

An aerial architectural rendering of the Mt. Adams neighborhood. The image shows a dense urban area with numerous buildings of varying heights and styles. A prominent church with a tall steeple is visible in the center. The neighborhood is surrounded by green spaces with many trees. In the background, a bridge and a river are visible. The overall style is a detailed line drawing with some shading to indicate depth and form.

MT. ADAMS PLACEMAKING & CONNECTIVITY STRATEGY

An Addendum to the 2009 Neighborhood Strategic Plan

HUMAN NATURE | SEPTEMBER 2018

VISION STATEMENT

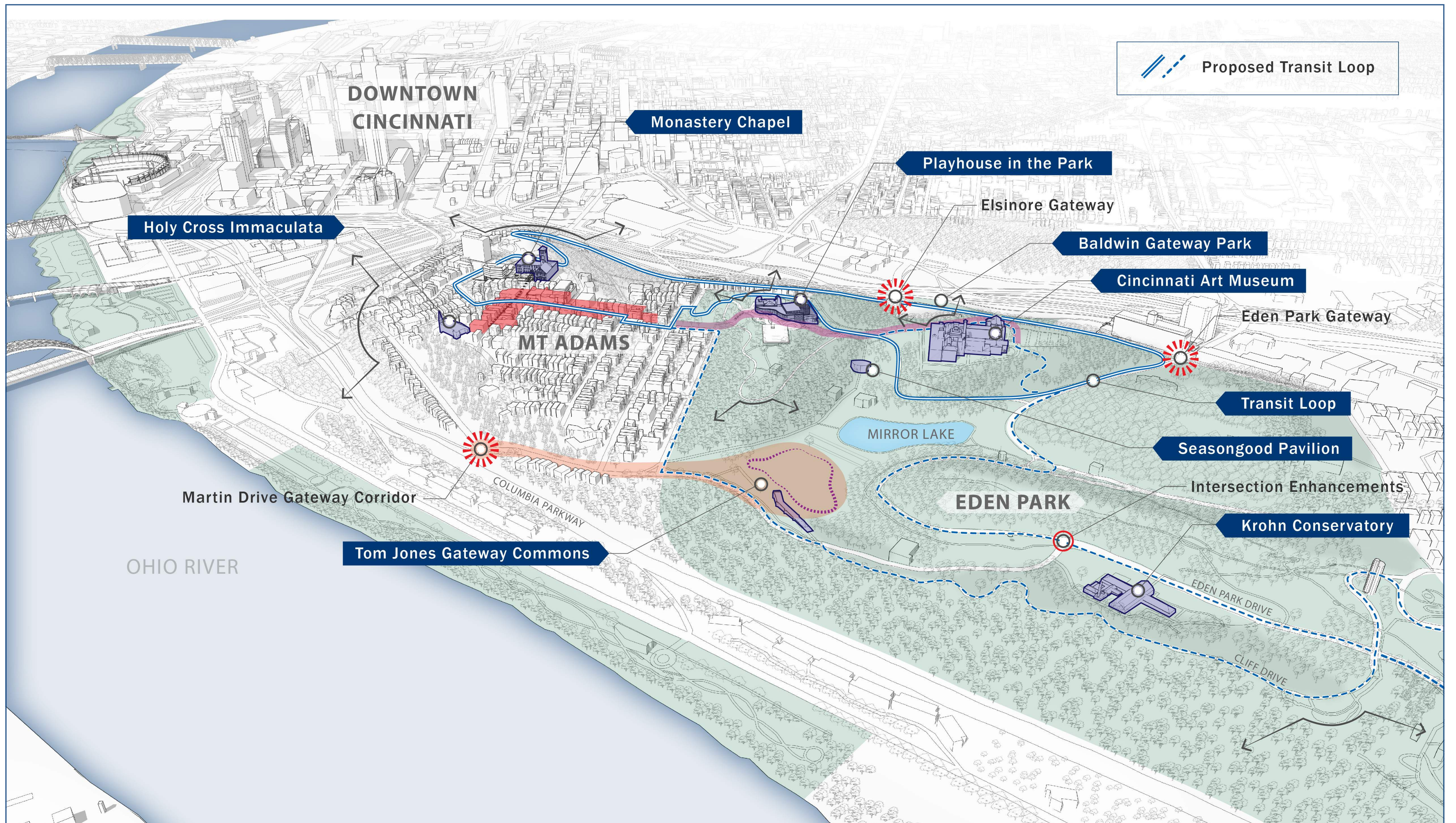
To move beyond the era of being a “young adult drinking district” and advance the neighborhood forward to its next chapter of evolution and maturity in ways that celebrate its history, its scenic hilltop location and the unique regional experience similar to being in a European hilltop village.

GOALS & OBJECTIVES

- Leverage the unique assets of Immaculata, the Monastery and Rookwood
- Define and strengthen the core business district
- Protect and capitalize upon the scenic views to the City, river valley and Eden Park
- Protect and capitalize upon the unique historic architecture of the neighborhood
- Partner with the Park Board, Art Museum, Playhouse in the Park and Krohn Conservatory to create a coordinated vision, coordinated programming/events and coordinated marketing/public relations/social media
- Improve linkages to Eden Park, the riverfront, downtown and Gilbert Avenue/I-71
- Create a unique branding, placemaking and wayfinding/ signage strategy to connect assets, heighten the European experience, and strengthen the core of the neighborhood as a regional and tourist destination
- Celebrate our sophistication and connections with the arts
- Explore a Parking/Transportation/Connectivity strategy (“Shuttle”) that links the major assets of Eden Park and Mt. Adams (Rookwood/Celestial, Monastery, Immaculata, Playhouse in the Park, Cincinnati Art Museum, Krohn Conservatory and significant parking areas)
- Encourage and plan regular programming (weekly?) and tours (segway, garden, architecture, art, history, etc.) to give people more reasons to visit. Strive to create programs that complement the growing number of weddings, connections with the arts, and the overall “European experience”

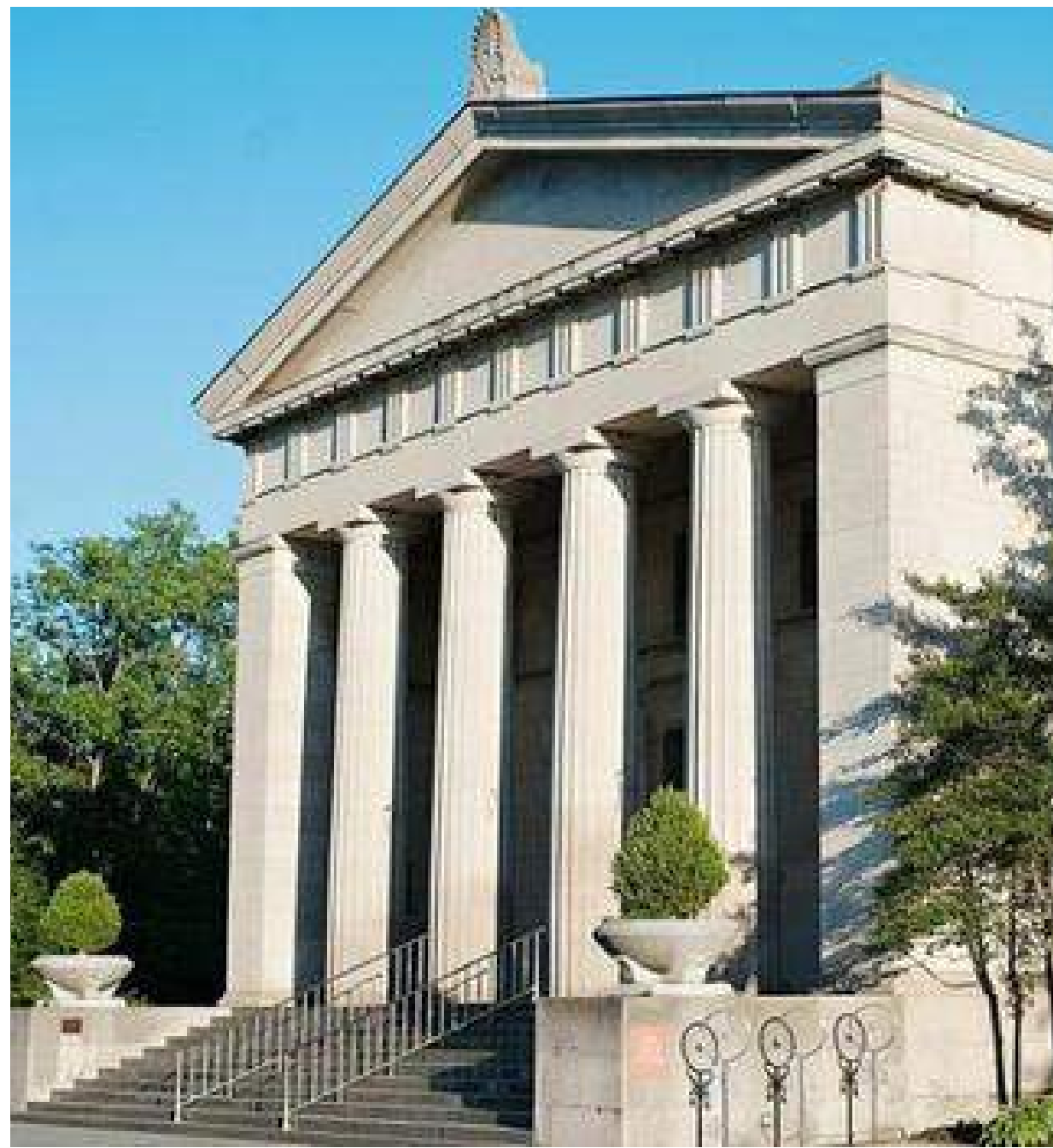
VISION, GOALS & OBJECTIVES

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THE CULTURAL DISTRICT

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Cincinnati Art Museum



Monastery Square



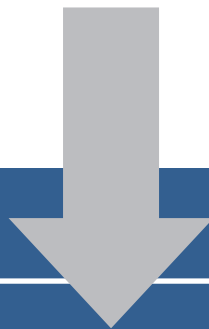
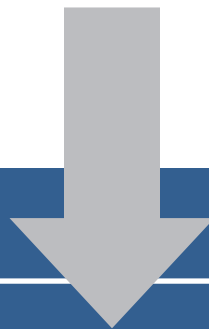
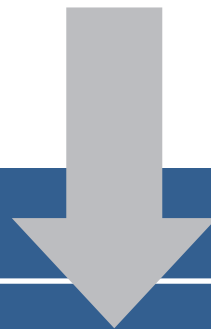
Tom Jones Commons



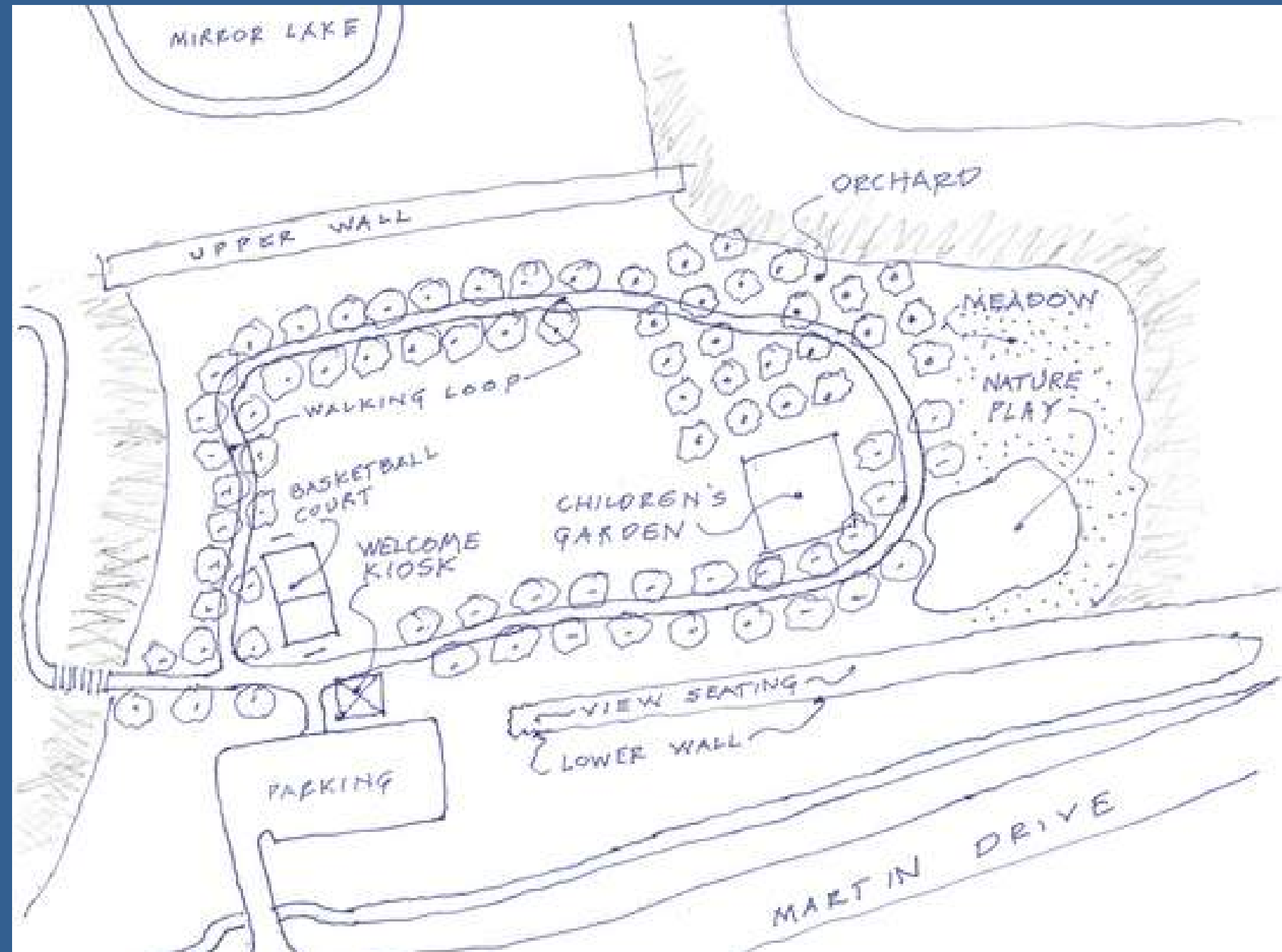
Playhouse in the Park



Krohn Conservatory



Master Plan



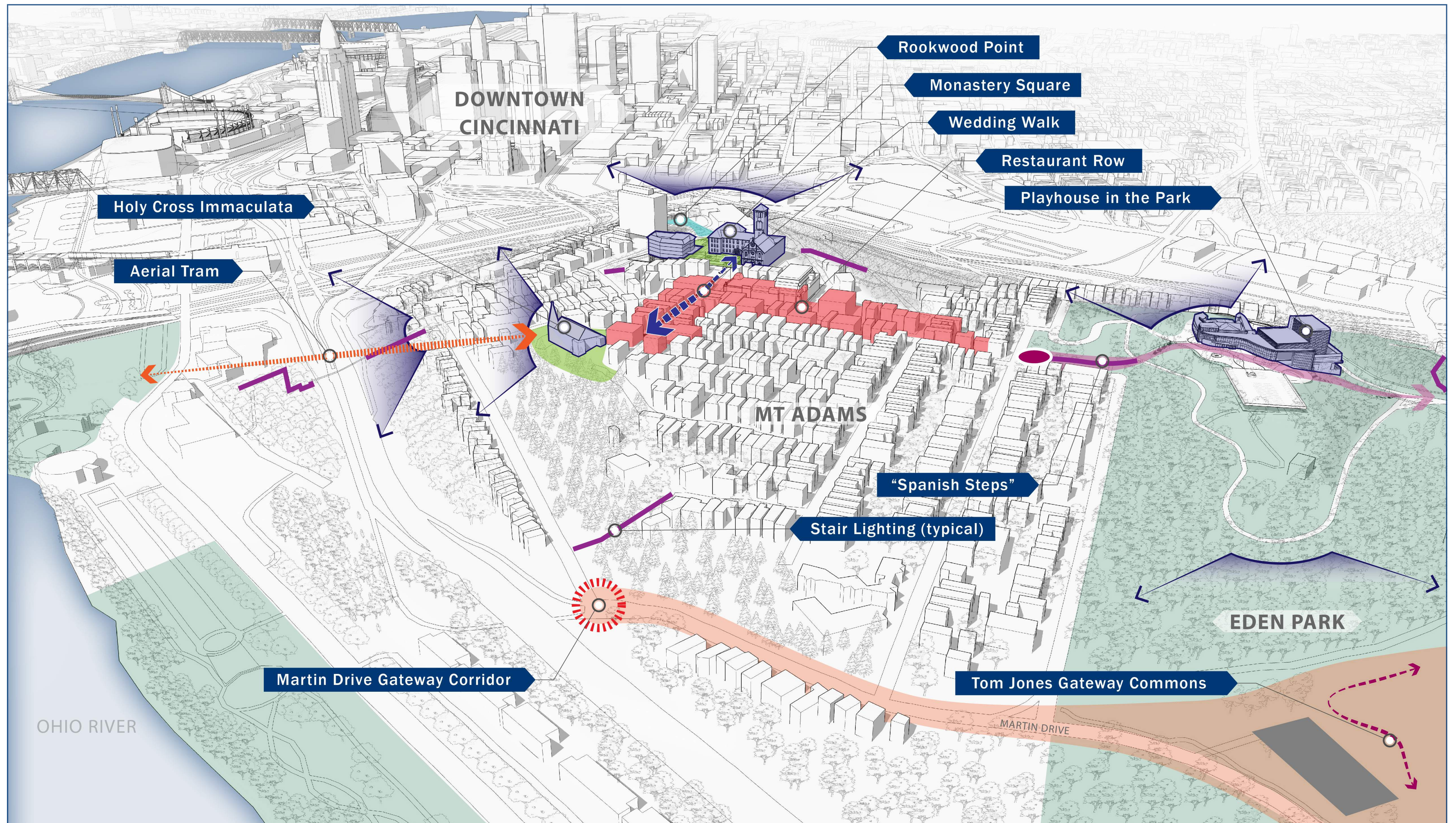
Proposed Park Improvements



Master Plan

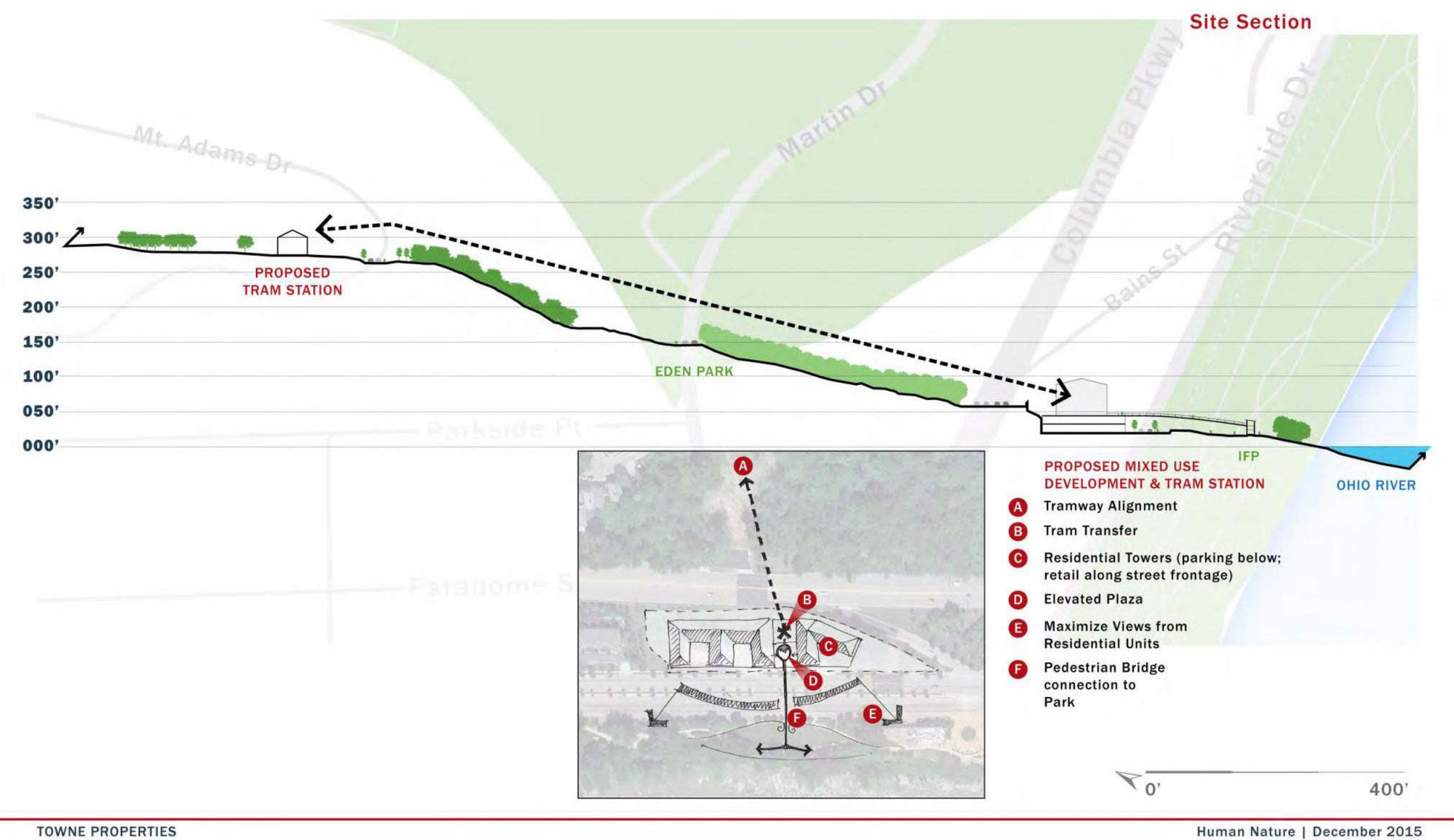
DISTRICT ENERGY

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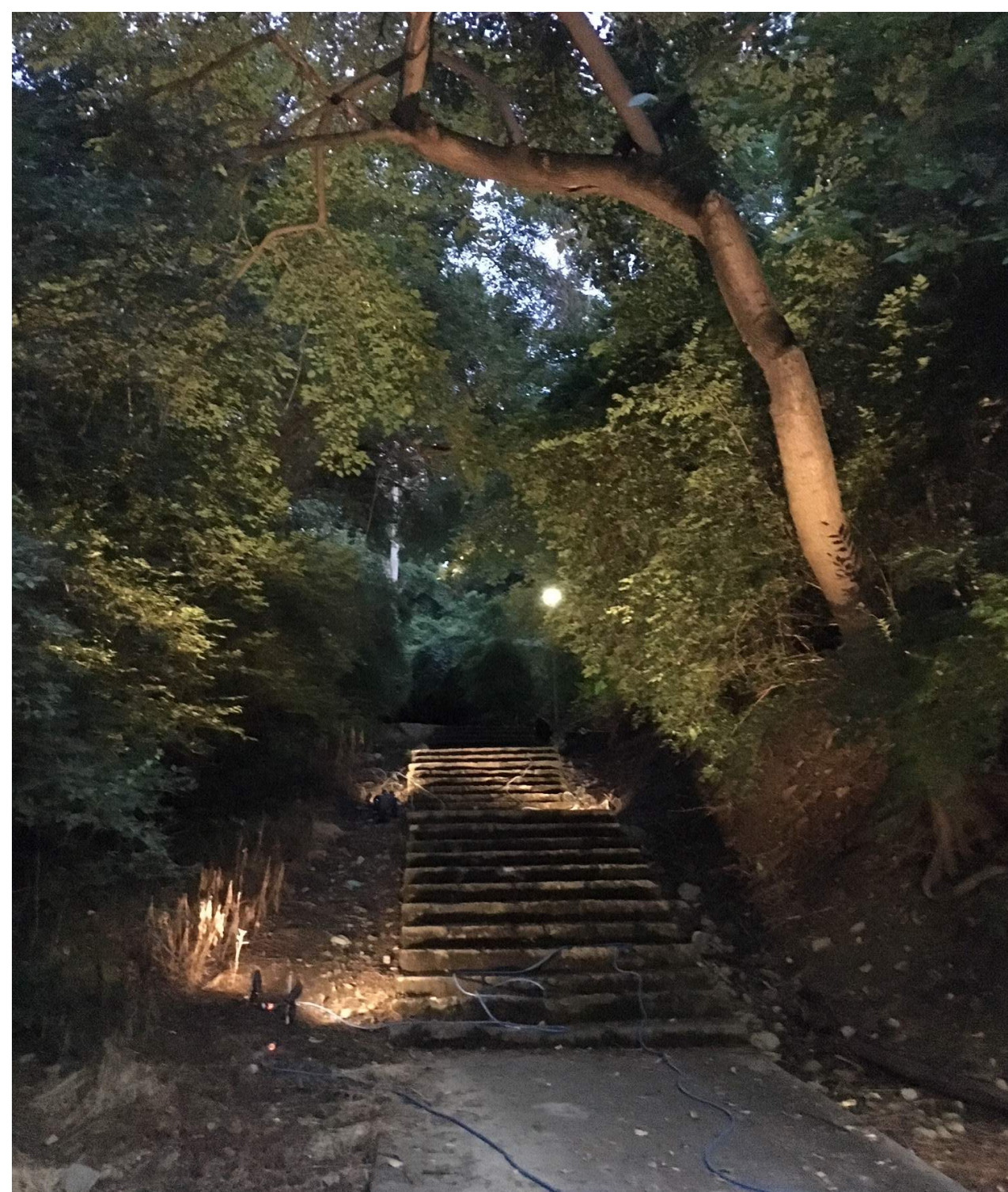


THE HILL

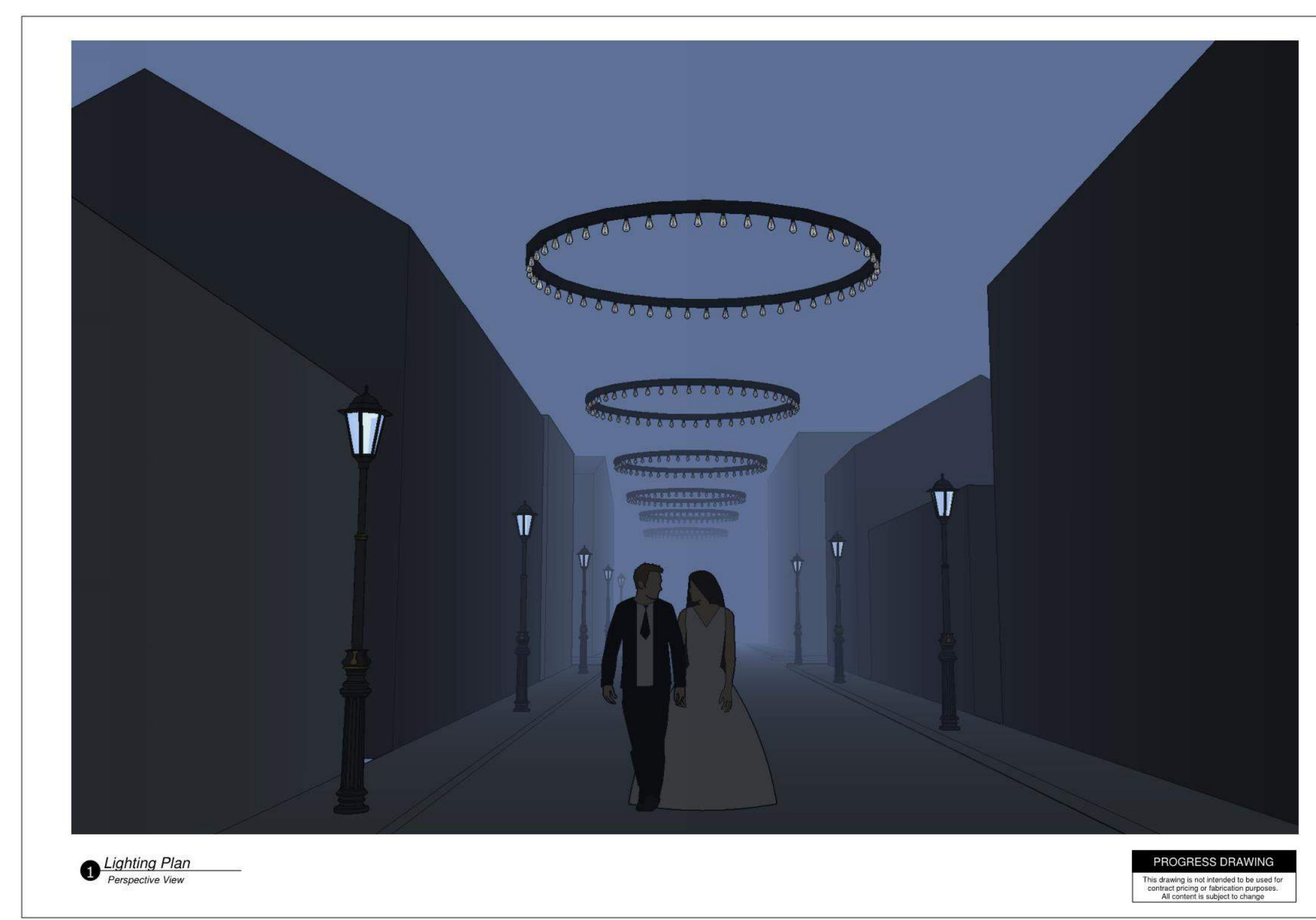
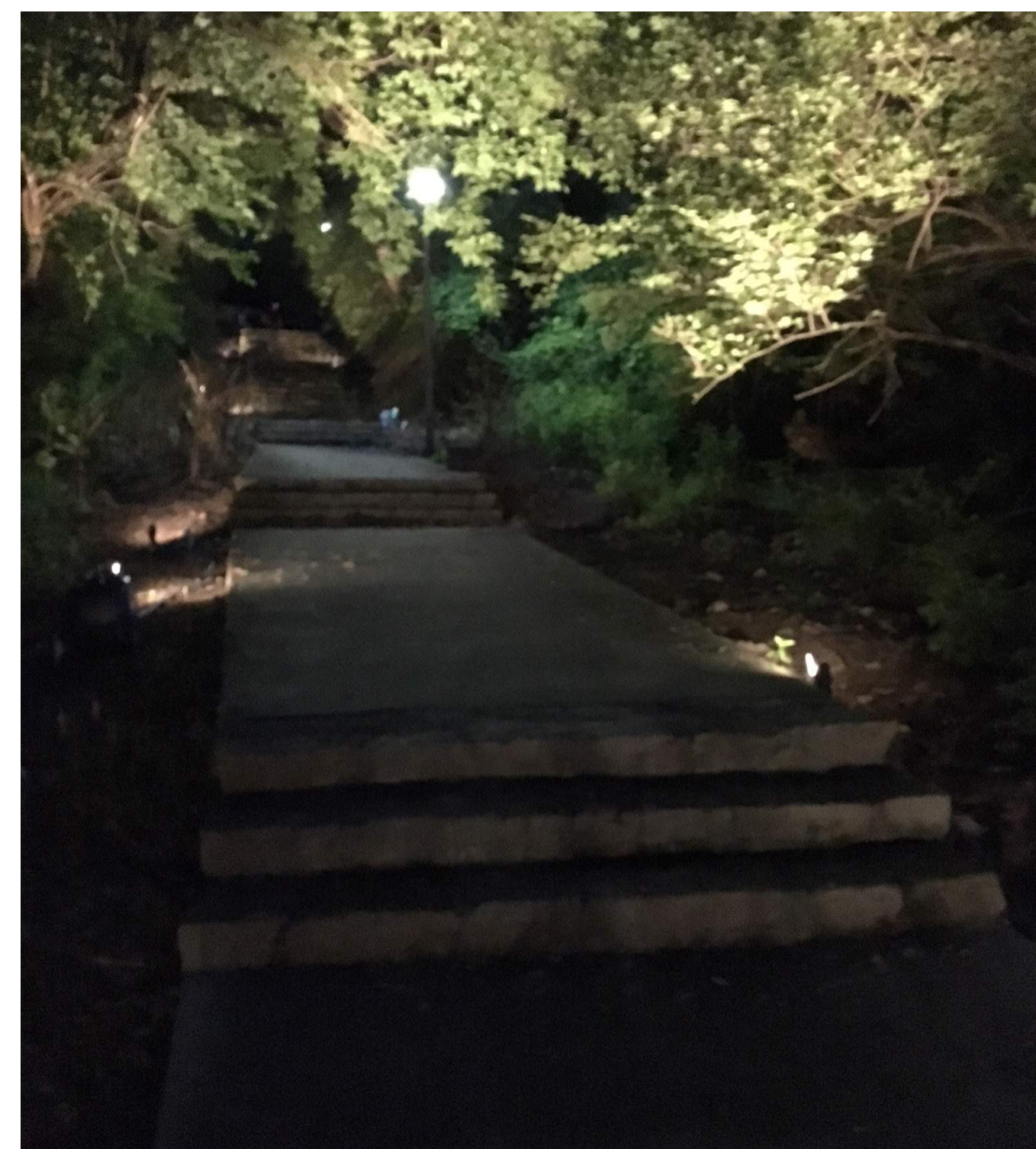
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Aerial Tram Connection to/from Riverfront



Stair Lighting



MINARD VISUAL WORKS

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Mount Adams Properties

Mount Adams Lighting Experience

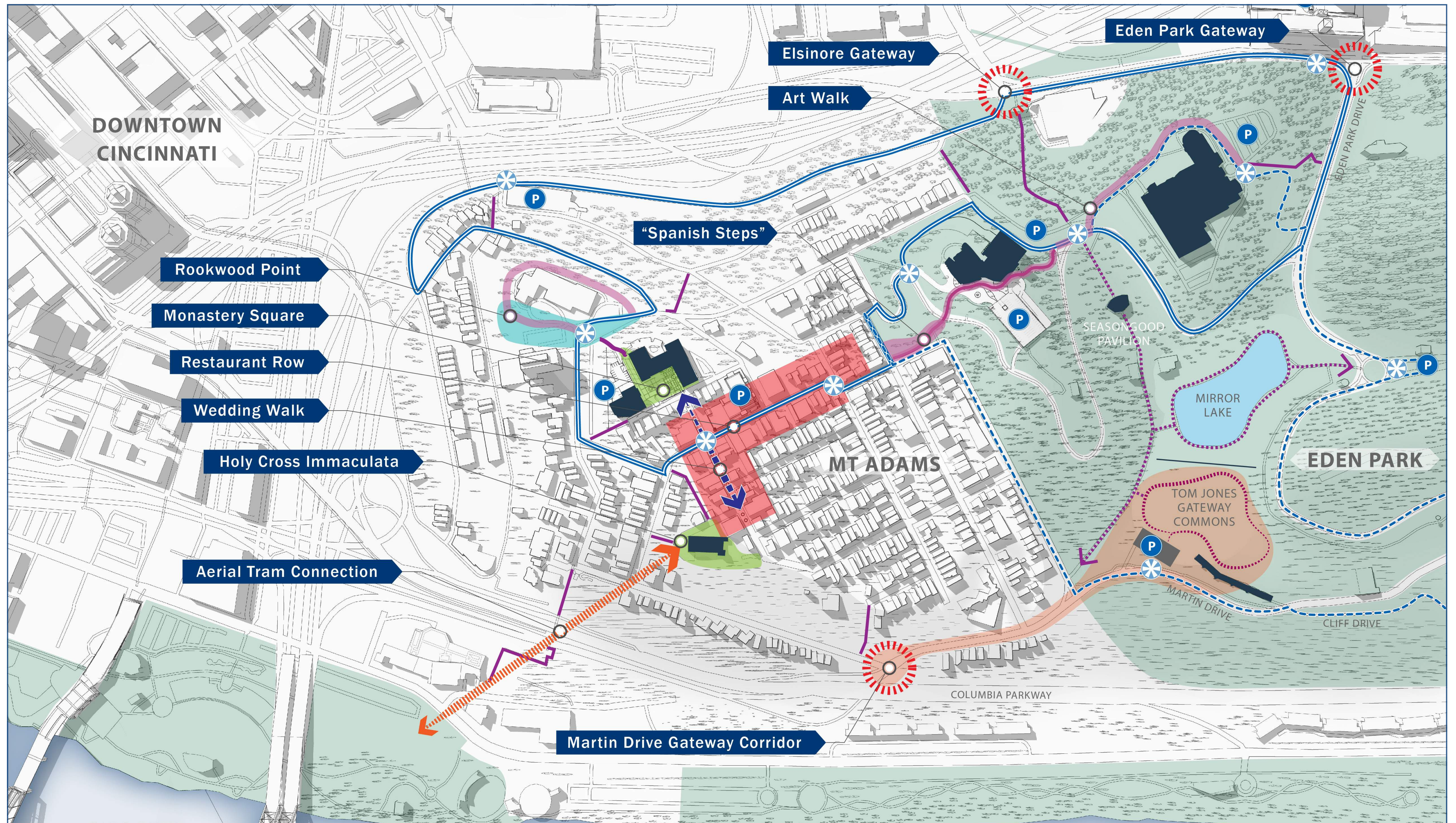
Mount Adams Streetscape

A.01

THE HILL

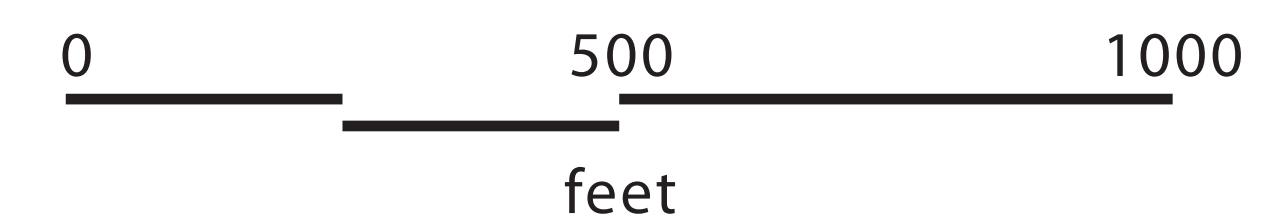
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THE HEART

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IMMEDIATE PLANS

1. Wedding Walk Lighting

- Approve final bid to construct the lighting.
- Form a fundraising committee and develop a strategy for fundraising.
- Get a contractor to install the lighting as an in-kind donation.

2. Wayfinding Signage

- Work with CDOTE & Cincinnati Park Board to develop wayfinding strategy and install signs that help people easily find Krohn, Art Museum, Playhouse & Mt. Adams Business District

3. Lighting of Public Stairways

- Continue to work to a final design on the Elsinore steps in collaboration with Cincinnati Parks.
- Get a bid on the lighting of a section of the Elsinore steps and light it so that we have an example of the lighting. This will be a big assist in fundraising.
- Work in conjunction with Cincinnati Parks Foundation in raising funds for the lighting.
- Continue lighting the other steps

4. Eden Park Drive / Martin Drive Intersection Re-Design

- Continue to work with DoTE to get a grant for the City to undertake construction.
- Continue to collaborate with City of Cincinnati Parks

INTERMEDIATE-RANGE PLANS

1. Community transportation project
2. Lighting of St. Gregory Street
3. Community Events in Eden Park

RECOMMENDATION: Include these projects in the Strategic Plan and assign a Chair to each category for implementation.

LONG-RANGE PLANS

1. Aerial Tram
2. Cultural District Branding & Placemaking
3. Collaborative Planning with Eden Park Strategic Partners

RECOMMENDATION: Include these projects in the Strategic Plan and work on them when viable.

PRIORITIES FOR IMPLEMENTATION

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