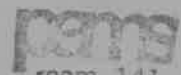
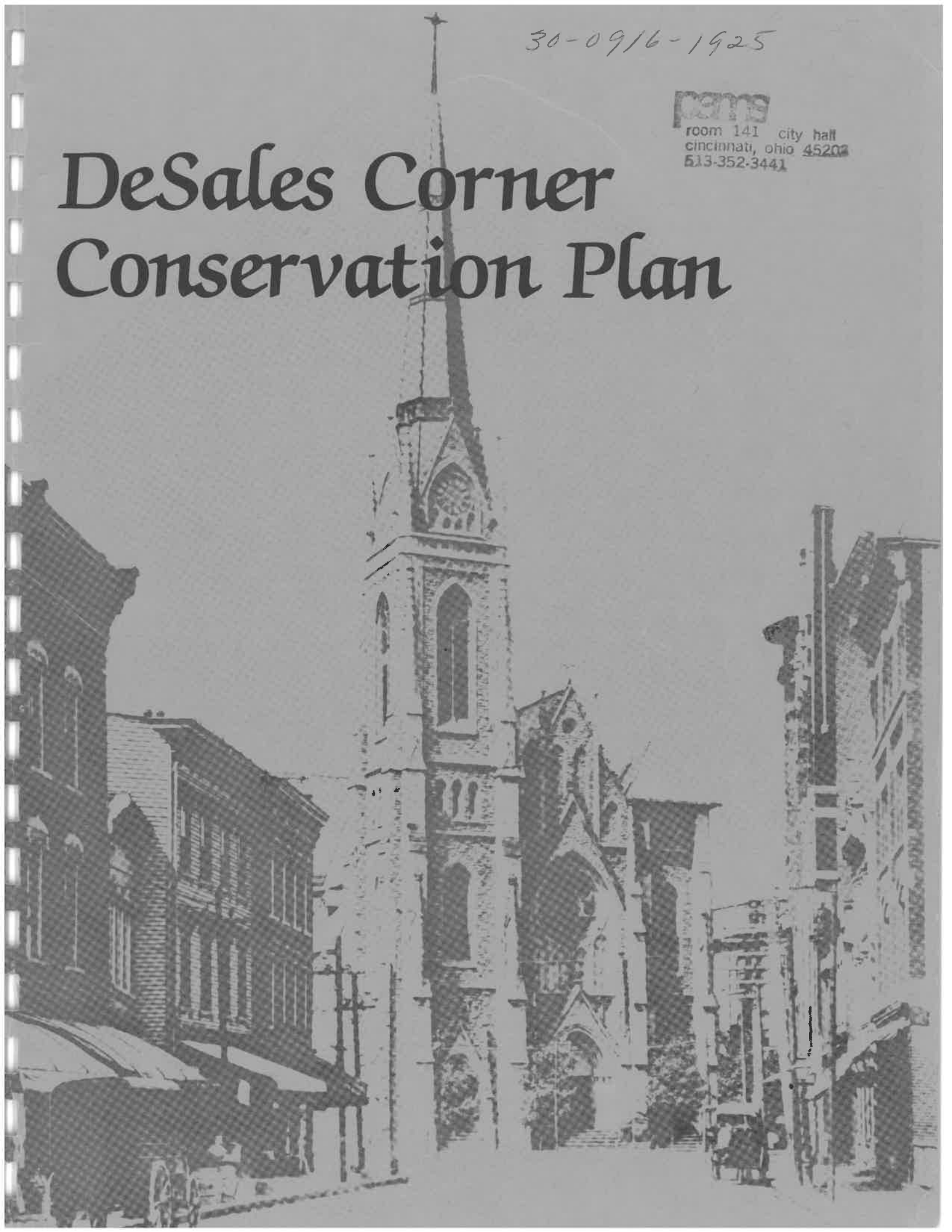


30-0916-1925



room 141 city hall
cincinnati, ohio 45202
513-352-3441

DeSales Corner Conservation Plan



DESALES CORNER CONSERVATION PLAN

I.	INTRODUCTION	1
II.	MARKET ANALYSIS.	2
	A. Background	2
	B. Findings	4
	C. Recommendations.	7
III.	PARKING ANALYSIS	7
	A. Findings	7
	B. Recommendations.	8
IV.	DEVELOPMENT CONCEPTS	9
	A. Vehicular Circulation Policies	10
	B. Parking and Service Policies	10
	C. Commercial/Retail Improvement Policies	11
	D. Multi-family Housing Use Policies.	11
	E. Office Use Policies.	12
	F. Open Space/Amenities Policies.	13
V.	DEVELOPMENT STRATEGIES	14
VI.	IMPLEMENTATION	17
VII.	URBAN DESIGN REGULATORY REQUIREMENTS	17
VIII.	APPENDICES	
	A-1 Boundary Description and Study Boundary Map	22
	A-2 Development Guidelines.	25
	A-3 Trade Area Establishments	28
	A-4 Map 4 Existing Parking Survey	29
	A-5 Map 5 Building Conditions Survey.	30

DE SALES CORNER CONSERVATION PLAN

1. INTRODUCTION

The historic DeSales Corner neighborhood business district extends along Woodburn Avenue from Lincoln Avenue to William Howard Taft Road and along Madison Road from Victory Parkway to Hackberry Street. The street is distinctive with examples of Italianate, Gothic, Queen Anne, Classical, and Art Deco styled buildings. Most of the buildings were built during Cincinnati's suburban expansion from 1875-1910. The area is distinguished by the imposing St. Francis DeSales Church from which the neighborhood business district get its name.

Currently, commercial activity is primarily concentrated on Woodburn Avenue from the vicinity of Chapel Street to Burdett Avenue. Within the commercial area the more successful commercial functions are regional servicing enterprises. Becker Discount Drug complex anchors the northern part of the district near Chapel street and successfully draws eighty percent of its business from Walnut Hills, Evanston, and East Walnut hills. Schulhoff Equipment Rental anchors the southern end of the district serving customers citywide.

A major office concentration is centered along Madison Road from Victory Parkway to Woodburn Avenue. Modern-low to mid-rise structures house mainly insurance and advertising related companies.

Residential uses are found basically in the upper floors of the older buildings on Woodburn between Madison Road and William Howard Taft Road. Many of the structures in the NBD that are vacant and/or dilapidated are residential buildings.

Map 3 in the Appendices shows the boundary of the Conservation Plan which is being presented in this document. Additionally, the map shows the National Register Historic District designated in 1983, and boundary of the Urban Renewal area of the Walnut Hills Urban Design Plan of 1975. This plan is not an amendment to the Urban Renewal boundary. The plan is consistent, however, with the principals of the Urban Renewal Plan.

The plan is an outgrowth of the diligent efforts of the East Walnut Hills Assembly and their business committee to improve DeSales Corner and develop a strategy for the revitalization of the business district. Their involvement did not start with the plan. The following is a list of accomplishments within the last several years:

1. Conducted own survey to determine sales volume, current and future space needs, perceptions of strengths and weaknesses of the area, number of employees, and private investment in last five years.
2. Planted over seventy street trees in the DeSales Corner area with eighty percent of the property owners participating. They cut the concrete, dug the holes, and assumed the maintenance responsibility

for the trees. According to Steve Sanford, of the City's Urban Forestry Division, this enabled the community to plant four trees for the cost of one.

3. Several businesses along Woodburn Avenue purchased trash cans, painted them, and put them in front of their businesses at no cost to the City.
4. New street lights were installed on Woodburn Avenue and Madison Road. This is being paid for through street light assessments to property owners.
5. The property owners have met with the Urban Conservator's office and a committee from the AIA to do an architectural analysis of the building and open spaces within the NBD.
6. The property owners hired a consultant to list sixteen buildings in the DeSales Corner NBD in the National Register for Historic places as a district.
7. Received \$2500 from the East Walnut Hills Assembly for painting of facades. Individual property owners paid for the labor and cleaning of exterior surfaces, preparing surfaces and painting. The estimated private investment generated by the grant was estimated to be \$35,000 to \$50,000.
8. Private investment in exterior and interior renovation totalling \$1 million in the last five years.

The DeSales Corner Conservation Plan should serve as a policy guide for future public and private actions.

II. MARKET ANALYSIS

A. Background

Competition and consumer demand has shaped DeSales Corner's current commercial and office use mix. DeSales Corner competes with a total of eight distinct shopping areas within a five minute drive.¹ These districts made up the trade area along with DeSales Corner:

1. Montgomery Road Commercial Strip (I-71 to Surrey Square)
2. Reading Road Commercial Strip (Taft to Lexington, Avondale to Paddock Road)
3. Peebles Corner NBD
4. Gilbert Avenue Strip (Taft to Walter)
5. O'Bryonville NBD

¹Evanston Neighborhood Business District Existing Conditions and Market Findings; Pflum Klausmeier & Wagner Consultants, 1984; pp 24-25.

6. Evanston Point
7. Norwood Plaza
8. Surrey Square

Each of these shopping districts were surveyed during the fall of 1984 to determine the number, the type and the size of competing retail sales establishments within the market. Appendix A-3 provides summary statistics for all 10 shopping areas. There are 324 retail sales establishments within the trade area representing 1,133,000 sq ft of gross retail sales space. Approximately 41.7 percent of the retail sales space within the area was represented by convenience type retail establishments, 36 percent of total convenience square footage in the area is devoted to grocery type items. Food away from home accounts for 17.9 percent of the convenience square footage. Drinking places account for more square footage than restaurants and approximately 12 percent of the total convenience space.

Within the trade area shopping type establishments occupy 307,950 sq ft of 27 percent of the total retail square footage. A wide variety of shopping goods are available within the area. Variety, department stores, furniture and appliance stores are the most dominate users of space in the shopping goods category: establishments within this group consume 123,650 sq ft of space or about 48 percent of the shopping goods space in the area; slightly over 50,000 sq ft is devoted to apparel and shoe sales. A diverse mixture of housewares and home furnishings establishments occupy the remaining space. Many of these establishments are small, averaging less than 3,000 sq ft each and sell specialty purpose retail items. These retailers draw customers because of the proximity of anchor stores and because of the uniqueness of their inventory.

Retail service establishments are similarly diverse; however, a more concentrated retail environment exists than is the case for shopping goods. Five types of activities use 54 percent of the total sale space in this category; barbers and beauty shops, auto repair, financial institutions, real estate offices, and dry cleaners. Noticeably absent from the list of retail service establishments are radio and TV repair establishments. There is only one shoe repair establishment, one tailor, one upholstery shop, one photography studio and one travel agency.

The DeSales Corner NBD has approximately 103,000 sq ft of occupied gross retail space. Vacant or underutilized retail space account for just under 30 percent (42,900 sq ft) of the total available retail space. Approximately 25 percent of the occupied space can be classified as neighborhood convenience goods. The major anchor activity in this district is the 16,000 sq ft Becker's Discount Drug Store at Woodburn and Chapel.

Approximately 67,200 sq ft of commercial space is oriented to consumers beyond the immediate neighborhood. Schulhoff Tool Rental and Whitey's Saab auto dealership are examples of regional serving businesses.

Office uses occupy almost an equal proportion of square footage within the DeSales Corner study area as retail uses. Office uses occupy 139,685 gross square feet of space. It is estimated that currently 8.7 percent of the square footage is vacant, but this will expand to 28.7 percent when a major user vacates space for a CBD location. The larger office buildings along Madison Road account for 112,900 square feet or 81 percent of the total office space. The remainder of space is in smaller buildings averaging around 2,000 square feet. It is estimated that 8.7 percent of the office building space not on the ground floor is not accessible by elevator. This is also the space that is currently vacant.

DeSales Corner is on the tip of a larger office concentration. Victory Parkway from Eden Park to Madison Road is dotted with small and mid-rise office buildings built in the 1930s to the 1950s. From the street, given the "for lease" signs, there appears to be a fair amount of vacancies at this time.

B. Findings

In 1983, the Department of Neighborhood Housing and Conservation and the business committee of the East Walnut Hills Assembly contracted with Schrage-Pieratt and Associates to study DeSales Corner's market potential. This effort was dual focused. The perceptions of those surveyed were key in determining the market and what weakness in the area needed to be addressed. The co-approach was to advertise the area as having available space for offices of 1 to 10 persons in an area with historic feel.

A telephone screening was conducted to find:

1. a owner or office manager;
2. a 1 to 10 person office;
3. or expect to expand in the next 3 three years with a 1 to 10 person office.

The framework or the field for the survey was determined to be:

Accountants	Graphic Designers
Advertising Agencies	Insurance Agencies
Architects	Lawyers
Commercial Artists	Commercial Photographers
Bookkeeping Services	Real Estate Appraisers
Collection Agencies	Land Surveyors
Drafting Services	Telephone Answering Service
Engineers	

Approximately 500 companies were contacted and 296 responded by mailing back the completed survey. The studies' findings are presented below:

1. A quarter of the businesses interviewed have a strong likelihood to relocate in the next 3 years. Commercial artists lead with 37% claiming to be likely to relocate; management consultants are next most likely with 32% claiming to be likely to relocate in 3 years.

The eastern suburbs have 40% who are likely to relocate and most importantly 35% of the respondents who are positive to relocation to DeSales Corner claim a high probability of moving within 3 years.

2. Listed below are the top 5 factors that respondents rated as being important to them when choosing an area for their business to locate. For comparison purposes the subsequent ratings of DeSales Corner are listed as well.

	Importance Rating	DeSales Corner Rating
Low Crime	4.6	2.0
Parking Facilities	4.2	3.2
Cleanliness	4.2	2.6
Attractiveness	4.2	2.6
Accessibility to Downtown	4.0	4.0

DeSales Corner only meets business owners expectations on the accessibility to Downtown. On all other points, the area falls short of the perceived necessities for a business area.

Both commercial artists and architects/engineers rate parking facilities significantly lower than the average in importance to their business requirements (3.6 & 3.4 respectively).

Additionally, Walnut Hills businesses rate DeSales Corner significantly higher than average for both low crime and parking facilities (2.7 & 3.7 respectively). This accounts for the greater propensity of Walnut Hills businesses to relocate to DeSales Corner

DeSales Corner overall accessibility was noted in the favorable ratings afforded it for its accessibility to Downtown bus lines and hospitals.

3. Commercial artists and architects/engineers have the strongest interest in purchasing an entire building (48% for each vs. 41% average). This could be easily facilitated because both categories are presently leasing their current office space (76% & 58% respectively).

Purchasing an office in a condominium situation is most appealing to accountants/bookkeepers and commercial artists (32% & 29% respectively vs. 22% average). Those businesses who are positively disposed to relocate to DeSales Corner also show a strong interest in purchasing an office condominium (32%).

While both Walnut Hills and Clifton businesses show positive interest in relocating to DeSales Corner both groups of respondents indicate that they own their own building (44% & 61%). This does not preclude them as viable potential markets, but it does impede the conversion process especially in the present economic market.

The average overall price per square foot the respondents presently pay is \$7.14. This is fairly consistent across categories with the exception of Downtown which exceeds the average (\$7.88). Additionally the eastern suburbs indicate a lower than average cost of \$5.60 per square foot.

The expected price per square foot in 1985 is \$8.42 with Downtown showing a proportionally higher figure of \$9.39. The eastern suburbs continue to forecast a lower cost of \$6.39. Accountants-bookkeepers, architects engineers and management consultants expect a higher price than other categories. They are projecting a cost of approximately \$9.75.

5. Businesses presently located in Walnut Hills are four times more likely to relocate to DeSales Corner than the average (40% vs. 10%). Clifton businesses also have a higher than average likelihood, but to a lesser degree (16%).

Walnut Hills respondents also expressed a strong feeling that the DeSales Corner property was a good value for the money (60% vs. 36%).

Interestingly, respondents who live in the Walnut Hills area volunteered that their satisfaction with living in the area as a reason why they would consider relocating their business to the area as well.

6. Commercial artists and architects/engineers have the strongest interest in relocating to DeSales Corner. Their interest is twice that of the average respondent (19% per category vs. 10%). This fact plus an above average likelihood to relocate in the next 3 years (37% vs. 26%) makes commercial artists a prime target market for DeSales Corner.

7. Among those respondents who have positive interest in DeSales Corner, commercial artists and architects/engineers comprise 25 percent each. Other notable categories are advertising agencies who represent 13 percent and accountants/bookkeepers who represent another 10 percent.

The combined categories above expressed the feeling that DeSales Corner is a good value for the money twice as frequently as the average (71% vs. 36%) respondent.

8. The brochure describing the benefits of DeSales Corner elevated the interest in the area from 10 percent prior to receipt of the brochure to 14 percent after viewing the brochure.

Of all respondents who returned the mail-back questionnaire 9 percent requested additional information on DeSales Corner.

C. Recommendations

1. A committee of business people should be organized to market DeSales Corner. Additional brochures should be sent out blanketing the targeted groups of:

Walnut Hills Businesses
Clifton Business
Commercial Artists
Architects/Engineers
Advertising Agencies
Accountants/Bookkeepers
Walnut Hills Selected Residential Areas

2. Of the top 5 importance factors, cleanliness and attractiveness are the two which can most easily be attained by the business owners on a short term priority schedule. With the successful completion of these two factors perceptions of the crime rate will diminish. The crime rate perception will not change on a short-term basis. These negative perceptions can be whittled away at for a significant time span before any significant achievement can be seen.
3. Another long term goal which is integral to the successful integration of commercial establishments in the DeSales Corner Business District is to provide parking facilities.

III. PARKING ANALYSIS

A. Findings

Adequate, convenient and safe parking is crucial for any business or office district. In DeSales Corner, parking looks to be adequate until the parking relationships are identified. Map (page 29) shows the distribution within the Conservation Plan boundary. The tables below show the tabulations by total parking available within the boundary and the parking available to the core area (defined as the area along Woodburn Avenue between Madison Road and Burdett Court).

TABLE 1

DESALES CORNER PARKING ANALYSIS

I. Total Parking Availability

A. <u>Off-Street Parking</u>	<u>Spaces</u>
1. Improved parking lots	601
2. Unimproved gravel lots	63-74
B. <u>On-Street Parking</u>	
1. Metered (no time restriction)	27
2. Metered (with time restrictions)	18
3. Unmetered	<u>150</u>
Total	859-870

II. Core Area

A. <u>Off-Street Parking</u>	<u>Spaces</u>
1. Improved parking lots	18
2. Unimproved parking lots	67-79
B. <u>On-Street Parking</u>	
1. Metered (no time restrictions)	24
2. Metered (with time restrictions)	15
3. Unmetered	<u>16</u>
Total	140-152

There exists large surface parking lots which are for the exclusive use of the office buildings along Madison Road. This parking is not available to the businesses along Woodburn Avenue owing to the need of the office users and technical zoning requirements of being in a more restrictive zone than the Woodburn Avenue property.

When the core area parking is analyzed, parking is virtually limited to on-street parking. The unmetered spaces are a block away from Woodburn Avenue and are shared with residential users. Restricted metered parking along the east side of Woodburn take away parking during the late afternoon. Owing to the opening of Melish Avenue Extension, the need for rush hour restrictions is questionable.

B. Recommendations

1. Establish off-street parking in the core area to meet the needs of the businesses in the area.
2. Remove the 4-6 PM parking restrictions on the east side of Woodburn Avenue.

IV. DEVELOPMENT CONCEPTS

The DeSales Corner business district operates from two axis; Madison Road and Woodburn Avenue. The Madison Road axis is oriented more to larger office development. The Woodburn axis is oriented to mixed uses. Opportunity exists for smaller commercial/office uses at the street level and office/residential uses in the upper floors.

The primary focus of this plan is the historic area in the vicinity of Woodburn Avenue from Madison Road to Burdett Avenue. Every effort, via zoning, new development and parking must be made to draw and reinforce commercial and office uses in this area. Historic buildings on either side of Woodburn Avenue between Clayton and Madison Road provide opportunity for privately rehabilitated space for commercial establishments catering to area residents and office support uses. Small shops in rehabilitated buildings and well-illuminated pedestrian walks and parking areas should attract shoppers to the area. The Melish extension increases access to the DeSales Corner area and provide stores with additional visibility and customers.

Pedestrian circulation in the area should be concentrated along Woodburn Avenue and Madison Road and connected to private and nonprofit parking areas in the rear of buildings by public streets. Special consideration to pedestrian amenities along Madison and Woodburn should be considered once the area begins to show signs of stabilizing itself. A symbolic and visual improvement is the enhancement of the pedestrian island on the southeast corner of the Woodburn Avenue and Madison Road with decorative historic lighting.

The primary streets of Madison and Woodburn shall be maintained as the main routes of circulation within this focus area. Existing parking areas adjacent to businesses should be made available to the public to better serve the revitalization efforts. New parking shall be primarily located behind the business establishments but shall have good visibility and access from the major streets of Madison Road and Woodburn Avenue.

Service to the limited number of commercial establishments located and proposed for the area should be served by on-street truck loading in specific zones and rear service where possible.

Space for expansion of the sidewalk is limited. Therefore, pedestrian amenities such as street trees, lighting, paving, benches, etc., should be considered only in special areas where space permits and where their installation can support other private sector improvements.

Residential and office uses should be considered for floors above the commercial ground level spaces. Buildings that contain vacant housing units above commercial space, particularly on the west side of Woodburn Avenue, shall be considered for rehabilitation for office use. This rehabilitation may be phased in order to respond to the economic market conditions at the time of implementation.

Vacant parcels of land on the northwest corner of the Madison-Woodburn intersection should be considered for office development. If infeasible, then a secondary use for consideration would be housing.

Rehabilitation of the existing housing stock in the neighborhood surrounding the Madison-Woodburn intersection should be encouraged with private and public support for rehabilitation efforts.

A. VEHICULAR CIRCULATION POLICIES

The major streets in East Walnut Hills carry significant amounts of vehicular traffic. The goal of this plan is to eliminate congestion and to capture shoppers from the through-traffic who can contribute most to the economic support of area businesses. In addition, the plan is designed to facilitate the vehicular movement of area residents who shop in the business district of Walnut Hills by making vehicular connections to primary residential areas. William Howard Taft, Madison Road, Victory Parkway, McMillan Street, and Gilbert Avenue are used as major routes to, and into the business district.

Public transit routes use the primary and some secondary streets in the community. Any new bus stops should be located at street intersections which most effectively serve adjacent residential areas and reinforce the business district. The transit stop on Woodburn Avenue, northbound, near the intersection of Madison Road should be moved to the Woodburn Park gazebo (this item has been implemented).

B. PARKING AND SERVICE POLICIES

The business district suffers from a lack of off-street parking for small businesses along Woodburn Avenue. The attempt of this plan is to increase the parking in the areas to achieve approximately two-hundred fifty square feet of commercial space to one (1) parking space. As a general rule, parking areas should be created by:

1. greater utilization of existing parking, including more efficient layout by combining small under-utilized lots;
2. new parking should occur as close as possible to the existing commercial space; all new commercial development shall provide off-street parking where possible; parking shall be shared with others, thereby reducing the loss of vital buildings for other uses and knitting the business community together; all new uses should coordinate the location of entrances and exits with other elements of the plan to facilitate traffic flow.

Any removal of on-street parking shall be coordinated with the development of new off-street space and be available prior to the removal of the on-street parking.

Where parking occurs in the rear of business establishments, it should be separated from trash collection points. Such areas shall be appropriately screened from view.

The general policy of this plan is to eliminate the numerous truck loading zones that randomly occur throughout the community and consolidate them into logical functional areas or provide space off-street for loading and unloading.

The business community shall purchase property developed by the City for off-street parking purposes. This shall be done in accord with the functions of a nonprofit development corporation. The business group would then be responsible for maintenance and security of the lots.

The plan identifies four areas for nonprofit and private parking lot improvements. The new lots will necessitate the removal of residential structures. In all, 24 dwelling units are affected. Currently, 9 of the units are vacant and all except one unit are considered deteriorated or in dilapidated condition.

C. COMMERCIAL/RETAIL IMPROVEMENT POLICIES

New business should be attracted to the community in order to increase the market mix and satisfy consumer needs. The area should develop a unified image that promotes the idea of a compact, efficient area capable of satisfying shoppers' needs. Also, the NBD should capitalize on the wealth of historic buildings and its historic image. To accomplish this end, the business association should be encouraged to:

1. Secure sufficient off-street parking to meet commercial/retail demands.
2. Monitor business activity and secure new establishments that complement and upgrade the present mix.
3. Encourage property owners to maintain commercial/retail properties in good functional and aesthetic condition.
4. Endorse a facade improvement program and unified signage program to promote the historic business district image.

Diversity of the businesses is encouraged but caution should be exercised by the business community to prevent a rash of undesirable uses that de-emphasizes the historic community image. Such concern should also be exercised over auto-oriented uses that require large open sites at the expense of fine old buildings.

D. MULTI-FAMILY HOUSING POLICIES

The economic stabilization of the business district and focus areas is supported by multi-family housing that provides housing options close to shopping facilities. The plan proposes the following:

1. Rehabilitate sound existing structures where appropriate for multi-family purposes to maintain existing neighborhood character in the core area on Woodburn Avenue from Madison to William Howard Taft Road.
2. Develop a concentration of multi-family structures, where possible adjacent to commercial retail space with minimum disruption to the community. This should be a secondary consideration to office uses.

New and rehabilitated housing shall be designed to complement the existing architectural style and character of the neighborhood. New construction shall also respect the general scale of existing buildings, but not necessarily be limited by their height. These housing units shall help satisfy existing market needs for all economic ranges. Off-street parking facilities should be developed for existing multi-family structures where practical.

Within the study area there are 277 dwelling units. Over 23 percent of the units are federally assisted for elderly and family types. Currently 21 percent of the units are estimated to be vacant and 28 percent are buildings in deteriorated or dilapidated condition (see Map 5, page 39). The plan would remove a total of 35 dwelling units if all the private and public redevelopment actions were implemented. All but 6 units are deteriorated or dilapidated and 8 units are currently vacant. None of the buildings recommended for removal are federally assisted properties.

E. OFFICE POLICIES

Office uses provide an opportunity to increase activity within the business district and serve as a market for auxiliary commercial uses such as print shops, office supply and restaurants. The plan proposes the following:

1. Rehabilitate existing structures where appropriate for office uses primarily along the west side of Woodburn Avenue between Burdett Avenue and Madison Road.
2. Explore the possibility of developing shared elevator stacks among different buildings to better utilize upper floors for office use.
3. Develop office buildings along Madison Road in character and scale with surrounding buildings. The architecture should complement the historic core area of Woodburn Avenue.
4. Continue to market the neighborhood business district for office uses.

New and rehabilitated office buildings should be designed to complement the existing architectural style and character of the neighborhood. Off-street parking facilities should be developed for rehabilitated office structures where practical..

Owing to the underutilization of upper floors, building owners should explore shared elevator stacks to make the upper floors more accessible for office uses. Buildings at intersections or where walkway exists between buildings, offer the greatest opportunity for such development.

In the core area of Woodburn Avenue from Madison Road to Burdett there is 34,800 sq ft of upper floor space on the west side of the street. Approximately 18,525 sq ft is at the second floor level and 16,275 sq ft at the third floor level. Currently, the buildings are set up with

46 residential units, 6 of which are estimated to be vacant. It is expected that any residential displacement due to office renovations could be absorbed in the area without major disruption.

F. OPEN SPACE/AMENITIES

The concept of open space/amenities for De Sales Corner is based on the need to create a pedestrian scale and to improve the visual appearance of streets and parking areas. In some areas, open space is designed to provide a relief from the predominance of hard surfaces that occur in the community.

Landscaping should be used to separate cars from people, provide a sense of enclosure to the sidewalk space, and identify the special nature of the business district and focus areas. Trees and bushes shall also be used to soften parking areas and introduce a sense of scale to the open spaces.

Pedestrian areas shall be treated with special paving, landscaping and lighting to improve the visual characteristics of the space. Cloth awnings of appropriate colors may be used to supplement the pedestrian environment created by lighting and plantings.

Streetscapes shall include:

1. Grates around street trees.
2. Brick (pavers) banding along curb and around street tree wells.
3. Wrought iron gates in opening between buildings in the historic district.
4. Wrought iron fencing around parking areas.
5. Handicap ramping as part of corner brick paving improvements.
6. Business district identification signs.
7. Symbolic treatment to the pedestrian island on the southeast corner of Woodburn Avenue and Madison Road, here period victorian lighting shall be installed along with pavers to match existing street pavers.

Lighting is an integral part of the amenity package. The thrust of the plan is to provide lighting emphasis for the business and focus areas parking and special pedestrian areas. The lighting objectives are:

1. Street lighting shall define the special nature of the business district and focus areas.
2. It shall be in scale with the adjacent buildings.
3. It shall promote a safer and more secure feeling to pedestrians of the business district and focus areas.
4. All parking areas shall be illuminated from mast arms of appropriate scale to the surrounding buildings to enhance security of these areas. Lighting shall be color corrected to insure the best visual rendition of colors and their relationship to people, landscaping and building materials.

5. Lighting shall define the location of transit stops as well as increase the sense of security for use at night.

V. DEVELOPMENT STRATEGIES

The following are concise strategies for each of the blocks shown on the Urban Design Scheme; Map 1:

Block A.

The Woodburn Avenue block face is a keystone in the image of the neighborhood business district given it is visible from the intersection of Madison Road. It is recommended that Facade Improvement Loans be applied where applicable. Streetscape improvements are also recommended for the public right-of-way along Woodburn Avenue. Parking for this block is also key. As a fifth priority, it is recommended that public improvement funds be applied to consolidating parking behind the buildings allowing continued vehicular flow from Madison Road to Myrtle Street. It is anticipated that seven additional spaces could be added to the existing 18 spaces.

Block B.

Block B is recommended for similar treatment as Block A. Parking lot improvements are recommended as a fourth priority. By removing three residential buildings approximately 50 parking spaces could be created. A zone change from R-5 to B-2 is necessary for the creation of the parking lot. The application of the Facade Improvement Loan Program is recommended where applicable streetscaping improvements along Woodburn Avenue are also recommended.

Block C.

It is recommended to support the residential uses found in this block. Only streetscaping corner treatment is recommended for the southwest corner of Woodburn and Burdett Avenues.

Block D.

The plan recommends support of the private residential development on the northeast corner of William Howard Taft Road and Woodburn Avenue. The plan proposes demolition of adjacent dilapidated structures to provide parking support for the residential building. The use of public funds is not anticipated at this time. In order to facilitate the private parking, two properties on the north side of William Howard Taft Road need to be changed from an R-5 to a B-3 zone. Additionally, the residential properties along the south side of Burdett Court should be supported by changing the zoning from B-3 to R-5.

Block E.

The plan recommends the upgrading and maintenance of existing structures. This block would lend itself to future office development if demand so warrants. The vacant unimproved area along Burdett Court could be used



room 141 city Hall
 Cincinnati, Ohio 45202
 513-352-3441

MAP 1

URBAN DESIGN SCHEME

DESALES CORNER NBD CONSERVATION PLAN



Department of Neighborhood
 Housing and Conservation
 Division of Neighborhood Economic Development
 Prepared by Division of Planning and Community Assistance

- Streetscape
- Off-street parking lots
Construction for Non-Profit Corp.
- Future Development Areas

Scale: 1 inch = 200 ft.



Updated September 1983.

for private parking to serve adjacent commercial uses in the interim. Streetscape improvements are recommended for the Woodburn Avenue blockface.

Any redevelopment activities shall be consistent with the architectural character of the street and relationship to the residences on Burdett Court.

To shrink the commercial zones within the study area in order to more focus commercial activity, it is recommended to change the B-3 zoning on Moorman Avenue to R-5. (Proposed Zone Changes Map 2.)

Block F.

Parking lot public improvements in this block are the business districts number one priority. By utilizing vacant property and one occupied residence, parking for 48 cars can be created. This lot is central to space for office and commercial uses. It is recommended to provide ingress and egress from Woodburn Avenue and restrict access to Clayton Street. Access to Woodburn Avenue should line up with Myrtle Avenue for smoother traffic flow. Facade Improvement Loans are recommended where applicable to support private initiatives. Streetscape improvements are recommended for this block.

Block G.

It is recommended to remove dilapidated structures on Moorman Street and improve the visual appearance of the area.

Block H.

Facade improvements of commercial buildings are recommended where applicable. Streetscape improvements at the corner of Woodburn and Madison Road are recommended to enhance the intersection and draw attention from passing motorists. Vacant properties across from Becker's Shopping Center lend themselves to future commercial development oriented to the automobile or commercial service.

Block I.

Private office/commercial expansion in conjunction with the Becker Shopping Center is supported. Coordination of parking and traffic flow is recommended with any future expansion along Woodburn Avenue.

Block J.

Future office expansion is recommended for Block J. While buildings on the site appear in good condition, the site lends itself to a larger development integrating Madison Road and the historic area along Woodburn Avenue. Some portion of the Woodburn-Madison corner should be retained for open space. This corner should be utilized as a pedestrian approach to a new development. Ninety percent of the site is controlled by the City and a private owner. Streetscaping improvements at the Madison-Woodburn corner is recommended.

VI. IMPLEMENTATION

The implementation improvements as recommended by the business committee of East Walnut Hills Assembly is presented below. The list, as far as public improvements, is in priority order. The scheduling and time frame for the improvements are shown in Figure VI-1.

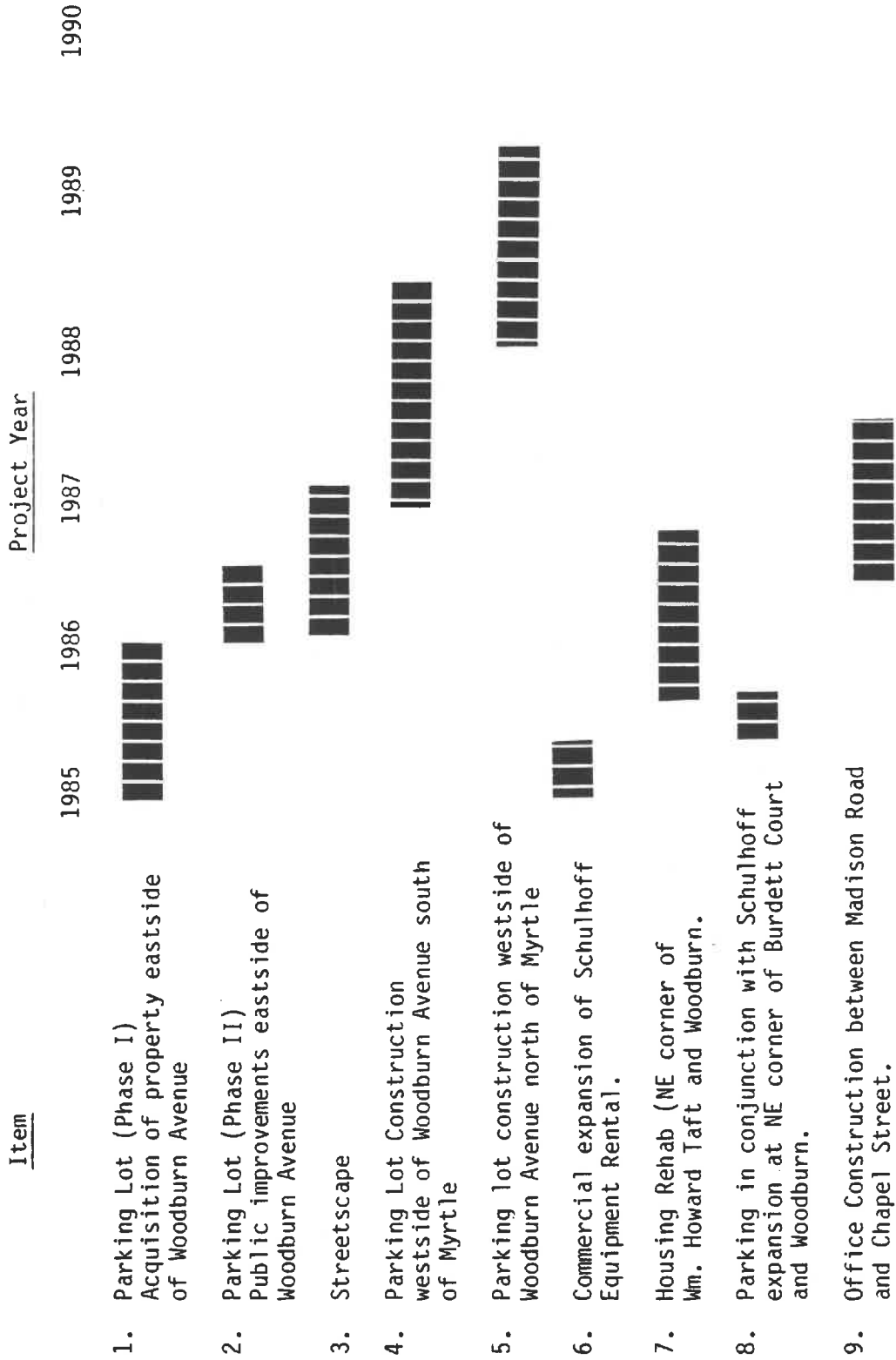
<u>ITEM</u>	<u>Financial Source</u>	<u>Est. Cost</u>
1. Parking lot acquisition at Myrtle and Woodburn (eastside) and Clayton Street - Phase I	public	\$140,000
2. Parking lot construction and Myrtle and Woodburn - Phase II	public	\$200,000
3. Streetscape Improvements	public	\$200,000
4. Parking lot construction southside of Myrtle Avenue west of Woodburn Avenue	public	\$300,000
5. Parking lot construction northside of Myrtle Avenue west of Woodburn.	public	\$150,000
6. Commercial expansion (Schulhoff Equipment Rental)	private	\$150,000 (completed)
7. Housing Rehabilitation (NE corner of Wm. Howard Taft and Woodburn)	private	(yet to be determined)
8. Parking lot construction (for No. 6, above)	private	(yet to be determined.)
9. Office construction between Madison Road and Chapel Street	private	(yet to be determined)

VII. URBAN DESIGN REGULATORY REQUIREMENTS

It is recommended that implementation of the Conservation Plan for the DeSales Corner NBD focus area include the creation of an Interim Development Control District (IDC) in order to protect the integrity of the plan and prevent any new uses or development that would be inconsistent with the Conservation Plan. The Interim Development Control District would in effect create an overlay district on top of the Conservation Plan boundaries for a period of 12 months (an initial 3-month period and a subsequent 9-month period, if desired, and after all property owners have been properly notified). The IDC will allow time for the permanent Environmental Quality District overlay to be instituted for the neighborhood business district consistent with the design principle and

Figure VI-1

SCHEDULING

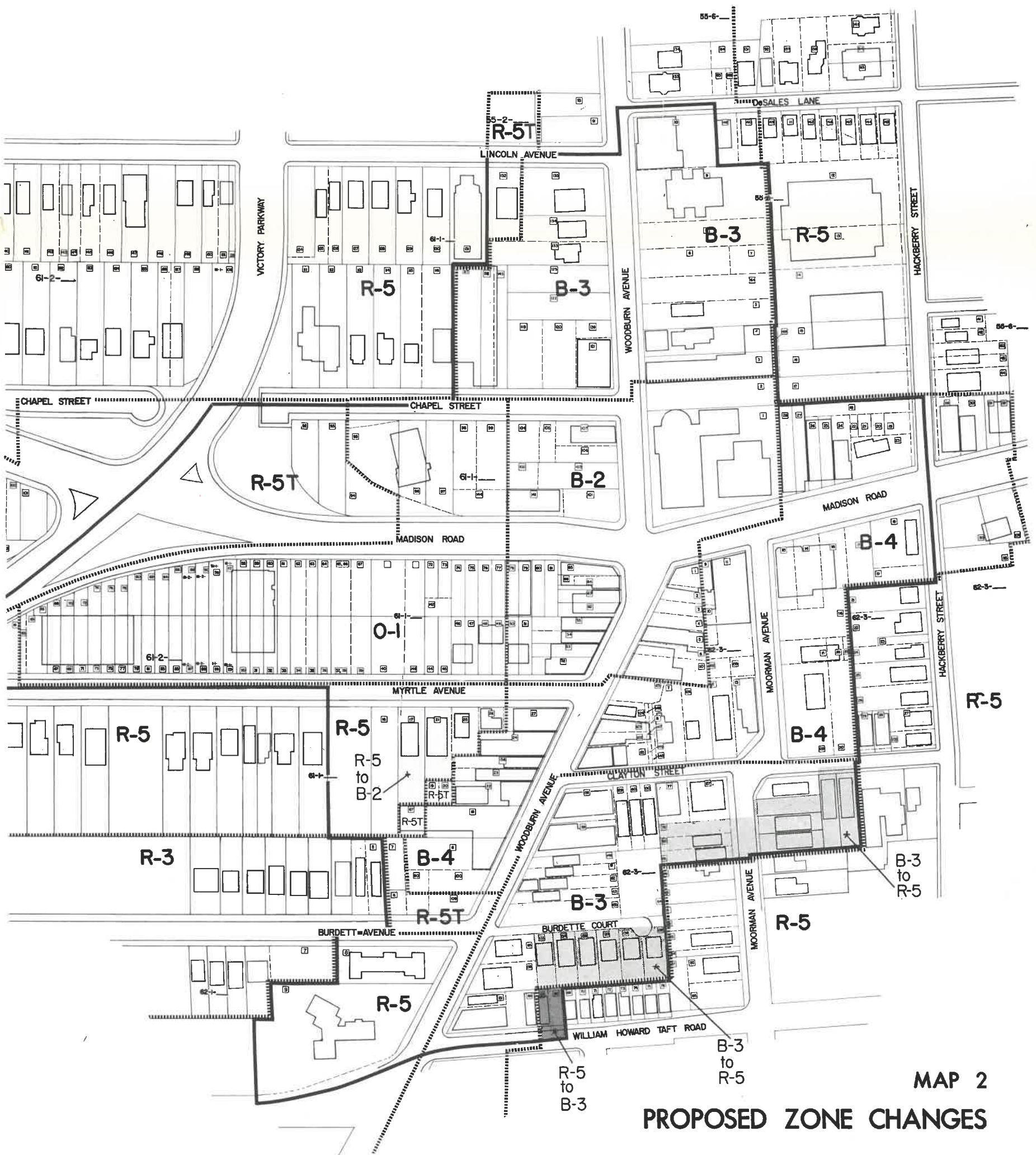


guidelines set forth in the DeSales Corner Conservation Plan. The proposed guidelines for the Interim Development Controls and Environmental Quality District appear in the appendices along with the boundary description.

There are four zone changes which are recommended as part of this plan as described in the Development Strategies Section. The zone changes are generally recommended to; (1) tighten the commercially zoned property and focus commercial activity to Woodburn Avenue, (2) support surrounding residential neighborhoods, and (3) support parking lot development. Map 2 shows the proposed zone changes.

The DeSales Corner NBD Conservation Plan conforms to the coordinated City Plan for development in this area. The City has established a policy for the relocation of any families, individual or businesses that shall be displaced from the area by any federally funded public development action.

pat
room 141 city Hall
cincinnati, ohio 45202
513-352-3441



MAP 2
PROPOSED ZONE CHANGES

DESALES CORNER NBD CONSERVATION PLAN



Department of Neighborhood
Housing and Conservation
Division of Neighborhood Economic Development
Prepared by Division of Planning and Community Assistance

PROPOSED ZONE CHANGES
 EXISTING ZONING BOUNDARY
 ■ PROPOSED AREAS OF CHANGE

Scale: 1 inch = 200 ft.



Updated September 1983.

VIII APPENDIX

A-1 LEGAL DESCRIPTION OF BOUNDARY

Beginning at a point, said point being the point of intersection of the centerline of Woodburn Avenue with the centerline of Lincoln Avenue; thence westwardly along the centerline of Lincoln Avenue to the point of intersection with the northwardly extended west parcel line of parcel 132, plat book 61, page 1, H.C.A.P.; thence southwardly along said west parcel line 16 and continuing along the west parcel line of parcels 133, 135, plat book 61, page 1 H.C.A.P.; to the northwest corner of said parcel 117; thence southwardly along the west parcel line extending to the centerline of Chapel Street; thence westwardly along the centerline of Chapel Street to the point of intersection with the centerline of Victory Parkway; thence southwardly along the centerline of Victory Parkway to the point of intersection with the centerline of Myrtle Avenue; thence eastwardly along the centerline of Myrtle Avenue of parcel line of parcel 14 plat book 61, page 1, H.C.A.P., thence southwardly along the west parcel line of parcel 14 to the southwest corner of said parcel 14; thence eastwardly along the south parcel line of parcels 14, 15, 16, plat book 61, page 1, H.C.A.P., to the point of intersection with the northwest corner of parcel 7, plat book 61, page 1, H.C.A.P.; thence southwardly along the west parcel line of said parcel 5 and extending to the centerline of Burdett Avenue; thence westwardly along the centerline of Burdett Avenue to the point of intersection with the northwardly extending west parcel line of parcel 8, plat book 62, page 1, H.C.A.P.; thence southwardly along said west parcel line to the point of intersection with the north parcel line of parcel 9, plat book 62, page 1, H.C.A.P.; thence westwardly, southwardly, westwardly, southwardly along the north and then west parcel line of parcel 9, plat book 62, page 1, H.C.A.P.; thence southwardly along the southwardly extending west parcel line of said parcel 9 of the centerline of William H. Taft Road to the centerline of Woodburn Avenue; thence northwestwardly along the centerline of Woodburn Avenue to the point of intersection with the centerline of William H. Taft Road; thence eastwardly along the centerline of William H. Taft Road to the point of intersection with the southwardly extended east parcel line of parcel 67, plat book 62, page 3, H.C.A.P.; thence northwardly along the east parcel line extension and parcel line to the northeast corner of said parcel 67; thence eastwardly along the south parcel line of parcels 134, 133, 137, 136, 139, plat book 62, page 3, H.C.A.P., to the southeast corner of said parcel 139, thence northwardly along the east parcel line of said parcel 139 to the point of intersection with the south parcel line of parcel 119, plat book 62, page 3, H.C.A.P.; thence eastwardly along said parcel line extended to the centerline of Moorman Avenue; thence northwardly along the centerline of Moorman Avenue to the point of intersection with the westwardly extended parcel line of parcel 91, plat book 62, page 3, H.C.A.P.; thence eastwardly along said extension line and parcel line to the southeast corner of said parcel 91; thence northwardly along the east parcel line of parcels 91, 90, 89, 57, plat book 62, page 3, H.C.A.P., and said line extended to the centerline of Clayton Street; thence eastwardly along the centerline of Clayton Street to the southwardly extending east parcel line of parcel 20, plat book 62, page 3, H.C.A.P.; thence northwardly along the east parcel line of parcels 20, 156, 116, plat book 62, page 3, H.C.A.P., to a point of intersection with the south parcel line of parcel 16, plat book 62, page 3, H.C.A.P.; thence eastwardly along the south parcel line of parcels 16, 17, 19, plat book 62, page 3, H.C.A.P., and continuing along said parcel line extending to the centerline of Hackberry Street; thence northwardly along the centerline of Hackberry Street to a point of intersection with the eastwardly extending south parcel line of parcel 17, plat book 55, page 6, H.C.A.P.; thence westwardly along the south parcel line of said parcel 17 to the southeast corner

of parcel 2, plat book 55, page 6, H.C.A.P.; thence northwardly along the east parcel line of parcels 2,3, 4, 5, 164, 7, 8, 9, plat book 55, page 6, H.C.A.P., to the northeast corner of said parcel 9; thence westwardly along the north parcel line of said parcel 9 approximately 95' feet to the southeast corner of parcel 10, plat book 55, page 3, H.C.A.P.; thence northwardly along the east parcel line of said parcel 10 and extended to the centerline of DeSales Lane; thence westwardly along the centerline of DeSales Lane to the point of intersection with the centerline of Woodburn Avenue; thence southwardly along the centerline of Woodburn Avenue to the point of intersection with the centerline of Lincoln Avenue and the place of beginning.

pathe
room 141 city Hall
cincinnati, ohio 45202
513-352-3441



MAP 3
STUDY BOUNDARY

DESALES CORNER NBD CONSERVATION PLAN



Department of Neighborhood
Housing and Conservation
Division of Neighborhood Economic Development
Prepared by Division of Planning and Community Assistance

- //// Historic District Boundary
- - - Walnut Hills Urban Design Plan Boundary
- DeSales Corner NBD Urban Design Boundary

Scale: 1 inch = 200 ft.



Updated September 1983.

24

A-2 DEVELOPMENT GUIDELINES

The following guidelines are recommended to improve the visual quality and appearance of the DeSales Corner NBD. In implementing the guidelines a further unification of the business district will occur and the historic image of the area enhanced.

A. Location, Orientation, Size and Shape of Buildings

- (1) Preserve the linear continuity of buildings on Woodburn Avenue by placing building facades parallel to Woodburn Avenue, except for the variations needed to create pedestrian open spaces.
- (2) Preserve the harmony of building sizes and building heights by constructing new buildings and additions to existing buildings to be similar in size and heights to existing buildings.
- (3) Preserve the intense active open space at each pedestrian crossing of streets by locating buildings with uses which are appropriate to serve pedestrians and which are designed with appropriate show windows and entrances at those locations.

B. Building materials and appurtenances should be selected and designed to accomplish the following objectives:

- (1) Exterior building materials should be in harmony with surrounding buildings in color and texture.
- (2) Building appurtenances and projections should be in scale and harmony with the total composition of the building, itself.

C. Signs

Should be designed and constructed to accomplish the following objectives:

1. Signs should be designed to communicate with pedestrians or persons in slow moving vehicles.
2. Signs should be harmonious with the architecture of the buildings on which they are located.
3. All signs should be placed flat against the buildings without concealing any of the architectural features of the buildings.
4. Signs should be designed for good visibility and consistent in size with other nearby signs.
5. 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.
6. The predominant copy of all signs should identify the business on the premises or its principal product or service.

7. Flashing or neon signs should not be permitted.
8. Roof top signs, or any sign that extends above the roof line of any building should not be permitted.
9. Obsolete signs and unused sign supports should be removed.
10. Ground signs should be used only for parking lots or businesses which are accessible by automobile and provide off-street parking.
11. Signs at the rear of businesses are subject to all guidelines set forth above.
12. Simplify and minimize the visual clutter and confusion of competing public traffic and private business signs.
13. Signs should be adequately spaced from other signs for good visibility and consistent in size with other signs of similar businesses.
14. Flat signs (wall signs): The maximum square footage of wall signs shall not be greater than the width of the building (street frontage) multiplied by a factor of one (1). The preferred square footage of wall signs should not be greater than the street frontage multiplied by a factor of one (1).
15. Ground signs: The maximum height of ground signs shall be sixteen feet (16'0) to the top of the sign. The maximum area per sign face shall be one quarter (1/4) square foot in area for each lineal foot of property frontage. The maximum area per sign face of ground signs shall be thirty square feet (30'0").

D. Parking

1. Existing small, underutilized lots should be combined to create larger and more efficient parking areas.
2. Existing parking lots should be expanded rather than introducing additional, separate parking areas.
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 location.
4. Encourage parking continuity and convenience by removing barriers between small lots and by avoiding the intrusion of buildings into areas identified for parking in the urban design plan. Create additional parking at rear of each block with easy pedestrian access to Woodburn Avenue.

E. Landscaping, Site Treatment

1. All private developments for both new and remodeled buildings should include landscaping around the buildings themselves to soften the appearance and landscaping between and along site boundary lines.
2. All parking areas should be adequately screened with trees and/or shrubbery to separate individual parking areas and lanes.
3. All street trees should be the same caliper as existing trees on Woodburn Avenue at a maximum of 25 to 30 feet apart. Tree species should be hardy city types and approved the Park Board.
4. Sidewalk material should be encouraged for both public and private walks. These areas should have a continuity of treatment to emphasize pedestrian use and scale.
5. Private pedestrian amenities such as benches, waste receptacles, etc. should be designed to be in keeping with that of the overall theme of the public area.

F. Outdoor Lighting

1. Private lighting should relate to the proposed public lighting in light quality, scale and color as much as possible.
2. Private lighting should be used for parking lots, walkways and highlighting the buildings and show windows themselves. All the lighting should be of an intimate pedestrian scale with the exception of parking lot luminaires.
3. All lighting should be sensitive to nearby residences in color, intensity, glare and location.
4. Lighting should promote a safer and more secure feeling to pedestrians. Lighting should also be used to define secure building and alleyway entry points.

FILE
room 141 city Hall
cincinnati, ohio 45202
513-352-3441

DESALES CORNER
COMPETITIVE AREA:

A -3 Total Trade Area Establishments

Business Use	No.	Approx. Sq. Footage
RETAIL SALES ESTABLISHMENTS		
Convenience Goods-Total		
Convenience Stores 4 3	5	19,100
Superette 12.0	14	30,700
Super Market 3.4	4	97,000
Bakery	2	3,950
Meat, Fish & Poultry	7	17,300
Fruits & Vegetables	1	1,800
Eating Places 12.9	15	49,050
Drinking Places 20.7	24	57,650
Beer & Wine Store	1	9,600
Liquor Store	1	4,500
Drugs	6	45,400
Hardware	5	101,000
Gas Station 12.9	15	--
Fast Food Restaurant 13.8	16	35,750
TOTAL	36%	116 472,800
Shopping Goods-Total		
Appliance Store	3	15,600
Furniture	5	16,150
TV-Radio Sales	5	8,200
Paint & Wall Paper	2	6,700
Heating & A.C. Equipment	1	4,500
Floor Covering	1	900
Record Shop	2	9,050
Storm Windows & Doors	1	2,400
Antiques	4	12,500
Glassware & China	1	4,800
Auto & Truck Sales	3	--
Used Car Sales	6	--
Auto Supplies	4	17,800
Clothing	6	15,950
Men's Shop	3	5,600
Women's Shop	4	8,050
Hats-Wigs	3	4,750
Shoe Store	4	16,300
Book Shop	3	4,950
Other Ready To Wear	2	2,400
Department Store	1	70,000
5 & 10 Cent Store	1	9,000
Variety	4	12,900
Jewelry	2	3,100
Florist & Gardening Supplies	2	5,700
Office Supply	3	4,650
Gift Shop	2	1,500
Music Shop	2	3,050
Pet Shop	1	1,000
Sporting Goods	1	4,000
Bicycles	1	3,000
Miscellaneous	15	33,450
TOTAL	30%	98 307,950

TYPE:

Business Use	No.	Approx. Sq. Footage
RETAIL SERVICE ESTABLISHMENTS		
Barber	8	13,800
Beauty Shop	22	44,200
Doctor	6	19,025
Dentist	2	3,125
Photographer	1	1,000
Shoe Shine	1	900
Locksmith/Keys	3	5,500
Dry Cleaner	7	29,900
Garage (Auto Repair)	9	43,900
Auto Body & Fender	2	10,900
Laundry	4	7,800
Plumber	2	5,700
Radio-TV Repair	--	--
Electrical Repair	3	7,600
Furnace & Heating Service	--	--
Roofer, Tinner, Sheet Metal	1	2,000
U-Haul/Tool Rental	2	54,000
Shoe Repair	1	1,200
Travel Service	1	800
Tailor	1	1,350
Upholsterer	1	1,350
Bank	10	31,300
Loan Office	1	5,500
Builder, Contractor	1	800
Engineer, Architect, Designer	1	1,600
Insurance	1	300
Law Office, Attorney	2	5,700
Tax Office	2	2,250
Printer	2	7,000
Real Estate	7	20,150
Bowling Alley	2	18,200
Misc. Services	6	6,300
TOTAL	34%	110 353,150

TOTAL 324 1,133,000 s.f.

Source: Evanston Neighborhood Business District Existing Conditions and Market Findings; Pflum, Klausmier and Wagner Consultants, 1984.



MAP 4
EXISTING PARKING SURVEY

DESALES CORNER NBD CONSERVATION PLAN



Department of Neighborhood
Housing and Conservation
Division of Neighborhood Economic Development
Prepared by Division of Planning and Community Assistance

PARKING LOTS & SPACES

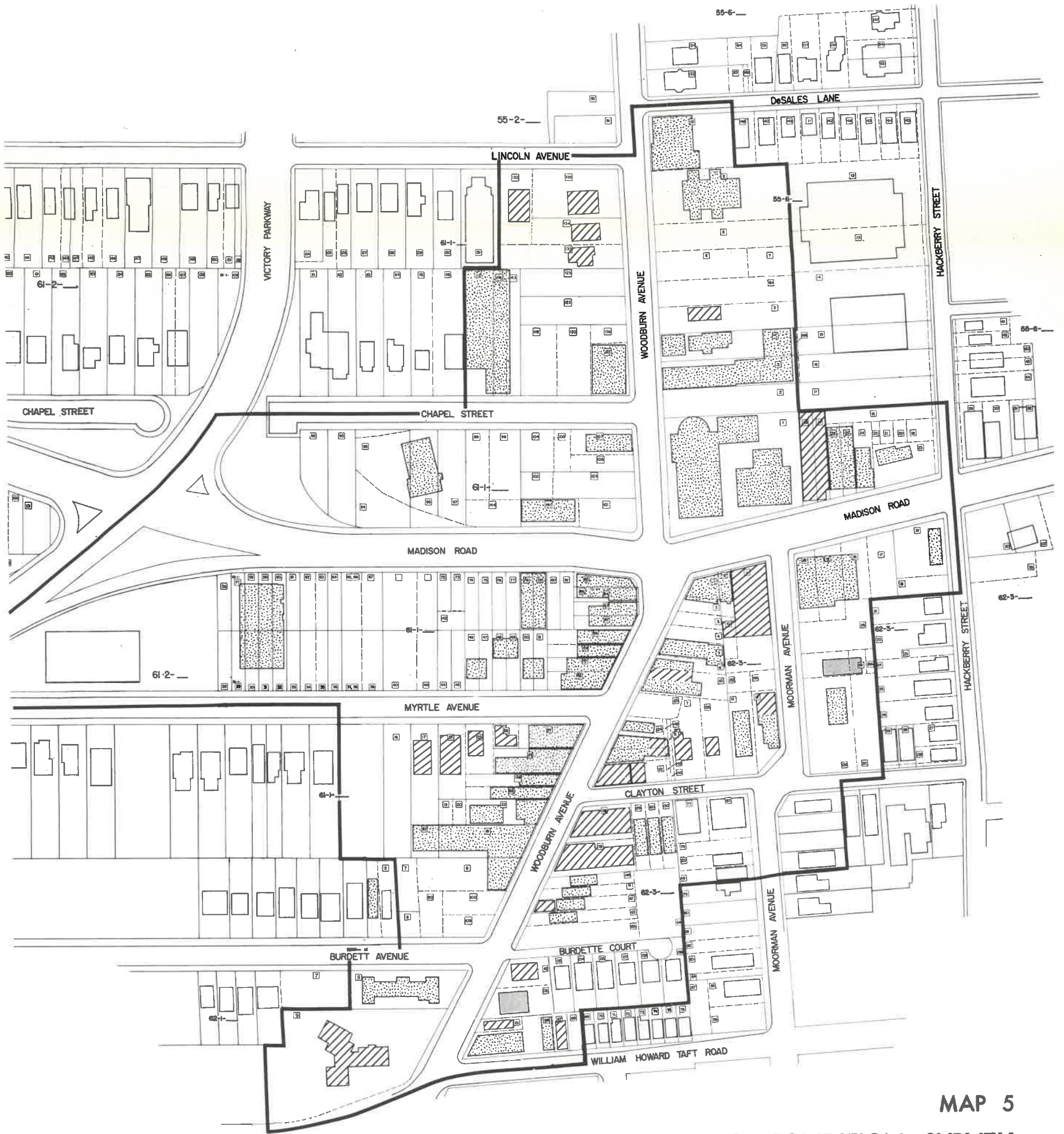
- ▲ UNMARKED STREET SPACES
- RESTRICTED TIME PARKING ZONES-VACATED AREAS
- METERED STREET SPACES
- NO PARKING ZONES
- ◆ DRIVEWAYS
- ⊙ MARKED PARKING LOTS-SPACES
- ▲ UNIMPROVED PARKING LOTS
- BUS STOP
- FIREPLUG

Scale: 1 inch = 200 ft.



Updated September 1983.

29



MAP 5
BUILDING CONDITION SURVEY

DESALES CORNER NBD CONSERVATION PLAN



Department of Neighborhood
Housing and Conservation
Division of Neighborhood Economic Development
Prepared by Division of Planning and Community Assistance

BUILDING CONDITIONS SURVEY

-  GOOD
-  DETERIORATED
-  DELAPIDATED

Scale: 1 inch = 200 ft.



Updated September 1983.