COLLEGE HILL, A HEALTHY, VIBRANT, AND RESILIENT COMMUNITY

Niehoff Urban Studio
Senior Planning Capstone Spring 2016

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The following proposal uses design to enhance the livability of an area within the neighborhood of College Hill, into a thriving, holistic community that is healthy, walkable, and bike-friendly. Departing from a prime site located along a busy intersection, this proposal aims to spark the use of form and strategic uses in order to help this community capitalize from its strengths: location, accessibility, connections to public transit, and its diverse population.

This design proposal consists of building eight mixed use buildings, ten apartment buildings, twenty townhomes, a theater serviced by a food court, and three office buildings. This will result in recreational, natural, economic, diverse living, and entrepreneurial spaces that will enhance the lives of the existing residents.
The sites are located within College Hill, which is a residential neighborhood of Cincinnati, Ohio. Originally, College Hill was a wealthy suburb called Pleasant Hill due to its prime location, it was renamed College Hill because of the two colleges that were established there in the mid-nineteenth century.

This design project area consists of three corners located in the busy intersection of North Bend Road and Hamilton Avenue with a total area of 8.976 acres. The sites are currently mostly vacant or underutilized.

The sites count with a prime location not only near the existing Hamilton Avenue business corridor, but also have several bus lines pass by, including #17, #41, and #15x. The sites also count with great accessibility from points along North Bend Rd and Hamilton Ave.
Existing Conditions Analysis

College Hill, as a mainly residential neighborhood, counts with a lot of single family houses surrounding our sites. Also, the project area includes multi-family buildings, such as apartments on the east side of Hamilton Avenue and two-family dwellings on the west side. The sites are located nearby churches, schools, and a public library to support the residents’ culture life.

According to data from the City of Cincinnati, the median household income for the surrounding of area on the south side of North Bend Road is $22,000 yearly and $38,000 for the sites north of North Bend Road, and $59,000 for the sites north of Wittlou Ave. Median rents are $500 for one-bedroom and $700 for two-bedroom apartments. The median house or condo value is nearly $110,000.

College Hill has six greenspaces for public use, the functions of these greenspaces are different. The nearest one to our site is Pleasant Hill Field, a recreational area where people can play basketball, walk their dogs, and biking.

Housing Analysis

Single Family: 4573 by parcel 91.15%

Two Family: 215 by parcel 4.56%

Multi Family: 229 by parcel 4.29%
Poverty
(Income in 2013 below poverty level)

North College Hill
Hamilton County
Census Tracts
6

26936
13.84%

307
14.02%

103
9.78%

145
17.62%
Noise Analysis

Intersection

Northeast Site

Northwest Site

Southwest Site

Residential Area

W North Bend Rd

E North Bend Rd

N Hamilton Av

S Hamilton Av

Residential Area

Min: 70 dB
Max: 98 dB
Avg: 79 dB

Min: 67 dB
Max: 97 dB
Avg: 77 dB

Min: 71 dB
Max: 93 dB
Avg: 82 dB

Min: 67 dB
Max: 96 dB
Avg: 77 dB

Min: 54 dB
Max: 83 dB
Avg: 61 dB

Min: 63 dB
Max: 99 dB
Avg: 72 dB

Min: 71 dB
Max: 102 dB
Avg: 80 dB

Min: 71 dB
Max: 98 dB
Avg: 81 dB

Min: 65 dB
Max: 85 dB
Avg: 77 dB

Min: 54 dB
Max: 83 dB
Avg: 61 dB/
Green Activity & Commercial Activity Analysis

Legend
- Commercial
- Green Space

One symbol equals five people
Based on ESRI’s market data and my previous reconnaissance and analysis, the aim of this design proposal is to help College Hill achieve the goal of being a holistic neighborhood, which is healthy, walkable, bike friendly, and sustainable economically and environmentally. This will be achieved by capitalizing on the existing activity along the Hamilton Avenue business corridor. This design proposal will create more job opportunities through commercial and office activity; creating places for residents to get together and build from the existing culture through greenspaces, mixed use buildings, and a movie theater; connecting the neighborhood with a series of green paths to promote a healthy lifestyle.

The housing development in my design is mainly focus on three group of people:
1. Midtown Singles: This group of people have low income, and many work while attending college. And the single-person households in this group, who need affordable apartments, make up over 40% of all households.
2. Hometown: Family and faith are the cornerstones of life for these residents. Many are older children living with their parents.
3. GenXurban: Professional couples or single households without children. The population is slightly older.

**Design Description-Site Plan**

A1-A10: Apartment  
TH: Townhome  
M1-M8: Mixed-use  
O1-O3: Office  
C1: Food Court  
T: Theater
Design Description

I designed to have 8 mixed use structures that allow high revenue uses on the first floor, such as commercial space, to coexist with affordable housing on the top two levels. There will have a fresh food market on this site. And providing attractive outdoor spaces on here to capitalize the site on nice weather.

I also create a theater on the northwest corner. Having this entertainment venue will not only provide a recreation option and jobs for the community, but also attract visitors from the region. By having food court near by the theater can provide a place for people to enjoy meals when they visit and have activities in the central business district. On the northeast corner is office site, which contains 3 office building. One is three level on the center and one level down on each side, and the other two are two levels. The big one is designed for medical service, which meet with the current residents’ needs. The other two were designed for Credit Union and bank.

Housing

I designed to have residential area on both side of Hamilton Ave. Which contain 10 apartment buildings in total, 8 of these are locate on the west side of Hamilton Avenue and two on the east side. Both residential area will also have townhomes for households who with their older children.

Green Space:

I created two public spaces in the core as focal points that will unify all the different groups utilizing the spaces. There also have 6 residential green spaces on residential area, not only to improve the living environment, but also become places for residents and children to enjoy and use.

Health:

I designed to have a series of green paths connect the neighborhood, including schools, churches, residential area, greenspaces, and also the business corridor. Also an improved sidewalk will allow for a more pleasant pedestrian experience incorporating seating, landscaped areas, enhanced safety features, such as street lights, and more ample walking spaces to promote a healthy lifestyle.

Existing bus stops will be improved in order to better serve the community using public transportation, providing shelter from harsh weather and sun.

To address community resiliency, sustainability, and rain water collection, edible landscaping will be incorporated in the residential parts of the neighborhoods.

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Function</th>
<th>Target Occupant</th>
<th>Total Building Area (sq.ft)</th>
<th>Parking</th>
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<tr>
<td>Mixed Use</td>
<td>Retail Sales</td>
<td>Market</td>
<td>30,023</td>
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<td>Townhome</td>
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<td>Market &amp; Affordable</td>
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<td>33,798</td>
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<td>Recreation</td>
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<tr>
<td>Restaurant</td>
<td>Food Service</td>
<td>Market</td>
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<td>Public Use</td>
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<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>206,776</td>
<td>498.50 (needed)</td>
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</table>
References and Bibliography

Market Analysis of Site By ESRI:

Symbols for Elevation Graphics:
www.streetmix.net

Case Study Photographs:
https://pixabay.com/zh/%E8%8A%B1%E5%9B%AD-%E6%AD%A3%E5%B-C%8F-%E6%99%AF%E8%A7%82-%E6%A4%8D%E7%89%A9-%E8%A3%85%E9%A5%B0-%E8%A%BE%E8%AE%A1-%E5%9B%AD%E6%9E%97%E7%BB%B6%E5%8C%96-%E6%A6%8D%E7%89%A9%E5%AD%A6-1266320/

GoogleMap