

Kellogg Avenue Gateway Study



Project Information

Anderson Township
Kellogg Avenue - Renstar to Five Mile
Project Number: 19692.00

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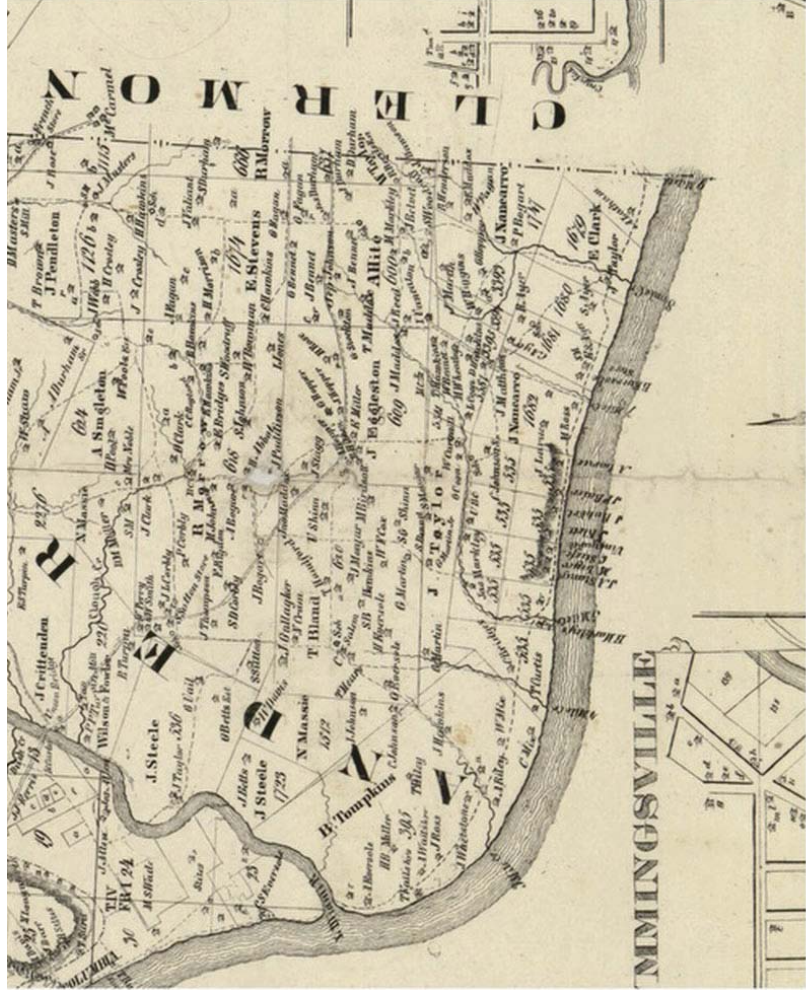
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EXECUTIVE SUMMARY

Anderson Township and California's Ohio Riverfront has a rich history for entertainment from the 125-year-old Coney Island / Sunlight Pool, to Riverbend Music Center, and the more recently constructed Belterra Park Gaming. To the west, the City of Cincinnati's California Business District is seeing a resurgence of businesses and new housing, blended with the historic neighborhood.

The Township's last major update to the Ohio Riverfront Plan occurred in 2013, which was ultimately incorporated into the 2016 Comprehensive Plan Update. Anderson Township now is partnering with the City of Cincinnati to study this corridor to expand on the recommendations from the plan which "outlines a vision for strengthening the function, appearance, and economic potential of the Riverfront Area."



Acknowledgements

Thank you to the steering team members, stakeholders, city staff, and community members for your time and input to further the development of the Kellogg Avenue Gateway.

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PROJECT OVERVIEW

Anderson Township and California are in a position to maximize the development potentials within this unique corridor by creating master plans that promote and guide development. In order to ensure this area successfully competes with surrounding communities, a strategy needs to be put in place that assesses the proposed project within the larger region to position the proposed plan for success. The outcome is expected to leverage both public and private investment and create a healthy, sustainable and vibrant development. This plan should be the foundation for the future, guiding development, ensuring functionality, and providing strategies for plan implementation.

Plan elements

At the heart of every planning study, is the buy-in, participation and support of key stakeholders and the community at large. The success of this plan will revolve around developing a clear understanding of the market forces driving the development. These forces will define factors that attract selected business types and successful buy-in of the key stakeholders required to implement the plan. Successful outcomes in preparation of the plans will be generated through productive interaction among the township, their staff, City of Cincinnati, stakeholders, public agencies, community representatives, and the planning team.



FIGURE: Belterra Park Entrance

This participatory approach will build a strong ownership of the plan and is a catalyst for implementation. Any good planning effort includes community participation that traditionally has centered around public meetings, which are often one-sided with the consultants and/or staff talking about trends and then asking attendees about issues or concerns. These meetings are important to the process, but to be truly effective, the public must be engaged in a wide variety of ways.

The team at MSP design worked with Anderson Township and the City of Cincinnati to tailor a community engagement plan that incorporated several varied forums for encouraging public involvement in the planning process during the Covid-19 pandemic, allowing for plans and ideas to develop directly from the involvement of the citizens and community.

Based on past experience, for the plan to be successful, all interested stakeholders need to be heard even though

many will have different agendas. The goal was to maximize the commonalities and form consensus. This interactive approach was the stimulus for the project and helped to build momentum for the study, gain public interest, and gain feedback and buy-in from the public.

Planning process

Task 1 of the process was to review existing plans, studies, and the current comprehensive and land use plans. Regional plans were also factored in with the understanding that they may impact future development opportunities. The team worked to get a better understanding of the corridor, its opportunities, and threats, along with current economic and community development efforts and policies. During Task 1, the MSP Team facilitated a public kick-off meeting to introduce the project to the public and to begin the process of identifying key issues within the community. The kick-off meeting included elected officials and key project champions.

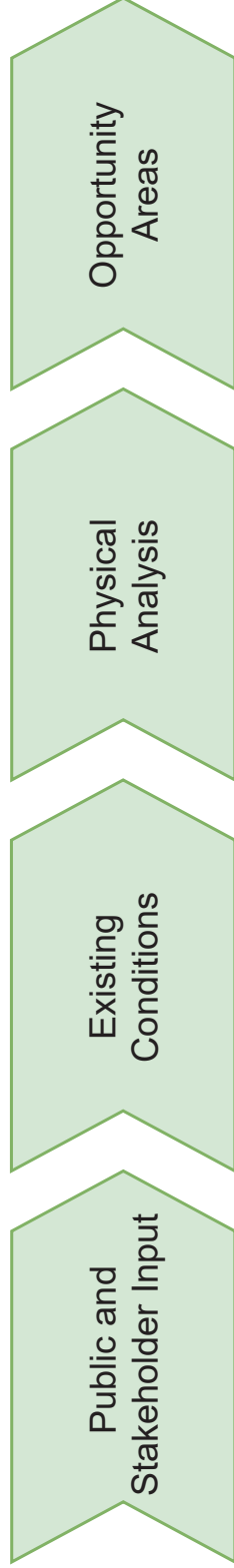


FIGURE: The historic streetscape of downtown California



FIGURE: Main entrance, Exit 72, NB from 275

PLAN ELEMENTS



Task 2 included data gathering, analysis, and stakeholder input. The MSP Planning Team worked with the Township staff to document and analyze existing land uses, form, and character of the corridor. As part of the use analysis, the planning team identified the potential development capacity of vacant or underutilized commercial and industrial properties. This deep dive into gathering information was useful in establishing smaller, targeted infill opportunities.

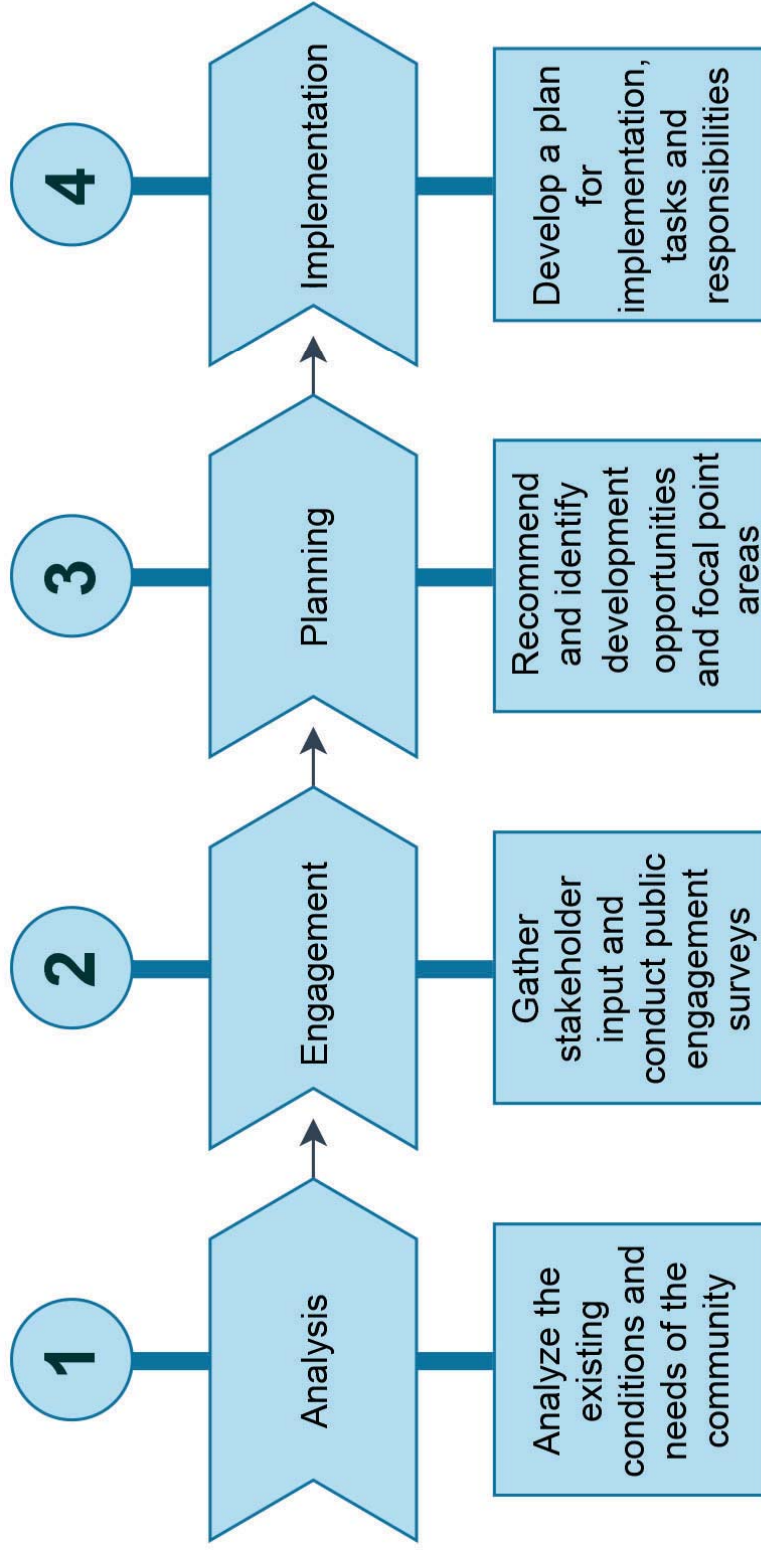
The MSP Planning Team prepared an existing conditions report that details the current state of the corridor. Community and stakeholder input

was once again gathered through community stakeholder meetings to obtain opinions about the current and future-state of the corridor, to discover concerns, goals, and priorities. Online surveys were also created to gather feedback from the community.

Task 3 consisted of visioning in which the MSP team instituted a community engagement process based on the plan developed in Task 1. The approach to this project encouraged strong community participation throughout the life of this project. During this task, the team worked with community stakeholders to develop a final vision for

the corridor which will live to serve as an overall theme for the plan. The goal of this task was to develop ideas on the future growth and development of corridor with an overall consensus with both stakeholders and the community. This process was accomplished with an online planning charrette. A planning charrette is a designed to engage the community in the beginning, through interactive mapping and design exercises. A group of stakeholders were facilitated through several scenarios that were designed to extract ideas and consensus from the group. The MSP Planning team turned those ideas into maps, sketches, and policy recommendations for the group to review and comment.

PLAN TASKS



Final recommendations

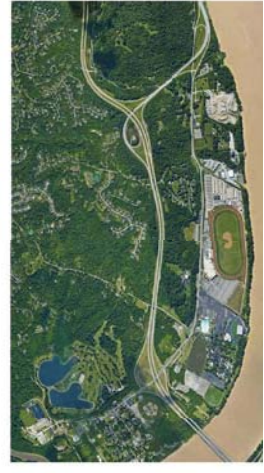
Throughout the project it became clear that streetscape enhancements along the corridor will be necessary for beautification and walkability. Wayfinding, pedestrian access and smart technology implementation is needed. This project has delivered on an overall design for a future that will be visually iconic with a safer more connected community. These recommended changes will improve access to recreational amenities and serve as a catalyst for future development that will create a more vibrant, pedestrian and transit-supportive mixed-use district.

FIGURE: Project Website



Anderson Township's Ohio Riverfront has a rich history for entertainment from the 135-year-old Coney Island / Sunlight Pool, to Riverbend Music Center, and the more recently constructed Belterra Park Gaming. To the west, the City of Cincinnati's California Business District is seeing a resurgence of businesses and new housing, blended with the historic neighborhood.

The Township's last major update to the Ohio Riverfront Plan occurred in 2013, which was ultimately incorporated into the 2016 Comprehensive Plan Update. Anderson Township now is partnering with the City of Cincinnati to study this corridor to expand on the recommendations from the plan which



PLAN ELEMENTS

Phase 1 of the project consisted of reviewing existing plans, studies, and the current comprehensive and land use plans. The relevant studies included:

- Parking lot studies for Riverbend Music Center/ Coney Island Park
- 2016 Traffic studies for the corridor during events
- Traffic proposals for large concerts
- Flood studies for Kellogg Avenue.
- Ohio Riverfront Plan & Anderson Township Comprehensive plan

Review of these studies helped the team to better understand site constraints and the major impact large events can have on the corridor. A careful analysis

of the increased traffic that occurs during these events helped to dictate and guide the proposed traffic and roadway improvements. Other areas of concerns brought up from previous studies are the need for improved signage and wayfinding that will help alleviate traffic issues during these peak times. There is also a need for lane demarcation improvements that will help with traffic flow.

Engagement

The focus on previous studies was centered on traffic and parking during peak events. To gather additional information on the corridor, MSP conducted an online discussion with

FIGURE: Eldorado Ave and Waits Ave Intersections at Kellogg Avenue



stakeholders and business owners. The discussion focused on the overall goals of the project, opportunities, and constraints and the first impressions of the corridor. Questions and needs were brought up for discussion:

- The best way to join two distinct areas together, but still maintain the individual identities of each
- The need to create a “front door” to the community
- The need to join California and the Entertainment District together with the use of consistent streetscape
- How to utilize smart technology for traffic and wayfinding

These questions and needs lead to a focus on a few key elements to include within the study:

- Signage and wayfinding
- Consistent landscape and beautification
- Pedestrian safety and connectivity from California to the Entertainment District
- Connection to the Ohio River

After the preliminary discussion, a site visit and walk through was conducted with a small group of business owners and stakeholders. This allowed an onsite discussion and brought up additional items to be included.

FIGURE: Sutton Rd and Kellogg Intersection

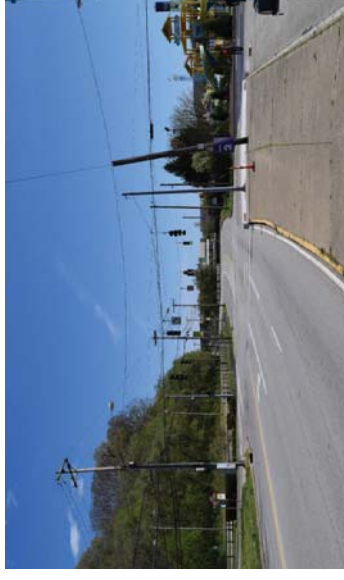


FIGURE: California Streetscape

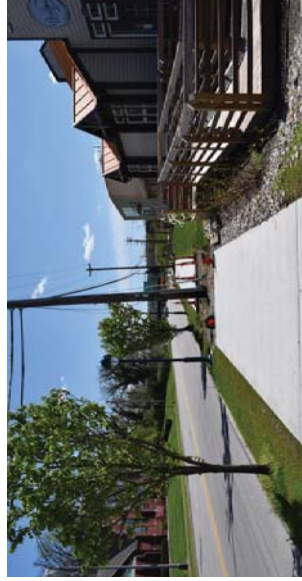


FIGURE: Ohio River Trail and Signage



FIGURE: Exit 71 and 72

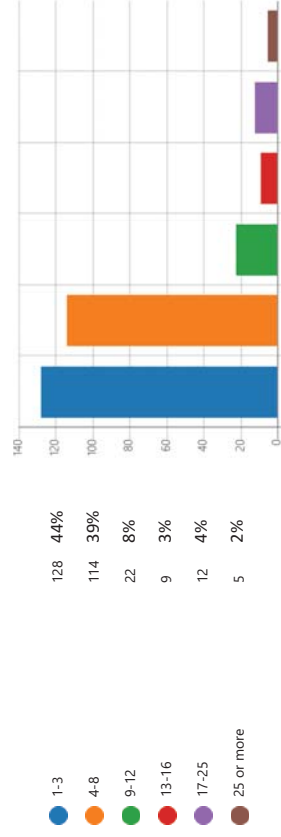


Public Meetings and Community Surveys

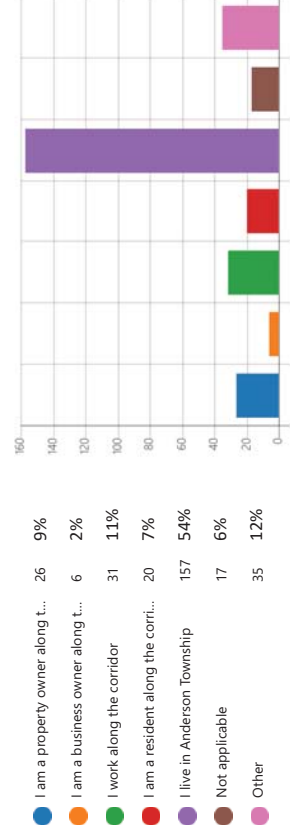
To gather public input, it is typical to conduct an in person public engagement meeting, however this was unable to take place due to Covid-19. It was decided that an online survey would be used in place of the in-person meeting. The survey was created with pointed questions to investigate how the area could be re-imagined with wayfinding, streetscape improvements and creating a more cohesive brand to increase the potential of the riverfront. Based on the strong response from the community and input that was provided we were able to better create a strong master plan and help prioritize future projects.

The survey results gathered information on key features and safety concerns that were important to residents. Information was also obtained on our users and how they saw themselves utilizing new development areas. This allowed us to create site specific data and allow us to better target areas of interest.

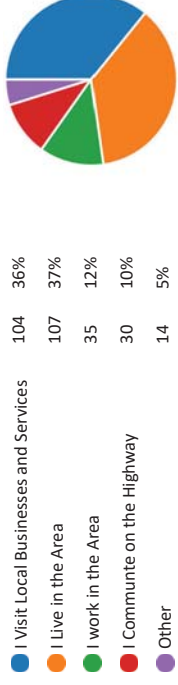
1. How many miles do you live from the Kellogg Avenue Gateway?



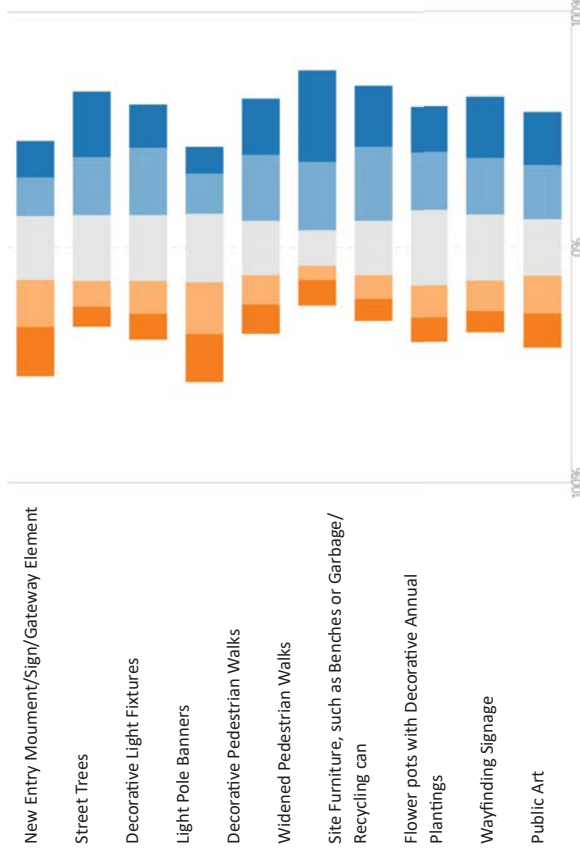
2. What is your connection to the Kellogg Avenue Gateway?



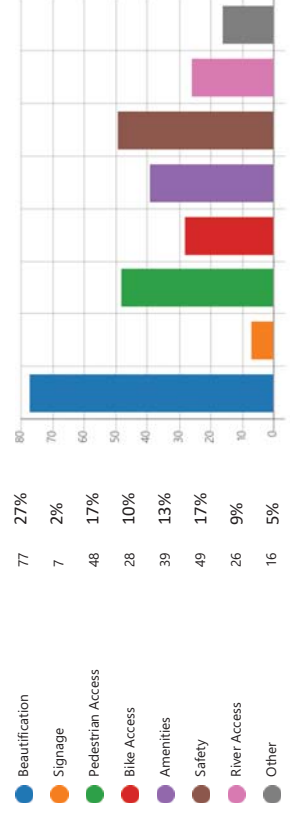
3. Why do you use the corridor?



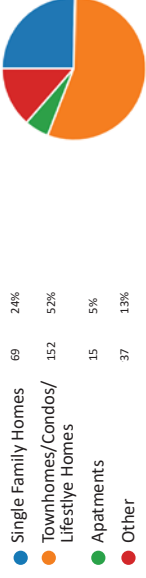
4. Please evaluate the streetscape amenities listed below for inclusion along the Kellogg Avenue Gateway corridor. Please rate amenities from Most Important (5) to Least Important (1)



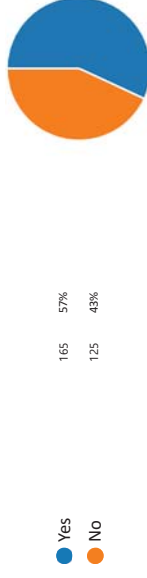
5. What is your most important category for improvement of the Kellogg Ave Corridor?



10. What type of residential element might you be interested in seeing?



11. Following the current improvements to the bike path connecting the California Business District and the Ohio Riverfront Entertainment District, will you walk or bike to events instead of driving?



12. Have you ever used a rideshare service (Uber, Lyft, etc.) to get to the entertainment district during an event? If so, please rate your experience and provide an explanation.



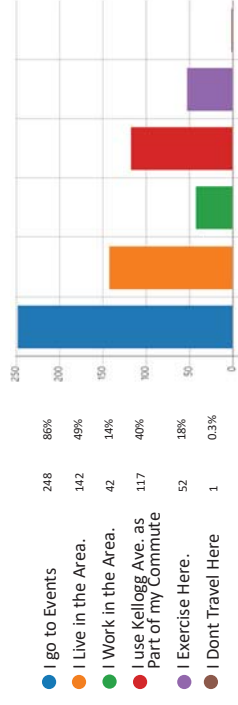
13. Please provide an explanation on your rideshare service (Uber, Lyft, etc.) experience.



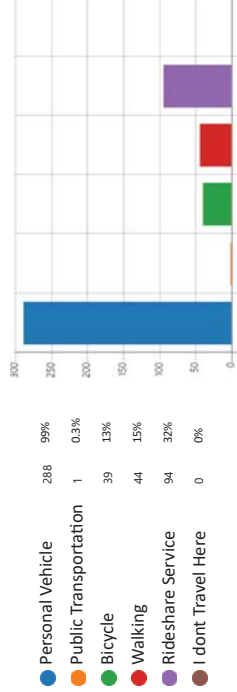
14. What changes or updates would improve your rideshare service experience?



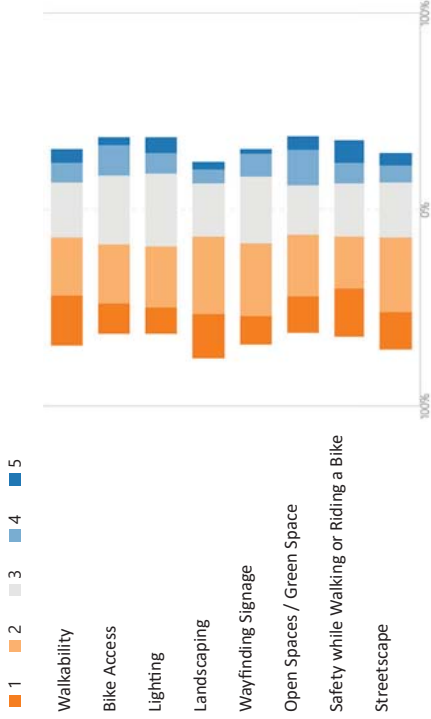
15. Why do you typically travel to this area? Select all that apply.



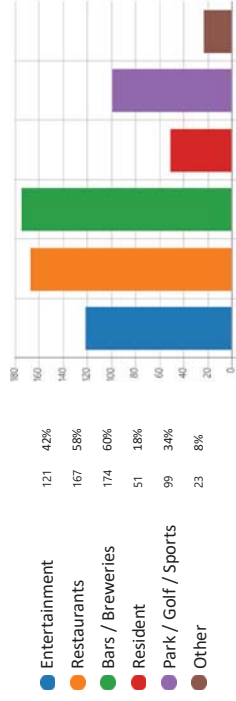
16. What means of transportation do you use to reach the area? Select all that apply.



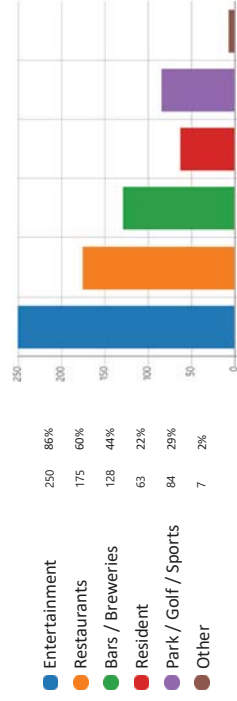
6. Please rate the items below from Excellent (5) to Poor (1) regarding the Kellogg Avenue experience



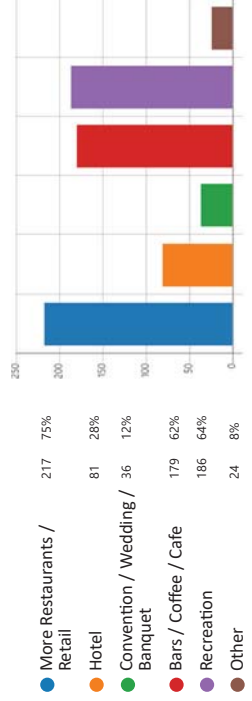
7. How do you currently experience the California Business District? Select all that apply.



8. How do you currently experience the Entertainment District (Belterra, Riverbend, Coney Island Etc.) Select all that apply.



9. What other amenities would you like to see in the Kellogg Riverfront area?



Districts

Based on results from the public input survey, key areas were established to focus on:

- Downtown California District
- Entertainment District
- Exit 71 South Entrance

With these three focal points in mind, we studied the connection between them, the entrances in to the site and main attractions, as well as the beautification along Kellogg Avenue and adjacent properties. Areas in need of wayfinding and smart technology signs were also identified. The graphic below shows these specific areas and the connection between them.

FIGURE: Site Analysis Graphic



FIGURE: Site Analysis - Exit 71 to Belterra



FIGURE: Exit 71 to Grove Park Grille

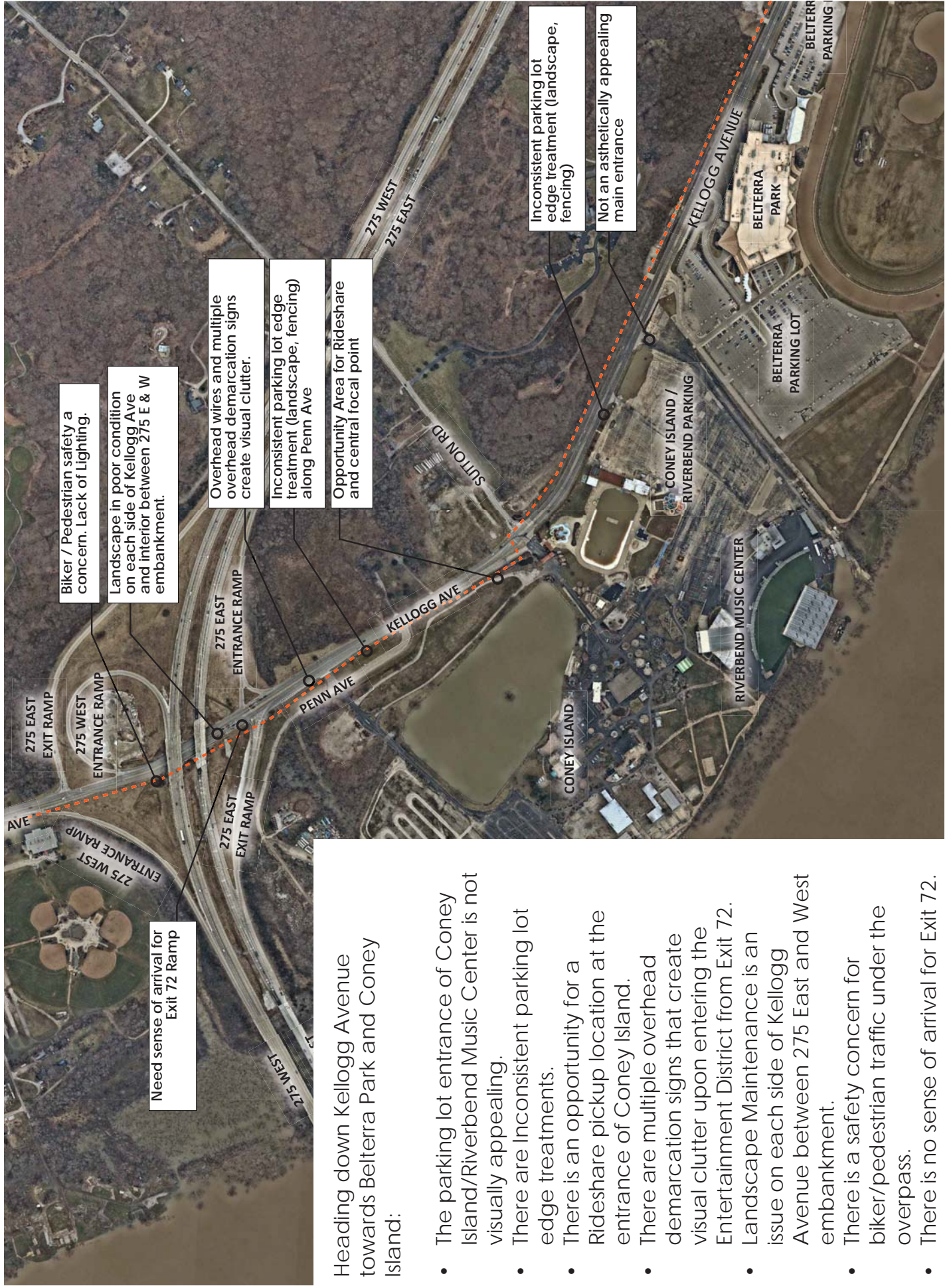


The graphic above is the site analysis for the east portion of the site. The analysis begins at Exit 71 and extends to the California District. The bullet points are reflected on the map and associate the area. Each of these bullet points represents an area of improvement that can be made.

- There is no sense of arrival when entering the corridor off Exit 71.
- Upon turning on to Kellogg Avenue you are greeted with the backside of a highway sign, this can be utilized

- for entrance signage or smart technology.
- When traveling past Five Mile Road there are multiple curb cuts that need to be consolidated.
- Between Kellogg Dog Park and Belterra Park there is a "gap of uncertainty" that needs to have consistent features with Exit 72.
- Throughout the corridor there is inconsistent parking lot edge treatment. There is a need to have the same fencing, landscape, lighting, signage, etc.

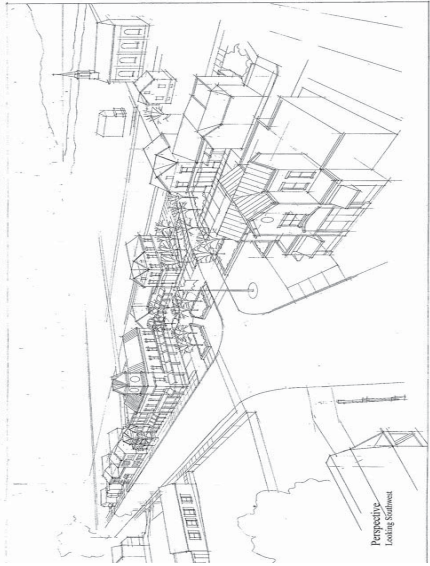
FIGURE: Site Analysis - Belterra to Exit 72



Heading down Kellogg Avenue towards Belterra Park and Coney Island:

- The parking lot entrance of Coney Island/Riverbend Music Center is not visually appealing.
- There are inconsistent parking lot edge treatments.
- There is an opportunity for a Rideshare pickup location at the entrance of Coney Island.
- There are multiple overhead demarcation signs that create visual clutter upon entering the Entertainment District from Exit 72.
- Landscape Maintenance is an issue on each side of Kellogg Avenue between 275 East and West embankment.
- There is a safety concern for biker/pedestrian traffic under the overpass.
- There is no sense of arrival for Exit 72.

FIGURE: Potential California Village Center



Within the California Business District there are a few areas of improvements that can be achieved.

- Biker / pedestrian safety is a concern near Dead Low Brewing. In this area, cars are speeding up early to enter the highway.
- The highway entrance signs are the cause for cars speeding up prior to entering the entrance ramp.
- There is no designated bike path within California Business District. The bike path stops at Waits Avenue.

- There is an economic opportunity at the Village Center. A graphic from 1996 (shown to the left) shows the possibilities for the Village Center at the corner of Kellogg Avenue and Rohde Avenue.
- Throughout the Business District there is a lack of consistent streetscape design. There is a need to have the same landscape, lighting, signage, etc.

FIGURE: Downtown California Analysis

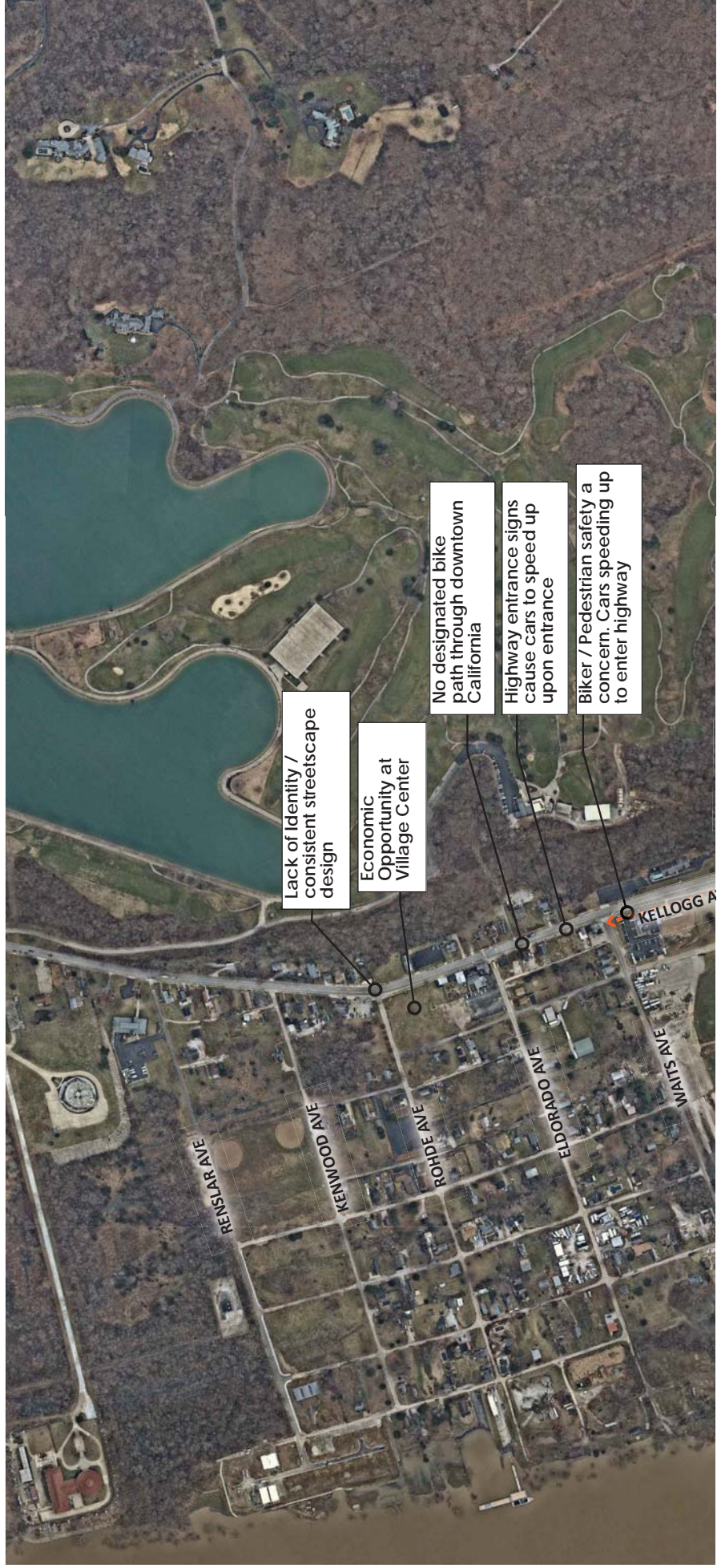


FIGURE: Inconsistent Edge Treatment



FIGURE: Inconsistent Sign Types



FIGURE: Visual Clutter - Overhead Signs/Wires

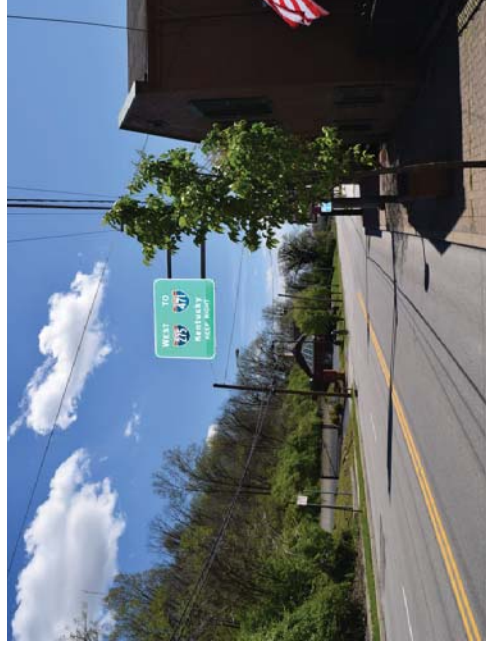


FIGURE: Pedestrian Crossings Are Unsafe During Events

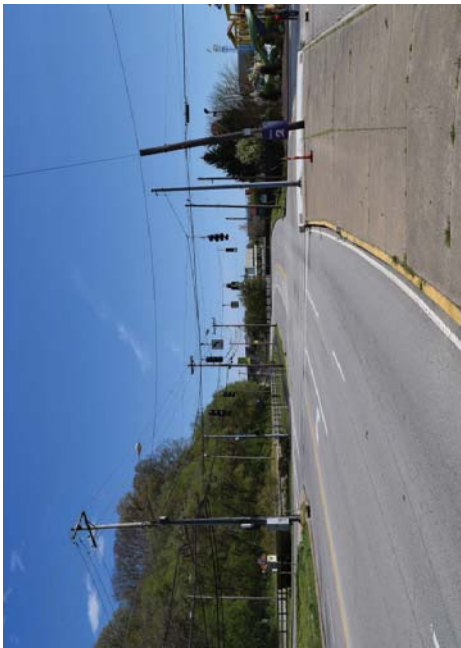


FIGURE: Vehicles near Path



FIGURE: Vehicular Safety Concern with Multiple curb cuts



FIGURE: Lack of Identity at Exit 71



FIGURE: Lack of Identity at Exit 72



FIGURE: No Identity Signs at Central Node



PLANNING OVERVIEW

The MSP team instituted a community engagement process that was based on the process developed in the analysis stage. The team worked with the community and stakeholders to develop a final vision for the corridor to serve as the central theme for the site. The information gathered from public and stakeholder surveys, site visits, previous studies and the site analysis helped create a plan of site recommendations. These plans are to serve as a stimulant for future development, beautification, circulation, and wayfinding.

FIGURE: Potential Welcome Plaza at the Coney Island Entrance



Exit 71 to Belterra Park

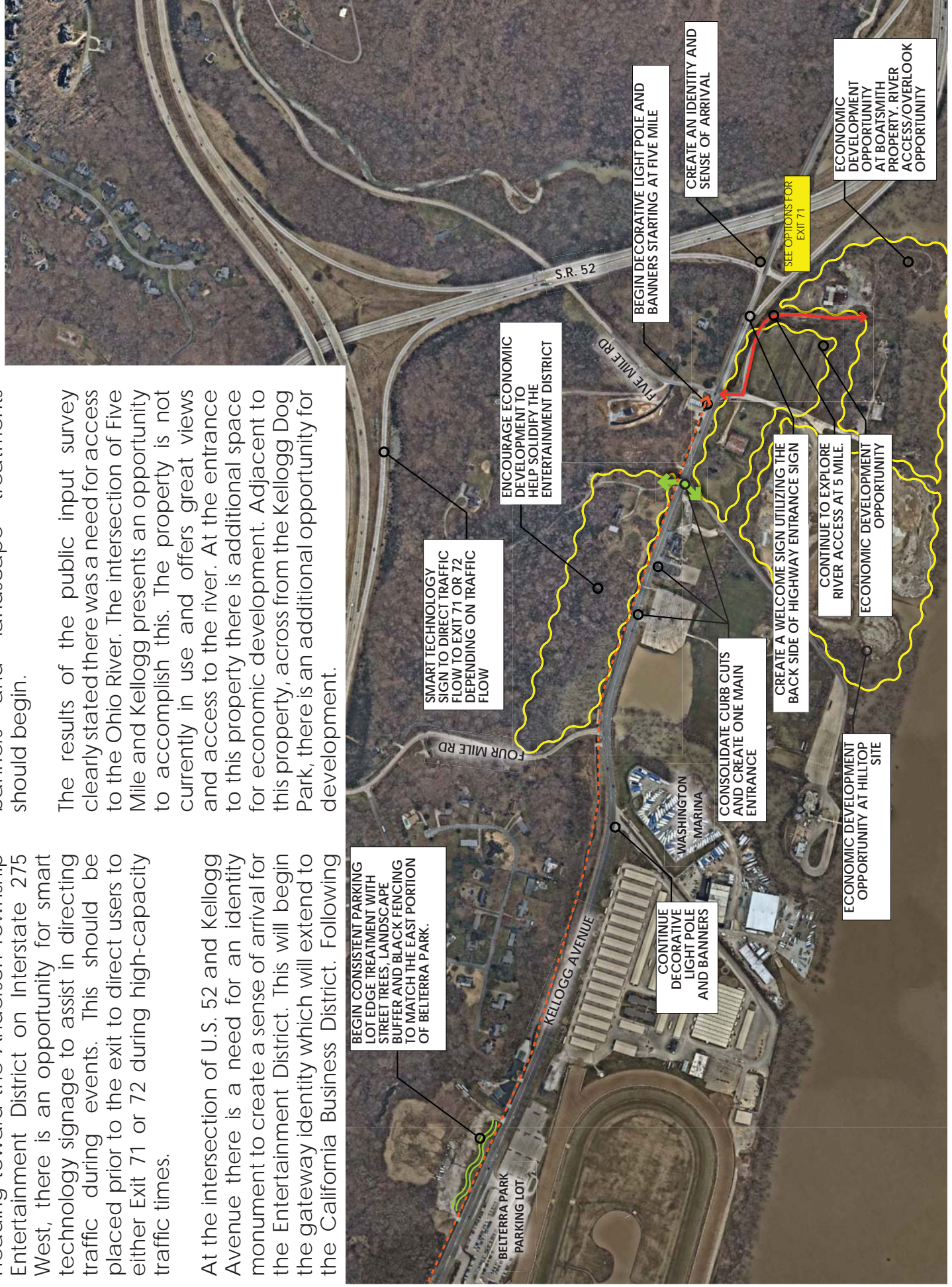
Heading toward the Anderson Township Entertainment District on Interstate 275 West, there is an opportunity for smart technology signage to assist in directing traffic during events. This should be placed prior to the exit to direct users to either Exit 71 or 72 during high-capacity traffic times.

At the intersection of U.S. 52 and Kellogg Avenue there is a need for an identity monument to create a sense of arrival for the Entertainment District. This will begin the gateway identity which will extend to the California Business District. Following

the monument, decorative light poles, banners and landscape treatments should begin.

The results of the public input survey clearly stated there was a need for access to the Ohio River. The intersection of Five Mile and Kellogg presents an opportunity to accomplish this. The property is not currently in use and offers great views and access to the river. At the entrance to this property there is additional space for economic development. Adjacent to this property, across from the Kellogg Dog Park, there is an additional opportunity for development.

FIGURE: Vision - Exit 71 to Belterra Park



BEGIN CONSISTENT PARKING LOT EDGE TREATMENT WITH STREET TREES, LANDSCAPE BUFFER AND BLACK FENCING TO MATCH THE EAST PORTION OF BELTERRA PARK.

CONTINUE DECORATIVE LIGHT POLE AND BANNERS

SMART TECHNOLOGY SIGN TO DIRECT TRAFFIC FLOW TO EXIT 71 OR 72 DEPENDING ON TRAFFIC FLOW

ENCOURAGE ECONOMIC DEVELOPMENT TO HELP SOLIDIFY THE ENTERTAINMENT DISTRICT

BEGIN DECORATIVE LIGHT POLE AND BANNERS STARTING AT FIVE MILE

CREATE AN IDENTITY AND SENSE OF ARRIVAL

SEE OPTIONS FOR EXIT 71

ECONOMIC DEVELOPMENT OPPORTUNITY AT HILLTOP SITE

CREATE A WELCOME SIGN UTILIZING THE BACK SIDE OF HIGHWAY ENTRANCE SIGN

CONTINUE TO EXPLORE RIVER ACCESS AT 5 MILE. ECONOMIC DEVELOPMENT OPPORTUNITY

ECONOMIC DEVELOPMENT OPPORTUNITY AT BOATSMITH PROPERTY. RIVER ACCESS/OVERLOOK OPPORTUNITY

CONSOLIDATE CURB CUTS AND CREATE ONE MAIN ENTRANCE

FIGURE: Exit 71 Landscape Enhancements



FIGURE: Accent Landscape Example



The interstate exits are considered the front door to the site. This is the first experience the users get when entering the site and these areas need to set a standard for landscape, lighting, and beautification for the entire corridor. At these intersections there is an opportunity to create an identity for the Kellogg Gateway Corridor. The above graphic shows an example of a landscape treatment that can set a standard for design along Kellogg Avenue. A large monument sign needs to be implemented at each exit interchange.

There is also an opportunity for a vertical architectural feature that can be matched at Exit 72. These additions to the site will create a sense of identity and beautification to the Kellogg Corridor.

Belterra Park to Exit 72

A consistent landscape treatment needs to be implemented along the entire corridor. The east entrance of Riverbend needs to be improved and kept to the standards set by Belterra Park.

FIGURE: Vision - Belterra Park to Exit 72



A central area of focus is the intersection of Sutton Road and Kellogg Avenue. This area creates an opportunity for development as well as a welcome plaza to the corridor. This intersection can be improved with decorative crosswalks, vertical architectural features, and other amenities. The open space in front of Coney Island presents an opportunity to create a welcome plaza and a central node for pedestrians, and Bikers. This could also serve as a location for ride share pick up and drop off during events. From Sutton to Exit 71 the overhead demarcation signs should be relocated to the edge of the roadway. This will remove the visual clutter and allow for a vertical identification sign.

FIGURE: Vision at Sutton Road Intersection

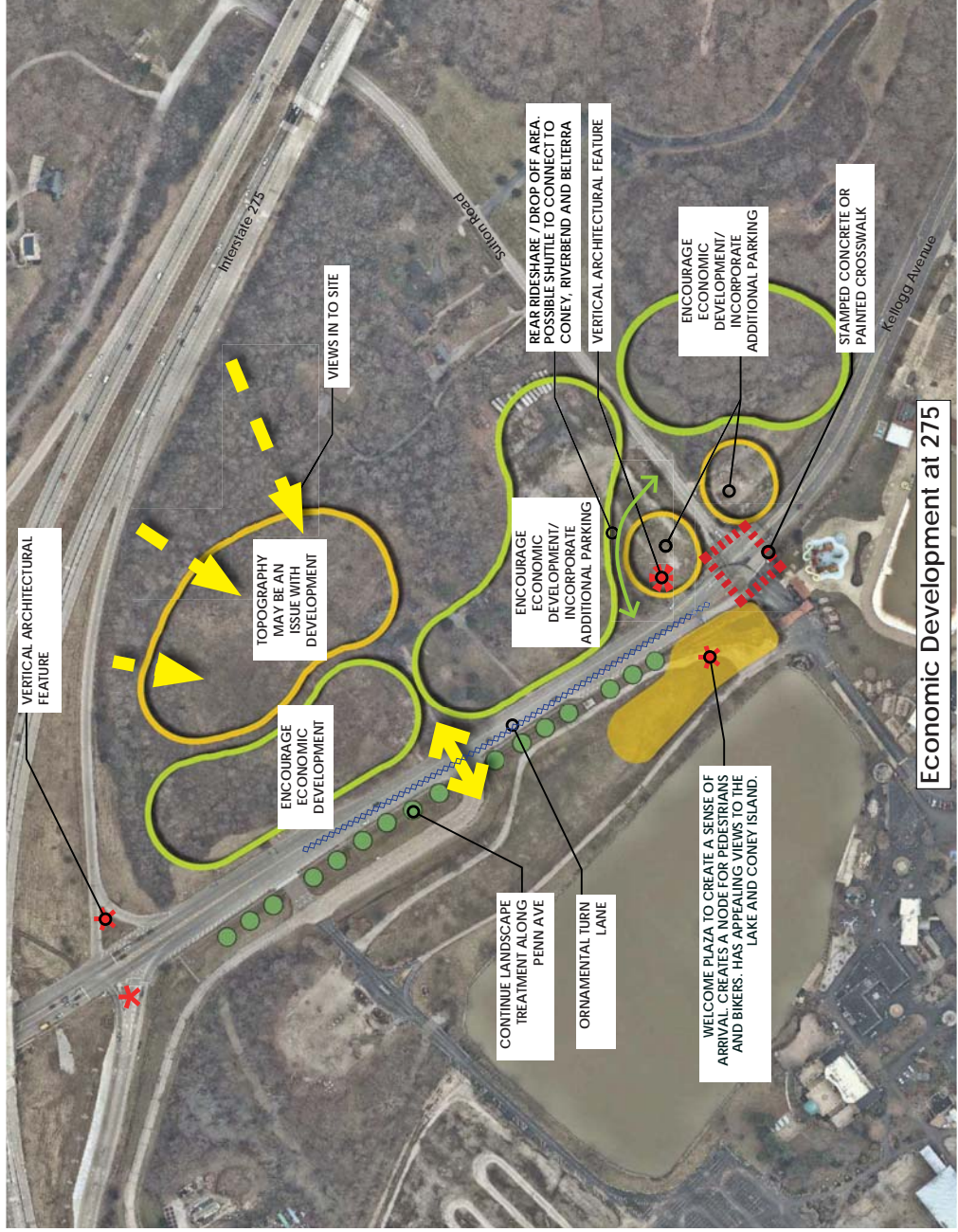


FIGURE: Decorative Crosswalk Example



FIGURE: Welcome Plaza



FIGURE: Ornamental Turn Lane



The intersection of Sutton Road is a clear opportunity to make enhancements. There are multiple locations for economic development along Kellogg Avenue that will create a central node for visitors. These can be utilized for retail, restaurant, and hotels. Creating a Welcome Plaza with a possible water feature in addition to these developments at this intersection will help establish a main destination for guests visiting and create the opportunity for development and business that will attract visitors to stay within the corridor on nonevent days. The vertical architectural features can be utilized for signage for these areas. This type of development will create an additional area for ride share parking and drop off. This can also double as a shuttle bus drop off and pick up location helping to connect with Riverbend Music Center, Coney Island and Belterra Park.

The economic development areas can also be utilized to include public parking or other parking infrastructure for events within the area.

FIGURE: Vertical Architectural Element

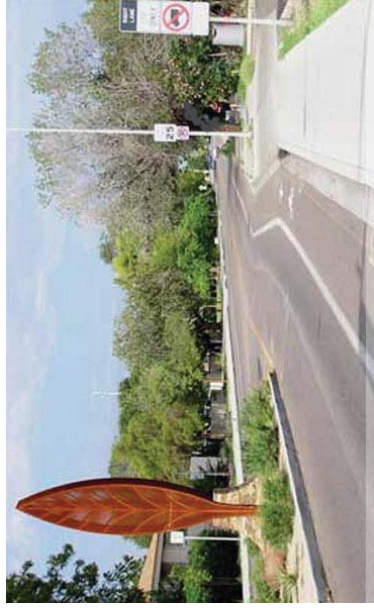


FIGURE: Shared Bike Lane



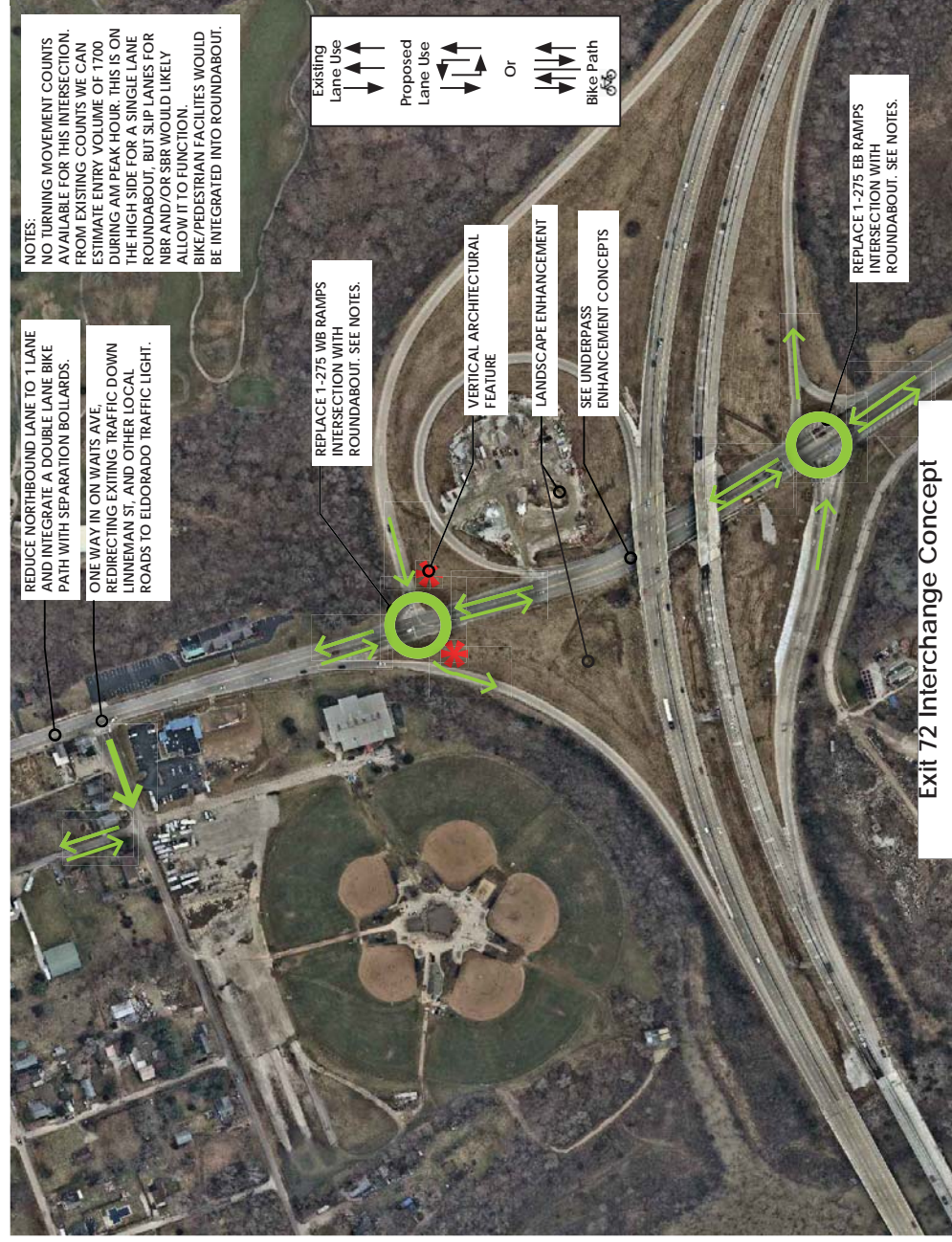
FIGURE: Exit Ramp Roundabout



Exit 72 Traffic and Bike Path

The Exit 72 interchange serves a crucial role during large event traffic. There are two areas that have been proposed to create a roundabout to maximize flow of traffic—one at each entrance and exit. The north roundabout will reduce the vehicle speed near Dead Low Brewing, forcing vehicular traffic to slow down upon entering the roundabout. The south roundabout will create a continuous flow of traffic during these peak events.

On the California Business District side, the Waits Avenue intersection is dangerous due to low site distance and vehicle acceleration. This can be minimized by only allowing one way traffic inbound from Kellogg Avenue. The traffic that normally would leave from Waits would be redirected down Linneman Street and other local roads to Eldorado where a traffic light is located.



Exit 72 Interchange Concept

FIGURE: Overpass Landscape Example



FIGURE: Overpass Landscape Example



FIGURE: Overpass Landscape Example



Exit 72 Landscape Enhancements

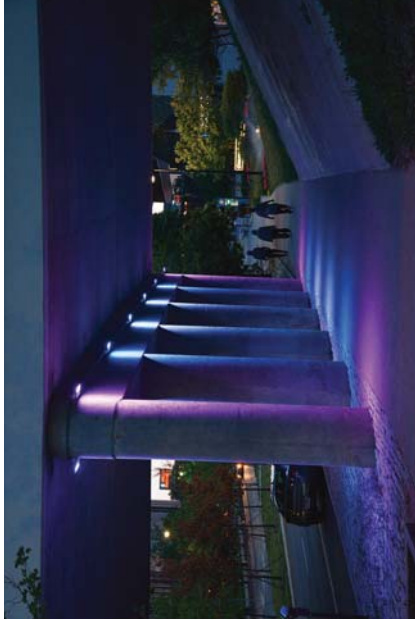
To match the landscape enhancements at Exit 71 additional treatments can be implemented at Exit 72. Circular landscape design can be utilized to follow the entrance and exit lanes, creating visual interest rather than a large grass open space. These treatments will help to add a sense of arrival and help maintain an identity while traveling through the corridor. Architectural features can also be implemented, which will help provide

locations for signage to signify each district. Example photos to the left show examples of these features as well as the landscape treatments that could be implemented. These can consist of accent walls, sculpture pieces and decorative fencing. If the roundabout concept is adopted, its landscape enhancements will change accordingly to match.

FIGURE: Exit 72 Landscape Enhancements

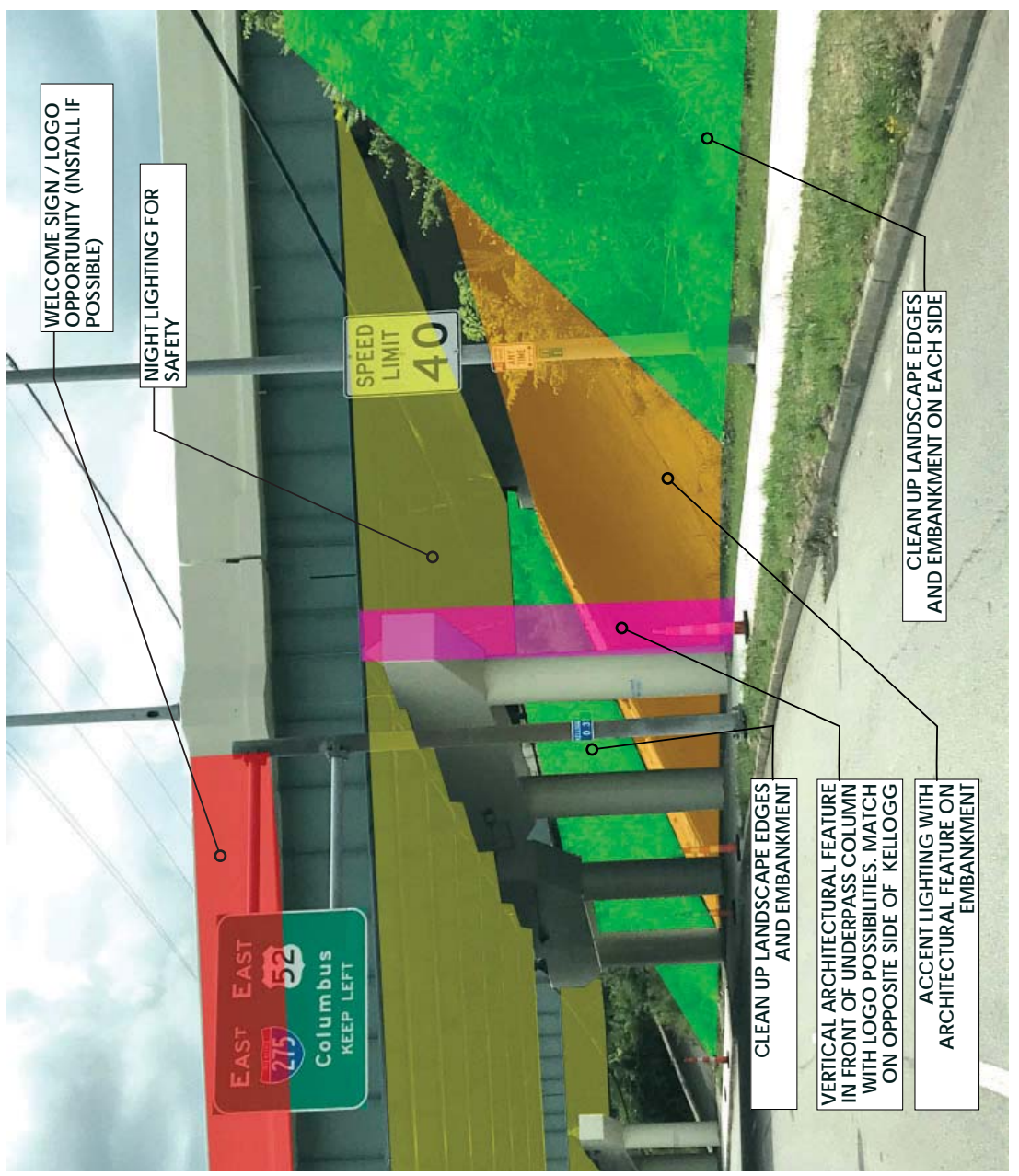


FIGURE: Underpass Landscape Examples



The underpass at Exit 72 needs beautification and safety lighting. These were two areas of concern from the survey results. Identity signs can be located on the exterior edge of the overpass that signifies you are entering the California Business District or the Entertainment District. This however may be limited by existing signage and Construction. Multicolored lighting will

not only beautify the overpass, but also create a sense of safety when traveling on the newly constructed bike path between the two districts. Decorative walls under the overpass will also add to the aesthetics and accent the updated landscape along Kellogg Avenue. The graphic below shows areas of improvements that can be made, and examples are shown to the left.



Exit 72 to California

The historic California Business District creates its own identity different from the Entertainment District. This is a walkable downtown space with multiple opportunities for infill development. The first issue presented was the lack of a bike path traveling through this space. This bike path needs to continue through California and connect to the bike paths to the north. This can be done by reducing the northbound lanes to one lane and adding an on-street bike path, or redirecting the bike path through the residential area within California. The

pathway can extend along Linneman Street where less congested traffic is located and connect to Rohde Avenue. An additional area of exploration is located at the rear of River City Sports Complex, which could help create a strong connection to the Ohio River. This could allow for both public bike and pedestrian access to the river.

Previous designs of a Village Center have been generated with the goal of creating a central gathering space within the California Business District, helping to establish a multi-use space for recreation activities and a possible

market area. This would also add to the economic development opportunity.

Traveling south along Kellogg prior to the Waits Avenue intersection there are overhead guide signs that look like freeway entrance signs. These cause traffic to accelerate and present an unsafe space for pedestrians and bikers. These signs should be removed and relocated south of Dead Low Brewing. The signs can also be placed along the edge of the roadway which signify a lower speed and reduce the amount of lead time vehicles have to accelerate.

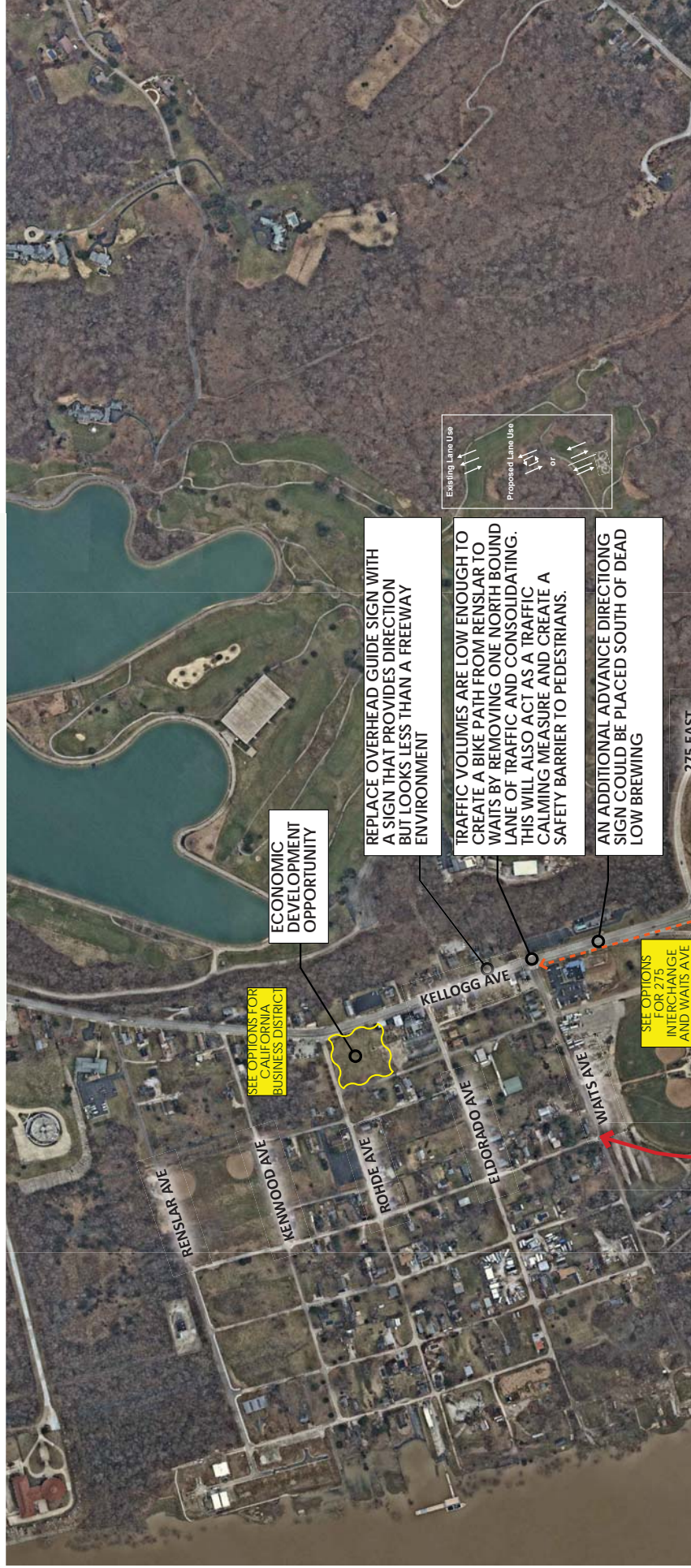


FIGURE: Vision - Exit 72 to Renslar Avenue

FIGURE: California Bike Path Opportunities



California Business District

This graphic shows the relocated bike path opportunities as well as traffic flow options through California. As stated previously, there is an opportunity to relocate the bike path behind Dead Low Brewing and through the residential area of California. This can either be located along Linneman Street (although very narrow) or explore the “paper street” as shown, creating a designated bike path with no vehicular traffic. A shared bike path on Kellogg Avenue is the other option, but through the survey results it was clear this has less approval from residents.

Bike path options shown in the graphics to the right depict both a shared bike path as well as a designated bike path on the paper street. Also shown is an example of a historic downtown streetscape. This can utilize similar lighting and banners as the rest of the corridor. This in addition to implementing planters will help to reduce traffic speed and act as a buffer between pedestrians and vehicular traffic along Kellogg Avenue. Additional implementations could include electric bike stations and scooters for connection.

FIGURE: Bike Path along Street Example



FIGURE: Bike Path on Paper Street Example



FIGURE: Downtown Streetscape Example



Wayfinding

Successful wayfinding defines a sense of place. District wayfinding systems not only direct visitors to destinations, but also serve as a teaching tool that educates the visitor on the boundaries, destinations and key features of the urban environment. This creates a “legible city” where wayfinding and identification elements support the overall urban structure and experience. Successful systems utilize common design including color, typography, shape, logo, material and nomenclature.

Gateways and Area Identification

Gateways define the entry into a distinct place with a defined identity. Gateways exist on a number of levels in an urban area including signs and landmarks that identify entrance to a regional area which can include government entities (states and counties), heritage areas and economic zones (industrial and commercial corridors).

Vehicular Wayfinding

These elements direct motorists to districts, cities, parks, heritage areas, destinations and parking. Vehicular wayfinding is meant to be seen at high speeds in public right-of-ways.

FIGURE: Consistent Wayfinding Examples

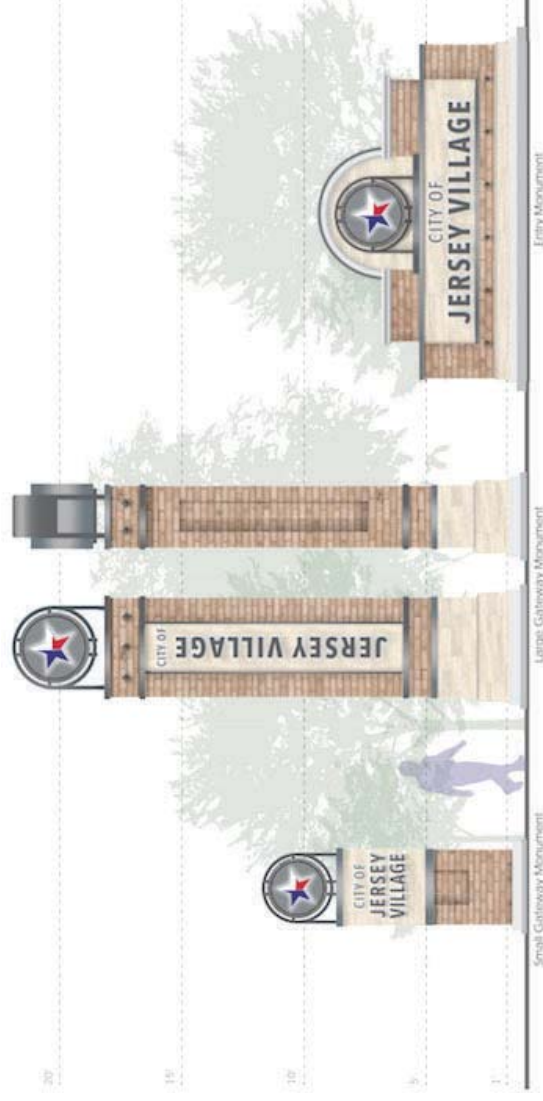
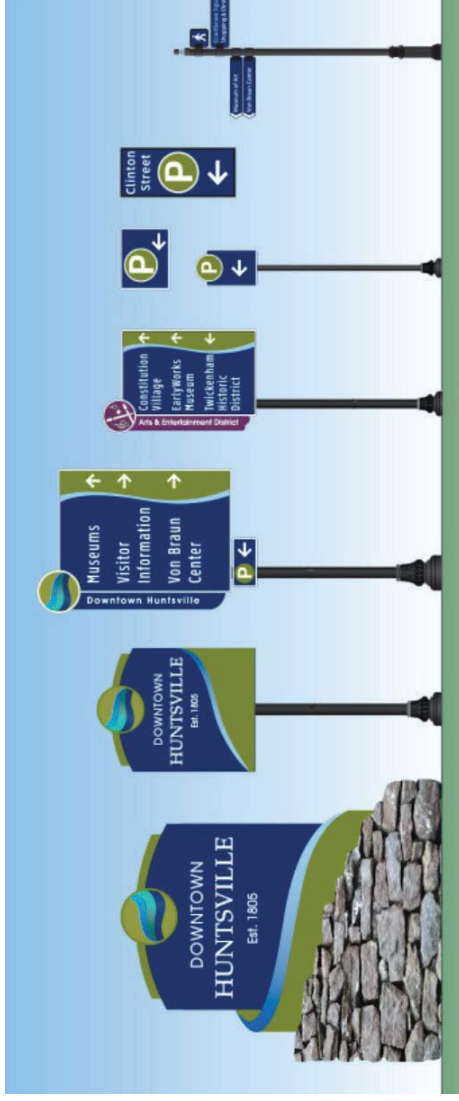


FIGURE: Gateway and Area Identification Examples

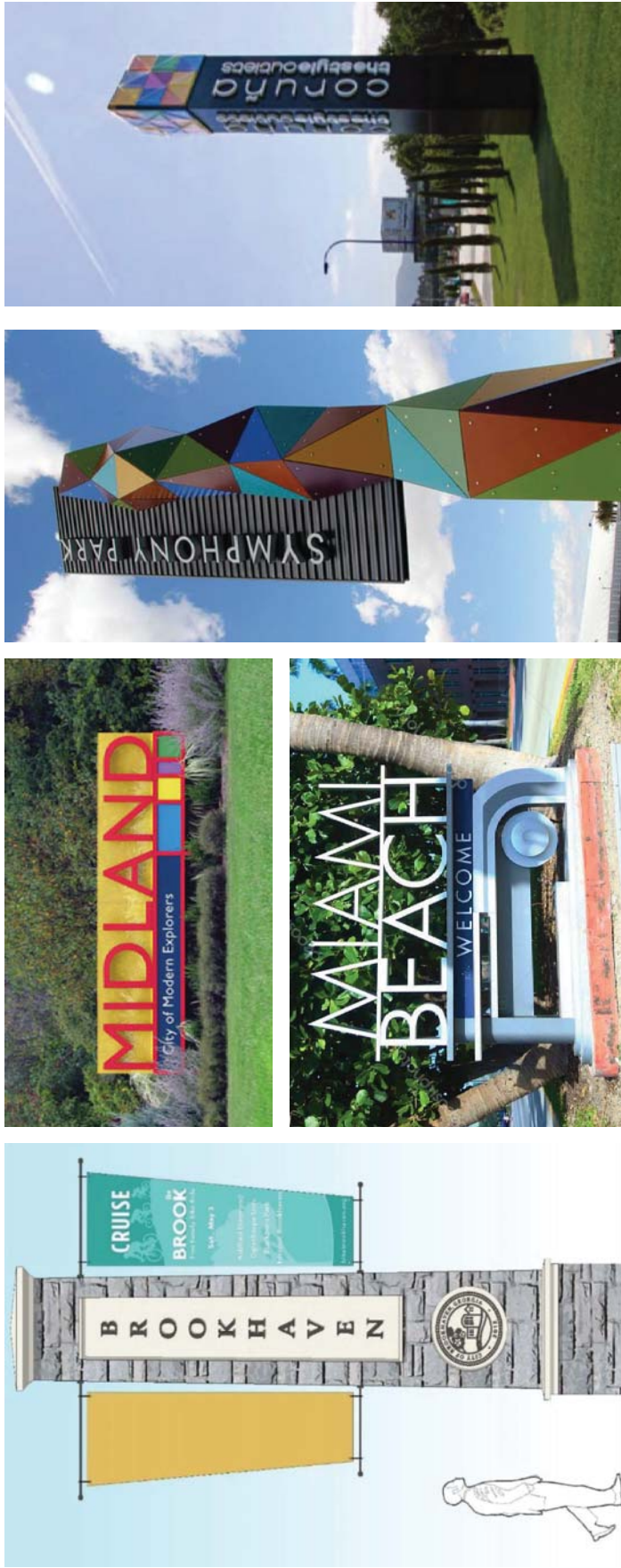


FIGURE: Vehicular Wayfinding Examples



Pedestrian Wayfinding

Design elements that direct pedestrians and cyclists to destinations inside of a defined district or neighborhood.

Innovative Wayfinding

A successful walking and bicycling environment requires a comprehensive network of wayfinding elements to create an effortless navigation system and a fluid experience specifically aimed at the needs of pedestrians and cyclists. Active transportation will be a key part of transforming the Kellogg corridor. Creating wayfinding systems that address the needs of all users, whether traveling by foot, bicycle, car, or transit will be critical. Considering innovative ideas in the wayfinding system could elevate it in terms of both use and connecting travelers to destinations within the area. Examples of innovative ideas that could be employed include incorporating a digital wayfinding kiosk to help visitors and locals with up-to-date information about community events and news. Gateway structures that incorporate banners that can be updated, painting or applying wayfinding to paths and unique path marker pylons.

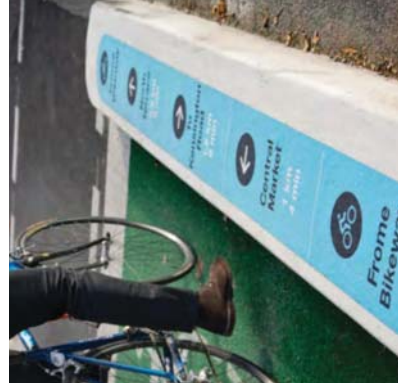
Highway Underpass

One very powerful way to connect the two areas will be to find a way to use the highway underpass to welcome instead of divide the two areas. A mural on the side facing pedestrians and those coming off the highway could go a long way to adding color and connecting Anderson Township and California.

FIGURE: Pedestrian Wayfinding Examples



FIGURE: Innovative Wayfinding Examples



Comprehensive Wayfinding

A successful wayfinding program will incorporate and address brand development, creative concept design, placement planning, design intent drawings, construction drawings, bid preparation and assistance, and proper construction in order to create a clear wayfinding experience and achieve a more navigable transportation network.

Lighting

Lighting will be key in connecting the entertainment district to the California neighborhood. This is what will ensure that pedestrians and cyclists feel safe and welcome. It will also help tie the wayfinding elements together to ensure a comprehensive system to navigate and inform those choosing active transportation. This will be especially key under the highway underpass.

FIGURE: Comprehensive Wayfinding Examples

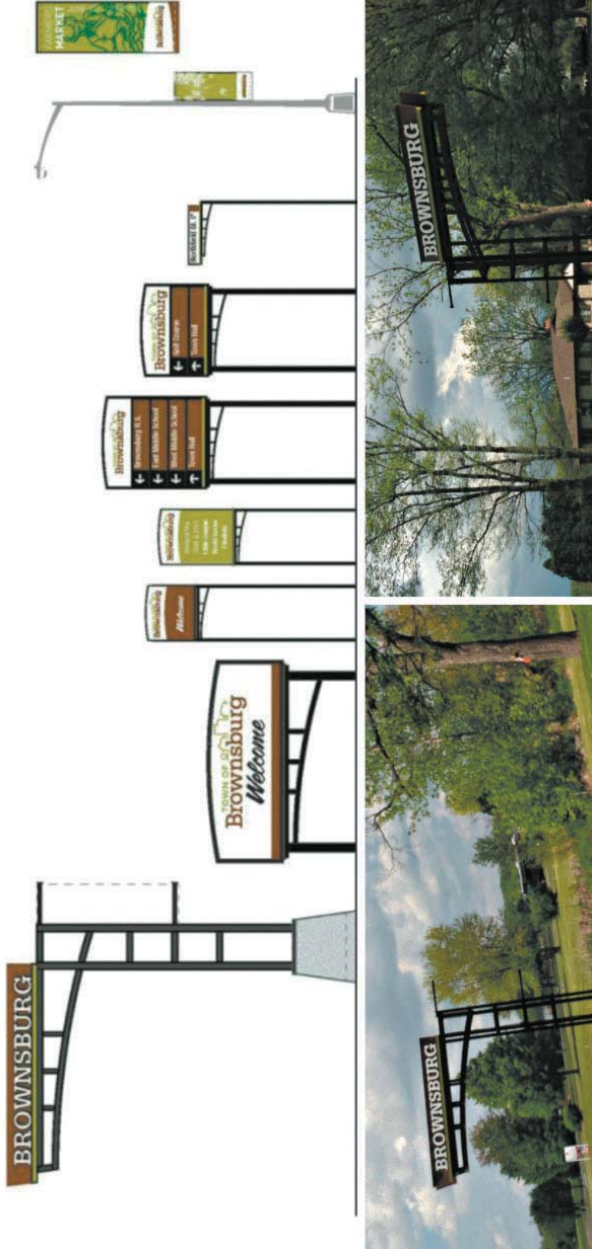
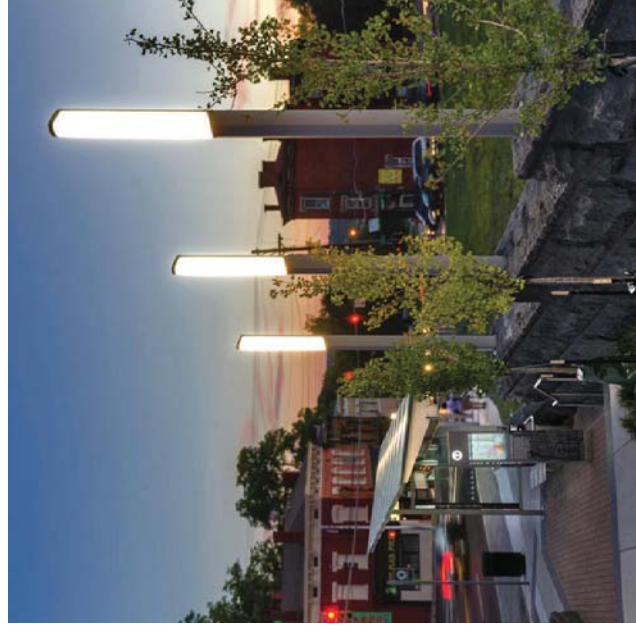


FIGURE: Lighting Examples



ACTIONS AND PRIORITIES

Action Items

• AESTHETICS AND PUBLIC SPACES

- **Landscape enhancements at I-275 Exit 71 and 72 interchanges.**
 - Develop a maintenance plan in coordination with the City of Cincinnati, Anderson Township and ODOT.
 - Create a landscape and streetscape design for green spaces associated with the interchanges.
 - Design and implement corridor identification features at each intersection, to include year-round interest (lighting, banners, seasonal plantings, etc.)
 - Create a gateway monument for major landmarks and entrances into the site (Exit 71, 72 and California)
- **Streetscape enhancements along Kellogg Avenue**
 - Develop consistent corridor guidelines and consistent streetscape treatments for lighting, signage, benches, trash receptacles, fencing and landscaping.
 - Design and implement public spaces along the corridor such as seating areas, gathering spaces and landscape treatments.
 - Design and implement upgrades to pedestrian crosswalks at Sutton and Kellogg to improve safety, aesthetics and access.
- **Welcome Plaza**
 - Create a destination and a central node for activity. The Welcome Plaza will be a signature part of the corridor at the intersection of Sutton and Kellogg Avenue.
 - Develop a branding and signage program that is consistent with the recommendations for the balance of the corridor

Action Items

• ACCESSIBILITY AND SAFETY

• Design and implement consistent wayfinding.

- Develop consistent marketing and branding look and language to promote and identify the corridor.
- Implement smart technology signage on I-275 to facilitate vehicular access and overall user experience.
- Extend the Ohio River Trail through the California Business District and connect to the northern bike path at Salem Rd.
- Implement pedestrian safety measures for the connection between the California Business District to the Entertainment District.
- Consider implementing appropriate road diet principles to promote aesthetics and improve safety. This would include lane conversion, lane elimination, lane narrowing, lane reduction, road narrowing, road re-channelization and road reconfiguration.

• ECONOMIC DEVELOPMENT

- Further define key areas for Economic Development identified in the study and partner in promoting and marketing of such opportunities.
- Identify key funding opportunities to assist in development in such sites.
- Creation of an official California business district to replace the current title of “business area” to further encourage development.

Planning and Design

Planning and Design

- Design a Welcome Plaza area to
- Develop concepts of pedestrian walkability at key intersections that accent
- Develop consistent corridor guidelines for lighting, signage, benches, trash receptacles, fencing and landscaping.
- Design and implement public spaces along the corridor such as seating areas, gathering spaces and landscape treatments.
- Develop a branding theme that equally identifies each side of the corridor with a common logo.
 - Work with Marketing and Branding to develop a consistent sign type and logo for the corridor.
- Identify key funding opportunities to assist in development.

Maintenance and Landscape Treatments

Maintenance and Landscape Treatments

- Develop a maintenance plan for the Exit 71 and 72 interchanges in coordination with City of Cincinnati, Anderson Township and ODOT.
- Create a landscape/streetscape design for Exit 71 and 72 interchanges.
- Implement year-round interest with annual color, holiday lighting and signage along the Kellogg corridor.
- Install underpass lighting to improve aesthetics and safety for pedestrian and bikers traveling between California and the Entertainment District.

Planning and Design

- Develop documents to implement the Welcome Plaza and pedestrian walkability.
- Implement Road Diet principles to promote aesthetics and improve safety.
- Create a marketing handbook to rebrand the corridor and promote a kick-off project.
- Coordinate the logo and branding with streetscape enhancements (benches, trash receptacles, banners).
- Promote vehicular and pedestrian safety design measures.

Amenity Implementation

- Implement digital wayfinding on Highway 275.
- Create a gateway monument for each major landmarks and entrances into the site (Exit 71, 72 and California)

Planning and Design

Amenity Implementation