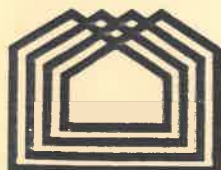
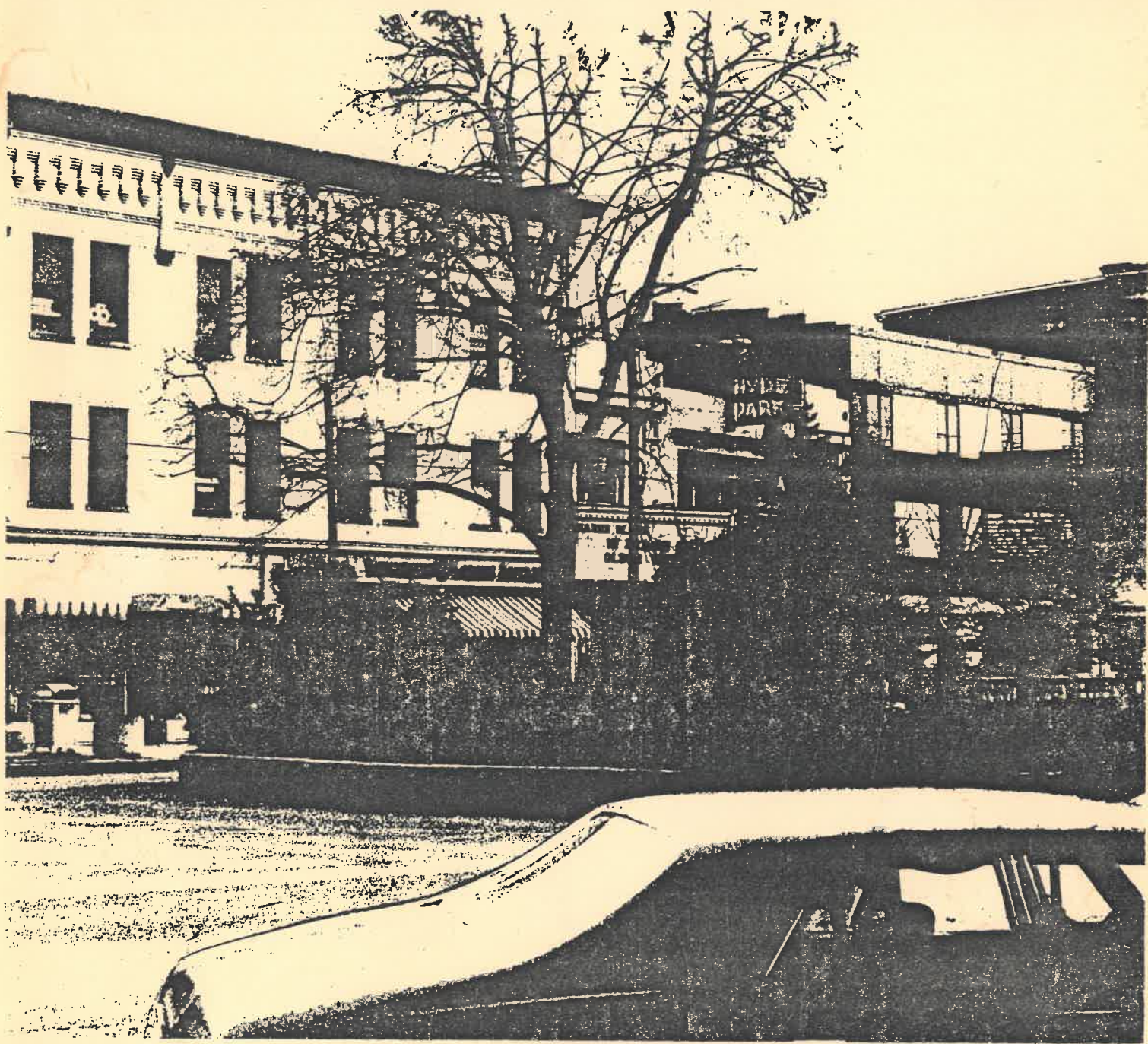


Meyer

# Hyde Park Square Neighborhood Business District



Department of Neighborhood  
Housing and Conservation  
City of Cincinnati, 415 West Court Street, Cincinnati, Ohio, 45203

Division of Neighborhood Economic Development  
October 1984

HYDE PARK SQUARE  
NEIGHBORHOOD BUSINESS DISTRICT  
URBAN DESIGN PLAN

Summary of Planning Process

The Hyde Park Square Neighborhood Business District Urban Design Plan was initially developed by Howard Tommelein Associates, Incorporated and The Doepke/Lesniewicz Partnership during 1978-79 under contract to the City's Department of Development. A series of discussions followed with the Hyde Park Business Association, the Hyde Park Neighborhood Council and the Hyde Park Planning Task Force. The latter group, with members representing property owners, businesses, residents, churches and older adults, performed a comprehensive review of Hyde Park Square as part of its work in preparing the Hyde Park Community Plan. Work on the Urban Design Plan was halted until the Task Force deliberations on the Community Plan were complete and a general development framework for the Square was established. Assisted by the City's Department of Neighborhood Housing and Conservation, the Task Force completed the Community Plan in April, 1983 and it was accepted by the City Planning Commission June 24, 1983.

Revisions to the Urban Design Plan began shortly thereafter. However, the construction of a new medical building on Edwards Road, renovation of a commercial building to include a major restaurant on Erie Avenue and the closing of the Hyde Park Theatre raised immediate concerns over the future of Hyde Park Square. A committee of residents and business owner's requested and City Council approved in 1984 and Interim Development Control (IDC) district around the Square to control any construction. These controls are due to expire in December, 1984. The Urban Design Plan as presented here has been edited to reflect the evolving community consensus for developing Hyde Park Square and to provide a smooth transition from the IDC to the establishment of an Environmental Quality (EQ) District for the Square.

CREDITS

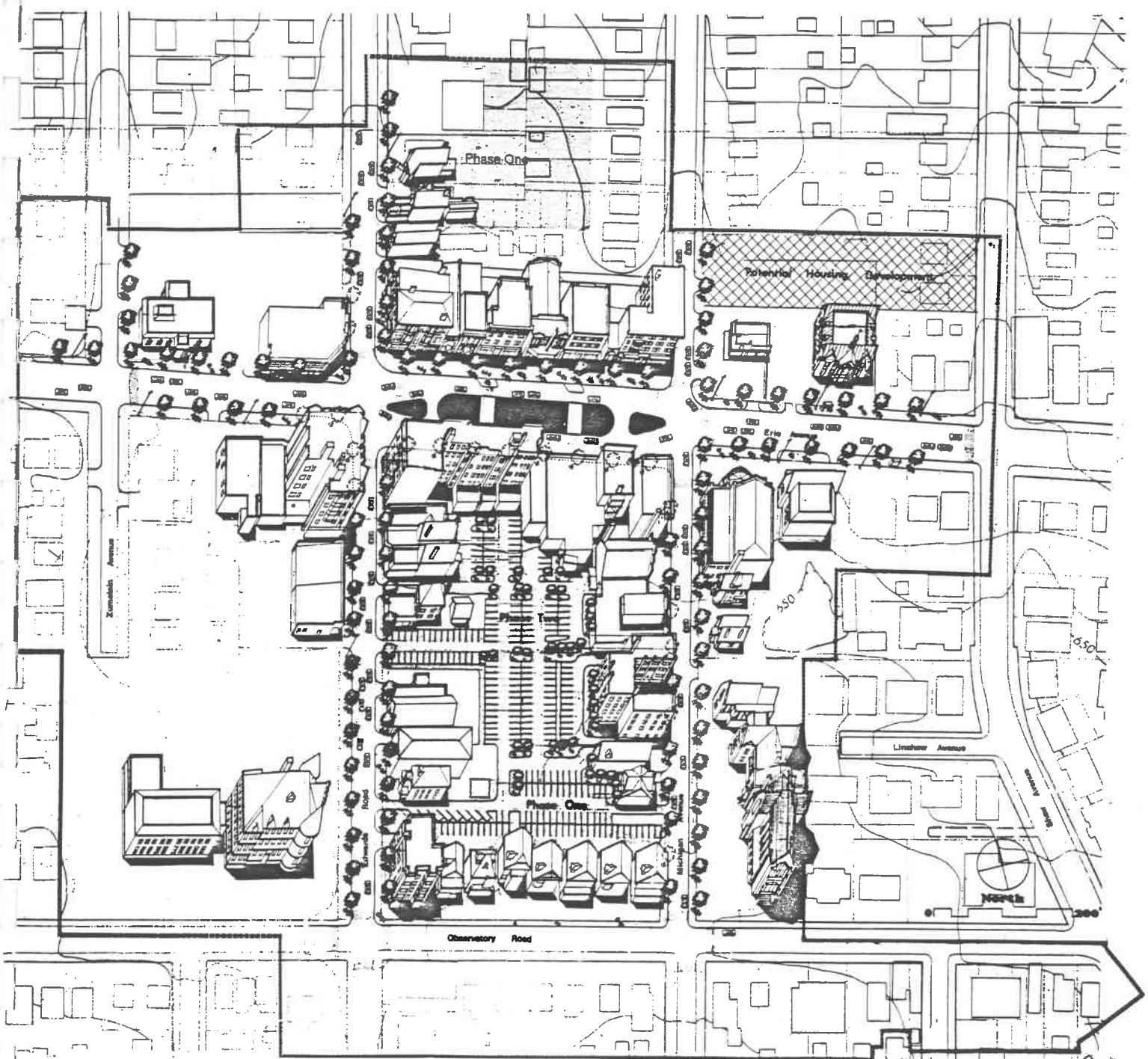
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Edited October, 1984



# *Hyde Park Square Neighborhood Business District*

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HYDE PARK SQUARE  
NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN

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## I. INTRODUCTION

The Hyde Park Square Neighborhood Business District (NBD) is located approximately seven miles northeast of Cincinnati's central business district. Encompassing six blocks around Erie Avenue, Edwards Road, Observatory Road and Michigan Avenue, the NBD is centrally located within the Hyde Park neighborhood. Hyde Park Square consists largely of retail businesses with several professional services and a minimal amount of residential uses within the design plan boundary. Even though the surrounding communities have the highest income levels in Cincinnati, the Square's primary market has shifted from dependence on the local population to its current status as a successful, regional, high quality shopping, service and entertainment area.

The existing conditions analysis found the Square to be very vital economically, needing maintenance in some areas, suffering from poorly organized and inadequate parking capacity and the subject of periodic intense conflict over proposed zone changes. (business growth vs. containment). The analysis also identified six major areas affecting the vitality of the Square that will be the focus of the urban design plan: Business environment, zoning, parking, circulation, streetscape and housing.

The principal thrust of the plan is to provide a logical, systematic approach over time for guiding the economic and investment forces which are present and being attracted to the Square. These forces are strong and it is a basic assumption of the plan that they will continue. It is further assumed -- and supported by the last 10 years experience -- that these forces are good for the Square and for the neighborhood of Hyde Park. The challenge lies in gaining a better understanding of these forces and from there to do two things; (1) develop an economically sound land-use strategy and (2) create continuing guidance mechanisms which will advocate and assist in carrying out the strategy.

## II. GENERAL OVERVIEW

### A. Business Conditions

The Square is situated in a neighborhood and immediate market area which ranks in the highest category of average household income in the City. The neighborhood of Hyde Park has a tradition and image of being one of the most affluent in the City. There are also three other business areas in the neighborhood to serve its residents.

The Square has undergone a resurgence, almost renaissance, in the past 10-12 years. In the process it has begun to serve a more regional market. In marketing terms, it has successfully pursued a strategy of "trading up". It is the acknowledge NBD leader of women's fashion apparel, boutiques and specialty shops. It has an excellent variety of shops and services which seek to serve the more affluent shoppers. The in-depth interviews with over two-thirds of the businesses revealed a robust \$50-70 million in annual sales. (See Appendix A) Space, when available, is at a definite premium.

Serving a regional market has its obvious implications for traffic volume and parking space. The Square has not kept pace with its parking needs for a number of reasons; lack of well distributed space, poorly organized existing space and poor employee parking policies and behavior.

Business and property owners have invested sizeable amounts of money in the past and plan to continue to do so. Witness the Central Trust Bank, Eagle Savings, Computerland, Edwards Medical Building and the Cheese Cellar Restaurant as recent developments increasing business activity in the Square. Building exteriors and parking will represent additional investment needs in the coming years if the Square wishes to hold its competitive edge with the affluent shopper.

The parking problems will only be solved through a greater spirit of cooperation. If that is achieved, then there will also be a basis for more effective cooperative advertising and P.R. programs -- a need felt by many of the business people.

The past decade was very good for the Square. If the next ten years are to be correspondingly good, a new level of cooperation and unity must be forged. Without it, there will not be the thrust of strong business leadership necessary to work effectively with residential leadership and City officials. The basis of this partnership has been established by the mutual efforts of the businesses, residents and City in establishing an Interim Development Control (IDC) District for the Square. This triad of cooperation is vital if there is to be the development of an economically viable land use/zoning strategy. And solutions to the Square's parking problem cannot occur without this triad agreeing to such a land use/zoning strategy.

#### B. Land Use/Zoning

Two factors which have contributed importantly to the Square's success are its compactness and density of space use. The compactness strongly encourages pedestrian shopper circulation versus auto shopper circulation. The high density usage does the same thing by reinforcing the attractiveness of the Square through the number and variety of establishments which can be reached conveniently during any shopping trip. This density of use combined with the types of business tenants occupying the Square have produced sound, lucrative investments for the property owners.

The Square has avoided the sprawl or strip phenomenon which characterizes so many NBD's. While the premium costs of property and difficulty of parcel assemblage may have inhibited sprawl in some cases, it appears that the single, over-riding force which prevented sprawl was an active residents' group which resisted commercial encroachment and successfully persuaded the City to decide most zone changes in their favor. Commercial expansion has contributed directly to a compact, intensive use business district which is attractive to the shopper and hence good for the businesses, which in turn makes it good for the property owner.

The thrust of this plan is to continue that basic policy of containment, but with selective modifications and adaptations growing out of the systematic study and discussion which has been a part of the urban design planning process. The selective modifications and adaptations reflect the solutions which appear to be the most realistic, given the need to protect the residential environment while maintaining a vital business district.

The conceptual framework for carrying out a policy of adaptive containment rests on the following points:

1. Adopting a mechanism for (a) protecting the single family residential areas, (b) preventing sprawl and yet is (c) supportive of business district vitality, is the high-investment zone. This zone would encircle the Square and serve as the "buffer" between the long term single family residential areas and the Square. The basic feature of this zone is that it would encourage particular land uses which require relatively high levels of investment but are not as busy or traffic/activity intensive as is the Square.

Good examples of this would be office and multi-family uses. Certain institutional type buildings could also make up the zone; for example, churches and schools. Parks and greenbelt would make ideal contributions to this zone, but unless they already exist, they probably will not be feasible due to the strong private demand for property and the negative cash and tax impact on the public agencies.

2. Translating the high-investment zone premise into a precise geographical definition and zoning plan which reinforces existing zoning and requires some changes.
3. Recognition that vital, "filled-up" business districts can attract excess demand which, over time, will exert price pressure on the immediately adjoining residential properties. Along the same line of reasoning, that a given single family residence adjoining a business district will be offered more money from a prospective commercial buyer than from a prospective residential buyer. Tax laws, if nothing else, promote this circumstance.
4. Adopting the premise that one of the most effective ways to maintain a residential architectural character in the areas immediately adjacent to the business district is to zone the appropriate properties for office use. This will permit an orderly transition from residential to office use. This process will occur parcel by parcel as existing office space availability and costs force the demand to seek other space. The existing residential owner will benefit from the sale to an office space buyer. The new office space owner will not only pay more for the property as well or better than the residential buyer (he must and he can afford to).

5. Tied in directly to point 4 above, to recognize that promotion of the high-investment zone requires recognition of a two-phase phenomenon. The first will facilitate the transition from residential to office or multi-family use through zoning the area for office use. As the properties convert the use will change, but most will remain, architecturally speaking, essentially the same. The second phase will entail assemblage of parcels, demolition and construction of a facility requiring high investment, be it an office structure or a multi-family building. The critical point to remember about phase 2 is that assemblage and the ensuing high investment project will not take place unless the demand is present, the project is economically feasible and financing can be obtained. But zoning, with its time and risk implications, will not be an obstacle. Overall, real estate economic principals, and that actual change will occur only as the market forces and specific economic/financial feasibility circumstances merit.
6. In principal, future retail and commercial expansion should be strongly encouraged to take one of two courses:
  - a. expand existing facilities.
  - b. locate/construct in the core block which is bounded by Erie-Michigan-Observatory and Edwards.

C. Parking

Parking is a major concern of the businesses in Hyde Park Square. Parking conditions as they now exist are a substantial irritant to not only the shoppers and businesses, but to the residents living immediately adjacent to the Square.

Based upon the recommended number of parking spaces in relation to the Gross Leasable Area of the business district, there is a current shortage of spaces (See Appendix B). Investigation revealed a number of facets to the problem, the major ones being:

1. Excessive use of prime shopper parking spaces by employees and business managers. This occurred because of (a) early arrival; (b) convenience; (c) low daily costs on the meters; (d) no company policy discouraging this practice; (e) no company furnished parking; and (f) no enforcement of the Hyde Park Square Business Association's policy discouraging this habit.
2. Competition (and occasionally conflict) among employees, shoppers and establishments for space in certain off-street parking areas (Zino's, Ortner's, Fifth-Third, First National, Medical Building, etc.).
3. Bumper to bumper parking on both sides of the street in front of residences on Zumstein, Edwards and Michigan north of the Square.



4. Poorly organized off-street parking in the core block (bounded by Erie-Michigan, Observatory and Edwards).
5. On-street meter rates and time periods which do not encourage turnover in high traffic areas.
6. A serious shortage of off-street space to serve the north side of the Square.

D. Vehicular/Pedestrian Circulation

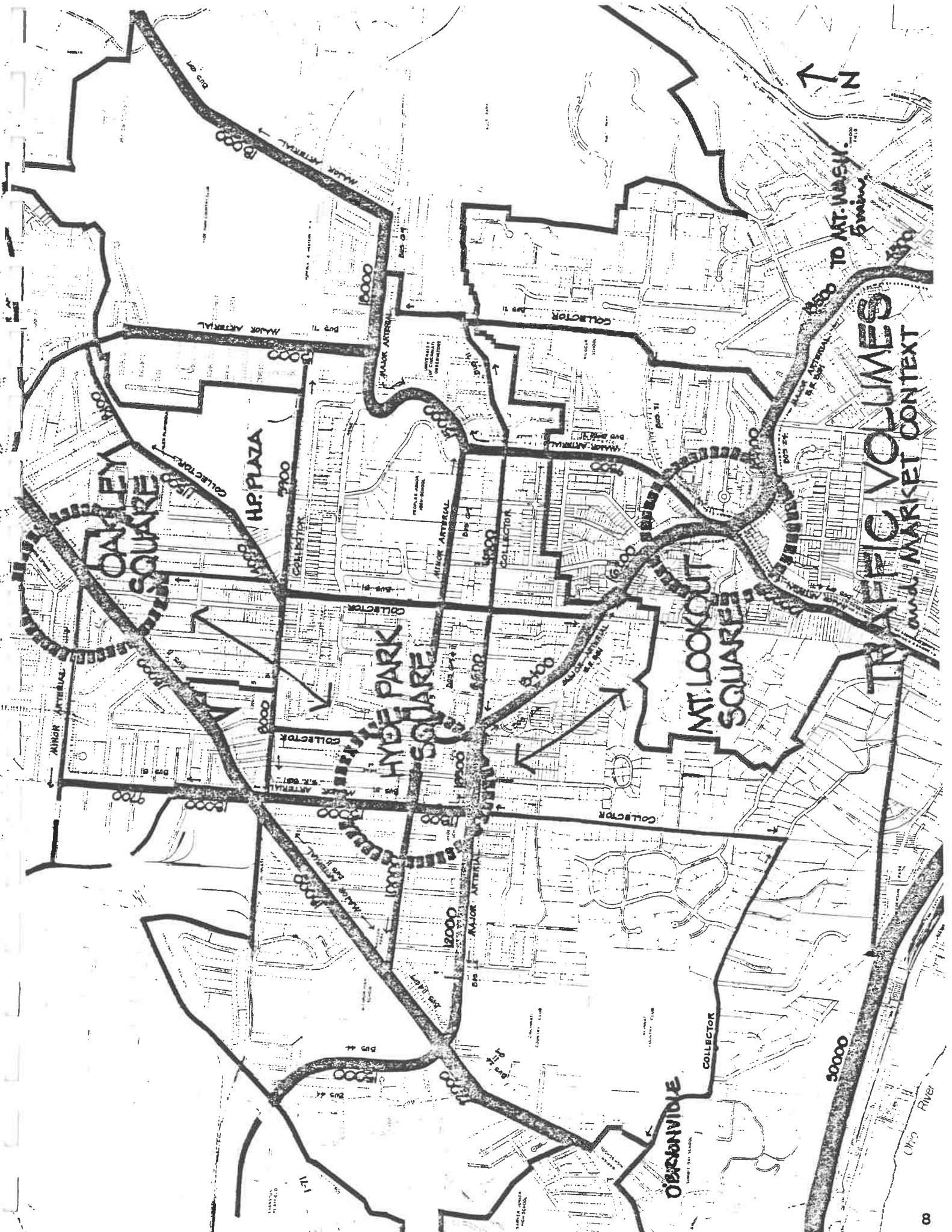
Hyde Park Square is conveniently located, providing access from I-71, Madison Road, Paxton Road and Observatory. Although not far from I-71, no direct traffic route exists and no signs are provided to guide the driver, hence potential visitors may by pass the Square.

Vehicular circulation within the Square is provided by four streets: Erie, the main thoroughfare running east-west with an average daily traffic count of 10,000 vehicles; Observatory Road, paralled to Erie, handles the second heaviest traffic load; Edwards Road (state route 561), on the north-south axis, is the third busiest; and Michigan which carries a small percentage of traffic on the north-south axis. The predominant accident locations are Edwards at Observatory (most frequent), Erie at Michigan, Observatory at Michigan and Erie at Edwards (least frequent).

Pedestrian circulation around the Square is very active because of the large number of specialty shops covering a broad range of shopping needs, several novelty stores that offer treats (e.g., Graeter's Baskin-Robbins) and a few restaurants that offer moderately priced meals. All are located in a well defined, contained, and generally well-maintained area. The shops offer such varied items as clothes, toys, gifts, drugstore items, jewelry, art, gourmet foods, wines, etc. Most of the shops and boutiques are small, and as a result, much more of a personal touch is given to the customers. This unique environment is very inductive to pedestrian shopping.

Conflicts between the vehicular and pedestrian circulation are bound to exist because of the intense volumes within a small area. Listed below are problems that are serious enough to call attention to and to consider taking appropriate action to remedy.

Type	Locations
a. Intersections	Especially at school, and west end of Square.
b. Crosswalks	Those which intersect the main traffic island.



OAKEN SQUARE

HYDE PARK SQUARE

MT. LOOKOUT SQUARE

TRAFFIC VOLUMES  
and MARKET CONTEXT








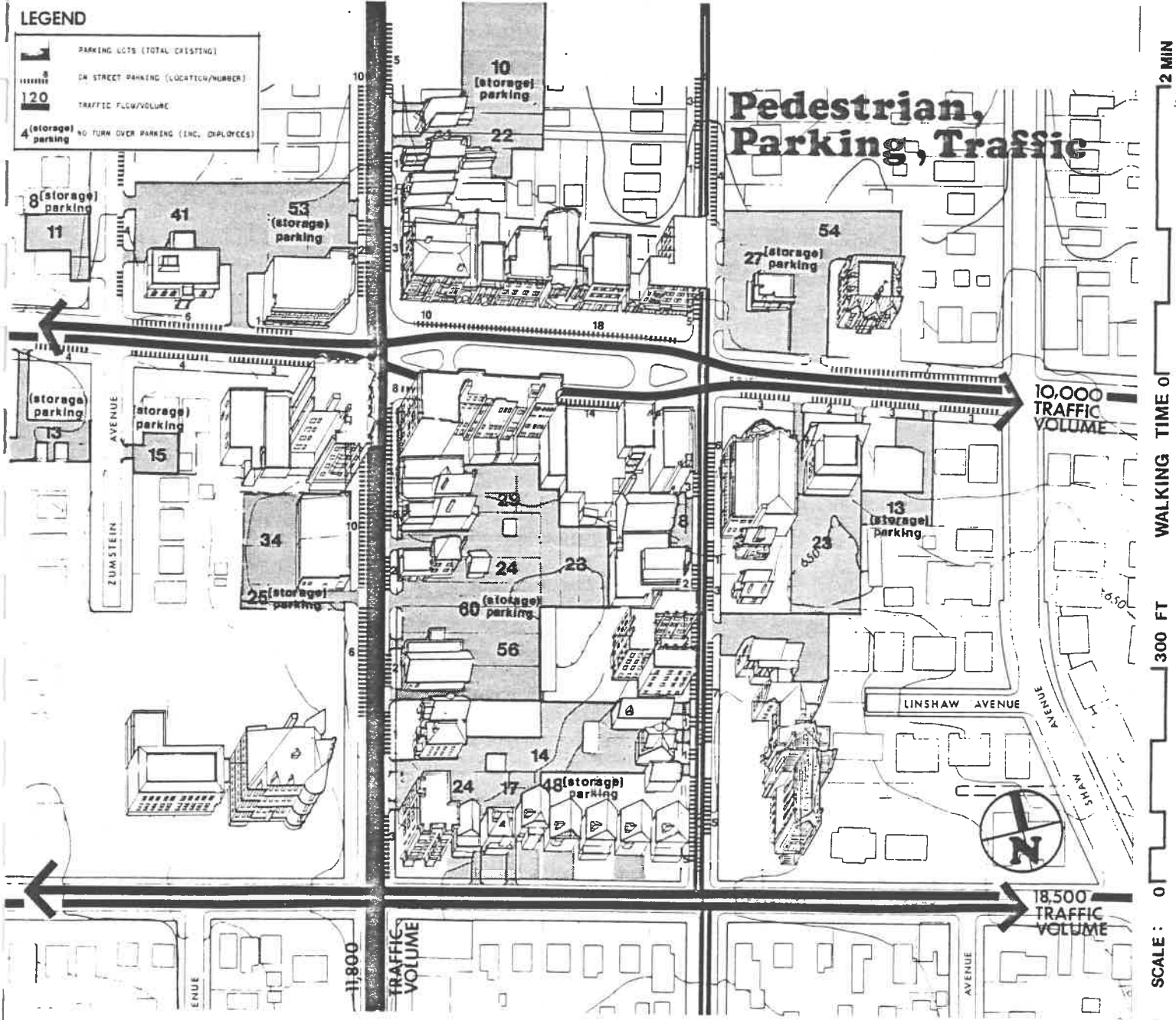
TO MT. WASH.  
5 miles

NASHVILLE

Ohio River

**LEGEND**

-  PARKING LOTS (TOTAL EXISTING)
-  ON STREET PARKING (LOCATION/NUMBER)
-  TRAFFIC FLOW/VOLUME
-  4 (storage) parking
-  40 TURN OVER PARKING (INC. EMPLOYEES)



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- c. Jay-walking                      Michigan at side of the firehouse over to Gattle's; Edwards - parking spaces on west side of street, over to Zino's, dry cleaners, Arthur's, Echo Restaurant, and Gulliver's.
- d. Parking Lots                      Core block.
- e. Metered Areas                      Along Erie, Observatory and Michigan.
- f. Curb Cuts                            Interrupt pedestrian traffic on sidewalks, as they are made for off-street driveways and lots.
- g. Business interruptions traffic and pedestrian                      Cars parked illegally at dry cleaners, either double-parked or pulling into bus stop.

E. Streetscape Overview

1. Store fronts and facades - People from a wide region come to Hyde Park Square because it has a number of high quality shops offering merchandise in a contained and accessible locale. The shops in the Square are dignified and refined in their selection of merchandise and window decoration. Exterior facades are treated conservatively, and some shops attempt a haute couture affect with their Park Avenue type awnings. The streets, sidewalks, and windows are kept clean and trash containers are emptied on a regular basis. There are no run down looking shops and facades in their neighborhood; everyone does his part to keep the district up.

Merchants are aware that visual appearance can affect their business. The shop owners over the years have worked independently to establish a certain image. Their investments are geared to customers who have refined tastes and have the extra money to spend. The merchants in the Square recognize the value of catering to a wealthy clientele and most of the shops reflect this care and concern. This is true on the interiors where there are ornaments, soft rugs, and designed environments to better serve the customers and make them feel comfortable in a unique environment. Unfortunately the exterior environment and public spaces are not consistent in quality with the interior spaces.

2. Signage - there are no signs designating the entry points to the Square. Approaching from the east or west on Erie Avenue, the entrance is subtle since the Square is visible. However, the north and south entrances are very abrupt. Secondly, there are no signs to direct people to the various stores or offices once they have arrived. A chance exists that certain businesses might be overlooked.

Other areas lacking signage are directions to parking areas and pedestrian crosswalks. Circulation works well around the planted island, but there are no signs to instruct the driver to alternate off-street parking sites. There are also crosswalk signs placed at the edge of the planted island and overhead, but their placement is not as obvious and clearly marked as a striped crosswalk would be to pedestrians and drivers alike.

3. Amenities - The Square has two designated places for people to congregate and socialize. One is the corner of Erie and Edwards where there is a small sitting area. With its two formal benches facing Erie, it is not very inviting as it is impossible for several people to sit comfortably and converse for any period of time. The space lacks containment and people who use it tend to feel on display. Unfortunately, this place makes a weak appearance in an area where a stronger visual statement would be welcome.

The second pedestrian area is the traffic island with a number of secluded benches that are buffered from the passing traffic by a vegetative screen. Unfortunately, the facilities for the handicapped and elderly visitors are lacking. Ramps to the traffic island and at street corners do not exist. The island is the one open space in the Square and many users are restricted from using it.

4. Lighting - Roadway lighting on Erie Avenue between Edwards and Michigan is provided by 21,000 lumen mercury vapor lights. This provides approximately twice the average illumination of the City standard lighting level with the difference in cost already assessed to the abutting property owners. Lighting on Edwards Road, Observatory Avenue and Michigan Avenue is standard overhead lighting for the street classification involved without assessments.

Shoplighting in the Square is very pleasing. The display windows provide a natural and stimulating way to light the sidewalk with appropriate focus on commercial goods. Improved pedestrian lighting could highlight pedestrian circulation at corners, cross walks and through peripheral parking areas. The lighting can unify the Square's image and reconcile diverse architecture.

#### F. Housing

The housing existing within the business district consists of both single family and multi-family housing, plus about two dozen residences which have been converted to office-type use. More specifically:

- a. There is only one single family, owner occupied property within the business district, strictly defined.
- b. The multi-family properties include a large apartment building on Michigan near Knox Church and the upper floors of the commercial buildings on the south side of the Square.

- c. The residences which have been converted to offices are scattered throughout the district, ranging from Erie east and west of the Square, to Edwards both north and south of the Square, to Michigan between Erie and Observatory, and finally, on Observatory between Edwards and Linwood. These conversions have represented the most significant "business encroachment" in the residential area immediately adjacent to The Square. It has been caused by the strong economic appeal of The Square and made possible through zoning changes and the willingness of the "office-type" businesses to pay up to a four-fold increase in property costs between 1970 and 1978.

Immediately adjacent to the business district, predominantly multi-family (at least two-family) housing exists. A significant percentage of the single family situations which do exist are not owner occupied. In its simplest form, this would seem to indicate that:

- a. Single family residences are becoming more and more difficult to maintain due to increased costs.
- b. Having two (or more) parties to share the ownership costs will permit continuity of ownership or justification for ownership investment.
- c. More and more people want to live in Hyde Park, and multi-family situations represent for some the only ultimately practical way they can do it.
- d. With these conditions, "outside" investors are finding it lucrative to buy properties and rent them.

Single family residential properties which are adjacent to a strong commercial area may be vulnerable to conversion. They are vulnerable because commercial use will normally justify paying a higher price for the property than is justified for continued single family usage. And, quite naturally, the owner who has decided to sell (and is already emotionally out of the neighborhood) will find a higher-priced commercial offer of special interest. Net, the basic economic forces encourage conversion. The sum and substance of this is that the housing stock immediately adjacent to the business district is not, in reality the classical single family, ownership occupied situation which it has been represented to be in the past community zoning struggles. It is in this "new reality" context that we have proposed the "high investment zone concept" to meet the dual objectives of protecting the single family residential areas and supporting necessary commercial expansion.

The High Investment Zone Concept means simply that office and/or multi-family situations should be encouraged in the area

immediately adjacent to an existing, vital commercial area because the size of such situations and the investments they represent will provide a practical financial barrier to "encroachment-/expansion" by retail/commercial interests. The ideal office/multi-family H I Zone will protect the single family resident areas from retail/commercial "abuses" while also providing a possible captive market for the business district.

The opportunity for providing a zone of investment for multi-family housing appears to be north of the Square. Around the Square there are no immediate plans for multi-family development east or west, particularly on Erie. The other opportunity, south of the Square along Observatory is zoned R-5, but it appears assemblage problems and the limited size of the lots inhibit development.

### III. GOALS AND OBJECTIVES

The over-riding goal of this urban design plan is to maintain and enhance the business and economic vitality of the Square -- within the context of an adaptive containment land use policy. The adaptive containment land use policy recommended has been structured specifically to protect the majority of long term single family residential interests. It has also been structured to recognize that here is a "battle ground zone" where strong commercial investment expansionary forces meet equally strong residential forces. The adaptive containment land use policy breaks this historic conflict by proposing a unique conceptual framework. This framework is based on understanding and accepting the real estate economic forces which are at work in the Hyde Park Square area.

- A. Maintain and enhance economic vitality of the Hyde Park Square business environment.
  - 1. Develop stronger, broad-based leadership within the business/property owners.
  - 2. Encourage selective expansion of businesses.
  - 3. Maintain diversity of products and services available to the local and regional market.
  - 4. Improve cooperative advertising programs, sponsor special Square events and promotions.
  - 5. Improve private sector cooperation and unity by forming a catalyst group and establishing quarterly meetings between the executive committee of the Business Association and the Neighborhood Council.
  
- B. Employ a long range land use/zoning strategy that provides adaptive containment.
  - 1. Encourage growth of commercial and residential uses through higher density development and more efficient utilization of space within the urban design plan boundary.
  - 2. Maintain and encourage a diverse mix of uses in the Square (neighborhood and regional commercial, multi-family housing, public facilities).
  - 3. Provide zoning with a transition from retail commercial to office to high density housing to low density housing.
  - 4. Provide zoning which enables "zone of high investment" adjacent to the Square buffering commercial uses from low density housing.
  - 5. Establish an Environmental Quality - Urban Design District that provides development guidelines for implementing the adaptive containment policy.



- C. Improve parking conditions by increasing the number of off-street parking spaces.
  - 1. Create a private parking authority to coordinate parking improvements.
  - 2. Establish broadly accepted and enforced employee off-street parking policies.
- D. Improve vehicular circulation through better directional signage.
- E. Provide safe and comfortable pedestrian access to shopping.
  - 1. Improve and maintain cross walks.
  - 2. Improve walking connections from the north side of the Square and along Gregson Place.
  - 3. Provide more direct pedestrian access from core block parking to the south side of the Square.
- F. Improve the streetscape and reinforce the village green character.
  - 1. Maintain/upgrade facades.
  - 2. Coordinate upgrading on signage.
  - 3. Install all-weather canopies/awnings in continuous sections for pedestrian comfort.
  - 4. Remove excess or unsightly newspaper boxes, trash containers, utility poles, planter boxes, etc.
  - 5. Prepare and execute an in-ground tree planting scheme.
- G. Maintain and improve housing conditions
  - 1. Support multi-family projects in the high investment zone adjacent to commercial properties.
  - 2. Maintain architectural character of residential buildings now used for office purposes.
  - 3. Maintain and/or upgrade where necessary the quality of rental units.
  - 4. Improve accommodations for senior citizens.

#### IV. DEVELOPMENT STRATEGY

##### A. General Policy

Implementation of the urban design plan will rely primarily on private sector market forces on the Square. However, it is strongly recommended that an additional better organized guidance mechanism be established. A catalyst group comprised of representatives from the business/property owners and residential community should be formed to:

- monitor conditions in the area circumscribed by this plan.
- use the plan to advocate and guide developments and change under the umbrella of the adaptive containment land use policy.
- assist in the creation of a parking improvement authority
- assist in the creation of a neighborhood development corporation whose purpose would be to purchase and control certain properties that are judged critical to the land use strategy. For example, a single family residence on Michigan, Edwards or Zumstein, north of the Square, which is immediately adjacent to but outside the urban design plan boundary. Another example could be a property which would be part of an assemblage in the high investment zone. Property ownership, in the final analysis, is an effective way to control or participate in change.
- initiate zone change petitions in line with the plan's recommendations.

Public policy should initially assist implementation of the design plan through legislative actions (zoning decisions) and construction of improvements in the public right-of-way. These actions will help create an environment where additional private investment can be justified in Hyde Park Square. Later, city technical assistance should be maintained with the private sector catalyst group to encourage and monitor development in accordance with the design plan.

##### B. Development Opportunities

The strategy which follows illustrates the basic components of improvement as they are perceived after evaluation of all conditions. There development are described in the sequence in which they are estimated to occur.

###### Phase I (1-2 years)

###### Area A

The current O-1 zoning should be changed to B-2. This will provide a positive inducement to the business and property owners in the area to cooperate towards achieving increased parking and better organized parking. A major benefit will be the reduction in driveways on Observatory and consequently the number of interruptions to that intense traffic flow. The church as expressed an interest in participating in planning this project as they are seeking additional off-street space for their peak periods which are off-hours as far as business usage is concerned. The principal business use for the area would be employee parking.

Creation of a parking management entity or authority is envisioned to work out final plans, execute the improvement and be responsible for the ongoing operations and maintenance of the lot. To accomplish this, the parking authority would lease the necessary land from the existing owners, devise a financing scheme to fund the improvement costs, contract out the improvements, devise a lease/rental formula for paying off the improvement costs and annual operating costs and contracting for the necessary administrative, security and maintenance services.

#### Area B

The most immediate objective is to render the inner area surface more efficient for parking, circulation and accommodation of employee day storage parking. This improvement will likely require additional access on to Michigan and some type of pedestrian connection to the central Square. The plan envisions the parking authority assuming responsibility of improvement and ongoing operations.

On a broader, long range note, if these surface parking improvements can be achieved in Areas A and B, then a foundation has been laid which would facilitate consideration of a high density project such as a parking structure or a combination parking and commercial structure. The plan strongly suggests that the core block which contains Areas A and B is the most logical and generally acceptable place in which to encourage future commercial expansion, especially any of a high density character.

#### Area C

The parking study makes it absolutely clear that the north side of of the Square has a serious shortage of off-street parking. The two direct consequences of this are (1) constant competition (with periodic conflict and accidents) for the existing on and off street space -- guards are now standard at three lots -- and (2) cars parked bumper to bumper on both sides of the street up Zumstein, Edwards and Michigan.

Through development guidelines for transitional zoning and an EQ-UD district, the plan recommends preserving the residential character while allowing construction of a much needed parking facility. The depth of the lots on Michigan and Edwards make it possible to accommodate a sizable new, off-street parking lot which is suitably buffered from the rear of the buildings affected. Access and egress are possible from both Edwards and Michigan. The project could be handled by the same authority which is presumed to handle Areas A and B.

The lot would be principally for employee parking but would need the same support mechanisms as in Areas A and B, e.g., business employee off-street parking policies and a city on-street meter strategy which discourage all-day employee parking. The plan recommends additional metering on Zumstein, Edwards and Michigan north of Erie.

## Phase II (3-5 years)

### Area D

This site, with its high visibility, critical location, strong (growing) tenant and new financially strong, community minded ownership could be an excellent candidate for a high density, high investment project which would accommodate increased retail/office space and parking capacity.

### Area E

A zone change strategy is recommended here to facilitate the conversion to the high investment zone. The initial need is increased parking for the medical building. Subsequently, multi-family (townhouse style) development would serve as the buffer between the single family residential area and the commercial area.

## Phase III (3-10 years)







### Area F

The key need here is increased parking capacity. The recommended route is to re-zone the properties on Zumstein from R-4 to O-1 which will set the stage for phase I of the land use strategy and permit the addition of off-street parking on the rear of the lots. Some of this is vital to servicing the property on the south side of Erie.

Longer term, the business and property owners in this southwest corner of the Square should investigate the costs and benefits of adding one parking deck over the existing parking behind the one story building on the west side of Edwards. This would access/egress from Zumstein.

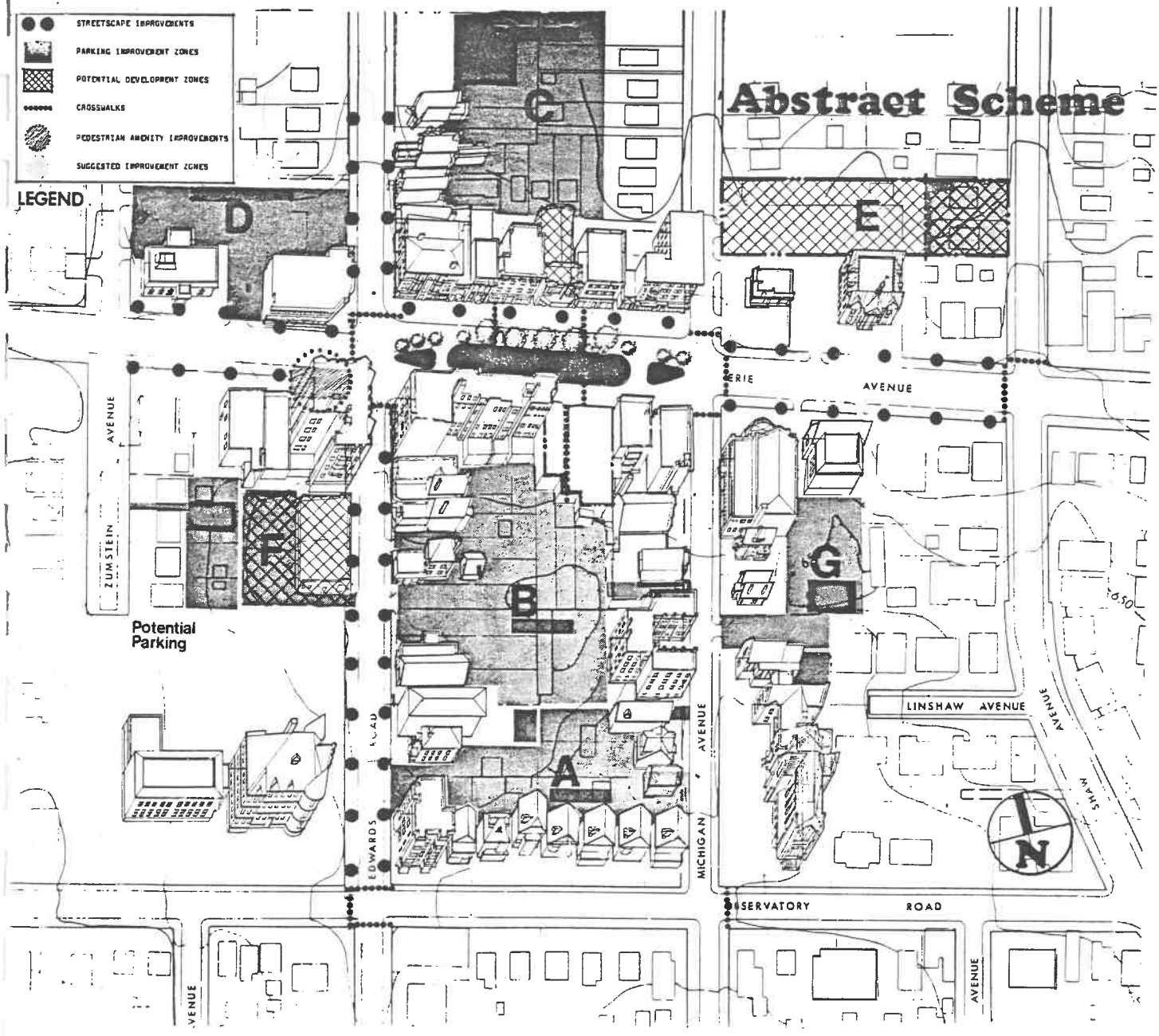
### Area G

The utilization of the parking area behind the library has been considered by several organizations but the deck structure required -- at grade with the church parking -- has been judged too costly. Depending on parking developments in the core block (A and B), Area E and on-street Michigan between Erie and Observatory, this concept may still draw further attention and consideration.

-  STREETScape IMPROVEMENTS
-  PARKING IMPROVEMENT ZONES
-  POTENTIAL DEVELOPMENT ZONES
-  CROSSWALKS
-  PEDESTRIAN AMENITY IMPROVEMENTS
-  SUGGESTED IMPROVEMENT ZONES

**LEGEND**

**Abstract Scheme**



SCALE 0 300 FT 12 MIN WALKING TIME 0

*Hyde Park Square Neighborhood Business District*

Prepared by: Howard Tommelein Associates, Inc.



Project Consultants :

The Doeplis/Leoniwicz Partnership  
 Eric Page Doeplis, ASLA Urban Designer/Landscape Architect  
 Gary R. Leoniwicz, AIA Architect/Graphic Designer

C. Implementation Schedule

<u>Project</u>	<u>Funding Source</u>	<u>Phase I 1985-86</u>	<u>Phase II 1987-89</u>	<u>Phase III 1990+</u>
Organize Catalyst Group	Private			
-Assist in forming Parking				
-Initiate zone changes +EQD		1,000		
Form Neighborhood Deve-	Private	1,000		
lopment Corporation				
-Initiate funding drive +				
escrow		5,000		
-Initiate real estate				
monitoring				
Form Parking Authority	Private	1,000		
-Establish employee				
parking policy				
-Coordinate meter enforce-				
ment				
-Feasibility study of Areas		3,000		
A,B,C				
-Initiate lease negotiations				
-Secure property rights		200,000		
-Design facility		75,000		
-Construct improvements		800,000		
Cooperative Advertisements	Private			
-Contact media				
-Prepare brochure		3,000		
Facade Improvements				
-Counseling @ 200 ea.	Public	2,000	2,000	2,500
-Improvements \$5-10,000 ea.	Private	50,000	150,000	
Public Improvements				
-Design	Public	40,000	10,000	
-Construction	Public		450,000	100,000
-Maintenance Assessment	Private		10,000	10,000
Private Development				
Areas A & B	Private			2,200,000
Area D	Private			3,000,000
Area E	Private		75,000	
Area G	Private			2,000,000
TOTAL				
Public		\$ 42,000	\$462,000	\$ 102,500
Private		\$1,139,000	\$910,000	\$7,210,000

(See Appendix E for unit costs)

V. POLICIES AND RECOMMENDATIONS

A. Business

1. Continue to attract the more affluent shopper through offering a broad variety of quality goods and services in a compact, convenient setting.
2. Maintain the image of the Square as a good, pleasant, interesting, and safe place to shop and be entertained.
3. Recognize that the parking problem is detracting from business growth and that its solution lies in the area of stronger, broad based business cooperation and leadership.
4. Pursue a very selective approach to further physical expansion.
5. Build and execute more cooperative mechanisms for advertising, promotion, signage, facades, sidewalk covers, landscaping and common area physical improvements.
6. Use this plan to develop a more effective working relationship with the community leaders and the officials in City Hall.

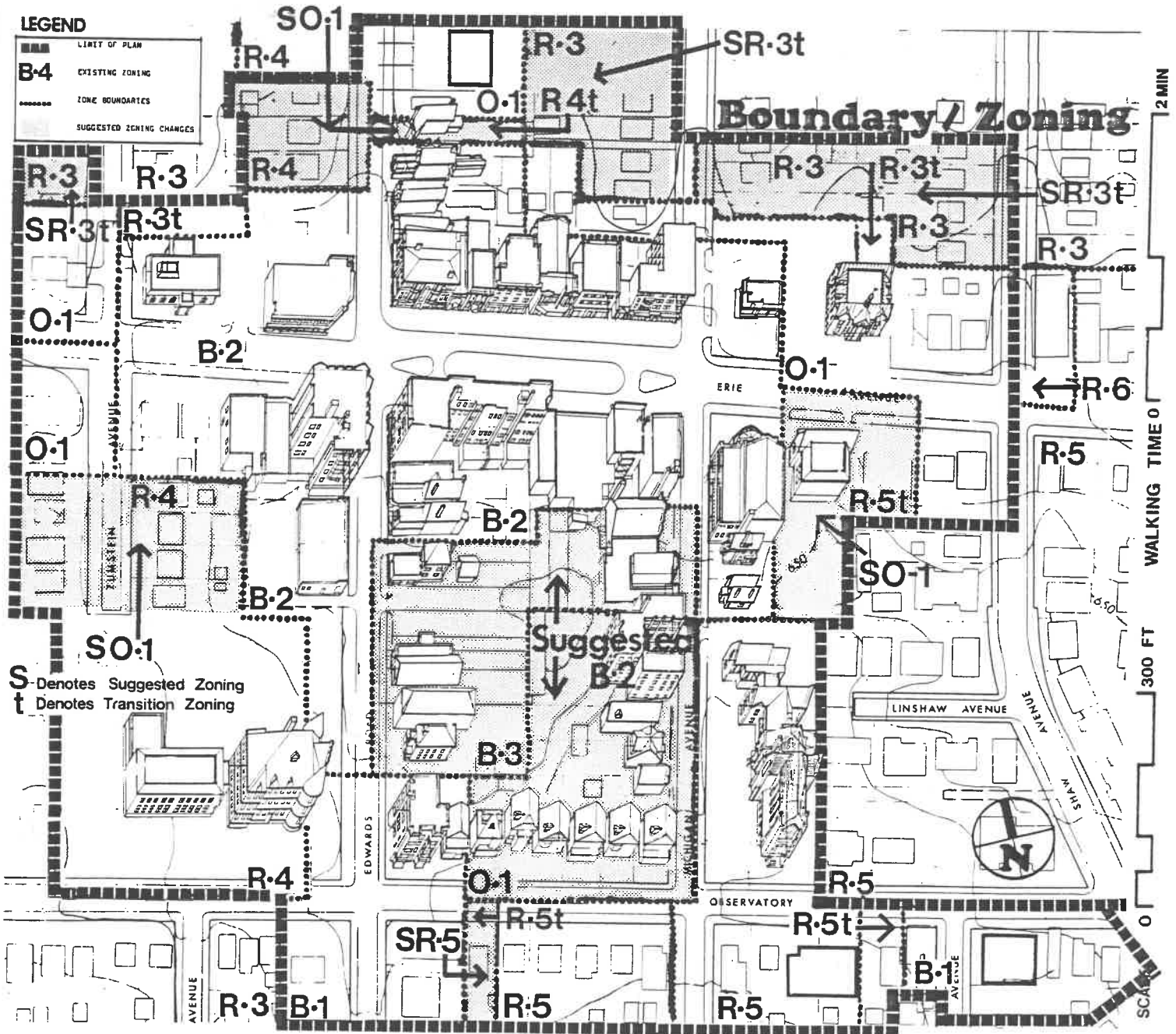
B. Zoning

Zoning changes enter upon several peripheral areas as well as the core block:

1. Rezone the core block along Edwards, Michigan and Observatory from B-3 and O-1 to B-2. This change encourages the necessary participation of the numerous private parties or land owners in this area in the implementation of more efficient inner block parking.
2. To insure the stability of the residential area on the south side of Observatory, change the single lot R-5T zone to R-5.
3. Moving clockwise around the Square, the present R-4 area on Zumstein south of Erie should be changed to O-1. This accommodates the recommendation of additional parking for that area and allows for office expansion as the market demands.
4. The one parcel of present R-3 zoning on the west side of Zumstein, north of Erie and north of the O-1 zone, is recommended to become R-3T to enable the present property owner more flexibility at his present location.
5. North of the Square, three R-4 properties on the west side of Edwards and one R-4T property on the east side should be changed to O-1. This provides a zone of investment on the west side of Edwards and prevents transition zones north of the Square from abutting business zones.

LEGEND

- LIMIT OF PLAN
- EXISTING ZONING
- ZONE BOUNDARIES
- SUGGESTED ZONING CHANGES



# Hyde Park Square Neighborhood Business District

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6. Six properties along the west side of Michigan north of the existing O-1 zone should be changed to R-3T to provide for the necessary north frame parking. The development guidelines for this location should specify using the rear portion of the lots for parking while maintaining the residential character of the buildings facing Michigan Avenue. Access to Michigan from the parking lot should be provided at one location with a right turn only.
7. The present R-3 zone north of the Medical Arts Building, crossing through from Michigan to Shaw is recommended to become R-3T to enable the logical packaging of that area and prevent further sprawl northward into the residential area.
8. Establish an Environmental Quality-Urban Design District overlay coterminus with the Hyde Park Square NBD Urban Design Plan boundary. The design plan and the IDC restrictions (See Appendix F) should be incorporated as part of the Development Guidelines Report for the EQ-UD.

C. Parking

1. Organize a parking improvement authority.
2. Promote strongly the establishment of employee off-street parking policies.
3. Pursue the off-street improvement project in areas A, B and C.
4. Work with the City to develop an improved on-street metering system.
5. Coordinate the on-street, off-street public and private improvement projects.

D. Vehicular/Pedestrian Circulation

1. Provide more effective and increased inner-block parking areas, reducing the amount of search and cruise in and around the Square. The conditions for pull-in or parallel street parking are improved by safer and equally convenient parking areas within the inner blocks with clear and easy access to individual retail and business establishments.
2. Provide appropriately restrictive traffic and parking signage or devices to allow more organized and freer movement, while still controlling the negative aspect of speed.
3. Encourage off-street loading through use of rear-door shipping and receiving.
4. Establish clear and safe pedestrian crossings within and around the Square. (Especially at mid-block crossings and high children compaction or movement areas.)

5. Introduce sidewalk widening "bulges" at the two mid-block Square crossings on Erie. The devices will serve to permanently and more effectively eliminate the illegal parking at these locations. The crossing distance for the pedestrian is significantly reduced and made far more visible and safer. The reduction and discouragement of direct street parking will contribute to the safety of the pedestrian in all cases.
6. Promote easy shopper access to retail opportunities (particularly for the elderly and handicapped).
7. Provide handicapped ramps at intersection crossings and on the Square itself.
8. Develop pedestrian level communication and identity signage, especially in the inner-block parking areas.
9. Consider new traffic signalling, especially regarding turn lanes at Edwards and Observatory, for much safer children crossings in this area with high child risk.
10. Eliminate street clutter, especially through the banking or grouping of numerous and separately operated newspapers dispensers.

#### E. Streetscape

The total visual effect of the Square requires a coordinated approach to unify an appearance consistent with concerns for quality, circulation and an effective marketing environment. Hyde Park Square should strive to maintain its exciting atmosphere of diverse and individualized shopping opportunities by stressing quality as opposed to quantity. A village-type atmosphere must be encouraged with the creation of safe, designated, and well-lit open spaces for pedestrian/shopper comforts.

Of great importance is the establishment of guidelines for unification, control and cooperation by the members of the Hyde Park Square business community.

#### Storefront and Facades

The Square should capitalize on the energy and pride of the individual retail establishments

Expressions of color, banners and window displays are to be encouraged but suitably enforced.

The great variety of facade materials and building types could be harmonized by building color coordination, especially the large expanses of relatively solid walls in the inner-block parking areas.

An introduction of graphics to appropriate building surface's could serve to reinforce the vitality of the retail offering or the shopping opportunities.

### Signage and Graphics

Promote an integral character among signage but retain the creative climate of individual identity.

Provide pedestrian low-level signage for shopping opportunities.

Clearly mark parking opportunities.

Reinforce proper pedestrian crossings with signs

Enforce standards for street appurtenances and accompanying graphics or colors.

Encourage more overhead canopies, awnings or banners, for effective and lively identities. The "theme" of the Square exists by sensitive and individual assortment of its offerings rather than the commonality of its parts.

Be certain the increased parking opportunities are clearly designated for the shopper with provisions for retail directories, location maps, proper lighting and drainage.

All control and coordination of these suggested standards appear highly possible by an active and sensitive business group.

### Amenities

Introduce more benches or seating devices would achieve a more relaxed setting and to accommodate lunch hour comfort.

Information directories and kiosks should be introduced to direct closer attention to the wide range of offerings and opportunities.

### Sidewalks

Provide special paving to reinforce the pedestrian domination of the parking zones, sidewalk and intersection crosswalks.

Reduce apparent clutter of sidewalk newspaper boxes, trash receptacles, utility related installations, etc.

All trees should be planted at sidewalk level so as not to interrupt or diminish the right of way.

Entries to the Square should be reinforced through a change in character of paving, street trees, lighting, signage and building appearance.

### Streets

Provide for complete upgrading of the street facilities including resurfacing, curb repair and traffic island improvements.

### Lighting

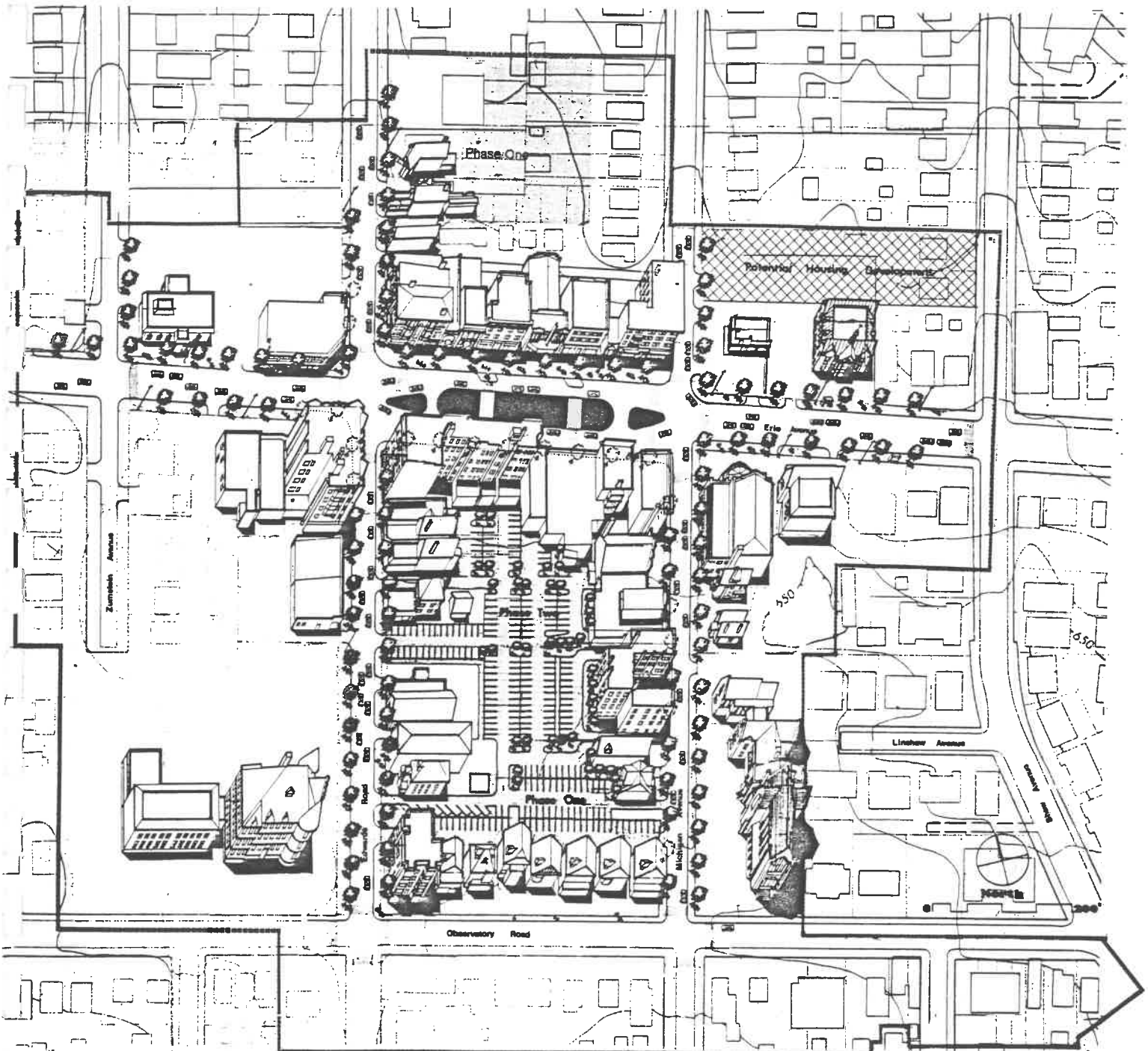
1. Effective security and surveillance control in all inner-block parking areas should be established.
2. Lighting should promote driver awareness and safety through-out the Square by appropriate illumination relative to driver direction signage and controls, major decision points, and improved ability to see pedestrians.
3. Lighting of parking and street areas should maintain scale with the buildings. The lighting should promote a sense of the Square as an entity of particular size.
4. Determine street light location as part of the total area design to minimize sidewalk disruption and conflicts with the total image.
5. The option of a strong image, character and presence can be obtained by distinctive sidewalk lighting (at 12 feet high) supplemented critically placed street lamps at 35 feet high (requires a assessment for the added costs of installation and maintenance above the City's standards costs).
6. The lighting should extend to the parking areas to unify the off-street lots and the sidewalk focus.

### Shoplighting

1. Future projects/plans should include controls for lighting intensity, directions and color so as to allow the individual store lighting to present a unique character and image to the Square.
2. Encourage reasonable scale in establishment lighted signage to conform to the total image of the Square. A sign review would identify direction and appropriateness of sign lighting graphics.

### F. Housing

1. Contain business expansion through high level residential investment in a zone frame around the Square.
2. Promote high density housing patterns within close, walking proximity to the Square. The Square will benefit from a strong resident-dependent population.
3. Maintain architectural character of residential buildings now used for office purposes.
4. Improve accommodations for senior citizens near the Square.



# *Hyde Park Square Neighborhood Business District*

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 Gary R. Lesniwicz, AIA Architect/Graphic Designer

VI. Boundary Description\*

Hyde Park Square NBD Urban Design Plan

BEGINNING AT A POINT, said point being at the intersection of the centerline of Erie Avenue and Shaw Avenue. Thence moving northwardly along the centerline of Shaw Avenue to a point of intersection with the easterly extension of the north parcel line of Hamilton County Auditor's (HCA) parcel 41-2-20. Thence westwardly on said extension and along the north line of HCA parcels 41-2-20 and 41-2-31 to a point of intersection with the east line of Michigan Avenue. Thence westwardly across Michigan Avenue to the point of intersection with the west line of Michigan Avenue and the north line of HCA parcel 41-3-4. Thence northwardly along the center line of Michigan Avenue to a point of intersection with the eastwardly extension of the north parcel line of HCA 41-3-1. Thence westwardly along the north line of said parcel and HCA 41-3-24 to a point of intersection with the center line of Edwards Road. Thence southwardly along the center line of Edwards Road to a point of intersection with the eastwardly extension of the north line of HCA 41-4-124. Thence westwardly along the north line of said parcel to the northwest corner of said parcel. Thence southwardly along the west line of said parcel and parcels 41-4-124, 41-4-123, 41-4-122 and 41-1-121 to a point of intersection with the southwest corner of HCA parcel 41-4-121 and the northeast corner of HCA parcel 41-4-115. Thence westwardly along the north line of HCA parcel 41-4-115 to a point of intersection with the centerline of Zumstein Avenue. Thence northwardly along the center line of Zumstein Avenue to a point of intersection with the eastwardly extension of the north line of HCA 41-4-72. Thence westwardly to the northwest corner of said parcel. Thence southwardly along the west line of HCA 41-4-72 to the southwest corner of said parcel thence eastwardly to the northwest corner of HCA 41-4-70. Thence southwardly along the west line of said parcel extended and southwardly along the west line of HCA 41-4-104 for a distance of 140.02 feet, thence westwardly along the north line of HCA 41-4-102 to the northwest corner of said parcel. Thence southwardly along the west line of parcels 41-4-102, 101, 100 and 99 to the southwest corner of parcel 41-4-99. Thence eastwardly along the south line of said parcel to the point of intersection with the west line of Zumstein Avenue. Thence southwardly along the west line of Zumstein Avenue to the point of intersection with the north line of parcel 41-4-141. Thence westwardly to the northwest corner of HCA 41-4-141. Thence southwardly along the west line extended of said parcel to a point in the north line of Observatory Avenue. Thence eastwardly along the center line of Observatory Avenue to the point of intersection with the northwardly extension of the west line of HCA parcel 46-8-81.

Thence southwardly along said extension and the west line of HCA parcels 46-8-81 and 46-8-125 for a distance of 150 feet. Thence eastwardly along the south lines of HCA parcels 46-8-125 and 46-8-83; 46-5-71, 65, 64, 26, 25, 24, 23, 4, 3, 2 and 1; 46-3-1, 191, 188 extended to the center line of Morten Avenue. Thence northwardly along the center line to a point of intersection with the westwardly extension of the south line of HCA 46-3-17. Thence eastwardly along the south lines of HCA parcels 46-3-17, 18, 19, 20, 177 to a point of intersection with the center line of Linwood Avenue. Thence northwardly along said center line to a point of intersection with the center lines of Linwood Avenue and Observatory Avenue. Thence westwardly along the center line of Observatory Avenue to a point of intersection with the southwardly extension of the east line of HCA parcel 41-2-68. Thence northwardly along the east line of HCA parcels 41-2-68 and 41-2-53 for a distance of 388.35 feet, thence eastwardly along the south line of parcel 41-2-49 for a distance of 50.09 feet, thence northwardly along the east line of said parcel for a distance of 129.36 feet, thence eastwardly along the south line of HCA parcels 41-2-48, 41-2-47, 41-2-46, and 41-2-45 to a point of intersection with the center line of Shaw Avenue. Thence northwardly along the centerline of Shaw Avenue to a point at the intersection of the center lines of Erie Avenue and Shaw Avenue, THE BEGINNING POINT.

\* Per information in Hamilton County Auditor's Book 41 and 46, date of record October 19, 1984.

APPENDIX  
to the Hyde Park Square  
Neighborhood Business District  
Urban Design Plan



EXHIBIT A  
ECONOMIC CONDITIONS

Marketing

Hyde Park Square is a very strong NBD. Its retail/service sector accounts for an estimated \$40-60 million in annual revenues. The addition of institutional/industrial volume brings the Square's total to a range of \$75-100 million.

Eighty-five (85) percent of those interviewed report sales are the same or higher (69%) from the previous year. Importantly, only 54% say that profits are up. Twenty-eight (28) percent say profits are the same or down. There is certainly concern among some of the merchants that they are working harder to create more sales dollars, but that the end result is the same or lower profits. This is part of the reason why there is considerable sensitivity over the rental/lease fee increases. There are coming "off the top of" cost of goods, utilities, wages and insurance increases.

Fifty-seven (57) percent of the respondents derive more than 50% of their business from the immediate Hyde Park community, whereas 30% gain more than 50% of their business from "outside" of Hyde Park.

In 1976, Real Estate Research Corporation estimated that the potential primary retail market for the Square was about \$68 million. They also estimated that the trade area's income would increase 47% between 1970-85. According to the 1980 census data, three-fourths of the Hyde Park community had household income in the top bracket in the City, and one-fourth were in the next bracket down, which was above the City's average. In view of the behavior of the real estate market in the past 3-4 years, there is clear evidence that affluent families are continuing to reside in and move into they Hyde Park, East Walnut Hills and Mt. lookout areas.

Competitive Context

While there are individual competitors for individual establishments in the Square, we do not believe another NBD has been able to muster the powerful collection of businesses which exist in Hyde Park Square. That may sound like a pretty smug generalization, but it is noteworthy that the Square's annual volume for retail/service establishments exceeds that of Hyde Park Plaza by at least 30%.

Composition, Tenure and Continuity

We found there to be about 150 establishments in this business district with strong collections of women's apparel, architectural/interior design, gifts, insurance, real estate, food service, financial, auto service and professional medical and dental type firms. Over 90% are organized as small businesses.

The age mix looks very healthy with 40% in the Square five years are less, 11% there five to ten years, and 49% there over ten years.

A less positive factor is that only 24% own their property, 24% are short-term rentals, and 52% are involved with leases with terms ranging from 1-11 years.

Of those interviewed, employment totaled 651 (472 full-time, and 189 part-time). We estimate the total for the district as 800-900.

Finally, we found a low level of potential instability; only 3% have tentative plans to relocate and only 14% may relocate, close or fail in the next 2-5 years.

### Real Estate

As mentioned above, 76% of the respondents rent or lease their space. 46% of these people cooperated in providing data on their cost situation. They fell into three categories, essentially:

- a. 23% pay in the range of \$2.15-5.00 per square foot.
- b. 50% pay in the range of \$5.00-8.00 per square foot.
- c. 27% pay in the range of \$8.00-14.00 per square foot.

There are some sizable, important concentrations of real estate ownership in and around the Square which may, we hope, facilitate discussions and decisions regarding the undertaking and financing of improvement projects -- such as additional off street parking.

### Financial

This is very noteworthy: Over 60% of the respondents have spent over \$1,000 on maintaining or upgrading their businesses or properties in the past three years. The estimated minimum aggregate amount is \$1,092,600! Further, 32% plan to invest over \$1,000 in the next one to two years, with the total estimated at slightly over \$200,000! This level of investment is unparalleled in our studies of other City NBD's.

The above clearly indicates that there is an existing, strong financial capacity in the Square. We would simply add to that the fact that there are three high performance commercial bank branch offices in the district. There are also three successful savings and loan establishments on the Square, including a branch of the largest in the City. When we couple this situation in the financial community with the strong sales base of the Square and its relatively high concentration of property ownership, then we conclude that money, in and of itself, will not be the constraint on any improvement projects.

All six existing institutions are doing extremely well, business-wise, and four of the six own their own property. They have every reason to be, and in the past have been supportive of actions necessary to maintain and enhance the business district. The principle concern which they feel is the relative difficulty encountered in achieving cooperation on projects and activities requiring joint, coordinated effort.

### Leadership Potential

There exists a Hyde Park Square Business Association with a Board of Directors of fifteen people who meet regularly, usually monthly. They have committed

seven people to represent them on the recently formed Hyde Park Square IDC Task Force. This group should facilitate communications, understanding and decision-making on any projects which the business district urban design planning might produce. The Hyde Park Neighborhood Council is another group that is making major contributions on a district-wide basis. At least forty people have been identified as being willing to commit time and would make important contributions to any improvement project work. The Neighborhood Council has also been instrumental in presenting the IDC for Hyde Park Square. Cooperation between the Business Association and the Neighborhood Council on the IDC has been a major step in developing a consensus for planning for Hyde Park Square. This working relation should continue throughout the implementation of this plan.

## Hyde Park Square Business District

### Interview Results

I. General: Two-thirds of the establishment were interviewed and the results are expressed as a percentage of those responding.

II. Specifics:

A. Annual Revenues:

1. \$50,000 or under:	8%
2. \$50,000 - \$1000,000:	19%
3. \$100-250,000:	27%
4. \$250-500,000:	8%
5. \$500-750,000:	4%
6. \$750-1 Million:	6%
7. Over \$1 Million:	6%
8. No response:	22%

The estimate aggregate, annual revenue for the retail/office/services establishments in the business district of the Square is \$40-60 million. When coupled with the institutional/industrial volume, the total for the Square is in the range of \$75-100 million.

B. Principle Market:

1. From the Immediate Community:

50-65%:	24%
65-75%:	16%
over 75%:	17%

2. From "outside" Immediate Community:

50-75%:	16%
over 75%:	14%

3. No response: 12%

C. Sales and Profitability Trends:

UP: Sales:	69%
UP: Profits:	54%
SAME: Sales:	16%
SAME: Profits:	19%
DOWN: Sales:	4%
DOWN: Profits:	9%
No response: Sales:	11%
No response: Profits:	19%

D. Ownership Status:

1. Individual Proprietorship:	34%
2. Partnership:	10%
3. Franchise:	3%
4. Corporation -- Small:	45%
5. Corporation -- Large:	4%

E. Business Age:

1. 0-2 years:	23%
2. 2-5 years:	17%
3. 5-10 years:	11%
4. 10-20 years:	25%
5. Over 20 years:	24%

F. Employment:

1. Per Interview:	661
Full-time:	472
Part-time:	189
2. Estimated Business District Total	800-900

G. Property Ownership:

OWN:	24%
LEASE (1-11 year terms):	52%
RENT:	24%

H. Plan to Relocate:

NONE:	87%
WITHIN HYDE PARK:	4%
MAYBE, OUTSIDE HYDE PARK:	3%
EXPAND, ADDITIONAL OUTLETS:	2%

I. Management Continuity and Individual Business Forecasts:

- |                                                                                      |     |
|--------------------------------------------------------------------------------------|-----|
| 1. Stable and/or growing; will continue to operate in the NBD for the next 2-5 years | 86% |
| 2. Will close or move out in the next 2-5 years                                      | 11% |
| 3. Will fail in the next 5 years:                                                    | 3%  |

J. Rental Costs (46% of those interviewed)

1. 23% in the range of \$2.15-5.00 per square foot.
2. 50% in the range of \$5.00-8.00 per square foot.
3. 27% in the range of \$8.00-14.00 per square foot.

K. Vacancies and Blight:

Existing first/ground floor vacancies:	3
Blight/severe deterioration evidence:	None
Number of Commercial Structures:	55-60

L. Commercial Bank Services:

No. 1:	2%
No. 2:	24%
No. 3:	39%
No. 4:	9%
No. 5:	1%
Other:	3%
No Response:	22%

M. Willingness to Invest:

- |                                                                                          |     |
|------------------------------------------------------------------------------------------|-----|
| 1. Over \$1,000 in past 3 years:<br>(Total estimated: \$1,092,600)                       | 61% |
| 2. No investment, past 3 years:                                                          | 36% |
| 3. Planning to invest over \$1,000<br>in next 1-2 years:<br>(Total estimated: \$202,000) | 32% |
| 4. No investment for next 1-2 years:                                                     | 68% |
| May contribute <u>TIME</u> to cooperative<br>improvement planning projects:              | 36% |

N. Potential Leadership:

There isn't any lack of leadership capacity on the Square. We have identified at least 40 people who must have this talent. What clearly does seem to be lacking is the will and resultant time commitment necessary to engage in cooperative planning and project work. Apparently, most have "made their mark" on the Square as entrepreneurs and continue to do well enough that they do not feel the need for such cooperative effort. We strongly doubt that the parking "problem" will be solved without such cooperative effort and commitments.

## Types of Establishments

1. Apparel, Men's, Women's and Children:	18
2. Architect/Interior Design:	10
3. Bakery:	1
4. Barber/Beautician:	5
5. Druggist:	2
6. Dry Cleaning:	2
7. Financial:	5
8. Florist:	1
9. Food Service:	7
10. Funeral Home:	1
11. Gas Stations:	2
12. Gifts:	6
13. Greeting Card, etc.:	1
14. Hardware:	0
15. Insurance:	2
16. Institutional/Industrial:	3
17. Jeweler:	3
18. Medical and Dental:	24
19. Misc. Professional Offices:	12
20. Misc. and other Specialty Retail:	26
21. Real Estate:	9
22. Restaurant/Cafe/Bars:	4
23. Shoes:	3
24. Tailor:	2
25. Vacancies:	3
	<hr/>
Total:	150

## EXHIBIT B

### Parking Conditions and Analysis

#### A. Introduction

The purpose of this paper is to document our findings with regard to the on-street and off-street parking situation existing within the Hyde Park Square business district, as defined by our "study" boundary. Our inventory and useage data were gathered through actual field observations during the period November 22, 1978 to January 29, 1979. A total of fifty-one random sample useage audits were made which provide a data matrix covering Mondays through Saturdays and nine time intervals which range principally from 9 a.m. to 6 p.m., with some after 6 p.m. data for the period just before Christmas. The data matrix is attached.

#### B. Principal Findings

##### 1. Inventory/Capacity:

- Metered On-Street	192 spaces
- Off-Street (privately owned)	483 spaces
	---
Capacity	675 spaces

##### 2. Existing Commercial Footage:

Per Real Estate Research Corporation 1976 Report -- 124,400 sq. ft.

##### 3. Commercial Space to Parking Capacity Ratio 184 sq. ft/space

##### 4. Average Usage Per Day of the Week:

<u>DAY</u>	<u>USAGE</u>	<u>% of CAPACITY</u>
Monday	420	62
Tuesday	515	76
Wednesday	481	71
Thursday	473	70
Friday	504	75
Saturday	449	67

Average for all days, 70%

5. Average Usage Per Time Period of the Day:

<u>TIME PERIOD</u>	<u>USAGE</u>	<u>% of CAPACITY</u>
9-11	453	67
11-12	475	70
12-1	527	78
1-2	490	73
2-3	554	82
3-4	509	75
4-5	520	77
5-6	344	51
After 6	281	42

6. Minimum Daily Usage: Monday, at 62% of capacity, is clearly the slowest day "on the Square".
7. Maximum Daily Usage: Tuesday and Fridays, at 76% and 75% of capacity, respectively, are the two highest activity days on the Square.
8. Average On-Street/Day: The usage ranged from 128 on Monday to 164 on Saturday with the average being 149 or 77.5% of capacity.
9. Average Off-Street/Day: The usage ranged from 286 on Saturday to 364 on Tuesday with the average being 332 or 70% of capacity.
10. Maximum Off-Street Usage: Four days were the most busy: Tuesday, Thursday, Friday and Saturday with usage ranging from a high of 85% (Saturday) to a low of 78% (Tuesday). The maximum time period usage occurred from 12-1 p.m. (86% of capacity) and from 2-3 p.m. (88%).
11. Maximum Off-Street Usage: The business off-street days were Tuesday (75% of capacity) and Friday 72% per capacity). The maximum time period usage clearly occurred during the 2-3 p.m. period with usage at 80% of capacity.
12. Heavily Used Areas: Overall, the Square operates at more than 68% of capacity almost 75% of the time. This is a more efficient use of available parking space than we have observed in other NBD's. However, this is consistent with the Square's high volume sales and more regional market appeal. Within this over-all high usage pattern there are areas which are subject to consistent, ultra-high usage. More specifically:

On-Street:

- a. At 100% capacity more than 60% of the time:
1. North side of the Square 75% of time
  2. Edwards Road - East side 75% of time
  3. South side of the Square 60% of time
- b. At 90% capacity more than 60% of the time:
1. North side of the Square 90% of time
  2. Edwards Road - North-East side 85% of time
  3. South side of the Square 80% of time



- 4. Edwards Road - North-West side 65% of time
- 5. Michigan - North of the Square 60% of time

c. At 90% capacity more than 50% of the time:

- 1. Erie Avenue - North of Square to Zumstein
- 2. Erie Avenue - South of Square to Zumstein

d. At 80% capacity more than 50% of the time:

- 1. Edwards to Observatory - West side

Off-Street:

- a. At 90% capacity more than 35% of the time: "Christopher's"
- b. At 90% capacity more than 25% of the time: Medical Arts Building
- c. At 80% capacity more than 30% of the time:

- 1. First National Bank 30%
- 2. Villager 40%
- 3. Christopher's 70%
- 4. Castle House 40%
- 5. Medical Arts 40%
- 6. Eagle Savings 40%
- 7. Fifth Third Bank 40%

13. Under-utilized Areas: Based on our sample, the most conspicuously under-utilized areas would appear to be:

On-Street:

- a. Zumstein - north of Erie 4 spaces
- b. Michigan - both sides, but especially the east side between Erie and Observatory
- c. Erie - both sides, east of the Square to Shaw

Off-Street:

- a. The two "Cain" lots just north of Observatory between Michigan and Edwards.
- b. The public library lot.

C. Analysis and Associated Commentary

- 1. Daily Usage: Hyde Park has the highest average daily usage, as percent of capacity of the three NBD's we are working with. Its average is 70%, or a strong 5% greater utilization than that of the next strongest, Mt. Lookout at 65%. As important is the fact that our audit shows this strong usage to occur four of the normal six shopping days per week.

2. Peak Time Periods: The most active periods are from noon to 5 p.m., on average, with 2-3 p.m. representing the highest daily activity period (82% of capacity) followed by noon-1 p.m. (78%) and 4-5 p.m. (77%).
3. Over-all Commentary: Our studies and interviews reveal that an estimated 800-900 people work in the Square's business district. We doubt that many people realize that the Square's work force is this large.

Next, we want to emphasize that our inventory of the parking capacity, on and off-street combined, is 675 spaces (over double what it was about eight years ago).

If one of every three employees drives a car to work (and it may be as high as one in two on many days), then we have a daily influx of 300-400 "employee" cars requiring space in or immediately around the Square. This plus the shopper traffic make it very clear why there is a parking problem in the minds of the business people, and why residents complain about cars parked on the street in front of their homes, especially on Zumstein, Edwards and Michigan, north of the Square. Our data confirms that the problem is especially acute on the north side of the Square.

Another important aspect of the parking problem is the matter of uncontrolled or unorganized employee parking. We estimate that 25-40% of the prime on-street parking that should be available for shoppers is being used all day by employees who "feed the meters". Our future recommendations will deal with proposed solutions to this matter which we believe to be critical to the over-all solution to the Square's parking problems.

HYDE PARK SQUARE - PARKING USE AUDIT ANALYSIS

OFF-STREET: CAPACITY - 483

TIME PERIOD/DATE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	AVERAGE
9-11 Date Number	1-29 236	12-19 375	--	11-30 351	12-29 354	12-23 301	323 67%
11-12 Date Number	12-11 379	1-2 328	12-6 369	1-11 319	11-24 319	11-25 308	333 69%
12-1 Date Number	1-8 269	12-19 394	11-22 343	1-4 366	12-22 414	12-16 379	361 75%
1-2 Date Number	1-15 333	12-26 310	1-10 332	1-11 326	1-5 363	12-2 326	332 69%
2-3 Date Number	12-18 418	1-23 369	12-13 397	12-28 388	12-1 439	1-13 305	386 80%
3-4 Date Number	12-4 414	12-5 400	11-22 347	12-7 364	1-26 378	1-20 238	357 74%
4-5 Date Number	1-15 368	11-28 335	12-12 402	11-30 379	12-1 422	12-15 398	364 75%
5-6 Date Number	11-27 214	--	1-17 264	1-18 233	1-12 258	12-9 169	228 47%
After 6 Date Number	--	--	--	12-21 144	12-22 158	--	151 31%
Average Number	329	364	339	319	350	286	
Percent	68%	75%	70%	66%	72%	59%	

HYDE PARK SQUARE - PARKING USE AUDIT ANALYSIS

ON-STREET: CAPACITY - 192

TIME PERIOD/DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	AVERAGE
9-11 Date Number	1-29 65	12-19 131	--	11-30 147	12-29 128	12-23 177	130 67%
11-12 Date Number	12-11 151	1-2 126	12-6 1-3 150 95	1-11 136	11-24 161	11-25 180	143 74%
12-1 Date Number	1-8 117	12-19 186	11-22 151	1-4 156	12-22 191	12-16 201	167 86%
1-2 Date Number	1-15 148	12-26 144	1-10 159	1-11 154	1-5 155	12-2 192	159 82%
2-3 Date Number	12-18 167	1-23 145	12-13 170	12-28 179	12-1 178	1-13 172	169 88%
3-4 Date Number	12-4 139	12-5 161	11-22 142	12-7 163	1-26 155	1-20 156	153 79%
4-5 Date Number	1-15 143	11-28 147	1-3 137	11-30 166	12-1 175	12-15 180	156 81%
5-6 Date Number	11-27 100	--	1-17 135	1-18 122	1-12 126	12-9 102	117 60%
After 6 Date Number	--	--	--	12-21 164	12-22 97	--	131 68%
Average Number	128	151	142	154	155	164	
Percent	67%	79%	74%	80%	81%	85%	

HYDE PARK SQUARE - PARKING USE AUDIT ANALYSIS

COMBINED: ON AND OFF STREET: CAPACITY - 675

TIME PERIOD/DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	AVERAGE
9-11 Date Number	1-29 301	12-19 506	--	11-30 498	12-29 482	12-23 478	453 67%
11-12 Date Number	12-11 530	1-2 454	12-6 519	1-11 455	11-24 480	11-25 488	475 70%
12-1 Date Number	1-8 386	12-19 580	11-22 494	1-4 522	12-22 605	12-16 580	527 78%
1-2 Date Number	1-15 481	12-26 454	1-8 491	1-11 480	1-5 518	12-2 518	490 73%
2-3 Date Number	12-18 585	1-23 514	12-13 567	12-28 567	12-1 617	1-13 477	554 82%
3-4 Date Number	12-4 553	12-5 561	11-22 489	12-7 527	1-26 533	1-20 394	509 75%
4-5 Date Number	1-15 511	11-28 482	12-12 573	11-30 545	12-1 597	12-15 578	520 77%
5-6 Date Number	11-27 314	--	1-17 399	1-18 355	1-12 384	12-9 271	344 51%
After 6 Date Number	--	--	--	12-21 308	12-22 255	--	281 42%
Number	420	515	481	473	504	449	
Average	62%	76%	71%	70%	75%	67%	

EXHIBIT C

VEHICULAR CIRCULATION

1. Traffic Volumes is composed of four streets: Erie, the main thoroughfare, running east-west; Edwards (or Route 561), the third busiest route on a north-south axis; Michigan, which carries only a small percentage of traffic for the Square, north-south axis; and finally, Observatory, which is paralld to Erie and handles the second heaviest traffic load.

Following is a breakdown of these streets noting the Average Daily Totals (ADT) of moving vehicles, the peak traffic times and the approximate number of vehicles per hour.

Directions Going	From	Vehicle A.D.T.*	Peak Time	Vehicles per Hour
East on Erie	East of Edwards	9,183	3-6 p.m.	740
West on Erie	West of Edwards	5,802	3-6 p.m.	560
North on Michigan	North of Erie	761	12-1 p.m.	129
South on Michigan	South of Erie	592	2-4 p.m.	50
South on Edwards	South of Erie	6,872	11 a.m. - 12 noon	543
North on Edwards	North of Erie	8,116	3-5 p.m. 3-6 p.m.	594

\*A.D.T. = Average daily totals

- a. Erie is the main thoroughfare running through the center of the business district. As noted, it carries the heaviest volume of traffic from the intersections at the corner of Edwards and Erie down to the corner of Erie and Michigan. Erie is a wide street separated by a concrete island. The west-bound lanes are wider than the east-bound. From the driver's viewpoint it is a highly visible street -- perhaps a little too visible. There is no line of street trees to interfere with the driver's line of vision or to encourage him to slow down. Traffic moves along at a fast pace, especially when the driver has a green light at the corner of Erie and Edwards or at the corner of Michigan and Erie. Since parking is angled along Erie, between Edwards and Michigan, and there is a high turnover rate of people parking, a potentially dangerous situation exists as on-going traffic moves by and drivers leave parking spaces. This is especially hazardous for pedestrians, as the crosswalks are not readily discernible by on-going traffic.

Service vehicles also interfere with the traffic flow on Erie, creating vehicular backups.

- b. Observatory is also a main thoroughfare beginning at Madison Road, where the route name changes from Dana to Observatory. Observatory (Dana) travels east to west from Norwood. It is a heavily traveled route with a great deal of on-going traffic, a high percentage of traffic headed for Hyde Park Square, and carrying vehicles headed for Mt. Lookout, that

branch off on Linwood Avenue. There is a high number of accidents occurring along Observatory as traffic moves too fast for conditions.

It is especially important to note the high number of accidents at the corner of Observatory and Edwards (18 for 1977), where the Hyde Park Elementary School is located. There is a traffic signal and a pedestrian crossing, but traffic does not seem to be adequately controlled.

- c. Edwards is a main link to the Square. It is a well traveled route and tends to have fast moving traffic, as there are no lights or intersections to break up or slow down the flow of through traffic, until one approaches Erie. It becomes particularly dangerous when one is traveling from North to South, approaching the intersection at Erie. Many people park their cars on the west side of the street and run across to Zino's, Arthur's, Gulliver's, and The Echo, instead of walking down to the crosswalk at the intersection (far enough down to be well out of the way).

Once drivers cross Erie, they tend to move at a slower rate of speed, as shops line both sides of the street and pedestrians are frequently crossing back and forth interrupting the traffic flow. Cars are pulling in and out of spaces and parking lots.

- d. Michigan is a narrow street. It is difficult for drivers to travel in two directions at once when cars are also paralalled parked along both sides. This is especially true for the larger autos usually driven by the affluent shopper in this bussiness district. With Knox Presbyterian Church located on Michigan, and its many weekly activity programs, more drivers are traveling this street and creating more congestion. Overall though, traffic volume counts show a relatively small percentage of daily volume.

2. Major Accident Locations In 1977 accidents were reported at the following locations:

Intersection	No. of Accidents	Toital Number of Injured	Pedestrians Involved
Erie at Edwards	7	1	-
Erie at Michigan	16	0	-
Edwards at Observatory	18	7	1
Observatory at Michigan	8	2	1

The above areas are in need of special attention because of numerous past accidents at this location or because of obvious potential conflicts for the future.

3. Conflict Points

After careful examination of data relating to accident reports, traffic volumes, field surveys, notes, photographs, observations, and interviews with businessmen in the area, the following areas were found to have problems related to pedestrians and vehicles serious enough to call attention to and to consider taking the appropriate action to remedy.

<u>Types</u>	<u>Location</u>
a. Intesections	Especially at school, and west end of Square.
b. Crosswalks	Those which intersect the main traffic island.
c. Jay-walking	<p><u>Michigan</u> - at side of the firehouse over to <u>Gattle's Edwards</u> - parking spaces on west side of street, over to Zino's , dry cleaners, Arthur's, Echo Restaurant, and Gulliver's.</p> <p><u>Edwards</u> - south of Erie from one side of street to other - especially at parking lot locale.</p> <p><u>Erie</u> - people zigzag across street on Erie from <u>Fifth Third</u> to post office, drug store, etc.</p> <p><u>Erie</u> - approximately at the Busy Bee Shop across to Graeter's.</p>
d. Parking Lots	Especially on South Square.
e. Metered Area	Along Erie, Observatory and Michigan.
f. Curb Cuts	Interrupt pedestrian traffic on sidewalks, as they are made for off-street driveways and lots.
g. Businesses interruptions traffic and Pedestrian flow.	Dry Cleaners.



EXHIBIT D  
PEDESTRIAN ANALYSIS

Visitors can be categorized as: a) Those who use the area frequently and are familiar with goods and services offered and, b) Those who are infrequent visitors or who are experiencing the Square for the first time. They can be further categorized as those who will "pop in - pop out" to patronize the dry cleaners, bakery, or drug store -- and those who will linger over lunch or shopping in the area.

Hyde Park Square experiences its heaviest pedestrian use during the lunch hour period when persons come to the business district for food, shopping, or even fresh air. Use picks up again in late afternoon when school is dismissed, and vehicular traffic increases as "rush hour" approaches. Evening and night use of the Square is not intense, with most activity centering around Zino's and Graeter's.

Pedestrian Danger Spots

a. Intersections:

- (1) Edwards and Observatory
- (2) Erie and Michigan

b. Crosswalks:

- (1) Traffic Island

Pedestrian Amenities

- a. Benches
- b. Shelters
- c. Fountains (drinking)
- d. Mailboxes
- e. Trash facilities
- f. Information Kiosks
- g. Ramps (street corners and curb cuts)
- h. Planted open spaces
- i. Night time lighting
  - (1) In high density areas
  - (2) On path to parking areas
  - (3) In parking lots
- j. Overall visual quality
- k. Signage

EXHIBIT E  
ESTIMATE OF COSTS IN DETAIL

PAVING	UNIT COST
Sidewalks	\$ 3.00/S.F.
Streets	\$ 1.00/S.F. (patching)
Parking	5.00/S.F.
Curbs	\$ 15.00/L.F.
Ramps	\$ 300.00 ea.
TREES	
With grate and/or guard	\$ 600.00 ea.
Without grate and/or guard	\$ 400.00 ea.
Shrubs	\$ 50.00 ea.
STREET FURNITURE	
Bus Shelters*	
Kiosk	\$2,000.00 ea.
Benches	\$ 500.00 ea.
Drinking Fountain	\$1,500.00 ea.
Trash Receptacle	\$ .250.00 ea.
GRAPHICS	
Walls	\$ 1.00/S.F.
Signage: Image	\$ 200.00 ea.
LIGHTING	
Pedestrian Lighting	\$6,000.00 ea.
Parking Lighting	\$1,200.00 ea.

\*Must be obtained from a sponsor; contact Queen City Metro

APPLICATION REVIEW GUIDELINES FOR INTERIM DEVELOPMENT CONTROL  
DISTRICT NO. 19 - HYDE PARK SQUARE BUSINESS DISTRICT  
AND  
ADMINISTRATIVE REVIEW DESIGNATION

Section 1. Permits to be reviewed:

- Sec. 3303.1(a) Building permits for new construction.
- Sec. 3303.1(b) Building permits for demolition of existing structures.
- Sec. 3303.1(c) Building permits involving exterior alteration or additions to existing structures.
- Sec. 3303.1(f) Building permits for signs.

Section 2. Guidelines

In accordance with IDC District regulations Section 3303.2 of the Zoning Code, the following guidelines will be utilized by the Planning Commission to the extent applicable.

A. LOCATION, ORIENTATION, SIZE AND SHAPE OF BUILDINGS

1. The siting of new and remodeled buildings should conform to a setback from property lines similar to the setbacks of buildings on neighboring properties.
2. Architectural style, bulk, shape, massing, scale, and form of new and remodeled buildings and the space between and around buildings should be consistent with the character of the area and be in harmony with neighboring buildings.
3. Heights of new and remodeled buildings should be similar to the heights of neighboring buildings. Generally, slightly taller than average buildings may be allowed at street intersections.
4. The design of new and remodeled buildings should provide:
  - a) visual openings into buildings by the use of shop, display and store windows and other forms of open windows and doors;
  - b) landscaping, lighting and other amenities equivalent to those existing in the area.
5. All parking facilities for any commercial or other use in the district shall be provided within the IDC District.

## B. RENOVATION OR ALTERATION OF EXISTING STRUCTURES

1. Renovation, alteration, or additions should be designed and executed in a manner which is sympathetic to the particular architectural character of the structure being worked on. Architectural elements should be sensitively designed to reflect detailing associated with the particular style of the building.

## C. BUILDING MATERIALS AND APPURTENANCES

1. The architectural character and materials of new and remodeled buildings should be harmonious with surrounding buildings in color and texture.
2. Building appurtenances and projections should be in scale with the total composition of the building itself.
3. Storefronts should be visually open to the street and where practical, entrances recessed to provide sheltered pedestrian access.
4. Awnings should be harmonious with the architecture of the building on which they are located, and should not conceal architectural features of the buildings. Awning coverings should be limited to fabric materials. Colors should be compatible with the color of the building to which it is affixed and to adjacent awnings. Structural components for all awnings should be contained within the awning covering.

## D. DEMOLITION

All permits for demolition will be denied unless one of the following conditions is met:

1. Demolition has been ordered by the Director of Buildings & Inspections for reasons of public health and safety.
2. The structure does not contribute to the historic character or architectural quality of the district.
3. The demolition is necessary to accomplish the construction of a building which would meet the guidelines herein contained.
4. The demolition is necessary to provide for parking in the manner specified in the Hyde Park Community Plan.

## E. PARKING

1. Existing parking lots associated with any new building or building to be significantly altered should be shared and made more efficient through improved access, lot consolidation and more efficient layout as delineated in the Hyde Park Plan.
2. All parking areas should be landscaped and screened with trees, shrubs; and fences to provide an effective buffer for any adjacent residential properties. Landscaping and wrought iron fencing should be provided along public street right-of-ways.

3. Within the interior of parking lots, there should be adequate landscaping, including planting islands containing trees to provide shade and to break up large areas of paving.
4. All parking areas should be paved and marked.

F. SIGNS

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. Signs, other than awnings, should be placed flat against the buildings, except for projecting signs, without concealing any of the architectural features of the buildings. The maximum square footage of such wall signs should not be greater than the width of the building (street frontage) multiplied by a factor of 1.5.
4. Generally, signs should be located on storefront lintels or at the height of the lintel.
5. Small projecting symbol signs may be used for identification. These signs should not exceed four square feet per sign face, but not to exceed a total of eight square feet.
6. Signs should be adequately spaced from other signs for good visibility and should be approximately the same size, placed in the same general location, and at the same height as other signs of similar businesses.
7. Small projecting symbol signs should not be used if awnings are used.
8. Awning end panel space may be used for identification signs.
9. Signs or copy placed on awning roof or front panel fringe (flap) will preclude the use of a flat sign on the building front.
10. The predominant copy of all signs should identify the business on the premises or its principal product or service.
11. Flashing or neon signs should not be permitted, except for theater marquees.
12. Roof top signs, or any sign that extends above the roof line of any building should not be permitted.
13. Obsolete signs and unused sign supports should be removed.
14. Ground signs, as identification and directional signs, should be used only for parking lots or businesses which are accessible by automobile and provide off-street parking. The maximum height of ground signs should be ten feet (10'0") 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 (30) square feet.

15. Signs at the rear of businesses are subject to all guidelines set forth herein.
16. Signs should not be back lighted.
17. Businesses should be encouraged to use symbols; e.g., barber pole for barber shop, or translate the nature of their businesses into a symbol which can be used as a sign.

G. LANDSCAPING, SITE TREATMENT

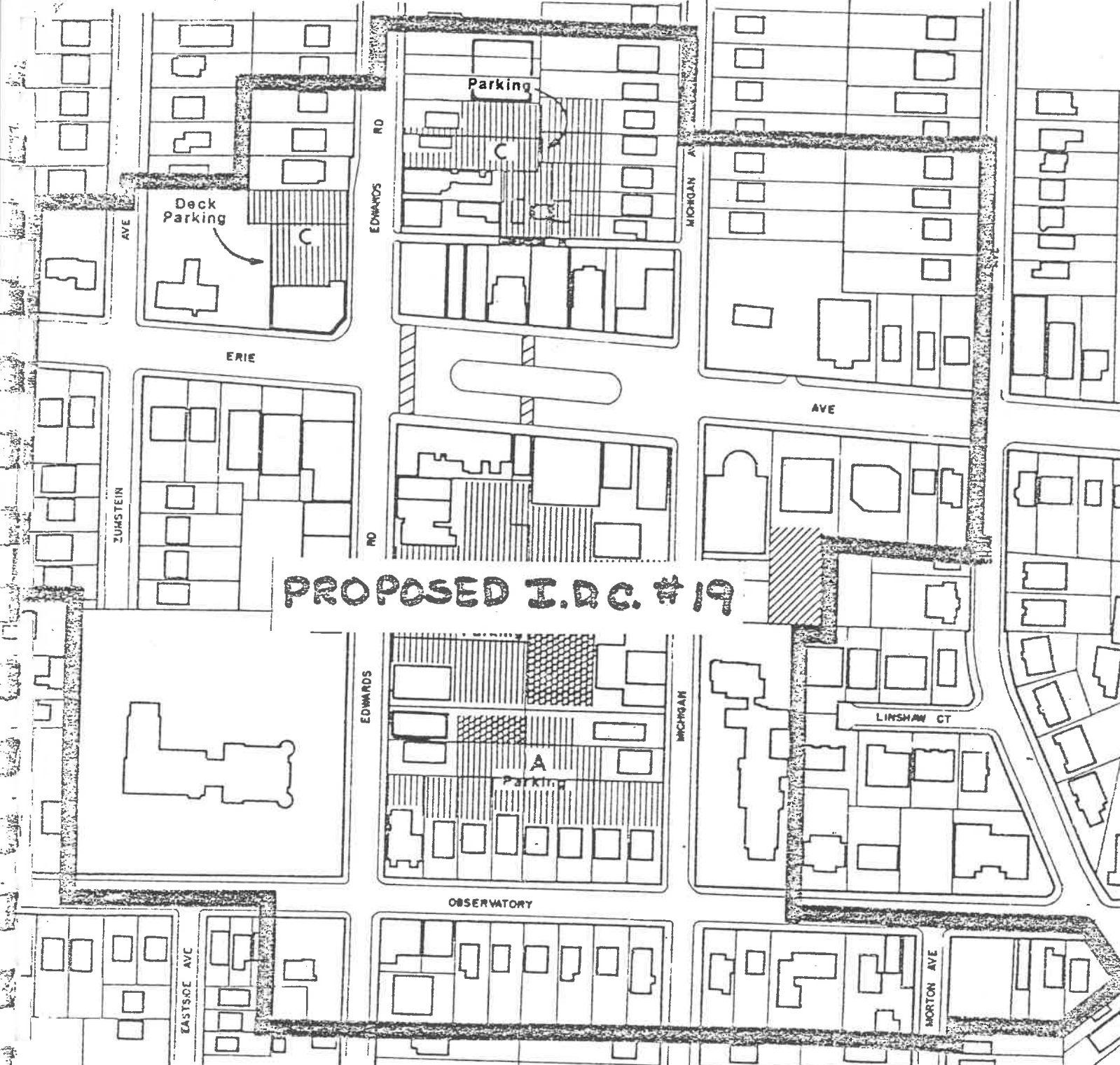
1. Private pedestrian amenities, such as benches, kiosks, and waste receptacles should be designed to be in keeping with that of the overall theme of the public areas without hindering pedestrian flow.

H. OUTDOOR LIGHTING

1. Private lighting should relate to public lighting in light quality, scale and color.
2. Private lighting should be used for parking lots, walkways and building high-lighting and show windows. With the exception of parking lot luminaries, all the lighting should be of low height and low illumination.
3. All lighting should be sensitive to nearby residences in color, intensity, glare and height.
4. Lighting should promote a safer and more secure feeling to pedestrians.





Section 3. Administrative Review.

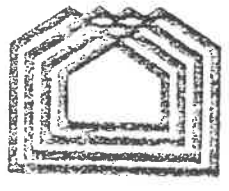
Council hereby designates the Office of Architecture and Urban Design of the Public Works Department as the Administrative Reviewer in accordance with Section 3303.3, of the Zoning Code.



**PROPOSED I.D.C. #19**

# PROPOSED PARKING IMPROVEMENTS

-  PARKING LOTS
-  SQUARE BOUNDARY
-  PHASING
-  UNDER-UTILIZED PARKING LOTS



**Department of Neighborhood  
Housing and Conservation**  
City of Cincinnati, 415 West Court Street, Cincinnati, Ohio, 45203

