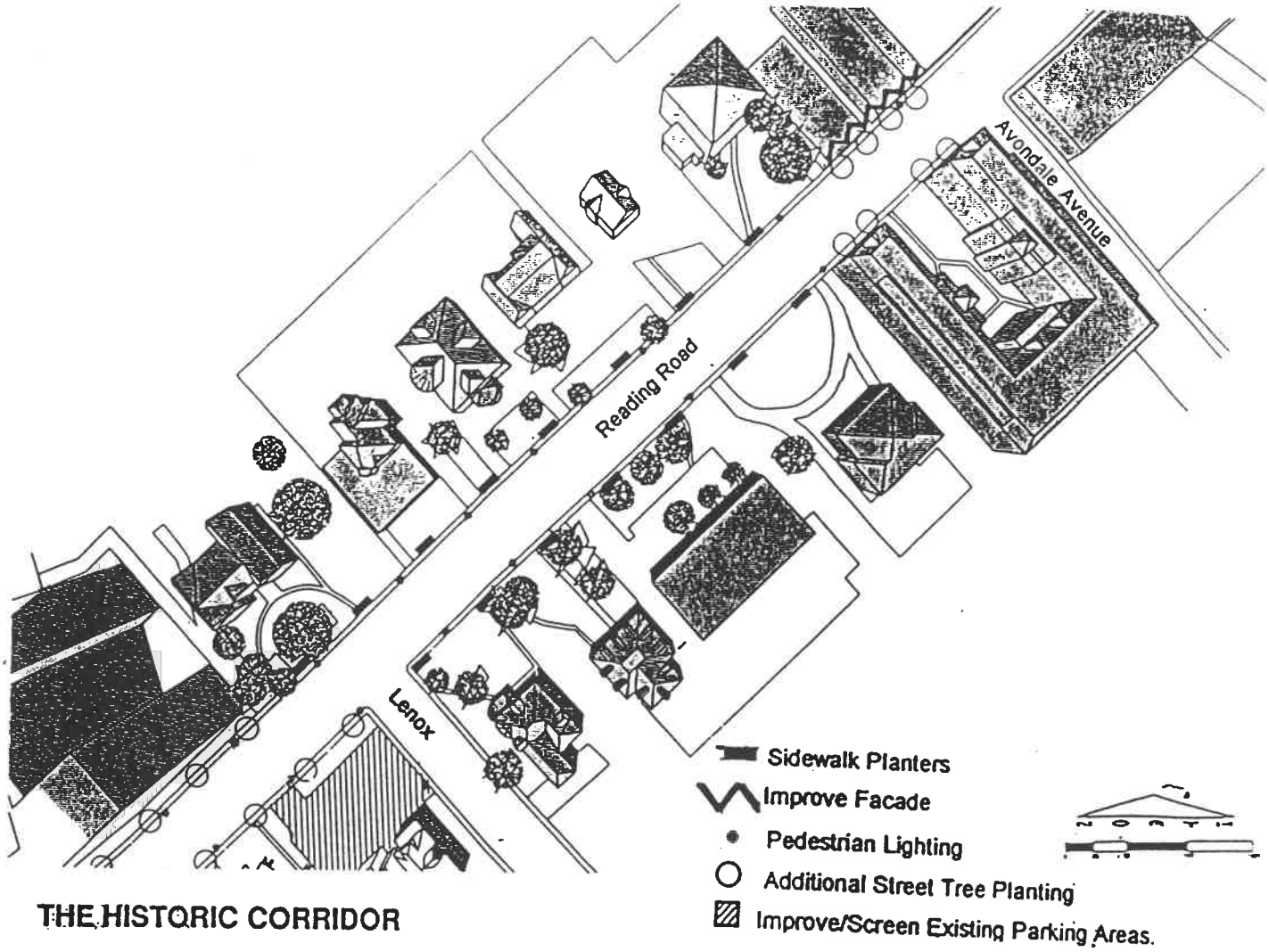
1. Vacant Property acquisition for park
2. Street tree maintenance program
a Replace/prune/trim/cut existing trees
3. New street trees and parking lot trees
4. New public garbage cans, benches, and pedestrian oriented lighting
5. Monument/Sculpture, three dimensional design

The Green Gateway: Dana to Clinton Springs

This sub-area would benefit from proposed improvements. Because of the presence of mature trees there needs to be a tree maintenance program. Additionally, the parking lot of the former commercial (now institutional) building at the southeast corner of Reading and Dana would benefit from a new tree planting program within the lot as well as at the edge of the street. Street trees should be replaced at the east frontage of the Belvedere, and for the purposes of creating a symmetrical gateway into "The Historic Corridor" it would be useful to match these trees with identical plantings on the east side of the street. Parking lots for professional office buildings at the northeast corner of Reading and Clinton Springs should be screened by street trees. Commercial signage for buildings should follow carefully the proposed Urban Design Guidelines, especially for lots at the entry into this area. Sidewalk conditions in this area are good with recent replacements around Seasongood Square Park. All areas would benefit from additional trash cans and benches as necessary. Finally, though current illumination levels are adequate, a pedestrian oriented lighting program should be implemented through the installation of decorative street lamps (these should match gas lights from the neighborhood's historic district) and uplighting for the historic facades.

There is a vacant lot for sale on the east side of Reading between Dana and Clinton Springs. The proper development of this site is crucial to the maintenance of the positive spatial and visual qualities of this sub-area. It is the recommendation of this plan that all reasonable means be taken to purchase land for incorporation into the existing green spaces in this area.

The single major improvement in this area that will benefit the neighborhood in general is the introduction of a marker of two or three dimensional form, such as a monument, that would announce arrival in North Avondale. This would be successful in reinforcing the high aesthetic quality of the area as well as enhancing the overall identity of the community.



THE HISTORIC CORRIDOR

Itemized List of Urban Design Implementation:

The Historic Corridor:

1. ***Tree planting program and free standing planters***
2. ***Sidewalk repair and restoration of grass or decorative planting between curb and sidewalk***
3. ***Decorative plaques for historic mansions***
4. ***Request historic review by Historic Conservation staff (Historic District)***
5. ***Pedestrian oriented lighting***
6. ***Uplighting for historic facades***
7. ***Building facade improvements***
8. ***Planted berms around parking areas***

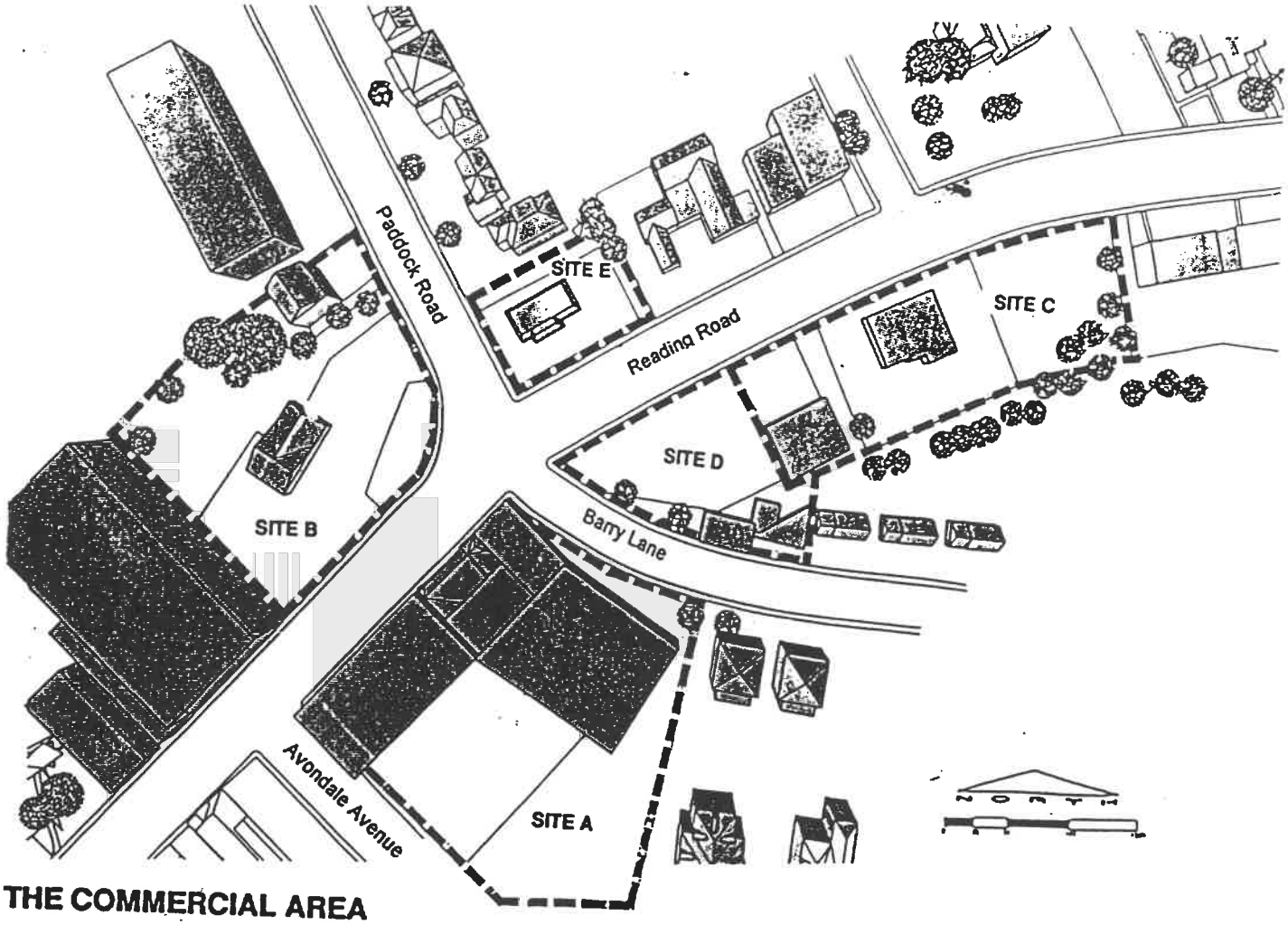
The Historic Corridor: Clinton Springs to Avondale Ave.

The historic corridor has the highest degree of architectural integrity within the NBD. The historic mansions require basic maintenance. This area needs three improvements.

The streetscape condition along this portion of the corridor should be improved. To improve the pedestrian environment this plan recommends a tree planting program in front of the Rose Hill condominiums and across the street in front of the small commercial buildings at 3909 Reading Road and the Lenox Garage. It is hoped that this will function similarly to the recommended street tree planting at the southern end of this area in reinforce the gateway quality in passage from "The Historic Corridor" to "The Commercial Area".

Between 3909 Reading and the Belvedere freestanding planters should be installed on both sides of the street at regular intervals. Permanent Planters are suggested instead of a tree planting program because it is felt that these young trees will block important views to the historic mansions for pedestrian and vehicular traffic. Sidewalks should be repaired as necessary and the narrow strip between the sidewalk and the streetcurb should be restored to grass or decorative plantings. An informational plaque system should be installed along the sidewalk in front of each mansion describing its history and importance to the community. A lighting program should be implemented as well through the installation of decorative street lamps and uplighting for many of the historic facades. All of these elements will function to capitalize on this area's greatest asset, its historic mansions, providing a pleasant and stimulating environment for the pedestrian and an improved visual environment for vehicular traffic.

Basic facade improvements should be implemented on the commercial buildings. Finally, a planted berm might be created to hide the exposed parking lots at the southeast corner of Lenox Place and Reading Road, as this has proven successful for the other apartment buildings. Separate parking lots should be consolidated with a single entry from Lenox Place.



THE COMMERCIAL AREA

Itemized List of Urban Design Implementation:

The Commercial Area:

1. Sites A, B, C, D, E

- ***a. Property acquisition***
- ***b. Demolition***
- ***c. New construction mixed retail residential development***
- ***d. New landscaping and parking***

2. Widen Paddock Rd at Reading Rd intersection

3. Cul-de-sac Barry Lane

4. New Sidewalks and Curb cuts

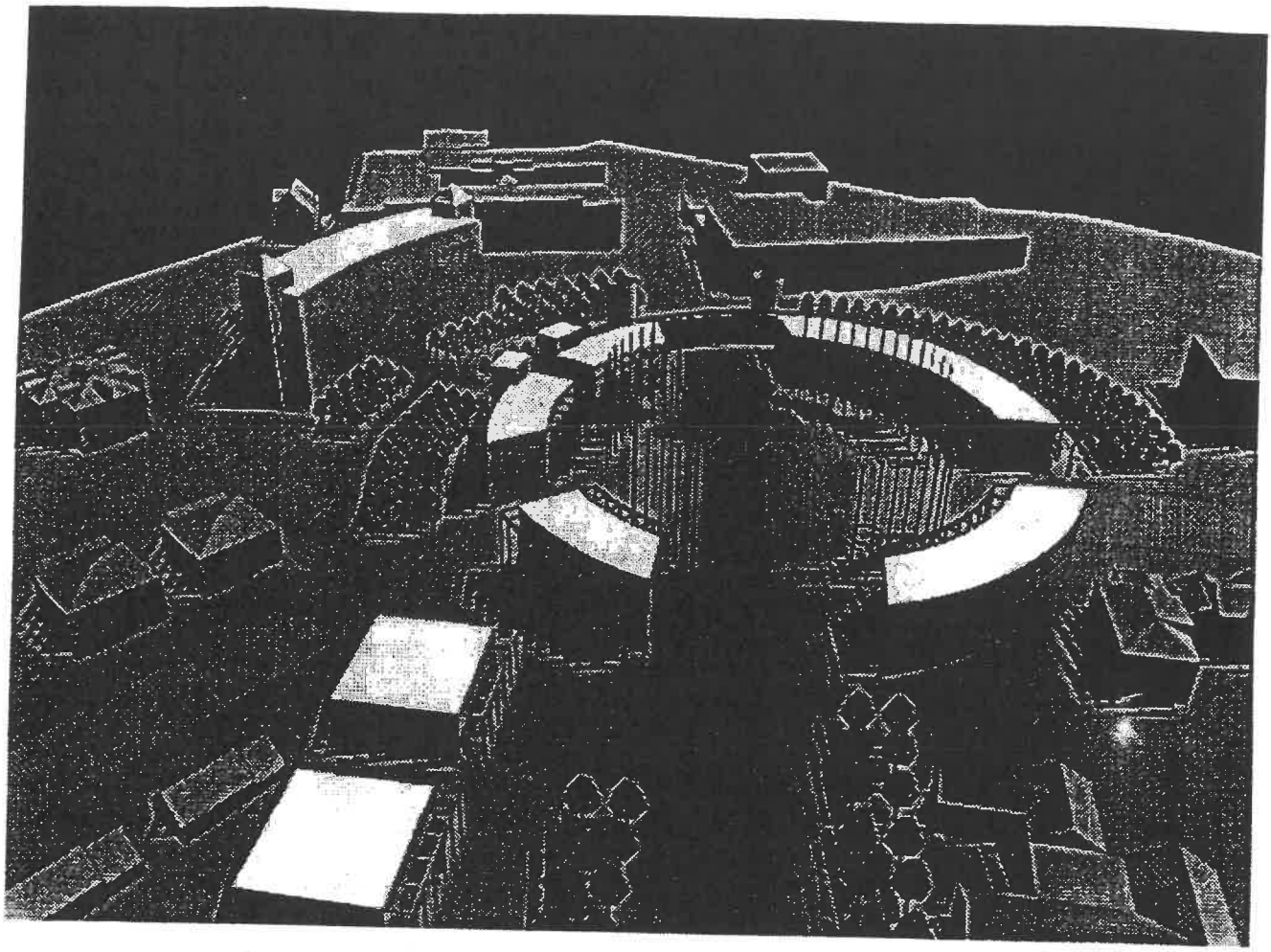
5. New bike/pedestrian path

6. Decorative paving at pedestrian crossings

7. New street trees and decorative landscaping

8. New public benches and garbage cans

9. Pedestrian oriented lighting



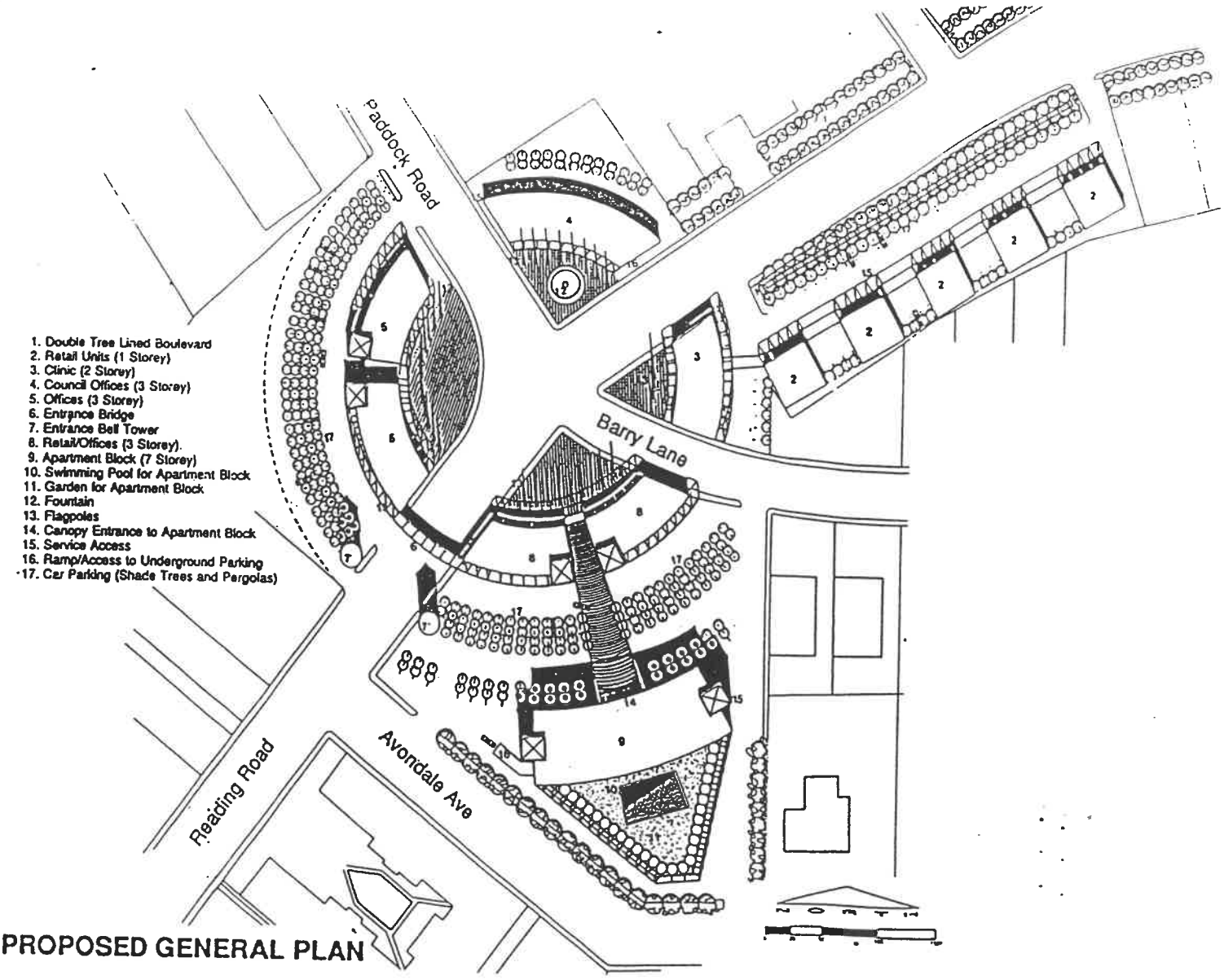
AERIAL VIEW LOOKING SOUTH

The Commercial Area: Avondale to Asmann Ave.

The possible alternative improvements to area 4 are extensive. The following expanded section illustrates in detail urban design proposals for this area.

Urban design proposals for this area revolved around the utilization of space programming requirements as set forth in the preceding economic feasibility study. These called for mixed use development on at least one site in this area. Development could be phased in sequence from sites A through E. Not designated here is the potential future development site at the NWC of Debbe Lane and Reading Road for which it is recommended that it be developed as a low density retail, or residential building.

The Commercial Area diagram illustrates the recommended redevelopment areas. The sites are currently in use but are considered underutilized. It is important to note that acquisition and development of these sites is recommended over a very long period, however, rehabilitation and reuse of existing structures are useful alternatives.. In no way is this recommendation put forth with the intention of displacing currently viable businesses. Acquisition is recommended to be a gradual process, occurring only when property owners are ready to sell their land to the development agency or to a private developer working within the guidelines of this urban design plan.



PROPOSED GENERAL PLAN

Site A — **Retail Building:**

Offices	11,760 sq.ft.
Retail	5,880
Total area	17,640
Total parking required	34 spaces
Total parking provided	46

Apartment Building:

Total built area	61,250 sq.ft.
Number of apartments	34
Total parking required	34 spaces
Total underground provided	42
Total surface provided	18
Total parking provided	60

Site B — **Office Building:**

Total built area	19,200 sq.ft.
Total parking required	23spaces
Total parking provided	68

(Note for Site B: There is sufficient parking provided to allow the possibility of ground floor being used for retail. In that instance, a total of 44 spaces would be required.)

Site C — **5 Retail Buildings:**

Total built area	8,000 sq.ft.
Total parking required	27 spaces
Total parking provided	42

Site D — **Clinic:**

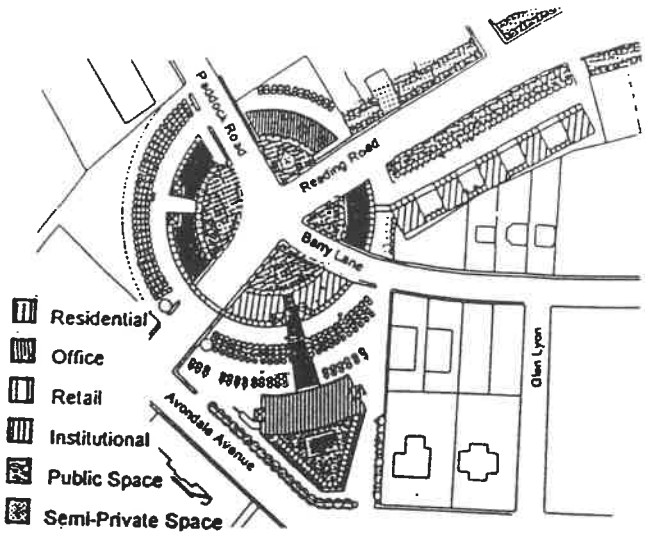
Total built area	6,560 sq.ft.
Total parking required	8 spaces
Total parking provided	7

(Note for Site D: Proximity to Site C would allow use of those parking facilities because of excess provision.)

Total parking required, Sites C and D	31spaces
Total parking provided, Sites C and D	49

Site E — **Council Offices:**

Total built area	15,150 sq.ft.
Total parking required	15 spaces
Total surface parking provided	11
Total underground parking provided	12
Total parking provided	23



PROPOSED LAND USE

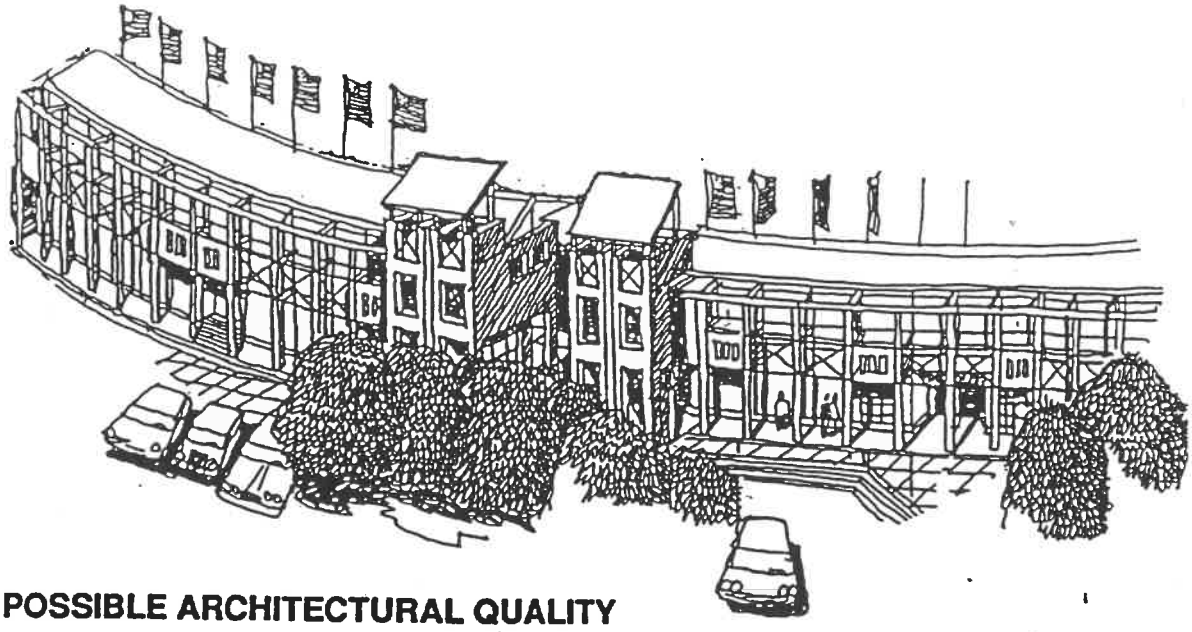
POSSIBLE ARCHITECTURAL QUALITY

Proposed Commercial Area General Plan

The basic idea behind this circular scheme was to emphasize the concept of the "outdoor room", as well as to create a dramatic gateway into the North Avondale neighborhood. It is believed that though some neighborhood shopping centers and malls may be successful and even attractive internally, they are usually visually unattractive externally because they are surrounded by asphalt parking lots and anonymous looking external facades.

In this proposal, an attempt is make to overcome these difficulties. The building exteriors are formed by three-story colonnades on both the front and rear elevations, providing weather protection in the summer and winter. In the car parking areas, following the European precedent (Germany) and Californian precedent, landscaping has been introduced to lighten the visual impact of a sea of automobiles. This has been achieved by creating "orchards" of flowering shade trees and pergolas with vines to provide shade for parked automobiles in the hot summer months. The orchard theme is extended along the northern sector of Reading Road from the circle down to the golf course in the form of a double row of flowering trees planted in the easement on either side of the street creating the impression of a boulevard. This may incorporate a bike path.

Though there are visual difficulties to be overcome with the asymmetrical intersection of Reading Road. Barry Lane, and Paddock Road, it is believed that the circus provides a strong visual unity between all the development sites which could not be achieved in a conventional block-by-block commercial development. Within this circus an inner circle of masts is suggested on all four sites for flags, banners and possibly floodlighting. Brick paving is recommended on the roadbed throughout the intersection. On Site E a circular fountain is indicated.



POSSIBLE ARCHITECTURAL QUALITY

The Plan recommends that Site "A" contains a three-storey building with retail at ground level and two floors of offices above. There is a pedestrian link through this building from the circus to a seven-storey apartment block in the southeastern sector of the site. The apartment block is on an axial vista with Paddock Road. The tenants/owners of the apartments are given an additional advantage in the provision of a south-facing private garden with a small swimming pool and surrounded for privacy by flowering trees and a pergola.

On Site "B" the circus is formed by a three-storey office block with a pedestrian way from the circus to the car park at the rear. The office block is linked at second floor level by a walkway and bridge over Reading Road to the second floor offices on Site A. This bridge link is to provide a visual gateway into the center of North Avondale, and is enhanced by the two small carillons of bell towers on either side of Reading Road immediately before the bridge.

Site C on the northern sector of Reading Road has five small pavilion retail units linked by a pergola in the front of which is off-street parking. This site is linked to Site D on the corner of Barry Lane and Reading Road which contains a two-storey clinic. The completion of the circus is made by Site E containing three-storey council offices and the fountain.

Urban Design Guidelines

I. Introduction

A. The boundaries of the proposed Urban Design District for the North Avondale Neighborhood Business District/Reading Road corridor shall be all those properties along the east and west sides of Reading Road from Dana Avenue north to Asmann Avenue.

B. District Designation Statement: The North Avondale Neighborhood Business district/ Reading Road Corridor consists of retail and service oriented commercial establishments, office buildings, apartment buildings, residential buildings, and institutions. The district's focus is the improvement of properties along Reading Road, and properties emanating north and south from this focus. The properties within the North Avondale Business District should be unified, in harmony with each other as well as with the significant architectural character of the surrounding neighborhood.

C. Development guidelines: The following statements are designed as guidelines rather than regulations for determining the impact of a proposed physical improvement on the special environment contained within the subject North Avondale Urban Design District. The guidelines are intended to provide architectural style standards consistent with the "Historic Corridor" of Reading Road (between Clinton Springs and Avondale Avenues), and as designated in the Proposed Urban Design Plan are to be applied to the entire business district-Reading Road corridor as recommended in the Proposed North Avondale Neighborhood Business District Urban Design Plan. The architectural character of many buildings is richly detailed with articulated cornices, lintels, band courses, and window moldings, etc. The materials are, by nature, very elegant: brick, cut stone, marble, glass, etc. The guidelines are intended to acknowledge and to foster a refined urban environment, designed to serve customers graciously and comfortably.

II. Neighborhood Business District Guidelines:

A. Location, Orientation, Size, and Shape of Buildings

1. The siting of the new and remodeled buildings shall conform to a setback from property lines similar to the setbacks of buildings as proposed in the plan. Landscaping shall be harmonious and compatible with those of adjacent properties as proposed in the plan.
2. Architectural style, bulk, shape, mass, scale, and form of new and remodeled buildings and the space between and around buildings shall be consistent with the character of the area and in harmony with neighboring buildings as proposed in the plan.
3. Heights of new and remodeled buildings shall be consistent with the character of the area and in harmony with neighboring buildings as proposed in the plan.
4. The design of new and remodeled buildings shall provide:
   a) visual openings into buildings by the use of shop, display, and store windows and other forms of open windows and doors.

b) landscaping, lighting, and other amenities as required to improve the general environment of an area.

5. All parking facilities for any commercial and/or other use shall be as provided within the Urban Design District and shall be consistent with the plan.
   a) While parking in the rear is desireable for residential use, parking for commercial use can be in front of property/building provided there is appropriate landscaping and is consistent with II-e.

B. Exterior Renovation or Alteration of Existing Structures

Renovations, alterations, and/or additions shall be consistent with the character of the area and in harmony with neighboring buildings as proposed in the plan.

C. Building Materials and Appurtenances

1. The architectural character and materials of new and remodeled buildings shall be harmonious with surrounding buildings in color, texture, proportion, scale, direction, pattern, and opening sizes and shapes as proposed in the plan.
2. Building appurtenances and projections shall be in scale with the total composition of the building itself, as proposed in the plan.
3. First floor building fronts and storefronts shall be visually open to the street and, where practical, entrances recessed to provide sheltered pedestrian access as proposed in the plan.
4. Awnings shall be harmonious with the architecture of the building on which they are located, and shall not unduly conceal architectural features of the building. Color shall be compatible with the color of the building to which it is affixed and with adjacent awnings, if any. Structural components for all awnings shall be contained within the awning covering. Awnings shall not project more than one half (1/2) the sidewalk width or six (6) feet, whichever is less.
5. Renovation or restoration of buildings shall respect the original building design including structure, use of materials, and details, unless such building is incompatible with the plan, in which case renovation or restoration shall not be permitted except for health or safety reasons. Original materials and detailing shall not be painted over or covered.
6. The original architectural elements of a building, including but not limited to the piers, spandrels, cornices and/or lintels, shall be retained and/or restored as proposed in the plan.
7. Materials that are out of keeping with the historic character of the building shall be removed from the facade upon renovation or restoration of the existing structure.
8. Replacement windows shall fit the size and style of the original openings.
9. Mechanical equipment, including air conditioning, piping, ducts, and conduits external to the building shall be concealed from view from adjacent buildings or street level by grills, screens or other enclosures. Electric and other utility service connections shall be underground for new construction and encouraged for all other changes.

10. Original window and door openings shall not be closed up on the street elevation. Where openings on the sides or rear of the buildings are to be closed, the infill material shall match that of the wall and be recessed three (3) inches within the opening.

D. Demolition

All permits for demolition shall be denied unless one (1) of the following criteria is met:

1. Demolition has been ordered by the director of buildings and inspections for reasons of public health and safety.
2. The structure does not contribute to the architectural quality of the district.
3. The demolition is necessary to accomplish the construction of a building which would meet the guidelines herein contained.
4. The demolition is necessary to provide for parking or other use in the manner specified in the plan.
5. The owner has endeavored in good faith to find a use for the structure and is unable to obtain a reasonable rate of return on the property or a refusal of a permit would amount to the taking of the property without just compensation.
6. Demolition has been ordered to remove a blight.

E. Parking

1. Parking lots associated with any new building or a building to be significantly altered shall be shared and made more efficient through improved access, lot consolidation, and more effective layout as delineated in the plan.
2. All parking areas shall be landscaped with trees, shrubs, and/or sympathetic fencing to provide an effective buffer for any adjacent properties and public street rights-of-way as delineated in the plan. A minimum of one (1) three (3" caliper min.) will be planted for every two (2) new parking spaces.
3. All parking areas shall be paved and marked. Within the interior of the parking areas, there shall be landscaping to break up large expanses of parking as delineated in the plan.

F. Signs and Signage

1. Prohibited Signs
   a) All billboards
   b) All blinking, flashing, or movable signs, except barber poles and theater marquees,
   c) All rooftop signs or any sign or awning that extends above the roof line of any building,
   d) Any sign on or about an unoccupied building, except those related to the sale or rental of that building,
   e) All signs on sides of buildings, except corner buildings. This prohibition shall not apply to directional signs.
   f) All signs on utility poles, except those installed by the city or state.

2. Sign Guidelines
   a) All definitions contained within the Cincinnati Zoning Code shall be in full effect.
   b) Signs shall be designed to minimize confusion and to communicate clearly with pedestrians and/or persons in slowly moving vehicles. Signs shall be adequately spaced from other signs for good visibility and shall be approximately the same size, placed in the same general location, and at the same height as other signs conforming to these guidelines and shall conform in style to other signs in the Urban Design Area. The predominant copy area of all signs shall identify the business on the premises or its principal product and/or service and shall be designed to be in character with the business identified.
   c) Signs shall be harmonious with the architecture of the buildings with which they are associated. Except as specifically described in the plan, signs shall be placed flat against the buildings without concealing any architectural features of the buildings. Generally, signs shall be located on the storefront lintels or at the height of the lintel.
   d) Projecting signs (for instance, cantilevered or other non-flat signs) are not permitted except when demonstrated that there is no alternative or except as specifically described in the plan. Where permitted, these signs shall not exceed four (4) square feet per sign face and shall not exceed a total of eight (8) square feet per building facade. The bottom of such signs shall be at least twelve (12) feet from the ground or sidewalk, unless the sign face is six (6) square feet or less, in which case the bottom of the sign shall be at least eight feet six inches (8'6") above the ground or sidewalk. Projecting signs shall be located either over entry doors or on building columns or piers. The support structure shall be as simple as possible with no exposed guy wires. The structure shall be painted to be inconspicuous. Projecting signs shall not be used if the end panel of an awning is used for a sign. This restriction shall not prohibit small signs on the awning fringe.
   e) All sign lighting shall be low voltage and low level of illumination and come from behind the sign or from the interior to highlight the copy or to provide a shadow effect. If indirect lighting is used on signs, the light source shall be concealed and all light be directed at the sign and not allowed to overflow beyond the sign.
   f) The maximum square footage of all signs on a building shall not be greater than four (4) times the square root of the total linear feet of street frontage and shall be proportionately allocated to the frontage of each business. No sign shall exceed the limitations set forth by the zoning district regulations applicable to the property.
   g) If a business is located in an interior portion of a building or on the second or higher story of a building and does not have an exterior wall or window area, a sign no larger than six (6) square feet may be affixed to the exterior of the building, at the first story level, identifying the uses of such space. This sign footage shall be included in the maximum permitted sign square footage.
   h) Awning front or side panel fringe (flap) may be used for signs and is counted as part of the maximum permitted square feet.

i) Except as specifically described in the plan, ground signs shall be used instead of building signs and are preferred for commercial and retail business buildings which sit back from the street a distance of fifteen (15) feet or more. The maximum area per sign face shall be one quarter (1/4) square foot for each lineal foot of property frontage with a maximum of thirty (30) square feet per sign face or sixty (60) square feet for all faces. The maximum height shall be six (6) feet above the sidewalk grade.

j) Small ground signs or building mounted signs may be used to identify parking lots with a maximum of four (4) square feet per face or eight (8) square feet for all faces. Ground signs are permitted with a maximum of four (4) feet in height to the top of the sign.

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

l) Obsolete signs and unused sign supports shall be removed as a part of a new sign installation.

G. Site Treatment and Landscaping

1. Public and private pedestrian amenities, such as benches, kiosks, and waste receptacles shall be designed in keeping with the overall theme of the public areas without hindering pedestrian flow as delineated in the plan.
2. All trash containers and ancillary storage areas shall be screened and their location integrated into the site design and effectively blend into the environment as delineated in the plan.
3. All sandwich board signs, merchandise displays, newspaper stands, vending machines, telephone booths, and other stand alone structures (other than compatible kiosks for specific purposes of bus stops) shall not be permitted in the public right-of-way; except that flower boxes, planters, and other decorative items, conforming to the plan, may be permitted subject to the limitations of a revocable street privilege permit.
4. No merchandise shall be permitted to be sold or displayed outside a permanent structure, unless it is a unique community promotion related to the business.

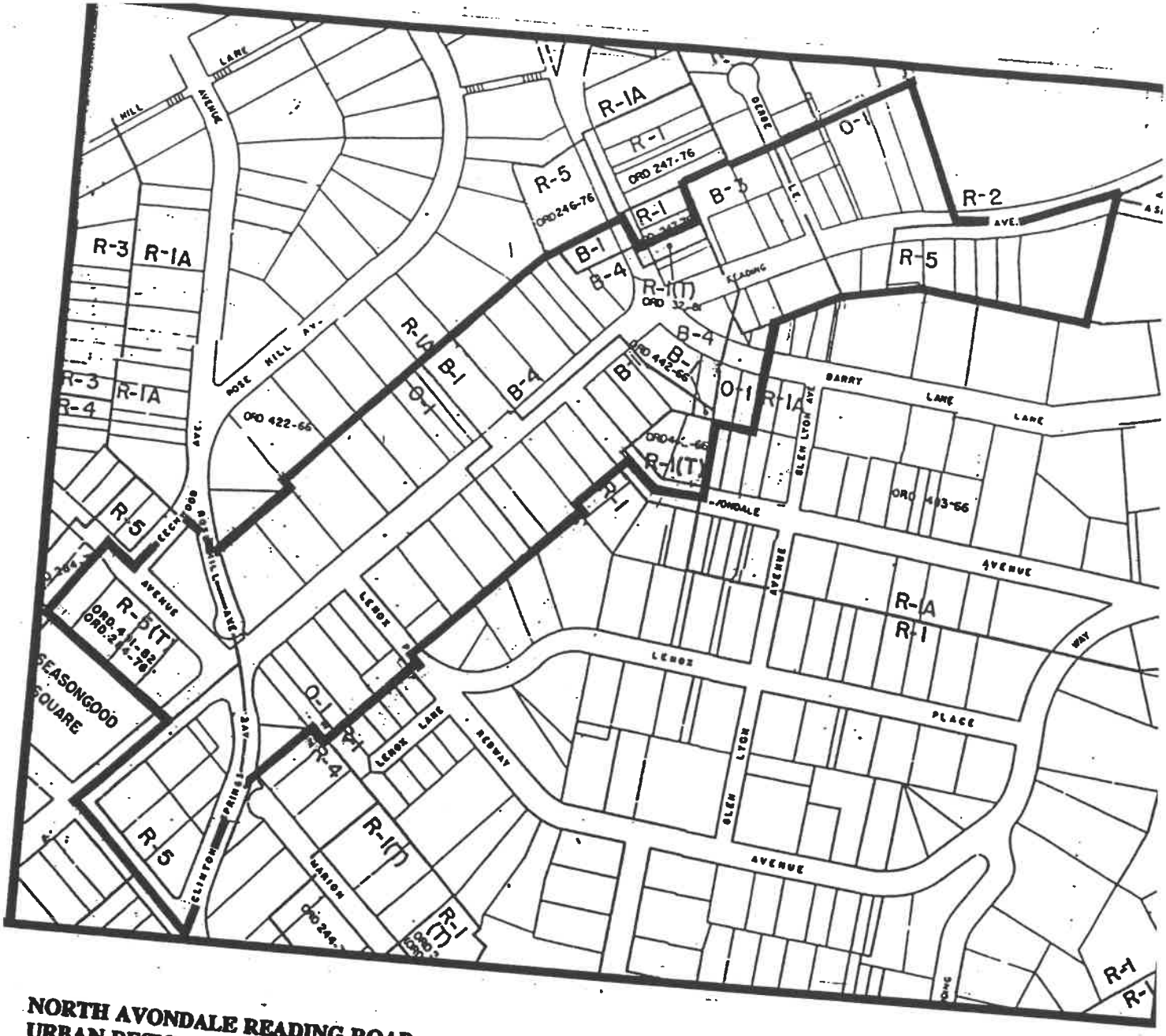
H. Outdoor Lighting

1. Private lighting shall relate to public lighting in brightness, quality, scale, and color.
2. Lighting shall be provided for parking areas, lots, and walkways and may be provided for building high-lighting and show windows. With the exception of parking lot luminaries, all lighting shall be of minimal height and low illumination.
3. All lighting shall be sensitive to nearby residences and businesses in color, intensity, glare, and height.
4. Lighting shall promote a safe and secure feeling for pedestrians and shall be energy efficient.

I. Implementation and Supervision

An EQ-UD Review Committee for the North Avondale Neighborhood Association(NANA)/ North Avondale Planning Association(NAPA) and North Avondale Business Association(NABA) shall be established to participate in the administrative review process. NANA, NAPA, and NABA shall be separately informed by the city of any permit application.

APPENDIX



NORTH AVONDALE READING ROAD
URBAN DESIGN PLAN BOUNDARY
JUNE 1994

North Avondale Urban Design Plan Boundary

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

Beginning at the intersection of the center line of Dana Avenue and Reading Road; thence northeastwardly with the center line of Reading Road a distance of 320 fee plus or minus to the intersection with the existing R-5 and R-5(T) zone dividing line; thence northwestwardly and northeastwardly along said line to the center line of Clinton Springs Avenue; thence southeastwardly along said line and center line to the intersection with the center line of Beechwood Avenue; thence northeastwardly along said R-5 and R-5(T) zone dividing line and the center line of Beechwood Avenue to the point in common with the existing R-5, R-1A and R-5(T) Zone Districts; thence southeastwardly along the existing R-1A and R-5(T) zone dividing line to the point in common with the existing R-5(T), R-1A and 0-1 Zone Districts; thence northeastwardly, northwestwardly and northeastwardly along the existing R-1A and 0-1 zone dividing line to the point in common with the existing 0-1, R-1A and B-1 Zone District; thence northeastwardly along the existing R-1A and B-1 zone dividing line to the point in common with the existing B-1, R-1A and B-4 Zone Districts; thence northeastwardly along the existing R-1A and B-4 zone dividing line to the point in common with the existing R-1A, and R-5 and B-4 Zone Districts; thence northeastwardly along the existing R-5 and B-4 zone dividing line to the point in common with the existing B-4, R-5 and B-1 Zone Districts; thence northeastwardly along the existing R-5 and B-1 zone dividing line to the point in common with the existing R-5, R-1 and B-1 Zone Districts, said point being on the center line of Paddock Road; thence southeastwardly along the existing R-1 and B-1 zone dividing line and said center line to the point in common with the existing B-1, R-1 and B-4 Zone Districts; thence southeastwardly with the center line of Paddock Road and along the existing R-1 and B-4 zone dividing line to the point in common with the existing B-4, R-1 and R-1(T) Zone Districts; thence northeastwardly along the existing R-1 and R-1(T) zone dividing line to the point in common with the existing R-1(T), R-1 and B-3 Zone Districts; thence northwestwardly and northeastwardly along the existing R-1 and B-3 zone dividing line to the point in common with the existing R-1, R-5and B-3 Zone Districts; thence southeastwardly and northeastwardly along the existing R-5 and B-3 zone dividing line to the point in common with the existing B-3, R-5 and 0-1 Zone Districts, said point being on the center line of Debbe Lane; thence northeastwardly along the existing R-5 and 0-1 zone dividing line to the point in common with the existing R-5, R-2 and 0-1 Zone Districts; thence southeastwardly along the existing R-2 and 0-1 zone dividing line to the point in common with the existing 0-1, R-2 and R-5 Zone Districts, said point being on the center line of Reading Road; thence eastwardly with said center line and along the existing R-2 and R-5 zone dividing line to the point of intersection with the northwardly extension of the east parcel line of Parcel 58, Plat Book 109, Page 5, HCAP; thence southwardly along said parcel line extended and said line to the southeast corner of said parcel, said point being on the existing R-1A and R-5 zone dividing line; thence westwardly along said line to the point in common with the existing R-5, R-1A and 0-1 Zone Districts; thence westwardly along the existing R-1A and 0-1 zone dividing line to the point in common with the existing 0-1, R-1A and B-3 Zone Districts; thence southwestwardly along the existing R-1A and B-3 zone dividing line to the point in common with the existing B-3, R-1A and B-3 zone dividing line to the point in common with the existing B-3, R-1A and 0-1 Zone Districts; thence southwardly and westwardly along the existing R-1A and 0-1 zone dividing line to the point in common with the existing 0-1, B-1, R-1A and R-1(T) Zone Districts; thence southwardly along

the existing R-1A and R-1(T) zone dividing line to the point in common with the existing R-1A, R-1 and R-1(T) Zone Districts, said point being on the center line of Avondale Avenue; thence westwardly with said center line and along the existing R-1 and R-1(T) zone dividing line to the point in common with the existing R-1(T), R-1 and B-1 Zone Districts; thence southwestwardly and southeastwardly along the existing R-1 and B-1 zone dividing line to the point in common with the existing R-1, R-1A and B-1 Zone Districts; thence southwestwardly along the existing R-1A and B-1 zone dividing line to the point in common with the existing B-1, R-1A and 0-1 Zone Districts; thence southwestwardly and southeastwardly along the existing R-1A and 0-1 zone dividing line to the point in common with the existing R-1A, R-1 and 0-1 Zone Districts, said point being on the center line of Lenox Place, thence southwestwardly along the existing R-1 and 0-1 zone dividing line to the point in common with the existing R-1, R-4 and 0-1 Zone Districts; thence northwestwardly and southwestwardly along the existing R-4 and 0-1 zone dividing line to the point in common with the existing 0-1, R-4 and R-5 Zone Districts, said point being on the center line of Clinton Springs Avenue; thence southwardly with said center line and along the existing R-4 and R-5 zone dividing line to the intersection with the center line of Dana Avenue; thence northwestwardly with the center line of Dana Avenue and said R-4 and R-5 zone dividing line and continuing with the center line of Dana Avenue to the point of beginning.

NORTH AVONDALE

URBAN DESIGN PLAN

BUSINESS SURVEY

RESULTS TALLIED 1/31/94
TOTAL RESPONSES 9

1. What is your position with this business?

a. Owner/manager	7	77%
b. Manager	2	22%
c. Supervisor		
d. Employee		

2. Which of the following best describes you business? (Circle all that apply)

a. Locally owned and operated	6	66%
b. Regional chain		
c. National chain		
d. Franchise		
e. Family business	3	33%
f. Sole proprietorship	3	33%
g. Partnership	1	11%
h. For-profit corporation	2	22%
i. Nonprofit corporation		
j. Cooperative		

3. Do you own or lease this location?

a. Own	4	44%
b. Lease	5	55%

4. Indicate the number of employees:

1. Full-time, permanent: 39 (68%) 2. Part-time: 18 (31%) 57

5. Does you company have problems recruiting employees?

Yes 3 (33%) No 5 (55%)

6. Do you think your storefront or another part of you building requires any improvements to attract customers?

a. No 6 66%

b. Yes 2 22% If yes, please describe needed improvements below:

Landscape, facade

Parking, signage, general renovation

7. Do you currently own or lease sufficient property to renovate or expand your business?

a. Yes 5 55% b. No 4 44%

8. Are you considering renovating or expanding your building or facilities?

a. No 5 55%

b. Yes 3 33% If yes, please describe what you are planning:

Painting

Purchase of site to open branch office

Office renovation

8.1 In planning for changes, have you requested assistance from any organization listed below? If so, circle all that apply.

a. City of Cincinnati Neighborhood Business District Assistance Program.
b. City of Cincinnati Neighborhood Business District Technical Assistance Program
c. City of Cincinnati Small Business Development Division
1 d. City of Cincinnati Buildings and Inspections Department (Permits and Zoning)
1 e. City of Cincinnati Planinng Department
f. U.S. Small Business Administration
g. Greater Cincinnati Chamber of Commerce
h. Univ. of Cinti. Small Business Development Center
i. Cincinnati Minority and Female Business Incubator
j. Other

8.2 Identify those organizations from which you would like to receive assistance.

1 a. City of Cincinnati Neighborhood Business District Assistance Program.
b. City of Cincinnati Neighborhood Business District Technical Assistance Program
1 c. City of Cincinnati Small Business Development Division
d. City of Cincinnati Buildings and Inspections Department (Permits and Zoning)
e. City of Cincinnati Planinng Department
2 f. U.S. Small Business Administration
g. Greater Cincinnati Chamber of Commerce
2 h. Univ. of Cinti. Small Business Development Center
1 i. Cincinnati Minority/Female Business Incubator
j. Ohio Development of Development, Minority Business Assistance Corporation.
1 k. Tax Abatement
l. Other _____

9. Are you currently considering opening another outlet for your business?

a. No 7 77%

b. Yes 1 11% 9.1 If yes, when do you plan to open? Jan. - Jul. 1994

10. Are you planning to move this business?

a. No 9 100%

b. Yes 10.1 If Yes, when do you plan to move? _____

10.2 Why are you considering moving?

_____

11. Are you planning to permanently close or sell your business?

a. No 8 (88%)

b. Yes 1 (11%) 11.1 If Yes, when do you plan to close ? _____

11.2 Why are you closing or selling your business?

Difficulty in getting renovation loan

12. Have you or has your business sought or applied for business loan(s)?

a. No 6 (66%)

b. Yes 2 (22%) 12.1 When you sought your most recent loan, what types of activities or facilities did you hope to finance? Circle all that apply.

a. Purchase of land without buildings
b. Purchase of land with building(s)
c. Building construction
d. Building expansion
1 e. Building renovation
f. Operating capital
g. Inventory
1 h. Machinery or equipment
i. Other _____

12.2 Was your most recent loan approved?

a. Yes 1 (1 partially approved)
b. No
c. Approval is pending

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

	a. Increased		b. Stayed the same		c. Declined	
1. Number of customers	3	a 33%	2	b 22	1	c 11
2. Sales quantity volume	3	a 33%	2	b 22	1	c 11
3. Sales dollar volume	3	a 33%	2	b 22	1	c 11
4. Profit	2	a 22%	4	b 44	0	c

14. If you indicated in the above question that any of the business factors changed, indicate the reasons for those changes below.

Improved real estate market

General economy

Higher operating costs

No new business is North Avondale

15. From which groups of customers does your business come? (Please distribute percent of business by group.)

AVG.	
37.0 %	a. Local residents
9.5 %	b. Employees of other North Avondale businesses
57.0 %	c. Other neighborhoods

22. As a business owner/manager located in North Avondale, please list up to three characteristics of the North Avondale community that have positively affeted your business.

1. Access, Security, Bevedere unique, None
2. General reputation, high traffic volume
3. Quiet evenings, Central location

23. Please list up to three characteristics of the North Avondale community that have negatively affected your business.

1. Heavy traffic , Vandalism, Security
2. Traffic speed
3.

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

1. Improved image, Facelift, Remove litter
2. Improve strip center, Security, Traffic control at Dana
3. More high paying business, Neighborhood retail

25. What specific concerns would you like to see addressed? (These can include ones mentioned earlier or ones not yet addressed by the survey.) (List up to four.)

1. Abondoned shopping center, Security, Drug dealers
2. Remove strip mall
3. Streetscape
4. Improved pedestrian areas

26. Would you participate in a Business Association for the purpose of improving and maintaining the business district in North Avondale?

Yes 6 No 2

27. Have you reviewed the proposed North Avondale Reading Road Urban Design Plan?

Yes 5 No 3

16. Which day(s) of the week is your busiest? Fri. 4, Sat. 2, Mon. 1, W/E

17. What is the busiest time of the day for your business? No consistency

18. Do you use advertising? If yes, please check all that apply.

6	a. Yellow pages	1	b. Daily Paper 11%
2	c. Weekly newspaper 22%	1	d. Weekly shopper paper
2	e. Radio 22%	0	f. TV
1	g. Billboards 11%	1	h. Direct mail 11%
0	i. Visitor's guides	0	j. Magazines
1	k. Brochures/flyers/shop bags 11%	0	l. Other _____

19. How would you rate the shopping atmosphere in your business area?

0	a. Excellent
1	b. Good 11%
0	c. Average
4	d. Fair 44%
3	e. Poor 33%

20. From your perspective as a business person, what are the needs for improved appearance in your business area. Check all that apply.

5	a. Exterior building appearance 55%
2	b. Front entrances 22%
1	c. Rear entrances 11%
1	d. Interior building appearance "
3	e. Street lighting 33%
2	f. Condition of sidewalks 22%
6	g. General surroundings 66%
0	h. Other _____

21. From your perspective as a business person, what are the top traffic-related needs in your business area. Check all that apply.

2	a. Congested streets 22%
2	b. Inadequate parking 22%
3	c. Location of parking 33%
2	d. Pedestrian access 22%
2	e. Vehicular access 22%
0	f. Bicycle access —
1	g. Daytime street security 11%
4	h. Night-time street security 44%
1	i. Street maintenance
4	j. Street lighting 44
0	k. Other _____