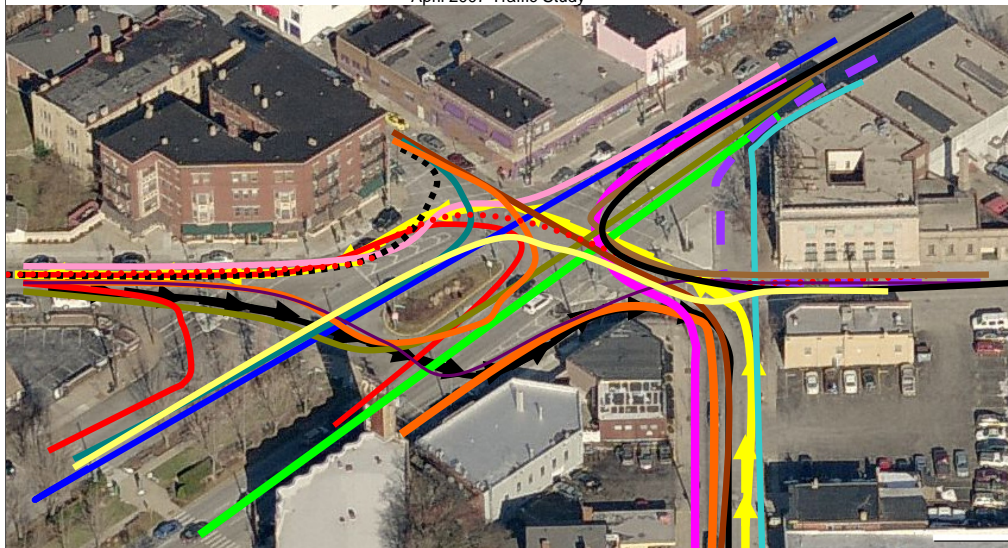




Traffic Patterns

April 2007 Traffic Study



23,000+ cars per day

Accidents

2003 - 2007



41 Accidents in the Business District

Project Goals

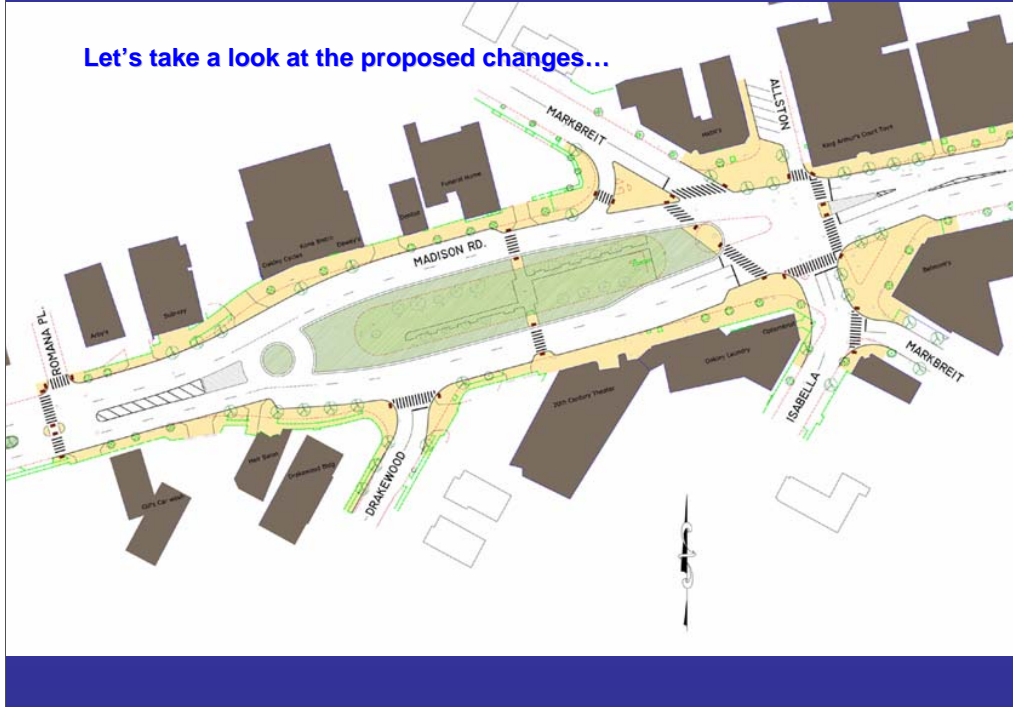
Based on 2000 Urban Renewal Plan

| Letter | Goal |
|--------|--|
| A | To enhance the pedestrian friendliness of the district by developing traffic influences encouraging compliance with traffic laws |
| B | Identify and correcting confusing and problematic intersections for vehicles and pedestrians |
| C | Install "bump-outs" to narrow crosswalk distances and increase pedestrian friendliness |
| D | Study the problems at the Madison and Markbreit intersection to eliminate confusion and improve traffic flow |
| E | Expand the Geier Esplanade to slow traffic as it enters the square |

Our Plan is

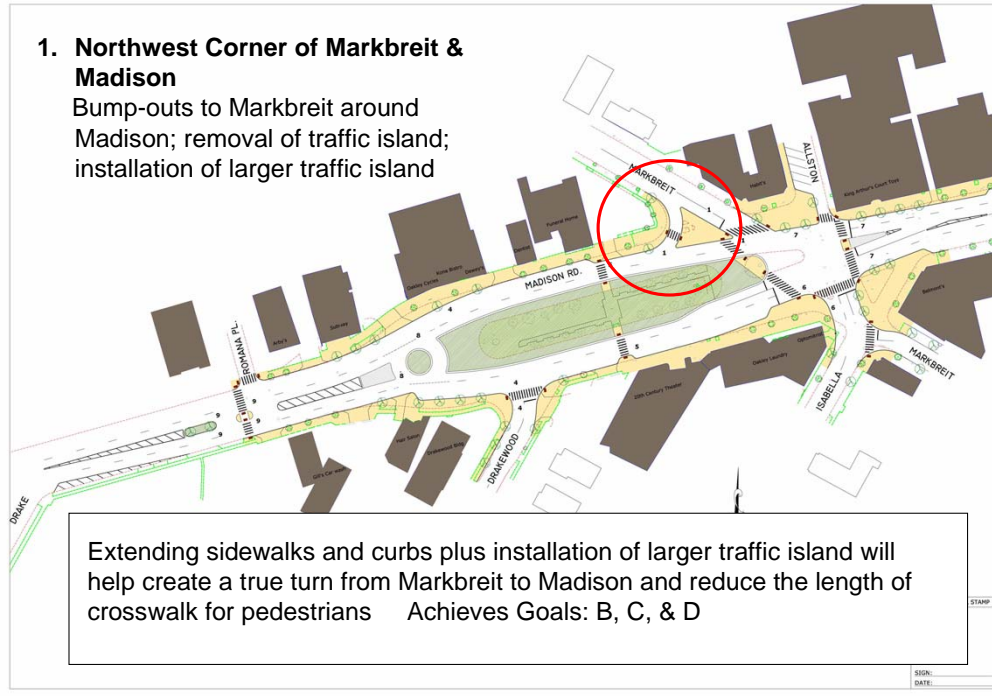
- Researched
- Planned
- Designed
- Approved
- Ready to bid
- Start Date Spring 2008
- Projected Completion Fall 2008

Let's take a look at the proposed changes...



1. Northwest Corner of Markbreit & Madison

Bump-outs to Markbreit around Madison; removal of traffic island; installation of larger traffic island



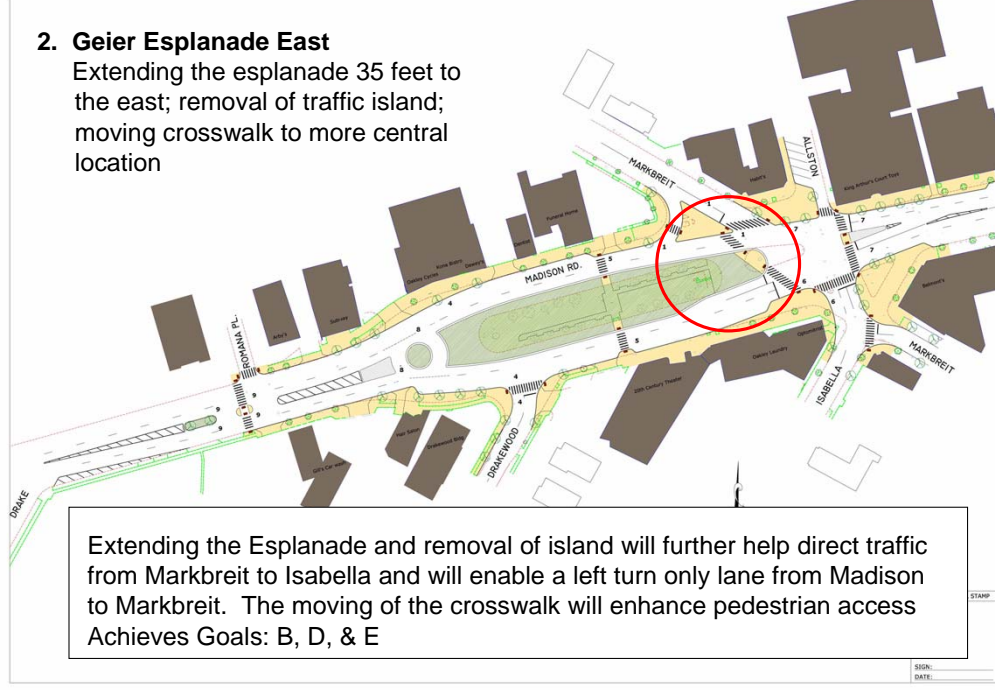
Extending sidewalks and curbs plus installation of larger traffic island will help create a true turn from Markbreit to Madison and reduce the length of crosswalk for pedestrians Achieves Goals: B, C, & D

STAMP

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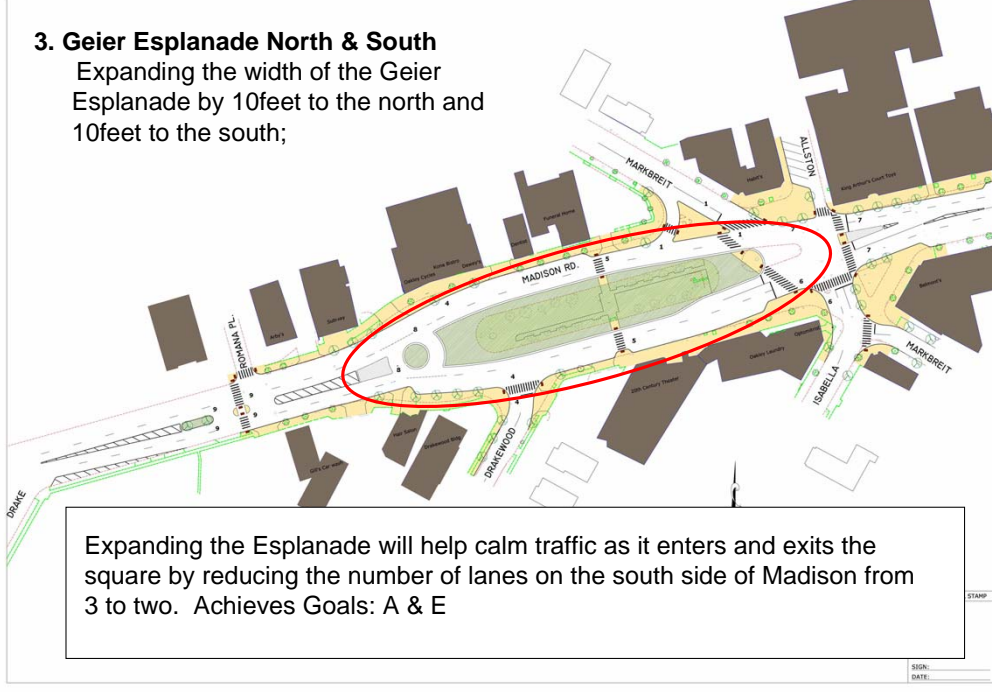
2. Geier Esplanade East

Extending the esplanade 35 feet to the east; removal of traffic island; moving crosswalk to more central location



3. Geier Esplanade North & South

Expanding the width of the Geier Esplanade by 10feet to the north and 10feet to the south;



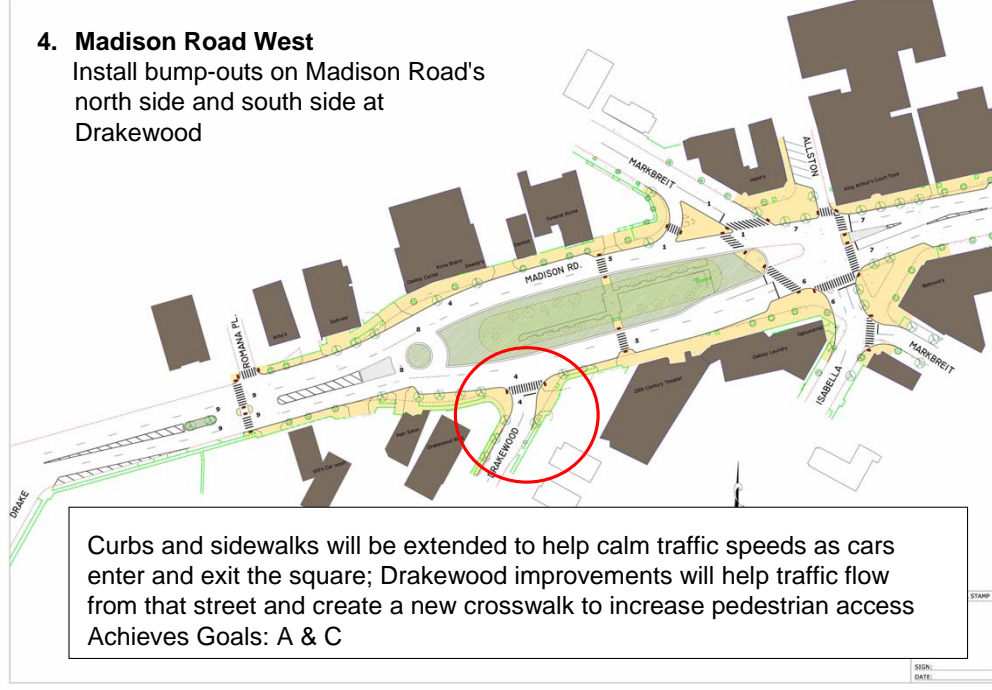
Expanding the Esplanade will help calm traffic as it enters and exits the square by reducing the number of lanes on the south side of Madison from 3 to two. Achieves Goals: A & E

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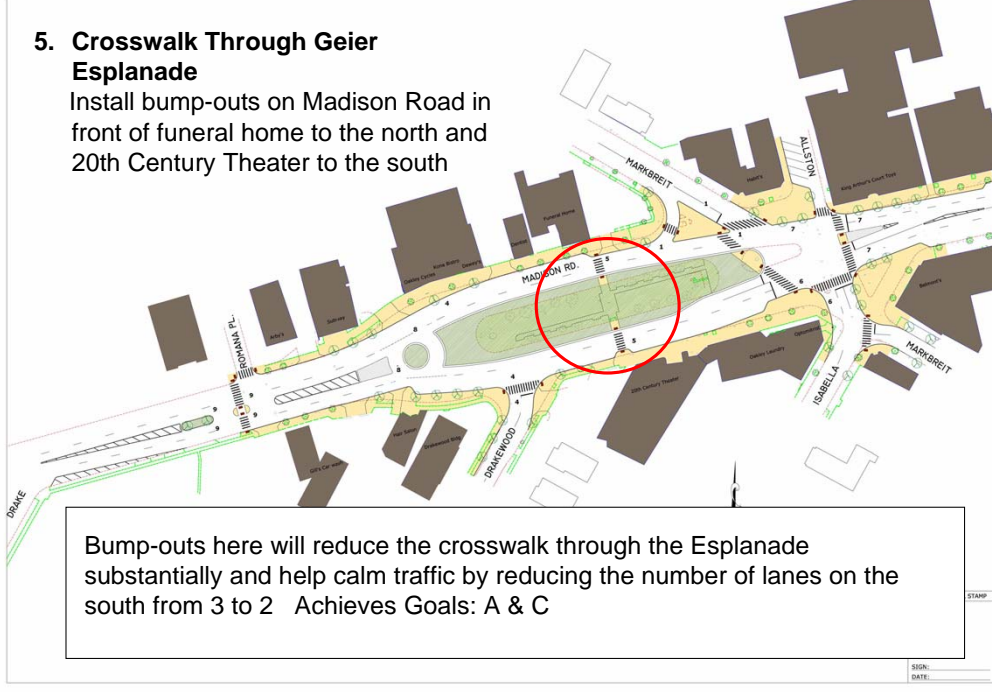
4. Madison Road West

Install bump-outs on Madison Road's north side and south side at Drakewood



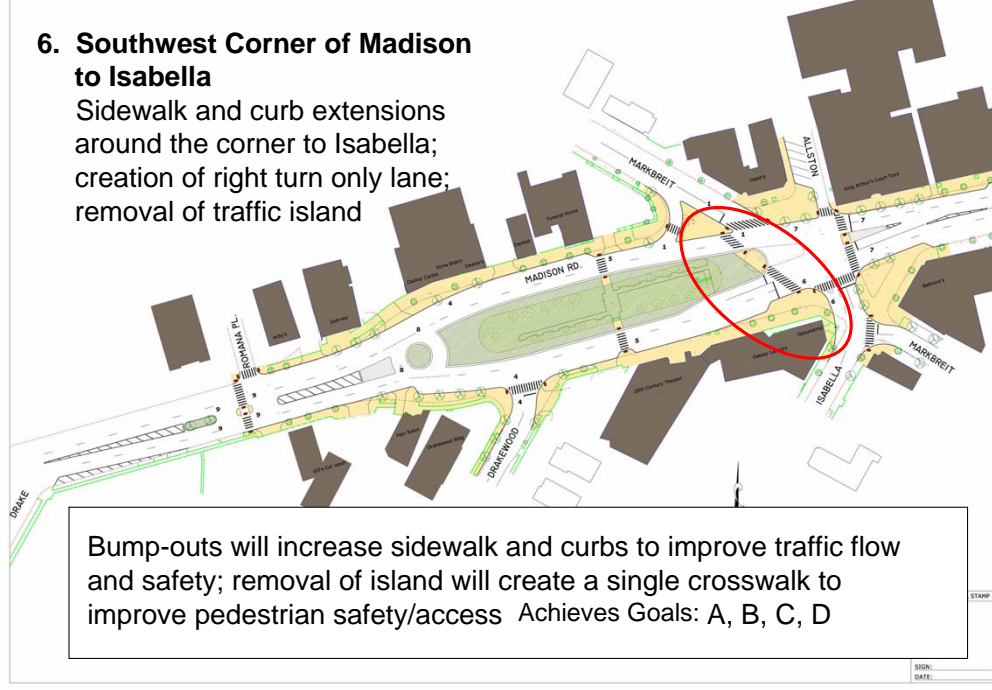
5. Crosswalk Through Geier Esplanade

Install bump-outs on Madison Road in front of funeral home to the north and 20th Century Theater to the south



6. Southwest Corner of Madison to Isabella

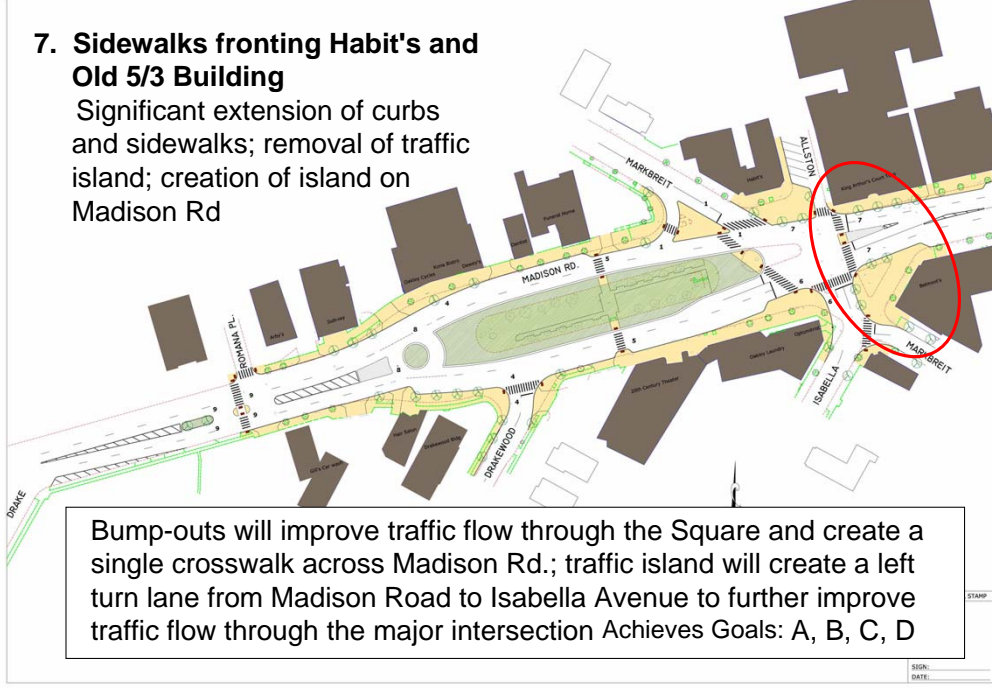
Sidewalk and curb extensions around the corner to Isabella; creation of right turn only lane; removal of traffic island



Bump-outs will increase sidewalk and curbs to improve traffic flow and safety; removal of island will create a single crosswalk to improve pedestrian safety/access Achieves Goals: A, B, C, D

7. Sidewalks fronting Habit's and Old 5/3 Building

Significant extension of curbs and sidewalks; removal of traffic island; creation of island on Madison Rd

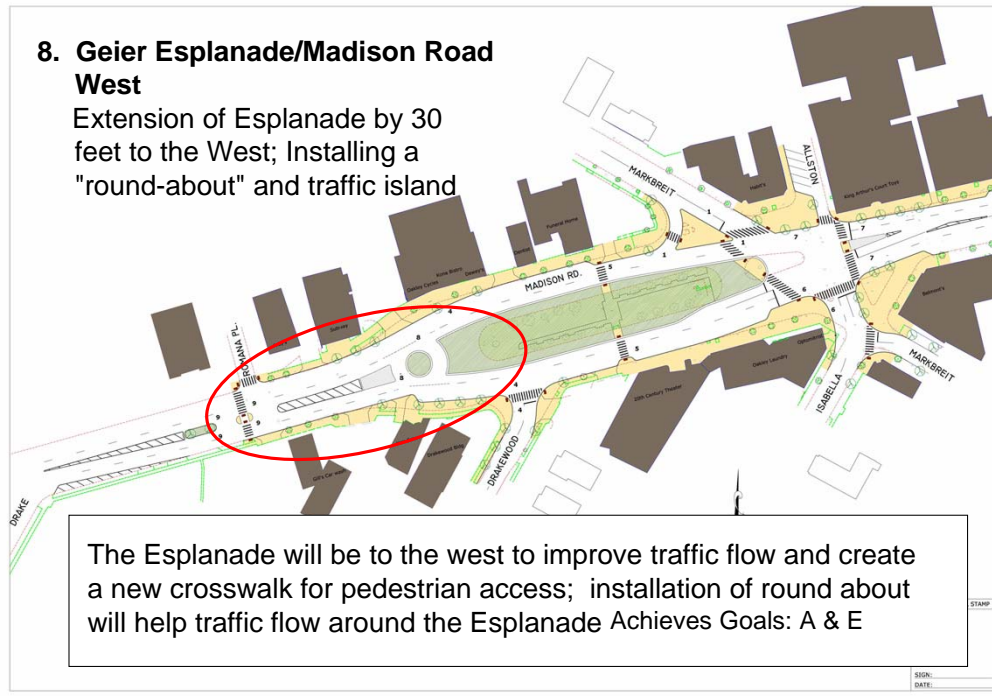


Bump-outs will improve traffic flow through the Square and create a single crosswalk across Madison Rd.; traffic island will create a left turn lane from Madison Road to Isabella Avenue to further improve traffic flow through the major intersection Achieves Goals: A, B, C, D

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DATE: _____

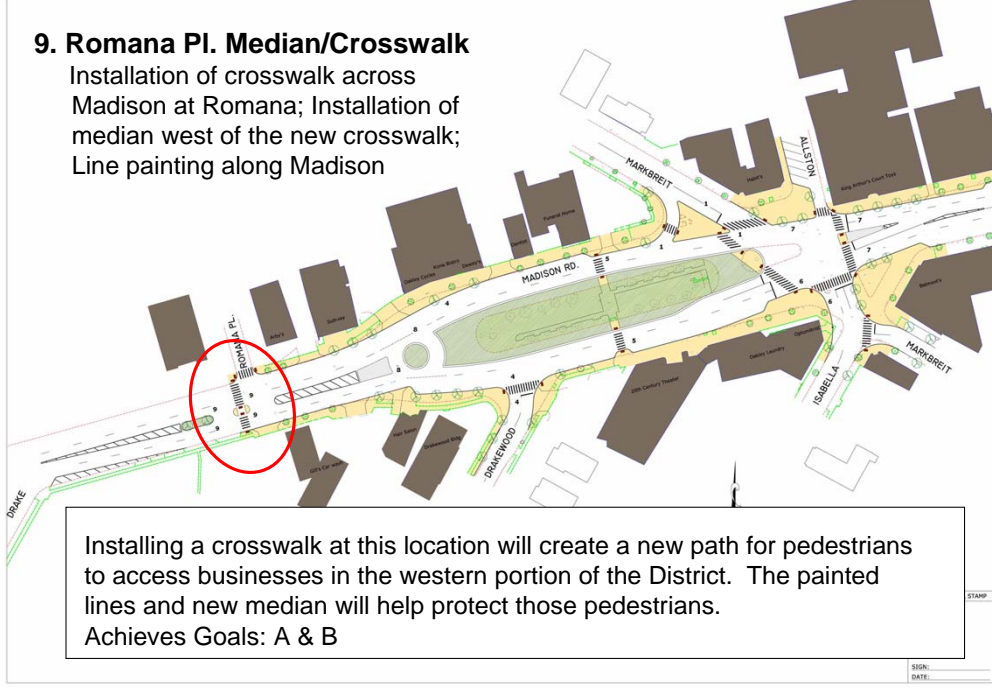
8. Geier Esplanade/Madison Road West

Extension of Esplanade by 30 feet to the West; Installing a "round-about" and traffic island



9. Romana Pl. Median/Crosswalk

Installation of crosswalk across Madison at Romana; Installation of median west of the new crosswalk; Line painting along Madison

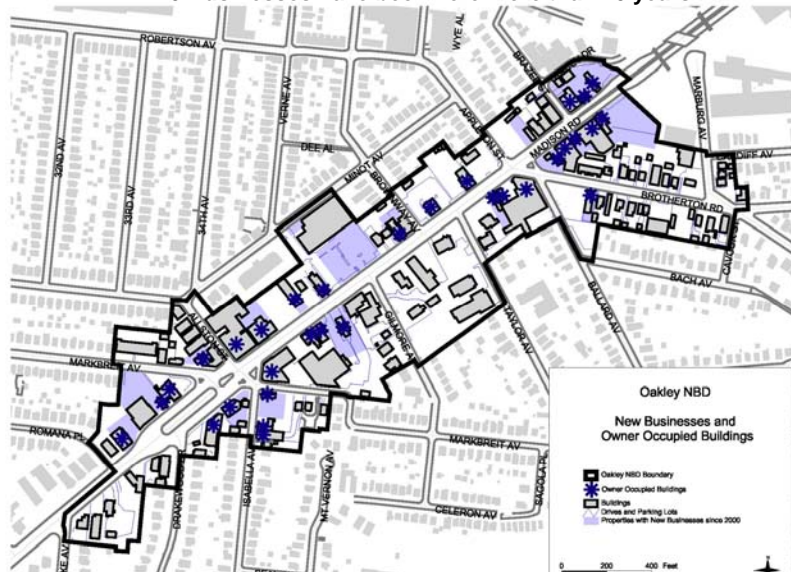


Installing a crosswalk at this location will create a new path for pedestrians to access businesses in the western portion of the District. The painted lines and new median will help protect those pedestrians.
Achieves Goals: A & B

STAMP
SIGN: _____
DATE: _____

| Location | Description | Scope | |
|---|--|--|------------|
| 1- Northwest Corner of Markbreit & Madison | Bump-outs to Markbreit around Madison; removal of traffic island; installation of larger traffic island | Extending sidewalks and curbs plus installation of larger traffic island will help create a true turn from Markbreit to Madison and reduce the length of crosswalk for pedestrians | B, C, D |
| 2- Geier Esplanade East | Extending the esplanade 35 feet to the east; removal of traffic island; moving crosswalk to more central location | Extending the Esplanade and removal of island will further help direct traffic from Markbreit to Isabella and will enable a left turn only lane from Madison to Markbreit. The moving of the crosswalk will enhance pedestrian access | B, D, E |
| 3- Geier Esplanade North & South | Expanding the width of the Geier Esplanade by 10feet to the north and 10feet to the south; | Expanding the Esplanade will help calm traffic as it enters and exits the square by reducing the number of lanes on the south side of Madison from 3 to two. | A, E |
| 4- Madison Road West | Install bump-outs on Madison Road's north side and south side at Drakewood | Curbs and sidewalks will be extended to help calm traffic speeds as cars enter and exit the square; Drakewood improvements will help traffic flow from that street and create a new crosswalk to increase pedestrian access | A, C |
| 5- Crosswalk Through Geier Esplanade | Install bump-outs on Madison Road in front of funeral home to the north and 20th Century Theater to the south | Bump-outs here will reduce the crosswalk through the Esplanade substantially and help calm traffic by reducing the number of lanes on the south from 3 to 2 | A, C |
| 6- Southwest Corner of Madison to Isabella | Sidewalk and curb extensions in front of Eye Associates around the corner to Isabella; creation of right turn only lane; removal of traffic island | Bump-outs will increase sidewalk and curbs to improve traffic flow and safety; removal of island will create a single crosswalk to improve pedestrian safety/access | A, B, C, D |
| 7- Sidewalks fronting Habit's and Old 5/3 Building | Significant extension of curbs and sidewalks; removal of traffic island; creation of island on Madison Rd. | Bump-outs will improve traffic flow through the Square and create a single crosswalk across Madison Rd.; traffic island will create a left turn lane from Madison Road to Isabella Avenue to further improve traffic flow through the major intersection | A, B, C, D |
| 8- Geier Esplanade/Madison Road West | Extension of Esplanade by 30 feet to the West; Installing a "round-about" and traffic island | The Esplanade will be to the west to improve traffic flow and create a new crosswalk for pedestrian access; installation of round about will help traffic flow around the Esplanade | A, E |
| 9- Romana Pl. Median/Crosswalk | Installation of crosswalk across Madison at Romana; Installation of median west of the new crosswalk; Line painting along Madison | Installing a crosswalk at this location will create a new path for pedestrians to access businesses in the western portion of the District. The painted lines and new median will help protect those pedestrians | A, B |

Since 2003, \$16.4 million in private money has been invested
by 55 new businesses,
20 Businesses have been here more than 20 years



Our Project is about more than just Oakley
This Project affects the safety of

72,954 Cincinnatians

**33,930 people low-moderate income level (47.1% of
the local Population)**

Residents of the following Communities;

**Bond Hill, Evanston, Hyde Park, East Walnut Hills, Kennedy
Heights, Linwood, Madisonville, Mt Lookout, Oakley, and
Pleasant Ridge**

**Based on Cincinnati Low-Moderate income estimates by statistical
neighborhood and Census Tract 2000**

Census Tracts within 2 miles of Oakley NBD

| Funding | | | |
|---------------------------------|-----------------------|----------------------|----------------------|
| <u>Fund Source</u> | <u>Private</u> | <u>Public</u> | <u>Amount</u> |
| •NBD Improvement Program | | X | \$600,000 |
| •Oakley Comm. Council (NSP) | | X | \$1,000 |
| •Cincinnati Parks Department* | X | X | \$2,000 |
| •Cincinnati 2005 CNBDIP Funding | | X | \$30,000 |
| •Department of T&E | | X | \$70,000 |

Total Project Budget \$703,000

ReCap

- **Focuses on pedestrian and traffic safety**
- **Oakley Business District's benefit to low and moderate income persons**
- **Our project will directly impact the over 135 business in our District**
- **Improving safety will help retain Oakley businesses and their employees**
- **Our Plan implements the 2000 Oakley Urban Renewal Plan and complete the 2005 CNBDIP project for traffic design**
- **Final application has included letters from the Oakley Business District Advisory (OBDAC) Committee and the Oakley Community Council**
- **Our project timeline and detailed budget are also included in the final application and is ready to be implemented**
- **We were able to leverage \$73,000 for project implementation in addition to the \$16.4 mil invested by our businesses**
- **The OBDAC is a collection of residents and business owners who have been active in the district for decades and are committed to seeing this project to completion**

OBDAC sent a questionnaire in May 2007 to businesses that found the following:

- **At least 15% of all businesses in the District are service-oriented**
- **On average, these businesses offer 7-10 full time jobs that benefit low and moderate income persons *These jobs range in pay from \$8-\$10 per hour**

