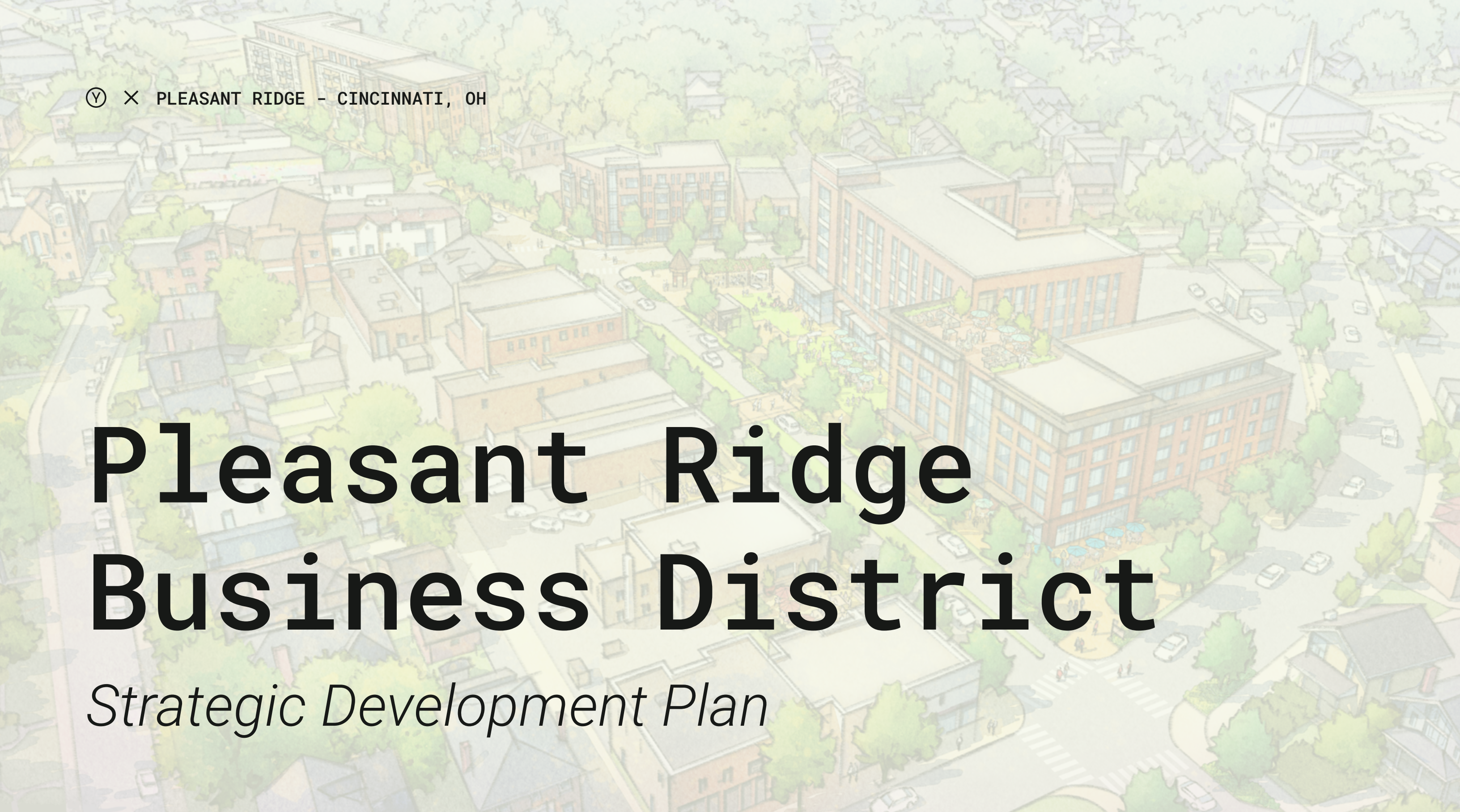


An aerial illustration of the Pleasant Ridge neighborhood in Cincinnati, Ohio. The scene shows a mix of historic brick buildings, modern multi-story structures, and lush green trees. A prominent building with a flat roof and large windows is in the center-right. The overall style is a soft, painterly illustration.

Y X PLEASANT RIDGE - CINCINNATI, OH

Pleasant Ridge Business District

Strategic Development Plan

YARD & CO.

NOV 2025

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The Vision



OUR VISION

Pleasant Ridge's Business District will be Cincinnati's most welcoming third place, cultivating local experiences that invite people to come for the life, and stay for a lifetime.

Overview

A coffee shop or brewery is often a third place, that casual community spot between home and work life where you are bound to see and catch up with a fellow neighbor. But can an entire business district be a third place?

In Pleasant Ridge, that is what we are all about. Yes, this Strategic Development Plan is about buildings and streets, but it is also about cultivating a sense of belonging, messaging that invites, and experiences that build a sustained, shared stake in the Business District's vitality.

This plan—and this place—focuses on a particular set of details, those rooted in human-centered comfort and design. Done right, we can start to broaden perceptions of our central spot in the region as not just a place to raise a family but a place where adulting is done right. And while we are welcoming and inclusive, we are not transient. Our District entices visitors to stay that extra hour and residents to stay after their kids leave the house. We think you are going to like the life you find here. This is our strategy for how we get there.



Principles

1

A photograph of a city street intersection. Several pedestrians are crossing a crosswalk. In the background, there are brick buildings, parked cars, and a person walking a dog. The image is slightly faded to allow text to be overlaid.

We have come a long way on our streets but more is left to do.

2

A photograph of a storefront for a business named 'HELLO HONEY' which sells 'HOMEMADE ICE CREAM'. There are outdoor seating areas with blue chairs and tables. The image is slightly faded to allow text to be overlaid.

We need to invest in the public's experience of the District by enriching each property's street frontage.

3

A photograph of a building with a sign that says 'Pleasant Ridge'. There are also signs for 'Pleasant Ridge Academy' and 'Pleasant Ridge'. The image is slightly faded to allow text to be overlaid.

We need to widen the perception of what we are all about and focus investments in fulfilling that brand promise.

4

A photograph of a street scene featuring a multi-story brick building. There are cars parked along the street and a tree in the foreground. The image is slightly faded to allow text to be overlaid.

Strategic investments in our community operations infrastructure can further coordinate growth of the District.

How We Got Here



Process

This vision was shaped through a layered process that was intentionally community driven. We began by understanding the market and physical conditions, then layered in direct community input from surveys, on-the-ground observations, and collaborative workshops with neighborhood leaders. Each step helped clarify not just what the District is, but what it wants to become.

1

Market Snapshot

Understanding who we’re serving

The identification of key demographic and lifestyle trends, influences, and target end-user audiences.

2

Place Audit

Evaluating what’s here and what’s missing

A cross-domain evaluation of the Pleasant Ridge Business District, including its planning and development context, its storytelling and brand, experience-based programming, and operations.

3

Steering Committee

Building shared leadership

A regular convening of representative neighborhood leadership that informed and guided the process. The Committee included members from the PRDC, Community Council, and local residents and business owners.

4

General and Public Space Survey

Hearing directly from neighbors

A tool for collecting direct insights on how community members experience the Business District.

Target Audiences

Profiles of who will live here and use the district every day—shaping housing, retail, and community life.



THE CREATIVE STARTER

Young renter drawn to authenticity and walkability.

Income: \$60K-\$95K Age: 25-35

Household Type: Single/couple, no kids

WANTS	LIKES	HOPES
Flexibility, convenience, access to culture	Coffee shops, co-working, local events	To stay rooted without settling

WHY PLEASANT RIDGE APPEALS?

Walkable | Affordable charm | Indie Vibe

22%

of Pleasant Ridge residents are ages 25-34, the neighborhood’s largest young adults segment.



THE INTENTIONAL GROWN-UP

Mid-career adult seeking lifestyle.

Income: \$90K-\$130K Age: 35-50

Household Type: Single/couple, with/without kids

WANTS	LIKES	HOPES
Space, community, quality amenities	Parks, good food, family-friendly places	A neighborhood that evolves with them

WHY PLEASANT RIDGE APPEALS?

Central location | Lifestyle mix | Diverse housing

36%

of households are led by adults ages 35-54, Pleasant Ridge’s core mid-career demographic.



THE ROOTED CONNECTOR

Longtime resident aging in place with local pride.

Income: \$35K-\$65K Age: 50+

Household Type: Single adult or older couple

WANTS	LIKES	HOPES
Stability, services, neighborhood routine	Local shops, walkable errands, civic life	To stay connected and feel valued

WHY PLEASANT RIDGE APPEALS?

Familiar | Walkable | Involved Community

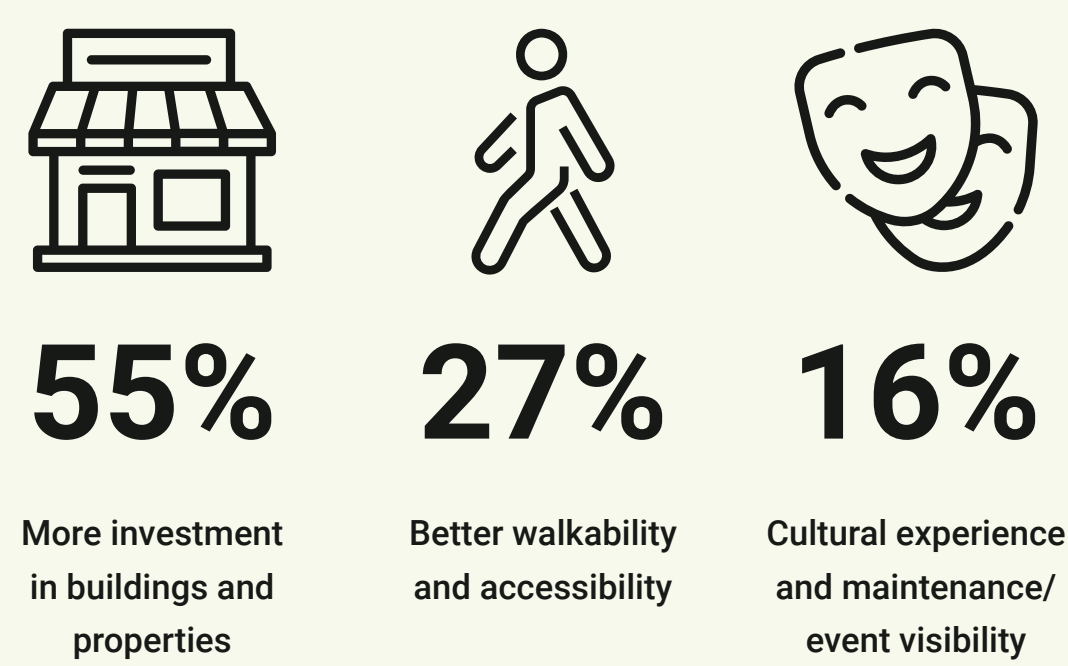
33%

of residents are age 55 or older, a major share of long-term, aging-in-place neighbors.

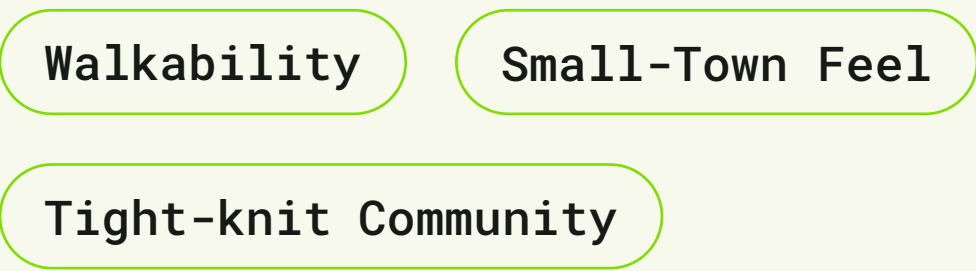
General Survey

364 Survey Responses

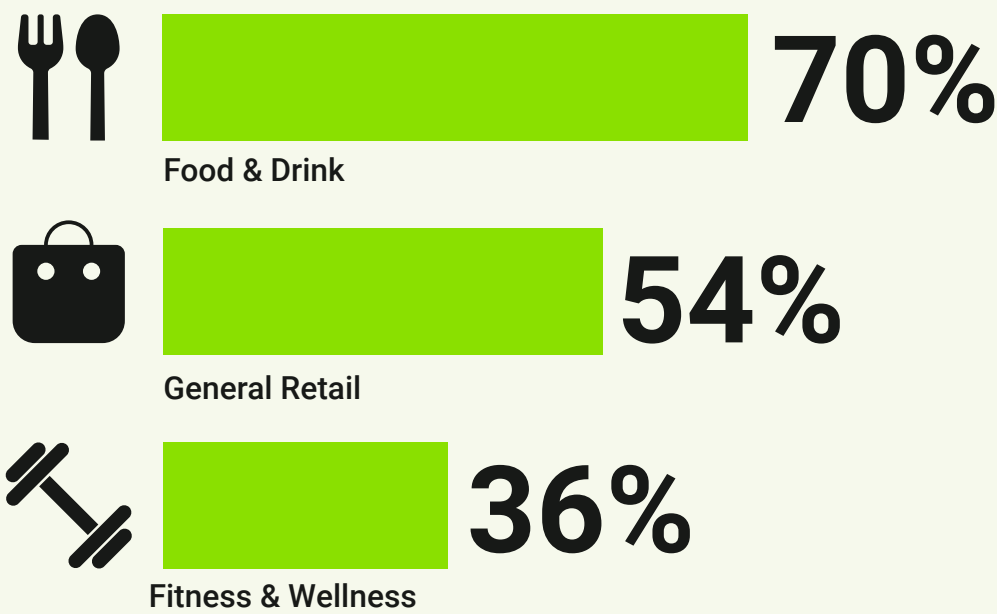
Top Priorities



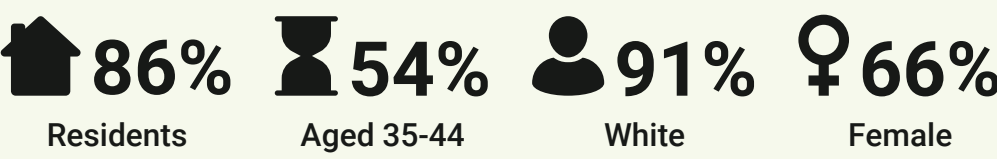
What People Love



What People Go Elsewhere For But Would Prefer to Be Closer to Home



Who Responded?



We need a deli, butcher, and bakery – stores that mean we aren't leaving the neighborhood for the basics.

Green space with seating and shade, like Hyde Park Square, would transform the district into more of a gathering place.

We need a live music venue or bar with a stage. Give people a reason to stay in the neighborhood after dinner.

Public Space Survey

~50 Responses (in-person & online)

Green & Quiet

Launched during the August 2nd Ridge Day event, community members described their ideal gathering space as **green, shaded, and welcoming**. They emphasized the importance of comfortable seating, trees, and a relaxed atmosphere that feels inclusive and friendly. Digital and in-person comments pointed toward a need for everyday spaces that invite people to pause, meet, and connect.

TOP FEATURES TO ADD

- 85% Outdoor dining
- 77% Lounge and seating areas
- 70% Improved landscaping
- 62% Activities and outdoor games
- 15% Public art

PROGRAMMING PRIORITIES

- 100% Movie nights and lawn events
- 77% Health and fitness
- 62% Markets and vending
- 31% Games and competitions
- 23% Music and dancing

Most Mentioned Words



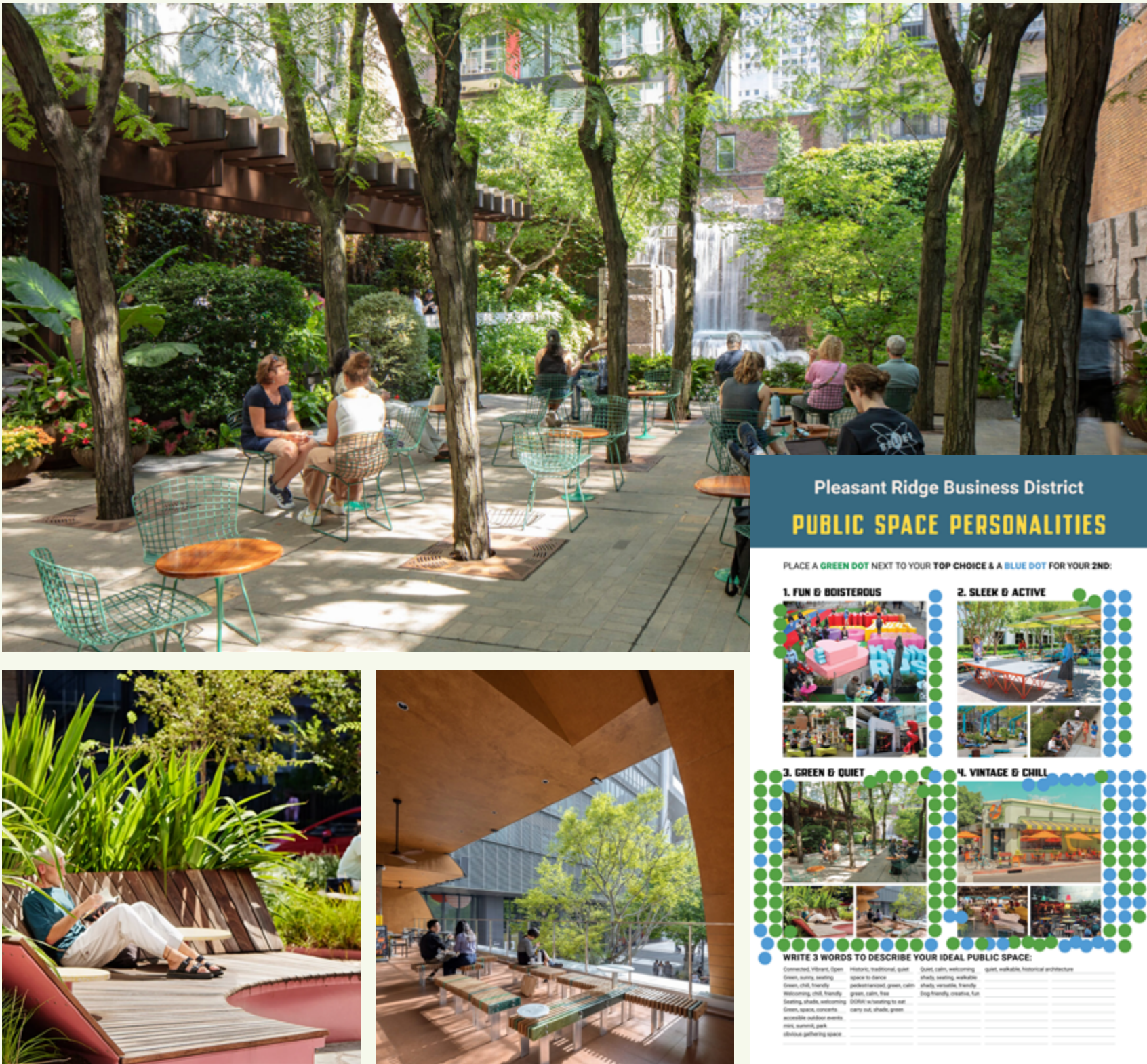
GREEN



SEATING



FRIENDLY



Key Sites



Map of Key Sites

Community members are eager to see new investment and filled in spaces across the Business District. The Pleasant Ridge Development Corporation, in collaboration with the Communitiy Council, has gained control of many key sites (bolded outline). Other sites will require proactive conversations with property owners. The development and programming vision shown on the following pages showcase the community-supported options for the district's future.

Note: Sites are numbered for identification purposes and are not in order of priority or ranking.

- 1 6114-6146 Montgomery Rd
- 2 6100 Montgomery Road
- 3 6116 Ridge Avenue
- 4 6070-6092 Montgomery Rd
- 5 3215 Orion Avenue



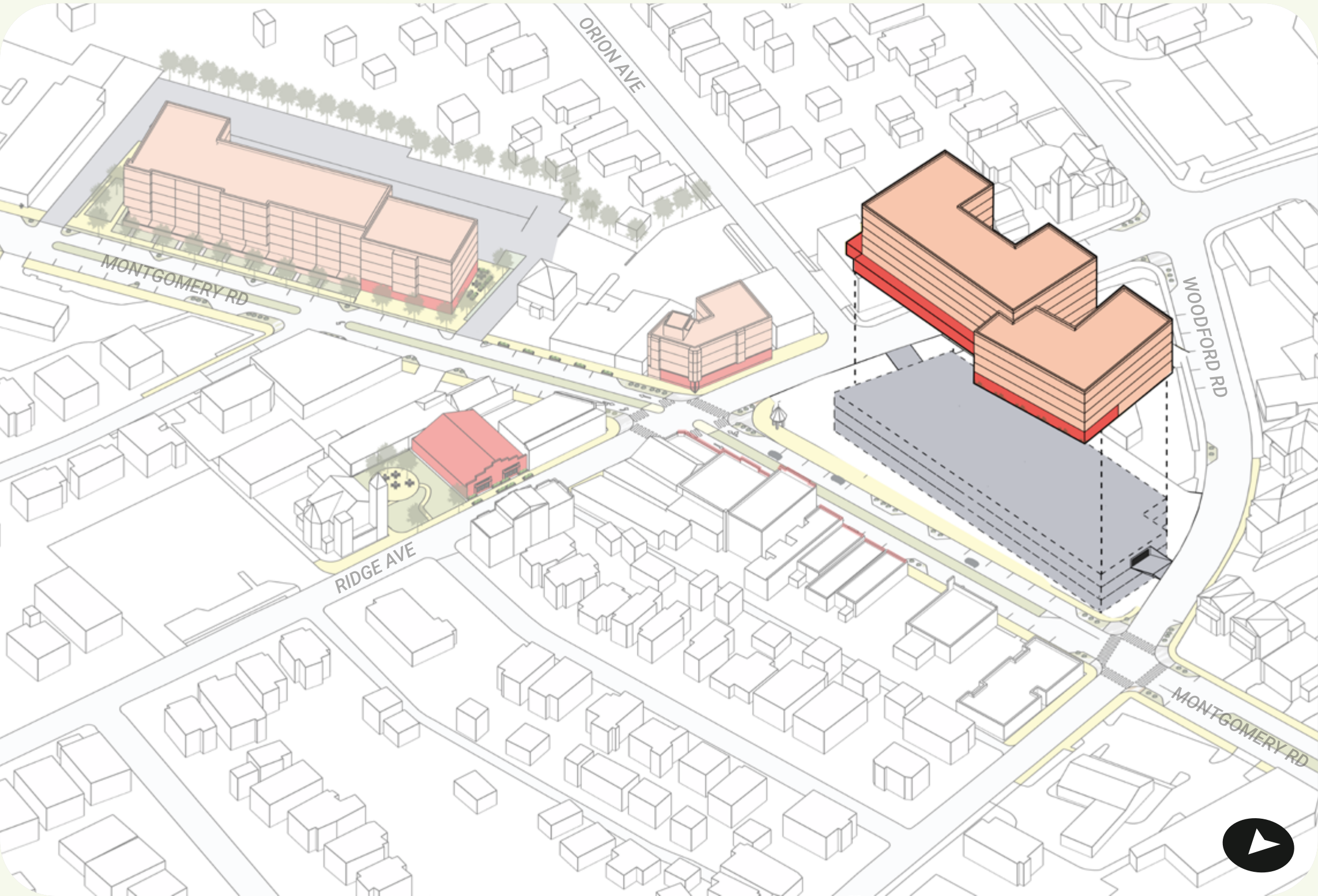
Early Phase Development Vision for Community Controlled Properties



Program

- Retail- **12,000 SF**
- Residential- **139 units**
- Parking- **120 spaces**
- Public Space- **5,000 SF**

Later Stage Development Triangle Site Below Ground Parking



Parking- **360 spaces**

Later Stage Development Triangle Site Build Out



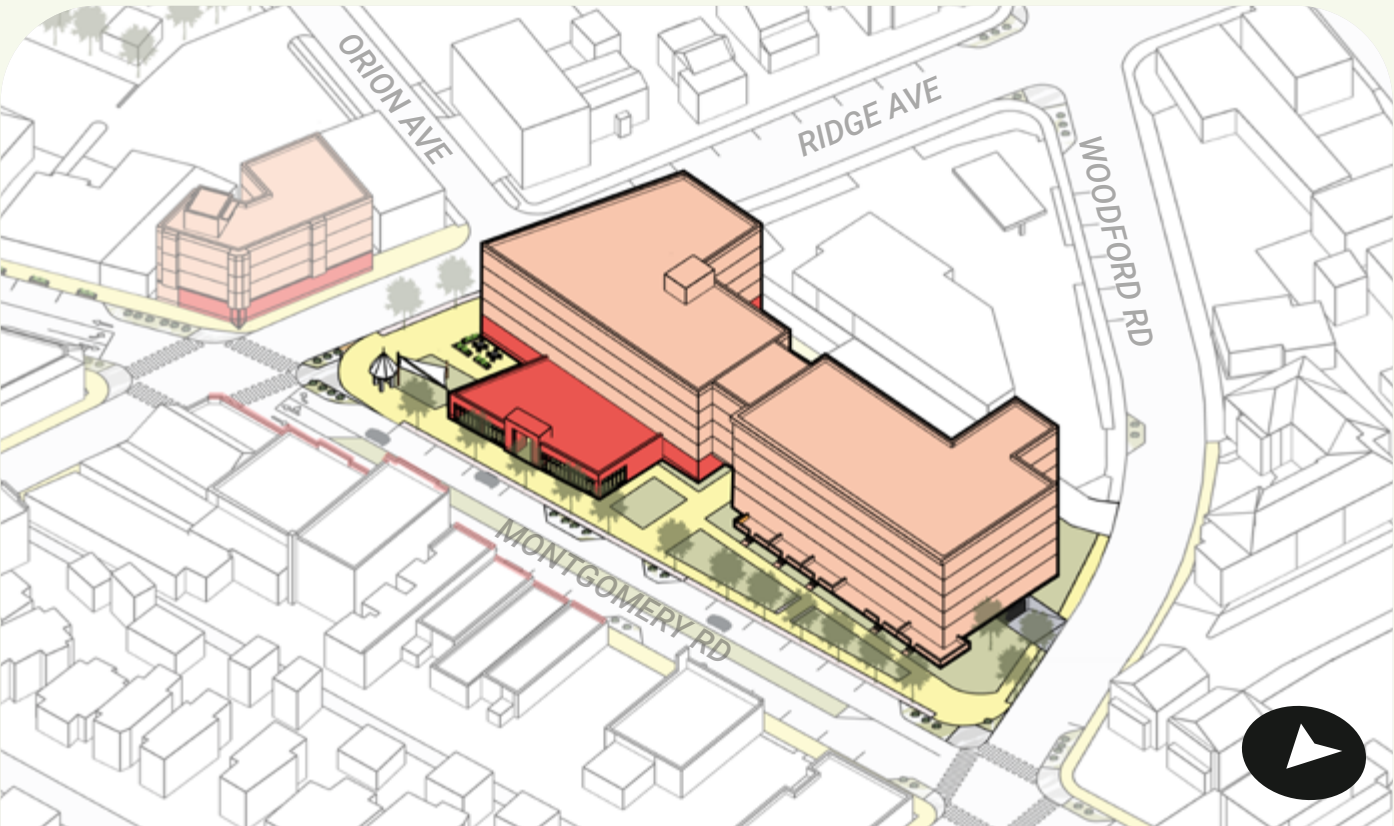
Program

- Retail- **20,000 SF**
- Residential- **164 units**
- Public Space- **16,000 SF ***

**Assumes CRC property relocated to alternate corner*



Later Stage Development Triangle Site Alternative Options



Public Space Alt 2- Retain Front of Pharmacy

Program

- Retail- **16,000 SF**
- Residential- **137 units**
- Parking- **325 spaces**
- Public Space- **14,000 SF**



Public Space Alt 1- Retain Pharmacy Facade

Program

- Retail- **12,000 SF**
- Residential- **137 units**
- Parking- **325 spaces**
- Public Space- **18,000 SF**

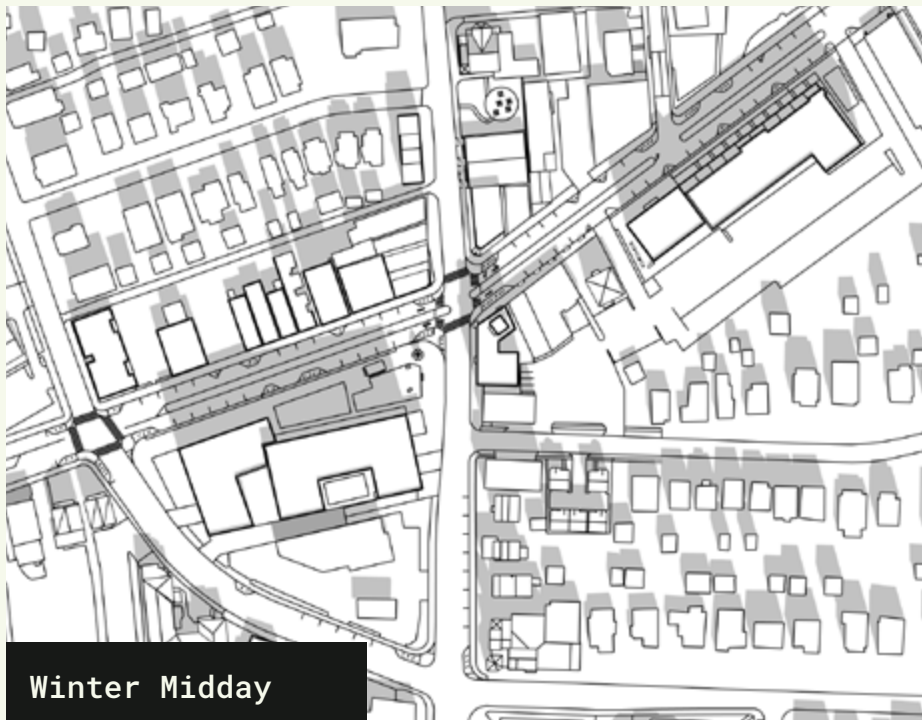
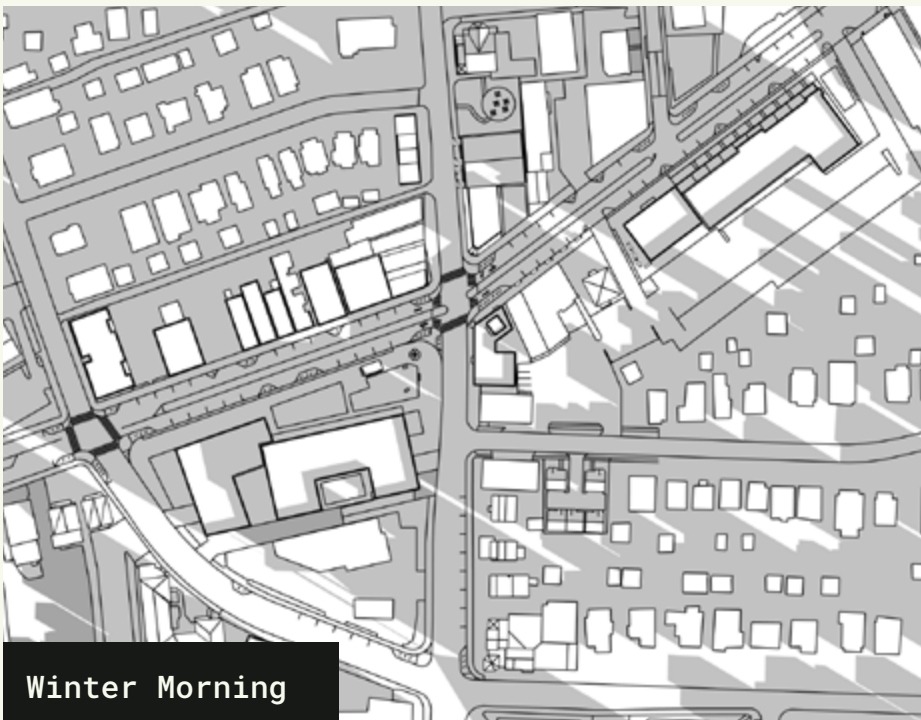
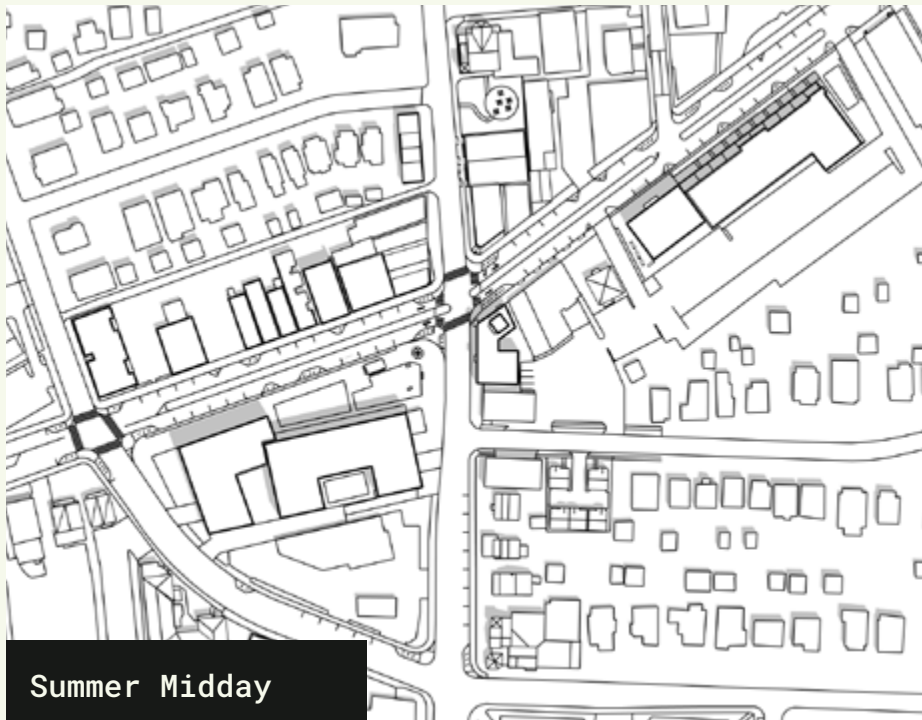
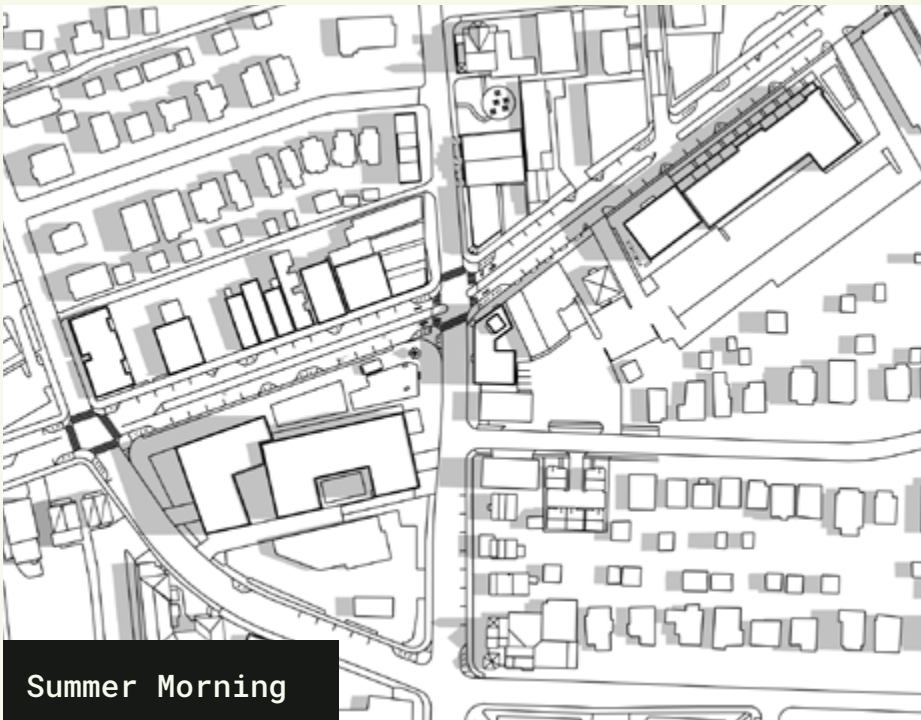
Additional Development Opportunity Carriage Houses

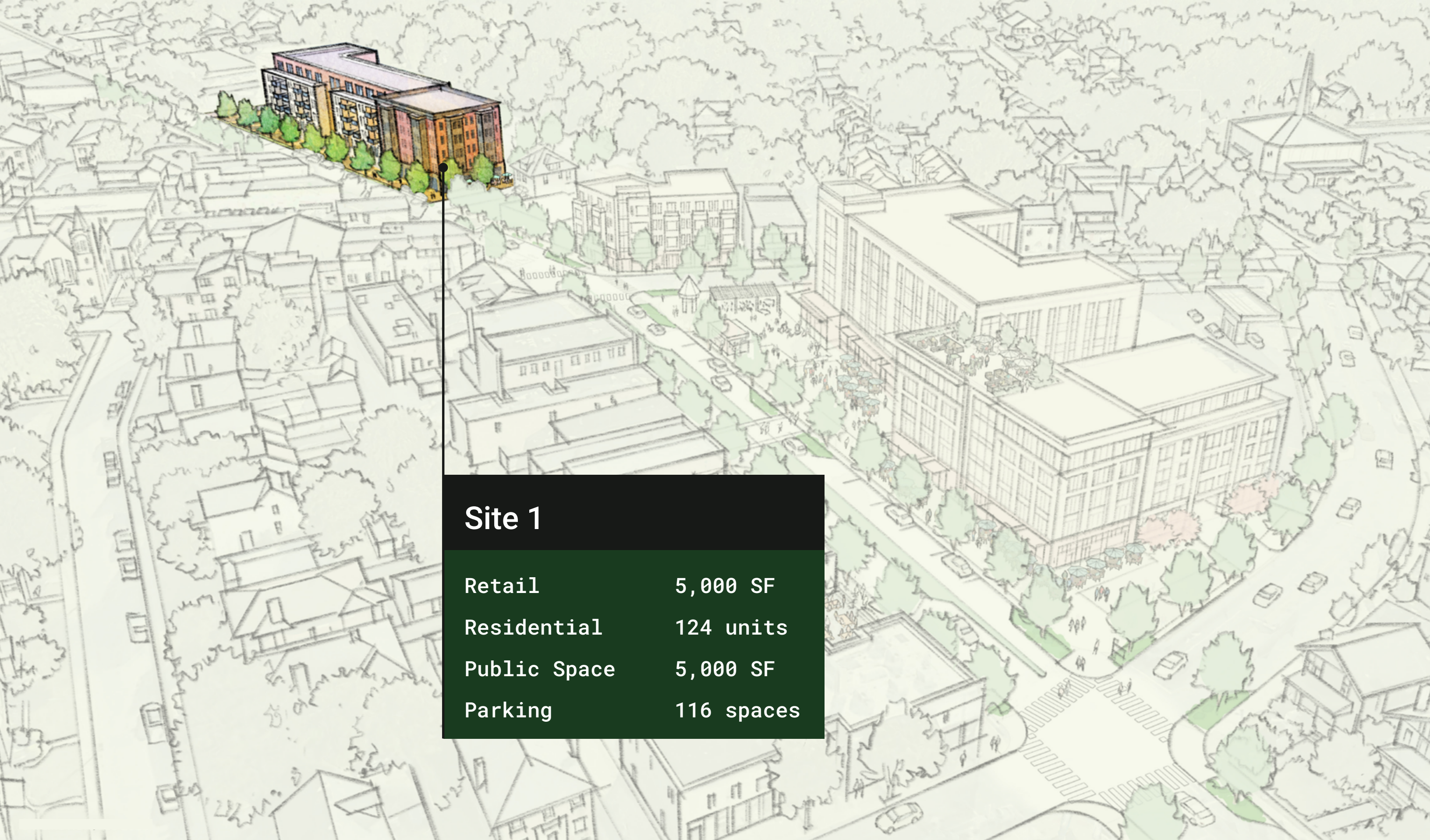


Program

- Residential- **5 homes**
- Parking- **5 spaces**
- Public Space
- Adaptive Reuse Opportunity

Sun/Shade





Site 1

Retail	5,000 SF
Residential	124 units
Public Space	5,000 SF
Parking	116 spaces



Site 2

Retail	3,000 SF
Residential	15 units
Parking	4 spaces



Site 4

Retail	20,000 SF
Residential	164 units
Public Space	16,000 SF
Parking	360 spaces



Supporting Initiatives



First 16 Feet

Property Owner and Business Tools

Seed a First 16 Feet Grant Program with an application process to provide funds (possibly up to \$1,500) for one or more of the following:

- Signage (fixed to building)
- Doorway planters
- Window boxes
- Awnings/trellis/shade devices
- Operable windows/doors/walk-up windows
- Storefront lighting
- Sandwich boards
- Murals
- Patio ground surface, shading, and lighting (must be at ground level and visible from street)

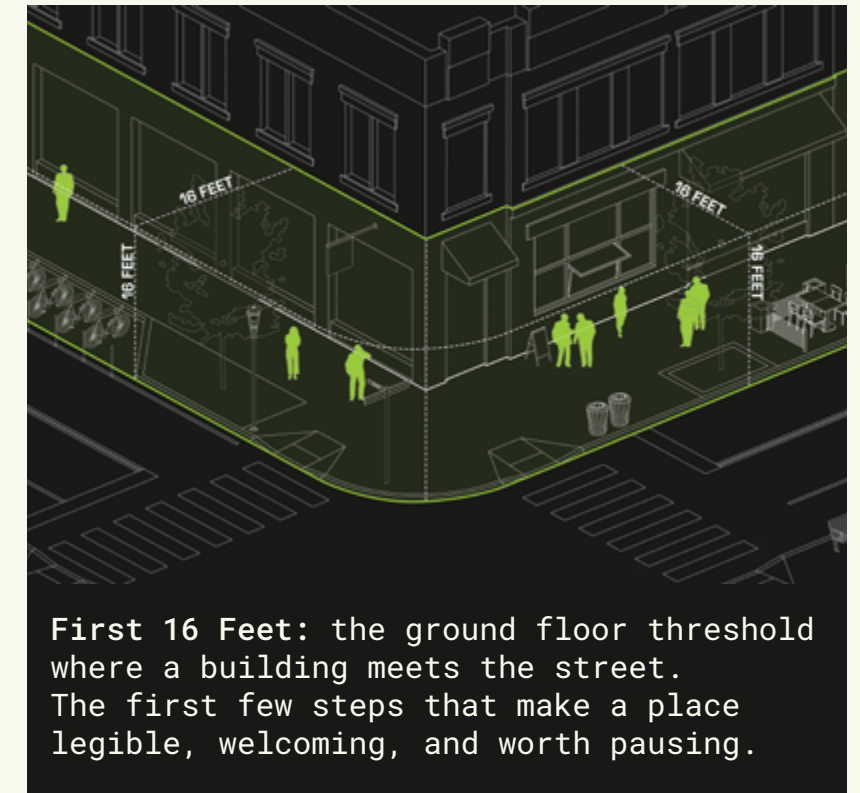
Further encourage and connect business owners to resources to expand their street side visibility with elements such as:

- Movable seating
- Sandwich boards

District-Managed Assets

Raise or earmark dedicated funds to do the following:

- Install 10 bike racks in the business district core.
- Design and install consistent and clear wayfinding and parking signage.
- Later phase projects
 - Once a district brand is complete, design and install banners, district brand signage (particular emphasis on gateways), and new garbage/recycling receptacles. Budget permitting, install benches near intersections and popular businesses.
 - As street improvements are made, run electric to each planting area. Once new street trees and on-street parking are installed between the core of the district and the former Burger King Site, install street tree lighting.
- Secure a master landscape maintenance contract to install and provide year-round maintenance for flower pots at gateways and hanging baskets on light poles. Recover a portion of the cost from participating businesses.



First 16 Feet: the ground floor threshold where a building meets the street. The first few steps that make a place legible, welcoming, and worth pausing.

Streets & Public Realm



Short-Term Improvements *Next 12-18 mo.*

- Building on efforts led by the PRCC Safe Streets Committee, continue working with the City to implement the Ridge Avenue Repave projects. Within the district, this includes improved intersections at Montgomery & Ridge and Woodford & Ridge.
- Along Montgomery Road, work with DOTE to mark all intersection approaches and locations where parking should be restricted (for visibility and access). These areas can be turned into painted bumpouts or designated space for amenities like bike/scooter parking, benches, and planters.
- Make full-time on-street parking permanent (in progress) except in designated areas (see above). Remove all antiquated signage and structures.
- Utilize recent TIF allocation to design and seed full funding for permanent bumpouts at all intersections and midblock between Woodford and Ridge along Montgomery. Explore the feasibility of installing a planted median or extended central island along this same stretch. Also explore the feasibility of tabled intersections on Montgomery at Woodford and Ridge. An alternative to this would be speed cushions proximate to the intersection.

Long-Term Improvements *Next 3-5 yr.*

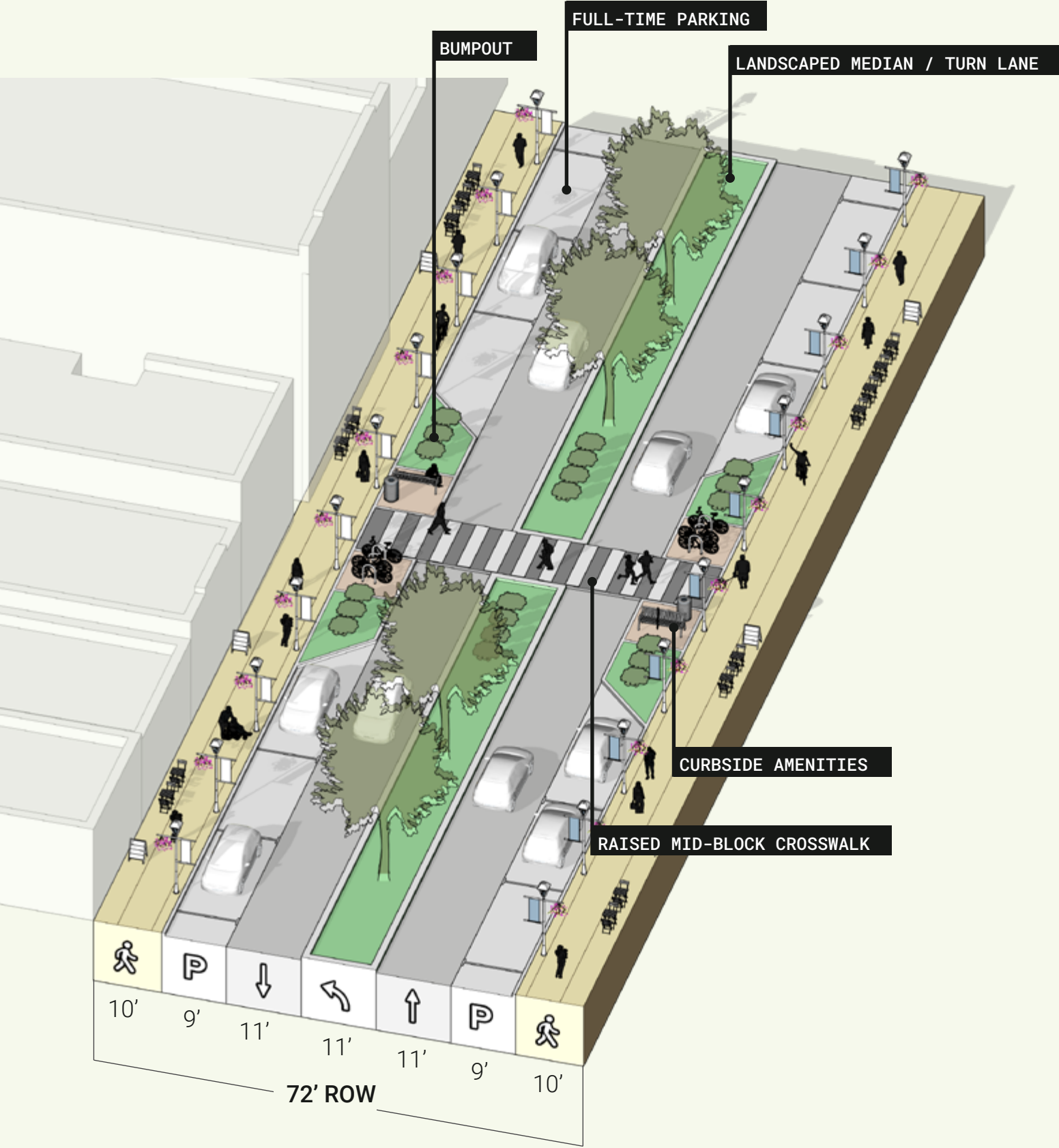
- Install new bumpouts, streetscape elements, and crosswalks. Make efforts to coordinate this project with later stage development to avoid unnecessary damage or rework.
- Work with SORTA and the City to identify a future Bus Rapid Transit (BRT) platform location either to the west of Woodford or east of Ridge (outside the core of the district).

Montgomery Road

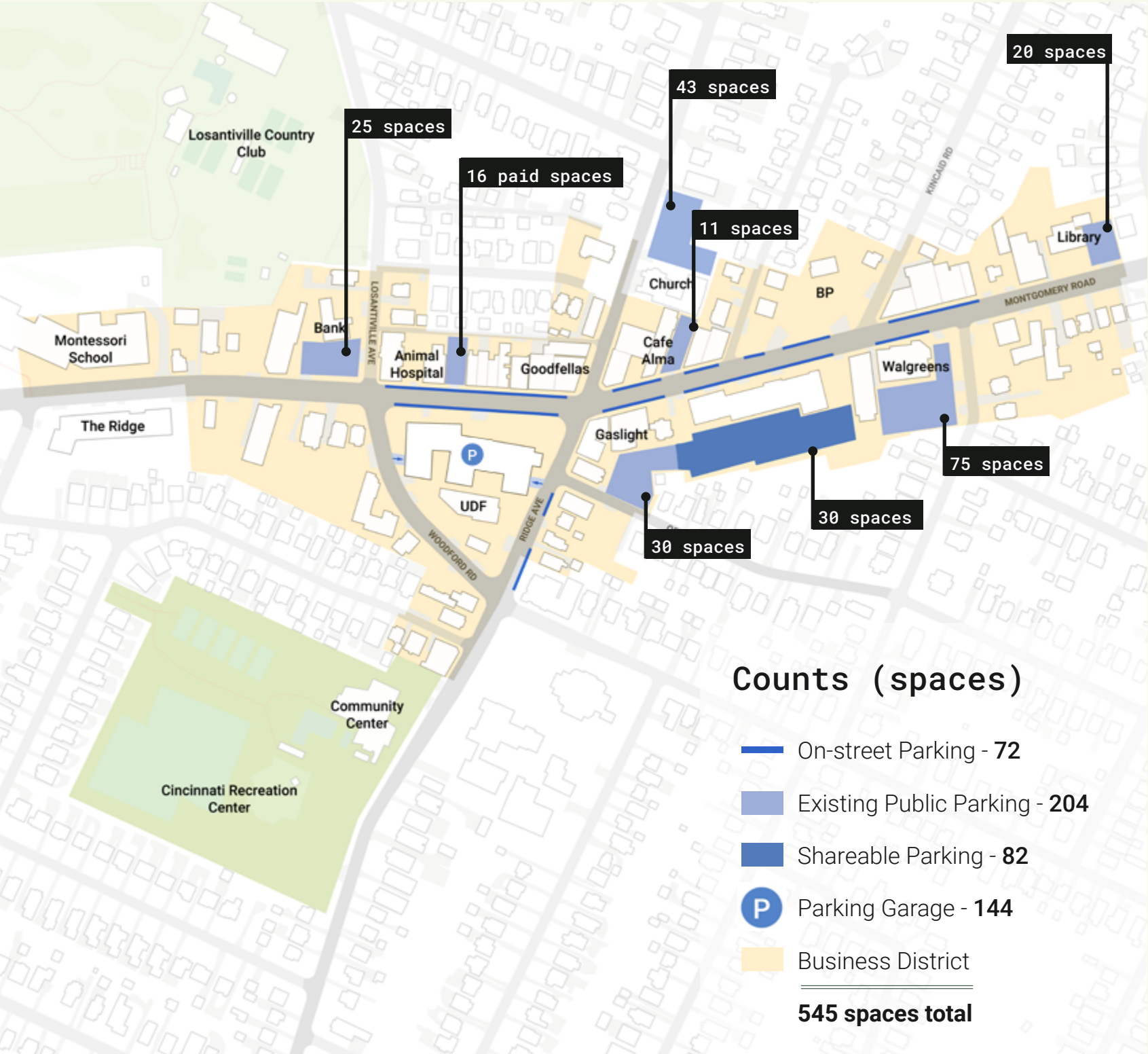
Long-Term

The decision to make on-street parking along Montgomery Road a full-day use provides many benefits to the Pleasant Ridge Business District. It means that Montgomery Road will function as a two-lane street with a central turn lane. Clearly marking and building out this new format will be key to ensuring a safe and easy to understand environment.

This street section diagram showcases how the long-term build out should be designed. Key changes include a central median that becomes a turning opportunity at intersections and access to driveways where an alternate ingress/egress is not available. Parking should be demarcated with painted lines and bumpouts. Landscaping should be added in the new median and bumpouts, ensuring visibility is maintained. Where pedestrian crossings are more than 300-feet apart, a mid-block crossing, ideally raised /highly-visible, should be installed.



Parking



District Parking Solution

- Design and share a parking map for businesses and visitors (build from provided exhibit). If possible post to visitor and resident resource pages. Work to locate public parking assets on Google Maps and other common navigation applications.
- Develop corresponding wayfinding and welcome signage for parking areas.
- Work with business owners to locate employee parking in least visible areas.
- Stripe on-street parking spots to maximize utilization and efficiency.
- Work with property owners to connect off-street parking areas to maximize user friendliness. As part of lot resurfacing or restriping, provide resources to enhance and beautify connections from parking areas to public sidewalks.
- Explore the use of parking management software and enforcement (Proximity, ABM etc) to appropriate price and operate parking assets. Utilize parking proceeds within the business district.
- Work to eliminate surface parking street frontage along Montgomery between Woodford and Ridge. At a minimum this may be done with planters and seat walls. More advantageous would be converting parking at these locations into patios and pursuing more permanent redevelopment of the lots.

Operations Strategy



Collaboration and Decision-Making

Form a Working Group made up of members from the three organizations.

Two board members from each organization are members of the working group. Members of the working group are appointed by their respective boards. *The Working Group meets monthly.*

PURPOSE

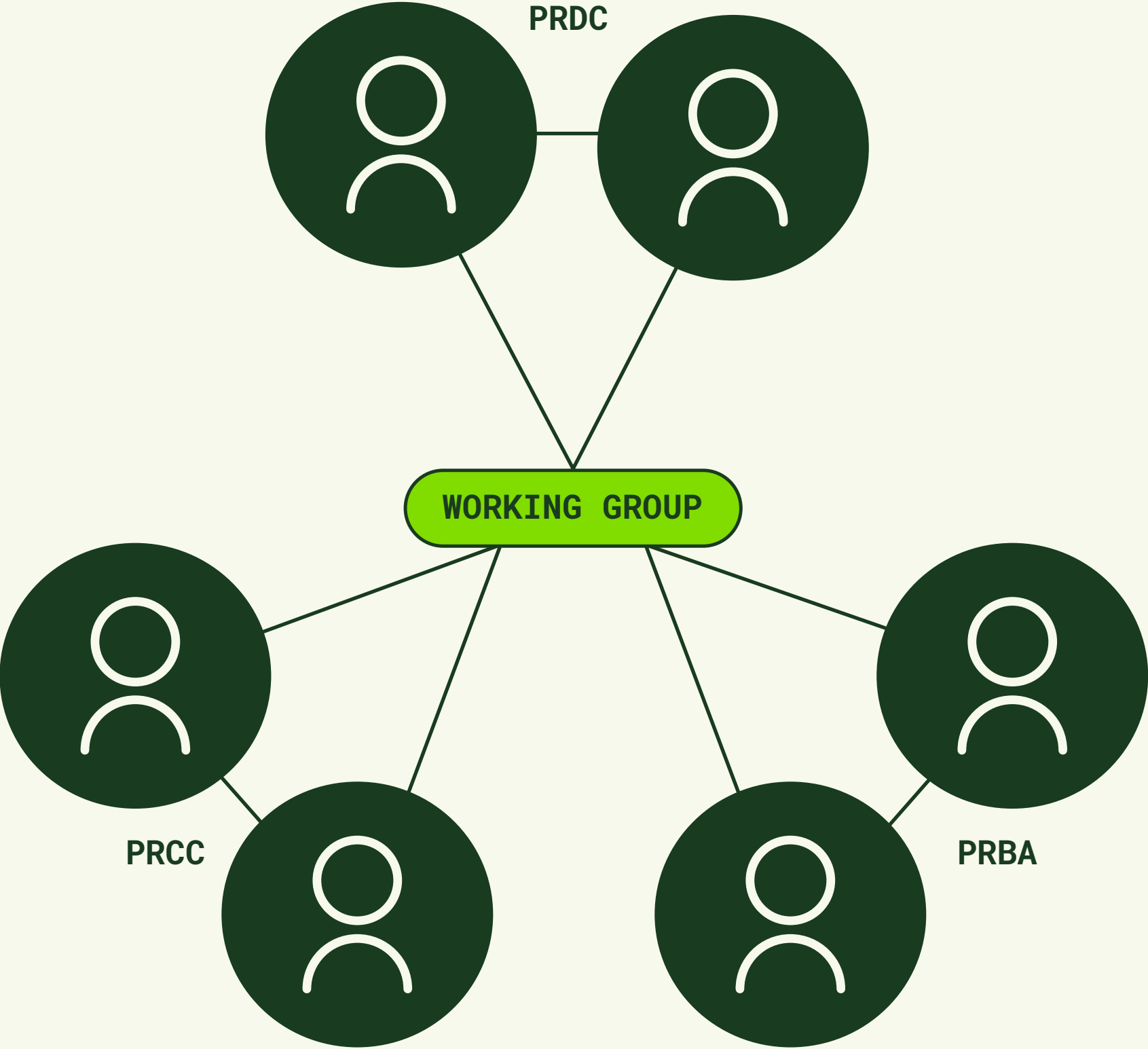
- Consensus building related to projects in need of public support/ assistance
- Information sharing about initiatives being led by each group
- TIF decision-making and approvals

PROCESS

When a decision needs to be made the Working Group will approve or deny a request and take that decision back to their respective organizations for further discussion and an official vote on approval or denial.

Tax-Increment Financing

Decisions related to the allocation of TIF dollars will be based on the Pleasant Ridge Strategic Development Plan. Collaboration and transparency will be essential. Decision-making processes should be made easily accessible, preferably on organization websites.



Zoning

The Business District is primarily zoned Commercial Community Pedestrian (CC-P) with Transportation (T) and Neighborhood Business District (B) designations recently implemented through Connected Communities. Their intent is to support: walkable, mixed-use neighborhoods; a balanced range of housing types; neighborhood-serving retail and offices; dynamic public spaces; and interconnected street networks that support multi-modal access.

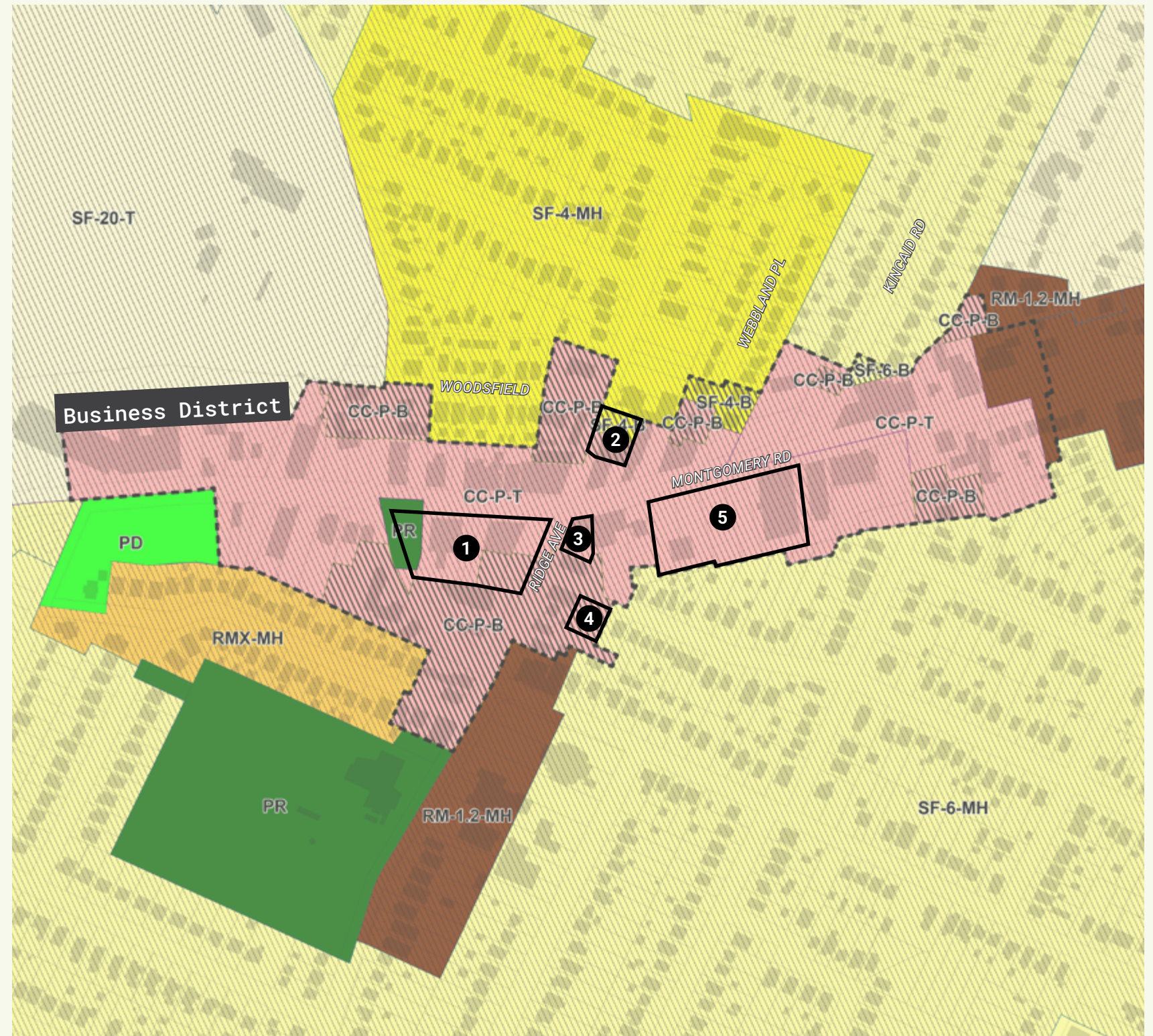
The uses and built forms being pursued align with the by-right standards. A snapshot of what CC-P-T allows is below. This is the base zoning for the two larger development concepts. Emphasis should be placed on the qualitative ways in which buildings meet the public realm at ground level (ie the “First 16 Feet”) and should, where possible, step back on upper floor(s) to allow for outdoor use.

CC-P-T Regulations (Selected)

- Max. building height (ft.): 97
- Front yard setbacks: 0
- No minimum lot-area-per-dwelling-unit restriction
- No off-street parking requirements
- Accessory surface parking required to be located in the rear yard

URBAN DESIGN OVERLAY

Development across this District must also go through an urban design review. The impact of a proposed development to adjacent and surrounding properties will be considered. Site 5 (as labeled on the map to the right) is bordered to the south by single-family uses. A generous buffer with landscaping and sufficient distance of the primary structure from these properties will be key to providing a project that effectively limits potential negative impacts to neighbors.





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APPENDIX



Click or Scan