

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

Project Title: The Westwood HBD Parking Lot Enhancements

Project Address: _3081 Harrison & 2951-2945 Montana

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:

The Westwood HBD Parking Lot Enhancements project will provide two new pylon type Parking signs for enhanced visibility of the public lots either end of the Town Hall area, improve the lighting for the two lots, and replace the boundary fence of the large lot.

Detailed Project Description:

Only two public parking lots currently exist within the Westwood Historic Business District (HBD). The primary lot at Harrison and Urwiler has 50 parking spaces. The lot on Montana, just east of the intersection with Harrison, has 22 spaces. The Montana lot is comprised of two parcels owned by the City of Cincinnati and one parcel owned by WestCURC. As a result of the HBD revitalization efforts underway the past few years, new businesses have opened and will open over the next two years, impacting the need for parking in an area with limited availability. (See attached map for businesses in the adjacent areas.)

In an effort to increase the use of these lots, and to make visitors owner of the public parking options, the business owners have asked for enhancements to these lots. Both lots were provide with surface improvements a few years ago, however, these lots have been underutilized as a result of poor lighting, minimal signage, and a general lack of knowledge that these are safe options for public parking. Design of the Parking pylons will be done by DOTE staff in conjunction with the Coalition's Positioning Committee. See attachment for examples pylon signs and preliminary branding/identity work

1. **Type of Project:** Major 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

04-21-17P03:38 RCVD

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. Available parking is a necessity for new businesses and the increased customers to existing businesses. Enhancements to the public parking lots will encourage use of the lots and benefit all the businesses.

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 3rd 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.

3. **Job Impact:**

The revitalization effort, supported by improved available public parking, will retain jobs business and jobs in the HBD and bring new jobs to the area. New businesses opening 2017-2018 (Rooftops Restaurant, Muse Café, Lillywood, Madcap, West Side Brewery, Firehouse #35, Carriage House Press, Necessities Market, the Arcade) are estimated to create around 69.5 new jobs (Madcap Impact Study: 18 new jobs, plus an additional 51.5 using the Hamilton County Census Method)

Jobs Retained _23 # Jobs Created _69.5_ _

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 --- 17

Businesses directly impacted: Business listed are the ones with proximity to the lots and minimal or no available lot parking

Existing Businesses	New Businesses
Bass Cellars 3010 HARRISON AVE Aztec Video 2967 MONTANA AVE Pullman's Upholstery 2955 MONTANA AVE & 2959 MONTANA AVE 4 Directions Studio 3030 HARRISON AVE Treasure Alley 3036 HARRISON AVE Tiny Tots Kiddie Care 3050 HARRISON AVE Western Hills Honda/Yamaha 3110 HARRISON AVE & 3118 HARRISON AVE Diane's Cakes and Candies 3111 HARRISON AVE Emma's Restaurant & Catering 3122 – 3124 HARRISON AVE G's Perfection Barber 3120 – 3124 HARRISON AVE	Muse Café 3018 HARRISON AVE Lillywood 3024 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

5. **Sources and Uses:** Degree to which the project leverages private and other public funding. WestCURC purchased 2945 Montana recently to expand the small public parking lot. WestCURC is committing its own funds to the lighting enhancements.

Fund Source	Private	Public	Amount	Use of Funds
NBD Improvement Program	___	<u> X </u>	\$30,000	signs, fence
WestCURC _____	X	_____	<u>\$4753</u>	acquisition, lighting
		Total Budget	\$34,753	

6. **Budget**

Parking sign/pylon	7500	2	\$15,000.00
DOTe			\$2,700.00
Harrison Fence repair	60	100	\$6,000.00
concrete repair			\$6,300.00
Lighting repair/replacement - Duke			\$2,952.66
Acquisition Montana lot			\$1,800.00
		total	\$34,752.66

estimates for parking signage and fence repair provided by DOTe

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

Neighborhood volunteers clean trash and do snow removal on these lots. WestCURC pays for utilities and other maintenance costs

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

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 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

Is this project specified in the plan? Yes No

WestCURC 2015-20120 Action 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 availability of nearby parking**; a number of options for casual and more elegant dining. This is achieved with public/private partnerships, a catalyst and a **strong sense of identity/pride of place**.

10. Letter from:

- a) ~~Business Association~~ (Attached) Confirming knowledge of project
Westwood Coalition ** Supporting project
- b) Community Council (Attached) Confirming knowledge of project
 Supporting project

** Westwood does not have a Business Association, however, local business members are formally represented on the Westwood Coalition. See the support letter for Coalition representatives.

11. Attach a map of the project location.

12. **Project Coordinator and Main Contact Person**

Name: ___ Elizabeth Bartley, Exec. Director, WestCURC

Address: ___ PO Box 112162, Cincinnati OH 45211 _____

Email: ___ bartley.westcurc@gmail.com _____

Phone: ___ 513-200-9782 _____ Fax: _____

List the names and email addresses of active committee members who will be implementing this project.

Name

Email/Phone

Larry Eiser, Pres. WestCURC

larryeiser@aol.com

Elizabeth Bartley

bartley.westcurc@gmail.com

Diane Powers

DHPowers@I12consulting@gmail.com

ATTACHMENTS

Example parking pylons and preliminary branding

Location Map

Business Map

Letter of Support: Coalition

Letter of Support: Westwood Civic

Letter of Support: Positioning Committee

Corporate Resolution

Example Improved Parking Signage



WESTWOOD Parking Lot Improvements



Preliminary branding

Modular Variations

Modular yet to be explored...

Round 2: Results

The advantages of signage and branding in the form of the infographic prominently offers residents from all corners of the neighborhood come together for events, meetings, and doing it in the historic corner with the 'now open' branding as a visible landmark, set continues to travel to the community level. The logo represents the historic nature of the location and the aim of being a more vibrant, vibrant neighborhood that captures the spirit of the neighborhood.

The logo is a modular, functional, and can be utilized in a variety of ways. The logo is a modular, functional, and can be utilized in a variety of ways. The logo is a modular, functional, and can be utilized in a variety of ways.

LOGO STUDY: Westwood, Round 2

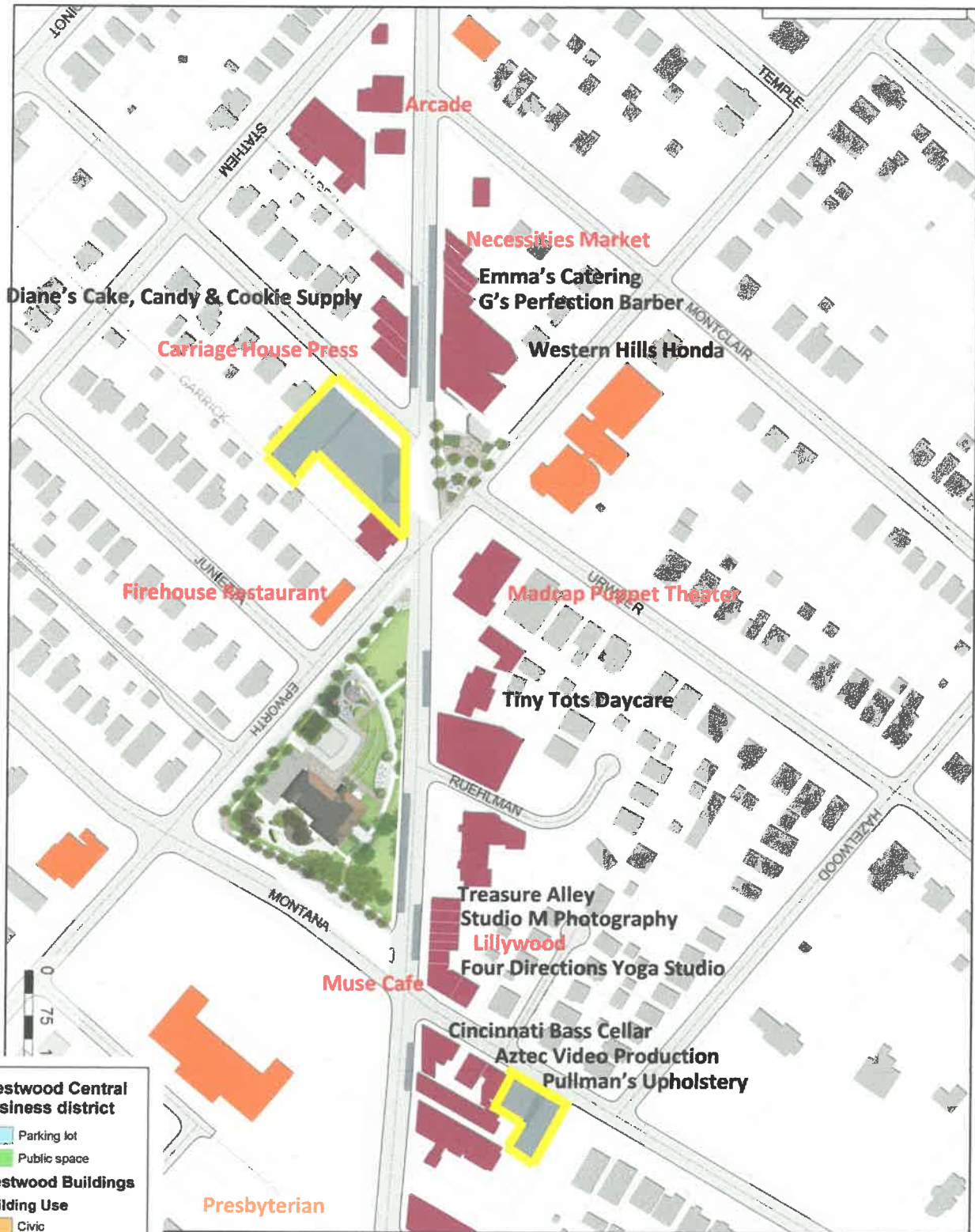
Location map

3081 Harrison



2951-2945 Harrison

Business Directly Impacted map



Westwood Central business district

- Parking lot
- Public space

Westwood Buildings

Building Use

- Civic
- Commercial
- Other buildings

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

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, 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

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 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
---	---

*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