

January 13, 2021

**To:** Mayor and Members of City Council **202100095**  
**From:** Paula Boggs Muething, City Manager  
**Subject:** Ordinance – Designating the South Crescent Arms Apartments a Local Landmark in Avondale

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Transmitted is an Ordinance captioned:

**DESIGNATING** the South Crescent Arms Apartments building located at 3700 Reading Road in the Avondale neighborhood as a historic landmark.

The City Planning Commission recommended approval of this Local Landmark designation at its December 18, 2020 meeting.

Summary

The South Crescent Arms Apartments (now Redding Apartments) was built in 1950 and is historically significant as a pioneering elevator high-rise apartment in the context of Cincinnati and the neighborhood of Avondale in the post-World War II (WWII) period. With its semi-circular driveway and integrated bi-level parking garage, it is an example of an auto-oriented apartment building, which was new at the time.

The building is historically significant for its association, as it is representative of post-WWII high-rise elevator apartment buildings as well as for the increase in development of Avondale. The building is also significant for its association with the architect George H. Godley and as an example of an early auto-oriented high-rise apartment building that represents a transitional style from Art Deco to the Modern Movement.

On November 23, 2020, the Historic Conservation Board (HCB) voted unanimously to recommend the Local Historic Landmark designation of The Redding Apartments in Avondale to City Planning Commission and City Council.

This designation will help preserve the architectural character of this building.

cc: Katherine Keough-Jurs, AICP, Director, Department of City Planning