WINTON PLACE FRAMEWORK PLAN

Winton Place

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**Vision Statement**

This community Framework Plan proposes to provide strategies that will ensure the health and wellbeing of the Winton Place region into the future of the City of Cincinnati. This plan will provide for the densification and increased efficiency of the industrial district within Winton Place, newly geared to take its place in the new green economy. Strategies will be described to strengthen the neighborhoods within and to give the people who live there a more cohesive, identifiable and livable community, and to give the region a stronger role and sense of place within the community of Cincinnati. Finally it will develop all strategies with a holistic sense of environmental stewardship that will define both Winton Place and the city at large as they move into the 21st century, mindful of natural resources and our relationship to them.

**Winton Place/Spring Grove Village**

**Survey Area**

The area known collectively as Winton Place encompasses a basin north of Cincinnati’s Uptown
area along the routes of Interstate 75 (I-75) and the Cincinnati CSX rail line. The area is bounded on the west by Spring Grove Cemetery that runs from Spring Grove Avenue up to and beyond Kings Run Road in the north. The eastern boundary is formed by the Mill Creek beyond which lie Winton Hills. Main access points to Winton Place include the Mitchell/I-75 interchange through Mitchell, Clifton Avenue’s northernmost route, and Spring Grove Avenue. (Fig 1 & 2)

**Area Character and Winton Place/Spring Grove Village Differentiation**

Principally speaking Winton Place is an industrial community founded along the Mill Creek to take advantage of access to freight rail service. The site was previously a junction of two major rail lines and featured a rail and canal access depot, both of which have since been removed. (“Spring Grove Village…”). At present Winton Place is a typical “rust-belt” type area, with lingering elements of successful industry amid scattered retail development and abandoned or underutilized lots. Streets are passably maintained but exhibit the typical lack of street furniture and human-scaled infrastructure of an industrial area. Buildings are large and utilitarian, mostly warehouses in corrugated painted steel or brick. (Fig. 6)

Towards the southwest, near the Bridge of Clifton Avenue over the Mill Creek is a small retail development including a large grocery and several detached stores, serving several nearby communities. Car dealerships and auto parts stores have popped up nearby with the advent of the highway, but have yet to make inroads into the industrial area. (Fig 3-4, 7-8)

North of the industrial district lies Spring Grove Village, a markedly separate residential district. This community identified itself as such as of 2007, seeking to establish an identity independent of the industrial and retail zones to its south. (“Spring Grove Village…”). Spring Grove Village is separated from Winton Place proper mostly through topography, a sharp incline.
beginning just north of the division of Mitchell Avenue into Este and W. Mitchell Avenue. Within the residential district are mostly single-family houses interspersed with occasional duplexes. Most date from the early twentieth and late nineteenth centuries though some were built later. ("Hamilton County Auditor…" CAGIS) Spring Grove Village occupies a large hill within Winton Place, which slopes gently from North to South before sloping back down onto Kings Run Road. Within this community are a number of schools, churches and neighborhood institutions, including the architect Samuel Hannaford’s house and two Montessori schools. The streets of Spring Grove Village are tree-lined and well kept, small and pedestrian friendly. (Fig 5) At almost the center, the intersections of Edgewood and Epworth Streets, is an aging Neighborhood Business District, mixed-use buildings that are mostly empty but beginning to recover. ("Hamilton County Auditor…") Spring Grove Village will be addressed as a separate entity from the whole of Winton Place as it faces markedly different challenges from the industrial districts. (Fig 8) It is of an entirely different character and is also topographically and infrastructurally isolated from the rest of the area, making it easily dealt with as something separate from the whole.

**Goals, Strategies and Actions**

**Economic, Winton Place Basin**

To assure its relevance within the fabric of the City of Cincinnati’s future and maintain prosperity for its residents, Winton Place must mark itself as an economic generator for the metropolis at large. The goal of this plan is, therefore, to make the Winton Place Basin viable as a powerful economic generator for the City of Cincinnati.

Priority should be given to the viability of industry in the Winton Place Basin over retail development interests. Relative to industrial businesses retail provides less potential for long-lived resident employment, making retail usage for most of the Winton Place Basin unconscionable. (Ross, Cameron) Combined with this Winton Place’s advantageous location for industry makes
retail land usage less productive: the area has prime access to heavy infrastructure perfect for freight shipping by highway or freight rail, and is mostly zoned and outfitted to handle industrial processes and traffic. As such every effort should be made to encourage industrial land use in Winton Place northwest of Mitchell Avenue. This can be best accomplished by alleviating the industrial area’s two main problems: lack of available land space and traffic congestion.

By the same token retail development along Kenard Road provides an important amenity for several communities in the area and should, therefore, be allowed to persist. This area could provide a synergistic land use for the industrial area by providing places to eat and rest for the workers of Winton Place while encouraging and enabling them to live nearby. Also, given the retail development’s proximity to the Mill Creek, it provides facility for preservation of a portion of the waterway, as retail uses are more amenable to riparian environments than industrial ones. Therefore the area south of the Spring Grove Avenue/Mitchell Avenue shall be preserved and additionally developed as a retail area. Focus should be placed on establishing this area as a neighborhood amenity for the people of Winton Place and beyond as well as creating a pedestrian-friendly environment and improving the health of the Mill Creek through creation of a riparian environment.

The retail district of Winton Place shall, therefore, be expanded into a full-fledged development of a larger scale than is present. (Fig 10) The land is currently under-utilized by parking lots and a car dealership, making it a viable location. (CAGIS) Visibility from I-75 is strong, and the area already provides retail services for a large surrounding area of the city. What are lacking are additional stores and updating of buildings. Development will be encouraged through public-private partnerships and real estate advertisement with an eye towards the creation of a stronger, larger retail development. Additionally, the Cincinnati plans for mass transit inclusing light rail along I-75 and the CSX lines through Winton Place should be taken into account, making pursuit of a TOD-type development possible. (See Plate 4, Fig 10)

Also proposed is the creation of a Winton Place Green Industrial Park, a zoning and
economic differentiation that shall define the area north of the Mitchell Avenue/I-75 interchange but south of Este Avenue. (Fig 11) The aim shall be to encourage and improve “green industries” within this area by constructing land use synergies and improving shipping infrastructure. Additionally this area shall be made an exemplar in “green” building, in this case referring to the effect of the industries on the local environment rather than that of the products they produce. Through these methods Winton Place Basin will establish itself as a starting point for sustainable, continued economic growth into the future with burgeoning production of environmentally safe goods. (See Plate 4, Fig 11)

To begin with underutilized parcels of land within the Winton Place Green Industrial Park should be identified and targeted for redevelopment. The term “underutilization” shall be applied wherever parcels of land are not occupied by uses that will provide most for the increase of the lands intrinsic value through rents or by production of material goods and services and the creation of jobs. (Fig. 12) Possible strategies for encouraging the redevelopment of these parcels may include their purchase by the City of Cincinnati for resale to a private developer or purchase for sale by the City for sale directly to industry owners. As well, parcels should be redefined and combined where possible to produce parcels of gross area equal to or greater than five (5) acres. This area volume is crucial to attract new industrial stakeholders, as larger lots are required for industrial operations. (Ross, Cameron)

Efforts should be made to facilitate synergy between industries by examining the inputs and outputs of individual business stakeholders. Certain industries outlet resources that can in turn be used by other industries for their own production process. (Seidel, Gabriel et. al.) These “cradle to cradle” synergies should be pursued and facilitated by the City wherever possible. Also freight shipping schedules should be analyzed and synchronized into larger shipments wherever possible, thereby reducing costs on the part of freight handlers and, in turn, local businesses.

To ensure the health of the Industrial Park the inclusion of an industrial Business Incubator has been added to this framework. This publicly run institution will help start-up industries to find their feet within the context of the Park and Cincinnati, and help insure against their failure in their first years. Typical start-up failure rates hover around eighty percent, a proportion that business incubators help to reduce. (“National Business Incubation Association…”) This will reduce the probability
of business failure within the bounds of Winton Place and encourage local investors to start and support green industrial businesses, further strengthening the Winton Place and Cincinnati economies. (See Plates 3 and 4, Fig -)

**Economic, Spring Grove Village**

Spring Grove’s status as a separate entity from the Winton Place subjects it to a precarious economic condition: it is inherently dependent on the economic success of the industrial district and unable to sustain itself without the employment and revenue garnered by industrial businesses. This is not an entirely negative condition: the character and history of the Winton Place area, not to mention the infrastructure, make the economic foundation of industry more appropriate than the mixed-use or retail uses that could be associated with Spring Grove Village. (Ross, Cameron) The question, therefore, is one of daily round sustenance, a social responsibility that must be provided for in the sub-economy of Spring Grove Village. The goal is to create a viable sub-economy within the Spring Grove Village area based on light, mixed-use retail and the anchoring schools and churches already present within the residential district.

The old Neighborhood Business District (NBD) at the intersection of Epworth and Edgewood Avenues will be targeted for redevelopment and strengthening to make economic stability possible. The fabric of this area features a number of older mixed-use buildings that are mostly vacant, as well as pedestrian-friendly streetscaping and small urban spatial scale, making it an ideal area for a daily round type of retail development. (“Hamilton County Auditor…”) Reinvestment in this area should be encouraged, as well as revisions to the neighborhood fabric to make the NBD operational again and get the sub-economy back on its feet. (Fig 13-15)

The large number of private schools and church institutions within Spring Grove Village
will also be targeted as centers for economic redevelopment. These facilities pull enrollment from many areas of the city and provide revenue for the Village area, as well as reflecting stability within the community and encouraging settlement in the surrounding residences. (“Spring Grove Village…”)

Improvements that facilitate the greater health of these institutions will be the secondary target of the framework plan. (Fig 16)

Visibility, beyond disinvestment, offers the greatest challenge to the resurgence of the NBD. Its presence from the majority of Winton Place is completely unknowable, and only after penetration of Spring Grove Village through Epworth Avenue do most people know of its existence, as there are no main thoroughfares through it. Therefore this plan proposes an urban design intervention upon the principle connection between the NBD and the rest of Winton Place, the intersection of Mitchell Avenue and W. Mitchell Avenue. As the junction between the most trafficked arterial in the region and the Village it is critical that this intersection makes an indication of the presence of the NBD. This can be accomplished mostly on the

Figure 16, Map of Community Institutions. Schools in Blue, Churches in Yellow, Community Buildings in Pink, Kelly Flynn

Figure 17, Mitchell/W. Mitchell Intersection, view into Spring Grove Village, Daniel K. Elkin
part of the City of Cincinnati through streetscape revisions, which will be given a
particular planting and spatial character to match and allude to the retail district beyond.
Also recommended are the introduction of improved wayfinding and the creation of an
“urban foyer” type space north of the intersection. (Fig 17) This space will either
visually or contextually connect the intersection and the NBD, making the mixed use retail center more visible and, therefore, more viable. Also the creation of a
community square: a place for community interaction. The square is about 46’ by 180’ centered on Epworth Ave. Visibility is a key component to the location. The
design of the square should be heavily covered with landscape to deter the feeling of danger of surrounding streets. The square offers an opportunity for
connection with the agricultural community north of the village to create a farmer’s market in the square.

One-way streets surround the square and there is no parking on the block to encourage pedestrian use. A slight reconfiguration of the south side block of Epworth provides opportunity for new housing and retail. Parking is located behind the building and disguised through landscaping.

Still, reinvestment in the area must be encouraged, as addition of funds for the improvement of NBD buildings and infrastructure, as well as addition of retail tenants, is the only way to insure the resurgence of the area. Again, this is a small-scale development aimed only at the needs of the 2400-some people who live in the residential district, so reinvestment incentives must be kept in check. (CAGIS) Buildings must not extend beyond the neighborhood scale of two to three stories in height, and must incorporate storefronts to encourage retail tenants. Tenant selection shall be focused on niche good and service provision, not large-scale retail development programming.

A business stimulus program is proposed in conjunction with the efforts of the Spring Grove Village Community Development Corporation (CDC), in which the not-for-profit corporation will facilitate attraction of new retail tenants through real estate advertisement, property improvement, and addition of business amenities such as parking and street furniture. (“Spring Grove Village…”)

To assist the success of neighborhood anchoring institutions a pedestrian network will be facilitated, focusing on streetscaping and limitation of traffic. The possibility of creating pedestrian-only streets is also explored, though most streets within Spring Grove Village are too residential in nature to make this entirely feasible. The City of
Cincinnati and Spring Grove Village should instead begin a program of street infrastructure improvement in a web connecting the school institutions around the residential district. These improvements should include narrowing of streets, extension of tree lawns and extensive planting, with the goal of enhancing pedestrian circulation in mind. Presence of these institutions should also be made known in wayfinding efforts, particularly at the Mitchell/W. Mitchell gateway to the community. (See Plate 5, Fig.)

**Environment Improvements, Winton Place Basin**

Given the location of Winton Place near a key natural resource, namely the Mill Creek, the preservation and improvement of this resource is goal number one for the redevelopment of the Winton Place area. (Fig 18-19) Green space should also be added for the health and enjoyment of area residents, and industrial pollution should be mitigated. However all strategies must be aimed primarily at the protection and improvement of the Mill Creek, as the health of this waterway effects the entire Cincinnati area and works as a significant measure of the region’s environmental health.

Strategies to protect the Mill Creek will also be particularly focused on one area, the mitigation of runoff. Given the amount of hardscaping involved with industrial and retail functions, as currently exhibited by the area, runoff of storm water becomes a peculiarly relevant problem. Additionally Winton Place has the ignominious distinction of being home to a number of Combined Sewer Outflows (CSO’s), which pose a particular threat to the Mill Creek’s health. (Fig 20) In major storm events these openings have the potential to overflow, spilling their load of combined sewer and storm surge water into the watershed, an event for which the City of Cincinnati has previously been fined by the EPA. (Ross, Cameron) The best way to guard against this possibility is by establishing a green infrastructure network of plantings, constructed wetlands and green roofs to retain and slow runoff water. (See Fig 21)

Additionally environmental improvements will focus on the mitigation of other types of industrial pollution, a problem in the area as it stands and a possible problem in its future of industrial redevelopment. For all the talk of “green” manufacturing in this area the term still leaves room for misinterpretation: green industries that produce...
products for the new green economy can still have tremendous negative impact on their locality. Therefore policy measures associated with the Winton Place Plan shall try to control industrial pollution of land, air, and water in order to protect the collective future of the inhabitants of Cincinnati and the world beyond.

Given the expense and time involved in the construction of green infrastructure the execution of runoff mitigation plans will be difficult in some cases. Where possible public right-of-way should be used to integrate constructed wetlands and permeable pavement where appropriate. A constructed wetland has already been constructed on the south side of the Mill Creek to catch runoff from the Clifton area, a strategy which could be employed elsewhere. (Ross, Cameron) The City of Cincinnati should take advantage of its properties and right-of-ways, constructing permeable paving wherever hardscape is necessary and reducing hardscaping as much as possible. Also public buildings should be designed with vegetative roofs wherever viable, a strategy that will both reduce runoff and improve the quality of public buildings. All public construction within this framework plan will be considered to be constructed in this fashion.

Proposed are a number of green belts throughout the Winton Place Basin designed to curb runoff before it is allowed to reach the Mill Creek. (Fig 22) These are strategically located along the Mill Creek’s banks as well as on the southern border of the new retail development to occur near Kenard Road. These locations will mitigate the problem of runoff without requiring substantial effort on the part of private parties.

Private enterprises may resist installation of green infrastructure due to its high cost. Therefore measures should be taken to communicate the advantages of vegetative roof construction and riparian buffers to business stakeholders. For instance, vegetative roofs last longer than traditional built-up roofs and provide energy savings for building occupants, information that may encourage existing businesses to make improvements.
(Forne, Paige et al.) Also incentivizing green infrastructure for both new and existing businesses will be critical: zoning variances and increases in allowed square footage can be allowed in return for provision of vegetative roofs or improvement of retention ponds into constructed wetlands. The development of the Green Industrial Park must also have green infrastructure built into its economic strategy. No new building should be built without a vegetative roof and some consideration of hardscaping, and incentives and restrictions for the developer should be provided to insure this is so.

Zoning could also be manipulated to ease impact of green infrastructure improvements upon the revenue of local businesses. One option could be the application of a variable zoning requirement upon the members of the green industrial park. Such a requirement could make concessions to the cost needs of businesses while still adding green infrastructure. For instance, new businesses could be required to install vegetative roofs. In addition, however, they could be permitted to reduce the amount of vegetative roof on their installations with the provision that the remaining vegetative roof must be visible at street level. This would help to reduce the cost of such roofs while still reducing runoff and even improving the otherwise formidable industrial streetscape.

Additionally the boundaries of the Mill Creek itself will be improved from their current state. The concrete trough in which the Mill Creek rests serves its purpose of preventing erosion and maintaining the Mill Creek’s presence, but it is far from the ideal solution. Riparian buffers or riprap walls provide better options for the maintenance of the Mill Creek’s banks, possibilities that better control both runoff and flooding and facilitate the creation of wildlife habitat. (Lynch, Annie et al) In keeping with the green framing around the rest of the Winton Place community, the Mill Creek will be provided with a riparian buffer to better control runoff and provide a pleasant, natural environment.

Other types of pollution provide a more subtle challenge, as over-restrictive business climates can discourage industrial and retail investment, making resurgence of the local economy unlikely. EPA standards for emissions and pollution must be maintained, but additional restrictions must be suggested incrementally to avoid overwhelming potential business investors with limitations. (Industrial Business Representatives.) Proposed is an incentivized system, designed to make participation of business owners more likely. EPA standards for emissions must be met, but improvements in manufacturing operations beyond this point will be met with governmental incentive. Businesses can be provided with capital in the form of tax breaks for reduction in emissions and energy use. As well, space within the newly created industrial incubator can be leveraged as an incentive: low-cost or even free storage and manufacturing space in return for environmental improvements. (See Plate 6, Fig)

Environment Improvements, Spring Grove Village
Given the residential and well-planted nature of the residential district issues of environmental improvement are less urgent than in the rest of Winton Place. The goal here becomes that of maintenance and protection from pollution from the industrial area. This plan shall strive to maintain the healthy environment within the residential district while providing opportunities for the connection of the people of the Village with their natural environment.
Creating a buffer between the residents of Winton Place and the industrial businesses of Winton Place is critical to guaranteeing the environmental health of their neighborhood in the continuing future. Proposed is an intensive riparian buffer along the extent of Mitchell road abutting Spring Grove Village. Parcels north of Mitchell Avenue and abutting the Spring Grove Village hill will be purchased and cleared of built elements for the creation of a large constructed wetland, extending the length of Spring Grove Village’s from Mitchell Avenue to Winton Road. This wetland buffer will provide the intensive natural boundary necessary to cognitively separate the character of the residential district from the industrial area. Constructed properly this buffer will also catch and slow runoff from the Spring Grove Village hill.

Second this plan will attempt to encourage the positive environmental programs of urban gardening and composting within the residential district. These two programs, started by residents in conjunction with the local CDC, will provide for the continued health of the residents by discouraging urban food desert conditions possible in urban fringes. They will also improve the people’s relationship with their environment, encouraging stewardship and directly connecting human life processes with nature.

For the creation of the buffer a number of parcels will have to be purchased by a public entity; the creation of this infrastructure will be a public responsibility. Parcels south of the topographical change that differentiates Spring Grove Village will be targeted for this redevelopment. Fortunately a number of these parcels are empty or under-maintained, providing additional political impetus for these changes. (“Hamilton County Auditor…”) Buildings to remain shall include the current home of the Restaurant Depot along Mitchell Avenue, which could serve a critical function in the definition of the Spring Grove Village entry. Reprogramming of this property should be considered, possibly for a civic function. Once parcels are purchased and cleared, an intensive constructed wetland shall be installed on the sites, forming a long ribbon of vegetation between Spring Grove Village and the Winton Place Basin.

Urban agriculture efforts will be encouraged by expansion of their current territory, which is limited to a small plot along Chickering Avenue defined by a fence. The Chickering Avenue location will be enlarged if possible and improved with wayfinding features and a more substantial entry. (Fig 23-24) Additionally the any new public space created to signify the entry point of Spring Grove Village shall be augmented with farming space wherever possible, weaving the process of urban agriculture into the civic life of the Village. In conjunction with this the same site will provide space for a community-composting program, the centralization of which will
encourage participation and minimize proliferation of improper composting.

**Transportation and Infrastructure, Winton Place Basin**

The focus of this plan shall be on encouraging use of mass transit within the Winton Place Basin as much as is possible. Though Cincinnati’s mass transit system is currently lacking, planning in progress and in the recent past gives every indication of the City’s hope to create a fully functional mass transit system. Winton Place will enter itself as a supporter of this transit system by gearing itself toward transit use and creating space for its installation. As an adjunct goal the Winton Place Basin plan will strive to reduce industrial traffic on arterials and highways, the presence of which contributes significantly to congestion.

To that end the Winton Place will be developed to include space for an intermodal station along the current CSX rail lines, associated with the retail development to be created on the Mill Creek’s banks. This strategy reflects a permutation of the previously created Go Cincinnati Plan, which included a schematic designation of a Winton Place light rail station. The Plan shall address this potential by designating a location for this potential station and making recommendations for its design.

Bicycle transit, though less critical in this plan, will be accommodated to connect Winton Place with surrounding suburbs. Bicycle paths between Winton Place and Northside to the
south are extant around Spring Grove Avenue. However they end before reaching the center of Winton Place, and are under-developed in terms of width and protection from vehicle traffic.

Additionally the Winton Place Basin plan suggests the creation of an industrial shipping center to shift the majority of industrial traffic from highway freight to rail. Industrial traffic in and out of the area accounts for a great deal of the traffic on Interstate 75, Mitchell Avenue and Spring Grove Avenue. This shipping center, operated in conjunction with the new industrial business incubator, will provide a community-wide opportunity to consolidate shipments, reducing traffic and making additional rail freight possible.

Accomplishing the creation of a light rail and intermodal station along the CSX lines will be primarily a political and public relations negotiation effort. To begin with the CSX shipping business is reluctant to allow public use of its right-of-way; this is understandable given the high volume of rail traffic already extant and the cost CSX pays for this land. (US Congressional Budget Office.) In addition to this negotiation the Winton Place Basin plan is proposing a deviation from the original Go Cincinnati Plan, which describes the light rail line along the route of Interstate 75, not the rail lines. (KMK Consulting, Fig 25) However, this plan makes the assertion that the rail lines offer a more opportune location, at least within the Winton Place area. The station, as drawn, would be on the southern bank of the Mill Creek, just east of the highway interchange. This location is less than ideal, as access to such a station by the people of Winton Place or even the people of Avondale across the highway would be extremely difficult. Such a location would require a route penetrating several industrial lots before bridging the Mill Creek, an infrastructurally costly route. Also the programming of the new retail development is sympathetic to the location of a transit center, providing a programming synergy that should be acted upon. This plan, therefore, places the transit station along the CSX lines near the intersection of Mitchell and Spring Grove Avenues. This location will provide high multi-modal traffic to and by the station, providing greater ridership and reliance on mass transit.

Bicycle paths along the banks of the Mill Creek shall be created to complete the connection between the Northside and Winton Place communities. This path will be developed as part of the new retail TOD to be created, swerving away from Spring Grove Avenue and across Kenard Road along the banks of the newly created Mill Creek Park. The design
of this TOD will include this path in design development, and facilitate connection between Northside and the new TOD by bicycle alone. (Fig 26–27)

The new industrial incubator will also be programmed as an industrial community–shipping center to facilitate the relocation of industrial shipments to rail. In rail freight pricing the majority of a small shipments’ cost falls to the rail line, making CSX likely to charge higher shipping rates for small loads. On the other hand, larger loads are not cost-effective for industrial businesses: they require storage space and delay of shipping to accomplish. (US Congressional Budget Office) The shipping center, therefore, would provide a third-party facility for the consolidation and storage of shipments, taking on the incurred cost and encouraging local businesses to move shipments to rail. This will in turn reduce congestion on local roads and allow for more efficient transport of Winton Place’s manufactured products.

Transportation and Infrastructure, Spring Grove Village

Spring Grove Village’s transportation infrastructure serves most of the needs of the independent community well: streets are not overloaded with traffic, and residences have sufficient street connection for the daily round of the people who live there. (Ross, Cameron) What is lacking, as mentioned in other topics, is the connection between the Spring Grove Village infrastructure and the City at large. This plan will therefore seek to connect the people of Spring Grove Village with the rest of the area through multiple modes of transit.

Direct connection of light rail to the Spring Grove Village community is not feasible given its distance from I-75 and the CSX lines. (Fig 28) However, different kinds of connection between the residents and the new transit systems will be critical for the health of the area and use of mass transit. This will be accomplished by encouraging Metro service use, which serves the Village well, and possibly providing other types of connection infrastructure between the recovering NBD and the transit station on the rail lines.
Metro routes 16, 20, and 47 cover the territory of Spring Grove Village well, ensuring access to bus routes for most of the people who live there. (Fig 29) Stops are easily accessed, but are severely lacking in comforts and improvements. To encourage ridership and improve the lot of residents riding the bus, this plan suggests improvements to particular Metro sub-stations. Stations targeted include the intersections of Winton Road and Epworth, and Epworth and Edgewood in the center of the NBD. Improvement will entail small enclosures to protect waiting riders, as well as improvements in streetscaping such as the addition of planting, trashcans and benches.

Also proposed is a shuttle service between the newly improved NBD station and the light rail station to be built on the CSX line. This service need not entail the creation of permanent infrastructure, and could be simple as a City-sponsored shuttle vehicle between the NBD and the rail station at key times of day. This service will grant access to the new mass transit system to people in Spring Grove Village and encourage them to ride, connecting the people of Spring Grove Village with the rest of Cincinnati.

**Neighborhood Redevelopment, Winton Place Basin**

Most of the Winton Place Basin does not strictly fit under the term “neighborhood.” The highly industrial nature of the area focuses more on the facility of business interests and the accomplishment of work than the creation of community. Within the new retail TOD, however, the creation of a sense of community will be critical to creating a long-lived and diverse location, rather than just another retail development. To that end the TOD will be designed with the intention of encouraging a sense of community through diversity of residents, functions and environments.

Ensuring diversity among residents will be
accomplished through design of a highly branched rental structure. This will allow people of a number of different means and lifestyles to live there, ensuring that the new TOD will not be a societal monoculture, but a vibrant new community. As well the TOD will be mixed use, incorporating retail and office functions as well as residential ones, preventing an alienated suburb from forming within the bounds of Winton Place. (Fig 30) Finally the TOD will be designed to interact with the Mill Creek’s banks while respecting the riparian buffers around it, connecting the TOD immediately with a biologically and environmentally diverse environment. (Fig 31)

Rental structure will be broken into rental and permanent resident sub-groups, which shall be spatially distributed evenly throughout the new development: neither renters nor property owners shall be isolated. Renters will make up the majority of the population, though not greater than 60%, and rental rates must remain within the middle-income range. Thirty percent of new housing space will be designated for sole ownership, focusing on the middle to upper income range to establish a strong economic base for the location. The remaining 10% will be devoted to an experimental sub-rental class designed to encourage student living within the development and a more diverse population. This type of housing shall be townhome housing differentiated by the inclusion of a sub-lease space within the units. This sub-lease space will be rented at low rates paid to the homeowner. These rents shall be the only controlled rents within the development for an experimental period of eight years. It is hoped that this new rental designation will help serve the student population of nearby Clifton, encouraging interaction between students and permanent Cincinnati residents and further diversifying the TOD population.

Programming of the TOD will follow the traditional mixed-use model blending retail, office and residential functions. Most units will be designed with retail on the first floor and housing or offices on the second, third and fourth. The TOD will not extend beyond four floors in height. A continuous retail fabric will be provided below housing units to provide a strong urban environment within the TOD. Civic functions will be limited to the intermodal station, which will be located on the northern edge of the TOD community.

The TOD will also be designed to front onto the new Mill Creek Park along its southern edge. The TOD’s footprint will be minimized to allow as much space as possible for the park, giving the Mill Creek room for riparian buffers and making the park a truly public space. Thus the park will act as a natural counterpoint for the development, giving its resident’s green space to explore and escape from their homes.

Neighborhood Redevelopment, Spring Grove Village
The cohesiveness of the Spring Grove Village neighborhood is remarkably strong, thanks in part to the region’s geographic isolation. It has a strong sense of place, and community publications indicate community consciousness is growing in the area. (“Spring Grove Village…” ) The housing mix is relatively diverse, mostly single family with a smattering of duplex and multi-family, and neighborhood institutions are well distributed throughout. ( “Hamilton County Auditor…” CAGIS) The
greatest asset to the redevelopment of this neighborhood will be the revitalization of the old NBD and the introduction of more diverse housing, the goals of this plan.

As mentioned before the redevelopment of the NBD will be accomplished largely through connection between the Village and Winton Place and increasing of visibility. A public space at the Mitchell Avenue/W. Mitchell Avenue will be created to facilitate arrival into the Spring Grove Village and enhance connection. A reinvestment plan will also be instated to encourage businesses to move into and stay in the NBD. Along with this redevelopment increased amounts of small-scale multi-family housing will be created. This new housing will provide residence for the workers of the newly improved industrial park. In addition this housing will diversify the population of the residential district and ensure its health and vitality in the future.

Rationale
New, Expanded TOD with Connected Intermodal
At present the retail development along Kenard Road serves a number of populations throughout the Cincinnati area. Residents of Saint Bernard, Clifton, and Northside make use of the
Kroger Grocer’s on a daily basis as it is the largest and closest grocer outside of the University of Cincinnati area. It is also the only large grocer within the Cincinnati metropolitan area along the I-75 corridor, making it an anchoring institution for communities all around, Winton Place certainly included. (Fig 32) Redevelopment of the area, therefore, will be ensured a constituent population, provided development is kept within a reasonable scale. A retail institution on a scale like Rookwood Pavilion, for example, may not be possible. (Fig 33) But a number of stores anchored by the Kroger Grocery could serve the needs of those who already use the area quite well, as well as the needs of the workers coming to the new industrial park. Additionally, as most of the area in front of the Kroger is currently parking and empty lots, the creation of such a retail outlet is feasible. Parking area can be purchased and densified to provide a more programmatically and environmentally rich location.

Stakeholder interest in such a plan is difficult to gauge, as no Winton Place residents were available for interview. However city staff were receptive to the idea based on the high traffic already present in the current retail outlet. They emphasize the fact that the retail on this plot is the principle concentration of shopping along the I-75 corridor, which is empty of retail opportunities along most of the Cincinnati Metropolitan region. Again, scale is a critical factor, which stakeholders argue should not extend beyond Mitchell avenue and should be anchored by a grocer to continue serving the needs of the community. (Ross, Cameron)

Changes in the I-75/Mitchell interchange also make the new development viable. First off, visibility of the area near Kenard Road and the Mill Creek is very good from I-75, satisfying the visibility requirement so critical to the success of retail. As most of the changes to the highway interchange will be minor, it can be expected that the high visibility and traffic of this area will remain unchanged, cementing this location’s future in the revision of the I-75 corridor. (Fig 34) Additionally changes to the interchange give opportunity for improvements in wayfinding and signage, making the improvement of the retail location timely.

Of course, the production of this TOD is nothing without the mass transit component, the proposed light rail station which represents a considerable deviation from current City planning. As mentioned previously the light rail plans for the city designate
the location for a new Winton Place station on the north side of Mitchell Avenue, on the southern bank of the Mill Creek. This station would be associated with I-75, running along its right-of-way. (KMK Consulting) An argument can be made for the relocation for such a station along the CSX lines southeast of the Mitchell/Spring Grove intersection. First, current light rail plans indicate that the light rail lines are to cross from the south side of the Mill Creek to the north side just northeast of the Northside community, and then to cross back to the south bank of the Mill Creek in Winton Place. This approach requires at least three light rail bridges in the area, space and material expensive propositions, whereas relocation of the light rail along the CSX lanes would require only two. (Fig 35) Secondly, topography in the station location proposed by the city plan is extreme, nearing the uptown plateau. This change in slope, along with location near the Mill Creek banks, would cause serious environmental conflict, subjecting the Mill Creek to additional pollution and making construction of the new station extremely difficult. Finally the originally planned location would not serve the needs of the surrounding communities very well. Sites along I-75 are within fringe boundaries of the Winton Place, Avondale, and Saint Bernard communities, and difficult to access. A station located north of Mitchell on the Creek’s southern bank would require an entirely new road for access, and would exacerbate traffic problems coming off the Mitchell interchange. This is to say nothing of limited visibility and difficult pedestrian access. Despite the difficulty of negotiating connection with CSX lines, such a station would provide higher visibility and simpler access. Association with the highly trafficked Spring Grove/Mitchell intersection would connect much of the community with the station, which could be easily approached along Spring Grove. Additionally such a station would develop a synergistic relationship with the new development to its south, encouraging ridership of the light rail and use of the retail development. This station would serve Winton Place residents more effectively through proximity, and Avondale and Saint Bernard residents more effectively through easier access.
Winton Place Green Industrial Park

Figure 36, Industry map, green industries colored green, potential green industries colored yellow. Caroline Bigner and Kelly Flynn
Despite its grimy looks, Winton Place displays an immense amount of potential for green
industry. Industrial businesses throughout the area include a number that already produce
“green” products, such as environmentally safe solvents, water purification products, and
contaminant management facilities. (Fig 36) The refinery in the northeast of the
<table>
<thead>
<tr>
<th>Business Name</th>
<th>Phone Number</th>
<th>Location</th>
<th>Product</th>
<th>Green Industry?</th>
<th>Potentially Green?</th>
<th>Local Threat?</th>
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<tr>
<td>2 J Supply Inc.</td>
<td>(513) 541-7000</td>
<td>14 Sunnybrook Drive</td>
<td>HVAC Design</td>
<td>Yes</td>
<td>Yes</td>
<td>Mid-range</td>
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<tr>
<td>CE Power Solutions</td>
<td>(513) 563-6150</td>
<td>4500 West Mitchell Ave.</td>
<td>Energy Industry Equipment</td>
<td>No</td>
<td>Yes</td>
<td>Mid-range</td>
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<tr>
<td>Clean Harbors Environmental</td>
<td>(800) 202-0058</td>
<td>4879 Spring Grove Ave.</td>
<td>Harbor cleaning/Water purifiers</td>
<td>Yes</td>
<td>Yes</td>
<td>Mid-range</td>
</tr>
<tr>
<td>Enerfab, Inc.</td>
<td>(513) 641-0500</td>
<td>4330 Winton Road</td>
<td>Energy Industry Equipment</td>
<td>No</td>
<td>Yes</td>
<td>Mid-range</td>
</tr>
<tr>
<td>Environmental Enterprises</td>
<td>(513) 542-1750</td>
<td>4650 Spring Grove Ave.</td>
<td>Hazardous waste removal/containment</td>
<td>Yes</td>
<td>Yes</td>
<td>High</td>
</tr>
<tr>
<td>GA Avril</td>
<td>(1800) 331-9173</td>
<td>4445 Kings Run Ave.</td>
<td>Secondary metal refining</td>
<td>No</td>
<td>Yes</td>
<td>High</td>
</tr>
<tr>
<td>General Flavors</td>
<td>(513) 541-5631</td>
<td>4524 Este Ave.</td>
<td>Food Chemical Extracts</td>
<td>No</td>
<td>No</td>
<td>Low</td>
</tr>
<tr>
<td>Insituform Tech</td>
<td>(636) 530-8000</td>
<td>270 West Mitchell Ave.</td>
<td>Sewer and water purification technologies</td>
<td>Yes</td>
<td>Yes</td>
<td>Mid-range</td>
</tr>
<tr>
<td>Intercontinental Chemical Corporation</td>
<td>(513) 541-7100</td>
<td>4660 Spring Grove Ave.</td>
<td>Print chemical solvents and catalysts</td>
<td>Yes</td>
<td>Yes</td>
<td>Mid-range</td>
</tr>
<tr>
<td>Litho-Craft Lithography</td>
<td>(513) 542-6404</td>
<td>4410 Chickering Ave.</td>
<td>Professional printing services</td>
<td>No</td>
<td>Yes</td>
<td>Mid-range</td>
</tr>
<tr>
<td>Pain Enterprises</td>
<td>(800) 245-1544</td>
<td>4460 Mellowood Ave.</td>
<td>Carbon dioxide and gas canister products</td>
<td>No</td>
<td>No</td>
<td>Mid-range to high</td>
</tr>
<tr>
<td>Serv-All Graphics</td>
<td>(513) 681-8883</td>
<td>4951 Spring Grove Ave.</td>
<td>Professional printing services</td>
<td>No</td>
<td>Yes</td>
<td>Mid-range</td>
</tr>
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<td>Specialty Envelope</td>
<td>(513) 542-4700</td>
<td>4890 Spring Grove Ave.</td>
<td>Stationary products</td>
<td>No</td>
<td>Yes</td>
<td>Mid-range</td>
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<td>Sun Chemical</td>
<td>(513) 681-5950</td>
<td>5020 Spring Grove Ave.</td>
<td>Printing chemicals, inks, solvents</td>
<td>No</td>
<td>Yes</td>
<td>Mid-range</td>
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<td>Sunshine Foam Rubber Upholstery</td>
<td>(513) 681-7300</td>
<td>4900 Spring Grove Ave.</td>
<td>Foam upholstery for automobile and furniture industries</td>
<td>No</td>
<td>Yes</td>
<td>Mid-range to high</td>
</tr>
<tr>
<td>Twin Rivers Technologies</td>
<td>(617) 472-9200</td>
<td>4700 Este Avenue</td>
<td>Petrochemical and biofuel refinery</td>
<td>Yes/No</td>
<td>Yes</td>
<td>High</td>
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</tbody>
</table>

*Results of Industrial Business Survey Conducted Fall, 2009 by Daniel K. Elkin, University of Cincinnati*
Businesses not producing green products have potential to do so: most are chemical companies or printing product manufacturers, both of which can be retooled to produce environmentally friendly products. (Industrial Business Representatives) Therefore the creation of a green industrial park is not without justification. The potential is there, what is lacking is the consciousness and direction to make these businesses work together. Additionally the area’s exemplary connections to both I-75 and (potentially) to CSX lines make growth of industry a possibility.

City Staff recognize this potential as well, advocating for improvement of the area’s industry above all. They contend, as noted in this plan, that the under-utilized parcels in Winton Place occupied by car dealerships and storage companies could be repurposed to the development of industrial businesses to the benefit of Cincinnati. Stakeholders note the character of the area along with its resources make industrial redevelopment the most sensible strategy. (Ross, Cameron)

Changes in the I-75/Mitchell interchange will most likely not impact the creation of a new industrial park that much, as for the most part the interchange remains the same. If anything the Winton Place area can expect some decrease in traffic congestion with the improvements of the highway, at least if their aims are accomplished. This will serve the new industrial park well, clearing the way for product shipments. However the industrial park should be designed to pursue other methods of shipping, even with the improvements of highway infrastructure.

This development fits well within the framework of citywide planning, as most vision plans advocate the advancement of green industries in the Cincinnati area. A request for proposals (RFP) filed by the City of Cincinnati as of 2009 specifically sites the creation of a green industrial park along the I-75 corridor as one of the municipal aims. City leadership considers this approach viable to guarantee the economic success and growth of the city in the future, especially within the context of the “greening” of America’s economy. (“New City Home…” ) Given the green industry located in the Winton Place area, combined with the resources available, this location could serve this end remarkably well.

Incubator and Shipping Center
The proposal for an industrial business incubator and shipping center is a proactive action related to the new green industrial park. In its current state the industrial district of Winton Place suffers from a crisis of identity and visibility to outsiders along the I-75 corridor. Most industries are housed in anonymous warehouse buildings, and the region’s haphazard arrangement of buildings and streets makes any identification of the area’s purpose difficult. The incubator will serve to correct this problem by forming an anchoring institution useful to manufacturers and highly visible to the public. Additionally the incubator will stimulate the development of the industrial park by cushioning against start-up failure. Generally new manufacturing businesses fail often: up to 80% do not survive their first year of operation. Incubating institutions reduce this rate of failure closer to 60%, stabilizing local economies and helping encourage investment. (“National Business Incubation Association…” ) To maintain the incubator’s relevance it was additionally programmed as a shipping center for the members of the industrial park. As mentioned above this will reduce traffic load on arterials and connect the constituents of the industrial park. Site selection for the incubator looked for sites
that were central to the new industrial park visible from the Mitchell/Spring Grove intersection and I-75 if possible. Adaptive reuse was also considered highly desirable to establish a precedent of sustainable practice. Fortunately Winton Place offered the perfect location of the Cincy Self Stor facility on Spring Grove Avenue, a large, high-quality building visible from I-75, the surrounding hills and the principle intersection of the community. (Fig 37)

City staff cite the importance of developing visibility between the I-75 corridor and the new industrial park, as business traffic and recognition play an important role in the success of industrial businesses as well as retail. The incubator would serve this purpose more reliably than new industries by taking on the additional cost of creating an urban landmark. Additionally they note the importance of this area’s appearance from Spring Grove Avenue, a concern that the incubator would be able to deal with easily. (Ross, Cameron)

Additionally the same RFP mentioned above advocates for business incubation as a viable method for encouraging industry. (“New City Home…”) Many green manufacturers will need access to space at low cost and risk, needs that the incubator will fulfill. (Fig 38-39) New business tenants will also benefit from the visibility of the facility and the green infrastructure, features that will create a positive image for their new industries. As such the new facility will encourage investors to support the new green industries, thus supporting the Winton Place economy and stimulating the growth of Cincinnati as a whole.

**NBD Expansion**

As mentioned before the community of Spring Grove Village has all the building infrastructure necessary for the revitalization of its NBD. Buildings within the center of
the community are high quality and facilitate mixed-use functions, with large storefronts on the first storey and apartments above. (“Hamilton County Auditor…”) Additionally the local CDC has generated the political will and facility to make the NBD happen. They have purchased local properties around the NBD for the creation of public parking and the general improvement of underperforming properties. (“Spring Grove Village…”) With some reinvestment and the improvement of a small number of properties, a resurgence could be expected, meeting the economic and daily round needs of the Village residents.

Of course, none of this will happen without improvement of the NBD’s visibility from the rest of the community, as evidenced by the city staff’s thinking on this area. For the most part, no one outside of the community knows that this NBD exists. It is invisible from the main avenues of the area, so both city staff members spoken to were unable to speak to the character or make-up of the old NBD. Given this, development of a strategy to increase visibility makes sense to restore this area to economic and social viability.

Changes in I-75 will not greatly affect the improvement efforts in this area given the distance between the highway and the Spring Grove Village district. The NBD improvements are not aimed at the creation of a full-scale retail development, but at satisfying the needs of community residents. Therefore interaction between the region at large will be relatively minimal. Still, some wayfinding from I-75 would be advantageous to the health of Spring Grove Village’s NBD: making the name of the community more well known is important, and can be accomplished with the revision of I-75.

Aims of the GO Cincinnati plan specifically include the redevelopment of neighborhood business districts, deemed critical to the success of Cincinnati communities. (KMK Consulting) Given this, and Spring Grove Village’s state of relative decline, revitalization makes sense. The presence of a small-scale retail district within walking distance of a neighborhood is a key factor in the wellbeing of the city’s residents. This redevelopment effort and constituent strategies will make such a district possible.

Green Buffers
The presence of the Mill Creek dictates a great deal of the planning to occur in the Winton Place region. As a tributary of the Ohio River the Mill Creek

Figure 40, Winton Place in relation to Ohio River Watershed. Edited from http://maps.google.com, Daniel K. Elkin
constitutes a major natural resource that must be safeguarded and protected for countless constituents. The health of the Mill Creek and the River in turn impacts the lives of people from Cincinnati to the Gulf of Mexico. (Fig 40) It must be kept free of pollution as much as possible. Unfortunately the CSO’s in the area put the Mill Creek in serious jeopardy, potentially releasing sewage into the waterway during storm events. As mentioned before, green infrastructure must be installed to prevent this eventuality. Constructed wetlands and retention zones are most effective in natural depressions and on the banks of the waterways. (Forne, Paige et. al) As such positioning of green infrastructure along the southern edge of the Spring Grove Village hill and along the banks of the Mill Creek make the most sense. These locations are able to collect and retain water the most effectively without much regrading. Additionally the delineation between Spring Grove Village and the Winton Place Basin occurs at the location of one of the buffers, allowing the vegetative buffer to serve the dual purpose of retaining runoff and acting as a visual buffer in conjunction with the topographical buffer.

City planners advised the creation of green infrastructure as an important strategy for the planning of Winton Place. Citing the large amount of hardscaping in the industrial district he advised strategic introduction of green zones to halt runoff headed for CSO’s. (Ross, Cameron) Given the redevelopment planned in the area this strategy becomes even more important. Greater development must be performed with reduction as a predetermined goal in order to prevent the exacerbation of the problem and to contribute to its solution. As the new I-75 interchange arrives the planned green belts will prevent new development from worsening the runoff problem and overwhelming CSO’s.

Strategies along this line have been mentioned in previous Cincinnati planning efforts, mostly at a regional scale. (Fig 41) The Kessler Plan advocates a “greening” strategy similar to the one developed here, the focus in this case on the spatial improvements possible through the development of parks. The focus of this plan is more on the functional implications of landscape infrastructure, but the potential for spatial connections within the city is the same. (Kessler, George E.) As such the plan was developed along a similar line, creating green “collars” of wetlands and retention zones that were then connected along key spatial corridors.

Urban Gardening and Composting
Urban gardening efforts within Spring Grove Village are already underway. Across from the intersection of Epworth and Chickering Avenues a small empty lot has been converted into a community garden, managed by the local CDC. Additionally the Spring Grove Village “Neighborhood News” features advisories about the community garden and composting programs in the works. ("Spring Grove Village…") In short, the political will and the beginnings of a program are in place, all that remains is to strengthen it.

Given the public enthusiasm already present urban gardening programs provide a powerful community-building tool that should be encouraged. Urban gardening efforts also have the potential to stimulate environmental stewardship efforts, helping to maintain the healthy environmental conditions of the residential district. There is a considerable amount of community space within Spring Grove Village, relative to its size, much of which could be devoted to this purpose for the benefit of the people. (Fig 42) The south-facing slope of the Village hill is advantageous for farming, though soils will need considerable reconditioning to make the land arable.

Once again, city staffers were largely unaware of the doings of Spring Grove Village’s residents, especially since the gardening program is not publicized. (Ross, Cameron) More than anything else urban gardening efforts contribute to the GO Cincinnati Plan’s aim of neighborhood revitalization. Urban gardening programs provide reliable food sources under control of residents, a strong deterrent of “urban food desert” conditions possible urban fringes such as this one. This will allow Spring Grove Village to develop more holistically as a community, and to establish itself as a strong and independent entity.

**Framework Plan Proposal**

Through developing the framework plan seven components were highlighted as areas of focus. Districts, industrial infill, gateways, commercial infill, neighborhood business revitalization, greenways, and transportation make up the framework plan as a whole. These seven focal points were determined through extensive study of Winton Place’s areas of concern and opportunities.

As a preliminary step to developing the framework plan the dividing of the districts in Winton Place was conducted. Four districts were recognized to be,
residential, commercial, industrial, and the neighborhood business district. The decision to handle the districts apart from each other yet with a cohesive plan was a key factor in developing our framework proposal.

The industrial district dominants the figure ground of Winton Place. Components of the framework proposal for the industrial district are focused on increasing rail accessibility and service, reducing run-off, and creating a loading hub to service the industries. The proposal of an industrial park is an element of the framework plan with the hopes for various industries to collaborate functions. As heavy industry abuts the residential district in Winton Place buffering is a major component to the framework plan to deter the undesirable characteristics industry possesses. Yet we have placed a high value on industry for many economic and opportunistic reasons.

Focusing on Winton Place in a regional context, commercial development is aimed to attract people to the area and give Winton Place an identity. The commercial infill is designed to be an economic boost for the neighborhood through increased tax revenues and attracting new residents. Aspects of the commercial infill plans include reconfiguring the buildings south of Spring Grove Avenue and incorporating transit oriented development. The framework plan highlights the connection of Winton Place as an area of service to its surrounding neighborhoods.

Gateways are another major element in the framework proposal. With the integration of gateways to Winton Place and within the internal context Winton Place and Spring Grove Village will develop a greater sense of recognition by surrounding communities. Gateways into and throughout the neighborhood vary by design. Gateways were strategically located at nodes of major traffic and entrances to the designated districts.

Located at the geographical center of the residential district is the neighborhood business district (NBD.) The framework plan highlights the NBD and Spring Grove Village to function concededly to reduce the domination of vacancy in the NBD. Lack of accessibility influences the assessment of who the NBD should serve. The creation of a community square is a focus of the NBD plans to give Spring Grove Village a place of community interaction. Increased housing opportunities and small-scale commercial development are also focuses of the NBD framework plan.

Emphasis on green design and run-off mitigation are highlighted throughout the framework plan. Greenway proposals are throughout Winton Place as a means to deter the amount of rainwater that enters the combined sewer overflow system as well as a physical buffer of the districts. Recognition of the importance to make the environment of Winton Place more dynamic in its physical development is a focus of the greenways. Also incorporated in the greenways is a bike path that runs along the proposed Mill Creek Greenway. This greenway is recreational in its function and environmental in its focus as the greenway aims to reduce the amount of run-off that enters the Mill Creek. References of the importance of buffering differing districts take precedence in the form of wetlands. A major wetland runs along the entire south side of the residential district. The purpose of this wetland is to reduce the amount of run-off, as the grade slopes downward from the north. This wetland also acts as a barrier to the residential and industrial districts.

The transportation portion of the framework plan was deliberated through the understanding of the movement through, within, and surrounding Winton Place. Several streets within the neighborhood are heavily traveled as thoroughfares. Recognition of
these connector streets influenced programs for transit-oriented development (TOD.) This is a large focus of the transportation plans for the future of Winton Place as it will deter the amount of traffic and the dangers associated with it.

The transportation plans coincide with the development plans for the green buffer and gateways. The opposing scales of Spring Grove Village and Winton Place basin have different focuses in the framework. Spring Grove Village transportation is accessible for automobiles but destined for heavier pedestrian use; while Winton Place basin is destined for a mix of the two as well as plans for mass transit. Several prominent Metro Bus hubs are highlighted as they are located in strategic intersections.

**Illustrative Examples**

**Transit Oriented Developments**

**Davis Square, Somerville, Massachusetts**

Davis Square is a mixed-use development in Somerville, Massachusetts outside of Boston. It was originally a commercial and industrial area located along freight rail lines. During the 1950’s through the 1970’s the area fell into decline as industry abandoned the area and less people visited the commercial sector. In 1970 citizens, business leaders, and local politicians had the opportunity to revitalize the area with the introduction of a new light rail line. The line was originally supposed to bypass the area. However, this local group of stakeholders lobbied to include a stop of the MBTA Red Line. After the line was included in the area, the same group of stakeholders formed the Davis Square Task Force, and later created the Davis Square Action Plan to guide the planning and development process in the revitalization of Davis Square. The plan addressed a number of major planning issues, including land use and building revitalization. Today the area is a promising transit-oriented development composed of retail, office, entertainment, residential, and institutional uses. ("Transit Oriented...")

![Figure 46, Santa Fe area Incubator Lobby.](http://sfbi.com)
This development is similar in location and function to the proposed Winton Place light rail TOD. Both sites are located on freight rail lines and are surrounded by or were once used for industrial and commercial uses. The Winton Place TOD will also be used to revitalize an important commercial area by drawing from surrounding neighborhoods and focusing on the integration of multiple forms of transportation. (Figs 43-45)

Industrial Business Incubator and Shipping Center
Santa Fe Area Incubator and Longworth Hall
Incubators are typically structured to serve technological and medical businesses: strict manufacturing incubators are uncommon. Generally they are created in new facilities connected to an educational or vocational institution, such as the Santa Fe Area Incubator pictured. (Fig 46) Most are programmed similarly to a typical office building with a service core in the center surrounded by rental office spaces. They offer business tenants rental space without the risk associated with renting an entire start-up building, as well as professional quality office and reception space without investment of capital. The costs of setting up such an institution are outweighed by the benefits. Estimates of public return from incubators are around $30 of returned tax revenue for $1 public funds spent. As mentioned before, incubators substantially lower the instance of business failure, and the National Business Incubation Association reports an 84% rate of business longevity within the incubator community for incubated businesses. In short, business incubators have an excellent track record of benefiting their communities and stabilizing regional economies. (“National Business…”)

Figure 43, Davis Square shops with offices above. “Transit Oriented…”

Figure 44, Revitalized multi-family housing near Davis Square. “Transit Oriented…”

Figure 45, Renovated Sommerville theater.
Additionally the incubator site is similar to another adaptive reuse site in the Cincinnati area: Longworth Hall. This reconfigured factory building has become a multicultural site for downtown Cincinnati housing bars, restaurants and stores. The Winton Place Incubator could take advantage of the garage doors on its first storey, similar to that of Longworth Hall, to encourage a blending of retail and industrial environments. Tenants of the industrial incubator could hold demonstrations of their products’ capabilities and features open to the street, where general passers-by and business clients could see their innovations in the open air. This blend of old architecture and programming has proved effective in making Longworth Hall an anchoring institution, and could similarly strengthen the Winton Place Incubator’s importance in the community. (“Longworth Hall”) (Fig 47)

Green Gateways

There lies the opportunity to enhance the visual image of Winton Place through its gateways. The precedents have been selected to compliment the primary gateways; they are centered on providing a sense of place, catering to the environmental needs of the area and incorporating consistency throughout the area.

The Phoenix Project in Dayton, Ohio (figure 49) shows the incorporation of a green intersection to help mitigate storm water runoff and provide a more aesthetically pleasing environment for travelers. (“Salem & Catalpa Gateway…”) This green gateway in Toronto creates a sense of place and a landmark for the community. (“Landmark in the City…”) (figure 47). The area for which this design is to be implemented in Winton Place is in a high profile and heavily traveled area. The site for the proposed landmark is located near the CSX rail lines, because the rail is elevated in this particular area the use of a stepped wall that rises to meet the height of the rail line with vegetation that rests on each step will help to mitigate storm water run off that would otherwise flood into the new proposed landmark and green space.

The Pedestrian/Bicycle Bridge is being proposed in order to give provide more access to and from Clifton and Winton Place. (“Pedestrian Bridge…”) (figure 48). Currently, the sidewalks of Clifton Avenue reach as far as the University of Cincinnati to Winton Place. Providing better access to Winton Place other than by automobile will allow more people to be able to travel to the area. Also Winton Place now has a new proposed bicycle path that lines the Mill Creek; this will promote even more recreational use throughout Winton Place.
Neighborhood Business District Revitalization

The focus of the revitalization of the Spring Grove Neighborhood Business District (NBD) seeks to offer a place of interaction and service for the residents of Spring Grove Village. Implementation of reconstructing the NBD requires assistance from the City of Cincinnati and current property owners in the area.

There are numerous precedent examples of attempts at revitalizing NBD’s. Fern Hill Historic Business District in Tacoma, Washington, is a model for Spring Grove Village due to their similarities. Similar housing stock and demographics of the area subsist as well as similarities within the NBD. Both NBD’s are anchors to the community because of their geographical centered locality, a unique attribute to the NBD. Both NBD’s are small and aim to serve the local community. Furthermore, the density and building stock are similar and pedestrian accessibility is an emphasis.

Fern Hill Historic Business district worked in cohesion with community members and institutions to create and promote viable businesses. The location of housing options in the NBD developed as a means of bringing life to the NBD block. A community square is located in the NBD to anchor the area and create a sense of place. This space offers an area for organized and spontaneous kinetic activity.

Two factors contribute to the drive for the location of the community square within the NBD. Widening the road of Epworth allows for increased visibility of the current buildings in the NBD. This allows for window fronts to be visible at multiple levels. Piatt Park is a precedent design example for the square, although some modifications are necessary.

The collaboration of Fern Hill Business District can be modeled by Spring Grove Village in consistency with city plans and funding. Fern Hill’s collaboration with surrounding entities to create events and décor changes in the community square sets an example of a type programming that should be explored by Spring Grove Village.

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