

**CITY OF CINCINNATI  
NEIGHBORHOOD BUSINESS DISTRICT  
IMPROVEMENT PROGRAM**

**FUNDING REQUEST APPLICATION**

Each Neighborhood Business District may submit two project requests (one major and one minor or two minor). Complete each section and provide written documentation to receive credit on scoring.

Project Name: Mt. Adams Rebranding / Place Making

Project Address: Mt. Adams Business District

Neighborhood: Mt. Adams Empowerment Zone: (circle one) No

Census Tract(s): 12 - 13

Business Association: Mt. Adams Business Guild

Community Council: Mt. Adams Civic Association

Project Description:

MACA and the MABG would like to partner with each other and with the city to develop and showcase the identity of Mt. Adams through it's NBD. The community wants to give the City of Cincinnati and the region an entertainment district that is unique, distinctive, and emblematic of the vibrancy of Mt. Adams. We are seeking the NBDIP funds to cover the hours of the City's experts in Branding and Placemaking.

1. Type of Project:

Major \_\_\_\_\_

Minor X\_\_\_\_\_

2. NBD Impact: Impact is limited to the specific project site or NBD. Identify the number of businesses physically, contractually, or financially impacted and directly benefiting from this project.

There are 34 businesses in the NBD ranging from bars & restaurants to services such as hair salons, a law firm, architectural firms, and a large marketing firm. The entire NBD will benefit from the results of this project.

3. Job Impact: Job impact is limited to the specific project site or project area. All jobs must be reported as full-time equivalent (FTE). FTEs must provide a minimum of 2,080 hours per year or 40 hours per week.

There are a few hundred people employed throughout the district. Besides the many bars and restaurants which have numerous employees, the Mt. Adams NBD is home to Empower Marketing which is a national marketing firm employing nearly 200 people. It is also home to The Mathis Foundation which is a non-profit mentoring organization. There are 157 – 182 jobs provided by the business listed on the attachment:

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4. **Businesses Assisted:** Provide the names and addresses of businesses that will directly benefit from the project, and explain how these businesses will directly benefit. (*Example – a streetscape will benefit all businesses fronting on the improvements. Parking lots benefit businesses needing additional parking in close proximity*)

# Businesses Assisted 34 See Attached list.

All business in the NBD will benefit from the rebranding and placemaking efforts

5. **Degree to which the project leverages private and other public funding.** Private leverage based on commitments through letters of support. List other public funds committed to the project (federal, state, NSP).

<u>Fund Source</u>	<u>Private</u>	<u>Public</u>	<u>Amount</u>	<u>Use of Funds</u>
Previous Funding:				
NBD Improvement Program		X	\$650,000	Streetscape
NBD Improvement Program		X	\$185,000	Bury Utilities
Special Allocation		X	\$150,000	Streetscape
NBD Improvement Program		X	\$375,000	Streetscape
Towne Properties	X		\$ 50,000	Streetscape
Property Owners	X		\$ 40,000	New connections for wiring
Property Owners	X		\$ 65,000	Brick aprons for driveways
City Council Motion		X	\$250,000	Streetscape
The Next Chapter			\$1,600,000	
4EG			N/A	
Teak			\$600,000	
Bub's Pizza			\$40,000	
Salon Blanc			\$75,000	

This funding will also compliment several million dollars worth of improvements that have been completed or are being planned by the Cincinnati Art Museum, Krohn Conservatory and the Playhouse in the Park.

6. Attach complete budget, including cost estimates, source of estimates, and contractor's bids.

Budget from Laura Martin, DoTE:

DoTE Cost Estimate for a Design Plan/Construction Documents for this project is up to, but not to exceed the \$30,000. This estimate would include the staff time for the preliminary and Final Design, Construction Documents, Fabrication and Construction Estimates. Number of meetings are estimated at 4 meetings. Staff to be included are Architects, Structural Engineers, Traffic Engineers, Graphic Designers and Urban Planners.

**Total Request: \$30,000**

7. What is the neighborhood contribution to this project (including committed volunteer hours)?

The MABG and MACA will partner to work with DoTE through a Placemaking Committee to develop a rebranding strategy and placemaking concept. An outline of the proposed process is attached. Estimated volunteer hours: 150 hours.

8. Does this project complete or continue or **compliment** a previously funded project? Yes X No     

If yes, please specify the following:

a) Phased project : Between 2005 - 2012, CNBDU funded the planning and design of streetscape improvements throughout the Mt. Adams Business District. This rebranding / placemaking effort will help the neighborhood showcase these improvements.

9. Does your community have an approved plan? Yes X No     

After at least a year of meetings with tremendous community input, Mt. Adams developed a strategic plan with the help of City Planning. The plan was approved in 2009.

If yes, which goal or objective of the plan does this project implement?

Section 8 – Business District – including the following bullet points.

- There needs to be a plan for destination restaurants and shops while providing services that meet the needs of local residents. Pg 3
- There is a need for more retail and a diversity of taverns and restaurants including mid-range quality dining options. Pg 42
- Other areas of the City provide substantial competition to Mt. Adams base. Pg 42
- Expanded mid- and up-scales dining, shopping, and retail services are needed.

The community feels the rebranding effort will help Mt. Adams achieve these goals.

Is this project specified in the plan? Yes X No     

“To compete with other regional social attractions, Mt. Adams must continue to promote an identity that capitalizes on its unique character”

10. Letter from:

- a) Business Association x Confirming knowledge of project  
x Supporting project
- b) Community Council x Confirming knowledge of project  
x Supporting project

11. Attach a map of the project location.

See attached map

12. Who is the Project Coordinator for this project?

Name: Missy Fox

Phone: 861-1000

List the names and phone numbers of active committee members who will be implementing this project.

Name

<u>Kurt Meier</u>	<u>378-5754</u>
<u>Frank Obermeyer</u>	<u>439-2332</u>

There will be a full committee formed to develop the project. Volunteers have already voiced interest.

## SHOPPING AND SERVICES

<b>Tilsley &amp; Associates Architects</b>	<b>1140 Saint Gregory Street</b>
<b>Northside Bank &amp; Trust</b>	<b>1111 Saint Gregory Street</b>
<b>Holy Cross-Immaculata Church</b>	<b>30 Guido St.</b>
<b>The Clothesline</b>	<b>995 Hatch Street</b>
<b>United Dairy Farmers</b>	<b>1124 Saint Gregory Street</b>
<b>Four Entertainment Group</b>	<b>941 Pavilion</b>
<b>Upper Eden</b>	<b>1120 Saint Gregory Street</b>
<b>As You Like It Hair Design</b>	<b>1052 Saint Gregory Street</b>
<b>Hair on the Hill</b>	<b>945 Hatch Street</b>
<b>Macintosh &amp; Macintosh</b>	<b>1136 Saint Gregory Street</b>
<b>Rapid Mortgage</b>	<b>1136 Saint Gregory Street</b>
<b>Insignia Design</b>	<b>1136 Saint Gregory Street</b>
<b>Unger &amp; Associates</b>	<b>1136 Saint Gregory Street</b>
<b>Empower Media Marketing</b>	<b>1111 Saint Gregory Street</b>
<b>Paradrome Properties</b>	<b>1043-1053 Saint Gregory Street</b>
<b>Towne Properties</b>	<b>1055 Saint Paul Place</b>
<b>Paradigm Property Mgmt</b>	<b>1130 Saint Gregory Street</b>
<b>Mathis Foundation</b>	<b>1101 Saint Gregory Street</b>
<b>John Senhauser Architects</b>	<b>1118 St. Gregory</b>
<b>Salon Blanc</b>	<b>1053 St. Gregory</b>

## **DINING AND NIGHTLIFE**

<b>Bowtie Café</b>	<b>1101 Saint Gregory Street</b>
<b>Blind Lemon</b>	<b>936 Hatch</b>
<b>Crowley's Highland House</b>	<b>951 Pavilion</b>
<b>Longworth's</b>	<b>1108 Saint Gregory Street</b>
<b>Mt. Adams Bar &amp; Grill</b>	<b>938 Hatch</b>
<b>Mt. Adams Pavilion</b>	<b>939 Pavilion</b>
<b>Bub's Pizza</b>	<b>1043 Saint Gregory Street</b>
<b>Monks Cove</b>	<b>1104 Saint Gregory Street</b>
<b>Calle</b>	<b>950 Pavilion</b>
<b>Tavern on the Hill</b>	<b>1111 Saint Gregory Street</b>
<b>Teak Thai</b>	<b>1051 Saint Gregory Street</b>
<b>Quincy's</b>	<b>1101 Saint Gregory Street</b>
<b>Yesterday's Old Time Saloon</b>	<b>930 Hatch</b>
<b>TOHI</b>	<b>940 Hatch</b>

# Mt. Adams: Gateway/Placemaking Design

## NBDIP Application 2017

### *Draft Project Scope*

#### 1) Research

- a. Initial Meeting with Community Representatives (Placemaking Committee) to define project scope
  1. Have discussion surrounding identity of Mt. Adams Business District
    - a. History
    - b. Landmarks
    - c. Patterning
    - d. Icons
    - e. Words / Phrases
    - f. Branding Components discussion
- b. Initial research: to be completed by DOTE; Office of Architecture and Urban Design
  - i. History to date/ image research
  - ii. Images of placemaking inspiration
  - iii. Images of existing conditions in Mt. Adams business district
  - iv. Images of possible areas for visual impact within the district
  - v. Create theme boards
- c. Follow-up Meeting (#2) w/ Placemaking Committee
  - 1: Present initial research to committee

#### 2) Preliminary Design

- a. Reflect on committee feedback and discussion
- b. Initial design of branding, urban design elements, signage/gateway elements, lighting enhancements
  - i. Create draft recommendations
- c. First-Round Renderings
  - i. Develop rough renderings using identity elements 1
  - ii. Develop branding elements if pertinent: experiment with color and typography
  - iii. Place first-round designs into photographs to show context and better idea of scale
- d. Placemaking Committee Meeting (#3) : Present First-Round Renderings (rough sketches) to the committee
  - i. Presentation of and discussion surrounding the various design options
  - ii. Committee recommendations for refinement of design (likes/dislike about the initial ideas?)

#### 3) Design

- a. Feedback from Committee Meeting
  - i. Develop preliminary designs based on committee recommendations
  - ii. Update presentation materials with second-round renderings

- b. Begin to determine specific materials
  - i. Identify materials and construction/fabrication process
- c. Discuss design ideas with Structural Engineers
- d. Discuss design ideas with Traffic Engineering and ROW Management
- e. Research rough cost estimates for design ideas
- f. Community Meeting (#4): Present Second-Round Renderings
  - i. Presentation of and discussion surrounding the various design options
  - ii. Community recommendations for refinement of preferred designs/ideas

#### 4) Construction Drawings

- a. Refinement
  - i. Communicate with committee to refine designs and prepare construction drawings
  - ii. Gain final approval of design direction(s)
  - iii. Work with Structures team at DOTE to create construction drawings
- b. Construction Drawings (may be more than one package depending on design (signage, lighting, construction, etc.))
  - i. Quantities
  - ii. Site Maps
  - iii. Summary of Sign Types and Specs
  - iv. Elevation and Plan View drawings
  - v. Structural stamped drawings and foundations
  - vi. General end specs and Maintenance-of-Traffic
- c. Cost estimates for construction/fabrication/installation/implementation



# MT. ADAMS

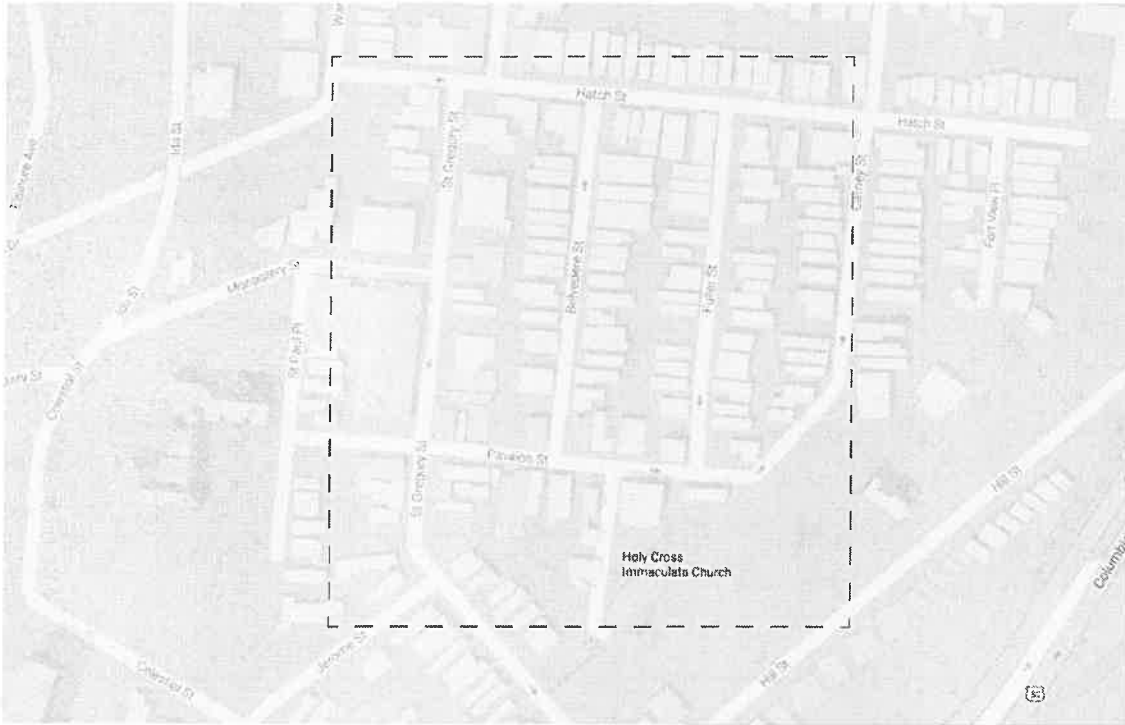
## Placemaking/Gateway Design

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April 2017



MT. ADAMS Entertainment District/ Gateway Area



Rebranding Efforts  
Gateway/ Signage  
District Identification  
Strand Lighting

MOUNT ADAMS CIVIC ASSOCIATION

1122 FULLER STREET

CINCINNATI, OH 45202

CITY OF CINCINNATI

NEIGHBORHOOD BUSINESS DISTRICT IMPROVEMENT COMMITTEE

CINCINNATI, OH 45202

IN RE: MOUNT ADAMS CIVIC ASSOCIATION (MACA) APPLICATION FOR NEIGHBORHOOD BUSINESS  
DISTRICT IMPROVEMENT GRANT

Dear NBDIP Committee:

As President of the Mount Adams Civic Association, it is my pleasure to inform you that our community association, along with the Mount Adams Business Guild and the Mount Adams Beautification Association (Garden Club), heartily endorse our grant application under the NBDIP program to revitalize and rebrand the Mount Adams business district.

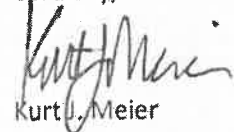
We have received the Gateway/Placemaking Design from Laura Martin of the City's Transportation and Engineering Department and have substantial volunteer commitments within our community to assist in the implementation of its project scope including, but not limited to, architectural and design services from John Senhauser, branding assistance from Theresa Ligusinski and other professional services from private business and real estate development firms within the community. Additionally, we have formed an ad hoc committee within MACA and have begun to work on implementing the various aspects of the project scope and plan.

Of course, MACA anticipates that we will be favored with the professional services of the City of Cincinnati that will have a major impact in formulating and implementing the final plan.

Our community has always had a vital and vibrant volunteer core and we are reaching deep within our community for assistance to make this project a success.

With abiding gratitude, I remain,

Cordially,



Kurt J. Meier

President, Mount Adams Civic Association



April 19, 2017

City of Cincinnati

**RE: NBDIP Application 2017 for the Gateway/Placemaking Design**

The Mt. Adams Business Guild met on April 18 in a specially called meeting to vote on our support of the Placemaking Project. It was voted on and unanimously passed. We will pledge our commitment to the committee members, as well as being happy to work with the City and any of the representatives who will participate in this project.

We feel that this project will assist the Mt. Adams Business District to become more established in the history of the landmarks that we have had in place for years. This will also help us in our rebranding component that we are involved with.

In closing, the City has 100% support from the Mt. Adams Business Guild and all the voting members.

Sincerely yours,

Neil J. Quinn  
President, Mt Adams Business Guild

NJQ:alw

**MOUNT ADAMS  
BUSINESS GUILD**

1111 St. Gregory Street, Suite 160, Cincinnati, Ohio 45202

MtAdamsToday.com