1-I-71-AVONDALE

Neighborhood of Avondale

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Vision Statement
Create a community that balances and integrates the needs of residents with those of regional interests.

Goals, Strategies and Actions
Below are listed goals, strategies and actions for improving and fully utilizing the potential found in the neighborhood of Avondale in Cincinnati, OH.

**Economic development**

- **Goal: Expand Lexington Super Market**
  - **Strategy:** The Lexington Supermarket at the corner of Reading Road and Lexington Avenue is currently more than a simple corner market, but less than a full grocery store. By rebranding itself as the neighborhood grocery, the store can expand north to Lexington, maintaining parking to the east. A larger store would provide more options to consumers and allow residents of Avondale to have access to all types of basic grocery needs within one store.
  - **Action:** Transform the market into a larger chain that is still able to maintain a hometown or neighborhood feel, such as an IGA or small Kroger. A full super grocery store is not necessary due to the land availability and
commeet restraints. Therefore, a medium sized grocery store would provide adequate services for the needs of the community.

- **Rationale:** With the creation of a neighborhood based grocery store, yet opening under corporation ownership, would maintain the feeling of community, while keep prices of the products within a reasonable range for the residents of Avondale. This would also produce jobs in the area. A larger store may upset Avondale residents due to size and because it would lose the quality of the ‘neighborhood-feel.’ A small store would require higher costs to maintain operation and would be limited to products available. This would create residents to travel farther to obtain basic needs, resulting in upset commuters.

- **Goal:** Continue retail corridor of shops/restaurants of Burnet Avenue Revitalization Plan
  - **Strategy:** A lot of resources have gone to the development of the medical campus and the zoo as separate entities. The community of Avondale would benefit from an effort to create a combined commuter and tourist campus. This can be accomplished by providing a retail corridor between the hospitals and the zoo along Burnet Avenue and Rockdale Avenue. If the need for additional parking arises, garages should be built within the corridor, so that commuters and visitors will pass by shops and restaurants while on their way from their car to their destination. A new entrance has been built on the southwest corner of the zoo, but this entrance is catered to visitors that park in the parking lot and cross the new pedestrian bridge.
  - **Action:** Efforts should be made to develop Burnet Avenue and Rockdale Avenue as a retail corridor between the hospitals and the zoo. These streets should offer street-level shops and restaurants. The streetscape should be friendly to pedestrians and bikes as well as vehicular traffic. A pedestrian entrance to the zoo at the intersection of Rockdale Avenue and Dury Avenue should be constructed and should take the form of a building to distinguish it as a pedestrian only entry, and the frontage should be landscaped to clearly characterize it as a park. This entrance would increase foot traffic in the proposed corridor. The retail corridor can also include upscale residences to house hospital employees or other affluent residents.
  - **Rationale:** A retail center geared toward commuters and visitors would allow the community of Avondale to reap some of the economic benefits of a large commuter base. The corridor will provide a setting for local employees to eat and shop. It will also promote business activity due to pedestrians leaving the zoo. The new zoo entrance on its eastern side will accept pedestrians from the proposed corridor as well as from the community of Avondale. Currently, zoo visitors do not encounter any retail centers if they park in existing lots on Vine Street. A combination of a new entrance and the addition of shops and restaurants near the entrance will allow visitors the opportunity to eat and shop when they leave. In this manner, the community of Avondale would benefit from the growth of local commercial activity, including tax revenue and employment opportunities.

- **Goal:** Business development influenced by implementations of I-71 Alignment S-2a
  - **Strategy:** A new exit will promote traffic onto Reading Rd will give commuters a better route when traveling south bond. Currently the only exits are near Dana Ave and Taft Ave; neither is
close to the major areas of interest in Avondale including the hospitals and the Cincinnati Zoo. An exit at MLK and Reading will also influence traffic up Reading to the shopping center where commuters can buy groceries.

- **Action:** On the north side of the exit, there will be places for commuters to get breakfast on their way to work. On the south side there will be businesses for commuters to stop and have dinner. On either side can be restaurants that serve both meals as well as gas stations.

- **Rationale:** The alignment S-2a, will have a positive impact on the growth of local businesses. The area outlined in the plan overlaps two existing businesses that will have to be torn down for the development of the new exit. The old businesses will be replaced with new businesses around the exit that will better serve the community with a focus on commuters. The increased traffic in Avondale will prompt the development of more businesses in Avondale with a focus on Reading Road.

**Neighborhood redevelopment**

- **Goal:** Increase home-ownership
  - **Strategy:** Avondale and the city of Cincinnati suffer from a lack of investment on the part of middle income homeowners. Despite being directly adjacent to one of the largest employment centers in the Cincinnati region, few employees from these intuitions chose to live in Avondale. Unfortunately, this problem is not faced by Avondale alone. The entire city of Cincinnati, as well as other core cities in the region are impacted by this problem These cities must band together to find a solution for the exodus of their populations.
  - **Illustrative Example:** The Twin Cities in Minnesota have an innovative home ownership incentive program that stemmed from regional cooperation. Minneapolis and Saint Paul formed a financing agreement that allows lending institutions to purchase tax-exempt bonds from the city in exchange for providing low interest loans to potential home buyers choosing to locate in one of those cities. This program amounts to significant savings for potential home buyers. The cities also provide interest-free loans of up to $20,000 to homeowners with up to 50% of the area median income that have outstanding code violations for the purpose of making repairs. Loans do not have to be repaid until the sale of the home. In partnership with neighboring core cities, the city of Cincinnati could create programs like these.

- **Action:** The major employees in Uptown could also be convinced to help aid with incentive programs to convince employees to live near their workplace. According to the Victoria Transportation Institute of British Columbia the average cost of constructing a parking garage is $15,000 per space. The average yearly cost to maintain a single parking space in a garage is $500. Employers should be discouraged from providing free parking to employees and encouraged to provide Metro transit passes for employees. Equivalent cash incentives should be provided to employees that walk or bicycle to work and chose to opt out of both purchasing a parking pass and accepting the transit benefit.

- **Rationale:** Significant cost savings could be achieved from negating the need for employees to drive to work in parking alone. In addition, the land used for parking could be used to expand the hospitals if parking was not an issue. Finally, studies have shown that employees with shorter commute times are more productive. With these justifications in mind, many large employers should consider restructuring their transit benefits for employees.
• **Goal: Improve physical condition of housing stock**
  o **Strategy:** Many homes in Avondale are in a state of disrepair. Unfortunately, home maintenance can be a prohibitively expensive undertaking for many low and middle income Avondale residents. Specifically, the price of tools and construction equipment prevents many residents from properly maintaining their homes. Tool lending libraries connect residents with the resources they need to make cost effective repairs and improvements to their homes. Similar to libraries that lend books, tool libraries lend tools and construction equipment free of charge to residents with memberships. This concept has recently gained popularity in many West Coast communities like the Bay Area and Portland, Oregon. However, its roots can be found much closer to home.
  
  o **Illustrative Example:** One of the oldest tool libraries in the country can be found in Columbus, Ohio. This library was founding using funds from a federal Community Development Block Grant in 1976. Up until the financial crisis of 2008 the library was owned and operated by the city of Columbus. Over the years the library provided tools to thousands of Columbus residents and became a vital resource for many Central Ohio non-profits engaged in community revitalization projects. Sadly, severe budget problems left the city with insufficient funds to manage the library as of 2008. Rebuilding Together Central Ohio, a local non-profit organization engaged in home improvement projects for low income residents in the city, realized that the library had become an indispensible resource for their organization. In 2008 they purchased the tool library from the city and now manage it in much the same way as it had been operated in past years.

  o **Action:** Many prominent, but vacant, commercial and institutional buildings exist in Avondale and could make excellent homes for a tool library. The vacant Avondale Fire Station on Rockdale Ave near Reading Rd would make a particularly suitable location. Garage space in this building that once housed fire engines could likely provide ample space for tool and construction equipment. In addition, proposed streetcar expansion to this location would give many Cincinnatians without cars excellent access to the resources of the library. Finally, the building’s classic fire station architectural aesthetic gives it an easily-identifiable image that could easily transform the library into a landmark institution within the neighborhood.
• **Rationale:** Though Cincinnati also faces financial concerns, a tool library would be an excellent resource for Avondale and Cincinnati residents in need of equipment to make simple repairs to their homes. If initial funding for a tool library can be secured, possibly from a Community Development Block Grant, a partnership with the Cincinnati-Hamilton County Public Library should be pursued. In Berkeley, California their tool-lending library is integrated with their book-lending library system. Columbus, Ohio’s tool lending library had an autonomous budget. Tying interests that serve low income residents (the tool library) with those that are perceived to serve every income bracket (book lending libraries) is the surest way to make this project politically and economically sustainable.

• **Goal:** Redevelop shopping center at Reading Road and Forest Ave

  • **Strategy:** Forest Avenue and Rockdale Avenue shall continue directly on to Reading Road, resulting in two signalized intersections. Affiliated with this, the entire shopping center directly to the north is to be demolished and replaced by a street-oriented commercial center, with parking behind the center to the west. This new commercial development will be a mix of community and commuter oriented services, and will serve as a link from the already proposed development at Forest Avenue and Burnet Avenue to Reading Road.

  • **Action:** With the demolition of the existing shopping center that is currently in poor condition, opportunity for aesthetic upgrades will provide much potential in the area. The proposed shopping center will provide stores that are focused to local residents, as well as regional visitors. There will be a number of various types of businesses from stores that provide food, clothing, entertainment, banking, etc. The entire shopping center will be interconnected with the ability for pedestrians to maneuver easily from parking to the stores and from store to store. Forest Avenue and Rockdale Avenue would be rerouted with connections to Reading Road, north and south of each other. The shopping center will be located on the northwest corner of the proposed placement of the intersection of Forest Avenue and Rockdale Road. The shopping center will be oriented so that it is more visible from Reading Road.

  • **Rationale:** An improved shopping center will provide access to basic needs for residents, which is not readily available in the Avondale area. This will also be a focal center in the community that will familiarize members of Avondale with each other. This will also provide opportunity for local businesses to flourish and keep money that is made in Avondale, spent in Avondale. The benefit of creating the two intersections of Forest Avenue and Reading Road and Rockdale Road and Reading Road is that it will open up accessibility throughout this area. With the addition of the shopping center, traffic will increase. Therefore, transportation needs will need to be adjusted to accommodate for the added traffic. This would greatly benefit the community and welcome regional visitors, or drivers passing through, to stop and enjoy the neighborhood of Avondale.

**Environmental improvements**

• **Goal:** Implement devices to improve pedestrian traffic and calm vehicular traffic on Forest Avenue

  • **Strategy:** Streetscape is one of the most important aspects for creating a pedestrian friendly environment. Separation of sidewalks from streets, wider sidewalks, street trees and landscaping, sidewalk paving pattern, lighting, and safe cross-street connections will promote a safe and pedestrian-friendly streetscape environment. Traffic calming measures such as landscaped medians, pedestrian crossings, roundabouts, and speed bumps also enhance the safety of pedestrian movements. An improved streetscape provides safety for all users, a bike and pedestrian friendly environment, an attractive environment for residential and commercial activity, a unique identity for the neighborhood and its business districts, an eco-friendly environment, and the ability to accommodate changing demands.
**Action:** Respect the discipline inherent in the townscape. Buildings are to maintain the visual cohesion of the streetscape taking into account: the site’s position in relation to the streetscape; the continuity and figural character of the street in terms of use, scale and architectural entity; the intrinsic domestic scale, local flavor or the atmosphere of the place; local patterns, particularly community meeting places and linkages; community values and expectations. Installation of the following devices is recommended. “High-visibility” or “Zebra” crosswalks are specially painted, high-contrast crosswalks that should be used at all pedestrian crossings. They are more visible and alert motorists to high pedestrian activity areas more effectively than painted bars. These also help pedestrians with visual impairments to find and remain in the crosswalk. Pedestrian refuge islands are recommended for crosswalks at major intersections where feasible given existing landscape median and painted median conditions. Refuges islands provide a safe waiting area for pedestrians, allowing them to cross half the street to wait for the next crossing signal phase or gaps in traffic. These are also recommended for all “shadow” left turn lanes. Trees are recommended along the street to provide shade and buffer pedestrians from the roadway, and to create an aesthetically pleasing streetscape. A unified street planting is recommended for the corridor. Street Furnishings, including new benches, trash receptacles, and news racks are recommended for high pedestrian activity areas throughout the corridor. These also include bus stops and selected locations in the neighborhood commercial areas. Bike hoops could also be installed to accommodate where appropriate. Sidewalk planters and pots are recommended in the neighborhood commercial area to provide other buffers for pedestrians and enhance the sidewalk environment. These materials would need to be obtained, ideally, by the merchants and property owners. New Street Lights, specifically “high-low” lights that have a mast-arm light over the roadway and lower, pedestrian-oriented light over the sidewalk are recommended. Additional infill streetlights should be installed to illuminate street corner areas where these areas are mid-way between the existing streetlights.

**Rationale:** Walking is the cheapest form of transport for everyone. Walking communities have the most affordable and most efficient transportation system available. Streets that draw more pedestrians and encourage social interaction tend to have lower crime rates and other social
problems. Cities and towns that offer interesting streets with active pedestrian life become vibrant cultural and economic centers that draw visitors from the surrounding region.

- **Goal: Parks, Recreation, & Community Center**
  - **Strategy:** Public places in Avondale include parks, plazas, playgrounds, sidewalks, and open spaces. It also includes private spaces that are dedicated for public use. The character of public spaces can be different based on their types and uses. Public places can be formal in urban plazas, semi-formal in urban parks, and informal in open spaces and passive parks. A new development should respect, improve and enhance urban neighborhood character and identity to promote a safer and more livable environment with a sense of community spirit and belonging.
  - **Action:** A community center should be constructed at the intersection of Burnet Avenue and Forest Avenue. Improvements should be made to existing parks, and a new park development should be located on Burnet Avenue. A community recreation center should be built on Reading Road. The new centers should be unique places having qualities and attributes that provide a rich experience emerging from a development that has: its own identity and a recognizable character; an inside and outside with paths linking the place with its surroundings; legible elements, patterns and structures according to the function of the building; positive spaces with a figural character; a variety of activities; rich content including diverse architectural detail, colors, texture and style; a historical context where appropriate. Public spaces should be enhanced by contributing to and creating: landmarks and buildings of civic importance; clearly visible arrival points to act as gateways to centers and specific areas with an identifiable character; public art; thematic tree planting; urban spaces that enhance the public domain, such as plazas and squares and publicly accessible pedestrian forecourts to buildings; promenades, pedestrian links, etc.; outdoor activity and street life.
  - **Rationale:** Public places offer important civic nodes for Avondale. They offer places for recreation and interaction, thereby promoting the sense of community. The location of the proposed community center at Burnet and Forest is a central location that is convenient to all community members. The recreation center and the community center will be accessible for senior citizens, so that all of Avondale’s residents can interact with one another at these facilities. Civic centers and parks play a vital role in creating a sense of community, while also providing green space and an improved residential environment.

**Transportation and other infrastructure**

- **Goal: Extend Rockdale Road and Forest Ave to Reading Road**
  - **Strategy:** To increase mobility between the eastern and western portions of Avondale, Rockdale Avenue and Forest Avenue should be extended to Reading Road. Currently, Rockdale Avenue travels east-west throughout the northern portion of Avondale. The western portion ends at Dury Road, by the zoo. The eastern portion ends in a cul-de-sac just before it would reach Reading Road. An eastern section of Rockdale Avenue continues on the east side of Reading Road, with no connection to the western portion. In the area west of Reading Road, traffic is
currently rerouted north to Forest Road or south, using a variation of traffic patterns. By connecting Rockdale Avenue to Reading Road, accessibility would increase throughout the community and would limit traffic on Forest Road and throughout the areas south of Rockdale Ave. Since Reading Road is filled with potential for growth and upgrades, accessibility is the primary key. Forest Road is an east-west road running through the northern portion of Avondale. This is the main east-west road in the northern area. The zoo is on the western portion and Victory Parkway is on the eastern end. Around the current intersection of Forest Avenue and Reading road lies a lot of potential. Upgrading this area would include the continuation of Forest Avenue to Reading Road because the upgrade would also include the continuation of Rockdale Ave to Reading Road. Because of the close proximity of the intersections, the intersection of Forest Avenue and Reading Road would be relocated to the north. Since this is a heavily traveled road, removing the curve on Forest Road would provide safer and easier access.

- **Action:** To make the extension of Rockdale Avenue and Forest Avenue a reality, the community must realize the benefits associated with creating two separate intersections and accessibility between the avenues to Reading Road. This would open the accessibility points to the zoo, hospitals, highways and any proposed commercial upgrades in the area. The improved mobility will alleviate congestion on Reading Road around this area. The signals would be coordinated to ensure continuous traffic flow for drivers traveling north and south on Reading Road.

- **Rationale:** Accessibility is important while planning a systematic design, so the connection of Rockdale Avenue to Reading Road is pivotal for any upgrades on Reading Road. The proposed street design would allow traffic to move smoothly through the Avondale area while also promoting through traffic to navigate through the community of Avondale to visit proposed commercial upgrades in the area. The new street access of Rockdale Avenue from Reading Road would carry traffic that would ease traffic on Forest Avenue. Since both roads run east-west, traffic routes would now have an option of either avenue to access major attractions or areas in the Avondale area. This would greatly benefit the Avondale community by improving accessibility for current residents and also promote non-residents to choose to navigate through the community, while stimulating the local economy.

- **Goal:** **Consolidate and eliminate parking**
  - **Strategy:** The large amount of commuter traffic generated by the hospitals has put a burden on the community of Avondale in that it must delegate a significant area of land for parking. Viable alternatives to the construction of new lots will need to be considered if the area is to be revitalized. The most feasible alternative currently is to promote greater use of public transit. Furthermore, strategies must be explored to consolidate existing parking capacity to ensure more efficient use of land.

- **Action:** To promote public transit, the hospitals can provide bus passes to its employees in lieu of parking passes. Parking lots or spaces closest to the hospitals can be reserved for carpools to encourage ride sharing. If additional parking is necessary, existing surface lots should be converted to garages to reduce the need to acquire additional land. A new garage has been constructed east of Burnet Avenue across from Albert Sabin Way. Currently, this garage is accessed via a traffic light at Harvey Avenue and Ridgeway Avenue. The access point for this
garage should be moved to the intersection of Burnet Avenue and Albert Sabin Way. The capacity provided by the surface lot just south of the garage should be consolidated with the garage so that the existing lot may be used to realign the garage entrance. The new parking facility east of Burnet Avenue across from Northern Avenue should also have its access point on Burnet Avenue so that Burnet Avenue will serve as the collector street for the area and Harvey Avenue will retain its status as a local street. Street parking should be prohibited along Burnet Avenue to provide two full lanes of travel in each direction to handle the additional traffic generated by the new garages. After the completion of the aforementioned new parking facilities, no further land should be designated for parking. To provide capacity for future parking demand growth, existing surface lots at the intersection of Vine Street and Shields Street and at the intersection of Martin Luther King Drive and Highland Avenue should be converted to garages.

- **Rationale:** Promoting public transit and carpooling will ease congestion and reduce emissions. With the additional capacity provided by new and potential new garages, the existing surface lots on the north side of Martin Luther King Drive between Harvey Avenue and Reading Road should be eliminated. These lots occupy the site of the old Columbia School, which is a site that is recommended for redevelopment according to Avondale’s plan. This area should be developed commercially and would benefit from additional vehicular traffic generated by the new I-71 interchange. Also, the two surface lots on the east side of Harvey Avenue at Hickman Avenue could be converted to housing or redeveloped otherwise. By consolidating parking and promoting public transit, the community of Avondale can make better use of the land surrounding the hospitals without threatening the large commuter base that uses the land.

- **Goal:** Transform Reading Road into a boulevard
  - **Strategy:** Due to street offsets and focal intersections identified in the neighborhood plan, there are several important intersections where pedestrian traffic and street character are important. The design character and pedestrian quality of corners are particularly important and should be emphasized. Using pedestrian-supported land-use patterns is a pivotal step for the creation of making Avondale a safe and pedestrian friendly area. Using a grid street layout with short blocks in business districts and a downtown area will enhance pedestrian mobility and community togetherness. Also, creating a boulevard, travel times would decrease for residents to get to particular shops due to the convenient access. Connections provided between popular origins and destinations, between dead-end streets or cul-de-sacs, and shortcuts through open spaces would provide pedestrians with easier mobility.

  - **Action:** A gateway design will be implemented on the east and west corners of MLK Drive and Reading Road. The gateway will be developed with community input, but generally will feature specific Avondale community signage and specific paving indicative of Avondale. If found feasible the transformation of Reading Road into a boulevard with a small landscaped parkway median would be an appropriate way to indicated to those entering the area that they are now in Avondale. It would also provide minor traffic calming and assistance to pedestrians attempting to navigate Reading Road eastbound or westbound. Additionally, methods of continuing this look and feel radiating outward from the site will be pursued throughout the surrounding area.

  - **Rationale:** Transforming Reading Road into a boulevard for the section within Avondale limits would set the neighborhood apart from surrounding neighborhoods. Since there is a negative perspective about Avondale, due to the media, improving Reading Road and setting it apart from the surrounding neighborhoods would allow for travelers on Reading Road to get a positive perception of Avondale, which would eventually spread and welcome a new feeling towards the area. The design character and pedestrian mobility quality is a step to make the neighborhood feel safer and would deter crime from the area. A boulevard would provide an aesthetically pleasing surrounding for travelers in Reading Road, and would attract a quality social group to the area along with keeping current residents safe and happy.
Goal: Implementation of I-71 Alignment S-2a
  o Strategy: From a physical standpoint, Alignment S-2a is a good choice because it has a minimal effect on its surroundings. There are about eight homes and two businesses that are in the way of the alignment, but this is minimal and the returns are much greater than the losses.
  o Illustrative Example: A recently completed $40 million interchange will give drivers the ability to access I-75 in Butler County, Ohio from Liberty Way and from existing ramps on State Route 129. Developers say the goal for construction of the interchange is to ease traffic on Tylersville Road in West Chester. This will help ease traffic for Tylersville Road because there is no room for expansion or road widening along Tylersville Road. Signal timing has already been optimized. Mason is growing rapidly, so the use of Tylersville is becoming more and more prominent. There are no other low cost solutions rather than diverting traffic that needs to travel to NB I-75 from the West Chester area. Therefore, to ease traffic on Tylersville Road, traffic is diverted north to the Liberty Way Interchange. Effects of this include traffic along Tylersville becoming less dense. However, less traffic means less business. Tylersville Road is lined with fast food restaurants, gas stations, doctor’s offices, and small businesses. A diversion of traffic may eliminate business to these places. However, it would help the environment by eliminating idling vehicles at a stop light. Another positive effect of the interchange is that it will open up approximately 600 acres of local land for commercial development. West Chester Trustee President Catherine Stoker compared the opening of the Liberty Way Interchange to Union Centre Boulevard, an exit just a few miles south on Interstate 75 that has added thousands of jobs and nearly a billion dollars of development in just over a decade.
  o Actions: Procure the land need for the construction of the new exit. Proceed with the construction phase of the new exit keeping in mind the business activity of the current intersection and its surrounding buildings when scheduling construction.
  o Rationale: The new roads created are not in residential areas, but instead in industrial zones so there will not be an increase in noise pollution for residents of the area. The new exit will increase traffic through Avondale but once again it avoids the residential community. This increased traffic and commerce on Reading Road can reshape the entire community.

Goal: Implement multi-modal transportation options for access to I-71, institutions, and neighborhood
  o Strategy: A streetcar line has been proposed to connect the Cincinnati Zoo, University of Cincinnati, and Cincinnati Riverfront. This proposal excludes Avondale, much of the Uptown Hospital Complex, and Xavier University from its plan. A new cross-town express bus service will be located on the Hopple-MLK-Madison Rd Corridor. Currently no direct cross-town bus service exists along this entire route. This service will connect Uptown, the region’s second largest employment centers, with many Cincinnati neighborhoods that currently lack access to the neighborhood.
• Action: Streetcar service should be extended east on Erkenbrecher Ave, north on Burnet Ave, and East on Rockdale Ave all the way Victory Parkway and Xavier. A stop at Erkenbrecher and Burnet would directly serve Children’s Hospital and the south end of the renewed Burnet Ave Business District. A stop at Burnet Ave and Rockdale Ave would serve the north end of the renewed Burnet Ave Business District. A stop at Rockdale and Reading would serve the renewed Rockdale Reading Shopping Center and bring new energy to the monument park on that corner. On MLK between I-71 and Clifton Ave the proposed bus service will operate as a normal bus making frequent stops. Going east along MLK and Madison Rd from I-71 the bus will act as an express bus only stopping at key high volume locations. West of Clifton Ave the bus will also act as an express bus linking Camp Washington and other West Cincinnati neighborhoods.

• Rationale: The proposed streetcar and express bus lines will curtail the need for vehicular infrastructure and will aid in the exposure and connectivity of a revitalized Avondale. Further extension of the streetcar line to a terminus at Xavier University would link that institution with the energy of Uptown as it never has been before. Such a proposal would likely spark huge amounts of investment in Avondale.

• Goal: Improve way-finding to major institutions

  • Strategy: With a new interchange at Martin Luther King Drive and I-71, wayfinding to the zoo and the hospitals will become much simpler. A single right turn on Vine Street is the only movement off of Martin Luther King Drive needed to reach the zoo from I-71, and the entrances to the hospitals can be reached from a few intersections off Martin Luther King Drive. Effective use of wayfinding devices, both for pedestrians and vehicles, can greatly improve Avondale navigation.

  • Illustrative Example: Portland, Oregon is in the final stages of installing an expansive network of pedestrian wayfinding signs. The network consists of 102 double sided signs that are 6.5 feet in height. The signs feature a map of the area and directional arrows to nearby locations of interest, including transit stops. The text is translated into 6 different languages to accommodate international travelers. The program was paid for by the Portland Development Commission, but the installation and maintenance of the signs is paid for by private sponsorship, whereby a company or interest group may have its name printed on the sign at a cost of $200 per year. In this manner, the signs are installed at no cost to the taxpayers, and function to serve both as a wayfinding device and as promotion for local...
commerce. Installation of the signs began in 2005, and the network has been successful in prolonging resident and visitor stays in downtown Portland, and so it has also helped strengthen the local retail economy.

- **Action:** Appropriate wayfinding signs for the zoo should be placed at the new I-71 ramps and at the intersection of Vine Street and Martin Luther King Drive. Vehicular wayfinding signs for the hospitals should be placed on the I-71 ramps, at the intersection of Martin Luther King Drive and Burnet Ave, at the intersection of Martin Luther King Drive and Eden Avenue, and at the intersection of Martin Luther King Drive and Vine Street. Signs should be clearly visible to vehicular traffic but should not create a sense of clutter along the street. Pedestrian wayfinding signs should also be used, and these signs can provide more information and maps. Pedestrian signs should also promote local retail and should be paid for by private sponsorship. The signs should point out nearby transit stops, the proposed pedestrian zoo entrance, commercial districts, the hospitals, and public parking facilities. These signs should be placed at all intersections along the proposed retail corridor, at the proposed pedestrian zoo entrance, at public parking facilities, and at hospital entrances. Pedestrian wayfinding signs should also be placed at major bus stops. These signs should provide bus route maps in addition to the destinations listed previously. Proposed sites for major bus stops with wayfinding signs include Vine Street at Shields Street, Eden Avenue near Goodman Drive, Burnet Avenue at Goodman Street, Albert Sabin Way in front of Children’s Hospital, Burnet Avenue at Catherine Street, Burnet Avenue at Rockdale Avenue, Rockdale Avenue at Dury Avenue, and Rockdale Avenue at Reading Road.

- **Rationale:** The installation of wayfinding signs provides a cost effective means of promoting the major institutions in Avondale while making the general transportation environment more visitor friendly. They can relieve congestion by streamlining traffic along arterials and indicating bus stops. They also can stimulate the local economy by indicating business districts and attractions.

**Bibliography**


