

City of Cincinnati

Neighborhood Business District Improvement Program

North Avondale Business District

Sidewalk Beautification & Refuse Improvement Plan

Funding Request Application - Minor Project

April 20, 2018

CITY OF CINCINNATI
Neighborhood Business District Improvement Program
FUNDING REQUEST APPLICATION

Project Name: Sidewalk Beautification & Refuse Improvement Plan

Project Address: Reading Road Corridor between Dana Avenue & Asmann Avenue

Neighborhood: North Avondale

Business Association: North Avondale Business Association

Community Council: North Avondale Neighborhood Association

Project Description: This project will involve replacing and supplementing existing refuse and recycling amenities along and adjacent to North Avondale's Reading Road NBD corridor. More specifically, we will replace some existing green trash cans with new solar-powered trash compactors. We will also supplement existing refuse amenities with additional garbage and recycling cans at select locations, specifically at bus stops, around Seasongood Square, and at the intersection of Reading and Paddock. All existing garbage cans that are replaced with new amenities will be moved to select locations within Seasongood Square and MLK Jr Park. Improving and increasing these amenities will encourage more bus-riders and pedestrians to place garbage and recyclable items in the appropriate place, and reduce the number of times that public services will need to empty them. It will also benefit those residents who have been volunteering their time to collect garbage and recyclable items. This is a relatively inexpensive project that we believe will complement and leverage existing efforts to make the NBD cleaner and more attractive. By reducing blight, we believe it will make the currently vacant city-owned lot at the 3900 block more attractive to developers and help highlight that you have entered a place that people care about as you approach and enter the NBD from any direction.

1. Type of Project:

Major _____ Minor X

2. Benefit to Low & Moderate Income Persons:

North Avondale's NBD is adjacent to Census Tracts 66 and 68, both of which are designated as Low-to-Moderate Income, which include a number of public and subsidizing housing complexes. This project is intended to improve the aesthetics and cleanliness of North Avondale's NBD for all individuals, but especially to those who may be traveling by foot or transit. Though certainly not true in all cases, individuals from low- to moderate-income households are more likely to utilize transit than those in high-income households. Reading Road is one of the top-traveled bus corridors in Greater Cincinnati; reinforcing this is the presence of no less than 10 bus stops in or near the NBD. As a result, they're more likely to begin and end their journeys by foot in order to reach their destinations. All of the improved refuse amenities would be located in areas of higher foot traffic, especially at corners, parks, and bus stops.

North Avondale has a significant number of households where residents are either already aging in place or would like to age in place. Improving amenities that promote the image and cleanliness of North Avondale and thus encourage pedestrian activity increases the likelihood that businesses within walking distance are available to those who would like to decrease travel distance and may also be on fixed incomes at any stage of life, but particular in their post-retirement years.

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3. NBD Impact:

This relatively simple project would have a simple, yet profound, impact upon the future of North Avondale and its NBD. Sitting near the geographic center of both the City and the County, there is little that can't be reached within 15 minutes. Similarly, yet conversely, residents of most Cincinnati neighborhoods can reach North Avondale within 15 minutes. Focusing on incremental projects in such a centrally located neighborhood would be ideal for creating additional reinvestment in adjacent neighborhoods, many of which have experienced significant economic turmoil over the past few decades. North Avondale also sits on the western border of Xavier University's main campus which makes it an ideal location for college students and young professionals alike.

Some would argue that North Avondale suffers from a number of negative perceptions, including the belief that it's unsafe -- both by those who may recognize that they're in an NBD and by those who don't even know that they've left adjacent neighborhoods. Though residents know that their neighborhood is safe, improving and modernizing public refuse amenities along the Reading Road corridor will quickly change how visitors and passers-by perceive North Avondale. First impressions do matter and litter is one of the first things that is noticed in even the most casual visual scan of a neighborhood. It is also one of the first indicators of economic decline and stagnation. Successfully addressing insufficient public refuse amenities would thus have a significantly high ROI.

After being vacant for two decades, both the neighborhood and the city are seeking to have the city-owned lots in the 3900 block of Reading Road redeveloped into a mixed-use, medium-density structure as part of the city-sanctioned RFP process. Both NANA and NABA have been actively engaged with multiple city departments (DCED, DOTE, and Planning) to build consensus and a critical mass that would address various externalities currently hindering redevelopment. Some of the efforts being pursued include introducing traffic-calming solutions, increasing pedestrian and biking amenities, increasing on-street parking, and "squaring up" the Paddock-Barry-Reading intersection.

4. Jobs Impact:

Prior funding requests have estimated that approximately 90 existing jobs would be retained and that about 35 jobs would be created as a result of additional investment in North Avondale's NBD. Though it would be difficult to definitively tie job retention and growth to any one particular project in any NBD in any context, it would certainly be safe to say that any effort to improve the safety and aesthetics of the neighborhood would benefit existing business and attract prospective businesses.

There are currently five buildings with at least 10 commercial vacancies along Reading Road in the NBD. Should small businesses take root, each could produce an average of five new FTEs should small businesses take root which translates into at least 50 new FTEs. Within and near the NBD, there are at least 20 currently vacant lots upon which new commercial and residential development could be built. Depending upon market demands, some of these lots could be combined or subdivided to the degree that the zoning code and master plan would allow.

The collection of city-owned vacant lots at the 3900 block of Reading Road provides a unique opportunity for a larger development with commercial/retail space on the first floor. This project alone could produce an additional 50 FTEs depending on how the space could be configured, how many

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businesses would thus be able to sign, and what kind of businesses they would be. Based on the job retention (\$6,000 per job) and job creation (\$10,000 per FTE) benchmarks, this plan more than satisfies this requirement regardless of how you piece it together.

Though maintaining the historic nature of North Avondale’s existing building stock is certainly a priority, increasing both commercial and residential density is recognized as necessary for the economic sustainability of current and future businesses. Should residential development continue at the desired levels, an additional 100-200 residents could also be added to the neighborhood.

5. Businesses Assisted:

- | | |
|--|-----------------------|
| ○ Avon Fields Golf Course | 4081 Reading Road |
| ○ Belvedere Condominium Association | 3900 Rose Hill Avenue |
| ○ Cincinnati African-American Firefighters Association, Inc. | 4015 Reading Road |
| ○ Community Friends Meeting | 3960 Winding Way |
| ○ Cosmetic & Implant Dental Center of Cincinnati | 910 Barry Lane |
| ○ Cricket Wireless Authorized Retailer | 4007 Reading Road |
| ○ Full Spectrum Health Center, LLC | 3836 Reading Road |
| ○ House of God of the Apostolic | 3863 Reading Road |
| ○ J. Miles Wolf Photography, LLC | 952 Lenox Place |
| ○ Khayra Hair & Nail Salon | 3854 Reading Road |
| ○ Lenox Building Company, Ltd | 3915 Reading Road |
| ○ Metro PCS Authorized Retailer | 3909 Reading Road |
| ○ McCall Funeral Home | 3800 Reading Road |
| ○ Original Luster Investments | 4041 Reading Road |
| ○ The Punch House | 3911 Reading Road |
| ○ Rose Hill Condominium Association | 3896 Reading Road |
| ○ Shampoo Hair & Nail Salon | 4007 Reading Road |
| ○ Sickle Cell Awareness of Greater Cincinnati | 3770 Reading Road |
| ○ Sober Living | 4027 Reading Road |
| ○ Sonny’s All Blues Lounge | 4040 Reading Road |
| ○ Urban Blooms | 3895 Reading Road |
| ○ Volunteers of America | 3816 Reading Road |
| ○ Walker Funeral Home & Event Center | 3939 Reading Road |
| ○ Zion Temple First Pentecostal Church & Christian Academy | 3771 Reading Road |

6. Other Public & Private Funding Leveraged:

Both NANA and NABA are actively pursuing opportunities to build the critical mass to ensure continued momentum within the NBD. Below are some estimates of current and projected investments, both public and private:

- \$750,000 in grant funding from the City for the development of the vacant lot(s) at 3916 Reading Road
- \$250,000 in projected private investment at the Lenox Garage to restore historic building
- \$50,000+ in annual private investment at Rose Hill Condominiums to restore historic building
- \$50,000+ in annual private investment at Belvedere Condominiums to preserve historic building

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- \$100,000+ in projected private investment in various other private commercial and residential properties near and around the NBD
- Additional private investment is likely should the city show interest in public investment in making the neighborhood more pedestrian-oriented and thus friendly to small businesses

7. Budget:

Below is an estimated budget on how the \$30,000 would be used based on some assumed average per-unit costs. The budget would be adjusted accordingly to ensure that no more than requested amount is spent and that the most refuse amenities would be built as possible. All replaced amenities would be relocated to Seasongood Square and MLK Jr Park. The ability for the community to use the aforementioned \$750,000 that is available for the vacant lot(s) in the 3900 block of Reading Road would have an impact upon how much else we can do in and around the NBD. From bid to installation, the project could be completed within a month.

<u>Item</u>	<u>No. of Units</u>	<u>Avg. Cost/Unit</u>	<u>Total Cost</u>
Solar-powered garbage compactor	4	\$4,000	\$16,000
Standard garbage/recycling combination cans	10	\$1,000	\$10,000
Removal & installation labor hours	20	\$100	\$2,000
Miscellaneous Costs (e.g. extra labor, parts)	-	-	\$2,000
TOTAL			\$30,000

8. Neighborhood Contribution:

Representatives from both NANA and NABA are fully willing to contribute to the execution of this project, though much of the installation can only be done by the City. In the long-term, the neighborhood will continue its robust beautification and litter pick-up programs that it does in partnership with volunteers from both Xavier University and the University of Cincinnati.

9. Does this project complete or continue a previously funded project?

Yes _____ No X

10. Does your community have an approved plan?

Yes X No _____

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

The master plan for North Avondale was last approved in 1994 and this project would complement it. That being said, it is currently in the process of being updated in conjunction with the city's Department of Planning. To the south, Avondale is also updating their master plan and select objectives will be updated to complement their efforts as they relate to the Reading Road corridor. Regardless of if we're referencing the existing master plan or the soon-to-be updated version, this project aligns with the neighborhood's desire to reduce blight, increase investment, and build a pedestrian-oriented NBD.

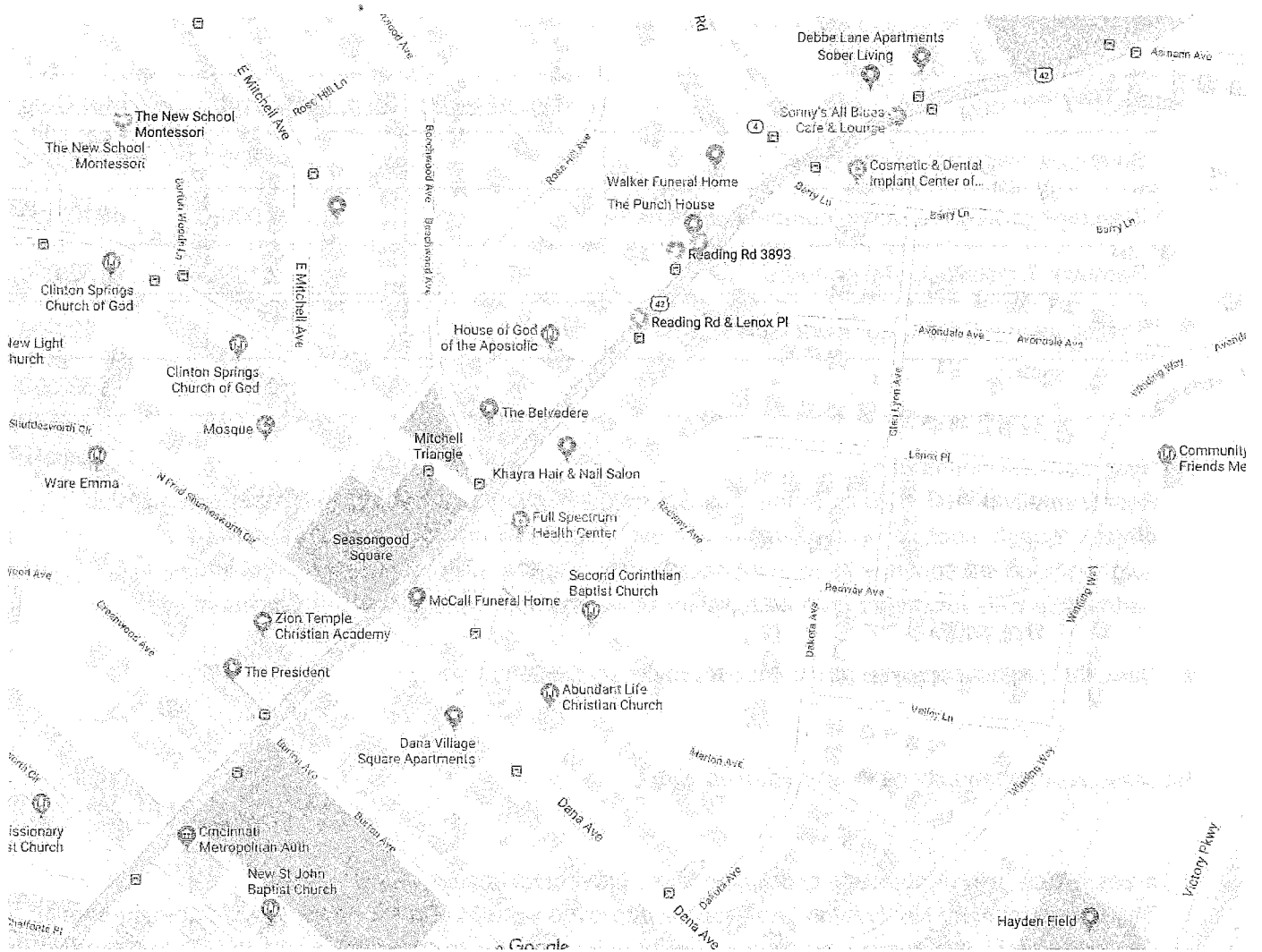
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11. Letters of Support from:

- Business Association (Attached) X Confirms knowledge of project
 X Supports project
- Community Council (Attached) X Confirms knowledge of project
 X Supports project

12. Map of Project Location:

As described earlier, this plan involves the entire NBD along the Reading Road corridor and may include a few blocks north and south of the NBD should the budget allow. To the south, North Avondale’s NBD is adjacent to Census Tracts 66 and 68, both of which are designated as Low-to-Moderate Income.



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13. Project Coordinator & Contact Person:

Name: David A. Emery
Address: 3896 Reading, Unit I
Cincinnati, OH 45229
Phone: 513-379-7147
Fax: 513-762-7165
Email: emeryda@gmail.com

Names & Contact Info of Active Pedestrian Safety Committee Members

Michael Caporale	varicap@mac.com	513-307-7301
Tiffani Tribble	tribbletn@gmail.com	513-549-4686
Maura Wolf	maurawolf100@gmail.com	513-218-0503
Kenneth Brawner	kbrawner25@gmail.com	513-484-1443

14. Status of Previously Funded Projects:

This refuse improvement plan would complement previously funded projects in North Avondale. In particular, security cameras were installed at select locations throughout and adjacent to the NBD. These have undoubtedly deterred crime and some have provided evidence for the police department to catch criminals. The gateway signage project was put on hold due to the potential reconfiguration of the intersection at Victory Parkway and Dana Avenue, but that reconfiguration was nixed and the project is back on track to be completed sometime this year.



NORTH AVONDALE NEIGHBORHOOD ASSOCIATION

617 Clinton Springs Avenue
Cincinnati, Ohio 45229
513.401.5356
nanacincinnati@gmail.com
northavondalecincinnati.com

April 19, 2018

President

Tiffani N. Tribble

To: Members of the Neighborhood Business District Improvement Program

1st Vice President

Vacant

This is a letter of support regarding the two applications submitted by the North Avondale Business Association (NABA). The two projects submitted for your review include the Street & Sidewalk Lighting Enhancement & Improvement Plan and the Sidewalk Beautification & Refuse Improvement Plan. Each project, should they be approved, will help contribute to our organizational efforts to promote the general welfare of our residents through the areas of public safety and beautification.

2nd Vice President

Michael Caporale

3rd Vice President

Yvonne Bush Fender

In discussing each application with the community during our March Membership meeting, there was agreement that the Street & Sidewalk Lighting plan would greatly contribute to the overall feeling of safety and well-being, while also brightening our streets. The current lighting is dim and prohibits many from feeling safe while walking along our streets after dark. A motion was made and approved to support both applications at this March meeting.

Recording Secretary

Ken Brawner

Corresponding Secretary

Jennifer Cronk

Like many other Cincinnati neighborhoods, North Avondale struggles to control the amount of litter that blankets our boundaries. In an effort to reduce the litter and keep the streets clean, NABA has researched and come up with an exciting solution to our unsightly litter problem - solar powered trash compactors. We hope that with their usage, "fly-off" from too-full garbage cans will cease. These trash compactors will also allow more waste to be collected than a traditional receptacle - reducing the amount of hours the City has to spend for trash collection.

Treasurer

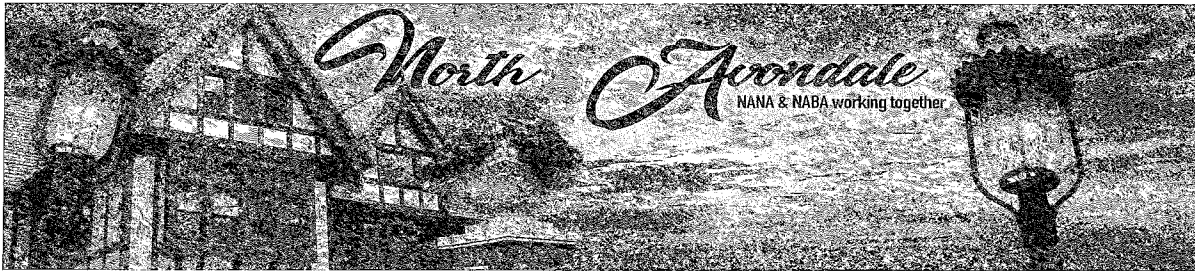
Hanne Loken Larsen

It is the hope of the North Avondale Neighborhood Association (NANA) that your committee deems each project submitted by NABA worthy of receiving the full requested amount for each project. While the benefits to our community have previously been outlined, I believe they also reach beyond the perimeters of North Avondale by encouraging neighboring communities to consider similar steps once they see how successful these enhancements have been for our neighborhood.

NANA enthusiastically endorses each application and is appreciative of the work NABA is doing to protect and enhance the safety of our neighborhood. Please feel free to contact me to provide further information as you make your decision.

Sincerely,

Tiffani N. Tribble
NANA President
nanacincinnati@gmail.com



Mr. Philip Denning
Director Community and Economic Development
805 Central Avenue, Suite 710
Cincinnati, Ohio 45202

April 19, 2018

Dear Mr. Denning,

I am writing you today in my capacity as President of the North Avondale Business Association (NABA) to add this letter of support to our two 2018 NBDIP minor grant applications.

While it may not be deemed necessary, perhaps even redundant to do so since it is we who are making the application, I would nevertheless like to take this opportunity to reiterate the importance of these two very small "asks" to the safety of our community and the future development of our business district.

The Reading Road corridor, especially in the 3800 block between Clifton Springs and Paddock is a high accident area and we have even experienced a pedestrian death in the crosswalk at Reading and Clinton Springs. The Paddock and Reading intersection is the site of accidents almost daily. While we continue to seek many answers to reduce this problem, we feel that better lighting can enhance nighttime safety.

The trash receptacles in this area seem to be always overflowing and it creates a vision for the many passersby that this is an area in decline, an image detrimental to our development of the business district to attract appropriate businesses and developers, especially to the vacant lot across from the Lenox Building, a critical element in our plans for the future.

Sincerely

A handwritten signature in black ink, appearing to be "Michael Caporale". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Michael Caporale
President NABA

Mr. Philip Denning
Director Community and Economic Development
805 Central Avenue, Suite 710
Cincinnati, Ohio 45202

North Avondale Neighborhood Business Support:

We the following North Avondale businesses situated along the Reading Road corridor between Clinton Springs and Paddock Road and/or near the intersection of Paddock and Reading are pleased to join the many other businesses of our neighborhood in support of the two minor NBDIP grants being submitted to CNBDU for the 2018 year.

Improvements to our **street lighting** will appreciably affect traffic visibility and the clarity of our street surveillance cameras, improve pedestrian safety and reduce the potential for both crime and accidents.

In addition to enhancing the image of our NBD to passing drivers, the addition of the **self-compacting trash receptacles** will reduce litter overflow and improve the viability of future development of the vacant lot across from the Lennox.

If a neighborhood appears to be in disrepair or unmanaged, it extends an invitation to unwanted activities and further slips into undesirable patterns. These two improvements will increase our ability to do business in our neighborhood and support future development.

Dr. Al-Zubi, A Cosmetic + Implant Dental center - it's all in

SHAMPOO HAIR & NAILS SALON - Pamela Vinson

Zohaib Khan Imdad LLC - Cricket Wireless

Dea L... Walker Funeral Home

PCA The Punch House

Lily T... Urban Blooms

McAul Funeral Home

Don C. Young Rose Hill Condominiums

19 April 19, 2018

Mr. Brian Ogawa
City of Cincinnati
Department of Economic Development
805 Central Ave, Suite 710
Cincinnati, Ohio 45202

Mr. Ogawa,

My name is Joe Galvin, and I am President of the Paddock Hills Assembly. I am writing to you as I understand the North Avondale Business Association has submitted an application under the Neighborhood Business District Improvement Program.


Their application is requesting funds to improve street lighting adjacent to North Avondale's Reading Road corridor, and I would like to express my support for their request.

As our direct neighbor, North Avondale provides one of the main entrances to our community. Improvements to the Reading Road corridor will help Paddock Hills, by creating an environment that is more welcoming to both residents and development.

It is my hope you approve their application, as Paddock Hills will benefit as well from your investment.

Thank you very much.

Kind Regards,



Joe Galvin
President
Paddock Hills Association
president@paddockhills.org

