

MT. WASHINGTON

Department of Economic Development
Department of City Planning
Department of Public Works
Office of Architecture and Urban Design

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BY NC 4 35 1/2

EXECUTIVE SUMMARY

The primary purpose of this urban design plan is to establish a clear set of policy guidelines and implementation strategies that direct the future of the Mount Washington Neighborhood Business District (NBD) located in the Mount Washington Community. Mount Washington has a middle income population, who are predominantly Caucasian, and represent a cross section of ages. The Mount Washington Community is well organized and serious about neighborhood involvement. The community's commitment has been demonstrated by their efforts to reestablish the business association and install banners, as identified during the planning process. The Mount Washington Civic Association possesses a level of professionalism that adds to the community's ability to maintain and improve the quality of life for its citizens.

The business district includes the properties along Beechmont Avenue just north of Roxbury Street to south of Mears Street. The district primarily contains commercial buildings, and has a few residential and semi-public buildings. The buildings are primarily in sound condition or have minor deficiencies. A business survey completed by business and property owners showed that about seventy-five percent of the businesses number of customers, sale quantity, and dollar volume remained the same or increased over the past three years.

Goals and objectives developed during the planning process sought to obtain a consensus among businesses, property owners, neighborhood residents, investors, leaders, and City staff. In addition, strategy and policy guidelines were developed to address issues and to direct the future of physical improvements within the district.

The strategies include installing decorative benches, pavers, banners, directional signs, and up-lighting; improving building facades, providing an access route from Beechmont Avenue to Stanbery Park; selecting and advertising a day of the week when businesses will extend their hours; coordinating cooperative advertising programs and promotions; consolidating small parking lots; replacing existing trash cans; and establishing a block watch program.

The policies include limiting the size of signs to 100 square feet; requiring that the signs are legible and harmonious with the district's market and identity; encouraging visually open storefronts and up-lighting; enclosing dumpsters; placing bulletin kiosks in a public area; installing sidewalk pavers; restricting development to village size and pedestrian oriented; concealing of mechanical equipment; and preserving the linear continuity of the building along Beechmont Avenue, except to create pedestrian open spaces.

The implementation plan provides estimated costs and possible funding sources for each strategy. The Mount Washington Civic Association and the Mt. Washington Community Urban Redevelopment Corporation will serve as advocates to obtain funding for the identified strategies.

Within the urban design boundary is an urban renewal area that has been defined as being blighted and deteriorated. Through the adoption of this urban design plan, which contains an urban renewal area, the City is authorized to carry out redevelopment or rehabilitation, and to acquire property reasonably necessary to carry out this plan.

MOUNT WASHINGTON URBAN DESIGN PLAN

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Introduction

INTRODUCTION

Intent

The purpose of this report is to present and describe the Urban Design Plan for the Mount Washington Neighborhood Business District (NBD.) This plan will establish a clear set of goals and objectives that direct the future of the business district. The development opportunities that existed north of Corbly Street and the desire to provide continuity within the district were the primary reasons for the initiation of this plan. This Urban Design Plan, established as a basis for public and private funding participation including volunteerism, will provide the following information:

- * Policies to control the physical design.
- * Reinvestment strategies.
- * Urban Renewal Plan for the area north of Corbly Street.
- * Estimated time costs and possible funding sources for implementation.

Process

Goals, objectives, and strategies were identified and ranked during a planning process as a result of a consensus among businesses, property owners, neighborhood residents, investors, leaders, and City staff. The process included the establishment of a planning task force; analyzing existing conditions; determining relevant policies identified in previous plans; soliciting participation from business and property owners via surveys and group

discussions; identifying and ranking issues; formulating policies; and the development of implementation strategies.

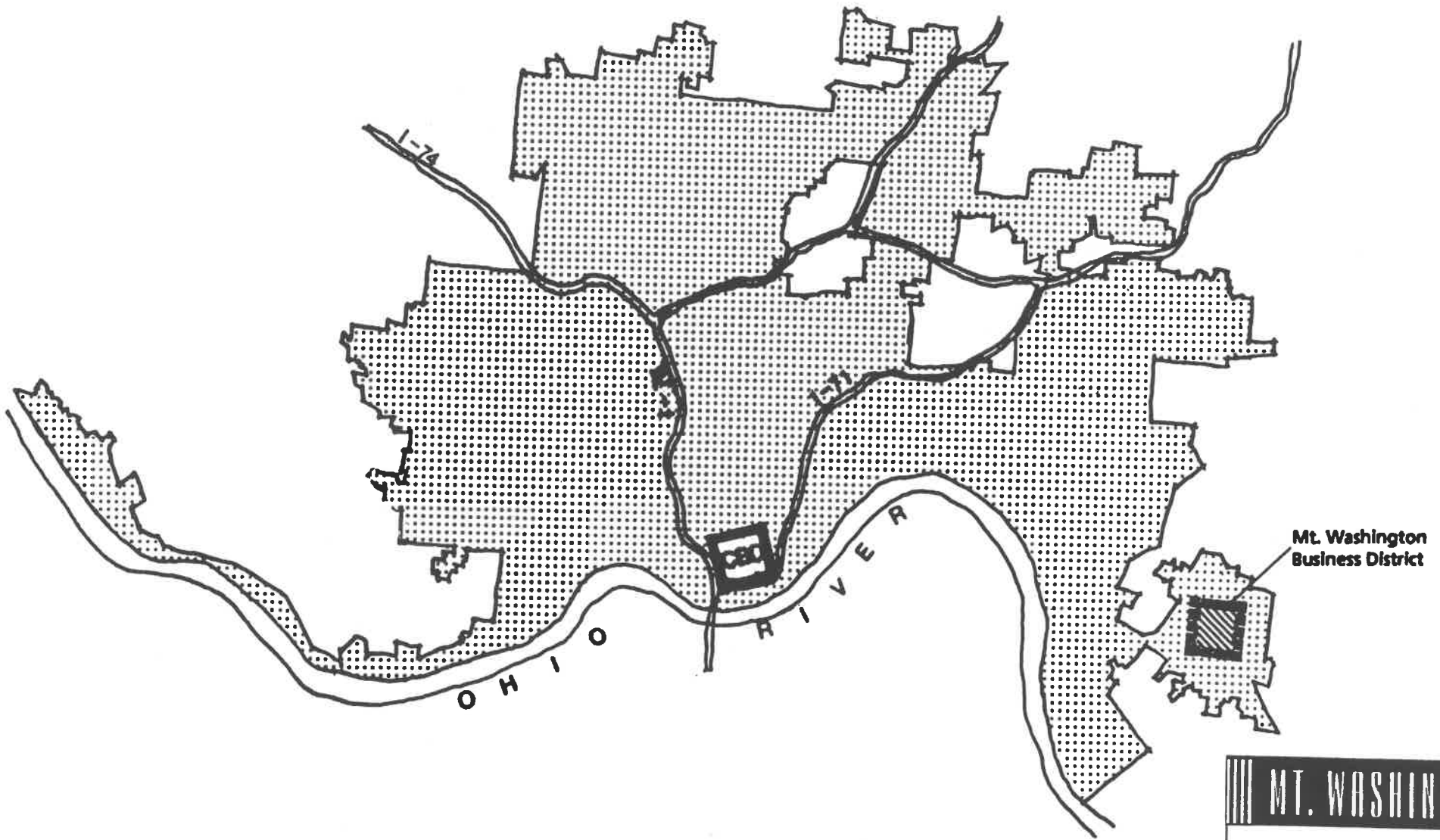
During the process several local newspapers - Cincinnati Post, Cincinnati Enquirer, the Forest Hills Journal, and the Mount Washington Civic Association Newsletter - published more than 22 articles about the plan. Throughout the process, the Mount Washington Civic Association was given monthly progress reports on the development of this plan, and was presented with the policy guidelines and implementation strategies. In September and October, 1995 the Civic Association and the Mt. Washington Community Development Corporation voted unanimously to support the goals, objectives, strategies and policy guidelines listed in this Urban Design Plan (see Appendix A and B for letters of support.)

Location

The Mount Washington Business District is in the Mount Washington Community located in the southwest portion of the city. See vicinity map. The district has a cozy village type atmosphere.

More specifically, the business district includes the properties along Beechmont Avenue south of Mears Avenue to north of Roxbury Street (see boundary map.) Beechmont Avenue, Ohio State Route 125, has a traffic count of approximately 22,182, and is in close proximity to Anderson Ferry, Hyde Park, and Mt. Lookout.



The urban renewal area, a location that has been determined to be blighted, is the same as the urban design area except for the exclusion of the land south of Campus Lane and west of Beechmont Avenue. See section entitled "Urban Renewal."

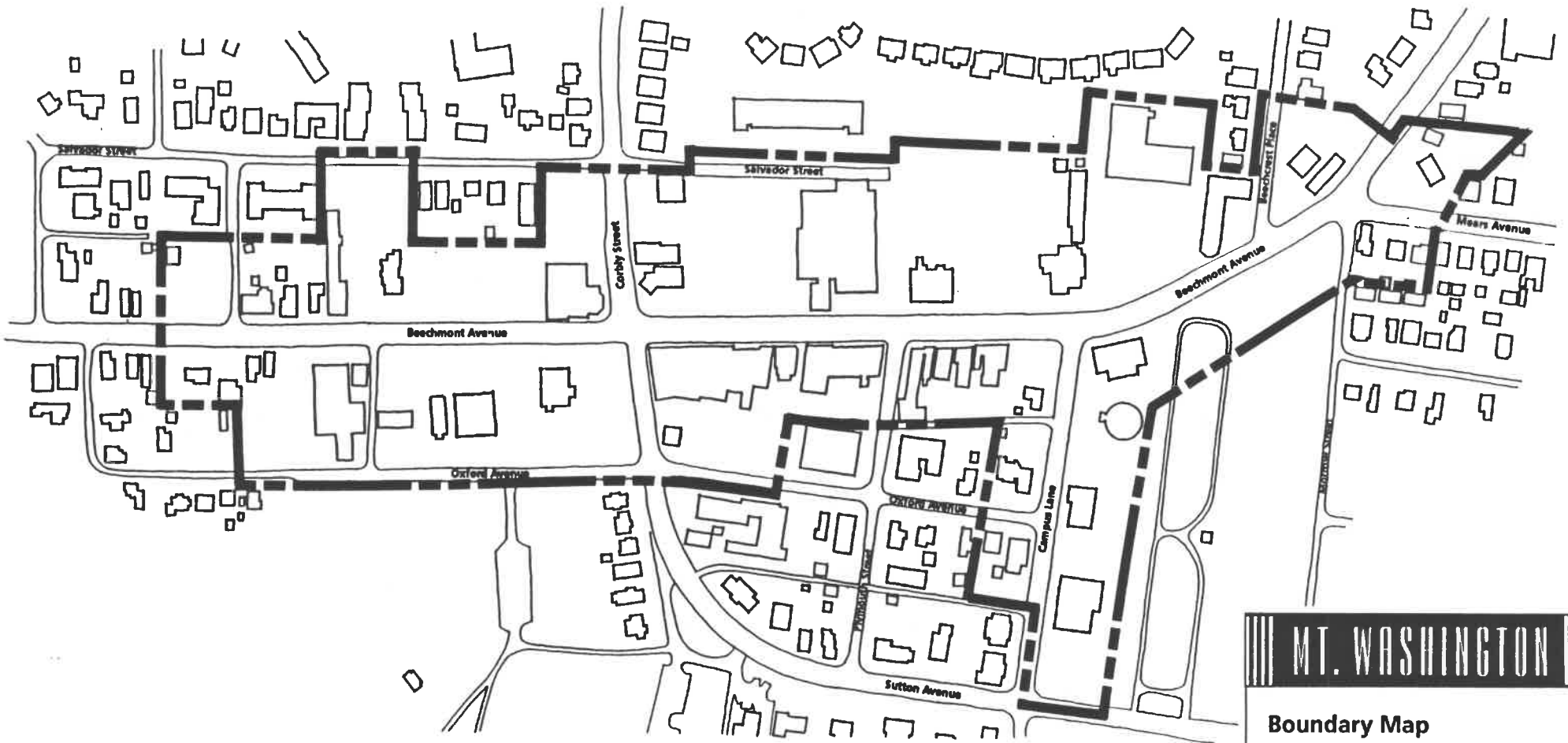


Mt. Washington
Business District

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Vicinity Map

-  Mt. Washington
-  Central Business District



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Boundary Map

— Mt. Washington NBD

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Existing Conditions

EXISTING CONDITIONS

Land Use and Zoning

The total gross area of 34.26 acres of land is not located within the 100 or 500-year floodplain. The district contains 40 commercial buildings: 68 storefronts, 4 residential buildings, 2 mixed-use residential NBD commercial, and 4 semi-public buildings. Two parcels are vacant. See Appendix C for complete listing of land uses. Most of the properties were constructed in the mid to late 20th century. Some of the existing buildings - T.P. White and Sons Funeral Home, the cemetery, the northern portion of Kroger's building, and some of the properties within the 2200 block of Beechmont Avenue - were constructed in the 19th century. See appendix D for History of Mount Washington.

The study area contains several zoning districts permitting a variety of uses. The southern tip contains the R-4, Multi-Family Low Density District permitting uses such as multi-family housing, child care centers, home for adjustment and crematories; and the O-1A, Suburban Office District residential zone, permitting office, art and recording studios, and banks. The mid section is zoned B-2, Community Business District permitting uses such as retail, business personal and repair services, and eating and drinking establishments. The southern and northern portion of the district is zoned B-4, General Business permitting uses such as wholesale distributors, warehouse printing, bakeries, gas stations, outdoor eating, and automobile service and repair. There are no recommended zone changes. The more intense uses are permitted at the gateways of the district. An Environmental Quality Urban Design district, a zoning overlay that controls the physical design of the district is proposed. See section entitled "Environmental Quality Urban Design."

Demographics

The Mount Washington community total population of 13,357 in 1990, an increase from 1980, is predominantly Caucasian (90%) and middle income households. The number of individuals not in the labor force, professionals, and number of Afro-American increased significantly from 1980 to 1990. Based on the 1990 census data the median household income of \$17,499 is slightly lower than the City's average of \$19,999; the occupied housing stock is about 50/50 owner and renter; and the vacancy rate is 5.8%, a 32% increase from 1980 to 1990. The crime rate is 6.8%, whereas the City's rate is 14.6% (1992). See Appendix E for detailed demographic information.

Parking

The existing 691 off-street parking spaces exceed the Cincinnati Zoning Code parking requirement of 468, but does not meet the Urban Land Institute's recommendation of 4 spaces for every 1,000 feet of floor area, or 833 spaces, based on a parking analysis conducted using the estimated floor space per building. The layout of the existing off-street parking spaces is designed to accommodate the adjacent businesses. There is an opportunity to create additional parking spaces if lots could be re-configured and re-stripped.

Three bus routes serve the Mount Washington Business District - #24, Mount Washington/Hyde Park, #26 Amelia, and #30 Mount Washington Sunrun.



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Zoning

R-2	Single Family Medium Density District
R-3	Two Family District
R-3(T)	Transitional District
R-4	Multi-Family Low Density District
R-4(T)	Transitional District
R-5	Multi-Family Medium Density District
R-5(T)	Transitional District
B-2	Community Business District
B-4	General Business District
O-1A	Suburban Office District
[Stippled Box]	NBD Area

Existing Conditions Cont'd.

Business Environment

In 1993, the Mt. Washington Neighborhood Business District Task Force developed and distributed a consumer/customer and business survey to obtain information to help in determining how best to stimulate economic development in the Mount Washington Business District.

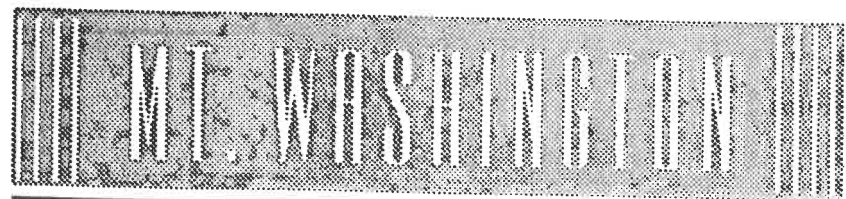
Sixty-one percent of the businesses responded to the business survey. See Appendix F for responding businesses. Of the responding businesses, 70% are locally operated, 17.5% are National Chains, and 57% are sole proprietorships or for profit corporations. Half the businesses own the buildings that house their operations, and the others lease. Forty percent of the responding businesses were established between 1989 and 1993. The median year businesses were established is 1980. The number of full and part-time employees per business range from zero to forty-four with the median being 7.2 and 4.2, respectively. Fifty-one percent of the respondents showed that the number of customers, sales quantity, and dollar volume increased over the past three years, while 16% remained the same, 22% declined, and eleven did not respond. Consumers, like businesses, ranked restaurants and retail establishments as most desired. See Appendix G for the surveys' results.

Market Study Summary

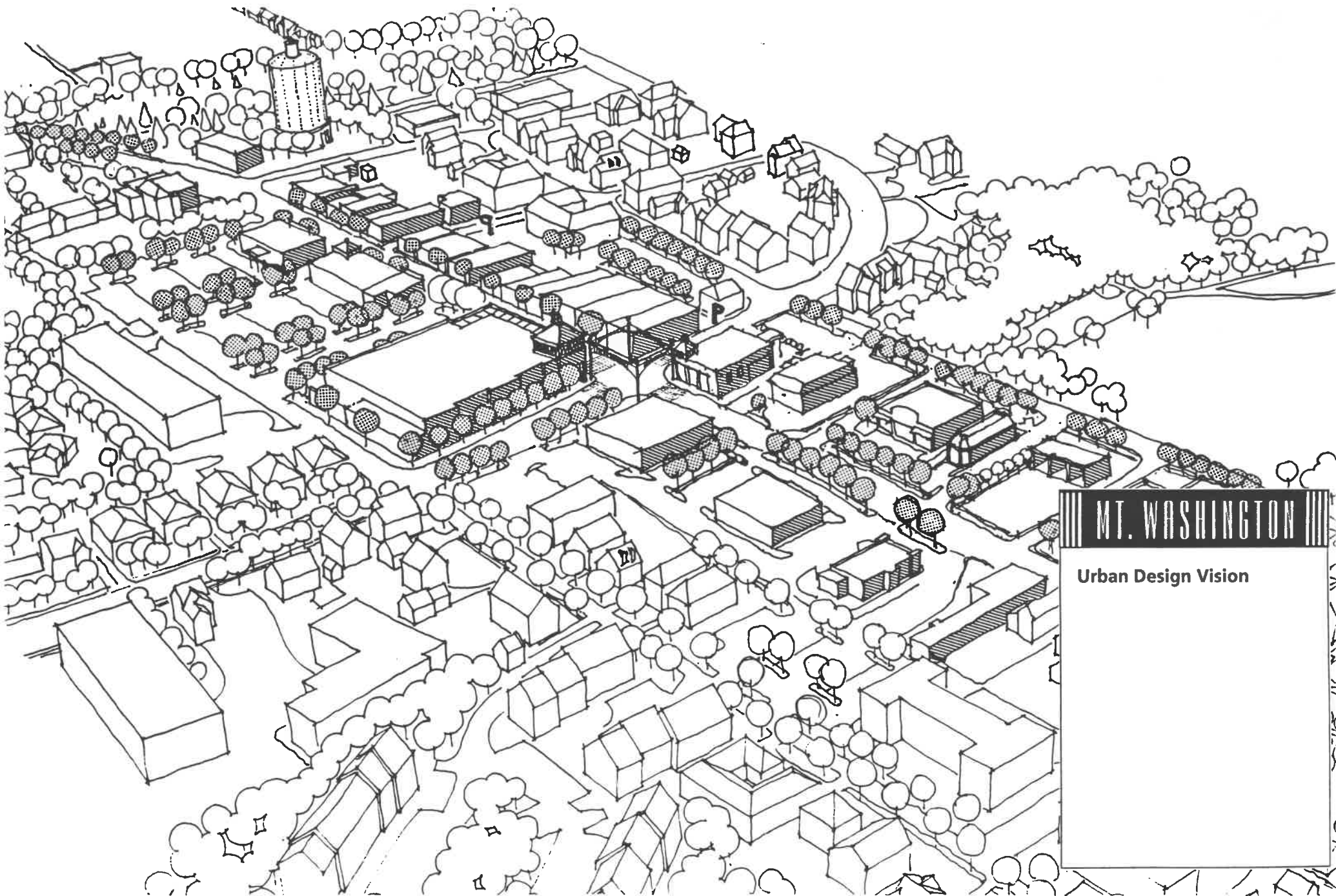
A neighborhood based market analysis, prepared by Project Market Decisions Inc., was conducted to provide base line data which can be used to monitor and evaluate the impact of future economic development expenditures in Mt. Washington.

The analysis showed a 3.6% increase in population, a 4.2 % increase in the number of households and a 16.5% increase in median income from 1995-2000. The three major life-style clusters in Mt. Washington are: "Kids and Cul-de-sacs" which are the affluent suburban families, the "New empty nests", and the "upstarts and seniors." Mt. Washington is one of the few market areas in the city of Cincinnati which is experiencing population growth.

Project Market Decisions Inc. states that there is significant development potential in the Mt. Washington Market area which exceeds existing available land. Site acquisition and assembly may be necessary to facilitate this development potential. Types of retail/commercial establishments that can be attracted are: eating and drinking establishments, recreation facilities, record and tape stores, grocery and specialty foods, hobby, toys and games which are consistent with the results of the consumer surveys conducted by the Mt. Washington NBD task force. See Appendix H for complete market analysis.



Overall Plan



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Urban Design Vision

GOALS AND OBJECTIVES

Based on a review of existing conditions, previous plans, survey results, and several brainstorming sessions, issues were identified and grouped into seven functional areas. The functional areas were then ranked in order of importance - Design and Infrastructure, Parking, Business Development, Marketing and Promotions, Organizational Development, Cleanliness, and Safety. The following goals and objectives developed based on the issues, provide direction for future efforts. Strategies to address the issues are listed in the implementation section.

DESIGN AND INFRASTRUCTURE

Goals:

To reinforce the visual image and physical design of the district as an aesthetically "village" type atmosphere.

To emphasize design elements and improvements that enhance the quality of a pedestrian oriented environment.

Objectives

Tie Stanbery Park into the business district.

Preserve and encourage the linear continuity of buildings along Beechmont Avenue.

Create perimeter gateway elements to encourage district identity and image.

Provide a public focus area, preferably near the intersection of Beechmont Avenue and Corbly Street, to serve as an identity element for the district.

Maintain the existing street pattern and traffic flow.

Limit the number of curb cuts.

BUSINESS DEVELOPMENT

Goals:

To retain and recruit businesses that attract customers from the community, surrounding communities, and the tri-state area.

To enhance the economic vitality of the existing businesses and the business district as a whole.

Objectives:

Establish relationships with business and property owners to increase awareness of opportunities to retain and attract businesses that are compatible with the district.

Eliminate vacant lots, and conditions of blight and deterioration in the urban renewal area, without displacement of families.

Cont'd. Business Development Objectives

Business hours should be consistent with shopping hours desired by the patrons.

Maintain the village like integrity of the district without diluting the critical mass scale.

PARKING

Goal:

Capture the high traffic volume by strengthening existing opportunities for accessible, safe and convenient parking, while maintaining the pedestrian village atmosphere.

Objectives:

Encourage parking continuity and efficiency by sharing and consolidating existing small and underutilized parking areas.

Provide instructional signage to parking areas for vehicular traffic.

MARKETING AND PROMOTIONS

Goal:

To market the Mount Washington Business District as a desirable place to live, shop, and conduct business.

Objectives:

Create a uniform and unified marketing strategy to advertise and promote business and community activities.

Identify and recognize common customer patterns, habits and needs.

ORGANIZATIONAL DEVELOPMENT

Goals:

To develop a stronger and broader partnership between the businesses and property owners.

To continue formal communication channels between existing and new businesses.

Objectives:

Encourage new and existing businesses to become members and join efforts with the business group and civic association.

Organizational Development Cont'd.

The business group should continue to assume responsibility for activities that affect the business district and to address issues as they arise.

Objectives:

Provide well-lit parking lots for security purposes.

Encourage collaborative approaches among businesses to enhance safety efforts.

CLEANLINESS

Goal:

To provide streets, alleys, lots and sidewalks that are free of litter, debris and weeds.

Objective:

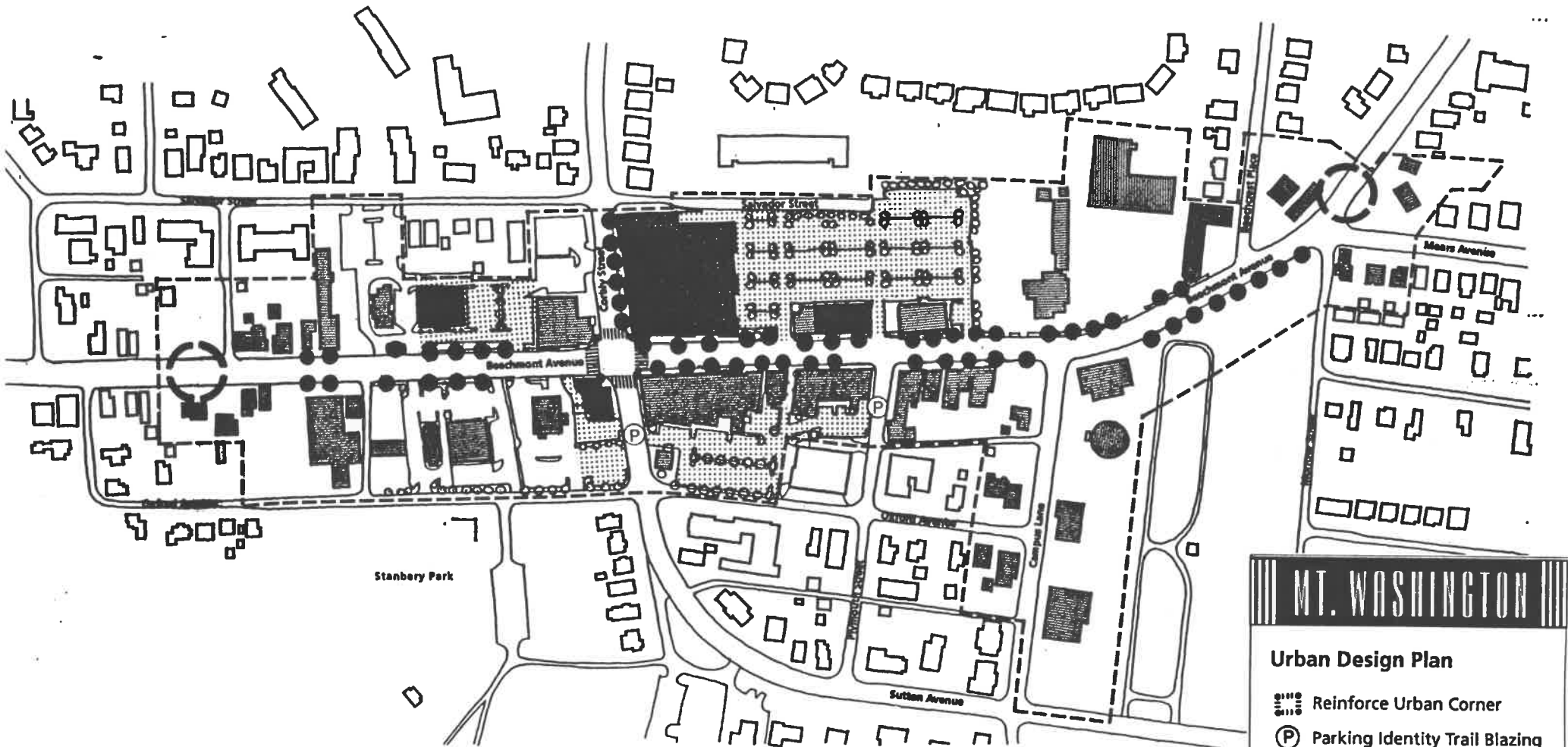
Encourage structured clean up activities in the business district that supports youth job training and employment.

Provide adequate trash receptacles.

SAFETY

Goal:

To maintain the Mount Washington Business District as a safe place to live, work, and shop.



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Urban Design Plan

- Reinforce Urban Corner
- Parking Identity Trail Blazing
- R.O.W. Streetscape Improvements
- Future Development
- Parking Consolidation
- Gateway Enhancement

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Implementation

IMPLEMENTATION STRATEGY

The Mount Washington Urban Redevelopment Corporation will have a major role in implementation. The business groups will be responsible for providing a leadership role in coordinating efforts with the Mount Washington Civic Association, the City, businesses, and property owners throughout implementation. The community will be responsible for requesting funds through the standard Community/City budget process to carry out strategies eligible for City funding. This process allows Citizens to have input on ranking strategies to improve the quality of their neighborhood. The following charts provide a summary of the strategies in order of importance to the community, estimated costs, and possible funding sources for both the development projects and community programs. Detailed information is provided in Appendix I. The neighborhood can work with City staff through the Cincinnati Neighborhood Action Strategy (CNAS) process to reevaluate and determine priority projects for future funding. CNAS is a process involving citizens and City staff working as partners to identify and address strengths, opportunities, and challenges within the City.

Proposed Development Staging

Implementation Strategy

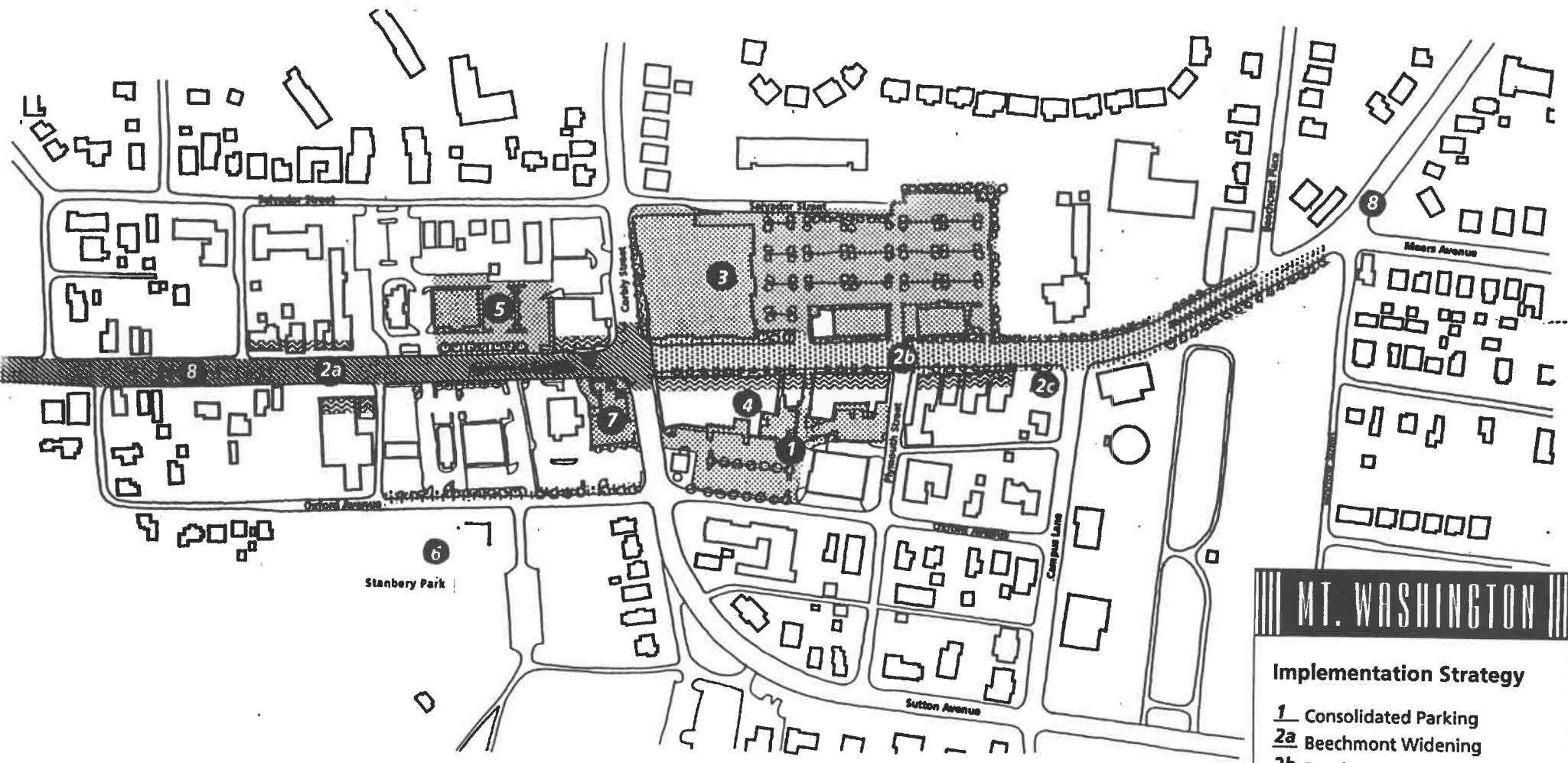
Priority Project	Scope	Estimated Contribution	Potential Implementation Entity/Source	Maintenance
1. Consolidated Parking Lot	Reconfigure existing parking lots behind businesses; improve parking identity.	\$240,000.00 est.	Community Urban Redevelopment Corporation (CURC), 96 Capital Budget Request	Civic Association CURC
2a. Beechmont Avenue Widening	Coordinate state widening efforts with neighborhood urban fabric	\$350,000.00 est.	Civic Association/Public Works, CURC, State of Ohio (ODOT)	Public Works
2b. Pedestrian R.O.W. Improvements	Improve district curb appeal with street trees, waste receptacle, banners, benches & pavers; removal of bus stop; continue landscape improvements along Oxford Place	\$190,000.00 est.	Civic Association, Urban Forestry, Public Works, Queen City Metro, Property Owners	Public Works Urban Forestry Civic Association Assessment District
2c. Utility Mitigation	Consolidate and simplify existing power lines along Beechmont in conjunction with road widening	Unknown	Civic Association, Property Owners, CURC, City Dept of Economic Development	CG&E, Assessment District
3. Retention of Anchor Grocery	Negotiate with grocer to maintain anchor presence in district	Unknown/Volunteer Hours	Civic Association/Economic Dev. CURC	N/A
4. Private Facade and Site Improvements	Improve district identity through facade, lighting, awning, site, and signage improvements	Up to \$15,000.00 +/- Per facade bay	Private Property Owners, Government Loan Programs, CURC	Property Owners
5. Vacant Parcel Development	Encourage village scale development	Unknown	Private Property Owner/Developer	Property Owners
6. Improved Business District Connection to Stanbery Park	Provide gateway to park near Beechmont; improve pedestrian connection	Unknown	Park Board, Civic Association, CURC	Park Board, Civic Association
7. Development of Key Vacant Corner Site	Vacant corner of Corbly and Beechmont; encourage village identity/focus	Unknown	Private Property Owner/Developer	Property Owners
8. Gateway Enhancement Project	Improve village image and identity at key entry points into district	\$10,000.00 +/- per gateway	Civic Association, CURC	Property Owners, CURC

NOTE! Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community.

Proposed Community Programs

Implementation Strategy

Priority Project	Scope	Contribution	Implementation Entity/Source
1. Establish a Block Watch Program	Work with Safety Department to establish program	30 Volunteer Hours	Civic Association, Safety Department, Community Urban Redevelopment Corporation (CURC)
2. Attract New and Strengthen Existing Businesses	Hire marketing manager leasing consultant; encourage appropriate new development; monitor new businesses	\$52,000.00 and 40 volunteer hours annually	Civic Association, CURC
3. Conduct Business District Clean-up	General clean-up; weekly sidewalk sweep	500 volunteer hours annually	Civic Association Sanitation Division, CURC
4. Market and Operate Business District as a Unit	Establish extended business hours; conduct annual membership drive; coordinate cooperative advertising programs; encourage appropriate business mix	620 volunteer hours annually	Civic Association, CURC
5. Encourage Community Based Business District	Encourage business and property owners to take part in district activities, increase patronage; encourage local ownership; fundraising for business district enhancements; open air market	320 volunteer hours annually	CURC
6. Conduct a Small Business Roundtable	One per year; provide business assistance program tools; recruit local experts for advice	120 volunteer Hours annually	CURC, Economic Development



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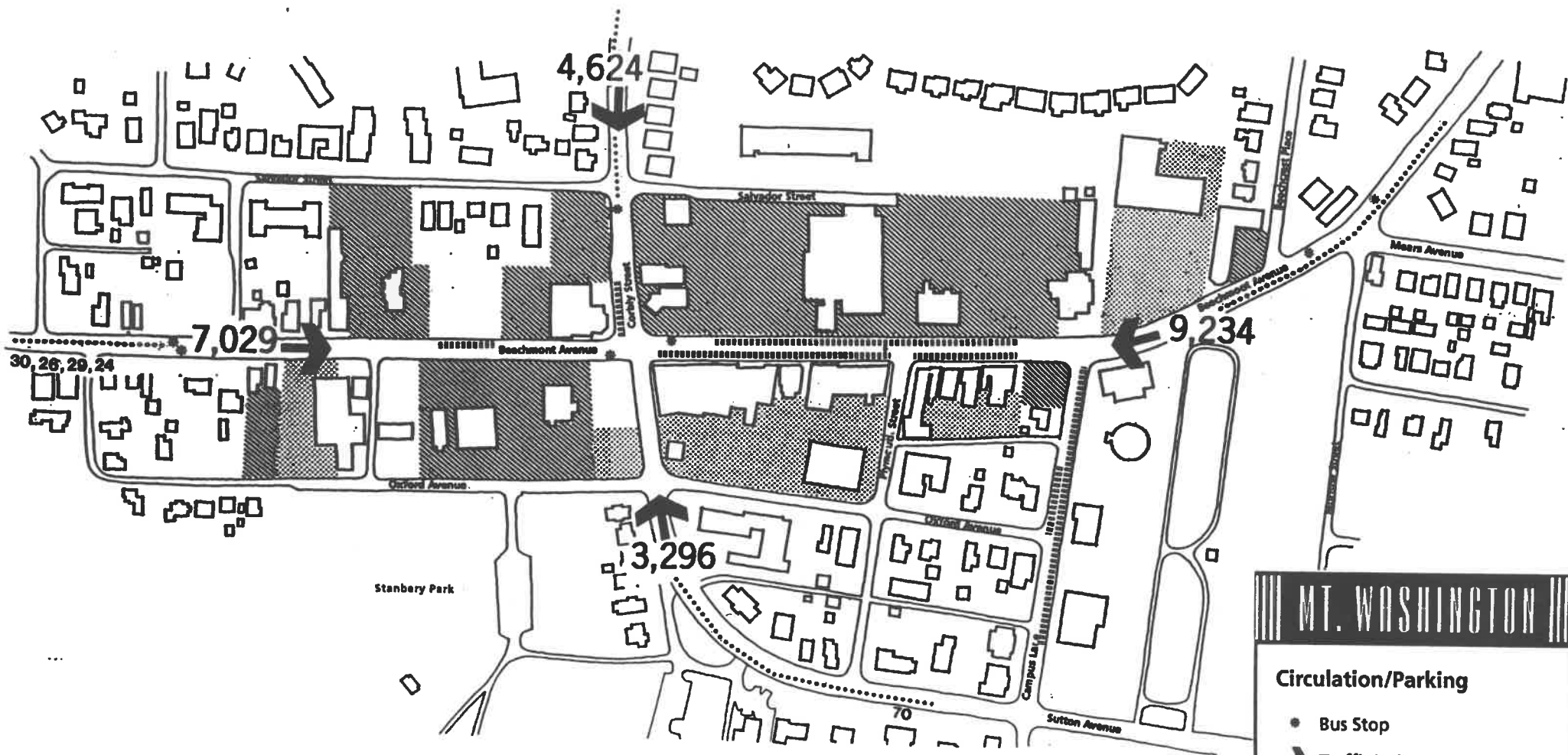
Implementation Strategy

- 1 Consolidated Parking
- 2a Beechmont Widening
- 2b Beechmont Pedestrian R.O.W. Improvements
- 2c Utility Mitigation
- 3 Retention of Anchor Grocery
- 4 Private Facade Improvements
- 5 Vacant Parcel Development
- 6 Improved Stanbery Park Connection
- 7 Development of Key Corner Site
- 8 Gateway Enhancement Project

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Infrastructure



Parking

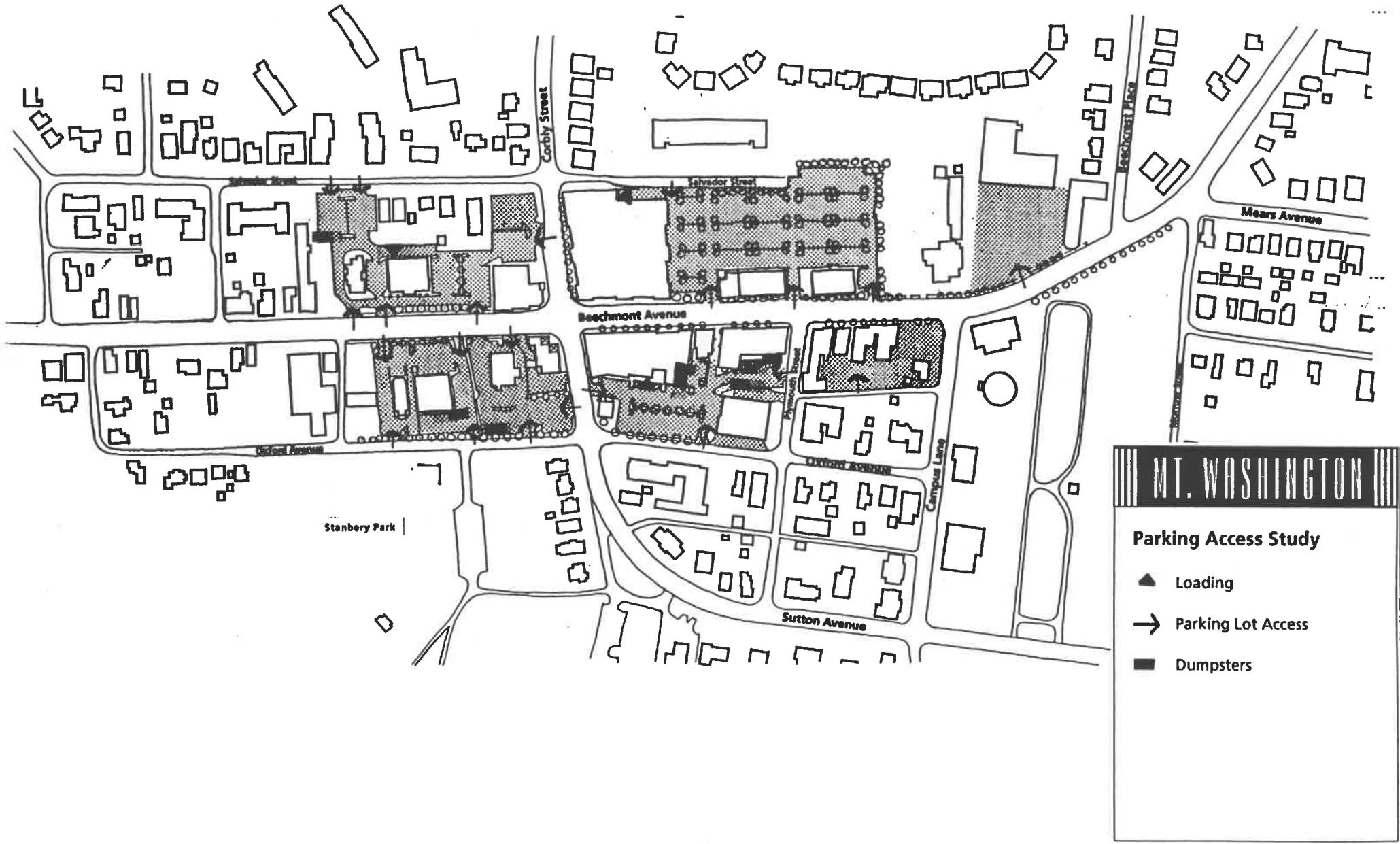
The existing 670 off-street parking spaces exceed the Cincinnati Zoning Code parking requirement of 524, but do not meet the Urban Land Institute's recommendation of four spaces for every 1,000 feet of floor area, or 819 spaces. The layout of the existing off-street parking spaces is designed to accommodate the adjacent businesses.

The parking area behind the businesses on Beechmont Avenue between Corby Street and Oxford Place contains several small parking areas. This area, if reconfigured and strip, provides an opportunity for additional parking. This reconfiguration is called for in the implementation plan.

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Circulation/Parking

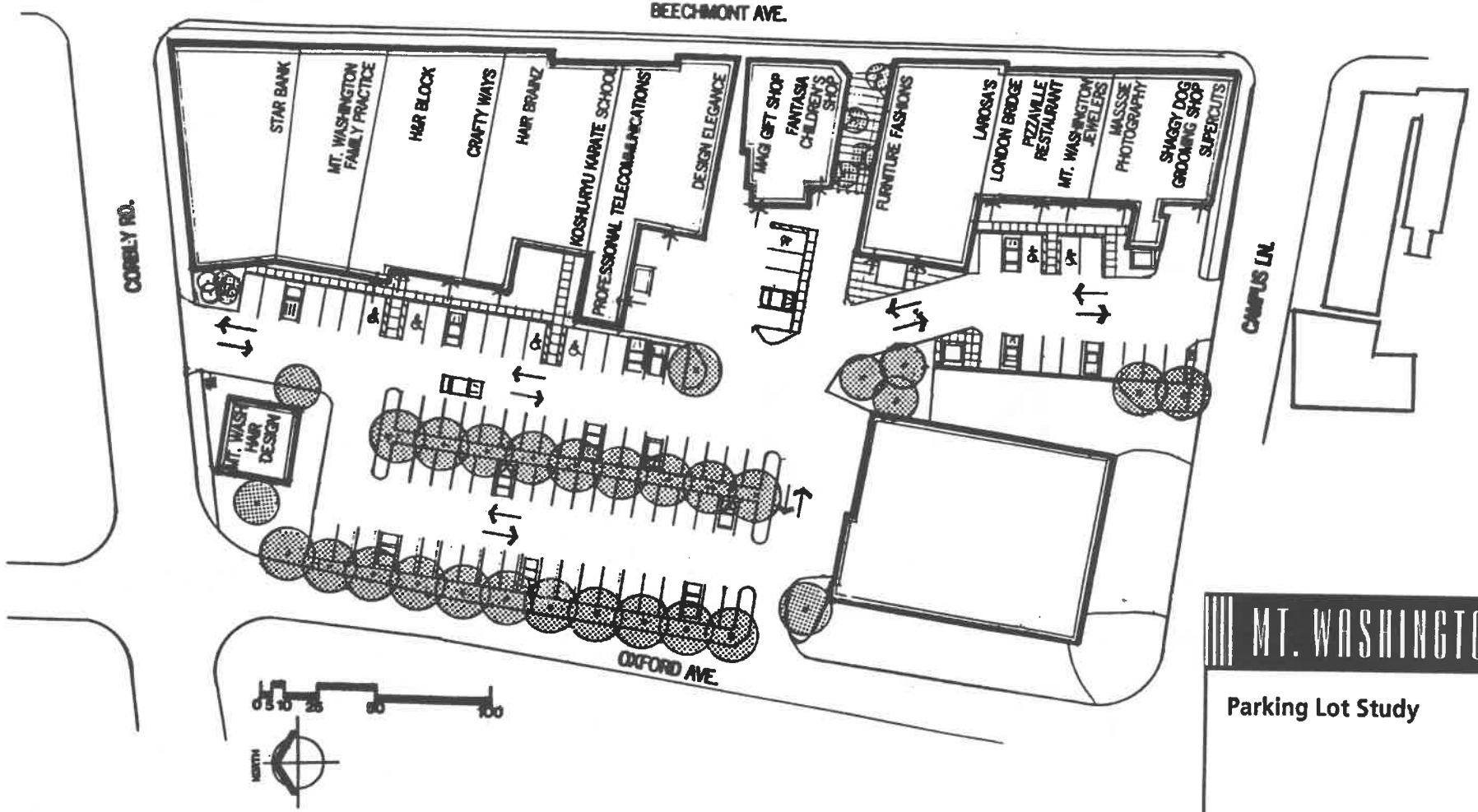
- Bus Stop
- ➔ Traffic Volume
- ▬ On-Street Parking
- ▨ Shared Business Parking
- ▩ Private Business Parking
- - - - Bus Routes



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Parking Access Study

- ▲ Loading
- Parking Lot Access
- Dumpsters

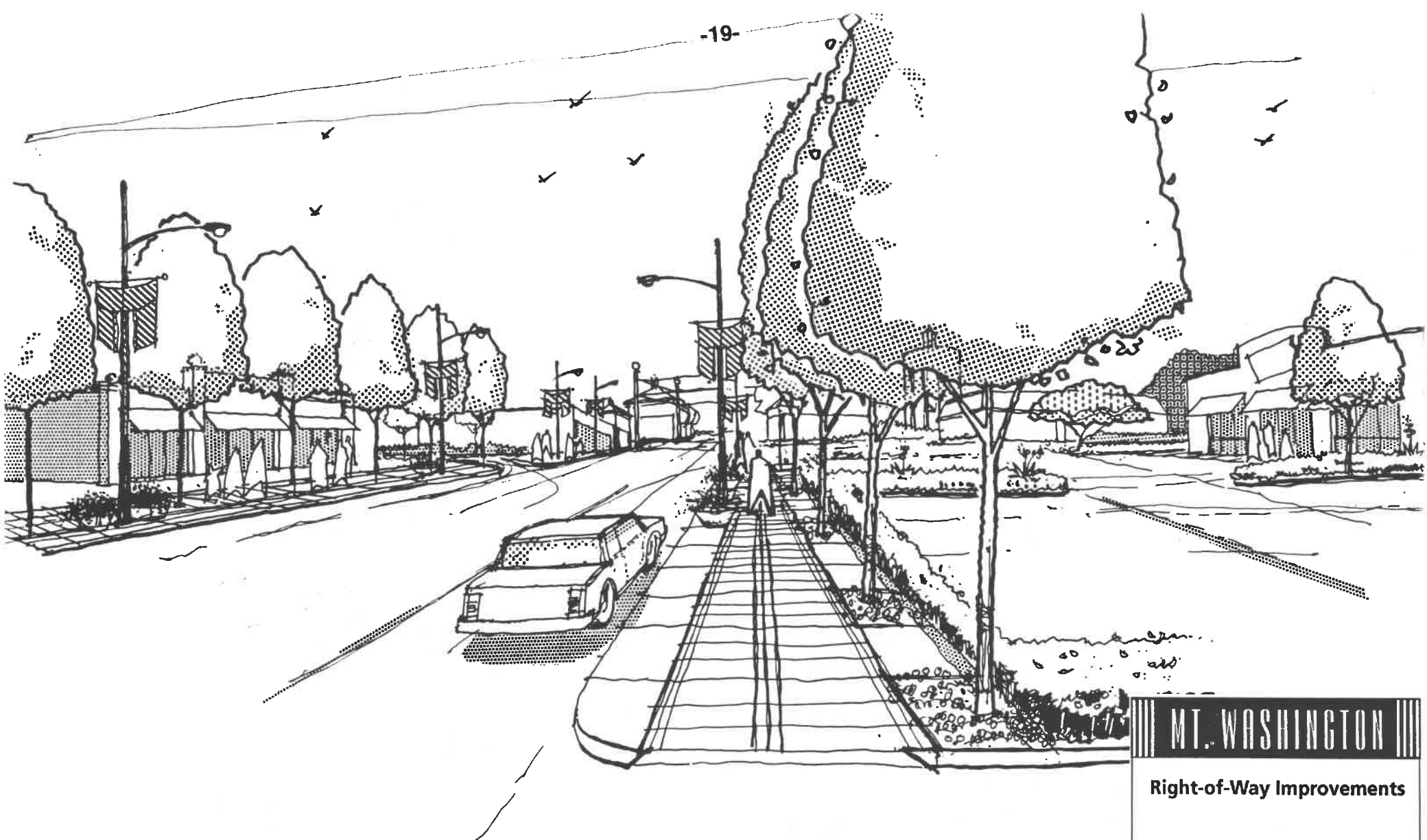


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Parking Lot Study

Parking Lot Study

Increase parking efficiency through improved circulation and consideration of smaller existing parking lots.



Right-of-Way Improvements

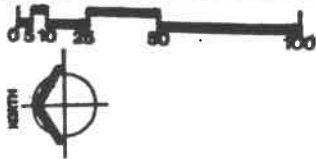
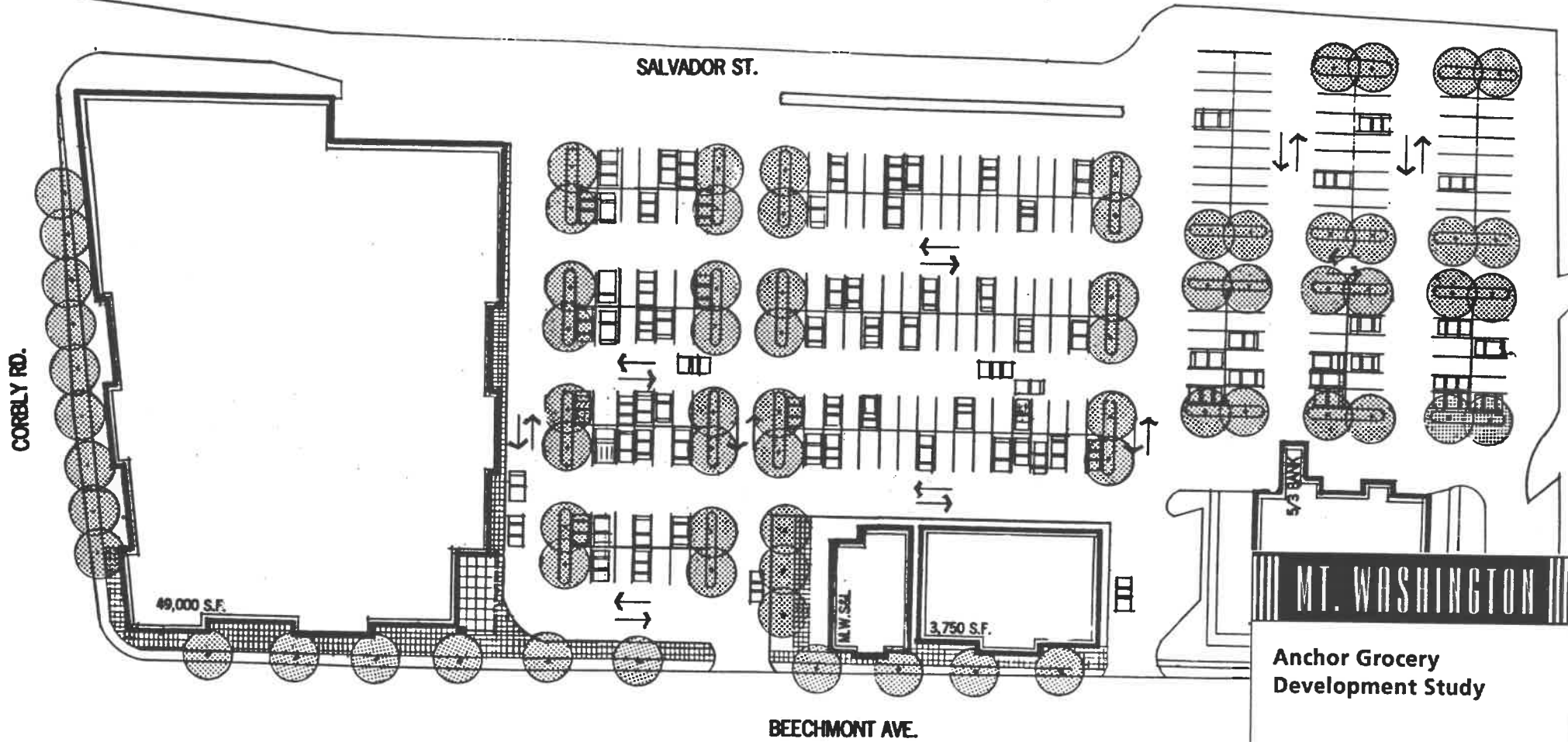
Integration of State R.O.W. widening into the fabric of the business district including pavement treatment, landscaping pedestrian lighting, and identifying signage.

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Right-of-Way Improvements

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Development

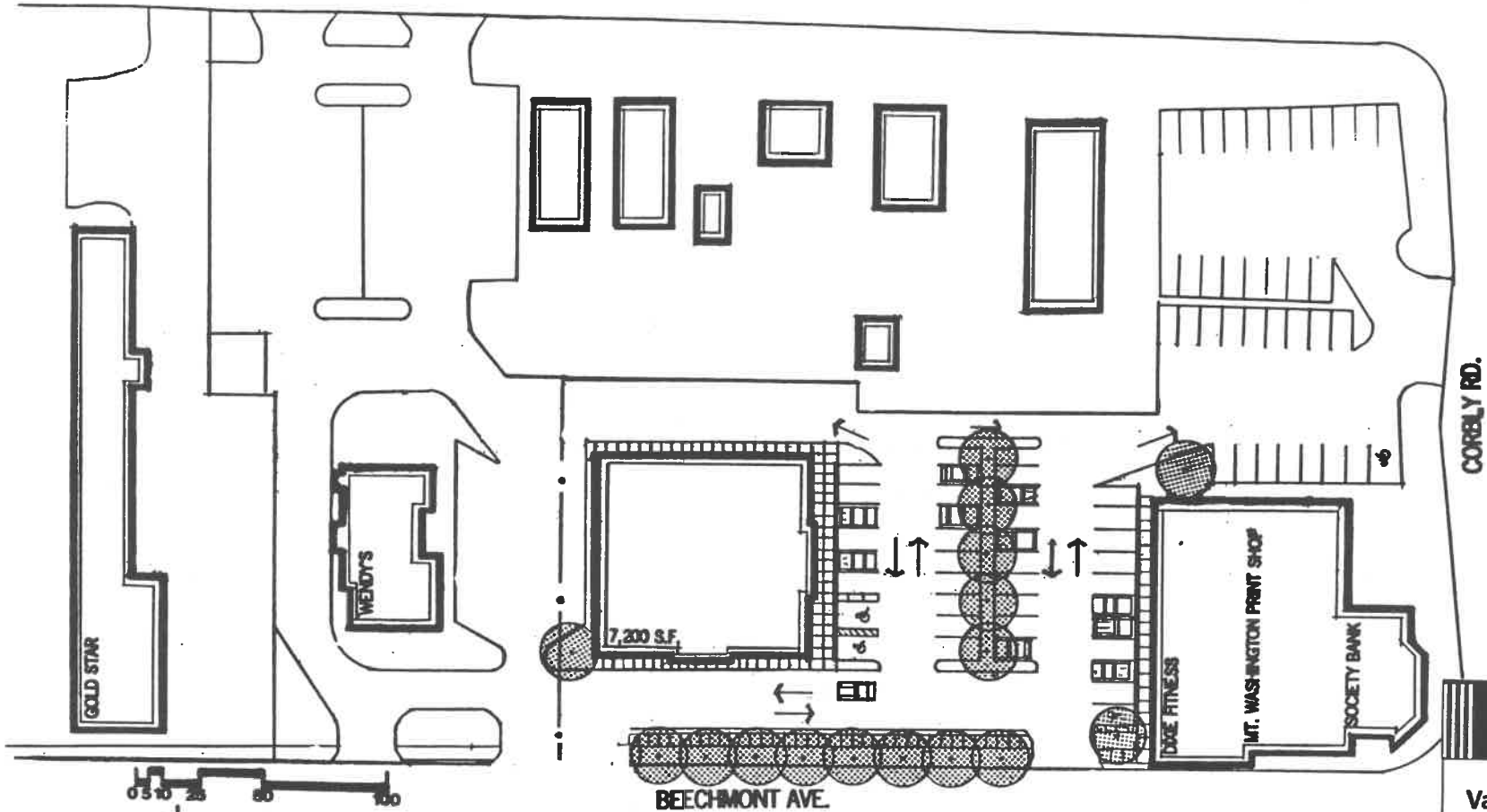


**Anchor Grocery
Development Study**

Improved efficiency of potential development of enlarged anchor grocery to meet market requirements. Integration of development into the neighborhood.

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**Anchor Grocery
Development Study**

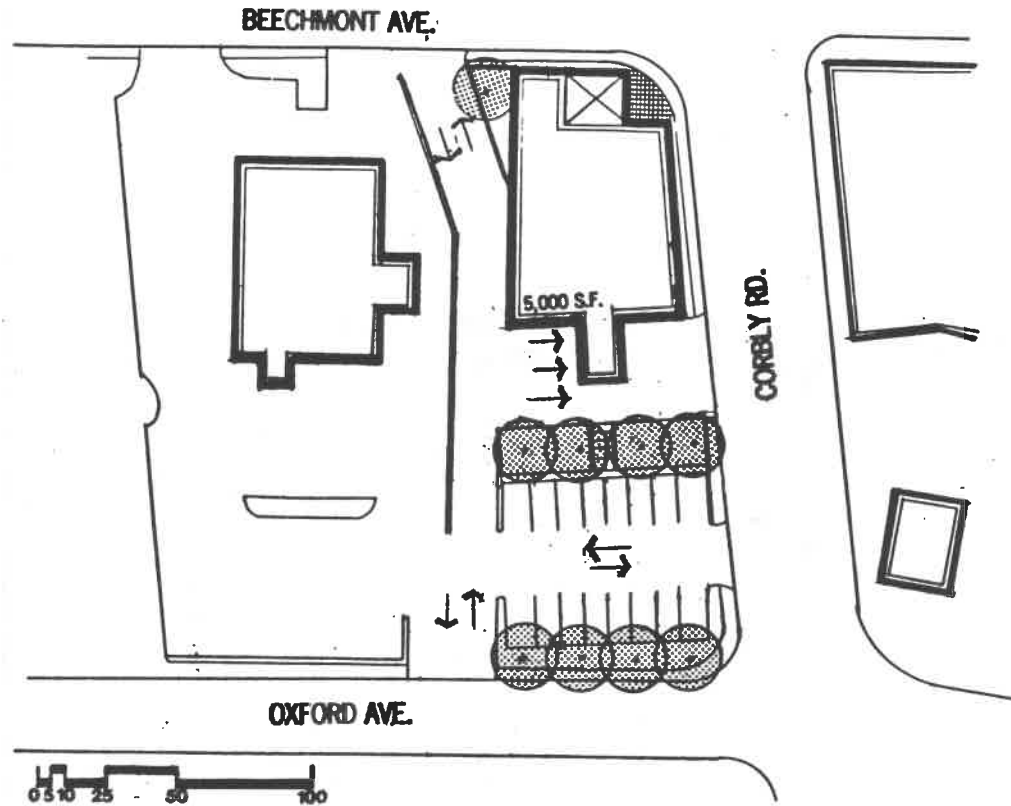


**Vacant Parcel
Development Study**

Improve efficiency of future development through circulation and parking coordination, R.O.W. relationship, and building placement.

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**Vacant Parcel
Development Study**



**Vacant Parcel
Development Study**

Improved efficiency of key corner development parcel including potential corner building use, improved parking relationship and pedestrian scale.

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Vacant Parcel
Development Study



INSTALL NEW ALUMINUM FRAME/DOUBLE HUNG WINDOWS AT EXISTING WINDOW UNITS TO MATCH EXISTING OPENINGS.

INSTALL NEW AWNING W/GRAPHIC SIGNAGE. AWNINGS SHOULD BE COMPATIBLE IN SHAPE AND MATERIAL WITH OTHER NEARBY AWNINGS. AWNINGS COLORS SHOULD BE COMPATIBLE WITH THE COLOR OF THE ORIGINAL BUILDING TO WHICH IT IS AFFIXED.

CLEAN EXISTING LIMESTONE MASONRY W/LOW PRESSURE WATER AND NON-ACID CHEMICAL DETERGENTS. (DO NOT CLEAN WITH WATER DURING FREEZING WEATHER.)

TUCK POINT JOINTS BY CUTTING JOINTS TO SOLID MATERIAL (1" DEEP, MAX). REPOINT WITH MORTAR TO MATCH OLD MORTAR IN STRENGTH, COLOR, COMPOSITION, AND TEXTURE (DO NOT UTILIZE MORTARS OF HIGH PORTLAND CEMENT CONTENT).

UPGRADE EXISTING ALUMINUM STOREFRONT SYSTEMS. INSTALL NEW ALUMINUM STOREFRONT SYSTEM TO MATCH EXISTING IN OPENING SIZES AND SHAPES.

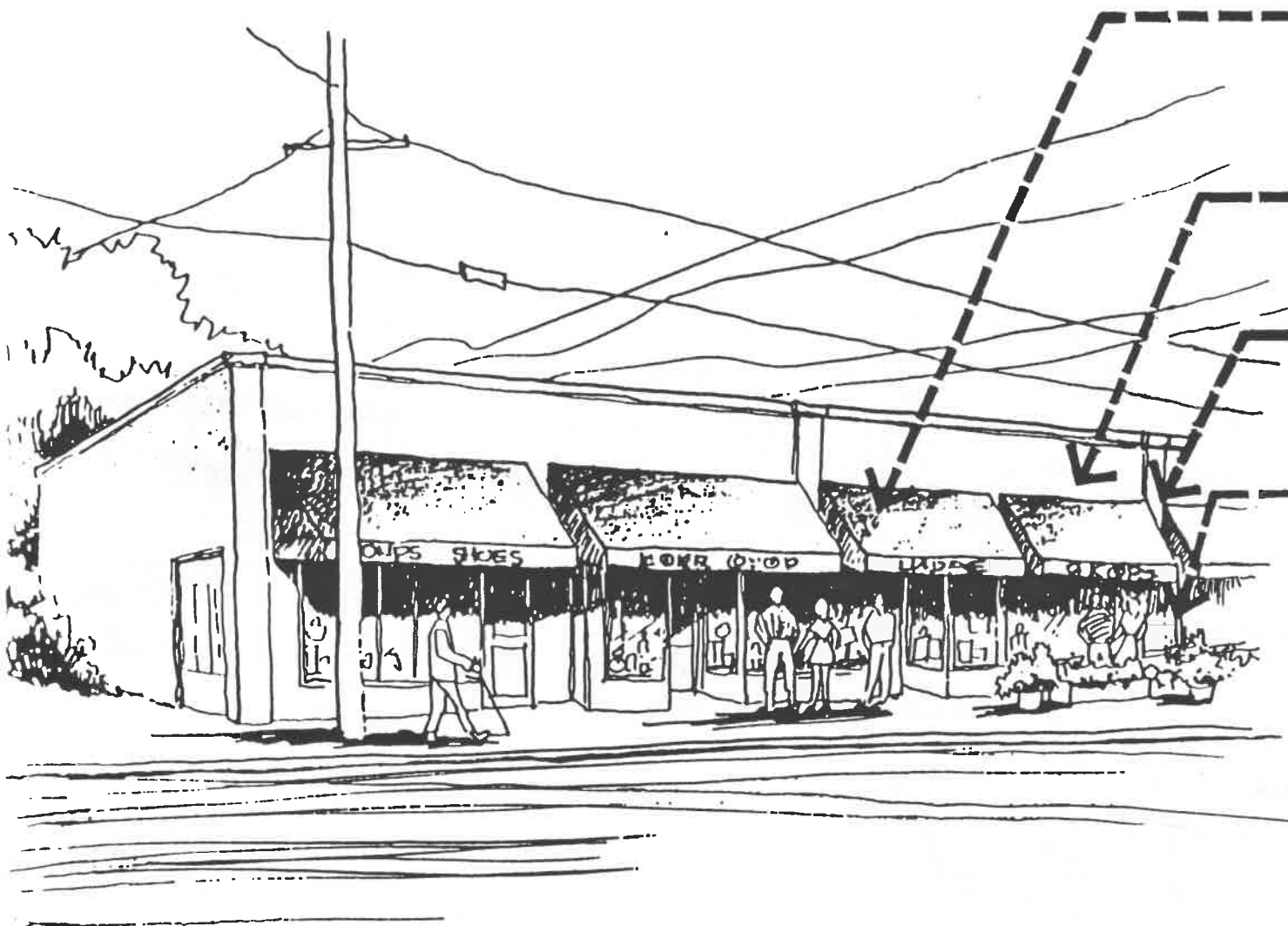
INSTALL NEW ALUMINUM ENTRANCE DOORS AND FRAME. DOOR TYPES TO MATCH EXISTING.

WHERE EXISTING ALUMINUM STOREFRONT FRAMING IS IN GOOD CONDITION BUT HAS BEEN PREVIOUSLY PAINTED, REMOVE EXISTING PAINT. PRIME AND PREPARE FOR ELECTROSTATIC PAINTING PROCESS.

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Facade Improvement Study

FACADE UPGRADE IMPROVEMENT NOTES



INSTALL NEW AWNING W/GRAPHIC SIGNAGE. AWNINGS SHOULD BE COMPATIBLE IN SHAPE AND MATERIAL WITH OTHER NEARBY AWNINGS. AWNINGS COLORS SHOULD BE COMPATIBLE WITH THE COLOR OF THE ORIGINAL BUILDING TO WHICH IT IS AFFIXED.

CLEAN EXISTING LIMESTONE MASONRY W/LOW PRESSURE WATER AND NON-ACID CHEMICAL DETERGENTS (DO NOT CLEAN WITH WATER DURING FREEZING WEATHER.)

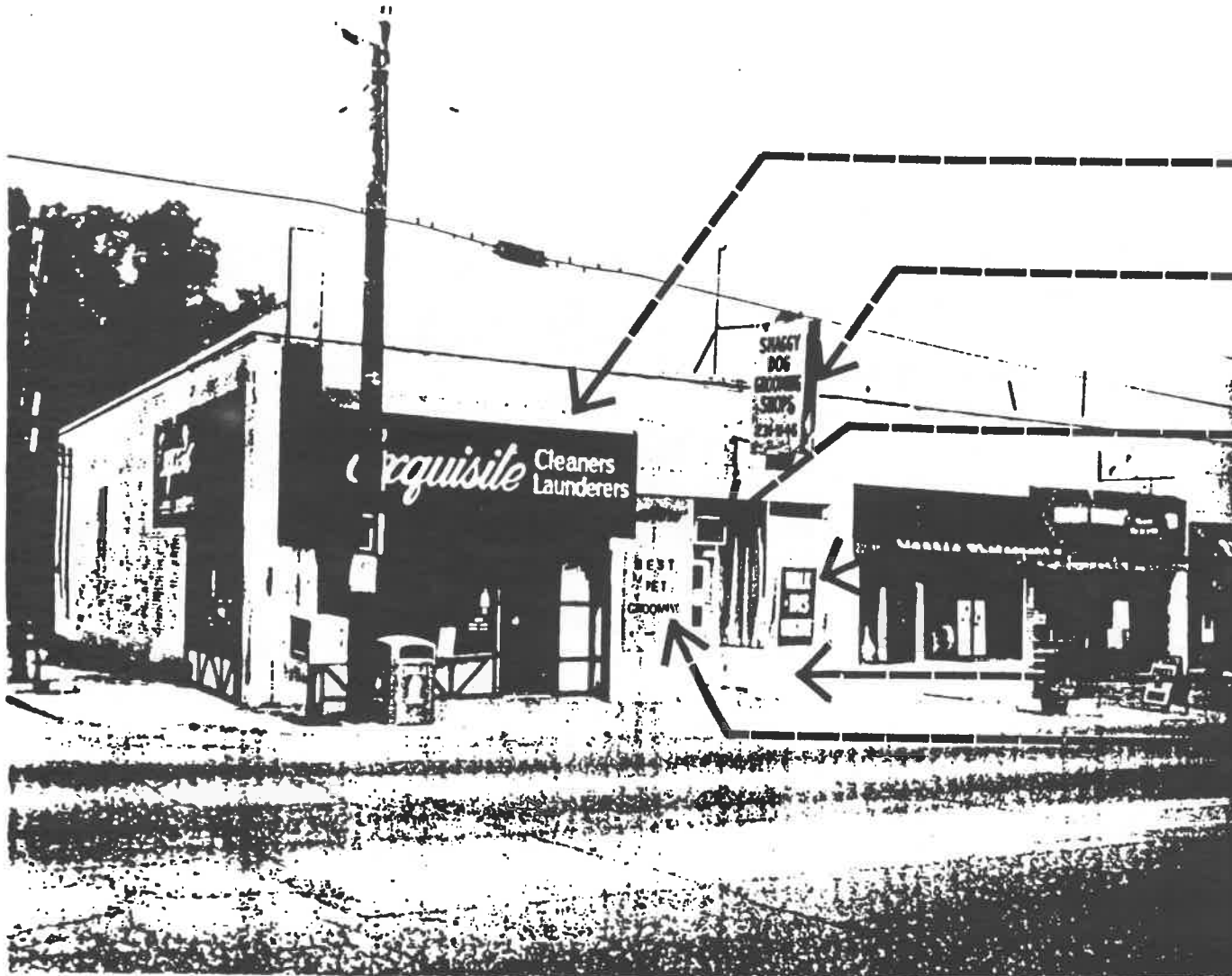
TUCK POINT JOINTS BY CUTTING JOINTS TO SOLID MATERIAL (1" DEEP MAX). REPOINT WITH MORTAR TO MATCH OLD MORTAR IN STRENGTH, COLOR, COMPOSITION, AND TEXTURE (DO NOT UTILIZE MORTARS OF HIGH PORTLAND CEMENT CONTENT.)

UPGRADE EXISTING ALUMINUM STOREFRONT SYSTEMS. INSTALL NEW ALUMINUM STOREFRONT SYSTEM TO MATCH EXISTING IN OPENING SIZES AND SHAPES.

WHERE EXISTING ALUMINUM STOREFRONT FRAMING IS IN GOOD CONDITION BUT HAS BEEN PREVIOUSLY PAINTED, REMOVE EXISTING PAINT. PRIME AND PREPARE FOR ELECTROSTATIC PAINTING PROCESS.

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Facade Improvement Study



ANALYSIS OF ITEMS IDENTIFIED FOR PROPOSED PHYSICAL IMPROVEMENTS

BUILDING OWNERS SHOULD INITIATE A COMPREHENSIVE AWNING DESIGN HARMONIOUS WITH THE ARCHITECTURE OF THE BUILDINGS.

REMOVE DETERIORATING PROJECTING SIGNS AND FRAMES. REMOVE ROOF STRUCTURES WHICH SUPPORT PROJECTING SIGNS. SIGNS SHOULD BE CONSISTENTLY LOCATED ON AWNINGS APPROXIMATELY AT THE HEIGHT OF THE LINTELS.

REMOVE & RELOCATE MECHANICAL EQUIPMENT TO AREAS OUT OF PEDESTRIAN VIEW. (WHERE THIS IS NOT POSSIBLE, INTEGRATE MECHANICAL EQUIPMENT INTO THE FACADE.)

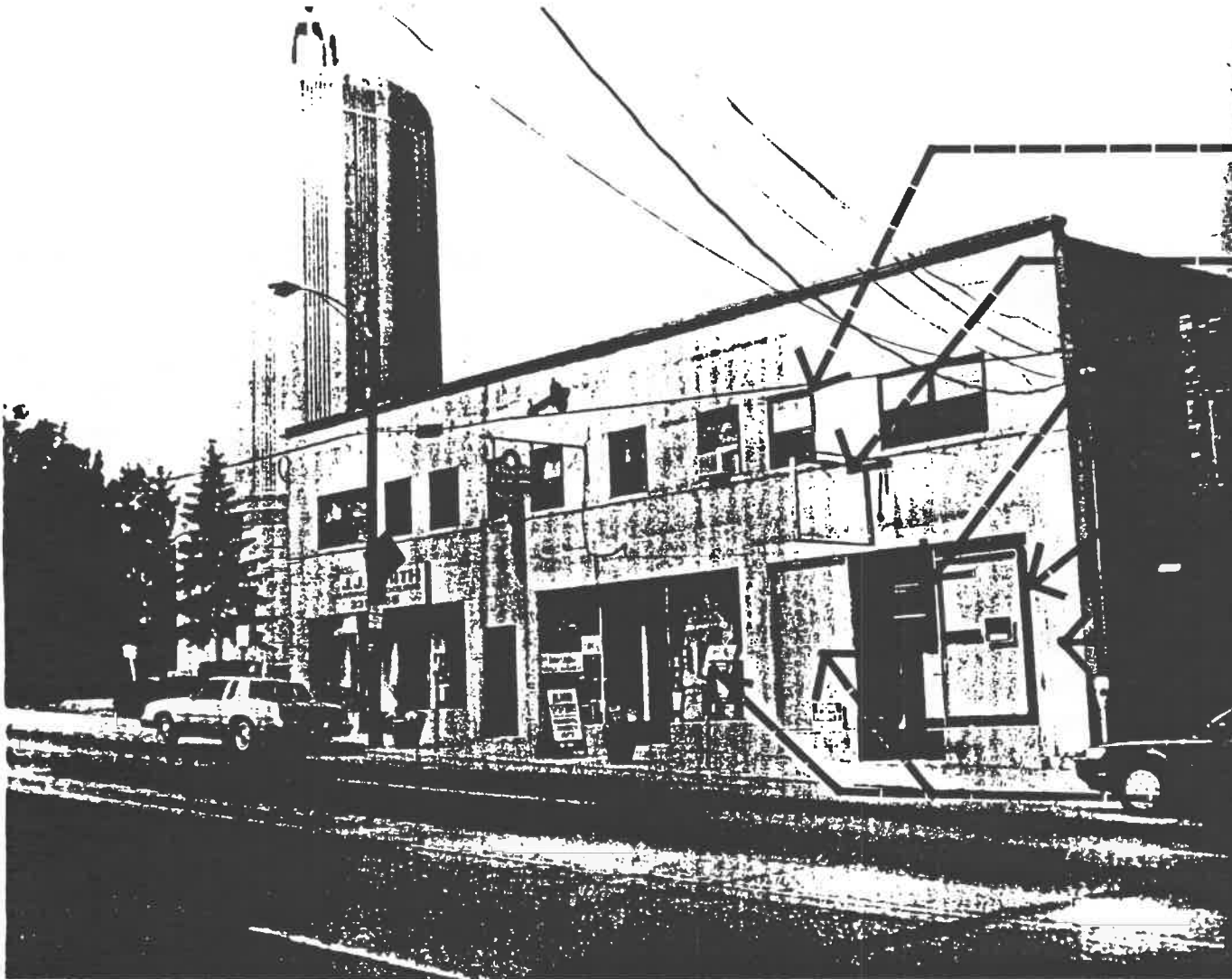
UPGRADE ALUMINUM STOREFRONT SYSTEM FOR VISUAL CONTINUITY. BLDG MATERIALS SHOULD BE RESTORED TO THE ORIGINAL CONDITION OR REPRODUCED AS ACCURATELY AS POSSIBLE.

CLEAN AND REPAIR LIMESTONE MASONRY FACADE.

REMOVE VISUAL APPURTENANCES FROM STOREFRONT GLAZING AS MUCH AS POSSIBLE. STOREFRONTS SHOULD BE VISUALLY OPEN TO THE STREET.

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Facade Improvement Study



**ANALYSIS OF ITEMS IDENTIFIED FOR
PROPOSED PHYSICAL IMPROVEMENTS**

REPLACE "BRONZE CLAD" WINDOW UNITS WITH ALUMINUM FRAME UNITS FOR VISUAL CONTINUITY WITH ALUMINUM STOREFRONT SYSTEM.

REMOVE DETERIORATING PROJECTING SIGNS AND FRAMES. SIGNS SHOULD BE CONSISTENTLY LOCATED ON AWNINGS APPROXIMATELY AT THE HEIGHT OF THE LINTELS.

REMOVE & RELOCATE MECHANICAL EQUIPMENT TO AREAS OUT OF PEDESTRIAN VIEW (WHERE THIS IS NOT POSSIBLE, INTEGRATE MECHANICAL EQUIPMENT INTO THE FACADE.)

UPGRADE ALUMINUM STOREFRONT SYSTEM FOR VISUAL CONTINUITY. BLDG MATERIALS SHOULD BE RESTORED TO THE ORIGINAL CONDITION OR REPRODUCED AS ACCURATELY AS POSSIBLE.

CLEAN AND REPAIR LIMESTONE MASONRY FACADE.

BUILDING OWNERS SHOULD INITIATE A COMPREHENSIVE AWNING DESIGN HARMONIOUS W/THE ARCHITECTURE OF THE BUILDINGS.

REMOVE VISUAL APPURTENANCES FROM STOREFRONT GLAZING AS MUCH AS POSSIBLE. STOREFRONTS SHOULD BE VISUALLY OPEN TO THE STREET.

MT. WASHINGTON

Facade Improvement Study



MT. WASHINGTON

*Environmental Quality
Urban Design*

URBAN DESIGN POLICY GUIDELINES

Environmental Quality Urban Design District

The purpose of the Environmental Quality regulations are to assist the development of land and structures to be compatible with the environment, and to protect the quality of the urban environment, in those locations where the characteristics of the environment are of significant public value and are vulnerable to damage by development permitted under conventional zoning and buildings regulations.

The establishment of an Environmental Quality-Urban Design district protects and enhances the environmental features of the business district. The development guidelines describe in words, characteristics which are to be protected and development features which will be reviewed for impact of a proposed development on the environment.

SIGN POLICIES

1. Signs should be legible and designed to be harmonious with the business district marketing strategy and identity.
2. Signs attached to buildings should be fascia signs and should not project beyond the corners of the buildings, except for projecting signs that are symbols for identification.
3. Signs, collectively, should be limited to 100 square feet of area per building, excluding signs in the rear. Signs in the rear of the building should be limited to 25 square feet of area.
4. Signs should be adequately spaced from other signs for good visibility and consistent in size with other signs of similar businesses.
5. Abandoned signs and/or mounting devices must be removed.
6. Roof mounted signs are not permitted.
7. Flashing signs should be used for theaters only. Time and temperature displays are exempt and are permitted, but are considered part of the signage and taken into account with respect to square footage allowance.
8. A projecting sign may not extend above the top of the building.
9. Directional or on-premise incidental signs or entry/exit signs are permitted in addition to other signs. These signs may not exceed ten square feet.
10. Ground and mounted signs, which sit back from the street a distance of 15 feet or more, are preferred for commercial and retail business buildings. The maximum height should be four feet.

STOREFRONTS AND FACADES POLICIES

1. Up-lighting on buildings should be encouraged.
2. Exterior building materials should be in harmony with surrounding buildings in color, texture, proportion, scale, patterns and opening shapes.
3. Building appurtenances and projections should be in scale with the total composition of the building itself.
4. Storefronts should be visually open to the street and, where practical, entrances recessed to increase the effective sidewalk space and provide sheltered pedestrian access.
5. Awnings should be harmonious with the architectural features of the buildings on which they are located and should not conceal architectural features of the buildings. The legs of pipe stand awnings should not be exposed.
6. The structural components for all awnings should be contained within the awning covering. Colors should be compatible with the color of the building to which it is affixed.
7. Awnings should not project into more than two-thirds of the sidewalk.

SITE AMENITIES POLICIES

1. Benches should be placed in open public gathering areas and shaped to discourage loitering.

2. Bulletin board kiosks should be limited to placement in public gathering areas to aid in the control of posted bill clutter.
3. Dumpsters should be enclosed to promote a clean and ordered environment.
4. News racks should be organized and installed according to the City of Cincinnati News Rack policy.
5. Site amenities should be low maintenance and discourage graffiti.
6. Site amenities should not be placed to promote hiding areas, but rather in the open to promote security.

LANDSCAPING AND PAVING POLICIES

1. Paving should define areas where pedestrian movement occurs. Pedestrian movement should be encouraged to link businesses to Beechmont Avenue.
2. Pavers should be encouraged along sidewalk areas to link businesses north and south of Corbly Street on Beechmont Avenue.
3. The size and shapes of pavers should relate to the pedestrian scale and environment of the district.
4. Special paving treatment should be used to define the focus areas of the district, major pedestrian crossing and gateway points.

5. Private businesses should be encouraged to use paving to continue the pedestrian scale movements.
 6. Private paving improvements should be harmonious in size, and match the existing color, texture, and pattern of right-of-way improvements.
 7. Large areas of asphalt or concrete paving should have landscaping that relate to the pedestrian scale environment desired.
 8. Flowering pots and shrubs should be used to identify building entrances.
-

LIGHTING POLICIES

1. Lighting in parking areas shall be designed to enhance security.
2. Lighting for parking areas should not be encroaching and be shielded away from nearby residences in color, intensity and scale.
3. Private lighting should be used for parking lots, walkways, and highlighting the buildings and show windows themselves. All lighting should be of an intimate pedestrian scale with the exception of parking lot lighting.

PARKING POLICIES

1. Existing lots should be shared and made more efficient through improved access, circulation, and layout. Establish common employee lots for businesses within the district in order to encourage the use of primary spaces for customers and more remote spaces for employees.
2. Parking signs that clearly direct shoppers to off-street parking opportunities should be provided.
3. All parking areas should be landscaped or screened with devices such as low walls, trees, sitting areas, or mounds to serve as a buffer between street frontage and residential properties.
4. Existing small underutilized lots should be combined to create larger and more efficient parking areas.
5. All intersections, crosswalks, and entrances to commercial space should be accessible to the handicapped when possible.
6. Lots should be paved, marked for easy circulation, and maximize the number of parking opportunities.
7. Reduce the number of curb cuts and driveways along the Beechmont Avenue right-of-way by consolidating parking areas, excepting that each site development shall be allowed one curb cut for ingress and egress.

DEVELOPMENT POLICIES

1. Any new development should be restricted to village size, be pedestrian oriented, and contribute to the livelihood of the business district.
2. New buildings and additions should be similar in style, bulk, massing, scale, and form to the size and height of existing buildings.
3. Preserve the linear continuity of buildings on Beechmont Avenue by placing building facades parallel to Beechmont Avenue, except for the variations needed to create pedestrian open spaces.
4. Simplify and remove all unnecessary utility poles wires and associated clutter within the public right-of-way to allow as much sidewalk space as possible.
5. Renovation and restoration of historically or architectural significant buildings should respect the original building design including structure, use of materials, and details. Original materials and detailing should not be covered by new material, signs, or paint.
6. Mechanical equipment, including air conditioning, piping, ducts and conduits, external to the building should be concealed from view from street level by grills screens or other enclosures.

DEMOLITION POLICIES

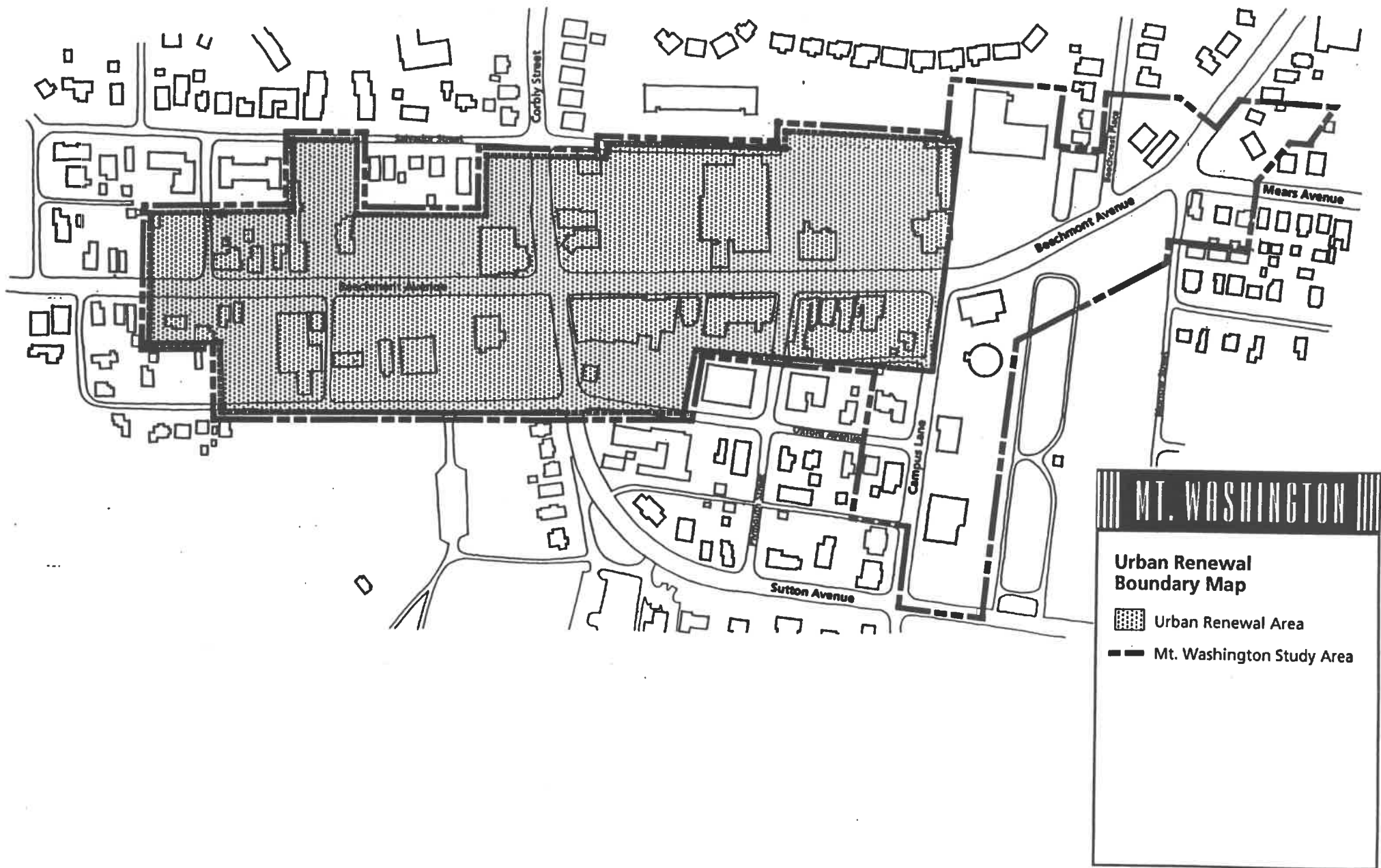
Demolition will be approved only if one of the following applies:

- a. Ordered by the Director of Buildings and Inspections for the public safety because of an unsafe or dangerous condition which constitutes an emergency.
- b. Structure does not contribute to the architectural character of the district.
- c. Necessary to construct a building which would meet the guidelines.

Handwritten notes

MT. WASHINGTON

Urban Renewal



URBAN RENEWAL PLAN

Within the boundaries of the Urban Design Plan is a subarea designated as the 'Mount Washington Neighborhood Business District Urban Renewal Area' according to Chapter 725 of the Cincinnati Municipal Code. See Appendix J and K for legal Descriptions.

An Urban Renewal Area is an area as defined as such in Chapter 725 of the Cincinnati Municipal Code and approved by City Council pursuant to the chapter, which area is a 'blighted or deteriorating area.' 'Blighted area' is defined in Section 725-1 -B of Chapter 725; 'deteriorating area' is defined in Section 725-1 -D.

Blighted and deteriorated areas that contribute to the spread of disease and crime; is an economic and social liability; and impair the sound growth of the community. This blight and deterioration could not be controlled by private enterprise alone. To remedy this situation Chapter 725 authorized the City to expend funds to eliminate blight and deterioration and, toward this end, to acquire private property.

To expend funds for urban renewal, the City must first prepare an urban renewal plan that defines the area as being blighted or deteriorating, stating the reasons for defining the areas as blighted or deteriorating, and recommending a certain course of action to redevelop or rehabilitate the area. When City Council approves the plan, by that declaring the subject area to be an 'Urban Renewal Area', the City administration is formally authorized to carry out the activities recommended in the plan. The City has analyzed conditions in the Mount Washington Business District Urban Renewal Area. Those conditions are reported in the Blight Study

Summary. That report documents that a portion of the Mount Washington Business District Urban Renewal Area is a blighted area as defined in Chapter 725. The City of Cincinnati, therefore, declares through the adoption of this plan by City Council, that the Mount Washington Business District Urban Renewal Area is a blighted area, and an Urban Renewal Area under Chapter 725.

Through the adoption of this Urban Renewal boundary by City Council, the City Manager is authorized to carry out the redevelopment or rehabilitation of the area by the plan, and to acquire property reasonably necessary to carry out the plan.

The Mount Washington Business District Urban Design Renewal boundary is adopted as part of the Mount Washington Business District Urban Design Plan, except portions of the Urban Design plan that clearly have no applicability to the area designated as the Mount Washington NBD Urban Renewal Area. The particular goal of the Urban Renewal Plan, in addition to the other goals stated within the Urban Design Plan, is the elimination of conditions of blight and deterioration found within the Urban Renewal Area.

Further, the City of Cincinnati determines through the adoption of this plan by City Council that:

(A) There is a feasible method for the temporary relocation of any families displaced from the urban renewal area. There are decent, safe and sanitary dwellings equal in number to the number of displaced families at rents and prices within the financial means of the families and are reasonably accessible to their places of employment.

Urban Renewal Cont'd.

(B) If financial aid is to be provided by the federal government the aid is necessary to enable the project to be undertaken according to the urban renewal plan;

(C) The urban renewal plan will afford maximum opportunity consistent with the sound needs of the locality as a whole for the redevelopment or rehabilitation of the area by private enterprise;

(D) The urban renewal plan conforms to the master plan for the overall development of the city.

Redevelopment of property in the Urban Renewal Area sold or leased by the City will be in conformance with the development policies, recommendations, and guidelines of the Urban Design Plan.

The City's relocation plan is provide in the Appendix L.

Blight Study Summary

The number, degree and distribution of blighting factors warrant the designation of the Mount Washington Urban Renewal Area as a blighted area as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

Structures and vacant parcels meeting the criteria are reasonably distributed throughout the area. Seventy percent of the area meets the "blighted area" criteria. Additionally, at least twenty-five percent of the structures are deteriorated or deteriorating; or the public improvements are in a general state of deterioration. The

following list highlights some of the findings within the structures or vacant parcels:

- * Forty-nine percent are forty years of age or greater.**
- * Sixty-four percent are deteriorated.**
- * Fifteen percent has faulty lot layout/overcrowding/inadequate loading or parking.**
- * Fifty-one percent are deleterious or incompatible land use/inadequate site conditions or environmentally hazardous.**
- * Fifty-five percent have inadequate public facilities or right-of-way.**
- * Thirty-four percent have illegal uses or code violations.**





See Appendix M for complete findings.




MT. WASHINGTON





Eligibility Study

Structure Condition

-  Sound
-  Minor
-  Major
-  Critical

-  Structure or Parcel Contributing to Blight

Legend

-  Blight Study Area Boundary
-  Parcel Number
-  Building Number
-  Block Area

Mt. Washington Business District Eligibility Study

Block Number	No. Units	No. Units With Blighting Influence	Percentage
1	9	5	56%
2	15	8	62%
3	8	6	75%
4	10	8	80%
5	7	6	86%
Total	47	33	70%

MT. WASHINGTON

Credits

CREDITS

This plan was prepared for the Department of Economic Development by the City Planning Department and the Department of Public Works, Office of Architecture and Urban Design, with the Mount Washington Neighborhood Business District Urban Design Task Force. The task force consisted of the following:

Mount Washington Property and Business Owners

Mary Ann Coleman
Deborah Frey
Fred Frey
Karl Frey
Tom Fucito
Monte Gates
Jeff Pond
Tom Roth
Dixie Stewart
Florence Thompson
Ernie Villardo
Rosemary Welage

Mount Washington Civic Association

Karen Belt
Pam Irvin
Karla Kapostashy
Mark Kapostashy
Mark Macomber
Sher Macomber
Dot Reif

Staff from the City of Cincinnati

Ken Bordwell, Neighborhood Services
Laura Kenny, Economic Development
Caroline Kellam, City Planning Department
Vanessa McMillan-Moore, City Planning Department
Tim Sharp, Office of Architecture and Urban Design

MT. WASHINGTON

Appendix

APPENDIX A



Vanessa McMillan-Moore
City Planning

1-18-96

Dear Vanessa,

This letter is being sent to confirm that at the September 13, 1995 Meeting of the Mt. Washington Civic Association, the officers and members present, unanimously approved the Urban Design Plan which included an Urban Renewal Area and an Environmental Quality Urban Design Overlay District (EQ - UD).

I would also like to thank you for all of your hard work and dedication toward this project. We look forward to a successful completion and implementation of our plan.

Sincerely,

Mark Macomber
President

SERVING THE
COMMUNITY
SINCE 1925



APPENDIX B

October 6, 1995

Vanessa McMillan-Moore
City Planning Department
Centennial Plaza Two
805 Central Avenue, Suite 720
Cincinnati, Ohio 45202

Re: Mt. Washington NBD Urban Design Plan
(i.e.- Urban Renewal Boundry, Environmental Quality Urban Design
Policy guidelines and Urban Design Implementation Strategies)

Dear Vanessa:

At the "Annual" Meeting of the Mt. Washington Community Urban Redevelopment Corporation (CURC) on October 5, 1995, guidelines were distributed and a vote for approval was requested.

The plan was approved by the members of the CURC and we request that you advise the City Planning Commission of our decision at the tentatively scheduled meeting on November 17, 1995.

Vanessa, thank you for the time and consideration that you have extended to our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas S. Roth".

Thomas S. Roth
President

A handwritten signature in black ink, appearing to read "Ernie A. Vilaro".

Ernie A. Vilaro
Vice-President

MT. WASHINGTON LAND USE

APPENDIX C

BLDG. #	ADDRESS	BOOK-PAGE-PARCEL	OWNER	TENANTS	TYPE
Beginning on the southwest side going north					
1	1953 Mears Ave.	1-3-63	Roth, Richard	Roth Insurance Associates	Personal Service
2	1955 Mears Ave.	1-3-211	Lamb, Orsel & Virginia	Lamb Construction Company	Personal Service
3	1963 Mears Ave.	1-3-61	Digiovenale, Dale	Blind Ambition	Retail
4	2049 Beechmont Ave.	1-3-217	Cincinnati & Hamilton County	Public Library of Cincinnati	Public/Semi-Public
5	6141 Campus Ln.	1-3-216, 236	City of Cincinnati	City Water Tower	Public/Semi-Public
6	6131 Campus Ln.	1-3-304	Southtown Partnership	Mt. Washington Medical Center	Personal Service
7	6117 Campus Ln.	1-3-1, 235	Government	Post Office	Public/Semi-Public
8	2051 Oxford Ave.	1-2-171	Mt. Washington Lodge #162	Mt. Washington Lodge #162	Personal Service
9	2055 Oxford Ave.	1-2-92	Gressle, Nicholas	Vacant Storefront	Vacant
10	6136 Campus Ln.	1-2-110	Abrams, Frank	David Engelhart, CPA Surety Insurance Agency	Personal Service Personal Service
11	2057 Beechmont Ave.	1-2-115	The Provident Bank	The Provident Bank	Personal Service
12	2061 Beechmont Ave.	1-2-114	Sohngen, David & Kimberly	J & J Heating & Cooling Mr. Lock Locksmith Music Maker & Resid.(4)	Personal Service Personal Service Residential
13	2063 Beechmont Ave.	1-2-113	Welage, Lawrence & Rosemary	Rosemary Typing & Answering State Farm Insurance Use Unknown Residential - 4	Personal Service Personal Service Personal Service Residential
14	2065 Beechmont Ave.	1-2-169	Chadwick Group	Beechmont Barber Shop Christian Science Reading Room	Personal Service Personal Service
15	2065 Beechmont Ave.	1-2-282	Phillips, Bradford	Sturzenberger, DDS	Personal Service
16	2069 Beechmont Ave.	1-2-111	Pottschmidt, R & J Diffenderfer	Mt. Washington Bakery	Retail
17	6139-49 Plymouth Ave.	1-2-162	Casey, Richard & Sally	Mt. Washington Ice & Beer	Retail
18	2103-09 Beechmont Ave.	1-2-104, 105, 176	Frank, Stanley	Supercuts Shaggy Pet Grooming Shop Credit Counselors of Cinti. Mt. Washington Jewelers London Bridge Pizzaville Restaurant	Personal Service Vacant Vacant Retail Retail Retail
19	2111-13 Beechmont Ave.	1-2-103	Fucito, Thomas	La Rosa's Furniture Fashions	Retail Retail
20	2115 Beechmont Ave.	1-2-221, 223	Feldman, Dolores	Magi Gift Shop Fantasia Children's Shop	Retail Retail
21	2117 Beechmont Ave.	1-2-224	Wilco Realty Co.	Design Elegance	Personal Service
22	2119 Beechmont Ave.	1-2-98 & 99	Jump, John	Professional Telecommunications	Personal Service
?	2121 Beechmont Avenue	1-2-193	Awad, Michael & Creel Helto	Koshu - Ryu Karate School	Personal Service
23	2121-27 Beechmont Ave.	1-2-96, 97	Wilco Realty Co.	Hair Brainz Crafty Ways H & R Block Vincent Depot	Personal Service Personal Service Personal Service Retail
24	6135 Corbley St. 2131 Beechmont Ave. 2137 Beechmont Avenue	1-2-94 1-2-94 1-2-95	Kruse, Charlotte Kruse, Charlotte Eastern Hills Real Estate Ptnshp.	Bob Fry Barber Shop Vacant Storefront Star Bank	Personal Service Personal Service Personal Service
25	6127 Corbley St.	1-2-93	Gloss, Ronald & Marilyn	Mt. Washington Hair Design	Personal Service
26	2201-03 Beechmont Ave.	1-2-160, 235	First National Bank	Drive-Thru Banking	Personal Service
27	2205 Beechmont Ave.	1-2-179 & 251	Leased Restaurant Partners	Hardee's	Retail
28	2217 Beechmont Ave.	1-2-2, 34, 35	Core Resources	Blockbuster Video	Personal Service

MT. WASHINGTON LAND USE

BLDG. #	ADDRESS	BOOK-PAGE-PARCEL	OWNER	TENANTS	TYPE
29	2231 Beechmont Ave.	1-2-30	Catauro, Stella	Gold Star Chile	Retail
30	2239 Beechmont Ave.	1-2-178 & 32	Suttles, James & Mary	High Pressure Car Wash	Personal Service
32	2249 Beechmont Ave.	1-2-174, 183, 240	Turton, James	Mt. Washington Cleaners Dairy Mart Norge Laundry & Cleaning	Personal Service Retail Personal Service
31	2245 Beechmont Ave.	1-2-31	Turton, James	VW Service	Auto Repair
33	2261 Beechmont Ave.	1-2-29	Jenkins, Marilyn	Jenkins School of Dance	Personal Service
34	2263 Beechmont Ave.	1-2-29	Jenkins, Marilyn	Mont'e Hair Care	Personal Service
35	2267 Beechmont Ave.	1-5-66	Mockbee, Lula	Residential	Residential
36	2303-07 Beechmont Ave.	1-5-67	Jurgenson, James & Mary	Valvoline Instant Oil Change	Personal Service
Beginning on the northeast side going south					
37	2308 Beechmont Ave.	1-5-123	Klahm, Frank	Residential	Residential
38	2256 Beechmont Ave.	1-2-55	Bellamy, Lynn & Ruth	Residential	Residential
39	2254 Beechmont Ave.	1-2-56	Bellamy, Lynn & Ruth	Residential	Residential
40	2250 Beechmont Ave.	1-2-57	Flick Service Bureau, Inc.	Square Dance Shop	Retail/Pers. Serv.
41	2244 Beechmont Ave.	1-2-58, 59	Gold Star Chili, Inc.	Gold Star Chili Warehouse	Retail
42	2224-30 Beechmont Ave.	1-2-39	Frey, Fred & Karl	Wendy's	Retail
43	2202-10 Beechmont Ave.	1-2-68, 151, 187	Hilberg, Henry	Society Bank	Personal Service
		1-2-280	Cain, Dennis	Mt. Washington Print Shop	Retail
		1-2-281	Hilberg, Henry	Dixie Fitness Club	Personal Service
44	2134 Beechmont Ave.	1-2-212	Given, William & Angela	Tattletales	Retail
45	6209 Corbley St.	1-2-198, 116	Leininger, Richard & Irene	Covent Garden Florist	Retail
46	6221 Corbley St.	1-2-322	Lindvest	United Dairy Farmers	Retail
47	2100-10 Beechmont Ave.	1-2-83, 117 - 122	Kroger Co.	Kroger Grocery Store	Retail
		177, 155, 344	Mt. Washington Savings & Loan	Mt. Washington Savings & Loan	Personal Service
48	2094 Beechmont Ave.	1-2-123, 191, 182	Fifth Third Bank	Fifth Third Bank	Personal Service
49	2050 Beechmont Ave.	1-3-179, 180, 181, 181, 186	White T P & Sons Co.	T P White & Sons Funeral Home	Personal Service
50	2038 Beechmont Ave.	1-3-84	Tower Shoppes Ltd. Ptnshp.	Vacant Storefront	Personal Service
				Subway	Retail
				City Loan Bank	Personal Service
				Revco	Retail
				Network Video	Retail
51	2020 Beechmont Ave.	1-3-85, 164	Dute, Allan	Lisa's Billiards & Brew	Retail
				Teasdale Fenton Cleaners	Personal Service
52	2010 Beechmont Ave.	1-3-86, 127, 132	Marathon Oil Company	Marathon Oil Company	Retail
53	6229 Beechmont Ave.	1-3-88, 89	Vilardo Properties, Inc.	Anderson Hills Plumbing	Personal Service
Vacant Land					
-----	2216 Beechmont Ave.	1-2-238	B P Oil Company	Vacant Land	Vacant
-----	2300 Beechmont Ave.	1-2-65	Klahm, Frank	Vacant Land	Vacant
-----	2225 Beechmont Ave.	1-2-34	Bonansinga, William & Mary	Vacant Land	Vacant
-----	2234 Beechmont Ave.	1-2-64	Frey, Fred & Karl	Vacant Lot	Vacant

HISTORY OF MT. WASHINGTON NBD

APPENDIX D

Initially, the Mount Washington area was settled as an outpost called Garrard's Station in 1790. As the area became safer from Indian attacks, landholders began to farm their lands. When the Ohio and Batavia Turnpikes were built in the early 1800's larger villages were platted throughout the Cincinnati area. The original Ohio Turnpike is currently Beechmont Avenue in Mount Washington. In 1846, the first subdivision was designed by John L. Corbly, Jr. This subdivision totaled seven lots on the west side of Beechmont Avenue, north of Corbly Street. Then in 1849, Stephen D. Corbly developed a subdivision south of Corbly Avenue and west of Beechmont Avenue that included forty-one lots. In the mid 1800's, Stephen J. Sutton purchased a lot at the corner of Corbly & Beechmont Avenue where he built a store and later a house and a small schoolhouse. On the site of the current Hamilton County library branch, another larger school was constructed in 1859. The village of Mount Washington was incorporated on October 24, 1867.

In 1877, the Cincinnati & Portsmouth Railroad Company began providing service from Columbia in the East End to Mt. Washington. From 1880 to 1890, Mount Washington's population of 400 grew to more than 700 inhabitants. One main catalyst for fostering growth in the village of Mount Washington during the early 1900's was the electric interurban streetcar line constructed in 1902. This streetcar line also served Mount Washington and Anderson Township. By 1911, the village of Mount Washington was annexed to the City of Cincinnati.

At the turn of the century, Mount Washington had approximately 800 inhabitants. By 1940, the population increased to approximately 3,000-4,000 people. Columbia Parkway was constructed in the 1930's that made these southeastern communities even more accessible. These various types of transportation links helped Mount Washington to grow as a commuter suburb. The construction of Mount Washington's water tower in 1940 also contributed to Mount Washington's growth as a community.

Presently, very little of the original 19th century Mount Washington business district remains. The T.P. & Sons Funeral Home was the home of John H. Gerard, the first mayor of the new village in 1867. Some properties within the 2200 block of Beechmont Avenue (near Plaza Street) date from the late 1800's and the cemetery (established in 1855) still remains north of Morrow along Beechmont Avenue. The strip center that contains Super X at 2038 Beechmont Avenue was the site of Stephen D. Corbly's home. Another strip center at 2249 Beechmont Avenue was the site of the old Colter Cannery. Also, the current location of Kroger's northern addition was the site of the Mt. Washington Bank building which also housed the post office for a period in the 19th century. Besides the few properties previously mentioned, most of the buildings within the business district were constructed in the mid-to-late 20th-century. The majority are developed in strip shopping centers and are fast food restaurants.

APPENDIX E

MOUNT WASHINGTON COMMUNITY AND THE CITY OF CINCINNATI							
Demographics							
	MT. WASHINGTON				CITY OF CINCINNATI		
	1980	1990	% Change		1980	1990	% Change
POPULATION							
Total Population	11,632	12,267	5%		385,457	364,040	-6%
White	11,478	11,767	3%		251,144	220,285	-12%
Black	56	309	452%		130,467	138,132	6%
% < 18 yrs. of age	2,568	2,518	-2%		97,254	91,352	-6%
WORKFORCE							
16 years of age & older	9,591	9,957	4%		300,004	281,024	-6%
Not in Labor Force	2,592	3,459	33%		125,210	108,326	-13%
Professional	1,685	2,282	35%		38,974	46,533	19%
Sales & Clerical	2,237	1,964	-12%		49,147	51,550	5%
Service	762	771	1%		27,724	34,402	24%
Blue Collar	1,206	1,261	5%		43,551	26,396	-39%
Military Service	0	6	0%		137	275	101%
Unemployed	241	171	-29%		15,261	13,542	-11%
HOUSING							
Housing Units	5,448	6,091	12%		172,587	169,088	-2%
Owner occupied	2,767	3,036	10%		60,687	59,172	-2%
Renter occupied	2,410	2,697	12%		96,990	95,170	-2%
Vacant	271	358	32%		14,910	14,746	-1%
Single-family	2,826	3,227	14%		60,489	61,660	2%
Median Household Inc.	17,499	17,499	0%		12,499	19,999	60%
% Poverty Households	2.0	5.4	170%		16.0	20.7	29%
<p>Note: Median household incomes were determined by the midpoint of the interval containing the average.</p>							

**RESPONDING BUSINESSES TO THE
MOUNT WASHINGTON BUSINESS SURVEY**

APPENDIX F

Bob Fey Barber	Mt. Washington Cleaners
Covent Garden Florist	Mt. Washington Family Practice
City Loan Bank	Mt. Washington Ice & Beer
Crafty Ways	Mt. Washington Jewelry
Design Elegance	Mr. Lock
Dixie Fitness	Rosemary Answering
Fifth Third Bank	Roth Insurance Agency
Furniture Fashions	Society Bank
Hardee's	Square Dance Shop
Kosha	Super X Drugs
Kroger	Star Bank
Lamb Construction Company	State Farm Insurance
LaRosa's	Teasdale Fenton Cleaners
Lisa's Billiards & Beer	T.P. White
Massie Photography	United Dairy Farmers
Mt. Washington Bakery	United State Post Office
	Valvoline Instant

CUSTOMER AND BUSINESS SURVEYS RESULTS

APPENDIX G

The task force prepared and distributed business and customer/consumer surveys to property owners, managers, and those who shop in the district, to obtain their opinion regarding various issues in the district.

Consumer Survey Forty-nine surveys were returned, approximately 20% response rate. Although the response rate was low, the information was informative. The results of the consumer/customer survey are as follows:

Medicine, toiletries, groceries and bank services are most often obtained in the district.

The prices, and quality of goods and service within the district were rated a "B" on the scale of A-D with A being the highest.

Saturday, followed by Monday, Thursday and Sunday are the most typical shopping days. Eighty-two percent of the shopping trips are made between 9:00 a.m. and 11:00 a.m., and 1:00 p.m. to 6:00 p.m.

Newspapers were the highest ranked for most notice advertisements, followed by direct mail, flyers and window displays.

New stores desired (ranked in order of most desired) are restaurants, a movie theater, clothing store and book store.

Business Survey - The largest portion of the patrons are from the Mount Washington Community (48.7%). Twenty-seven point six percent are from Anderson Township, 14.6% from other Cincinnati communities, and 19.1% from outside Ohio. Friday, followed by Saturday, Monday, Thursday, Wednesday and Tuesday are the busiest days. This order of days differs from the results of the consumer survey. (See above.) The afternoon, followed by morning and lunches are the busiest time of the day.

Approximately 85% of the responding businesses showed that they are not considering renovation or expansion, and closing or selling their business. The stated limitations to such improvements were space and the lack of low interest rate loans. Fifty percent showed that building improvements such as facades, signage, painting, parking lot improvements, landscaping and lighting are needed to attract customers.

When asked to rank the areas that need to be addressed or improved in the Mount Washington Business District, front entrances was rated number one, followed by exterior building entrances, general surrounding, rear entrances, and sidewalk condition. The traffic related issues were ranked in the following order: inadequate parking, location of parking, congested streets, street maintenance, and vehicular access.

When asked to rank functional areas in order of importance, business development was ranked first, followed by parking and safety. Cleanliness tied for second, followed by marketing, streetscape and facade improvements.

Restaurants and retail are the types of businesses most desired. Other businesses desired included a hardware store, health food, service station, youth oriented programs and night clubs.

Sixteen of the businesses did not respond and four said "no" when asked whether they favor regulating or controlling the type of sign. Thirty-five percent favor regulating signs, 20% facade treatment and streetscape, 33% development.

Shared advertising expense and parking are of interest to most of the respondents. Seventeen of the responding businesses stated that they would participate in a business association.

APPENDIX H



PROJECT MARKET DECISIONS
635 West Seventh Street — Suite 305 • Cincinnati, Ohio 45203-1548
(513) 651-4587 • FAX (513) 651-4588

Mount Washington Market Area

The Mount Washington market area is located on the far eastern side of the City of Cincinnati. The neighborhood business district is located on Beechmont Avenue from approximately Crestview to Mears. Traffic counts are 22,254 at Beechmont Avenue and Corbly Avenue. Currently, a center traffic lane alternates eastbound and westbound traffic at different times of the day.

The business district contains a Kroger and a Revco drug store, plus a well-rounded variety of shopping goods and services. The building stock is a combination of new retail and older store fronts. It is in generally good condition and seems well maintained.

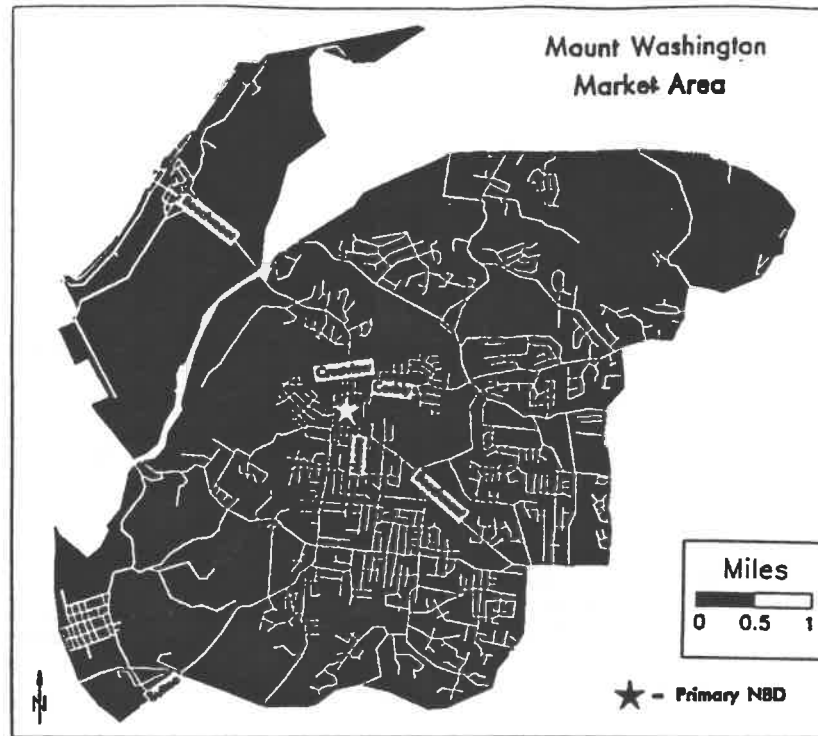
The Mount Washington market area is composed of eight census tracts. It overlaps with the following Cincinnati market areas in this study: California and Oakley. This market area overlap should be taken into consideration when looking at competition for development potential.

Key Indicators

The Mount Washington market area had a 1995 population of 37,766, concentrated in 14,564 households. Average household size was 2.6 persons per household, greater than the city average of 2.4. It is expected that this market area's population will increase by 3.6 percent by the year 2000. Median household income in the market area is expected to increase by 16.5 percent by the year 2000 to \$54,525. Market area households spent an estimated 341.7 million on retail expenditures in 1995. PMD estimates this to be an average of 23,465 per household.

Year	1990	1995	2000	% Change 1995-2000
Population	35,919	37,766	39,130	3.6%
Households	13,815	14,564	15,182	4.2%
Median Hshld. Income	\$39,275	\$46,839	\$54,525	16.5%

* Source: Claritas, Inc. Median Household Income is shown for dollars in year identified.



Lifestyle Clusters

There are a total of 11 lifestyle clusters represented in the Mount Washington Market Area. For a detailed listing, please see the Appendices. The top three clusters found in the market area are:

Kids & Cul-de-Sacs, with 3,662 households, is the market area's predominant cluster type. This group represents affluent, suburban families. Employment is white-collar professional and most in this cluster have a college education. The predominant adult age range is 35-54.

New Empty Nests, with 2,734 households, is this area's second largest cluster group. Generally, it is populated by married, post-child couples with dual incomes. Those in this cluster are somewhat affluent, having made education and career achievements in many professions and industries.

Upstarts & Seniors, with 2,296 households, is the third largest cluster type in the market area. This group demonstrates that youth and seniors, if employable, single, and childless, have much in common. Within this cluster, they share average educations and incomes in several fields such as business, finance, retail, health, and public service. This cluster is typified by middle income empty nesters.

Product Service Preference Index (PSP)

High Preferences

The product-service categories with an index of 125 or higher indicate market area households which have above average interest in these items. The particular index ranking appears in parenthesis after the item. Market area consumers show relatively high interest in:

- ▶ Go sailing (174) and scuba diving (162)
- ▶ Owning an Audi (274), Mazda truck (217), Nissan truck (149), Volkswagen (135), and Honda (134)
- ▶ Buying Christian faith music (152), new wave (159), and hard rock music (134)
- ▶ Going to live theater (139) and playing billiards/pool (135)
- ▶ Taking a first class foreign trip (174)
- ▶ Eating at fast food Mexican restaurants (145)
- ▶ Weight training (135), jogging (131), and aerobics (127)
- ▶ Buying an electric/gas dryer last year (137) and microwave (125)

Low Preferences

The product-service categories with an index of 75 or lower indicate market area households which have a below average interest in these items. The particular index ranking appears in parenthesis after the item. Market area consumers show relatively low interest in:

- ▶ Going to professional basketball games (43)
- ▶ Using a maid/housekeeper (65)
- ▶ Owning a BMW (27), Acura (43), or GMC truck (52)
- ▶ Using professional carpet cleaners (59)
- ▶ Shopping at Saks 5th Avenue (58)
- ▶ Spending more than \$150 per week for groceries (72) or property maintenance (71)
- ▶ Traveling to Japan-Asia (68)
- ▶ Buying 1950's nostalgia (50)

Retail Analysis

Current Retail Supply

The analysis of existing establishments in the market area identified 139 different businesses in the 60 retail and service establishment categories. These establishments account for an estimated 386,700 square feet of space. The market area contains 39 different establishment types out of the 60 types analyzed.

Predominant Establishment Types by total square ft.	SIC	Description	Count	Total Sq. Ft.
	5812	Eating Places	24	82,728
	5411	Grocery & Misc. Foods	11	62,898
	735x	Misc. Equipment Rental	2	43,120
	5261	Nurseries/ Garden Supply	5	23,750
	5311	Department Stores	1	15,000
	5451	Dairy Products Stores	5	12,400
	5941	Sporting Goods/Bicycles	5	11,000
	5912	Drug Stores	1	10,398
	7231	Beauty Shops	12	10,152
5932	Used Merchandise	7	10,045	

Retail Potential

An examination of the Mount Washington Market Area indicates that there is development potential to support an additional 299,200 square feet of retail-service space. It is estimated that this new potential would support the development of 121 new establishments in 20 different SIC types.

Development Potential for Establishment Types by total square ft.	SIC	Description	Count	Total Sq. Ft.
	5812	Eating Places	16	38,000
	79xx	Recreation Facilities	2	18,000
	5712	Furniture Stores	3	17,100
	5735	Record/Tape Stores	3	16,800
	5999	Misc. Retail	6	14,000
	5411	Grocery & Misc. Foods	3	13,500
	5311	Department Stores	1	12,500
	5713	Floor Covering Stores	3	10,000
	5945	Hobby, Toy, & Games	3	9,800
5722	Household Appliances	4	9,300	

Mount Washington Market Area

Observations

- ▶ The population base in this market area is expected to increase 3.6 percent through the year 2000. This is one of the few market area's in the City which is experiencing population growth.
- ▶ The median income in the market area is among the highest in the City at \$46,839.
- ▶ The lifestyle cluster composition is heterogeneous with 11 of 60 lifestyles represented.
- ▶ The Mount Washington NBD is strategically located on Beechmont Avenue which experiences high traffic counts and serves as the primary gateway to the County's eastern suburbs.
- ▶ The NBD has solid anchors and a good mix of retail tenants which provides the critical mass to support a viable NBD.

Recommendations

- ◆ There is significant development potential in the Mount Washington market area which exceeds existing available land for development. If the neighborhood is to capture a significant amount of this additional development potential, then an appropriate site must be assembled.

Examples of the types of retail/commercial establishments which could be attracted to the Mount Washington NBD include: eating and drinking establishments, recreation facilities, record and tape stores, grocery and specialty foods, hobby, toys and games, and other miscellaneous retail uses.

MT. WASHINGTON MARKET AREA RETAIL POTENTIAL

SIC	Establishment Type	Household Count 14,584			
		Current Estimates		Development Potential	
		Estab.	Sq. Ft.	Estab.	Sq. Ft.
RETAIL					
5231	Paint, Glass, & Wallpaper Store	1	3,500	2	6,300
5251	Hardware Stores	1	4,500	2	6,700
5281	Nurseries & Garden Supply Stores	5	23,750	0	0
5311	Department Stores	1	15,000	1	12,500
5399	Variety/General Merchandise Stores	0	0	2	7,300
5411	Grocery & Miscellaneous Food Stores	11	62,698	3	13,500
5421	Meat & Fish Markets	0	0	1	3,600
5431	Fruit & Vegetable Markets	0	0	1	1,400
5441	Candy, Nut, & Confectionary Stores	0	0	2	1,800
5451	Dairy Products Stores	5	12,400	0	0
5481	Retail Bakeries	1	2,700	4	3,800
5611	Men's & Boys' Clothing Stores	1	3,600	1	6,100
5623	Women's Clothing & Specialty Stores	0	0	4	8,200
5641	Children's & Infants' Wear	0	0	2	5,600
5651	Family Clothing Stores	1	1,059	0	0
5681	Shoe Stores	0	0	4	1,200
5699	Misc. Apparel & Accessories	2	5,900	0	0
5712	Furniture Stores	1	5,800	3	17,100
5713	Floor Covering Stores	0	0	3	10,000
5719	Misc. Home Furnishings Stores	2	2,484	1	3,600
5722	Household Appliance Stores	0	0	2	9,300
5731	Radio, TV, Consumer Electronics	1	900	2	2,000
5734	Computer/Computer Software Stores	1	2,700	0	0
5735	Record, Pre-recorded Tape Stores	0	0	3	16,800
5736	Musical Instrument Stores	0	0	1	4,500
5812	Eating Places	24	62,728	16	36,000
5813	Drinking Places	2	2,900	5	6,800
5912	Drug Stores & Proprietary Stores	1	10,366	2	6,100
5921	Liquor Stores	1	1,157	2	6,300
5932	Used Merchandise Stores	7	10,045	2	5,100
5941	Sporting Goods & Bicycle Stores	5	11,000	0	0
5942	Book Stores	0	0	3	7,300
5943	Stationery Stores	0	0	2	4,400
5944	Jewelry Stores	1	1,700	4	5,800
5945	Hobby, Toy, & Game Shops	0	0	4	9,600
5946	Camera/Photographic Supply	0	0	0	0
5947	Gift, Novelty, & Souvenir	8	9,600	0	0
5948	Luggage & Leather Goods	0	0	0	0
5949	Sewing/Needlework/Piece Goods	1	5,000	0	0
5992	Florists	2	6,314	2	3,000
5995	Optical Goods Stores	0	0	4	4,000
5999	Miscellaneous Retail	4	3,000	6	14,000
7212	Dry Cleaners	2	800	2	800
7215	Coin-Operated Laundries	0	0	2	2,700
7221	Photographic Studios, Portraits	2	2,400	0	0
7231	Beauty Shops	12	10,152	7	6,700
7241	Barber Shops	2	736	0	0
7251	Shoe Repair & Hat Cleaning Shops	0	0	1	1,100
7334	Photocopying & Duplication Services	0	0	2	1,600
735x	Misc. Equipment Rental & Leasing	2	43,120	0	0
7364	Photofinishing Laboratories	1	2,500	0	0
753x	Automotive Repair Shops	4	4,492	6	7,300
7542	Car Washes	1	2,200	3	5,100
7549	Other Automotive Services	3	3,282	0	0
7622	Radio & Television Repair	5	5,585	0	0
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
7641	Reupholstery & Furniture Repair	2	2,400	0	0
7699	Miscellaneous Repair Services	8	7,200	0	0
7841	Video Tape Rental	2	5,200	0	0
79xx	Recreation Facilities	3	6,000	2	18,000
TOTAL		139	366,700	121	299,200

SOURCE: Cincinnati Bell; Hamilton County Auditor; Market Source, Inc.; and Project Market Decisions

12/19/95



Claritas, Inc.
Sales (800)234-5973

1-NOV-95
Support (800)234-5629
Page 1 of 2

Market Area Name: Mount Washington

1995 PRIZM Distribution Report

Group	PRIZM Cluster		'95 Population		'95 Households		US Household	
	No.	Nickname	Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
S1	1	Blue Blood Estates...	0	0.0	0	0.0	0.8	0.0
S1	2	Winner's Circle.....	3681	9.7	1224	8.4	1.9	442.1
S1	3	Executive Suites.....	410	1.1	160	1.1	1.3	84.6
S1	4	Pools & Patios.....	0	0.0	0	0.0	1.8	0.0
S1	5	Kids & Cul-de-Sacs...	11553	30.6	3662	25.1	3.0	836.7
Elite Suburbs.....			15644	41.4	5046	34.6	8.8	393.2
U1	6	Urban Gold Coast.....	0	0.0	0	0.0	0.5	0.0
U1	7	Money & Brains.....	0	0.0	0	0.0	1.1	0.0
U1	8	Young Literati.....	0	0.0	0	0.0	1.0	0.0
U1	9	American Dreams.....	0	0.0	0	0.0	1.4	0.0
U1	10	Bohemian Mix.....	0	0.0	0	0.0	1.6	0.0
Urban Uptown.....			0	0.0	0	0.0	5.6	0.0
C1	11	Second City Elite....	0	0.0	0	0.0	1.7	0.0
C1	12	Upward Bound.....	0	0.0	0	0.0	2.0	0.0
C1	13	Gray Power.....	0	0.0	0	0.0	2.1	0.0
2nd City Society.....			0	0.0	0	0.0	5.8	0.0
T1	14	Country Squires.....	0	0.0	0	0.0	1.1	0.0
T1	15	God's Country.....	0	0.0	0	0.0	2.8	0.0
T1	16	Big Fish, Small Pond.	0	0.0	0	0.0	2.0	0.0
T1	17	Greenbelt Families...	0	0.0	0	0.0	1.0	0.0
Landed Gentry.....			0	0.0	0	0.0	6.9	0.0
S2	18	Young Influentials...	1854	4.9	745	5.1	1.2	425.0
S2	19	New Empty Nests.....	6885	18.2	2734	18.8	1.8	1044.4
S2	20	Boomers & Babies.....	0	0.0	0	0.0	1.3	0.0
S2	21	Suburban Sprawl.....	214	0.6	79	0.5	1.8	27.8
S2	22	Blue-Chip Blues.....	3217	8.5	1302	8.9	2.0	445.0
The Affluentials.....			12170	32.2	4860	33.3	8.1	411.1
S3	23	Upstarts & Seniors...	4607	12.2	2296	15.8	1.2	1316.7
S3	24	New Beginnings.....	3233	8.6	1531	10.5	1.4	750.0
S3	25	Mobility Blues.....	0	0.0	0	0.0	1.6	0.0
S3	26	Gray Collars.....	861	2.3	389	2.7	2.1	128.6
Inner Suburbs.....			8701	23.0	4216	29.0	6.3	460.3
U2	27	Urban Achievers.....	0	0.0	0	0.0	1.6	0.0
U2	28	Big City Blend.....	0	0.0	0	0.0	1.0	0.0
U2	29	Old Yankee Rows.....	0	0.0	0	0.0	1.4	0.0
U2	30	Mid-City Mix.....	0	0.0	0	0.0	1.2	0.0
U2	31	Latino America.....	0	0.0	0	0.0	1.3	0.0
Urban Midscale.....			0	0.0	0	0.0	6.5	0.0
C2	32	Middleburg Managers..	0	0.0	0	0.0	1.5	0.0
C2	33	Boomtown Singles.....	0	0.0	0	0.0	1.2	0.0
C2	34	Starter Families.....	0	0.0	0	0.0	1.6	0.0
C2	35	Sunset City Blues....	0	0.0	0	0.0	1.8	0.0
C2	36	Towns & Gowns.....	0	0.0	0	0.0	1.4	0.0
2nd City Center.....			0	0.0	0	0.0	7.5	0.0



Market Area Name: Mount Washington

1995 PRIZM Distribution Report

Group	No.	PRIZM Cluster Nickname	'95 Population		'95 Households		US Household	
			Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
T2	37	New Homesteaders.....	0	0.0	0	0.0	2.1	0.0
T2	38	Middle America.....	0	0.0	0	0.0	1.3	0.0
T2	39	Red, White & Blues...	0	0.0	0	0.0	2.3	0.0
T2	40	Military Quarters....	0	0.0	0	0.0	0.5	0.0
		Exurban Blues.....	0	0.0	0	0.0	6.2	0.0
R1	41	Big Sky Families.....	0	0.0	0	0.0	1.5	0.0
R1	42	New Eco-topia.....	0	0.0	0	0.0	1.0	0.0
R1	43	River City, USA.....	0	0.0	0	0.0	2.0	0.0
R1	44	Shotguns & Pickups... Country Families.....	0	0.0	0	0.0	1.6	0.0
			0	0.0	0	0.0	6.1	0.0
U3	45	Single City Blues....	0	0.0	0	0.0	1.7	0.0
U3	46	Hispanic Mix.....	0	0.0	0	0.0	1.5	0.0
U3	47	Inner Cities.....	0	0.0	0	0.0	2.1	0.0
		Urban Cores.....	0	0.0	0	0.0	5.3	0.0
C3	48	Smalltown Downtown...	0	0.0	0	0.0	1.9	0.0
C3	49	Hometown Retired.....	0	0.0	0	0.0	1.3	0.0
C3	50	Family Scramble.....	1251	3.3	442	3.0	2.0	150.0
C3	51	Southside City.....	0	0.0	0	0.0	2.0	0.0
		2nd City Blues.....	1251	3.3	442	3.0	7.2	41.7
T3	52	Golden Ponds.....	0	0.0	0	0.0	2.0	0.0
T3	53	Rural Industria.....	0	0.0	0	0.0	1.6	0.0
T3	54	Norma Rae-ville.....	0	0.0	0	0.0	1.4	0.0
T3	55	Mineg & Mills.....	0	0.0	0	0.0	1.9	0.0
		Working Towns.....	0	0.0	0	0.0	6.9	0.0
R2	56	Agri-Business.....	0	0.0	0	0.0	1.7	0.0
R2	57	Grain Belt.....	0	0.0	0	0.0	2.0	0.0
		Heartlanders.....	0	0.0	0	0.0	3.7	0.0
R3	58	Blue Highways.....	0	0.0	0	0.0	2.3	0.0
R3	59	Rustic Elders.....	0	0.0	0	0.0	1.9	0.0
R3	60	Back Country Folks...	0	0.0	0	0.0	1.8	0.0
R3	61	Scrub Pine Flats.....	0	0.0	0	0.0	1.5	0.0
R3	62	Hard Scrabble.....	0	0.0	0	0.0	2.0	0.0
		Rustic Living.....	0	0.0	0	0.0	9.5	0.0
XX	63	Non-Residential.....	0	0.0	0	0.0	0.0	0.0
XX	64	Not Classified.....	0	0.0	0	0.0	0.0	0.0
		Total.....	37766	100.0	14564	100.0		

PRIZM Clusters and 1995 Estimates Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Household Base Percent" for the cluster, times 100.



Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Mount Washington, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Own Sailboat (0.8%)	177
Go to Boxing Matches (0.6%)	176
Took 1st Class Foreign Trip(1.4%)	174
Go Sailing (1.7%)	174
Go Scuba Diving (0.8%)	162
Buy New Wave Music (3.3%)	159
In-Home Preg Test Lst 12Mos(6.1%)	157
Buy Christian/Faith Music (4.1%)	152
Eat at Fast Food Mexican (10.3%)	145
Go to Live Theatre Lst Yr (13.0%)	139
Billiards/Pool Last Year (8.6%)	135
Do Weight Lifting (7.3%)	135
Buy Hard Rock Music (6.6%)	134
Painting, Drawing Last Year(5.9%)	133
Go Jogging (6.7%)	131
Go to Ice Hockey Games (1.2%)	131
Trivia Games Last Year (7.2%)	130
3+ Personal Trips - Plane (2.6%)	129
Go to Aerobics (8.2%)	127
Buy Medium Rock Music (10.6%)	125
Bars/Night Clubs Last Year (20.6%)	124
Play Volleyball (5.9%)	124
Go Hiking (5.7%)	124
Needlepoint Last 6 Months (2.6%)	123
Took a Domestic Trip by Bus (1.9%)	121
Chess Last Year (3.1%)	119
Go Skiing (3.7%)	117
Use Call Waiting (28.0%)	117
Take Adult Ed Courses (6.6%)	117
<\$60 Grocery Shopping Wkly (22.4%)	117
Buy Easy Listening Music (7.8%)	116
Tropical Fish (6.0%)	116
Used Travel Agent US Trip (14.2%)	116
Play Softball (6.3%)	115
Buy Classical Music (5.6%)	115
Buy Jazz Music (4.4%)	115
Belong to an Auto Club (26.2%)	114
2+ Foreign Trips Lst 3 Yrs (7.8%)	113
Rntd 5+ Video Tapes Lst Mo (19.7%)	113
Buy Black Gospel Music (2.8%)	113
Go Bowling (12.1%)	113
Go to Auto Races (2.0%)	113
Contract Home Remodeling (7.1%)	112
Go to the Movies (48.0%)	112
Use Trvl Agnt/Foreign Trip (11.4%)	111
Rntd Car Personal Use LstYr(8.9%)	111
Video Games Last Year (10.6%)	110
Play Tennis (5.6%)	110
Play Racquetball (2.5%)	110
Go Bicycling (13.6%)	110
Disp Lighters Last 6 Mos (24.0%)	110
Caribbean Last 3 Years (5.1%)	110
Furniture Refinishing LstYr(5.2%)	109
Belong to a Veterans Club (3.4%)	109



Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Mount Washington, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Order Items by Mail Lst Yr (28.9%)	109
Go to Pro Football Games (1.9%)	109
Buy Dance Music (4.6%)	109
Health Clubs/Gym Last Year (8.4%)	109
Eat at Family Steak House (66.1%)	108
Eat at Fast Food Pizza (14.1%)	108
Took Sched Flight/Foreign (11.6%)	108
Non Political Volunteer (14.5%)	107
Smoke Regular Cigarettes (21.0%)	107
Lease a Car (3.1%)	107
Go Walking for Exercise (27.9%)	106
Member Freq Flyer Program (9.5%)	105
Use Cigarette Rolling Paper(2.6%)	105
Visit Theme Park Last Year (23.1%)	105
Take Vitamins (37.1%)	105
Dined Out Last Year (49.9%)	105
Use Call Forwarding (7.7%)	105
Ctrb \$50+ Pub Brdctg LstYr (2.9%)	104
Eat at Fast Food Rest (87.7%)	104
Recycled Products Lst Yr (35.8%)	103
Use Three-Way Calling (5.2%)	103
Go Golfing (10.1%)	102
Belong to a Religious Club (7.7%)	102
Eat at Fast Food Burger (58.4%)	102
Domestic Vac Trip Lst Yr (36.4%)	102
Sew from Patterns Lst 6 Mos(6.3%)	102
Paid for Gas w/Credit Card (21.0%)	101
Bought Novel Last Year (12.9%)	101
Smoke Menthol Cigarettes (8.5%)	101
Go Swimming (19.9%)	100
Go Roller Skating (3.4%)	100
Smoked Cigarettes Lst Yr (30.3%)	100
15+ Lottery Tickets Lst Mo (6.2%)	99
Order Items by Phone LstYr (18.1%)	99
Employer Own/Leased Car (2.1%)	98
Go to Baseball Games (5.0%)	98
Go to Gambling Casinos (12.2%)	98
4+ Domestic Trips Lst Yr (10.6%)	97
Coupons for New Products (22.0%)	97
Eat at Fast Food Fish (2.3%)	97
Cents Off Coupons Last Yr (63.9%)	97
Go Salt Water Fishing (4.2%)	96
Use Speed Dialing (8.0%)	96
Western Europe Last 3 Years(5.1%)	96
Book thru Book Club Lst Yr (7.0%)	96
Pain Relievers Heavy Users (33.9%)	95
Woodworking Last Year (5.6%)	95
Smoke NonFilter Cigarettes (2.8%)	95
Voted in Election Last Yr (47.5%)	94
Belong to a Fraternal Order(4.9%)	94
Have a Passport (16.1%)	93
Avg Long Dist Bill \$26+ (25.3%)	93
\$60+ Dry Clean Lst 6 Mos (7.7%)	92



Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Mount Washington, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Collect Stamps (3.4%)	92
Bought Mystery Last Year (7.4%)	91
In-Home Purchase Lst 6 Mos (12.6%)	91
4+ Overnight Camp Trips (4.6%)	91
Domstc Business Trip LstYr (8.6%)	90
Always Use Grocery List (29.4%)	90
Go to Col Basketball Games (2.1%)	89
Contrib Pub Brdcstng LstYr (10.4%)	87
Bought Sci Fiction Lst Yr (3.5%)	87
Walt Disney World FL Lst Yr(4.6%)	87
Rntd Fam/Kid Videos Lst Mo (11.5%)	86
Outdoor Gardening 1X a Wk (5.1%)	86
Use Prof Exterminators (12.3%)	86
Own a Dog (21.4%)	86
Go Cross Country Skiing (1.7%)	85
Photography Last Year (12.2%)	85
3+ Business Trips - Plane (2.6%)	85
Insect Repellent Last Year (31.8%)	84
Bght 1960s Nostalgia LstYr (3.1%)	84
Rntd Car for Business LstYr(5.6%)	84
Bought Romance Last Year (6.4%)	84
Own a Cat (13.0%)	84
Used Baby Foods Last 6 Mos (6.4%)	83
Bght Hardcover Book Lst Yr (14.4%)	83
Go to College Ftbl Games (2.7%)	83
Contact Editr/Gvt Official (11.8%)	82
Buy Country Music (13.2%)	82
Visit Sea World Last Year (3.9%)	82
Prof Furniture Clnrs LstYr (1.5%)	78
Go Fresh Water Fishing (15.9%)	77
Indoor Gardening & Plants (15.8%)	75
Self Home Improvement (23.1%)	74
Have a Garden (34.7%)	74
Contract Home Improvement (10.1%)	73
\$150+ Grocery Shopping Wkly(14.1%)	72
Chewing Tobacco (1.3%)	71
\$150+ Property Maintenance (14.8%)	71
Self Hdme Remodeling (10.9%)	69
Bread frm Scratch Lst 6 Mos(4.8%)	68
Bght 1940s Nostalgia LstYr (1.0%)	68
Japan, Asia, Othr Lst 3 Yrs(2.1%)	68
Truck&Tractor Pull/Mud Race(0.8%)	65
Use Maid/Housekeeper (10.0%)	65
Go Boating (6.8%)	65
Smoked Cigars Last 6 Mos (2.5%)	62
Own Power Boat (4.1%)	62
Prof Carpet Cleaners LstYr (7.3%)	59
Own a Bird (2.5%)	59
\$100+ Camera Accessories (1.7%)	57
Go Hunting w/Rifle/Shotgun (6.9%)	55
Bght 1950s Nostalgia LstYr (1.9%)	50
Smoke Pipe Tobacco (2.4%)	47
Go to Prp Basketball Games (1.4%)	43



Profile Rankings
Market Potential Index of Lifestyles - MRI
Comparison Profile: Mount Washington, OH HHs
Ranked in: Descending order All profiles

Title	MPI
Rntd Foreign Videos Lst Mo (1.3%)	43
Belong to a Country Club (2.1%)	28



Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Mount Washington, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Own an Audi (0.5%)	274
Own a Mazda Truck (0.8%)	217
Bght Firestone Tires Lst Yr(2.8%)	164
Own a Nissan Truck (1.4%)	149
Kelloggs Mueslix Lst 6 Mos (1.3%)	140
Elec/Gas Dryer Last Year (4.2%)	137
Own CD Player (19.6%)	137
Scotch Last Month (3.6%)	135
Own a Volkswagen (3.1%)	135
Own a Honda (6.8%)	134
Bias Belted/Ply Tires (2.1%)	133
Imported Wine Last Week (3.0%)	132
Imported Beer Last Week (5.3%)	130
Jerky Meat Snacks Lst 6Mos (6.7%)	130
Own a Nissan (6.0%)	129
Bought Car Battery at Sears(6.2%)	127
Bought Microwave Last Year (3.0%)	125
Shopped Woolworth/Woolco (9.9%)	124
Own Phone Answer Machine (34.4%)	123
Own 2-Door Sedan (17.3%)	122
<\$1000 Computer System (4.0%)	121
Used Bank Car Loan (15.1%)	121
Imported Beer Heavy Users (2.0%)	121
Bght Michelin Tires Lst Yr (3.4%)	120
Vacuum Cleaner Last Year (6.4%)	120
Lo Caloria Bread Lst 6 Mos (14.5%)	119
Dove Ice Cream Br Lst 6Mos (3.4%)	119
Quaker Pffd Rice Lst 6 Mos (0.8%)	118
Nabisco SpSz ShWht Lst6Mos (2.9%)	118
Shocks Changed by Self (3.2%)	118
Domestic Beer Heavy Users (9.2%)	117
Own Sub Compact Car (25.5%)	117
Own a Mazda (2.1%)	116
Domestic Beer Last Week (23.2%)	116
Canned Hashes Last 6 Mos (10.0%)	116
Rum Heavy Users (1.8%)	115
Polaroid Inst Film Last Yr (3.2%)	115
Car Battery at Car Prts Str(8.8%)	114
Pepsi Cola (23.5%)	114
Diet Pepsi Cola (14.3%)	114
Own Pagers/Beepers (3.3%)	114
Own a Chevrolet (21.6%)	114
Light Beer Last Week (14.8%)	114
Motor Oil Changed at Garage(24.7%)	113
Bght Goodyear Tires Lst Yr (6.5%)	113
Canadian Whisky Last Month (4.0%)	113
Kellogg's Pop Trts Lst 6Mos(21.7%)	113
Tequila Last Month (4.1%)	113
Used Credit Union Car Loan (6.1%)	112
Premium Gasoline Last Week (20.1%)	112
Shopped Kmart (51.9%)	111
Own Compact Car (17.7%)	110
Wine Coolers Last Month (8.2%)	110
Cheerios Last 6 Months (13.6%)	109



Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Mount Washington, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Spark Plugs Chngd at Garage(7.8%)	109
Tab (0.5%)	109
Brie Cheese Last 6 Mos (1.2%)	109
Own Car Bought Used (45.1%)	108
300+ TV Set Last Year (8.7%)	108
Butter Substitute Lst 6Mos (9.6%)	107
Soy Sauce Last 6 Mos (41.4%)	107
Reg Frzn Dinners Lst 6 Mos (13.5%)	107
Cordials & Liqueurs Lst Mo (7.2%)	107
Air Filter Chngd at Garage (11.9%)	107
Oatmeal Last 6 Months (29.9%)	107
Othr Carbonated Soft Drnks (42.1%)	107
Car Battery Inst by Self (12.8%)	107
Bght Camera Accessory LstYr(16.0%)	106
Bght Radial Tires Lst Yr (22.0%)	106
Own a Mercury (5.6%)	106
Cornish Hens Last 6 Mos (10.8%)	105
Caffeine-Free Diet Coke (6.6%)	105
Bght Stereo Equipment LstYr(11.2%)	105
Own a VCR (60.7%)	105
Brkfst/Snack Bars Lst 6Mos (17.9%)	105
Oil Filter Chngd at Garage (22.4%)	105
Low Cal Frzn Dinrs Lst6Mos (4.8%)	105
Heavy Users of Film (16.5%)	105
Own Miniature TV (24.2%)	104
Used Manufacturer Financing(7.1%)	104
Bought Other Blankets (9.0%)	104
Bought Towels Last Year (31.0%)	104
Coca Cola Classic (23.5%)	104
Hostess Snack Last 6 Mos (9.9%)	104
Frozen Waffles Last 6 Mos (36.1%)	103
Own a Toyota (8.4%)	103
Own New Import Car (15.7%)	103
Motor Oil Changed by Self (37.7%)	103
Own a Pontiac (8.2%)	102
Used Olive Oil Last 6 Mos (11.1%)	102
Regular Cola Heavy Users (17.7%)	102
Bght Sheets/Pllwcases LstYr(30.3%)	102
Own Large Screen TV (50.4%)	102
Liverwurst Last 6 Months (9.1%)	102
Own a Dodge Truck (4.1%)	101
Purchased Car w/Trade-In (19.1%)	101
Domestic Wine Last Week (11.7%)	101
Entenmann's Snacks Lst6Mos (5.7%)	101
Own Mid Size Car (28.3%)	101
Mexican Foods Last 6 Mos (42.1%)	101
Diet Coke (16.2%)	100
Kelloggs Corn Flks Lst6Mos (13.2%)	100
Cap'n Crunch Reg Lst 6 Mos (3.4%)	100
Shopped Montgomery Ward (9.9%)	100
Spark Plugs Chngd by Self (16.7%)	99
Diet Cola Heavy Users (20.0%)	99
Post Raisin Bran Lst 6 Mos (3.2%)	99



Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Mount Washington, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Pckg Cold Cuts Last 6 Mos (35.2%)	99
Gas Lawn Mower Last Year (3.6%)	98
Used Dealer Financing (13.8%)	98
Own a Dodge (7.2%)	98
Own a PC (19.8%)	98
Sizzlean Last 6 Months (2.7%)	98
Salt Substitute Last 6 Mos (20.3%)	98
Canned Stews Last 6 Mos (17.2%)	98
Shocks Changed at Garage (3.9%)	98
Other Diet Soft Drinks (21.7%)	98
Bght Computer Books LetYr (5.7%)	97
Own Espresso/Cappcno Maker (2.8%)	97
Own 2-Door Sports Coupe (16.3%)	97
Air Filter Inst by Self (25.8%)	97
Wheaties Last 6 Mos (2.8%)	96
Own Station Wagon (7.6%)	96
Own Piano (11.3%)	96
Sugar Free Yogurt Lst 6Mos (2.3%)	95
Own 3+ TV Sets (32.5%)	95
Frzn Orange Juice Lst 6Mos (47.2%)	95
Own a Ford (20.9%)	95
Pepsi Free (2.8%)	94
Frozen Pizza Last 6 Mos (42.6%)	94
Own Camper (4.5%)	94
Own a Plymouth (4.6%)	94
Bottled Water & Seltzer (22.1%)	93
Shopped Sears (31.2%)	93
Own Car Bought New (44.9%)	93
>\$1000 Computer System (12.0%)	93
Pckg Inst Mshd PotLst6Mos (34.0%)	92
Dry Mx Salad Mstng Lst6Mos (6.6%)	92
Oil Filter Inst by Self (27.2%)	92
Baking Chips Last 6 Mos (39.2%)	92
Own a Cadillac (3.2%)	92
Own a Toyota Truck (2.2%)	92
Purchased Car w/Cash (32.3%)	92
Own New Domestic Car (32.6%)	91
Kelloggs All Bran Lst 6Mos (2.3%)	91
Stove Top Stuffing Lst6Mos (18.4%)	91
Malt Liquor Last 6 Months (2.3%)	91
Own Standard Size Car (12.8%)	91
Own 4-Door Sedan (41.4%)	91
Own Car with CB Radio (4.1%)	91
Paint Dept/Paint Store (13.3%)	91
Starch Last 6 Months (28.3%)	90
Metal Polish Last 6 Mos (19.6%)	90
Shopped J.C. Penney (33.7%)	90
Own Elec Coffee Grinder (11.1%)	90
Shake 'n Bake Chkn Lst6Mos (6.5%)	90
Own Convertible (1.8%)	89
Spam Last 6 Mos (6.4%)	89
Kraft Macrn&Cheese Lst6Mos (18.0%)	89
Meat Sticks Snacks Lst6Mos (6.3%)	89



Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Mount Washington, OH HHS
 Ranked in: Descending order All profiles

Title	MPI
Bght Sears Tires Lst.Yr (2.1%)	88
Own a Chevy Truck (7.7%)	88
Frozen Desserts Last 6 Mos (28.0%)	87
Post Grape Nuts Last 6 Mos (3.5%)	87
Vodka Last Month (8.0%)	87
Automatic Washer (58.3%)	87
Gin Last Month (4.3%)	87
Auto Security/Burglar Alarm(8.0%)	86
Cognac/Brandy Last Month (4.0%)	86
Fresh Cut Cold Cuts Lst6Mos(25.7%)	85
Shopped Walmart (36.3%)	85
Oven Cleaners Last 6 Mos (32.6%)	84
Can or Jar Chili Lst 6 Mos (24.2%)	84
Own an Oldsmobile (10.1%)	83
Bght Auto Dishwasher LstYr (33.7%)	83
Own Electric Chain Saw (4.4%)	83
Cooked Hams Last 6 Months (38.2%)	82
Own a Buick (9.5%)	82
RC Cola (2.4%)	82
Own Two or More VCRs (15.9%)	82
Rubber Gloves Last 6 Mos (25.7%)	82
Instant Grits Last 6 Mos (8.9%)	80
Bought Electric Blankets (2.9%)	79
Gourmet Coffee Bns Lst6Mos (3.7%)	79
Egg Substitute Last 6 Mos (10.0%)	79
Own Gas Grill (21.8%)	79
Diet Rite Cola (1.6%)	79
Own Home Gym Systems (3.9%)	78
Own a Volvo (1.3%)	78
Own Truck/Van/Sport Util (35.8%)	77
Own Motorcycle (7.0%)	76
Chldrns Frzn Dinrs Lst6Mos (7.4%)	76
Low/No Alcohol Beer Lst Wk (2.0%)	76
Own Car with Car Phone (3.1%)	75
Own Blood Pressure Monitor (8.6%)	75
Own Oral Irrigation Device (4.1%)	75
Bght Power Tools LstYr (3.6%)	74
Ceiling Fan Last Year (3.2%)	73
Bought 35mm Camera Last Yr (0.8%)	72
Pita Bread Last 6 Mos (2.2%)	71
Own a Lexus (0.2%)	71
Own Burglar Alarm (7.9%)	69
Kraft Velveeta Last 6 Mos (10.6%)	68
Own a Ford Truck (11.0%)	68
Paint at Hardware Store (14.1%)	68
Own a Chrysler (4.3%)	66
Kelloggs Frt Loops Lst6Mos (4.2%)	65
Bght Rechrng Battery Lst6Mos (4.0%)	65
Own Water Filter (7.4%)	65
Bght Elec Air Cleanr LstYr (1.0%)	65
Own Luxury Size Car (14.1%)	62
Kelloggs Special K Lst6Mos (2.9%)	60
Own a Mercedes (0.9%)	60



Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Mount Washington, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Decorating Icings Lst 6Mos (2.5%)	59
Own a Lincoln/Continental (1.8%)	59
Own Water Softener (7.3%)	58
Shopped Saks 5th Avenue (1.6%)	58
Montblanc/Waterman Last Yr (0.8%)	58
Own Camcorder/Video Camera (10.7%)	57
Sugr Swtn Kool-Aid Lst6Mos (7.1%)	53
Own a GMC Truck (2.3%)	52
Own Gas Chain Saw (14.7%)	46
Own an Eagle (0.5%)	46
Own an Acura (0.9%)	43
Own Hot Tub/Whirlpool Spa (3.9%)	36
Own a Mitsubishi (1.1%)	33
Own a BMW (0.8%)	27
Pckg Pasta Salads Lst 6Mos (0.4%)	12
Own an Infiniti (0.1%)	0



Overview of Study Methodology

Following is a brief overview of the work program utilized by the consulting Team in conducting and completing this analysis.

- Reviewed and analyzed all reports provided by the neighborhoods that were previously prepared for city neighborhood business districts to glean from them base data and other pertinent information and insights which could be utilized in the analysis.

- Received the 37 neighborhood business districts and their recommended market areas as defined by the neighborhoods and the City's economic development officers. After review, presented this set of NBDs and market areas to the project steering committee for acceptance and then utilized this set as the base of NBD market areas to be analyzed in this analysis. In almost all cases, the original boundaries set by the neighborhoods and development officers were approved.

The analysis focused on the identified NBDs within the market areas and concentrated on the retail and service categories of businesses to identify opportunities for commercial development. The NBDs provide the existing framework for future development of the neighborhoods.

- Identified and plotted the major transportation arteries in the city to determine the impact they have on the NBDs. Of specific interest were traffic volumes and intersection counts that are necessary and helpful in correctly identifying market areas for each NBD.

- The analysis was conducted using the MAs as the base since they represent the boundaries defined by the marketplace, not necessarily artificial boundaries defined by the City or Census Bureau. The aggregation of all MAs covers over 100 percent of the geography of the City and exceeds the city limits.

- Developed a market profile of each MA. This market profile included demographic, economic, and lifestyle data on the households and consumers in the MAs. In addition, key data were pulled for all business establishments in the MA including where available: Standard Industrial Classification codes and count by type and gross square footage. Sources included: Cincinnati Bell and the Hamilton County Auditor's Office.

- **Profiled each Neighborhood Business District utilizing information from field work, current NBD input, and previous plans and studies. In addition, the Team attempted to collect information for each NBD including gross square footage of retail-commercial space, and rental rates and vacancy estimates via surveys from the NBD associations.**
- **Using a proprietary PMD methodology, calculated the retail potential for each Market Area. To develop this calculation, the team analyzed the retail and service market potential for 60 different four digit SICs. The analysis incorporated existing supply data for each SIC and applied the demand potential for the market area against the existing supply to determine net development potential.**

STRATEGIES

APPENDIX I

DESIGN AND INFRASTRUCTURE

1. Establish the area as an Environmental Quality-Urban Design Area to prevent environmental influences that may be adverse to the area.
2. Widen Beechmont Avenue from just north of Roxbury Avenue to Corbly Street. Powerlines should be consolidated or relocated in conjunction with the road widening.
3. Replace or remove the bus stop shelter at the southeast corner of Salvador Street and Corbly Street.
4. Install twelve decorative benches throughout the business district from Mears Avenue to Crestview Place.
5. Replace the damaged pavers on Beechmont Avenue near the Fifth Third Bank, Kroger and Tattletales.
6. Install sixteen banners and banner holders on the poles along Beechmont Avenue and Corbly Avenue.
7. Install up-lighting on the buildings or lights under the awnings along Beechmont Avenue.
8. Improve the facades of approximately fourteen buildings/twenty-four storefronts. This should be done in phases. Phase I should include approximately ten buildings and eighteen storefronts north of Corbly Street. Phase II, should include approximately four buildings/six storefronts south of Corbly Street.

9. Create a community focal point via landscaping, and a gazebo or benches, close to the intersection of Beechmont Avenue and Corbly Street.

BUSINESS DEVELOPMENT

1. Hire a marketing and leasing consultant to attract new businesses. Priority should be given to pedestrian friendly eateries, such as, an ice cream parlor, followed by restaurants and other retail establishments.
2. Select and advertise within the Mount Washington community and surrounding neighborhoods the day of the week when all businesses will extend their hours.
3. Work with Kroger to retain them as an anchor, to resurface their parking lot, and to provide landscaping and additional lighting.
4. Obtain an agreement with the owners of the vacant property behind the 5/3rd Bank, T.P. White and Sons Co., The Kroger Company and Fifth Third Bank, to use property for commercial purposes, such as an open air market on the weekends.
5. Install lighting and landscaping in the parking area behind the 5/3rd Bank.

Business Development Cont'd.

6. Monitor the progress of viable businesses and offer incentives when possible to keep them from departing.
7. Assist building owners in renting to businesses appropriate to the area and to help them create the desired mix of business uses.
8. Identify development that will attract new patrons to the area and be compatible with existing buildings and land uses.
9. Provide business assistance information such as, financing programs, expansion planning tools, and employees' referrals program, to all business owners.
10. Encourage employers to engage a government employee referral program whenever job vacancies occur.
11. Encourage established business tenants to consider "owner occupancy" or leasehold investment whenever feasible and appropriate.
12. Recruit the advice of local business experts and professional when business district opportunities or issues develop.

PARKING

1. Hire a consultant to design a plan to consolidate the small lots within the block bounded by Beechmont Avenue, Corbly Street, Oxford Avenue and Campus Lane.
2. Construct improvements in the "consolidated" parking lot as recommended by the consultant. Employee parking spaces should be marked as such.
3. Install directional signs on Beechmont Avenue and Campus Lane and Corbly Street to show access to the two parking lots in the blocks bounded by Beechmont Avenue, Corbly Street, Oxford Avenue and Campus Lane.
4. Provide landscaping and lighting in the following parking lots:
 - * The two parking lots in the block bounded by Beechmont Avenue, Corbly Street, Oxford Avenue and Campus Lane.
 - * Kroger's parking lot (see Business Development.)
 - * Lot on the southeast corner of Salvador Street and Corbly Street.

MARKETING AND PROMOTIONS

1. Hire a public relations consultant twenty hours a week for one year to market the district and provide marketing assistance including the following:
 - * Market Mount Washington businesses, and its convenient location from Hyde Park, Linwood and Anderson Township.
 - * Develop and maintain a public relations effort to seek and submit positive news to the media.
 - * Continue publications of articles in the newspaper.
 - * Create a pamphlet listing the services and products and highlighting Mount Washington's attributes for distribution throughout Mount Washington and surrounding neighborhoods.
 - * Provide recommendations on future marketing and promotional activities that can be carried out by the community council, business association, or another community group.
2. Coordinate cooperative advertising programs and promotions.
3. Consider newsletters to highlight business news such as, upcoming sales, new business and investment, a favorable cumulative sales record for the district, and favorable crime statistics.

4. Consider joint promotions with business districts in neighboring jurisdictions.
-

ORGANIZATIONAL DEVELOPMENT

1. Establish an ongoing business organization for collective advertising of all businesses, sponsoring Mt. Washington Shopper days and promoting a "shop Mt. Washington" theme in the community.
2. The business association should continue to establish a communication link with the civic association.
3. Conduct an annual membership drive to recruit involvement in the business association.
4. Provide small business seminars on an annual basis for topics such as the City's small business loans, bank commercial loans, technical assistance, rehabilitation, development, marketing and advertising.
5. Consider initiatives for raising funds for business district enhancement.

CLEANLINESS

1. Replace the existing public trash cans with decorative trash cans, coordinated to match the benches. Thirteen cans should be placed throughout the district, including the one at each of the nine bus stops.
 2. Conduct an annual general clean up day, including lots and alleys. Involve youth from the Citizens Committee's on Youth program.
-

SAFETY

1. Install at least four security lights in the following parking areas:
 - * An additional light in the lot east of Beechmont Avenue and south of Plymouth Street.
 - * Two lights in the lot between Campus Lane and Plymouth Street, east of Beechmont Avenue.
 - * One light in the lot on the southeast corner of Salvador Street and Corbly Street.
2. Establish a Business Block Watch Program.

LEGAL DESCRIPTION FOR THE URBAN DESIGN AREA

APPENDIX J

Begin at the point of intersection of the center lines of Beechmont Avenue and Corbly Street; thence eastwardly along the centerline of Corbly Street to the point of intersection with the centerline of Salvador Street, said point being on the existing R-5(T) and R-5 zone dividing line; thence southwardly along the centerline of Salvador Street and said zone dividing line and continuing southwardly along the centerline of Salvador Street to the point of intersection with the existing R-5(T) and R-3(T) zone dividing line; thence eastwardly and southwardly along said zone dividing line to the point in common with the existing R-5(T), R-2, and R-3(T) zone districts; thence southwardly, eastwardly, and southwardly along the existing R-2, R-3(T) zone dividing line to the point in common with the existing R-2, R-3(T), and R-3 zone districts; thence westwardly along the existing R-3 (T) and R-3 zone dividing line to the point in common with the existing R-3(T), R-3 and B-4 zone districts; thence southwardly along the existing R-3 and B-4 zone dividing line to the point in common with the existing R-3, B-4, and R-4(T) zone districts; said point also being in the centerline of Beechcrest Place; thence eastwardly with said centerline and along the existing R-3 and R-4(T) zone dividing line to the point of angle in said zone dividing line; thence southwardly along said zone dividing line to the point in common with the existing R-3, R-4(T), and R-4 zone districts; thence westwardly and southwestwardly along the existing R-4(T) and R-4 zone dividing line to the centerline of Beechmont Avenue; thence along the R-4(T) and R-4 zone dividing line the following general directions and distances: southeastwardly along the centerline of Beechmont Avenue 100', southwardly 230', northwestwardly 150', northwardly 55', and northwestwardly 135' to the centerline of Mears Avenue, said point being the point in

common with the existing R-4(T), O-1A, and R-4 zone districts; thence southwardly along said centerline and along said O-1A and R-4 zone dividing line to the point of angle in said line; thence westwardly along said zone dividing line to the point in common with the R-4, O-1A, and R-3 zone districts; thence northwardly along the existing O-1A and R-3 zone dividing line to the point in common with the existing O-1A, R-3, and R-4(T) zone districts; thence northwardly along the existing R-3 and R-4(T) zone dividing line to the point in common with the existing R-3, R-4(T), and R-4 zone districts, also said point being on the north right-of-way line of Morrow Street; thence westwardly along the existing R-3 and R-4 zone dividing line and along said line of Morrow Street a distance of 25' to a point; thence northwestwardly along a line to a point, said point being the southwest corner of Parcel 217, Plat Book 1, Page 3, H.C.A.P., said point being on the existing R-4 and R-4(T) zone dividing line; thence westwardly along said zone dividing line to the point in common with the existing R-4(T), R-4, and O-1A zone districts; thence continuing westwardly along the R-4 and O-1A zone dividing line to the centerline of Sutton Avenue; thence northwardly with said centerline and said zone dividing line to the point of intersection with the centerline of Campus Lane; thence eastwardly with said centerline and said O-1A and R-4 zone dividing line to the point in common with the existing O-1A, R-4(T), and R-4 zone districts; thence eastwardly along the existing R-4(T) and R-4 zone dividing line and said centerline to the point of intersection with the centerline of Rebold Lane, said point being the point in common with the existing R-4(T), R-4, and R-5 zone districts; thence northwardly with the centerline of Rebold Lane and the existing R-4 and R-5 zone dividing line to the point of intersection with

NBD Boundary Legal Description Cont'd.

the westwardly extension of the north parcel said parcel line of Parcel 92, Plat Book 1, Page 2, H.C.A.P.; thence eastwardly along said parcel line extended, said line, and said line extended to the centerline of Oxford Avenue said point being on the existing R-5 and R-5(T) zone dividing line and said point also being the point of intersection with the westwardly extension of the north parcel line of Parcel 110, Plat Book 1, Page 2, H.C.A.P.; thence eastwardly along said parcel and parcel line extended to the centerline of Eppert Walk said point being on the existing R-5(T) and B-4 zone dividing line; thence northwardly with said centerline, and said zone dividing line to the point in common with the existing R-5(T), B-4, and B-2 zone districts; thence northwardly with said centerline and the existing R-5 (T) and B-2 zone dividing line to the point of intersection with the centerline of Plymouth Avenue; thence eastwardly with the centerline of Plymouth Avenue and said zone dividing line to the point of intersection with the centerline of Eppert Walk; thence northwardly with the centerline of Eppert Walk and said R-5(T) and B-2 zone dividing line to the centerline of an unnamed alley; thence westwardly with the centerline of said unnamed alley and said zone dividing line and continuing with said centerline to the point of intersection with the centerline of Oxford Avenue, said point being on the existing R-5 and R-5(T) zone dividing line; thence northwardly along said zone dividing line and with the centerline of Oxford Avenue to the point of intersection with the centerline of Corbly Street, said point being the point in common with the existing R-5, O-IA, B-2, and R-5 (T) zone districts; thence eastwardly along the existing B-2 and R-5 (T) zone dividing line and the centerline of Corbly Street and continuing with said centerline to the point of beginning.

LEGAL DESCRIPTION FOR THE URBAN RENEWAL AREA

APPENDIX K

Begin at the point of intersection of the center lines of Beechmont Avenue and Corbly Street; thence eastwardly along the centerline of Corbly Street to the point of intersection with the centerline of Salvador Street, said point being on the existing R-5(T) and R-5 zone dividing line; thence southwardly along the centerline of Salvador Street and said zone dividing line and continuing southwardly along the centerline of Salvador Street to the point of intersection with the existing R-5(T) and R-3(T) zone dividing line; thence eastwardly and southwardly along said zone dividing line to the point in common with the existing R-5(T), R-2, and R-3(T) zone districts; thence southwardly along the existing R-2 and R-3(T) zone dividing line to a point, said point being on the north line of Parcel 84, Book 1, Page H.C.A.P.; thence continuing westwardly along the north line of said Parcel 84 and parcel line extended a distance of 334.16' to the point of intersection with the centerline of Beechmont Avenue, said point being on the existing B-4 and R-4(T) zone dividing line; thence northwardly and westwardly along said zone dividing line to the point in common with the existing R-4(T), R-5(T) and B-4 zone districts, said point also being the point of intersection with the centerline of Campus Lane and Eppert Walk; thence northwardly with the centerline of Eppert Walk and the existing R-5(T) and B-4 zone dividing line to the point in common with the existing R-5(T), B-4, and B-2 zone districts; thence northwardly with said centerline and the existing R-5 (T) and B-2 zone dividing line to the point of intersection with the centerline of Plymouth Avenue; thence eastwardly with the centerline of Plymouth Avenue and said zone dividing line to the point of intersection with the centerline of Eppert Walk; thence northwardly with the centerline of Eppert Walk and said R-5(T) and B-2 zone dividing line to the centerline

of an unnamed alley; thence westwardly with the centerline of said unnamed alley and said zone dividing line and continuing with said centerline to the point of intersection with the centerline of Oxford Avenue, said point being on the existing R-5 and R-5(T) zone dividing line; thence northwardly along said zone dividing line and with the centerline of Oxford Avenue to the point of intersection with the centerline of Corbly Street, said point being the point in common with the existing R-5, O-1A, B-2, and R-5 (T) zone districts; thence eastwardly along the existing B-2 and R-5 (T) zone dividing line and the centerline of Corbly Street and continuing with said centerline to the point of beginning.

MT. WASHINGTON NBD URBAN DESIGN PLAN

APPENDIX L

RELOCATION SERVICES

The City of Cincinnati's Relocation Office provides a full range of relocation services designed to assist businesses, tenants, homeowners, and nonprofit organizations. When the City is involved in projects requiring acquisition, demolition, and/or building renovation activities, displacees may be eligible to receive monetary assistance and technical assistance. The Relocation Office also ensures that the City complies with all local and federal relocation regulations so that affected clients are properly notified and advised, even when no displacement is foreseen.

It is important to remember that relocation assistance is dependent on whether federal or local funds are involved in a project. Consequently, we have included a breakdown of the relocation services which may be available to affected persons or businesses in the Mt. Washington NBD Urban Design Plan.

FEDERAL FUNDING

The Uniform Relocation Act (URA) outlines the relocation benefits that residential homeowners, residential tenants, business owners, and business tenants are entitled to receive. In some instances, demolition activities may entitle displacees to additional relocation assistance.

Homeowners and Tenants

The URA requires that displaced homeowners and tenants are offered the following advisory and financial assistance:

- 1) **Advisory Services**
 - referrals to comparable housing;
 - inspection of units;
 - assistance in claim preparation;
 - other assistance to minimize the impact of a move.
- 2) **Payment for Moving Expenses**
- 3) **Replacement Housing Assistance**
 - purchase assistance, or;
 - rental assistance.

Homeowners should be aware that purchase assistance is above and beyond the acquisition cost they receive for their home.

It should be noted that tenants who are not displaced are eligible to receive the following:

- 1) The offer of a unit that is decent, safe, sanitary and affordable;
- 2) Reasonable out-of-pocket expenses to help cover the cost of a temporary move (e.g., while the unit is being rehabilitated) or a permanent move to another unit in the project.
- 3) Advisory services to assure that nondisplacees are fully informed of their rights; make informed decisions; and receive referrals to appropriate related services that may be needed.

Businesses and Nonprofits

Federal regulations also require that displaced businesses and nonprofits are offered the following:

- 1) Advisory Services
 - referrals to suitable replacement locations;
 - assistance in claim preparation;
 - other assistance to minimize the impact of a move.
- 2) Payment for Moving Expenses and Reestablishment Expenses
- 3) Fixed Payment, not to exceed \$20,000, as an Alternative to Payments for Moving and Reestablishment

CITY FUNDING

Homeowners and Tenants

City of Cincinnati guidelines require that displaced homeowners and tenants are offered the following advisory and financial assistance:

- 1) Advisory Services
 - referrals to comparable housing;
 - inspection of units;
 - assistance in claim preparation;
 - other assistance to minimize the impact of a move.
- 2) Payment for Moving Expenses (not to exceed \$650)
- 3) Replacement Housing Assistance
 - purchase assistance (not to exceed \$4,000), or;
 - rental assistance (not to exceed \$2,000).

Cont'd Page 3

Businesses and Nonprofits

Displaced homeowners and tenants are also offered the following advisory and financial assistance under local relocation guidelines:

- 1) Advisory Services
 - referrals to suitable replacement locations;
 - assistance in claim preparation;
 - other assistance to minimize the impact of a move.
- 2) Relocation Payments (not to exceed \$20,000 for moving expenses and reestablishment expenses);

The City's Relocation Office is located in City Hall, Room 130, 801 Plum Street, Cincinnati, Ohio 45202. Please feel free to contact our office at 352-3453 for more information.

Scott C. Stiles
Relocation Supervisor

MT. WASHINGTON BLIGHT STUDY

CINCINNATI, OHIO

JANUARY 18, 1995

PREPARED FOR:

**CITY OF CINCINNATI
DEPARTMENT OF ECONOMIC DEVELOPMENT**

PREPARED BY:

**CITY OF CINCINNATI
DEPARTMENT OF PUBLIC WORKS
DIVISION OF ARCHITECTURE**

The purpose of this study is to determine if the Mt. Washington Urban Renewal Area qualifies as a blighted or deteriorating area as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

I. Boundary Description

The findings of this eligibility study are based on surveys and analysis of the parcels and structures contained in the study area. Above ground storage tanks were considered accessory structures when utilized as support for main structures. The boundaries are depicted on the map and described as follows:

Begin at a point, said point being the intersection of Corbly Street and Oxford Avenue. Thence north along the West ROW of Oxford Avenue to a point at the southeast corner of Parcel 0083. Thence east across Oxford Avenue and thence following the southern border of Parcel 0082. Thence north along the eastern borders of Parcels 0082, 0081, and 0080. Thence east along the south border of Parcel 0068. Thence east across Beechmont Avenue. Thence continuing east along the southern border of Parcel 0123 to a point at the west border of Parcel 0044. Thence south along the east borders of parcels 0055, 0056, 0057. Thence east along the north borders of Parcels 0317 and 0062 and across Salvador Street to the East ROW. Thence south along the Salvador Street ROW. Thence west across Salvador Street continuing west along the north border of Parcels 0148 and 0316. Thence south along the east border of Parcel 0064. Thence west along the north border of Parcel 0172. Thence south along the west border of Parcel 0172. Thence south along the west border of Parcel 0238. Thence east along the north borders of Parcels 0230, 0151 and 0187 continuing east across Salvador Street to the East ROW on Salvador Street. Thence south along the Salvador Street ROW to a point at the intersection of Salvador Street and Corbly Street. Thence west to a point of intersection with the beginning point at the intersection of Corbly Street and Oxford Avenue.

II Conditions of Study Area

A. As a whole, thirty-three (33) of forty-seven (47), equalling seventy (70) percent of structures/-vacant parcels in the study area fulfilled the criteria identified in the Cincinnati Municipal Code Section 725-1-b (a), Blighted Area. All blocks within the study area show the presence of the following blighting factors.

1. Age

Forty-nine (49) percent of the buildings in the study area are forty (40) years of age or greater.

Blight Study Cont'd.

2. **Obsolescence**
Functional or economic obsolescence occurs in two (2) percent of the buildings in the area.
3. **Dilapidation**
Zero (0) percent of the structures in the study area were found to have dilapidation.
4. **Deterioration**
Sixty-four (64) percent of the structures/vacant parcels in the study area exhibited deterioration.
5. **Abandonment/Excessive Vacancies**
Abandonment/excessive vacancies (exceeding 1/3 area) were found to be present in two (2) percent of the structures/vacant parcels in the area.
6. **Periodic Flooding**
Zero (0) percent of the structures/vacant parcels in the area are subject to periodic flooding or located in a designated flood hazard.
7. **Faulty Lot Layout/Overcrowding/Inadequate Loading or Parking**
This factor was found in fifteen (15) percent of the structures/vacant parcels in the study area.
8. **Deleterious or Incompatible Land Use/Inadequate Site Conditions/Environmentally Hazardous Conditions**
This factor was found to be present in fifty-one (51) percent of the structures/vacant parcels in the study area.
9. **Inadequate Public Facilities or Right-of-Way**
This factor was found in fifty-five (55) percent of the structures/vacant parcels in the study area.
10. **Diversity of Ownership**
Diversity of ownership was not a factor, it included zero (0) percent of the structures/vacant parcels.

Blight Study Cont'd.

11. Illegal Use/Code Violation

These factors were found in thirty-four (34) percent of the structures/vacant parcels in the area.

12. Unsuitable Soil Conditions

Zero (0) percent of the structures/vacant parcels exhibited this factor.

13. Unused Railroads or Service Stations, Landfills/Junkyards

These factors were not found in any of the structures/vacant parcels in the area.

14. Other factors inhibiting sound private development

None or (0) percent of the structures/vacant parcels exhibited these factors.

B. Structures and vacant parcels meeting the criteria are reasonably distributed throughout the area. At least fifty (50) percent of the total number of structures reasonable distributed throughout the area meet the "blighted area" criteria with three or more factors and vacant parcels with two or more factors (see distribution chart).

C. Additionally, at least twenty-five (25) percent of the structures, reasonably distributed throughout the area are deteriorated or deteriorating; or the public improvements are in a general state of deterioration (see factor 4 above).

The conclusion drawn from this data is that the number, degree and distribution of blighting factors are documented in this report warrant the designation of the Mt. Washington Urban Renewal Area as a "blighted area" as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

MT. WASHINGTON HILLS BLIGHT STUDY
ELIGIBILITY STUDY

FACTOR #	TOTAL UNITS	ELIGIBLE UNITS	PERCENTAGE	DESCRIPTION
1	23	47	49.0%	Age
2	1	47	2.0%	Obsolescence
3	0			Dilapidation
4	30	47	64.0%	Deterioration
5	1	47	2.0%	Abandonment/excessive vacancies
6	0			Flooding
7	7	47	15.0%	Faulty lot layout, etc.
8	24	47	51.0%	Site Conditions
9	26	47	55.0%	Right of way
10	0			Diversity of ownership
11	16	47	34.0%	Illegal use/code violation
12	0			Soil Conditions
13	0			Rallyards/service stations
14	0			Other factors
TOTALS	33	47	70.0%	Buildings are blighting influences

MT. WASHINGTON BLIGHT STUDY DISTRIBUTION CHART

BLIGHTING INFLUENCES

BLOCK NO.	TOTAL UNITS	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	9	4	-	-	7	1	-	-	1	9	-	-	-	-	-
2	13	3	-	-	5	-	-	-	5	13	-	1	-	-	-
TOTALS	22	7	0	0	12	1	0	0	6	22	0	1	0	0	0
PERCENTAGES		49	2		64	2		15	51	51		34			