



Pleasant Avenue Revitalization Strategy Lindenwald, Hamilton, OH



INTRODUCTION

The Lindenwald neighborhood epitomizes the challenges and opportunities for achieving Hamilton’s goal of “Strong Neighborhoods.” As the Vision 2020 Comprehensive Plan is coming to a close and the new Plan Hamilton is in the process of completion, the City of Hamilton is working towards developing stronger neighborhood goals and strategies. The City of Hamilton seeks a strategy to attract new businesses, redevelop land uses to best fit the community, encourage commercial development, and also promotes walkability and civic engagement.

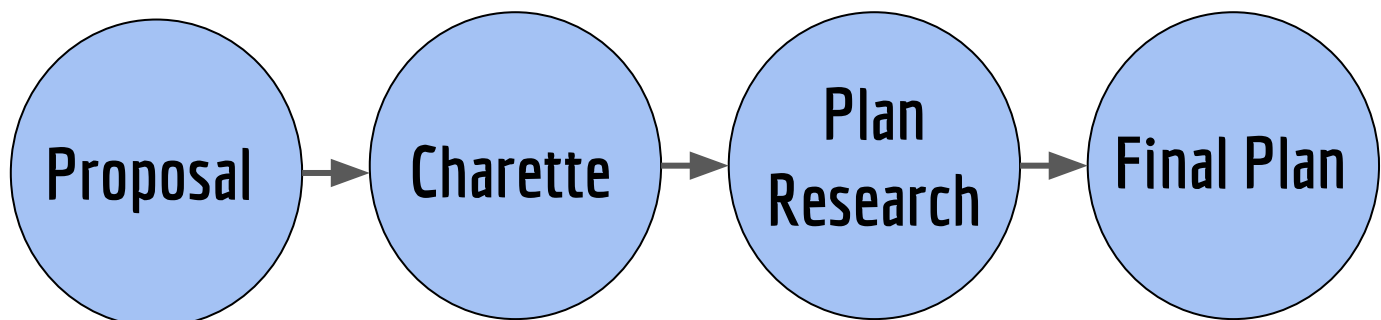
Strong corridors and business districts are key to strong neighborhoods. Pleasant Avenue is the historic spine of Lindenwald and is considered one of Hamilton’s “Traditional Strong Neighborhoods,” an initiative created by the Sense of Place Committee in order to “provide a framework for communication and sense of identity to rally individuals, groups, and other organizations to take pride in their particular corner of our city” (City of Hamilton, Butler County Ohio n.d.). A focus on improving economic development, beautifying existing streetscapes and enhancing community vibrancy, will change the mindset of residents from a feeling of uncertainty to knowing that Lindenwald will thrive. Lindenwald is a place rooted in history and community with an unrealized potential for the future. In conjunction with the visions of stakeholders and community members, the goal of this plan is to reinvision Pleasant Avenue into a successful and thriving part of the Lindenwald neighborhood.



Pleasant Avenue business district with popular destinations like Heaven Sent Cafe.



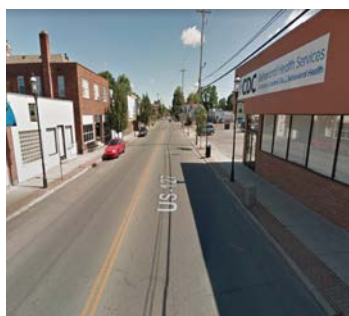
Plaza on Pleasant Avenue with room for pedestrian activity along the street



Visual representation of the planning process

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LINDENWALD'S STORY

History

Lindenwald has a long history as a Hamilton neighborhood, but has experienced many ups and downs. The village of Lindenwald began settlement in 1852 when Joseph Davis began selling lots. By 1855, with the help of the C.H.&D railroad route, Lindenwald continued to grow and reached a population of 80 residents. In 1908 the City of Hamilton annexed the village of Lindenwald and became the city's Sixth Ward. Close proximity to the railroad made Lindenwald an ideal spot for industrial expansion. In 1893, the Shuler and Benninghofen Woolen Mill was built and is a major landmark still today of the Pleasant Avenue corridor. Lindenwald soon became home to several industrial companies from steel mills to lock and safe manufacturers. With this spark in industrialization, residential neighborhoods began to percolate around the village resulting in homes not only for the factory workers but also for their wealthy owners.

In 1955 with the formation of Fairfield at the southern border, any new expansion of Lindenwald came to a halt and the neighborhood began its decline. The need for the railroad soon became non-existent and local industries began to shut down or move away. With the large retail chain stores developing in Fairfield, the smaller local merchants and businesses that Lindenwald was home to were not able to compete economically and the decline of Lindenwald soon followed. The long time citizens of Lindenwald still hold optimism for their future. New projects such as the railroad overpass being constructed and actions being taken by CORE and the growth of Miami Hamilton, show promise for movement back to the walkable neighborhood the Lindenwald is.

Existing Conditions

Pleasant Avenue and adjoining parcels are mainly mixed use with historic buildings constructed during the 1930's and 1940's. These are considered our "greatest cultural assets" (City of Hamilton Department of Economic Development, 2015), but they are not maintained to their highest potential. While Pleasant Ave. has effective walkability for pedestrians and sufficient parking for current trends, there is potential for a more beautiful streetscape.

There is a great future in real estate redevelopment as properties are less expensive than 76.2% of all US neighborhoods and rental prices are lower than 49.9% of those in other Ohio neighborhoods (Location Inc., 2018). These lower prices enable a lucrative opportunity for homeowners or current residents to brand the property and also encourages local economic investment in commercial spaces. A walking site analysis of our study area from 2015, conducted by staff of the City of Hamilton Department of Economic Development found a pattern of safety issues in the neighborhood including vandalism to local businesses, drug transactions, and loitering. Additionally, 8.2% of the neighborhood buildings are currently vacant and there are various properties that are underutilized.



Mixed use housing in the Lindenwald Neighborhood



Vacant lots along with affordable housing on Pleasant Ave.

CORRIDOR ENHANCEMENT PROGRAM

Lindenwald is a place rooted in history and community with an unrealized potential for the future. Careful corridor planning promotes the goals of the community, a variety of land uses, and serves as a community destination. With a focus on improving economic development, beautifying existing streetscapes and enhancing community vibrancy, corridor enhancement planning can revitalize the Pleasant Avenue Corridor. The City of Hamilton seeks a strategy to attract new businesses, redevelop land uses to best fit the community, encourage commercial development, and also promotes walkability and civic engagement. In conjunction with the visions of stakeholders and community members, a final plan has been formulated by our team to re envision Pleasant Avenue into a successful and thriving part of the Lindenwald neighborhood using these tenets of corridor enhancement planning:

- Promote the goals of the community
- Create a variety of land uses
- Provide multimodal transportation
- Serve as a community destination
- Gives context the the corridor



New and improved Main St. business district enhanced by corridor planning.



A recently completed mural at the corner of 2nd & High St in downtown Hamilton completed with success of corridor planning

VISION AND GOALS

Plan Hamilton Guiding Principles inspire three goals that encompass our vision of the revitalization of Pleasant Avenue. The goals and objectives below were derived directly from the Plan Hamilton Guiding Principles (2017):

Economic Development

"Promote investment in all parts of our community... as well as provide for the services and amenities our residents want and need."

Streetscape

"...to enhance the aesthetics of our corridors and gateways..."

Community Vibrancy

"Expand the opportunities for local artists, arts of all types, and cultural activities to improve overall quality of life for residents, broaden the horizons of our youth, and attract visitors to the city."

During the summer of 2017, Plan Hamilton developers help several neighborhood meetings to discuss areas of concern. Some areas of concern included::

- Infrastructure
- Pleasant Avenue Streetscape
- Promote the positives
- Create a strategy for vacant lots

August 10, 2017 Neighborhood Meeting – Linden Elementary	
Idea	Votes
Landlord Responsibility	10
Infrastructure	8
Riverfront Redevelopment	7
Address Poverty/Drugs – Drug Issues	5
Zimmerman/RR Tracks	5
Redevelopment of Strip Malls	5
Inclusive Space for All Citizens with a Dining Component	5
Streetscape Pleasant Avenue	4
Jefferson Area Revitalization	4
Strategic Plan for the Reuse/Repurposing of Historic Buildings	4
Promote the Positives	4
Enforcement of Laws/Yard Upkeep	3
Street Maintenance	3
Access to Natural River Areas	3
Traffic Flow along Main Street	3
Create a Strategy for Vacant Lots	3
Vacant Houses	2
Create a Lindenwald Community Center or Outdoor Events Venue	2
Outdoor Dining Opportunities	2
Youth Involvement	2
Preparing Kids for Higher Education	1
Walkability/Connectivity	1
Gateway Beautification	1
Limit Car Lots	1
Lighting Program (Street Lighting in Neighborhoods)	1
Cleanup Railroad Track Area	1
Strategic Trolley to Access Businesses	1
Accessible Transportation for the Whole City	1
Build on Positive Event Outcomes	1
Social Service Access/Housing	1
Public Park in the Jefferson Areas	1
Maple Avenue Revitalization	1
East Avenue Potential	0

Areas of concern noted by members of the Lindenwald community at a Plan Hamilton meeting.



Economic Development

“Promote investment in all parts of our community...as well as provide for the services and amenities our residents want and need.” - Plan Hamilton



EXISTING CONDITIONS

Land Use Inventory

To better understand existing economic development conditions within the commercial corridor of Lindenwald’s Pleasant Avenue, we inventoried land uses (including vacancies) through a variety of site visits and walkthroughs. As the existing conditions map highlights, Pleasant Avenue is home to many vacant commercial buildings, land uses that inhibit community growth and encourage negative behavior, and a mix of residential and commercial lots that disjoint the economic corridor. Currently the local economy is hampered by a lack of destinations like restaurants and bars.



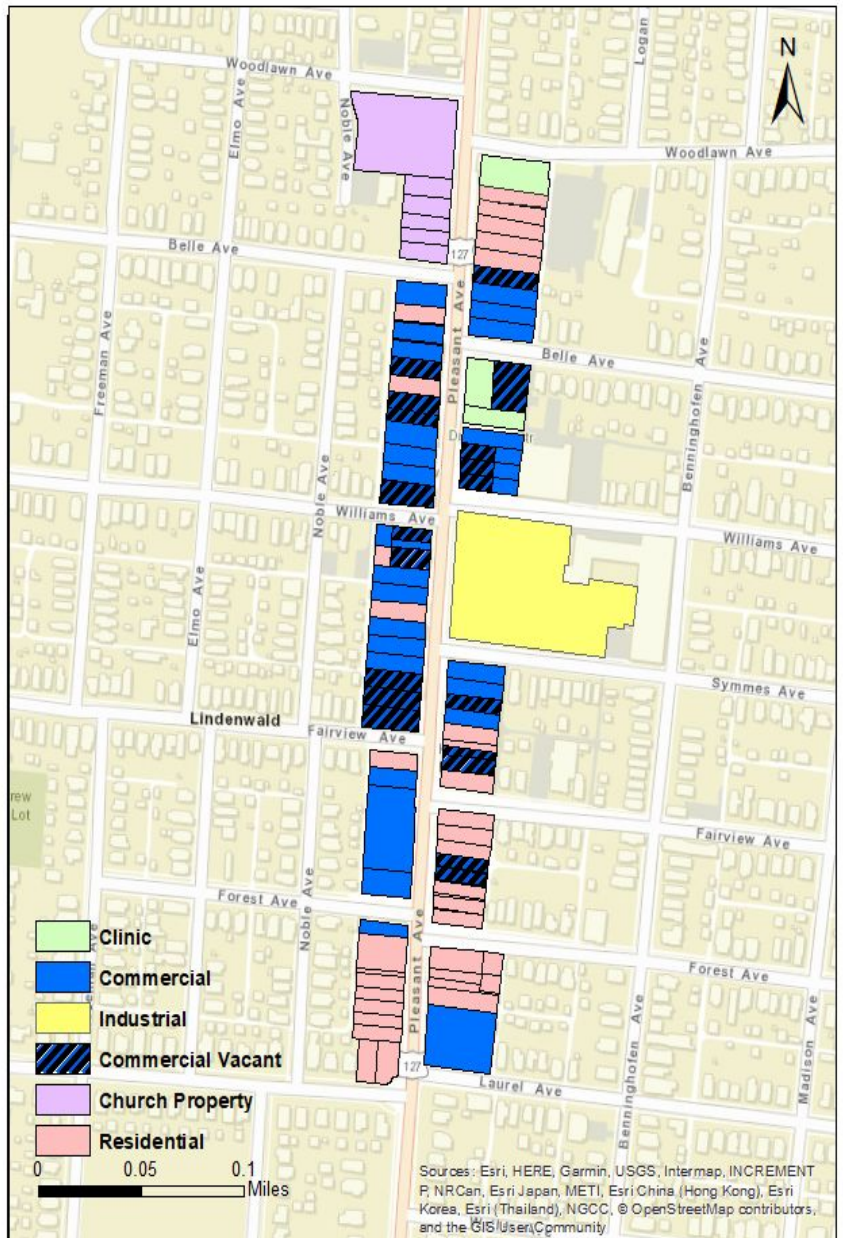
Few restaurants



Vacant commercial lots



Lack of a strong commercial anchor to encourage growth



Strategic Opportunities

- 01 | Historical Importance
- 02 | Location within corridor
- 03 | Potential for reuse

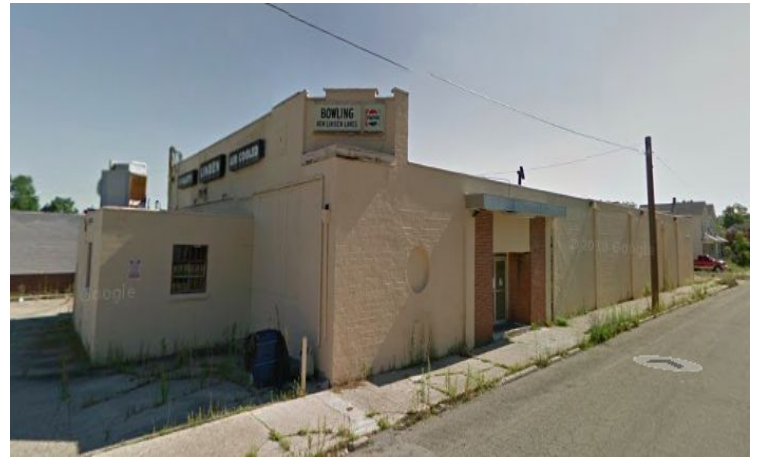
Site Selection: Pleasant Avenue

To focus economic development efforts, we used three criteria, found on the left side of this page. We selected four sites based on these criteria. They exhibit qualities that enhance the corridor of Lindenwald, while maintaining its character and history. With public and private investment and partnerships, these sites can be the new face of the neighborhood.

The Grand Movie Theatre



The Bowling Alley



The Mill



Community Church



The Mill

History

Originally the Shuler & Benninghofen Woolen Mills, this historic industrial factory gave Lindenwald its strong neighborhood roots and spurred the growth of its community. Currently, the building remains mostly vacant with small areas housing two existing businesses. Underutilized, it is currently on the market.



Redevelopment Case Study: The Plant - Chicago, IL

A former factory site in the Back of the Yards neighborhood of Chicago, the Plant is now home to artisanal bakeries, shops, and local food production. It has become a destination point and attraction for outsiders to visit the neighborhood, and participate in the activities the site has to offer.



Vision

An Economic Focal Point

Entering a new phase in its life, the Mill will come to represent a place in which innovation and entrepreneurship come together. Using an open plan concept, we have imagined the Mill to be the home to a variety of businesses and centers. Localized specialty stores, including bakeries, bike shops, restaurants, and other micro-manufacturing centers can make this a hub of activity in the neighborhood. In addition, possibilities for public-private partnerships exist as well. The Miami University Hamilton Campus is an example of a local institution that could become a major tenant to the building's large square footage. Housing and classrooms could serve the future of this building in a positive manner.



A bustling and vibrant space for outdoor stores and eateries

The Grand Movie Theatre

History

The Grand Movie Theatre, originally named the Linden Theatre, opened in 1940 and served the community for close to 50 years. It became a major tenant on Pleasant Avenue, drawing people to its seats. The theater now lies in a state of disrepair, with a fading facade and abandoned interior.



Redevelopment Case Study: Woodland's State Theatre

Woodland's state theatre was established as a neighborhood showplace during 1937, and closed in 2010. This movie theatre revitalization is seen as a catalyst project for the city's downtown. It was recreated and reopened in 2017, with the outlines of the building inspired by its historic significance. An in house cafe will sell beer, wine and quality food that movie patrons can carry to their seats. The cafe is also open to non-moviegoers, inviting a larger audience.



The old theatre built in 1937



Recreated in 2017

Vision

A Historic Revamp

With its historical significance and former role in Lindenwald, this anchor can reshape its future. Our goal and vision with this property is to maintain the sense of place that it once created, while making it a viable business and tenant on Pleasant Avenue. This includes facade upgrades and the restoration of signage, paired with new food and drink options. Maintaining the small-town theatre ambiance is vital, and will make the Grand Theatre a unique destination point for those in and around Lindenwald. This renovation is a part of the larger goal to make Lindenwald's downtown corridor an entertainment hub, serving the growing population of Miami University-Hamilton students and attracting a fresh generation. The venue could also be used in a variety of ways, including hosting plays, guest speakers or comedians and various community events.



A new and fresh night out in the neighborhood.

The Bowling Alley

History

The New Linden Lanes opened in 1939 and was a centerpoint on Pleasant Avenue. It had been operating at the same location for 72 years, yet now remains vacant. Currently, the New Linden Lanes bowling alley is now available for sale.



Redevelopment Case Study: East-West Alley in Roswell

In 2014, the City of Roswell Community Development Department, in an effort to support an active, safe, and economically vital historic downtown district, identified existing alleyways and side streets off Canton Street as features for study and improvement. Most of the land in this study area falls within the historic district boundary and is used for private commercial enterprise, with many small businesses and restaurants occupying the historic buildings lining Canton Street and backing into the alleys.



Vision

An Economically Diverse Alley

The Lindenwald Bowling Alley lies vacant just adjacent to the Mill. However, there is strong underlying potential to return this bowling alley and the surrounding area to its former glory. We suggest transforming this building into a functional alley, with stores along its main façade, this area will serve as a multifunctional entertainment district including restaurants, groceries, small businesses and outside sitting areas. With its proximity to the Mill located just across the street, these two buildings represent potential commercial anchors in the neighborhood and can benefit off each other. Williams Avenue, the road dividing the bowling alley and the Mill, could become a pedestrian-only street during community events.



This area would encourage visitors and residents to enjoy different spots to eat and shop on Williams Avenue

Community Center

History

This vacant former community church sits on the corner of Fairview and Pleasant Avenue. Its relative location and size make it a prime spot for reuse. Advantages of the current structure include an open space, mid-century modern building, and a large parking lot.



Redevelopment Case Study: Church Space in Anacortes, Washington

Part of the *Xhurches* project originating in Portland, this reused Catholic church now serves as a community space and recording/performing venue. This has been part of a larger movement to reuse churches across the country. It serves as an example of adaptive reuse at the local level with minimal financial investment.



Vision

Public Community Space

This former church has the potential to serve the community once again, but in another form. Using the site selection criteria, we identified this as a key opportunity to provide vital service to Lindenwald and its residents. We have reimagined this property as a community center, a kind of gathering place for the neighborhood. Community meetings, including a new permanent space for P.R.O.T.O.C.O.L., will be held here, along with activities for children, live music, festivals, and a host of other events. It will be a place that strengthens the neighborhood, yet allows it a location to define their own future in. Pop-up events such as hubs for small business development, and a point-of-access for those seeking information regarding Lindenwald, could be located here.



Streetscape

"...to enhance the aesthetics of our corridors and gateways..." -

Plan Hamilton



STREETSCAPE

Existing Corridor

Our team completed several windshield and walking surveys of the Pleasant Avenue Corridor. Initial surveys simply included note taking about prominent features, both negative and positive. After the initial proposal, we undertook a map-making process in which we noted the location and condition of street trees, pedestrian street lights, crosswalks, and street furniture. On a last survey, we mapped street parking along the corridor.

From these surveys and community feedback, we organized streetscape improvement recommendations into several categories: Crosswalks, traffic calming, multimodal connectivity, lighting, and parking. Each will be explored, and the existing conditions will be explained, along with strategies and tools for improvement.



Existing Street at Laurel and Pleasant Avenue



Existing Street at Fairview and Pleasant



Crosswalks

Existing Conditions

Crosswalks are critical to pedestrian safety and overall walkability. Our inventory of existing crosswalks showed two types of crosswalks throughout the corridor - parallel line crosswalks and brick crosswalks. There are also various intersections without crosswalks. The top map shows the existing conditions of the Southern section of the corridor, from Laurel Avenue to Symmes Avenue, while the bottom shows the existing conditions of the Northern section of the corridor, from Symmes Avenue to Woodlawn Avenue.



Laurel to Symmes Avenue



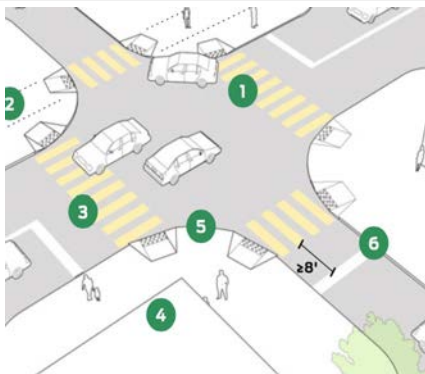
Symmes to Woodlawn Avenue

Crosswalks Type

- Brick
- No Crosswalk
- Parallel Lines

Best Practices

Striped (continental, zebra, or ladder) crosswalks and perpendicular stop bars (occurring in advance of the crosswalk) encourage and reinforce yielding of vehicles at a crosswalk. Crosswalks should be as wide or wider than the walkway it connects to, and should have high visibility (NACTO Urban Street Design Guide p.113). Colored crosswalks can also alert drivers of pedestrian activity.



NACTO rendering of continental crosswalk design (Urban Design Guide p.112)



Colored crosswalk - Madrid, Spain



Decorative crosswalk-New York City

Recommendations

Our team recommends the conversion of parallel line crosswalks into striped crosswalks, with the addition of vibrant design and pedestrian alertness mechanisms where feasible; repair and maintenance of existing brick crosswalks with the additions of vibrant design and pedestrian alertness mechanisms where feasible. Also, the addition of striped crosswalks at intersections where they do not currently exist.



Existing conditions at Laurel Avenue and Pleasant Avenue



Recommended bike lane on Laurel Avenue and colored crosswalk to alert drivers of pedestrian activity



Existing conditions at Belle Avenue and Pleasant Avenue



Recommended painted stripes on crosswalk to better alert drivers of pedestrian activity

Traffic Calming

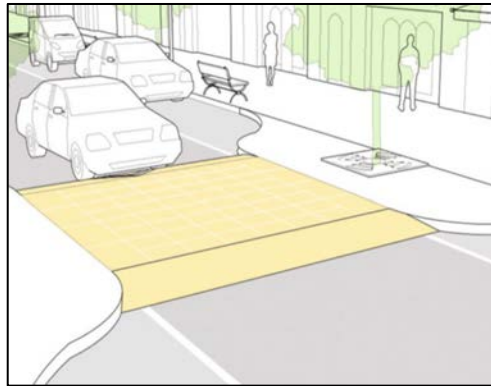
Existing Conditions

The vehicular speed limit throughout this section of the corridor is 25 mph, yet observation of traffic conditions along the corridor demonstrate that this limit is rarely followed. These high vehicular speeds result in less than ideal conditions for pedestrian safety and comfort. There are currently no physical structures in place to calm traffic.

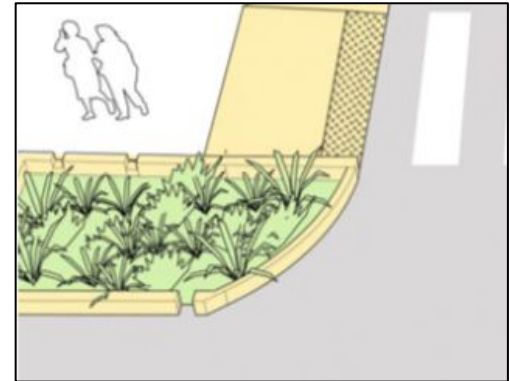
Best Practices



Pinch Points, which are used at midblock narrow roads, narrow roads and increase public pedestrian space.



Speed tables, used in conjunction with curb extensions, can slow traffic and facilitate pedestrian crossing.



Curb extensions used at intersections protect pedestrians by narrowing the crossing width of the road.

Recommendations

Our team recommends the addition of curb extensions, at Fairview Avenue & Pleasant Avenue, as well as wherever else deemed pertinent by city staff. We also recommend the addition of a speed table, midblock between Williams Avenue & Belle Avenue. This speed table can be designed as a raised crosswalk to facilitate safe pedestrian crossing in a commercial section of the corridor. The addition of a pinch point, between Symmes Avenue and Williams Avenue, which will calm traffic as it enters a commercial area.



- Curb Extension
- Speed Table
- Pinchpoint

Existing Street

Reimagined



Existing Street on Pleasant Avenue, without traffic calming the speed remains will over the speed limit of 25 mph



Recommended speed table rendering on Pleasant Avenue



Existing street in front of the Mill



Recommended pinch points on Pleasant Avenue in front of the Mill

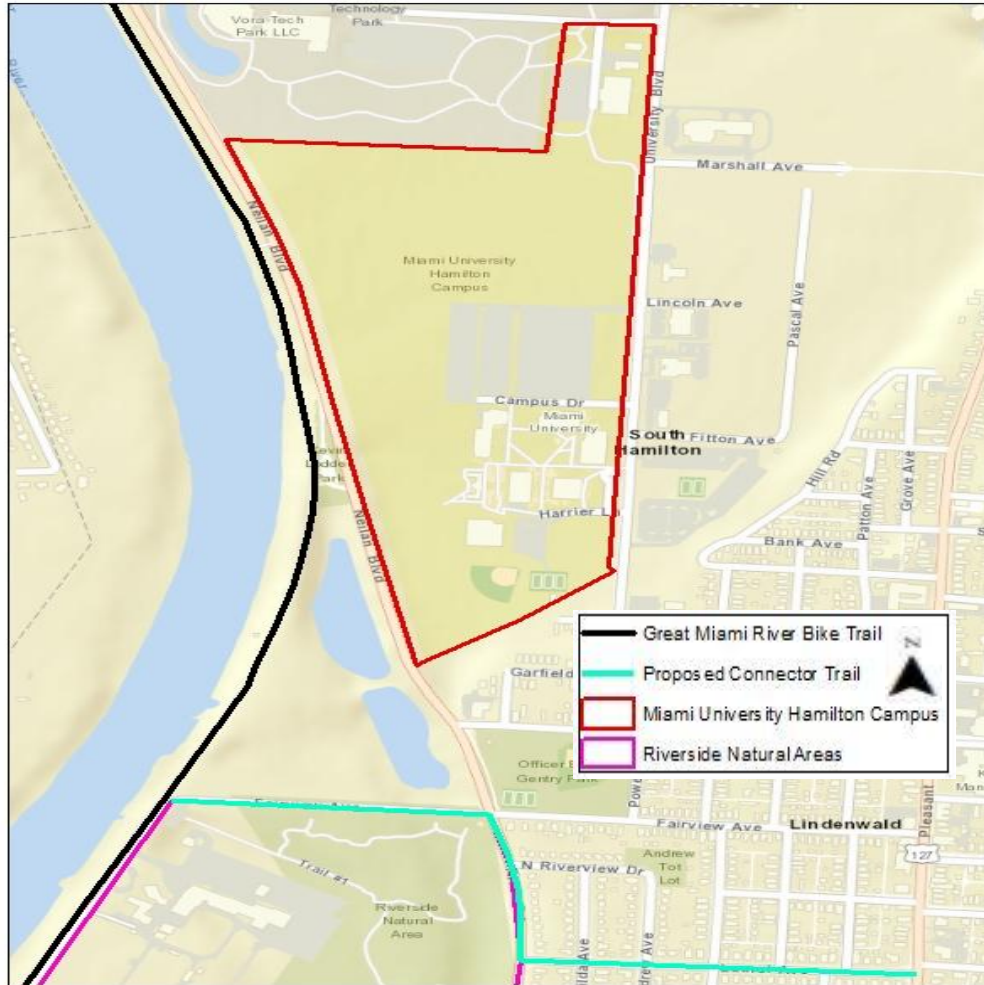


Existing intersection at Pleasant Avenue & Fairview Avenue



Recommended additional bump out on Pleasant Avenue & Fairview Avenue

Multi-Modal Connectivity



Existing Conditions

There is an 86 mile bike trail, the Great Miami River Trail, that runs along the river and is located less than a mile from Pleasant Avenue. However, the trail itself does not connect to Pleasant Avenue or the nearby Riverside Natural Areas, a missed opportunity for the residents of the Lindenwald Neighborhood.



Existing Great Miami River Trail in Hamilton

Best Practices



Left-Side Bike Lane for use on one-way streets, NACTO Guide Conventional bike lane, an exclusive space for bicyclists, NACTO Guide

Recommendations

Our team recommends the addition of a bike trail connection at Laurel Avenue as shown in the map. Conventional bike lanes on both sides of the street are ideal; however, if this is not possible, we recommend making the connecting roads into one-way streets and adding a left-side bike lane. We also recommend that opportunities to connect Miami University-Hamilton Campus to the Lindenwald Neighborhood be examined. The proposed bike trail would be 0.7 miles long, connecting to both the Great Miami River Trail and the Riverside Natural Areas.

Lighting

Existing Conditions

While auto-oriented street lighting exists throughout the corridor, pedestrian-friendly lighting only exists in the northern section of Pleasant Avenue. Pedestrian-friendly lighting will illuminate the sidewalks along the corridor to encourage a welcoming and safe environment in the evening hours.



Locations

- Existing
- Recommended

0 50 100 200 300 400 Feet



Laurel to Symmes Avenue



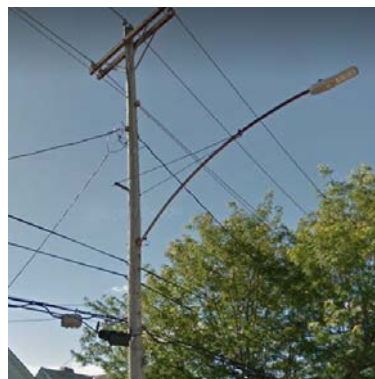
0 50 100 200 300 400 Feet



Symmes to Woodlawn Avenue

Recommendations

Our team recommends that additional pedestrian-friendly lighting is added throughout the corridor so that Pleasant Avenue from Laurel Avenue in the South to Woodlawn Avenue in the North is lit. The additional lighting should match the lighting that is currently in the northern section.



Currently, vehicular lighting exists in most of the corridor



Recommended additional lighting throughout both districts

Parking

Existing Conditions

Parking on Pleasant Avenue is confusing, with different signs regarding restrictions throughout the corridor. In areas where parking is allowed, length of time varies and some locations have no indication of what is permitted at all. Those looking to visit the corridor will be more encouraged to do so if the street-parking is standardized.



Laurel to Symmes Avenue

Parking Type

- No Parking
- Parking



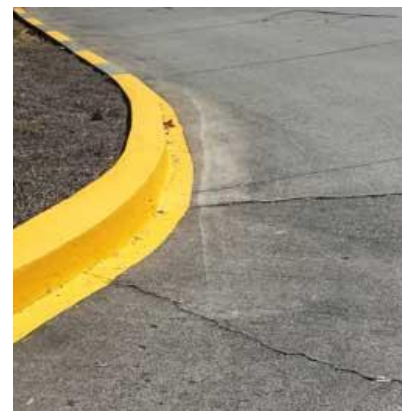
Symmes to Woodlawn Avenue

Recommendations

Our team recommends that parking on Pleasant Avenue be thoroughly reassessed. In places where it is decided that parking should be allowed, the amount of time should be standardized with fewer signs placed throughout the corridor to remind those of the time restriction. Where parking is not allowed, the curb should be painted yellow, to ensure that drivers understand this restriction.



We recommend standardized sign throughout the corridor



Yellow painted curbs would ensure there is no parking at this location



Community Vibrancy

“Expand the opportunities for local artists, arts of all types, and cultural activities to improve overall quality of life for residents, broaden the horizons of our youth, and attract visitors to the city.” - Plan Hamilton

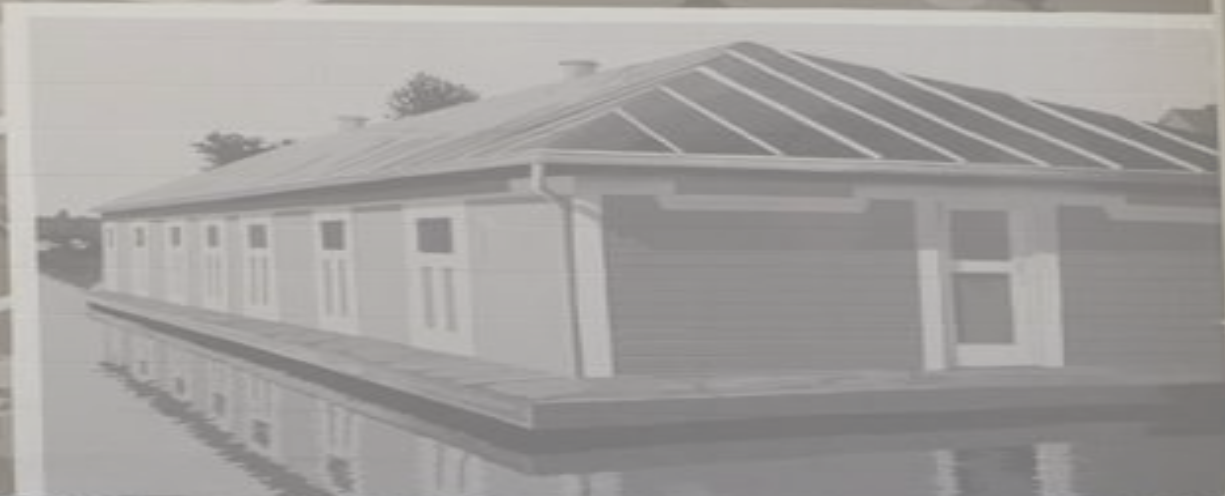
THE FALL OF THE BRIDGES

Black street bridge went down
Tuesday March 25 at 12:12 P.M.

High street bridge went down
Tuesday March 25 at 12:23 P.M.

C. H. & D. railroad bridge went
down Tuesday March 25 at 2:12
P.M.

Columbia bridge went down
Wednesday March 26 at 2:15 A.M.



COMMUNITY VIBRANCY

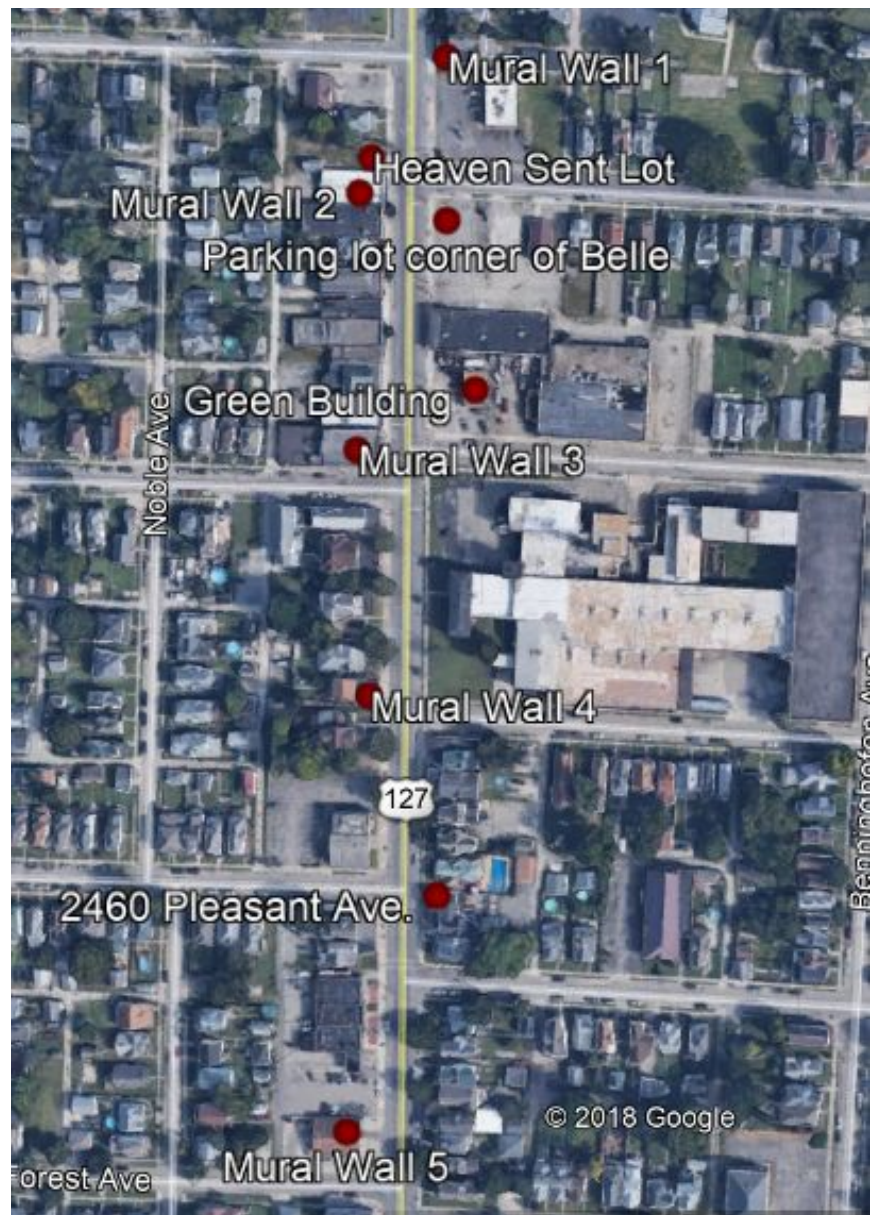
Existing Conditions

Based on public input from the charrette, the community would like transform Pleasant Avenue into a destination for visitors. Murals and parklets can help make the corridor a vibrant public place. The City of Hamilton already has established programs for promoting these community-building tools. After a current site analysis of Pleasant Avenue, specific locations were picked for potential murals and parklets. Murals are an expressive way to show the character and dynamics of a community, while parklets allow for gathering and interactions to be made where they normally would not exist.

We conducted site analysis of potential parklet and mural locations using the following criteria:

- prominent visibility to visitors and residents
- clean wall space for murals
- good accessibility to the public

From this we decided on five mural locations and four parklet locations highlighted on the map to the right.



A map of five murals and four parklet locations denoted by red dots.

Parklets

Parklets are a great way to use underutilized spaces as well as create an informal gathering places for families, visitors and businessmen developed in the public right of way. It is common to see parklets used for extra street seating or a community space. A large part of maintaining the close-knit community that Lindenwald has would be to incorporate parklets. Pedestrians will begin to feel a part of the experience which will spark excitement in the revitalization of Pleasant Avenue.

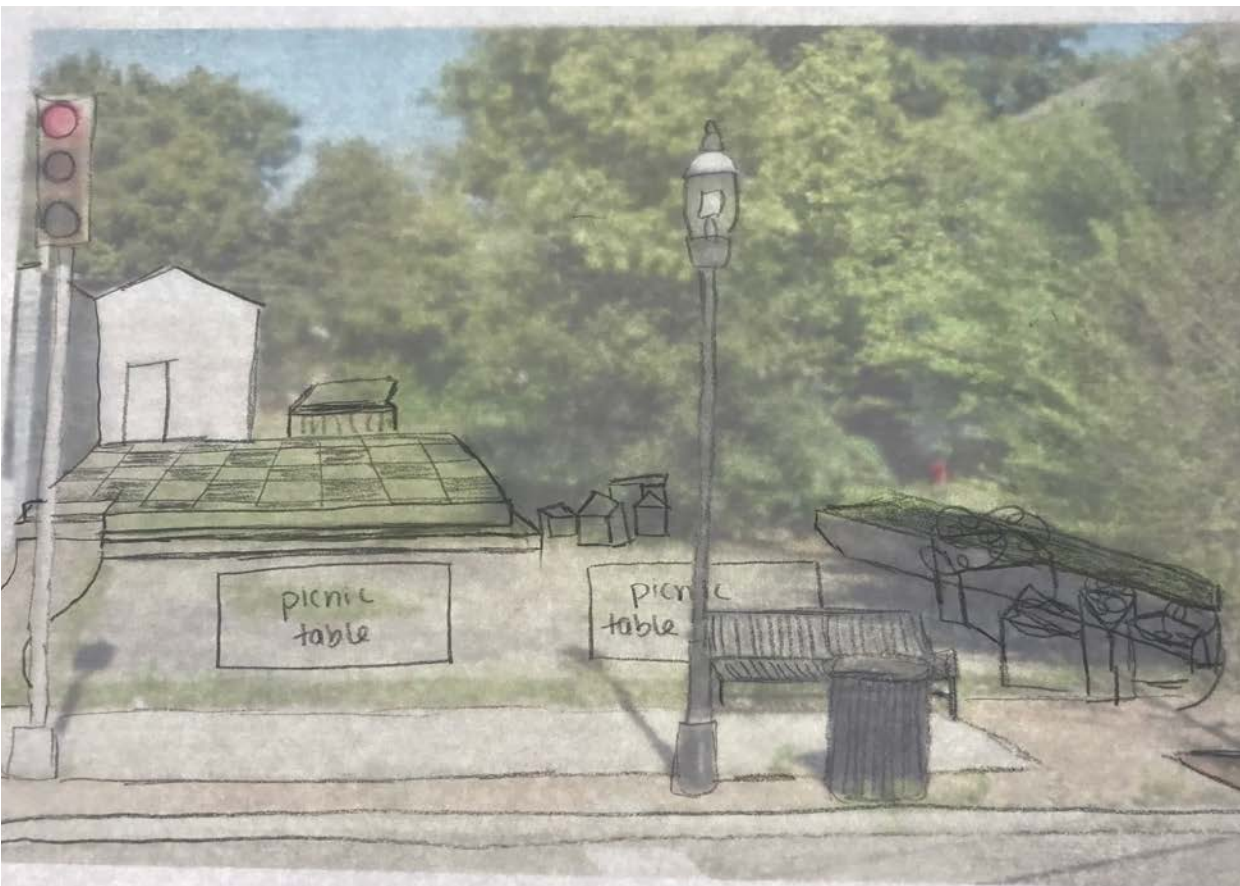
Changing Grey Space to Green Space



Empty lot next to Heaven Sent Banquet Hall shows potential for interactive space



Cities such as Chicago are implementing large scale activities to build community



Reimagined image of the adjacent lot highlighting space for community gathering

A lot next to Heaven Sent Banquet Hall, already a Lindenwald establishment, offers a community gathering space. Its accessibility to the street make it an ideal space for a community activity hub with such features like picnic tables, greenery and a large scale interactive checkerboard like in Chicago.



Extended sidewalk on corner of Belle Ave allows for unused space to become community space.



Cities such as San Francisco, CA, use parklets outside commercial areas for added gathering space.

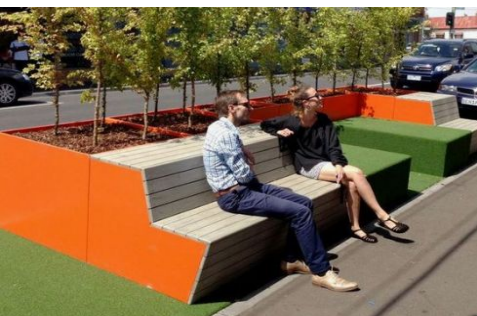


Reimagined image of the extended sidewalk on the corner of Belle Ave. utilizing planter boxes and street furniture will provide space for pedestrians to gather.

A large lot on the corner of Belle Avenue and a vacant lot on the corner of Williams Avenue are both areas of unrealized potential if accompanied by well designed streetscape. The two lots are on accessible corners that show promise for high pedestrian activity. San Francisco, CA and Barkley Village Australia, provide inspiration for the proposed parklets on each respective corner. They both would provide a resting area for individuals on a walk, bike ride or those taking their lunch break from local business near by.



Extended sidewalk on the corner of Williams Ave provides the perfect opportunity for pedestrians to gather in the business district.



Barkley Village Australia shows how street furniture creates community space.



Reimagined image of the extended sidewalk on the corner of Williams Ave, illustrating the street furniture possibilities and community space in the business district of Pleasant Avenue.

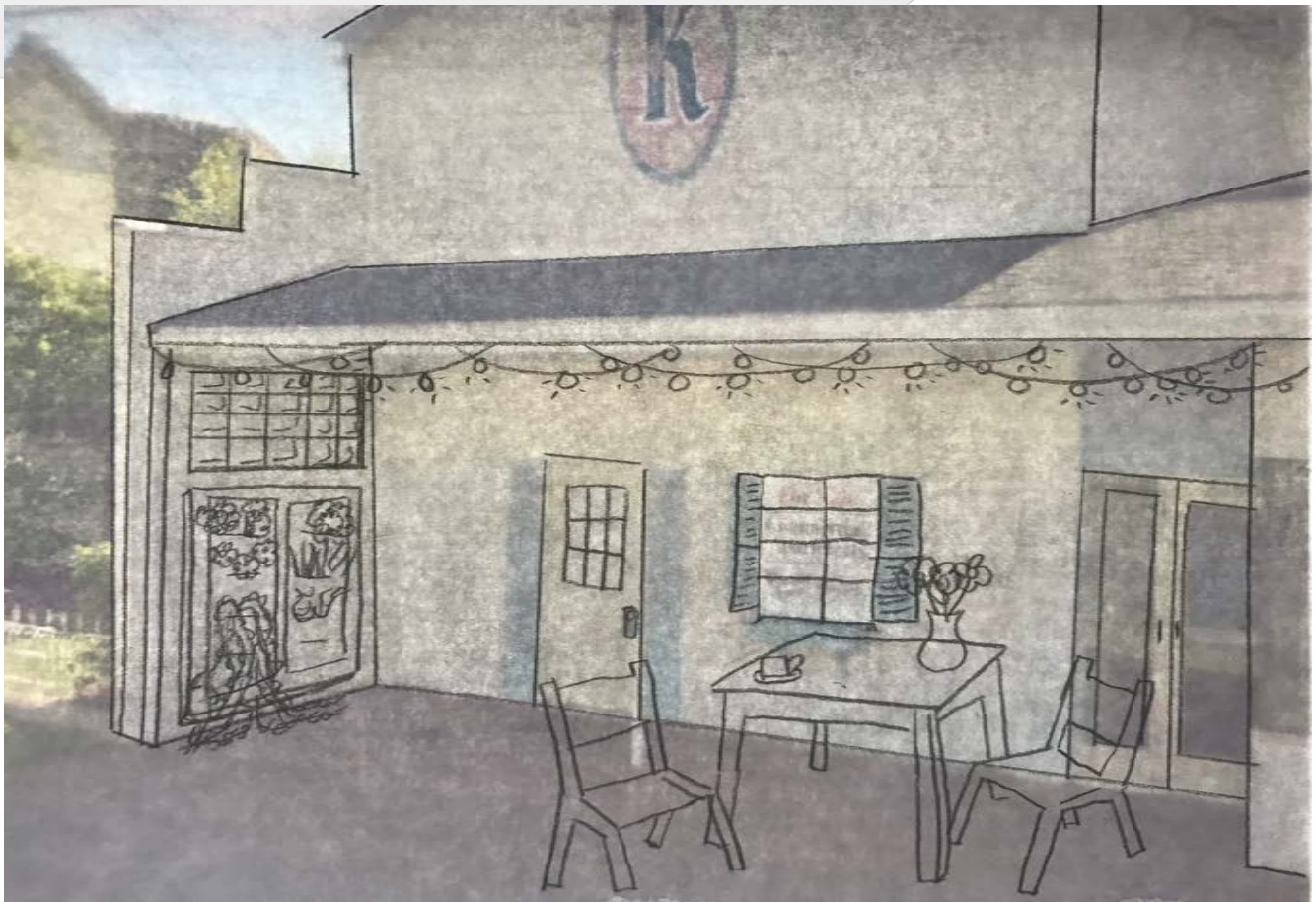


2460 Pleasant Ave provides the opportunity for a quaint outdoor dining space and the home to a new neighborhood cafe or restaurant.



Intimate outdoor seating area with features such as hanging lights and a green wall that help make the space feel warm and enclosed.

This building, currently for sale at 2460 Pleasant Avenue (), is an instant option for starting the revitalization of the corridor. This property has great potential to be a multi use space. Inspiration for this place comes from european cafes and coffee shops. It as excellent bones that would be great for a cafe with an outdoor patio or even an intimate gathering place open later in the evening designed to interact with pedestrian space while not invading it.



Visual reconstruction of 2460 Pleasant Ave, showing outdoor seating with a green wall and hanging lights, creating that intimate gathering space.

Murals

Murals have the power to bridge the gap between art and community. By bringing light and vibrancy into a space, murals create focal points that draw people from both outside and within the community into conversation. In Lindenwald, murals could allow for artists to tell the unique story of Lindenwald's past while setting the stage for future generations to grow and thrive in community.

Bringing Walls to Life



Example of a vibrant mural utilizing lines and bright colors to create depth.

When entering the corridor, one of the first businesses to greet pedestrians is Minnick's drive thru which currently lacks any color or vibrancy. By using a simple, but colorful, color blocking technique like the one pictured below, Minnick's could warmly welcome anyone entering the business district.



Minnick's drive thru overlaid with proposed geometric design to help provide a warm and bright welcome into the business district.

Utilizing the large, multi-story wall to create a whimsical, story book like scene would invite passerbys of all ages to stop and gaze at the scene before them. Making the space a catalyst for imaginative thinking for all ages.



Example painting of a whimsical illustration showing life above and below ground found on Pinterest.



Brick building on Williams Ave can be reimagined with a multi-layer nature themed mural that can encompass it's passerbys with childlike imagination.

Similarly, the rendering below would create an interactive space, allowing for anyone to feel a sense of ownership over this ever-changing chalkboard mural. This mural would accompany the proposed community hub on page 31 on the plan.



Snapshots from the "Before I die..." chalkboard bucket list mural found in various cities.



Rendering of the Heaven Sent Banquet Hall chalkboard mural will provide an interactive experience to build on the proposed community hub.

In an effort to brighten up the area around Circle-K, the floral mural was envisioned based off the bright pops of color and beautiful display as seen in the vibrant mural below. This mural could help to change the negative connotation of the Circle-K into a positive one.



Wall adjacent to the Circle-K parking lot, overlaid with a simple sketch of a floral mural effectively brightening the space brining a positive light to the troubling area.

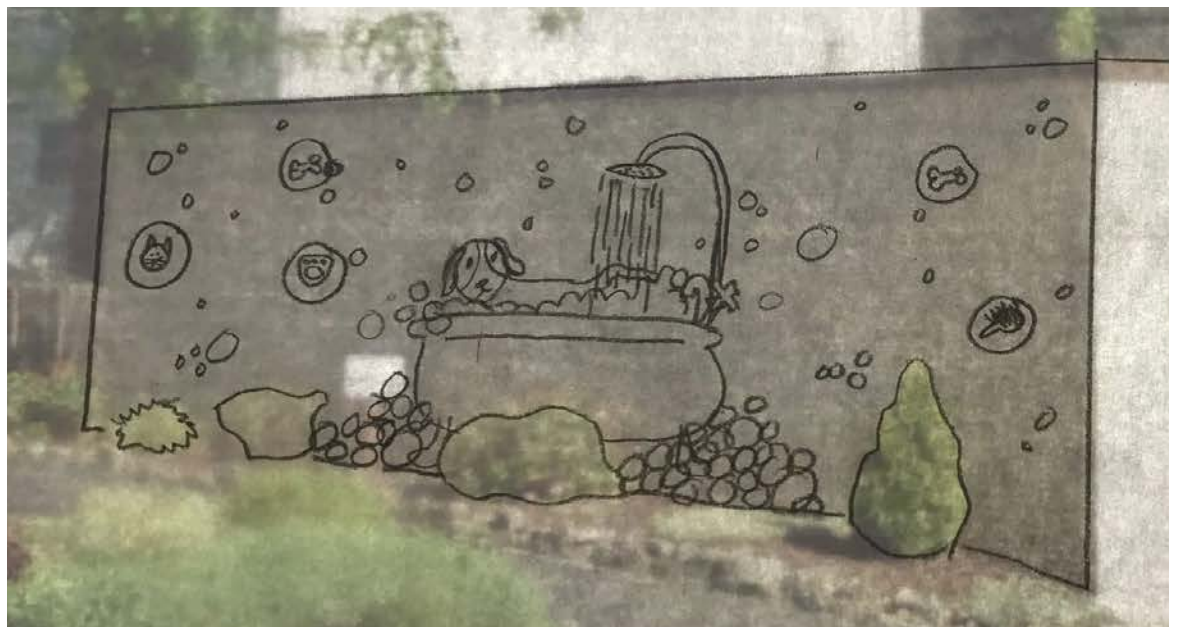


Vibrant floral mural found in San Francisco, Ca.

Next, the wall of the business Dog's Best Friend- Cats 2 was selected for a mural that displays their business. This mural would help to anchor and establish the business while creating a fun mural that is centered around man's best friend.



Painting done by Katrine of Long Dog General.



Mural solidifying the business Dogs Best Friend-Cats 2, that peeps into the life our happy four legged friends.

PLEASANT AVENUE REIMAGINED

Previously in this plan we have shown you what isolated pieces of Pleasant Avenue can be with time and diligence. However, the corridor is not defined by its individual pieces but rather the “feel” of it as a whole. Pleasant Avenue has the potential to be host to a diverse, expanding, and thriving business district and destination area that not only gives residents the ability to enjoy the space but also makes visitors want to spend a day here. With our proposed changes, Pleasant Avenue has a chance to live up to its imagined potential and spark vibrancy within the community.



POTENTIAL FUNDING

The City of Hamilton has expansive experience partnering with other public and private entities to fund revitalization efforts. City leaders and staff are more familiar than anyone with diverse tools and their transformation potential. These potential funding opportunities are just a summary of the tools they have available to them:

Regarding Economic Development

- I. Public-Private Investment and land acquisition such as C.O.R.E.
- II. Area designations (Special Improvement Districts, Historical Neighborhood funding)
- III. Institutional partnerships with Miami University- Hamilton

Regarding the Streetscape

- I. The Clean Ohio Trail Fund is an option to provide funding for the bike trail. Local government are eligible to receive grants for conservation projects from the Clean Ohio Fund. A 25 percent local match is required
- II. Surface Transportation Program (STP)- Requires a minimum 20% match by the State or Local government. This grant can be used for improvements on streetscape projects like traffic calming, crosswalks, and sidewalks
- III. Transportation Alternatives (TA)-Requires a 20% minimum match by County, City, Village, Township, or park districts . The grant would provide general improvements for different streetscape applications.

Regarding Community Vibrancy

- I. StreetSpark- through the Fitton art Center. Murals are proposed and artists can apply to paint them.
- II. Partnerships with local business owners to get permits for Parklets and maintain them.

ABOUT US

Our team, Miami Advanced Planning, is composed of dedicated students from a diverse pool of specializations, including urban and regional planning, design, economics, sustainability, public administration, and environmental science. We are thankful for the opportunity to work with the city of Hamilton to create a plan that both envisions a brighter, more prosperous future, yet is attainable and timely. Our team's personal goal is to produce a professional plan that will assist the City of Hamilton and further their goals. We appreciate the opportunity to guide Pleasant Avenue towards a dynamic and prosperous future.

Our team:

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