

THE OVER-THE-RHINE BREWERY DISTRICT **CHARRETTE**



2009

The Record of a Charrette Hosted by
The Architectural Foundation of Cincinnati
The Art Academy of Cincinnati
AIA Cincinnati Chapter
The Brewery District Community Urban
Redevelopment Corporation

REPORT

This report documents and summarizes a design charrette held on January 17th, 2009 at the Art Academy of Cincinnati. On that day more than one hundred citizens joined fourteen architect team leaders to explore ways to make the Brewery District—the area bounded by McMicken, Vine, Liberty, and Central Parkway — a vibrant community in which to live and work.

This event was conceived, planned, and hosted by the Architectural Foundation of Cincinnati, AIA Cincinnati Chapter, and The Brewery District Community Urban Redevelopment Corporation.

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Below: *Group 1.*
Right: *Don Beck*



INTRODUCTION

Planning & Sponsorship

FINANCIAL SUPPORT

AIA Cincinnati–The Bettman Prize
Architectural Foundation of Cincinnati
Brewery District Community Urban Redevelopment Corporation
Christian Moerlein Brewing Company
Cole+Russell Architects
Corporation for Findlay Market
GBBN Architects
glaserworks: architecture & urban design
RWA Architects

SPECIAL THANKS TO:

The Art Academy of Cincinnati, Gregory Allgire Smith, President
AIA Cincinnati, Michael Mauch President & Pat Daugherty, Executive Director
Architectural Foundation of Cincinnati, Christine Schoonover, President; Sue Ann Painter, Executive Director; and Tony Brunsman, Director of Development
Kinzelman Kline Gossman



VOLUNTEER ARCHITECTS & DESIGNERS:

Chairman: Michael Moose, AIA, glaserworks: architecture & urban design
Donald Beck, AIA, BeckArchitecture
Steven T. Hampton, NCARB, LEED AP, Hampton Architects, LLC.
Ken Jones, Ken Jones & Associates Architects
Graham Kalbli, AIA, Cole+Russell Architects, Inc.
Megan Karalambo, Designer, Kinzelman Kline Gossman
Paul Karalambo, Independent Designer
Sari Lehtinen, SAFA, LEED AP, Cole +Russell, Architects, Inc.
Michael R. Mauch, AIA, LEED AP, RWA Architects, Inc.
Mark McKillip, Architect
Jeff Raser, AIA, glaserworks: architecture & urban design
Vincent Sansalone, Assistant Professor, DAAP, University of Cincinnati
Mark Thurnauer, RA, glaserworks: architecture & urban design
Matthew Wirtz, LEED AP, FRCH Worldwide Design

CHAIR, ARCHITECTURAL STUDENTS COMMITTEE

Virginia Russell, Associate Professor, DAAP, University of Cincinnati

UNIVERSITY OF CINCINNATI STUDENT VOLUNTEERS

DAAP and OCAS.



PURPOSE

The purpose of the Brewery District and Findlay Market Charrette was to call attention to the area around Findlay Market, and if a consensus arose during the charrette, to do the preliminary thinking that would lead to a plan that could be used by the Brewery District Community Urban Redevelopment Corporation in its discussions with the City and developers.

WHY THE BREWERY DISTRICT?

Findlay Market is Ohio's oldest continuously operated public market and one of Cincinnati's most cherished institutions. The Market Building was placed on the National Register of Historic Places in 1972. Findlay Market, a gathering place for people from all over the city, routinely attracts perhaps the most socially, economically, and racially diverse crowds found anywhere in Cincinnati. The Market provides a quintessentially urban shopping experience.

In the late 1990s the City spent more than eleven million dollars renovating and expanding the Market, creating parking, and building a Farmers' Market shed. Just as Washington Park is the heart of the southwest quadrant of Over-the-Rhine, Findlay, because of its uniqueness and its function as a magnet for shoppers, has the potential to become the heart of this northwest quadrant.

In 2003 the Brewery District organization was founded by businesses and rehabbers who admired the character of the buildings. They called their organization the Brewery District because, in the era before Prohibition, more than twenty-four breweries operated in the immediate area. Breweries were attracted by the potential of the Ohio and Erie Canal (which today's Central Parkway follows) for cheap shipping and the susceptibility of the hillside north of McMicken to tunneling which provided the inexpensive cooling required for the lagering process.

In 2006, at the urging of the Brewery District, Cincinnati amended the Zoning Code to allow an Urban Mix Zoning District which allows, as-of-right, light manufacturing uses adjacent to residential. The intent of this mix of uses was to create a truly urban environment in which residents may work, live and play.

This rare combination of a notable gathering place, a rich architectural context, a tradition of brewing, and zoning that allows a rich urban mix was very attractive to the architects who volunteered to become team leaders.

THE PROGRAM

In last year's Over-the-Rhine Infill Design Charrette each team picked a different site. This year all the teams focused on the same site. The team leaders, in a series of meetings during the fall of 2008, developed an architectural program and a set of plans and aerial photographs from which to work. The program and the drawings are presented in Framing Documents (below).

THE FORMAT OF THE CHARRETTE

All participants gathered in the auditorium of the Art Academy at 9:00 AM. They were welcomed by Gregory Allgire Smith, President of the Art Academy of Cincinnati. Steve Hampton, president of the Brewery District Community Urban Redevelopment Corporation, presented the history of the district. Bob Pickford, CEO of the Corporation for Findlay Market, presented his vision of the Market. Chris Rose, CEO of Rookwood Pottery Company, presented his vision for the future of his company, which is renovating the former Cantanzaro warehouse. Jeff Raser, principal at *glaserworks*, concluded the session by reviewing the Framing Document and challenging all assembled to come up with creative solutions for how to create a unique community.

Purpose & Mechanics of the Charrette

The workday consisted of two working sessions: the first, from 10 AM until 12:00 PM; the second, from 1:00 until 4:00PM. Between 4:00 and 4:30 each team developed its slideware presentation. Between 5:00 and 6:00 PM each of the five teams presented its plans for the district.

THE FUTURE

Upon the publication of this report the team leaders will gather to distill a single plan from the five alternatives. That plan and a narrative will be presented at a public meeting and published on-line.



Left: Site plan of the Market, the north buildings, the Farmers' Market Shed and the parking lot.

Above: Shoppers at the Farmers' Market Shed.



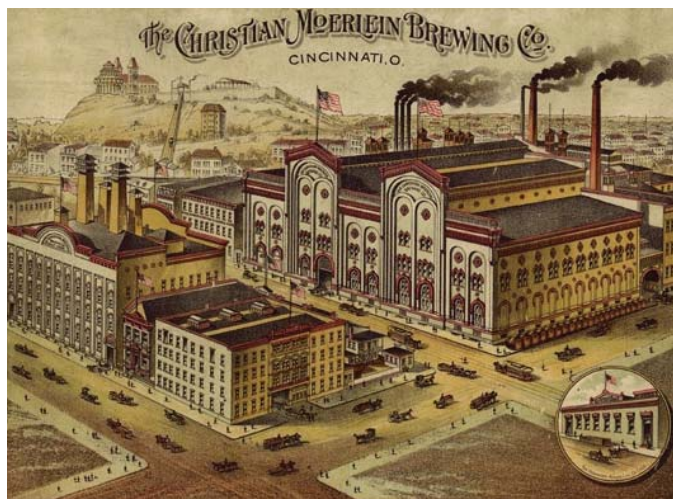
An advertisement for the Hudepohl & Kotte, Buckeye Brewery

History of the Brewery District

Brewing – and associated activities, such as shipping, coo-pering, malting, farming and, of course, drinking – was at one time one of the largest industries in the city. In 1890 Cincinnati produced 4.2 barrels of beer per resident, third highest in the country, and shipped beer across the country and around the world. This economic and social powerhouse was primed by the city's excellent transportation systems and fertile farmlands and fueled by the German immigrants that comprised over one quarter of the city's population. The immigrants who settled in Over-the-Rhine brought with them a strong work ethic and a tradition of brewing. The beer hall and its *gemütlichkeit** were an integral part of their heritage.†

Beer consumption increased from 354,000 barrels in 1870 to 656,000 barrels in 1880; and, to an astronomical 1,115,000 barrels in 1890. Although almost half the beer was exported to places as far away as Brazil and Peru, most was used to supply the residents. According to the brewing industry, in 1893, the national, per capita consumption of beer was sixteen gallons. In the Queen City the average – including every man, woman and child – was forty! In its annual report for 1863-64, the Cincinnati Chamber of Commerce said “a large number of citizens would dispense with their bread rather than their beer.”

An Englishman named Davis Embree started the first commercial brewing in Cincinnati sometime before 1812. By 1836, the number of breweries had increased to ten. Most brewers produced the porter, ale, and stout that was characteristic of the Anglo-Saxon industry at that time. Although the Over-the-Rhine brewing tradition began in 1829, when a German immigrant established the first brewery at the site of the Jackson Brewery, it was not until a new lager beer that had been first brewed in the 1830's in Bavaria became popular that the industry took off. By 1870 there were thirty-six breweries in the greater Cincinnati area. Of these at least eighteen were concentrated in Over-the-Rhine and the West End.

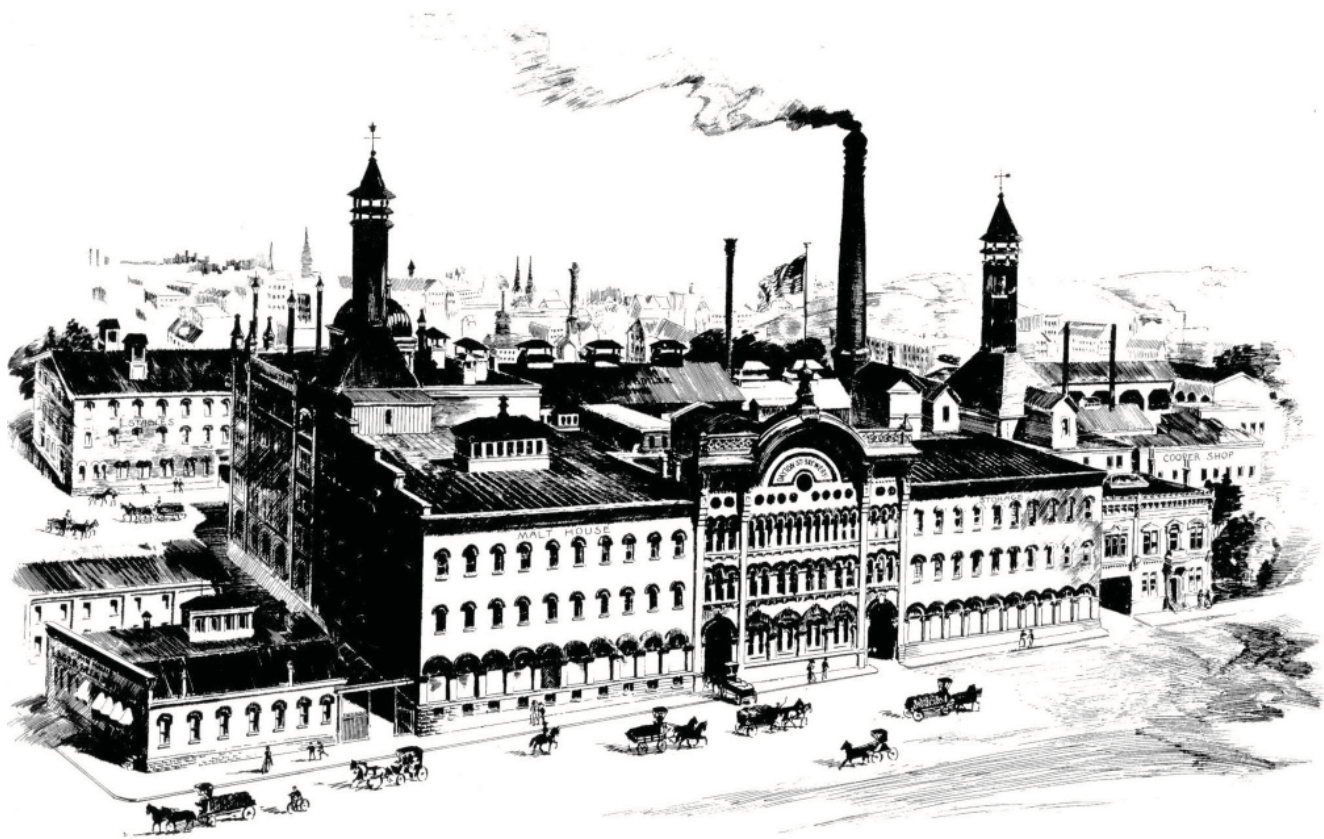


Above: Wielert's Beer Hall;

Below: Christian Moerlein Brewing Company.

**a feeling of cheerfulness and belonging.*

† Note: The text in this section is based on the Brewery District Community Urban Redevelopment Corporation's application for the historic marker "Remaining Brewery Structures."



Above: Hauck Brewery

Below left, Clyffside Brewery today; right, Clyffside Brewery ca. 1930.



Many established themselves north of Liberty Street, in what is now the Brewery District, especially along McMicken Avenue (originally Hamilton Road). McMicken Avenue, at the base of the hills, provided the opportunity for deep basements and hillside tunnels. The cool and constant below-grade temperature assisted the lagering of the beer.

The brewery structures varied in size from one building to complexes, such as the John Hauck Brewery that covered five or six acres.

The architecture of Cincinnati breweries falls into two periods. Breweries of the first period (1850-1870, were brick and used Romanesque Revival (*Rundbogenstil*) forms that were popular during the 1830s and 1840s in what would become Germany. These early lager breweries, although marked by some specific brewery characteristics, are ordinary industrial buildings adapted for brewing but less specialized in form than later examples. Surviving examples include the Bellevue Brewery and the Christian Moerlein Brewery bottling plant, which feature half-arched inset windows, portals, and doorways and more curved elements than were seen in the sharply rectangular forms of earlier breweries. Window openings frequently were aligned vertically. A decorative cornice accented the façade. Bulls-eye windows were placed above single or paired round-headed windows.

The second period dates from the mature lager period (1880's to about 1910). The mature lager style combined the shapes demanded by functional requirements, such as mechanical refrigeration and bottling, with more eclectic styles. Surviving examples of this mature style include the Sohn Brewery, which features richly articulated walls and a profusion of windows. The forms were compact and upright with less emphasis on solid wall surfaces, more variation in color and texture, and a tighter spatial organization.

In 1919 Prohibition drove most of the city's breweries out of business forever. A number of breweries, and

a few new ones, were able to reopen in 1933, but changing market forces and the rise of national breweries such as Anheiser Busch and Miller hastened the end. The last operating brewery in Over-the-Rhine, the Red Top Brewing Company, which had been the fourteenth largest brewery in the country around 1950, had gone out of business by 1957. (One brewery still remains active in the West End.)

Over the years, the majority of brewery buildings were torn down or left to ruin. Today approximately forty-seven buildings from fourteen different breweries remain in Over-the-Rhine and the West End. The large-size and unique spaces of these breweries and industrial buildings, which are unique to the Brewery District, present both a challenge and an opportunity.



A detail from the Sohn (Clyffside) Brewery.



Visions for Findlay Market & Rookwood Pottery

At the beginning of the Twentieth Century Rookwood Pottery was the most prestigious art pottery in the western world. But quality and sales had declined by the time the Cincinnati operation closed in 1960.

In 2006 The Rookwood Pottery Co. was reestablished. We are committed to the tradition of excellence established in 1880. Our vision is to create artisanal products that are distinguished by attention to detail. To attain that vision we have enlisted the support of nationally-celebrated ceramic artists. We shall focus on producing contemporary architectural faience, a hallmark of The Rookwood Pottery Co.

Because The Rookwood Pottery Co. is dedicated to the revitalization of Over-the-Rhine, this spring we are relocating our headquarters to a 150,000 square foot facility at 1920 Race St. The renovated building will contain our administrative offices and production.

We believe our headquarters will become a destination location in Over-the-Rhine. We hope to be a catalyst for the artistic, educational, and cultural renewal of the area.

The points above left were made by Chris Rose, President and CEO of The Rookwood Pottery Co., during the morning session.

The points above right were made by Bob Pickford, CEO of the Corporation for Findlay Market, during the morning session.

The Corporation would like to have at least 100 additional parking places near the Market. It would like at least 100 new residents in the area to help even out the demand on the Market. At present most shoppers visit the Market on Saturdays and Sundays.

Opposite: a craftsman sculpting a beer stein. (Image courtesy of The Rookwood Pottery Co.)

Right: View looking south on Pleasant toward the Market House. See page 3 for a plan of the Market area and an image of the Farmers' Market Shed.

We envision Findlay Market as the anchor of a lively specialty retail district, with its own distinct character, spreading out into the blocks around the market itself.

To achieve that distinct character, it is important to preserve the unique nature of the historic district and its street scenes even as we expand contemporary retailing.

We have two overriding priorities for Findlay Market's future:

1. repopulate the market district with people and stores, and
2. address the need for more parking in a comprehensive manner.

We view the proposed streetcar as a critical strategy for addressing our two priorities

Going forward, we are working to create a market district that is: vibrant, diverse, colorful, local, authentic, walkable, and connected.





Plan of the Brewery District. This plan was used by all the teams as a base on which to draw plans.

Over-the-Rhine Brewery District Charrette



- Historic and/or Focal Buildings
- Contributing (Historic) Buildings
- Non-Contributing (Modern) Buildings
- Existing Parking Lot
- Proposed Streetcar Route

Framing Document

PURPOSE

Findlay Market is the economic, physical, and cultural center of the Brewery District—the area bounded by Central Parkway, McMicken, Vine, and Liberty. Near the Market on Race Street the former Cantanzaro building will become the new home of the Rookwood Pottery.

The purpose of the charrette is to explore ways to build around these two enterprises to create a vital, urban, mixed-use, and mixed-income community.

INTRODUCTION

The Brewery District is to be a true work, live, and play environment. Such a neighborhood is what was envisioned when the Brewery District created the Urban Mix Zoning District—a district in which it is legal, and encouraged, for people to live on the same block as the butcher, the baker, and the candlestick maker. We wish to combine the sometimes competing interests of businesses and residents in a way that creates a rich urban stew.

The Brewery District's history as the home of many breweries could play a part in the character of the new development.

PROGRAM OF USES

The essential ingredients of a dynamic plan include

- The Market House;
- The buildings on Elder, Race and Elm that face the market (retail below and residential above);
- Rookwood Pottery,
- A catalytic use (for example a brewery, a pub, a museum);
- A major (¼ block) open space or its equivalent; and
- 100 parking spaces.

GIVENS:

Assume a streetcar that runs north on Elm, south on Race, and connects to uptown via a link on Elder.

The following buildings should be considered contributing (of some historical significance):

- The Market House and buildings that face it (north and south),
- The west portion of the KD Lamp Building, and
- The Philippus United Church of Christ.

SUSTAINABLE PRINCIPLES

Projects should embrace sustainable principles.

The draft report “Over-the-Rhine Green Historic Study”—prepared by the Over-the-Rhine Foundation, Gray & Pape, and the UC SAID students of Virginia Russell and Jeff Tilman – recently investigated the potentials and problems with sustainable renovations to historic buildings in Over-the-Rhine. A number of principles emerged, the most important being that utilizing what you already have is the best sustainable design strategy. The fact that Over-the-Rhine was originally constructed as a dense, mixed-use, walkable neighborhood is also critical, as it encourages pedestrian traffic and reduces the need for using and storing automobiles. The most surprising finding of the study was that it is relatively cost-effective to bring the historic buildings to modern LEED standards, as many of the sustainable design strategies we use today were used before electricity and air conditioning became available.

Continued overleaf.

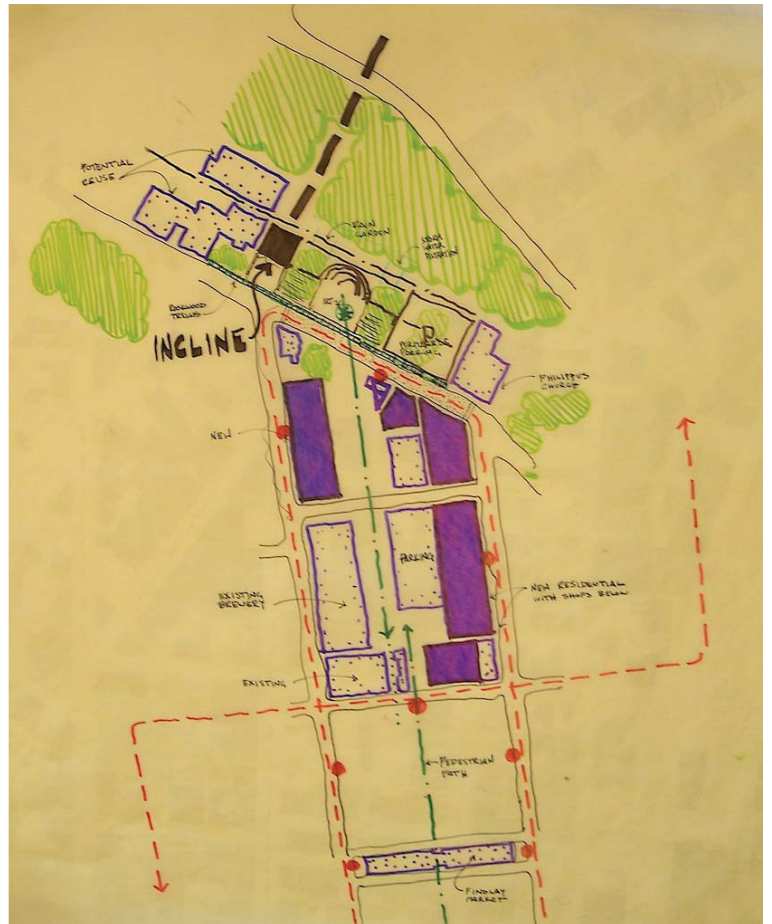
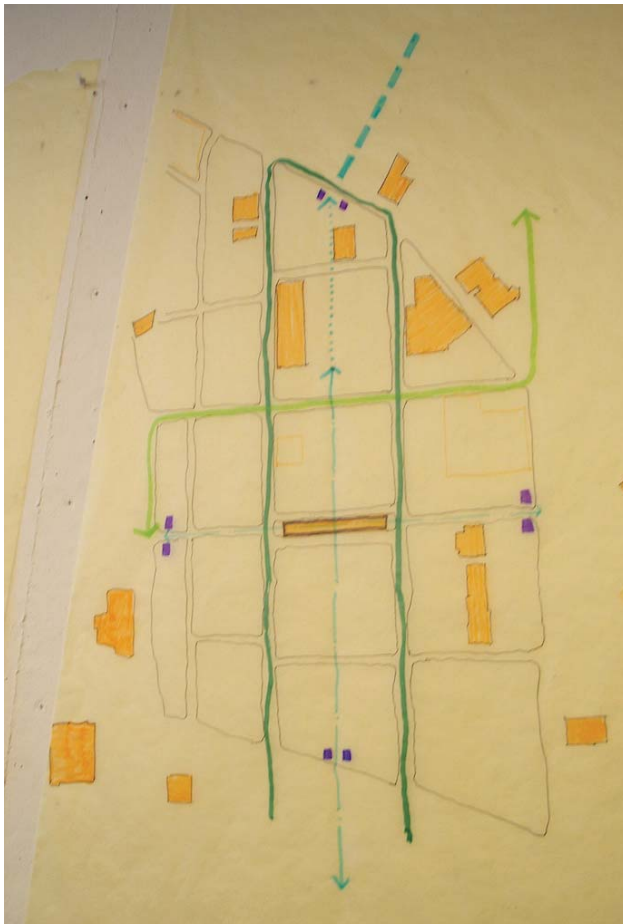
Other green strategies which may be applicable include:

- Zero lot line set-back, except for institutional projects;
- Mixed-use opportunities within each building;
- Stormwater strategies such as rain water harvesting, vegetated roofs, and rain garden/ bioswales for parking lots;
- Use of regional and recycled materials; and
- Use of LEED-NC and LEED-ND as general guidelines.



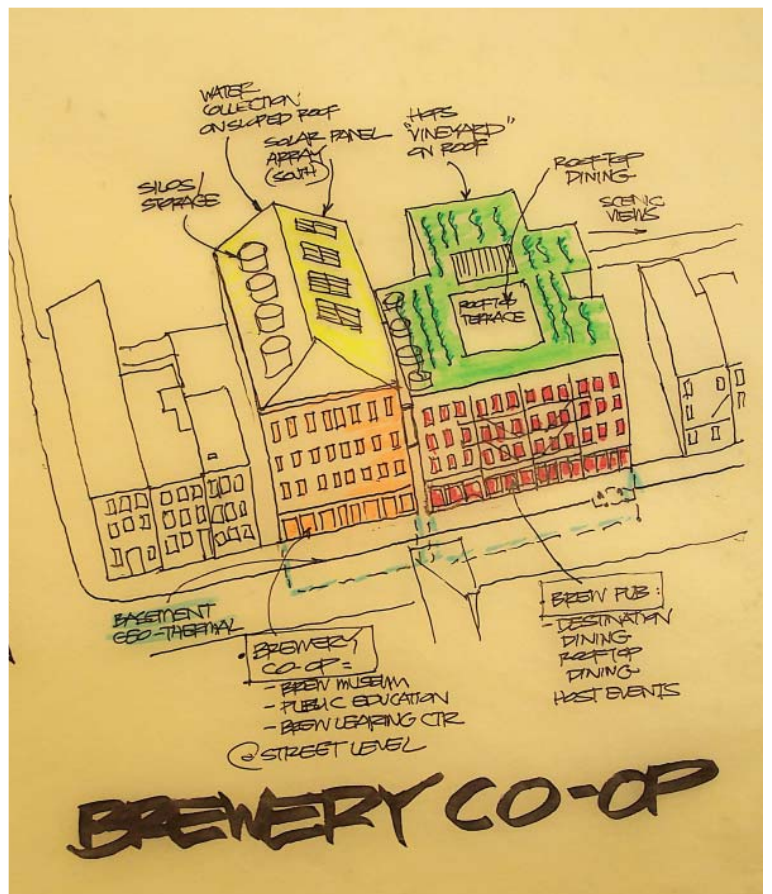
Opposite: View inside the old Christian Moerlein Brewery.
From the floor to the peak of the ceiling is 36 feet.
Below, Upper: Aerial view looking west, Findlay Market is at
the extreme left.
Below, Lower: Aerial view from the east. Findlay Market is at
the center of the image.





Above, Left: Figure 1: The green path—north on Elm, east on McMicken, and south on Race— resembles the cartoon figure Gumby.

Above, Right: Figure 2: The purple areas are new residential.
Below: Figure 3: Sketch of the Brewery Co-op.



PLANS

Group 1

We all agreed on one overall piece [Figure 1] which was Gumby. Gumby's spine, much like Don Beck's in Group 3, is right down Pleasant Street. This was our initial framework. We were always able to go back to Gumby if everybody got confused.

One of the concepts worked on by one of our groups was the incline [Figure 2]. The incline is at the top of Gumby's head. The incline connects a moment at the bottom of the hill to a moment on the top. The location of this new incline is very near that of the former Bellevue Incline.

Other moments that we looked at were developing a rain garden and developing natural green space, so that when you have traveled up Pleasant Street, you end in a natural green space. Another idea we developed was infilling the area immediately north of McMicken and west of the The Philippus United Church of Christ with a new museum development to complement the pottery museum that Rookwood Pottery is doing.

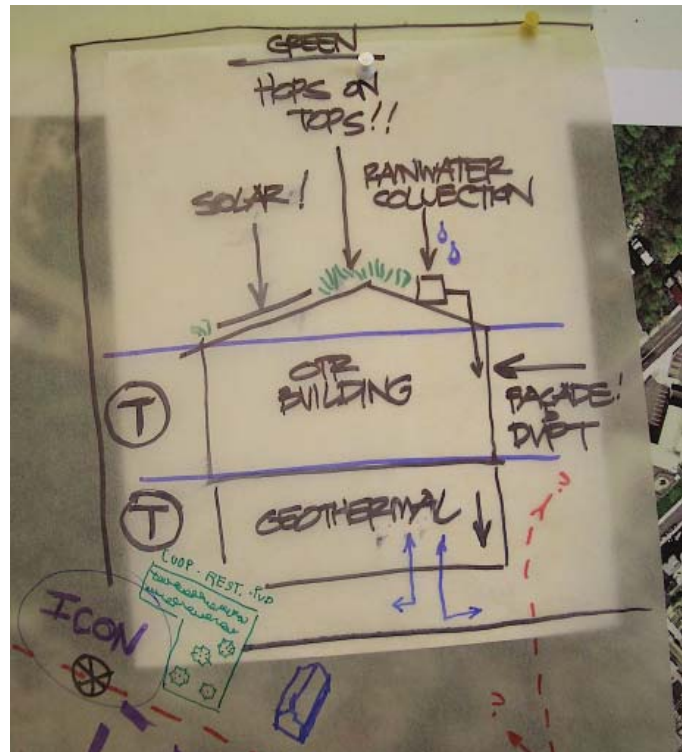
The Brewery Co-op [Figure 3] was another idea we liked. We imagined continuing the brewery tradition with a different attitude and in a different environment in a re-activated brewery. The idea is to encourage you to come in, pay your monthly dues, and brew and drink your own beer. An extension of the Co-op is "Hops on Top," that is, growing hops on the rooftops of Cincinnati to complement the brewery. Figure 4 is a section drawing of that idea. Cincinnati is the northernmost city that can grow hops, so it is possible.

Retrofitting buildings was the other idea that got brought up. Figure 5 is an image of a parking lot in Detroit. It used to be a theater. This image illustrates the premise behind the idea of retrofitting these buildings for new uses: If the use happens to be parking; the building is going to be parking. If it happens to be studio space; it's going to be studio space. If it's going to be a use that complements Rookwood, then that's what its going to be. It's just retrofitting whatever building that is already there.

Another idea was "critical mass in the tunnel space of Cincinnati." The idea is to create bike shops and, through the bike shops, afford access to bike paths through the underground tunnels that used to connect the breweries.

Something struck all of us when the intention of the charrette was presented this morning — the idea of Findlay Bazaar. We wanted to explore that idea. Figure 6 deals with some of the issues of green space and parking behind Findlay Market: We literally expanded the streets around Findlay Market to create what could become a bazaar. When we had seen this image, we realized that we had taken out too much so we asked ourselves "How can this realistically be achieved?" So instead of extending the Market to the north around the Farmers' Market Shed, we extended the street-scapes to the east and west on Elder [Figure 7].

Figure 4: A section through the Brewery Co-op showing Hops on Tops, rainwater collection and geothermal.



Another idea was the outdoor cinema. We also had an idea about what to do with different wall surfaces that jog in and out and aren't consistent. The idea was to install a climbing wall on the back building façades so that the façades could be used as an activity space, constantly.

We thought that a Little League could reach out to the community and encourage more events. This is a baseball town, as long as I have been here, at least. Why not add to that atmosphere by promoting a little league? We already have a ball field there [Figure 8]. It just needs stands, lights, dugouts, and everything else that goes with it.

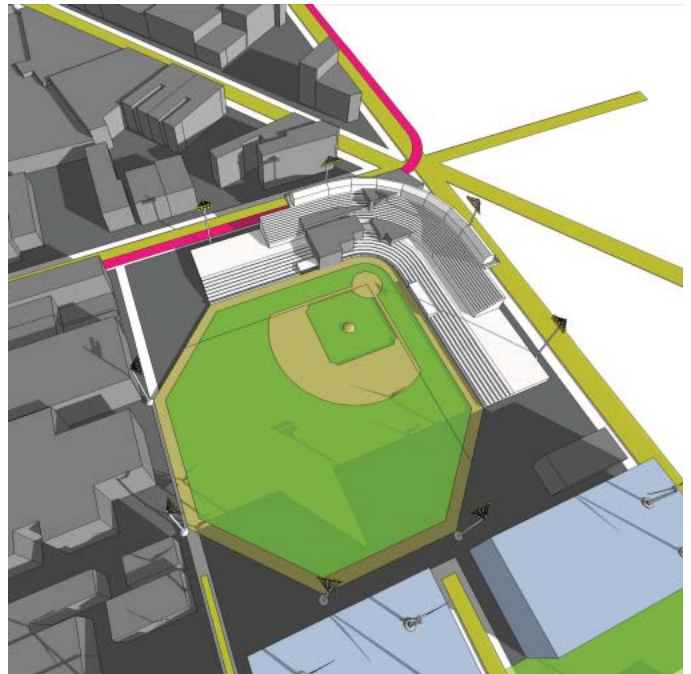


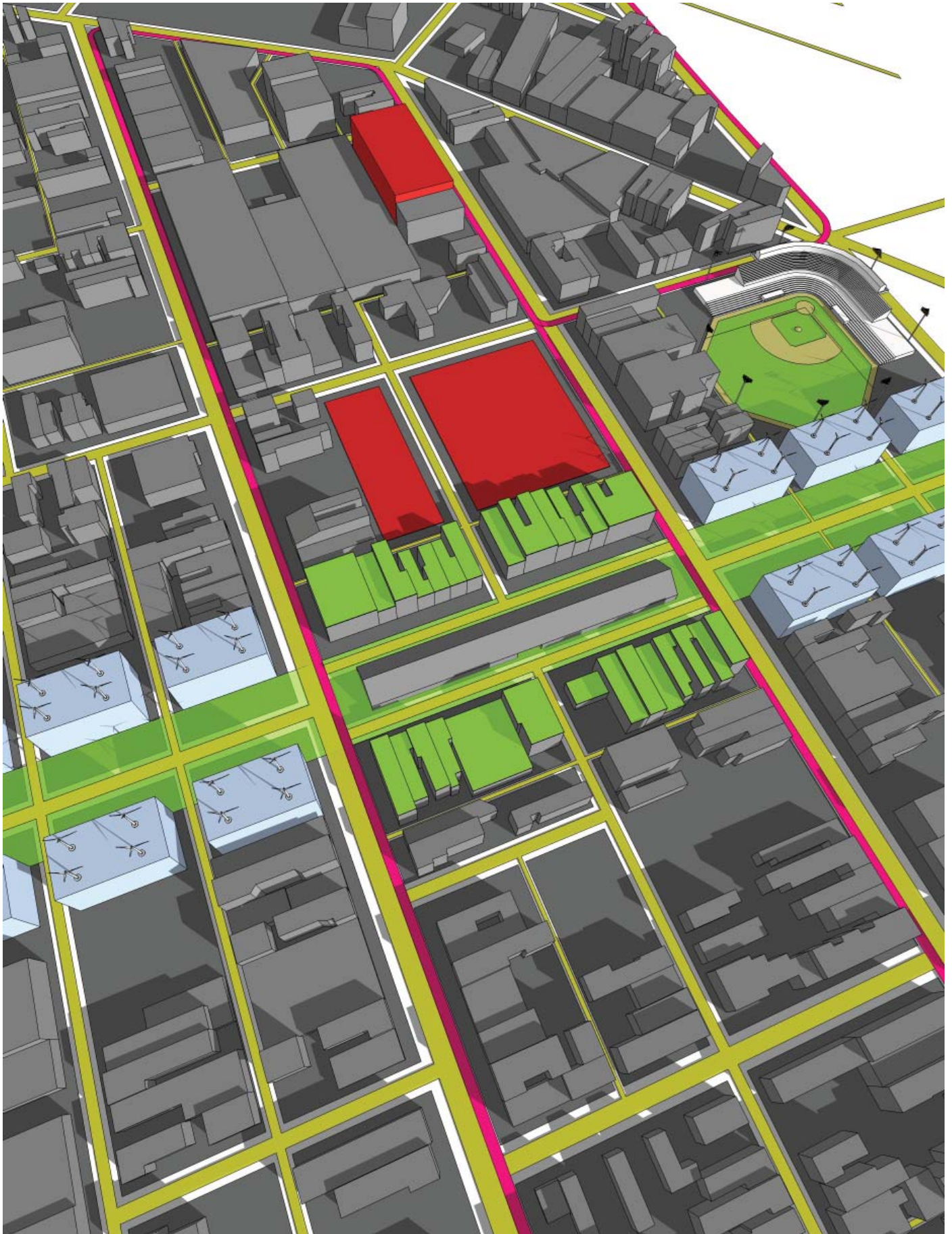
Above, Right: Figure 5: A theater in Detroit becomes a parking garage..



Below, Left: Figure 6: The Market Bazaar extended to the north. Opposite: Figure 7: The Market Bazaar extended east and west on Elder Street.

Below, Left: Replacing the park with a ball field.





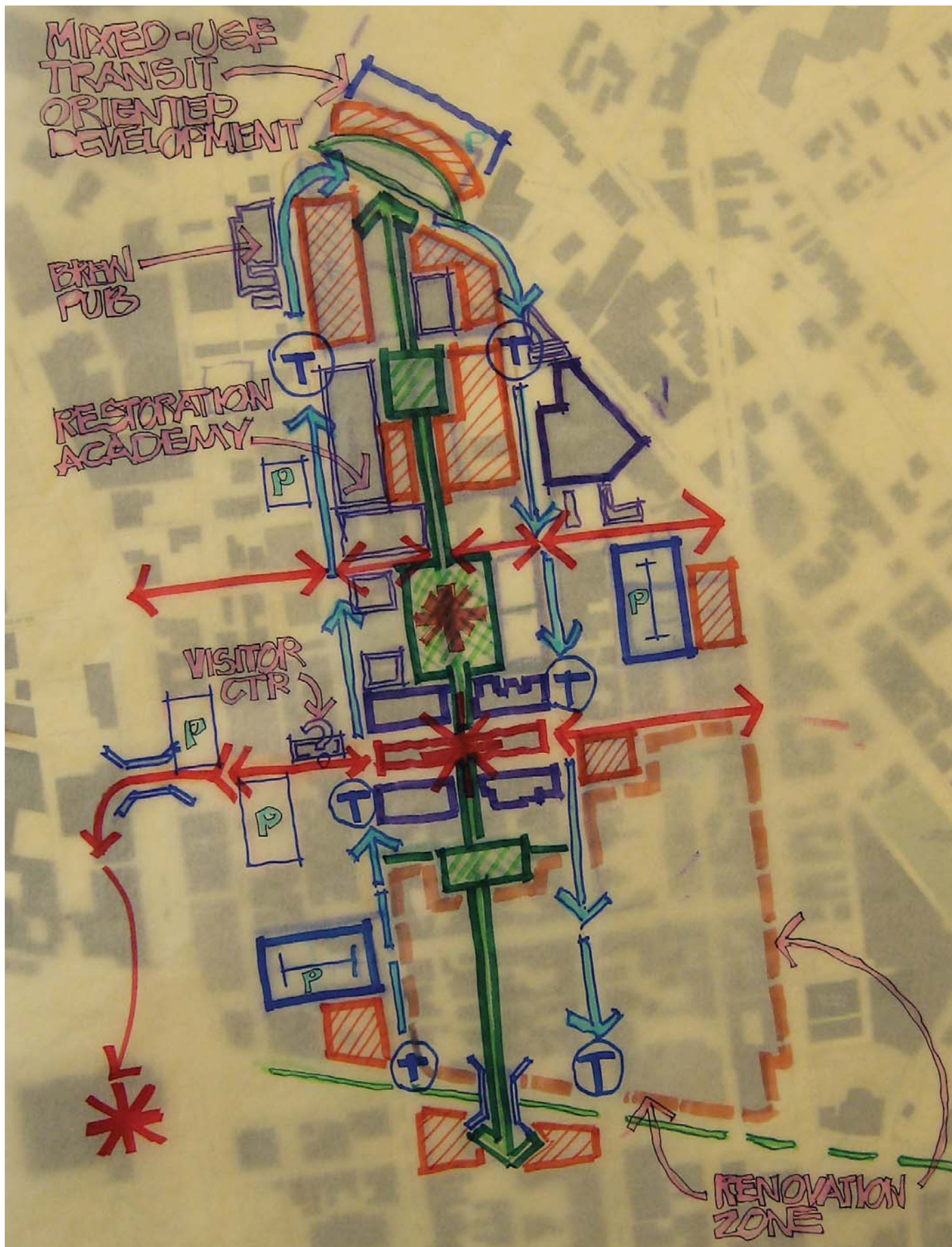
MIXED-USE
TRANSIT
ORIENTED
DEVELOPMENT

BREW
PUB

RESTORATION
ACADEMY

VISITOR
CTR

RENOVATION
ZONE



Group 2

We too proposed a Pleasant Street spine. We too proposed the green corridor along Pleasant Street, which we saw as a walky, pedestrian path. And we too proposed the smaller pocket or jewel parks along the street.

One of the key issues that we were looking at was how to cross Liberty. Liberty is a very wide, heavily- trafficked street that bisects what was a small-scaled neighborhood. We looked at how we could strengthen the connection between Washington Park and the Brewery District. We proposed lowering Liberty slightly and building a graceful and accessible pedestrian bridge across it. Right now there is not even a crosswalk.

As we moved up through the plan from Liberty, we envisioned the south portion of the district as residential renovation. North of that one of the things that we thought was really important is parking. We looked at putting structured parking in that north lot, but that's the real center of the neighborhood. We don't want to sacrifice that key piece for parking, so we started looking at other options. We developed some options further south along Elm Street. We developed some options in Findlay Park. And we developed options north of Findlay.

As we get into the hillside at the top of the terminus along McMicken Street, there's a great opportunity for a mixed-use transit development. We can put parking into the hillside. We can have green space on top. This development ties in with our streetcar loop. It could become a real anchor for the district.

We wanted to maximize the potential for development, so in the majority of the single-story, non-contributing buildings, we're talking about mixed-use, first-floor commercial. The upper floors could be either residential or office. We were looking for that dense, mixed-use feel.

We were searching for a critical use that could tie in with the Rookwood Pottery and Findlay and everything that we are doing—obviously, a brewery would be fantastic—but what we came up with is a trade school for renovation. We called it the Renovation Academy. We have all these historic buildings that need a lot of work. And we find that a lot of those skills are missing. A trade school for renovation solves a lot of problems. We can put so much into that. We have the job training for residents. This will give them the skills to renovate the rest of the buildings in the neighborhood. We can tie the school into a building museum that would showcase the history of the architecture in the neighborhood. There would be a visitors' component that ties in well with the craft aspect of Rookwood Pottery and possibly with other kinds of development that we could have in the Brewery District.

In terms of that center piece, again, we don't necessarily need so much green space. Certainly there would be some green spaces within the district, but to the north of the Market, where the Farmers' Shed is, would be more of an urban plaza. There is no real urban, outside gathering space in the Brewery District. If you had a plaza, you could host a larger mass of people. Certainly there are lots of people around the Market, but they are in the streets. The Farmers' Shed could do double duty: on market days, the farmers could pull in a truck, and sell everything, but the rest of the week it could become a Shelter House similar to the one at the Playhouse. You could have bands. You could have movies and similar events.

The last thing is to connect the transit-oriented development at McMicken to a newly built Bellevue House. But we don't need an incline; what we need is a tram. That's the way to do it

BSERVATIONS:

The principle ideas behind the Restoration Academy were three:

- There are a large number of historic buildings in the neighborhood and city.
- The skills to renovate the historic components of those buildings are being lost.
- The neighborhood has a great need for job training and creation.

This academy would serve all of those needs by providing low-cost renovation services to building owners and creating quality jobs for residents. The Academy could complement the craftsmen and artists at Rookwood as well as expand to an architecture and building craft museum that preserves and promotes the history of the neighborhood.

We were cognizant of the fact that we need to accommodate visitors to the neighborhood. We located a visitors' center in the Sun Furniture building at Elder and Elm, near existing parking areas and adjacent to Central Parkway. This location is also near two important institutions, the Samuel Adams brewery in the historic Schoenling Brewery and the Cincinnati Ballet. It is important to bring these institutions into the fold via a pedestrian connection over Central Parkway, as they can be an important part of the redevelopment via public tours, visitors, etc.

Below, Figure 2: Study:

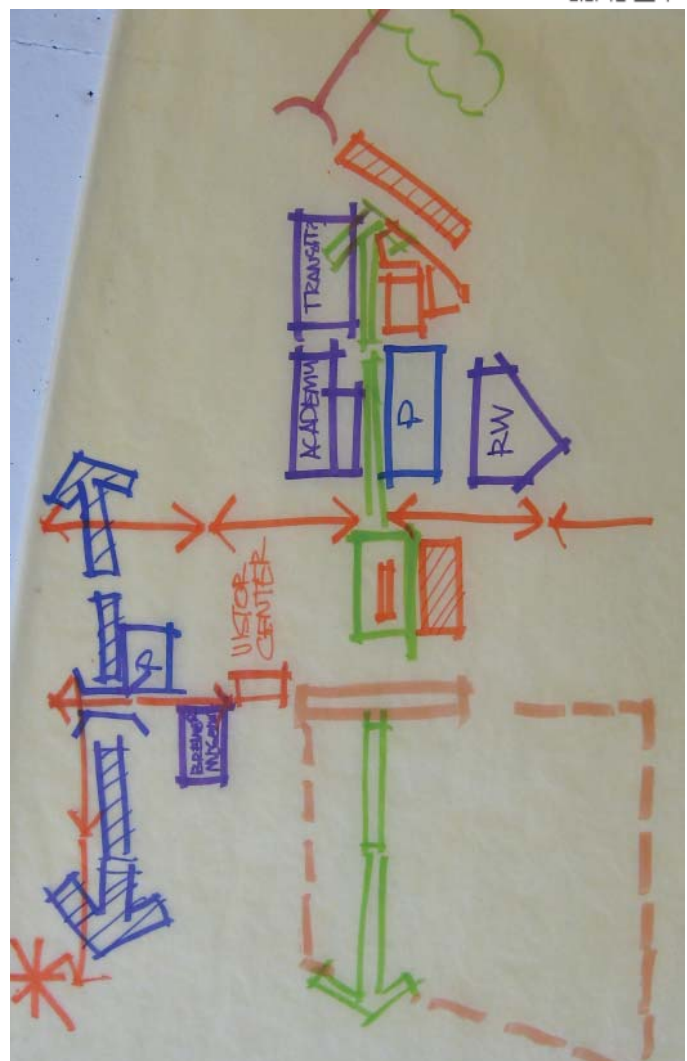
The Pleasant Street Connector is in green; the Market Building, in Salmon. P is parking; RW is Rookwood Pottery.

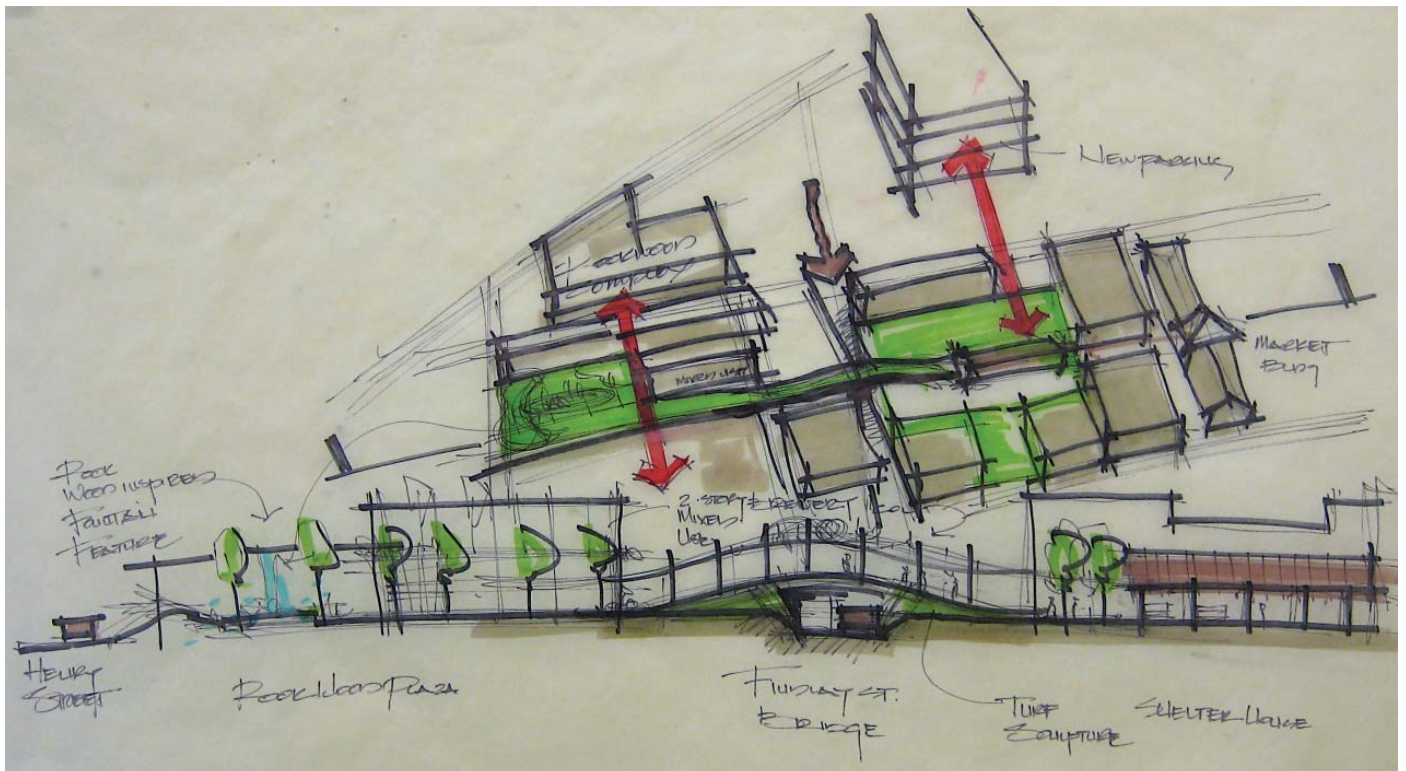
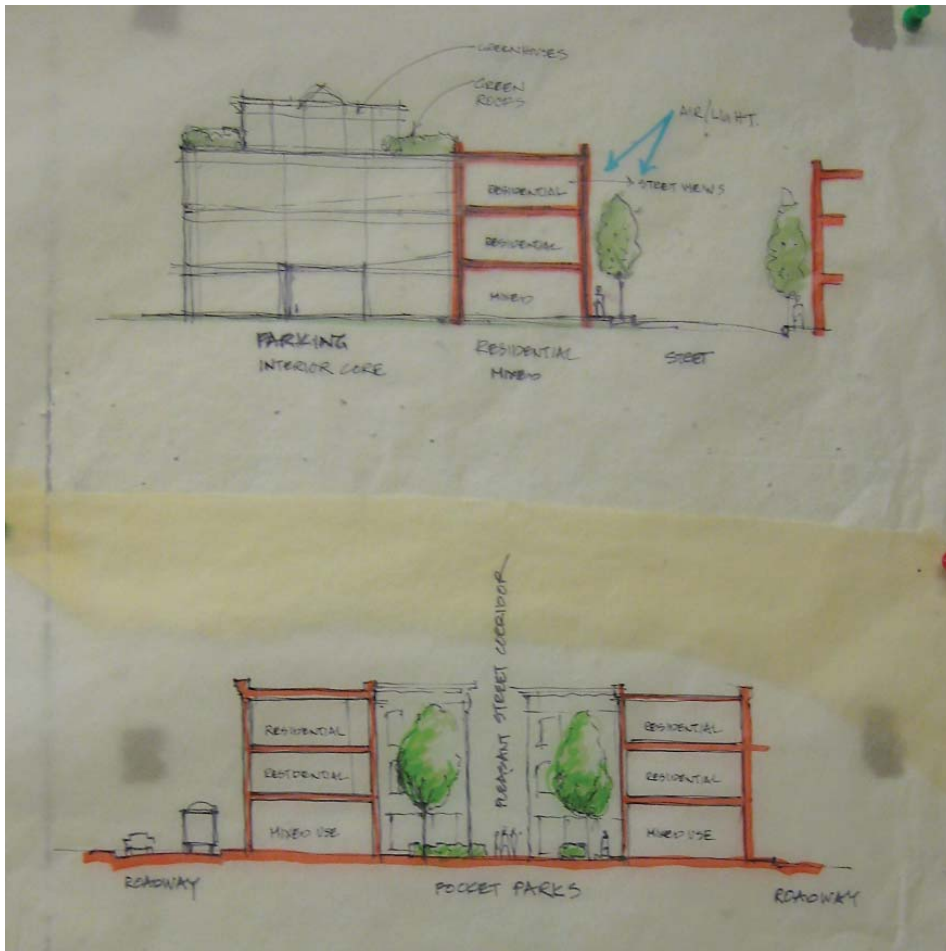
Opposite, Upper, Figure 3: Study

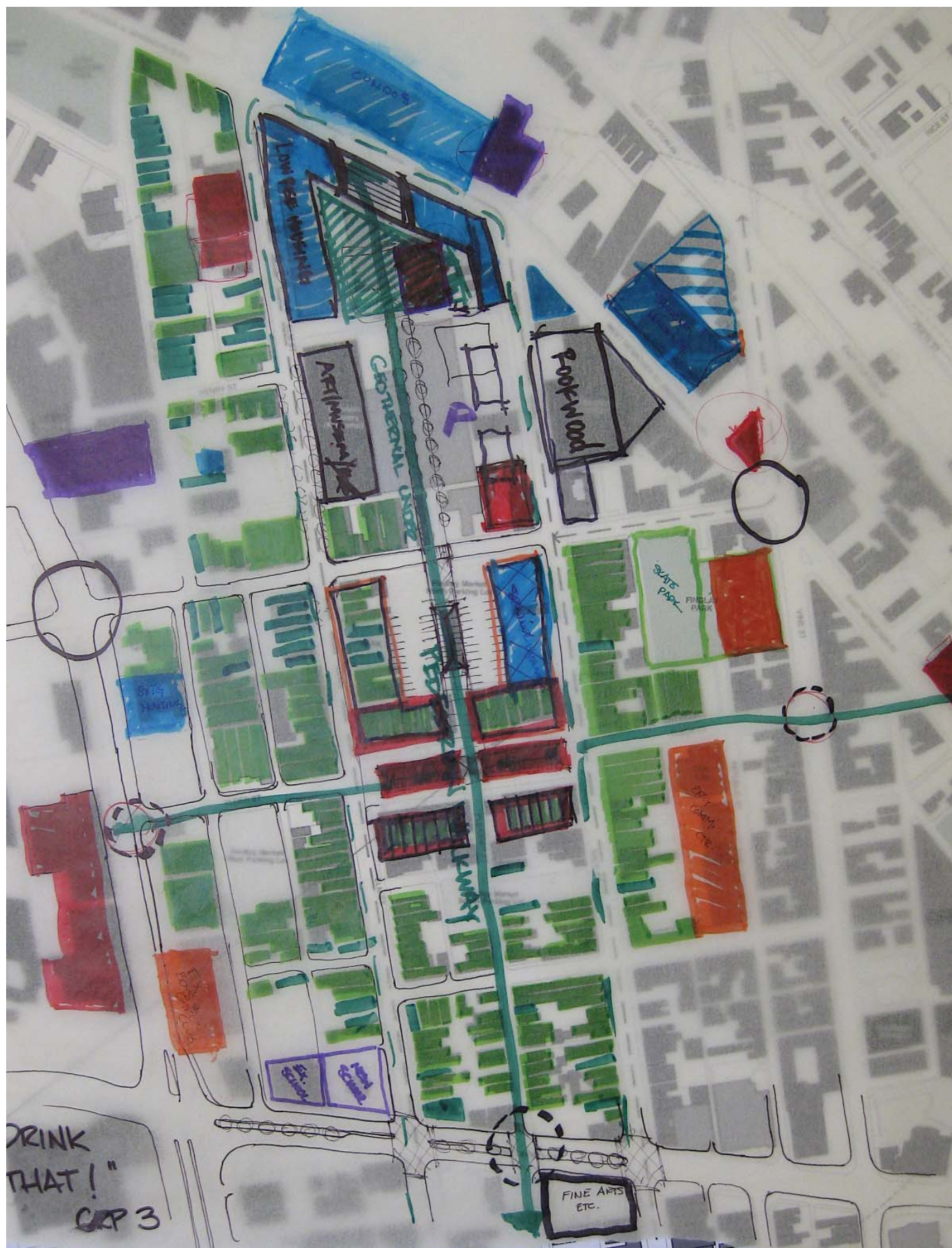
The Upper Section is through a street; the Lower, through a Pocket Park

Opposite, Lower, Figure 4: Study

A green bridge connects the Market Shed with a new Rookwood Plaza. The Market House is at the extreme right.







Group 3

We started out by recognizing that there were dualities embedded in every aspect of this project. When we examined the social aspect, we found that we had to consider both an existing community and a future community. We recognized that we had visitors (who would come to Findlay Market and to other institutions we might establish in this area) and we had residents. We discussed what each of those groups required and whether their needs conflicted. And we asked ourselves how we might best deal with them and what it would take to support their expanded and continued existence. We found that we had existing structures that we needed to deal with—to preserve or restore and to find new uses for—and we had new structures that we had to fit-in. The existing structures were both large—as in the existing breweries and brew houses—and small—as in the many small houses and the vacant lots and the Findlay Market block itself. We had to consider not only the sizes of the buildings, but the sizes of the lots.

So what did we have to work with?

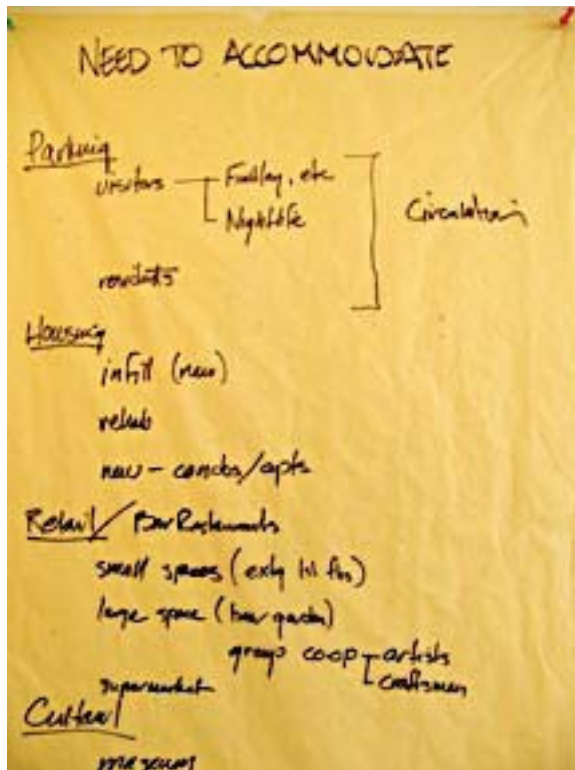
We had small infill-type lots in the denser areas and we had large lots, primarily in the northern part of the neighborhood, on which we could build larger buildings. So, when we were deciding what uses to put where, we had to look at not only where they should be, but also where there was opportunity for their construction. We are, after all, dealing with an existing neighborhood.

Left: *Figure 1, The plan developed by Group 3. Blue areas are major housing; the red across Race from Rookwood Pottery is a brew pub in the Ice House.*

We looked at the requirements of several types of housing—condos, elderly, student. We asked ourselves, “What’s the potential for this neighborhood and what’s the existing population?” We looked at commercial uses and brew pubs, of course, as we wished to emphasize the Brewery District. We examined the area around Findlay Market with a view to developing retail that would help support the Market. We looked at cultural institutions, both existing; for example, any schools, and future—what we might bring into the district: museums, galleries, that kind of thing. We looked at recreational—the existing recreational—the parks that are there. Then we looked at circulation and how best to structure the district.

The image at left [Figure 1] is what we ended up with. We began with a list [2] of things that we wished to “accommodate” when we got to a physical plan and with an assessment of whether the new uses would be large or small. We looked at the structure of the neighborhood. We started with a pedestrian core—a pedestrian link—running north-south on Pleasant Street. We had the benefit of having people on team who had worked in the Washington Park area. They talked about Pleasant Street as a pedestrian connector. We decided that this connector was a great idea, so we extended it through our neighborhood as well. This pedestrian connector formed the central core of our plan. Pleasant Street will connect Washington Park and the facilities there—the School for the Creative and Performing Arts and the underground garage that is going below Washington Park—with Findlay Market.

In creating a spine—a pedestrian-oriented spine, if you will—as you all know, you need to have nodes. At the north end of the spine we brought in major housing (blue in the diagram) because one of the potential uses we had identified was new condos. We asked ourselves how would we bring new blood into the area and, if we are going to attract new residents—new condo buyers to



Before drawing a plan the team identified needs that should be accommodated in the final plan.

this neighborhood, what must we do to attract them? The answer to that question is views (as well as space enough to build a building that we can afford). Our idea was to build in the area along McMicken that backs onto the hillside. The site is high enough and large enough to afford sufficient area to build a nice condo development. Such a development has the potential to attract new people. Locating the building at that site created the end node for our Pleasant Street spine.

Along that spine we focused first on the central Findlay Market area by creating a cross-axis along Elder Street that will connect pedestrians to two existing breweries—Shoenling on Central Parkway and Hudepohl on East McMicken. We would suggest developing brew-pubs along Elder.

We then located the important housing units. From the condos at the top [north] of the plan, we step down in scale to townhouses that are more young family-, beginning family-oriented, buildings which we distributed around a central park that becomes the northern green space of the node and provides outdoor space for those townhouses. A feature central to that park—because we are talking about young people—is a brew-pub in the existing ice-house (that's the red square), which we thought might also be a great club or — because it's an internal space, primarily — might have great exciting internal architecture, as opposed to a second brew pub that we developed in an open space. That open space could be developed with an outdoor beer garden.

Around Findlay Market we have a great, green, open, pedestrian spine. This open space will provide a central focus, a central park, for our neighborhood. And, because we are concerned about the green aspect of our work, that's where we are going to develop a central geothermal core that will serve all of our new buildings. Note that all of our new major buildings—starting with the condos and going toward the new Rookwood development—are located along that spine.

We propose to develop a new museum and gallery building in the existing Moerlein building which is opposite (west of) the Rookwood Pottery. I know housing has been thought of for that building. The reason we decided to go the gallery and museum route is because of the wonderful, wide-open, public open-space inside the Moerlein [Page 12]. If you were to divide it up for housing, you would not only destroy that grand space, you would also remove it from public access.

Joan Kaup has introduced a wonderful concept for a boutique museum district. This boutique museum district might occupy the upper floor of the Moerlein building. This would be a fantastic addition to the museum that Rookwood Pottery is building. On the floor below the museums, we could have artists' working space and galleries. That would leave the upper floor, the volume space, available for the public.

As we proceeded down the plan; that is, south, we looked at the park to east of the Market. It's a great open space. We wanted to leave it open for the public, but we decided it was under-utilized. We thought we would develop a skate park — something more active — where the ball field is. And along Vine Street, where we felt that the park creates a big hole in what we thought was an architecturally great wall of buildings on Vine Street, we thought we ought to build a recreation facility, for instance, a roller-rink, that would overlook the skate park and create a node for more activity and bring people to this open space. We think that such a facility would augment the existing community center, which should be enhanced and redeveloped. The community center has an indoor swimming pool. At 1621 Logan Street is the Boys and Girls Club. The three facilities could work in concert.

A contemplative participant.

The part of the neighborhood along Pleasant Street south of the Market House is in-fill. Obviously we wish to preserve the existing, small-scaled residential buildings. This connecting core [Pleasant] is a wonderful opportunity for small-scale restaurants and pubs that lead up [north] to Findlay Market and down [south], thereby connecting all of our Music Hall friends with the Market and creating a wonderful pedestrian entry into the Brewery District neighborhood.





Group 4A

What we soon discovered was that there were two fundamental interests. One was about the bones or the infrastructure of the neighborhood—entry sequences and gateways. The other area of interest was the big idea; that is, what happens in the core of the neighborhood. What were the catalytic businesses or things that could happen inside the district?

We ended up developing the idea of Pleasant Street being this corridor—I am not going to say ‘pedestrian’ corridor, because it’s a street for cars as well. [See figure 1] But it’s also a visual corridor. All the way from the School of Creative and Performing Arts, you can look up Pleasant Street and see this wonderful vista, which gets interrupted just once by the Findlay Market Market Building and then goes all the way to the peak of the hillside at Brewers’ Lane, formerly known as McMicken Avenue. We thought this was a pretty powerful element and we wanted to put the amulets along this chain in order to make it a very interesting sequence.

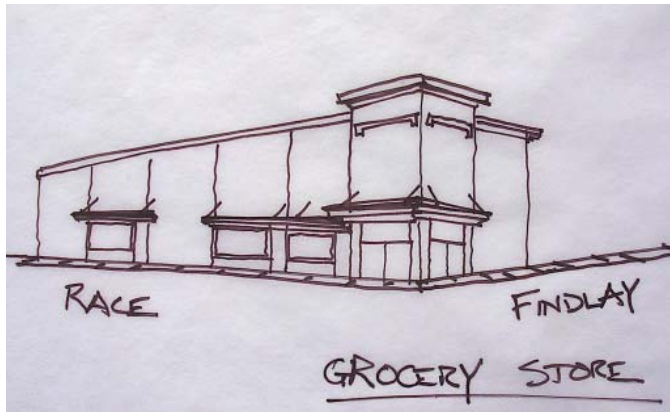
One of the pragmatic things we had to figure out was how to park the district. We discovered that there’s a triple-wide block between Elm Street and Central Parkway.[2] It also happens between Race and Vine. But the middle block there between the middle two alleys is, according to the way we scaled the drawing, about 120 feet. And 120 feet is a very interesting dimension because you can build a very efficient, two-tray parking garage within that dimension. So if we align the parking in the mid-block of those two blocks that are not within the streetcar loop, all of the sudden we get the parking problem in Over-the-Rhine solved block by block.

Opposite, Figure 1: *Birds-eye view looking north on Pleasant Street toward the iconic building.*

Right, Figure 2: *Development plan for the district. Note the location of parking midblock between Elm and Central Parkway.*

The way the sequence goes from south to north is this. We agree with the other groups that the small-scaled buildings to the south of Findlay Market, those are residences—two families, three families maximum—and those are meant for families. The first amulet, which would be right in the middle of the block south of Findlay Market, might be a small-scale park which is meant for the families in that area. Take your kids to a little bit of green space. Then moving north-bound, on the other side of the Market Shed, where the Farmers’ Market is, we can put a grocery store [3] on the Race Street side. Not a supermarket that has a produce department that can compete with Findlay Market, but a grocery market that has the cereal, the toilet paper, toothpaste and all those sorts of items that



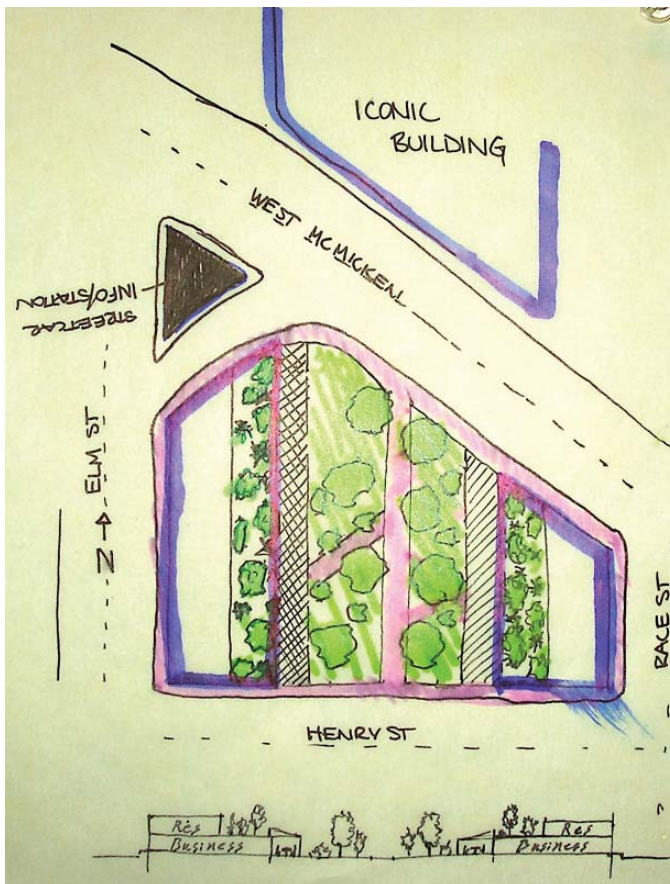


Findlay Market doesn't have that would complement it. We thought it best to locate the grocery close to Findlay Market so the two could work together symbiotically.

Going one block north, we felt that the Moerlein building should be a Brewery again [4] and that it should have a beer garden—and not just any beer garden, a huge beer garden—a thousand-person beer garden. Off that beer garden, would be an open space, a multi-use space. The building on the corner may have an outdoor screen on it so that we could project movies once in a while. The open space could have a stage for outdoor concerts so that this outdoor green would get used in many ways. We tried to leave a visual opening between the Moerlein Brewery Company and Rookwood Pottery so that those two operations would feed off of each other.

Then, going another block north to the block between Henry Street and Brewers' Avenue or McMicken, we thought we would have residential mixed-use buildings—commercial on the first floor, residential up above—to re-populate the area. The Pleasant Street vista would continue and Pleasant Street would continue physically for walking, but walking only. The path would be planted and perhaps it could be more natural, more organic than the more classical, more rigid designs of the mews or the open amphitheater part down south.

Ultimately just to the north of that, at the end of this Pleasant Street vista—that you can see all the way from 12th Street—there has to be some iconic building, some heroic piece of architecture worthy of terminating a six- or seven-block vista.



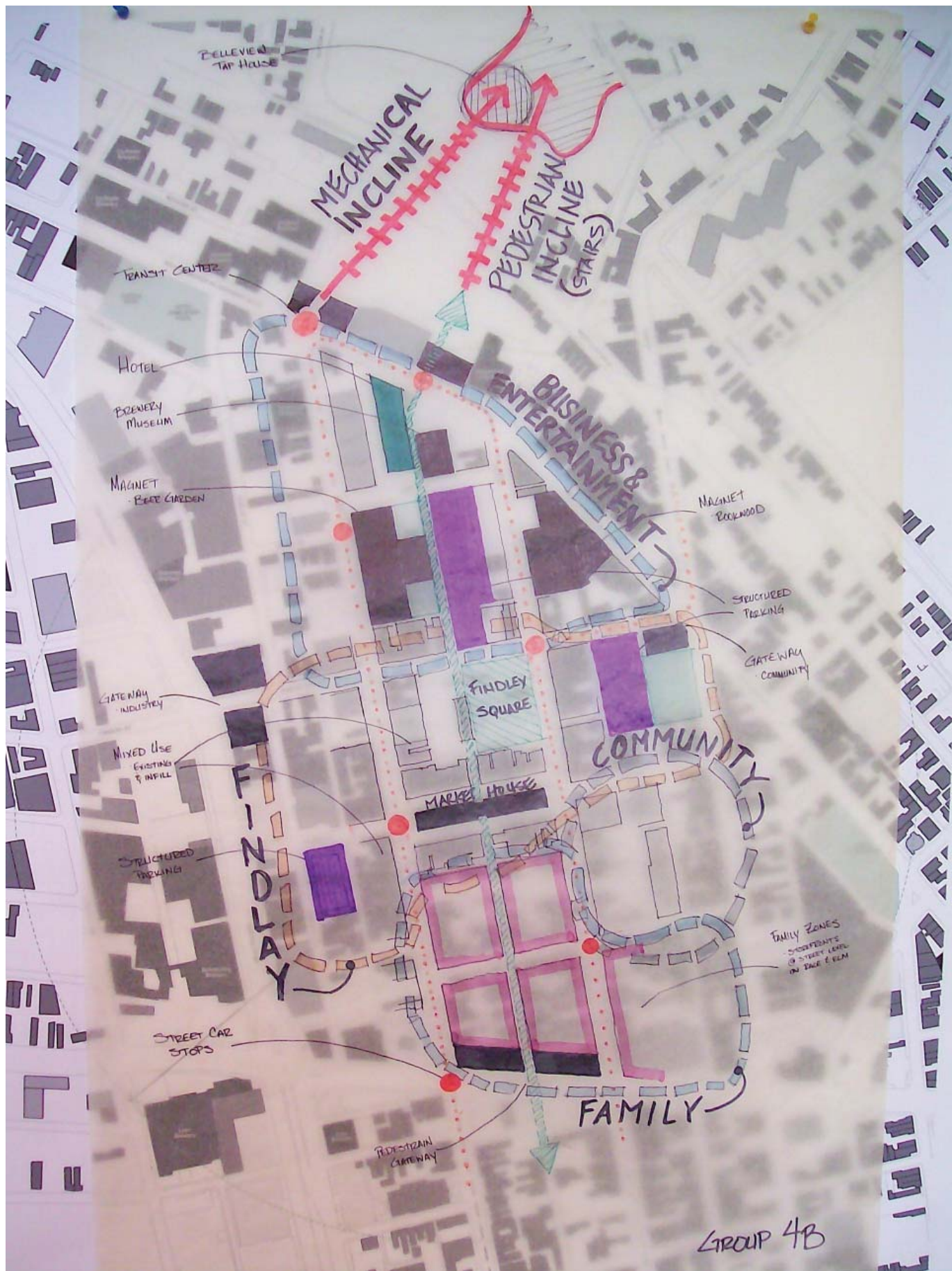


Opposite,

Above, Figure 3: *Sketch of a grocery store to complement Findlay Market.*

Below, Figure 4: *Plan and Section through a development bounded by Elm, McMicken, Race and Henry Streets.*

Above: Figure 5: *Group 4A in action.*



Group 4B

A lot of what we did is complementary to what the other groups did, specifically the Pleasant Street corridor. We decided to make it a primarily pedestrian corridor, but we allowed vehicular activity on it. Pleasant is intended mostly for the families that live there. We imagined Pleasant Street as a hidden place that you find out about only after you visit Findlay Market. And once you have found out about it, you would meander down it and find a delightful place. Pleasant Street would have bicycle activity and pedestrian pocket parks spread out along it.

We plotted the points where we thought the stops on the streetcar would be. A group within ours focused on what neighborhood navigation would be. And we will get to that a little bit later.

We focused on Findlay Square, the area around Findlay Market [Figures 1 & 2]. We imagined that immediately north of the magnet that is Findlay Market we would create Findlay Square, an urban park based on Luxembourg Park [in Paris]. This park would be similar to the previous group's Market Bazaar. The back of this area would become a supporting space for the Farmers' Market so that the focus would shift to the parking lot east of the Market Shed and connect to the area immediately around the Market House.

South of Findlay Market, adjacent to Liberty Street, there are four big blocks. We called this area the Family Zone and imagined it as a series of infill structures and renovated historic buildings that line the external streets. The interior of the block and the area along the Pleasant Street pedestrian axis would be used for community gardens. We took a look at gateways and how you enter the district. At Findlay Street, for example, the community building marks the entrance into the community side. Liberty and Elm becomes the entry to our family zone.

Findlay Street becomes the gateway from the industrial side. We're thinking that along McMicken there would be some light-industrial use—something similar to the Rookwood Pottery

We would like to label the northern triangle near the intersection of McMicken, Findlay, and Race as the business and entertainment zone. We would connect this area by an incline to a Bellevue Tap House on top of the hill.

Since parking is one of the major issues, we were going to create a major parking structure in the east side of the block north of the Market parking lot [3]. It would be hidden in the middle of the block. We would give it a business edge along Race and have a connection to Findlay Market along the axis of the Market Shed and wrap the areas south of the Market House that currently work as surface parking lots for Findlay Market and use them for residential and small business support. We would like to put the massive parking structures that serve the influx of people from outside as close as we can to the entries to the district. We propose to turn the park at Vine and Findlay into a sub-grade parking garage similar to Fountain Square, but with a park on the roof. Elevators and stairs would lead people into the bazaar.

We took a look at how to brand the neighborhood as the Brewery District. One idea was—just as other cities have done with flying pigs, huge guitars, or musical picks—to use large decorated beer steins [4]. Each stein might be associated with a part of the area or with a specific brewery. These very large steins could become planters, fountains, or signs. Planting steins around the major nodes of the Brewery District would help brand the District immediately. This initiative would continue the effort the Brewery District began with its campaign to rename West McMicken "Brewers' Boulevard." The steins would add a little bit more whimsy to the area.

Opposite, Figure 1: *Site plan showing usage zones within the district.*

We think it might be good to re-establish the retail corridor that used to front Liberty Street before the street was expanded to become a connector between I-71 and I-75.

The streetcar stops are the places that we would use the large steins, which might have a way-finding component to them.

We had some very loose ideas about identity nodes within the Brewery District. We want families to move into the area of Findlay Market. We propose to build more buildings with similar uses near the existing community center to create a community node that will serve the adjacent family housing. North of that is the Findlay area, which we were having trouble defining.

OBSERVATIONS:

Branding the Neighborhood: "Nodes" at major intersections along Race and Elm would enhance the vehicular and pedestrian experience of streets and neighborhood [5]. Each node would have its own special character as well as a signage component that would communicate the

location of neighborhood services. Each node would be marked by a human-sized beer stein, special stamped-concrete crosswalks, or sidewalk corners with pavers.

Designing for the Streetcar: The group worked to strengthen the rider's experience of the neighborhood. Group members decided to stagger the stops as they felt this was a better way to get riders to walk by businesses and services in the neighborhood that they might not have seen if stops were on same cross street. It was important that the streetcar lines connect to Downtown and Uptown. The group thought that small businesses and small work places were likely to thrive along the street car line.

Using Gateways to Identify the Neighborhood: Gates to the south should be designed to address people moving by foot, streetcar, or automobile [6]. Gateways on the east (Industry) and west (Community) should be designed to address cars. Pleasant Street was designed to be pedestrian-only except at its intersection with east-to-west streets. The main function of Pleasant Street was to connect a new Beer Garden on the north side of West McMicken (between Race and Elm) to Washington Park and Music Hall.

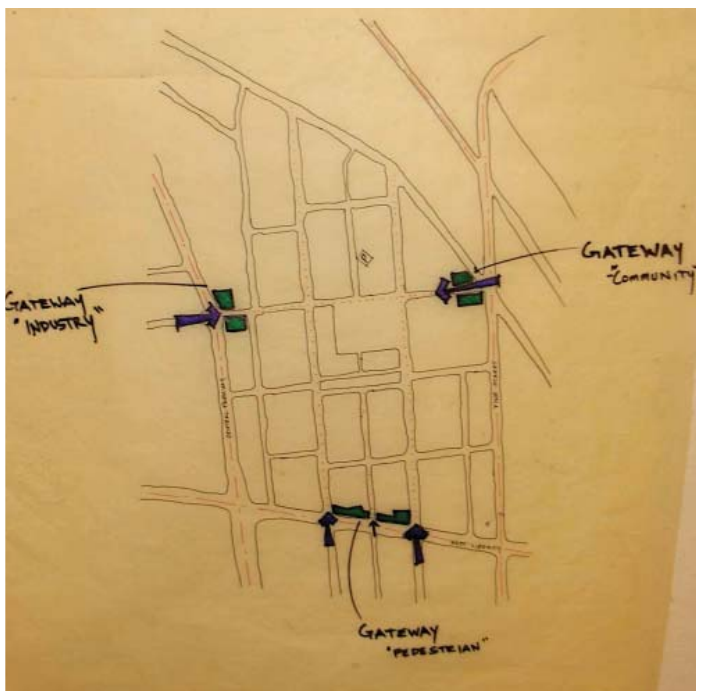
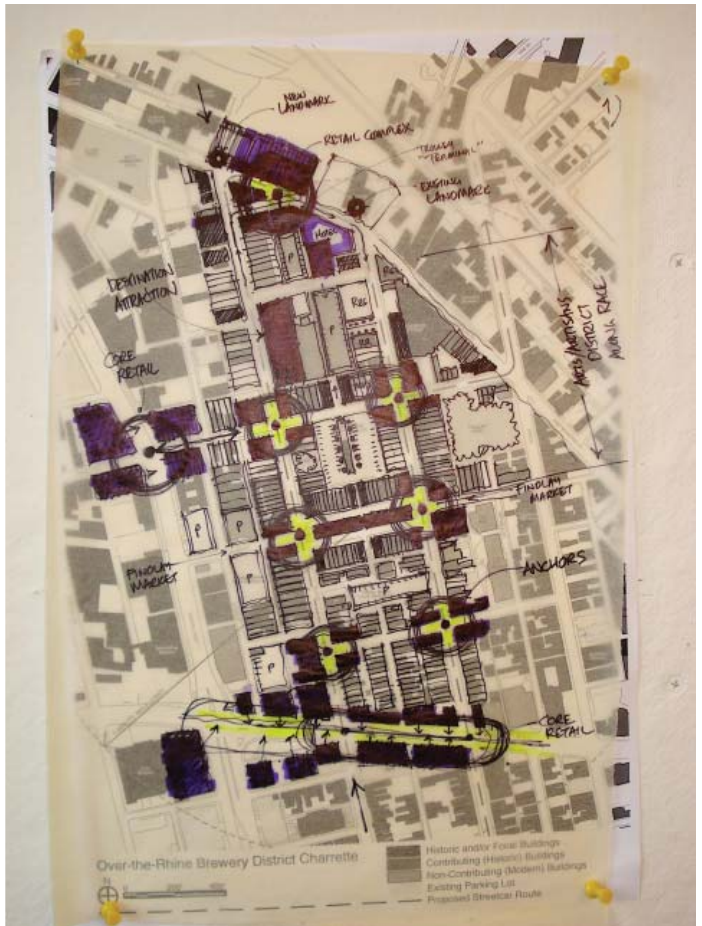
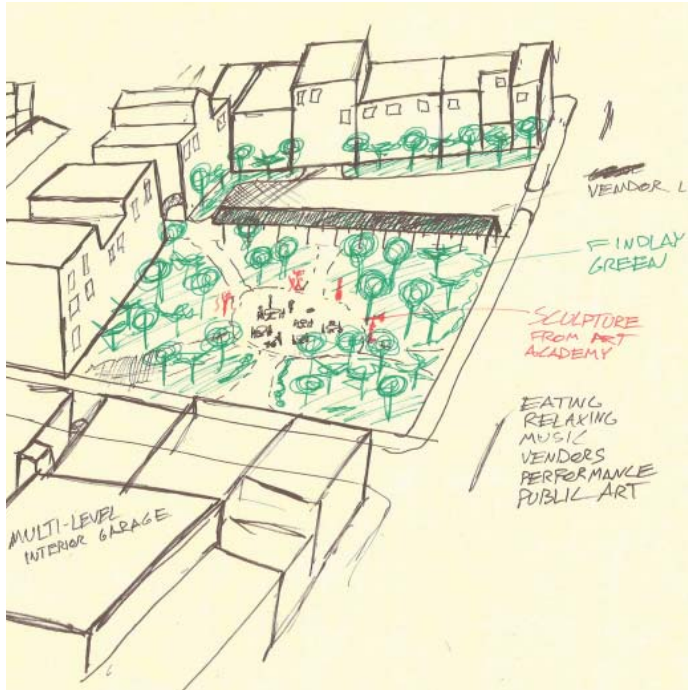
Creating Findlay Square: The idea of a new "Findlay Square" on the northeast side of the market (where merchant parking and waste services are now located) came about after the group realized that there was a need for a large square for neighborhood interaction that isn't devoted solely to shopping. The Square would include extending the existing canopy and hardscaping at the north buildings near the present Farmers' Market.

Adding more Housing: Housing—renovated and new infill—should be built throughout the area. The housing should have unique characteristics that are sensitive to, but not a copy of, the historic character of the existing building stock.



Opposite: Figure 4: Beer Stein Wayfinding Device
Below:

Left, Upper, Figure 2: Market Square
Lower, Figure 3: Locations for Parking
Right, Upper, Figure 5: Nodes;
Lower, Figure 6: Gateways;



THE VISION

Imagine a neighborhood in which you could walk to work, a produce market, a gallery, a restaurant, and a movie. Imagine living in a high-ceilinged loft space in an ornate old brewery. Imagine taking a streetcar downtown to work or to a play or uptown to a major university, a basketball game, a recital, or to a hospital. Imagine a couple who save the cost of a second car and put it towards travel, education, investment, or improving their apartment. Imagine strolling along a series of pocket parks on the way to a concert or the fountain at Washington Park. This was the vision that entranced the team of architects and planners that organized the charrette.

ASSUMPTIONS

The chief objectives and assumptions that guided the five teams were spelled out in the framing document: support Findlay Market by adding parking for visitors and by increasing the number of residents by a hundred so that the demand for the market would spread throughout the week. Connect Rookwood Pottery and Findlay by means of a plaza or greenspace to a third destination; for example, a museum or brewery. Mine the history of the district as a former nexus of brewing for its potential to lend a distinct character to the district. And insure that all plans should be green.

STRATEGIES

There was agreement on several planning strategies.

- Pleasant Street should be developed as an internal, primarily pedestrian spine that connects Washington Park to Findlay Market.
- Parking should be located on the perimeter of the district and, where possible, concealed in the center of blocks.
- Existing buildings should be re-used.
- A major building should be located at the intersection of Pleasant Street and McMicken and it should connect via a tram to Bellevue Park

Although agreement was not universal, several groups extended the Market to the east and the west.

Potential was seen for block-by-block or neighborhood-wide solutions—as opposed to building-by-building solutions—to particular issues; for example, geothermal energy and parking. As such neighborhood-wide solutions to infrastructure problems will almost inevitably require subsidies, it is well that the district falls within one of the city's TIF districts.

OBSERVATIONS

One of the critical needs for the district is for additional parking. The district was built before the automobile. If every residence required two parking places, historic buildings would have to be torn down. That is why the streetcar is so important to the future of this part of Over-the-Rhine. The demand for parking, however, is not for local traffic alone. Studies commissioned by the Corporation for Findlay Market point to a need for one hundred more parking places to serve and attract shoppers from outside the downtown.

SUMMARY AND RECOMMENDATIONS

It is clear that parking must be remote from Findlay to avoid destroying the character of the north and south sides of Elder adjacent to the market and to the east and west.

The demand for parking in the lot north of the Market on Saturdays and Sundays exceeds the capacity. Other days of the week the lot is underutilized. Perhaps the lot could be used for more than just parking.

A key issue is attracting retail establishments for the first floor of all the buildings that face the Market on Elder Street and, of course, the shoppers to trade with them.

One of the most important moves will be to develop a use that is complementary to the Market and pulls in more shoppers to the area.

UNIQUE IDEAS

In addition to the strategies, the charrette produced a number of intriguing concepts:

The Restoration Academy, the Co-op Brewery and Hops on Top, Community Baseball, Steins as an identifier for the District, Findlay Square (Park or Plaza), Findlay Bazaar, a Gallery of Museums, and a grocery store that complements the Market. The idea of lowering Liberty and spanning it with an accessible bridge is emblematic of the need to find some way to re-knit the two parts of the community that were rent when Liberty was widened for the convenience of passers-through. Perhaps the street could be narrowed and calmed with a boulevard at least between Race and Elm.



