The Over-The-Rhine neighborhood in Cincinnati is experiencing a renaissance from its dilapidated past. However, redevelopment is concentrated in pockets, resulting in disparate, isolated areas of activity. The design of High Light OTR has led to a significant increase in activity and a sense of place. The development of the area around the engaging wayfinding beacon has led to an increase in foot traffic and a sense of community. The High Light OTR beacon is a beacon of hope for the community, providing a sense of safety and a beacon for new development. The beacon is not just a light, but a symbol of the community's spirit and a reminder of the area's potential. The beacon is not just a light, but a symbol of the community's spirit and a reminder of the area's potential. The beacon is not just a light, but a symbol of the community's spirit and a reminder of the area's potential.