



## *Pleasant Ridge*

### URBAN DESIGN PLAN



*prepared for*  
City of Cincinnati  
Department of Economic Development

*final draft:*  
January 2000

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*prepared by*  
Office of Architecture and Urban Design  
Division of Transportation Planning &  
Urban Design  
Department of Transportation & Engineering  
Department of City Planning  
City of Cincinnati

The purpose of this urban design plan is to establish a set of policies, guidelines, and implementation strategies to direct the future growth, development, and preservation of the Pleasant Ridge Neighborhood Business District.

## Location

Pleasant Ridge is located in the northeastern section of the City of Cincinnati. The Pleasant Ridge Neighborhood Business District is formed at the intersection of two major arterial streets, Ridge Avenue and Montgomery Road.

## Issues of Today

The Pleasant Ridge Neighborhood Business District is moderately compact, and possesses a diverse combination of businesses that primarily serve the immediate neighborhood. The district is relatively vibrant and free of vacancies.

The problems present within the district are not unique. A lack of convenient parking, a cluttered appearance and image, and a repressive traffic situation challenge the community. The lack of available space within the district limits expansion opportunities for additional parking.

## Mission

The Pleasant Ridge Vision Committee along with the Pleasant Ridge Community Council initiated a process to retain businesses and develop the business district by enlisting assistance from the City of Cincinnati. The group was directed to develop goals and strategies that would maintain the historic character of the district, and to develop strategies, and objectives to improve pedestrian safety,

vehicular traffic, district appearance, and the overall business environment.

## Vision

Image and Identity- Maintain the existing historic character, and improve the overall visual appearance of the district. Provide gateway entrances to develop an identity for the district.

Parking- Provide safe, adequate, and accessible parking, convenient to customer destinations. Provide adequate public parking signage, landscaping, and encourage lot sharing.

Safety- Provide a safe, secure pedestrian environment. Develop safe, attractive pedestrian crossing points to draw individuals to both sides of the avenue.

Vehicular Traffic- Provide safe, efficient movement of vehicles within the district without adversely impacting the pedestrian environment. Introduce mechanisms to reduce existing vehicular speeds within the district.

Business Environment- Encourage property owners to maintain property. Design businesses to reinforce a cohesive pattern of business fronts on buildings.

Design and Infrastructure- Maintain an aesthetically attractive, pedestrian oriented, community business district. Create a desirable combination of businesses with variety, but that also satisfies the needs of the surrounding neighborhoods. Increase the visual attractiveness of streets and sidewalks through coordinated, landscaping improvements

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Introduction  
History  
Vicinity Map  
Previous Planning  
Study Area  
Market Area

# *Introduction*

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## INTRODUCTION

### Intent

The purpose of this plan is to establish goals, objectives, and strategies to help create a safe, attractive, and vital neighborhood-oriented business district with a diversity of businesses and activities for the Pleasant Ridge Neighborhood Business District (NBD). The plan has been prepared in response to the Pleasant Ridge Vision Committee and Community Council's request for an Environmental Quality – Urban Design District.

An Environmental Quality-Urban Design District (EQ-UD) is a zoning overlay district which may be applied to a geographic area of the city exhibiting special distinctive physical characteristics which are of significant value to the public. EQ-UD districts are often placed in areas of public investment where business district plans have been created to coordinate public and private investment. Although the establishment of EQ-UD districts are technically changes to the city's Zoning Code, they do not change or alter the uses permitted within the underlying zoning districts. The EQ-UD districts primary purpose is to guide the physical development that occurs in the district. Issues such as signage, building design and landscaping/site treatments are of primary concern. Each EQ-UD district that is established is created with its own set of guidelines developed specifically for that geographic area. These guidelines are created with public participation from the community's residents, property owners and business proprietors.

### Process

The planning process included soliciting participation from the community to form a planning task force, reviewing previous

plans for the area, analyzing existing conditions, obtaining community input, and identifying issues. City staff then worked with the task force to develop goals, objectives and implementation strategies for the Pleasant Ridge Business District while formulating urban design policies to establish an Environmental Quality-Urban Design overlay district.

The planning Vision Committee task force consisted of Pleasant Ridge business proprietors, residents, representatives of the Pleasant Ridge Community Council, and City staff. The committee was formed as a result of the community's desire for improvements to its neighborhood business district. The committee held a series of public forums for residents and business owners to share their opinions regarding Pleasant Ridge's strengths and weaknesses. These forums were developed to help ascertain the needs of the business district. Parking, pedestrian safety, image, and aesthetics were issues of primary concern during the planning meetings. From these forums the committee developed the 1998 Pleasant Ridge Strategic Plan. The Vision Committee also examined the goals and objectives established in the 1990 Pleasant Ridge Urban Design Plan; and formulated goals, objectives, and strategies for the business district as well as developed urban design policies in keeping with the committee's overall vision for the business district. The Vision Committee reviewed the goals, objectives, strategies and urban design policies and made changes where needed. To obtain additional input, city staff presented a draft version of the plan to Pleasant Ridge Community Council members along with all business and property owners in the study area and made the necessary changes before taking the plan to the Cincinnati Planning Commission and City Council.

# PREVIOUS PLANNING

## **Pleasant Ridge Neighborhood District Urban Design Plan (1990):**

In 1990, the Planning Committee of Pleasant Ridge Community Council completed the *Pleasant Ridge Neighborhood District Urban Design Plan*, which outlined solutions and strategies for dealing with economic and development problems in the business district. This study conducted an inventory, established goals and objectives, and outlined policies and recommendations. The work was conducted by the City of Cincinnati, Office of Architecture and Urban Design, with guidance by the Planning Committee. The problems identified in the study included:

1. Market area competition
2. Vacancies
3. Limited variety
4. Limited parking
5. Unattractive storefronts
6. Lack of marketing strategy
7. Reliance of neighboring residential communities.

The 1990 Urban Design Plan was not presented to the City of Cincinnati Planning Commission or to City Council. Progress had been stalled due to factors such as resource limitations, priority changes, communication difficulties, and lack of recommended implementation tools. Although the plan was not formally adopted by City Council, the majority of its concepts are still valid.

## **The Pleasant Ridge/ Kennedy Heights Market Area Profile (1995):**

Another study was drafted in 1995 by the City of Cincinnati Economic Development Department, *The Pleasant Ridge/ Kennedy*

*Heights Market Area Profile*. This study analyzed current and projected market area and retail demand as related to customer preference profiles. The study concluded that the Pleasant Ridge business district strengths included:

1. A good population base
2. A major transportation artery
3. Grocery and drug store anchors
4. A good merchandise mix
5. Available property and reasonable rents

The study also identified potential opportunities for Pleasant Ridge business district. The opportunities encompass:

1. Development potential
2. Improvement of images and identity

## **The Pleasant Ridge Strategic Vision Plan (1998):**

In 1998 a Strategic Vision Plan was established for Pleasant Ridge under the governance of the Pleasant Ridge Community Council and Pleasant Ridge Business Association. These two organizations developed a Vision Taskforce, which consisted of residents, community council members, members from the business association, and City of Cincinnati staff. The Vision Taskforce was responsible for creating the 1998 Strategic Vision Plan for Pleasant Ridge Neighborhood Business District.

## PREVIOUS PLANNING

The plan set goals and objectives conceived for the business district. The goals and objectives consisted of:

*Goal 1. Make Pleasant Ridge more attractive*

- Improve appearance of the business district
- Improve business development
- Improve parking for core business area
- Improve pedestrian environment
- Develop a coherent transportation and traffic plan

*Goal 2. Use community assets effectively and efficiently*

- Optimize use of lands and facilities
- Develop community leadership
- Enhance role of institutional assets
- Promote diversity as a community strength

*Goal 3. Improve community image*

- Eliminate barriers of cohesion
- Encourage community events
- Create a pedestrian friendly neighborhood
- Improve communication and public awareness

*Goal 4. Develop a neighborhood service and support network*

- Create a partnership among organizations
- Adjust to meet seniors' needs
- Provide for needs of indigent
- Provide for needs of children and parents

The previous planning efforts have assisted tremendously in the organization and development of this current urban design plan.

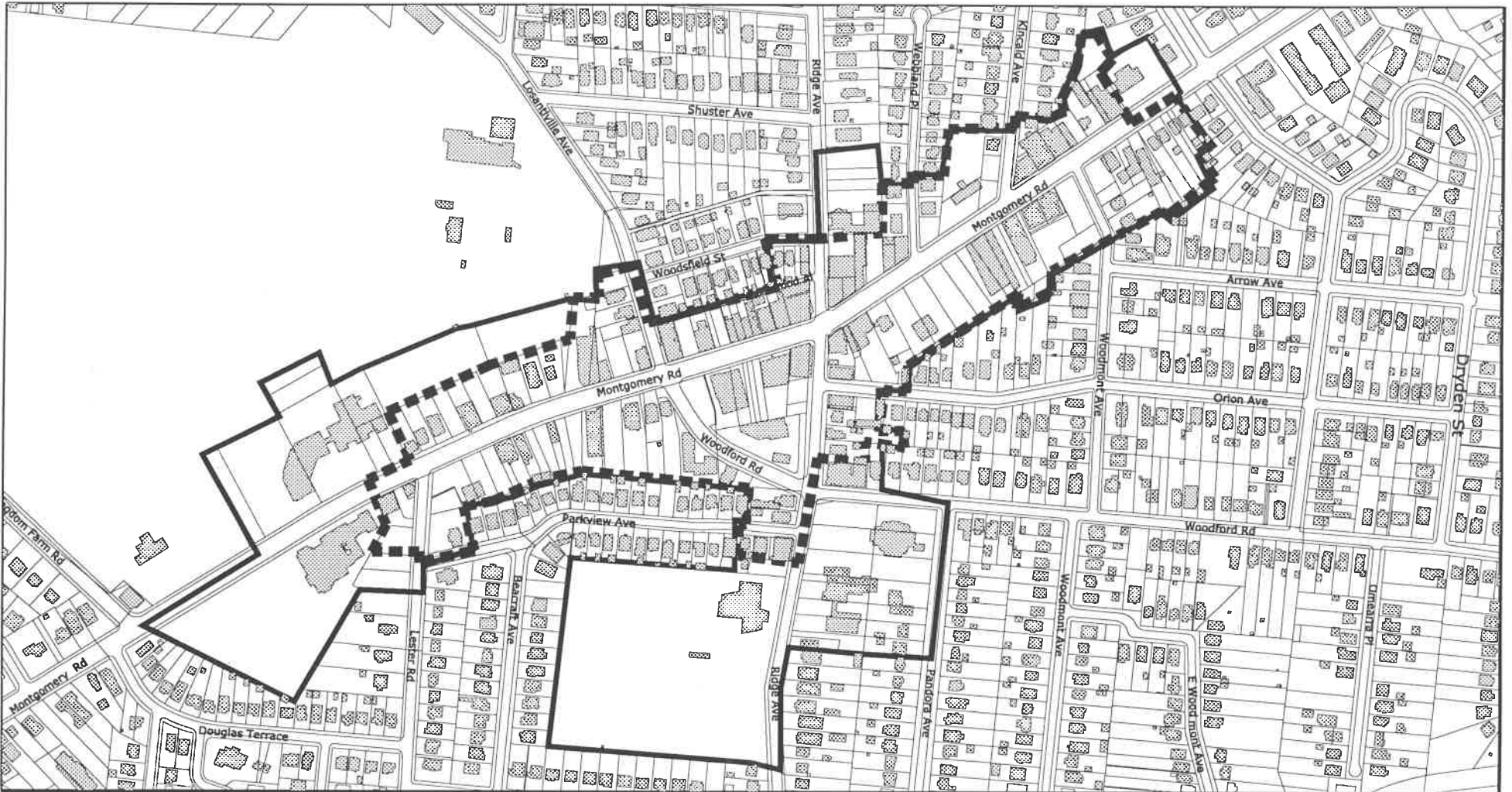
## HISTORY

Initially, the Pleasant Ridge area was settled in 1795 by Col. John McFarland as a fort to protect immigrants against Indian attacks. The earlier settlers were captivated with the area's "pleasant views", especially those from their ridge top cemetery. Thus the village adopted the name of Pleasant Ridge. Pleasant Ridge was originally a farming community with a few businesses to serve the farmers or travelers passing through.

During the early 1800's, the Wood family acquired much of the land in the area, and around 1825, renamed the settlement "Crossroads". This name reflected the town's location at the intersection of a major stagecoach route (now Montgomery Road) and an old Indian trail (Ridge Road). When the area was surveyed for construction of a narrow-gauge railroad during the mid-1800's, the community was once again referred to as Pleasant Ridge. In 1891 Pleasant Ridge was incorporated as a village. In 1912 the village was annexed by the City of Cincinnati.

Over the years, the neighborhood of Pleasant Ridge have retained a quiet charm of an earlier era, while the health and vitality of the business district has fluctuated over the years. Presently, besides a few sites, such as Walgreens and IGA, many of the original structures still remain, although the facades have changed. The Samuel Beresford Plumbing Shop is one of the few businesses that began in the early 20<sup>th</sup> century and still remains in Pleasant Ridge today.





**PLEASANT RIDGE URBAN DESIGN PLAN BOUNDARY MAP**

**Legend**

- ■ ■ ■ ■ Design Plan Boundary
- Study Area Boundary



Scale: 1" = 400'-0"



## LEGAL DESCRIPTION OF THE BOUNDARY AREA

Situated in the City of Cincinnati, Hamilton County, State of Ohio, and being particularly described as follows:

Beginning at the point in the centerline of Montgomery Road, said point being the northwestwardly extension of the west parcel line of Parcel 48, Plat Book 121, Page 1 HCAP; thence continuing northwardly with said line extended to the north right-of-way line of Montgomery Road; thence northeastwardly along the north right-of-way of Montgomery Road to the southwest corner of Parcel 7, Plat Book 122, Page 2 HCAP; thence northwestwardly along said parcel to the southeast corner of Parcel 23, Plat Book 122, Page 2 and continuing northeastwardly along said parcel to the southeast corner of parcel 26; thence northeastwardly and northwardly along said parcel to a point on the irregular parcel 2; thence eastwardly and northwardly along said parcel to the northwest corner of Parcel 2, Plat Book 122, Page 4 HCAP; thence eastwardly along said parcel line and said parcel line extended to the centerline of Losantiville Avenue; thence southeastwardly along said centerline to the point of intersection with the centerline of Montwood Alley; thence eastwardly along the centerline of Montwood Alley to the southwardly extension of the west parcel line of Parcel 123, Plat Book 122, Page 4 HCAP; thence northwardly along said parcel line extended, said line and line extended to the point of intersection with the centerline of Woodsfield Street; thence eastwardly with said centerline to the point of intersection with the centerline of Ridge Avenue; thence northwardly along said centerline to the westwardly extension of the north parcel line of Parcel 20, Plat Book 124, Page 2 HCAP; thence eastwardly along said parcel line extended and said line and continuing along the north parcel lines of parcels 23 and 24 to a point on the west parcel line of Parcel 25, Plat Book 124, Page 2 HCAP; thence northwardly along the west parcel line of said parcel and continuing along the west line of Parcel 50; thence eastwardly along said parcel line and said parcel line extended with the centerline of Webbland Place; thence northwardly with said centerline to the point of intersection with the westwardly extension of the north parcel line of Parcel 73, Plat Book 124, Page 2 HCAP; thence eastwardly with said parcel line extended and said line to a point on the west line of Parcel 26; thence northwardly and eastwardly along the north parcel line of said parcel and continuing along the said parcel line extended to the centerline of Kincaid Avenue; thence northwardly along said centerline to the westwardly extension of the north parcel line of Parcel 116, Plat Book 124, Page 4 HCAP; thence eastwardly along said parcel line extended and said line to the northwest corner of Parcel 160; thence northeastwardly along the north parcel line of said parcel and continuing along the north parcel line of Parcels 71 and 155 to the northwest corner of said parcel 155; thence eastwardly, southeastwardly, and southwestwardly along the south line of said parcel to the northeast corner of Parcel 24, Plat Book 124, Page 4 HCAP; thence southwardly along the east parcel line of said parcel and said parcel line extended to the centerline of Montgomery Road; thence eastwardly along the centerline of Montgomery Road to the point of intersection with the northwardly extension of the east parcel line of Parcel 17, Plat Book 125, Page 2 HCAP; thence southwardly along said parcel line extended and said line and continuing westwardly along the south line of said parcel to a point on the east line of parcel 4; thence southwardly and continuing southwestwardly along the south line of said parcel to the southwest corner of said parcel; thence continuing southwestwardly along the south parcel lines of parcels 3, 43, 2, 42, 1, and 48, and parcel 48 extended to the point

of intersection with the centerline of Woodmont Street; thence southwardly along said centerline to the point of intersection with the eastwardly extension of the south parcel line of Parcel 61, Plat Book 125, Page 2 HCAP; thence westwardly along the south parcel lines extended and said line and continuing along the south parcel line of parcels 78 and 85 to the southwest corner of Parcel 85, said point also being the northeast corner of Parcel 69; thence southwardly and southwestwardly along said parcel and continuing along parcel 70 to the southwest corner of said parcel; thence northwardly along the west line of said parcel to the southeast corner of Parcel 9; thence southwestwardly along the south lines of said parcel and continuing along the south parcel lines of parcels 60, 87, 85, 82, 81, 80, and 59 to the northwest corner of Parcel 26, Plat Book 125, Page 1 HCAP; thence southwardly along the west parcel line of said parcel and parcel line extended to the centerline of Orion Avenue; thence westwardly along said centerline to the northwardly extension of the east parcel line of Parcel 65, Plat Book 125, Page 1 HCAP; thence southwardly along said parcel line extended and said line to the southeast corner of said parcel, said point also being a point on the irregular north parcel line of Parcel 29; thence southwardly, eastwardly, southwardly, and westwardly along said parcel to the northeast corner of Parcel 30; thence southwardly and westwardly along the south parcel line of said parcel and said parcel line extended to the centerline of Ridge Avenue; thence southwardly along said centerline to the eastwardly extension of the south parcel line of Parcel 67, Plat Book 122, Page 4 HCAP; thence westwardly along said south parcel line extended and said line and continuing westwardly along the south parcel lines of parcels 103, 68, and 69 to the southwest corner of said parcel 69; thence northwardly along the west line of said parcel and parcel line extended to the centerline of Parkview Avenue; thence eastwardly along said centerline to the southwardly extension of the west parcel line of Parcel 101, Plat Book 122, Page 4 HCAP; thence northwardly along the west parcel line extended and said line and continuing along parcel 100 to the northwest corner of said point being on the south parcel line of Parcel 114; thence on a general westwardly course the south lines of Parcels 113, 111, 49, 126, 47, 46, 108, 45, 44, 63, 121, 124, 43, 112, 61, 104, 60, and 59 to a point on the southwest corner of Parcel 127, said point also being the northeast corner of Parcel 22, Plat Book 123, Page 1 HCAP; thence southwardly along the east line of said parcel and line extended to the centerline of Parkview Avenue; thence westwardly with said centerline to the point of intersection with the centerline of Lester Road; thence northwardly with said centerline to the eastwardly extension of the south line of Parcel 49, Plat Book 121, Page 1 HCAP; thence westwardly along south line extended and said line to the southwest corner of said parcel; thence northwardly along the west line of said parcel to a point at the southwest corner of Parcel 48; thence northwestwardly along the west parcel line and line extended of said parcel to the centerline of Montgomery Road and the point of beginning.



Land Use  
Existing Zoning  
Traffic and Parking  
Major Property Owners  
Light Rail System Transit

## *Existing Conditions*

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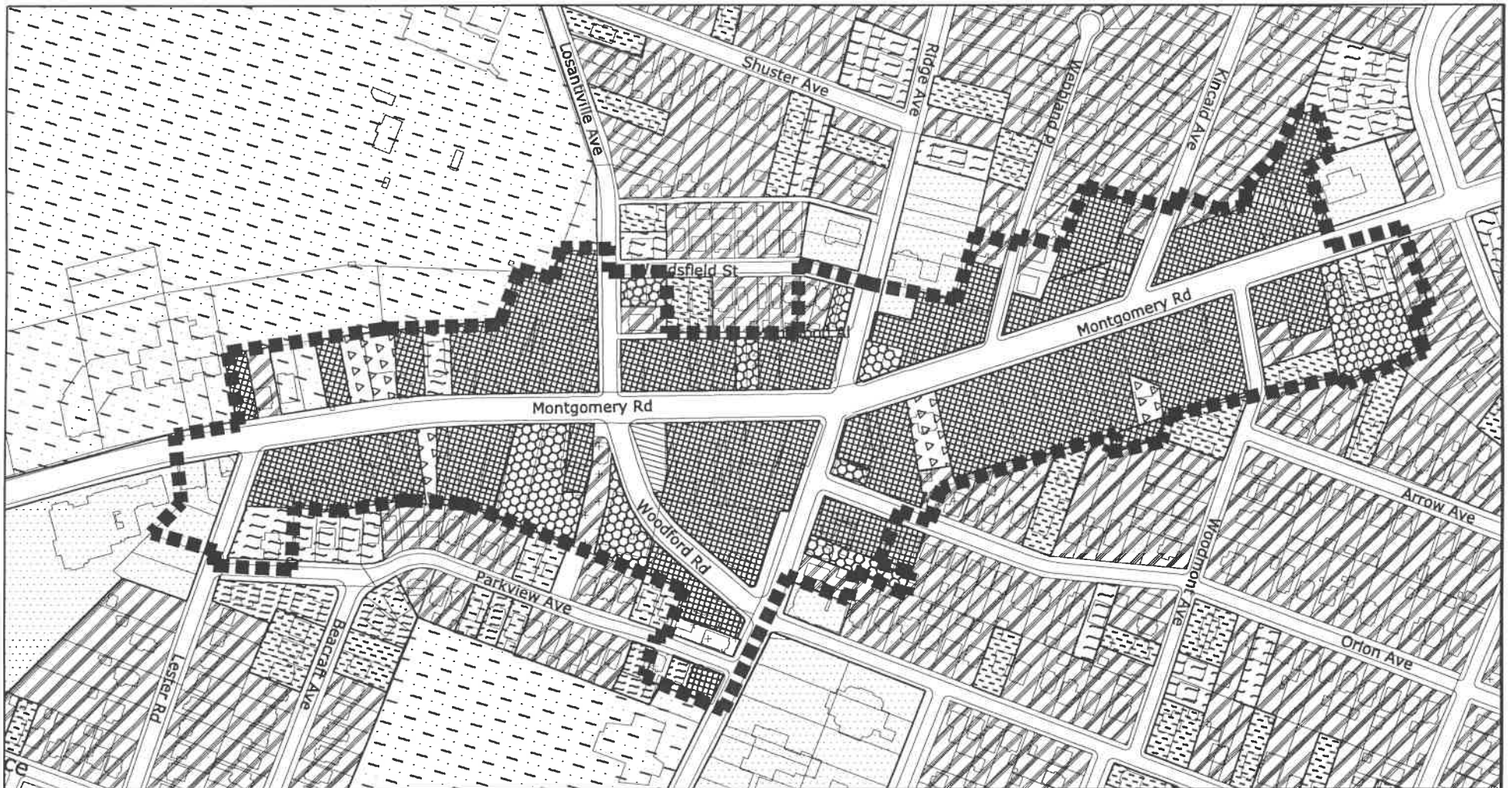
## LAND USE

Land use in Pleasant Ridge Neighborhood Business District (NBD) primarily consists of community-oriented businesses surrounded by a range of low to high density residential development on the district's peripheral boundaries. Most buildings are two stories in height with storefronts and professional offices. The professional offices extend to the south and east boundary of the business district and service-type businesses located in the central or core area of the district. The business district has a pleasant mix of service-related and professional businesses that compliment one another. With the exception of on-street parking, all but two surface parking lots are privately owned and operated and few are shared. There are two parking lots owned and operated by Pleasant Ridge Development Corporation, which provide public parking. In addition, a portion of the Walgreens parking lot is also available for public parking.

Land use and zoning within the boundary primarily mirror one another. There is one exception in the far east portion of the district. This sector of the district is currently zoned R-5 and R-5(T) which allows for multi-family medium density residential uses, but is presently divided into business uses, such as professional offices and automotive services, and residential.

There are approximately 115 businesses in Pleasant Ridge NBD. These include one-third of which are service type businesses (i.e. dry cleaners, auto repair, beauty salon, etc.), professional offices (including medical offices, cafes, restaurants, boutiques, and retail establishments, gas stations, banks, credit institutions, and a funeral home. There are

apartment buildings, mixed uses, and a synagogue within the business district. The vacancy rate is low and business retention is high within the district.



**PLEASANT RIDGE URBAN DESIGN PLAN LAND USE MAP**

**Legend**

■■■■■ Existing Neighborhood Business District Boundary

**Land Use Legend**

- |  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |



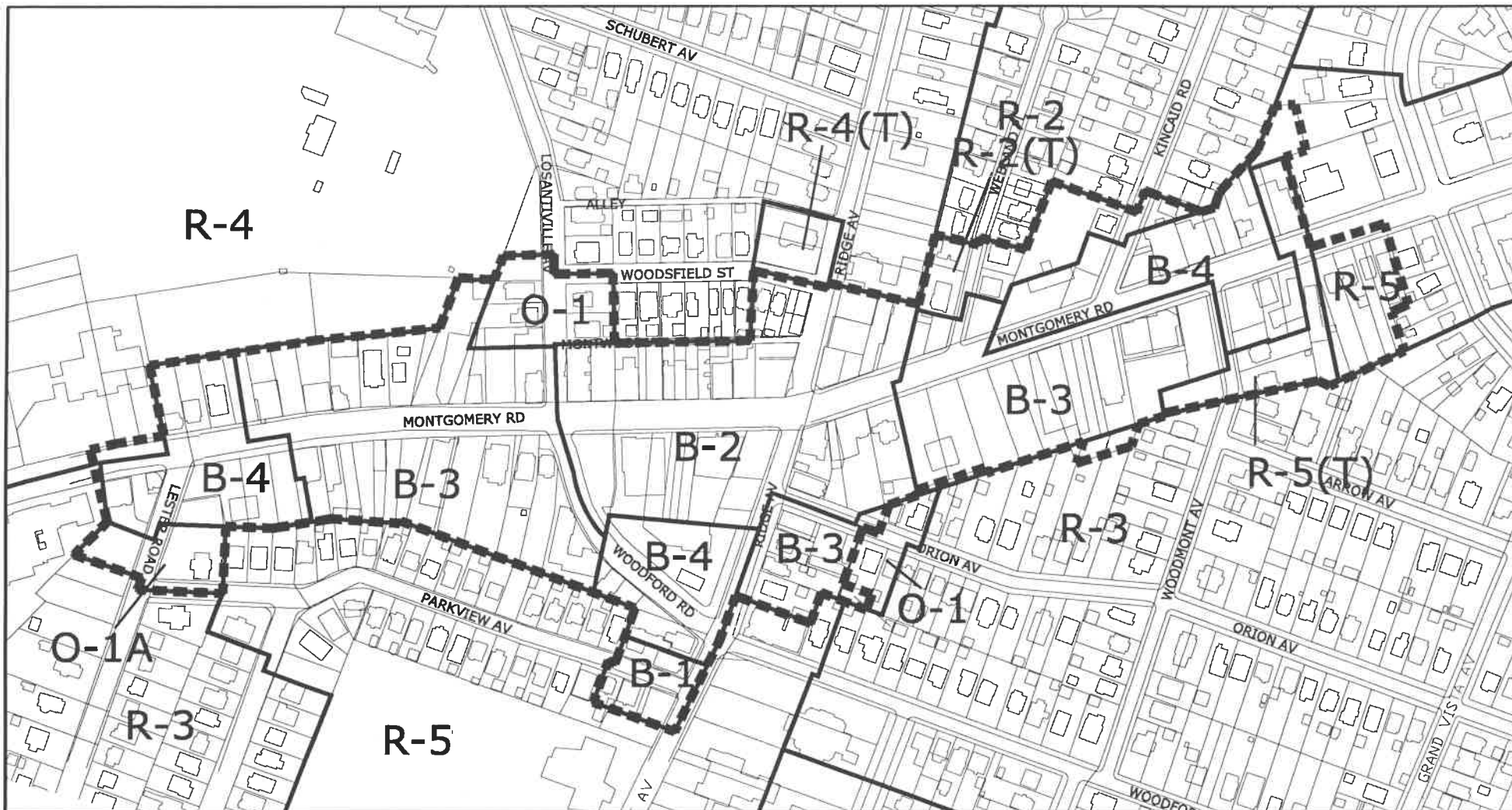
Scale: 1" = 300'-0"



## EXISTING ZONING

Pleasant Ridge Neighborhood Business District is primarily zoned B-3 (Retail Wholesale Business District) permitting such uses such as retail sales, printing establishments, wholesale distributors, offices for both professional and business purposes, parks, and playgrounds, low-density, single-family, two-family, and multi-family residential dwellings. There is a large pocket of B-2 (Commercial Business District) zoning in the center of the district permitting uses such as offices, retail sales, banks, theaters and eating and drinking establishments. There are three sections of B-4 (General Business District) zoning along the west, east, and southern ends of the district, permitting uses such as automobile uses, contractors yards, and some light manufacturing. There are two parcels in the southwestern section of the district zoned O-1A (Suburban Low-Density Office District) which allows for low-density, multi-family, residential development as well as business and professional offices, banks, and homes for adjustments. The northwestern portion of the district and a small parcel in the southeast section are zoned O-1 (Suburban High Density Office District) permitting uses such as high density, multi-family residential development, business and professional offices, medical laboratories, homes for adjustment and hospitals. At the far southern edge of the district there is a small pocket zoned B-1 (Community Business District) which allows for uses such as single-family, two-family, and multi-family residential dwellings, day-care centers, churches, schools, retail sales, banks, offices, and business and professional services. Existing businesses within this B-1 area are professional offices, a beauty salon, and a catering business.

Residential zoning of ranging densities surround the business district. R-2 (Single-Family Medium Density District), R-2T (Transitional District), R-5 (Multi-Family Medium Density) and R-5T (Transitional District) surround the business district. R-4 (Multi-Family Low-Density) and R-3 (Two-Family) districts which permit apartment buildings, and two-family residential dwellings extend out along the northwestern and northeastern sectors of the business district. These higher density residential zoning districts are located primarily along Losantiville Avenue, and Ridge and Montgomery Roads, the major corridors which bring traffic in and out of the district.

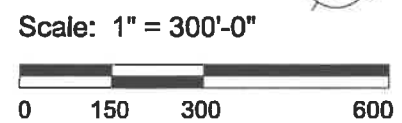


**PLEASANT RIDGE URBAN DESIGN PLAN ZONING MAP**

**Legend**  
 Neighborhood Business District Boundary  
 Zoning Boundary

**Zoning Legend**

- |     |                                       |        |                                      |      |                                       |
|-----|---------------------------------------|--------|--------------------------------------|------|---------------------------------------|
| B-1 | Community Business District           | R-3    | Two-Family District                  | O-1  | Suburban High-Density Office District |
| B-2 | Commercial Business District          | R-4    | Multi-Family Low Density District    | O1-A | Suburban Low-Density Office District  |
| B-3 | Retail Business District              | R-4(T) | Transitional District                |      |                                       |
| B-4 | General Business District             | R-5    | Multi-Family Medium Density District |      |                                       |
| R-2 | Single-Family Medium Density District | R-5(T) | Transitional District                |      |                                       |



## TRAFFIC & PARKING

Pleasant Ridge's 1998 Strategic Vision Plan identified pedestrian walkway accessibility, traffic, and parking as primary problems that have hindered the districts continued development.

At present, pedestrian accommodation and safety, traffic, as well as convenient, and accessible customer parking remain some of the most significant issues facing the Pleasant Ridge business district. Currently, there is a lack of convenient pedestrian crosswalks within the district. Pedestrians walk from one side of the street to the other, or they cross in the middle of the street. There is also a high volume of traffic and speed problems along the district's main corridors (Montgomery and Ridge Roads). Moreover, convenient parking, or lack of it, is a problem. A fair number of businesses have their own parking facilities. Businesses with parking generally have parking lots that are located on the periphery of the business district core. The average for these businesses typically ranges from 7 to 28 spaces. There are five notable exceptions: the Mullaneys lot (34 spaces), the Finkes IGA lot (72 spaces), the Burger King lot (31 spaces), the Walgreens lot (48 spaces), and the lot shared by the Moores Universal Hair Salon, Bethlehem Messiah, and Selective Janitorial Services (52 spaces). These lots are privately held, but there are other shared parking opportunities, which lie on the outer boundary of the business district. The Nativity Church lot (45 spaces), the Pleasant Ridge Presbyterian Church (35 spaces), the Pleasant Ridge Public Library (30 spaces), and the Pleasant Ridge Community Center (35 spaces) belong to this group. However, these facilities are not conveniently located because of the businesses are situated near the core.

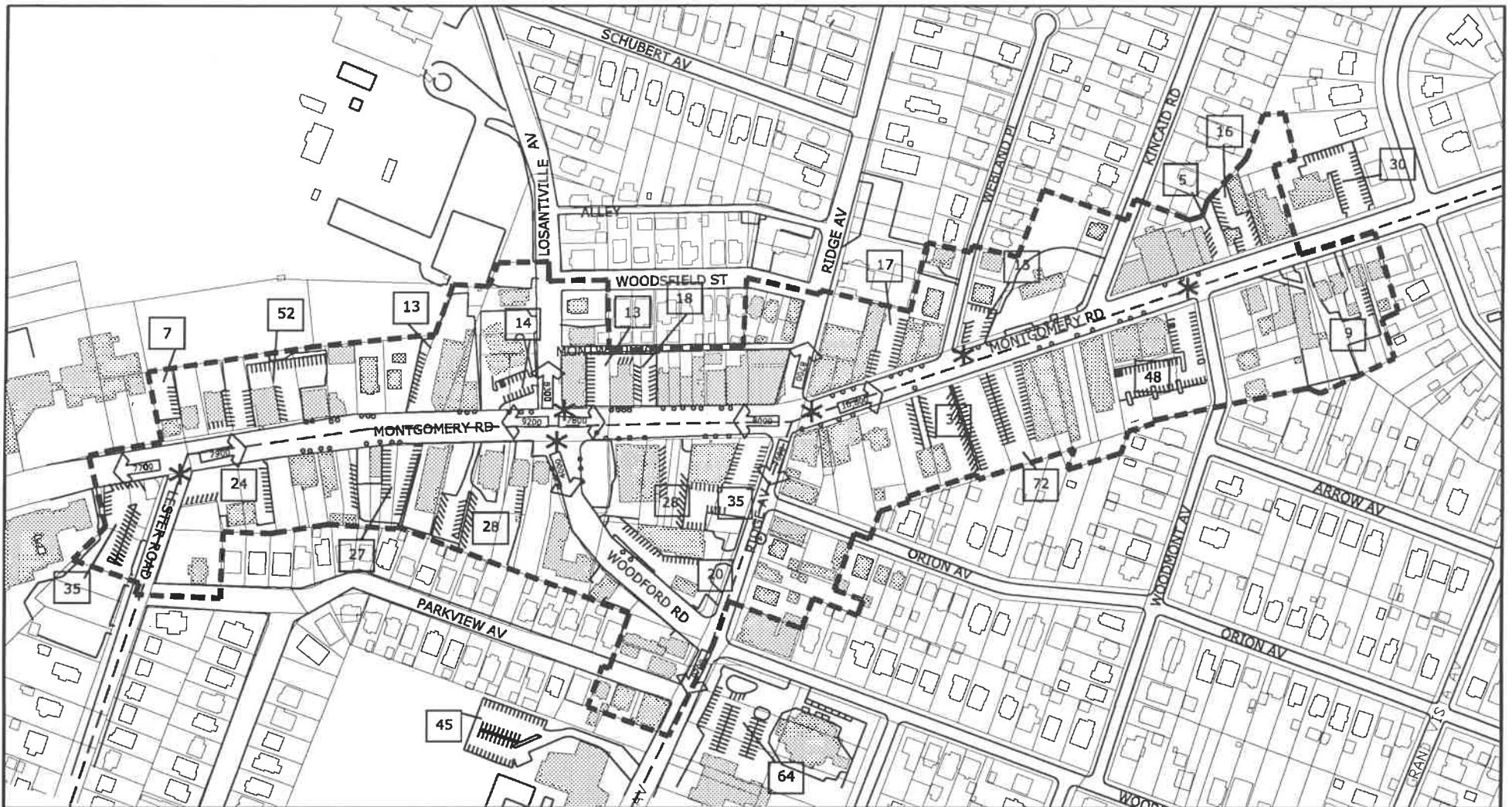
Given the physical constraints and lack of space within the district, creation of additional parking within the core would be difficult. Furthermore, additional on street parking opportunities are also limited due to the high traffic volume. New parking areas suitable for all businesses could only be developed through limited or special means such as property acquisition and the removal of existing

structures. Prime locations, to increase parking opportunities would be sites near the corner of Montgomery and Webland. At the present, these sites are underutilized, and cannot maximize their residential usage. An alternative use for these sites would be as a shared parking lot. The location is excellent because it is adjacent the main business corridor, Montgomery Road, and in the business district.

Some short-term strategies to optimize existing resources can be implemented. Sharing of existing lots among businesses with various peak operating hours is one option that is already utilized by a few of the businesses. A principal location for shared parking would be the Finkes IGA parking lot. The IGA parking lot has the most parking spaces of all the businesses with the NBD. This parking lot is surrounded by many businesses without sufficient parking and it is also near the core of the business district. Another option to be encouraged is an emphasis on employee and owner use of less conveniently located parking. In addition, signage to parking areas would lessen driver confusion and help clarify available parking opportunities.

Long-term strategies to deal with this issue are the development of traffic calming elements, such as traffic bump-outs in the streets, the establishment of additional crosswalks at various segments of the main corridors, or the use of various materials within the street (i.e. brick, cobblestone, etc.), to assist in slowing traffic down and to alleviate pedestrian walkway issues. Other long-term strategies to control this issue can be defined through an in depth analysis and study of existing conditions, including peak/off-peak utilization, utilization distribution, and a survey of parking user destinations.





# PLEASANT RIDGE URBAN DESIGN PLAN TRAFFIC CIRCULATION MAP

## Legend

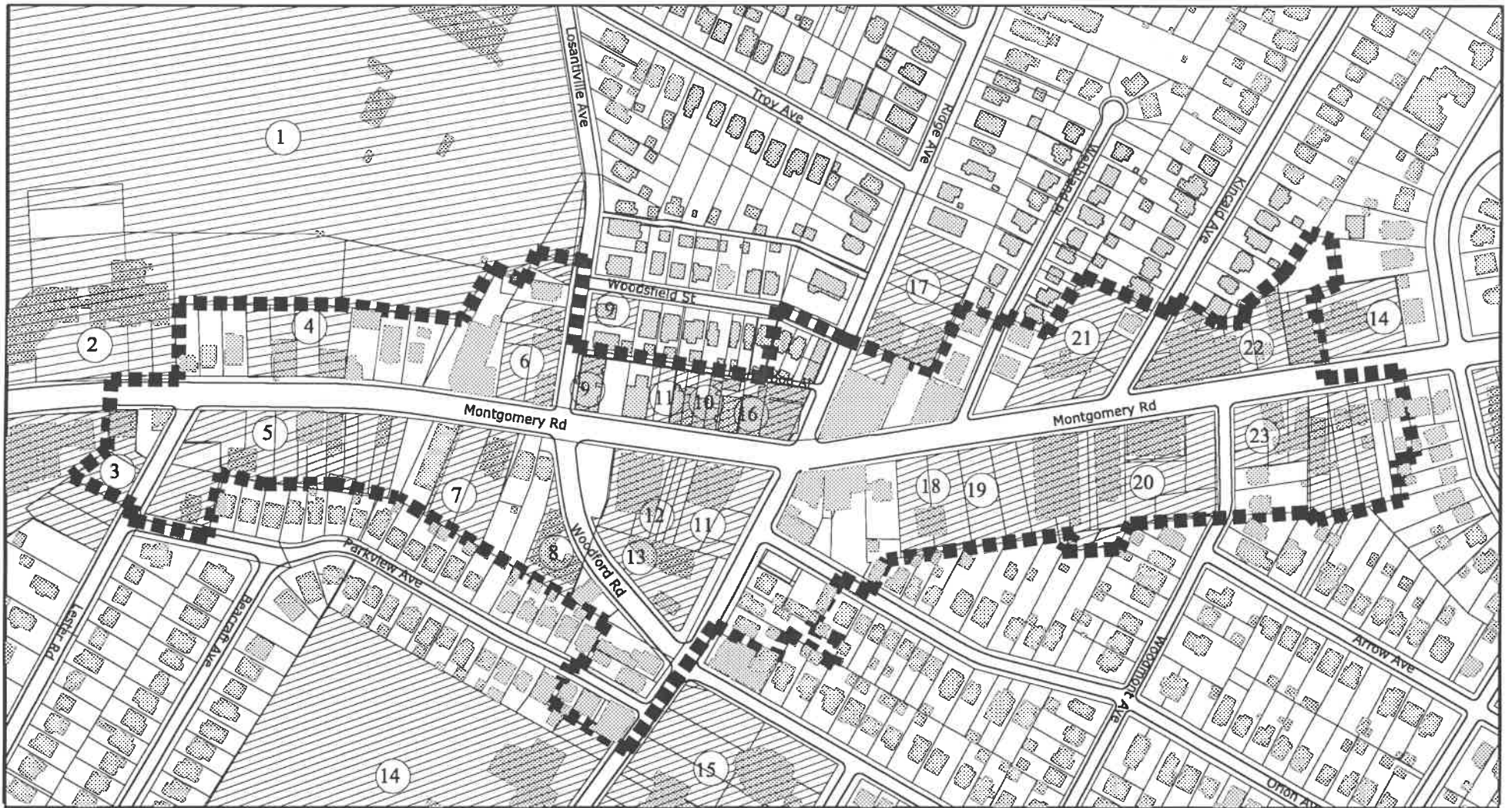
- Neighborhood Business District Boundary
- - - Bus Route
- ④ Bus Number
- ← 6800 Traffic Count
- \* Bus Stop
- 25 Parking Counts
- Parking Meter

Scale: 1" = 300'-0"



## MAJOR LAND OWNERS

Pleasant Ridge Neighborhood Business District is composed of significant number of major landowners [see map on page 18]. The majority of its property owners possess single or small parcels of land which is/are occupied by a owner operated business or being leased out. There are a few businesses within the district that retain their own property. These include Nurre Brothers Inc. (Nurre Funeral Home), Lowell W. Reese (Reese Automotives), United Dairy Farmers, Gregory Lester, Paul Verkamp, Fifth Third Bank, and A-1 Cleaners. Large institutions, such as schools, churches, and corporations are classified as major property owners. Examples of such institutions are the Pleasant Ridge Presbyterian Church, Walgreens, IGA, and BP Oils.



## PLEASANT RIDGE URBAN DESIGN PLAN MAJOR PROPERTY OWNERS MAP

### Legend

■■■■ Neighborhood Business District Boundary

- |                               |                                     |                             |
|-------------------------------|-------------------------------------|-----------------------------|
| 1 Lincoln National Bank       | 10 Pleasant Ridge Savings and Loans | 19 IGA                      |
| 2 Cincinnati Bd of Ed         | 11 Pleasant Ridge Development Corp  | 20 Pleasant Ridge Walgreens |
| 3 Pleasant Ridge Presbyterian | 12 Standard Building and Loans      | 21 BP Oils                  |
| 4 Paul S. Verkamp             | 13 United Dairy Farmers             | 22 A-One Cleaners           |
| 5 Lester Gregory              | 14 City of Cincinnati               | 23 Lowell W. Reese          |
| 6 Fifth Third Bank            | 15 Archbishop of Cincinnati         |                             |
| 7 Nurre Brothers Inc.         | 16 Montgomery Road LTD              |                             |
| 8 Ralph Dallmer               | 17 St. Peters                       |                             |
| 9 Neyer Properties            | 18 CNL Income Fund XIII LTD         |                             |



Scale: 1" = 300'-0"

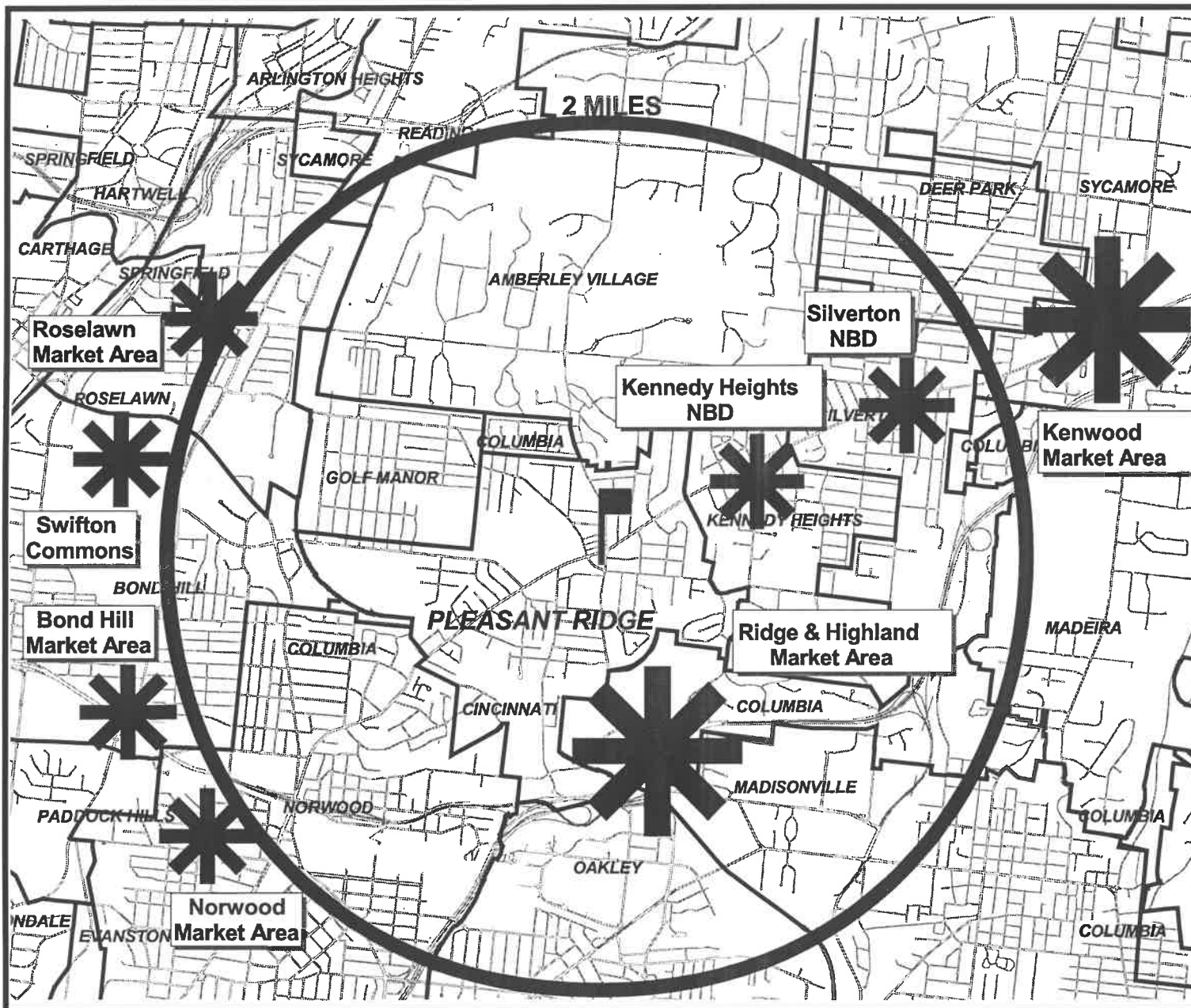






## MARKET AREA

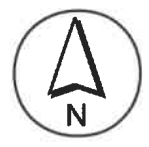
According to the 1990 census data, the Pleasant Ridge Market Area has a population of approximately 53,000, concentrated in an average of 23,000 households. The primary business district within Pleasant Ridge Market Area is along Montgomery Road from Langdon Farm Road to Grand Vista Avenue. The building stock is older and fairly maintained. Traffic volume in the area is high.

The district is anchored by IGA and Walgreens, and the merchandise mix includes a hardware store, banks, restaurants, and some destination retailers. Although competition is close by, at Ridge and Highland Avenue(s), Kennedy Heights, and Silverton, the business district seems to satisfy residents needs.

The Pleasant Ridge Market Area is composed of 14 census tracts spread over the communities of Bond Hill, Evanston, Hartwell, Swifton Commons, Norwood, Roselawn, Kennedy Heights, Silverton, Madisonville, and Oakley.



- Legend:**
-  Neighborhood Boundary
  -  Market Area
  -  Competitive Market Area
  -  Pleasant Ridge NBD



SCALE: 1" = 1 MILE  
 0 0.5 1 MILES

**PLEASANT RIDGE NBD URBAN DESIGN PLAN MARKET AREA MAP**

## LIGHT RAIL TRANSIT SYSTEM

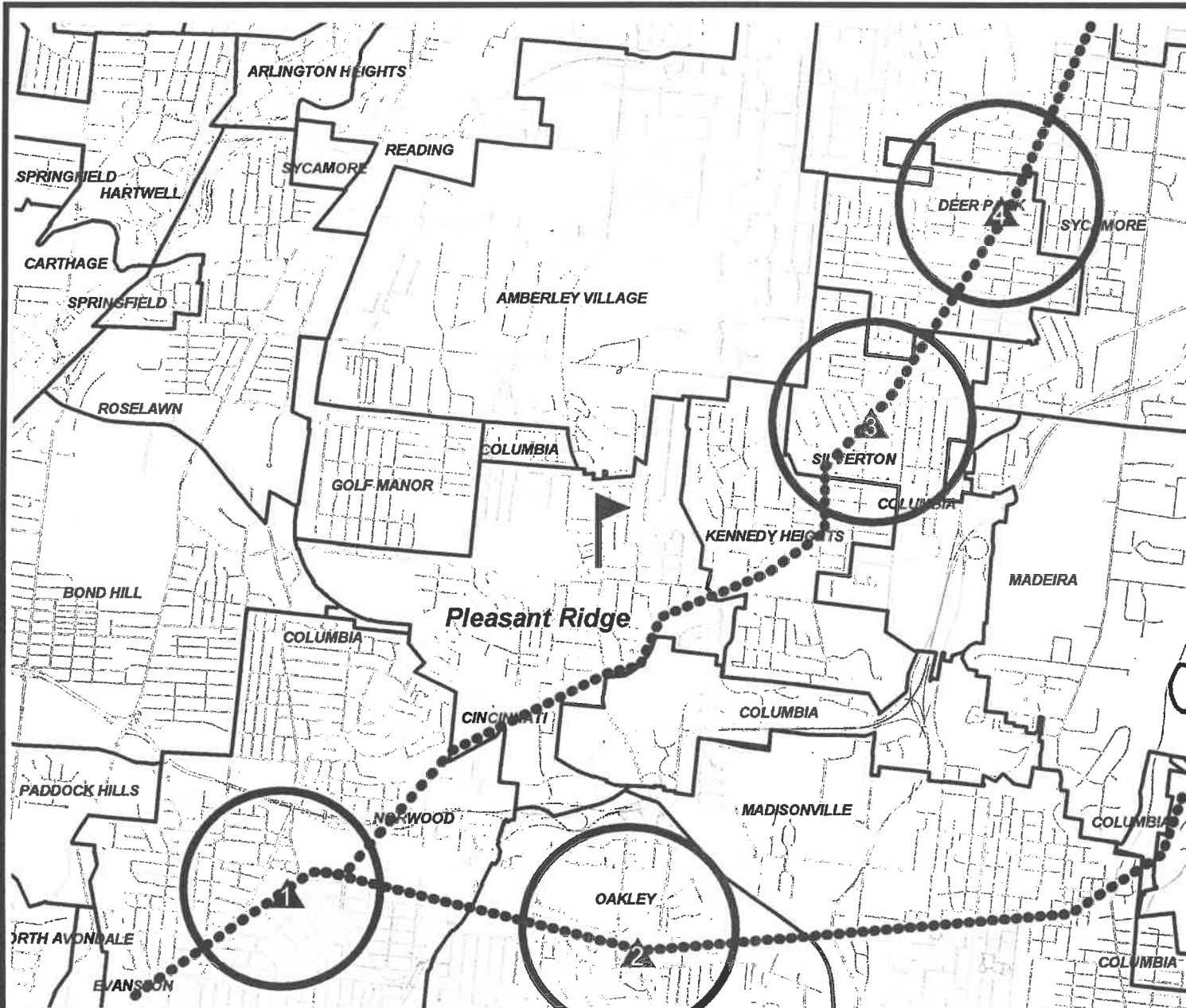
The proposed Light Rail Transit (LRT) System would ultimately link Florence, Kentucky and Cincinnati/Northern Kentucky International Airport with Southern Warren County in Ohio via Covington, Cincinnati, and the University of Cincinnati along the proposed main alignment.

LRT is an urban railway that is powered by overhead electricity. LRT uses predominantly exclusive right-of-way and is extremely flexible, as it can be operated in various combinations of street, freeway, and railroad right-of-way, either above or below grade.

The proposed LRT stations that are in the Pleasant Ridge Market Area are:

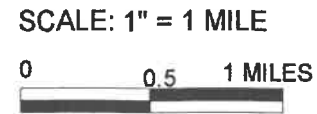
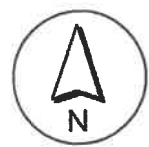
1. Lafayette and Adams
2. Ridge and Maple
3. Montgomery and Highland
4. Beech and Bader

Currently, there are no proposed LRT stations within the Pleasant Ridge NBD. The nearest proposed LRT station to the Pleasant Ridge NBD is located on Ridge and Maple. The community feels that in order to maximize the usage of the LRT and its business district, there should be a station located in an area that best serves the NBD.



**Legend:**

- Proposed LRT Alignment
- ▲ Proposed LRT Station Locations
- 1. Lafayette & Adams
- 2. Ridge and Maple
- 3. Montgomery & Highland
- 4. Beech & Bader
- ▶ Pleasant Ridge NBD



PLEASANT RIDGE NBD URBAN DESIGN PLAN PROPOSED LRT MAP



Business Development  
Design and Infrastructure  
Image and Identity  
Parking  
Safety  
Urban Design Plan Map  
Site Developments

## *Urban Design Plan & Implementation*

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**BUSINESS DEVELOPMENT****GOALS AND OBJECTIVES**

<b>GOAL:</b>	<b>OBJECTIVES:</b>
<p>Maintain and strengthen existing businesses and recruit new businesses that enhance the economic vitality of the district.</p>	<p>Encourage the development of neighborhood service oriented business.</p>

<b>STRATEGIES:</b>	<b>POTENTIAL IMPLEMENTATION SOURCE/ENTITY:</b>	<b>PRELIMINARY ESTIMATES OF PROBABLE COST</b>
<p>Foster communication between businesses and property owners to increase awareness of location and expansion opportunities for businesses compatible with the district.</p> <p>Encourage businesses to sponsor community – oriented promotions.</p>	<p>Pleasant Ridge Community Council, Pleasant Ridge Business Association.</p>	<p>N/A-Community Activity</p>

NOTE! Certain types of improvement projects require private property owners participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with surrounding community. No City funding availability is implied in the development of this plan.

\* All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for time formulation of the construction budget.

**DESIGN & INFRASTRUCTURE****GOALS AND OBJECTIVES**

<b>GOAL:</b>	<b>OBJECTIVES:</b>
<p>Maintain an aesthetically attractive, pedestrian oriented, community business district with a desirable mix of uses and businesses.</p>	<p>Increase the visual attractiveness of streets and sidewalks through coordinated streetscaping and landscaping improvements.</p>
	<p>Retain and increase the opportunities for green space and landscaping within the district without adversely affecting potential development.</p>
	<p>Increase the visual attractiveness of existing and new buildings through improvements to facades, signage, and building appurtenances.</p>

## DESIGN & INFRASTRUCTURE

## IMPLEMENTATION

STRATEGIES:	POTENTIAL IMPLEMENTATION SOURCE/ENTITY:	PRELIMINARY ESTIMATES OF PROBABLE COST
<p>Design and implement a coordinated streetscaping system, paving, street, and pedestrian lighting..</p> <p>Refurnish and supplement the existing street tree program within the district.</p>	<p>Pleasant Ridge Community Council, Pleasant Ridge Business Association, City of Cincinnati – Department of Transportation and Engineering – Office of Architecture and Urban Design, Department of Economic Development, Private Property Owners.</p> <p>Pleasant Ridge Community Council, Pleasant Ridge Business Association. Funding request to City of Cincinnati, Park Board – Urban Forestry.</p>	<p>\$673,000</p> <p>\$27,900</p>
<p>Establish an Environmental Quality Urban Design District for the Neighborhood Business District.</p> <p>Create and implement a facade improvement and/or awning program for the district.</p>	<p>Pleasant Ridge Community Council, Pleasant Ridge Business Association, City of Cincinnati – Department of Transportation and Engineering – Office of Architecture and Urban Design, Department of Economic Development, Private Property Owners.</p>	<p>N/A – Community Activity</p>

NOTE! Certain types of improvement projects require private property owners participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with surrounding community. No City funding availability is implied in the development of this plan.

\* All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for time formulation of the construction budget.

**IMAGE & IDENTITY**

**GOALS AND OBJECTIVES**

**GOAL:**

**OBJECTIVES:**

Create an attractive positive image and identity for the district.

Establish a unique, identifiable image for the district based upon its historic character and associations.

Improve the overall visual image of the community by reducing the visual clutter of overhead wires, unorganized and excessive signage, etc.

Maintain and improve the cleanliness of the district.

**IMAGE & IDENTITY**

**IMPLEMENTATION**

<b>STRATEGIES:</b>	<b>POTENTIAL IMPLEMENTATION SOURCE/ENTITY:</b>	<b>PRELIMINARY ESTIMATES OF PROBABLE COST</b>
Utilize physical improvements, community programs, and marketing strategies to comprehensively unify the district.	Pleasant Ridge Community Council, Pleasant Ridge Business Association.	N/A-Community Activity
<p>Design and implement gateway signs at major entrances or icons (buildings), etc.</p> <p>Encourage utility companies to consolidate and relocate overhead utility lines underground when feasible and when funding is available.</p> <p>The construction of McFarland Corner Kiosks as an identity element or icon for the community.</p>	<p>Pleasant Ridge Community Council, Pleasant Ridge Business Association. Funding request to the City of Cincinnati – Department of Transportation and Engineering – Office of Architecture and Urban Design.</p> <p>Request to the City of Cincinnati – Department of Transportation and Engineering, CINERGY, Cincinnati Bell, Warner Cable</p> <p>Pleasant Ridge Community Council, Pleasant Ridge Business Association. Funding request to the City of Cincinnati – Department of Transportation and Engineering – Office of Architecture and Urban Design</p>	<p>N/A</p> <p>N/A</p> <p>\$120,000</p>

NOTE! Certain types of improvement projects require private property owners participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with surrounding community. No City funding availability is implied in the development of this plan.

\* All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for time formulation of the construction budget.

<b>GOAL:</b>	<b>OBJECTIVES:</b>
Increase the availability of safe, convenient customer parking.	Increase the number of parking spaces.
	Encourage more efficient use of existing parking spaces.
	Improve the visibility of existing parking areas.

# PARKING

# IMPLEMENTATION

STRATEGIES:	POTENTIAL IMPLEMENTATION SOURCE/ENTITY:	PRELIMINARY ESTIMATES OF PROBABLE COST
<p>Set up a shared parking system among current business and property owners.</p> <p>Work with Traffic Engineering to determine if additional on-street parking spaces can be created.</p> <p>Install additional signage to off-street parking to help clarify available parking opportunities.</p>	<p>Pleasant Ridge Community Council, Pleasant Ridge Business Association</p> <p>Pleasant Ridge Community Council, Pleasant Ridge Business Association.</p> <p>Pleasant Ridge Community Council, Pleasant Ridge Business Association. Request to Neighborhood Improvement Program/City of Cincinnati – Department of Economic Development, Private Property Owners, Business Owners, City of Cincinnati – Department of Transportation and Engineering – Engineering Division</p>	<p>N/A</p> <p>N/A</p>
<p>Shorten meter times to encourage parking turnover.</p> <p>Encourage business owners and their employees to park in designated employee parking areas to leave the most convenient spaces available for customer parking.</p> <p>Encourage business to share their “private” parking lots with other businesses during hours of closure.</p> <p>Encourage owners to pave and stripe their private lots to generate more efficient parking arrangements/layout.</p> <p>Consolidate existing small lots into larger, more efficient parking areas wherever possible.</p>	<p>Pleasant Ridge Business Association, City of Cincinnati – Department of Transportation and Engineering – Traffic Engineering, Department of General Services – Parking Facilities.</p> <p>Pleasant Ridge Business Association, Business Owners.</p> <p>Pleasant Ridge Business Association, Private Property Owners, Business Owners.</p> <p>Pleasant Ridge Business Association, Private Property Owners, Business Owners.</p> <p>Pleasant Ridge Community Council, Pleasant Ridge Business Association. Request to Neighborhood Improvement Program/City of Cincinnati – Department of Economic Development, Private Property Owners, Business Owners, City of Cincinnati – Department of Transportation and Engineering – Engineering Division.</p>	<p>N/A</p> <p>N/A – Private property owner project.</p> <p>N/A – Private property owner project.</p> <p>Costs vary according to project scope</p>

NOTE! Certain types of improvement projects require private property owners participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with surrounding community. No City funding availability is implied in the development of this plan.

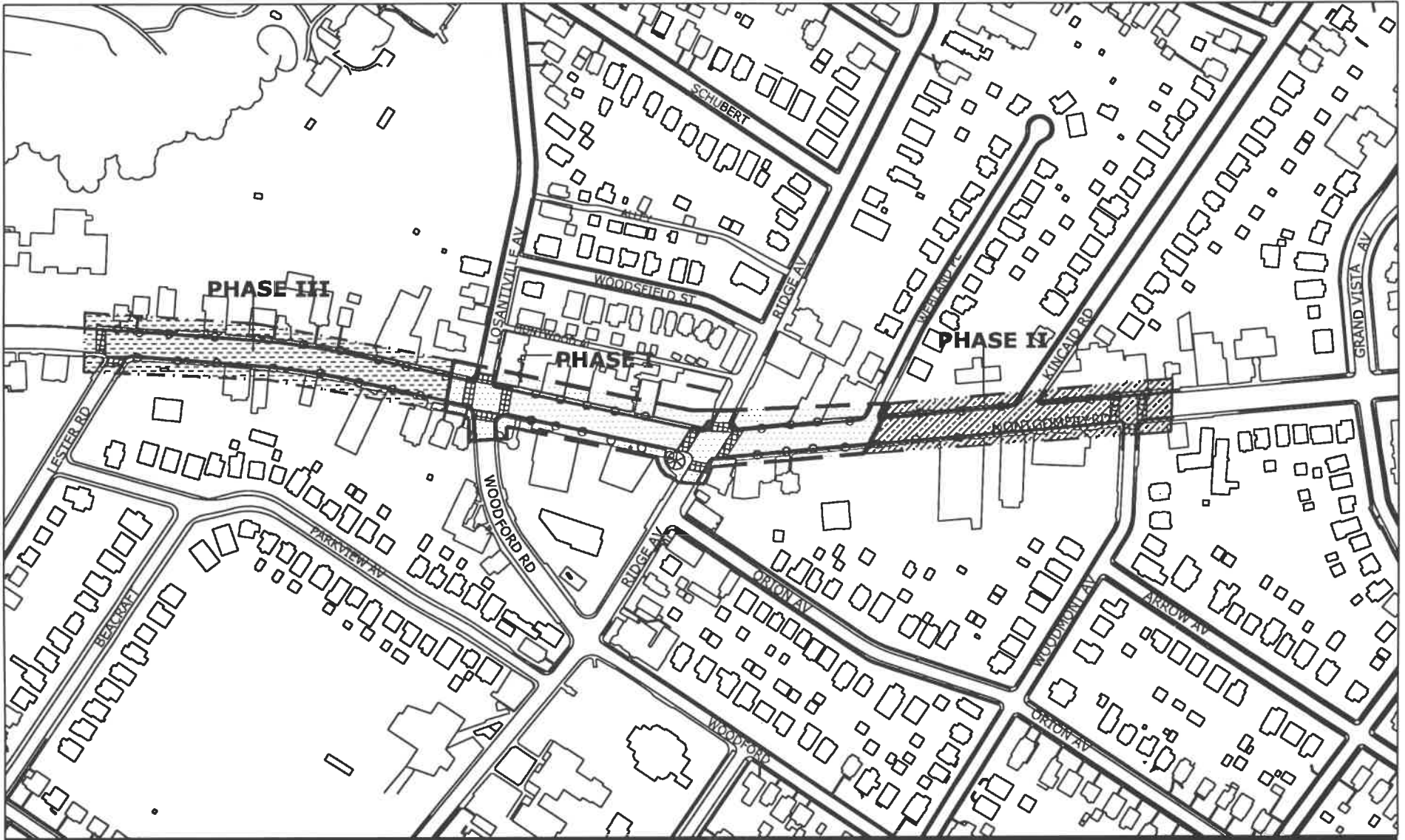
\* All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for time formulation of the construction budget.



**SAFETY****GOALS AND OBJECTIVES**

<b>GOAL:</b>	<b>OBJECTIVES:</b>
Improve pedestrian and vehicular safety in the business district.	Reduce the speed of vehicular traffic within the district.
	Improve pedestrian and vehicular traffic circulation.
	Improve safety and the perception of safety.

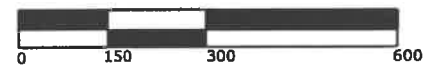


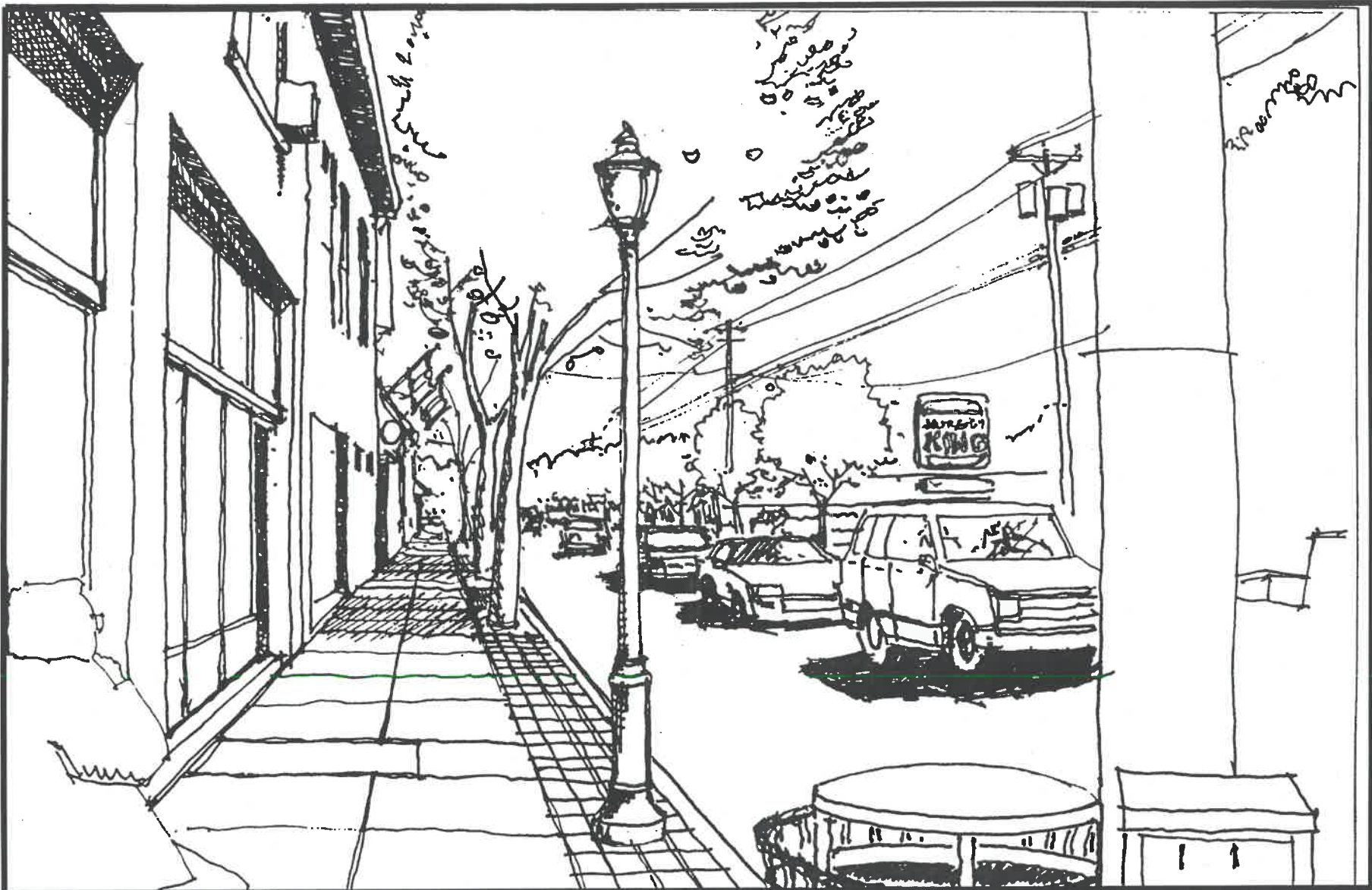


PLEASANT RIDGE NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN MAP



SCALE 1" = 300'0"





## PLEASANT RIDGE NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN

### PROPOSED STREETScape IMPROVEMENTS

The majority of the Pleasant Ridge NBD is services oriented businesses and professional offices that are located along the Montgomery Road and Ridge Avenue corridors. Streetscape improvements along the Montgomery Road corridor will create better district continuity and will enhance the pedestrian environment. These improvements consists if special paving treatments, street trees, and lighting.



## **PLEASANT RIDGE NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN**

### **PROPOSED INTERSECTION & STREETScape IMPROVEMENTS**

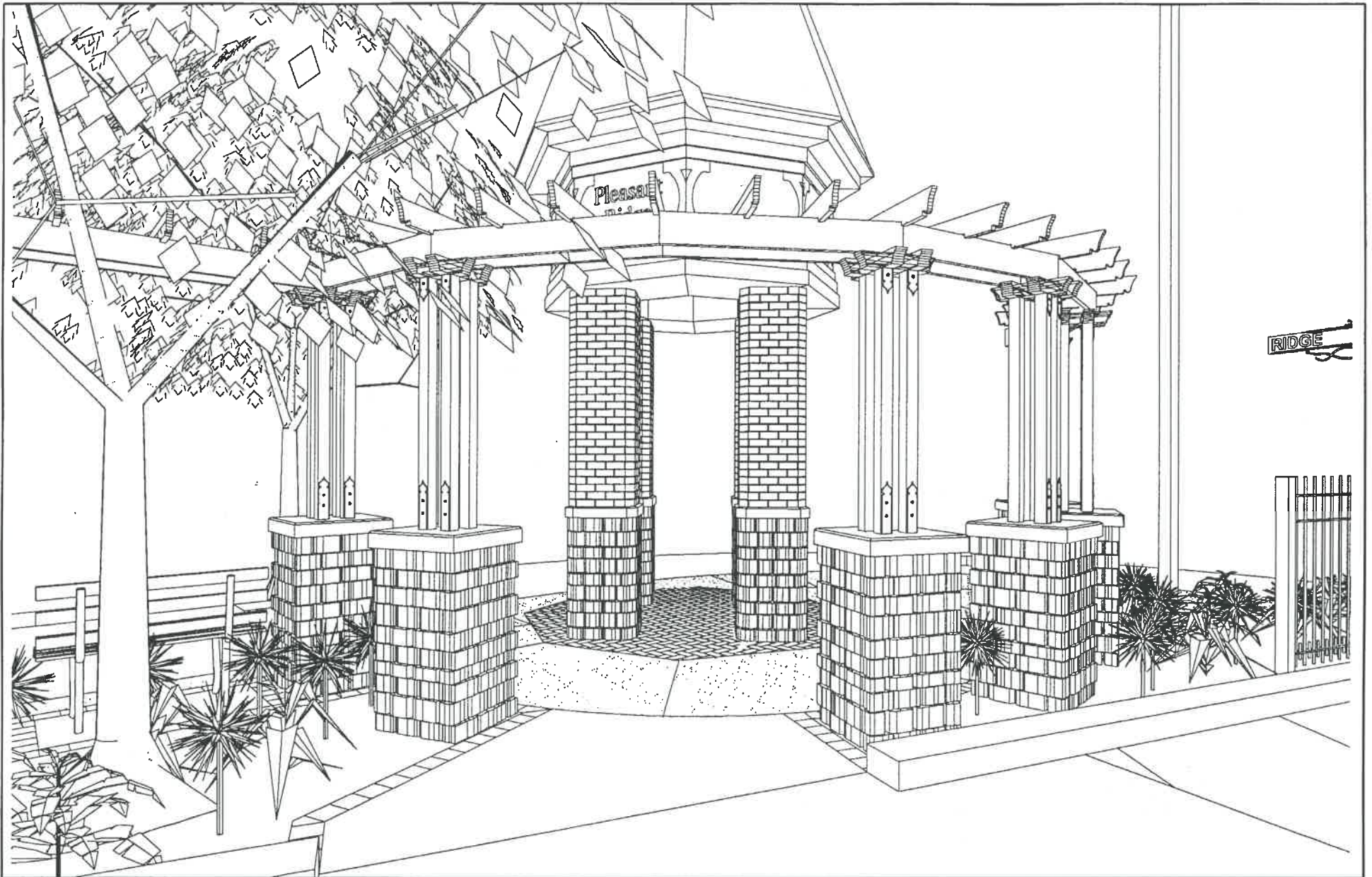
The Pleasant Ridge NBD lacks cohesiveness and strength of identity. Special improvements concentrated on the sidewalks along Montgomery Road, which consists of pavements treatments and street tree improvements to eliminate cluster, and make business signage more visible.



**McFarland Corner Kiosk - Montgomery Road & Ridge Road**

**KIOSK AT MCFARLAND CORNER:**

The Kiosks at McFarland Corner creates an identity icon for the NBD. The kiosk is located in the center of the business district at the intersection of Montgomery Road and Ridge Avenue. The kiosk includes landscaping treatments that help to improve the visual image and aesthetics of the district.



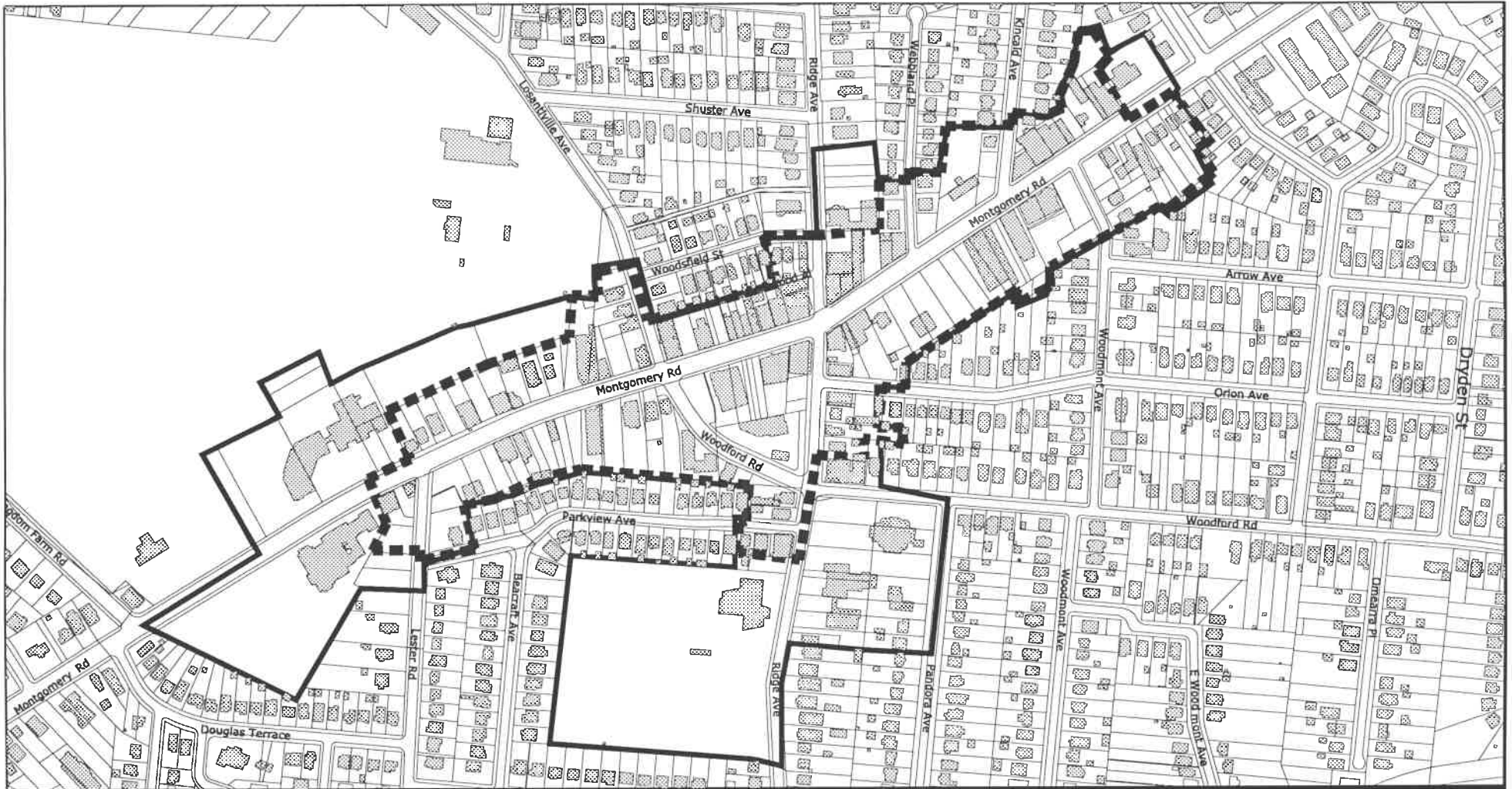
McFarland Corner Kiosk - Montgomery Road & Ridge Road



## *Urban Design Policies & Guidelines*

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**PLEASANT RIDGE PROPOSED URBAN DESIGN DISTRICT BOUNDARY MAP**

**Legend**

- ■ ■ ■ ■ Proposed Environmental Quality District Boundary
- Study Area Boundary



Scale: 1" = 400'-0"



## URBAN DESIGN POLICIES AND GUIDELINES

Permit applications subject to review require the submission of an application for development permission. Applications for development permission for the following described permits are subject to review and approval under EQ-UD No.14 guidelines as follows:

- A. The Reviewing Authority reviews and makes a recommendation on an advisory report to the Hearing Examiner who may approve, approve with conditions, or disapprove a permit application in accordance with the specific review guidelines of EQ-UD No. 14 without a public hearing for the following permits:
  1. Signs
  2. Awnings
  3. Screen fences
  4. An alteration, addition and repair to the rear façade of a structure if the change is not visible from the street and does not change the shape of the roof.
- B. The Reviewing Authority reviews and makes a recommendation on an advisory report to the Hearing Examiner who may approve, approve with conditions or disapprove a permit application in accordance with the specific review guidelines of EQ-UD No. 14 after a public hearing for the following permits:
  1. A curb-cut or driveway
  2. An alteration, addition and repair to the exterior of a dwelling structure that results in an increase in floor area of more than 10 percent.

3. The construction of an accessory structure
4. An alteration, addition and repair estimated to cost more than \$500., to the exterior of a building and structure other than dwelling structure.
5. New primary building or structure
6. Excavation and fill

### Development Guidelines

The following statements are written as guidelines rather than regulations for determining the impact of a proposed physical improvement on the special environment contained within the Pleasant Ridge Business District EQ-UD No.14 District. The failure of the proposed work to conform with any single guideline is not necessarily a sufficient basis for denial. Work which maximizes both the public interest and private benefits should be approved.

#### A. Location, Orientation, Size, and Shape of Buildings

1. The siting of the new and remodeled buildings shall conform to a setback from property lines similar to the setbacks of buildings on neighboring and adjoining properties.
2. New and remodeled buildings should be compatible with their surroundings. The architectural style, bulk, shape, massing, scale, and form of new and remodeled buildings, and the space between and around buildings

should be consistent with the area, and should be in harmony with neighboring buildings.

3. New buildings should respond to the pattern of window placement in the district. The designs of new buildings should avoid long unrelieved expanses of wall along the street by maintaining the rhythm of windows and structural bays in the district. The preferred pattern of ground floor windows is open show windows, with inset or recessed entryways; and landscaping, lighting, and other amenities equivalent to those existing in the area.
4. Heights of new or remodeled buildings should be similar to the heights of neighboring buildings. Generally, slightly taller than average buildings may be allowed at street intersections.
5. A new or remodeled building should reinforce existing pattern of small storefronts facing the street. The building front should be visually open to provide interest and light to the street, and to contribute to the retail continuity of the district. The building should de-emphasize secondary rear or side door entrances to commercial space, unless the entrances are associated with public parking areas.
6. Preserve the intense activity at each pedestrian street crossing by rehabilitating or designing buildings with appropriate show windows and entrances.

7. The linear continuity of the street should be preserved by placing primary building facades parallel to the street and constructed to the property line, except for the minor variations needed to create urban amenities (plazas, spaces, sitting areas, etc.).

### Exteriors Renovation or Alterations of Existing Structures

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

### Building Materials and Appurtenances

1. The architectural character and exterior building materials of new and remodeled buildings should be harmonious with surrounding buildings in color and texture, proportion, scale, directions, patterns, and opening sizes and shapes.
2. Building appurtenances and projections should be consistent in scale, proportion, location, and harmony with the total composition of the original building.
3. Facades of buildings should be detailed to enhance the character of the street by giving it a harmonious, aesthetically attractive appearance.

## URBAN DESIGN POLICIES AND GUIDELINES

4. Awnings should be designed to be harmonious with the architecture of the building that they are to be placed on. They should relate in shape and proportion to the buildings architectural elements such as window and opening shapes, façade articulation and general character of the building.
  5. Awnings should be placed 'within' the existing building framework; between column bays and below spandrel panels. Awning colors and design should be compatible with colors of the building itself and surrounding buildings. Structural supports for all awnings should be contained within the awning covering.
  6. Each individual building shall have one consistent awning treatment or theme. Each storefront bay should have a similar awning to the other storefront bays on the same building. Building owners should be encouraged to utilize a comprehensive awning design concept for the entire building.
  7. Awnings should not project more than  $\frac{2}{3}$  the sidewalk width.
  8. All awnings should run parallel to the face of the buildings.
  9. New exterior colors should be compatible with the natural colors of the buildings' predominant materials. Avoid bright primary colors.
  10. Renovations and restorations of older buildings should respect the original building design, including structure, use of materials, and details. Original materials, and detailing should not be covered by new materials and signs. Natural materials (brick, slate, glass, stone, etc) should be retained in their natural state and not covered with any other contemporary materials. Materials that do not keep with the historic character of the building should be removed from the façade upon significant exterior renovation or restoration of the existing structure.
  11. Replacement windows shall fit the size and style of the original openings.
  12. Mechanical equipment, including air conditioning, piping, ducts, and conduits external to the building should be concealed from view from adjacent buildings or street level by grills, screens or other enclosures. Electric and other utility service connections shall be underground for new construction and encouraged for all other changes.
  13. Side walls visible from the street should be finished or painted so as to harmonize with the front of the building.
  14. Original windows and door openings should not be enclosed or bricked-in on the street elevation. Where openings on the sides or rear of the buildings are to be closed, the infill materials shall match that of the wall and be recessed three (3) inches within the opening.
- D. Demolition

## URBAN DESIGN POLICIES AND GUIDELINES

All permits for demolition shall be denied unless one (1) of the following criteria is met:

1. Demolition has been ordered by the Director of Buildings and Inspections for reasons of public health and safety.
2. The structure does not contribute to the architectural quality of the district.
3. The demolition is necessary to accomplish the construction of a building which would meet the guidelines herein contained.
4. The demolition is necessary to provide parking and/or other use in a manner specified in the plan.
5. The owner has endeavored in good faith to find a use for the structure and is unable to obtain a reasonable rate of return on the property or refusal of a permit would amount to the taking of the property without just compensation.
6. Demolition has been ordered to remove blight.

### E. Parking

1. Parking lots associated with any new building or a building to be significantly altered shall be made more efficient through improved access, lot consolidation, and more effective layout.

2. All parking areas shall be landscaped with trees, shrubs, and/or sympathetic fencing to provide an effective buffer for any adjacent properties and public street right-of-way.
3. All parking areas shall be paved and marked. Within the interior of the parking areas, there shall be landscaping to break up large expanses of parking.
4. Property owners are encouraged to share parking resources with other businesses and the community.

### F. Signs and Signage

#### 1. Prohibited Signs:

- a) All billboards;
- b) All blinking, flashing, or movable signs, except barber poles and theater marquees;
- c) All rooftop signs or any sign or awning that extends above the roofline of the building;
- d) Any advertising sign on or about an unoccupied building, except those related to the sale or rental of that building;
- e) All signs on sides of buildings, except corner buildings. This prohibition shall not apply to directional signs; and,

## URBAN DESIGN POLICIES AND GUIDELINES

- f) All signs on utility poles, except those installed by the city and state.

### 2. Sign Guidelines:

- a) All definitions contained within the Cincinnati Zoning Code shall be in full effect;
- b) Signs should be simple, legible, and designed to be harmonious with the business districts' identity and marketing strategy.
- c) Signs should be designed in character with the type of business to be identified. Trademarks or symbolic copy on signs are encouraged.
- d) Rotating or moving signs shall not be allowed
- e) Rooftop signs, signs extending above the roof lines, or signs above the windowsill line of the second floor of the building shall not be allowed.
- f) Obsolete signs and supports for businesses that have been out of operation for six (6) months or more shall either be replaced with a new sign or removed.
- g) Wall signs shall be contained within the horizontal limits of the business premises. Signs should be limited to a maximum of two (2) square foot of area for each linear foot of the buildings street frontage; and shall be

install flat against the building without concealing the architectural features.

- h) Ground signs are preferred for commercial, retail, and service businesses and may be served by ground sign, not exceeding sixteen (16) feet in height, width maximum sign area of not more than one (1) square feet or one-quarter square foot of sign area per front foot whichever is more restrictive. The ground sign shall be compatible with the design vocabulary of the building in terms of proportion, shape, scale, materials, colors, and lighting.
- i) Roof mounted signs are not permitted unless other methods are not possible.
- j) Projecting signs shall not be used except for small identification or trademark signs symbolic of the business identified. Projecting signs shall not exceed six ( 6 ) square feet per sign face and shall not exceed twelve (12) square feet for all faces. Projecting signs should be located over entry doors or building columns or piers and should be limited to one projecting sign per building tenant storefront. All sign supports shall be simple in nature, have no visible guy wires, and be made less obtrusive with camouflaging color in harmony with the surrounding environment.
- k) Flashing signs are not permitted, except for theater marquees and barber signs. Time and temperature displays are permitted, but are considered part of the

## URBAN DESIGN POLICIES AND GUIDELINES

total signage area and will be taken into account with respect to the overall signage area allowance.

- l) Directional, on-premise instructional signage, or entry/exit signs are permitted in addition to other signs. These signs should be three (3) square feet or less per sign face and are limited to one (1) sign per curb cut for a property.

### G. Landscaping and Site Treatments

1. Public and private pedestrian amenities, such as benches, kiosks, and waste receptacles shall be designed in keeping with the overall theme of the public areas without hindering pedestrian flow as delineated in the plan.
2. Special paving treatments should be used to define the focus areas of the district, major pedestrian crossings, gateway points, and where significant pedestrian movement occurs.
3. The size and shapes of paving should relate to the pedestrian scale environment of the district.
4. Private paving improvements should be harmonious with right-of-way improvements in size, color, texture, and pattern.
5. No merchandise shall be permitted to be sold or displayed outside a permanent structure, unless it is a unique community promotion related to the business.

6. All public and private developments for both new and remodeled buildings should include landscaping in the form of street trees and/or shrubbery along the public right-of-way, low shrubbery around the buildings themselves to soften the appearance and landscaping between and along site boundary lines.
7. All trash receptacles, dumpsters, grease containers, and similar ancillary storage areas shall be screened by fencing and landscaping to promote a clean ordered environment, and should be located behind buildings whenever possible. Dumpsters and similar waste receptacles are not permitted in the front yard of a property.

### H. Outdoor Lighting, Including Parking Area Lighting

1. Private lighting should be consistent with public lighting in light quality intensity, scale or color as much as possible.
2. All lighting should be sensitive to nearby residences and businesses in color, intensity, direction, glare, and height.
3. Light shall promote a safety and security for pedestrians.

### I. Implementation and Supervision

An EQ-UD Review Committee for the Pleasant Ridge Community Council (PRCC), the Pleasant Ridge Vision Taskforce (PRVT), and the Pleasant Ridge Merchant Association (PRiMA) shall be established to participate in the

## URBAN DESIGN POLICIES AND GUIDELINES

administrative review process. PRCC, PRVT, and PRiMA shall be separately informed by the city of any permit application. The PRiMA should establish a committee to encourage merchants and property owners to improve and maintain their buildings in accordance with the Urban Design Plan guidelines. Low-interest loans for building improvements may be available to eligible applicants through the Community Development Revolving Loan Program.





*Credits*

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## CREDITS

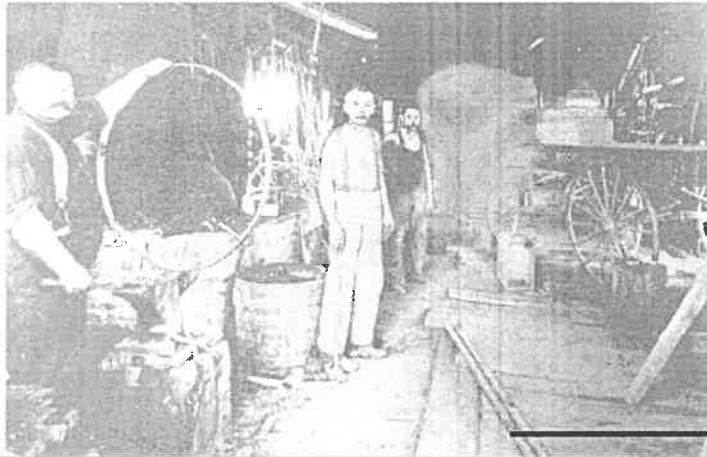
This plan was prepared for the Department of Economic Development by the City Planning Department and the Department of Transportation and Engineering, Division Engineering – Office of Architecture and Urban Design with the Pleasant Ridge Neighborhood Business District Urban Design Plan Task Force. The Task Force consisted of the following individuals.

### Pleasant Ridge Business and Property Owners

Michael Finke, Business Proprietor  
Tom Hagarty, President PRCC  
Mike Kull, Business Proprietor  
Tom Mullaney, Business Proprietor  
Patrick Sheeran,  
Beth Sullebarger, Resident  
Todd Ward, Business Proprietor

### Staff from the City of Cincinnati

Felix Bere, City Planning Department  
Jeff Gatica, Department of Economic Development  
JoAnna L. Brown, Department of Transportation and  
Engineering – Office of Architecture and Urban Design  
Kevin J. Kroeger, Department of Transportation and  
Engineering – Office of Architecture and Urban Design  
Michael Moore, Department of Transportation and Engineering  
– Office of Architecture and Urban Design  
Crystal Montgomery (Coop), Department of Transportation  
and Engineering -Office of Architecture and Urban  
Design



## *Appendices*

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### **Product Service Preference Index (PSPPI)**

#### **High Preferences**

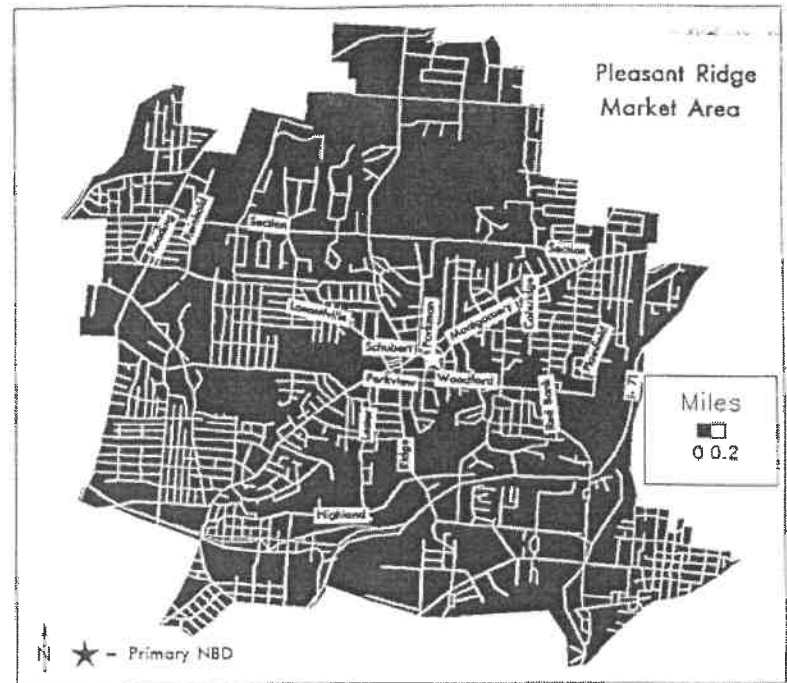
The product-service categories with an index of 125 or higher indicate market area households which have above average interest in these items. The particular index ranking appears in parenthesis after the item. Market area consumers show relatively high interest in:

- ▶ Using three-way calling (240), call forwarding (146), and speed dialing (138)
- ▶ Buying \$100+ on camera accessories (136), and a 35mm camera last year (132)
- ▶ Owning pagers/beepers (157) and auto security/burglar alarms (132)
- ▶ Shopping at Saks 5th Avenue (185)
- ▶ Drinking imported wine (166), imported beer (158), low/no alcohol beer (165)
- ▶ Boxing matches (604) and professional football games (246)
- ▶ Buying instant grits (153), canned hash (150), and brie cheese (149)
- ▶ Buying gospel music (350) and dance music (142)

#### **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:

- ▶ Computer books (36) or personal computers (42)
- ▶ Golfing (33), skiing (24), or hunting with a rifle/shotgun (31)
- ▶ Owning a Mercedes (43), a motorcycle (56), Ford truck (40), or camper (34)
- ▶ Country music (36), hard rock (47), or classical music (55)
- ▶ Recycling products (54) or contributing \$50+ to public broadcasting last year (56)
- ▶ Using a maid/housekeeper (71)
- ▶ Buying Kraft Velveeta cheese (51) or Jerky meat snacks (55)
- ▶ Installing an air filter by self (52) or self home remodeling (35)



### **Lifestyle Clusters**

There are a total of 15 lifestyle clusters represented in the Pleasant Ridge Market Area. For a detailed listing, please see the Appendices. The top three clusters found in the Pleasant Ridge market area are:

**Mid-City Mix**, with 4,602 households, is the market area's predominant cluster type. This group shows above average ethnic diversity and a mix of white and blue-collar employment. Often, these areas are African-American singles and families. This group also shows strong college enrollments.

**Inner Cities**, with 4,526 households, is this area's second largest cluster group. Typically these are the nation's poorest neighborhoods with over twice its unemployment level. Eight out of ten households are African-American. Seven in ten households have solo parents.

**Single City Blues**, with 3,570 households, is the Pleasant Ridge market area's third largest cluster group. It contains a mixture of races, often with a high Asian representation and transients. Nationally, the median household income level is usually less than \$15,000. This does not hold true for Pleasant Ridge with almost twice that income at \$28,377 in 1995.

### Observations

- ▶ The population base in this market area is expected to a slight decline of 2.8 percent through the year 2000.
- ▶ The median income in the market area is close to the City's median at \$28,377.
- ▶ The lifestyle cluster composition is very heterogeneous with 15 of 60 lifestyles represented.
- ▶ The business district is located along Montgomery Road and enjoys high traffic counts and a compact shopping area.
- ▶ There are over 238 different business establishments representing over 684,000 square feet of retail/commercial space in the market area.
- ▶ The primary competition for the Pleasant Ridge business district is the concentration of retail at Ridge and Highland in Columbia Township.

### Recommendations

- ◆ While the development potential indicates unmet demand for over 350,000 square feet of additional retail space, the Ridge and Highland concentration will remain dominant in the market area. Pleasant Ridge should look for convenience and niche oriented retail which will enable it to complement the Ridge and Highland concentration and not compete directly with it.

Potential establishment types in the Pleasant Ridge district could include: specialty retailing, restaurants, used clothing and furniture, used book stores, and sporting goods and bicycle shops. To distinguish themselves from the types of establishments at Ridge and Highland, the Pleasant Ridge businesses need to concentrate on customer service and assistance, in contrast to the approach of the larger do-it-yourself stores at Ridge and Highland.

### Retail Analysis

#### Current Retail Supply

The analysis of existing establishments in the market area identified 238 different businesses in the 60 retail and service establishment categories. These establishments account for an estimated 684,101 square feet of space. The market area contains 49 different establishment types out of the 60 types analyzed.

	SIC	Description	Count	Total Sq. Ft.
Predominant Establishment Types by total square ft.	5411	Grocery & Misc. Foods	38	97,964
	5712	Furniture Stores	9	87,318
	5812	Eating Places	41	63,263
	5399	Variety/General Merchan.	3	42,000
	5731	Radio/TV/Electronics	1	35,000
	5813	Drinking Places	15	32,340
	5943	Stationary Stores	1	30,500
	5932	Used Merchandise Stores	9	24,237
	7549	Other Auto Services	3	23,697
	735x	Misc. Equipment Rental	11*	22,800

#### Retail Potential

An examination of the Pleasant Ridge Market Area indicates that there is development potential to support an additional 351,000 square feet of retail-service space. It is estimated that this new potential would support the development of 103 new establishments in 32 different SIC types.

	SIC	Description	Count	Total Sq. Ft.
Development Potential for Establishment Types by total square ft.	5311	Department Stores	2	57,800
	79xx	Recreation Facilities	5	55,600
	5999	Miscellaneous Retail	6	47,800
	5812	Eating Places	9	25,200
	5734	Computer/Com. Software	1	16,600
	5735	Record/Tape Stores	2	14,400
	5932	Used Merchandise Stores	12	14,400
	5713	Floor Covering Stores	4	12,300
	5947	Book Stores	3	11,900
	5941	Sporting Goods/Bicycles	3	11,600

Pleasant Ridge Market Area

Pleasant Ridge Market Area

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Sales (800)234-5973

1-NOV-95  
Support (800)234-5629  
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Market Area Name: Pleasant Ridge

1995 PRIZM Distribution Report

PRIZM Cluster		'95 Population		'95 Households		US Household	
Group	No. Nickname	Number	Pct.	Number	Pct.	Pct.	Ratio Index
S1	1 Blue Blood Estates...	0	0.0	0	0.0	0.8	0.0
S1	2 Winner's Circle.....	2557	4.8	1001	4.4	1.9	231.6
S1	3 Executive Suites.....	0	0.0	0	0.0	1.3	0.0
S1	4 Pools & Patios.....	556	1.1	241	1.0	1.8	55.6
S1	5 Kids & Cul-de-Sacs...	0	0.0	0	0.0	3.0	0.0
	Elite Suburbs.....	3113	5.9	1242	5.4	8.8	61.4
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.....	900	1.7	494	2.2	1.6	137.5
	Urban Uptown.....	900	1.7	494	2.2	5.6	39.3
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.....	1741	3.3	758	3.3	2.1	157.1
	2nd City Society.....	1741	3.3	758	3.3	5.8	56.9
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...	0	0.0	0	0.0	1.2	0.0
S2	19 New Empty Nests.....	0	0.0	0	0.0	1.8	0.0
S2	20 Boomers & Babies.....	0	0.0	0	0.0	1.3	0.0
S2	21 Suburban Sprawl.....	0	0.0	0	0.0	1.8	0.0
S2	22 Blue-Chip Blues.....	517	1.0	229	1.0	2.0	50.0
	The Affluentials.....	517	1.0	229	1.0	8.1	12.3
S3	23 Upstarts & Seniors...	0	0.0	0	0.0	1.2	0.0
S3	24 New Beginnings.....	757	1.4	374	1.6	1.4	114.3
S3	25 Mobility Blues.....	1650	3.1	675	2.9	1.6	181.3
S3	26 Gray Collars.....	389	0.7	146	0.6	2.1	28.6
	Inner Suburbs.....	2796	5.3	1195	5.1	6.3	81.0
U2	27 Urban Achievers.....	7659	14.5	3278	14.3	1.6	893.8
U2	28 Big City Blend.....	0	0.0	0	0.0	1.0	0.0
U2	29 Old Yankee Rows.....	2132	4.0	885	3.9	1.4	278.6
U2	30 Mid-City Mix.....	11224	21.3	4602	20.0	1.2	1666.7
U2	31 Latino America.....	0	0.0	0	0.0	1.3	0.0
	Urban Midscale.....	21015	39.9	8765	38.2	6.5	587.7
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 & Cowns.....	0	0.0	0	0.0	1.4	0.0
	2nd City Center.....	0	0.0	0	0.0	7.5	0.0

PLEASANT RIDGE MARKET AREA RETAIL POTENTIAL

SIC	Establishment Type	Household Count		22,978	
		Current Estimates	Development Potential	Estabs.	Sq. Ft.
RETAIL					
5231	Paint, Glass, & Wallpaper Store	4	18,152	0	0
5251	Hardware Stores	3	18,039	0	0
5261	Nurseries & Garden Supply Stores	1	12,000	0	0
5311	Department Stores	0	0	2	57,800
5399	Variety/General Merchandise Stores	3	42,000	0	0
5411	Grocery & Miscellaneous Food Stores	38	87,984	0	0
5421	Meat & Fish Markets	8	11,136	0	0
5431	Fruit & Vegetable Markets	1	1,600	0	0
5441	Candy, Nut, & Confectionary Stores	3	4,800	0	0
5451	Dairy Products Stores	1	2,600	0	0
5461	Retail Bakeries	2	3,634	0	0
5611	Men's & Boys' Clothing Stores	2	6,614	4	6,700
5623	Women's Clothing & Specialty Stores	2	4,600	7	5,600
5641	Children's & Infants' Wear	0	0	0	0
5651	Family Clothing Stores	4	4,652	0	0
5661	Shoe Stores	2	8,000	0	0
5699	Misc. Apparel & Accessories	4	6,560	1	4,600
5712	Furniture Stores	9	87,318	0	0
5713	Floor Covering Stores	0	0	4	12,300
5719	Misc. Home Furnishings Stores	1	982	1	3,700
5722	Household Appliance Stores	2	3,080	0	0
5731	Radio, TV, Consumer Electronics	1	35,000	0	0
5734	Computer/Computer Software Stores	0	0	1	16,800
5735	Records, Pre-recorded Tape Stores	3	6,063	2	14,400
5736	Musical Instrument Stores	2	4,800	0	0
5812	Eating Places	41	63,263	9	25,200
5813	Drinking Places	15	32,340	0	0
5912	Drug Stores & Proprietary Stores	2	16,000	0	0
5921	Liquor Stores	3	4,509	1	2,100
5932	Used Merchandise Stores	9	24,237	12	14,400
5941	Sporting Goods & Bicycle Stores	1	1,050	3	11,600
5942	Book Stores	1	2,400	3	11,500
5943	Stationery Stores	1	30,500	0	0
5944	Jewelry Stores	1	1,500	2	2,700
5945	Hobby, Toy, & Game Shops	1	1,500	2	2,800
5946	Camera/Photographic Supply	0	0	1	1,600
5948	Gift, Novelty, & Souvenir	1	2,000	9	8,200
5948	Luggage & Leather Goods	0	0	1	3,400
5949	Sewing/Needlework/Piece Goods	1	1,746	0	0
5952	Florists	1	850	3	3,800
5955	Optical Goods Stores	0	0	2	5,400
5999	Miscellaneous Retail	6	17,108	6	47,800
7212	Dry Cleaners	2	1,500	3	700
7215	Coin-Operated Laundries	3	5,619	2	3,100
7221	Photographic Studios, Portraits	2	1,750	2	4,500
7231	Beauty Shops	12	15,084	3	3,800
7241	Barber Shops	7	7,056	0	0
7251	Shoe Repair & Hat Cleaning Shops	0	0	1	1,600
7334	Photocopying & Duplication Services	1	2,000	0	0
735x	Misc. Equipment Rental & Leasing	11	22,800	0	0
7384	Photofinishing Laboratories	2	5,000	0	0
753x	Automotive Repair Shops	1	1,950	5	6,800
7542	Car Washes	1	2,520	2	4,800
7549	Other Automotive Services	3	23,897	0	0
7622	Radio & Television Repair	3	3,900	1	1,500
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
7641	Reupholstery & Furniture Repair	2	2,710	1	1,400
7699	Miscellaneous Repair Services	8	12,000	0	0
7841	Video Tape Rental	0	0	1	5,000
78xx	Recreation Facilities	0	0	5	55,600
TOTAL		236	664,101	103	351,000

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

12/19/95