

KENNEDY HEIGHTS COMMUNITY COUNCIL Kennedy Heights Business Complex *Feasibility Study*

Final Report
August 15, 2005



KINZELMAN KLINE GOSSMAN

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Goals & Objectives

Overarching Community Vision (from comprehensive plan)

- Embrace diversity and promote safety
- Sustain residential character with small service oriented business
- Preserve heritage and unique sites, buildings and homes
- Enhance physical attractiveness of the built environment
- Enhance value of institutions, organizations and services
- Facilitate social interactions among neighbors
- Promote pedestrian friendly environment
- Respect the environment
- Recognize relationship of the neighborhood and a viable central city

Study Objectives

- Enhance the residential character of the community
- Preserve and enhance the ecological, recreational, and visual qualities of the community
- Upgrade the infrastructure of Kennedy Heights
- Develop a sense of “place” for persons entering or driving through
- Develop a planned and coordinated business area of mixed uses along Montgomery Road
- Create an image for Kennedy Heights, which suggest a lively and unique environment with a diversity of goods and services

Urban Design Goals

- Enhance the residential character of Kennedy Heights to assure that the community remains a desirable living environment for homeowners and renters
- Encourage restoration and renovation of existing owner-occupied units
- Support renovation, restoration and reuse of historical properties significant to Kennedy Heights' history such as the funeral home structure and property near the corner of Montgomery Road and Kennedy Avenue.
- Increase home ownership opportunities in Kennedy Heights
- Encourage development of new homes
- Improve the quality and environment of rental housing
- Develop sufficient high-quality housing options to serve elderly residents who wish to continue living in Kennedy Heights, as well as others who may choose to move into the community
- Explore creating housing facilities for seniors at the intersection of Montgomery and Kennedy (old Furniture Fair / Kroger site) or- explore the development of a Community Center or public institution

Market Assessment

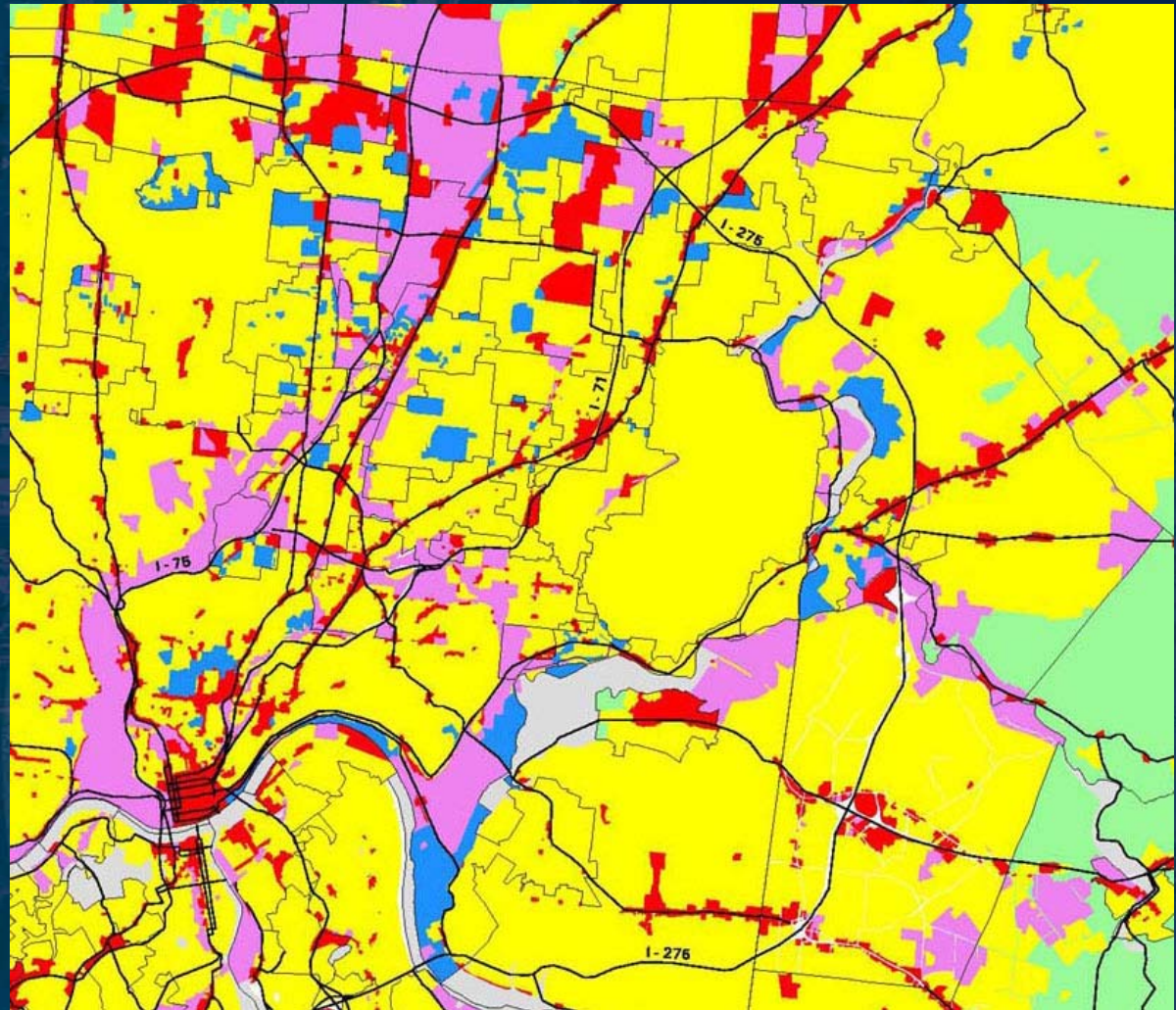
- Regional & local Influences
- Market Data
- Consumer profiles
- Retail Supply & Demand



Regional Influences

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- Regional Commercial Centers chasing new “rooftops” (with access to large populations and households with disposable income)
- Modified Transportation Routes
- Shift in Local Demographics / Transitioning Household Size



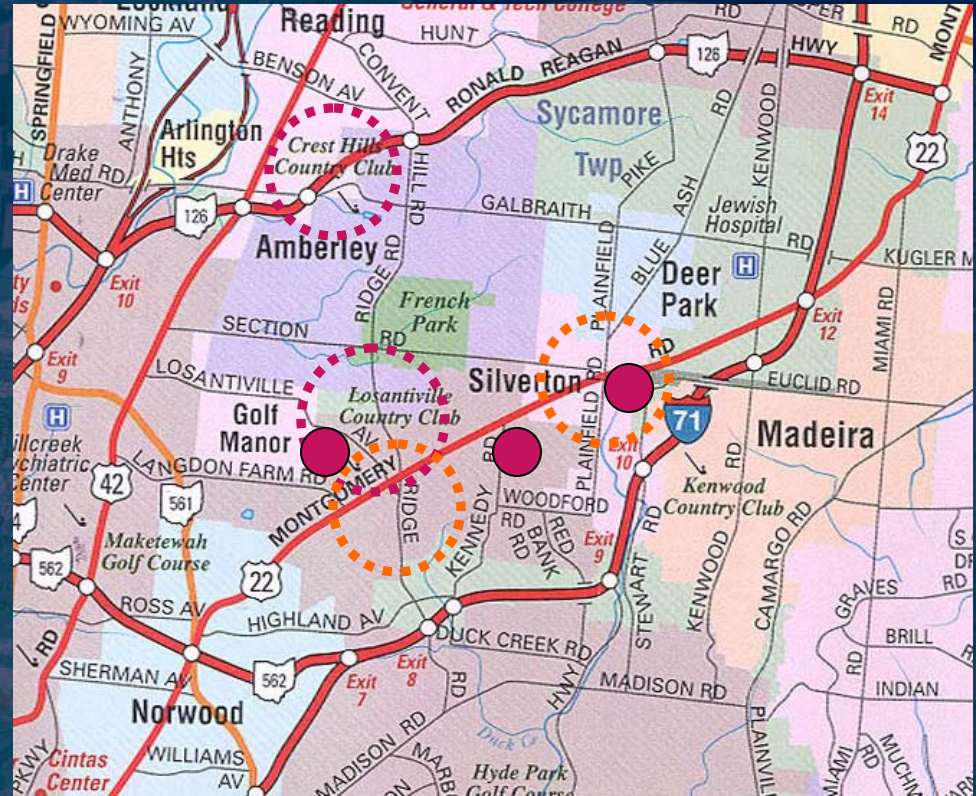
OKI Regional Zoning Map



Local Influences - now & future

8

- Silverton, Pleasant Ridge tenancing and re-development strategies also working to “reclaim” their commercial districts.
- Possible development of Losantaville or Crest Hills Country Clubs would significantly influence local housing and commercial market
- Uncertain Status of former Kroger/Furniture Fair Site



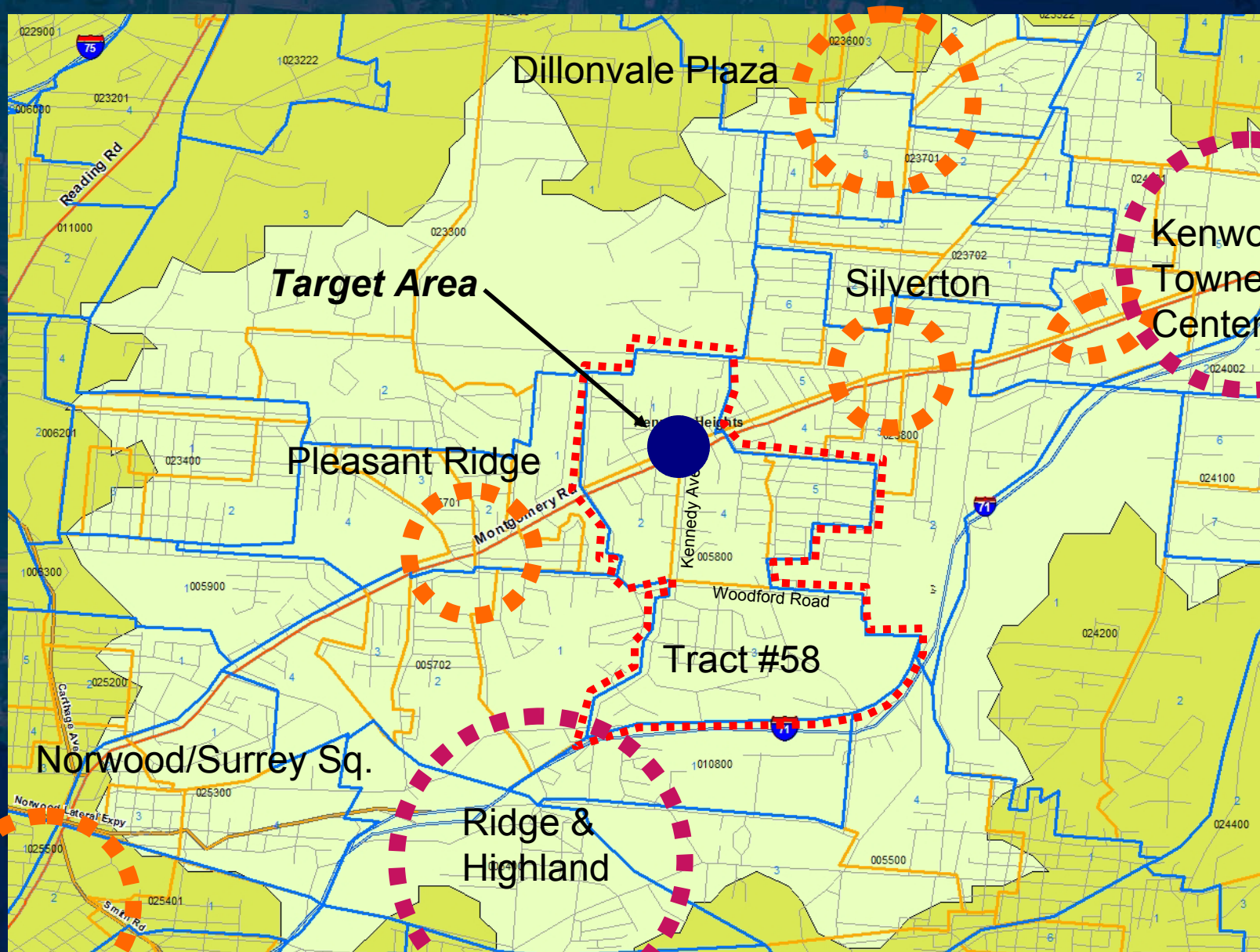
Several possible redevelopment scenarios for nearby properties will impact redevelopment opportunities and future highest and best uses with the Kennedy Heights Montgomery Road Corridor



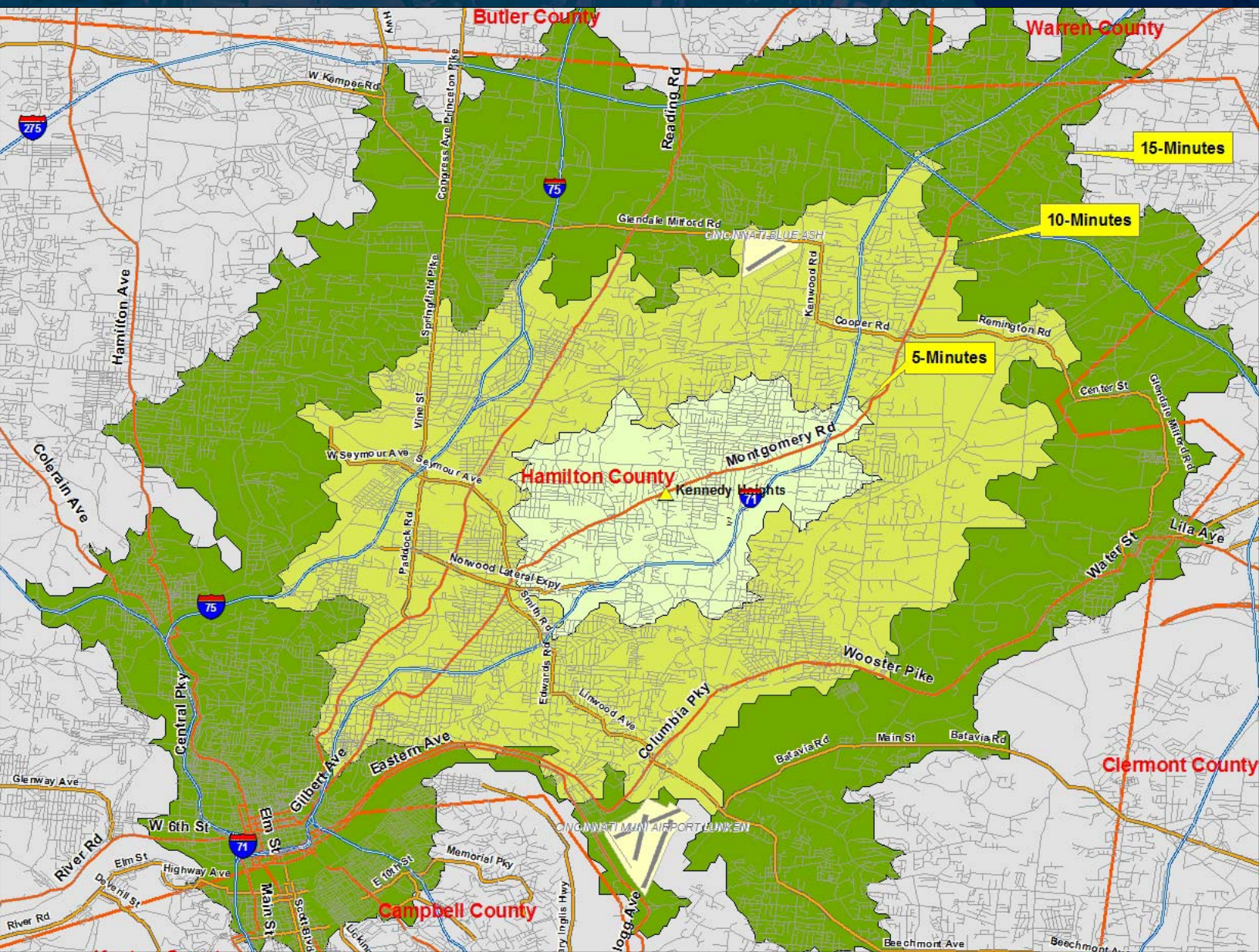
Market Analysis Overview

- Market Area Definitions (Boundaries)
- Demographic Data
- Residential Audit
- Consumer Segmentation
- Retail Audit
- Retail Demand





Drive Time Market Area

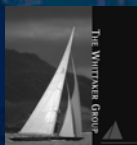


Population and Household Growth

- Relatively Stable Population
- Over 100,000 households within 10-minutes of Kennedy Heights

Population and Household Growth						
	Tract 58 (Hamilton Cty)	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time	Hamilton County	State of Ohio
2000 Total Population	5,689	66,921	261,729	537,073	845,303	11,353,140
2003 Total Population	5,673	65,837	257,364	529,371	831,532	11,458,666
2008 Total Population	5,541	64,054	250,413	520,078	809,107	11,641,715
2003 - 2008 Annual Rate	-0.47%	-0.55%	-0.55%	-0.35%	-0.55%	0.32%
2000 Households	2,551	30,693	114,588	229,814	346,790	4,445,773
2003 Households	2,575	30,474	113,600	228,279	343,837	4,522,132
2008 Households	2,577	30,309	112,904	228,856	341,725	4,683,356
2003 - 2008 Annual Rate	0.02%	-0.11%	-0.12%	0.05%	-0.12%	0.7%
2003 Average Family Size	2.89	2.91	2.98	3.01	3.06	3.03

Source: U.S. Census 2000, ESRI.

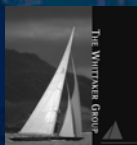


Household Type

- Families make up the majority of Kennedy Heights households
 - Nearly one-third of the households have children
 - One-third have persons over age 65

Households by Type						
	Tract 58 (Hamilton Cty)	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time	Hamilton County	State of Ohio
Total	2,551	30,693	114,588	229,814	346,790	4,445,773
Family Households	59.7%	55.3%	56.0%	56.2%	61.3%	67.3%
Married-couple Family	35.6%	38.1%	37.8%	37.4%	43.4%	51.4%
With Related Children	12.9%	16.0%	16.7%	17.0%	20.3%	23.5%
Other Family (No Spouse)	24.1%	17.2%	18.2%	18.8%	17.9%	15.9%
With Related Children	15.8%	11.1%	12.0%	13.0%	12.3%	10.5%
Nonfamily Households	40.3%	44.7%	44.0%	43.8%	38.7%	32.7%
Householder Living Alone	36.8%	39.3%	37.9%	37.0%	32.9%	27.3%
Householder Not Living Alone	3.6%	5.4%	6.1%	6.8%	5.8%	5.3%
Households with Related Children	28.7%	27.1%	28.7%	29.9%	32.6%	34.0%
Households with Persons 65+	31.0%	26.8%	25.3%	23.0%	23.3%	23.8%

Source: U.S. Census 2000, ESRI.



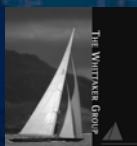
Population Age

- Slightly older population – median age 41.

Population by Age - 2003 Estimates

	Tract 58 (Hamilton Cty)	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time	Hamilton County	State of Ohio
Median Age	41.0	38.9	37.9	36.1	36.2	37.0
Total	5,673	65,837	257,364	529,372	831,532	11,458,666
0 - 4	5.1%	5.8%	5.9%	6.3%	6.5%	6.5%
5 - 9	6.0%	6.0%	6.1%	6.5%	6.8%	6.8%
10 - 14	7.5%	6.4%	6.8%	7.0%	7.3%	7.2%
15 - 24	12.6%	12.4%	13.7%	15.0%	14.5%	14.0%
25 - 34	10.7%	13.5%	13.5%	13.7%	13.1%	12.7%
35 - 44	14.2%	15.5%	14.8%	14.7%	14.9%	15.1%
45 - 54	14.6%	14.5%	14.6%	14.2%	14.2%	14.6%
55 - 64	11.4%	9.3%	9.4%	9.0%	9.1%	9.8%
65 - 74	9.0%	7.5%	7.3%	6.6%	6.7%	6.8%
75 - 84	6.9%	6.5%	5.7%	5.0%	4.9%	4.8%
85+	2.1%	2.6%	2.4%	2.1%	1.9%	1.7%
18+	77.2%	78.0%	77.2%	76.2%	75.2%	75.4%

Source: U.S. Census 2000, ESRI.



Household Income

- Slightly lower median income
- Very strong income growth

Median Household Income - 2003 Estimates

	Tract 58 (Hamilton Cty)	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time	Hamilton County	State of Ohio
Household Income Base	2,575	30,475	113,602	228,276	343,834	4,522,111
< \$15,000	14.6%	13.5%	15.6%	18.0%	14.7%	13.7%
\$15,000 - \$24,999	17.3%	13.5%	12.7%	12.5%	11.7%	11.8%
\$25,000 - \$34,999	14.6%	13.8%	12.4%	12.1%	11.8%	12.3%
\$35,000 - \$49,999	12.5%	16.7%	14.8%	14.3%	15.2%	16.9%
\$50,000 - \$74,999	16.0%	18.9%	16.6%	16.1%	18.4%	20.2%
\$75,000 - \$99,999	10.9%	10.4%	9.8%	9.8%	10.9%	11.4%
\$100,000 - \$149,999	10.0%	8.3%	9.6%	9.6%	10.3%	9.3%
\$150,000 - \$199,999	1.2%	2.3%	3.4%	3.2%	3.1%	2.1%
\$200,000 +	2.8%	2.7%	5.0%	4.5%	4.0%	2.3%
Average Household Income	\$58,038	\$60,258	\$71,337	\$67,274	\$68,092	\$60,696
Median Household Income						
2000 Census	\$32,891	\$37,947	\$38,526	\$37,046	\$41,017	\$40,998
2003 Estimate	\$37,718	\$42,678	\$43,897	\$42,409	\$46,371	\$45,585
Growth 2000-2003	15%	12%	14%	14%	13%	11%
2008 Projection	\$50,942	\$51,506	\$53,664	\$51,991	\$55,876	\$53,395
Growth 2003-2008	35%	21%	22%	23%	20%	17%

Source: U.S. Census 2000, ESRI.



Household Income by Block Group

Median Household Income, 2000 Census



\$73,500 +



<\$26,900

Legend

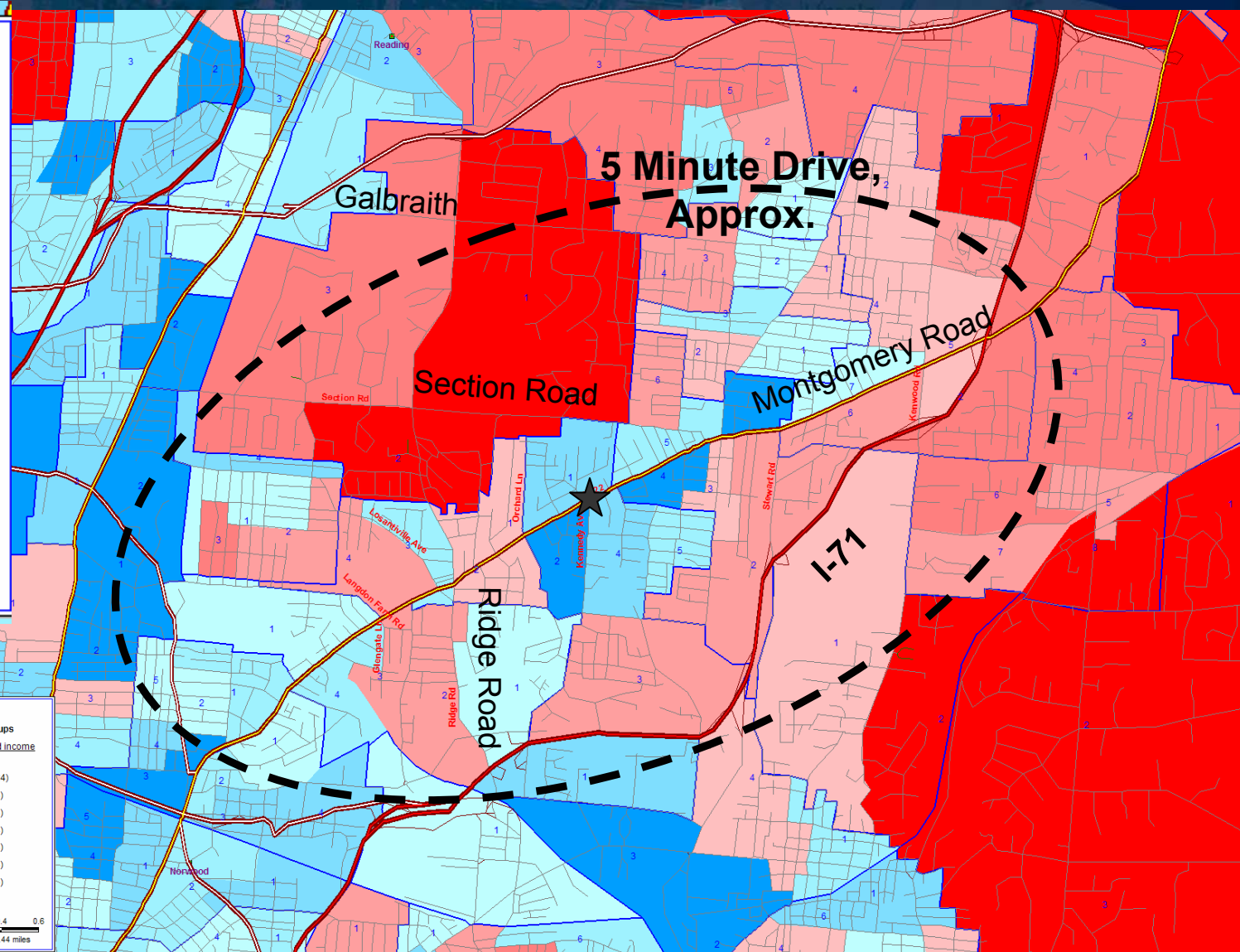
- 2000 Block Groups
- 00 Median hshld income (thous.)
- 0.000 - 26.9 (24)
- 26.9 - 31.5 (23)
- 31.5 - 35.6 (24)
- 35.6 - 39.3 (24)
- 39.3 - 43.0 (24)
- 43.0 - 49.6 (24)
- 49.6 - 73.5 (25)
- 73.5+ (25)

0 0.2 0.4 0.6
N Scale: 1" = 0.44 miles

Legend

- 2000 Block Groups
- 00 Median hshld income (thous.)
- 0.000 - 26.9 (24)
- 26.9 - 31.5 (23)
- 31.5 - 35.6 (24)
- 35.6 - 39.3 (24)
- 39.3 - 43.0 (24)
- 43.0 - 49.6 (24)
- 49.6 - 73.5 (25)
- 73.5+ (25)

0 0.2 0.4 0.6
N Scale: 1" = 0.44 miles



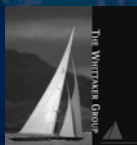
Race and Ethnicity

- Census reports the population in Tract 58 to be predominately black.
- The race characteristics of the 5-minute drive time radius are reversed.

Race and Ethnicity - 2003 Estimates

	Tract 58 (Hamilton Cty)	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time	Hamilton County	State of Ohio
Total	5,673	65,837	257,364	529,371	831,532	11,458,666
White Alone	17.9%	64.8%	65.0%	66.4%	71.6%	84.4%
Black Alone	78.8%	31.2%	31.0%	29.0%	24.3%	11.7%
American Indian Alone	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	1.5%	1.8%	2.2%	1.9%	1.3%
Some Other Race Alone	0.9%	0.8%	0.6%	0.7%	0.6%	0.9%
Two or More Races	1.8%	1.6%	1.4%	1.5%	1.4%	1.4%
Hispanic Origin	1.1%	1.4%	1.3%	1.5%	1.3%	2.1%

Source: U.S. Census 2000, ESRI.

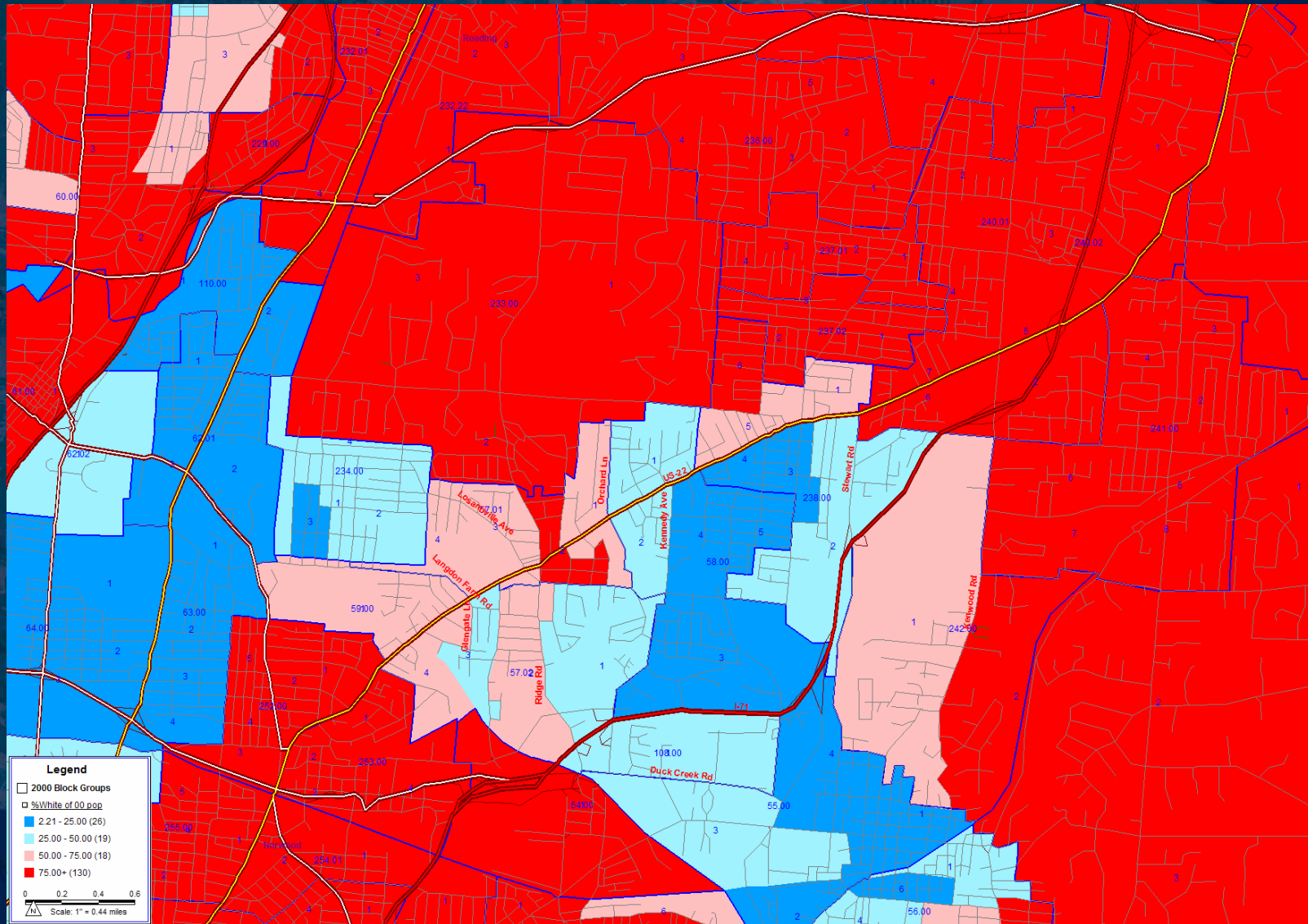


Racial Diversity

Population by Race: % White; Block Groups; 2000 Census

■ >75%

■ <25%



Census Housing Statistics

U.S. Census Housing Statistics

	Tract 58 (Hamilton Cty)	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time	Hamilton County	State of Ohio
2003 Housing Units	2,869	33,211	125,628	255,670	379,242	4,951,622
Owner Occupied Housing Units	55.0%	53.8%	50.3%	47.2%	54.3%	63.4%
Renter Occupied Housing Units	34.7%	38.0%	40.1%	42.0%	36.3%	27.9%
Vacant Housing Units	10.2%	8.2%	9.6%	10.7%	9.3%	8.7%
Median Home Value						
2000	\$93,697	\$100,813	\$110,813	\$110,429	\$109,047	\$100,501
2003	\$109,507	\$119,386	\$127,990	\$127,770	\$125,917	\$118,910
2008	\$134,223	\$146,649	\$157,274	\$157,830	\$155,146	\$148,650
Growth 2000-2008	43%	45%	42%	43%	42%	48%
Occupied Housing Units by Value						
Total	1,581	17,996	63,857	121,329	207,533	3,072,514
< \$50,000	4.9%	3.2%	4.8%	6.8%	4.9%	12.2%
\$50,000 - \$99,999	54.5%	46.2%	39.0%	37.1%	39.1%	37.5%
\$100,000 - \$149,999	26.4%	29.4%	24.1%	24.0%	27.5%	26.3%
\$150,000 - \$199,999	9.9%	11.7%	11.1%	12.0%	11.9%	12.3%
\$200,000 - \$299,999	3.9%	6.3%	10.5%	10.7%	9.6%	7.8%
\$300,000 - \$499,999	0.6%	2.2%	6.6%	6.1%	4.8%	2.9%
\$500,000 - \$999,999	0.0%	0.9%	3.0%	2.4%	1.8%	0.8%
\$1,000,000+	0.0%	0.2%	1.1%	0.8%	0.5%	0.2%
Average Home Value	\$105,457	\$126,512	\$166,260	\$158,106	\$147,788	\$124,321
Rent Rates						
Median Rent	\$392	\$428	\$419	\$412	\$424	\$423
Average Rent	\$441	\$477	\$478	\$456	\$465	\$443

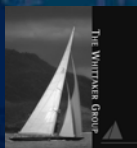
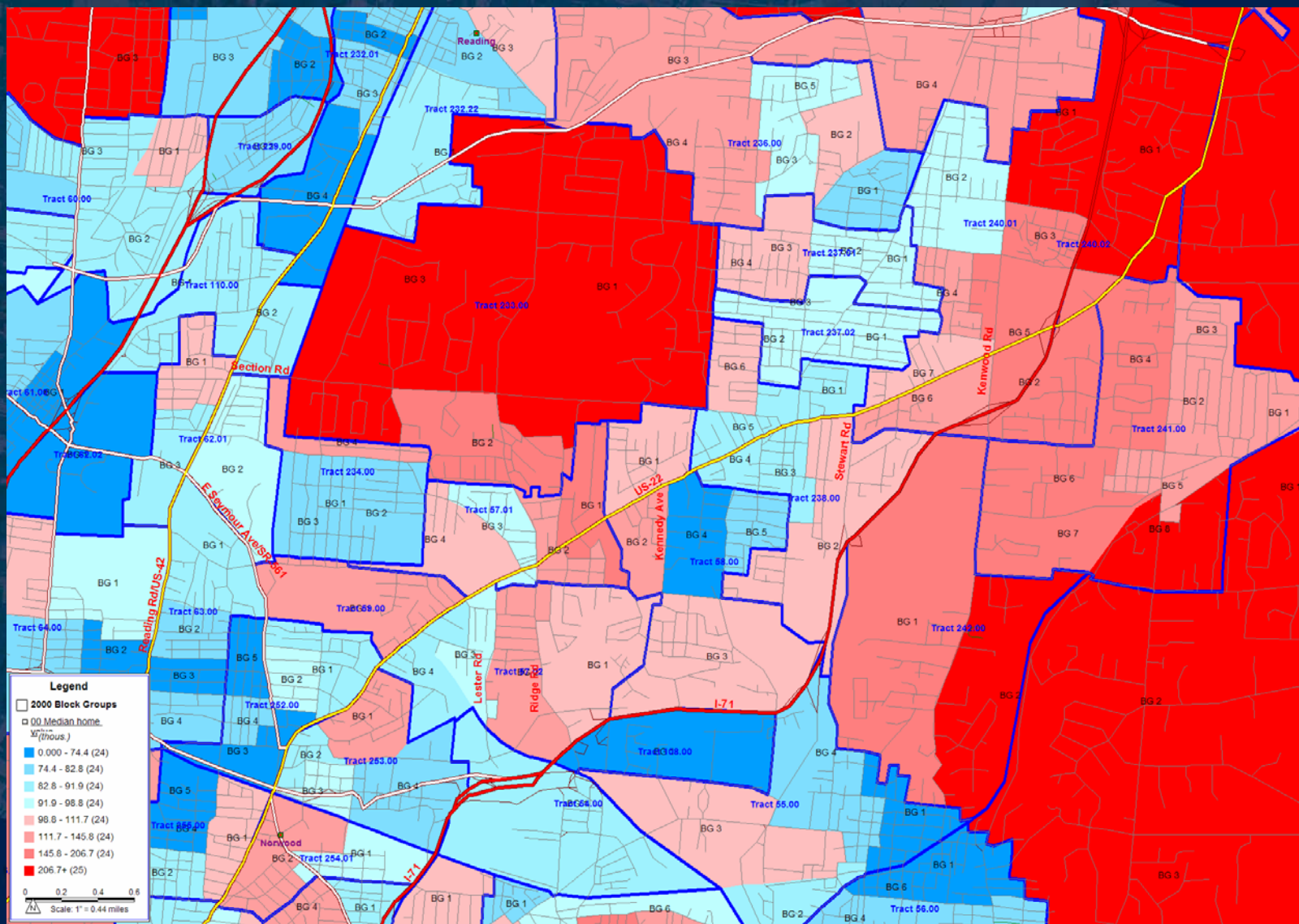
Source: U.S. Census 2000, ESRI.



Median Home Value by Block Group

Median Home Value; Block Groups; 2000 Census

■ >\$206K
 ■ <\$74K



Single Family Residential Transfers

21

Selected recent sales north of Montgomery Road.

Source: Hamilton County Auditor



6341 IRIS AVE; \$154,500 - Apr. 2004



6300 ORCHARD LN; \$197,000 - Jun. 2002



6529 GLENN AVE; \$127,000 - Mar. 2004



For Sale: BANTRY AVE; LP \$127,900



Single Family Residential Transfers

Selected recent sales south of Montgomery Road.

Source: Hamilton County Auditor



3850 ODIN AVE; \$47,000 - Mar. 2004



6195 ROGERS PARK PL; \$335,000 - Jul. 2003



3632 SOLAR VISTA PL; \$130,000 - Apr. 2003



For Sale: SOLAR VISTA; LP \$154,900



Recent Multifamily Transfers



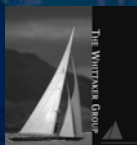
3705 WOODFORD RD; \$689,000 - Nov. 2003



6408 KENNEDY AVE ; \$100,000 - Apr. 2004

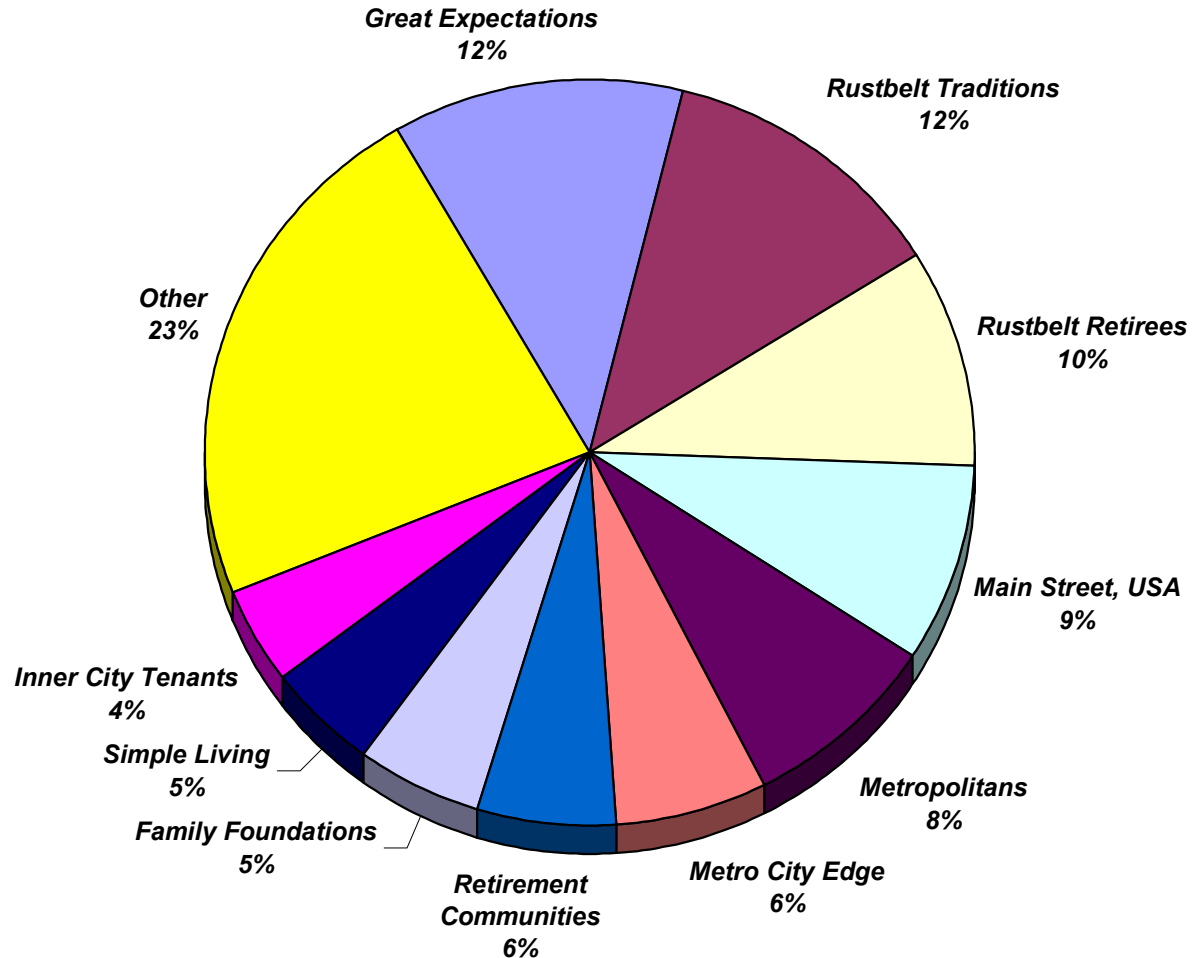


6469 MONTGOMERY RD; \$525,000 - Oct. 2002



Consumer Segments

Tapestry Segments within 5-Minute Drive Radius



Source: ESRI

Tapestry Segments are used by retailers, housing developers, and other businesses to determine local buyer / consumer preferences.



Consumer Segments

Great Expectations

12% of the 5-Minute DT market; 0% of Tract 58

- Young singles and married couples
- Median Age 33; White, black and Hispanic
- \$33,800 HH income; \$68,730 net worth
- Own a room air conditioner, drink low- no-alcohol beer and buy baby and children's products; own one television set, have a student loan, hold renter's insurance policies and take prescribed drugs for anxiety.
- Watch syndicated television, eat at family restaurants, practice martial arts and kickboxing.
- They use caller ID. They probably wouldn't buy Starbucks ground coffee, own a home equity credit line, take vitamins, listen to all-talk and sports radio or order flowers online.

Rustbelt Traditions

- Also 12% of the 5-Minute DT market and 0% of Tract 58
- Backbone of older industrial cities;
- A mix of married couples, single parents and singles.
- Median Age 36; Mostly white with some black
- \$41,100 HH income; \$80,700 net worth
- They are solid citizens who have lived, worked, spent and played in the same area for years. They don't follow fads; they stick with the products and services they know.
- Own dehumidifiers, work boots and gloves, kerosene heaters, lawnmowers, lawn sprinklers, trimmers and snow blowers
- Will contract for roofing, flooring and carpet installations
- They are members of veteran clubs. Target shooting and bowling are some of their favorite leisure activities. They're devoted pet owners.
- Watching television is an important activity to Rustbelt Traditions
- They watch their pennies and look for bargains in the J.C. Penney catalog, and at Sam's Club warehouse store, Walgreen's and Lerner.
- Probably wouldn't bank by mail or listen to all-talk radio

Consumer Segments

Rustbelt Retirees

10% of the 5-Minute DT market; 20% of Tract 58

- Similar to Rustbelt Traditions; slightly older with higher income and network
- A mix of married couples, single parents and singles.
- Median Age 36; Mostly white with some black
- \$41,100 HH income; \$80,700 net worth
- They are practical consumers who work on their homes and yards.
- The own snowblowers, shovels, dehumidifiers, shop vacuums, work boots and gloves, kerosene heaters, lawnmowers, lawn sprinklers and trimmers
- Rustbelt Retirees drink Maxwell House coffee and diet sodas; Television is important to these residents; they own three TV sets
- Health-conscious Rustbelt Retirees visit their cardiologists, join Weight Watchers for diet control, take Centrum Silver vitamins, and prescription medications for osteoporosis.

Metro City Edge

6% of the 5-Minute DT market; 22% of Tract 58

- Young couples with children
- Median Age 28.5; Mostly black
- \$29,900 HH income; \$57,500 net worth
- Lower education attainment; higher unemployment
- Live in older suburban neighborhoods in single family homes
- Metro City Edge residents would probably purchase baby food and supplies, children's clothing and toys. They shop for groceries at Piggly-Wiggly and Food Lion (or locally, Miejer & Biggs). In addition to baby food, their grocery lists might include menthol cigarettes, Folger's Coffee, frozen breakfasts, cornmeal and canned hashes.
- Watching television is important; they serve on church boards, go to the movies often; they play basketball and football; after the game, they might grab a meal at a fast food joint

Consumer Segments

Retirement Communities

Also 6% of the 5-Minute DT market; but 30% of Tract 58

- Retired households in single family or congregate communities
- Mostly singles with some couples
- Median Age 49.5; Mostly white
- \$44,900 HH income; \$178,000 net worth
- These residents like household gadgets; They've bought table and floor lamps and kitchen furniture. They've spent money for vinyl replacement windows, installed hardwood floors and yard fencing and contracted for exterior painting.
- Good health is uppermost in their minds, so *Retirement Communities* residents visit their internists regularly.
- Leisure time is spent gambling in Atlantic City, playing musical instruments, visiting museums and attending music performances.
- *Retirement Communities* residents watch syndicated television programs, NOVA, Bravo, and weekend news information programs such as *Meet The Press*.
- Family restaurant and steak house favorites include Checkers, Ponderosa and Big Boy. Shopping destinations are Bloomingdale's and Lord & Taylor.

Family Foundations

- 5% of the 5-Minute DT market; 16% of Tract 58
- Mix of married couples, single parents and grandparents
- Median Age 37.4; Mostly black
- \$40,700 HH income; \$88,600 net worth
- Average education attainment; slightly higher unemployment
- Live in older suburban neighborhoods in single family homes
- Investing isn't a high priority for *Family Foundations* residents
- Television is important to *Family Foundations* households; to make sure that everyone can see their favorite entertainment and news programs, they own more than four TV sets.
- *Family Foundations* listen to urban radio. They practice martial arts and kickboxing, play basketball and attend college basketball games. Favorite family restaurants include Rally's, Captain D's and Shoney's.

Retail Supply and Demand

Under-Supply

Lawn and Garden Equipment
Special Food Services
Used Merchandise Stores
Food & Beverage Stores
Grocery Stores
Beer, Wine, and Liquor Stores
Auto Dealers
Auto Parts
Drinking Places

Over-Supply

Furniture & Home Furnishings Stores
Home Furnishings Stores
Health & Personal Care Stores
Clothing and Clothing Accessories Stores
Shoe Stores
Jewelry, Luggage, and Leather Goods Stores
Department Stores (Excluding Leased Depts.)
Sporting Goods, Hobby, Book, and Music Stores
Book, Periodical, and Music Stores
General Merchandise Stores
Electronics & Appliance Stores

Analysis:

The above listed “Under-supplied” retail categories represent potential voids or underserved markets within the 10-minute drive time trade area. These uses are not necessarily recommended and (many) may be undesirable based on the desired community character and vision for redevelopment. Neighborhood serving specialty & ethnic food vendors, cafes, used books & music, and arts and crafts oriented merchandise could be successful and be complimentary to the community based on current community goals.

Many potential uses within broad categories listed under “Over-Supply” column could be successful within the framework of a strategic and complimentary tenant strategy that brings complimentary retail and service providers together within a concentrated geographic and thematic district.

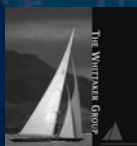
Corridor Assessment



Vacant & deteriorated properties, unbuffered parking and service areas, and a lack of property maintenance and upkeep create a negative perception of the commercial district.

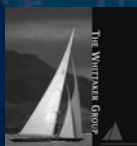
Existing Retail Properties

- Dominated by automotive-oriented uses
- Ample parcel depth for variety of building types and uses
- Mix of neighborhood & non-neighborhood oriented retail & service businesses
- Limited office or flexible space available



Corridor Character Assessment

- Automotive-oriented, unfriendly to pedestrians
- Vacancy
- Deteriorated Building Stock
- Lack of Investment, Maintenance & Upkeep
- Vehicular oriented Signing
- Poor Neighborhood Linkages



Initial Market Findings

Commercial District

- The commercial market potential of Kennedy Heights is limited by a lack of north-south transportation linkages. (Competing local districts benefit from relatively better connectivity)
- Vacant & deteriorated properties, un-buffered parking and service areas, and a lack of property maintenance and upkeep have created a negative perception of the commercial district.

Trade Area

- 75% of all housing in the 5-minute drive area is in the \$50,000 to \$150,000 dollar range. Only 6.3% of the 5-mile area housing supply is in the \$200,000 to \$300,000 dollar range. Homes in this range attract young families, singles, and working class families.
- Substantial projected gains in median household income, combined with increasing household sizes suggest increased demand for consumer goods and household conveniences & amenities.

Revitalization of Commercial Parcels

- Future commercial and retail spaces should be geared toward neighborhood service uses which benefit from local walk-up and drive-by patronage.
- The Arts Center, park (and potential new school) could anchor arts, cultural, and recreation-oriented uses with the district.
- Future new uses could include:
 - Live-work spaces (as part of mixed-use projects),
 - Cafes and specialty food vendors,
 - Book sellers,
 - Music-related venues,
 - Galleries and instructional spaces

Redevelopment Trends

Opportunities for redevelopment along the Montgomery Road Commercial Corridor and surrounding area could include mixed-use models which provide housing, shopping, and leisure activities catering to families, young professionals, and empty-nesters seeking the convenience of urban/metropolitan living and the unique ambiance and suburban qualities of the local area. Successful strategies for revitalization of depreciated commercial and residential properties in first and second-ring suburbs such as Kennedy Heights often focus on a combination of the following themes:

- Alternative housing types to attract empty nesters, young professionals, and working families seeking larger homes & amenities
- Greater demand for urban conveniences & cultural amenities (“Live, Work, Play, Learn”)
- Reinvention of aging, second tier commercial properties for community-based cultural and recreation amenities
- Faith-based investment in senior housing, religious & social services, and recreation amenities

Keys to Revitalization

- “Make no small plans” – Substantial change demands substantial investment
- Leverage existing community strengths to capitalize on new potentials:
 - Arts Center!
 - Cultural Diversity
 - Cooperative Energy
- Invest in housing (to meet current and future demand, support future retail, and increase income diversity of community)
- Implement appropriate zoning and design controls
- Enforce existing building codes - lack of maintenance & repair of private properties has a negative influence on perception of business district.
- Employ a flexible tenanting strategy that builds off of the arts center, possible school, and business complex.

Community Character Models

Community Character Models

The following commercial districts exemplify different patterns of commercial and mixed-use development. Each of the following places a strong emphasis on pedestrian convenience, linkages, and amenities. Design guidelines and zoning controls have been strategically implemented within each district although they vary widely in the character and identity which they foster. While the preferred pattern of future development may more closely resemble a more traditional urban commercial shopping district such as Mariemont's, design guidelines and zoning controls within the Kennedy Heights Business district could borrow from any of the following examples:

Mixed Use Districts

- Mariemont, Ohio - Green Space as Anchor
- Pedestrian-Oriented Shopping Districts
- Suburban Corridors (Blue Ash, Ft. Thomas)
- Eclectic Mixed Use Districts (O'Bryonville, Ludlow Gaslight District)

Greenspace Anchored Mixed-use



Mariemont:
Civic Space linked to
wide array of
housing.
Boulevards & Streets
are Pedestrian
Friendly.



Pedestrian-Oriented Mixed-use Districts

Montgomery, Oh Meadowmont, NC

- Intimate commercial districts
- High level of architectural, control / restrictions



Montgomery Road Elevation

not to scale



Main Street Elevation

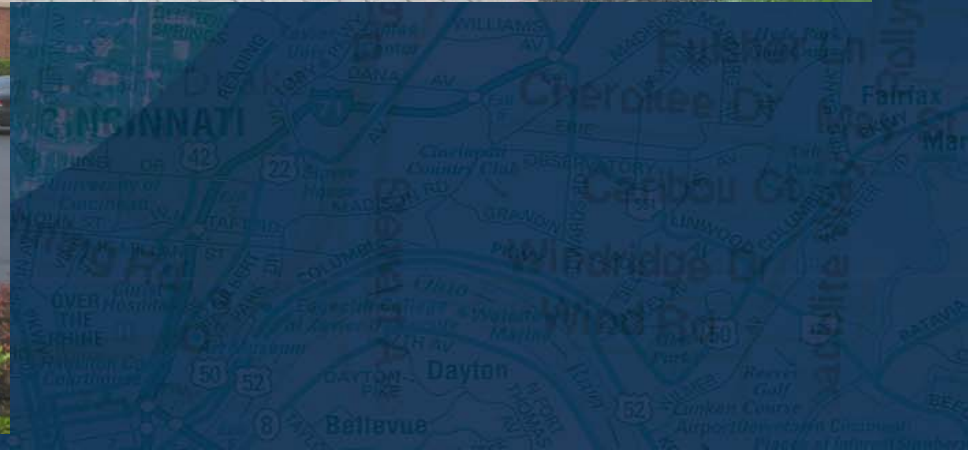
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Suburban-Modeled Corridors

Blue Ash, OH

- Large Setbacks
- Pedestrian Friendly
- Buffered Parking



Suburban Neighborhood Centers

Fort Thomas, KY

- Varied Setbacks
- Quality Streets & Public Spaces



Neighborhood Centers

Hyde Park Square, Clifton Gaslight Dist.,
O'Bryonville

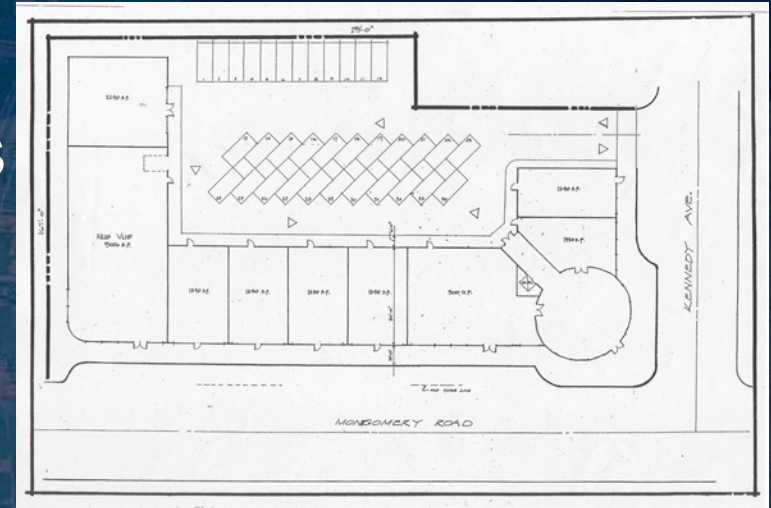
- Eclectic Mix of Uses
- Quality Urban Streets & Public Spaces



Business District Vision

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- Arts & Culture Anchor
- School-based Opportunities
- Community Activity Center



DeSales Corner Mixed-use Center

Proposed Kennedy Heights Business Complex

"The Vision"

- One Basic Vision
- Four Alternative Schemes



The Proposed Kennedy Heights Business Complex (above) would establish a new precedent for high quality, neighborhood-serving mixed-use commercial development on the site of a vacant, former fast-food restaurant at the northwest corner of Kennedy and Montgomery.



Kennedy & Montgomery Streetscape Concept

The Streetscape concept on the left shows the proposed character of a redeveloped Furniture Fair site at the corner of Kennedy and Montgomery.

"The Vision" - Scheme A

VISION PLAN Scheme A - "Arts and Culture"

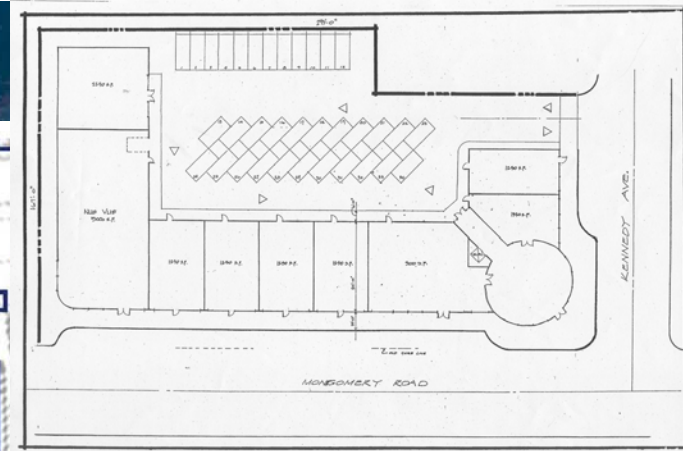
REDEVELOPMENT GOALS

1. Place future mixed-use commercial buildings at right-of-way to reinforce identity and maximize intensity of uses at the core commercial district.
2. Develop enhanced pedestrian crossings, wayfinding, and streetscape elements to establish Kennedy and Montgomery as the signature gateway to the neighborhood. Consider development of an architectural icon to anchor community gatherings, events, and activities.
3. Redevelopment of the former grocery site should be directed to maximize integration with the proposed gateway, commercial district and playfield. Alternative redevelopment scenarios could include the adaptive reuse of the existing structure as a community/cultural or family and senior services center.
4. New market-rate housing could be developed to capitalize on strong linkages to the arts center, park, and open space. Modern townhome or condominium spaces should provide increases residential density to support neighborhood cultural venues, retailers, and service providers.
5. The proposed mixed-use business center could feature tenant and residential spaces which compliment Kennedy Heights Arts Center.
6. Shared parking areas should be located behind commercial buildings or buffered from street frontages.
7. Access to parking areas should be consolidated to reduce the number of curbcuts interrupting sidewalks and storefronts.



“The Vision” - Scheme B

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Scheme B depicts the potential to develop the proposed Business Complex in separate phases (rather than one larger floor-plate, as above) based on alternative site acquisition, market absorption, and partnering scenarios.

In addition, new housing could be developed at the north end of the playfield to increase the potential for local patronage and lower net residential development cost

“The Vision” - Scheme C



Scheme C depicts the potential for proposed redevelopment of the Furniture Fair site. Under this vision redevelopment would include a new Kennedy Heights school with additional building or interior space for shared recreational facilities and programmable community use.

"The Vision" - Scheme D



Scheme D - "Arts and Living"

REDEVELOPMENT GOALS

1. Place future mixed-use commercial buildings at right-of-way to reinforce identity and maximize intensity of uses at the core commercial district.
2. Develop enhanced pedestrian crossings, wayfinding, and streetscape elements to establish Kennedy and Montgomery as the signature gateway to the neighborhood. Consider development of an architectural icon to anchor community gatherings, events, and activities.
3. Redevelopment of the former grocery site should be directed to maximize integration with the proposed gateway, commercial district and playfield. Alternative redevelopment scenarios could include the development of new housing with strong relationships to the existing playfield.
4. New market-rate housing to could be developed to capitalize on strong linkages to the arts center, park, and open space. Modern townhome or condominium spaces should provide increased residential density to support neighborhood cultural venues, retailers, and service providers
5. The proposed mixed-use business center could feature tenant and residential spaces which compliment Kennedy Heights Arts Center.
6. Shared parking areas should be located behind commercial buildings or buffered from street frontages.
7. Access to parking areas should be consolidated to reduce the number of curbcuts interrupting sidewalks and storefronts.

Arts District

Housing Opportunities

New market-rate housing such as that shown on the vision plans could be developed to capitalize on strong linkages to the arts center, park, and open space. Modern townhome or condominium spaces would provide increased residential density to meet demand across a mix of income levels and increase patronage of neighborhood cultural venues, retailers, and service providers. The plan at right shows how up to 4 different floor plans could be integrated within an intimate campus environment.



Zoning Overlay Recommendations

Zoning Recommendations

- Development committee & project team collaborated to recommend changes the Underlying Zoning to support the Vision Plan
- Proposed adoption of CC-P Community Commercial Pedestrian District:

“Community Commercial” (CC) – supports commercial and institutional uses along major transportation corridors

Contains both pedestrian- and auto-oriented development.

“Pedestrian” (P): Preferred community character designation

- Traditional “streetcar era” urban character
- Zero Lot Lines (no setback from right-of-way)
- Provides a close relationship between pedestrians and shops.
- Inviting pedestrian environment / linkages to neighborhoods.

Zoning Overlay Recommendations

Overlay District Controls

- KKG assisted development committee in developing design guidelines which provide physical and aesthetic control not controlled by underlying zoning code
- Proposed Design Guidelines are Crafted to Support the Vision for Montgomery Road Business Corridor Revitalization

Guidelines Established for:

- Building Placement (Setbacks and Build-to Limits)
 - Building Scale and Proportion
 - Architectural Style, Materials & Color
 - Storefront Elements and Architectural Detailing
 - Corner Lot Conditions
 - Pedestrian Access, Service, and Utility Elements
 - Parking Area Screening and Buffering
 - Lighting
 - Signage
- KHCC Reviewed and Approved recommendation and requested City Council to Adopt Changes

Proposed Review Process

Under Proposed New Construction/Building Renovation Application Procedures:

- The Executive Committee of the Kennedy Heights Community Council and the Commercial and Office Development Committee will review the following permit applications or applications for development.
- The Executive Committee and the Commercial and Office Development Committee will have the responsibility to recommend approval or denial of the permit or application and forward their recommendation to the Director of Buildings and Inspections or Zoning Hearing Examiner where applicable.

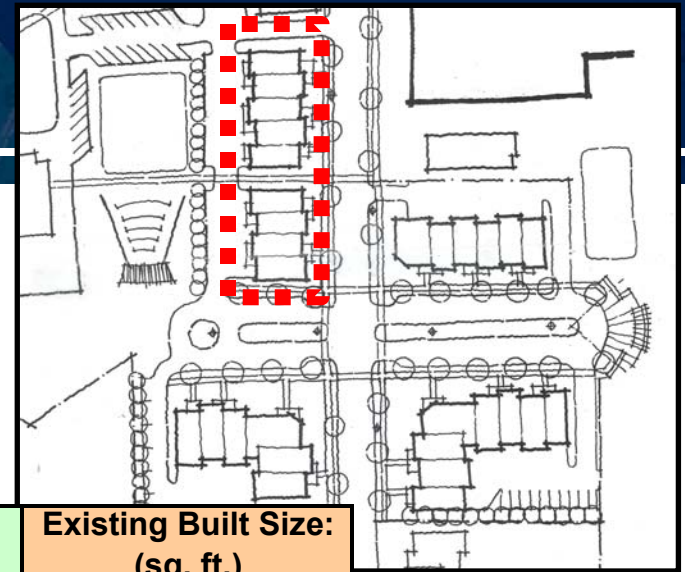
Residential Infill Feasibility

The following schedules represent cost allowances and revenue projections for the residential in-fill project depicted along either side of Kennedy Avenue south of Montgomery Road. While the assumptions listed must be substantiated through more detailed assessment, initial projections suggest that such a project could generate sufficient return to be financially feasible without public subsidy. Property acquisition, while potentially challenging, could occur through free-will private-sector transactions. The conceptual plan depicts a total site area of 3.04 acres. This represents one unit per 2,250 square feet of land area or a gross density of 19 units per acre. Actual development density of a given infill project will be determined by a combination of factors including market position of the project, demand, and actual site clearing and development costs. This type of in-fill may not be feasible where land costs are inflated such as with speculatively valued commercial properties. Substantially lower development densities may not be possible without substantially lower site acquisition cost or some form of outside funding.

The following listing details assumptions inherent to the analysis:

- First Pass Analysis “Rough Draft”
- Acquisition Cost Estimation based on auditors valuation + premium
- Site Work Estimation based on 15% of estimated Building Cost
- Build Cost Estimation based on an average of \$50.00 sq. ft. Building Cost
- Revenue Estimation based on typical local rents and sale values
- Sensitivity Analysis utilized to measure the impact of variations in assumed revenues and expenses supports project viability.

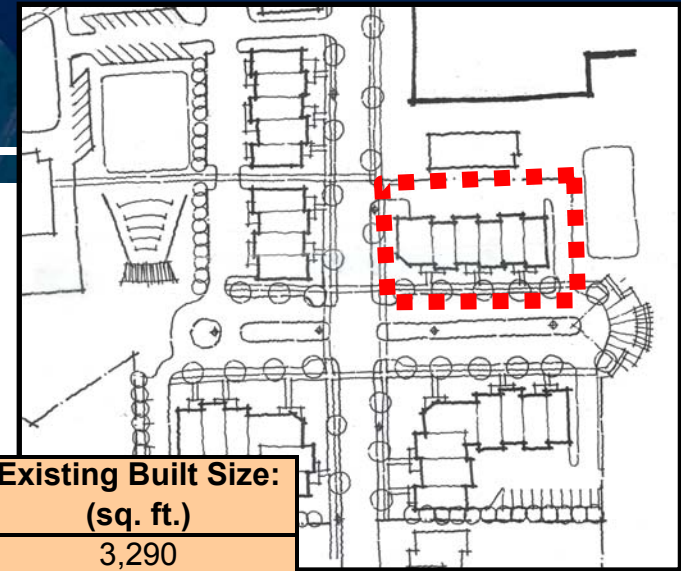
Northwest Building



Parcel:	Type of Property:	Land: (acres)	Estimated Cost:	Existing Built Size: (sq. ft.)
6445 Kennedy	Three Family	0.116	\$125,000	3,385
6441 Kennedy	Two Family	0.113	\$110,000	2,292
6437 Kennedy	Two Family	0.119	\$110,000	2,760
6433 Kennedy	Two Family	0.118	\$110,000	2,445
6431 Kennedy	Single Family	0.096	\$95,000	1,264
Subtotal		0.562	\$550,000	12,146
Site Work/Demolition (\$2.50 per sq. ft.):				\$30,365
Total Acquisition and Prep:				\$580,365

Unit Mix	Size (sq. ft.)	Unit Count	Built Space	Build Cost (\$50 sq. ft.)	Revenue:	Total
Townhome 3BR Split-level	2000	5	10000	\$500,000	\$275,000	\$1,375,000
Townhome 3BR Split-level	1800	4	7200	\$360,000	\$250,000	\$1,000,000
Effeciency Flat	600	5	3000	\$150,000	\$85,000	\$425,000
Effeciency Flat	500	4	2000	\$100,000	\$75,000	\$300,000
Totals		18	22,200	\$1,110,000		\$3,100,000

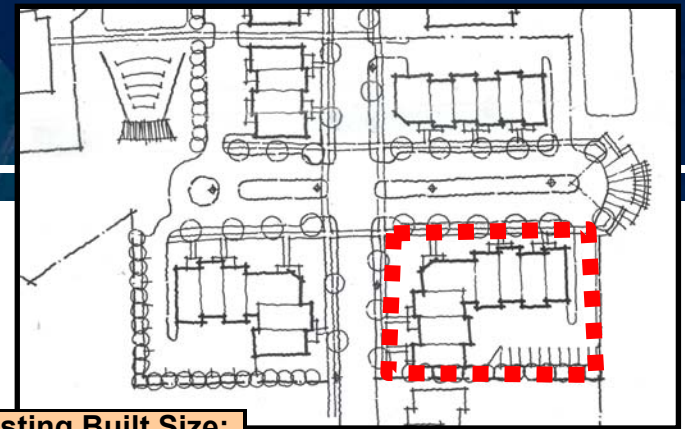
Northeast Building



Parcel:	Type of Property:	Land: (acres)	Estimated Cost:	Existing Built Size: (sq. ft.)
6442 Kennedy	Four Family	0.223	\$155,000	3,290
6438 Kennedy	Four Family	0.218	\$140,000	3,290
6434 Kennedy	Four Family	0.202	\$140,000	3,096
6432 Kennedy	Single Family	0.228	\$110,000	1,503
Subtotal		0.871	\$545,000	11,179
Site Work/Demolition (\$2.50 per sq. ft.):				\$27,948
Total Acquisition and Prep:				\$572,948

Unit Mix	Size (sq. ft.)	Unit Count	Built Space	Build Cost (\$50 sq. ft.)	Revenue:	Total
Townhome 3BR Split-level Ground Level	2400	1	2400	\$120,000	\$310,000	\$310,000
Townhome 3BR Split-level	2000	4	8000	\$400,000	\$275,000	\$1,100,000
Townhome 3BR Split-level	1800	1	1800	\$90,000	\$250,000	\$250,000
1 BR Flat	1000	1	1000	\$50,000	\$135,000	\$135,000
Effeciency Flat	600	1	600	\$30,000	\$85,000	\$85,000
Effeciency Flat	500	4	2000	\$100,000	\$75,000	\$300,000
Totals		12	15,800	\$790,000		\$2,180,000

Southeast Building

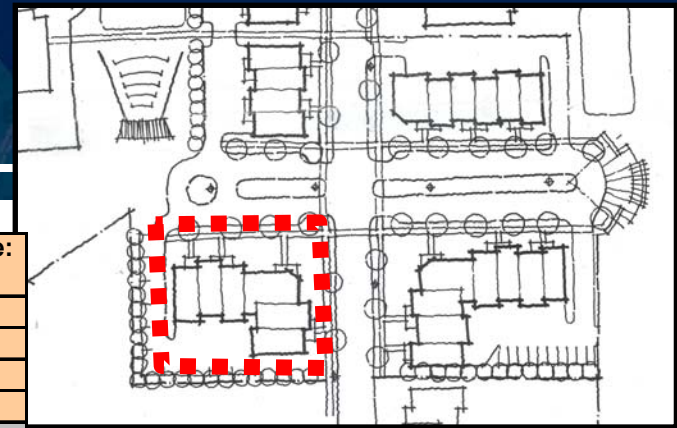


Parcel:	Type of Property:	Land: (acres)	Estimated Cost:	Existing Built Size: (sq. ft.)
6429 Kennedy	Four Family	0.164	\$135,000	2,080
6427 Kennedy	Four Family	0.208	\$135,000	3,864
6425 Kennedy	Four Family	0.137	\$135,000	2,032
6423 Kennedy	Four Family	0.195	\$135,000	2,560
6417 Kennedy	Single Family	0.197	\$120,000	1,921
Subtotal		0.901	\$660,000	12,457
Site Work/Demolition (\$2.50 per sq. ft.):				\$31,143
Total Acquisition and Prep:				\$691,143

Unit Mix	Size (sq. ft.)	Unit Count	Built Space	Build Cost (\$50 sq. ft.)	Revenue:	Total
Townhome 3BR Split-level Ground Level	2400	1	2400	\$120,000	\$310,000	\$310,000
Townhome 3BR Split-level	2000	5	10000	\$500,000	\$275,000	\$1,375,000
Townhome 3BR Split-level	1800	2	3600	\$180,000	\$250,000	\$500,000
1 BR Flat	1000	1	1000	\$50,000	\$135,000	\$135,000
Effeciency Flat	600	5	3000	\$150,000	\$85,000	\$425,000
Effeciency Flat	500	2	1000	\$50,000	\$75,000	\$150,000
Totals		16	21,000	\$1,050,000		\$2,895,000

Southeast Building

Parcel:	Type of Property:	Land: (acres)	Estimated Cost:	Existing Built Size: (sq. ft.)
6424 Kennedy	Single Family	0.23	\$110,000	1,421
6420 Kennedy	Single Family	0.232	\$110,000	1,630
6418 Kennedy	Single Family	0.236	\$125,000	2,085
Subtotal		0.698	\$345,000	5,136
Site Work/Demolition (\$2.50 per sq. ft.):				\$12,840
Total Acquisition and Prep:				\$357,840



Unit Mix	Size (sq. ft.)	Unit Count	Built Space	Build Cost (\$50 sq. ft.)	Revenue:	Total
Townhome 3BR Split-level Ground Level	2400	1	2400	\$120,000	\$310,000	\$310,000
Townhome 3BR Split-level	2000	3	6000	\$300,000	\$275,000	\$825,000
Townhome 3BR Split-level	1800	2	3600	\$180,000	\$250,000	\$500,000
1 BR Flat	1000	1	1000	\$50,000	\$135,000	\$135,000
Efficiency Flat	600	3	1800	\$90,000	\$85,000	\$255,000
Efficiency Flat	500	2	1000	\$50,000	\$75,000	\$150,000
Totals		12	15,800	\$790,000		\$2,175,000

Analysis:

The summary table (below) demonstrates that infill development has the potential to create a return on investment worthy of the development community's consideration. Even when assumed costs for site acquisition and construction are inflated by 25% and revenue is decreased by 25% the project shows a reasonable return on investment.

Building	Acquisition, Demo, and Site Cost:	Build Cost:	Total Cost:	Revenue:	Margin:	Margin (%):
Northwest	\$580,365	\$1,110,000	\$1,690,365	\$3,100,000	\$1,409,635	45%
Northeast	\$572,948	\$790,000	\$1,362,948	\$2,180,000	\$817,053	37%
Southwest	\$691,143	\$1,050,000	\$1,741,143	\$2,895,000	\$1,153,858	40%
Southeast	\$357,840	\$790,000	\$1,147,840	\$2,175,000	\$1,027,160	47%
Total	\$2,202,295	\$3,740,000	\$5,942,295	\$10,350,000	\$4,407,705	

Implementation

Context for Redevelopment

Successful Neighborhood Business districts are a lot like gardens. To reach their full potential they require some heavy lifting and a light touch. Experimentation must be balanced with careful forethought and planning. Seeds planted in one plot sometimes flower in an unexpected location. And cultivation and feeding is an ongoing task.

Many factors outside the borders of Kennedy Heights influence economic conditions and the potential for redevelopment within the community. The Montgomery Road corridor is the common tie that binds each adjacent community as they vie for reinvestment in commercial and residential properties. As in Kennedy Heights, residents and business patrons in Pleasant Ridge and Silverton have a wide array of alternatives in shopping, dining, and entertainment in just a 10 minute drive-time radius. In order to attract new businesses, residents, and investment, each of the three communities must concentrate on the unique qualities and competitive advantages that they possess. In order to compete with regional shopping and entertainment destinations, each of the three communities will have to attract patrons from the surrounding neighborhoods and the region at large.

The nearby Oakley Business District provides one excellent model of how a small neighborhood business district can exploit its unique opportunities. Like each of the three afore-mentioned communities, Oakley experienced its initial growth and development as a result of the expansion of rail and streetcar lines. Homes were built for middle-income and working class families that depended upon the local grocer and a diverse array of local businesses to meet their weekly consumer demands.

The advent of the automotive society, regional shopping center, and “big box” retailer caused a gradual decline of the neighborhood business district. The neighborhood grocery was ultimately replaced by a national pharmacy store and a retail distribution center. Retail businesses that did not offer one-of-a-kind products or exceptional customer service were slowly replaced by regionally branded, automotive-oriented businesses that benefited from through-traffic and were not dependent on neighborhood residents or local businesses for success.

Implementation

Without question, the rebirth of the Oakley business district has been influenced by the strong demographic and consumer base of the more affluent neighborhood of Hyde Park. Private developers have recognized the potential market for new housing and a significant number of new market-rate housing units have been developed in and around the community – some in the place of former single-family tracts. Coupled with the recent development of major regional shopping centers to the north (Center of Cincinnati) and South (Rookwood Commons & Pavilion) along the Madison Road corridor there has been an explosion of investment in new businesses over the last five years. The businesses found there today are strategically positioned to draw from the eclectic niche of trendy home furnishings and decor retailers which anchor the district. These core retailers (including *Voltage* and *Bona*) provide the brand identity that has in large measure fueled additional storefront development and new construction to the north of Brotherton Road. New businesses include the development of restaurants, specialty retailers, professional, and medical offices.

If Oakley can do it – Why not us?

Much of the physical transformation of the Oakley Business District has occurred in just the last five years. Like Oakley, Kennedy Heights benefits from close proximity to more affluent neighbors. The neighborhood business district is less than three miles from I-71 and the Kenwood Towne Center and less than a mile from the Ridge and Highland Area Interchange. In recent months, several community development initiatives are currently pending, have begun, or have been announced for both within and adjacent to the business district. These include:

- ***The development of the Kennedy Heights Arts Center***
- ***The Columbia Township Comprehensive Plan including the redevelopment of the Ridge and Highland Avenue Commercial Area.***
- ***The Expansion and Renovation of Nativity School and Church Facilities***
- ***The proposed development of the former Crest Hills / Ridge Club site.***
- ***The construction of a new Montessori School on the grounds of the current Pleasant Ridge Elementary Site.***
- ***The construction of a new neighborhood elementary school in either Kennedy Heights or Silverton***

Implementation

Collectively, these initiatives present a unique opportunity to leverage individual investment and improvement projects into more meaningful and strategic investment within the adjacent communities.

The founding, growth, and development of the Kennedy Heights Arts Center has already had a dramatic influence on both the cultural and physical perceptions of the Kennedy Heights Business District. It is a testament to the catalytic impact that one project, borne from a committed group of community activists, can have. There is tremendous potential for the Arts Center to partner with community council and interested stakeholders to develop additional outreach programs and sources of funding for improvements that benefit the business district and community at-large. Partnering initiatives could include the development of shared parking facilities, performing arts, and events spaces on and around the Arts Center campus.

While each of the several vacant or under-utilized properties within the business district could ultimately contribute to the successful implementation of the community vision, The Arts Center, the three properties immediately across from the Arts Center, the Kennedy-Montgomery Building, and the former furniture store / grocery site present the greatest apparent opportunities for new development that meets community goals for commercial uses.

The quality and character of redevelopment of these properties will be dependant upon the ability of the community to partner with the City of Cincinnati, not-for-profit organizations, the School Board, private investors, and neighboring communities to meet the challenges that must be overcome.

The Kennedy Heights Arts center has become a magnet for community interaction through arts programming and cultural events



Implementation

Economic Obstacles

In order to facilitate the implementation of the community vision, several substantial economic obstacles must be overcome. They are:

- Site Control
- Site Clearing and Demolition
- “Gap Financing”

In an open, competitive market, private developers will invest in projects that yield a maximum return on investment with a minimum of associated risk. Sites with outdated and deteriorated building stock, high speculative land values, and negative surrounding influences such as crime and blight are much tougher to develop when competitive market forces are in play. Stated another way, if the projected risk and rate of financial return from an urban in-fill project (whether residential or commercial) is not at least comparable to a project on an unencumbered site – the project will not be viewed as a sound and reasonable investment.

Land acquisition and site development costs are driving forces behind the feasibility of all urban in-fill projects. When these costs are excessively high relative to the total project cost, the developer is unable to offer product to the buyer at a price that is competitive in the larger marketplace. In aging commercial districts (such as those in Kennedy Heights and Silverton), this problem is especially evident when the intended use is residential versus commercial. Typical retail space in a thriving commercial district (like Oakley) might rent for between 12 to 20 times that of a residential space. Even though this “gap” is likely to be much less in areas like Kennedy Heights, the developer is subject to competitive limits on the amount he can charge for residential space.

In order for mixed-use and residential projects such as the proposed business complex to become a reality, the gap in land values must be made up in higher prices, greater density or some form of outside funding. Not-for-profit “community building” organizations, public, and quasi-public organizations are traditional sources of funding assistance for “gap financing” as well as for site acquisition, demolition and clearing.

Implementation

The City of Cincinnati and the Cincinnati Public School Board are key stakeholders whose constituents include residents outside the community borders of Kennedy Heights. Each of these major stakeholders has a vested interest and obligation to support the community but must balance the perceived needs and objectives of one community with those of the others within their jurisdiction.

In this competitive climate, both the city and school board face pressure to develop inter-jurisdictional support for the application and disbursement of limited resources. The current capital improvement and school funding debate has placed the neighboring communities at odds over support for the placement of new school facilities. While at the present time it is uncertain in which community the school will ultimately be built it is very certain that each community is dependant upon the other for the support of new residential and commercial uses. Opportunities to collaborate over commonly held objectives should be exploited whenever possible.

Organization and Funding

The path to the rebirth of the business district must be guided by an overarching charter that provides a strategic direction and that allows the flexibility to react to changing economic conditions and development opportunities. This feasibility study is the first step in identifying a strategic approach to accomplishing the goals and objectives that have been developed through the community's comprehensive plan and urban design overlay district guidelines.

Over the past year the development committee and KKG conducted a series of meetings involving the City of Cincinnati Development Opportunities Team (DOT Team), zoning staff, school board officials, potential developers, and funders. This May a series of discussions focused on the feasibility of redevelopment of district properties including the redevelopment of the former Kroger site and the adjoining properties along Kennedy Avenue. More recent discussions have involved the possible sale and redevelopment of Schroeder School site. Without exception, the redevelopment of these properties will require a high degree of partnering between the public sector and private investors if redevelopment is to meet the community's goals for community building development.

Site Control – the ability to purchase and hold the site – is the key to ensuring the proposed plan for development will align with accepted community goals for development. Without an administrative and financial authority to guide the redevelopment of “key properties” (such as the proposed business complex and Kennedy Avenue In-fill site) the most impressive plans are at risk to the loss of momentum and early stakeholder interest and effort turns to in-action and potential project abandonment.

Organization and Funding

CDC's

Community Development Corporations (CDC's) are often the most effective vehicle (entity) to advance community development goals and the authority through which residents, business owners, public officials, property owners, property managers, institutions, potential funders, and commercial & residential development interests should be engaged to consider their respective roles in the ongoing revitalization effort. When chartered as not-for-profit corporations, CDC's have the ability to receive and distribute tax-exempt grants and donations as well as pool site acquisition funding, administer development projects, and conduct ongoing promotion and recruitment activities. We strongly recommend that community council consider the creation of a CDC or similar authority to implement the community vision. Furthermore, and in recognition of the financial burden of funding such an organization, there should be consideration of partnering with neighboring communities to develop the needed capacity to advance the collective goals.

Private / Quasi-Public Responsibilities:

The formation of a new vision for the neighborhood business district will require a well-devised, strategic marketing approach and active and on-going project management. The College Hill Forum and their recently formed CDC may provide a suitable model of the organizational make-up and the roles and responsibilities that an economic development corporation can play in the execution of a revitalization strategy.

The Local Initiatives Support Corporation (LISC) has stated an interest in assisting in project related feasibility planning through potential grants and other forms of financial assistance. The organization is funded through a charitable trust comprised of public corporations and is chartered with assisting inner-ring communities in community-building efforts. LISC should be engaged early in the visioning stages of those projects that require outside financial and administrative support.

The Community Building Institute, local churches, civic organizations, and businesses should also be engaged to participate through the community council and possible CDC to provide assistance within the limits of their abilities and respective interests.

Organization and Funding

Public Sector Responsibilities

Strong public leadership and commitment must support a new vision for the business district. Planning Commission and city council must be willing to exercise their legislative powers in a pro-active manner to lay the groundwork for private investment. Existing issues with crime, blight, and public safety (particularly along Kennedy Avenue) must be addressed in a straight-forward and cooperative manner.

In order to capitalize on current interest and momentum, this plan should be actively used in the recruitment of potential private developers and investors. These potential development partners should receive assistance in gaining an understanding of the benefits of public / private partnering. **Strategies that reduce risk to private investors are key to successful redevelopment.** Project financing and programs that support start-up business are key inducements. Potential sources of investment and business development funding include the following:

Commercial Development Incentives:

- Community Reinvestment Act (CRA) loans
- Tax Increment Financing (TIF)
- Special Improvement District (SID)

Note on SIDS: SID's are special assessment districts designed to direct revenues to a variety of supportive services including security, maintenance, marketing, economic development, parking, and special events. Additional information may be obtained from the International Downtown Association at www.ida-downtown.org.

- New Markets Tax Credit (NMTC) Program
- Enterprise Zone Programs
- Job Creation Tax Credits (for company's creating at least 25 new jobs)
- SBA 504 Loans
- SBA Micro loan Program
- Ohio 166 Regional Loan

Organization and Funding

Community Development Financing:

- Community Development Block Grants (CDBG)
- Eligible projects include those that (1) benefit low and moderate income communities, (2) prevent or eliminate blight, and (3) meet urgent community needs. Funds may be used for public acquisition of property, demolition, housing reconstruction and rehabilitation, and public building projects including civic and recreational facilities, parks, open space, roadway infrastructure, and streetscape projects.

(Note: At the Current time Kennedy Heights is over the income threshold for an eligible community according to the City of Cincinnati)

- Clean Ohio Funds (Brownfield Redevelopment) (TEA-21 Transportation Funding)
- Local Transportation Improvement (LTIP) Funds
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- § 1437-01. Specific Purposes.
- § 1437-03. Applicability and Zoning Map Designator.
- § 1437-05. Establishment of UD Overlay Districts.
- § 1437-07. Applications Subject to Review.
- § 1437-09. Development Standards in UD Overlay Districts.
- § 1437-11. Approval.
- § 1437-13. Appeal.

The specific purposes of the Urban Design Overlay District are to:

- (a) Protect and enhance the physical character of selected business districts that have adopted Urban Design Plans;
- (b) Prevent the deterioration of property and blighting conditions;
- (c) Encourage private investment to improve and stimulate the economic vitality and social character of selected business districts; and
- (d) Ensure that infill development does not adversely affect the physical character of the area.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

Except as otherwise provided in this chapter, all regulations of the underlying zone districts and other applicable overlay districts, apply to and control property in an Urban Design Overlay District; provided, however, that in the case of conflict between the provisions of an underlying zoning district and the Urban Design Overlay District, the provisions of the Urban Design Overlay District govern.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

Council may establish a UD Overlay District whenever both of the following conditions are satisfied:

- (a) *Neighborhood Business Center*. Upon finding that an area comprising a concentration of retail and service-oriented commercial establishments serves as the principal business activity center for a socio-geographic community.
- (b) *Urban Design Plan*. Upon adoption of an urban design plan for the area that includes: A textual and graphic description of the physical and environmental improvements necessary for the coordinated revitalization of the business district. The Urban Design Plan should include but is not limited to: the location of buildings, architectural character of the buildings, signage, pedestrian and vehicular circulations, parking, open space and landscaping.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

(a) The Director of Buildings and Inspections has the duty to review the following permits in an established Urban Design Overlay District for compliance with the base requirements of the district.

- (1) *Signs*: Permits for the installation of all signs.
- (2) *Awnings*: Permits for the installation of all awnings.
- (3) *Mechanical Equipment and Utilities*: Permits for the installation of all exterior mechanical equipment and utility service connections.
- (4) *Replacement Windows*: Permits for the installation of replacement windows.
- (5) *Exterior Renovation or Alterations of Existing Structures*: Permits for exterior renovations, alterations, or additions.
- (6) *Eating and Drinking Establishments*: Permits for Restaurants, Limited.

(b) The Zoning Hearing Examiner shall approve, approve with conditions or disapprove an application for development in an established Urban Design Overlay District in accordance with the base requirements of the district.

- (1) *New construction*: Permits for new construction.
- (2) *Demolition*: Permits for demolition.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

Development within individual UD Overlay Districts must comply with the standards prescribed below that the ordinance that establishes the UD Overlay District declares applicable to that district. These standards are intended to implement policies in adopted urban design plans. Whenever the standards conflict with the development regulations of the underlying district, these standards supercede those regulations. The following regulations will apply to some or all of the UD Overlay Districts as determined by the urban design plan prepared and adopted for each district. Refer to Schedule 1437-09 for applicability.

TABLE INSET:

[illegible]

S1		X		X	X	X	X	X	X	X	X		X
S2	X	X		X	X	X	X	X	X	X	X		X
S3	X	X		X	X	X	X	X	X	X	X		X
S4	X	X		X	X	X	X	X	X	X	X		X
S5	X	X		X	X	X	X	X	X	X	X		X
A1	X	X		X	X	X	X	X	X	X	X		X
M1	X	X		X	X	X	X	X	X	X	X		X
W1	X	X		X	X	X	X	X	X	X	X		X
R1	X	X		X	X	X	X	X	X	X	X		X
R2	X	X		X	X	X	X	X	X	X	X		X
E1		X		X	X		X				X		
F1		X											
N1	X	X		X	X	X	X	X	X	X	X		X
D1	X	X		X	X	X	X	X	X	X	X		X

TABLE INSET:

UD #1 - College Hill Business District	UD #8 - Mt. Washington Business District
UD #2 - Clifton Business District	UD #9 - Mt. Airy Business District
UD #3 - Hartwell Business District	UD #10 - Columbia-Tusculum Business District
UD #4 - Hyde Park Square Business District	UD #11 - Hyde Park East Business District
UD #5 - Oakley Square Business District	UD #12 - Mt. Lookout Square
UD #6 - University Village Business District	UD #13 - Pleasant Ridge Business District
UD #7 - North Avondale Along Reading Road	

(a) *Signs and Signage Standards:*

S1. Prohibited Signs:

- All blinking, flashing, rotating or moving signs, except barber poles and theater marquees;
- Neon signs;
- Banners, portable or temporary signs;
- Rooftop signs, signs or awnings extending above the roofline of the building, or signs or awnings that extend above the window sill line of the second floor of the building;
- Any advertising sign on or about an unoccupied building, except those related to the sale or rental of that building;
- All signs, handbills, or flyers on utility poles, except those installed by the city and state.

S2. Projecting Signs

- Projecting signs shall not be used except for small identification or trademark signs symbolic of the business identified.
- The copy of all signs should identify the predominant business on the premises or its principal product or service.
- Advertising signs are prohibited.

- Projecting signs shall not exceed six square feet per sign face and shall not exceed 12 square feet for all faces.
- Projecting signs should be located over entry doors or building columns or piers and shall be limited to one projecting sign per business.
- 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.

S3. In the case where buildings have multiple storefronts occupied by different tenants, the allowable signage area for each tenant will be calculated based upon the storefront street frontage in order to maintain a proportional distribution of signage area.

S4. For businesses located within an interior portion of a building, or on the second floor or higher story of a building and lacking an exterior wall or window area, a sign identifying the business no larger than six square feet may be affixed to the exterior of the building. This sign area shall be included in the maximum allowable area for all signs on the property.

S5. Ground signs: where permitted, ground signs shall meet the following standards:

- Ground signs shall be a maximum sign area of not more than one square foot of sign area per linear foot of street frontage per sign face, up to a maximum sign area of 30 square feet per face, or 60 square feet for all sign faces.
- Ground signs shall be limited to two sign faces and shall not exceed six feet in height.
- Ground signs shall be located at or near the primary street frontage.
- Ground signs shall be compatible with the design of the building in proportion, shape, scale, materials, colors, and lighting.

(b) *Awning Standards:*

A1. Awnings shall meet the following standards:

- Awnings shall project no more than two-thirds the width of the sidewalk or six feet, whichever is less.
- Awnings shall run parallel to the face of the building.
- Awnings shall be located within the existing building framework - between columns and below spandrel panels. Awning colors and design shall be compatible with the colors and design of the building.
- Structural supports for all awnings shall be contained within the awning covering.
- Each storefront bay shall have a similar awning to the other storefront bays on the same building.
- Awnings shall be designed to be harmonious with the architecture of the building that they are to be placed on. They shall relate in shape and proportion to the building's architectural elements such as window and opening shapes, facade articulation and general character of the building.

(c) *Mechanical Equipment and Utility Standards:*

M1. Mechanical equipment, including air conditioning, piping, ducts, and conduits external to the building shall 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.

(d) *Replacement Window Standards:*

W1. Replacement windows shall meet the following standards:

- Replacement windows shall fit the size and style of the original openings.
- Original window and door openings shall not be enclosed or bricked-in on the street elevation. Where openings on the sides or rear of the building are to be closed, the infill materials shall match that of the wall and be recessed a maximum of three inches within the opening.

(e) *Exterior Renovation or Alterations of Existing Structures:*

R1. Renovations, alterations or additions shall be designed and executed in a manner that is sympathetic to the particular architectural character of the structure being worked on. Architectural elements shall be sensitively designed to reflect the detailing and materials associated with the particular style of the building.

R2. Renovations and restorations of older buildings shall respect the original building design, including structure, use of materials and details. New materials or signs shall not cover original materials and detailing. Natural materials (brick, slate, glass, stone, etc.) shall be retained in their natural state and not covered with any other contemporary materials. Materials that are out of keeping with the historic character of the building shall be removed from the facade upon significant exterior renovation or restoration of the existing structure.

(f) *Eating and Drinking Establishments:*

E1. Restaurants, Limited shall meet the following standards:

- No more than 45 percent of their floor area may be devoted to food preparation, related activities and other space not accessible to the public;
- No more than 35 percent of the restaurant's sales by dollar volume are carry-out and the patrons are served with other than single-use utensils, plates and beverage containers.
- The consumption of food or beverage in automobiles parked upon the premises is prohibited.

(g) *Franchise Establishments:*

F1. New businesses should contribute to the desired mix of commercial activities; franchise type establishments are acceptable provided that they are primarily pedestrian and not automobile oriented.

(h) *New Construction:*

N1. New buildings shall be compatible with their surroundings. Architectural style, bulk, shape, massing, scale and form of new buildings and the space between and around buildings shall be consistent with the area, and should be in harmony with neighboring buildings.

- New buildings shall respond to the pattern of window placement in the district. The designs of new buildings shall 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 district.
- Buildings shall de-emphasize secondary rear or side door entrances to commercial space, unless the entrances are associated with public parking areas.

(i) *Demolition:*

D1. Demolition has been ordered by the Director of Buildings and Inspections for reasons of public health and safety:

- The structure does not contribute to the architectural quality of the district;
- The demolition is necessary to accomplish the construction of a building which would meet the guidelines contained in the urban design plan;

- The demolition is necessary to provide parking and/or other uses in a manner specified in the urban design plan;
- 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;
- Demolition has been ordered to remove blight.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

§ 1437-11. Approval.

(a) If the Director of Buildings and Inspections determines that an application conforms to the requirements of § 1437-09 and all other requirements of this Code, the Director has the duty to issue a building permit for the proposed work. The Director of Buildings and Inspections has the duty to notify all owners of property abutting the subject property and the community organization recognized by the Council as representing the area that includes the subject property.

(b) If the Director of Buildings and Inspections determines the application does not conform to the requirements of § 1437-09, a hearing and decision by the Zoning Hearing Examiner is required, pursuant to Chapter 1443, Zoning Hearing Examiner Procedures, prior to the issuance of a building permit.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

§ 1437-13. Appeal.

Any party with standing may, pursuant to Chapter 1449, Zoning Board of Appeals, appeal to the Zoning Board of Appeals within 30 days after the decision of the Zoning Hearing Examiner.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

Urban Design District Standards
Schedule 1437-09

TABLE INSET:

	UD #1	UD #2	UD #3	UD #4	UD #5	UD #6	UD #7	UD #8	UD #9	UD #10	UD #11	UD #12	UD #13
S1		X		X	X	X	X	X	X	X	X		X
S2	X	X		X	X	X	X	X	X	X	X		X
S3	X	X		X	X	X	X	X	X	X	X		X
S4	X	X		X	X	X	X	X	X	X	X		X
S5	X	X		X	X	X	X	X	X	X	X		X
A1	X	X		X	X	X	X	X	X	X	X		X
M1	X	X		X	X	X	X	X	X	X	X		X
W1	X	X		X	X	X	X	X	X	X	X		X
R1	X	X		X	X	X	X	X	X	X	X		X
R2	X	X		X	X	X	X	X	X	X	X		X
E1		X		X	X		X				X		
F1		X											
N1	X	X		X	X	X	X	X	X	X	X		X
D1	X	X		X	X	X	X	X	X	X	X		X

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