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# ROSELAWN

Neighborhood Business District

# Urban Design Plan

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ROSELAWN  
NEIGHBORHOOD BUSINESS DISTRICT  
URBAN DESIGN PLAN

Prepared For  
City of Cincinnati, Ohio  
Department of Development

Prepared By  
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## INTRODUCTION

The Roselawn Urban Design Plan sets forth a specific program of physical, economic and environmental improvements that are designed to be carried out within the business district over the next seven years. The thrust of the Plan is to create a bold new "image" for the business district, as a means of redefining and revitalizing the focal area of the Roselawn business district.

The Plan sets forth the required framework for the resolution of the inherent confusion that exists in the linear commercial strip that characterizes the Reading Road business district.

The Roselawn Neighborhood Business District (NBD) Urban Design Plan was developed within the context of an interdisciplinary design team, composed of urban planners, urban designers, transportation planners and economic and market analysts. The Plan is grounded in large measure on market and economic analysis of the district as a basis for determining existing conditions and future potential. Inherent within the Urban Design Plan is a detailed implementation strategy for carrying out the Plan. The full details of the Plan's Implementation Strategy are reported in the Technical Appendix accompanying this Plan.

As part of the overall technical study that was undertaken in the preparation of this final Design Plan, a number of surveys and studies were conducted by the design team. Included among the studies was an in depth survey interview of district's merchants, business owners and operators. In addition, a detailed field survey was conducted to

record the size, appearance and location of each building within the business district; and number and types of businesses within each building; the physical characteristics of buildings and their function and design relationship to the area as a whole. On the basis of the survey findings, the Roselawn NBD was aggregated according to several economic and geographic subdistricts. Three areas of distinct functional characteristics emerged. The area from the Roselawn Center Building to Valley Shopping Center was defined as the central retail area of the business district; the area north of Valley Shopping Center, in the vicinity of the Summit/Reading Road intersection, was defined as a major anchor area comprising of office and service type land use functions; and the third area of the business district, located just north of Summit Road, was defined as largely strip commercial development oriented exclusively to Reading Road. Moreover, this commercial character of the northern portion of the business district continues in an uninterrupted development pattern along Reading Road well beyond the City limits.

On the basis of the foregoing analysis, it was determined that the effectiveness of the Urban Design Plan for practical economic and urban environmental quality (visual) reasons would need to focus on specific areas within the commercial corridor. This in turn dictated that the overall design treatment of the NBD Plan should be limited to the first two aforementioned subareas, with major focus given to the central retail segment of the district.

## ROSELAWN NBD STRUCTURE, DYNAMICS AND POTENTIAL

The Roselawn NBD exhibits most of the characteristics and difficulties faced by older commercial districts--congestion, lack of identity, visual clutter, mixed land use and conflicts between people and traffic.

The commercial trends within the Reading Road corridor have seen a growth in office buildings and a decline in neighborhood retail facilities. The Reading Road commercial district reflects a 1950 vintage "commercial strip" which has been losing its economic position relative to larger, more modern commercial centers in the outer suburban belt. During the 1970's, the Roselawn NBD reached a critical point that saw little reinvestment in the physical, retail structure of the district. As the district enters the 1980's, its commercial obsolescences can be expected to foster further disinvestment and decline, which could have consequences to the adjacent neighborhood. Based on the findings and analysis of past, present, and future conditions, it is evident that a significant modernization effort is required to reverse the trend of economic obsolescences.

An appraisal of the Roselawn neighborhood market potential indicates that the market for neighborhood activities is strong. Additionally, the potential market of daytime production and office personnel is considerable. Total gross retail sales are estimated to be about thirteen million dollars. The revitalization of the focus area is expected to increase the total gross sales about twenty-six percent. The recommended actions for increasing the economic viability of the NBD include:

- concentrating retail activities into a tight commercial core
- increase the numbers and types of neighborhood serving activities
- diversify the mix of retail establishments
- articulate a new image and a new identity for the NBD focal core.

Underlying the revitalization effort is the premise of achieving increased commercial intensity and volume of retail activity within the redeveloped core of the NBD focal area. The economic vitality of the district can be achieved within an attractive shopping environment through proper physical and environmental improvements and expanded retail space, coordinated within an innovative retail management program. The Urban Design Plan sets forth the required framework and course of action toward the revitalization of the Roselawn NBD.

# ROSELAWN NEIGHBORHOOD BUSINESS DISTRICT FOCUS AREA URBAN DESIGN PLAN

## URBAN DESIGN CONCEPT

The essence of the urban design concept is to make the Roselawn business district an attractive and vital retail environment, a magnet for people who live and/or work in the area. Beyond the neighborhood and community context, the increased attractiveness of the business district would appeal to the greater public in the Cincinnati area.

## DEVELOPMENT OF A RETAIL/PEDESTRIAN GENERATOR FACILITY

As its basic premise, the urban design concept utilizes the classical "shopping center principle" of connecting two retail generators with a pedestrian-oriented retail axis. This principle is applied to the present "strip" retail environment in order to formulate a physical structure, within which the present and future development and redevelopment opportunities can begin to take shape.

## EMERGENCE OF THE ROSELAWN NEIGHBORHOOD BUSINESS DISTRICT THEME

The establishment of the Roselawn business district as a retail magnet recognizes the need for a local theme, which would identify the business district in the greater Cincinnati area and thrust a positive, exciting, and unique image. Centering on the name of the business district, a new image is promoted in the urban design concept which establishes the "flower-rose-garden" theme within the retail and pedestrian environment. Three aspects are introduced in the concept and urban design plan:

1. The development of a "Roselawn Public Garden".
2. The "Roselawn Flower Center".
3. An annual "Rose Festival".



### URBAN DESIGN CONCEPT OBJECTIVES

1. Develop a clear physical image which allows for a functional cohesiveness in the retail building form and results in a new retail environment with strong identity and pedestrian orientation.
2. Enhance the available physical opportunities for revitalization and development and minimize the influence of present problems.
3. Properly integrate the business district with the surrounding neighborhood and the Roselawn community.
4. Maintain and emphasize the Roselawn Center Building as the symbolic focal point of the Business District image.

### URBAN DESIGN PLAN

The proposed Urban Design Plan and its structure suggest an arrangement of physical activities toward which the business district's form should evolve. The emphasis of the design structure is the establishment of a series of pedestrian activity centers interrelated with the retail uses, business district parking, and neighborhood shoppers access. This pedestrian/retail system acts as a shopping mall, and diagonally links the two retail generators, the Roselawn Center Building, and the Valley Shopping Center. Through proper physical and functional connections and improvements, the entire neighborhood business district focus area becomes an integral part of the physical structure. Therefore, the pedestrian shopping mall is the central aspect of Roselawn's new business district image.

## DOMINANT ELEMENTS OF THE URBAN DESIGN PLAN

1. Defined neighborhood business district entry points.
2. Improved pedestrian access system.
3. Improved vehicular circulation through and within the business district.
4. Increased parking availability and combined business district parking lots.
5. A major pedestrian shopping mall collectively made of:
  - Center building and outdoor street area;
  - Roselawn Public Garden;
  - A major shopping mall on west side of Reading Road defined by a proposed continuous building facade;
  - An interior mall through the proposed Roselawn Garden Center building, offering a greenhouse-type essence through appropriate architectural and building form treatment;
  - Two private pedestrian spaces, each at the entrances of the interior mall offering such amenities as sitting areas, flower beds, shade trees, fountain, bus shelter, etc.; and
  - A major private outdoor mall area connecting the new Roselawn Garden Center with the existing buildings and ultimately with the Valley Shopping Center; the area to be used for an annual Rose Festival, outdoor market, flea market, music performances, art shows, etc.

6. Improvements and definition of the Valley Shopping Center entry;
7. Clear definition of parking access points and pedestrian crossings;
8. A major pedestrian linkage between the Essex House and Valley Shopping Center;
9. Unified streetscape improvements throughout the business district; and
10. A visual theme for defining and guiding the process of revitalization and development.

#### RECOMMENDED MAJOR CHANGES

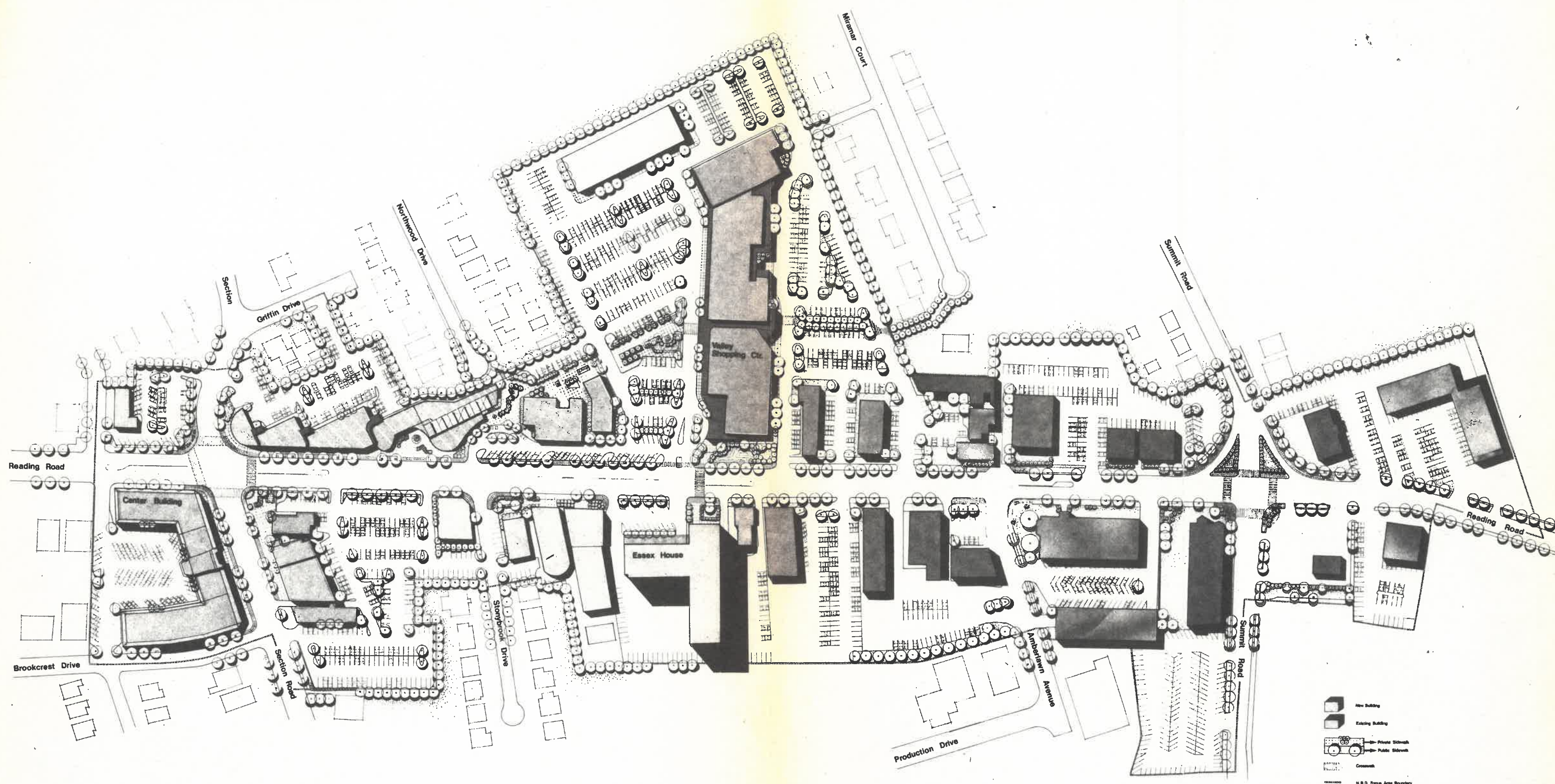
The urban design plan proposes certain changes that are assumed to occur in the Roselawn business district.

1. The development of parking facilities at the southwest corner of Section and Reading Roads where Camperland is presently located.
2. A major redevelopment of the area from Section Road to Ron's Hunt Club along the west side of Reading Road consisting of approximately 32,000 square feet of new retail space for specialty and convenience uses.
3. The closing of Northwood Drive and the development of outdoor pedestrian-shopping mall.

4. The reorganization of the parking area between Section Road, Reading Road and Stoneybrook Drive, and expansion of the parking area east from the Post Office Building up to the present residential structure off Section Road.
5. The elimination of parking spaces at the southeastern corner of Section and Reading Roads and the development of the Roselawn Public Gardens.

The Urban Design Plan is shown in the attached illustration.

FINAL  
2/11/81



# Roselawn Neighborhood Business District Urban Design Plan

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## VEHICULAR CIRCULATION (POLICIES)

Traffic on Reading Road is quite heavy, and like most urban thoroughfares, peak hour traffic volumes are in excess of the system's design capacity. The major solutions to traffic congestion on Reading Road cannot be solved entirely within the present roadway alignment, but will require improvements to the region's major transportation corridors. There are, however, a number of specific improvements that can be made within Reading Road that can improve the efficiency and safety of the highway.

The NBD Urban Design Plan proposes to improve the safety, efficiency and convenience of the highway facility by:

- redesigning the roadway;
- reducing and coordinating the number of driveways within the right-of-way;
- improving the location of traffic lights; and
- eliminating front-in parking between the sidewalk and buildings that require backing out onto Reading Road.

The design proposal for Reading Road would widen the pavement in order to provide a left lane for left turn storage lanes as indicated in the Urban Design Plan. The additional space for the storage lane would, in the most part, be taken from the west side of the roadway. The existing traffic signal at Northwood Drive is proposed to be relocated in front of the Valley Shopping Center. Northwood Drive would be ended in back of the business district via a new cul-de-sac.

The improved circulation system is designed to minimize the level of conflicts and points of friction that are presently experienced both within and adjacent to Reading Road.

## PEDESTRIAN CIRCULATION (POLICIES)

The spatial distribution of buildings, interrupted by driveways and parking lots, combined with the high volumes of traffic on Reading Road, creates a hostile environment for pedestrians. The business district as it presently exists is primarily intended to serve the convenience of customers arriving and departing by automobile. Pedestrians are left at a severe disadvantage. Crossing the district's major thoroughfare on foot is a hazardous undertaking at best, and is nearly prohibitive for senior citizens.

The Design Plan for the Roselawn business district attempts to establish a far more benign environment for pedestrian travel. The Plan provides new and relocated crosswalks, and traffic signals within the business district for pedestrians.

The Plan proposes to establish a new traffic light and pedestrian crosswalk at Reading Road, between the Essex House and the Valley Shopping Center in order to provide safer and convenient access to the Shopping Center.

The Plan also proposes improved traffic lights and crosswalks at Section and Reading Road, and at Summit and Reading Roads.

In addition to improved, coordinated parking and driveway entrances along Reading and Section Roads, the plan proposes major sidewalk improvements for safer and more convenient pedestrian travel. The planting of trees, for example, is intended to define, separate, and buffer pedestrian and automobile traffic.

The proposed pedestrian linkage between the Center Building and Valley Shopping Center establishes a new axis for the pedestrian travel that is outside and away from Reading Road. This pedestrian amenity is intended to create a safer and more pleasant shopping experience and strengthen the new orientation of the NBD towards a pedestrian used environment.



## PARKING (POLICIES)

Parking deficiencies experienced in the NBD are confined primarily to the focus area, located south of Summit Road. Within this segment of the business district, there are presently 1,874 parking spaces. Of this total, there is a surplus of 200 parking spaces. However, on a subarea basis, many of the parking areas are inadequate while several large parking areas have an excessive number of parking spaces, which allows for the overall surplus.

The solutions for solving the parking deficiencies within the NBD focus area include:

1. Improving the efficiency of existing parking areas by combining individual lots and coordinating the layout of parking spaces and entrances;
2. Providing additional, new parking areas in those specific locations where additional parking is most needed;
3. Establishing two major anchor parking areas that would be linked with an improved pedestrian circulation system to serve the focal area.

## APPEARANCE AND BUILDING FACADE IMPROVEMENTS: RECOMMENDATIONS AND POLICIES

Recommendations and design policies for building improvements are aimed at making the NBD a pedestrian oriented shopping environment. Improvements to the present appearance of the business district and its individual physical characteristics should take place simultaneously with new retail development activities. This will be accomplished within the overall urban design plan via the formal adoption of overall design principles, guidelines and aesthetic policies.

The major premise should be to thrust a visual theme into the process of revitalization and development which will underline and unify the incremental private and public improvements throughout the NBD retail environment.

### OBJECTIVES

1. Improvements to the appearance and environmental quality of the NBD should strive towards counteracting the traffic related influence of Reading Road through appropriately bold visual change.
2. It is important for a continuous building mass to be developed along the western edge of Reading Road.
3. The Roselawn Center Building should function as the physical and symbolic focal point of the NBD.
4. As early as possible, a unified NBD visual theme should be established and for guiding building improvements, streetscape elements, luminaires, and signage.

5. Maintaining a consistent contrast in building texture, color and form.
6. Retail visibility of individual buildings should not be achieved at the expense of maintaining a visually unified business district environment.
7. Visual emphasis should be placed at those design elements and improvements which enhance the quality of a pedestrian used environment.

#### GUIDELINES AND POLICY

##### Storefront and Building Facade Improvements:

1. Original old building surfaces should be maintained through restoration and clean-up of facade material.
2. Individual building fronts should be visually accessible to the shoppers. The street visual attractiveness should be increased through coordinated pleasant building facade treatment, window displays and signage.
3. Entrances of new buildings should relate to the pedestrian retail mall and should provide for a transition between the exterior and interior space through recessed entrances, where possible, architecturally and graphically defined doorways and display areas, and the use of signs and awnings.
4. Any new building or building improvements should use exterior building materials in harmony with surrounding buildings and the overall accepted visual theme.

5. A compatible color scheme should be utilized for painting buildings of clapboard, brick, or other masonry construction. Utilize relatively dark colors for buildings with volumes and form that need to be de-emphasized. An approved list of materials and color samples should be developed.
6. For those buildings with notable original architectural elements such as mouldings, windows and door frames, cornices, etc., care should be taken to retain these elements through the use of an appropriate color scheme and relationship to the overall building composition.
7. Covering the upper stores of a building with materials other than the original facing should be avoided.
8. Individual facades of existing and future buildings should relate to one another as much as possible. Differences in setbacks, architectural materials and style should be manipulated through visual improvements so that a building contrasting pattern is maintained within a highly visual compatible environment.
9. The selective use of colorful wall graphics on a relatively large expanse of black side and rear facades should be encouraged, particularly for those buildings with side walls perpendicular to the field of vision of those driving on Reading Road.
10. For corner buildings, when remodeling is expected, every effort should be made to apply the front facade guidelines equally to the side facades.

## Signs

1. All building signs should be placed parallel or perpendicular to the buildings. They should be designed so that they relate with the overall building shape, its location and function, scale materials, details and color.
2. A prototype sign should be developed incorporating the Roselawn Garden theme and retail regeneration.
3. Signs should be consistent with others in nearby buildings.
4. Businesses should be encouraged to use traditional symbols (such as a barber pole for a barber shop) or translate the nature of their business into a symbol which can be used as a sign. The predominant copy of all signs should identify the business on the premises or its principal product or service.
5. The existing Valley Shopping Center billboard with the retail signs is a visual constraint. A new major sign should be designed to be visible from Reading Road carrying the message: "Valley Center Shopping" only. This should be designed in accordance with the sign guidelines set forth herein.
6. Efforts should be made not to allow temporary signs within the NBD particularly those advertising special sales in a manner contrary to the visual guidelines set forth in the Urban Design Plan. If allowed, such signs should

stay for a set amount of time on specific locations, and they have to be controlled in terms of size, colors, etc. A guarantee should be provided for their removal after the limited period of temporary use.

7. Flashing signs should not be permitted except for theaters and places of entertainment. Roof top signs, any sign which extends above the roof line of a building, or above the window sill line of the second floor of buildings, should not be permitted. Obsolete signs and unused sign supports should be removed. Free-standing signs should be limited to 16 square feet and not to exceed 16 feet in height.
8. The number of signs placed on building facades should be limited to the minimum number necessary to adequately identify the business and/or services offered.

#### Awnings

1. Encourage the utilization of awnings rather than other sun screening and weather protection materials. If possible, utilize canvas awnings of a color to match the overall NBD visual theme, yet provide for an architectural and aesthetic contrast to the overall colors and forms. In addition, utilize awnings together with false painted windows on large wall surfaces to break-down the impact of the building mass.
2. Awnings should run parallel to the face of the buildings and provide for a continuous covering along the sidewalk as opposed to small entry awnings over doors, windows, etc.

3. Awnings should not cover significant architectural features of the building and should not project more than six feet from the face of the building.

#### Exterior Space, Pedestrian Amenities, and Utilities

1. All the existing visual clutter should be gradually removed. Unused utility poles, transformers, and overhead wires should be eliminated during the long range urban design development phases.
2. Sidewalk material should be used to distinguish the pedestrian zone from the automobile zone and to encourage pleasant and easy walking. Sidewalk materials should be used in alteration so that they add texture, color, and scale to the ground plane.
3. Proposed sidewalks between parking entry points should be paved with the same material as the sidewalk, so that the pedestrian zone is emphasized in a continuous manner and call attention to the automobile drivers.
4. Appropriate street furniture should be utilized to enhance the functional and visual aspects of the NBD. Pedestrian seating, lighting, waste receptacles, and information signs should be designed so that they keep with the visual theme and character of the business district. The material of street furniture should be coordinated with their design and location to promote visual cohesiveness.
5. Street trees should be planted at appropriate locations in the ground and protected by tree grates. Trees should

be used selectively to emphasize a visual continuity and rhythm along Reading Road, as well as to indicate pedestrian focal points, such as the Roselawn Public Gardens and the Roselawn Mall.

6. Trees and other plantings should be used for screening and defining parking areas from pedestrian places as well as parking areas from adjacent to the NBD residences. In such cases, evergreens should be used for year round buffering. Responsibility for inspection and maintenance of street trees and other landscape elements of the NBD Streetscape Program shall be provided by the Roselawn CURC.
7. Lighting should be used to create a human scale and reduce glare from widely-spaced high intensity lamps on tall poles. In addition, lighting should be in scale with the overall NBD building height.
8. A uniform design of luminaires should be established according to the NBD visual theme. Light fixtures could be on free standing poles or mounted on buildings if necessary. The overall lighting level of pedestrian spaces should be determined by considering all lighting sources in the street, sidewalks, and window displays.
9. Lighting should promote a safer and more secure feeling to pedestrians. In parking lots in rear building areas, lighting should also be used to define secure building and alleyway entry points.
10. A clear hierarchy of luminaires should be established for proper light distribution from pedestrian areas to



the roadway. High mast luminaires should only be used for roadway lighting. Pedestrian areas and parking access should be lighted with low-level lighting sources.

11. The hierarchy of lighting improvements, as well as landscaping and other improvements, in excess of existing city standards, are considered as added costs to normal capital improvements, of which the additional costs shall be borne via a special assessment district.

#### IMPLEMENTATION OVERVIEW

The total development costs for the Roselawn NBD focus area design plan are estimated at 4.3 million dollars. Planned redevelopment will extend over a seven year period.

Implementation of the design plan is proposed as a joint public-private venture. Roselawn merchants and property owners together with the City of Cincinnati will share in the implementation responsibilities and costs. Because of the scope and duration of the proposed revitalization effort, close coordination between the public and private sector will be necessary. A new development institution (the Roselawn Community Urban Redevelopment Corporation - RCURC) is recommended to coordinate development efforts and to act as the financial intermediary in the implementation process. RCURC will assume major implementation responsibility and act as the principal redevelopment sponsor.

The major projects vary in complexity and magnitude. The development of the Roselawn Garden Center Complex, for example, will require property acquisition, extensive site preparation, business relocation and construction of a major new facility. For ease in identifying physical improvement

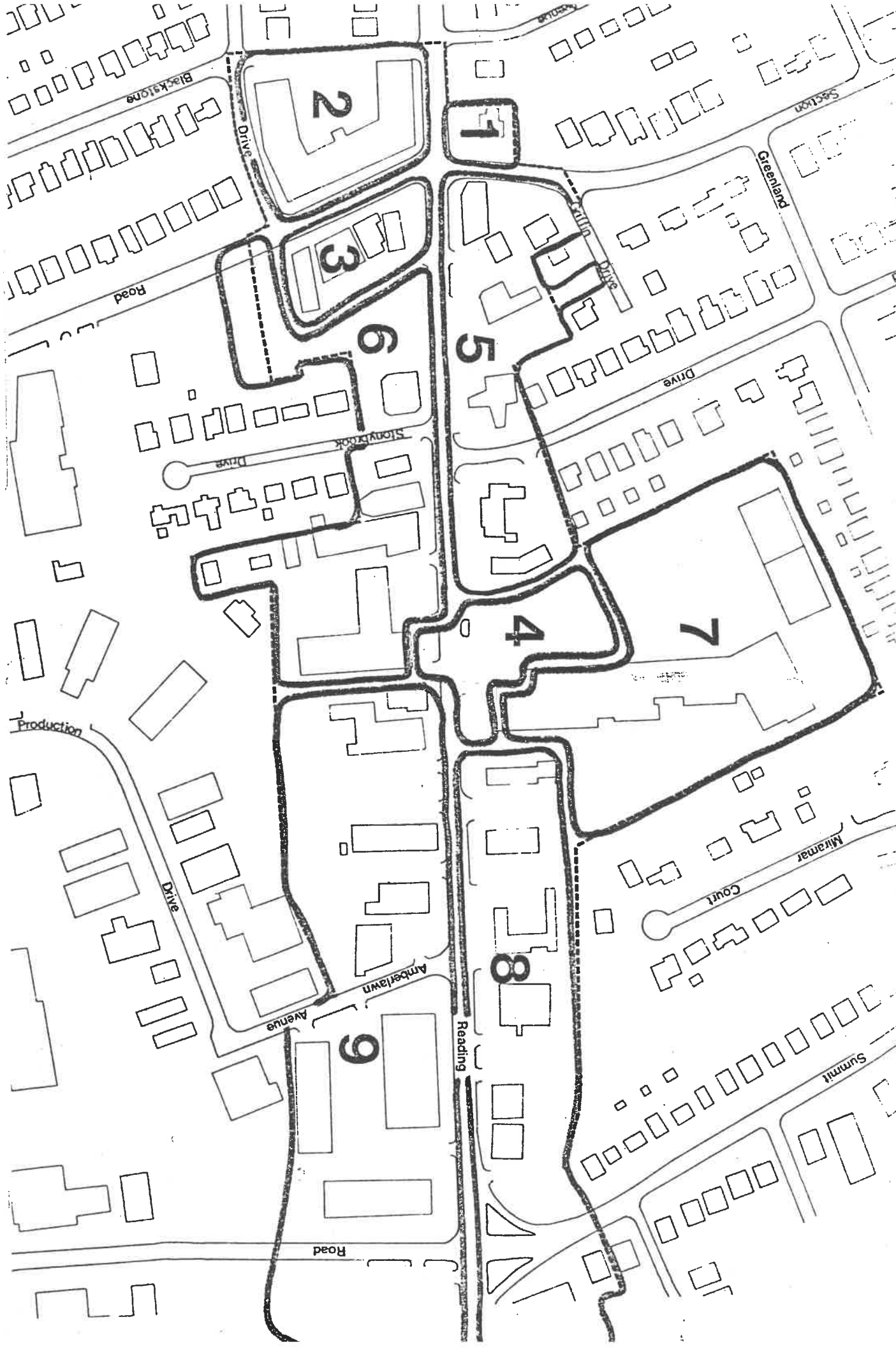
tasks, nine project areas have been defined as shown on the following sketch map. The companion table displays the project costs and improvement tasks by project area. This table also assigns project cost responsibility to various agencies involved in Roselawn NBD redevelopment.

Total Project Cost Summary

Responsible Agency	Cost
City of Cincinnati . . . . .	\$ 721,545
RCURC . . . . .	2,142,405
Private (Roselawn Property Owners and Merchants) . . . . .	<u>894,315</u>
TOTAL . . . . .	\$3,758,265
(+ 15 percent contingency) . . . . .	<u>563,739</u>
(TOTAL PROJECT COST) . . . . .	\$4,322,004

Note: Ratio of Public to Non-Public Funds . . . . . 1 to 4.2

Financial responsibility for each improvement task has been allocated on the basis of expediency, major beneficiary of the improvement and financial capacity. A project-by-project assignment of financial responsibility appears in the Technical Report, Roselawn NBD implementation strategy. The table below summarizes the sources of financing the NBD program.



ROSELAWN NEIGHBORHOOD BUSINESS DISTRICT  
PRIORITY IMPROVEMENT AREAS

Figure 1

Financing and Source of Funds			
	Source	Amount	Type
RCURC	UDAG	\$ 925,000	Grant
	ODC	300,000	Loan
	CIRLF	175,000	Loan
	Urban Renewal Bonds	<u>1,100,000</u>	Loan
	TOTAL	\$2,500,000	
City of Cincinnati	UDAG	\$ 250,000	Grant
	Urban Renewal Bonds	<u>400,000</u>	Loan
	TOTAL	\$ 650,000	
Private Sector	UDAG	\$ 375,000	Grant
	ODC	150,000	Loan
	CIRLF	200,000	Loan
	Private Sector	<u>550,000</u>	Loan
	TOTAL	\$1,275,000	

ORGANIZATIONAL STRUCTURE AND ROLES FOR REDEVELOPMENT

Revitalization effort of Roselawn will rise or fall on the strength of the organizations promoting its redevelopment and the degree of commitment and involvement by the private sector. Given the appropriate organizational structure, commercial revitalization can and has worked under the most difficult circumstances. The following recommendations summarize the organizational options necessary for implementing the Roselawn Urban Design Program.

### Key Recommendations

- °The new Roselawn business association "Roselawn 80's" will need to develop the capacity to undertake small business improvement programs, together with expanding its organizational base to coordinate private sector involvement in the implementation of the Design Plan.
  
- °This creation of an overall development institution to guide and coordinate redevelopment efforts. That institution will need to be a (Roselawn) Community Urban Redevelopment Corporation (RCURC).
  
- °The Roselawn Business Association (Roselawn 80's) will need to foster the involvement of private sector lending institutions in the redevelopment process. This involvement may be in the form of an Ohio Development Corporation.
  
- °The Department of Development will need to coordinate public/private elements or the Roselawn NBD Redevelopment process. Also, the City should actively support the redevelopment process by providing technical assistance where necessary.

## ROSELAWN ZONING

It is recommended that the implementation of the Urban Design Plan for the Roselawn Neighborhood Business District Focus Area include the creation of an Interim Development Control (IDC) District, in order to protect the integrity of the plan and to prevent any new uses or development that would be inconsistent with the Urban Design Plan. The Interim Development Control District would in effect create an overlay district on top of the Urban Design Plan for a period of twelve (12) months, during which time an Environmental Quality District amendment, or alternative zoning measure, could be instituted for the Neighborhood Business District consistent with the design principles and guidelines promulgated in the NBD Urban Design Plan.

## LEGAL BASIS FOR PROPERTY ACQUISITION

Under Chapter 725 of the Cincinnati Municipal Code, it was found that "blighted, deteriorating, and deteriorated areas" exist within the City which "contribute to the spread of disease and crime, . . .; constitute an economic and social liability; and impair . . . the sound growth of the community." It was also found that this blight and deterioration could not be controlled by private enterprise alone. In order 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.

In order to expend funds for urban renewal, the City must first prepare an urban renewal plan which defines the area which is blighted or deteriorating, and recommends a certain course of action to redevelop or rehabilitate the area. When City Council approves the plan, thereby 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.

Under Chapter 725 of the Cincinnati Municipal Code, an Urban Renewal Area "shall mean a blighted or deteriorating area which is appropriate for redevelopment or rehabilitation as defined in paragraph (a) of Section 725 - 1-U." The City of Cincinnati, for the purposes of this particular Plan, therefore, declares that the Roselawn Business District Focus Area, more particularly defined in Boundary Description of the Urban Design Area is an Urban Renewal Area. Within the Roselawn Focus Area Neighborhood Business Dis-

trict there exist blighted area in which a majority of the structures are detrimental to the public health, safety, morals, and general welfare, by reason of age, obsolescence, dilapidation, overcrowding, faulty arrangement, mixture of incompatible land uses, a lack of ventilation or sanitary facilities or any combination of these factors, or there exist deteriorating areas which because of incompatible land uses, non-conforming uses, lack of adequate parking facilities, faulty street arrangement, inadequate community facilities, increased density of population without commensurate increase in new residential buildings and community facilities, high turnover in residential or commercial occupancy, lack of maintenance and repair of buildings, or any combination thereof are detrimental to the public health, safety, morals, and general welfare, and which will deteriorate, or are in danger of deteriorating, into blighted areas. Through the adoption of this Urban Renewal Plan by City Council, the City Manager is authorized to acquire any property in the area defined in the Urban Design Area, the acquisition of which is necessary in carrying out the Urban Renewal Plan.

Further, the Roselawn Neighborhood Business District Urban Design (Urban Renewal) Plan conforms to the Master Plan for the development of the City. The City has established a feasible method for the relocation of any families, individuals or businesses that shall be displaced from the area by any Federally funded public development action.



ROSELAWN NBD BOUNDARY DESCRIPTION

Beginning at a point, said point being the intersection of the centerlines of Reading Road and Shenandoah; thence moving eastwardly to the point of intersection with the south property line of Hamilton County Auditor's parcel 117-9-131 to a point, said point being the centerline of Brookcrest Drive; thence, northwardly along the centerline of Brookcrest Drive to the point of intersection with the centerline of Section Road; thence, eastwardly along the centerline of Section Road to the point of intersection with the northwardly extension of the east property line of Hamilton County Auditor's parcel 117-10-33; thence, moving northwardly along the east line of said parcel to the point of intersection with the south property line of Hamilton County Auditor's parcel 117-10-19; thence, moving westwardly along the south line of said parcel, and continuing westwardly along the south line of Hamilton County Auditor's parcels 117-10-20, 117-10-21, and 117-10-22; thence northwardly along the rear property lines of Hamilton County Auditor's parcels 117-10-25 and 117-10-26 to a point of intersection with the centerline of Stoneybrook Drive; thence, moving northwardly from the centerline of said street to the point of intersection with the eastwardly extension of the rear property line of Hamilton County Auditor's parcel 117-10-8; thence, northwardly along the rear property line of said parcel and adjoining parcel 117-10-7 to a point of intersection with the south property line of Hamilton County Auditor's parcel 117-10-6; thence, eastwardly along the south line of said parcel, a distance of 150 feet more or less; thence, northwardly from said point across the rear of said property to the point of intersection with the southeast corner of Hamilton County Auditor's parcel 117-10-5; thence, continuing northwardly along the rear property lines of Hamilton County Auditor's parcels 117-10-5, 117-10-4, 117-10-3, and 117-10-2 and continuing in a northerly direction along the rear property lines of Hamilton

County Auditor's parcels 117-10-44, 117-10-45, 117-10-83, 117-10-80, 117-10,79, 117-10-84, 117-10-78, 117-10-77, and 117-10-76 to a point, said point being the centerline of Amberlawn Avenue; thence, moving easterly from said point along centerline for a distance of 130 feet more or less to a point of intersection with the woutheast property line of Hamilton County Auditor's parcel 117-11-9; thence, moving northwardly along the rear property line of said parcel, a distance of 185 feet more or less to a point, said point being the southwest corner of Hamilton County Auditor's parcel 117-11-20; thence, eastwardly along the south line of said parcel, and continuing eastwardly along the east line of parcel 117-11-69, 66 and 67 to a point, said point being the east line of Hamilton County Auditor's parcel 117-11-67; thence, moving in a northerly direction along the east line of said parcel to a point, said point being the centerline of Summit Road; thence, moving westerly along the centerline of Summit Road to a point, said point being the east property line of Hamilton County Auditro's parcel 117-11-10; thence moving northwardly along the east line of said property and continuing northwardly along the east property line of Hamilton County Auditor's parcel 117-11-79 to a point, said point being the south line of Hamilton County Auditor's parcel 117-11-8; thence, moving westwardly along the east line of said parcel to a point, said point being the centerline of Reading Road; thence, moving northwardly along the centerline of said road to a point, said point being the north property line of Hamilton County Auditor's parcel 117-14-105; thence, moving westwardly along the north line of said property to a point, said point being the northwest corner of said property line; thence, moving in a southerly direction along the west line of Hamilton County Auditor's parcels 117-14-105, 117-14,104, 117-14-103, 117-14,189, and 117-14-145 to a point, said point being the centerline of Summit Road; thence, westwardly along the centerline of said road to a point, said point being the west line of Hamilton County's Auditor's parcel 117-14-79; thence southwardly along the west line of said parcel to a point, said point being the west

line of Hamilton County Auditor's parcel 117-14-101; thence, moving southwardly along the west line of Hamilton County Auditor's parcels 117-14-101, 117-14-100, and 117-14-99 to a point, said point being the north line of Hamilton County Auditor's parcel 117-14-98; thence, moving westwardly along the north line of said parcel and continuing moving westwardly along the north line of Hamilton County Auditor's parcel 117-14-96, and 117-14-95 to a point, said point being the northwest corner of said property line; thence moving southwardly along the west line of said property to a point, said point being the southwest corner of said property; thence moving eastwardly along the wouth line of said property to a point, said point being the east line of Hamilton County Auditor's parcel 117-14-10; thence, moving southwardly along the east line of said parcel to a point, said point being the centerline of Northwood Drive; thence, moving southwardly from said point along the east line of Hamilton County Auditor's parcel 117-8-66 to a point, said point being the north line of Hamilton County Auditor's parcel 117-8-187; thence, moving westwardly along the north line of said line to the northwest corner of said parcel; thence, moving in a southwardly direction along the west line of said parcel to a point, said point being the north line of Hamilton County Auditor's parcel 117-8-5; thence, moving westwardly along the north line of said property to a point, said point being the centerline of Griffin Dirve; thence, moving in a southerly direction along the centerline of siad street to a point, said point being the centerline of Section Road; thence, moving eastwardly along the centerline of said road to a point, said point being the east line of Hamilton County Auditor's parcel 117-8-55; thence, southerly along the east line of said parcel to a point, said point the north line of Hamilton County Auditor's parcel 117-7A-66; thence, moving in a westwardly direction to a point, said point being the northwest corner of said property; thence, moving in a southerly direction along the west line of said parcel to a point, said point being the centerline of Shenandoah Avenue;

thence, moving in a eastward direction along the centerline of said road to the point of intersection of the underline of Reading Road, and the place of beginning.