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Introduction
Uptown Crossings Urban Design Framework

PROJECT OVERVIEW

Determined to create a new “crossroads” at the heart of the Uptown District, a group of Cincinnati’s leading economic and cultural institutions in the Uptown area—including the University of Cincinnati, the city’s leading hospitals and medical research centers, and the Cincinnati Zoo—joined with Uptown’s Clifton, Corryville, and Avondale neighborhoods to create a community redevelopment partnership to explore larger development opportunities and spearhead the creation of a redevelopment plan for a 36-acre site that creates a new mixed-use center and builds new crossroads and connections between institutions and neighborhoods. The key stakeholders established Uptown Crossings Community Urban Redevelopment Corporation (UCCURC) to transform the study area into “Uptown Crossings,” with a goal of transforming an underutilized area in the heart of Cincinnati’s Uptown district into a vibrant new place rich in quality of life and economic opportunity. Through this plan, a partnership will enhance quality of life and economic opportunity for the Uptown area, strengthen Uptown as a host community for important institutions, and reinforce the city’s most significant economic engine. The objective is to create a new neighborhood that builds connections between neighborhoods and institutions, provides housing choices for area residents and employees, creates retail and entertainment facilities, and preserves historic buildings to maintain the unique character of the Uptown area.

Cincinnati’s Uptown district supports a quality of life, economic opportunity, and cultural wealth that are critical to the social, economic, and cultural health of the city and region. The district encompasses diverse neighborhoods with rich and visible histories, a world-renowned university, cutting-edge health care and research, lively commercial districts, beautiful parks, the Cincinnati Zoo, and other important resources—all within walking distance of each other. The result is a uniquely vital “urban village” in which people of many ages, ethnic backgrounds, races, incomes, stages in life, and family types live, work, study, seek health care, shop, and play.

Uptown’s neighborhoods and institutions face very real challenges that affect similarly diverse urban districts across this country—tensions between neighborhoods and institutions, disinvestment in older urban neighborhoods, racial and ethnic stresses, concerns about maintaining traditional community character in face of rapidly accelerating economic change, and similar concerns. Given their leadership qualities and shared commitment to a better community, residents and institutions can build on the energy inherent in Uptown’s diversity to make the district a more livable place for its current and future stakeholders. Uptown’s future could offer an unusually broad range of housing options, jobs prospects, and educational and cultural opportunities.

The study site represents a critical building block in unlocking this bright future. The site’s strategic location in the heart of Uptown and its size will enable it to play a central role in meeting the district’s challenges and fulfilling its promise. The site offers an unparalleled opportunity—through mix of uses and scale of development, distinctive public realm, and the handsome architecture it can support—to enhance tangibly the social, economic, and cultural lives of everyone in the Uptown community and, in the process, the city and region. Uptown Crossing can emerge as a proud new symbol for the vitality for all of Uptown.

UPTOWN CROSSINGS STRATEGIC OPPORTUNITY

Uptown Regional Opportunities

During this study the firm of Hamilton, Rabinowitz & Alschler, Inc. (HR&A), and its consultants undertook a conceptual regional study to develop a strategic framework for the Uptown Consortium’s approach to Uptown. HR&A’s mission was to determine how the five institutions—University of Cincinnati, VA Medical Center, Children’s Hospital Medical Center, Cincinnati Zoo, Health Alliance and Tri-Health—could work with community partners to create an Uptown that is:

- safe,
- attractive,
- and a fully functional regional economic driver for the consortium members, their community partners, and greater Cincinnati.

To achieve this mission, revitalization should be framed around core principles that define and position Uptown:

- Treat Uptown as a unified market.
- Develop a rich set of amenities.
- Connect neighborhoods and reinforce residential nodes.
- Establish a hierarchy of streets.
- Create public gateways.
- Restore through-street connections.

In addition to proposing broad-based principles for the Uptown Area, HR&A was offered the opportunity to comment on the vision embodied in this master plan for Uptown Crossings. The following bullets represent the themes and opportunities that could be part of the redevelopment plan.

Definition of Success for Uptown Crossings: A Project that is Institutionally Valuable and Communally Viable

CORE PROGRAM

- Expand program areas of zoo.
- Expand zoo parking.
- Possibly expand parking for others.
- Produce new housing for various users.
- Create an area that is lively and safe.
- Ensure an economically maximized project.

ADDITIONAL BENEFICIAL PROGRAM

- Include year-round destination retail/activities.
- Design Uptown as a destination location.
- Add new public amenities.
- Extend adjacent retail fabric.
- Maximize at-grade options.
- Design all buildings to face the street.

DESIGN PRINCIPLES

- Enhance safety by increasing public access and year-round activity.
- Reinforce urban and uptown context.
- Create public gateways at Vine and Erkenbrecher.
- Promote Vine as the connecting street from downtown to Uptown.
- Maintain existing fabric where possible.
- Maintain the relationship with existing streets where possible.
- Extend adjacent retail fabric.
- Maximize at-grade options.
- Design all buildings to face the street.
- Improve transit accessibility and walkability.
The Uptown Crossing Urban Design Framework and Implementation Strategy Plan grew out of a nine-month community-based planning process that began in May 2003. Beginning with an intensive analysis of the study area, the process evolved through five phases: first, understanding the physical and social dimensions of the study area; second, planning and conducting community open houses and workshops with the steering committee; third, outlining three alternative design options; fourth, working with the steering committee to improve the plan and develop a strategy for implementation and phasing; and fifth, refining a draft and final master plan and developing general design guidelines for each phase of development.

The plan that emerged reflects the goals as articulated by the various stakeholders—who in turn represent a wide spectrum of Uptown neighborhoods and area institutions. The consultant team worked with the steering committee to identify key stakeholders: the city (Department of Engineering and Transportation, Department of Community Development); major institutions (including the University, EPA, Children’s Hospital Medical Center, VA Medical Center, Cincinnati Zoo, Health Alliance); neighborhoods (Clifton, Corryville, Avondale); local developers; and others. Initial wide-ranging interviews helped uncover areas of shared vision, opportunity and challenge, which then formed the basis of the subsequent workshops and community open houses.

With its concentration of institutions, Uptown is the second-largest employment center in the city, creating new opportunities for higher-density urban living just 15 minutes from downtown. Located in the center of Uptown, the project site makes little use of this potential, with more than 10 acres of vacant land, a superblock configuration, and no neighborhood streets to connect the uses on either side. The site’s edges—a hospital campus to the east, the Cincinnati Zoo to the north, a small neighborhood commercial strip on Jefferson to the west, and traditional residential areas (predominantly large single-family houses) to the south and west—create a wide range of new development pressures, including a proposal for a large new parking garage for the zoo.
The study area is surrounded by diverse neighborhoods and an important public park, each of which exerts an influence on the final program. At times, these needs are difficult to balance, but by cooperating and forming partnerships the stakeholders were able to create a shared vision in which everyone had a sense of ownership. These divergent needs were addressed by resolving the site’s complex edges with sensitive design, creating good connections, and providing a mix of uses.

The stakeholder needs include:

<table>
<thead>
<tr>
<th>STAKEHOLDER</th>
<th>GOALS</th>
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<tbody>
<tr>
<td>CINCINNATI ZOO</td>
<td>Restore historic entrance, present more public face to the community, relocate parking from the main zoo site to free up land for exhibits, and concentrate parking in one location (1,500 spaces).</td>
</tr>
<tr>
<td>VA MEDICAL CENTER</td>
<td>Provide parking for 300 cars. Additional space for Clinical Research Programs and other needs.</td>
</tr>
<tr>
<td>UNIVERSITY OF CINCINNATI</td>
<td>Connect to UC Medical Area, upgrade daycare, expand housing options for faculty, staff, and students.</td>
</tr>
<tr>
<td>EPA</td>
<td>Maintain buffer for security.</td>
</tr>
<tr>
<td>CITY</td>
<td>Support increased vitality for this important economic engine and promote quality of life in residential neighborhoods.</td>
</tr>
<tr>
<td>SURROUNDING RESIDENTIAL NEIGHBORHOODS</td>
<td>Expand housing options, maintain sensitive edges. Greenspace and amenities improvements. Improved connections to zoo and institutions.</td>
</tr>
<tr>
<td>NEARBY HOSPITALS, RESEARCH CENTERS AND HEALTH ALLIANCE</td>
<td>Expand housing options for employees and amenities such as retail and restaurants and services that enhance Uptown as a place to live, work, and study.</td>
</tr>
<tr>
<td>PARKS DEPARTMENT</td>
<td>Preserve and enhance Burnet Woods as a natural and community resource.</td>
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Revitalization of the Uptown Crossings area is envisioned to meet existing and future demand for quality housing, office, service, and retail spaces. With the relocated entrance for the zoo, the existing Jefferson Avenue business district provides excellent short-term potential for developing new neighborhood-serving retail, service, and dining space. A themed feature restaurant, apparel, and gift retailer spaces should be considered as part of a complimentary retail environment at or near the zoo entrance.
Uptown Crossings is located approximately three miles north of downtown Cincinnati, immediately north of the University of Cincinnati, and west of the university’s Medical Campus. Interstates 71, 74, and 75 are all within a 1.5-mile radius. Vine Street, Ludlow Avenue, and Dr. Martin Luther King Drive, and provide the principal arterial access to the interstates.

The surrounding Uptown district benefits from the region’s second-highest concentration of employers, with the University of Cincinnati and the Health Alliance (including University Hospital) ranking one and two respectively among tri-state employers.

Some of Cincinnati’s most noteworthy cultural, shopping and entertainment destinations, including the Cincinnati Zoo, are located within five miles of the site.
LOCAL CONTEXT

The Clifton and Corryville neighborhoods that border the district developed along with Cincinnati’s first bedroom communities in the late 19th and early 20th centuries. Like Clifton Heights to the south and Avondale to the east, each is served by neighborhood commercial districts that function in both competitive and complimentary niches.
**DISTRICTS:**

**Clifton**
Clifton, to the west, has maintained a large measure of its original reputation as an affluent “silk stocking” community of stately homes and institutions. The Ludlow Avenue Gaslight District runs east to west through the neighborhood and remains a vibrant and walkable neighborhood commercial street with a range of international dining venues, varied retail/service tenant mix, and an independent grocer. The Esquire Theatre anchors the district, attracting visitors with its reputation as one of the region’s few “art” cinemas. Local and national franchises including Dewey’s Pizza, Skyline Chili, and Pizzeria Uno complement the eclectic mix of shops and dining destinations such as Toku Baru, Ambar India, and Biagio’s Bistro. Clifton Fountain provides a delightful setting in which to enjoy a Graeter’s ice cream or a Sitwell’s coffee.

**Corryville**
Over its history Corryville has been both a local and regional draw. On one hand, the Vine Street (“Short Vine”) corridor functions as the hub of neighborhood-oriented service and retail activity; conversely, it has a long-standing regional reputation as an entertainment-oriented destination. Over the years the district has experienced a gradual decline in patronage in the face of institutional expansion, changes in the transportation network, evolving demographics, safety concerns, and a lack of investment throughout the neighborhood. The Short Vine district today boasts a rich collection of historically significant commercial structures. A mid-1960s urban renewal project known as University Plaza disrupted the flow of traffic that gave rise to the commercial district, though the effects of the disruption were not clear until mid-1980s. A Kroger’s market has been in continuous operation and serves as the major anchor of the University Plaza site. Walgreens Pharmacy, Blockbuster Video and several specialty retailers are housed within an aging and tired-looking superblock structure that could be redeveloped as a new neighborhood center.

**Avondale**
Avondale to the north and east has undergone a more radical transformation as a result of expanding institutional uses and the urban flight characteristic of many first-ring urban communities throughout the country. Much of the immediate area’s housing stock needs repair or replacement and is ill-suited to meet the needs of the large potential consumer base generated by the “Big Five” institutions. The neighborhood’s traditional commercial core is located approximately a mile to the east at the intersection of Reading Road and Forest Avenue. While the business district once served as a true mixed-use shopping district, much of that identity has been lost to a more suburban-oriented strip pattern of development.

**Clifton Heights**
The Clifton Heights District, to a greater extent than Short Vine, is scheduled to undergo a substantial transformation. Current plans call for the removal of dilapidated residential and commercial structures in a four-block area between Vine Street and West Clifton Avenue. The proposed program of uses calls for four-to-five-story development along each side of Calhoun Street, 90,000sf to 100,000sf of new ground-floor retail uses (up to 250,000sf total), a 1000-space parking garage, a retail market pavilion, a new neighborhood park, and upper-floor housing for both student and nonstudent residents.

The consulting team that prepared this report concurrently engaged in a revitalization study, intended, in part, to determine a strategic redevelopment approach for the Short Vine district. While the study is not yet complete, preliminary plans and strategies suggest that future uses should build on the existing strengths in entertainment and neighborhood services while expanding offerings to area hospitals and U.C. students. New housing representing a mix of unit types and densities has been proposed throughout the district. New business could be attracted by developing a “pop culture” theme that encompasses a high percentage of existing tenants. Like the Ludlow Area, Short Vine is envisioned as a walkable district with high-quality streets and public spaces, one-of-a-kind tenants, and a strong neighborhood-service mix that could include a new transit hub, senior center, and/or other social service spaces.
Strategic positioning calls for major retail brands including cutting-edge fashion, athletic and sporting goods, college-oriented apparel, home furnishings and accessories, as well as traditional convenience and service retail offerings.

INSTITUTIONS

University of Cincinnati

The University of Cincinnati provides rich educational and cultural resources and is a regional hub for employment. By working with the neighborhood and other institutions, the university would like to strengthen its connections between its academic core and medical core and expand housing choices for its employees and students.

VA Medical Center

The VA Medical Center, on the east side of Vine Street, occupies approximately seven acres. The hospital buildings are set back about 150’ from Vine Street and are eight to ten stories tall. The hospital is interested in adding 300 parking spaces.

Children’s Hospital Medical Center

Cincinnati’s Children’s Hospital Medical Center employs more than 7,000 people in patient care, research and education. Soon to be under construction is an 11-story research facility on the main campus, which will be facing the UC Medical School campus.

The new building will have 363,000 total square feet when it is completed in 2007. It will house laboratories, other special research facilities, clinical faculty offices and other Center for Computational Medicine, which was funded with a grant of $25.2 million from the state of Ohio’s Third Frontier Project.

Cincinnati Zoo

The Cincinnati Zoo would like to present a stronger public face along Vine Street. By consolidating parking facilities and returning the main entrance to its historic location on Vine Street, the zoo can create a new gateway to the zoo area and rebuild its main campus to expand its exhibit space.
Uptown Crossings

Redevelopment Strategy
Neighborhood Housing Revitalization Strategies

A key recommendation of this master plan is to preserve and enhance the existing houses on Glendora and Erkenbrecher as a way of strengthening the residential community needed to anchor a mixed and diverse neighborhood. Several strategies will contribute to this goal.

**OBJECTIVE: IMPROVE HOUSING STOCK, REMEDY BLIGHTED PROPERTIES, AND IMPROVE THE QUALITY OF THE NEIGHBORHOOD**

1. Establish a receivership program—A means by which properties with code violations can be forced into compliance or, by court order, transferred to a nonprofit developer that would perform the work at cost and, ideally, recoup the expense by selling the property.
2. Establish a revolving rehab loan fund—Primarily serves as gap financing for at-risk properties.
3. Work with City to establish a façade improvement program.
4. Identify and market government programs and resources:
   - Home Ownership Center of Greater Cincinnati
   - Hamilton County Home Improvement Program (HIP)—low-interest second-mortgage loans
   - City of Cincinnati property tax abatement
   - City of Cincinnati Homeowner Infill & Rehab Program, a grant program run by the city for small homeowner-ship projects, both new and rehab

**OBJECTIVE: INCREASE HOMEOWNERSHIP OPPORTUNITIES FOR AN ECONOMICALLY DIVERSE COMMUNITY.**

1. Collaborate with the Home Ownership Center of Greater Cincinnati:
   - Homebuyer education classes
   - Downpayment and closing-cost assistance
   - Affordable home mortgage products
2. Engage existing and promote new Employer Assisted Housing (EAH) “Walk to Work” programs. Successful model of EAH programs includes:
   - Mortgage guarantees
   - Group mortgage insurance
   - Closing-cost assistance programs
   - Downpayment loans
   - Home-equity guarantees
3. Work with large employers’ relocation/human resources departments to market neighborhood/available housing. Provide information advertising the assets of the community and benefits of living in the area.

Parking Strategy

A strategy for short and long-term parking for the Uptown area is critical to the success of the overall Master Plan recommendations. There are many opportunities for the various institutions to partner together to supply the demand for both the short and long-term needs. By understanding how to share the opposing off-peak parking demands, these institutions can reduce the overall amount of parking while potentially sharing the cost of building it.

The following bullets outline key steps in creating a Parking Strategy for Uptown Crossings.

- The various institutions should continue to seek partnerships for developing and maintaining parking. This could also include a management strategy for parking (like the parking entity that oper-
ates in the downtown). This will need to be coordinated with each users programmatic and operational procedures.

- Work with the City to understand current parking requirements and how those can be best accommodated under a shared-use parking strategy.
- Provide alternative parking for the existing on-street spaces that are located on the west side of Vine.
  - Option 1: Provide new off-street parking in small lots that are either vacant or underutilized
  - Option 2: Create new (east-west) streets with on-street parking that connects Glendora to Vine (via one-way roads with limited turning that prevent cut-through traffic)
- Provide on-street parking for the new mixed-use and residential streets. This will reduce the need for parking structures and lots and will enhance the character of the street by making parking easily accessible to adjacent spaces and safe for pedestrians walking along the street.
  - For large development sites, place parking below the buildings to preserve as much street frontage for active uses. Where parking structures are necessary (such as the Zoo parking structure), provide well-landscaped areas around the structure and well-lit entrances at locations that support the patterns of pedestrian traffic.

The following bullets outline key steps in creating the Zoo Promenade.

- Remove the existing buildings on the Zoo owned parcels to prepare the site for a first phase surface parking lot.
- Create surface parking for the majority of the site and work with the City to better understand the future alignment of Vine Street (number of lanes, connections to Erkenbrecher, entrance/exist points to Vine Street, etc)
- The Zoo should coordinate with the City and UC to establish a greenway connection through the existing Shields Street right-of-way. The existing R.O.W. offers topographical challenges that should be addressed to ensure a walkable environment.
- The design and installation the pedestrian bridge over Vine Street should accommodate the future design parameters of the Vine Street realignment and should plan for changes to entrance/egress points to the site.
- During later phases of implementation when the parking lot will be transformed into structured parking, the Zoo should coordinate its’ design efforts to ensure that redevelopment occurs on the east side of Vine. This should also include the design for supporting retail uses along the western edge of the Zoo Mall, making the mall active and pedestrian friendly.

Zoo Promenade

Zoo Promenade will ultimately function as a highly-visible street-front connection, linking the Zoo entrance along Vine Street to the south and internally through the redevelopment sites to Burnet Woods. The Zoo Promenade will need to evolve over time to accommodate the complex operational needs of the Zoo and to facilitate the future roadway alignment of Vine Street.

Mixed-Used Development

The “heart” of Uptown Crossings will be located along a new east-west street that will link the hospital district to the existing retail activities along Jefferson Ave. The ground floor of these buildings should incorporate active uses, such as retailers, restaurants and cafés. The upper floors can potentially be used for a mix of office and residential uses. Parking for these buildings should be located below grade or at the rear of their lots.

The following bullets outline key steps in creating the new mixed-use street.

- Include active ground floor uses for all new buildings west of Glendora.
- Ensure continuity of streetscape by adhering to the street profile and setback requirements included in this report. (This will ensure that, as projects get completed, the street wall is contiguous, and that sidewalks, street plants, lighting, and other urban amenities are consistent)
- Include on-street parking for retail uses.
- Coordinate the north and south development sites to understand the timing of these independent projects and how the mixed-use street will be constructed and used during the development of these projects.
Urban Design Vision and Program
CHALLENGES

Community-building

ANONYMOUS CHARACTER
Large amounts of vacant land, disparate existing buildings, and lack of internal streets and blocks combine to create a place without a distinct sense of character, amenity, or identity.

LACK OF CONNECTIONS
The site currently represents a four-block-long barrier between Clifton and Avondale, Corryville, and nearby institutions.

LACK OF SUPPORT FOR NEARBY INSTITUTIONS
The site does not accommodate active uses, parking, housing, or other activities that support the long-term vitality of nearby institutions, all of which are critical to the cultural, educational, and economic health of the Cincinnati region.

INADEQUATE MAIN STREET AND GATEWAY
Although Vine Street represents the symbolic heart of the Uptown district and a major gateway to the zoo, the university, and other nearby institutions, the street lacks sufficient right-of-way to accommodate anticipated traffic adjacent to the study site. Buildings that face the street in the study area do not contribute to a lively pedestrian realm or in other ways help North Vine fulfill its role as an important Main Street.

POOR-QUALITY EDGES
The site’s edges along adjacent neighborhoods and institutions—mostly vacant land and buildings that suffer visibly from a lack of investment—do little to enhance the physical quality or character of these neighborhoods and institutions.

UNDERUTILIZED LAND
Despite the site’s size and strategic central location, the current mix of uses and vacant land does little to enhance quality of life or economic opportunity in Uptown.

ISOLATION FROM THE LIFE OF THE SURROUNDING NEIGHBORHOODS
The site does little to support the diverse community that neighborhood and institutional leaders seek for Uptown.

CONCERNS FOR SECURITY
The lack of activity on much of the site, together with its large size and central location, contribute to concerns about personal security in areas surrounding the site.

Redevelopment process

MULTIPLE OWNERSHIPS
The site’s fragmented ownership, particularly for the southern half, suggest that redevelopment at a community-building scale and character will be difficult.

HIGH LAND COSTS AND DEVELOPMENT ECONOMICS
The relatively high costs of land will require creative approaches to financing start-up redevelopment and densities that can absorb land costs.

MULTIPLE AND DIVERSE STAKEHOLDERS
The site’s proximity to three neighborhoods and multiple institutions will require a carefully managed outreach program at every stage of planning and development.
Community-building

REINFORCE NORTH VINE’S ROLE AS AN IMPORTANT MAIN STREET FOR ALL OF UPTOWN AND A REGIONAL GATEWAY TO THE ZOO, UNIVERSITY, AND OTHER NEARBY INSTITUTIONS
• Employ active street-level uses and buildings of sufficient scale lining the west side of North Vine, together with a wide, tree-lined sidewalk to transform the street into a pedestrian-friendly avenue and convey a sense of importance appropriate to its role as a significant Main Street for the entire Uptown district.
• A handsome, well-landscaped, boulevard character for North Vine will announce it as a regionally important gateway to the zoo, the university, and other significant institutions.
• Add left-turn lanes so that North Vine can provide regional vehicular access to the zoo and other nearby institutions.

FORGE CONNECTIONS TO AND BETWEEN ADJACENT NEIGHBORHOODS, INSTITUTIONS, AND PUBLIC SPACES

• Introduce significant amounts of new housing, including types not found on the west side of North Vine, together with a wide, tree-lined sidewalk to transform the street into a pedestrian-friendly avenue and convey a sense of importance appropriate to its role as a significant Main Street for the entire Uptown district.
• Increase the amount of home-ownership and owner-occupied buildings.
• Build in diversity by maintaining the existing homes while offering new housing choices such as lofts and apartments.

PLACE USES AROUND THE EDGE OF THE SITE THAT ENHANCE QUALITY OF LIFE IN ADJACENT NEIGHBORHOODS AND INSTITUTIONS
• Every building that faces a public street adjacent to the site should be of a scale and character that make it a good neighbor; uses in these buildings should pass a similar test of compatibility with neighboring areas. The nature of adjacent blocks should strongly influence the uses and character of different parts of the site.
• Housing and other appropriate uses should shield adjacent blocks from views of parking and other uses that clash with neighborhood character.

MIX USES THAT ENHANCE UPTOWN AS A COMMUNITY OF CHOICE FOR LIVING, WORKING, STUDYING, CONDUCTING RESEARCH
• Develop restaurants, cafés, and other uses—together with lively public spaces adjacent to the zoo and elsewhere on the site—to create a greater sense of amenity that draws people to live, work, and study in Uptown.
• Integrate larger new buildings and the finer scale of the traditional neighborhood fabric.
• Shift the zoo’s parking from existing surface lots to the site (close to the new entrance), and provide for future growth—in the process freeing up former parking sites for exhibits and other zoo-related uses.

REDEVELOPMENT PROCESS

• Develop office, housing, retail, parking, research and other uses that will support the success of other nearby institutions.

Goody, Clancy & Associates 19
Components of the Plan

1) ZOO SURFACE PARKING LOT
   Provides parking for Zoo patrons and frees up the existing parking lots on Zoo campus to become future expansion for exhibits.

2) RUTHER STREET APARTMENTS/LOFTS AND TOWNHOUSES
   These new townhouses and apartments will enhance Ruther as a two-sided residential street, provide new housing options in Uptown and be a visual buffer to the Zoo parking lot beyond.

3) SHARED-USE PARKING STRUCTURE
   By consolidating the surface parking for the Zoo and VA Medical Center into a shared-use parking structure, a significant portion of the Vine Street parcel will be available to create the Zoo Promenade.

4) EXPANDED DAYCARE FACILITY
   The existing daycare on Ruther should be expanded to the north and south. The north-south grading of this area poses significant challenges and should be coordinated between adjacent properties to ensure that future phases of work will be complimentary with one another.

5) REALIGNMENT OF RUTHER AVENUE AND NEW RUTHER PARK
   Ruther Avenue should be realigned to enhance its character as a neighborhood residential street while minimizing through traffic. The small new neighborhood park will enhance the pedestrian environment along Jefferson.

6) NEW TOWNHOUSES
   Provides additional housing to the area and new choices within the community.

7) NEW MIXED-USE BOULEVARD WITH APARTMENTS/LOFTS, SHOPS, AND OFFICES
   The Boulevard will break down the size of the existing "superblocks" and will connect the east and west sides of the site while providing new housing options with lower level retail that complements the existing uses along Jefferson.

8) RENOVATE HISTORIC "ICE HOUSE" BUILDING ON JEFFERSON
   Preserve the historic building along Jefferson and potentially reuse it for retail or housing. The corner of the building that is adjacent to the new Mixed-Use Boulevard should be designed to complement the new Neighborhood Square.

9) NEW CONNECTIONS TO BURNET WOODS
   The proximity and connectivity to Burnet Woods should be enhanced by providing new well-landscaped pathways along Nixon and Jefferson to link the park to the new development and Zoo, and capture the value of this significant resource.

10) PEDESTRIAN PATH LINKING NIXON TO UC
    While Uptown is in walkable proximity to the University of Cincinnati (UC), there are no designated walkways that connect to UC. Pathways along Vine Street and Bishop Street should be improved to enhance the connection from Uptown to UC. The University should continue to work with the Environmental Protection Agency to explore ways of making these connections.

11) PEDESTRIAN BRIDGE OVER VINE STREET
    Will link the parking lot to the Zoo and create a northern "Gateway" into Vine Street.

12) ZOO TICKET BOOTH, EXHIBITS AND RESTAURANT
    Ticketing and small retail venues will be located on the west side of Vine to allow visitors to enter into the Zoo "experience" as quickly as possible. The restaurant should be accessible to the larger public without having to enter into the Zoo.

13) ZOO EXHIBIT/FOCAL POINT LANDMARK AT THE NORTHERN TERMINUS OF VINE
    Realignment of Erkenbrecher into a "T" interaction with Vine will permit a new focal point to be created at the northern end of Vine Street. This special exhibit will bring the Zoo to the street edge and act as a visual terminus along Vine Street.

14) CAFÉ AND CORNER PLAZA
    The small café and corner plaza will complement the western edge of Vine Street to create a zone of Zoo-themed architecture and landscaping to further announce the northern "Gateway" to the Zoo and Uptown.

15) WIDENING OF VINE STREET
    In the short term, Vine Street will need to be four lanes (two in each direction) to accommodate the flow of traffic from the surface parking lot. In the long term, Vine Street will need to be widened to provide a fifth turning lane. Existing on-street parking along the residential area will be moved to new side streets.

16) BUS DROP-OFF
    A new bus drop-off will accommodate citywide uses, shuttle buses for the area hospitals and patrons of the Zoo.

17) ZOO/OFFICE/RETAIL BUILDINGS
    The Zoo can consolidate its administration facilities on the east Vine lot while providing ground floor shops and restaurants to help activate the Zoo Promenade along Vine Street.

18) LANDSCAPING TRANSFORMER
    The existing transformer on the corner of Shields and Vine should be buffered with landscaping.

19) ZOO PROMENADE
    With the structural parking in place, the Zoo can diversify its program options on Vine Street to include a Zoo-themed Promenade including special exhibits and a variety of pedestrian pathways and venues. This will also enable the Zoo to locate its administration facilities and small-scale retail along Vine Street.

20) RESTORED RESIDENTIAL AREA
    The existing traditional single family houses and multi-family dwellings along Vine and Glendora should be preserved and enhanced with street improvements such as landscaping and lighting. (See section on neighborhood housing revitalization strategies)

21) NEW EAST/WEST STREETS
    Reconnect the existing residential blocks to the western community, while providing space for on-street parking for existing residents.

22) NEW MEDICAL OFFICE/RESEARCH BUILDINGS AT THE CORNER OF GOODMAN AND VINE
    The new buildings will make a new southern gateway in the neighborhood, will relocate the eastern edge of Vine Street as a significant road from Nixon to Erkenbrecher, and provide expansion opportunities for the Hospital District. This buildings could include a mix of grade "A" office and medical space.
The proposed uses for the area will serve as an area-sensitive bridge to diverse uses that abut the edges to the north, south, east and west. The edges include the Hospital District to the east (including VA and Children's hospitals), with the potential for expansion of institutional uses and research facilities. Potential new housing could range from townhouses to multifamily lofts to expanding the residential communities of Clifton and Corryville while providing new options for housing.

To the north the zoo could expand facilities, including parking and zoo exhibits, and revive its historic entrance on Vine Street. The mix of retail and commercial uses along Jefferson Avenue could be expanded with mixed-use housing and retail to reinforce street activity and bring a diversity of housing options to Uptown Crossings. This table summarizes these possibilities and suggests Uptown Crossing's potential for evolving into a rich new environment, diverse in its uses and its urban character.

<table>
<thead>
<tr>
<th>Research/office</th>
<th>200,000sf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo facilities</td>
<td></td>
</tr>
<tr>
<td>&gt; Retail</td>
<td>30,000–50,000sf</td>
</tr>
<tr>
<td>&gt; Administration</td>
<td>20,000sf</td>
</tr>
<tr>
<td>Day care</td>
<td>8,000–10,000sf</td>
</tr>
<tr>
<td>Neighborhood retail</td>
<td>50,000–60,000sf</td>
</tr>
<tr>
<td>Housing</td>
<td>280 units</td>
</tr>
<tr>
<td>Public realm</td>
<td></td>
</tr>
<tr>
<td>&gt; Zoo “Promenade”</td>
<td></td>
</tr>
<tr>
<td>&gt; Ruther neighborhood park</td>
<td></td>
</tr>
<tr>
<td>&gt; Mixed-use boulevard</td>
<td></td>
</tr>
<tr>
<td>&gt; Vine Street—zoo-themed gateway</td>
<td></td>
</tr>
<tr>
<td>&gt; Neighborhood square</td>
<td></td>
</tr>
<tr>
<td>Total potential program (excludes structured parking)</td>
<td>600,000–700,000sf</td>
</tr>
<tr>
<td>Parking</td>
<td></td>
</tr>
<tr>
<td>(shared by the zoo and VA Medical Center)</td>
<td></td>
</tr>
<tr>
<td>Short-term</td>
<td>800 spaces</td>
</tr>
<tr>
<td>Long-term</td>
<td>1,600 spaces</td>
</tr>
</tbody>
</table>
Uptown Crossings

Design Guidelines
Vine Street (South)

Street Types

Vine Street is envisioned to be a significant boulevard with edges composed of office and medical buildings on the east and renovated single family homes and multifamily dwellings on the west. The boulevard will act as the new “front door” to the Zoo as well as the primary entrance into the neighborhood from Martin Luther King Drive. Tower buildings will mark the southern gateway into Uptown. Changes to the neighborhood caused by a new shared-use parking structure will result in a high number of vehicles moving through this area. The boulevard will be able to accommodate the increased traffic, as well as leaving space for a light rail connection in the future. When the street is improved, both sides will become wider, and the existing on-street parking on Vine Street will be moved to the two proposed east-west streets.

Purpose

STREET USES:
The buildings along the eastern edge of the new boulevard should be 4-6 stories high and have entrances directly on the street. Shops and other active uses can be located on the ground floor while more passive uses such as offices occur above. Storefronts should be predominantly transparent and have awnings where possible. The existing houses on the western side should be preserved and renovated.

SIDEWALK:
Sidewalks should be 10'-0" wide on the eastern side, while sidewalks next to the houses will remain 4'-0" wide. Corners should have bulb-outs, disabled curb ramps and crosswalk striping. Pedestrian crossings should be created between the Uptown Crossing neighborhood and the VA Medical Center at the new east-west streets.

TRAFFIC:
There should be two lanes of traffic in each direction with no median. Inner lanes should be 12'-0" wide and outer lanes should be 14'-0" wide. Improvements will result in four travel lanes with no on-street parking.

PARKING:
There should be no on-street parking due to the increased traffic volumes. On-street parking for existing Vine Street residents will move to the new east-west streets. Where entrances to underground parking in office buildings occur, adequate signage should be provided and curb cut widths minimized.

TREES:
Medium to large shade trees should line both sides of the street. Trees should be planted at 20'-0" on center in 4'-0" wide planting strips adjacent to the sidewalk. To maintain a "green canopy", trees should not be planted more than 40' apart.

STREET:
Pedestrian streetlights should be located every 60'-80'. Street furniture such as benches, trash receptacles, and bus shelters should be provided for pedestrians.

Design Guidelines

STREET USES:
The buildings along the eastern edge of the new boulevard should be 4-6 stories high and have entrances directly on the street. Shops and other active uses can be located on the ground floor while more passive uses such as offices occur above. Storefronts should be predominantly transparent and have awnings where possible. The existing houses on the western side should be preserved and renovated.

SIDEWALK:
Sidewalks should be 10'-0" wide on the eastern side, while sidewalks next to the houses will remain 4'-0" wide. Corners should have bulb-outs, disabled curb ramps and crosswalk striping. Pedestrian crossings should be created between the Uptown Crossing neighborhood and the VA Medical Center at the new east-west streets.

TRAFFIC:
There should be two lanes of traffic in each direction with no median. Inner lanes should be 12'-0" wide and outer lanes should be 14'-0" wide. Improvements will result in four travel lanes with no on-street parking.

PARKING:
There should be no on-street parking due to the increased traffic volumes. On-street parking for existing Vine Street residents will move to the new east-west streets. Where entrances to underground parking in office buildings occur, adequate signage should be provided and curb cut widths minimized.

TREES:
Medium to large shade trees should line both sides of the street. Trees should be planted at 20'-0" on center in 4'-0" wide planting strips adjacent to the sidewalk. To maintain a "green canopy", trees should not be planted more than 40' apart.

STREET:
Pedestrian streetlights should be located every 60'-80'. Street furniture such as benches, trash receptacles, and bus shelters should be provided for pedestrians.
Vine Street (North)

**DESIGN GUIDELINES**

**STREET USES:**
Shops and other active uses should be located on the ground floor while more passive uses such as offices can occur above. Storefronts should be predominantly transparent and have awnings, canopies or arcades.

**SIDEWALK:**
In general, the sidewalks adjacent to the roadways should be 20’-0” wide to handle heavy pedestrian traffic. In some portions of the Zoo Plaza, the pedestrian realm can stretch to 10’-0” wide to accommodate landscaping, public art, sitting areas, exhibits, vendors, etc. Corners should have bulb-outs, disabled curb ramps and crosswalk striping. Sidewalks can have zoo-related themes such as “zebra” striping (not indicated in plan).

**TRAFFIC:**
There are two lanes of traffic in each direction with no median. Inner lanes are 12’-0” wide and outer lanes are 14’-0” wide for bus drop offs (not shown).

**PARKING:**
On-street parallel parking spaces should be 8’-0” wide. Entrances and exits to the parking garage should be clearly marked. 

**TREES:**
Tree types at the Zoo Promenade can vary, but medium to large shade trees should line both sides of the street to create a balanced street environment. Trees should be planted at 20’-0” on center in 5’ wide planting strips adjacent to the sidewalk. To maintain a “green canopy”, trees should be not planted more than 40’ apart.

**STREET FURNITURE:**
Pedestrian streetlamps should be located every 60’-80’. Benches, bus shelters and areas for outdoor dining can provide opportunities for resting and people-watching. Information kiosks, public sculpture, and exhibits related to the Zoo should be provided to promote educational and entertainment opportunities.

**PURPOSE**

The northern part of Vine Street marks the gateway to the Zoo. With the Zoo promenade, a new pedestrian bridge and a variety of Zoo-related uses such as restaurants, exhibits and retail, this stretch of Vine Street will be a new active entrance to the Zoo. At the terminating axis of Vine Street, a new public plaza with extensive landscaping and a fountain will be the new entrance to the Zoo, restoring it to its historic location. The realignment of Vine will soften the curve of the street and make a “T” intersection at Erkenbrecher Avenue. The street will have to accommodate the increase in vehicular activity brought on by parking improvements, while providing bus drop offs and significant enhancements to the public realm for Zoo visitors and neighborhood residents.

The pedestrian bridge should be monumental and have a unique character that celebrates the entry to the Zoo while watching the northern gateway to Vine Street.

**Existing Conditions**
Existing Vine Street looking south.

**Design Precedents**
Special paving design can be used in the Zoo Plaza to show nature’s patterns.

**Design Guidelines**

- Shops and other active uses should be located on the ground floor while more passive uses such as offices can occur above.
- Storefronts should be predominantly transparent and have awnings, canopies or arcades.
- Sidewalks should be 20’-0” wide to handle heavy pedestrian traffic.
- Inner lanes are 12’-0” wide and outer lanes are 14’-0” wide for bus drop offs.
- On-street parallel parking spaces should be 8’-0” wide.
- Tree types at the Zoo Promenade can vary, but medium to large shade trees should line both sides of the street.
- Trees should be planted at 20’-0” on center in 5’ wide planting strips adjacent to the sidewalk.
- Pedestrian streetlamps should be located every 60’-80’.
- Benches, bus shelters and areas for outdoor dining can provide opportunities for resting and people-watching.
- Information kiosks, public sculpture, and exhibits related to the Zoo should be provided to promote educational and entertainment opportunities.
Glendora Avenue

**PURPOSE**

Glendora will remain an important street for the existing residential area. The single family homes and multifamily dwellings should be restored to preserve this important neighborhood resource. The street will be widened and raised several feet to accommodate the appropriate widths for cars and parking lanes. Other street improvements should include rebuilt sidewalks, pedestrian lighting, and infill of new trees. New east/west streets will break down the scale of the superblocks, create on-street parking and make pedestrian friendly connections to Jefferson Avenue and Vine Street.

**DESIGN GUIDELINES (phase 5)**

**STREET USES:**
Uses on Glendora will remain residential.

**SIDEWALKS:**
Reconstructed sidewalks on both sides of the street should be 5’ wide and have disabled curb ramps at corners. Corners should have bulb-outs and crosswalk striping.

**TRAFFIC:**
There should be one 11’-0” wide travel lane in each direction.

**PARKING:**
The existing on-street parking zones on Glendora should be retained. Driveway curbcuts should be minimized wherever possible.

**TREES:**
Mature healthy trees should be preserved. New shade trees should be located on both sides of the street to infill and match the existing pattern of trees. To maintain a “green canopy”, trees should be not planted more than 40’ apart.

**STREET FURNITURE AND LIGHTING:**
Pedestrian streetlamps should be located every 60’-80’ and bus stops and benches should be placed at the corner of the Mixed-Use Boulevard intersection.
The new Mixed-Use Boulevard will become a focal point for the southern portion of Uptown Crossings. Creating a link between Vine Street and the existing retail uses along Jefferson Avenue to the west, this street will be the center of the neighborhood, a “crossroads” with a mix of shops, apartments and office space, all contributing to an active environment. Well-designed articulated urban street edges will form the public realm and lead to a new neighborhood square at Jefferson Avenue.

**STREET USES:**
Shops and other “active” uses should be located on the ground floor while more passive uses such as offices and apartments can occur above. Storefronts should be predominantly transparent and have awnings, canopy and arcades. Buildings should have upper levels step back above three stories to allow sun access and create a more human scale.

**STREET FURNITURE:**
Pedestrian streetlamps should be located every 60’-80’. Benches and trash receptacles should be coordinated with storefronts and ground floor uses to ensure a consistency of street amenities.

**PURPOSE**

Sidewalks:
Sidewalks should be 15’-0” wide, enough space for uses like outdoor dining, food vendors and display of retail goods. Corners should have bulb-outs, disabled curb ramps and crosswalk striping.

Traffic:
There are two lanes of traffic in each direction with a 10’ wide planted median. Inner lanes are 11’-0” wide and outer lanes are 12’-0”.

Parking:
There should be on-street parallel parking on the Mixed-Use Boulevard during off-peak demand for vehicles entering the zoo parking lot. Where entrances to underground resident parking occur, adequate signage should be provided and curbs should be minimized.

Trees:
Medium to large shade trees should be located on both sides of the street. Trees should be planted at 20’-0” on center in 5’ wide planting strips adjacent to the sidewalk and in a 10’ wide planted median. To maintain a “green canopy”, trees should not be planted more than 40’ apart.

**DESIGN GUIDELINES**
Residential Street

The new residential streets are designed to keep through traffic to a minimum (by limiting traffic to one-way eastbound movement and right turn only at Vine Street), while still providing access and parking for residents. The comfortably narrow streets, lined by townhouses and apartments, match existing residential streets in surrounding neighborhoods. A continuous street edge with porches, street-facing windows, and frequent entrances reinforce community connections and provide a safe and active pedestrian realm.

**STREET USES:**
Three and four story townhouses and apartments should form the edges of a residential street. Ground floors should be raised to maintain privacy of occupants. Setbacks allow the creation of entrance porches and front lawns with landscaping. Street-facing windows help maintain “eyes on the street”.

**SIDEWALKS:**
Sidewalks should be 8'-0" wide and have disabled curb ramps at corners. Corners should have bulb-outs and crosswalk striping.

**TRAFFIC:**
There should be one 11'-0" wide travel lane in each direction.

**PARKING:**
On-street parallel parking 8'-0" wide should be provided. Curb cuts should be minimized and consolidated to prevent disruption of sidewalk continuity.

**TREES:**
Small to medium shade trees should line both sides of the street. Trees should be planted at 20'-0" on center in planting boxes adjacent to the sidewalk. To maintain a “green canopy”, trees should not be planted more than 40’ apart.

**STREET FURNITURE AND LIGHTING:**
Pedestrian streetlamps should be placed every 50’ for increased safety. Benches at public spaces can provide places for rest.

**PURPOSE**

Design Precedents

*Street trees and on-street parking provide a buffer from traffic.*

*Apartment buildings should address corners with special architectural features.*

*Townhouses with prominent entrances and windows on the street.*

**KEY PLAN**

RESIDENTIAL STREET SECTIONS.
Pedestrian Sidewalks:

The quality of the pedestrian experience has a significant influence on the success of mixed-use urban commercial districts that rely on local residents for daily patronage. Site furnishing and landscape elements should clearly articulate boundaries between pedestrian and vehicular zones. Lighting and landscape design should afford clear visibility for safety and security while offering a well-organized system of wayfinding and organizational signage. Textural changes in pavements should be considered as a means to reinforce the distinction of pedestrian zones and bring variety and interest to the street. Variation in the setbacks of buildings offers opportunities to activate the street through sidewalk cafes and passive gathering spaces.

Urban Square:

Social gathering spaces play a critical role in the character, identity, and functionality of urban commercial and residential districts. These spaces often define the psychological perception that a visitor gains over the course of a single or frequent visits. Spaces like the proposed Zoo Promenade could offer a balance of spaces ranging from intimate to public in scale. Flexible and/or temporary seating areas should be considered to accommodate both daily use and special event opportunities.

Gateway Elements:

Gateway elements may include landmark buildings, sculpture, or other physical site improvements or streetscape elements. The intersections of Vine and Erkenbrecher and Vine and MLK present the opportunity to create a unique regional identity at the points of highest traffic and visibility.

Public Transit / Bus Stops:

Transit stations, bus stops and the range of transportation facilities are important contributors to the success of mixed-use and higher-density urban districts. These facilities can serve as anchors for daily use goods and service providers including cafes, coffee shops, newsstands, daycares and other social service providers. They may be integrated within a series of lease spaces or may be free-standing depending upon the size and scale of the need.

Street Furnishings & Amenities:

Streetscape furnishings and user amenities should be tailored to maximize user convenience, meet basic needs and functional requirements, and enhance the visual quality of the environment. In addition to basic storefront and street signing, streets and sidewalks should offer a hierarchy of orientation and directional signing. All signing should be developed as components of a coordinated graphic wayfinding system. Signing elements, kiosks, and street signs should be coordinated with pedestrian scale lighting, benches, trash receptacles, bike racks, and bus shelters.

Exterior Pedestrian Spaces:

The quality of the interface between vehicular and pedestrian spaces has a substantial impact on the overall experiential quality of an urban setting. Planting buffers, walls, and fencing should be utilized wherever feasible to screen views to parked cars. Parking area landscaping should be utilized to direct and filter views to parked cars and site utilities. Street and parking area trees should be placed with respect to maintaining important views to architectural elements and storefronts and to permit clear views across plaza and pedestrian areas. Landscape plantings should be low enough to maintain surveillance throughout exterior spaces.

Urban Amenities
Projects/ Phasing

Early in the process, the steering committee expressed the desire to ensure that the new vision plan be both achievable and incremental in its approach. These goals are reflected in the design itself by ensuring that the plan can be implemented in a series of phases. Each phase can be thought of in an additive manner (i.e. one phase follows the next). After long discussion about the plan, the steering committee wanted to ensure that the plan remain flexible enough to adapt to changes in the market and the ability to assemble parcels for each of the phases. While it is important to consider the redevelopment of the Uptown Crossings area in a comprehensive way, the result of this study is a series of phases that all build towards a long term vision implemented over the next 10-20 years. Key components and potential programs for each phase suggest a clear and predictable pattern of development. Guidelines specifying land use, building characteristics, streets and parking conditions, and landscaping are created for each of the phases to reflect the goals and program opportunities. Key roadway improvements are envisioned for each phase (see the traffic analysis section for additional information) to build the framework for long-term development.
The first phase of the redevelopment will focus along Vine Street North. The changes will involve upgrading Zoo facilities to create the first step in the long-term master plan to relocate the existing surface parking lots of the Zoo campus onto Vine Street and to restore the Zoo entrance to its historic location.

The Zoo's current parking needs will initially be addressed with a surface parking lot on the Zoo parcel west of Vine Street. This area will be linked to the main campus and become the new entrance to the Zoo with extensive landscaping and road improvements. At the terminus of Vine Street, a Zoo-themed focal point/landmark will define the "gateway" to the Zoo. Erkenbrecher Avenue will have to be re-aligned at Vine Street to make space for the new focal point and improve vehicular connections. A pedestrian bridge and a northern entry to the Zoo's surface parking lot from Vine Street will be built as part of this phase. Part of the surface parking lot will be edged with a Zoo Plaza including activities such as a ticket booth and a restaurant. A new pavilion will mark the eastern corner of the Zoo gateway. These improvements will enhance the Zoo's presence in the neighborhood and set the stage for future improvements.

**OVERVIEW/PURPOSE**

**POTENTIAL PROGRAM**

1. Surface parking lots with toll booths and landscape buffer along Ruther Avenue
2. Zoo ticketing, entrance and restaurant
3. Plaza with landscaping, street and infrastructure improvements
4. Pedestrian Bridge linking new zoo entry to main campus
5. Expand Vine Street to four lanes with on-street parking
6. Bus Drop-off
7. Linear Park with landscaping pathways and lighting
8. Landscaped buffer along Ruther Avenue
KEY COMPONENTS AND POTENTIAL PROGRAM

LAND USE:
The Zoo entrance will house Zoo-related activities such as ticket booths and a restaurant. A surface parking lot will hold ±800 cars. A pavilion, east of Vine, and parking lot with 24 spaces form the eastern edge of the gateway area.

BUILDING HEIGHT AND MASSING:
This initial phase will set the character for further development at the Zoo entrance. Building height should be limited to 3-4 stories tall to define the edges of Vine Street and to be in scale with the adjacent residential community. The ground floor building facades should be as transparent as possible to display activity and building massing should address corners and public spaces. Building articulation such as awnings, trellises, arcades are encouraged to break building scale and create visual interest. The pedestrian bridge connecting the Zoo to the Zoo Plaza should be handicapped accessible and should have landscaping, seating, and directional signage at either end. The bridge should be very expressive, potentially including Zoo-related ornamentation as part of the Zoo gateway theme.

STREETS:
Refer to Vine Street (North) for general street character information. Erkenbrecher Avenue should be re-aligned to create space for the focal point at the Zoo and enhance vehicular movements onto Vine. The alignment of Vine Street at the Zoo gateway will be adjusted slightly to soften the curve thus enhancing traffic flow.

SETBACKS:
A setback on both sides of Vine Street North "opens up" the street to reveal the Zoo gateway. A 50’ setback from the roadway allows for landscaping and space for a future café with outdoor dining. On the west side of the street, a 125’ setback from the roadway should be maintained for future Zoo promenade and its associated development. In the short term the west side will be used for surface parking.

PARKING:
The primary surface parking entrance/exit and toll booths should be located to maximize queuing space. Entrance/exit points are anticipated to be located at Shields Street, and on Vine Street just north of Erkenbrecher Avenue. Pedestrian pathways to the Zoo entrance should be clearly marked and well-lit.

LANDSCAPING:
Street trees should generally be planted in 5’ wide planting strips between sidewalks and roadways to create a buffer between pedestrians and cars. To create a continuous green canopy for shade and street definition, trees should not be planted more than 20’-0” apart. All edges of the parking lot should be landscaped to limit neighborhood impact and meet the requirements of the Cincinnati Park Board. Planting strips with shade trees between parking rows are encouraged.
The second phase of redevelopment will entail defining the southern and eastern portions of Vine Street to create the remainder of the Vine Street gateway. It also includes rehabilitating the existing residential area, and creating a new residential and mixed use development.

To continue building the eastern edge of Vine Street near the Zoo gateway, a café with outdoor dining and a 4-5 story building with residential uses should be created. The existing electric transformer should be landscaped to minimize its presence on the street.

To the southwest of the Zoo surface parking area, the beginnings of a new mixed-use neighborhood can begin to emerge. On the parcels owned by the Zoo along Jefferson Avenue, the creation of new residential streets with townhouses and small apartment buildings, and the establishment of a new mixed-use street with apartments, lofts and and ground floors offices and shops will reinforce the existing neighborhood businesses while providing new housing choices. This residential edge should respect the building scale and character of the Clifton neighborhood and will create new east/west connections. The changes in this area also include expanding the existing daycare and realigning Ruther Avenue to create a new neighborhood park, the first step towards ultimately linking the Zoo to Burnet Woods. This will ensure that Ruther Avenue remains a residential street and not be used for cut-through traffic.

The existing residential area along Glendora and Vine Street will be preserved and improved with public realm enhancements. Two new east-west streets will break down the superblocks and make connections to Jefferson and Vine Street. To increase vehicular capacity along Vine Street, the on-street parking for existing residents will have to be relocated to these new side streets.
LAND USE:
On the eastern side of Vine Street, a café and residential building with ground floor retail use should be created. Near Jefferson Avenue, the new Mixed-Use Boulevard should have ground floor retail and office uses with apartments and lofts above. New residential streets should be lined with townhouses and rear yards. The existing single-family and multi-family homes along Vine Street, the on-street parking for existing residents will have to be relocated to these new side streets.

KEY COMPONENTS AND POTENTIAL PROGRAM

- Expanded day care facility
- New townhouses
- Realignment of Ruther Avenue and new residential Ruther Park
- New mixed-use street links Glendora to Jefferson

OVERVIEW/ PURPOSE

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Avenue should be preserved and restored.
In this third phase, the introduction of a shared-use parking structure on the Zoo site will provide the opportunity to upgrade roads and establish greater connectivity in the neighborhood. The new parking structure will have three entrance/exit points (at Shields Street, at Vine Street north of the pedestrian bridge and from Jefferson Avenue via Glendora). A new Zoo Promenade will complete the connection from Burnet Woods to the Zoo and will provide a unique public space for Cincinnati. This green, active edge along Vine Street will feature public art, displays of information related to the Zoo and places for people watching, as well as Zoo-related shops and restaurants. The northern end of Glendora Avenue will be marked with a tower or “gateway” building form to invite people into the Zoo Promenade. The eastern edge of the Ruther Avenue is created by introducing new townhouses and apartment buildings that transition between the Clifton neighborhood and the parking structure.

Making a new block of apartments/lofts, townhouses and shops will complete the Mixed-Use Boulevard. A new Neighborhood Square at the intersection with Jefferson Street will create an identifiable “center” for Uptown Crossings.

On Vine Street, two medical office/research buildings can expand the Hospital Districts facilities and form the southern gateway into Uptown Crossings area.

OVERVIEW/PURPOSE

Key Plan

Potential Program

1. Multi-story parking garage with 1200 spaces shared by the Zoo and VA Medical Center
2. 30,000-50,000 s.f. of Zoo shops, restaurants, exhibits
3. Zoo Promenade with landscaping and Zoo-related exhibits
4. 14 Townhouses and 75 apartments
5. 8 Townhouses and 65 apartments/lofts with 25,000 s.f. ground floor retail and office space
6. Restore/reuse the Icehouse building
7. Streetscape improvements along Jefferson Avenue
8. Create green link to Burnet Woods
9. Improve connection to University
10. Medical office/research buildings (200,000 s.f.)
11. Neighborhood Square
**LAND USE:**
The Zoo Promenade will be a lively pedestrian zone with landscaping and Zoo-related exhibits. The shared use parking structure should be lined with Zoo shops and restaurants on the east side. On the west side, townhouses and apartments will form a transition to the Clifton neighborhood along Rutherford Avenue. The Mixed-Use Boulevard and buildings along Jefferson Avenue should have apartments/lofts above ground floor retail and office uses. Townhouses with yards should form the eastern edge of this block. The “Icehouse” building, facing the new Neighborhood Square, should be re-used for housing and retail uses. The buildings on the V.A. Hospital parcels along Vine Street can contain medical/office research facilities to expand the hospital’s program. The buildings could also provide space for assisted living facilities.

**BUILDING HEIGHT AND MASSING:**
The 3-4 story parking garage should be designed for approximately 1200 spaces to accommodate the needs of the Zoo and V.A. Hospital and should have entrances at the end of Shields Street and from Vine Street north of the pedestrian bridge. These entrances should have adequate signage and appropriate traffic signaling. The pedestrian pathways within the garage should be clearly marked and well lit. Stairwells and elevator entrances should be located on the Zoo Promenade and can act as Zoo-themed mini-gateways. The 40’ deep retail uses on the east side of the parking garage should be 3-4 stories tall and should have primarily transparent facades, awnings, and special Zoo-related architectural elements. The 3-4 story tall tower or “gateway” feature at the northern end of Glendale Avenue should tie into the architecture of the Zoo shops. Ground floor retail uses with awnings and transparent facades should have space for outdoor dining and displays. Townhouses should be 3 stories tall while mixed-use apartment/loft buildings should be 4-5 stories tall (including active ground floors). The office buildings on the VA parcels should be 4-5 stories tall and should address the corner to form a southern gateway into the neighborhood and Hospital District.

**STREETS:**
Refer to Vine Street (North), Vine Street (South) and Mixed-Use Boulevard for general street character information. A new alley in the mixed-use area will provide access to the rear of the townhouses.

**SETBACKS:**
On the Mixed-Use Boulevard there should not be any setbacks so wide sidewalks can provide flexible areas for outdoor dining, planting, display of goods, etc. The townhouses on the residential streets have 6’ setbacks allowing room for small porches and planting. The medical/office buildings on Vine Street should have 10’ setbacks for landscaping.

**PARKING:**
See building height and massing for parking garage information above. The Mixed-Use Boulevard should have on-street parallel parking during off-peak demand for the Zoo. Parking for larger buildings like the Vine Street office buildings and mixed-use buildings can occur in underground garages with entrances on the building sides.

**LANDSCAPING:**
Street trees should generally be planted in 5’ wide planting strips between sidewalks and roadways to create a buffer between pedestrians and cars. To create a continuous green canopy for shade and street definition, trees should not be planted more than 20’ apart. At the Zoo Promenade, a mix of grassy areas, planting beds, fountains, and statues can contribute to a diverse and pleasant space. Large trees, fountains, special paving and unique signage will distinguish the character of the Zoo Promenade at the end of Glendale Avenue. The parking garage should be landscaped on all sides to minimize visual impact on the surrounding community.