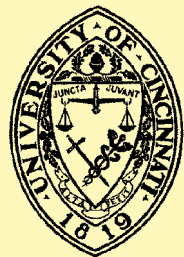


CLIFTON HEIGHTS / UC JOINT URBAN RENEWAL PLAN



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"OLD ST. GEORGE"

EXECUTIVE SUMMARY

The Clifton Heights urban renewal plan encompasses a 20 block area from Vine to Ravine Street (east/west) and from Calhoun to Lyon Street (north/south). The study is divided into two parts: **Part I** establishes guidelines for redevelopment and; **Part II** establishes guidelines for streetscape improvements.

Part I:

The initial step of the plan was to establish the urban renewal boundary and identify the goals and objectives of the Clifton Heights business district. A blight study was conducted which generally concluded that a significant portion of the commercial and residential building stock was in either major or critical condition, and in need of rehabilitation or regeneration.

The plan identifies specific parcels for potential development which could provide approximately 210,000 s.f. of additional retail and restaurants, 700 housing units (1100 beds), 100,000 s.f. of office, and opportunities for entertainment and cultural uses. The major aspect of the plan analyzed opportunities for mixed-use and complimentary university facilities. It also recommends repositioning of the existing fast-food establishments and other uses into a comprehensive plan that is intended to be realized over the next 5 to 10 years.

During the planning process, the Clifton Heights Community Urban Redevelopment Corporation (CHCURC) was established to solicit development proposals for the specific parcels, attract and support new businesses, and implement streetscape improvements. CHCURC is represented by the CUF Neighborhood Association, University of Cincinnati, Clifton Heights Business Association, and various other groups and individuals.

The major recommendations of the plan include: 1) establish zones within the district to attract regional retail stores, reinforce local businesses, promote preservation of architecturally significant structures, and encourage pedestrian day/night activity and cultural participation; 2) create a shared parking/circulation program between the university and businesses and provide additional off street parking to reduce the congestion that presently exists; 3) stabilize and improve residential property; 4) conduct a traffic analysis to determine the feasibility/advisability of converting Calhoun and McMillan to two-way streets; and 5) increase amount of open space.

Part II:

This part of the plan provides guidance toward improving the street environment through a streetscape concept that recognizes the Clifton Heights business district as a unique district and promotes revitalization of the area. Significant elements include lighting, paving, planting, and signage. The intent of the guideline is to illustrate the need to develop a comprehensive streetscape vocabulary that will create a new image, perspective and attitude toward the Clifton Heights District. This in turn would be used to promote new investment and residential development within the area.

The next step in this process would be to retain consultants to develop a comprehensive streetscape plan and an overall image, logo and graphics for the district. The new logo and graphics would be incorporated into various street elements to identify the boundary and uses.



"HUGHES HIGH SCHOOL"



CALHOUN STREET
(looking West)

PROLOGUE

In April of 1998, the UC/CH Steering Committee made of the City of Cincinnati, the University of Cincinnati, the Clifton Heights Business Association and the CUF Neighborhood Association selected D'Agostino Izzo Quirk Architects, Somerville, MA as planners to study the Clifton Heights business district ("The District"), and propose physical changes and capital improvements to revitalize the District's environment. At the onset of the study, D'AIQ reviewed what Clifton Heights is -- and is not. It is a meeting point between the southern edge of the University and the residential community: defined by two major axis, Calhoun Street and McMillan Avenue, each with its own character and function within the larger frame work of the city. Calhoun Street and McMillan Street are busy commercial arteries connecting major roads to the east and west. These two axis define the commercial spine that occurs in between and is used as the skeletal structure for redevelopment.

The six block district is also, by design, a business district that is bordered by residential and institutional uses. The District is dominated by fast food drive-thrus, parking, and deteriorated housing stock. It has limited green space, cultural institutions, places for street events to happen or important generators of night activity such as hotel, cinema and entertainment. Retail activity lacks vigor and critical mass. Except for certain long established small shops, the District is no longer a major destination shopping area.

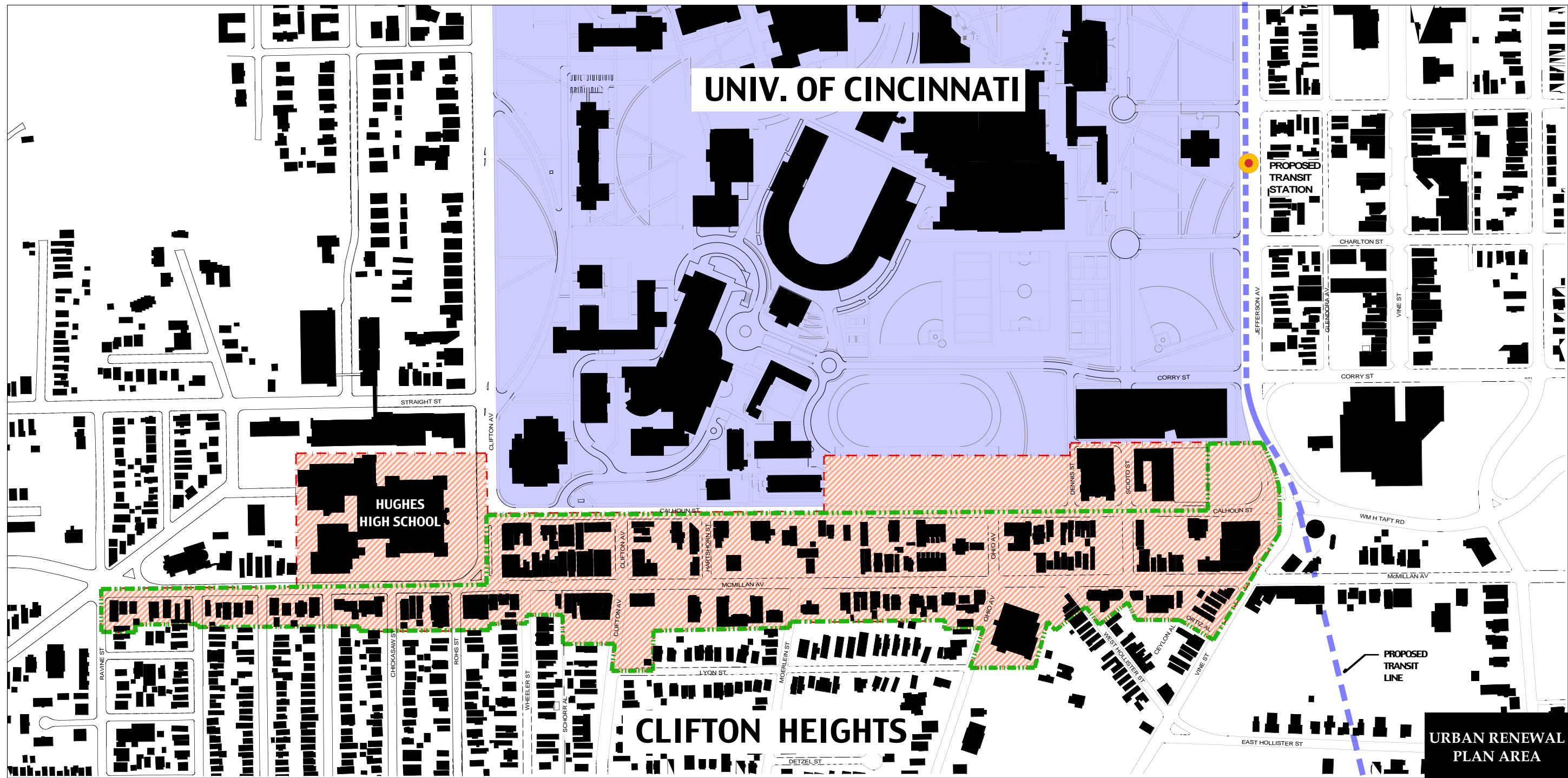
Restoring vigor and diversity through reworking of the street environment and the increased mix of retail is the purpose of these plans. We believe that small, often obvious changes, will have a heartening ripple effect. Pleasant, walkable streets will set the stage for new shops and restaurants, stimulating noon-hour and leisure uses, and livelier evenings. As people are motivated to walk the streets, a net reduction in congestion will mean a net increase in urban pleasure and economic growth. The ultimate effect should be the knitting together of the University and residential community into something even more significant -- an identifiable uptown business neighborhood of memorable spirit and urbanity.

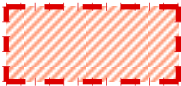




**CLIFTON HEIGHTS
URBAN RENEWAL BOUNDARY**

GOALS & OBJECTIVES

1. Survey current land use conditions along the Calhoun and McMillan Street corridors;
2. Develop an aesthetic treatment toward the streetscape and other infrastructure elements within the corridor;
3. Conduct blight eligibility study to establish eminent domain authority;
4. Identify potential development projects;
5. Survey options for re-positioning fast food businesses;
6. Consider complimentary university facilities-private residential developments, parking, mixed-use, etc.;
7. Identify a development organization for implementing projects;
8. Develop options for joint planning and formal association among neighborhoods bordering the university campus;
9. Develop the mix of missing businesses that would assist in the stabilization of the area;
10. Identify a mechanism for securing/recruiting needed businesses;
11. Conclude on a business position - "what the District wants to be when it is redeveloped";
12. Preserve architecturally significant structures and maintain high usage at Corryville Catholic Elementary School, Hughes High School, Old St. George, and the YMCA; and
13. Continue to engage the Cincinnati Public Schools and Hughes Center in productive dialogue to encourage Hughes Center, as a public high school, to continue its efforts to evaluate its educational mission.



-  URBAN RENEWAL PLAN AREA
-  BLIGHT STUDY BOUNDARY
-  PROPOSED LIGHT RAIL

URBAN RENEWAL PLAN AREA

The Clifton Heights urban renewal plan area encompasses a 20 block area, bounded by Vine and Ravine Street to the east and west, and from Calhoun and Lyon Street to the north and south as evidenced by the lines above.

The diagram above in red indicates the full extent of the Clifton Heights urban renewal area, however the primary focus of this plan involves the 6 block stretch from Vine Street to Clifton Avenue. In terms of use and development, the Urban Renewal Plan is intended to stabilize and improve residential property. The streetscape treatment of McMillan Avenue would be consistent over its entire length from Vine to Ravine Street.

PART I

DEVELOPMENT GUIDELINES



Typical fast-food parcels along McMillian Street

ISSUES

The District over the last 20 years has deteriorated both physically and functionally. Its relationship to the community and University has become ill-defined and under utilized. Solutions to issues that have impacted the image, function, and viability of the District are critical to its long term development and prosperity.

The area that borders the southern edge of the University of Cincinnati was typically high quality, 3 story residences until the University expanded in the 1930's and the need for commercial development increased. The commercial spine that soon developed along Calhoun Street was denser and contained both retail and residential units until the 1960's, when fast food restaurants began to proliferate in the area. With the advent of the drive-thrus and reduction in the quality of the housing stock, the district has deteriorated into a quasi-retail strip with an inhospitable environment, where it neither serves the local residences nor the University adequately.

This deterioration was the result of many factors: the introduction of the one-way traffic system, proliferation of fast food operations which created large amounts of open parking fields, flight of specialty retail, need for low cost housing units that discouraged upkeep, and urban redevelopment that occurred in the 1960's which transformed the higher density building stock to individual one-story structures.

The change in the district character and function has created a strain in the relationship between the local community and the University. In recent years, the University has begun to address this special relationship to the surrounding neighborhoods through its own campus masterplan and has committed to help promote redevelopment that will serve both the community and the University. In 1999, the University help set-up and fund Clifton Heights Community Urban Redevelopment Corporation (CHCURC) which is a redevelopment corporation that will promote and oversee redevelopment in the District.



East end of commercial spine - Jefferson/Vine & Calhoun Street

Not only do we need to look at what contributed toward the deterioration in the past, but what are the expected needs of the community and University in the future. The University is transforming itself from a commuter oriented local college to an urbane, international university serving a wider range of student population and programs. The resultant effect has been the reduction in the need for commuter related services, such as fast food restaurants -- to a demand for on-campus and adjacent housing with related services.

The area has seen a dramatic change in the make up of the transient student population. The diversity of the students has created new challenges for the local community to serve the various needs. International students require a wider range of food establishments such as Asian, east European, Latin American, etc. The influx of students with families requires enhanced services such as family type housing, day care, health facilities, and baby shops. Aging of the permanent population has necessitated the need for elderly housing and related services. The shortage of high end office space and entertainment uses has limited potential development in the area.

Lack of adequate parking spaces has become a major issue for both the local residents and the students. Although a majority of students are living on or near campus, they still require parking spaces. In many of the adjacent housing units, there are 5 to 6 students per house, each one requiring a parking space. There is not enough space on the property or on the street to meet the demand. In addition, students and/or daytime workers from outside the District coming into the area, use street parking which aggravates the situation. The need to develop new parking solutions is a necessity.

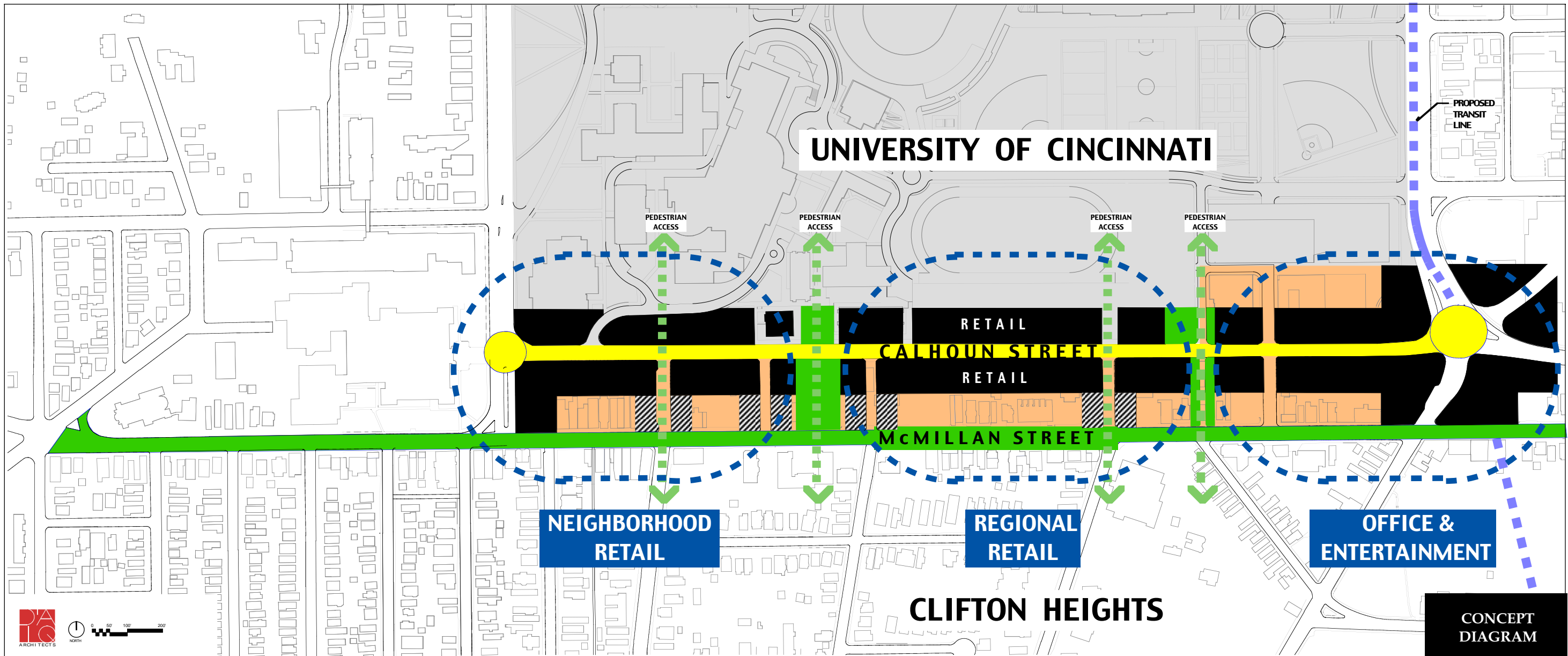
A number of social issues can be mollified by the type and how future development will occur. The intent is to promote the area through its diversity and character into a pleasant and safe environment.

RECOMMENDATIONS

1. Create physical and visual connections between the residential neighborhoods and the University;
2. Improve the retail quality and density within the spine, and throughout the District, to better serve the long-term residents, students, office workers, and to attract shoppers and visitors in off-peak hours;
3. Emphasize pedestrian circulation along storefronts and intersecting blocks. Cleaner, well paved sidewalks, improved lighting, denser planting and street amenities -- maintained through a maintenance program;
4. Promote open space and enrich amenities for those who live, work or study, with more places to eat, browse, enjoy the outdoors, plus cultural activities, and after hours attractions;
5. Conduct a traffic analysis to determine the feasibility/advisability of converting Calhoun and McMillan to a two-way system with the intent of slowing down traffic and encouraging retail development;
6. Strengthen the identity of the area surrounding the District by stronger physical and visual associations with its primary landmarks;
7. Use the major tools of city design -- spatial corridors, vistas, hierarchies of space, level, and scale -- to build a memorable image of an important District within the city;
8. Highlight and feature the distinguished and architecturally significant buildings within the area, raising public perception of a place of architectural quality -- Corryville Catholic Elementary School, Hughes High School, Old St. George, and the YMCA;
9. Give the District a sense of place that is welcoming and pleasurable by day and night, creating nighttime vistas alive with people, movement, and a safe warm magical glow of light;
10. Enhance the east and west end of the commercial spine as a gateway to the District;
11. Integrate both Corryville Catholic Elementary School, Hughes High School, Old St. George, and the YMCA as an important anchors to the central spine.



Architectural significant (English Gothic) structure - YMCA



CONCEPT

The Clifton Heights business district ("The District") is dominated by the University of Cincinnati on the north side, residential on the south, and fast food operations with low quality retail in the middle.

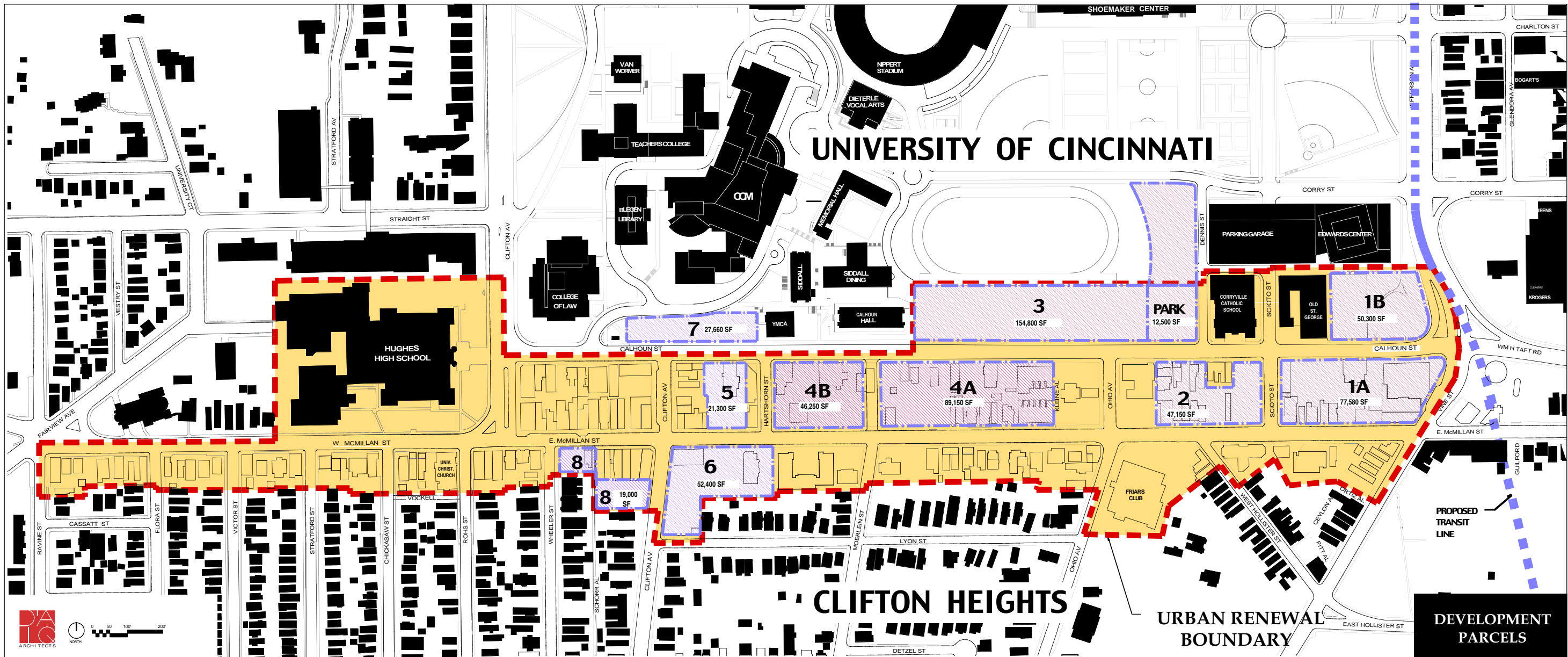
The goal of reenergizing and redefining the Clifton Heights commercial district can be activated through intensification and strengthening of the retail edge along Calhoun Street and maintaining a retail/residential buffer on McMillan Street while preserving architecturally significant structures such as Corryville Catholic Elementary School, Hughes High School, Old St. George, and the YMCA.

Opportunities within the district are influenced by the history and character of the existing building stock. Buildings range from English Gothic (YMCA) to 1930's 3-story brownstones.

The existing pattern of uses features approximately a two block area of community type services such as Hughes High School occurring at the western end of the district, fast food retail and parking lots in the middle, and adaptive re-use of public spaces, such as churches at the eastern end.

Conceptually, the redevelopment of the district begins to unfold into three distinct zones;

1. Neighborhood retail oriented uses at the western end;
2. Development of new retail and food establishments as the main anchor in the center and;
3. Offices or entertainment uses, such as cinema and hotel along the eastern end.



(Note: all gross square footage (GSF) and housing unit quantities are approximate, and are subject to change. Area indicated under each parcel designation above represents lot size.)

APPROXIMATE BUILDABLE AREA

PARCEL 1A			
LEVELS	AREA	PARKING	
RETAIL/FOOD	1	17,600 GSF	63 SPACES
HOTEL - 130 BED (or OFFICE)	3-4	110,000	130
SHORT-TERM APART (35 UNITS)	3	35,400	35
TOTAL		163,000 GSF	228 SPACES

PARCEL 1B			
LEVELS	AREA	PARKING	
RETAIL	1	3,200 GSF	9 SPACES
FOOD	1	11,200	41
5-PLEX CINEMA (2000 SEATS)	1	30,000	250
TOTAL		44,400 GSF	300 SPACES

PARCEL 2			
LEVELS	AREA	PARKING	
RETAIL	1	8,300 GSF	29 SPACES
FOOD	1	1,800	3
APARTMENTS (48 UNITS)	3	43,300	48
TOTAL		53,400 GSF	80 SPACES

PARCEL 3 <small>DEVELOPED BY UNIV.</small>			
LEVELS	AREA	PARKING	
PARK		12,500 GSF	
RETAIL	1	46,000	180 SPACES
FOOD	1	17,000	64
HOUSING-460 BEDS	3/4	300,000	154
ADDITIONAL PKG.	4	425,000	702
TOTAL		800,500 GSF	1100 SPACES

PARCEL 4A			
LEVELS	AREA	PARKING	
RETAIL/FOOD	1	50,000 GSF	192 SPACES
APARTMENTS (202 UNITS)	3	202,000	202
TOTAL		252,000 GSF	394 SPACES

PARCEL 4B			
LEVELS	AREA	PARKING	
RETAIL	1	1,000 GSF	4 SPACES
FOOD	1	9,000	28
PARK		36,250	
TOTAL		46,250 GSF	32 SPACES

PARCEL 5			
LEVELS	AREA	PARKING	
RETAIL/FOOD	1	13,700 GSF	47 SPACES
OFFICE	2.5	35,000	44
TOTAL		48,700 GSF	91 SPACES

PARCEL 6			
LEVELS	AREA	PARKING	
RETAIL	1	17,000 GSF	60 SPACES
APARTMENTS (32 UNITS)	3	32,000	32
FOOD	1	3,700	15
TOTAL		52,700 GSF	107 SPACES

PARCEL 7 <small>DEVELOPED BY UNIV.</small>			
LEVELS	AREA	PARKING	
GALLERY	1	4,750 GSF	12 SPACES
STUDIOS	1	12,250	31
LOFT APART (56 TOTAL)	2	38,700	56
TOTAL		55,700 GSF	99 SPACES

PARCEL 8			
LEVELS	AREA	PARKING	
POTENTIAL PARKING GARAGE	MULTI	78,000 GSF	243 SPACES
TOTAL		78,000 GSF	243 SPACES

PRIMARY PARCELS

SECONDARY PARCELS

MERCHANDIZING ANALYSIS

EXISTING CONDITIONS

The 6 block commercial spine bounded by Calhoun Street to the north and McMillan Street to the south defines the primary essence of the Clifton Heights business district. The existing pattern of uses features approximately a two block area of community type services occurring at the western end, fast food retail and parking lots in the middle, and adaptive re-use of public spaces, such as churches along the eastern end.

The retail that exists in the District is of low to medium quality -- a significant amount is service related, such as copy shops, laundromats, hair salons, etc. The present quality and lack of retail mass does not induce new businesses or customers to enter the District. This image of poor quality is further enhanced by a lack of clear organization and distribution of retail within the District. The two streets that define the central business core currently counteract their potential contribution to the area: Calhoun and McMillan are heavily traveled commercial routes without sufficient retail density or mix. In addition, the low quality retail shops attached to the front of residential units along McMillan creates a second tier retail street.



Quality neighborhood retail frontage along McMillan Street



Illustration of fast food in-line establishment

Calhoun Street

The lack of retail mass and mix prevents any significant incentive for people to visit the area. Visually, an important factor that affects this retail corridor is the enormous amount of blank voids along both sides of the street. The street edge consist mainly of parking areas, under-utilized open spaces, vacant buildings, and poor quality storefronts.

The one-way traffic system inhibits people to slow down and encourage them to shop. The fast food establishments reinforces this effect via their drive-thrus. In addition, the street environment detracts from the retail frontage and discourages pedestrian movement.

Recommendations:

- Define the street edge with retail along the entire length of Calhoun, from Clifton Avenue to Vine Street;
- Develop planning guidelines that recommend setback from the curb at ground level;
- Replace the fastfood/surface parking lots with infill buildings, min. 3 story to 6 stories high;
- Promote higher and more exciting storefronts that will entice customers;
- Encourage any fast food establishments to become in-line restaurants;
- Identify large enough parcels (25,000 - 100,000 sf) that will encourage regional stores to come into the area;
- Develop an overall retail merchandise strategy for the entire District that will offer a mix of local and regional retail with a variety of other uses, such as entertainment, hotel and cinema;
- Design secondary through block connections that will encourage pedestrian traffic, and visual connection to the University;
- Identify retail uses that can be located on grade with housing above;
- Develop signage/awning guidelines for storefronts;
- Encourage outdoor cafes, public seating areas, vendor programs to create activity along the street;
- Refurbish architecturally significant buildings to accommodate retail usage and provide character for the District;
- Develop parking solutions.



Example of poor store frontage along McMillan Street

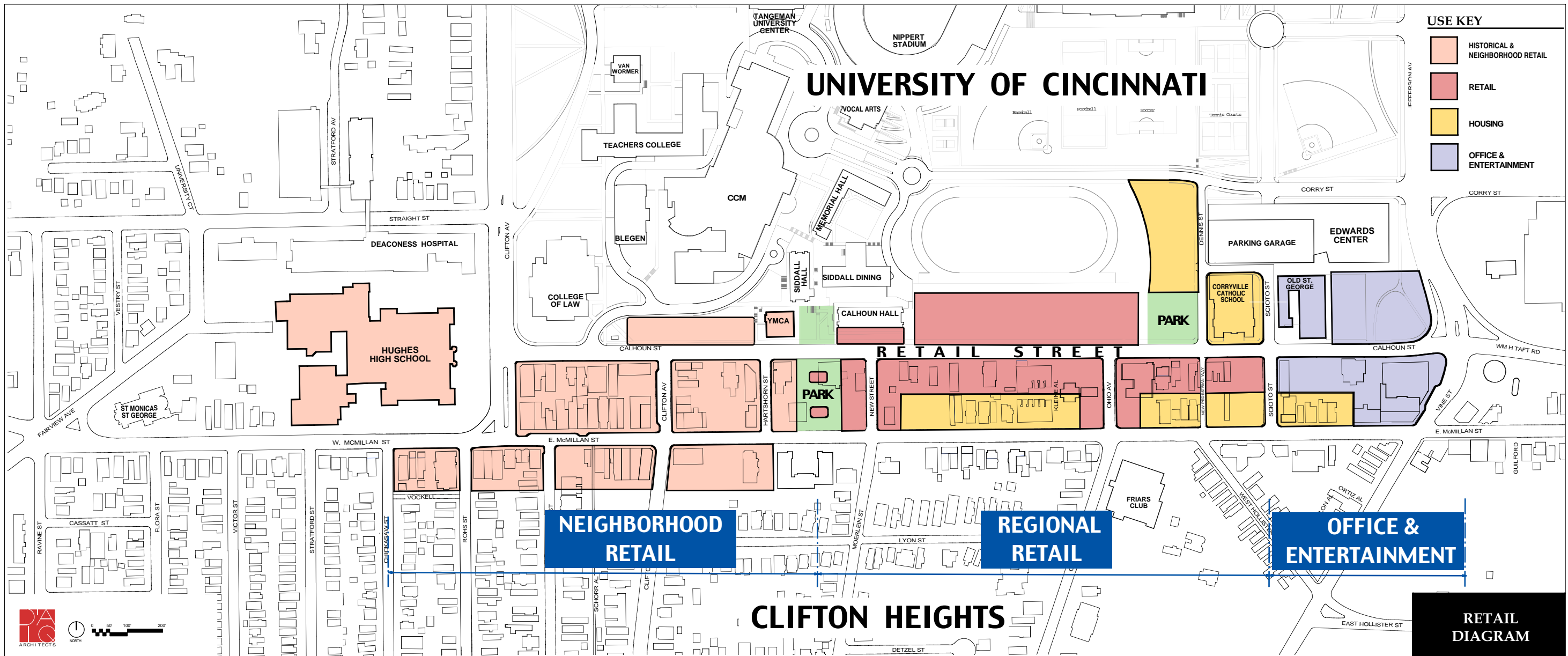
McMillan Street

McMillan Street does not exhibit a sense of place with a scattering of uses and quality of buildings stretching along the 6 block length. Although it consist of good quality brick structures and neighborhood retail stores at its western end, the remaining portion disintegrates into low quality small shops attached to single family residences and voids similar to Calhoun.

The street is predominately residential, hard edged, and lacking sufficient retail mass to support new commercial development. The quality of residential ranges from nicely refurbished rowhouses to dilapidated single family residences.

Recommendations:

- Maintain the existing building stock and neighborhood retail use along the 3 block stretch at the western end of McMillan;
- Develop guidelines that would integrate ground level retail units within the existing single family residences in more architecturally sympathetic manner;
- Recreate the street landscape into a softer, pedestrian oriented environment;
- Create open space and visual corridors that will connect to Calhoun Street retail;
- Promote higher density residential development and retail uses that cater to the local community such as food markets, hardware stores, home stores, etc;
- Identify the street edge with special signage, canopies, furniture, and lighting that defines the street as special and more residential oriented.



A STRATEGY FOR RETAILING

NEIGHBORHOOD RETAIL

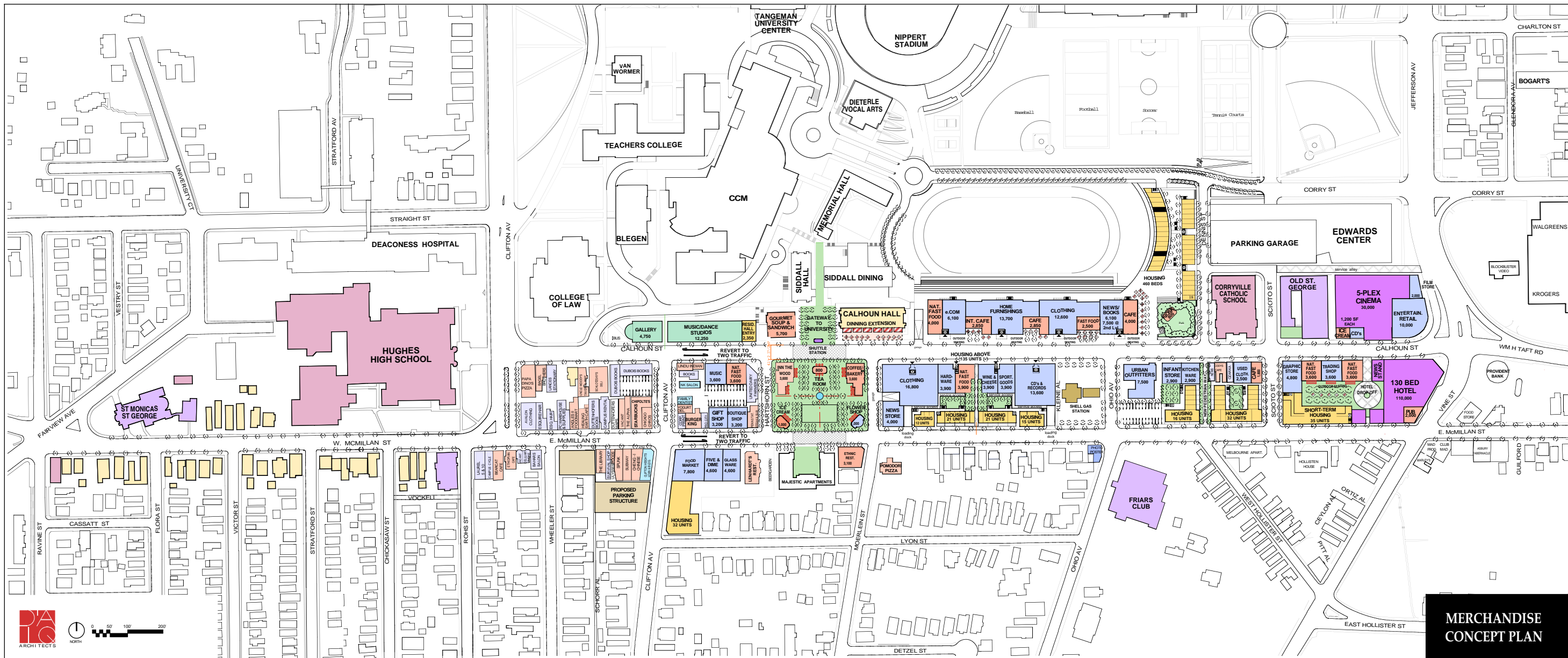
- Maintain and reinforce the existing service retail that reflects the local community character.
- Encourage maintenance of the existing building stock and upgrade specific parcels.
- Promote uses that provide basic services to the community, such as drugstore, laundry, bookstores, hardware, bank, etc.

REGIONAL RETAIL

- Designate larger development parcels that allow for regional stores such as Old Navy, Urban Outfitters, REI, Virgin, The Gap, Eddie Bauer, Barnes & Noble, etc., that are supported by college age consumers.
- Work with the fast food establishments to relocate as an in-line food restaurant.
- Maintain the existing quality housing stock, and develop additional residential units above ground level retail.
- Develop open space that encourages outdoor dining, people watching, street entertainment, and relaxation.
- Group a mix of food establishments and boutique retail shops to create a destination shopping area.

OFFICE & ENTERTAINMENT USES

- As a gateway to the District from the east, develop a cultural/hospitality/entertainment area with office above.
- Create a specialize entertainment zone that will compliment, not detract from short Vine Street in Corryville. Such uses could include a full run movie theatre, hotel, virtual or actual game parlors (i.e. Gameworks, ESPN Zone).
- Encourage location of entertainment related shops, such as music stores, film production, etc.
- Create a mix of food establishments that caters to visitors and neighbors of the District.



MERCHANDISE CONCEPT PLAN

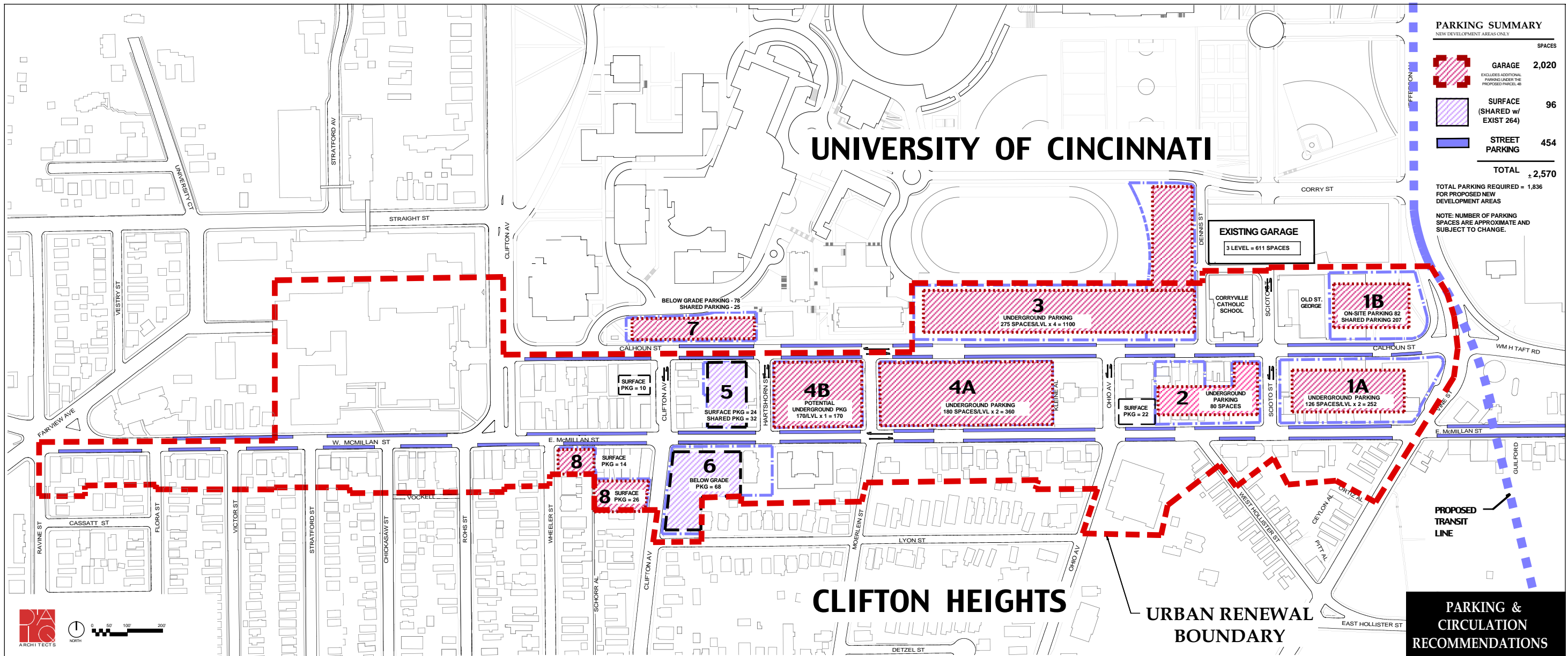
EXISTING TO REMAIN (approximate)			
■	HUGHES H.S.	400,000 gsf	
■	OFFICE	unknown	
■	RELIGIOUS, ETC	32,674 gsf	
■	RETAIL <small>excludes shop. center</small>	41,825 gsf	
■	FOOD	52,625 gsf	
■	HOUSING	unknown	

PROPOSED ADDITIONAL (approximate)			
■	CULTURAL	17,000 gsf	
■	OFFICE	± 100,000 gsf	
■	CINEMA/HOTEL	140,000 gsf	
■	PARK SPACE	48,750 gsf	
■	RETAIL	157,500 gsf	
■	FOOD	54,500 gsf	
■	HOUSING	± 700 units (1100) beds	

The above merchandise plan is a representational scheme which indicates how the local retail shops could integrate with the larger regional retail stores, office and entertainment uses.

Conceptually, restaurants could be grouped around open spaces and major corners. The larger regional stores would be located near the epicenter of the spine drawing customers from either end of the District. Speciality retail stores would be sprinkled along Calhoun Street and McMillan Street to create a lively, interesting experience as one strolls down the streets.

Entertainment/hospitality uses could be concentrated at the eastern end of the spine which creates a gateway into the District. The essence of a successful urban street is the mix of uses and patterns. Offices, institutional and residential would be located above ground level retail. Although the plan allows for flexibility in the distribution of uses, the mass of retail needs to be maintained to achieve a successful District.



(Parcel numbers correspond to page 8)

PARKING & CIRCULATION RECOMMENDATIONS

EXISTING CONDITIONS

A one-way traffic system is one of many factors that could play a role in limiting commercial development and drive away existing retail. The existing one-way traffic system along both Calhoun and McMillan streets increases the speed of vehicular traffic to a point which discourages pedestrian movement and stopping. Both streets have parking on each side.

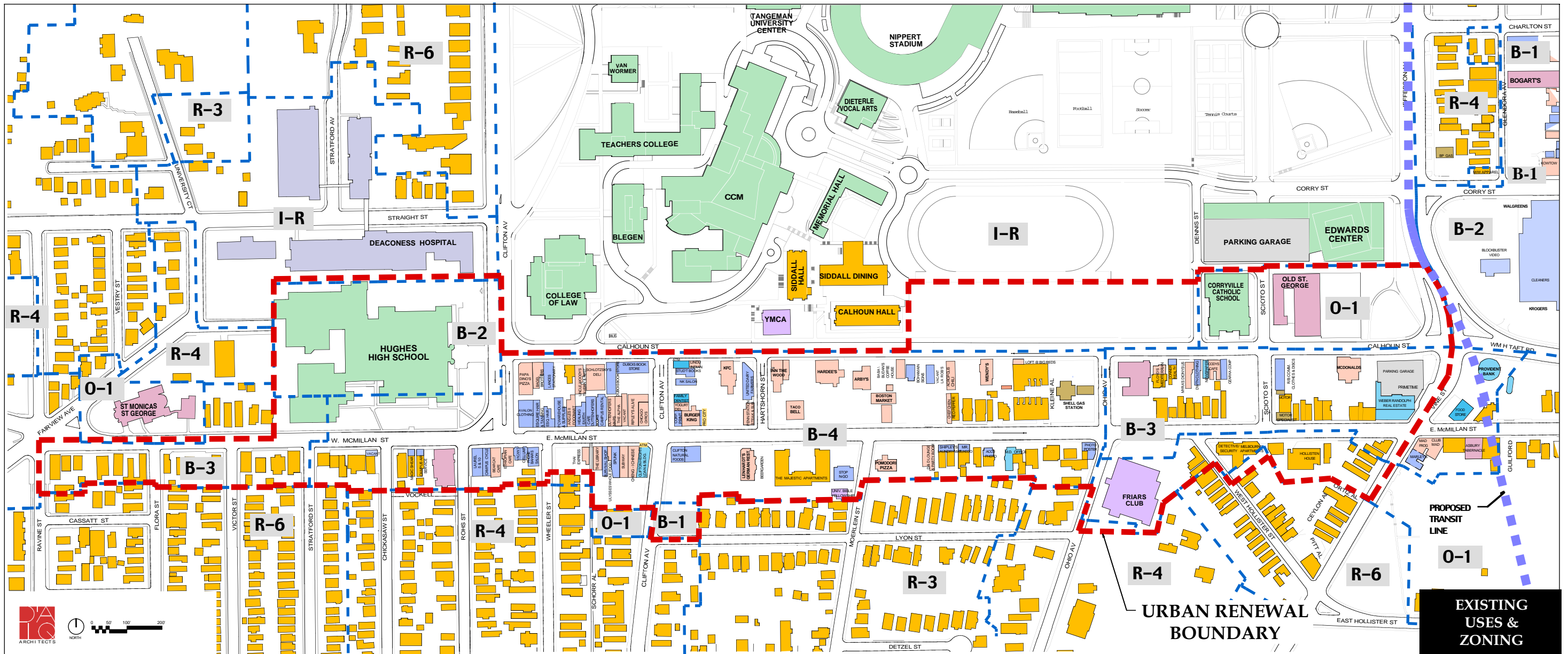
The district also currently exhibits large tracts of open parking areas, particularly associated with the fast food operations. This expanse of hard surfaces detract from pedestrian use and creates an inhospitable environment.

PARKING RECOMMENDATIONS

- Conduct a traffic analysis to determine the feasibility/advisability of maintaining two lanes of on-street parking along Calhoun & McMillan.
- Locate underground/above grade parking structures on appropriate parcels which would maximize usage of existing surface lots.
- Creation of parking at parcel 8 to service historic section of the business district. Recommended in the CUF Community Plan dated July 19, 1986.
- Locate on-grade or below grade parking adjacent to residential units.
- Establish a shared parking program with the University that allows students to use commercial parking spaces during the day and public access to University parking during off hours.
- Encourage public transportation via light rail, bus, trolley, and bike from outside the district.

CIRCULATION RECOMMENDATIONS

- Conduct a traffic analysis to determine the feasibility/advisability of reverting Calhoun and McMillan to two-way traffic.
- Locate pedestrian paths through large blocks between Ohio and Moerlein, and Ohio and Scioto Streets.
- Extend Moerlein Street to Calhoun Street.
- Locate service and garage entrances/exits on side streets within the commercial spine to lessen congestion along Calhoun and McMillan.
- Slow traffic down to create a safer pedestrian environment.



B-1

ZONE: B-1 (Neighborhood Business)
 HEIGHT: 30' (1 or more stories)
 FAR: None
 SETBACK: Front - 10'
 Sides - None
 Rear - 25' @ Residential
 20' @ Nonresidential
 PARKING: Residential - 1 stall/unit (2,500 sf/unit)
 1 stall/ext unit (2,500 sf/R.house)
 MOST RESTRICTIVE ABUTTING ZONE: R-3

B-2

ZONE: B-2 (Community Business)
 HEIGHT: 85'
 FAR: None
 SETBACK: REAR ONLY, None @ front or sides
 25' up to 2 stories
 3' per story above 2nd story's
 0 at nonresidential occupancy
 PARKING: Residential - 1 stall/unit (1,500 sf/unit)
 Retail - 0 stall under 2,000 sf
 1 stall/250 sf over 2,000 sf
 MOST RESTRICTIVE ABUTTING ZONE: O-1

B-3

ZONE: B-3 (Retail Wholesale Business)
 HEIGHT: 85'
 FAR: None
 SETBACK: REAR ONLY, None @ front or sides
 25' up to 2 stories, 3' per story above
 2nd story's, 0 at nonresidential occ.
 PARKING: Residential - 1 stall/unit (800 sf/unit)
 Dormitory - 1 stall/3 units (400 sf/rm)
 Retail - 0 stall under 2,000 sf
 1 stall/250 sf over 2,000 sf
 Office - 1 stall/750 sf over 2,000 sf
 Hotel - 1 stall/bed
 MOST RESTRICTIVE ABUTTING ZONE: IR

B-4

ZONE: B-4 (General Business)
 HEIGHT: 85'
 FAR: None
 SETBACK: REAR ONLY, None @ front or sides 25' up to 2 stories
 3' per story above 2nd story's
 0 at nonresidential occupancy
 PARKING: Residential - 1 stall/unit (550 sf/unit)
 Dormitory - 1 stall/3 units (400 sf/rm)
 Retail - 0 stall under 2,000 sf
 1 stall/250 sf over 2,000 sf
 Office - 1 stall/750 sf over 2,000 sf
 MOST RESTRICTIVE ABUTTING ZONE: IR

O-1

ZONE: O-1 (Suburban High Density Office)
 HEIGHT: 2x distance from bldg. line to center of st.
 FAR: 1.75
 SETBACK: Front - 20' up to 2 story + 2/add story
 Side (sum) - 10' up to 2 story + 6/add st.
 Rear - 20' up to 2 story + 3/add story
 PARKING: Residential - 1 stall/unit (550 sf/unit)
 Dormitory - 1 stall/3 units (400 sf/room)
 Retail - 1 stall/250 sf over 2,000 sf
 Office - 1 stall/750 sf under 2,000 sf
 Theatre - 1 stall/8 seats, 2,000 sf or less
 MOST RESTRICTIVE ABUTTING ZONE: IR

ZONING REGULATIONS

R-3

ZONE: R-3 (Two Family)
 HEIGHT: 3 stories or 35' (which every is less)
 FAR: None
 SETBACK: Front - 25' up to 2 story + 2/add story
 Side - 14' up to 2 story + 10/add story
 Rear - 30' up to 2 story + 5/add story
 PARKING: Residential - 1 1/2 stall/unit (4,000 sf/unit)
 1 1/2 stall/ext unit (0 sf/R.house)
 MOST RESTRICTIVE ABUTTING ZONE: None

R-4

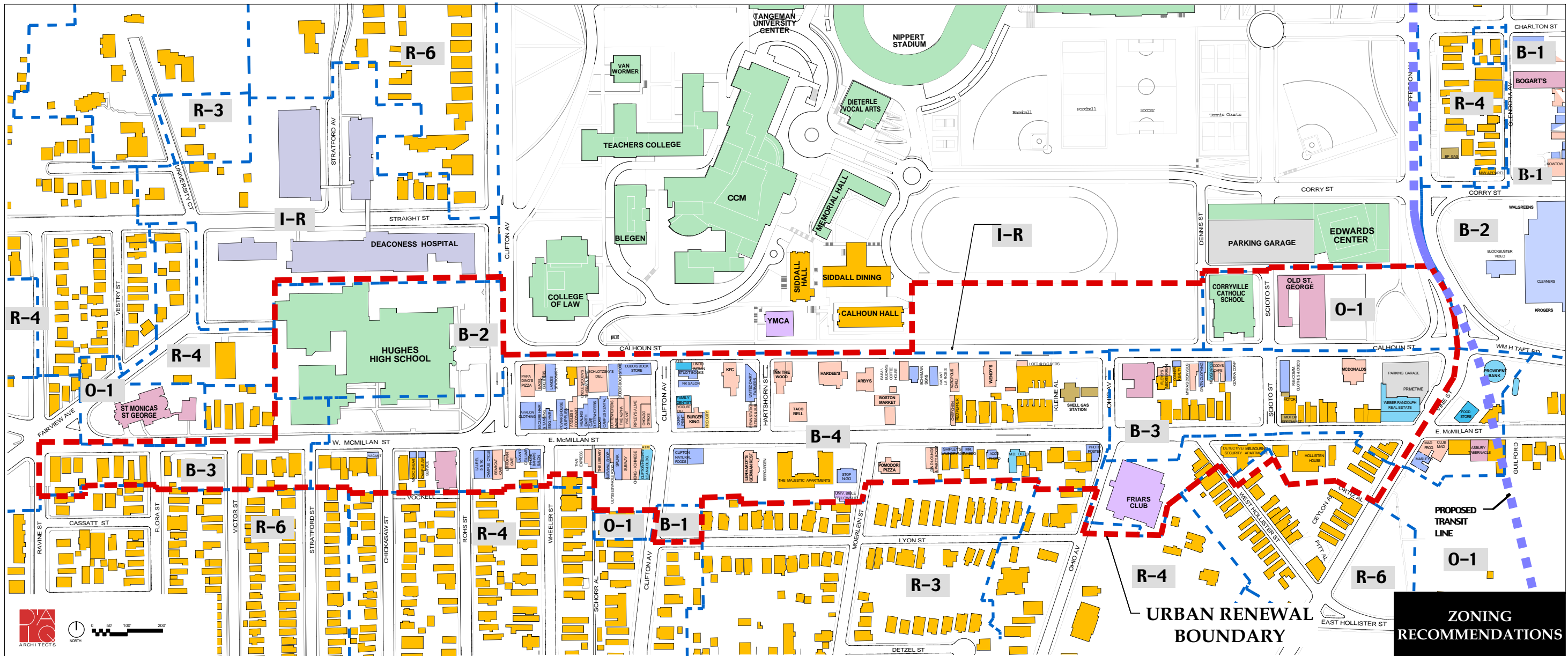
ZONE: R-4 (Multi-Family Low Density)
 HEIGHT: 45' (which every is less)
 FAR: None
 SETBACK: Front - 20' up to 2 story + 2/add story
 Side - 12' up to 2 story + 8/add story
 Rear - 30' up to 2 story + 5/add story
 PARKING: Residential - 1 1/2 stall/unit (800 sf/unit)
 1 1/2 stall/ext unit (1,000 sf/R.house)
 MOST RESTRICTIVE ABUTTING ZONE: None

R-6

ZONE: R-6 (Multi-Family High Density)
 HEIGHT: 2x distance from bldg. to center of st.
 FAR: 1.75
 SETBACK: Front - 20' up to 2 story + 2/add story
 Side - 12' up to 2 story + 8/add story
 Rear - 25' up to 2 story + 4/add story
 PARKING: Residential - 1 stall/unit (800 sf/unit)
 1 stall/ext unit (2,000 sf/rowhouse)
 Retail - 0 stall under 2,000 sf
 1 stall/250 sf over 2,000 sf
 MOST RESTRICTIVE ABUTTING ZONE: R-4

I-R

ZONE: I-R (Institutional- Residential)
 HEIGHT: 85'
 FAR: 4
 SETBACK: REAR ONLY, None @ front or sides, 25' up to 2 stories
 3' per story above 2nd story's
 0 at nonresidential occupancy
 PARKING: Residential - 1 stall/unit (550 sf/unit)
 Dormitory - 1 stall/3 beds (400 sf/rm)
 Retail - 0 stall under 2,000 sf
 1 stall/250 sf over 2,000 sf
 Restaurant - 1 stall/150 sf over 2,000 sf
 MOST RESTRICTIVE ABUTTING ZONE: B-4



ZONING RECOMMENDATIONS

EXISTING CONDITIONS

The existing zoning generally allows for a wide variety of commercial, retail and residential uses, but zoning regulations in general, are not well defined to promote controlled development. The zoning ordinance may require adjustment to promote highest and best use while discouraging undesirable uses to occur. City Zoning Code is currently under review and a new code is due year ending 2001.

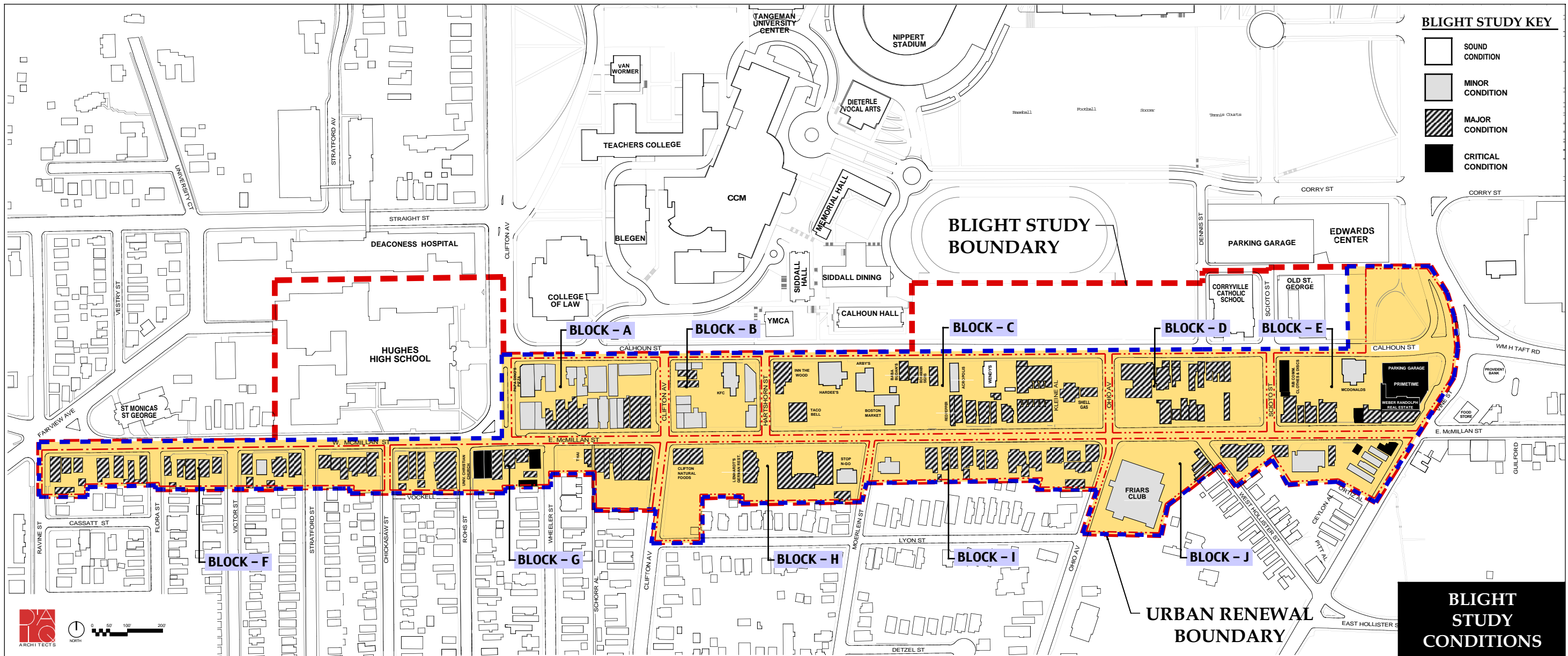
The following is our general recommendations: encourage higher density retail and residential uses along both Calhoun and McMillan Streets and promote ground floor retail with mixed-use above and encourage more pedestrian traffic.

ZONING RECOMMENDATIONS

- Recommend zoning changes that will promote highest and best use.
- Height, setbacks, and massing requirements should reflect the appropriate scale of adjacent properties, uses and topography.
- Encourage cafes by allowing additional 10 to 15 feet front yard setbacks for outdoor seating to occur.
- Promote active/interesting storefronts at grade level offices, banks, and other types of uses where blank walls typically occur.
- Reconfigure zoning boundaries so they occur through the middle of block instead of the middle of the street. This creates a natural buffer between residential and business uses.
- Encourage business district to be oriented towards a Community Commercial - Mix (CC-M). CC-M would focus on pedestrian oriented development and provide for strategic but limited auto orientations.

ZONING RECOMMENDATIONS

- Establish front yard setbacks subject to type of use. Residential to be 10 to 25 feet, and commercial from 12 to 15 feet. Reduce setbacks at corners to no more than 15 feet.
- Building heights within the central business district should be 3 to 8 stories with setbacks starting at the 3rd level to reduce shadows.
- Restrict front yard parking and servicing to encourage pedestrian traffic.
- Discourage excessive surface parking through various options such as shared parking and garages. Encourage retaining of on-street parking.
- Review signage regulations to encourage diversity while discouraging intrusive and visually obtrusive signage.



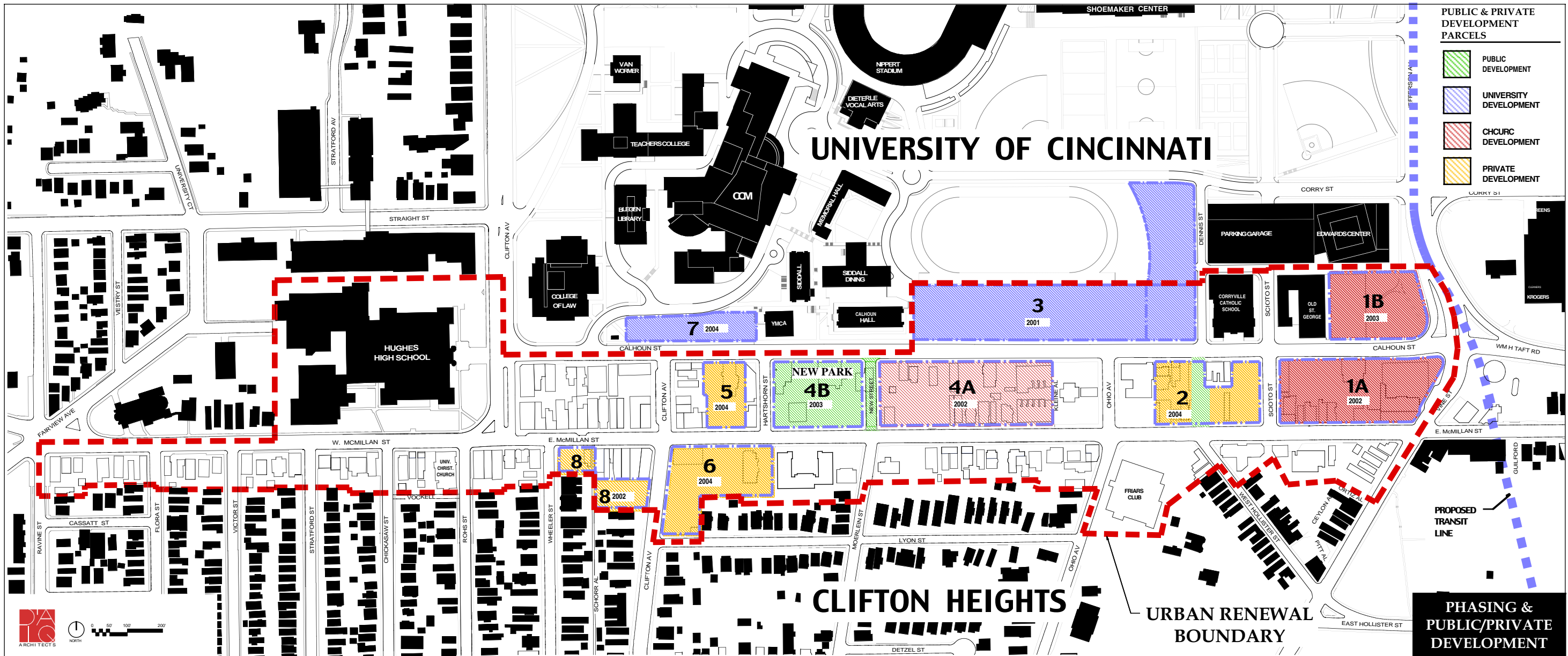
BLIGHT STUDY DISTRIBUTION

Blighting Influences
 (1) Age (2) Obsolescence (3) Dilapidation (4) Deterioration (5) Abandonment/Excessive Vacancies (6) Periodic Flooding
 (7) Faculty Lot Layout/Overcrowding/Inadequate Loading/Parking (8) Deleterious/Incompatible Land Use/Site Conditions
 (9) Inadequate Public Facilities/ROW (10) Diversity of Ownership (11) Illegal Use/Code Violation (12) Unsuitable Soil Conditions
 (13) Unused Railyards or Service Stations - Landfill/Junkyard (14) Other Factors Inhibiting Sound Private Development

DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK

3/16/01

Block	Total Parcels	Blighting Influences - See below														Blighted Parcels	%
		1	2	3	4	5	6	7	8	9	10	11	12	13	14		
A	27	22	0	0	27	3	0	26	17	14	0	0	0	0	6	27	100%
B	14	6	0	0	14	0	0	10	11	11	0	0	0	0	5	13	93%
C	75	25	0	0	75	6	0	51	58	33	0	0	0	0	14	68	91%
D	28	16	0	0	28	9	0	14	27	12	0	0	0	0	11	28	100%
E	44	10	0	11	44	12	0	44	20	32	0	0	0	0	23	44	100%
F	30	28	0	0	30	0	0	30	29	9	5	0	0	0	24	30	100%
G	23	22	0	6	23	0	0	23	21	12	0	0	0	0	13	23	100%
H	19	8	0	8	19	1	0	17	14	11	0	8	0	0	1	19	100%
I	29	24	0	0	29	0	0	24	29	0	0	2	0	0	27	29	100%
J	28	26	0	2	28	0	0	22	11	13	0	0	0	0	19	28	100%
Total	317	187	0	27	317	31	0	261	237	147	5	10	0	0	143	309	97%
Percentages %		59	0	9	100	10	0	82	75	46	2	3	0	0	45		



(Parcel numbers correspond to page 8)

DEVELOPMENT TIMELINE

PHASING

Phasing of construction is estimated to occur over a 5 to 10 year period. Redevelopment of the major parcels is anticipated to start at the eastern end and proceed westward toward Hughes High School. A critical aspect to the phasing is the assembling of properties. Each development parcel is subject to cooperation from the land owners, tenants, University, and the community.

PUBLIC / PRIVATE DEVELOPMENT

- The parcels will be assembled by the Clifton Heights Community Urban Redevelopment Corporation (CHCURC) and bid out to private developers.
- Development of the new park will be a collaborative effort between governmental agencies and CHCURC in acquiring and maintaining properties.
- The introduction of a new street (Moerlein St. continuation) and pedestrian way (West Hollister St.) will be achieved through legal title that establishes a public right-of-way.
- The smaller parcels will be redeveloped on a case by case basis with assistance provided by private organizations and governmental agencies.

FUTURE DEVELOPMENT ISSUES

Public projects such as the proposed transit line/station along Jefferson Avenue and a shuttle system within the area will have a positive impact on redevelopment opportunities.

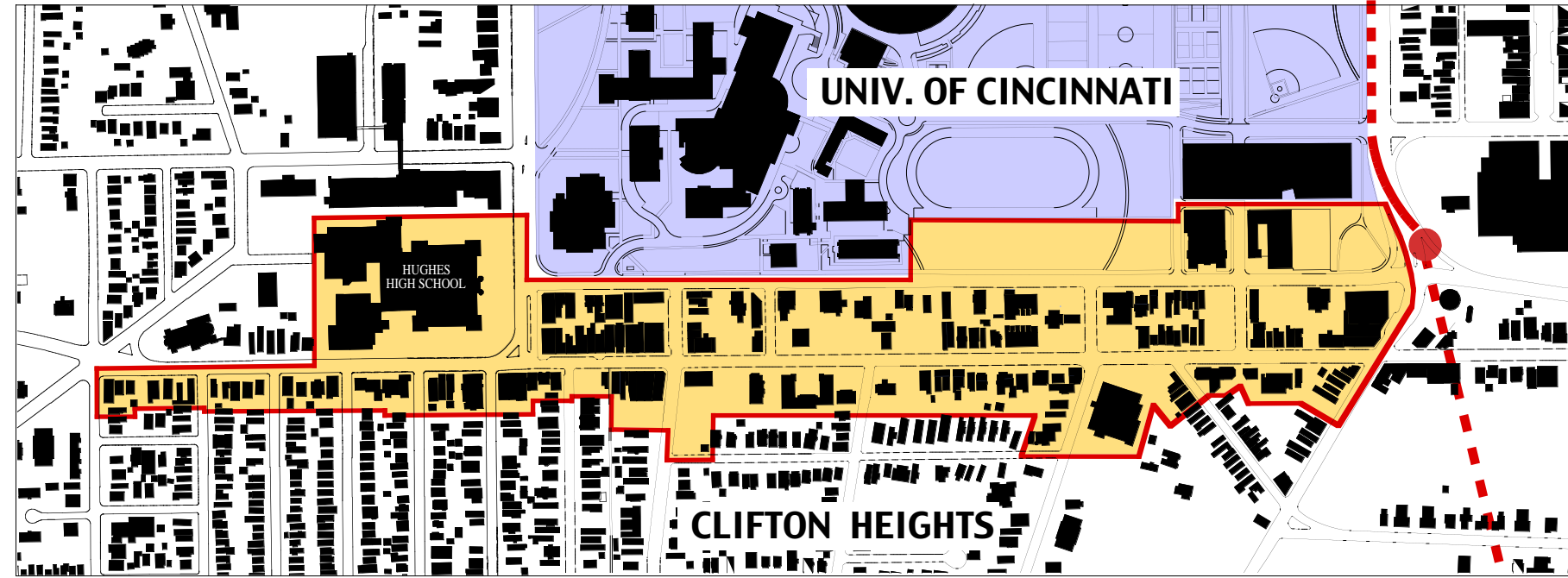
In addition, the City of Cincinnati purportedly will be submitting a proposal for the 2012 Olympics which would entail the use of the University's athletic and housing facilities. Although the Olympics is a short term event, the overall impact could be long term with the new facilities and an impetus toward developing mass transit sooner than later.

Every effort should be made to maintain the highest use at Hughes High School as well as preserving its significant architecture.

PART II

STREETScape GUIDELINES

STREET & OPEN SPACE IMAGES





Example of a well lit street in Santa Monica, CA

LIGHTING

Street lighting fixtures, in their design character, can signal the transition from one neighborhood to another, and can convey different moods and activities among streets and spaces within a neighborhood. Three or more levels of light from graduated fixture sizes can be used to provide a lighting landscape that is varied, beautiful, and relate to history of the District.

At present, the predominant fixture is an elongated contemporary "cobra head" (mercury vapor) street standard that lights both streets and sidewalks from an approximate 22-foot height, throwing a blue green light that is glaring and diffuse. At intersections, cobra head poles are also often mounted with long arms supporting traffic signals; alternatively, many traffic lights are mounted directly on only one corner. The effect at corners is a visual jumble.

Lighting Needs:

For the driver, light signals things to come. Special illumination at traffic intersections -- where vehicles must anticipate pedestrian crossings, signal lights, and turning lanes -- serves an important safety function. Along Calhoun, intense light zones (at least three times the level of side streets), created by special corner treatment, will also add warmth, rhythmic cadence, perspective, and a certain kind of excitement.

Sidewalks and pedestrian areas require an intimate incandescent light source casting a warmer, more intense light than that of high diffuse street lamps. This type of lighting would require a special assessment as the City would not maintain incandescent. Placed with reasonable frequency, 12' high lamp posts increase actual and psychological security. Their glow brightens street trees and combines with ambient light from windows and entrances, and from indirect illumination of building walls, setting up a rhythm of light to define the street length, making it less threatening and formidable.

Design Vocabulary

Any historical light standards of the District have been lost over the years. Recapturing the essence of past fixtures would entail expense and may not reflect the future of the district. Adapting contemporary fixtures to reflect the new image of the District provides an opportunity to create a special identity to the area. The identity could take the form of an emblem, color, planting baskets, etc, which would be integrated into the fixture and other elements within the District.

The fixture could be cast-iron or painted metal with a clear polycarbonate lamp cover and metal halide lamp.



Illustration of modified light fixture



Example of pedestrian scale fixture

Recommendations:

To create special zones of illumination at major intersections, we propose the current "cobra heads" be replaced with an integrated fixture combining sidewalk lamp, overstreet light, and traffic signals. Along Calhoun, the fixtures would have additional projecting elements that create festive lighting.

Pedestrian area and sidewalk fixtures: Smaller scale light poles (12 to 15 feet) are recommended for incandescent illumination of sidewalks and other pedestrian oriented spots of specific character (i.e. pedestrian ways at Dennis Street to West Hollister and; mid-block between new park and Ohio Avenue).

Lighting other Streets and Avenues

The proposed new fixtures set apart the special street and activity areas previously. It is recommended that consistent sidewalk lighting be characteristic of the business District. A modified sidewalk light should be developed to supplement or replace cobra heads that occur in the residential areas. The intention is to define the District as a consistently well-lighted area, yet the fixtures should be varied in scale, spacing, height and form to give visual distinction to each unique area.

Small street fixtures and/ or wall-mounted fixtures may be used to emphasize entrances and add ambiance and definition to an area or block. Such places would include outdoor cafes, entertainment uses, and courtyards.



Example of decorative light fixture integrated into streetscape

Lighting for Drama and Perspective

- Special Over-street Lighting
Create a canopy of light at the ends of Calhoun and key buildings.
- Park Lighting
Install pedestrian height fixture with both up and down lighting - provides security at ground level and flood lighting of underside of trees creates a luminous foreground to adjacent park buildings.
- Night Lighting of Architecturally Significant Structures
Well designed up and down lighting to the facades of Corryville Catholic Elementary School, Hughes High School, YMCA, and Old St. George offer strategic experience as one travels through the District.
- Interior Illumination
Encourage store owners to increase the illumination along the storefront, entries, and arcades to make spaces more welcoming at night.



Example of paving accents (brick & granite) with granite curbing at typical sidewalks.



Example of granite or precast paving pattern at special locations



Example of precast brick pavers to delineate crosswalks



Example of colored concrete and granite edging that could be used at plazas and pedestrian passageways

PAVING

The larger objectives outlined in Part I should be supported by a series of smaller improvements to make an urban streetscape unique to the District. From light fixtures to trash receptacles and municipal signage, a myriad of elements can be reworked into an image to announce that you are in a well-tended, active, and safe area as soon as you enter the District.

An experience of street surface conveys many subliminal messages to the pedestrian -- about a sense of quality, about care and cleanliness, about spirit and variety, about special locations. A coherent plan for sidewalks, crosswalks, curbs, and streets, adding subtle changes in color and texture to poorly tended expanses of gray concrete and blacktop, will be a major element in bringing distinction and unity to the business district.

A majority of sidewalk paving is cracked and deteriorated concrete and concrete curbs. The exception are the blocks between Clifton Avenue and Hartshorn Street which were redone with brick accents several years ago. A pattern similar to this could be used to establish a vocabulary that emphasize the historic area and to differentiate streets within the District, and to set apart the newly created square.

UTILITIES

As the sidewalks and streets are upgraded, it is recommended that overhead utilities be relocated underground. This will help reduce the clutter overhead and promote a visually cohesive environment within the District. Part of the cost of relocation could be offset through a community requested improvement program.

Calhoun Street

As a retail street, Calhoun should exhibit a special paving pattern, yet a durable material that will encourage pedestrian traffic while sustaining repeated cleaning. An integral colored concrete with a varied texture and pattern would allow for an interesting but economical solution to heavy pedestrian traffic.

Special Sidewalk Treatment:

- Use full grey or pink granite curb and a pattern of granite and/or precast pavers at the sidewalk surrounding the new Clifton Heights Park. Within the park, a range of soft texture, such as stone dust and precast or granite pavers could be used to differentiate quiet spaces and more active spaces such as cafes.
- Develop a brick and/or precast paver accent pattern at the curb and around elements located on the sidewalk, generally known as a collector strip, that would define the District between Calhoun and McMillan.

Typical Sidewalk Treatment:

Remaining sidewalks will be of concrete, upgraded as periodic replacement allows. To establish variety and rhythm along sidewalks, two types of precast or granite inserts are recommended:

- Door-to-door precast and/or granite "carpets" to signify major buildings, such as cinema and hotel.
- Entry aprons of granite and/or precast pavers set in sidewalks across fronts of major or special stores and buildings.

McMillan Street

McMillan is intended to be a less active street, and the use of warmer and tighter knight paving pattern would create a more residential and pedestrian oriented image. The use of brick, precast pavers or warmer colored concrete pavement that filter down the side streets would integrate the community into the commercial area.

Corners:

- All corners throughout the District will receive granite and/or precast paver wedges incorporating curb cut accessible ramps.

Crosswalks:

- Major crossings at the entry into the business district Clifton Avenue and Vine Street shall have special identifying paving to signify pedestrian zones
- The wide crossings that occur on the Calhoun and McMillan sides of the new park are to be paved with medium-scale unit pavers, either brick, granite or precast depending on the budget. They should be characterized by fine textured surface, with no-mortar joints.
- At all other major intersections in the District, crosswalks should be paved with colored crushed stone (grey or red granite), rolled into the blacktop with required white striping on both sides. This "chip seal" application serves to delineate pedestrian areas, and introduces the granite vocabulary in special colors in an economical form.



Example of locust type trees for cafes areas within the park

GREENERY in the DISTRICT

Green areas are extremely limited in the District; additional street trees would soften hard surfaces, provide protection from elements in all seasons, filter air and light, and add the beauty of soft greenery to streets. In specific areas such as parks and pedestrian ways through blocks can have a major impact in defining sheltering places for people, contributing to an environment which is inviting for sitting, eating, visiting, playing, and just taking time out.

There are some conventions for the use of trees in the city (plane trees for residential areas, locusts for parks and plazas). Yet, new planting should not be standard or uniform; a variety of plant materials may be used to establish the contrasting character of Calhoun and McMillan from side streets, important vistas, and park areas.

Our general recommendation is to use trees that emphasize the east-west rhythm of the streets and to give Calhoun and McMillan an individual, yet cohesive character. Lighter shade trees, in a rhythmic pattern should be used on both Calhoun and McMillan to enhance the wider sidewalks and retail storefronts that occur along these two main thoroughfares. Their identity can be enriched further by the use of awnings and/or additional ground plantings that would reinforce the retail and residential quality of Calhoun and McMillan respectively.



Example of existing flowering street tree within the District



Example of densely planted trees that could occur within the park

Low Planting

Low evergreen and flowering foundation planting, used in retainer boxes and behind low walls, should be a visible part of the urban landscape vocabulary to set off (in lieu of grass) the abundant green of leafy tree. Low planting can frame boundaries and level changes, and define walkways as well as places people should not walk. The available vocabulary of plant materials is large, and should be imaginatively and generously employed. Greenery in the District is a luxury -- an affordable one -- that the whole populace can enjoy.

Open Space

The new park created by the extension of Moerlein and just east of Hartshorn offers an exciting opportunity to create both an active and passive environment. Large expanses of the park could be allocated for passive activities such as sitting, throwing frisbees, laying on the grass while a smaller section would be set aside for active uses such as outdoor cafes, flower shop, and concerts. The use of "locust" type trees for outdoor seating would provide shade, yet light filter through. The larger grassy areas could be defined by lower and denser shrubs which would allow for visibility/security while separating it from the noise and sight of vehicular traffic.

The green space that is being developed by the University on the corner of Dennis and Calhoun would vary from the new park in use and texture. This area would be more active by the use of daycare facilities and families. A playground and/or outdoor amphitheater would be provide the active component of open space within the District.



Example of successful use of street trees

Recommendations:

- Develop a consistent tree vocabulary for McMillan and Calhoun. Trees should be regularly spaced (25' o.c.), except at special areas, where grouping would emphasize major entries to open spaces, special buildings and pedestrian ways. Trees along Calhoun would be pruned to allow for increased pedestrian traffic and provide good visibility to the storefronts, while allowing a thicker growth to occur along McMillan for increased shade.
- Use of lighter, smaller trees for pedestrian pathways with areas of low planting.
- The side streets connecting Calhoun and McMillan are to be planted with flowering trees, spaced approximately 30' on center.
- Develop a variety of trees and vegetation for the open spaces that would identify them as special places. Through planting patterns (i.e. allays, groves, random, etc.) and variety (i.e. deciduous, evergreen, etc.), unique areas will be created within the District.
- Encourage the use of potted/hanging plants within the District to create the image of a friendly and inviting community.
- Introduce other softening elements, such as fountains, trellises, umbrellas, outdoor markets that will encourage pedestrians and visitors to stop, to watch and to participate within the District.



Example of window boxes & other low plantings along storefronts



Example of seating at storefronts - Yale University

Seating

It is our recommendation that, by clearing sidewalks of cluttering extraneous hardware and by grouping the necessary fixtures, we can reclaim sidewalk space for human enjoyment and comfort -- such as easy walking, social interaction, sitting, resting, and watching. Sidewalks in heavy traveled commercial areas may not seem suitable places for sitting, but the opposite can be true. W.H. Whyte's studies of street behavior show that people elect to both stand and sit in or near the mainstream of traffic flow, preferring crowding to isolation. But the successful flow of pedestrian traffic does require clear unobstructed lanes. Curbside and building-edge buffer zones, avoided by walkers, are among the appropriate places for sitting to be found along the street.

Every small opportunity for ad hoc accommodation -- for mini-parks, for bus stop parklets, even for a single bench -- should be seized creatively. The clear message, "People are welcome here", will foster a more amiable environment in which heavy public use will discourage littering, loitering, and disruptive street activity. Seating should be grouped to crowd out or discourage advertising.

Recommendations:

- Develop a prototype or select a pre-manufactured metal street bench that would occur throughout the business area.
- Locate wood benches in parks, green pedestrian ways, courtyards.
- Combine bollards and benches with street trees in a buffer zone where appropriate. Use blank building walls, which walkers avoid, for seating locations.
- Encourage the development of private movable seating on wide sidewalks in front of restaurants and cafes. Three or four tables outside a food shop advertise its presence and serve a need.



Illustration of durable street furniture

Trash Receptacles

Trash receptacles are an essential element of civic cleanliness, yet by their very number contribute to clutter and confusion on the street. Currently a mix of types is used -- both publicly and privately maintained. Many carry advertising of varying kinds. Public wire baskets are often damaged from being thrown into trash trucks several times daily.

Recommendations:

- Principal (city-maintained and sanitation approved) trash receptacles in the District should have two parts: a concealing open-ended outer drum (allowing nothing to collect inside) as the fixed holder for a removable basket. Drums, of a neutral design that could be a sturdy wire mesh, should be permanently anchored (on legs) to the sidewalk at corners adjacent to a light pole or, in mid-sized versions, mounted to the light pole. Baskets and drums should be damage-resistant and visually unobtrusive along the street.
- All new receptacles in the District should conform to a single format and discontinue the use of advertising.



Example of attractive bike racks

Bus Shelters

Bus shelters are a service to the bus rider, but they are far from hospitable. Limited or no seating is provided inside and vital information is often missing. Location of shelters is inconsistent.

In conjunction with recommendations for planting and outdoor seating, it is suggested that bus shelters (and bus stops) and future shuttle stops be prime targets for improvement as mini-centers of urban sociability and public amenity.

Public Telephones

Phone booths in the District, in several old and new styles, are typically located on the curb side of sidewalks, or directly on street corners, where they obstruct pedestrians and where conversation is often overwhelmed by traffic noise.

Although, the use of telephone booths are in decline, new and existing should be relocated away from curbs and corners to points along empty building walls wherever possible. Smaller well-designed booths should become standard with distinctive designs worked out with the telephone company.

Bike Racks / Kiosks

Bike racks are a scarce commodity within the University area. We would recommend additional grouping of racks along the two primary streets that are in context with other street amenity items.

Information kiosks are basically nonexistent. If the retail owners intend to attract prospective customers from outside the District, one or two information kiosks should be located at either ends of Calhoun or within the new park. These could be electronic or graphically designed maps.



Example of quality type storefronts and awnings



RETAIL SIGNS and AWNINGS

Commercial Signs

Throughout the District, as everywhere in the city, shop signs vary from elegant to vulgar, from high quality to shoddy. Because they are controlled by individual tenants with investments to consider, retail signs are difficult to regulate even on a voluntary basis. Nonetheless, standards of quality are needed, and are worth pursuing in the spirit of helpful advocacy.

Many private signs distract driver attention or obstruct visibility of public sign systems. Serious offenders of the visual environment include: oversized temporary "SALE" and "CLOSEOUT" signs on and above shopfronts; lighted hanging signs that project more than three feet; slipshod quality, and indiscriminate lettering; and makeshift paper signs.

Recommendations:

- Develop a Handbook of Design and Graphic Standards or, establish an EQD (environmental quality district) to illustrate an attitude toward quality retail signs (materials, letter sizes and forms, placement, illumination) while leaving room for diversity and imagination in shop signs, and use it to influence and guide new retail installations as they occur. Standards will not, per se, achieve regulation or eliminate negative examples. But, over time, the existence of clear guidelines will cause standards to change, producing evolutionary improvement.
- Publish and disseminate the Handbook to raise merchants', landlords' and sign makers' awareness and to motivate for voluntary improvements. Use it as the basis of a campaign for future sign ordinance, with incentives for retrofit.



Illustration of cafe opening onto the sidewalk

Awnings and Extended Signs

Many awnings and hanging signs project over the public sidewalk. Awnings provide shade and weather protection, but are often poorly designed, oversized, and in shabby condition. Canopy posts frequently obstruct a walkway.

Many of the world's finest shopping streets limit or disallow projecting signs (i.e. sections of Fifth and Madison Avenue), or set firm standards of refinement that guarantee a contribution to the street's visual character and tradition.

Recommendations:

- As part of a Graphic Handbook or EQD, develop standards of size, placement, style, and materials for extended signs related to commerce on major thoroughfares. Projections should be limited to approximately four feet.
- Pole-support canopies are appropriate for hotels, apartment houses, lobby entrances, and restaurants, wherever people congregate and wait for cars and taxis. Retail canopies should be limited to 3-4 foot extensions, without poles.
- Shops and food establishments should be encouraged to create visible identity on the front and sides of small awnings of good quality, to replace extended signs.



Example of illustrative cafe facades



Example of varied retail storefronts above and grouped news boxes located away from corner below

Storefronts / Outdoor Vending

Interesting storefronts play an important role in the re-imagining of the business district. High and varied storefronts (12 to 15 feet) with proper illumination will entice pedestrian traffic and promote activity at night. In addition, cafes that open onto the sidewalk with outdoor seating provide places to rest and be participants within of the district's street environment.

Automatic vendors or news boxes, placed independently by a number of different publications, have become increasingly common in the District. Unchecked, the news box trend may lead to a free-for-all of promotional literature that could permeate throughout the District, cluttering sidewalks and crossings.

Recommendations:

- As part of a Graphic or EQD, develop recommendations for size, materials, entrance locations, and signage locations without inhibiting creative and exciting designs.
- Develop a new compact (72 s.f.) news kiosk of suitable character for selected, well-dispersed locations away from corners or seek alternate news stands within buildings. Develop criteria that limit merchandise to published periodicals and small convenience items.
- In areas remote from newsstand services, seek cooperation in clustering news boxes in designated locations only, away from curb, utilizing blank building walls as a back drop, with standard boxes for all publications.
- Identify appropriate spaces/locations for news boxes.



Example of coordinated sign, lights, and banners

STREET and TRAFFIC INFORMATION

As in many urban areas, the extent and variety of street signs has created a jungle of poles with Do's and Don'ts, threats and fines and special regulations that defy comprehension from a moving vehicle. Meanwhile, the person walking down Calhoun faces a visual endurance test. The problem is not only the sheer multitude of messages, in small type, or their random placement high above the driver's normal sight lines. It is the cacophony of sizes, forms, colors, letter and word styles that render the eye unable to see, and the viewer unwilling to look. There needs to be an overhaul of these dominant graphic systems for clarity, logic and esthetic order.

There are four major subsystems of public information:

- a) vehicular control
- b) parking regulations
- c) transit information
- d) public street and place markings

Each requires different actions of people driving, delivering, walking, and parking. These subsystems need to be separately grouped and placed but graphically integrated so that the sign system, repeated block after block, injects minimal disruption to the environment while making maximum contribution to public safety and convenience,



Example of seasonal banners to define the District

Information and Graphic Systems

Creating a new image for the District is a vital aspect for the revitalization of the Clifton Heights area. One of the simplest and effective ways is to create a unique signage program that signifies entry into and defines the District boundaries. Creating a logo that is incorporated into sign posts, banners, light fixtures, street furniture, etc. will identify this as a special area. The new logo may reflect the area's past or future, relationship to the University or any number of other symbolic images that reflect the community.

In addition, during certain times of the year, there may be seasonal promotional signage that occurs that will convey to the visitor that the area is an active, involved neighborhood. Banners may be used for marketing and identification.



Example of symbolic entry arch into the district



Example of coordinated sign

Recommendations:

Work with Traffic Operations Division and Transportation Planning department to develop a prototype sign system to improve the District's visual landscape based on the following principles:

- 1) Information requiring different kinds of action should be conveyed differently.
- 2) Color, shape, message form, and location should be consistent for signs and markings conveying the same kind of information.
- 3) A hierarchy of importance should be established and conveyed in the design and placement of sign elements.
- 4) All parts of the system should be designed for visibility against complicated urban backgrounds by daylight and by night illumination.
- 5) Use of District and parking way finding sign system.



Recommendations:

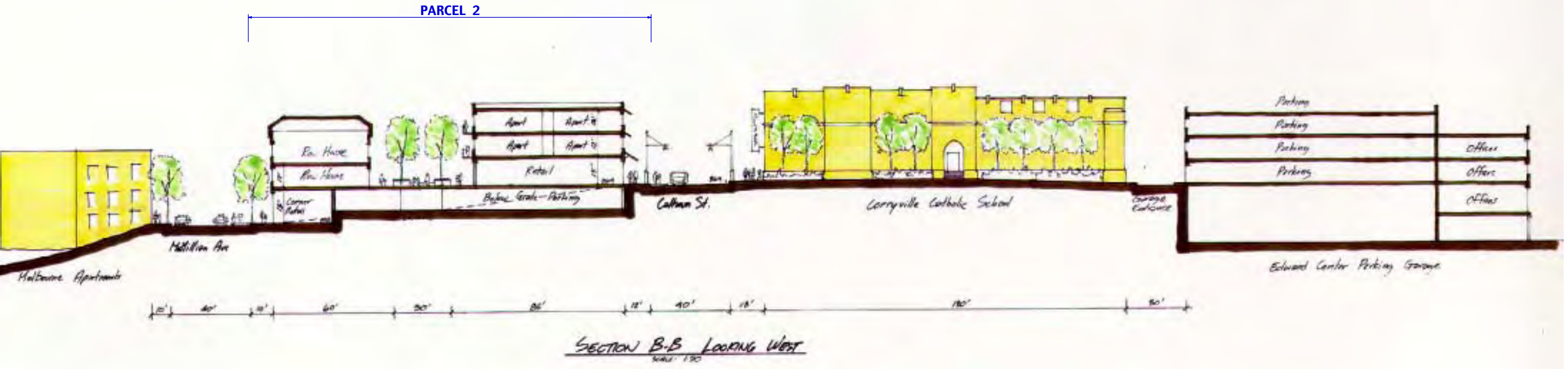
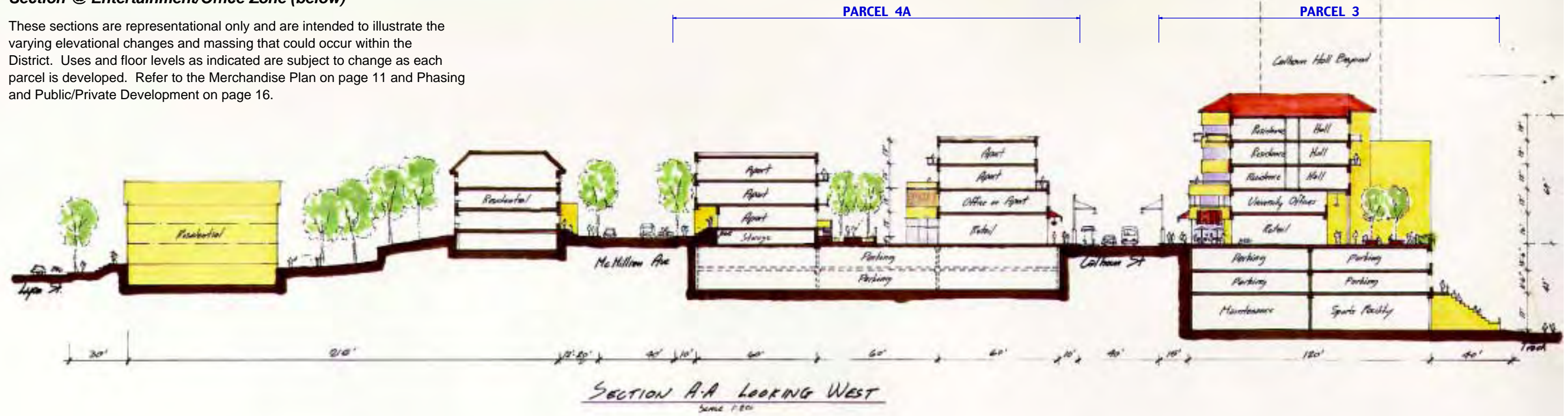
- Develop a logo for the District, which can appear on maps, street signs, directional markers, information boards, and other orientation materials. Place at all entrances to the District.
- A system of graphic items -- maps, pamphlets, calendars, etc., bearing the District logo and graphic conventions can provide free information to residents and visitors about the special resources of the District. Graphic products could be distributed in newsstands, bookstores, and other service areas, both promoting the District and making it comprehensible and welcoming.
- A family of colors can be used on special signage in coordination with the basic design vocabulary of hardware, fixtures and architectural details.

CONCEPT SECTIONS

Section @ Regional Retail Zone (above)

Section @ Entertainment/Office Zone (below)

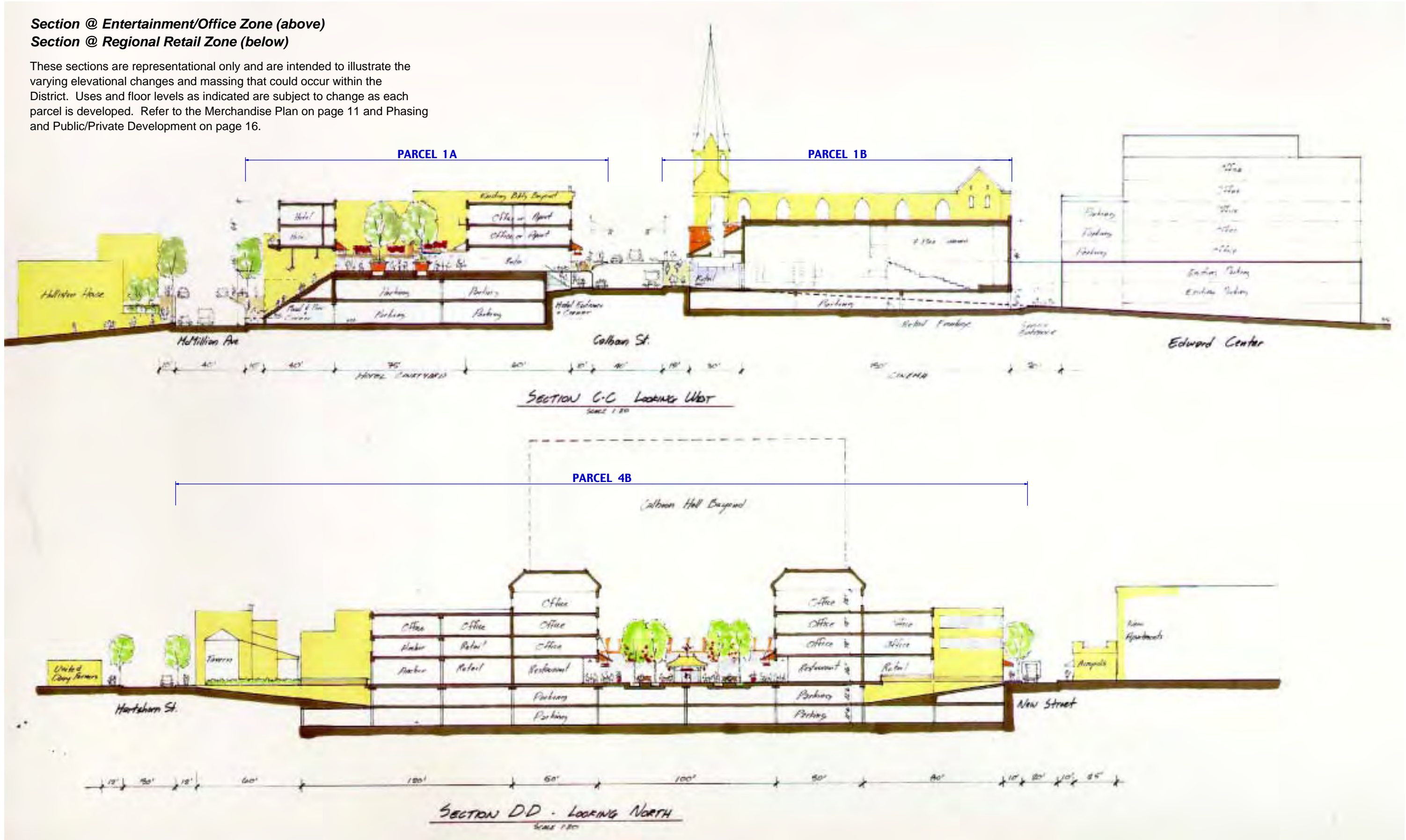
These sections are representational only and are intended to illustrate the varying elevational changes and massing that could occur within the District. Uses and floor levels as indicated are subject to change as each parcel is developed. Refer to the Merchandise Plan on page 11 and Phasing and Public/Private Development on page 16.



CONCEPT SECTIONS

Section @ Entertainment/Office Zone (above)
Section @ Regional Retail Zone (below)

These sections are representational only and are intended to illustrate the varying elevational changes and massing that could occur within the District. Uses and floor levels as indicated are subject to change as each parcel is developed. Refer to the Merchandise Plan on page 11 and Phasing and Public/Private Development on page 16.



PART III

EXECUTIVE SUMMARY – ERA REPORT

(ECONOMICS RESEARCH ASSOCIATES)

MODEL PHOTOGRAPHS

The aerial views of the model are representational only, and are intended to illustrate the massing and building heights that could occur within the District.



LOOKING EAST



LOOKING WEST