

The Commercial Evolution of Over-the-Rhine, Cincinnati, OH



photo: digital.cincinnati.library.org



photo: 365cincinnati.com/wp-content/uploads/2014

Thesis research by Daniella Beltran
Master of Community Planning, 2017
University of Cincinnati



photo: Chris Lowry, 2016



photo: findlaymarket.org

“If you’re from out of town, this is where you go. If you’re from (Cincinnati), this is the neighborhood to be in.” - Allen Woods, Mortar



photo: cincinnati.ohio.us



photo: Cinci Public Library



photo: 3cdc.org



photo: 3cdc.org

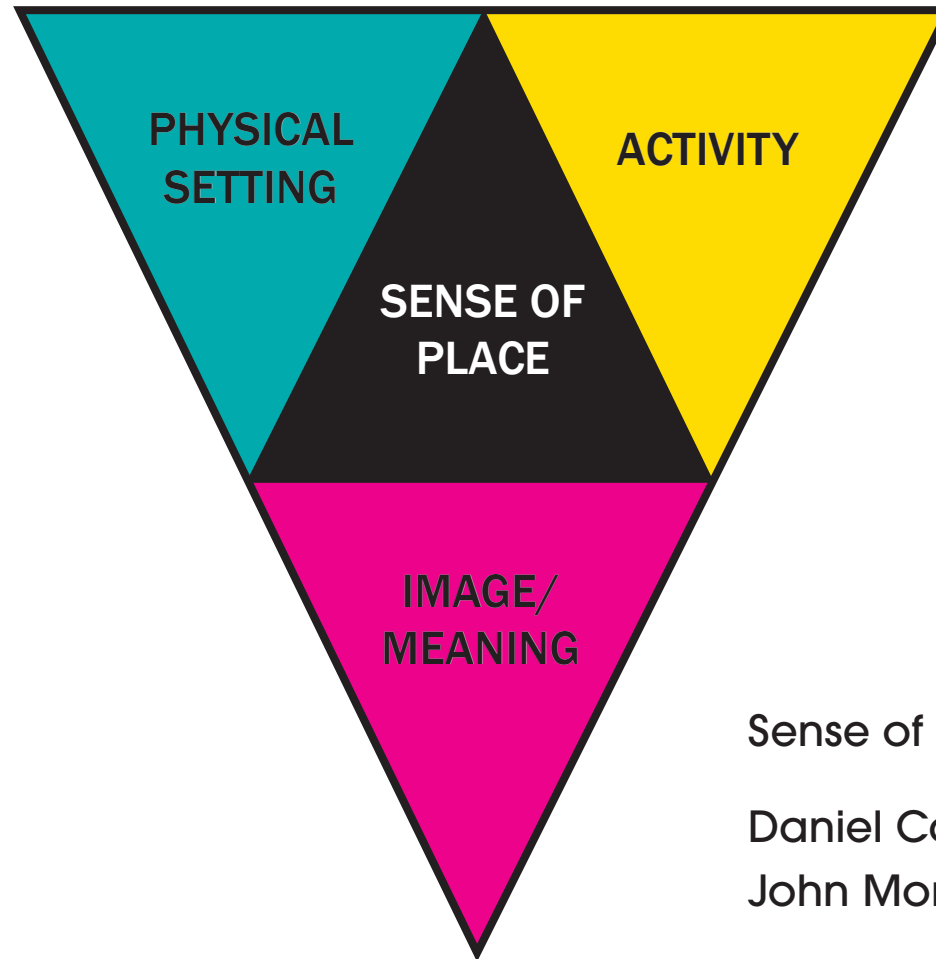


photo: cincinnati.com



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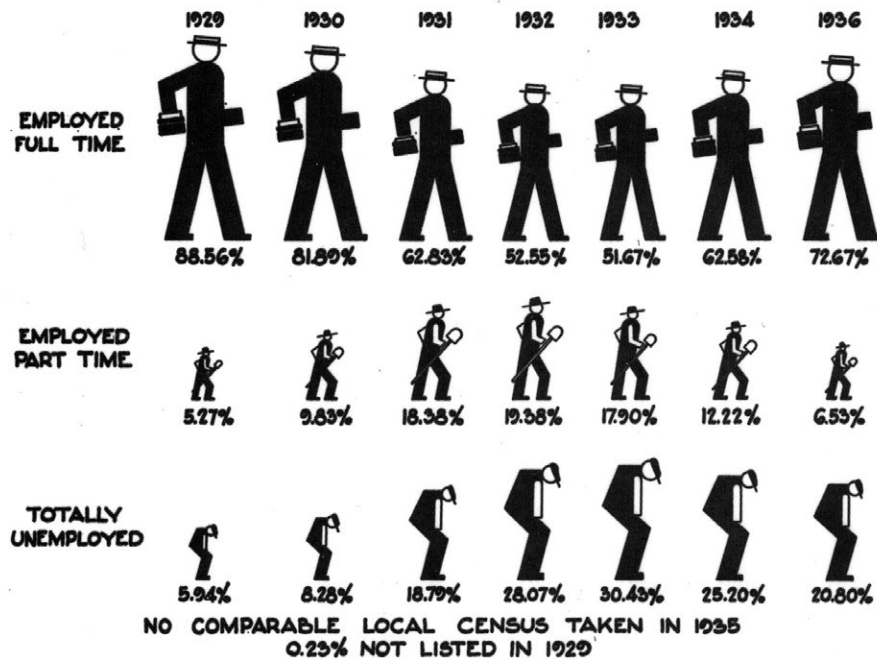


Sense of Place Theory

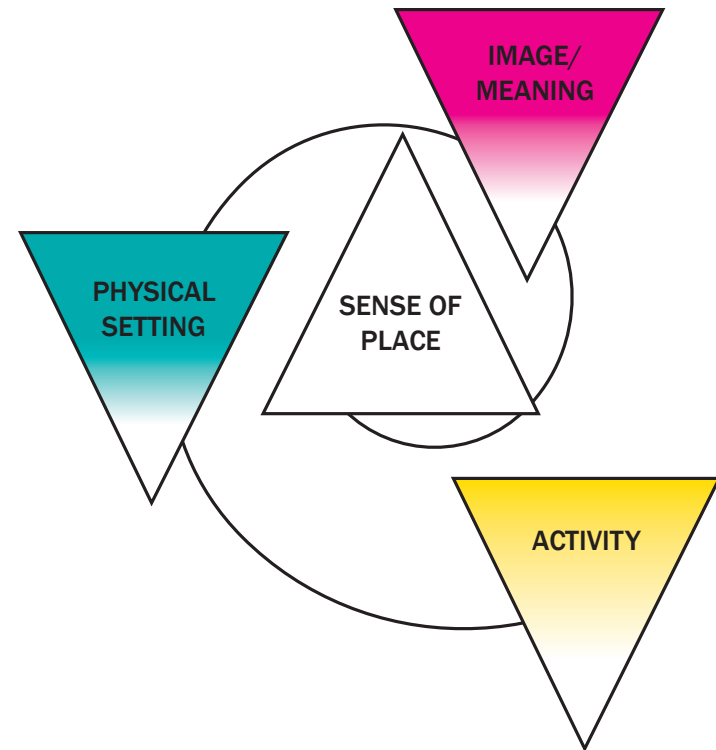
Daniel Canter, psychologist

John Montgomery, urban designer

EMPLOYMENT AND UNEMPLOYMENT

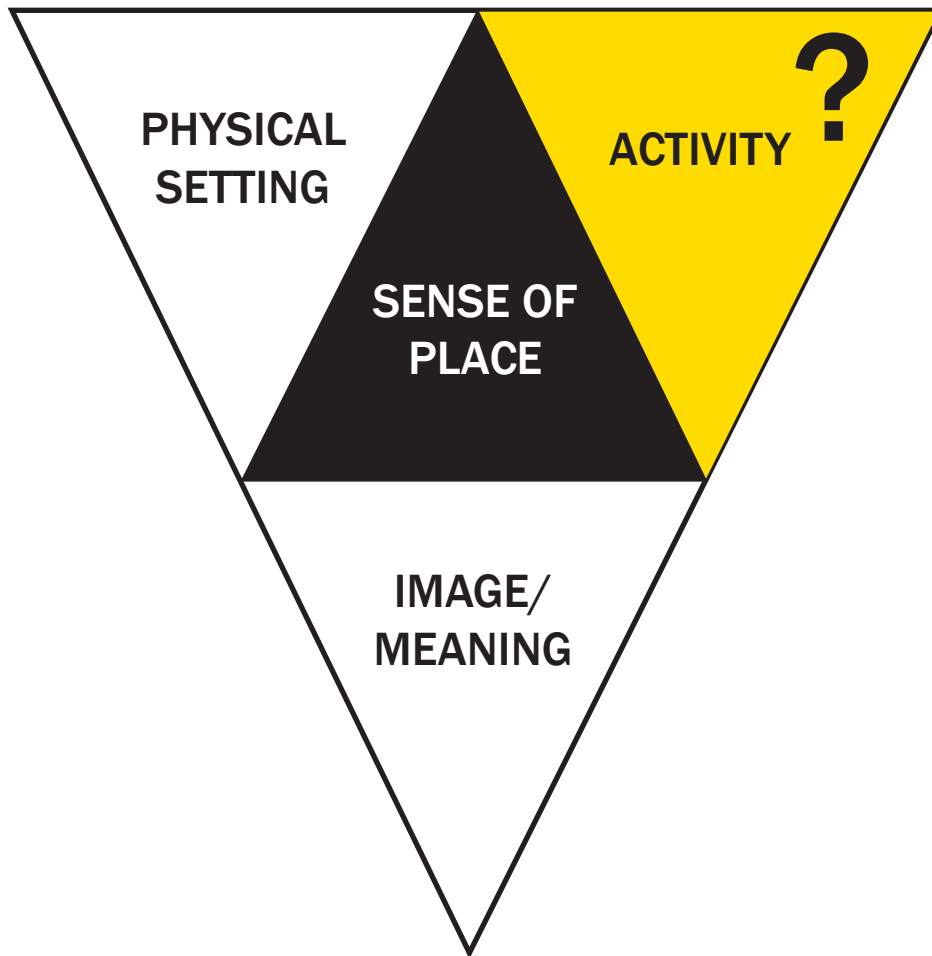


Municipal Activities of the City of Cincinnati, 1936



- Prohibition & national economic decline disrupts activities in the neighborhood
- Physical deterioration ensues
- Image of place unravels

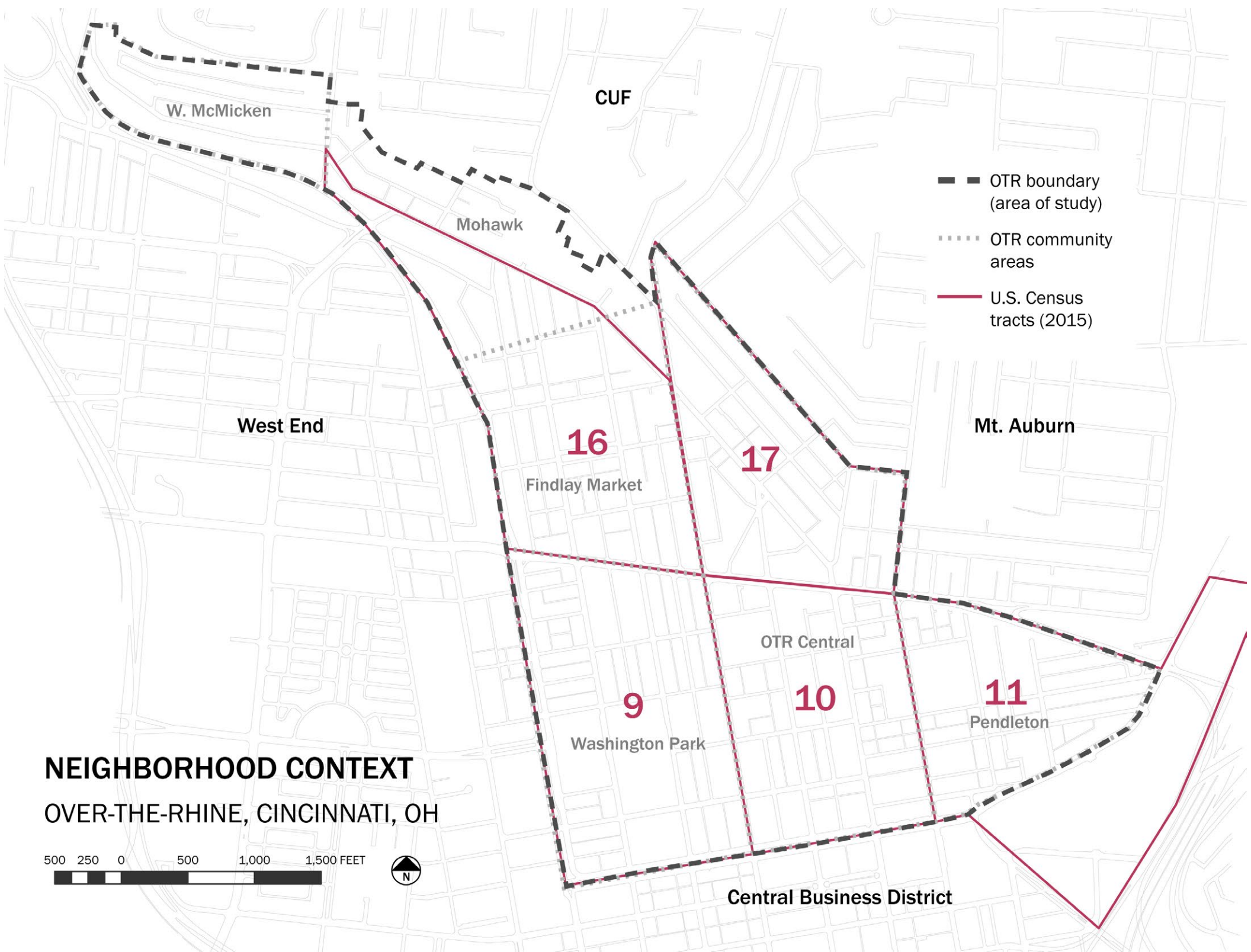
Loss of Sense of Place, 1920s-2000s



1. How has the organization of commercial uses within Over-the-Rhine changed since 1930?

2. Does the current commercial development strategy follow historical patterns?

RESEARCH QUESTIONS



W. McMicken

CUF

Mohawk

- OTR boundary (area of study)
- OTR community areas
- U.S. Census tracts (2015)

West End

16

Findlay Market

17

Mt. Auburn

OTR Central

9

Washington Park

10

11

Pendleton

NEIGHBORHOOD CONTEXT OVER-THE-RHINE, CINCINNATI, OH

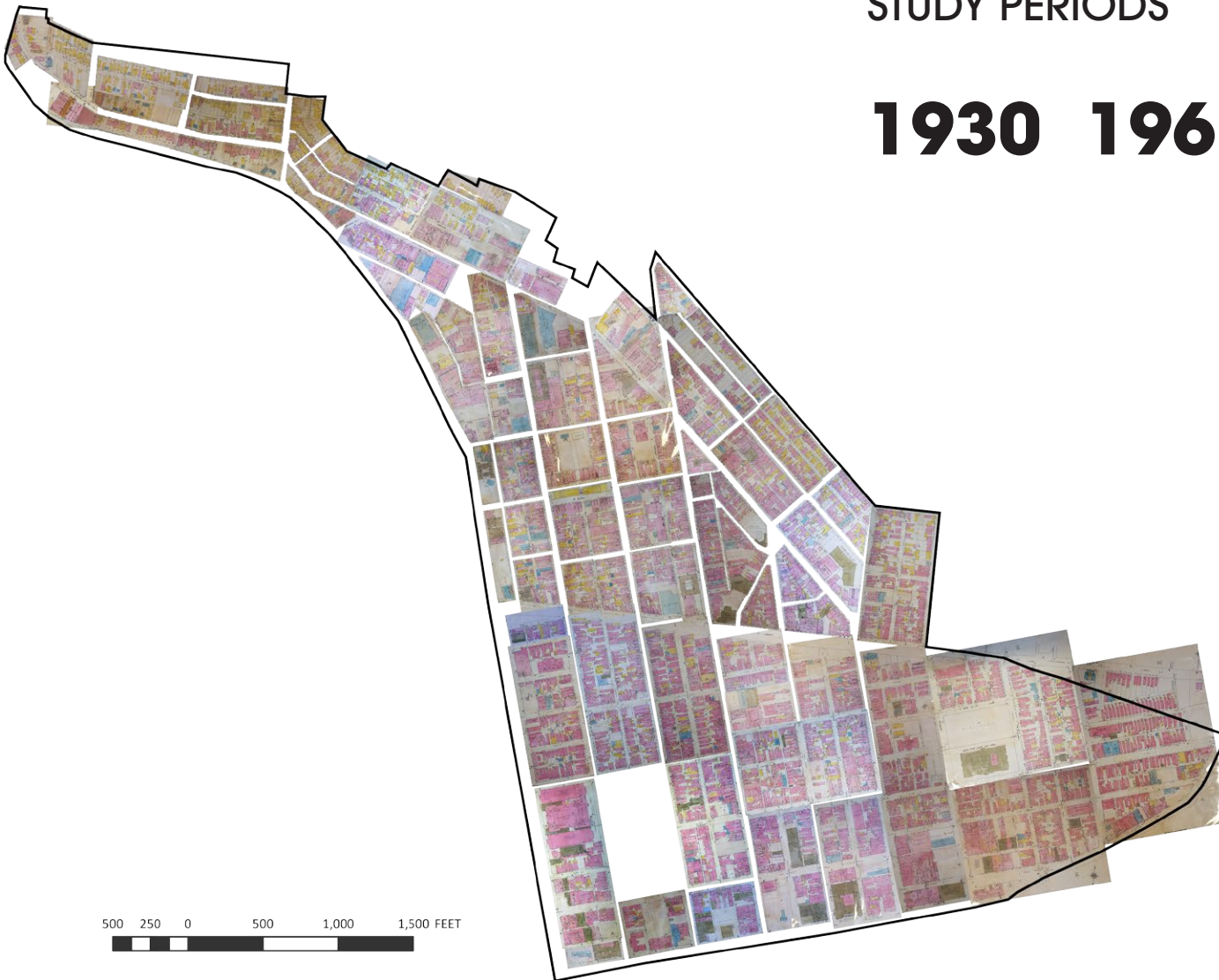
500 250 0 500 1,000 1,500 FEET



Central Business District

STUDY PERIODS

1930 1961 1993 2017



Physical Data Across Time via Sanborn Maps

VINE

2292

1115 Beck The Wm & Sons Co
theatrical goods

1117-9 Schroder The J B Co
builders' hardware

1119 Maguire Jos & Co woolens

1120 Gordon Julius dry gds

1121 Roeckers Herman H restaurant

1125 Boyle Minnie beauty parlor

1125 Lachenmann Albert W birds

1125 Enslein Arthur S vet surg

1126 Glossinger Edward R cigars

1126 Garrison Walter

1126 Gilbert Fred

1126 Harrell Wm

1127 Italian Consulate

1127 Fifth Third Union Trust Co

1129 (flat 1) Schumacher Jos J

1129 (flat 2) Kramer John F

1129 (flat 3) Arzhelmer Jeannette

1129 (flat 4) Borgerding Ethel

1133 Esberger Bros jewelers

1133 Barry Martha

1133 Beechman Emma

1133 Geiger Frank F

1133 Morel Isabelle

n e c Western Bank & Trust Co

n e c Western Bank & Trust Co
Bldg

s w c Hee Walter soft drinks

Twelfth

1221 Peoples Theater Amusement Co

1223 Farres Candy Co

1224 Model Laundry Co (The)

1225 Royal Malt Extract Co

1225 Cameron Elizabeth

1225 Cotton Chas

1225 Greeson Baxter

1225 Kirby Jas

1225 Markland Dora

1226 Brandt Walter A millinery

1227 Clause Addison B dry cleaner

1227 Dorcheff Geo

1227 Duvall Othel

1227 Hicks Anna

1227 Mulligan Robt L

1227 Ruan Margaret

1228 Schneider Clarence electric sup-
plies

1228 Hanover Building

1228 Bezenah Eugene

1228 Murphy Wm

1229 Kiefer Carolina restaurant

1229 Cunningham Harry

1229 Elmore John F

1229 Pummill Pearl

1229 Tackett Luther

1230 Handy Window Shade Ad-
juster Co (The)

1231 Nebolsky Chas delicatessen

1231 Williams Margaret

1232 Haller's Bird Store

1232 Adrian J Roy

1325 Heinz

1325 Petersen

1325 Taulbee

1325 Tekulve

n e c Grand

1326 Rappol

1327 Roth L

1327 Hovis

1327 Kitteri

1327 Lyons

1327 Myers

1327 Zitsche

1329 Garfield

1329 Apostol

1329 Frankli

1329 Niemar

1329 Schaefer

1329 Tyler

1329 Tyler

1330 Yee F

1331 Suder

1332 Beckma

1332 Busch

mfrs

1332 Campis

1333 Rosent

1336 Alrite

1336 (flat 1)

1336 (flat 2)

1336 (flat 3)

1336 (flat 4)

- Fun
- Run
- Destination
- Bar/Restaurant
- Entertainment
- Wholesale
- Auto-oriented
- Industrial
- Parking/Garage

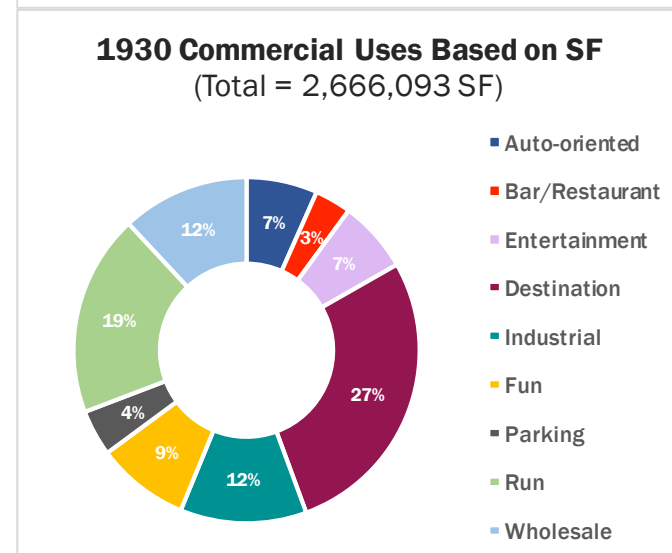
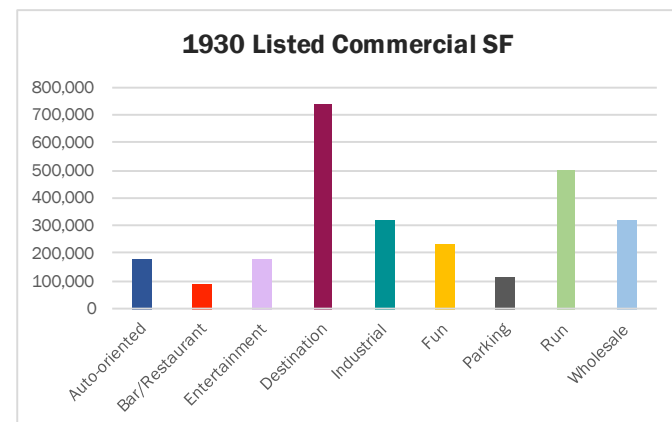
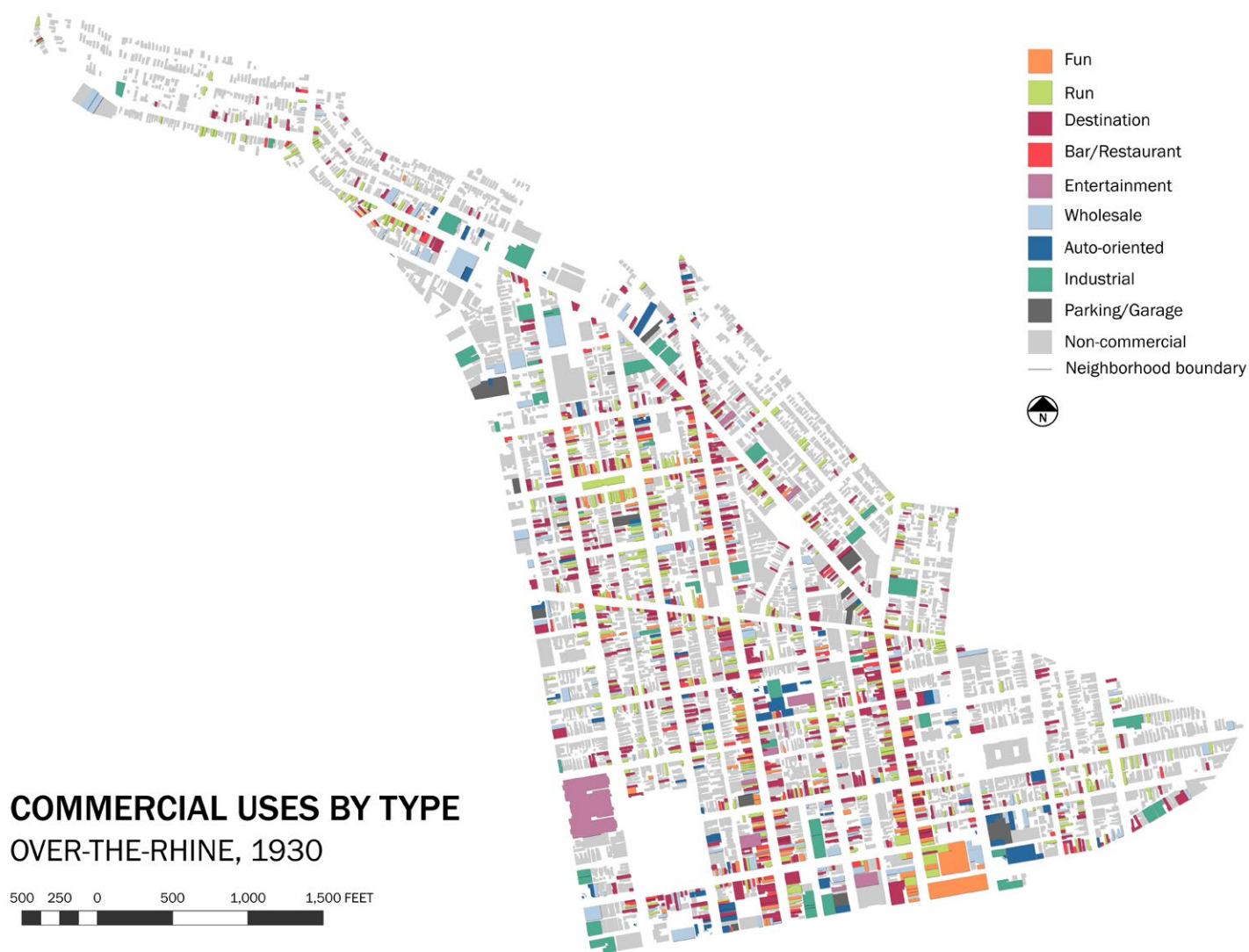
FUN	DESTINATION	RUN	BAR/RESTAURANT
Department store	Home goods	Groceries	Bar
Fashion	DIY/hardware	Convenience store	Café
Leisure goods	Electronics	Specialty foods	Restaurant
Jewelry/luxury goods	Furnishing	Personal care	Night club
Art and antiques	Books	Drugstore	Billiards
Gifts/novelty items	Services		
Pawn shop	Barber/salon		

Table 1. Categories for goods and services used to organize the retail businesses. Other categories used by this study are self-evident.

Commercial Categories

Types within Retail Categories

Commercial/Retail Categories



1930 OTR Population: 30,949

Commercial Landscape in 1930

FINDINGS

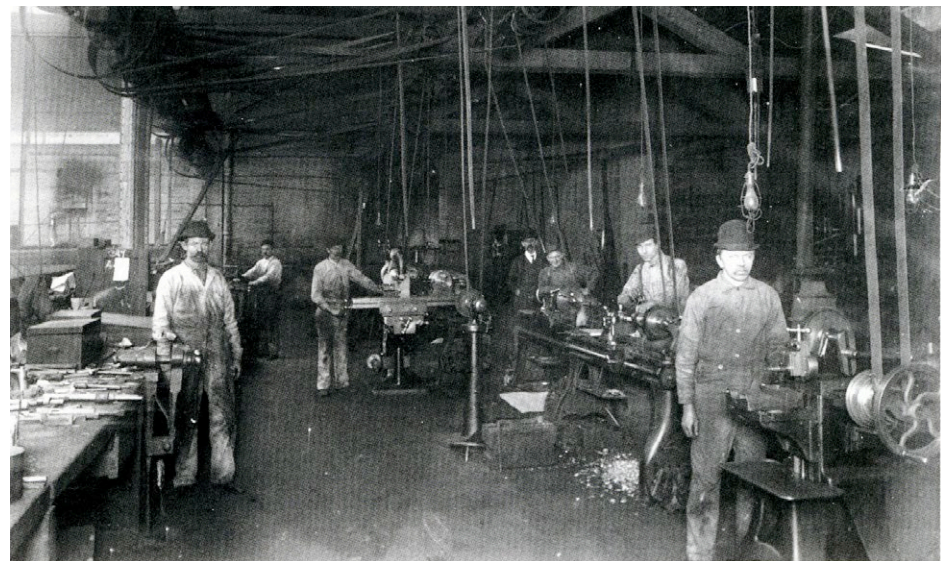




German notary business



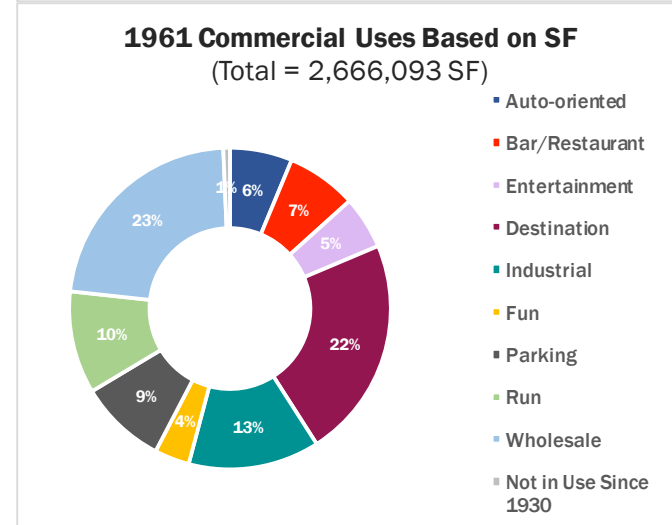
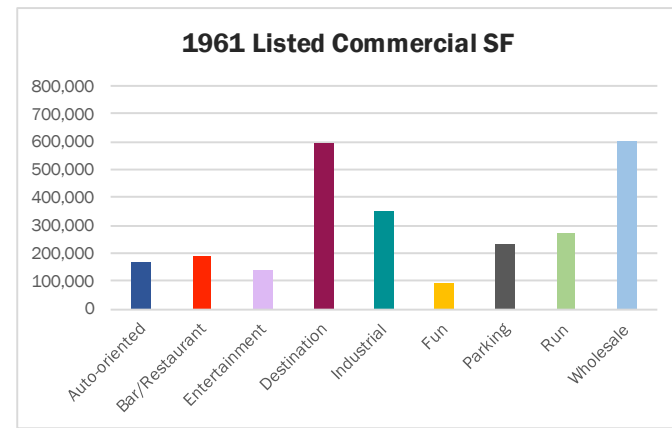
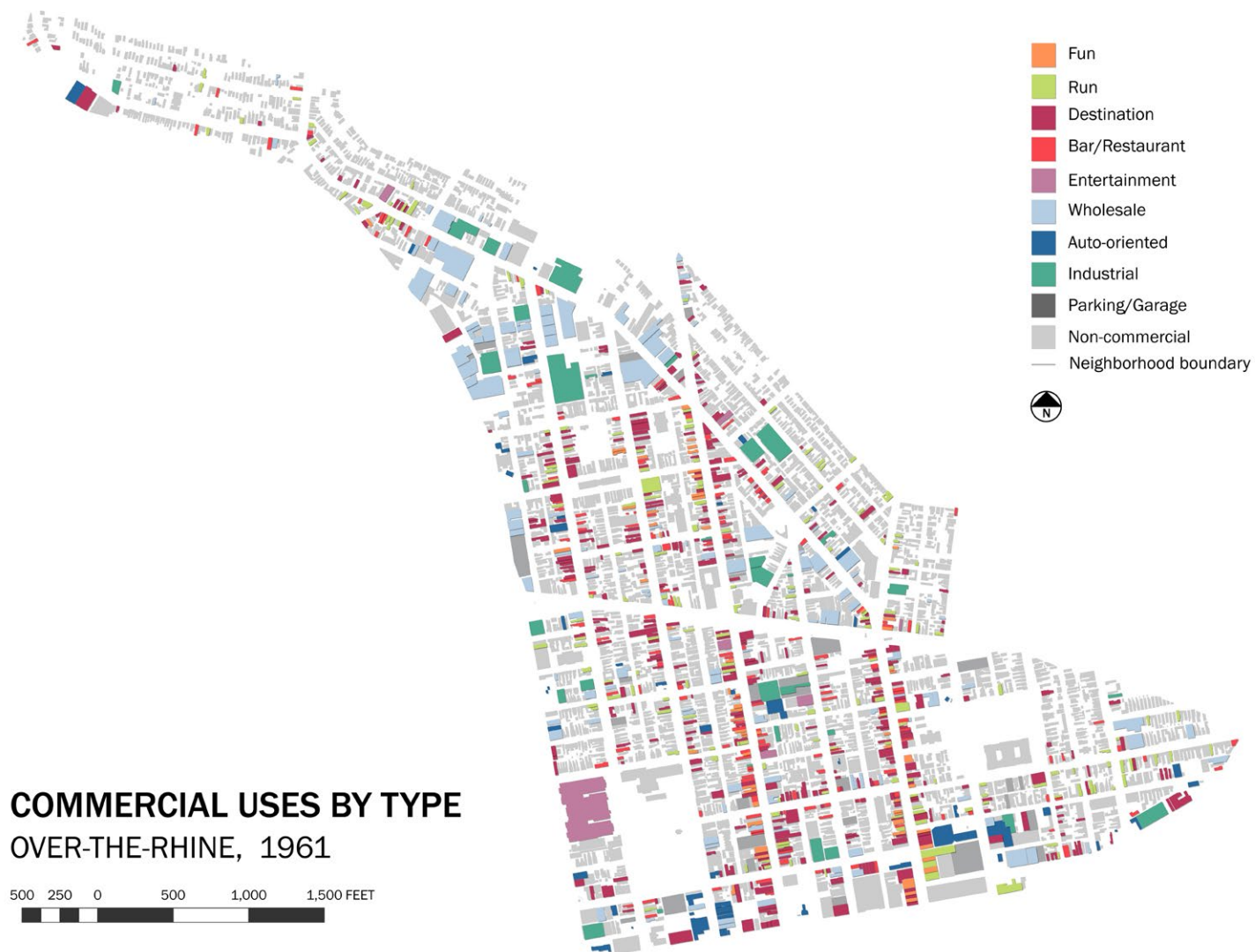
Grammer's Cafe, since 1872



Bench workers and machinists at Schreiber & Sons Co., 1889



Central Avenue, 1928



1960 OTR Population: 27,577

Commercial Landscape in 1961

FINDINGS



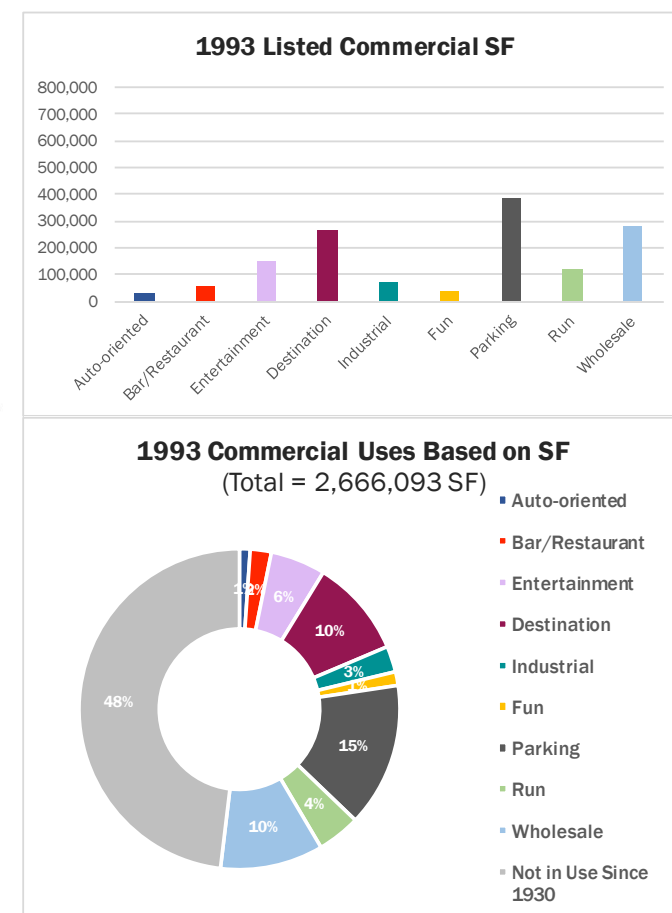
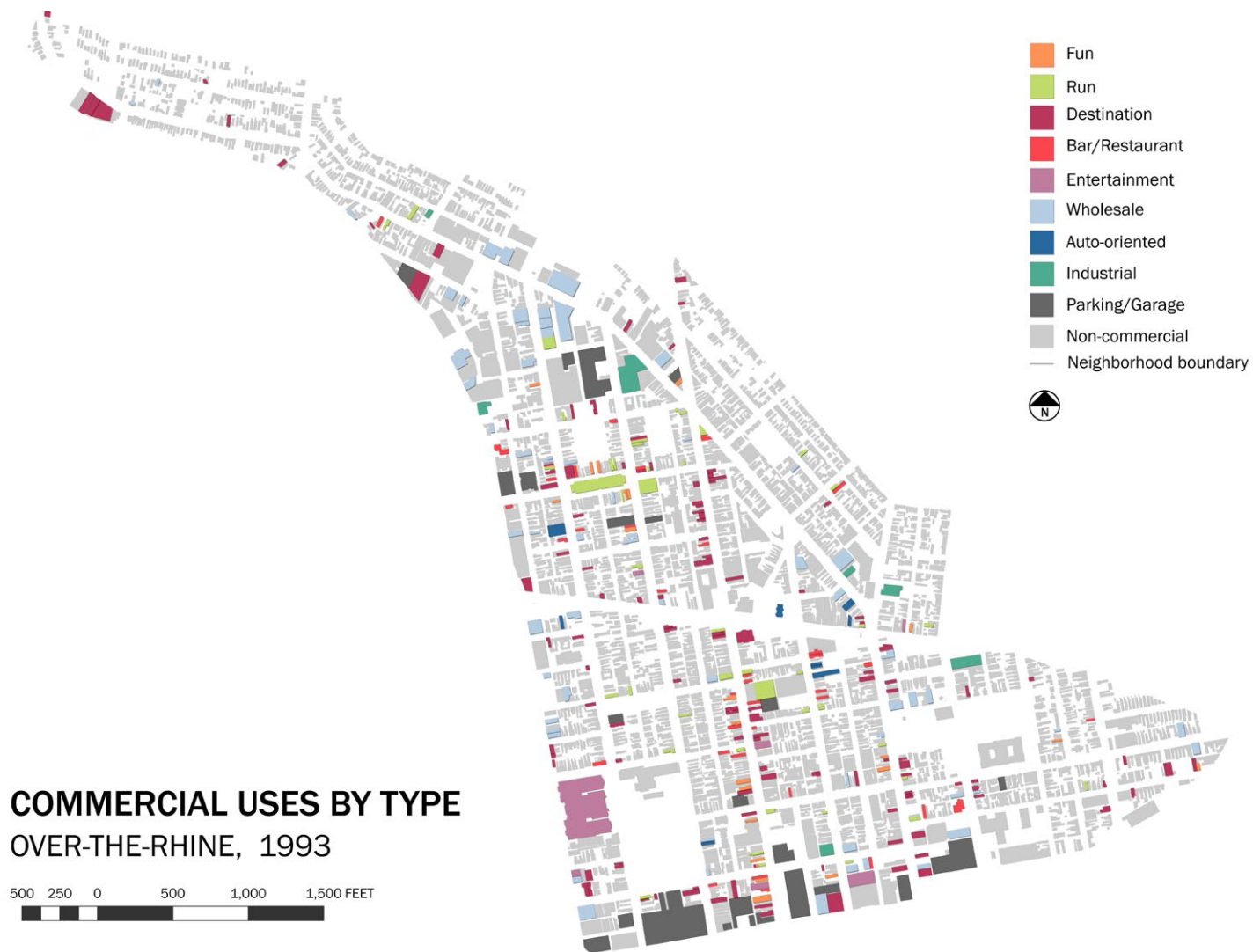
Moerlein Brewery Co., since



Our Daily Bread, former IGA food store in 1960s



Pendleton Art Center, former French Bauer Inc. building



1990 OTR Population: 9,572

Commercial Landscape in 1993

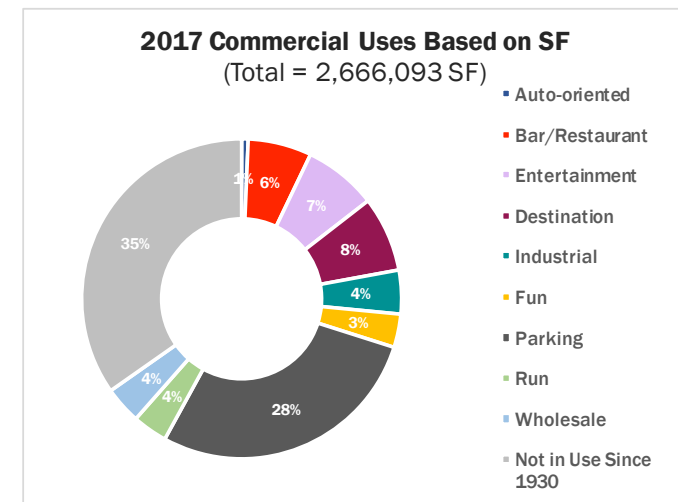
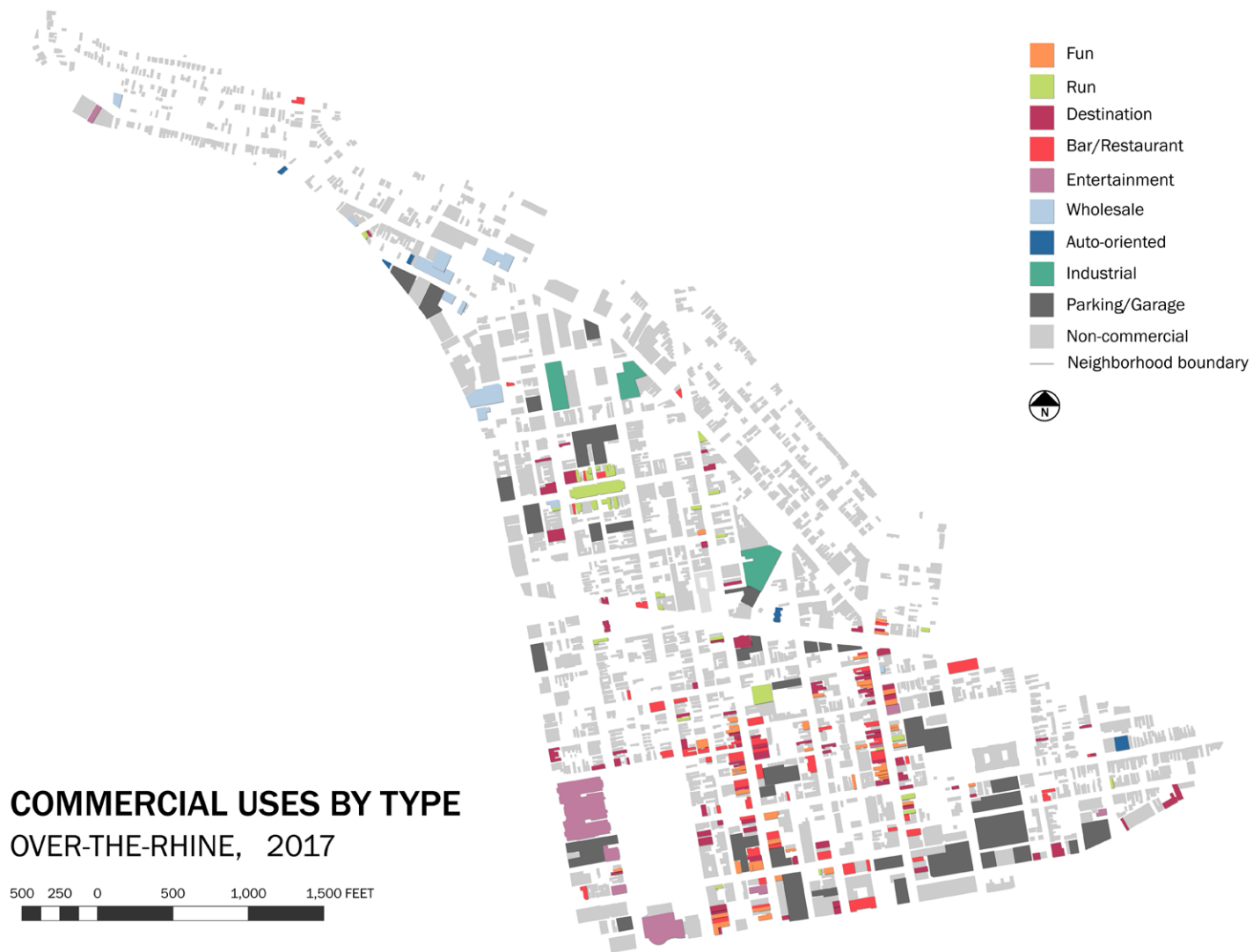
FINDINGS



Kroger grocery store at 1410 Vine Street, c. 2002



Emery Auditorium maintains in use since 1911, closes around 1998



2015 OTR Population: 5,709

Commercial Landscape in 2017

FINDINGS



Queen City Radio from 1920 to today has been a gas station, and now bar/restaurant

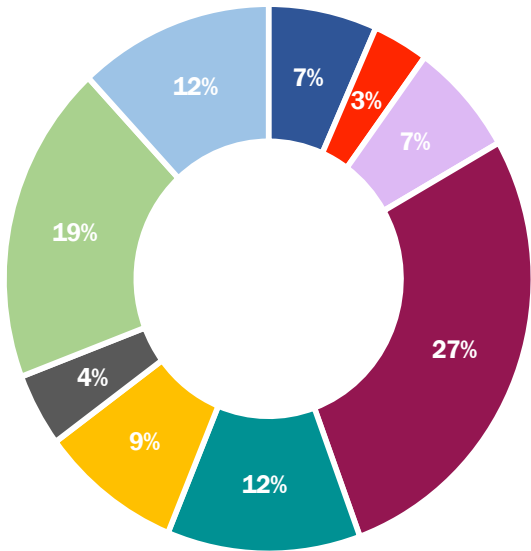


The building where Nicola's can currently be found was once a cabinet making company. Before then it was the garage to French-Bauer Inc.

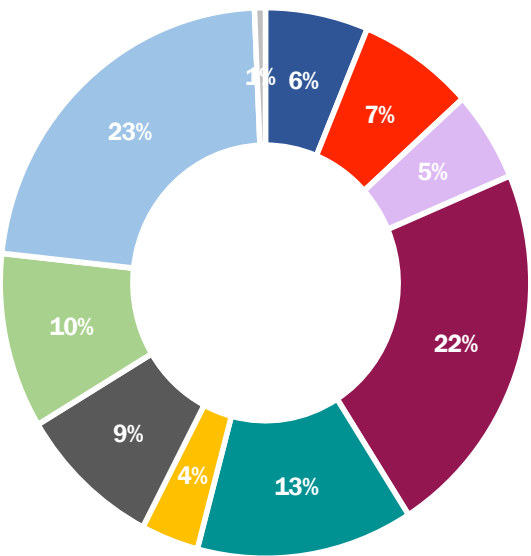


1409 Vine St

1930 Commercial Composition



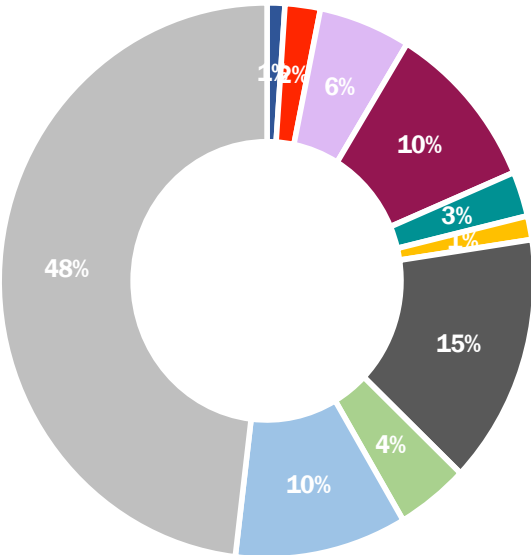
1961 Commercial Composition



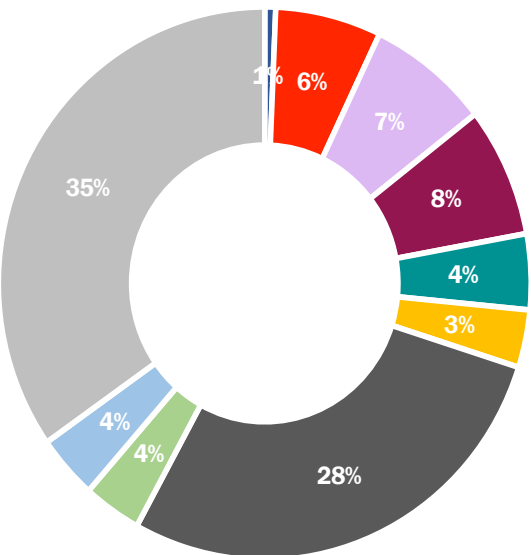
LEGEND

- Auto-oriented
- Bar/Restaurant
- Entertainment
- Destination
- Industrial
- Fun
- Parking
- Run
- Wholesale
- Not in Use Since 1930

1993 Commercial Composition

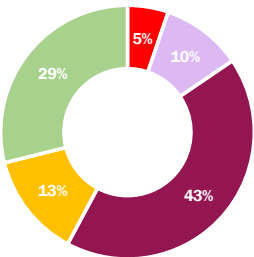


2017 Commercial Composition

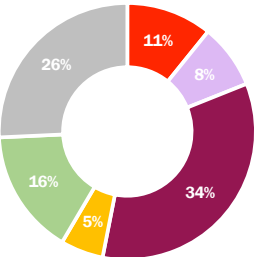


RETAIL USES

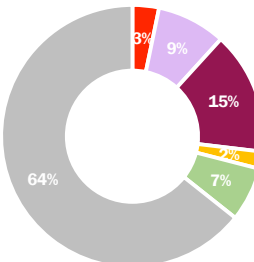
1930



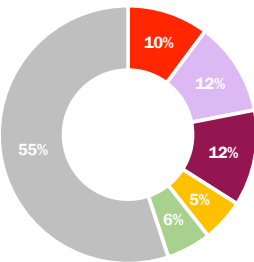
1961



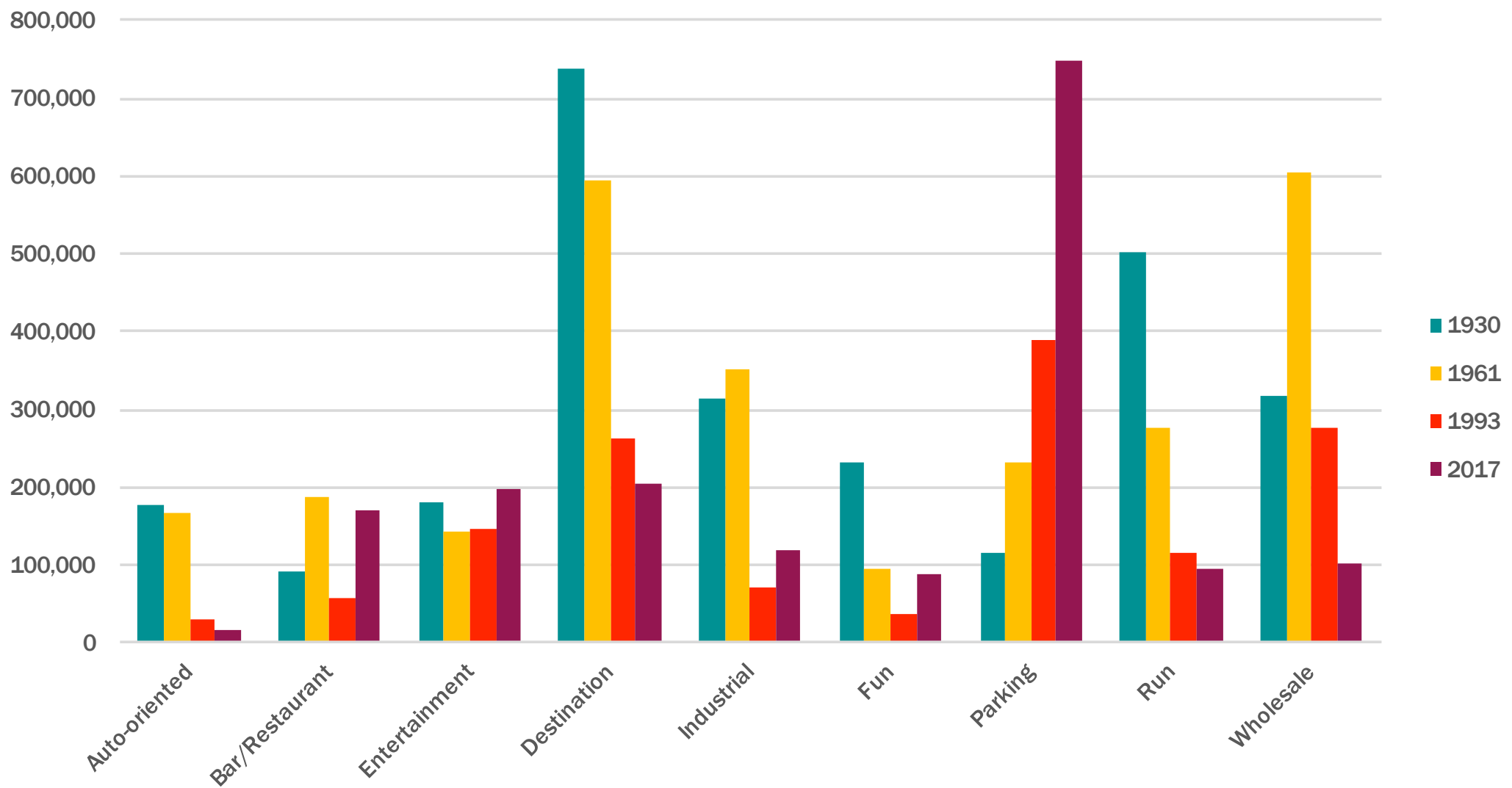
1993



2017



Square Footage Allocations per Year by Commercial Use Category



1. How has the organization of commercial uses within Over-the-Rhine changed since 1930?

Current patterns make partial use of historically driven backbones: Vine Street and Main Street

Dominance of uses in one part of the neighborhood
(Concentrated reactivation)

Wants are offered more than needs

Bars/restaurants are clustered rather than spread

Commercial uses can be found in spaces previously non-commercial

CONCLUSIONS

2. Does the current commercial development strategy follow historical patterns?

Culturally acknowledged uses have maintained

New east-west connection between commercial districts and Washington Park

Commerce is driving population, rather than people driving commerce

Lack of opportunities to build wealth/participate in a consistent or growing economy

CONCLUSIONS



- Increase “destination,” “run,” and “fun” businesses
- Increase industrial opportunities to balance consumption with production
 - maker movement, fashion, distribution
- Establish rootedness - value long-standing residents
- Extend the north-south corridors to full length
- Motivate a corridor along McMicken Ave.
- Include people in the process of expanding OTR’s sense of place (physical, activities, imagery)

RECOMMENDATIONS