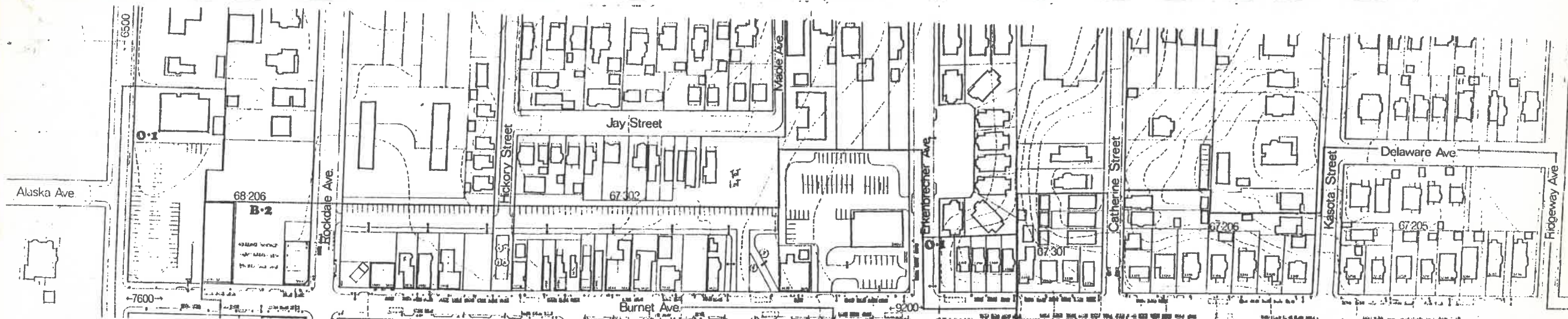


Burnet Avenue

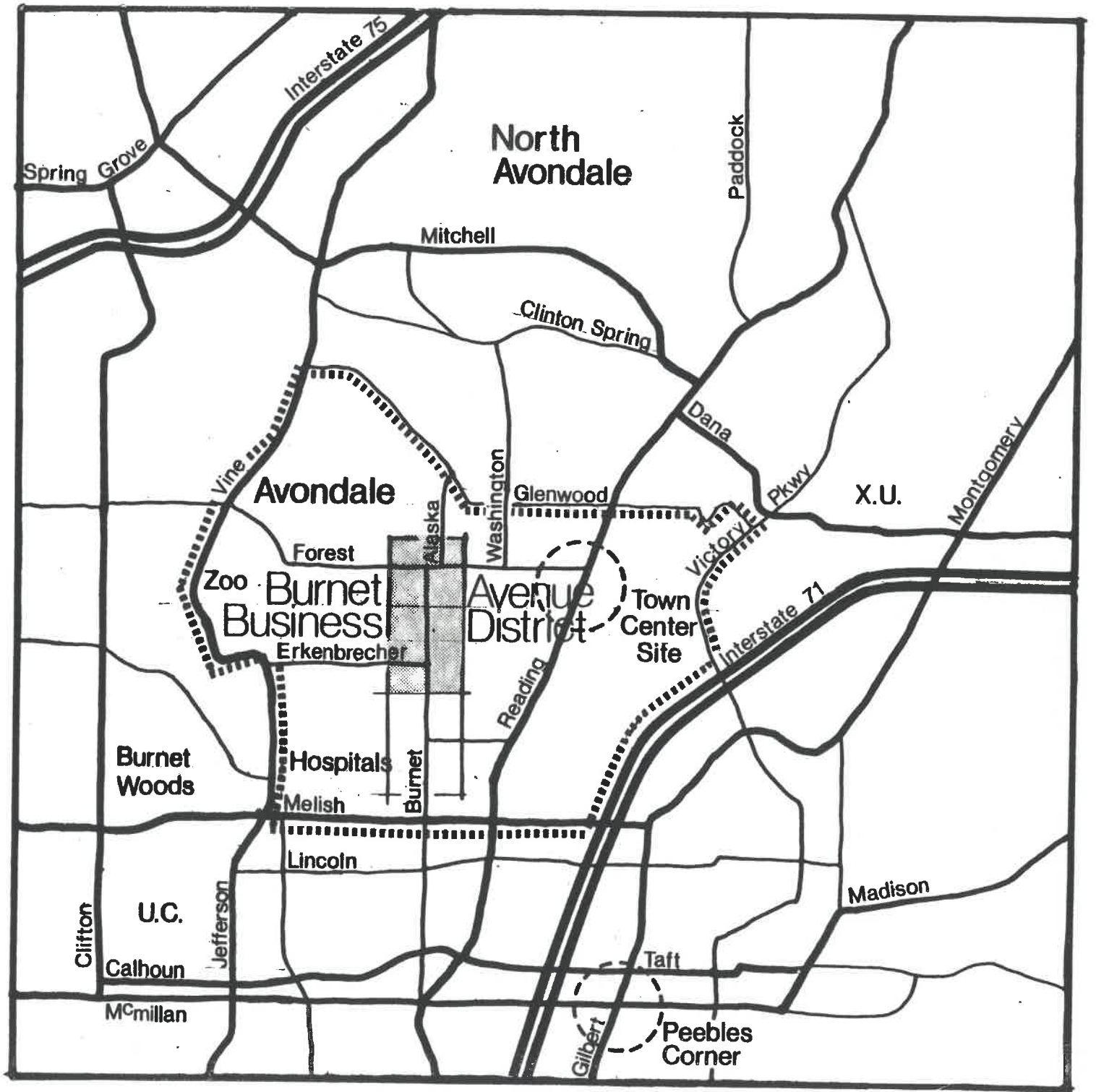


Neighborhood

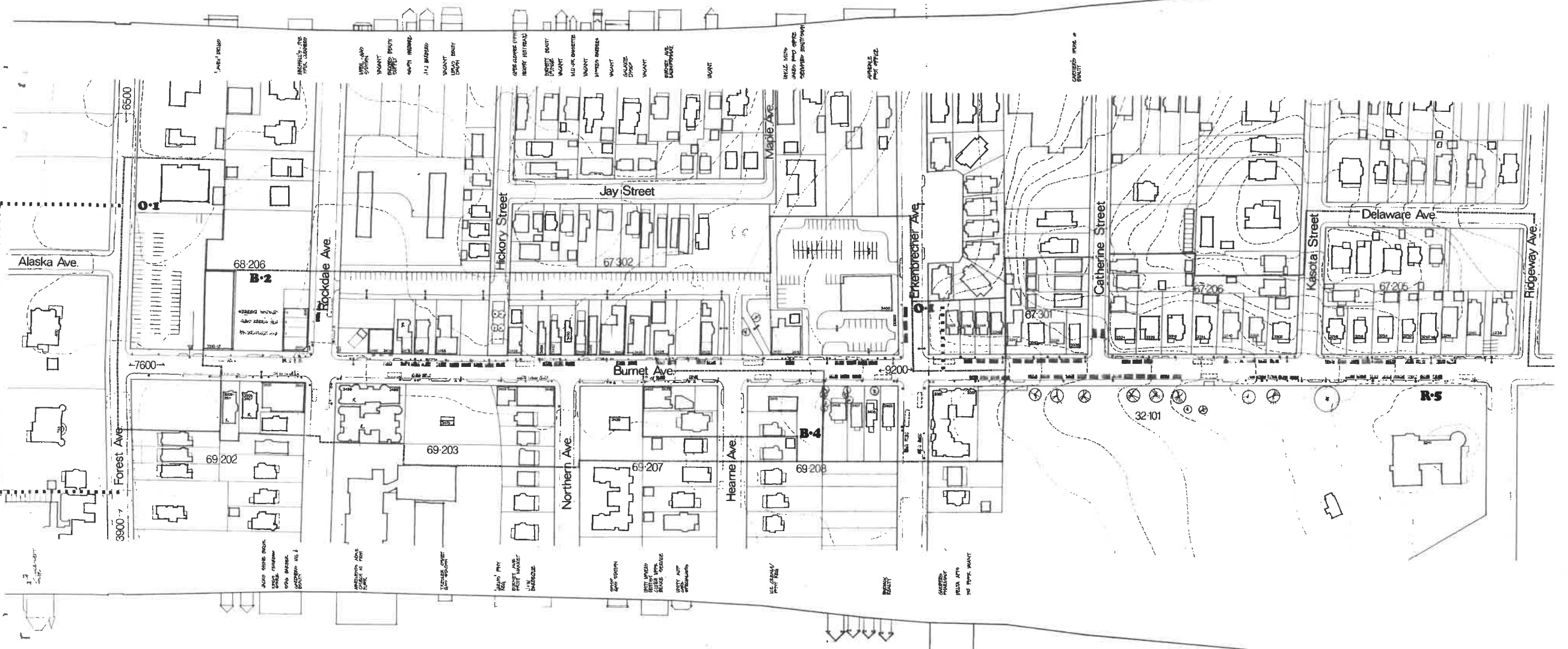
Business District

Prepared by The City of Cincinnati

Project Location



Neighborhood Context



Burnet Avenue Neighborhood Business District

Prepared by The City of Cincinnati

Office of Architecture and Urban Design

WALKING DISTANCE

- Parking meter
- Sign
- Transit pole
- Utility pole
- Street Light
- Phone Booth
- Fire hydrant
- Fire Alarm
- Trash can

Two minutes

Five minutes

Table of Contents

BURNET AVENUE NBD URBAN DESIGN PLAN

PART I	Analysis - October, 1980	
PART II	Introduction	2
	Goals	4
	Design, Schematics/Treatment Areas A-F	6
	Implementation Strategy	10
	Proposed Development Staging (Private & Public Improvements)	16
	New Development	17
	Future Directions	17
	Zoning Recommendations	18
	Business Improvement Policies	18
	Vehicular Circulation	19
	Parking	20
	Pedestrian Circulation	21
	Lighting Policies	22
	Aesthetic Policies	23
	Boundary Description	-
	Legal Basis for Property Acquisition	-

Office
of
Architecture
& Urban
Design

Division of Engineering
City of Cincinnati
Room 420 City Hall
Cincinnati, Ohio 45202
513 352-3492

Introduction

The Burnet Avenue Urban Design Plan is a plan which consists of proposals and guidelines for the commercial retention/improvement of the business district. The goal is to improve and maintain the importance of the business district as a support element to the residential environment of Avondale and neighboring communities, specific changes will be measured against the concepts outlined in this plan.

Burnet Avenue Business District is a mixed residential, commercial and institutional neighborhood located within the community of Avondale, bounded by residential districts to the north, east and west and by the hospital complex to the south. A general description of the district includes the commercial establishments associated residential buildings and parking along Burnet Avenue between Erkenbrecher and Forest Avenue.

The economic strength of the business district is dependent upon several elements:

1. Proximity and access to all major expressways and transportation routes within the City and the region.
2. A strong neighborhood image that is being capitalized on to create a new character.
3. Numerous residences and multi-family housing units being rehabilitated and occupied by middle income residents, as the general trend to move back into the City continues.

Avondale historically has had two centers of commercial activity and this will be retained and reinforced with this plan. Of the two centers the Rockdale-Reading node has more of a city-wide base while the Burnet Avenue strip is more neighborhood-oriented.

Problems

The Burnet Avenue Neighborhood Business District has many problems associated with its gradual decline. Among these are:

1. Loss of many original neighborhood uses such as restaurants, banks, drug stores, hardware stores, ice cream parlors, movie theaters, food stores, department stores, etc. (particularly large 'generator' stores)
2. The corresponding loss of actual buildings which once contained these uses thereby creating open spaces between buildings.
3. A high concentration of similar retail uses such as bars, beauty parlors, barber shops and poney kegs.
4. Vacant storefronts and housing.
5. A general deterioration of the 'image' of the area both in terms of the street right of way and the physical condition of the buildings.
6. A high frequency of crime and vandalism.
7. A high concentration of loitering and associated drug and liquor problems along Burnet Avenue itself.
8. Heavy traffic volumes going to the Hospitals and the University at certain times of the day.
9. A lack of adequate lighting on the street parking lots, sidewalks and the buildings themselves.
10. A lack of control and organization of the existing parking lots.
11. A lack of pedestrian amenities in the public right of way to encourage pedestrian usage and impulsive shopping.
12. A collection of trash, litter and junk cars.
13. Too many uncoordinated signs and billboards not contributing to community identity.
14. A lack of evidence of any major new public or private investment in the district.

Goals

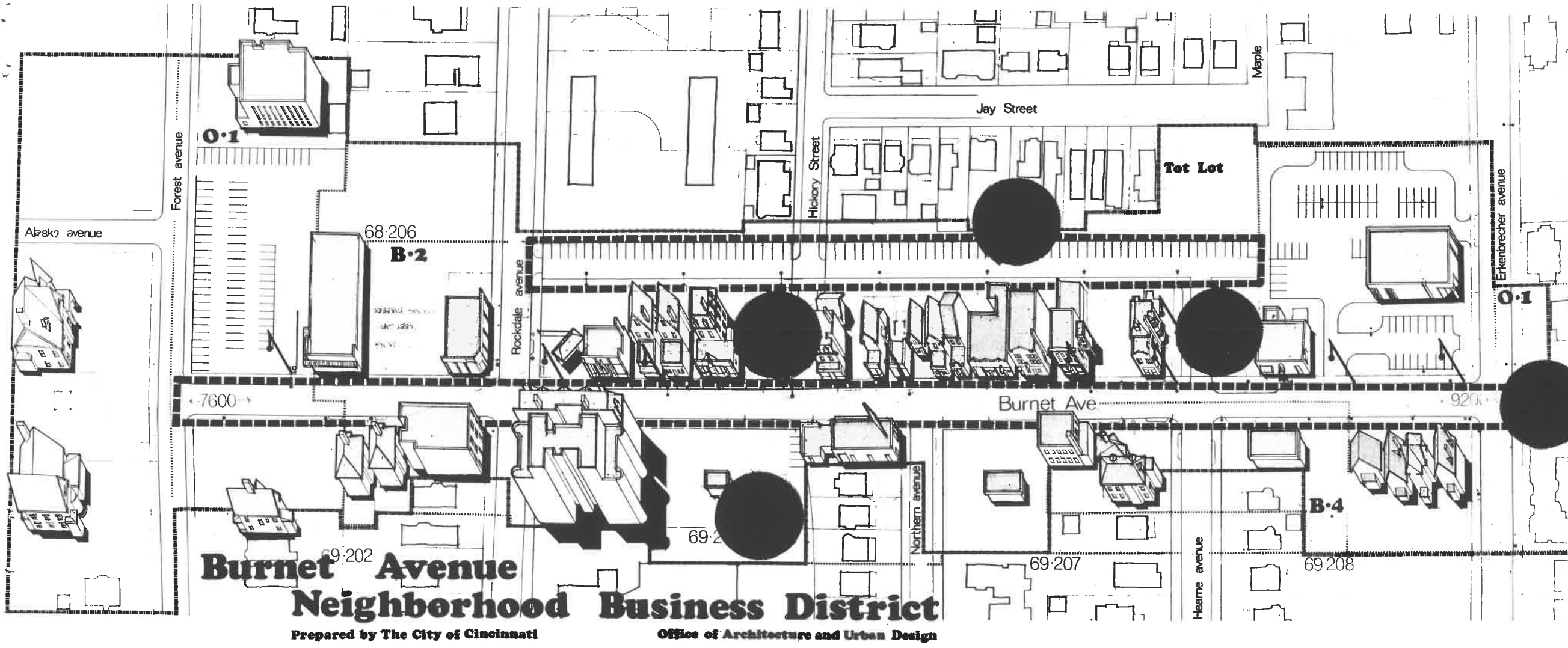
1. PRIMARY

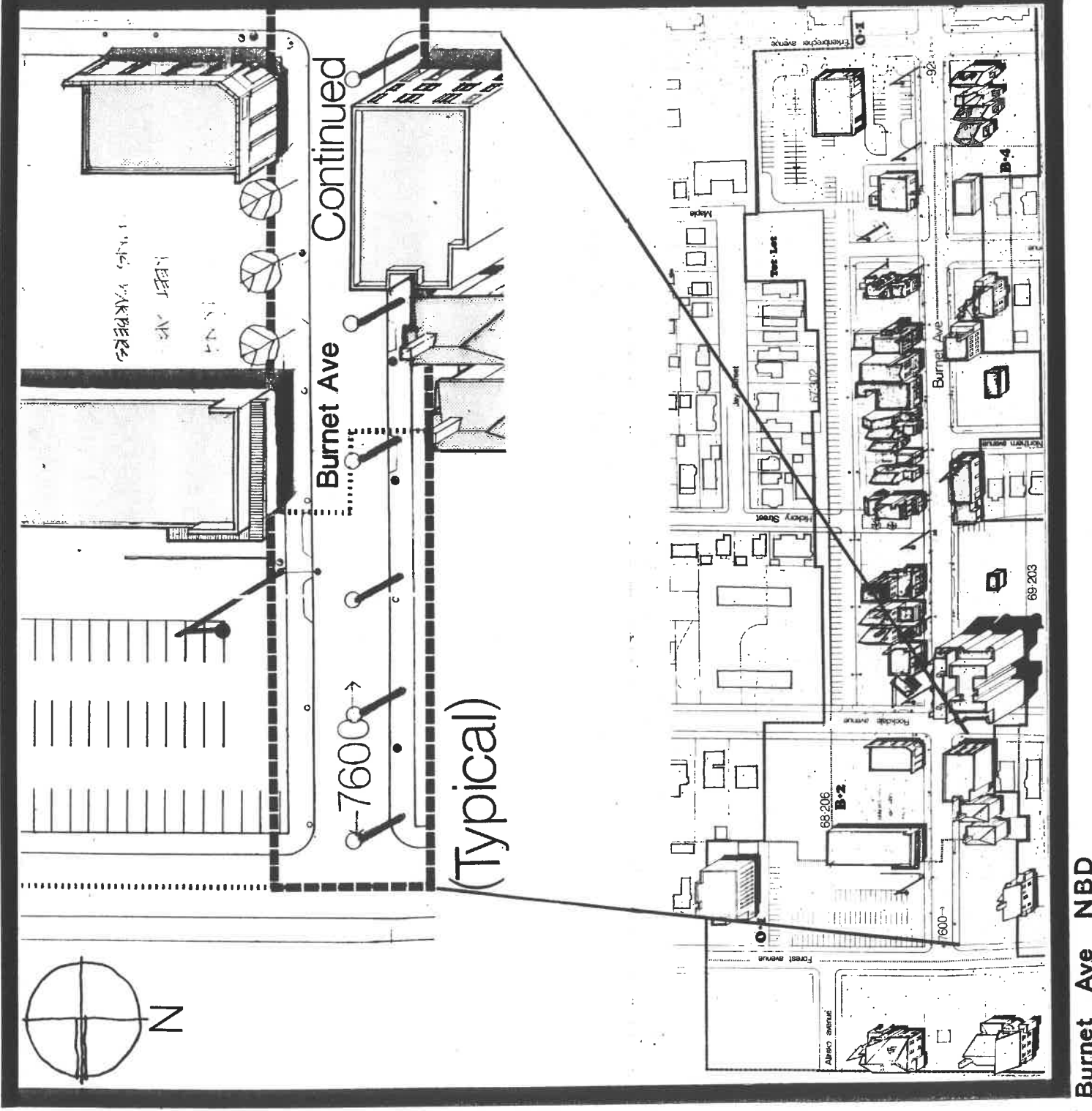
1. To enhance the economic development of Avondale and specifically the Burnet Avenue Neighborhood Business District by implementing policies and strategies to retain the existing businesses and attract new thru a coordinated effort of both public and private investment and economic incentives.
2. To capitalize on the location of the District by taking advantage of the proximity of the Hospitals, the University of Cincinnati and the Zoo both in terms of traffic generation and the supply of goods and services unique to these institutions.
3. To expand the limited number of commercial uses (predominately bars, beauty parlors, barber shops, and pony kegs) to include new uses that would supply most of the needs of the adjoining residents as well as people from outside the district.
4. To work together to form a common market strategy which would include such things as similar business hours and/or nights and advertising and promoting collectively.
5. To provide economic incentives to private business in the form of low interest loan money for the purposes of rehabilitating commercial space and building facades as well as public subsidies to enhance the street and the public spaces.
6. To make the business district more attractive and safe for nighttime use by the installation of higher intensity lighting both along Burnet Avenue itself and the public parking lots.
7. To utilize existing public parking lots more effectively in terms of community control to increase safety, tow away junked cars, better organize the parking patterns, increase accessibility and visibility and to make them more attractive for use by shoppers and residents.
8. To insure the survival of the many small neighborhood businesses.
9. To attract new and remodeled high density residential development both within and immediately surrounding the Business District.
10. To capitalize the unique architectural character of the buildings and the district by removing clutter and obsolete signage, tearing down blighted additions or buildings with treatments sympathetic to the neighborhood and the buildings themselves and by designing new buildings and additions to be in scale and harmony with the existing buildings.
11. To encourage more pedestrian use of the main sidewalks and open spaces along Burnet Avenue as a "mall" by the installation of street amenities such as trees, landscaping, street furniture and benches, paving, and low-scale lighting.
12. To provide adequate service and loading facilities.
13. To create a strong and unique image for the business district by a coordinated treatment of the streetscape and signage.
14. To simplify and clean up the clutter in the street right-of-way itself by removing unneeded poles, wires, etc.

Streetscape Priorities

1. Develop street amenities which enhance the pedestrian environment with benches, lighting, landscaping, graphics, awnings, signs, and other elements contributing to a pedestrian character.
2. Make intersections, crosswalks, and where practical, entrances to businesses accessible to the physically handicapped.
3. Establish a marked crosswalk on Burnet at Herne to the district with special amenities, i.e., lighting, trees, paving, trash receptacles.
4. If a greater need presents itself, add a mid-block crosswalk at Northern Avenue.

Development Staging Key





Burnet Ave NBD

Description

Pedestrian scaled streetscape improvements - Lights on the west side of the street, at approximately 70' on center. Street trees at east side. Removal of obsolete/unneeded poles.

Site Acquisition

Not required - All improvements are in public owned right of way.

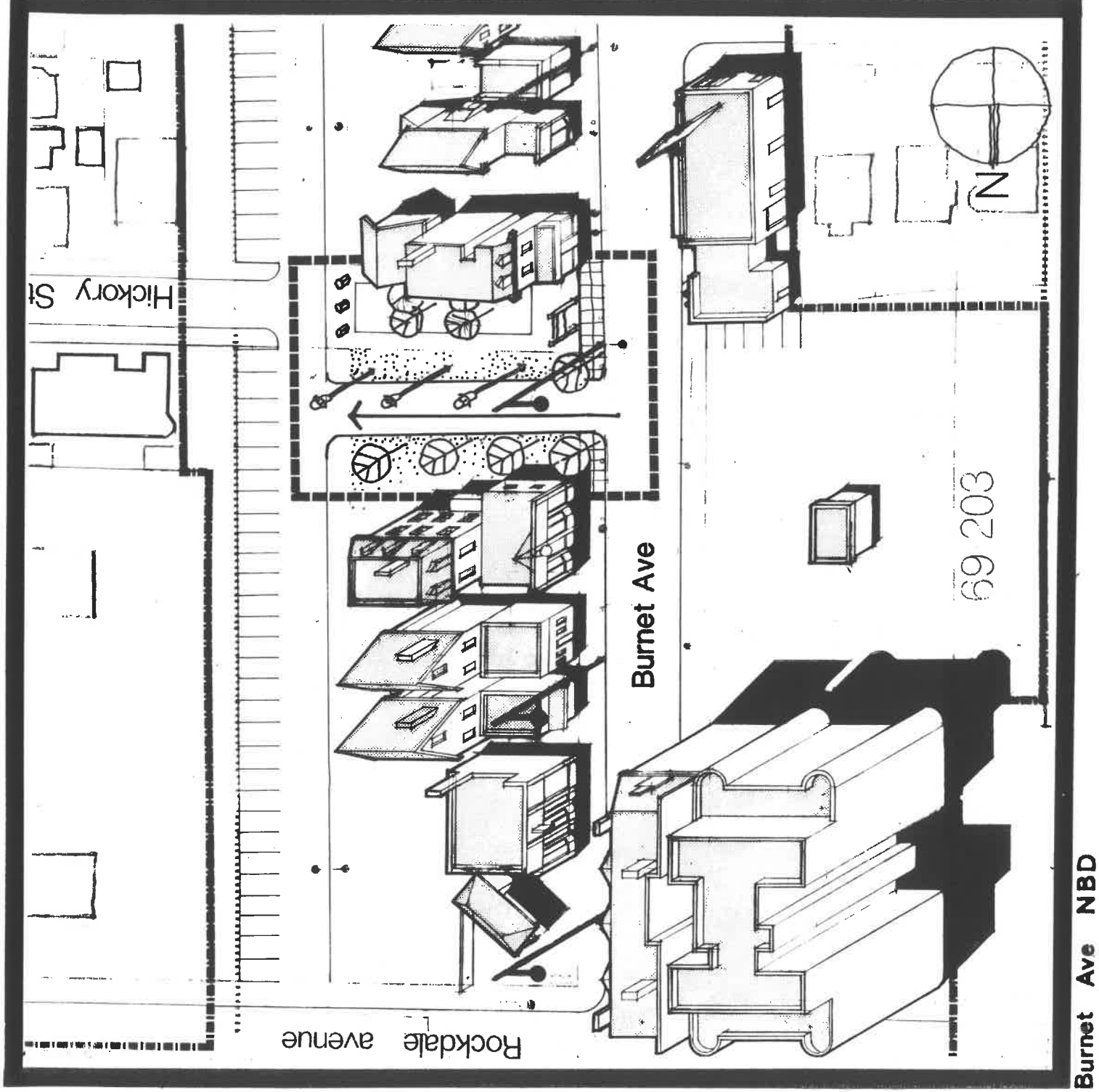
Estimate

20 lights from Forest to Erkenbrecher @ 2,000/light
 20 trees from Forest to Erkenbrecher @ 300/tree
 Removal of 20 old poles, patch concrete @ 200/pole

50,000

Maintenance and operating expenses must be assumed by responsible neighborhood group for this development to occur.





Description

Traffic and pedestrian connection from Burnet Avenue to rear parking lot, not aligned with Hickory Street right of way, landscaping, lighting and signage to promote use. Property situated at 3464-3466 Burnet.

Site Acquisition

Owner of record as of June, 1980 - Jacob and Eta Fischer

Estimate

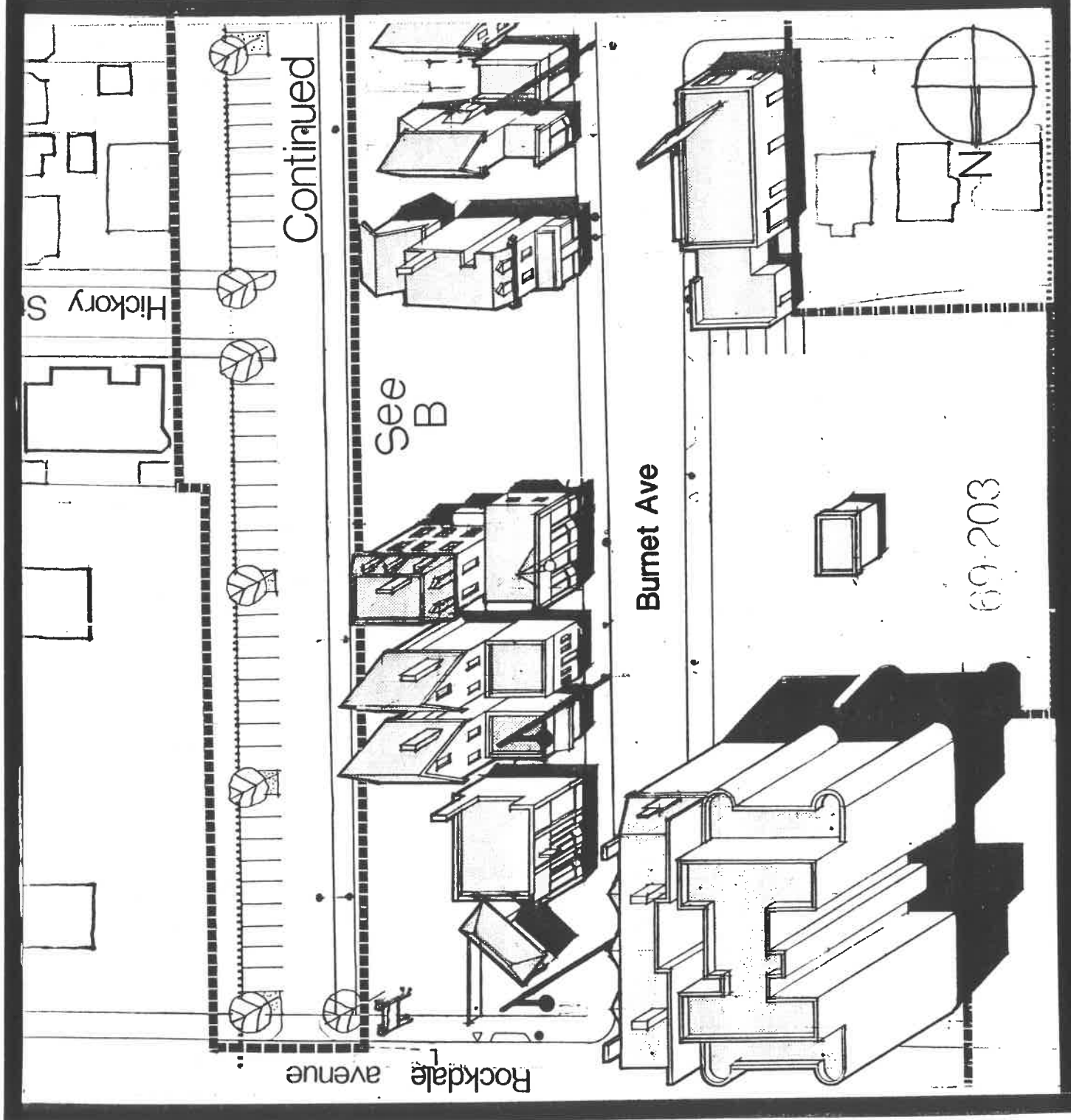
- Sign - 1,000
- Five trees @ 400/each
- 3 lights @ 2,000/each
- 120 l.f. of 40' roadway @ 130 lf = 15,600
- Bollards - 1,500
- SOD @ .70/s.y.

● Ownership, operating and maintenance costs must be assumed by neighborhood group.

To Be Appraised

30,000





Burnet Ave NBD

Description

Renovation and landscaping of rear parking lot - break out concrete, replace with trees, provide signs and screening fences. Sodium lighting in conjunction with street lighting improvements.

Site Acquisition

Neighborhood group must lease or acquire property and assume responsibility for its use and operation. Sale would be available at less than fair market value.

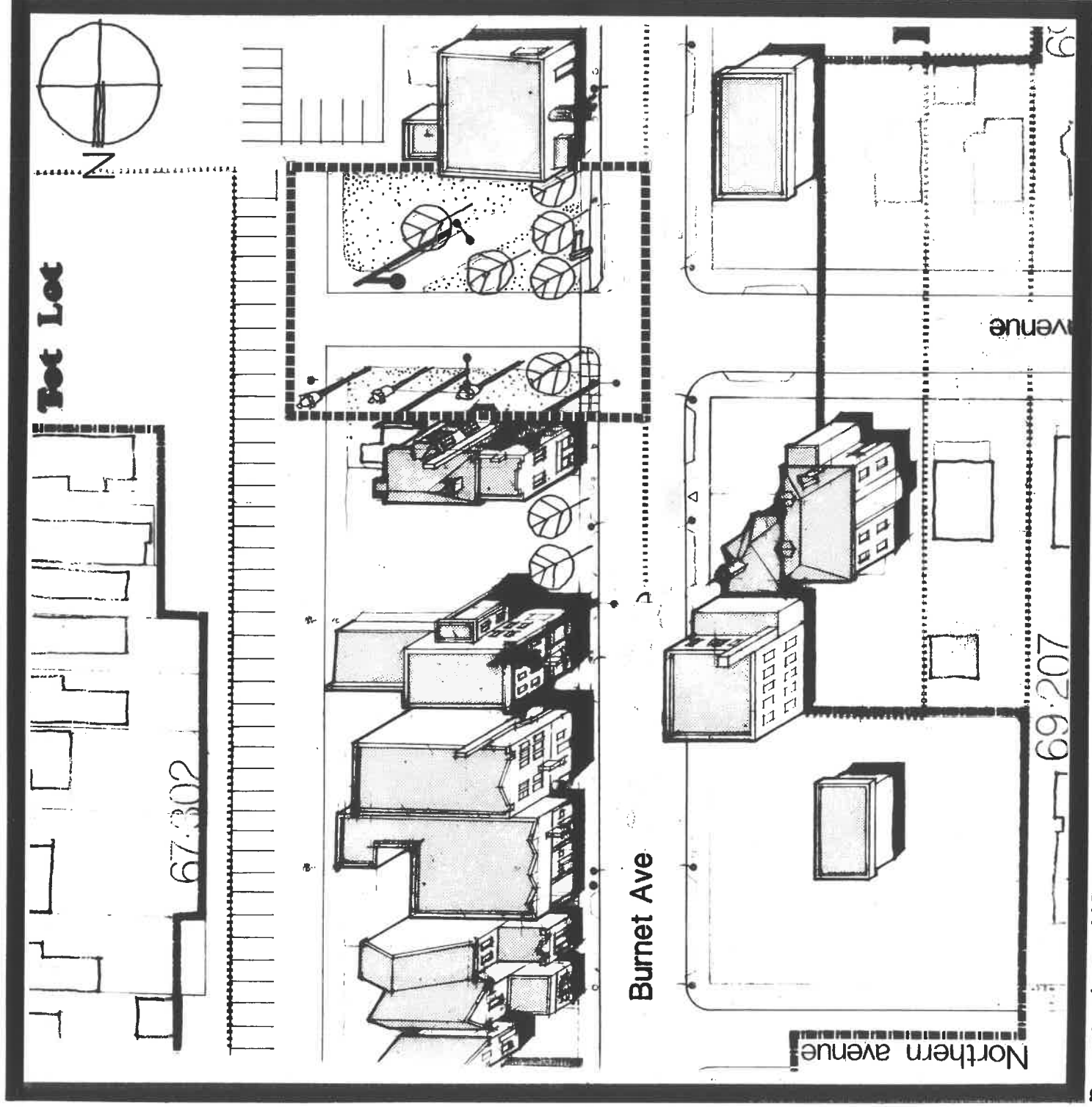
Estimate

- Booth for operator - 1,000
- 13 trees @ 400/each
- Break out concrete, put in curbs and sod 13 @ 400/each. Signage
- Operating Costs: 12 man hours/day 6 days/week 54 weeks/year
- 4/hour = \$15,552/year

To Be Appraised

11,400





Description

Beautification and safety enhancement of south entrance to rear parking area. A sign would assist shoppers to use the parking.

Site Acquisition

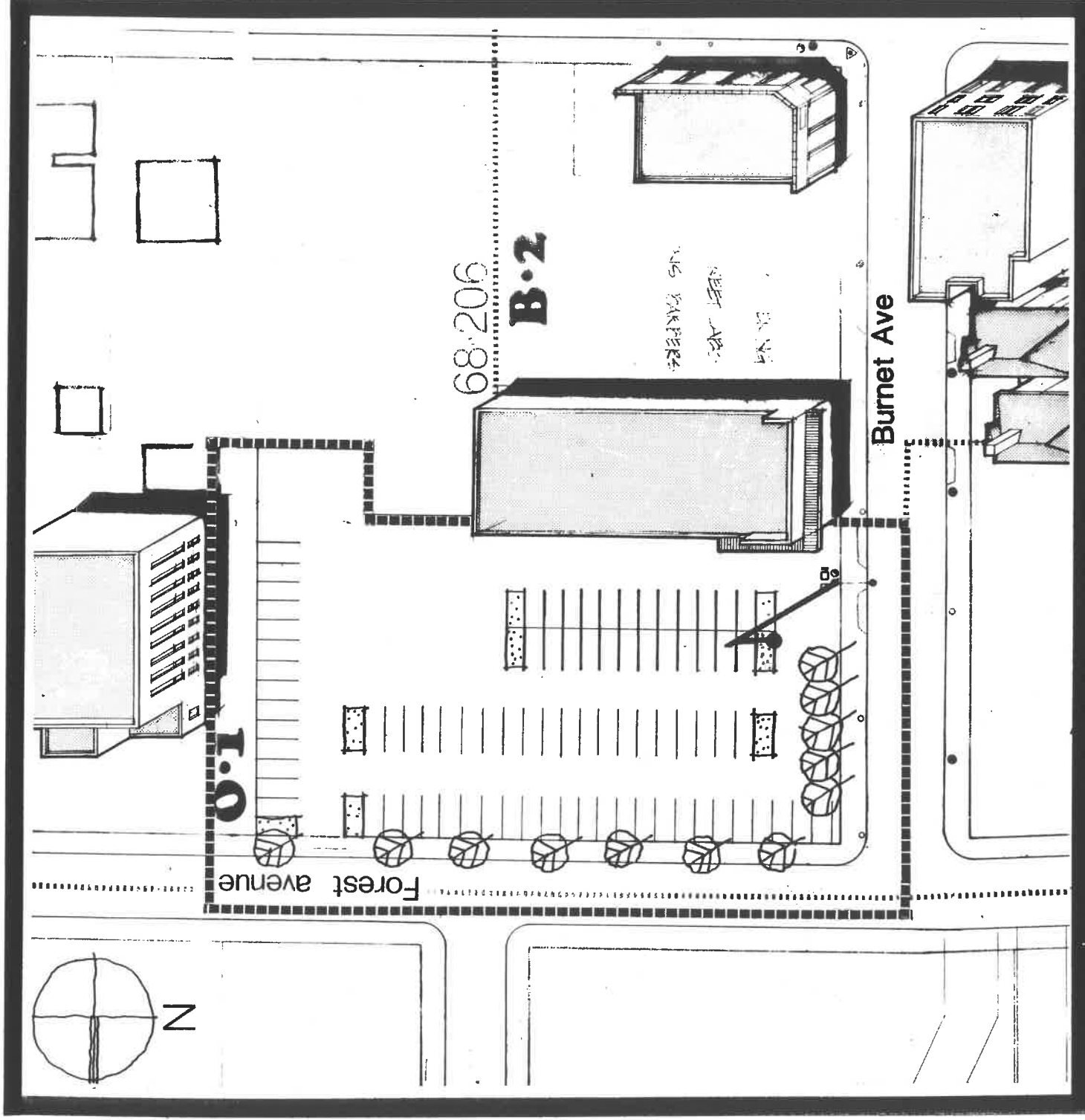
Not required since this improvement is in public owned right of way.

Estimate

- Six street trees @ 500/each 3,000
- 3 lights @ 2,000/each 6,000
- Landscaping/Sodding 5,000
- Sign to promote use 1,000

15,000





Burnet Ave NBD

Description

Savex parking lot improvements - This corner is of primary importance to the appearance of the business district. New pattern of usage would help gain more parking for district.

Site Acquisition

Not required - Private property, public right of way.

Estimate

12 trees @ 300/tree
 Break out pavements, build curb and sod five @ 400/each
 Paint new lines to parking, close curb cut. Remove barricade.

5,600



Implementation Strategy

In order to stabilize Burnet Avenue as a neighborhood business district several components are necessary, the most important of which is the creation of a strong image. To achieve this end, an orderly design must be created that recognizes the needs of shoppers, and businesses and promotes the areas as a shopping center environment.

New businesses should be attracted that are oriented toward service, convenience and shoppers goods and that satisfy the neighborhood market.

The responsibilities and actions of implementation have been defined by community planning process. In some areas private money is recommended as the main resource, in other areas public money would be the major source. Community Development Funds are available for use in Avondale. The use of public funds would depend upon private investment, as the City policy requires. Both private and public funds would be used for projects, each dependent upon the other for the revitalization of the business district. The community group and/or development corporation would be responsible for either buying or leasing new and existing parking lots or improvements and maintaining them. New improvements such as lighting will require assessments of abutting owners. The step by step strategy is described as follows:

1. Use public money to install a traffic/pedestrian connection parallel to Hickory Street right of way between Burnet and rear parking lot (See Design Treatment Area 2). The Community Group would be required to assume ownership, operating and maintenance expenses.
2. At the same time the rear parking lot would be sold or leased to the community group with operating profits going to maintain treatment areas 3 and 4 .
3. Use public money to install street trees, signage and operating stations for the rear lot. These leasehold improvements would therefore become owned by the community group (See Design Treatment Area 1).
4. Use Community Development Funds to install new higher intensity street lights along Burnet Avenue and the existing public parking lot.
5. Use Community Development Funds, Mott Foundation monies or the resources of the City Urban Forestry Program to provide street trees for Burnet Avenue Assessments (See Design Treatment Area 1).
6. Use the resources of the City's Commercial/Industrial revolving loan fund to renovate building facades and signage along both sides of Burnet Avenue in keeping with these Urban Design Plan guidelines.
7. Use public funds to relocate the business at 3430 Burnet. As the property is owned by the City of Cincinnati, the parcel should be "Banked" for future development opportunities. Appropriate landscaping features should be done to clean up the site.
8. Use private funds to build new pedestrian connections through to rear parking area.
9. Provide easements in sidewalks to permit installation of pedestrian bus shelters at Rockdale and at Erkenbrecher at no cost to community.
10. Through the Community Council and a Community Urban Re-development Corporation act as marketing agent to attract new businesses complimentary to and supportive of the existing viable day and night businesses along Burnet Avenue.
11. Encourage all businesses to join together to form a unified market strategy, to advertise as a collective group or shopping center, and to maintain common shopping hours and attitudes.
12. Use public money to implement streetscape improvements

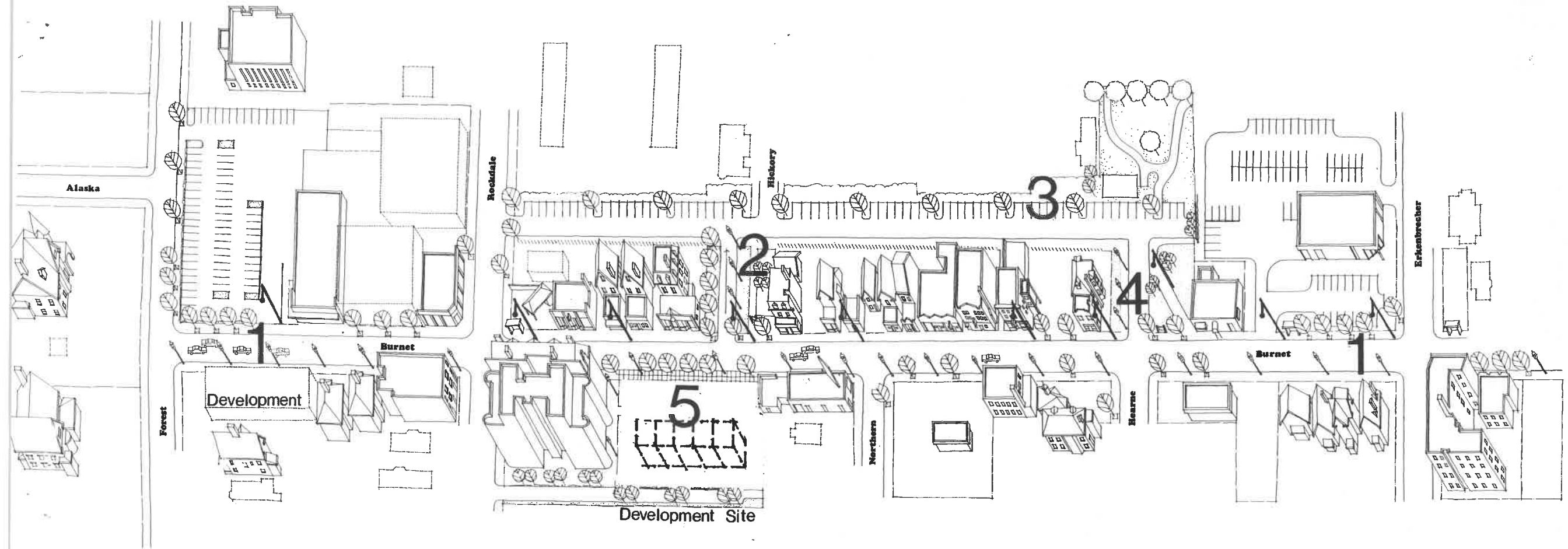
along Burnet from Erkenbrecher to Forest. This improvement of lighting, paving, trees and removal of transit poles (See Design Treatment Area "1") is contingent upon the community group executing a maintenance and operating expense agreement as City policy directs.

13. Enroll the assistance of local block clubs, garden clubs, or similar groups to plant flower beds, pick up litter and mow vacant properties and help maintain the appearance of rear parking lot entrances.
14. Use public money to acquire property at 3475 Burnet to implement Design Treatment "5". The need for this parking is based on the premise that new businesses have developed, therefore prompting an increased demand for parking.
15. Use public monies and code enforcement to eliminate blighted/abandoned structures remaining vacant for a significant time period.

Through a Community Urban Redevelopment Corporation maintain existing and attract new residential uses both above the commercial space on Burnet Avenue and in adjacent areas immediately behind the business buildings to support the business district.

The City shall attempt to provide designated portions of the above stated acquisition, demolition, and public improvements with Community Development Funds, and/or other Federal Funds. The private funds will be from individual contributions solicited by a Community Urban Development Corporation. It is hoped that the public and private partnership in Avondale will continue to generate more private investment to further the intentions and proposals contained in the plan. The ultimate success of the business district lies within the actions of the local business community itself and the existing Community Group.

Design Schematic



Proposed Development Staging

Project	Estimated Cost	Financial Source	Maintenance/ Operating Agreement Required?	Project Year						
				1982	1983	1984	1985	1986	1987	
1a Replacement/Enhancement of Existing Lighting - Sodium Vapor - 400 W.	15,000	Excess Services Capital Expenditure	1.40--1.70/Ft. assessment	Yes	[Bar spanning 1982-1983]					
1 Streetscape Improvements Trees, Lighting	150,000		Public C.D. Funds Private Assessments to property owners for operation 50-50 split with private sector	Yes	[Bar spanning 1983-1984]					
2 Traffic/Pedestrian Connection from Burnet to rear parking lot signage	40,000		Public C.D. Funds for Capital Improvements	Yes	[Bar spanning 1984-1985]					
3 Improvements at Rear Parking Lot	112,000		Public C.D. Funds	Yes	[Bar spanning 1984-1985]					
4 Enhancement of present Pedestrian/Traffic Connection	20,000		Public/Private Groups (Local Garden Clubs)	No	[Bar spanning 1985-1986]					
5 Mid-Block Site 3475 Burnet					[Bar spanning 1986-1987] Development Assistance					
6 "Savex" Lot Improvements	6,000		Private	No	[Bar spanning 1986-1987] Private					
Individual Facade and Sign Improvements	Varies		Private - Use of commercial/ industrial revolving loan fund and/or 312 Loan Program	No	[Bar spanning 1986-1987]					
Urban Forestry/Street Trees Signage Improvements	300/Tree		Private - Mott Foundations	No	[Bar spanning 1983-1985]					

Housing Recommendation

New Development

The method of revitalization anticipated in the Burnet Avenue Business District is primarily private reinvestment through renovation of buildings. However, some new development is anticipated. There are three major available new development sites along Burnet Avenue. They are: the southwest corner of Forest and Burnet, the northeast corner of Rockdale and Burnet and the current vacant service station on the west side of Burnet Avenue between Rockdale and Northern Avenue. It is hoped that at least one of these sites could be developed with a store that would attract shoppers from more than the neighborhood itself.

These new developments would compliment and stimulate the business district adding needed uses, and new residents within walking distance of the major shopping area.

Future Directions

As the Burnet Avenue Business District stabilizes, additional design and planning tools can be applied to improve the overall environmental quality of the district. A design review process can be applied to the area within the boundary of the Urban Design Plan. Considered as a technique is Environmental Quality Zoning which provides review of architectural and signage design on new and rehabilitated construction.

Multi-family housing surrounding the business district can be a viable future use which will aid in strengthening the economic base. Obsolete business and residential properties could be assembled into buildable sites for multi-family housing; public support of apartment development projects is possible through tax abatement, tax increment bonding and Section 8, FHA mortgage loan guarantees. Assistance in this area by a Community Development Corporation should be thoroughly investigated. The Garden Apartments south on Rockdale Avenue are a prime situation for renovation to provide market housing. These vacant buildings would provide decent housing within walking distance to the neighborhood business district which is needed.

The ongoing partnership between the public and private interests in Avondale must continue to assure the economic success of the business district. The City should use its powers to assist in acquisition, demolition, site preparation, installation of public support improvements, and design review while the Community has to continue on an ongoing basis to bank together to invest, manage and maintain the parking lots and the public improvements necessary to support the private rehabilitation of business and residential properties.

Zoning Recommendations

The existing zoning in the Burnet Avenue Neighborhood Business District is adequate as it stands with one exception: the B-4 zone including the properties between 3433 Burnet and 3415 Burnet Avenue. It is recommended that this zone be changed to B-2, Neighborhood Business District zoning.

The area proposed for B-2 zoning reflects a reasonable estimate of market potential. Almost all the existing uses along Burnet Avenue now conform to the proposed zone. Existing and new retail uses would be assured of a continuous shopping environment with a highly visible central location and easy pedestrian access to and from parking.

Existing B-4 uses could remain in the B-2 zone through their viable economic life. The proposed B-2 zone would limit strip commercial growth foreign to a community business district. The B-2 zone would allow parking expansion for businesses not conforming to the B-2 zone on adjacent available land. This would allow those businesses to expand with new construction on land they already own but to park on adjacent property. The B-2 zone will allow an R-5, multi-family medium density residential use as support to the community business district.

The proposed zoning changes in no way prohibit existing land uses (which may become non-conforming) from remaining, operating, expanding or being sold. The changes will however, provide a direction for new land uses to replace the old in an evolutionary manner.

Business Improvements

1. Existing businesses should be reinforced and new establishments attracted which satisfy shopper's needs and contribute to an attractive pedestrian shopping environment. To accomplish this, a community organization should be developed to:
 - a. encourage property owners to maintain commercial properties in good functional and aesthetic condition;
 - b. monitor businesses to remain aware of vacancy levels and businesses planning to move or go out of business;
 - c. encourage conformance to the sign and facade guidelines of the plan;
 - d. attract new businesses to fill the vacant storefronts in the district.
2. A compact commercial area should be developed within the business district to enhance the sense of vitality and create an image of a physically unified and functionally diverse area.
3. New businesses should be attracted to enhance and complement the commercial mix.
4. A common market strategy should be developed including advertising and similar store hours.
5. Businesses should be designed to reinforce the existing patterns of storefronts facing Burnet Avenue and be visually open to provide interest and light to the street.
6. New businesses should contribute to the desired mix of commercial activities; franchise type of establishments are acceptable provided that they are primarily pedestrian and not auto oriented.
7. Low interest loans should be secured through the CI Revolving loan fund or 312 loan money to rehabilitate private buildings.

Vehicular Circulation Policies

1. Create a new traffic connection to the rear parking lot parallel to the Hickory Street right of way. This new access to the rear parking lot (See "2") which does not allow direct cross traffic to Hickory or exit to Burnet would allow much greater use of the parking area.
2. The existing network of secondary streets should be used to accommodate traffic exiting from parking areas and direct it to major streets for dispersion.
3. Only auto entrances should be allowed on Burnet Avenue.
4. Entrances and exits to parking lots shall be strongly identified with common marking techniques such as signs or logos, lightings and landscaping and other treatments.
5. Public transit routes along Burnet Avenue should be strongly identified by the use of shelters, paving, lighting, and landscaping. No changes in existing bus stops should be made without consultation with the community organizations.
6. The majority of truck delivery shall remain on Burnet Avenue and be limited to specific times and locations to best serve businesses with the greatest demand. Where practical, off-street delivery points shall be created to reduce vehicular congestion.
7. The circulation system shall be designed to make access to the businesses along the avenue as easy as possible, and to clearly orient drivers as to how to get to and from easy, convenient parking.
8. Eliminate the 4 to 6 P.M. parking restrictions on Burnet. The amount of daily traffic flow does not require this.
9. Encourage the street right of way modification and signalization of the Elland/Ridgeway - Burnet intersection to assist the motorist to turn northward to Burnet Avenue N.B.D.

Parking

Burnet Avenue's parking count shows the parking available to be adequate. However, as vacant buildings develop new businesses, additional spaces will be required. The analysis points also out that the existing parking is underutilized due to poor configurations, bad security and sight lines and inadequate entrance/exit conditions. Correction of these problems would certainly assist the motorist in finding Burnet Avenue a better place to shop.

In addition, the use generated by on-street parking demand has begun to exceed the capacity, causing periodic shortages. This problem could be solved by providing meters with a shorter "turn over" period, and considering new places for on-street parking.

These problems are not unsolvable, but require adjacent property owners and would produce additional parking for improved business.

The following steps should be taken to increase the convenient off-street parking:

1. Existing lots should be shared and made more efficient through improved access and more efficient layout.
2. Where parking lots are adjacent to Burnet Avenue, various screening devices such as low walls, trees, seating areas, mounds, etc., should be used to retain the continuity of the cohesive building line.
3. All parking areas should be landscaped and screened to provide an effective buffer for adjacent residential properties. Lighting for parking areas should be sensitive to nearby residences in color, intensity and scale.
4. Establish common employee lots for businesses within the district in order to maintain primary spaces for customers and more remote spaces for employees.
5. Design parking identification signs for placement within the business district to make access and entry points clear and visible.
6. Continue efforts to maintain and improve existing lots, including signage, lighting, landscaping, and screening from residential neighbors.
7. Upon indication of increased parking demand, a new off-street parking lot should be built at mid-block, west side to offset the demand (See "Treatment Area 5"). The increase of 58 cars would assist the entire business district when future business expansion occurs.

Pedestrian Circulation Policies

The sidewalk corridor along Burnet Avenue should be thought of as pedestrian oriented mall, similar to a shopping center. Pedestrian paths should link the parking lots to the shopping street. Pedestrian use of sidewalks should encourage impulse shopping as people pass businesses from parking lots to their destinations. This shopping alternative will assist in increasing the economic viability of the neighborhood business district by encouraging people to come into contact with and shop many businesses.

1. The sidewalk environment should be improved to make pedestrian use more comfortable and inviting. This can be accomplished by:
 - A. Increased police and security patrols to discourage loitering.
 - B. Developing special treatment to identify pedestrian entrances to parking lots and to increase user safety by maintaining proper visibility and lighting where appropriate.
 - C. Maintaining the street orientation of shops by encouraging entrances directly off the sidewalk.
 - D. Developing street amenities and adequate sidewalk width to enhance the pedestrian environment with lighting, landscaping, graphics, canopies, signs and other amenities contributing to a pedestrian character.
 - E. Developing pedestrian "connections or links" to and from off-street parking areas.
 - F. Developing strong pedestrian "crossing points" at major intersections to attract people to businesses on both sides of the avenue.
 - G. Developing crosswalks near transit stops to be identified with appropriate treatments to create a pedestrian rather than vehicular orientation.

- H. Creating focal points within/or contiguous to the sidewalk space to allow for a kiosk to be placed.

These small focal areas should be developed along the sidewalk for lighting, special paving, information kiosks, trash receptacles and bike racks.

- I. Making all intersections, crosswalks and entrances to commercial space when possible, accessible to the handicapped.
2. Provide additional sidewalk space by suggesting that new buildings be set back from the property line, and when existing buildings are remodeled suggesting that storefronts be set back to create arcades and recessed shop entries.

Lighting Policies

The lighting strategy includes vehicular illumination along Burnet Avenue, special pedestrian lighting in certain areas, and lighting for parking areas.

1. Vehicular lighting on Burnet Avenue: (Utility/City and C.G.&E. Owned)

- a. shall define the limits of the business district and respond to the special character of areas within it to differentiate it from the surrounding residential environment.
- b. shall be in scale with buildings in terms of intensity, the size of luminaires and consider the future installation of higher intensity lumen output high pressure sodium vapor lights, replacing the existing mercury vapor. The increased level of lighting, although a special assessment district may be required and maintenance and operating agreements resolved;
- c. shall focus attention on the intersections at either end of the focus area at Forest and Erkenbrecher, as well as intersections connecting parking areas to Hamilton Avenue;
- d. shall encourage more nighttime use and extended shopping hours of the business district and capitalize upon the ability to "highlight" focus areas and points;
- e. lighting in the parking areas shall be designed to enhance security.

2. Pedestrian lighting (Community Operated)

- a. shall define as "pedestrian places" all crosswalks and intersections;
- b. shall define special pedestrian paths between parking areas and the streets and link the parking lots to the main shopping street.

- c. shall define the location of transit stops as well as increase the sense of security for those using them at night.

3. Commercial lighting (Private Ownership and Operation)

- a. the use of illuminated display windows are recommended to enliven the street image to advertise goods and to add color;
- b. the facades of buildings could be lighted in the early evening hours to aid the nighttime image.

Aesthetic Policies

The following guidelines are recommended to improve the appearance of the business district and to visually unify and add coherence to the district.

Storefront and Facades

1. Exterior building materials should be in harmony with surrounding buildings in color and texture. Projections should be in scale with the total composition of the building itself. Storefronts should be visually open to the street and where practical, entrances recessed to increase the effective sidewalk space and provide sheltered pedestrian access. Storefronts should also respond to the security problem by using such methods as screening shop windows with appropriate treatments, small panes of glass and the use of store window and entry way lighting.
2. The storeowners should take advantage of any historical quality architecture by capitalizing on the architecture of the building as a design motif. Colors and materials chosen for remodeling shall be from a standard list of materials and color samples.
3. The original architectural elements of a building, the piers and the cornice, should always be retained, since they form the outline of the storefront.
4. Covering the upper stories of a building with materials other than the original facing should always be avoided.
5. Original or natural materials on the building's facade, such as brick, stone or glass (are also part of the building's architecture) should not be painted or covered over.
6. Individual facades of buildings should relate to each other as much as possible.

This could be done by the use of a common material (brick), through a shared design feature (such as the same lettering on signs), or through a shared theme - perhaps a slogan or logo.

Signs

1. Signs should be designed to be in keeping with the character of the district. Signs should be designed to communicate with pedestrians or persons in slow moving vehicles and be harmonious with the architecture of the buildings on which they are located.
2. All signs should be placed flat against the buildings within certain guidelines for district/thematic coherence, not concealing any of the architectural features of the buildings, be designed for good visibility, and be consistent in size with other nearby signs. Businesses should be encouraged to use traditional symbols (such as a barber pole for a barber shop) or translate the nature of their business into a symbol which can be used as a sign. The predominant copy of all signs would identify the business on the premises or its principal product or service.
3. Flashing signs should not be permitted except for theaters and places of entertainment. Roof top signs, any sign which extends above the roof line of a building, or above the window sill line of the second floor of buildings should not be permitted. Obsolete signs and unused sign supports should be removed. Ground signs should be only for parking lots or businesses which are accessible by automobile and provide off-street parking; their size and height should be limited to 16 S.F. and not to exceed 16 ft. in height.

4. Internally illuminated "soft drink" signs should be phased out and replaced as needed.

Awnings

1. Awnings should be harmonious with the architecture of the buildings on which they are located, should not conceal architectural features of the buildings, should not project more than six feet from the face of the building and should be compatible in shape and material with other nearby awnings. Structural supports for all awnings should be contained within the awning covering.
2. All awnings should run parallel to the face of the building and provide a continuous covering along the sidewalk as opposed to small entry awnings over doors, etc.

Clutter

1. The elimination of all visual clutter, such as utility poles, unused transit poles, wires, transformers, shall be a long range goal.
2. All street trees should be planted in the ground rather than in planters.

Facade Treatments : (Key to Drawings)

Suggested Improvement/Description:

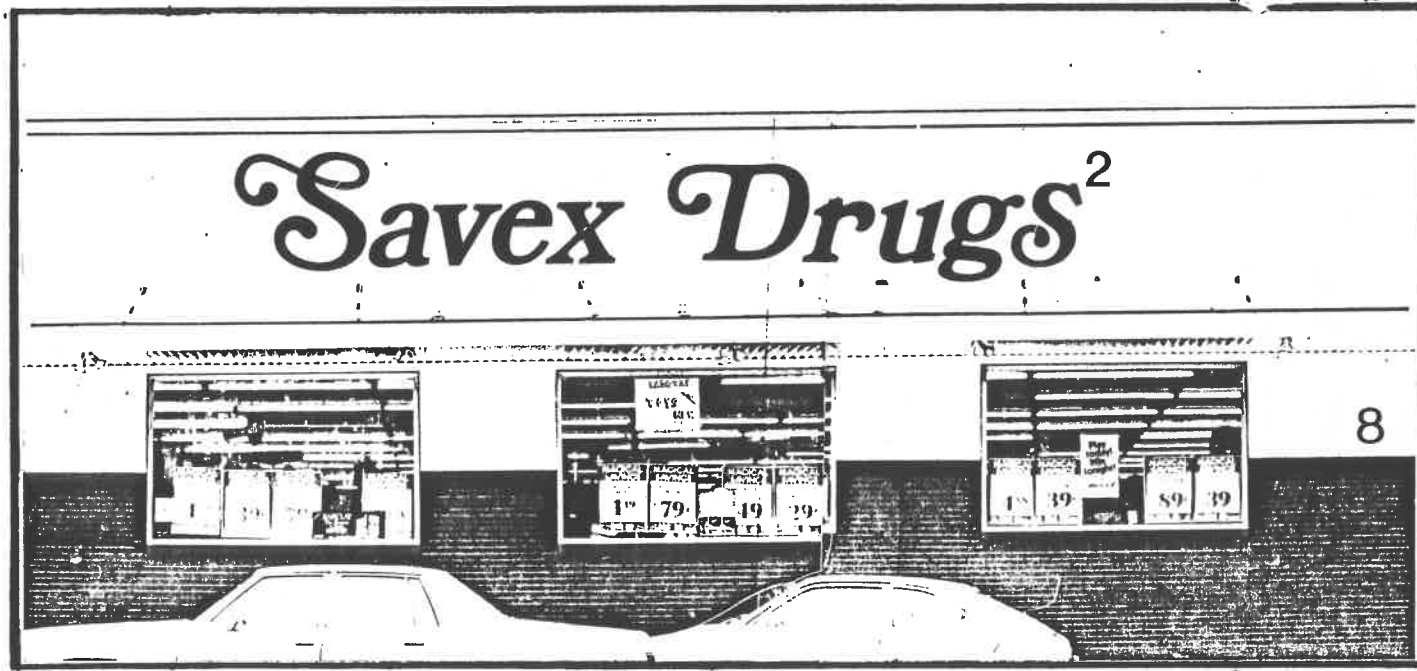
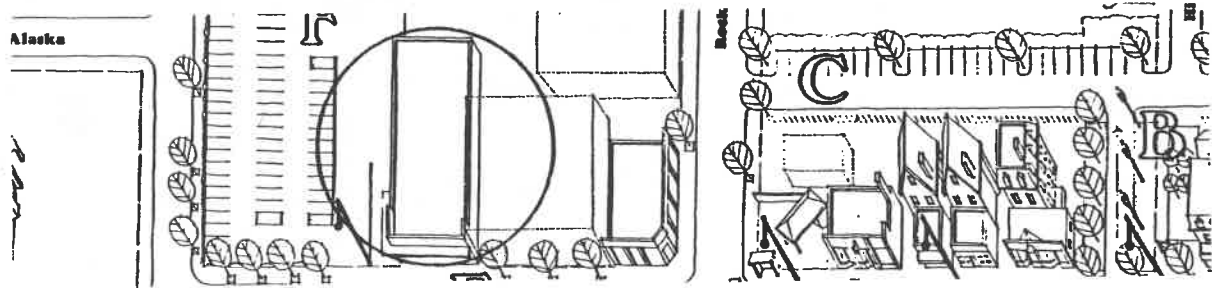
1. Remove obsolete, projecting signs, overhead structures, billboards, or awnings.
2. Provide individual flat sign with decorative letters giving business name within the framework of existing architectural detailing.
3. Add a new awning between the bays of building.
4. Paint infill panels and/or the facade of the building an appropriate color to compliment the existing color of building.
5. Landscaping or screening fences would assist in providing a "street wall" along Burnet and block undesirable views.
6. Remove applied brick, plywood, glass block or stucco surfaces and replace with new aluminum and glass storefront. Security grille to be built integral with new work and stored out of view during business hours.
7. Stucco existing infill panels and paint appropriate color.
8. Paint or stucco the facade of building to unify the appearance along the entire facade.
9. Remove air-conditioners projecting into the Burnet Avenue facade.
10. Provide new front door with "view panel" or remove aluminum storm doors and bars.
11. Remove flat signs which predominantly advertise a sponsoring soft drink. - Obscure architectural detail.
12. Provide new signage to have business name in decorative letters/graphics in panels or building lintel or new illuminated sign flat along building.
13. Additions must approximate original structure in color and building texture, as well as being built to similar proportion.
14. Build new cornice to give building a better appearance/scale.
15. Add trim to increase architectural detail on facade.

Burnet Ave:
East Side/ Forest to Erkenbrecher

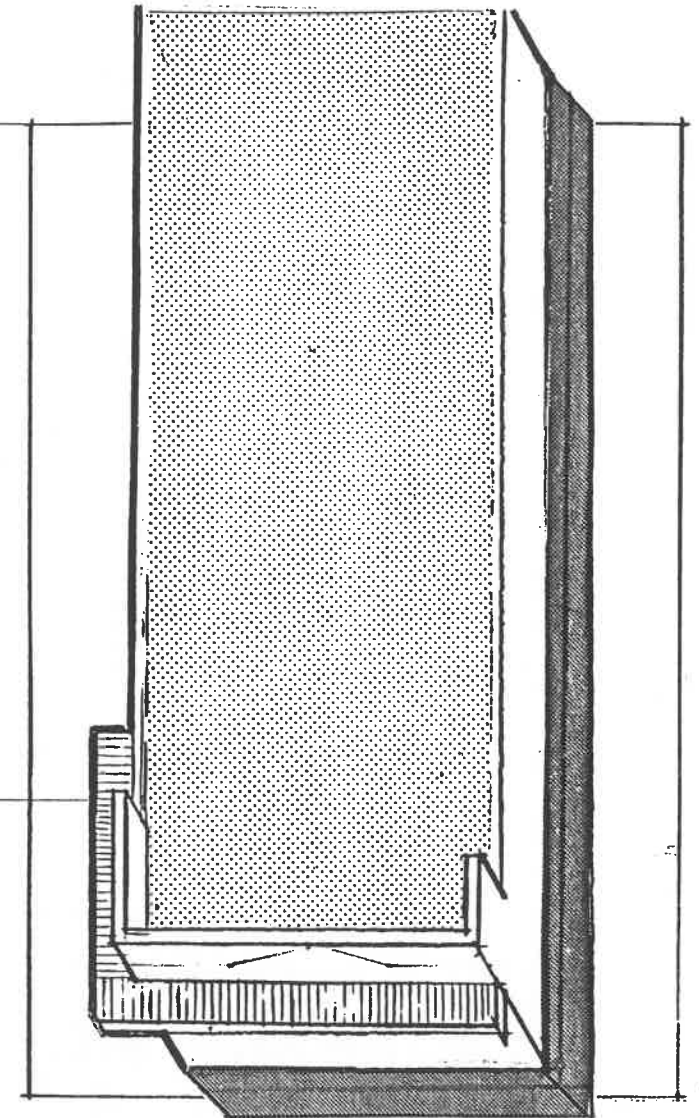
Facade Treatment

Name of Existing Business: SAVEX DRUGS

Address: 3510 BURNET AVE



Suggested Improvements



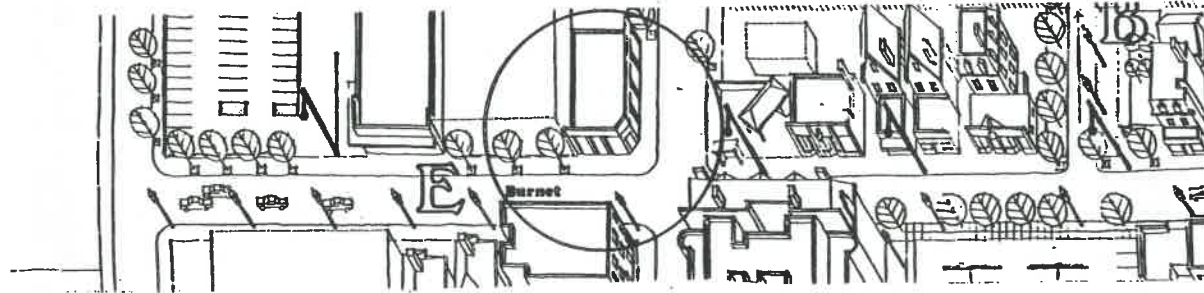
Existing Conditions

Cost of Suggested Improvements

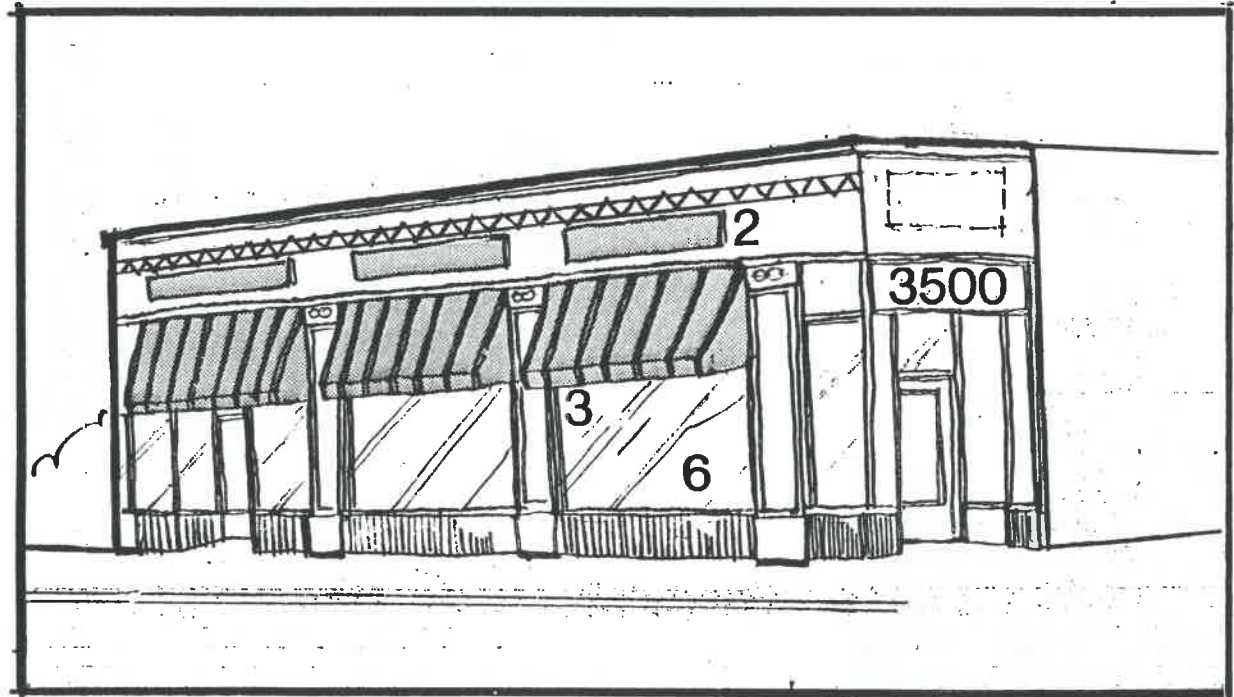
Facade Treatment

Name of Existing Business: MARSHALL'S CLEANERS

Address: 3500 BURNET AVE



Existing Conditions



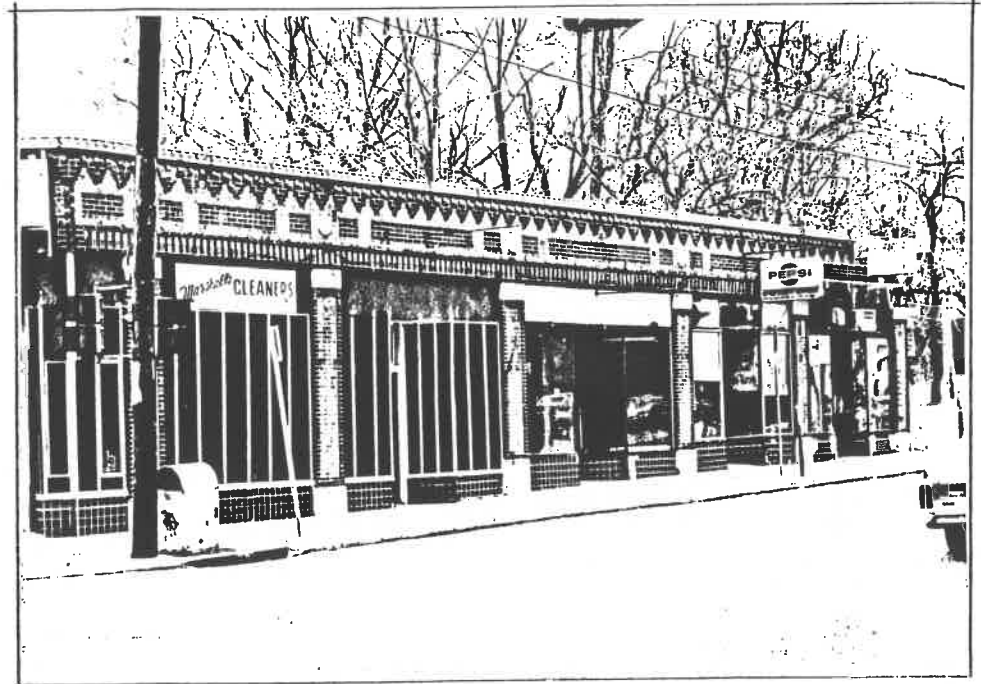
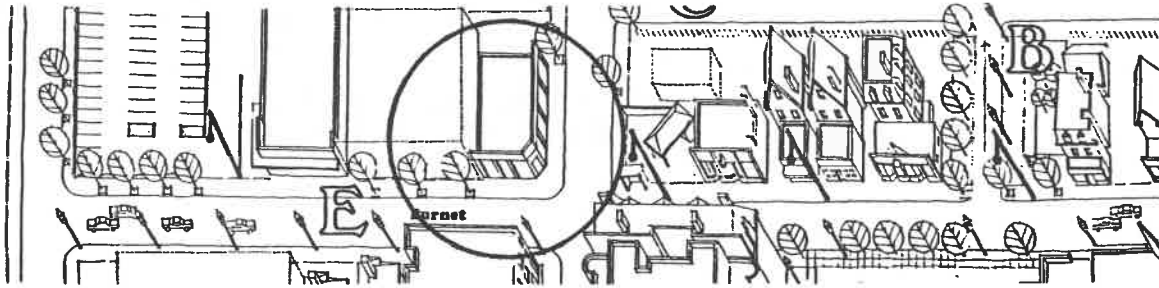
Suggested Improvements

Estimated Cost of Suggested Improvements

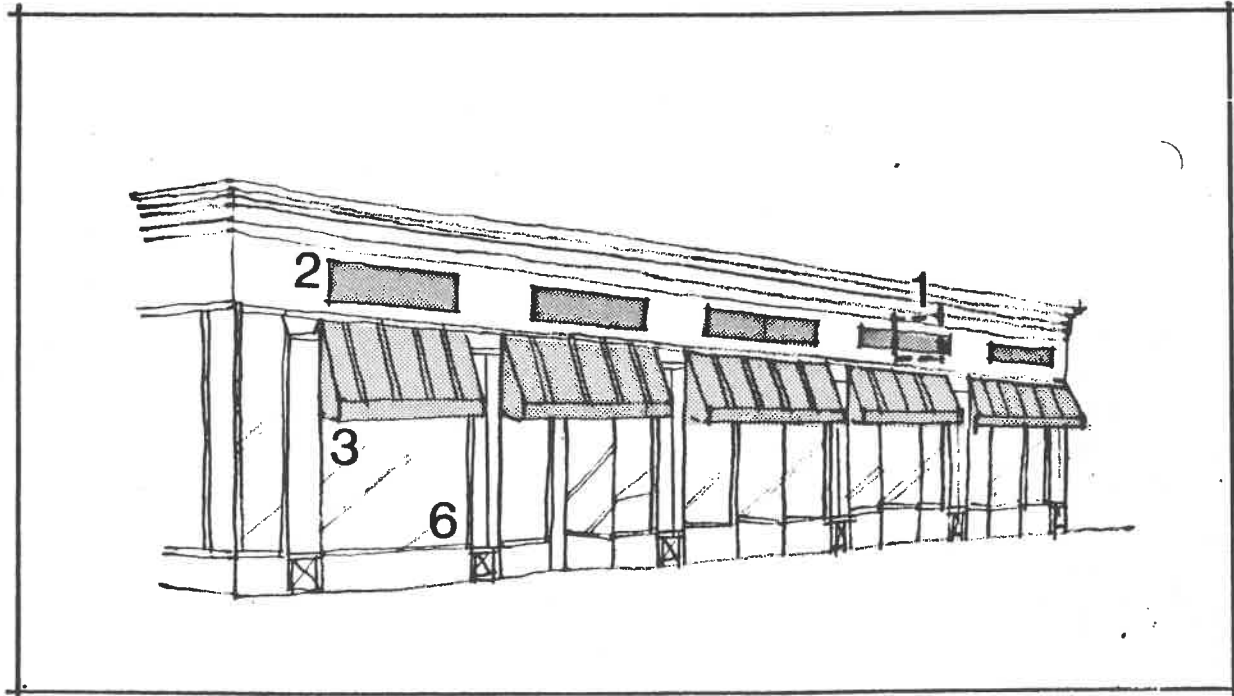
Facade Treatment

Name of Existing Business: MARSHALL'S CLEANERS, B+H UPHOLSTERING
5TH STREET CABS, JENKINS BARBERS

Address: 404-408 ROCKDALE



Existing Conditions



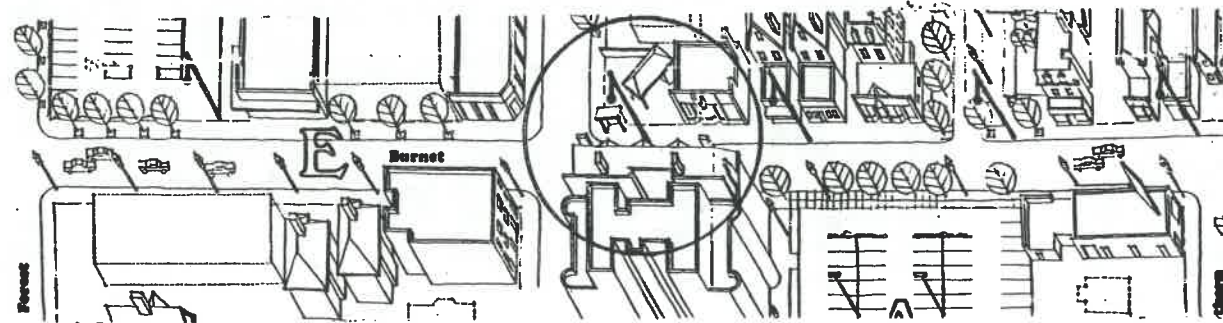
Suggested Improvements

Estimated Cost of Suggested Improvements

Facade Treatment

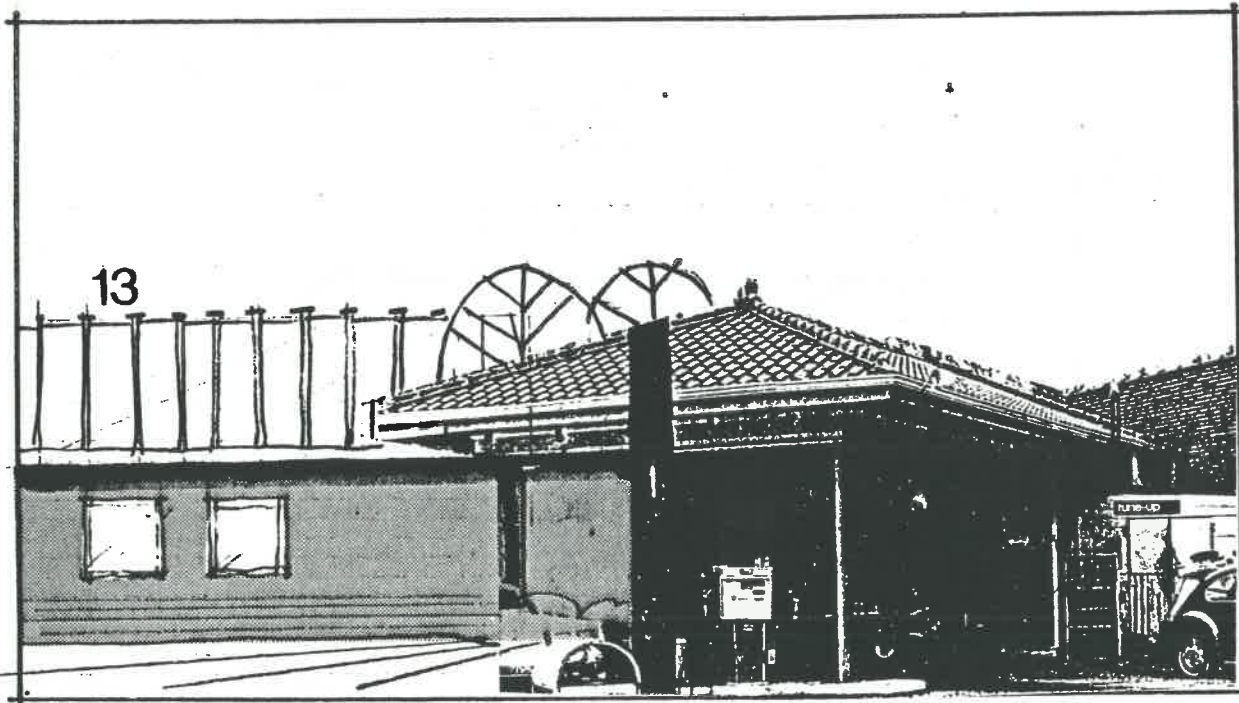
Name of Existing Business: BISHOP'S MOBIL GAS STATION

Address: 3484 BURNET AVE



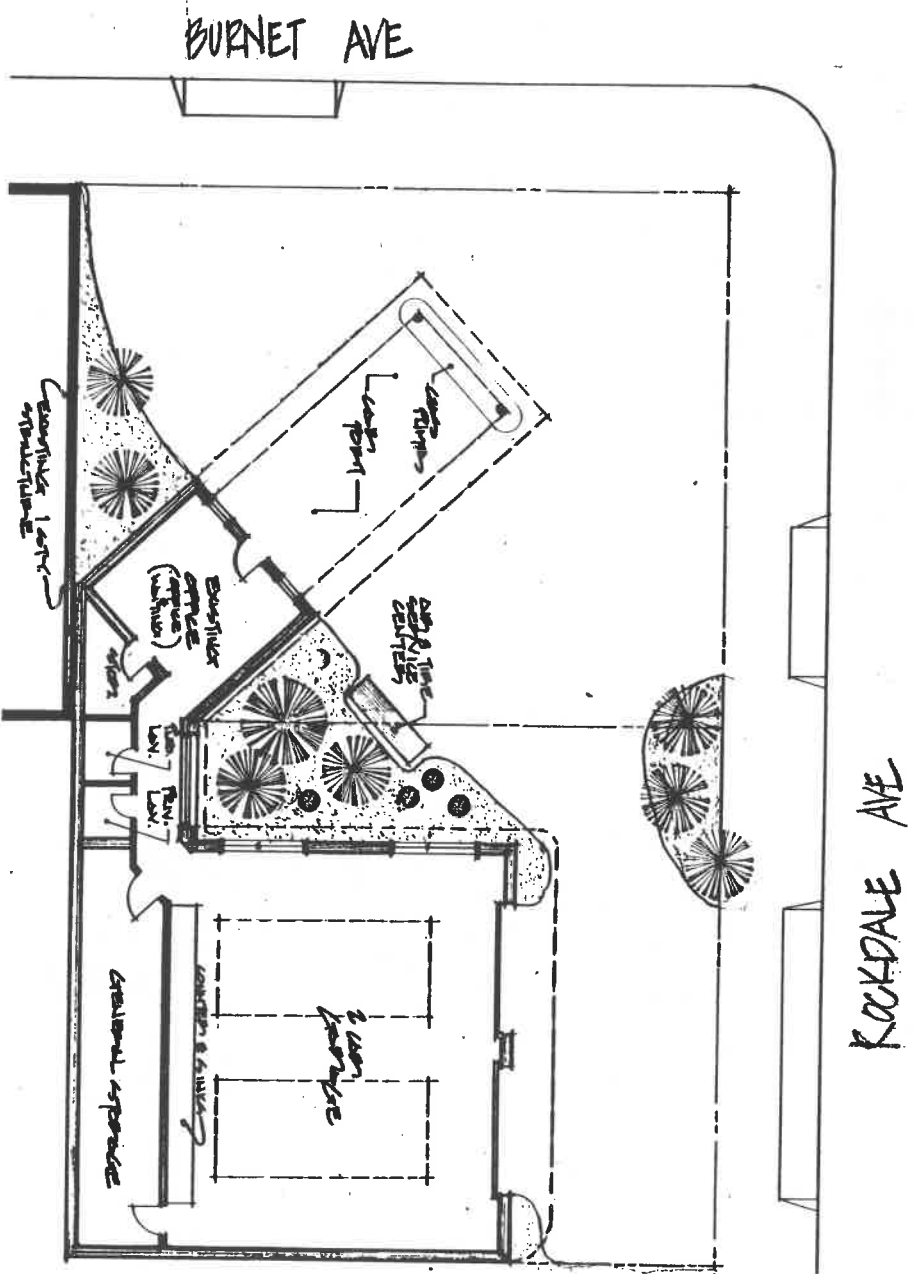
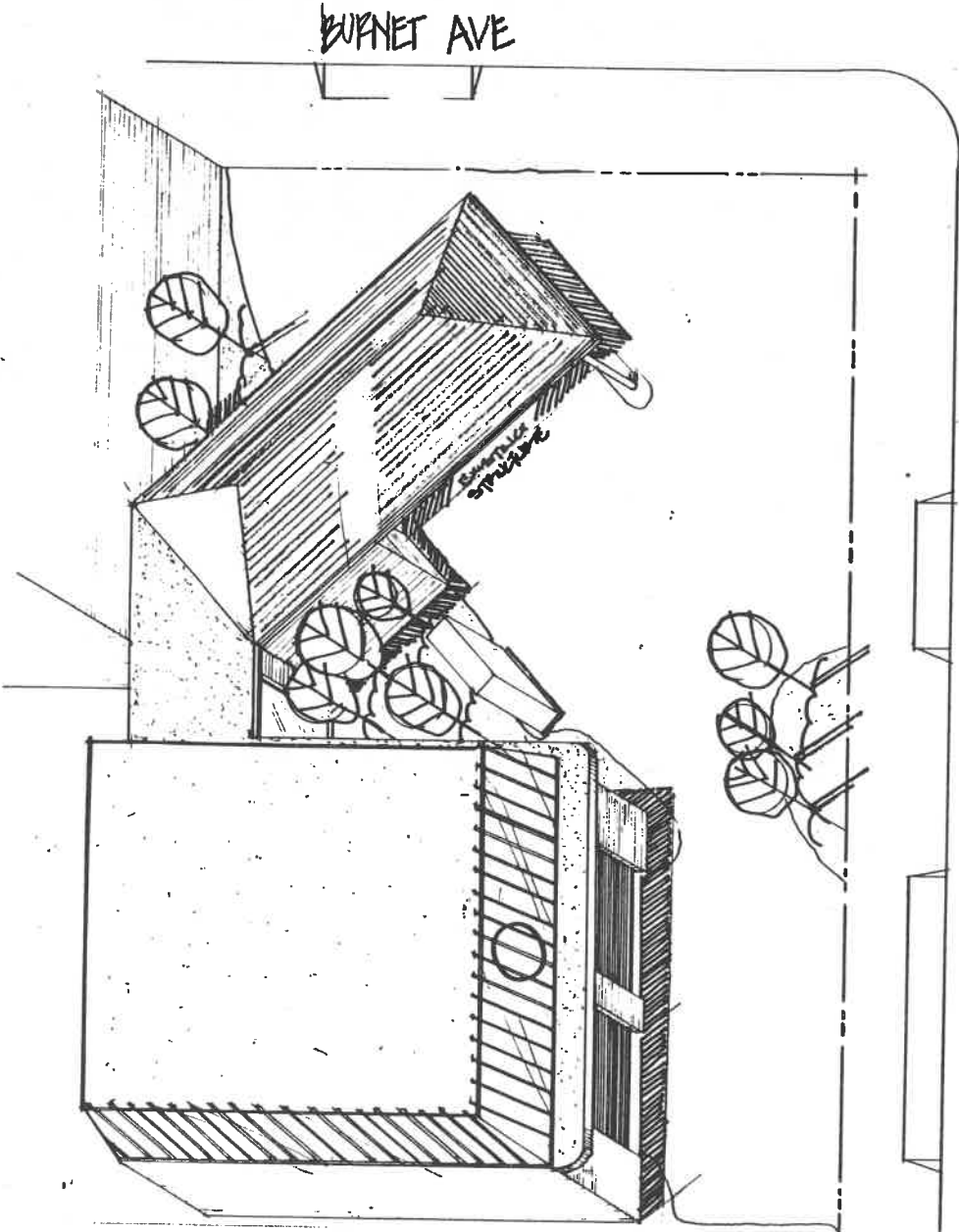
Existing Conditions

Estimated Cost of Suggested Improvements



Suggested Improvements

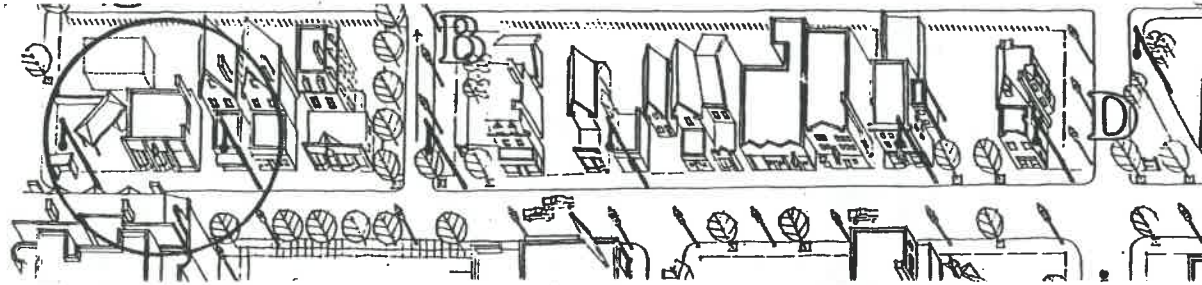
Design Schematic



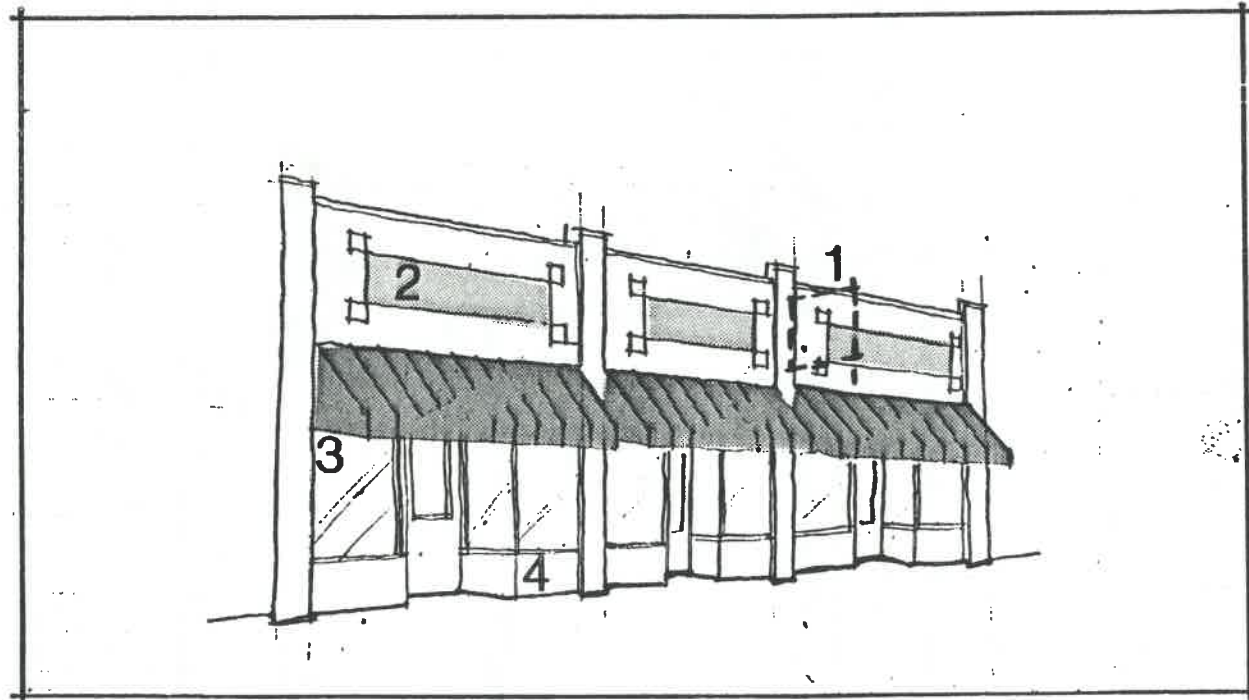
Facade Treatment

Name of Existing Business: PARKER'S BEAUTY & BARBER SUPPLY

Address: 3478 BURNET AVE



Existing Conditions



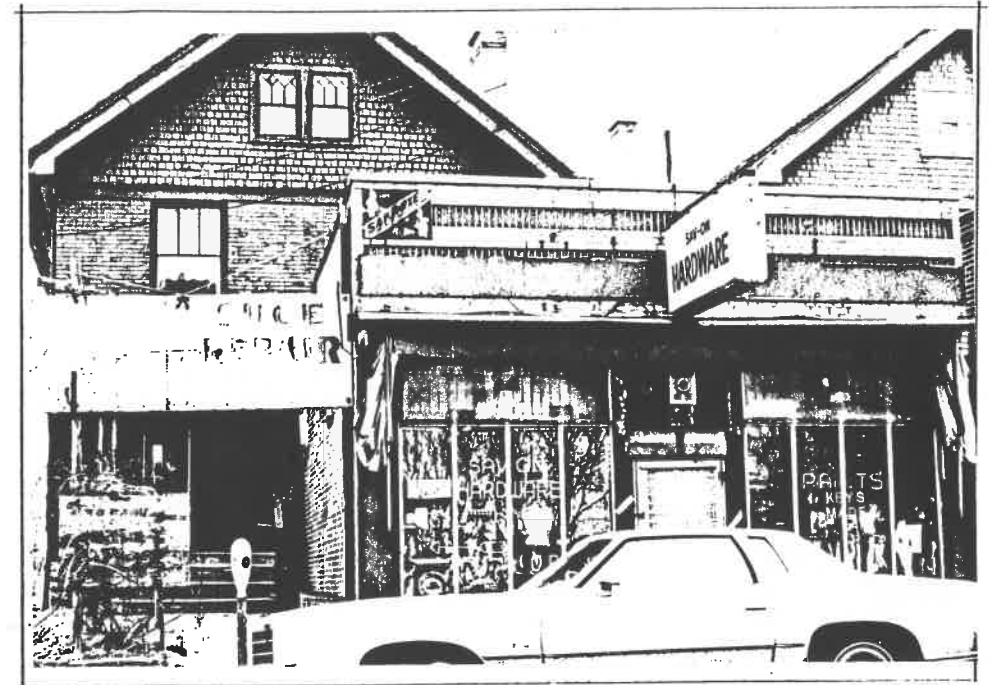
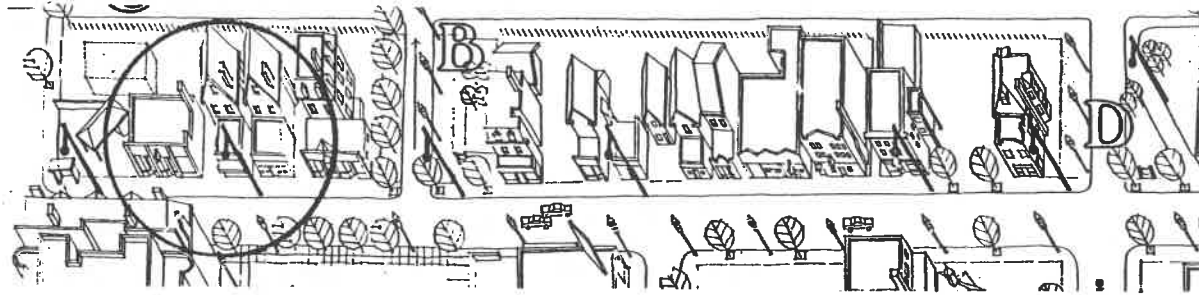
Suggested Improvements

Estimated Cost of Suggested Improvements

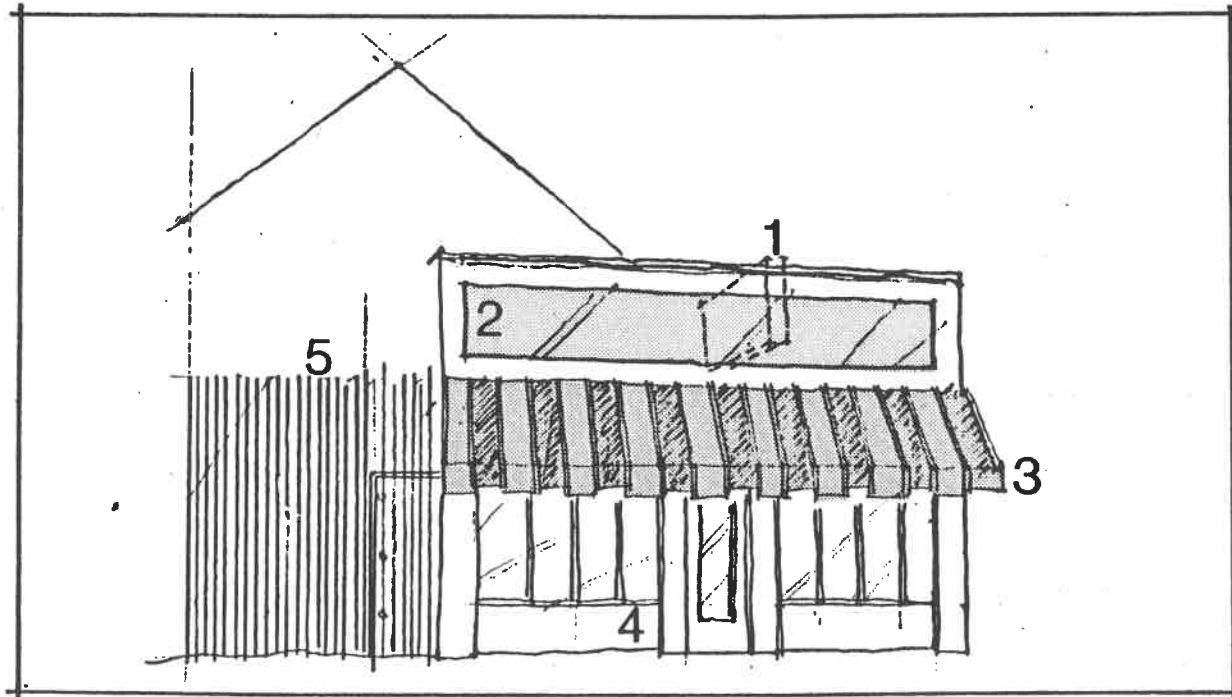
Facade Treatment

Name of Existing Business: SAV-ON HARDWARE

Address: 3476 BURNET AVE



Existing Conditions



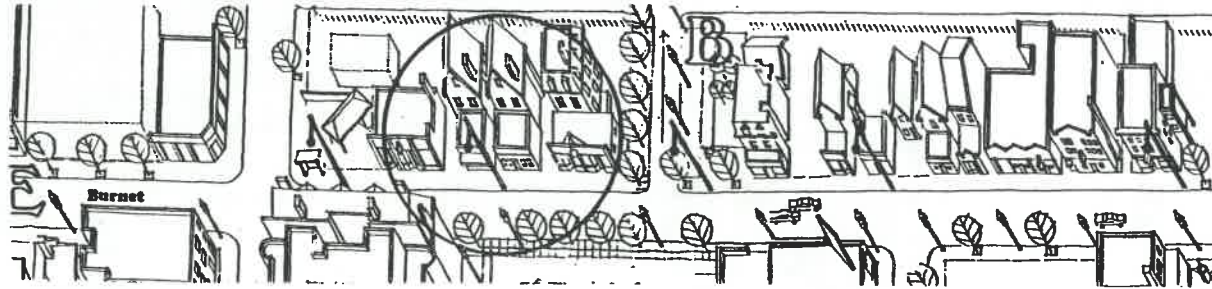
Suggested Improvements

Estimated Cost of Suggested Improvements

Facade Treatment

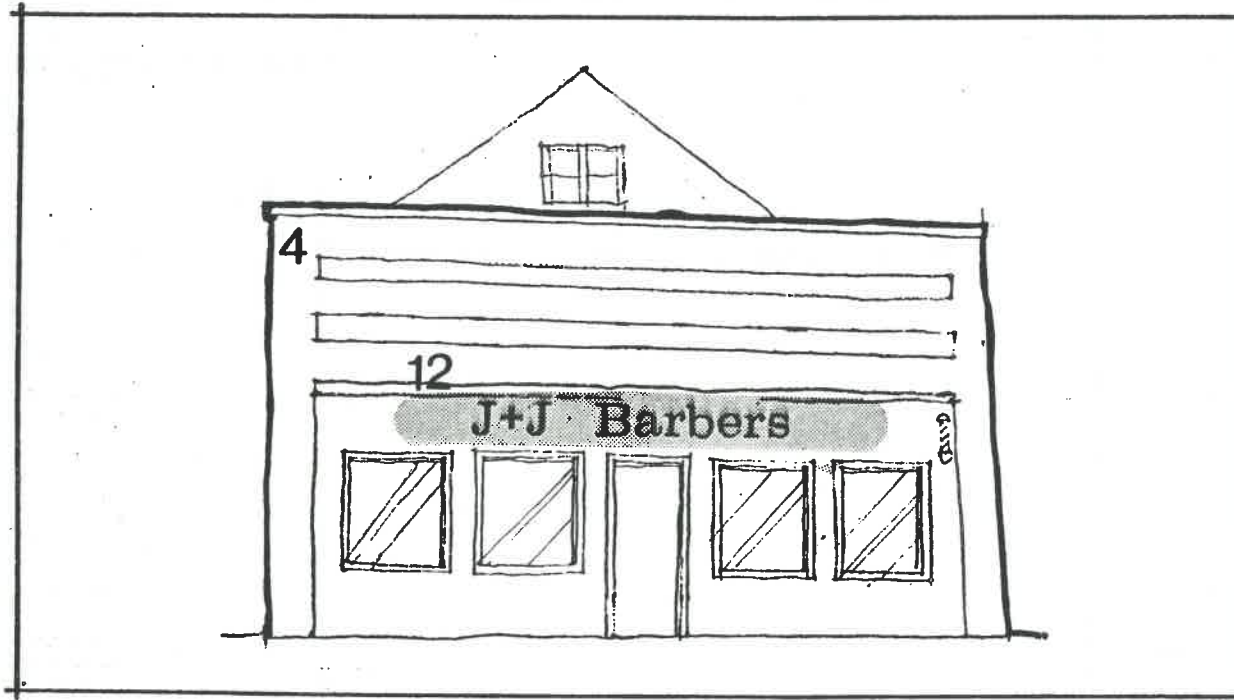
Name of Existing Business: J+J BARBERS

Address: 3470 BURNET AVENUE



Existing Conditions

Estimated Cost of Suggested Improvements

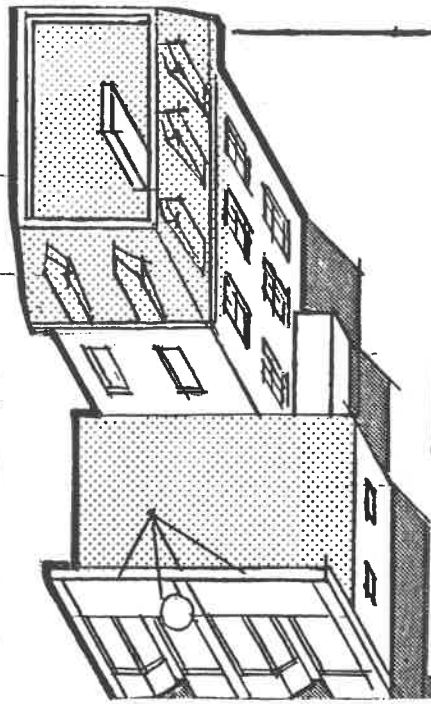
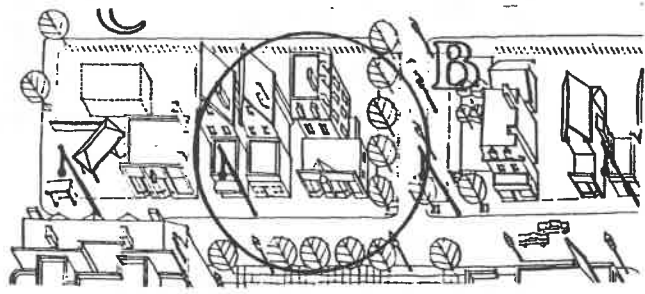


Suggested Improvements

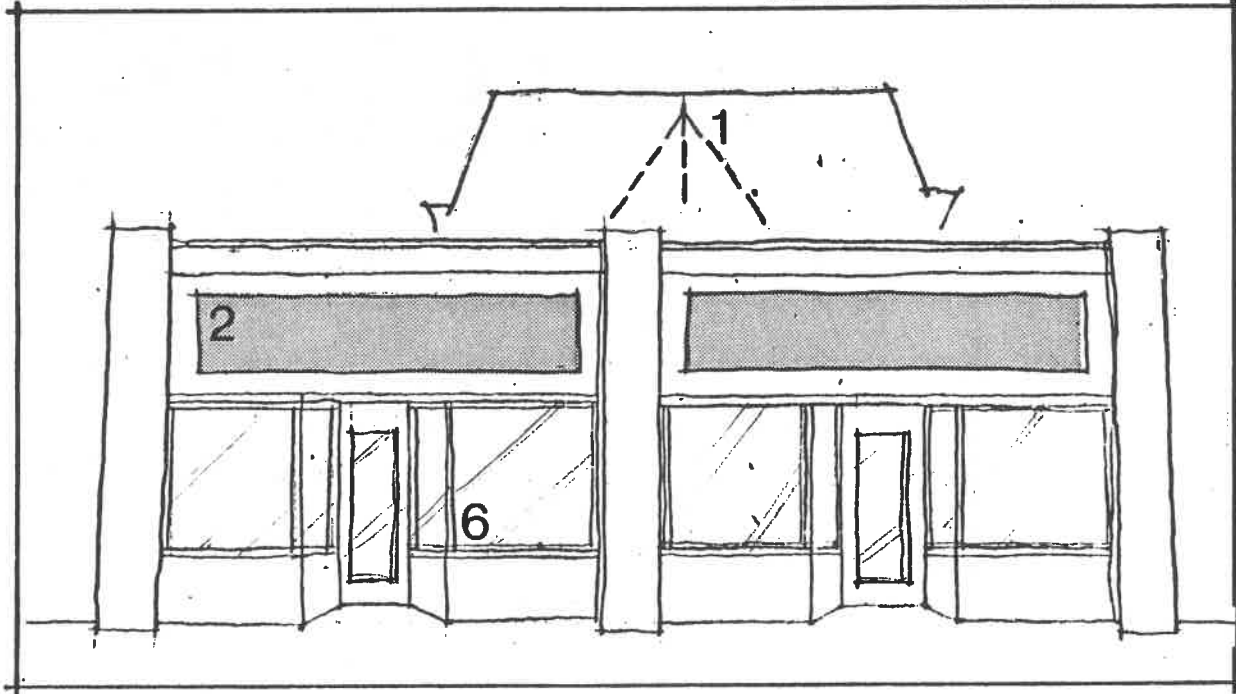
Facade Treatment

Name of Existing Business: LEOLAS SALON

Address: 3466 BURNET AVENUE



Existing Conditions



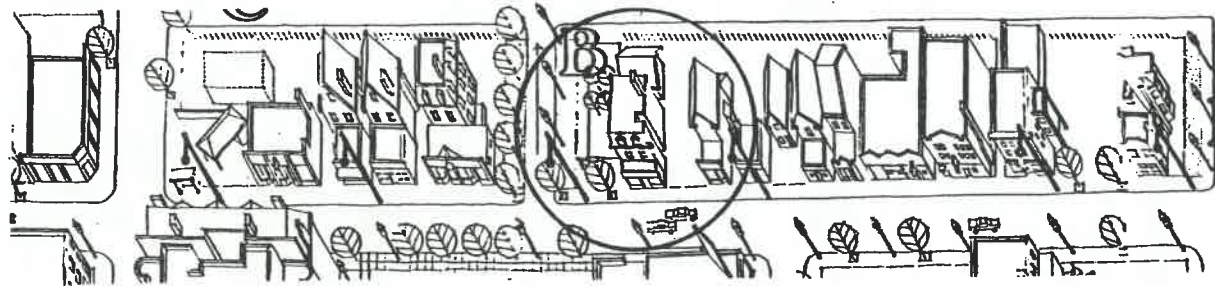
Estimated Cost of Suggested Improvements

Suggested Improvements

Facade Treatment

Name of Existing Business: GLOBE CLEANERS/ HICKORY HUT

Address: 3458 BURNET AVE



Suggested Improvements



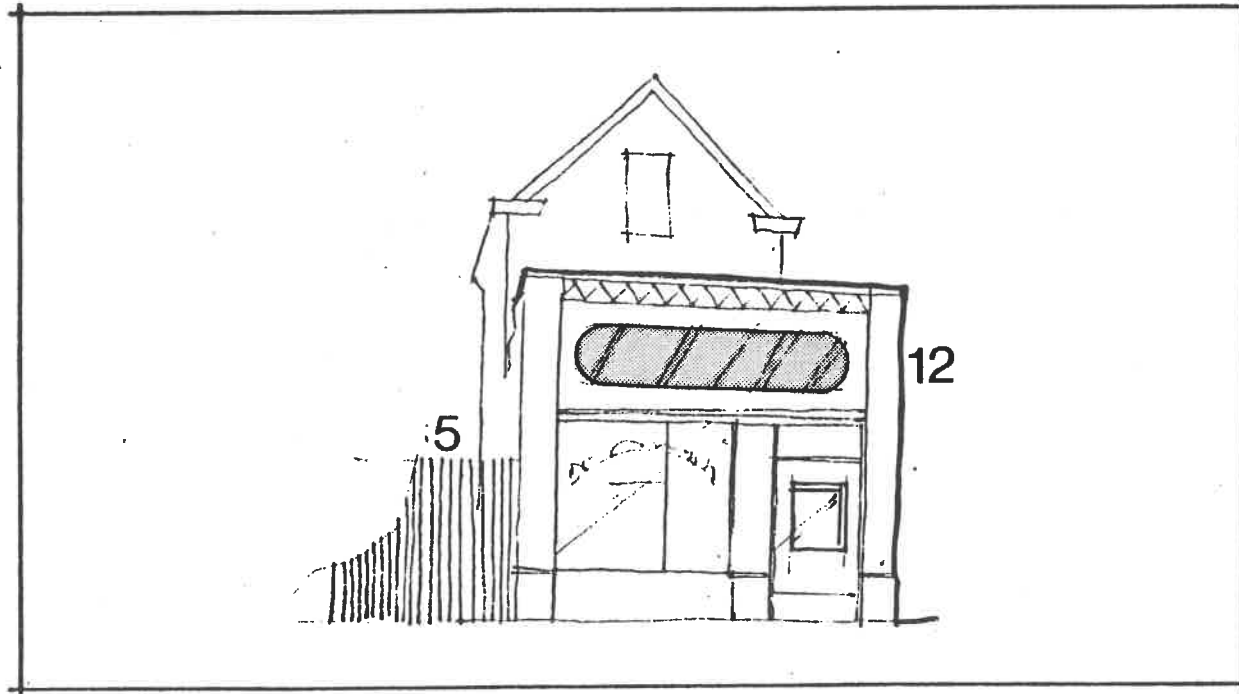
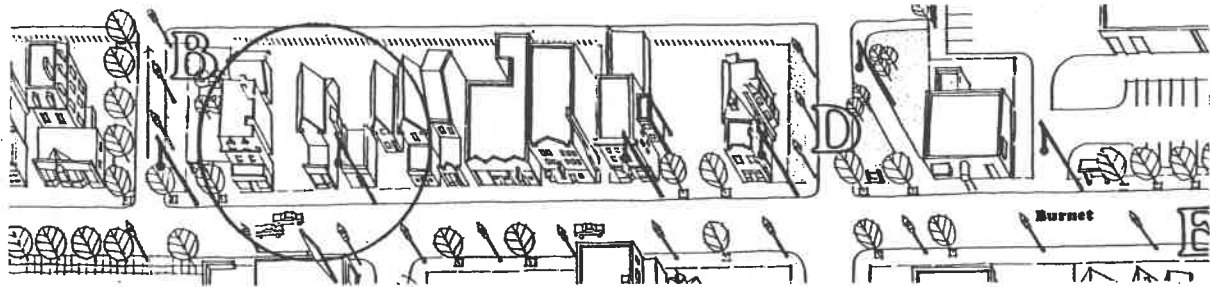
Existing Conditions

Estimated Cost of Suggested Improvements

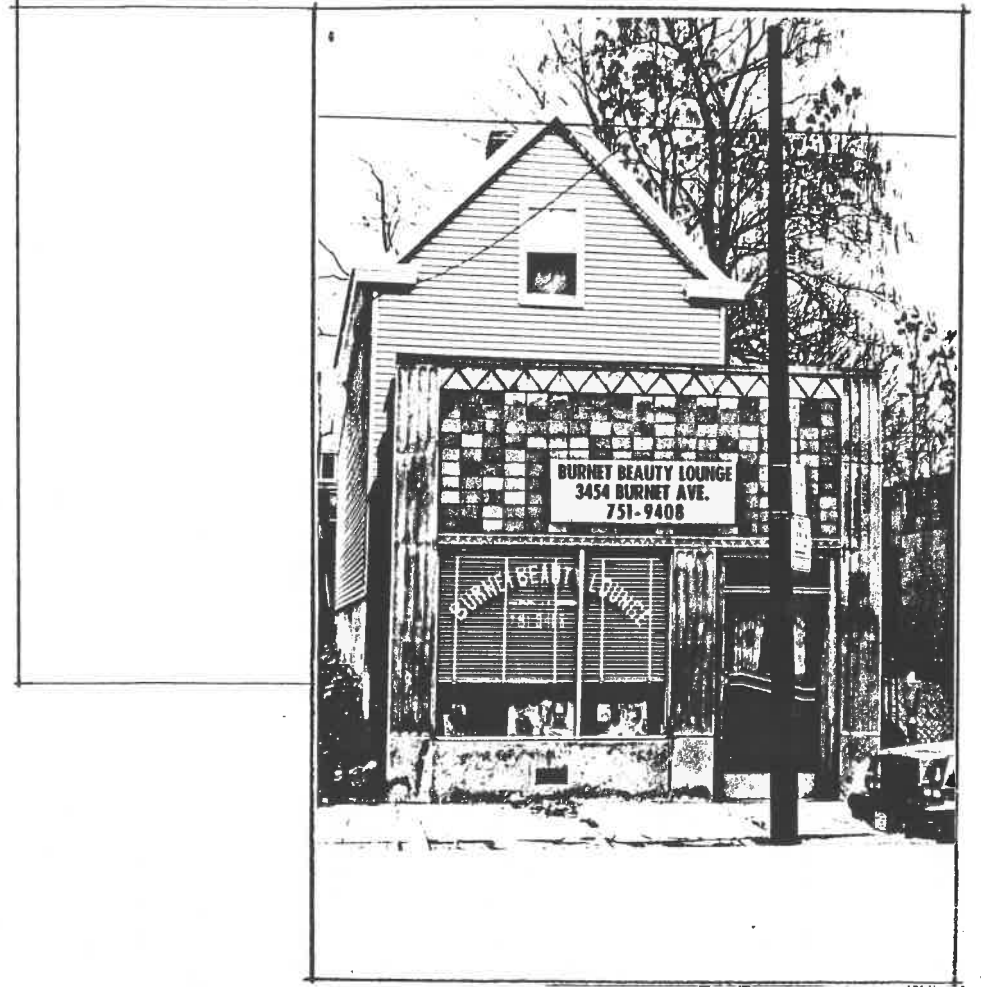
Facade Treatment

Name of Existing Business: BURNET BEAUTY LOUNGE

Address: 3454 BURNET AVE



Suggested Improvements



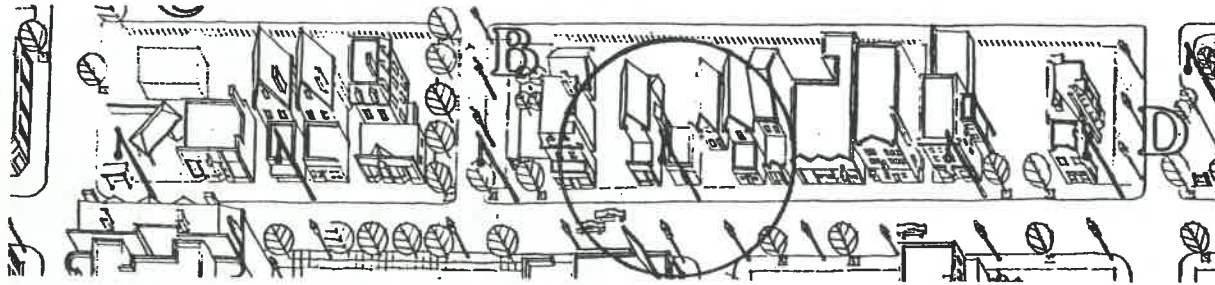
Existing Conditions

Estimated Cost of Suggested Improvements

Facade Treatment

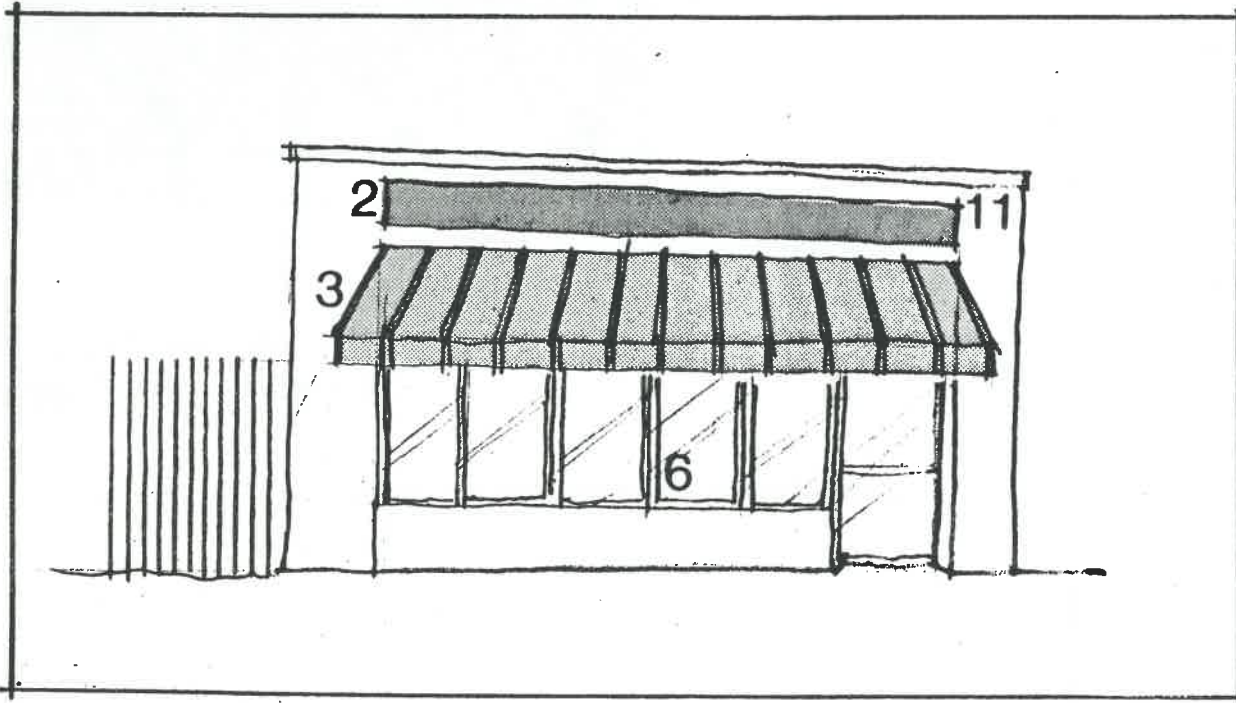
Name of Existing Business: VACANT

Address: 3452 BURNET AVE



Existing Conditions

Estimated Cost of Suggested Improvements

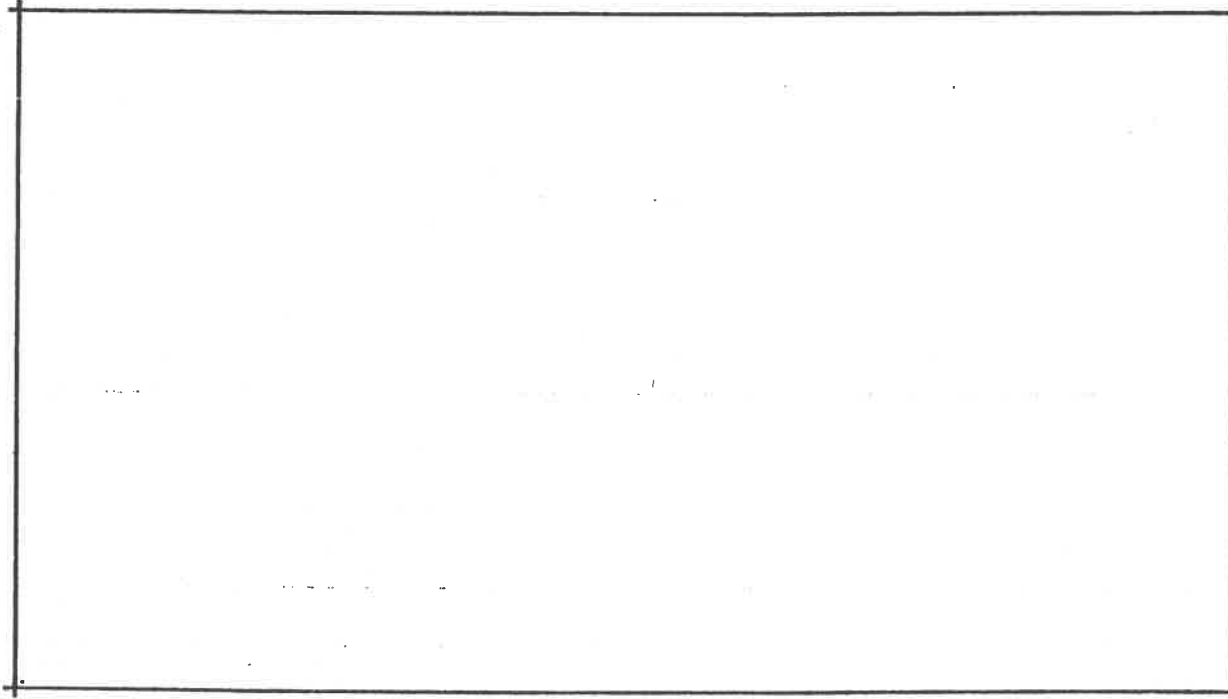
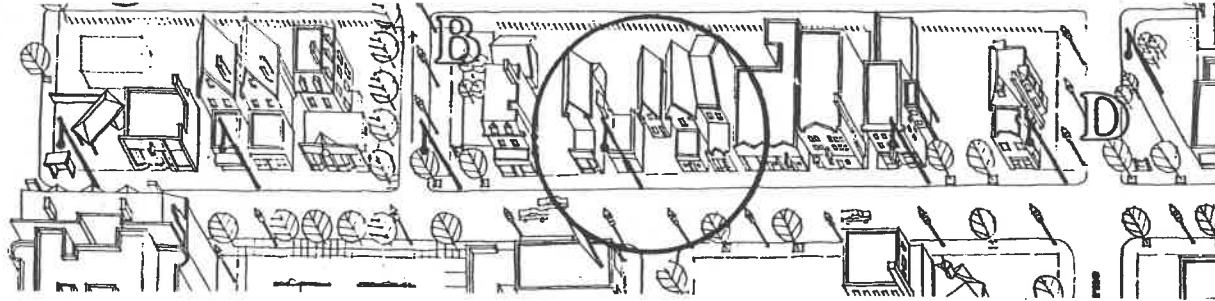


Suggested Improvements

Facade Treatment

Name of Existing Business: DOCTORS OFFICE

Address: 3450 BURNET AVENUE



Suggested Improvements



Existing Conditions

Estimated Cost of Suggested Improvements

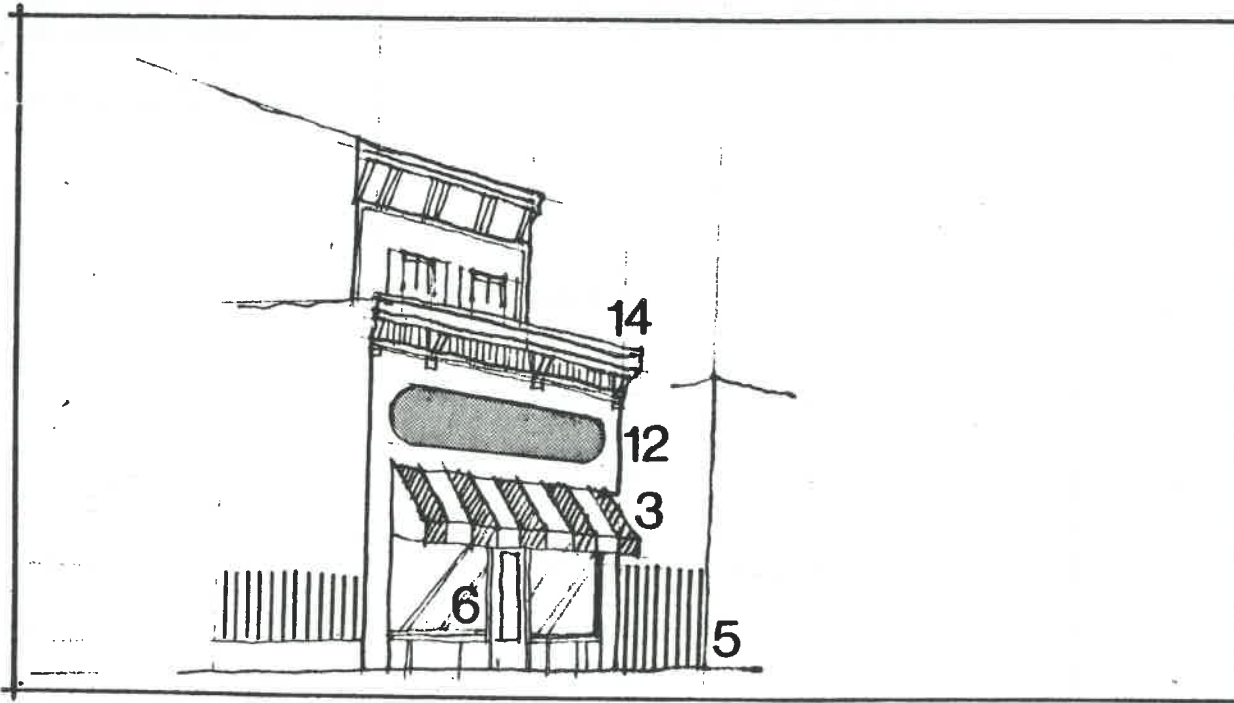
Facade Treatment

Name of Existing Business: VACANT

Address: 3448 BURNET AVENUE



Existing Conditions



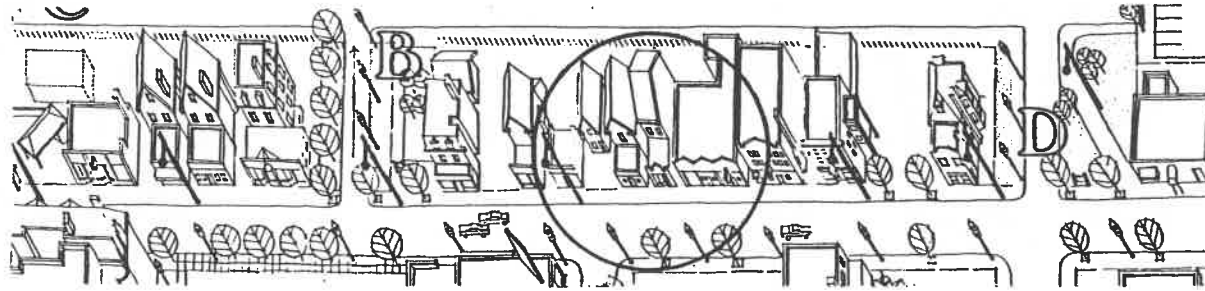
Suggested Improvements

Estimated Cost of Suggested Improvements

Facade Treatment

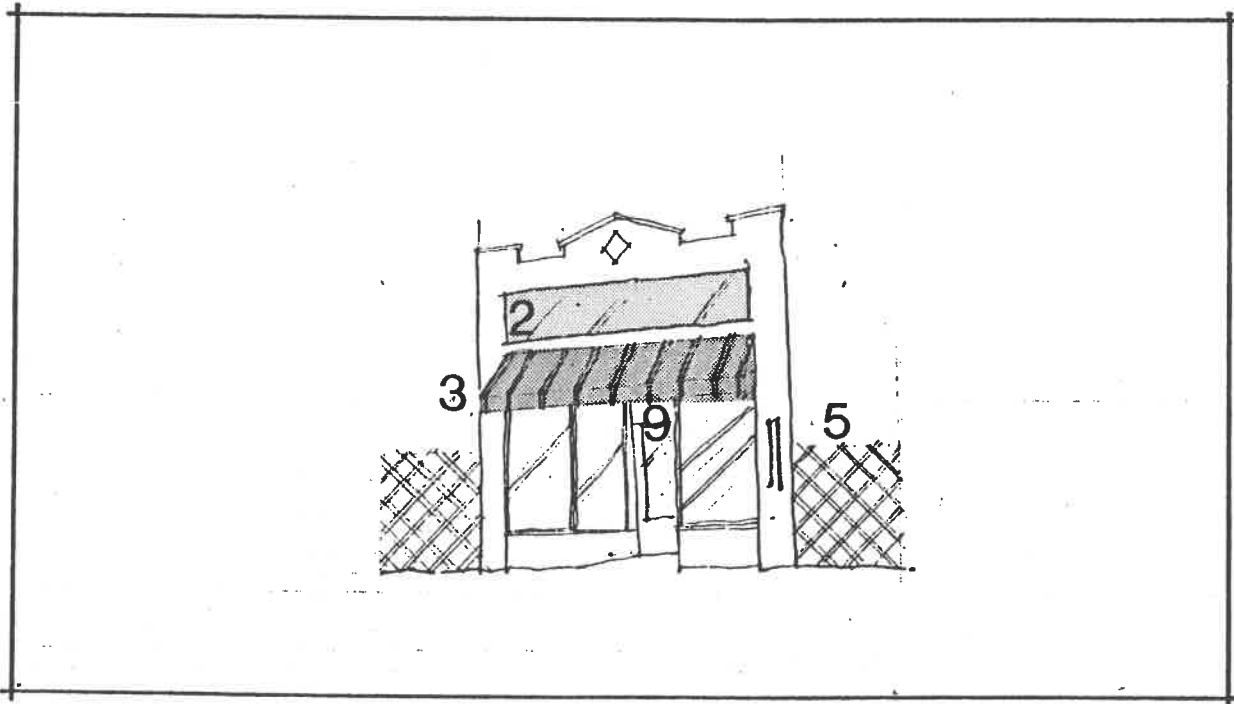
Name of Existing Business: MOORE'S BARBER SHOP

Address: 3446 BURNET AVENUE



Existing Conditions

Estimated Cost of Suggested Improvements

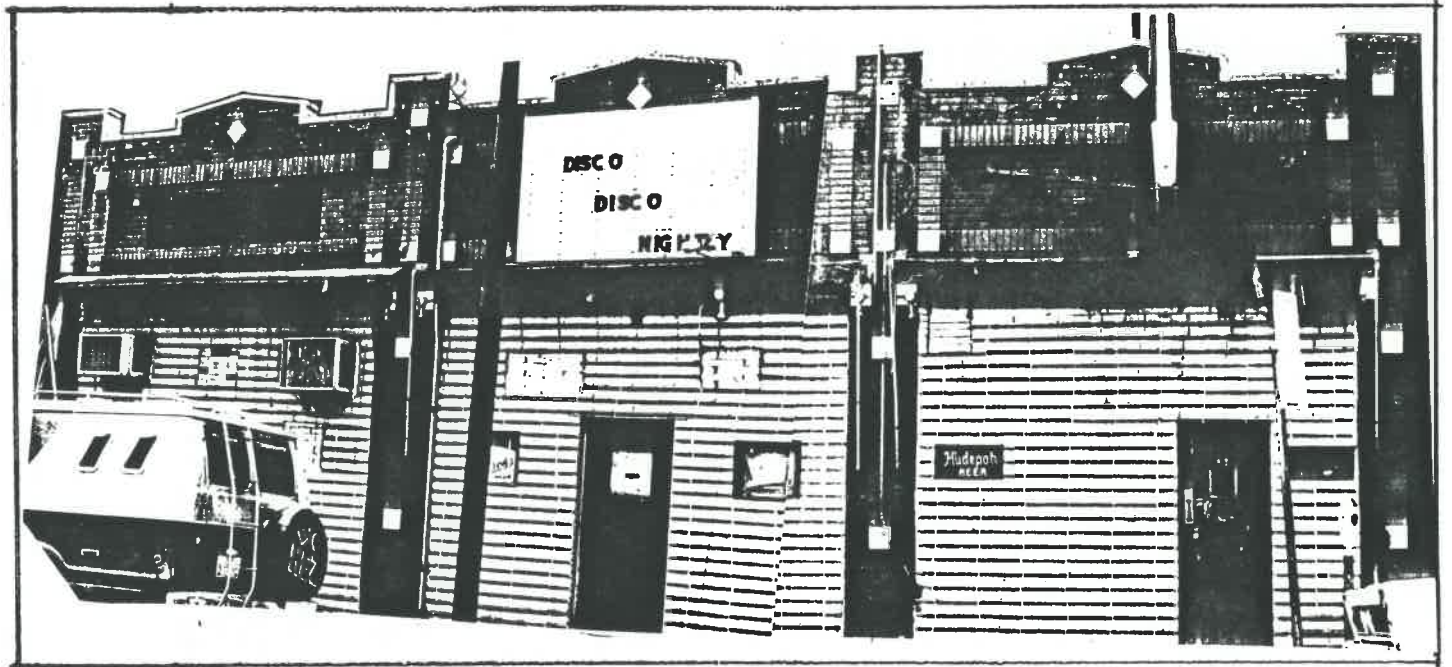
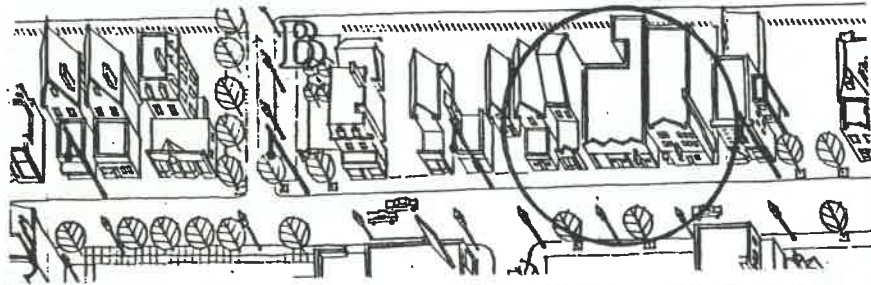


Suggested Improvements

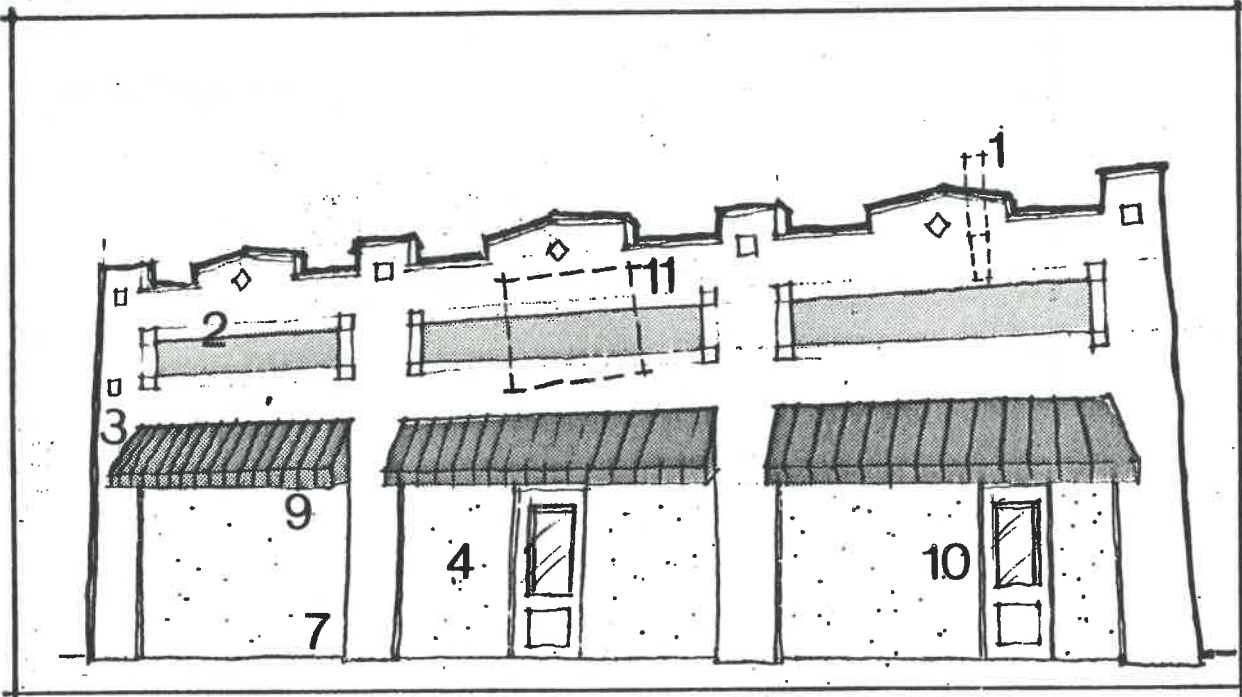
Facade Treatment

Name of Existing Business: GALAXIE DISCO

Address: 3440 BURNET AVENUE



Existing Conditions



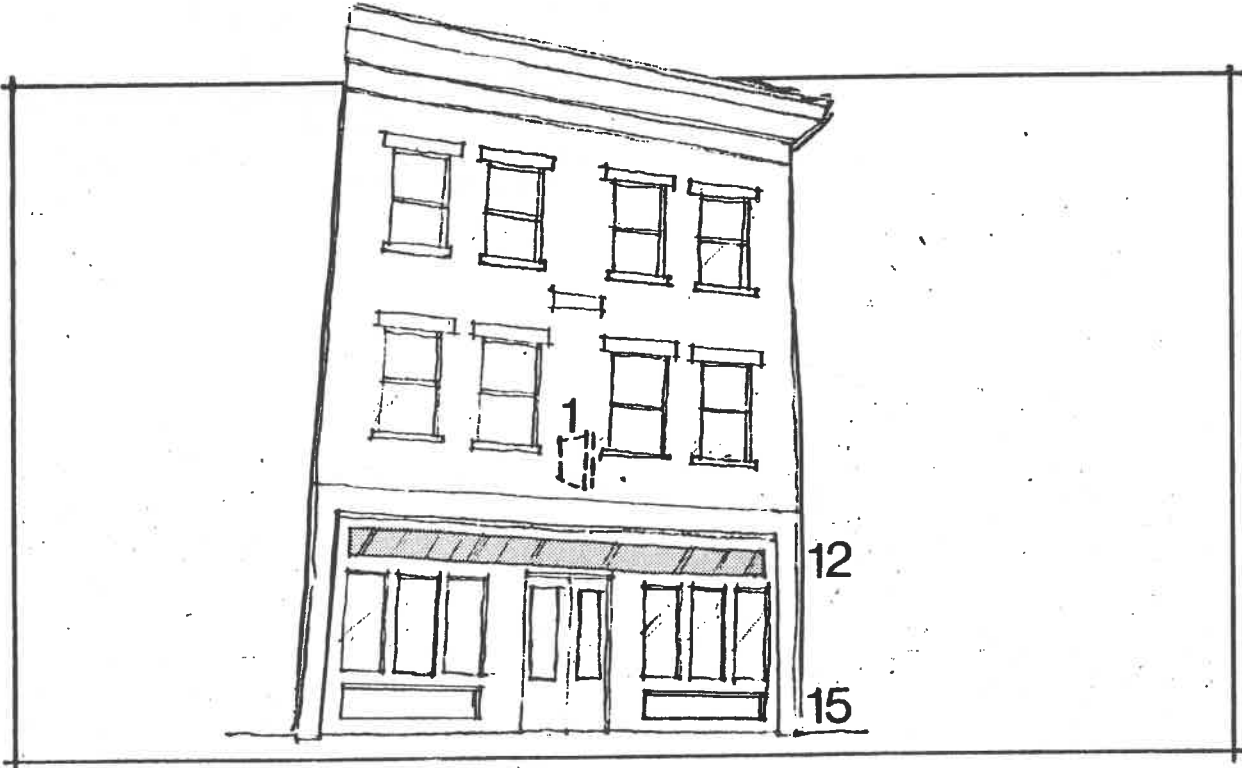
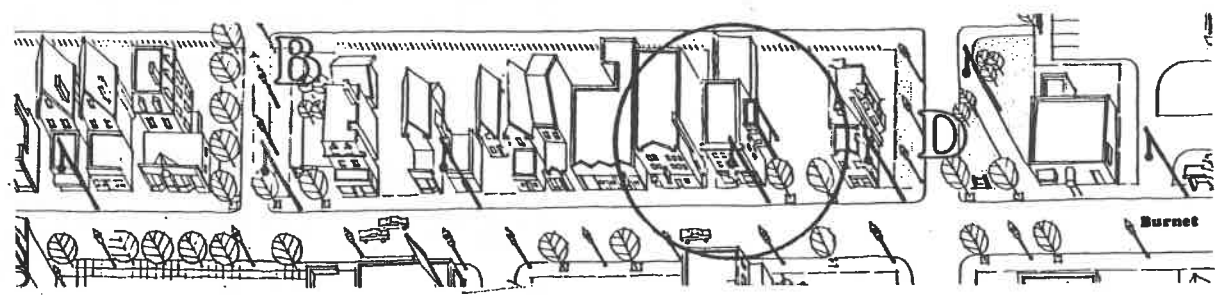
Suggested Improvements

Estimated Cost of Suggested Improvements

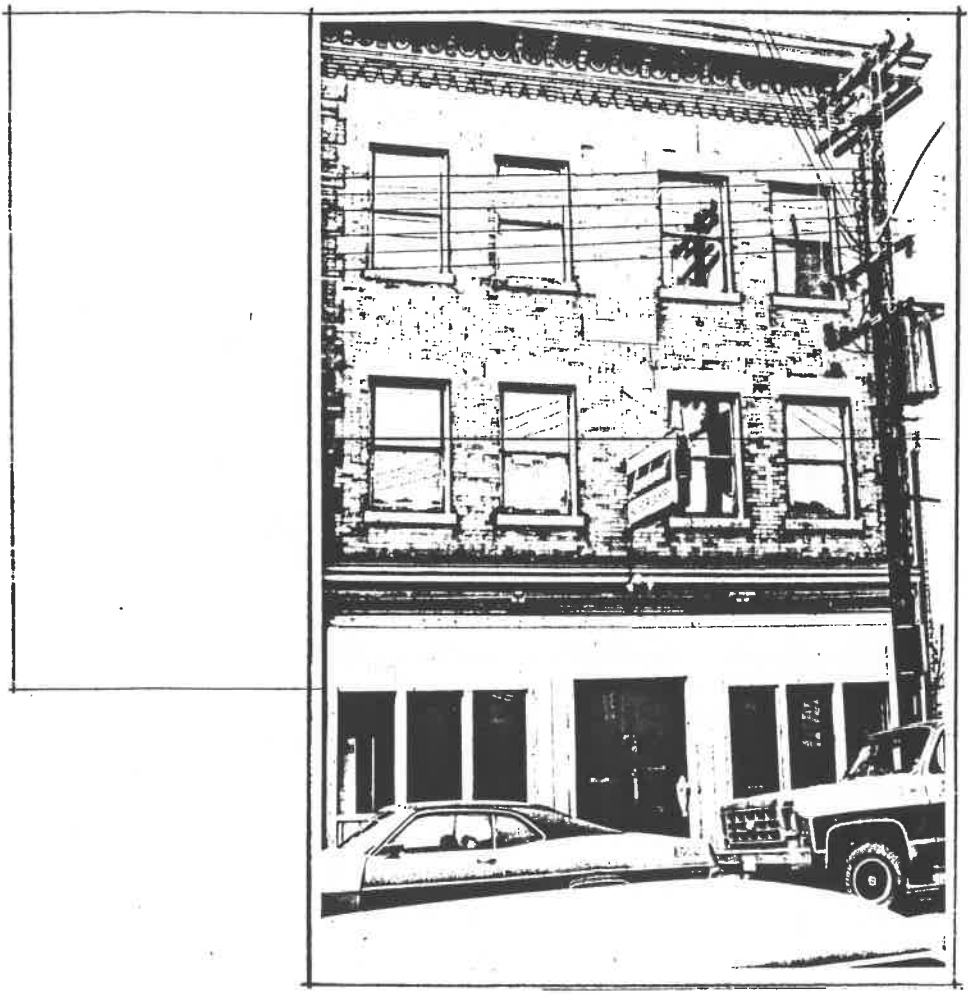
Facade Treatment

Name of Existing Business: BURNET AVENUE LAUNDROMAT

Address: 3434 BURNET AVENUE



Suggested Improvements



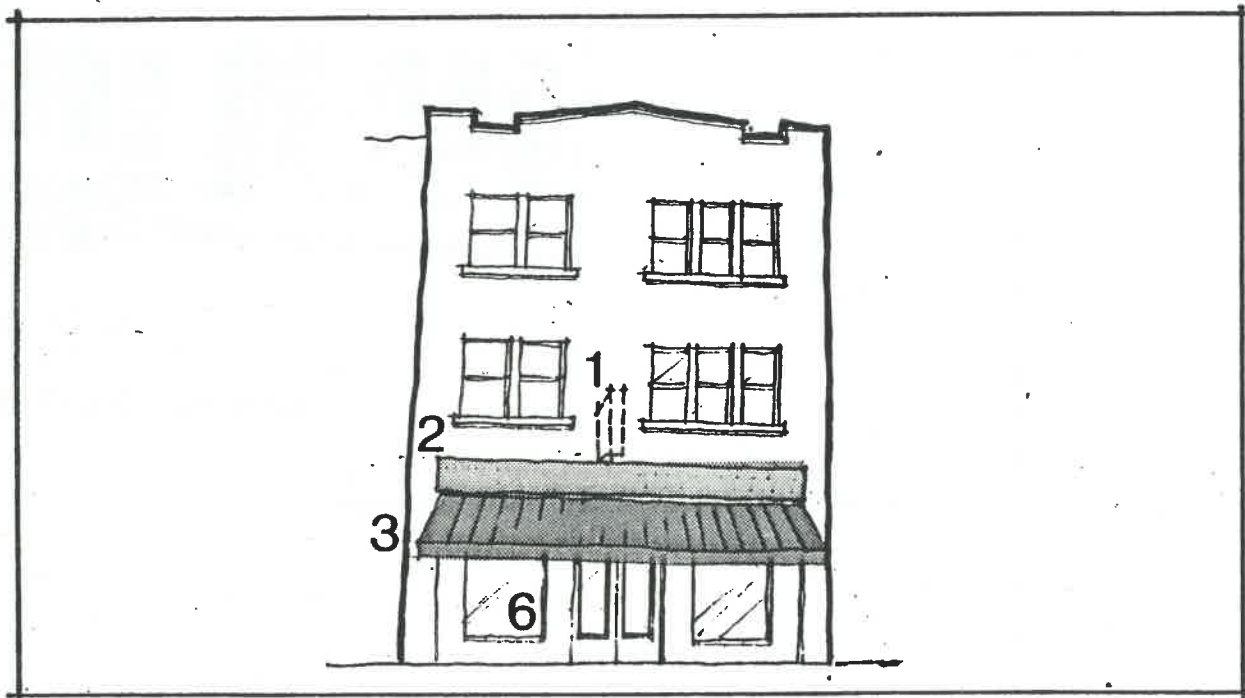
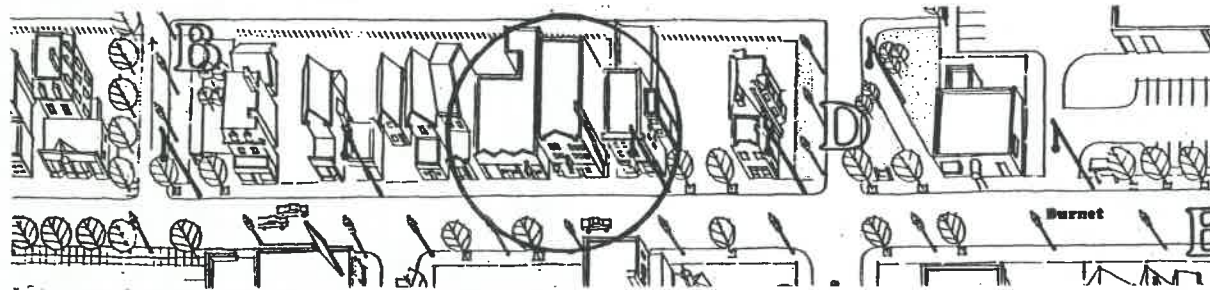
Existing Conditions

Estimated Cost of Suggested Improvements

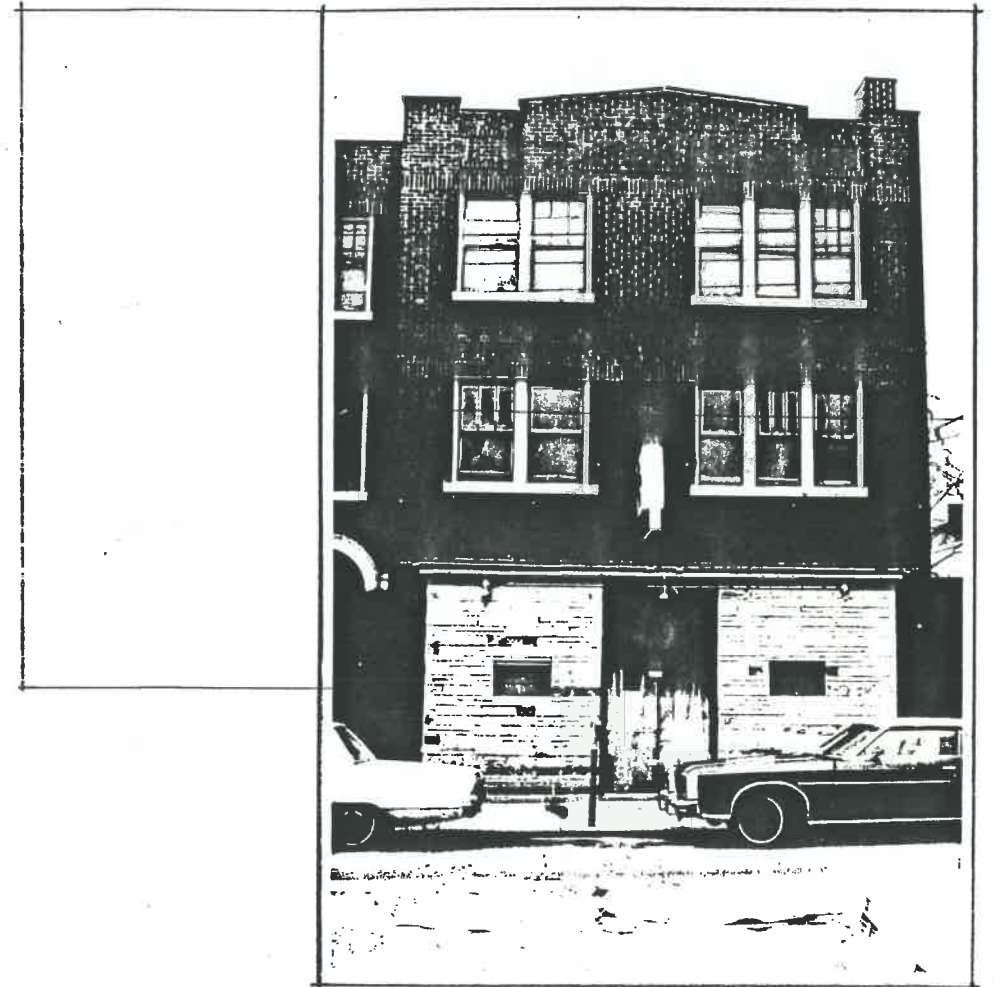
Facade Treatment

Name of Existing Business: VACANT

Address: 3438 BURNET AVE



Suggested Improvements



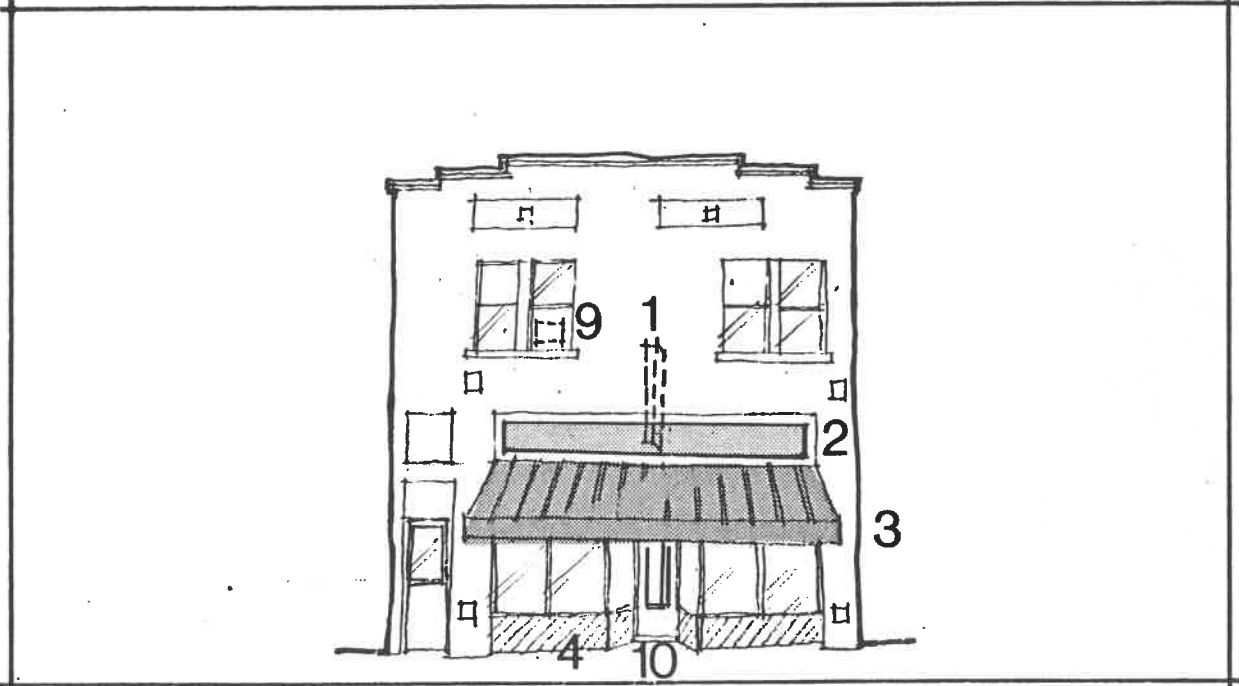
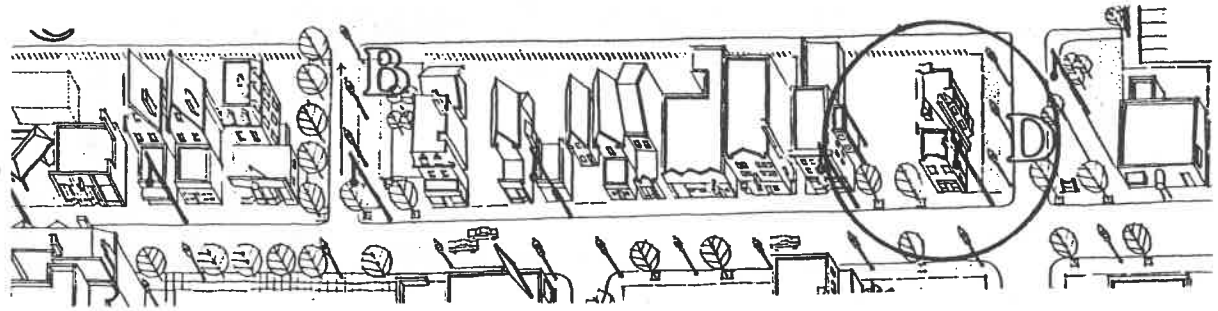
Existing Conditions

Estimated Cost of Suggested Improvements

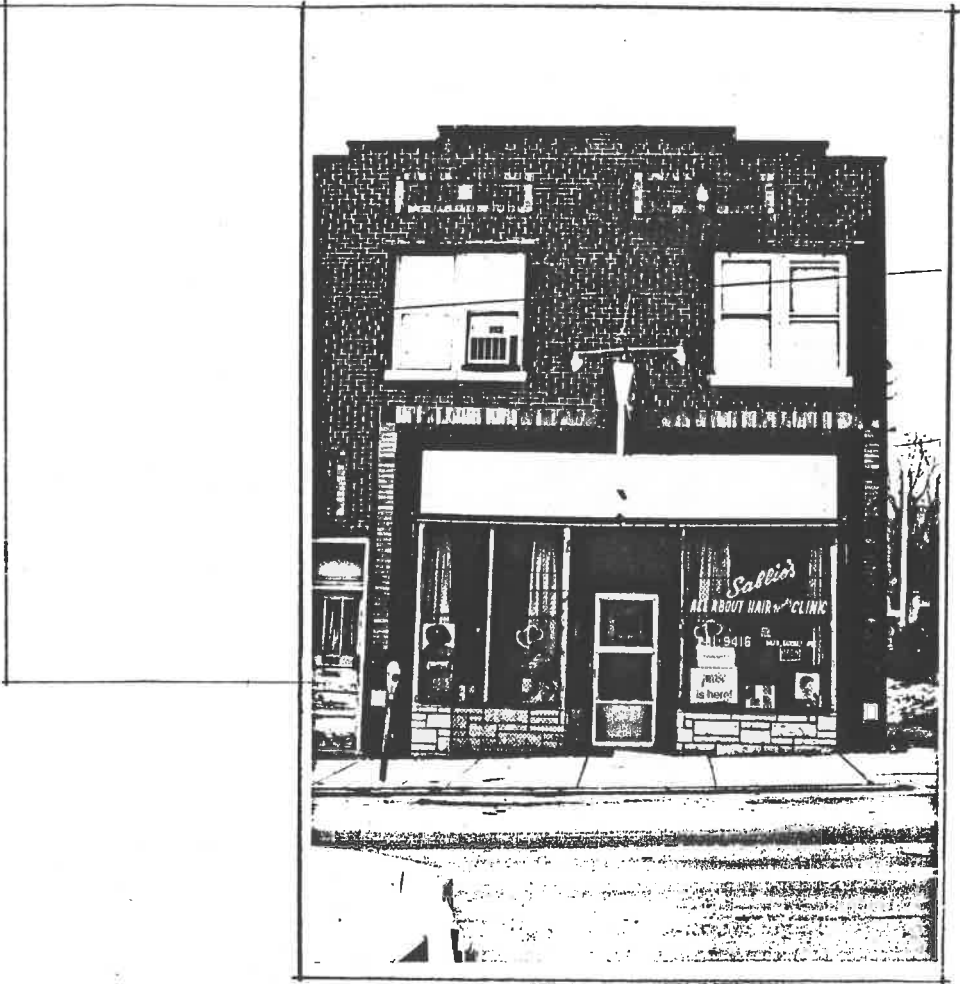
Facade Treatment

Name of Existing Business: SALLY'S ALL ABOUT HAIR BEAUTY CLINIC

Address: 3420 BURNET AVENUE



Suggested Improvements



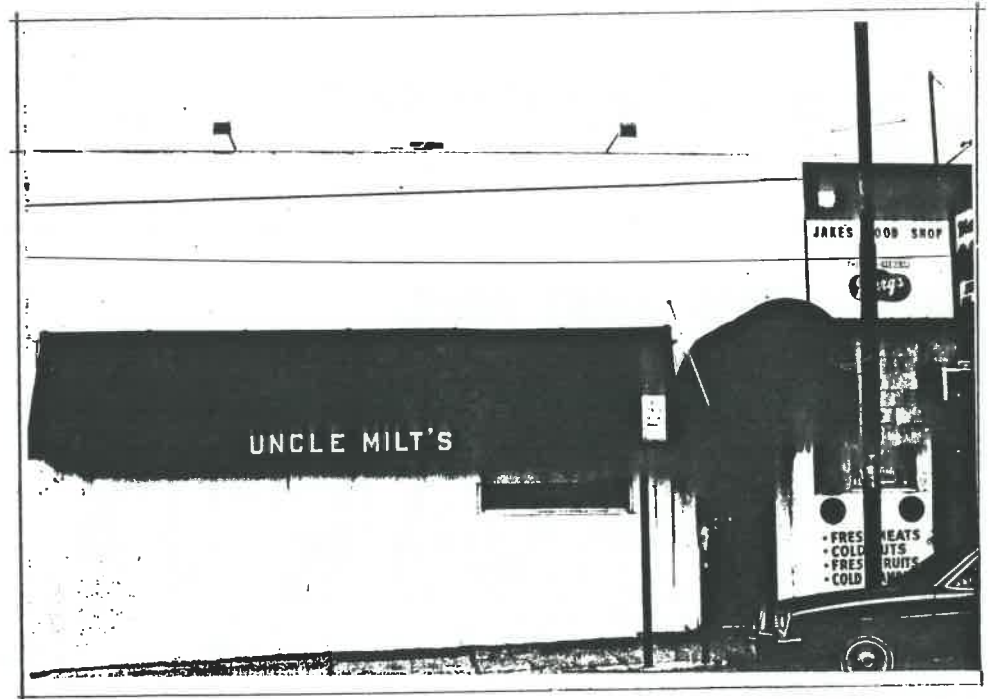
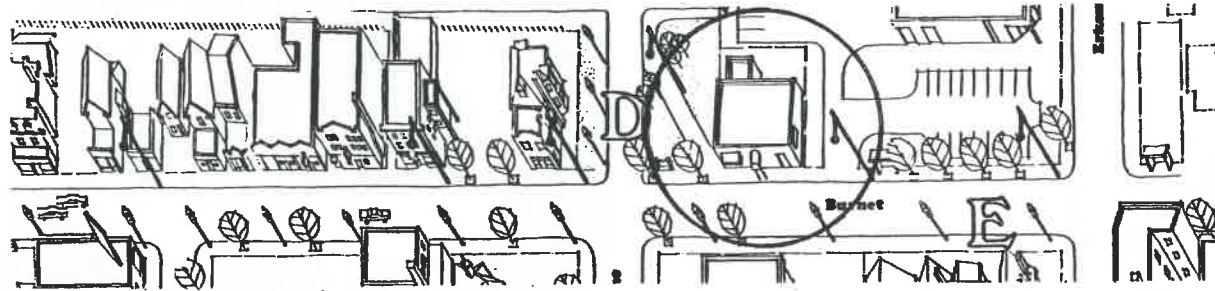
Existing Conditions

Estimated Cost of Suggested Improvements

Facade Treatment

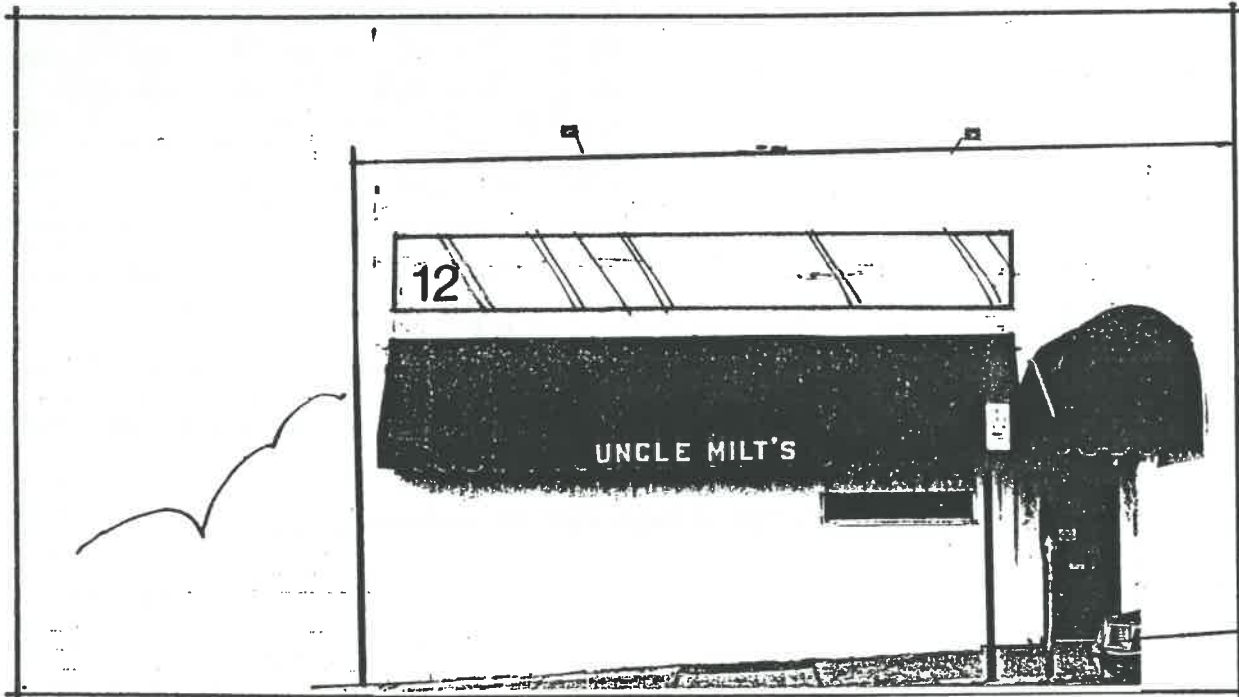
Name of Existing Business: UNCLE MILT'S

Address: 3420 BURNET AVENUE



Existing Conditions

Estimated Cost of Suggested Improvements

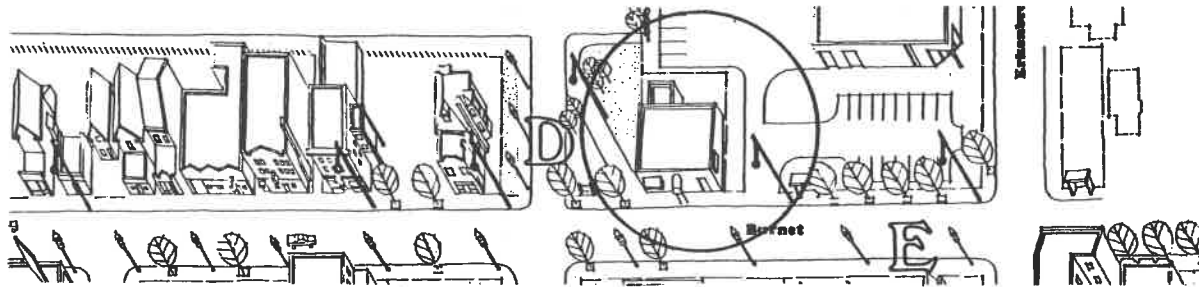


Suggested Improvements

Facade Treatment

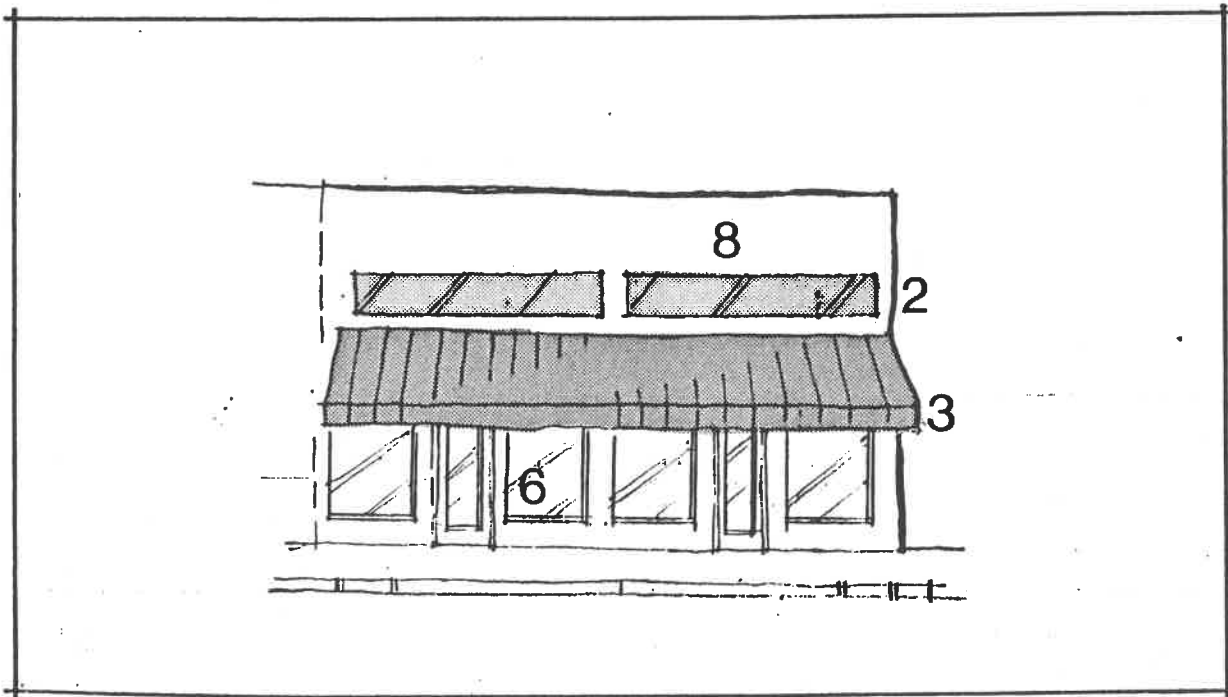
Name of Existing Business: JAKE'S FOOD SHOP / SEYMOUR'S BEAUTY LOUNGE

Address: 3418-3416 BURNET AVENUE



Existing Conditions

Estimated Cost of Suggested Improvements



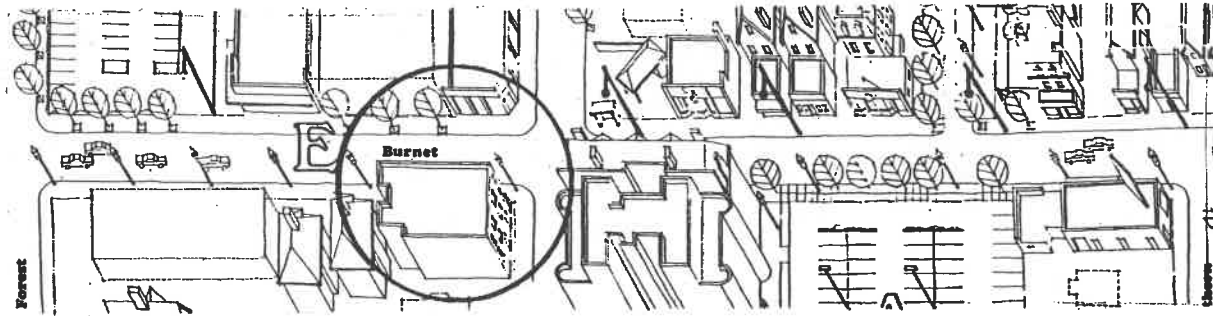
Suggested Improvements

Burnet Ave:
West Side / Forest to Erkenbrecher

Facade Treatment

Name of Existing Business: JACK'S SHINE PALOR, KING'S PROGRESS STORE
STAG BARBER SHOP, GARDNER WIG & BEAUTY

Address: 3501-3505- BURNET AVE



Existing Conditions

Estimated Cost of Suggested Improvements

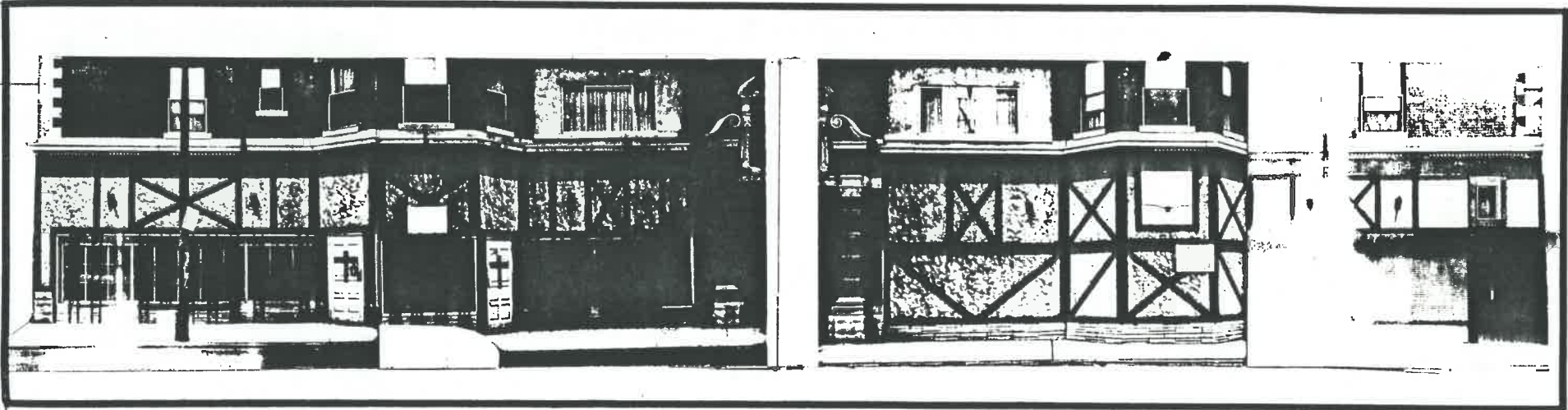
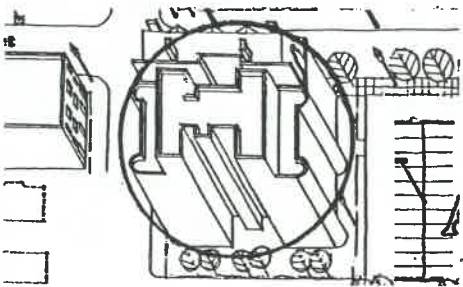


Suggested Improvements

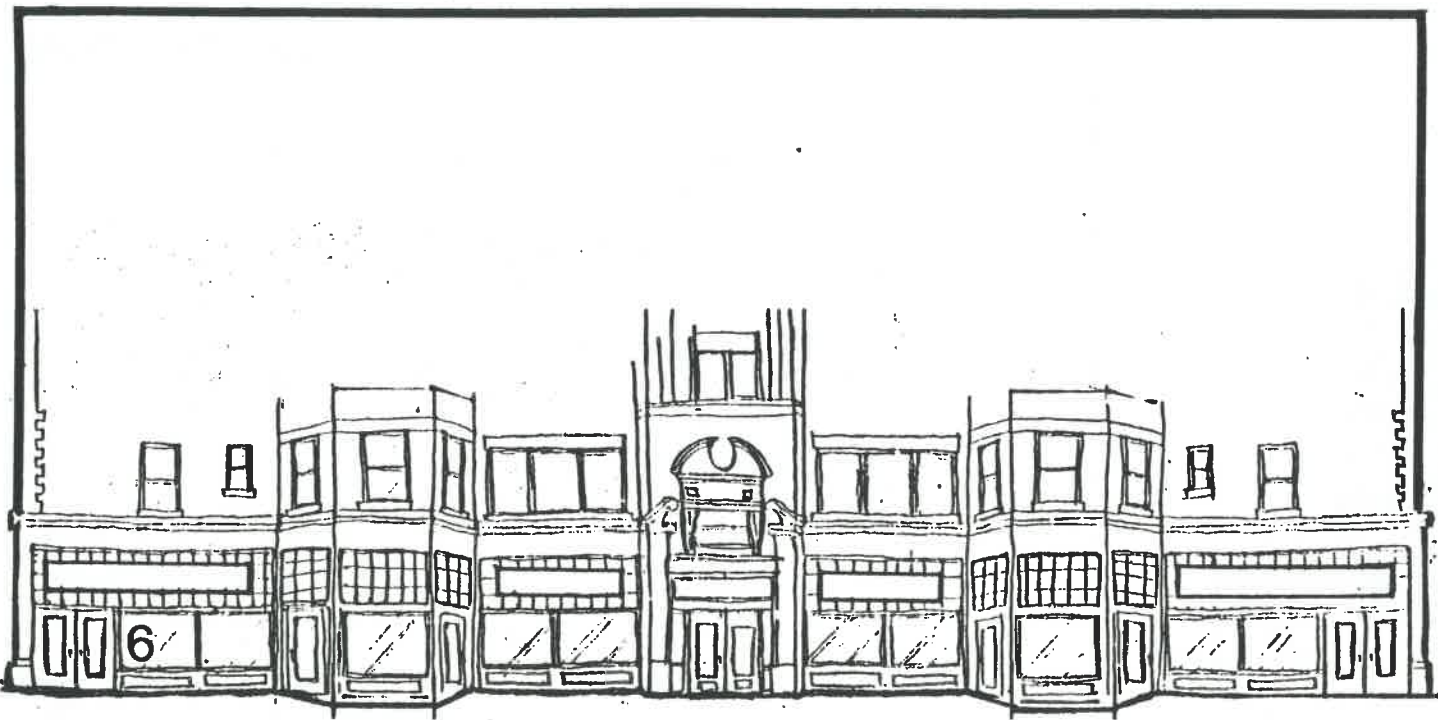
Facade Treatment

Name of Existing Business: VACANT

Address: _____



Existing Conditions

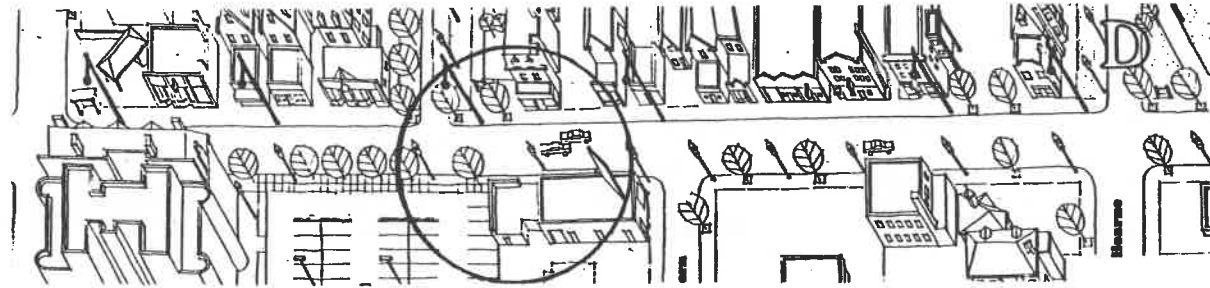


Suggested Improvements

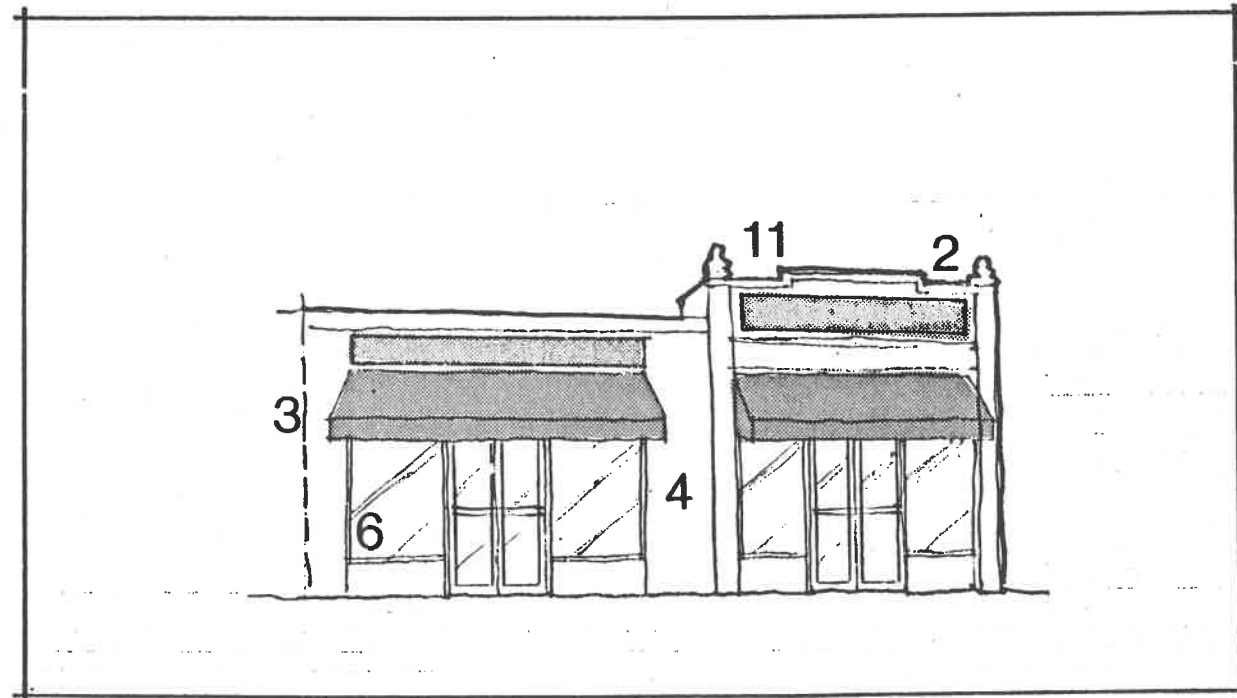
Facade Treatment

Name of Existing Business: J+W PIZZIA

Address: 3459 BURNET AVENUE



Existing Conditions



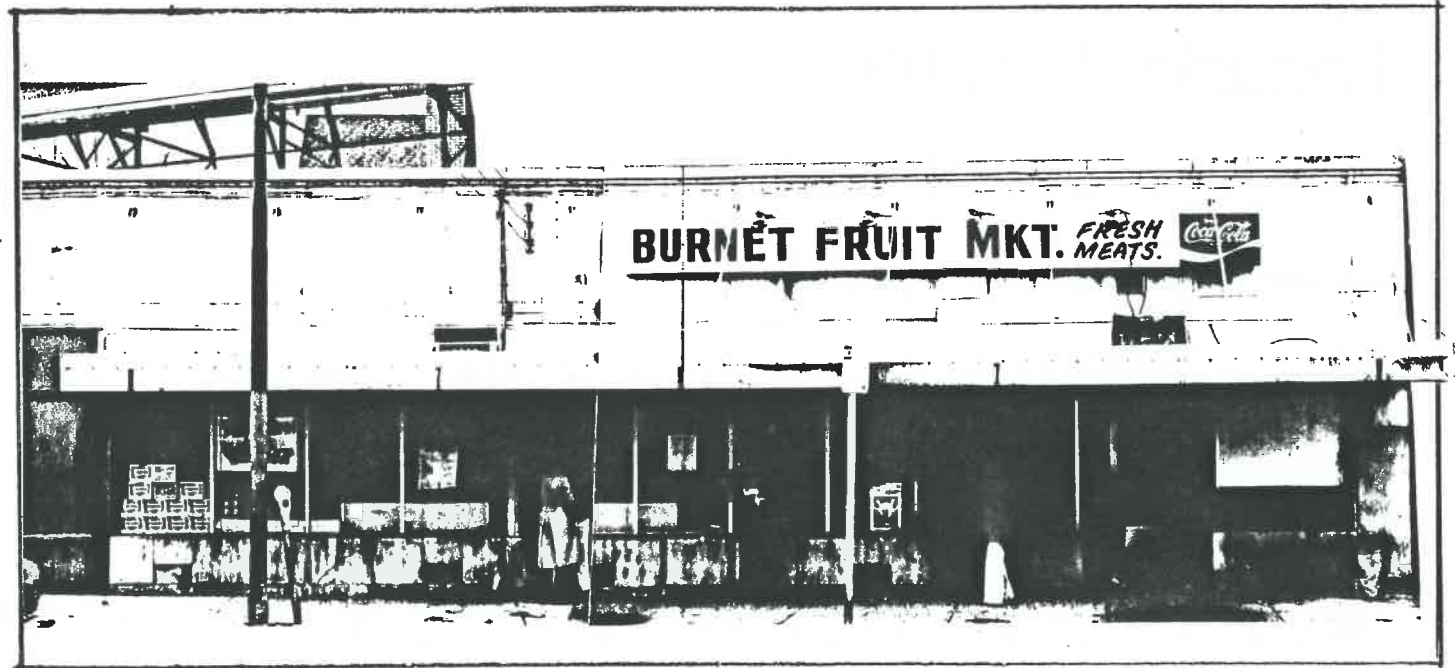
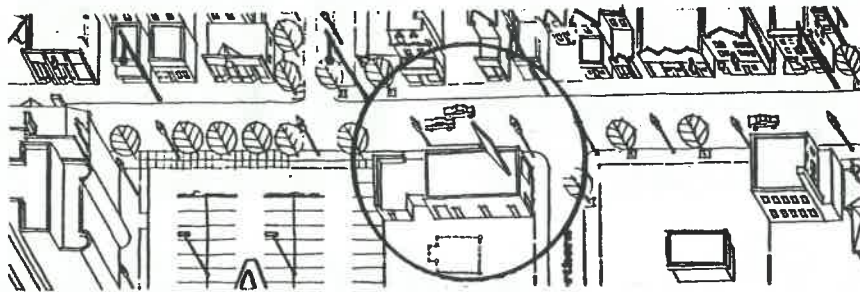
Suggested Improvements

Estimated Cost of Suggested Improvements

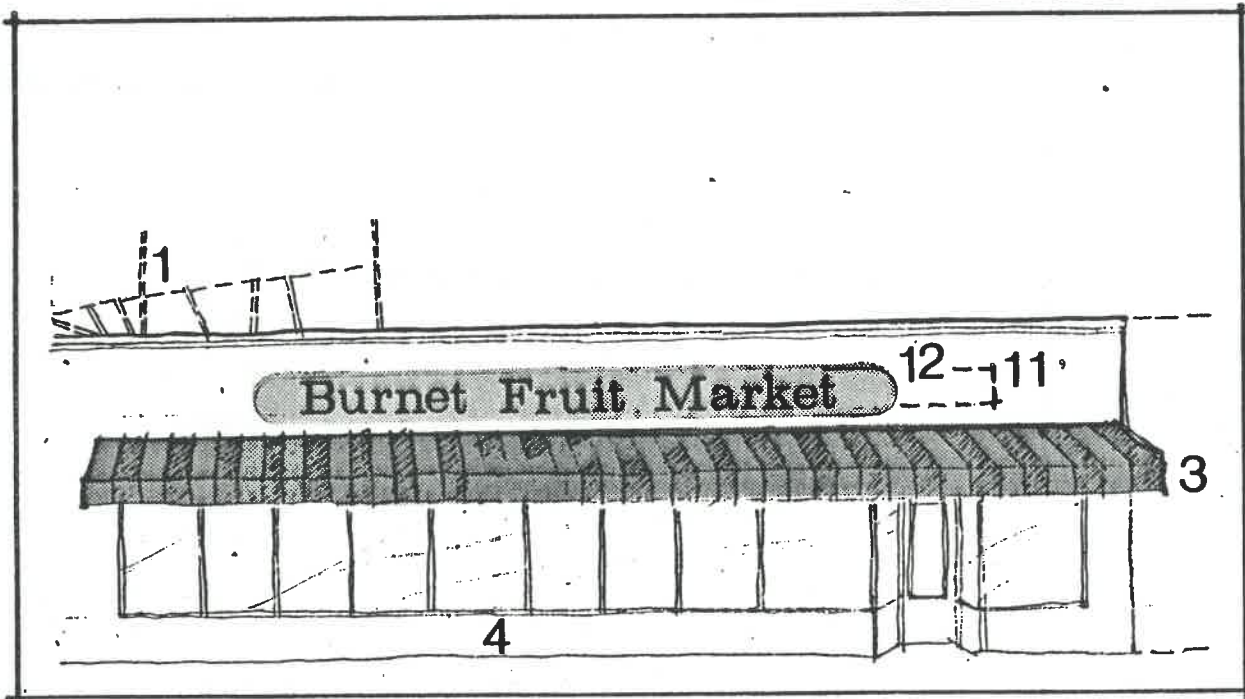
Facade Treatment

Name of Existing Business: BURNET FRUIT MKT.

Address: 3455 BURNET AVENUE



Existing Conditions



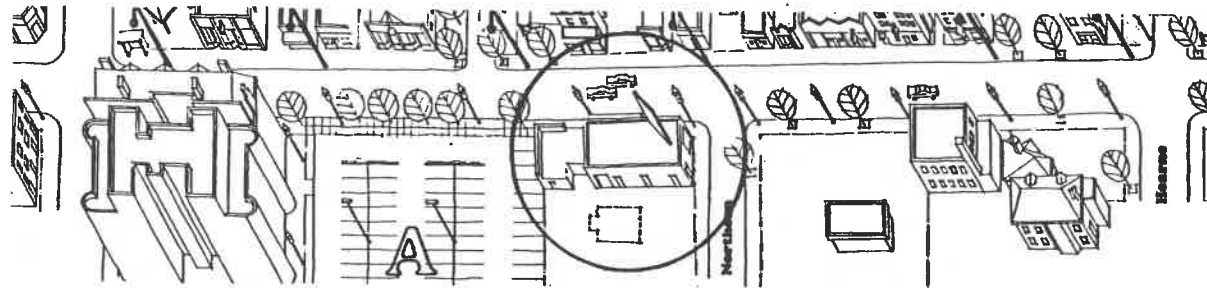
Estimated Cost of Suggested Improvements

Suggested Improvements

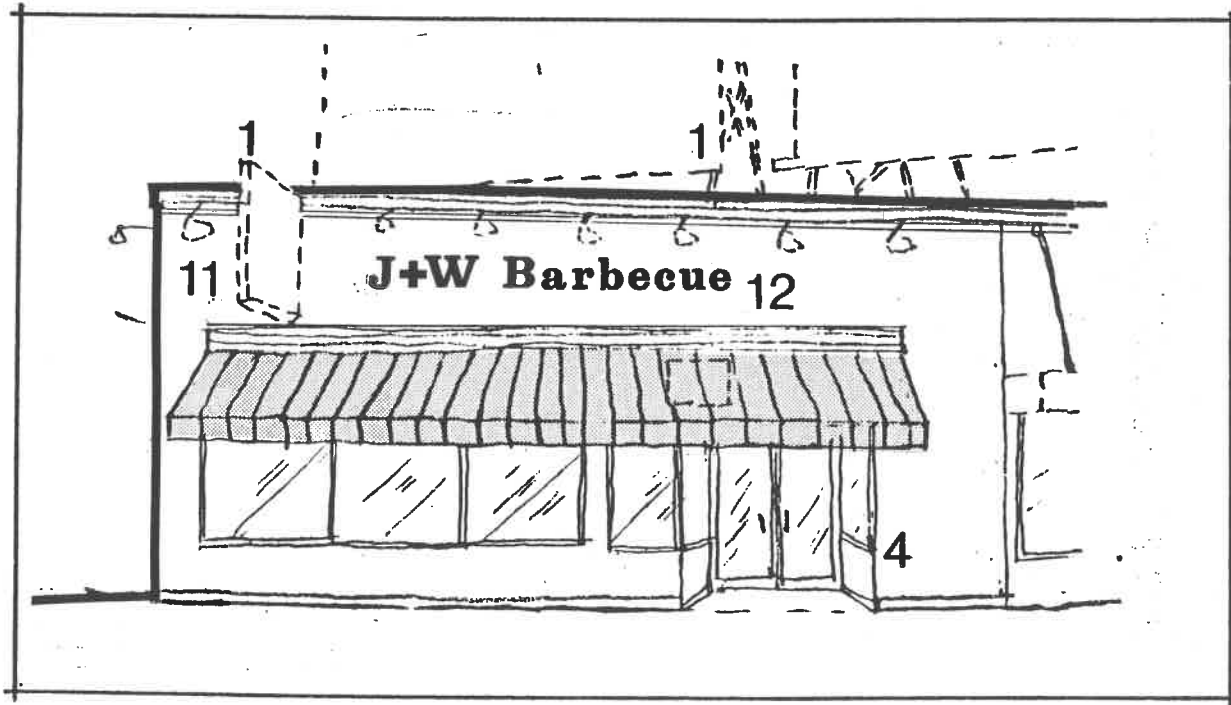
Facade Treatment

Name of Existing Business: J+W BARBECUE

Address: 3455 BURNET AVENUE



Existing Conditions



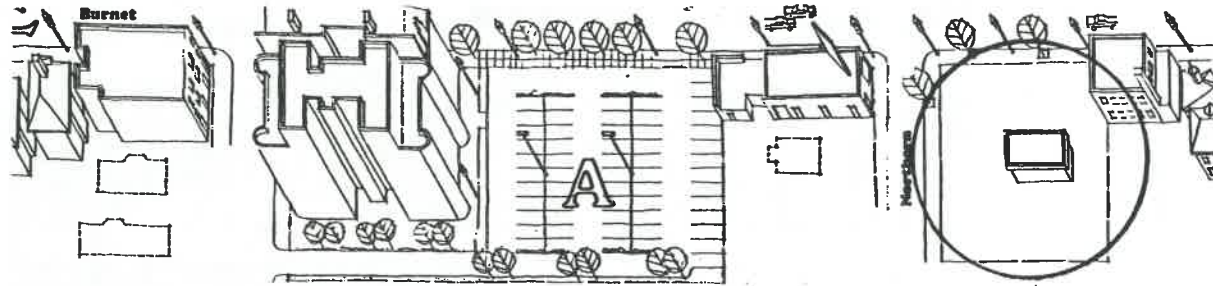
Suggested Improvements

Estimated Cost of Suggested Improvements

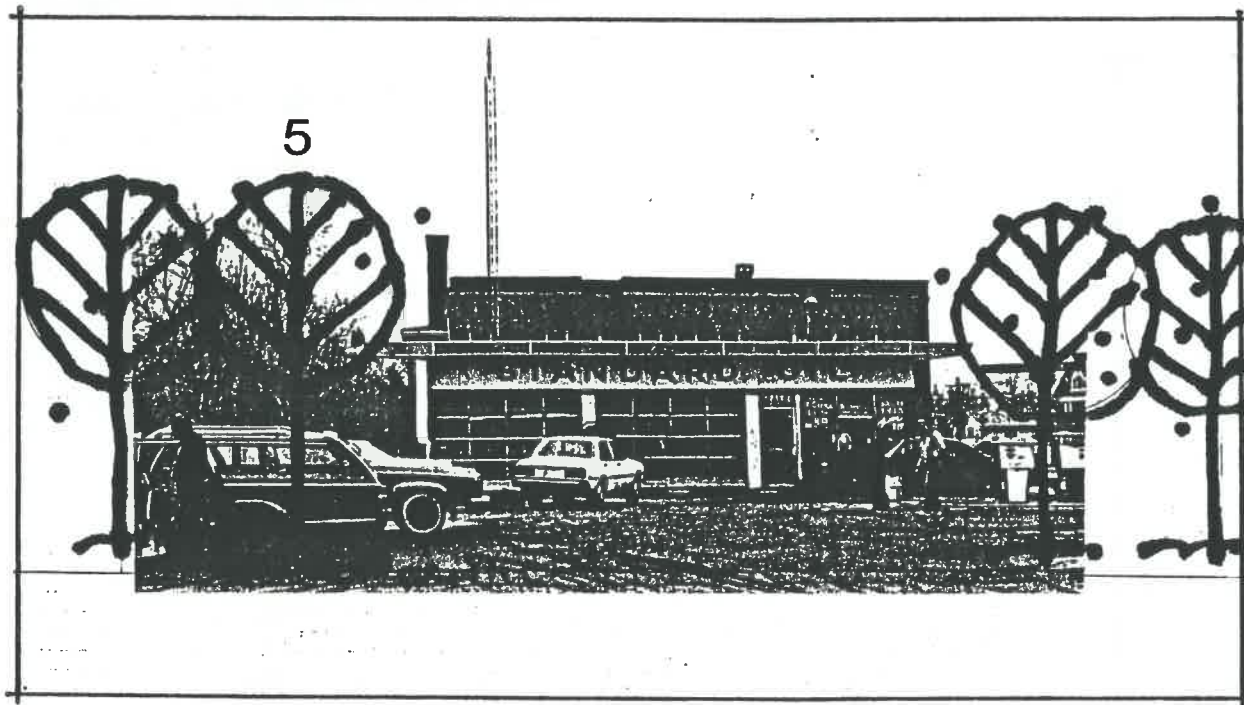
Facade Treatment

Name of Existing Business: SOHIO GAS STATION

Address: 3439 BURNET AVENUE



Existing Conditions



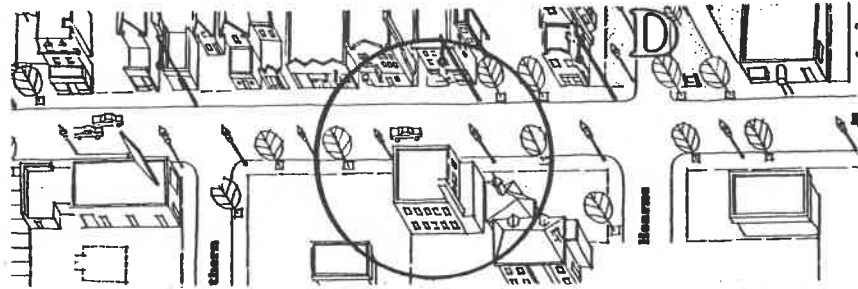
Suggested Improvements

Estimated Cost of Suggested Improvements

Facade Treatment

Name of Existing Business: CLUTCH MOTOR BRAKE SERVICE

Address: 3433 BURNET AVE



Existing Conditions



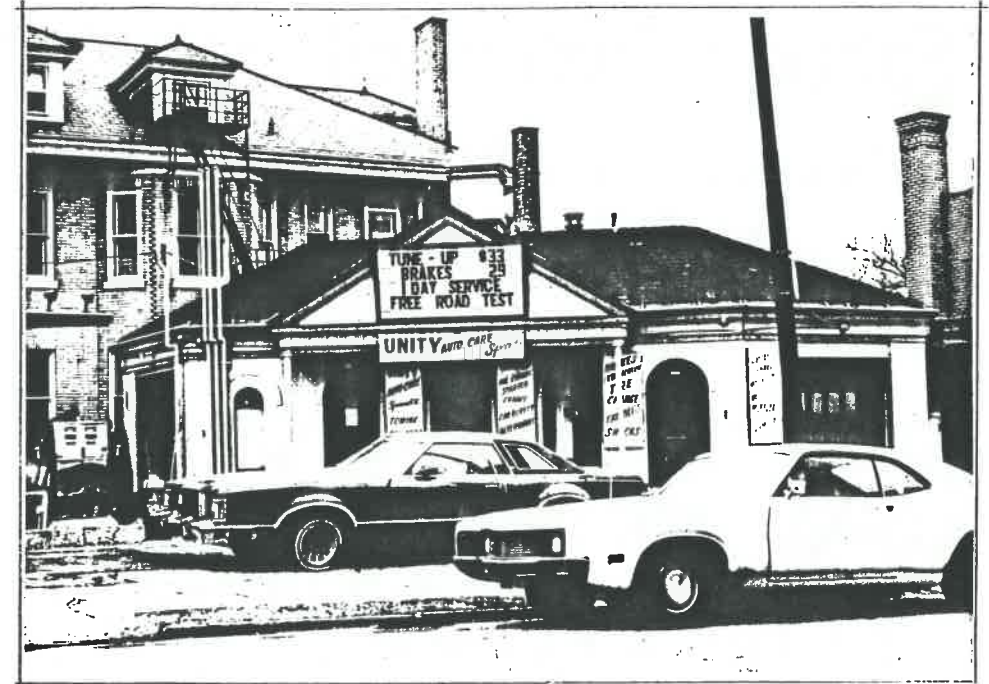
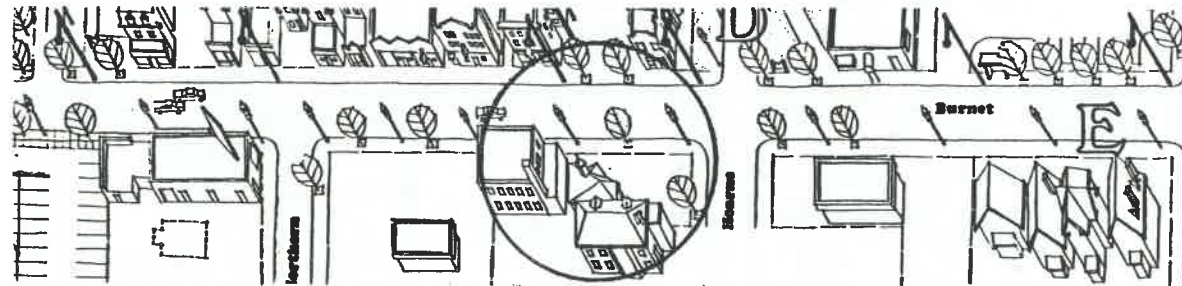
Suggested Improvements

Estimated Cost of Suggested Improvements

Facade Treatment

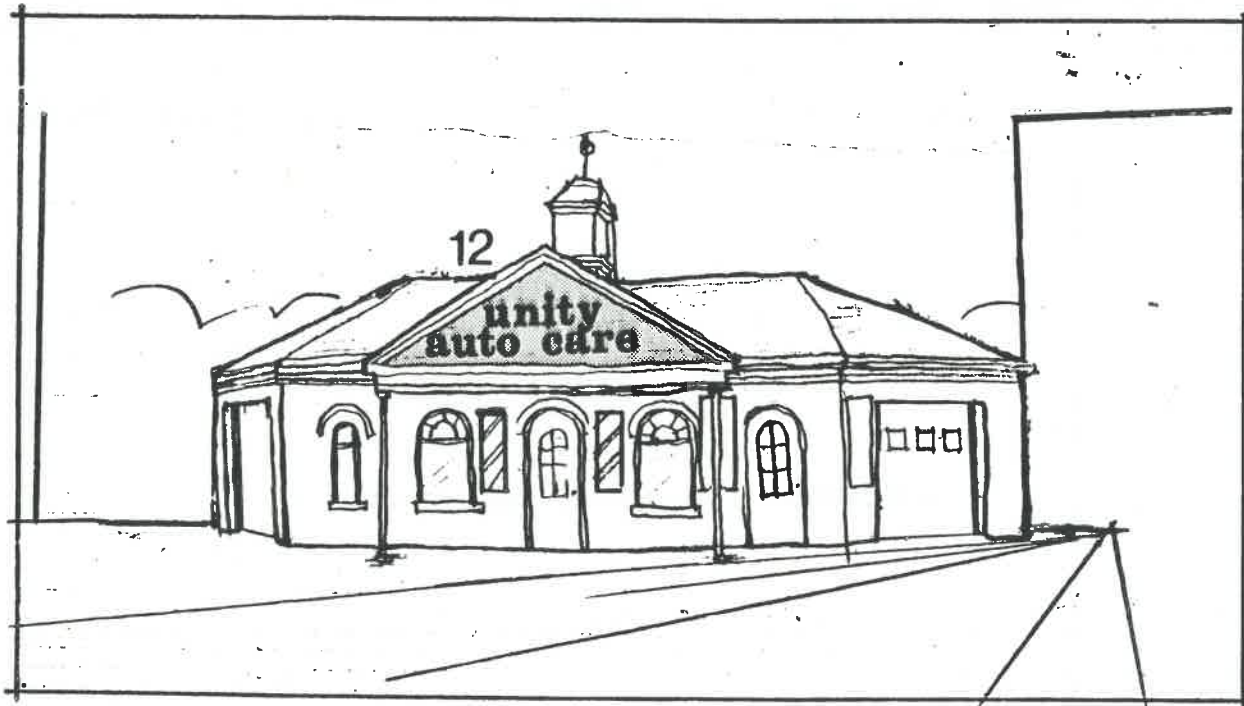
Name of Existing Business: UNITY AUTO CARE SPECIALISTS

Address: 3425 BURNET AVE



Existing Conditions

Estimated Cost of Suggested Improvements

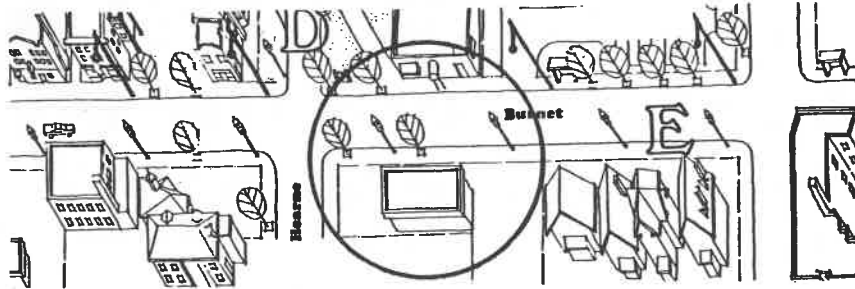


Suggested Improvements

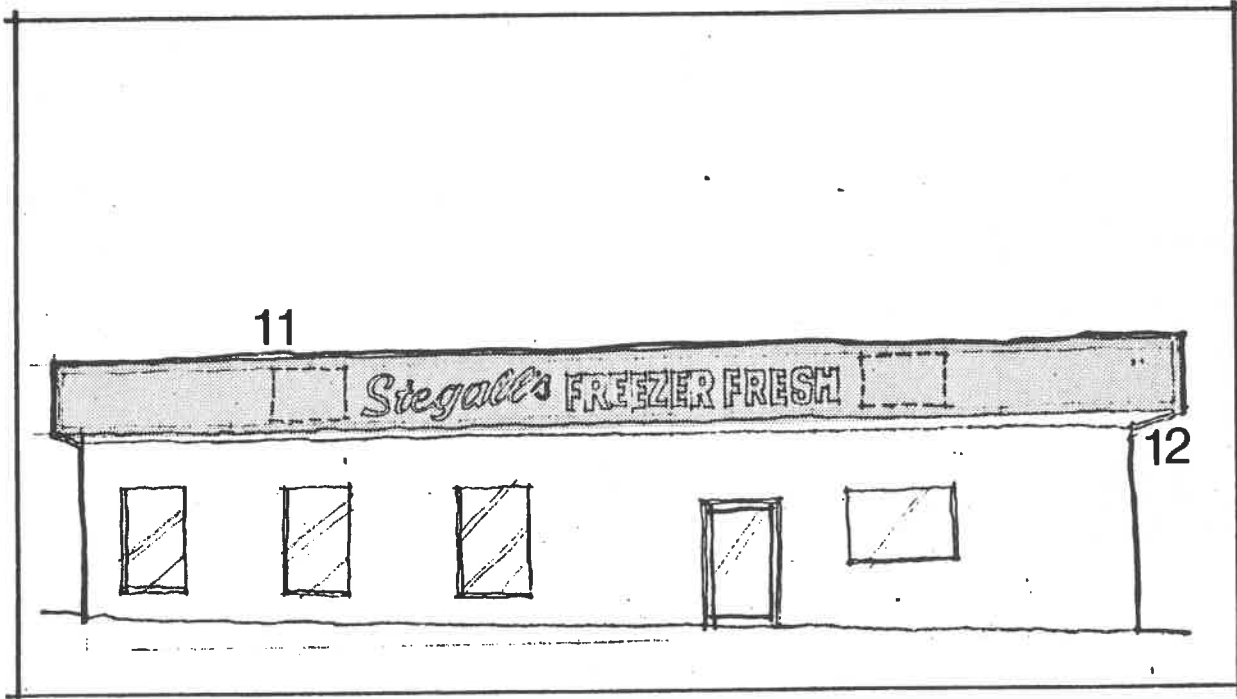
Facade Treatment

Name of Existing Business: STEGALL'S FREEZER FRESH

Address: 3415 BURNET AVENUE



Existing Conditions



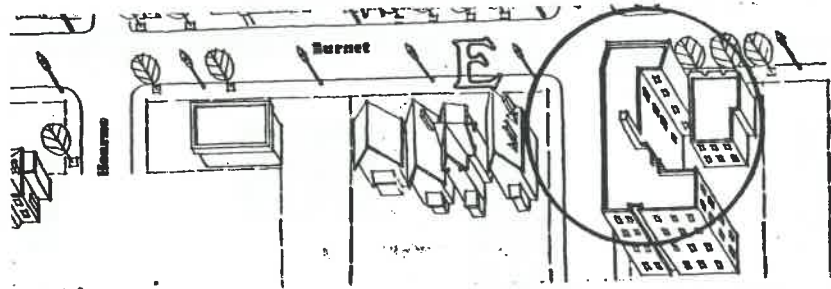
Suggested Improvements

Estimated Cost of Suggested Improvements

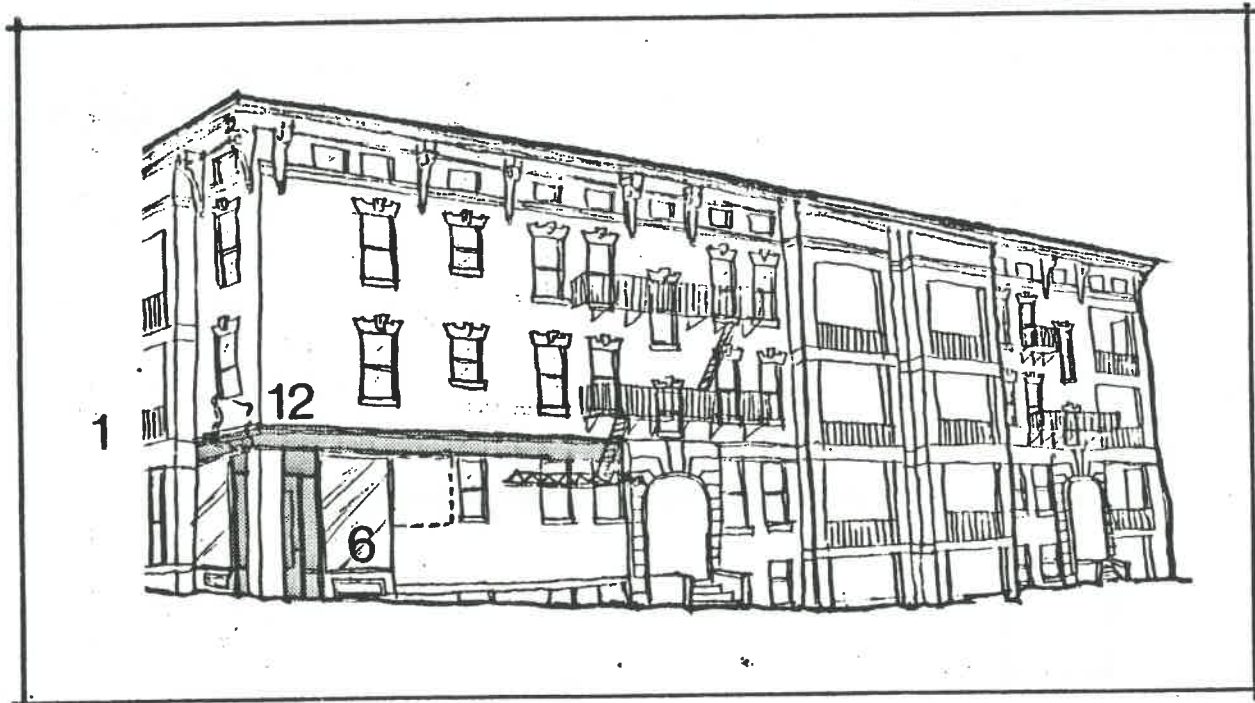
Facade Treatment

Name of Existing Business: GARBER PHARMACY

Address: 3361 BURNET AVE



Existing Conditions



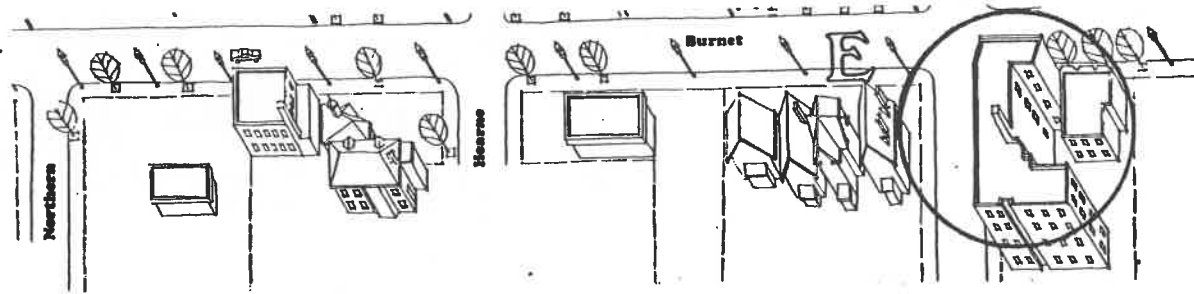
Suggested Improvements

Estimated Cost of Suggested Improvements

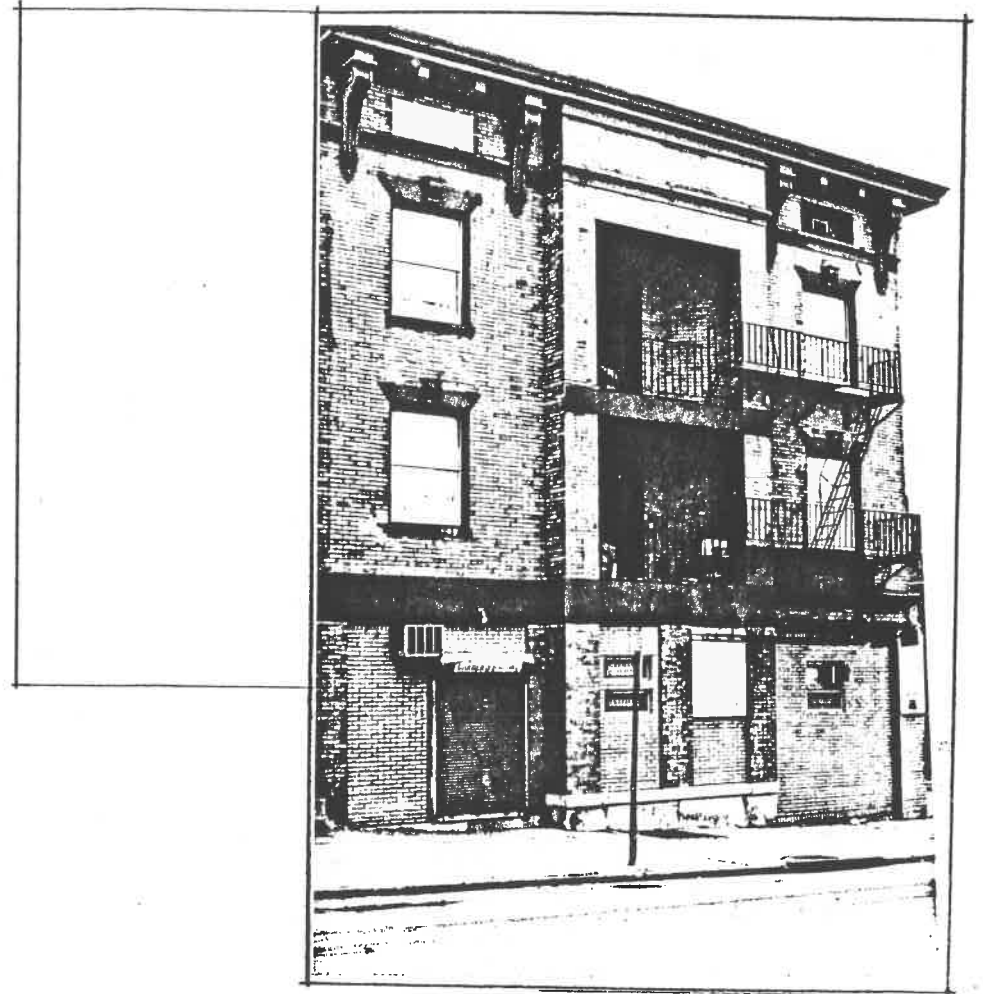
Facade Treatment

Name of Existing Business: GARBER PHARMACY

Address: 326 BURNET AVENUE



Suggested Improvements



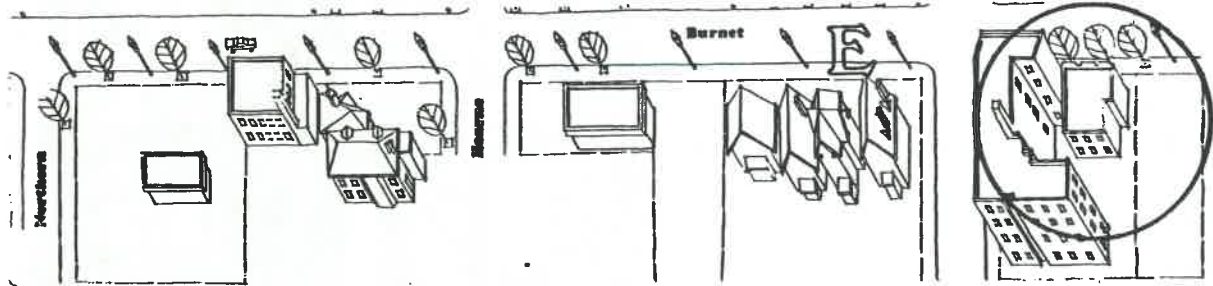
Existing Conditions

Estimated Cost of Suggested Improvements

Facade Treatment

Name of Existing Business: VACANT

Address: 3357 BURNET AVENUE



Existing Conditions



Suggested Improvements

Estimated Cost of Suggested Improvements

Legal Boundary Description

Beginning at a point, said point being the intersection of the east right of way of Burnet Avenue and the south line of Hamilton County Auditor's Parcel 107-7-171. Thence eastwardly along the south line of Parcel 107-7-171 and northwardly along the east line of said parcel and continuing northwardly along the extension of said parcel line to the point of intersection with the north right of way of Erkenbrecher Avenue. Thence eastwardly along the north line of Erkenbrecher Avenue to the point of intersection with the east line of Parcel 107-7-207. Thence northwardly along said east line and continuing northwardly along the east lines of Parcels 107-7-90, 88, 87 and 184 to the point of intersection with the south line of Parcel 107-7-53. Thence eastwardly along the south line of said parcel to the point of intersection with the west right of way of Jay Street. Thence northwardly along the west line of Jay Street to the point of intersection with the north line of Parcel 107-7-52. Thence westwardly along the north line of said parcel to the point of intersection with an east line of said parcel. Thence northwardly along said east line and continuing northwardly along the east lines of Parcels 107-7-51

and 183 to the point of intersection with the north line of Parcel 107-7-183. Thence westwardly along the north line of said parcel to the point of intersection with the east line of Parcel 107-7-200. Thence northwardly along the east lines of Parcels 107-7-200, 191 and 196 to the point of intersection with a north line of Parcel 107-7-196. Thence westwardly along a north line of said parcel to the point of intersection with an east line of said parcel. Thence northwardly along said east line and along the east line of Parcel 107-7-194 to the point of intersection with the south line of Parcel 107-7-45. Thence eastwardly along said south line to the point of intersection with the east line of said parcel. Thence northwardly along the east line of said parcel to the point of intersection with the south line of Hickory Street. Thence eastwardly along the south line of Hickory Street to the point of intersection with the southwardly extension of the east line of Parcel 113-1-101. Thence northwardly along said extension and said parcel line to the point of intersection with the north line of said parcel. Thence westwardly along the north line of

said parcel to the point of intersection with the east line of Parcel 113-1-45. Thence northwardly along the east line of said parcel and continuing along the east lines of Parcels 113-1-44 and 43 to the point of intersection with the south line of Rockdale Avenue. Thence eastwardly along said south line to the point of intersection with the southwardly extension of the east line of Parcel 113-1-34. Thence northwardly along said extension and along said parcel line to the point of intersection with the south line of Parcel 113-1-77. Thence eastwardly along the south line of said parcel and parcel 113-1-8 to the point of intersection with the east line of Parcel 113-1-8. Thence northwardly along the east line of said parcel and continuing along the northwardly extension of said line to the point of intersection with the north line of Forest Avenue. Thence westwardly along the north line of Forest Avenue to the point of intersection with the east line of Parcel 113-1-12. Thence northwardly along the east line of said parcel to the point of intersection with the north line of said parcel. Thence westwardly along the north line of said parcel and continuing westwardly along the north lines of

Parcels 113-1-72 and 11 and continuing along the westwardly extension of the north line of Parcel 113-1-11 to the point of intersection with the west line of Alaska Avenue. Thence southwardly along the west line of Alaska Avenue to the point of intersection with the north line of Parcel 113-1-10. Thence westwardly along the north line of said parcel and Parcel 216-43-51 to the point of intersection with the northwardly extension of the east line of Parcel 216-43-6. Thence southwardly along said extension to the northeast corner of said parcel. Thence westwardly along the north line of Parcel 216-43-6 to the northwest corner of said parcel. Thence southwardly along the west line of said parcel and continuing along the southwardly extension of the west line of said parcel to the point of intersection with the south line of Forest Avenue. Thence eastwardly along the south line of Forest Avenue to the point of intersection with the west line of Parcel 216-43-40. Thence southwardly along the west line of said parcel to the point of intersection with the north line of parcel 216-43-63. Thence westwardly along the north line of said parcel. Thence

eastwardly along the south line of said parcel to the point of intersection with the west line of Parcel 216-43-65. Thence southwardly along the west line of said parcel and eastwardly along the south line of said parcel to the point of intersection with the west line of Parcel 216-43-61. Thence southwardly along the west line of said parcel to the point of intersection with the north line of Rockdale Avenue. Thence westwardly along the north line of Rockdale Avenue to the point of intersection with the northwardly extension of the west line of parcel 113-4-3. Thence southwardly along said extension and said parcel line and continuing southwardly along the west lines of Parcels 113-4-125 and 119 to the point of intersection with the south line of Parcel 113-4-119. Thence eastwardly along the south line of said parcel to the point of intersection with the west line of Parcel 113-4-19. Thence southwardly along the west lines of Parcels 113-4-19 and 95 to the point of intersection with the north line of Northern Avenue. Thence westwardly along said north line to the point of intersection with the northwardly extension of the south line of Parcel 113-4-33. Thence southwardly along said extension

and said parcel line and continuing southwardly along the west line of Parcel 113-4-34 to the southwest corner of said parcel. Thence eastwardly along the south line of said parcel to the point of intersection with the west line of Parcel 113-4-47. Thence southwardly along the west line of said parcel and Parcels 113-4-133 and 122 to the point of intersection with the north line of Hearne Avenue. Thence across Hearne Avenue to the point of intersection of the south line of Hearne Avenue and the west line of Parcel 113-4-64. Thence southwardly along the west line of said parcel to the point of intersection with the north line of Parcel 113-4-65. Thence westwardly along the north line of said parcel to the northwest corner of said parcel. Thence southwardly along the west line of properties facing on Burnet Avenue to the point of intersection with the north line of Erkenbrecher Avenue. Thence southwardly across Erkenbrecher Avenue to the point of intersection of the south line of Erkenbrecher Avenue and the west line of Parcel 113-4-97. Thence southwardly along the west lines of parcels 113-4-97, 98 and 99 to the

southwest corner of parcel 113-4-99. Thence eastwardly along the south line of said parcel and continuing along the eastwardly extension of said line to the point of intersection with the east line of Burnet Avenue. Thence northwardly along the east line of Burnet Avenue to the point of intersection with the south line of Parcel 107-7-171, said point being the point and place of beginning.