The Streetscape improvements have been completed The property between Brotherton and Ballard is re-1 The Oakley School Redevelopment site including an The goals for the plan establish the principle concerns and drug stroes, new restaurant, and convenience Project 2 Introduction IGA Store, SuperX Store, and LADD housing project; that have directed the planning and design strategies store but there are still many vacancies remaining that Streetscape in two phases. The total construction cost was quired for further off-street lots, and re-organization of In late 1978, the Department of Development requested Oakley is a rambling sprawl of potentially more signifi-\$300,000.00. The improvements consist of street trees, new concrete and uni-stone sidewalks, new curbs, handicapped ramps, tandem parking meters, new trash receptacles, and parking lot and open space and policy recommendations. access. The property on the north side of the street be-2 The design and construction of two phases of streetscape improvements including street trees, new curbs and sidewalks, screenwalls, uni-stone paving and the investigations necessary to produce an urban tween Appleton and Brownway would become a prime site for a used car lot and building. The shift from B-3 to 1 Promote a continuity in a business-residents planning process that obtains commitment to seek improvements through public and private developments. design plan for the Oakley Square Business District. The five areas of investigation were to be economic condi-tions, parking, vehicular/pedestrian circulation, housing and streetscape. B-4 would assist in solidifying auto oriented businesses posure of the Square that presently fails to gain more than 18% of its potential. street banners; in the eastern end of the strip and would give much The strategy for business district improvements in 3 The construction of a new Rax Roast Beef Restaurant needed expansion to an important business. 2 Encourage an appropriate retail mix that enhances Oakley requires the consolidation and commitment of the major business group to initiate and lobby for improvement funding. There are ten particular project

\*\*Project 3\*\*
(Parking Lot) Parking area No. 1 is on the north side of Madison the symbiotic beneficial relationship of auto oriented or pedestrian shopper oriented businesses, that concentrates in two focal areas on Madison Road. on the former theatre parking lot; The current mix of business could be sorted out to promote a consolidation in two cores on the extended Data collection through field interviews, surveys and in-Road directly across from the former Ambassador Theatre. This parking lot is the only major parking re-maining for the high concentration of retail businesses The improvement of parking and access would be accomplished in this zone referred to in the context of spections began in November 1978 and concluded in June 1979. A small committee representing business in-terests in the area was organized to receive the results 4 The construction of a new veterinarian's office where strip. The eastern end would naturally focus around the areas that were identified in the design process that Project 4. Consolidation of the surfaces would allow im a gas station had been abandoned; 3 Encourage economic growth that takes advantage need support for improvement. There are planning in near the square. The lot should be better organized, portant accessibility from Brownway Avenue to the the cramped Courtesy Chevrolet dealership. Accomodation of expansion for this business would be central to improvements in this zone. The aggregation of other of investigations and react to the formation of guide-5 The construction of a new United Dairy Farmers Store; west. The zone change from B-3 to B-4 would enof the traffic volume on Madison Road. itiatives that will insure a progressive future for Oakley. courage improving the uses toward automobile services and sales. lines and directions for the plan. The committee's last ment provided to guarantee image, function and maintenance. A screen wall has been constructed 6 The re-use of the 20th Century Theatre; 4 Establish appropriate character and conditions that support a competitive shopping area. meetings dealt with setting priorties and reaching agreement on the final recommendations represented following activities:

1 Consolidation of the power base behind the urban B-4 zoned businesses (allowing automobile access and 7 The potential development of the Ambassador along the front as part of the streetscape imin this document. Theatre property which has been purchased by the The zone change B-3 to B-4 suggested for properties provements, Phase I. Creation of a parking manageconsistent character required of such an area, while not disrupting the pedestrian oriented shopping experience on the western end of the Square. design plan. A community group that reflects broad base support would be most effective in working with fronting Madison between Appleton and Brazee would ment entity would assume responsibility for on-going operation and maintenance of the lot. The existing conditions analysis found the Square to be also consolidate and improve parking and accessibili-ty. The joint development of these parcels with through access would better serve each business and relieve over-extended, indecisive in terms of growth, suffering from no coherent policies for appearance, and too 8 The facade loan program; Improved image and promotion.
Increased cooperative investment and leadership.
Guided business intensification in appropriate focus The block facing Allston Ave. between Madison and 9 A marketing study to explore the potentials of the The openness of the Square would be improved with in-2 Prepare for zone change considerations in commu liberal a zoning policy. Minot currently has a mix of R-5, B-3, and B-4 zones. It is curb cuts on Madison. business district. suggested that the R-5 be changed to R-5t to enhance Project 9 The principal direction of the plan is to provide a areas released through zoning change or vacancy.
The general visual condition of the Square reflects pool health and lack of commitment. There is a sense of ready transfer of the property for consolidation for business and/or parking uses supportive of the Madison Road frontage. The reminaing area should change from B-4 to B-3 to permit more favorable retail to areas (auto and shopper oriented). 3 Assist in the organization of a parking improvement organization and authority. logical systematic approach to improvements in the Continued activity by the Business Association and business area. The plan provides the format for public private participation in entrepreneurship. Redevelopment Corporation.
• Attraction of new businesses and retention of existing The major goal of this urban design plan is to promote a collective entrepreneurship and logical framework of change that enhances the economic vitality of this beginning around several establishments. This stimulus 4 Assist in the organization of a business development Implementation Schedule The initiatives of the Business Community will determine enter—supporting the consolidation of a pedestrian shopping precinct. There is too much a mixture of auto oriented uses within the B-4 zone and without a zone Cost | Source | Year Oakley School Site: IGA, SuperX and 40 Units of the character and rapidity of improvements. Clearly business center. The focused land use policy recom- Controlled through movement. there is a need for a unified and well supported The Abstract Scheme (see graphic) isolates projects within the business district. These projects reflect the interest of the working committee and the professional opinions of the consultants. The estimated costs, time Improved signage to parking.
More accessible parking, signed and designed to be more attractive. mended will concentrate inter-related business ac-The ''Square'' must position itself competitively within a development interest. The potential of Oakley in an economic sense and in terms of quality of living is tivities and enhance the competitiveness and attractiveness of the shopping and automobile oriented centers on Madison Road. The linear strip is currently a Pedestrian regional and larger market area. With the loss of the two neighborhood theatres, the "Square" has to be redeveloped, not only with uses for the former theatre restriction this evolution will continue to the demise of a Housing for the Disabled significant. The value of investment in Oakley is attract Streetscape (2 Phases) The former Texaco Gas Station has been torn down Project 2 tive at the present time and could therefore become Safe access and movement to shopping. frame and development scenario approximate a vision of the future in which Oakley could fulfill much of its scattering of disparate entities which struggle for surproperties but with the inclusion of major generator the major springboard to a major leap forward as indicated by this plan. and redeveloped as a new building for a veterinarian's Project 3 vival without the advantage of mutual support of other retail interests. The beginning of a new direction is evidenced in one sector. This initiative should be the commercial office uses, to attract people from a larger more regional market area as the theatres once did. The spin-off night time business that the theatres at-Parking Area No. 1 Zone Change—Block fac Reduced threat from traffic at crossings. The major anchor to the Automobile Oriented Shopping of the east end of the strip is Courtesy Chevrolet. The future of this franchise in Cincinnati is questionable Since the Urban Design Plan was approved on October ing Allston between catalyst for a comprehensive commitment toward 6, 1982, implementation has begun in the form of both tracted is now gone and needs to be replaced. Positive steps have been taken with the new grocery private and public investment, namely: adoption of the plan. units of housing for the disabled. This has been accomplished by many groups of people, among them the Oakley Community Redevelopment Corporation, New Commercial Building lighting and signage.

• Prepare guidelines to support facade improvements (LADD), Living Arrangements for the Developmentally
Disabled, Inc., Palazzolo Realty and Development and
the City of Cincinnati. consequence if this major retailer were to leave Oakle for a new site outside city limits. The franchise indicate and private investment in concert with public itment to the Square and the future of the Project 7 Parking Improvements • Embrace concept themes for the "Western" pedestrian shopping area, and the "Eastern" automobile service sales area of the Square. Appleton & Brazee. the dealership are to facilitate improvements in the Control zoning at the boundary of the Square to inoperation. Zone changes from R-4 to R-4t to the south and B-3 to B-4 on the north would give more favorable leverage to expansion and re-organization of the the business area.

Reduce the clutter of the sidewalk items; trash containers, poles, newspaper boxes, etc.

## Parking/Traffic

By the numbers, Oakley Square has no parking problem. The actual fact is that the parking areas are not well developed, nor do they encourage use by their invitation, directions or attractiveness. A concerted collective effort by the business group should organize the parking opportunities. The future of some of the large low use parking areas could be jeopardized by new development. The long term parking needs of the area should be addressed and cooperatively accounted for to insure convenience for shoppers.

The heavy traffic flow on Madison Road coupled with the difficult street intersections make pedestrian crossings difficult and speed control difficult to achieve. The width of the road will not be changed yet there are possibilities to examine a variety of parking options and curb changes which would improve apparent

Signage and identification of uses would assist the legibility of the Square, allowing shoppers to more comfortably gain access to the shopping and enterainment establishments.

The loss of the parking lot formerly used by the Ambassador Theatre for the new Rax Roast Beef Restaurant has reduced the total number of parking spaces considerably. The addition of the new IGA and SuperX complex has organized and improved the parking that was located there.

There still remains several unorganized lots behind the business buildings that need to be improved and consolidated to better utilize the parking that is there.

# Parking Recommendations

The amount of available parking in the entire area of Oakley remains at quite reasonable proportions. The most significant problem is in the area of management and maintenance.

Recommendations for parking improvements can be outlined as follows:

1 Organize a local parking improvement authority. 2 Establish a strong ongoing maintenance and repair | Private

3 Coordinate the on-street, off-street public and orivate improvement projects.

program for all lots.

screen walls and fences.

4 Consolidate existing parking lots by removing barriers, fences, ets., to have common circulation and

parking patterns. Improve all parking area drainage conditions.

6 Provide adequate lighting for all interior areas.

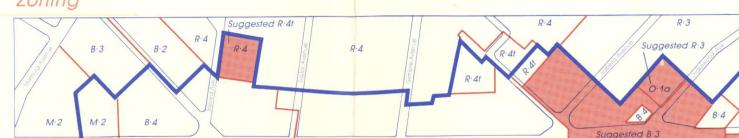
7 Screen all parking lots from the street and abutting esidential properties through the use of landscaping,







3 3090 Madison Road



## Land Use/Zoning

The zoning changes attempt to consolidate appropriate businesses, to combat the sprawl and strip phenomena. The residential areas, with one exception have maintained a sound character and reflect the basic commitment of owners to maintain the proud image of their community. The business area has been less fortunate. A liberal zoning policy has promoted a random franchising and mixture of uses which do not particularly compliment one another. Properties are available for intensification of development. Zoning changes would attempt to reinforce complimentary business development consolidation and containment of sprawl which does not benefit the community.

The in-between area formerly where the Oakley School was located has been developed for an IGA and SuperX Store as well as handicapped housing. This project has gone a long way to 'tie' the two distinct districts together. See map on reverse side.

## Construction Improvements

Chicago Rib Company

United Dairy Farmers
 IGA

Habits Cafe

OURTESY CHEVROLE

SuperX

The Oakley community has participated quite actively regarding privately-funded improvements in the business district. Street trees and trash receptacles have been placed along Madison Road through the efforts of the Oakley Chamber of Commerce and the

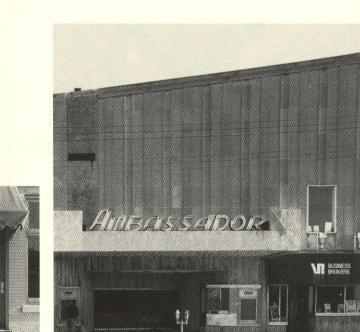
Oakley Residents Association. In addition, there has been an influx of new businesses

renovation and expansion. Listed below are examples of new construction, private renovation and expansion

Munch Box Oakley Lock & Key Chili Company Oldtiques Paperhangers Bona Decorative

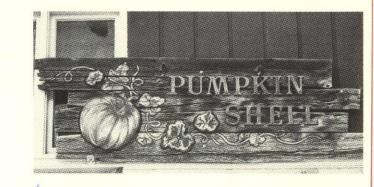
Hardware

· Rax Restaurant · A & J Chinese Restaurant





4015 Allston Avenue



Public

Public redevelopment costs for the Oakley Square Neighborhood Business District have totalled over \$950,000.00 during the past several years. These costs have included funding to implement public improvements in the business district, loan and grant funding relative to the redevelopment of the Oakley School site, Comprehensive Commercial Revitalization Program (CCRP) which includes a facade loan program, a feasibility study regarding the re-use of the Oakley School and recently, a marketing strategy pilot study to be used for the marketing and promotion of the neighborhood business district.

# Housing Recommendations

Oakley has become perhaps one of the best buys in town, in terms of its housing stock, availability, age, and location.

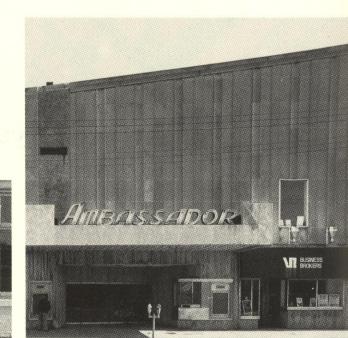
Existing housing esentially hems in the business district and offers quiet neighborhoods within easy walking distance to shopper or entertainment opportunities. Recommendations for further stabilization and future health can be outlined as follows:

1 Remove blighted and vacant housing within the

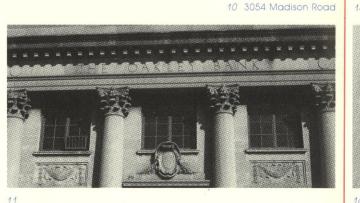
business district itself, along Madison Road. 2 Continue the rehabilitation of older but substantial apartment/commercial structures. As with Hyde Park Square, real opportunity exists for comfortable living

conditions above the street-level retail establishments. Additions 3 Permit selective commercial expansion into pinpointed locations in order to upgrade selective properties, thereby, increasing everybody's values.

4 Encourage strong and vocal neighborhood involvement in home improvement and property assessment. 5 Reinforce residential area adjacent to the NBD by changing the zoning to reflect the character of the street along the western edge of the business district.







### Streetscape/Setting Recommendations

The total visual effect of Oakley Square is considerably vague, disjointed and drastically in need of unification or clearly defined separation. One of the major reasons for this visual or transitional dilemma can be found in merely it's length, or uncontrolled expansion along

Important issues of building deterioration, ownership neglect, lack of investment and distasteful signage, present numerous areas for improvement. The recommendations that follow suggest alternatives

for more pleasant surroundings and more successful neighborhood enterprise. 1 Encourage stronger and more effective business

2 Discourage absentee landlordship where deterioration and neglect continues unchallenged.

3 Initiate a strong local committee able to enforce the repair of unsafe building conditions, as well as, undesirable blight or clutter removal.

4 Improve the quality of the landscaped island "Square" by more effective plantings for year round 5 Contain and clearly define two parts to Oakley's

business district. The "island" district as purely pedestrian-shopper oriented and the "viaduct" district as major vehicular-service oriented. 6 Establish guidelines for unification, control, coopera-

tion and enforcement. Sidewalks and 1 Encourage more uni-stone or brick paving to be Right-of-Ways done by private owners.

> 2 Announce the "heart" of the Square district by banners, color, pedestrian level lighting and smaller scaled elements or textures.

3 Eliminate, wherever possible, the clutter and visual disruption of excessive overhead wiring and abandoned utility poles or installations.

4 Create relaxing sidewalk pausing places for stronger theatre shopper enjoyment and safety.

## Design Standards

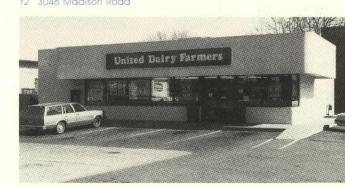
investment.

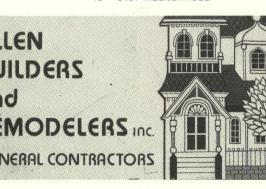
New Buildings • New buildings should be sited in a manner consistent and Building with the siting of surrounding buildings, photo 2

> roundings in terms of scale, proportion, materials, color and siting, photo 3

 New buildings should abut the front property line on Madison Road. Parking should occur at the rear









## behind the buildings. Building facades should be parallel to Madison Road. photo 2

 Building additions should relate to the existing building in terms of scale, proportion, materials, color, texture and siting.

 Building facades should be visually open to the street along Madison Road. Facades should consist of storefront and glass the entire frontage. photo 4

Building Materials • Building materials should relate to the building itself and surrounding buildings in terms of color, proportion, Appurtenances scale, texture, direction, pattern, and opening sizes and shapes, photo 5

> Building appurtenances and projections should relate in scale, proportion, and location with the total composition of the building itself, photo 1, photo 29

 The original architectural elements of a building, the piers, cornice and/or lintels should always be retained and restored, photo 11

 Original or natural materials on the buildings facade such as brick, stone, or glass should not be covered over or painted. photo 21

 Modern materials such as aluminum awnings, storefronts, column covers, fake brick siding, etc. that are out of keeping with the historic character of the building or district should be removed from the facade. photo 6

All existing masonry surfaces should be cleaned and repointed, photo 11

Replacement windows should fit the size of the original opening. If aluminum windows are to be used they should be anodized (dark bronze), photo 18

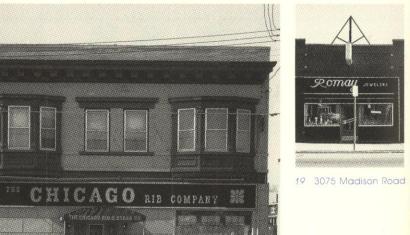
 Side walls, wherever visible from the street, shall be finished or painted so as to harmonize with the front of the building, photo 9

 Other facade elements such as shutters, iron work, fencing, porches, walks and landscaping should be restored to the original condition or reproduced as accurately as possible, photo 21

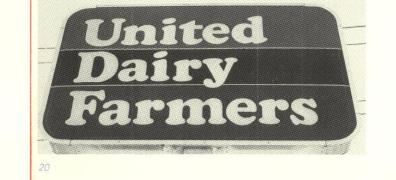
Storefronts should be visually open to the street and where practical, entrances recessed to increase sidewalk space and provide sheltered pedestrian access, photo 5

Awnings should be harmonious with the architecture of the building on which they are located, should not conceal architectural features of the buildings, should





3 166 Madison Road



#### not be pipe standard awnings, and should be compatible in shape and material with other nearby awnings. Structural supports for all awnings should be contained within the awning covering, photo 7

 All awnings should run parallel to the face of the building and provide a continuous covering along the sidewalk as opposed to small entry awnings over doors, etc. photo 10

 Protective grills must be designed as an integral part of the storefront, photo 12

 Mechanical equipment and air conditioning units should not be located at the front of the building or visible from the front of buildings, photo 11

 Each business shall be allowed one (1) main sign and one (1) supplementary sign for use on a window or

Definitions Primary Sign: A sign indicating only the name of the business usually placed flat against the building over the storefront area. photo 5

 Supplementary Sign: Supplementary sign is a sign which identifies the principal product or material sold or services rendered within a business establishment.

 Fascia Sign: A flat wall sign which does not project more than one (1) foot from the face or wall of the building to which it is affixed, painted, or attached and does not extend beyond the limits of the building. photo 13, photo 19

 Real Estate Sign: A sign advertising the sale, rental, or lease of the premises on which it is maintained.

 Instructional Sign: A sign conveying instructions with respect to the premises on which it is maintained, such as a sign designating the entrance to or exit from a parking area, a trespassing sign, a danger sign, or similar signs.

· Identification Sign: A sign indicating the name of a permitted use, the name or address of a building, or the name of the management therof, photo 16

 Trademark Sign: An identification sign consisting of a business and which symbol or trademark has been used on letterheads and in other locations and in printed advertising, photo 17

Prohibited Signs

· All billboards, neon, and roll-away (portable) signs. photo 21

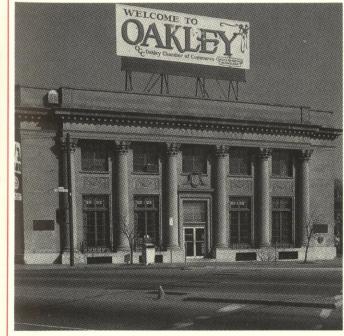
All blinking, flashing, or moving signs, other than

barber poles and theatres. photo 1

business involved, photo 20

 Free standing signs, or ground signs except in the case of a gas station or other building which is set back at least fifteen (15) feet from the street and provides off-street parking. In the latter case, a fence sign or a free standing sign no higher than sixteen (16) feet may be placed near the property line. If a fence sign, it shall not rise above the fence. The size of the signs shall be determined by the linear frontal feet of the

· All signs on sides of buildings shall be prohibited except corner buildings.



21 3047 Madison Road



#### Sign Guidelines: Signs should be harmonious with the architecture of

with a dark color, photo 22

photo 4

the buildings on which they are located, photo 1 Fascia Signs shall be limited to one (1) square foot of copy area for each lineal foot of building frontage.

 Projecting Signs shall be symbol or trademark signs and shall project no more than 4'-6" from the building facade. The bottom of such signs shall be at least ten (10) feet from the ground or sidewalk unless the sign face is six (6) square feet or less in which case the bottom of the sign shall be at least 8'-6" above the ground or sidewalk. The allowable area per sign face shall be a maximum of 1/4 foot for each lineal foot of building frontage. Projecting signs should be located either over entry doors or on building columns or piers. The support

structure should be as simple as possible with no ex-

posed guy wires. The structure should be painted out

 Ground Signs shall only be allowed for businesses that are set back from the street at least fifteen (15) feet and provide off-street parking. The maximum height of ground signs shall be sixteen (16) feet to the top of the sign. The maximum area per sign face shall be 1/4 square foot for each lineal foot of property frontage. The maximum area per sign face shall be 40'-0" square feet, photo 20

 Signs should be designed to communicate with pedestrians or persons in slow moving vehicles. photo 25

 Signs should be adequately spaced from other signs for good visibility and consistent in size with other signs of similar businesses, photo 15

· 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. photo 23 The predominant copy of all signs should identify the business on the premises or its principal product or

service, photo 24 Flashing or neon signs should not be permitted, ex-

cept for theater marquees. photo 8

 Roof top signs, or any sign that extends above the roof line of any building shall not be permitted. photo 21

 Obsolete signs and unusual sign supports should be removed. photo 21

 All lighting and electrical elements for illuminated signs such as wires, conduit, junction boxes,

Eastern Office

## species should be hardy city types and approved by the Park Board, photo 27 Sidewalk material should be encouraged for both public and private walks. These areas should have a continuity of treatment to emphasize pedestrian use

streetscape area, photo 28

and scale. Private pedestrian amenities such as benches, kiosks, waste receptacles, etc. should be designed to be in keeping with that of the overall theme of the public

transformers, ballasts, switches, and panel boxes should

Signs at the rear of businesses are subject to all

ed buildings should include landscaping in the form of

street trees and/or shrubbery along the public right-of-

themselves to soften the appearance and landscaping

All parking areas and open spaces should be ade-

quately screened with trees and shrubbery and should

also have trees to separate individual parking areas

All street trees should be at least 3½" caliper and

should be spaced at a maximum of 25'-30' apart. Tree

between and along site boundary lines. photo 26

ways, and low shrubbery around the buildings

be concealed from view. photo 22

Parking, Land- · All private developments for both new and remodel-

guidelines set forth above.

and lanes, photo 27

scaping, Site

The Oakley Square Neighborhood Business District Urban Design Plan was prepared for the City of Cincinnati, Department of Development and presented to City

Council by the Department of Neighborhood Housing and Conservation. Department of Economic Development Ms. Nell D. Surber, Director

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