

Introduction

This report presents the findings and recommendations for local landmark designation of the South Crescent Arms Apartments, AKA The Redding. The building is located at 3700 Reading Road in Avondale. This report was prepared by Beth Sullebarger on behalf of City Studios Architecture.

Background

Overview of Designation Process

This designation report is supported by the owner, the Cincinnati Metropolitan Housing Authority, for the purpose of obtaining state and federal tax credits for historic rehabilitation. A preliminary questionnaire submitted to the State Historic Preservation Office received a positive evaluation on September 16, 2020 that the building is potentially eligible for the National Register of Historic Places, and a nomination is in progress.

Research

Archival research was conducted primarily through internet sources such as the Hamilton County Auditor, Cincinnati Public Library and Architectural Foundation of Cincinnati. Among the sources consulted were historic maps, atlases, photographs, local histories, and city directories, which provided information about the building and surrounding neighborhood. The National Register Multiple Property Document of "Apartment Buildings in Ohio Urban Centers, 1870-1970," which mentions the Redding, was an important resource.

Statement of Significance

The South Crescent Arms Apartments 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 semicircular driveway and integrated bi-level parking garage, it is an example of an auto-oriented apartment building, which was new at the time. As a building subtype, elevator high-rise apartment buildings represent the culmination of the automobile's impact on the development of multi-family housing and the urban apartment construction boom in the mid-20th century. With its cubic massing, traditional facebrick, flat roof and uniform fenestration, the building is architecturally significant as a transition from Art Deco to the Modern aesthetic.

Historical Significance

Post WWII Auto-Related Apartments

While the proliferation of the automobile stimulated suburban development before WWII, especially between 1910 and 1930 when auto registrations in the US shot up from 458,000 to almost 22 million, it was after WWII that cars rapidly accelerated the transformation of metropolitan areas. Most of that growth was construction of single-family homes in the suburbs. Only a small number of apartments were built during the early 1950s, and many were large, high-rent apartments in urban centers (Gordon, E20).

In the late 1950s, the automobile stimulated development of neighborhoods farther out from the center and auto-related apartments became the new thing. In Cincinnati, "Central, Columbia,

Torrence, and Victory parkways facilitated motor-vehicle movement in and out of the city center. Similar to the pattern set by streetcars, the tree-lined four-lane parkways attracted higher-density housing both on the arterials and adjoining side streets.

By the 1960s, the era of apartment dwellers living without cars and close to public transportation and neighborhood business districts had passed. The trend was toward smaller households, both young singles or couples and elderly, which created a new market for apartments in urban areas. "In 1964, nearly 90 million Americans were 24 years old and younger, and the number of people 60 years and over had increased substantially since 1950. A perceptible result of these demographic shifts was from 1955 to 1965 apartment housing increased from a low of 8 percent to 37 percent of the nation's total housing volume" (Gordon, E21).

Automobiles and the need to accommodate them became a major factor in the siting and design of many post-WWII apartments. Parking gradually encroached on spaces that previously had been reserved for outdoor recreation. "Instead of relying on street parking or a few small garages and on-site surface spaces at the rear of the lot, post-war era apartments allotted considerable space and structures to automobiles" (Gordon, E21). These included driveways and parking garages integrated with apartment buildings.

High-Rise Elevator Apartments

Without an elevator, an apartment building is limited in height to the number of stories a tenant can reasonably be expected to climb—typically four or five stories. Units on the top floor of a walkup building are usually less desirable because of the labor and inconvenience involved in reaching them. The incorporation of an elevator not only means that apartment buildings can be taller but also that units on higher floors are more desirable because of the views rather than less so as in a walkup apartment. Walkup and low-rise apartments have a maximum of five floors, mid-rise apartments are defined as 6 to 8 stories, and hi-rise apartments are 9 or more stories. Low-rise apartments have generally been occupied by middle-class residents, while mid- to high-rise apartments have usually been aimed at more affluent markets.

Before WWII, elevator apartments in Cincinnati were developed primarily for the city's well-to-do, and they were relatively rare. In the mid-1920s, it was more typical to build high-rise apartment hotels, a transitional subtype that accommodated short- and long-term guests and eventually evolved into permanent apartments. Examples of local apartment hotels include the 11-story Hotel Alms (1925) by architect Harry Hake, the Broadway Apartment Hotel (1924), also by Hake, the 9-story Vernon Manor (1924) by Frederick Garber, and the 14-story Belvedere (1925) by Charles Ferber.

An early example of a mid-rise elevator apartment building is the President, a seven-story eclectic Renaissance Revival design at 3739 Reading Road (AKA 784 Greenwood) in Avondale. Built in 1929 and marketed as "an address of distinction," the building offered fireproof and completely furnished one- to five-bedroom apartments, along with a lobby, dining room, free parking, and an ample lawn. The Riverview Apartments/ Riverview House, built in 1930 at 2538 Hackberry Street in East Walnut Hills, was one of numerous elevator apartments located to take advantage of Cincinnati's hills and panoramic views. Designed by John Scudder Adkins, this 9-story brick apartment building features a roughly H-shaped plan with setbacks and stepped massing with a muted Art Deco effect. Built by a syndicate led by Frank Erwin, the Riverview Apartments was the city's first suburban high-rise apartment building (Gordon, 41).

Development of Avondale

The South Crescent Arms represents the increase in density of construction in the Avondale neighborhood after WWII. During the 19th century, Avondale developed as a merchant-class inner-ring Cincinnati suburb settled by Anglos and Germans and characterized by stately homes on large lots. Beginning in the 1890s, well-to-do German Jewish families began moving into the northern part of Avondale, as they were often not welcomed in the exclusive social circles that dominated other wealthy suburbs like Clifton.

The opening of streetcar lines up Reading Road in 1903 attracted a wave of Greek Americans and Eastern European Jews, particularly after a general exodus of the Jewish population from the declining West End in the early 20th century. The influx of new residents into newer, less expensive subdivisions in southern Avondale began a trend of replacement of single-family homes with higher density development that would transform the neighborhood. Numerous streetcar-period apartment buildings were built along the Reading Road corridor, including handsome central corridor walkup and court apartments, like the Crescent Court apartments at 3719 Reading Road across the street from the South Crescent Arms.

After WWII, the community development pattern and the population began to transition as the Jewish community began to leave Avondale for Amberley Village. Departing residents were often replaced by middle-income black families. Some white homeowners panicked and left Avondale as the black population grew. Property values fell and Avondale became even more accessible to lower-income residents. By 1959, the southern portion of Avondale, which had been predominantly Jewish, had become mostly black, particularly after the Cincinnati Department of Relocation settled 220 black families in the neighborhood, often in larger houses that had been illegally subdivided into multi-family dwellings (Gigliero & Overmyer, 382).

The South Crescent Arms Apartments

The South Crescent Arms apartment building was the first high-rise elevator apartment building built in Avondale after WWII. Completed circa 1950, it offered fashionable market-rate housing for empty nesters and young professionals as an alternative to large homes and older apartment buildings. As a high-rise elevator apartment building, it exemplifies the next phase of development in Avondale after the streetcar period gave way to the automobile age.

The South Crescent Arms replaced a large single-family home, and in this case the homeowners played a direct role in the development. 3700 Reading Road was the home of Florence Fabe and her husband David, affluent Jews who owned the Fabe Construction Company. Their son, George, who was 29 in 1950, worked with his father on building the South Crescent Arms project (Hamilton County Auditor, Fabe). The vision for high rise apartments on this property was not a new idea. In 1929, Oscar Schwartz, architect of the Feinberg Temple at Reading Road and Rockdale Avenue, designed a ten-story complex of "Cooperative Apartment Homes," at 3700 Reading Road, but it was not built, probably because of the stock market crash. The Fabe firm went on to build many other apartment buildings in Cincinnati, including the 22-story Edgecliff Apartments (1966) at 2200 Victory Parkway.

By 1959, as previously described, the population in the south part of Avondale, which had been predominantly Jewish, had become mostly black and lower income. In 1964, the South Crescent Arms was purchased by the Cincinnati Metropolitan Housing Authority and converted to affordable housing. CMHA renamed the building, "The Redding" and renovated it for its new residents, reconfiguring four apartments on each floor to smaller units and converting the penthouse apartments into community rooms.

Architectural Significance

According to the *Apartment Buildings in Ohio Urban Centers, 1870-1970* National Register Multiple Property Document (p E44) by Stephen C. Gordon, the Redding "ranks among the city's pioneering attempts at high-rise housing after WWII. The cubic massing and traditional details such as facebrick on all elevations harken back to pre-war designs, yet the semicircular automobile drive to the front entrance is a precursor of things to come."

The embrace by architects and engineers of novel building technologies and modernist aesthetics had a major effect on the design of post-war apartments. Apartment towers, widely spaced to accommodate plazas and parking, began to appear, reflecting the influence of European modernists such as LeCorbusier and his tower-in-a park concept. Exterior ornament and references to earlier period styles fell away for the most part. The traditional scheme of a three-part façade gave way to slabs with planar walls and uniform fenestration from top to bottom. The widespread use of central air conditioning reduced the need for operable windows, projecting bays and cross ventilation, thus post-war apartments typically had lower ceilings and fewer square feet per unit (Gordon, E21).

Designed by architect George H. Godley, the South Crescent Arms stylistically is an amalgam of modern influences. It is characterized by bold geometric massing with lower setbacks and projections as well as indentations created by the H-shaped plan, which are reminiscent of Art Deco, but the very plain exterior with planar walls with uniform fenestration and little ornament are more consistent with the Modern Movement. The unification of the window bays on the front with a plain limestone border emphasizes the building's monumentality in a subtle way. The flat pilasters dividing the vertical bays emphasize the height and recall early skyscrapers.

The building has been renovated several times over the years. In 1965, after the Cincinnati Metropolitan Housing Authority took ownership, four apartments on each floor were reconfigured and penthouse apartments were converted into community rooms in 1965. In 1990, repairs to the top two floors were made, including repointing and new steel shelf angles at the windows. A comprehensive renovation in 1996 involved slight modification of the semicircular driveway, landscape improvements, application of a metal fascia to the porte cochere, a new ADA lift in the lobby, and bronze anodized aluminum replacement windows in the same one-over-one configuration.

The Crescent Arms retains its original height, H-shaped building footprint, first-floor lobby and elevator cores and circulation plan. It also retains its historic exterior brick cladding, wall fenestration patterns and window openings. Although the penthouse apartments were reconfigured on the interior to serve as community rooms, the parapet and roof terraces are preserved. The original site plan was altered slightly when the semicircular driveway in the front was extended and exterior open spaces were re-landscaped in 1996. The Crescent Arms also retains a 2-level parking structure on the rear that was essential to marketing the building. The building also retains a significant degree of stylistic integrity.

George H. Godley, Architect

The South Crescent Arms was designed by architect George H. Godley (1889-1961). As the son of the successful Cincinnati architect S. (Samuel) S. Godley (1858-1941), George practiced with his father from 1921 to 1931. Much more is known about his father. Educated at the Farmers' College in College Hill, S. S. Godley "received his practical education in the offices of local architects," including Edwin Anderson, Henry Bevis, and James W. McLaughlin. He opened his own office in Cincinnati in 1888, expanded it in 1893, practiced on his own, and with his son George in the 1920s, probably until his death.

According to architectural historian Walter E. Langsam, S. S. Godley was "one of the most sophisticated designers of residences for both the Jewish and Gentile elites of the city for several decades. His residential clients included members of the Doepke, Duttonhofer, Feiss, Fleischmann, Freiberg, Heinsheimer, Herschede, Jacob, Kuhn, Mack, Mitchell, Prichard, Resor, Steinau, Strader, Wise, Wolf, and Workum families, all of whom had leading roles in the economic, social, and cultural life of the city." Many of these homes were in the Cincinnati neighborhood of Avondale, including the handsome Beaux-Arts Frank Herschede mansion (1908), which stood at 3886 Reading Road. S. S. Godley also designed a few apartment buildings in Avondale, including a 3-story Tudor Revival-style court apartment building at 603-613 Forest Avenue.

George H. Godley clearly benefitted from his father's long association with Avondale and by adopting his father's profession. After Samuel's death in 1941, the son practiced under his own name until his death 20 years later in 1961. His design of the Crescent Arms in 1950 continued the firm's residential commissions in Avondale but reflected the dramatic changes in scale and style that occurred after WWII. About the same time as the Crescent Arms, George Godley designed four low-scale modern brick apartment buildings at 846 and 860 Glenwood Avenue (1947-49) and 974 Debbe Lane (1950-51). One of his last projects was the Edgecliff apartment tower at 2200 Victory Parkway, in 1961, the year he died. When this 20-story apartment building was built circa 1966, the design was by another architect.

Description

Site

The South Crescent Arms apartment building occupies a rectangular 0.836-acre parcel, which measures 152.20 feet by 249.8 feet. (See Figure 1.) A connected two-level parking garage is located on the rear of the lot.

Setting

The building stands on the east side of Reading Road at the northeast corner of South Fred Shuttlesworth Circle in the Cincinnati neighborhood of Avondale. The building is significantly taller than its neighbors, which makes it highly visible from a distance and a dominant presence in the streetscape. The property abuts Martin Luther King Park on its north border.

Building

Built circa 1950, the South Crescent Arms at 3700 Reading Road, is a 9-story, flat-roofed apartment building with a reinforced concrete frame, hollow block walls, and brown brick veneer. H-shaped in plan, the building is considered a high-rise elevator apartment building. The symmetrical front elevation is divided into 9 bays, with a wider bay in the center above the entrance and single-bay 8-story setbacks on each end. The stepped geometrical massing and slightly projecting pilasters on the front refer back to earlier Art Deco skyscrapers.

Ornament is limited to a simple contrasting limestone trim that outlines the center section of the facade. The entrance is emphasized by a porte cochere and projecting one-story vestibule. The building ends in a flat parapet wall with stone coping. The deep side elevations each extend for 12 bays with a recessed four-bay section in the center. All elevations are characterized by regular fenestration with one-over-one aluminum windows. To the rear of the building is a partly below-grade, two-level reinforced-concrete parking deck with flared mushroom columns.

The front entrance is accessed by a roughly semicircular driveway, which was slightly modified in 1996. At that time, the flat roof of the porte cochere was replaced in kind and a new bronze anodized aluminum fascia installed. On the interior, the lobby has a hung acoustic-tile ceiling but retains its terrazzo floor and Moderne-style curved aluminum stair railings. The apartment floors retain their original circulation plan with double-loaded corridors with vinyl composition tile (VCT) and painted plaster walls and ceilings. The apartment entry doors are solid birch wood. The apartments have been renovated but retain original pinkish-brown marble windowsills, painted plaster walls and ceilings, and bathrooms with light blue tile that appears to be 1950s-vintage. Most apartments retain their original floor plan.

Boundary

The property coincides with Book 108, Plat 0004, Parcel 2 of the Hamilton County Auditor's records. The parcel, which is 152.20 feet by 249.8 feet, is an irregular part of Lot 1 in A. O. Tyler's Subdivision. The parcel is bounded on the west by Reading Road, on the south by Fred Shuttlesworth Avenue, on the east by a lot under different ownership and on the north by Dr. Martin Luther King Park. (See Figure 1.)

Justification of Boundary

The above-listed parcel is both the original and legally recorded boundary line for the property for which designation is being requested. The building occupies the entire parcel and no other structures are present. It excludes surrounding properties that were not part of the development and are under different ownership.

Findings

According to Chapter 1435 of the Cincinnati Zoning Code (Historic Preservation) certain findings must be made before a historic structure can be designated by City Council. The structure must be found to have historic significance. Historic significance means that the attributes of a district,

site or structure possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

1. That are associated with events that have made a significant contribution to the broad patterns of our history; or
2. That are associated with the lives of persons significant in our past; or
3. That embody the distinctive characteristics of a type, period or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
4. That has yielded, or may be likely to yield, information important in history or prehistory.

Planning Considerations

Compatibility with Plan Cincinnati

“Plan Cincinnati”, the current Master Plan adopted by City Council in 2012, supports and encourages historic preservation;

“As housing demand increases in the oldest neighborhoods, the City’s broad and reputable historic building stock should be preserved....”

Historic Conservation is considered a fundamental component in Cincinnati’s future with policy principles including:

“Preserve our resources and facilitate sustainable development.”

“Cincinnati is known for our historic built character and spectacular natural beauty. The City will focus on preserving and protecting our unique assets and reverse the modern trend of ‘disposable’ development.”

Cincinnati’s Zoning Code includes a commitment to historic preservation through its goals and policies. Three specific purposes of historic preservation, according to the current Zoning Code Section 1435-03 include:

“to safeguard the heritage of the city by preserving districts and landmarks which reflect elements of its history, architecture and archeology, engineering or culture,”

“to conserve the valuable material and energy resources by ongoing use and maintenance of the existing built environment,”

“to maintain the historic urban fabric of the city.”

Thus, landmark designation of the South Crescent Arms Apartments, which allows for preservation of the building, is compatible with city plans and consistent with policy and code.

The South Crescent Arms Apartments has historic significance according to Chapter 1435 as defined under Criterion 1. It 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. The building also meets Criterion 3 as a significant early example of an auto-oriented high-rise apartment building by a local architect, George H. Godley reflecting the transition from Art Deco to the Modern Movement.

Summary of Findings

The designation of the South Crescent Arms Apartments meets the requirements of Chapter 1435 of the Cincinnati Zoning Code (Historic Preservation). The documentation in this designation report provides conclusive evidence that all required findings may be made for the proposed designation.

References

Architectural drawings by George H. Godley (1950), Glaser & Myers (1965), and ATA Architects (1996).

Fabe, Ellie, email dated Sept. 28, 2020.

Giglierano, Geoffrey J., and Deborah A. Overmyer. *The Bicentennial Guide to Greater Cincinnati: A Portrait of Two Hundred Years*. Cincinnati, Ohio: The Cincinnati Historical Society, 1988.

Gordon, Stephen C. "Apartment Buildings in Ohio Urban Centers, 1870-1970," National Register Multiple Property Document, 2011.

Gordon, *How to Complete the Ohio Historic Inventory*. Columbus, Ohio: Ohio Historical Society, 1992.

Langsam, Walter E. "Biographical Dictionary of Cincinnati Architects, 1799-1940." Cincinnati: Architectural Foundation of Cincinnati, 2008

Langsam. "List of Buildings by Architect with Client and Year," unpublished, Sept. 27, 1989

Records of the Hamilton County Auditor



3700 Reading Road, Front (West) and South elevations



3700 Reading Road, North and East (Front) elevations



3700 Reading Road, South and Rear (East) elevations



3700 Reading Road, view of parking garage to the east

HISTORIC CONSERVATION GUIDELINES

South Crescent Arms AKA The Redding Apartments

Cincinnati, Ohio 45229

General Terminology

Within the context of these historic conservation guidelines, the “South Crescent Arms Apartments” or “The Redding” refer to the property located at 3700 Reading Road. The stepped massing, planar exterior brick walls, regular fenestration, the driveway in front and bi-level parking garage in the rear are defining characteristics of the property, and preservation of these attributes is critical to its integrity. The primary facades of the building, which faces west on Reading Road, are the west and south elevations; however, the other two sides of the building—east and north—while defined as secondary elevations, are also open to view and have a similar character to the primary ones, and thus, the following guidelines apply to the entire exterior.

Intent and General Guidelines

The following guidelines are adapted and comply with the *Secretary of the Interior’s Standards for Rehabilitation*. When a proposed change is not addressed by the guidelines, The *Secretary of the Interiors Standards for Rehabilitation, Interpreting the Standards Bulletins* and *Preservation Briefs* will be used as guiding documents.

These guidelines are intended to ensure that rehabilitation will maintain significant features of The Redding. Guidelines are intended not as strict rules but are to be used by the Historic Conservation Board as a guide to assess the compatibility and appropriateness of proposed rehabilitation changes. Reviews by the Historic Conservation Board are restricted to exterior changes proposed for this building. Repair and maintenance not changing significant features and clearly complying with the intent of these guidelines do not require board review. Interior alterations are not the purview of the Historic Conservation Board and are not subject to review.

The following general approaches are recommended:

1. **Repair and maintenance:** Ordinary repair and maintenance of like and kind for matching the original construction, where visible, and that does not change the appearance of the buildings, is acceptable under these guidelines. Rehabilitation may include preservation, restoration, reconstruction, or a combination of these, as appropriate and reasonable for the building.

2. **Maintenance.** Existing visible features that contribute to the overall character of the building in good condition should be maintained and where possible, preserved or conserved. Damaged visible features that can be repaired should be repaired rather than replaced wherever possible.
3. **Replacements.** Replacements of significant features damaged beyond repair, deteriorated beyond reasonable repair, or missing should sensitively harmonize with characteristics of the original feature. Replication is appropriate, but not required.

Specific Guidelines

The following specific approaches to elements, features, and visible components are recommended:

1. **Materials:** Materials for significant features on primary façades visible from the street that are badly damaged, deteriorated beyond reasonable repair, or missing should be replaced with materials or components that closely match the style, shape, color, treatment, and texture of the element replaced. Composition, type of joint, size of units, visible measures, placement, and detailing should be appropriate for the building. Synthetic materials, where closely matching the existing characteristics, may be utilized.
2. **Masonry Repointing:** Repointing of deteriorated and/or missing mortar shall match the existing historic mortar as close as possible. Elements of the new repointing mix shall be consistent with the existing mortar in formulation, aggregate size, texture, color, and method of application. It is recommended that test patches be applied adjacent to existing mortar and allowed to dry. An assessment should be made of new repointing mix with respect to varied constituents to be matched. The sample that closely matches the original mortar should be used for the repointing. Refer to Preservation Brief #1 (PB #1) for general approach to undertaking masonry repointing.
3. **Masonry Cleaning:** Sandblasting diminishes the integrity of building materials. It is not an approved cleaning method. Should cleaning of exterior materials be undertaken, no harm should result from the approach taken to do the work. In the event that cleaning of building materials is undertaken, use the gentlest method possible to accomplish good results. Scrubbing with a bristle brush and a mild non-ionic detergent is recommended. Should this method be found ineffective, the use of approved chemical cleaning application can be used only after test patches have determined the gentlest means with respect to composition of cleaning agent, method of application, and cleaning results. Refer to PB #1 for general approach to masonry cleaning.
4. **Water-Repellent Coatings:** Use of water-repellent coatings on historic buildings is not permitted. The problem of water infiltration into a building is associated with structural or maintenance issues. Water-repellent coatings compound problems because the coating encapsulates moisture and does not allow it to evaporate naturally.
5. **Door and Window Openings:** Among the important features of the Redding are its window and door openings. The size and location of openings are an essential part of their overall design and an important feature of their architectural design. Original wall openings on primary facades should not be significantly altered or filled in. On secondary

facades, original wall openings should not be significantly altered without consideration of their impact to the overall character of the original design.

6. **Window and Door Replacement:** The original doors and window sashes have already been replaced with bronze anodized aluminum doors and windows. If further replacement of windows or doors becomes necessary due to deterioration or to replace missing or nonconforming units, new windows and doors on primary facades shall fill the original openings and be appropriate in material, scale, configuration, style, and size.
7. **Ornamentation:** Ornamentation is mostly absent from the Redding, with the exception of limestone trim and coping. These limestone features and any other original ornamental elements should be preserved or conserved. Do not make replacements or substitutions of different scale, size, design, or incompatible materials. Replace ornamentation to match originals in character, scale, configuration, style, size texture, and color. Some synthetic materials including fiberglass castings or composite materials may be considered.
8. **Roof:** Features that define the roofline of the building should be preserved. On the primary facades, vents, skylights, rooftop utilities, and equipment, such as elevator mechanicals and new roof elements should be placed so they are inconspicuous from view.
9. **Painting:** Do not paint stone and masonry elements that have historically not been painted. Use colors that are appropriate to the building's age, history, and style.
10. **Outside Attachments:** Exterior light fixtures should be appropriate to the style of the building, or simple and contemporary. Signs are addressed under Site Improvements.

Additions and Exterior Alterations

Intent and General Guidelines

1. **Additions:** Additions should follow new construction guidelines, codes, and regulations. Any addition should be compatible in character with the original building, with sensitivity to existing massing and scale, site, and appearance within the building's existing context. Additions should be sympathetic, may be complementary, but need not be imitative in design. Additions should be designed to relate architecturally, not overwhelming the original building. Rooftop additions should be set back to minimize visibility.
2. **Alterations:** Alterations should follow construction guidelines for alternations, codes, and regulations. Alterations should not change or alter significant architectural features on primary facades. On the secondary facades, alterations should be designed to minimize impact on the overall character of the facade on which the alteration occurs.
3. **Appropriateness:** The appropriateness of design solutions for additions and alternations should include the following.

- a. How well the proposed design for the addition or alteration relates to the building and the neighboring buildings.
- b. How closely the proposed addition or alteration meets the specific intentions of these guidelines.

Site Improvements and Alterations

1. **Signs.** Signs should be designed for clarity, legibility, and compatibility with the building or property. Signs should not cover or obscure architectural features. Billboards and roof-top signs are not permitted. Temporary signage is permitted without review by the Historic Conservation Board.
2. **Parking and paving.** Asphalt paving is appropriate, if kept to a minimum. The semicircular driveway in front and the bi-level parking garage in the rear should be retained. New parking lots or parking lot expansion should be sufficiently screened to minimize the public view of parked cars. Appropriate screening may include low masonry walls in conjunction with planting areas and landscaping, low masonry walls with metal fencing, and planting areas with landscaping and metal fencing.
3. **Walls and Fences.** New walls and fences should be compatible with the character of the building. New fences should be of metal and simple and contemporary in design. Chain-link, concrete block, unfaced concrete, plastic, fiberglass, or plywood fences and walls are inappropriate. Solid (privacy) fences, including "stockade" fences, are discouraged, except where necessary for screening storage areas. Concrete and brick are appropriate for new walls.
4. **Landscaping.** New landscaping should be scaled to complement the building. The design of new site features should be simple and contemporary.

Demolition

Any demolition, alterations, or modifications to the property and minimum maintenance requirements are governed by Section 1435-09: Alterations and Demolitions; Certificates of Appropriateness; Minimum Maintenance, of the Cincinnati Zoning Code, ordained by Ordinance No. 217-2012, §1, effective July 20, 2012. Any updates, modifications, or amendments to this section of the Cincinnati Zoning Code or legislation that supersedes Chapter 1435 of the Cincinnati Zoning Code which is established as the "Historic Preservation Code," shall be considered the governing law.