

**CITY OF CINCINNATI**  
**Neighborhood Business District Improvement Program**  
**2017-2018 FUNDING REQUEST APPLICATION**  
**Westwood Community Urban Redevelopment Corporation**

**Project Title:** Westwood Historic Business District Identity Project  
**Project Address:** \_Westwood Historic Business District  
**Neighborhood:** \_Westwood \_\_\_\_\_  
**Census Tract(s):** \_101\_\_\_\_\_  
**Business Association:** \_N/A  
**Development Corp:** Westwood Community Urban Redevelopment Corporation (WestCURC)  
**Community Council:** Westwood Civic Association

**Please Describe Project in One Sentence:**

This project seeks to provide branding and identity to the Westwood Historic Business District through the installation of totems, banners, a gateway sign and a digital kiosk at key points throughout the HBD.

**Detailed Project Description:**

Although locals are familiar with the area around Town Hall as the “Westwood Historic Business District”, visitors and customers are not. Totems around the key corridor entrances (Montana, Harrison, and Boudinot) will alert people to when they are entering the HBD. A gateway sign at the intersection of Harrison and Montana, complementing the Town Hall park redevelopment, will announce “you are here”; a digital “town hall crier” kiosk, located at the newly created Gaines Triangle, will keep businesses, visitors and residents informed of all the activities in the district; and banners placed the length of the Harrison corridor from Cheviot to Kling, will identify the length of the HBD. This multi-scalar/multi-modal identify system will provide location identity, coherence, and pride of place for business, residents, customers and visitors to the revitalized heart of Westwood.

The Westwood Coalition represents the multiple community organizations and businesses of the Westwood Historic Business District. The Coalition facilitates communication and cooperation across the community. In this role, the Coalition convenes committees, made up of residents, business representatives, and members of the community organizations, that work on issues and projects which impact the HBD and surrounding residential area. The Positioning Committee has been working with to develop a branding and identity strategy for the district, and has worked with DOTE for over a year to develop the icon and graphic foundation (see attachment for preliminary branding). This project is the physical manifestation of the Positioning Committees identity system and implementation will move forward in concert with the Committee and with DOTE. Additionally, this Committee is working on unified communications whereby all the organizations and businesses can have a shared platform for events, notifications, and community messages. The programming and maintenance plan for the digital town crier will be developed as part of this communication platform.

04-21-17P03:37 RCVD

1. **Type of Project:** Major X or Minor

2. **NBD Impact:**

Throughout the community engagement process, many of the owners and operators of the surrounding businesses have positively expressed enthusiasm for the revitalization program, knowing it will have a direct positive impact on their businesses by bringing more people to the HBD, improving the attractiveness and appeal of the HBD, increasing the foot traffic in front of their businesses, improving safety in the district and bringing more customers to the area. The revitalization efforts underway have already attracted new businesses which began opening in 2016, with several more slated to open 2017-2018.

Phase 1 of the Westwood Historic Business District Revitalization has been focused around the “Main and Main”, the intersection of Harrison, Epworth and Urwiler. \$4.25MM was allocated by the City of Cincinnati to renovate the Town Hall Park into a more flexible, events oriented green space and to create the “Gaines Triangle” – an urban plaza created by closing Urwiler between Epworth and Harrison. The streets around this, the triangle bounded by Montana, Harrison and Epworth, have seen significant private investment. Since revitalization efforts began, WestCURC acquired the historic Bell building and gave it to Madcap Puppets to renovate into a theater and education center; the Ruehlman building at the corner of Montana and Harrison has been purchased and renovated, with the addition of new businesses, including 4 Directions Studio, Lillywood Home Furnishings, and Muse Café – a coffee house to open June 2017; WestCURC was awarded the bid for the purchase and renovation of the historic Firehouse on Epworth into a restaurant; opposite, across the Town Hall Park, West Side Brewery is under development in the existing KSDesigns building (opening June 2017); and the old Sontag building, just south of the Montana/Harrison intersection, has been purchased for renovation into a restaurant.

North of the Harrison, Epworth, Urwiler intersection, the properties on the west side of Harrison have been taken out of disuse, cleaned up, painted and made tenant ready: the first tenant, Carriage House Press, moved in summer of 2016. Two properties at the end of the eastern row of buildings on Harrison have been purchased and will become the Necessities Market, and across the street, the space that was formerly the Keidel show space has been leased out to become an Arcade /restaurant. Finally, an ethnic African take-out is opening in the HR Block building, with plans to expand into a full service restaurant when HR Block leaves.

All of this activity has taken place in 3 short years, and the majority of the new businesses will open 2017-2018, bringing an influx of visitors and customers to the HBD. This identity system will directly impact the revitalization efforts and the new businesses opening up by creating location recognition, a sense of place, and an identity for the HBD recognizable (and marketable) to visitors from outside of Westwood, giving the district a true destination appeal.

Benefit to low to moderate income persons

Although demographically Westwood averages in the middle income range (median \$47k), the large scale of the neighborhood masks the wide distribution of income. As noted in the Social Areas of Cincinnati 2013 edition, Westwood contains both SESII (low education, high poverty, inadequate family

income) and SES III (middle income enclaves). This characteristic can be seen as income clusters around \$20k and another cluster around \$60k. It also contains the 3<sup>rd</sup> largest concentration of female headed households below poverty.

The impact of the revitalization of the Historic Business district will have a two- fold effect on low to moderate income families. First, the focus of the revitalization on amenities for the community and visitors emphasize restaurant and retail (as oppose to professional or specialty services, which already occur in the HBD). These will create new local job opportunities for low to moderate income individuals. Second, as has already begun, the revitalization of the HBD will work towards enabling the re-integration of the neighborhood, increasing community participation and community pride across a diverse spectrum, by, among other things, encouraging local ownership of new businesses. All the new businesses opening which have opened or will open in 2016-2018 are locally owned and operated, and include minority and women owners.

**3. Job Impact:**

The revitalization effort, promoted by the identity system, will retain jobs business and jobs in the HBD and bring new jobs to the area. New businesses opening 2015-2018 (see list below) are estimated to create around 122.8 new jobs (Madcap Impact Study: 18 new jobs, Brewery Business Plan: 10) plus an additional 101.7 using the Hamilton County Census Method)

# Jobs Retained \_N/A                      # Jobs Created \_129.7

*This analysis also does not include jobs created during renovation and construction of the new businesses, nor renovation and construction of the Town Hall property (professional fees plus contract labor). Those jobs are considered short term and not sustained FTE.*

**4. Businesses Assisted: # Businesses Assisted --- 39**

Businesses directly impacted: The businesses concentrated along Harrison in the core of the Historic Business District and around Town Hall (see map and attached full business list) will all benefit. Of immediate benefit are the new businesses which have recently opened and will open:

<b>New Businesses</b>
<b>Rooftop Restaurants</b> 3006 HARRISON AVE
<b>UpSwing</b> 3002 HARRISON AVE
<b>Muse Café</b> 3018 HARRISON AVE
<b>Lillywood</b> 3024 HARRISON AVE
<b>4 Directions Studio</b> 3030 HARRISON AVE
<b>West Side Brewery</b>

3044 HARRISON AVE  
**Madcap Theater & Education Center**  
 3054 HARRISON AVE  
**Firehouse #35 Restaurant**  
 3000 JUNIETA AVE  
**Carriage House Press**  
 3103 HARRISON AVE  
**Necessities Market**  
 3126 & 3128 HARRISON AVE  
**Arcade**  
 3143 HARRISON AVE  
**Ethnic African Carry-out & Restaurant**  
 3154 HARRISON AVE

5. **Sources and Uses:** Degree to which the project leverages private and other public funding. This project leverages the revitalization activities, including the Town Hall Park/Gaines Plaza redevelopment and private investment of new business owners. Estimated total investment since 2014 (see attachment for full sources and uses):

<u>Fund Source</u>	<u>Private</u>	<u>Public</u>	<u>Amount</u>	<u>Use of Funds</u>
NBDIP 2017	—	<u>X</u>	\$160,000	purchase & installation
NBDIP 2013/4		<u>X</u>	\$370,000	Bell bldg./pkg improve
Other Public	X	—	\$4,7689,00	
Private	X	—	<u>\$3,518,200</u>	acquisition, lighting
		Total	\$8,817,100	

6. **Budget** *estimates provided by DOTE*

1	totem signs installation DOTE staff time	3,000	5	\$15000 \$2000 \$3100
2	Banners installation DOTE staff time	4650	15	\$69750 \$1050 \$2200
3	Gateway Sign installation DOTE staff time			\$24000 \$3000 \$4200
4	Digital kiosk installation DOTE	28000	1	\$28000 \$5000 \$2800
	<b>total</b>			<b>\$160,100</b>

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

The Positioning Committee of the Westwood Coalition has worked for over a year to develop positioning strategies. Furthermore, they have worked closely with DOTE to develop initial branding and identity graphics. The Positioning Committee is committed to continuing to work on this project, providing input and direction, including integrating the programming and maintenance of the digital town crier into the communications platform strategy and maintenance. The Committee will continue to work closely with DOTE to develop branding and identity in the design of the components.

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

If yes, please specify the following:

a) Phased project (Project Name). \_\_\_\_\_ \_

b) Cost over run \_\_\_ Explain: \_\_\_\_\_ \_

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

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

Westwood Strategic Plan 2010

Goal 3. Infrastructure, Facilities & Public Spaces

*Maintain infrastructure, public facilities and open spaces in excellent condition, and explore appropriate improvements*

Goal 4. Business Districts and Commercial Development

*Revitalize Westwood business districts by attracting and supporting viable business and commercial development that will enhance the community*

Westwood Coalition Recommendation, 2015]

After a multi-year process of community engagement and consultation, the Westwood Coalition, representing the Civic Association, WestCURC, Westwood Works, Westwood Historical Society and leaders of the business community, issued a recommendation with the explicit revitalization objectives of creating a focal point for the community as a locus of activity, a safe and walkable district, and options for retail and dining. Other objectives include:

- *improved green space around Town Hall for community events and activities*
- *enhance the appeal of the HBD to visitors, residents and businesses*
- *respect, embrace and enhance the historic character of the district*

WestCURC 2015-2020 Work Plan

Created with CBI and representative members of the Coalition and Civic, and adopted by the WestCURC Board in January 2015, the WestCURC Action Plan identified that *successful revitalization encompasses a walkable, attractive business district; retail stores that offer a variety of consumer products and services with emphasis on local, regional or independent shops; an activated public or civic or green space; the*



Elizabeth Bartley, WestCURC  
Diane Powers, WestCURC

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DHPowers@l12consulting@gmail.com

## **ATTACHMENTS**

Example components and preliminary branding

Location Map

Business Map

Business List

Leverage

Letter of Support: Coalition

Letter of Support: Westwood Civic

Letter of Support: Positioning Committee

Corporate Resolution

# Signage and Identity Design Components



WESTWOOD Signage Inspiration



## Preliminary branding

Modular Variations

Modular yet to be explored...

Round 2: Results

The integration of vibrant and approachable icons to the existing community identity resulted in a set of 4 variants of the Westwood logo, each featuring a unique shape and color palette. The final design, which includes the house and the 10-year-old icons, was chosen for its ability to represent the community's history and future. The design is modular, allowing for a wide range of applications. The design is modular, allowing for a wide range of applications. The design is modular, allowing for a wide range of applications.

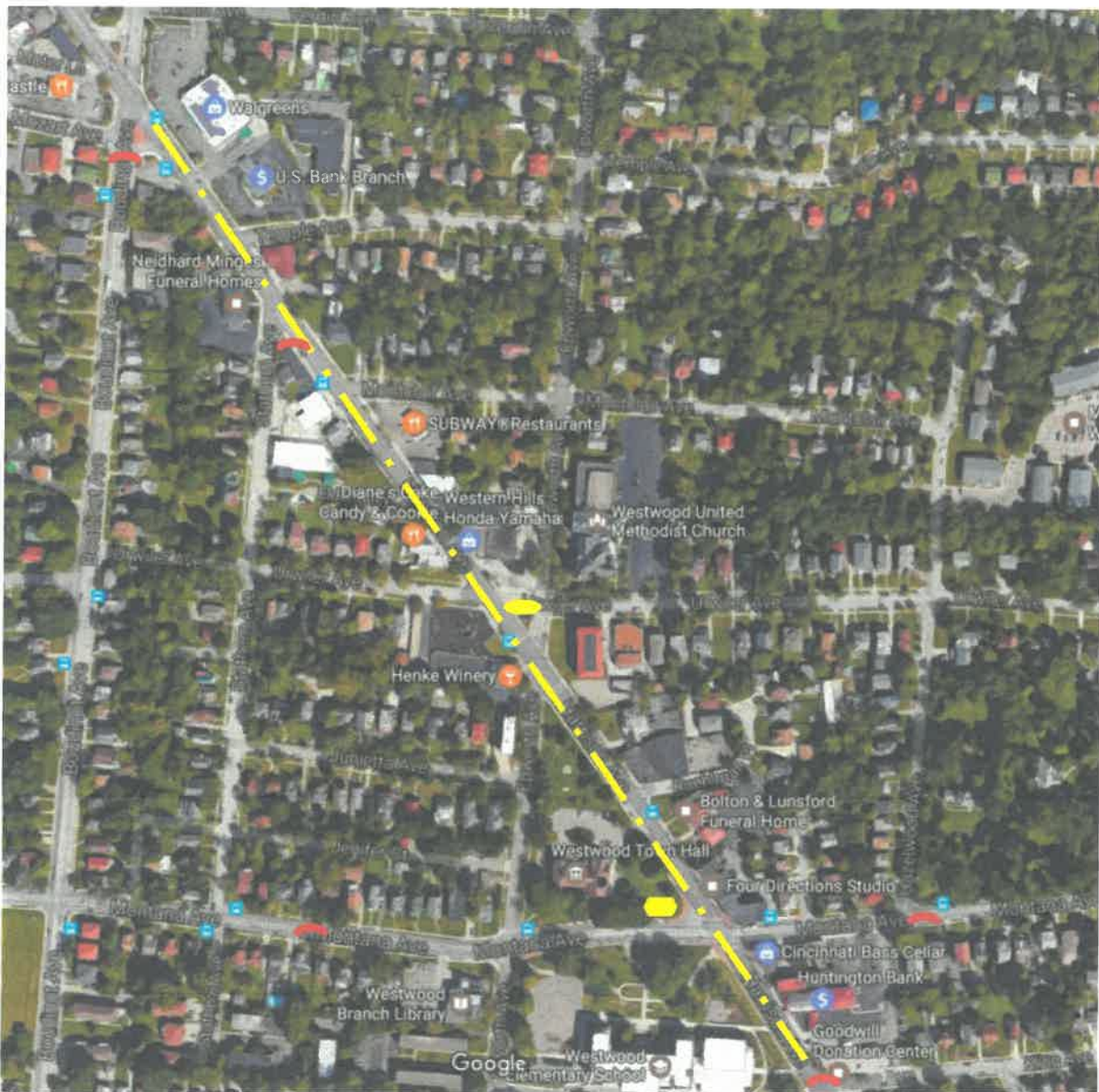
LOGO STUDY: Westwood, Round 2



# Location map

Approximate locations:

- · · banners
- ◡ — totems
- ◯ — kiosk
- ◻ — gateway





**Business Impacted map**

BUSINESS NAME	ADDRESS	Local?	New	jobs created/estimated
POLLMAN'S CUSTOM UPHOLSTRY	2955 MONTANA AVE & 2959 MONTANA AVE	Y		
AZTEC VIDEO PRODUCTIONS	2967 MONTANA AVE	Y		
GOODWILL	2990 HARRISON AVE			
Huntington Bank	3002 HARRISON AVE			
UpSwing	3002 HARRISON AVE	Y	2015	5
Rooftops Restaurant	3006 HARRISON AVE	Y	2017	21
CINCINNATI BASS CELLAR	3010 HARRISON AVE	Y		
Muse Cafe	3018 HARRISON AVE	Y	2017	6.9
Lillywood	3024 HARRISON AVE	Y	2017	11.9
STUDIO N PHOTOGRAPHY	3028 HARRISON AVE	Y		
4 Directions Studio	3030 HARRISON AVE	Y	2015	7
TREASURE ALLEY	3036 HARRISON AVE	Y		
BOLTON & LUNSFORD FUNERAL HOMES	3042 HARRISON AVE	Y		
West Side Brewery	3044 HARRISON AVE	Y	2017	10
TINY TOTS KIDDIE CARE	3050 HARRISON AVE	Y		
MADCAP PUPPETS	3054 HARRISON AVE	Y	2018	18
HENKE WINE LLC	3077 EPWORTH AVE	Y		
FR#35	3000 JUNIETTA	Y	2018	21
Carrage House Press	3103 HARRISON AVE	Y	2016	7.4
DIANE'S CAKE, CANDY & COOKIE SUPPLY	3111 HARRISON AVE	Y		
WESTERN HILLS HONDA	3110 HARRISON AVE & 3118 HARRISON AVE	Y		
WUEST ELECTRIC COMPANY	3113 HARRISON AVE	Y		
G'S PERFECTION PLUS	3120 HARRISON AVE	Y		
EMMA'S ALL IN ONE OCCASIONS RESTAURANT & CATERING	3122 HARRISON AVE	Y		
EMMA'S ALL IN ONE OCCASIONS RESTAURANT & CATERING (expanded)	3124 HARRISON AVE	Y	2016	
Necessities Market	3126 HARRISON AVE	Y	2018	7.3
Necessities Market	3128 HARRISON AVE	Y	2018	
SUBWAY SANWICH SHOP	3134 HARRISON AVE			
ARCADE	3143 HARRISON AVE	Y	2018	6.9
KEIDEL-- WAREHOUSE				
MY NEIGHBOR'S PLACE	3150 HARRISON AVE	Y		
TOM BONHAUS AUTO SERVICE	3151 HARRISON AVE	Y		
Ethnic African Carry-out	3154 HARRISON AVE	Y	2017	7.3
H&R BLOCK	3154 HARRISON AVE			
NEIDHARD MINGES FUNERAL HOME	3155 HARRISON AVE	Y		
FEDCO PRINTING	3156 HARRISON AVE			
JOSEPH JACOB DENTIST	3157 HARRISON AVE	Y		
THE CHAIR REPAIR SHOPPE	3165 HARRISON AVE	Y		

129.7

**LEVERAGE**

<b>Fund Source</b>	<b>Private</b>	<b>Public</b>	<b>Amount</b>	<b>Use of Funds</b>
NBDIP 2013/4		X	\$340,000	Purchase of Bell Building for Madcap Center
Brownstone Realty	X		\$425,000	Purchase of Ruehlmann Building
LISC / ArtsWave 2013	X		\$13,000	Econ Impact/Longitudinal Study, School of Planning
NBDIP 2013/4		X	\$30,000	Parking lot improvements, Lot 1
Brownstone Realty	X		\$137,000	Renovations and improvements, Ruehlmann Building
TIFF 2013/2014		X	\$10,000	DOTe development of 'square' variations
City 2014		X	\$500,000	Renovation of Bell Bldg
NBDSF 2014		X	\$4,600	consultation: business and community interest & feasibility
Madcap 2013-2016	X		\$550,000	Design development, permits
ATA Bielharz	X		\$14,700	concept drawings Town Hall Area Improvements
WestCURC 2015	X		\$3,000	CBI WestCURC Implementation Action Plan
WestCURC 2015	X		\$1,500	CED Application
Duke Energy URI FY2015	X		\$20,000	HCDC technical assistance: new small business owners
BB&T FY2015	X		\$4,000	Technical assistance: Firehouse pre-development
City FY2016		X	\$250,000	design development Phase I: Urwiler Plaza & Town Hall Park / closure of Urwiler betw. Harrison and Epworth
Various 2015-2016	X		\$2,300,000	Acquisition/tenant improvements: new retail/restaurants opening 2016-2018
WCURC 2016	X		\$1,000	Acquisition of add'l parking, Montana Ave lot
Duke Energy URI FY2016	X		\$45,000	WCURC award to Brewery, Phase II
City FY2017		X	\$4,000,000	Town Hall Park/Gaines Plaza
BB&T FY2016	X		\$4,000	Technical assistance: Firehouse II
NBDSF 2016		X	\$4,300	streetscape/infrastructure planning
<b>TOTAL</b>	<b>\$3,518,200</b>	<b>\$5,138,900</b>	<b>\$8,657,100</b>	

April 18, 2017

To Whom it May Concern,

At the monthly meeting of the Westwood Coalition, the members reviewed the WestCURC NBDIP2018 application. The Coalition is providing this letter to show support for the following projects:

Neighborhood: Westwood  
Development Corp: Westwood Community Urban Redevelopment Corp  
Community Council: Westwood Civic Association

**Major: \$160,100 Westwood Historic Business District Identity Project**

This project seeks to provide branding and identity to the Historic Business District through the installation of totems, banners, a gateway sign and a digital kiosk at key points throughout the HBD. Although locals are familiar with the area around Town Hall as the "Westwood Historic Business District", visitors and customers are not. Totems around the key corridor entrances (Montana, Harrison, and Boudinot) will alert people to when they are entering the HBD. A gateway sign at the intersection of Harrison and Montana, complementing the Town Hall park redevelopment, will announce "you are here"; a digital "town hall crier" kiosk, located at the newly created Gaines Triangle, will keep businesses, visitors and residents informed of all the activities in the district; and banners placed the length of the Harrison corridor from Cheviot to Kling, will identify the length of the HBD. This multi-scalar/multi-modal identify system will provide location identity, coherence, and pride of place for business, residents, customers and visitors to the revitalized heart of Westwood

**Minor: \$30,000 Westwood Historic Business District Parking Lot Enhancements**

Several new businesses are opening in 2017 and 2018 around the Town Hall triangle in the heart of the Historic Business District. These businesses' customers will be able to park at the two WestCURC public parking lots. This project seeks enhancements to the parking lots. Improvements to the Harrison lot include (primary lot) replacement of fence (at residential property line) after storms plus deterioration brought down a section and the addition of a more visible Public Parking sign. An additional sign will be placed at Montana parking lot (secondary) to increase the visibility as well. Both projects will improve the public parking options.

**Westwood Coalition**

The Westwood Coalition represents the multiple community organizations and businesses of the Westwood Historic Business District. The Coalition facilitates communication and cooperation across the community.

Current representation:

<u>Civic</u>	<u>WCURC</u>	<u>Works</u>	<u>Historic</u>	<u>HBD Businesses</u>
Shawntee Stallworth* Henry Frondorf*	Elizabeth Bartley Larry Eiser	Joe Corso John Eby	Fred Berger	Tom Bonhaus Hershel Benkert Joe Henke Bob Willis

\*also local business owner, HBD

Sincerely



Henry Frondorf, Facilitator



# The WESTWOOD CIVIC ASSOCIATION, Inc.

*"Working for an Outstanding Community"*

April 18, 2017

To Whom it May Concern,

At its general membership meeting on April 18, 2017 the Directors of the Westwood Civic Association voted to support the WestCURC applications for NBDIP FY2018 as summarized below:

Neighborhood: Westwood  
Development Corp: Westwood Community Urban Redevelopment Corp  
Community Council: Westwood Civic Association

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**Minor: \$30,000 Westwood Historic Business District Parking Lot Enhancements**

Several new businesses are opening in 2017 and 2018 around the Town Hall triangle in the heart of the Historic Business District. These businesses' customers will be able to park at the two WestCURC public parking lots, the large lot at Harrison and Urwiler (primary parking lot), and the smaller lot (secondary parking lot) off of Montana just north of the Montana/ Harrison intersection. This project seeks enhancements to the parking lots to improve usability and welcome-ness to visitors. Improvements to the Harrison lot include replacement of fence (at residential property line) which became a hazard after storms plus deterioration brought down a section. and the addition of a more visible Public Parking sign. An additional sign will be placed at Montana parking lot to increase the visibility as well. Both projects will improve the public parking options.

Sincerely,

Shawntee Stallworth  
President, Westwood Civic Association  
info@westwoodcivic.org

P.O. Box 11466 – Cincinnati, Ohio 45211

April 19, 2017

To Whom it May Concern,

The Westwood Positioning Committee has been working with DOTE for a year on developing an identity and branding for the revitalized Westwood Historic Business District. The proposed projects are the next step towards creating a recognizable and visible identity for the HBD. As such, the Westwood Coalition Positioning Committee supports the following projects:

Neighborhood: Westwood  
Development Corp: Westwood Community Urban Redevelopment Corp  
Community Council: Westwood Civic Association

**Major: \$160,100 Westwood Historic Business District Identity Project**

This project seeks to provide branding and identity to the Historic Business District through the installation of totems, banners, a gateway sign and a digital kiosk at key points throughout the HBD. Although locals are familiar with the area around Town Hall as the "Westwood Historic Business District", visitors and customers are not. Totems around the key corridor entrances (Montana, Harrison, and Boudinot) will alert people to when they are entering the HBD. A gateway sign at the intersection of Harrison and Montana, complementing the Town Hall park redevelopment, will announce "you are here"; a digital "town hall crier" kiosk, located at the newly created Gaines Triangle, will keep businesses, visitors and residents informed of all the activities in the district; and banners placed the length of the Harrison corridor from Cheviot to Kling, will identify the length of the HBD. This multi-scalar/multi-modal identify system will provide location identity, coherence, and pride of place for business, residents, customers and visitors to the revitalized heart of Westwood

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**Westwood Coalition Positioning Committee**

The Westwood Coalition represents the multiple community organizations and businesses of the Westwood Historic Business District. The Coalition facilitates communication and cooperation across the community, and coordinates community-wide Committees.

Current representation:

Larry Eiser (CURC, Works, Civic) Nikki Mayhew* (Works) Emily Reynolds (Works, Civic) Liz Kissel (Historic)	Greg Hand (Madcap) Jac Jose (Gamble Montessori) Brent Hodge
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\*also local business owner, HBD

Sincerely



Larry Eiser, Chair, Westwood Positioning Committee

**CERTIFICATE OF CORPORATE RESOLUTION**

Westwood Community Urban Redevelopment Corporation (WestCURC)  
incorporated in the State of Ohio in 1978 as a non-for-profit corporation

The undersigned, being the Secretary of the WestCURC, hereby certifies that on 4-18, 2017,  
the Board of Directors of WestCURC adopted the following resolution:

BE IT RESOLVED, that the Board of Directors hereby authorizes the following  
people to represent WestCURC at Cincinnati Neighborhood Business Districts  
United's meetings.

Authorized CNBDU Representatives:

1. Elizabeth Bartley \_\_\_\_\_
2. Larry Eiser \_\_\_\_\_
3. Diane Powers \_\_\_\_\_

The undersigned secretary further certifies that as of the date of this Certificate the President of  
the WestCURC is Larry Eiser.

Date: April 18, 2017

  
\_\_\_\_\_  
Signature

Joel Koopman, Secretary