

Honorable City Planning Commission

SUBJECT: A report and recommendation on the proposed designation of the Brinker Building located at 4030 Glenway Avenue as a Local Historic Landmark in West Price Hill.

GENERAL INFORMATION:

Location: 4030 Glenway Avenue, Cincinnati, OH 45205

Petitioner/Owner: 8K
60 E. McMicken Avenue, Cincinnati, OH 45202

EXHIBITS:

- Exhibit A Location Map
- Exhibit B Designation Report and Conservation Guidelines
- Exhibit C Historic Conservation Board Staff Report and Recommendation
- Exhibit D Letters of Support

BACKGROUND:

On September 5, 2025, an application for the designation of the Brinker Building as a Local Historic Landmark was submitted by 8K. According to the Cincinnati Zoning Code (§1435-07-2-B), an application for the designation of a Local Historic Landmark shall be forwarded to the City Planning Commission following a public hearing of the Historic Conservation Board.

On December 1, 2025, the Historic Conservation Board (HCB) held a public hearing on the Historic Landmark designation application. After receiving evidence and testimony from the Urban Conservator and proponents of the designation, a quorum of board members voted unanimously to approve and recommend the Brinker Building to City Planning Commission and City Council for approval.

The City Planning Commission is charged with determining whether to follow the recommendation of the Historic Conservation Board (§1435-07-2-B-C). In making such determination, the City Planning Commission shall consider the following factors:

- 1) The relationship of the proposed designation to the comprehensive plans of the city and of the community in which the proposed Historic Landmark is located; and
- 2) The effect of the proposed designation on the surrounding areas and economic development plans of the city; and
- 3) Such other planning and historic preservation considerations may be relevant to the proposed designation.

The City Planning Commission has the duty to decide whether to approve or deny the designation and forward its decision, whether favorable or not, along with the conservation guidelines, to City Council.

Setting:

The Brinker Building is a mixed-use commercial building located on the north side of Glenway Avenue between Iliff Avenue on the east and Gilsey Avenue on the west in the West Price Hill neighborhood. The property consists of a single Hamilton County Parcel 179-0074-0230. The building is a 2.5-story building originally constructed in 1910 with Franz Brinker Hardware being the first occupant. West Price

Hill's growth was closely tied to the Price Hill Incline, which operated from 1874 to 1943. With the increased access to the hilltop community provided by the incline, new residences and businesses sprouted up throughout the community in the late nineteenth and early twentieth centuries. Much of the Glenway Avenue commercial corridor featured buildings similar to 4030 Glenway in size and massing. By 1922, approximately 65 buildings of a similar scale were present along the half-mile stretch of the Glenway Avenue East Business District.

Today, only 12 of these buildings remain with most being heavily modified or dilapidated. Glenway Avenue now serves as a major thoroughfare for commuters traveling between Cincinnati neighborhoods and beyond, while also acting as a central hub for local commerce and education within the Glenway Avenue East Business District. The area is home to a mix of small businesses such as LaRosa's Pizzeria, Custom Cutts Barbershop, and Brogan-Hesketh Formal Wear, alongside larger institutions like Elder High School, Seton High School, and the Boys and Girls Club. Together, they make Glenway Avenue East a primary center of economic and community activity in West Price Hill.

General Description:

Having been built in 1910, the Brinker Building can be characterized by its transitional architectural style, representing a blend of Second Empire, Queen Anne, Neoclassical Revival, and other styles of the era.

From the Designation Report:

The most striking feature is the mansard roof with paired, gabled dormers which were a hallmark of the French Second Empire style. By the time this structure rose, these styles were no longer cutting-edge, but the continued use here speaks to the enduring appeal of its vertical emphasis and distinctive roofline, especially for mixed-use commercial buildings seeking a touch of elegance. Below the roof, the upper façade borrows from a variety of Victorian era traditions, visible in the tall, narrow windows of the second story and the accompanying use of contrasting stone lintels.

The belt course is a feature often found in Second Empire, Italianate, and several other architectural styles of the era. Finally, the influence of Queen Anne style is evident through the corbelled brick cornice and partial pilasters on the second story. These details recall the mid-19th-century urban townhouse aesthetic, though here they are somewhat simplified, a reflection of more cost-conscious early 20th-century building practices.

Significance:

The Brinker Building is nominated as significant under Criterions 1 and 3 of the Cincinnati Zoning Code (§1435-07-1):

1. *Association with events that have made a significant contribution to the broad patterns of our history;*

The Brinker Building represents the expansive growth of the West Price Hill neighborhood of Cincinnati following the construction of the Price Hill Incline in 1874 through its closure in 1943. With the opening of the incline in 1874, thousands of residents migrated to the area, which was now much more accessible. The building is one of the few remaining examples of this small

mixed-use storefront development that once dominated Glenway Avenue following the opening of the incline.

3. *Embody the distinctive characteristics of a type, period, method of construction or that represent a significant and distinguishable entity whose components may lack individual distinction;*

The building is a vernacular brick masonry building that exhibits characteristics of several architectural styles that were popular during its construction ca. 1910. At the time of its construction, architectural styles were undergoing a transition from the previously popular Second Empire, Italianate and Queen Anne styles to more modern and streamlined Neoclassical Revival and Chicago Commercial style buildings. The subject property represents the transitional nature of this time period, featuring elements and influences of the Second Empire, Queen Anne, Neoclassical Revival and other styles.

No significant alterations or additions have occurred since the building's original construction ca. 1910. Minor reversible storefront alterations and replacement windows are the primary changes to the building. The building retains exceptional historic integrity, retaining its major character-defining features.

In summary, staff recommends the designation of The Brinker Building under sections §1435-07-1(a)(1) and §1435-07-1(a)(3) of the Zoning Code. The documentation in the attached designation and staff reports provides conclusive evidence that all required findings may be made for the proposed designation under Criterions 1 and 3. The proposed conservation guidelines for the property are sufficient and have been included.

ANALYSIS:

According to the Cincinnati Zoning Code (§1435-01-H3), certain findings must be made before a Local Historic Landmark can be designated by City Council. The building must be found to have historic significance. Historic significance means that the landmark must possess integrity of location, design, setting, materials, workmanship, feeling, association, and have attributes that:

1. Are associated with events that have made a significant contribution to the broad patterns of our history; or
2. Are associated with the lives of persons significant in our past; or
3. 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. Have yielded, or may be likely to yield, information important in history or prehistory.

The Brinker Building is nominated under Criterion 1, “Association with events that have made a significant contribution to the broad patterns of our history,” and Criterion 3, “Embody the distinctive characteristics of a type, period, method of construction or that represent a significant and distinguishable entity whose components may lack individual distinction.” The designation report and the documentation provided indicate that the building meets both criteria. The proposed conservation guidelines for the structure are sufficient and have been included.

No development plan has been presented to the Historic Conservation Office for this building at this time. The applicant has noted their intent to apply for Historic Preservation Tax Credits for renovations to the building for mixed-use commercial and residential use.

PUBLIC COMMENT AND NOTIFICATION:

The Department of City Planning and Engagement held a virtual public staff conference on the proposed designation on November 6, 2025. Notices were sent to property owners within a 400-foot radius of the subject property, the property owner, and the West Price Hill Community Council. The Historic Conservation Board also held a public hearing at its meeting on December 1, 2025.

All property owners within a 400-foot radius of the subject property, the property owner, and the applicant team, including the West Price Hill Community Council, were sent notification of the Public Staff Conference, the Historic Conservation Board meeting and the December 19, 2025 City Planning Commission meeting. Other than the applicant team, no community members attended either meeting.

Letters of support have been received from the Cincinnati Preservation Association, the West Price Hill Community Council, and Price Hill Will.

CONSISTENCY WITH PLANS:

Plan Cincinnati (2012)

The proposed designation is consistent with the Sustain Initiative Area of *Plan Cincinnati*, specifically the Goal to, “Preserve our natural and built environment” (p. 193). This designation will help to preserve this historically and architecturally significant building, making it eligible for state historic rehabilitation tax incentives.

Belong, Be Strong: West Price Hill (2022)

The proposed designation is consistent with multiple goals from West Price Hill’s neighborhood plan:

Business Development/Engagement:

Goal 1: Strive to revitalize empty storefronts in each business district

Goal 3: Connect and improve each business district through an improved pedestrian experience

Marketing:

Goal 1: Promote the history and pride of West Price Hill.

The designation is additionally consistent with Future Land Use goals:

- Increasing commercial uses and meaningful development along each of the business districts
- Revitalize empty storefronts in each business districts
- Developing and enhancing the aesthetic and identity of the main transportation corridors

RECOMMENDATION:

The staff of the Department of City Planning and Engagement recommends that the City Planning Commission take the following actions:

- 1) APPROVE** the proposed designation of the Brinker Building located at 4030 Glenway Avenue as a Local Historic Landmark in West Price Hill under Criterions 1 and 3 of the Cincinnati Zoning Code (§1435-07-1a); and
- 2) ADOPT** the conservation guidelines.

Respectfully submitted:



Jesse Urbancsik, Senior City Planner
Department of City Planning and Engagement

Approved:

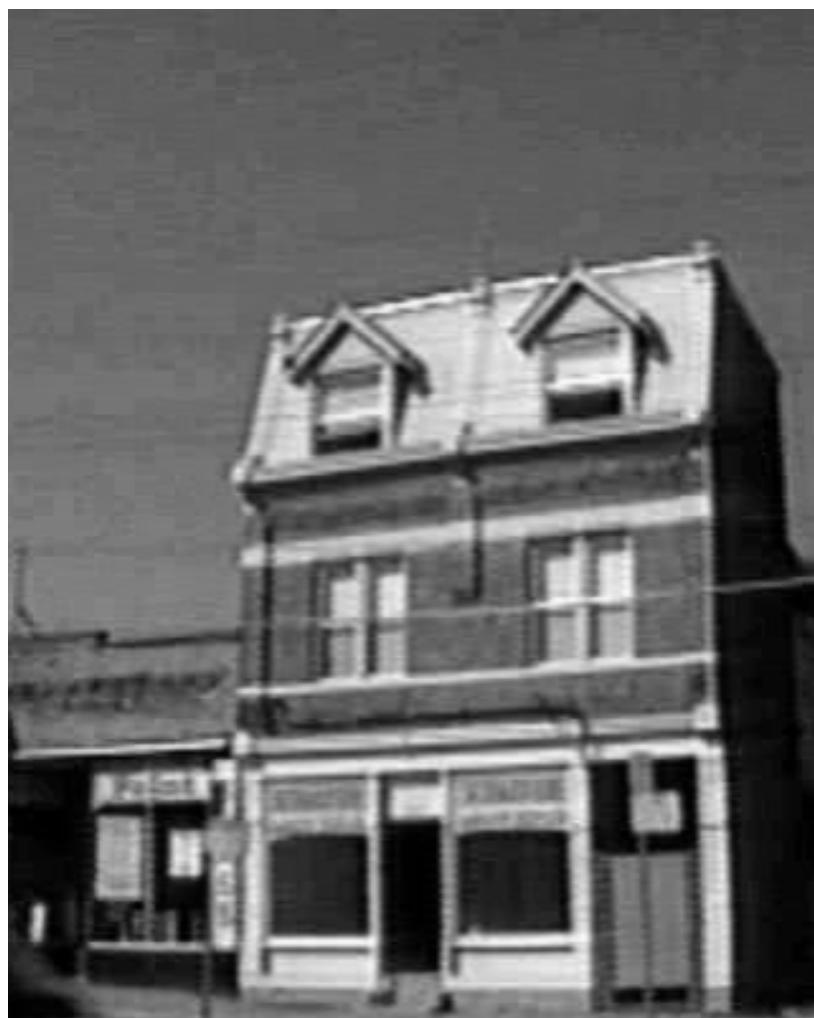


Katherine Keough-Jurs, FAICP, Director
Department of City Planning and Engagement

Proposed Historic Designation at 4030 Glenway Ave in West Price Hill



Landmark Designation Request
4030 Glenway Avenue
The Brinker Building



Submitted to: Doug Owen, Urban Conservator
City of Cincinnati Department of Planning & Community Engagement

Prepared and submitted by: 8K Company
Project Contact: Morgan Noel Smith 513-344-8401

September 5, 2025

8K

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Introduction

At 4030 Glenway Avenue, the Brinker Building is one of few examples of architectural styles dominant in the early 20th-century transitional period that still remain in the Glenway Avenue “East” business district, as defined in the West Price Hill’s 2022 *Belong Be Strong* business district revitalization plan. The Brinker Building was erected in 1910, having seen little alterations in terms of use, footprint, roofline, and interior characteristics. The building is transitional in style, having been built at the tail end of the Victorian era when styles were shifting from heavy ornamentation and detailing to more simplified, pragmatic design. Elements of Second Empire, Italianate, and Queen Anne styles are present on the façade. A typical mixed-use building of the era, the Brinker Building has been home to multiple residents and families as well as numerous small businesses over the past century.

According to CZC 1435-07-01, the Brinker Building (3) *embodies the distinctive characteristics of a type, period, or method of construction that represents a significant and distinguishable entity*. The request is also consistent with Chapter 1435-03 of the Cincinnati Zoning Code (Historic Conservation), “*to safeguard the heritage of the city by preserving districts and landmarks which reflect elements of its history, architecture and archeology, engineering or culture*”. Preserving the Brinker Building will result in the meticulous preservation of one of very few unmodified 100+ year old structures along this area of Glenway Avenue.

Setting

Located on the north of Glenway Avenue, between Gilsey and Iliff Avenues in West Price Hill, the Brinker Building sits at street level, directly accessible from the sidewalk and road. Today, Glenway Avenue serves as a major thoroughfare for commuters traveling between Cincinnati neighborhoods and beyond, while also acting as a central hub for local commerce and education within the Glenway Avenue East business district. The area is home to a mix of small businesses such as LaRosa’s Pizzeria, Custom Cutts Barbershop, and Brogan-Hesketh Formal Wear, alongside larger institutions like Elder High School, Seton High School, and the Boys and Girls Club. Together, they make Glenway Avenue East a primary center of economic and community activity in West Price Hill.

Architectural Significance

Having been built in 1910, the Brinker Building can be characterized by its transitional architectural style, representing a blend of Second Empire, Queen Anne, Neoclassical Revival, and other styles of the era. The most striking feature is the mansard roof with paired, gabled dormers which were a hallmark of the French Second Empire style. By the time this structure rose, these styles were no longer cutting-edge, but the continued use here speaks to the enduring appeal of its vertical emphasis and distinctive roofline, especially for mixed-use commercial buildings seeking a touch of elegance.

Below the roof, the upper façade borrows from a variety of Victorian era traditions, visible in the tall, narrow windows of the second story and the accompanying use of contrasting stone lintels. The belt course is a feature often found in Second Empire, Italianate, and several other architectural styles of the era. Finally, an influence of Queen Anne style is evident through the corbelled brick cornice and partial pilasters on the second story. These details recall the mid-19th-century urban townhouse aesthetic, though here they are somewhat simplified, a reflection of more cost-conscious early 20th-century building practices.

The storefront at street level has been heavily altered, but maintains the basic configuration of recessed entry flanked by display windows, hinting at an early 20th-century commercial style sensibility. The symmetry and flat plane of the façade also echo the pared-down, functional approach of Victorian era influences, though without that style's large expanses of glass.

In the context of Cincinnati's architectural landscape, this building is practically a poster child for local trends of the era. Around 1910, many of the city's smaller-scale commercial and residential structures still leaned heavily on Victorian-era stylistic vocabulary, even as national tastes shifted toward Beaux-Arts formality or Craftsman simplicity. Cincinnati builders often blended Italianate window proportions, robust brickwork, and decorative stone trim with the still-fashionable, but slightly old-fashioned, mansard roofs of Second Empire influence. This created a distinctive hybrid style that defined entire streetscapes, particularly in mixed-use corridors. It can be imagined that Glenway Avenue surrounding the Brinker Building may have once been home to many of these blended-style structures. The building's combination of practicality, ornament, and vertical presence embodies the way Cincinnati adapted older styles to fit modern needs without abandoning its architectural heritage, a practice that is still in place today.

Altogether, the building is a hybrid: a 1910 structure wearing the stylistic clothing of the late Victorian era, with Second Empire grandeur up top, Italianate refinement in the middle, and a pragmatic early 20th-century commercial base. It stands as a reminder that architectural fashion often lingers well past its supposed expiration date, especially in smaller-scale, utilitarian urban buildings.

Historical Significance

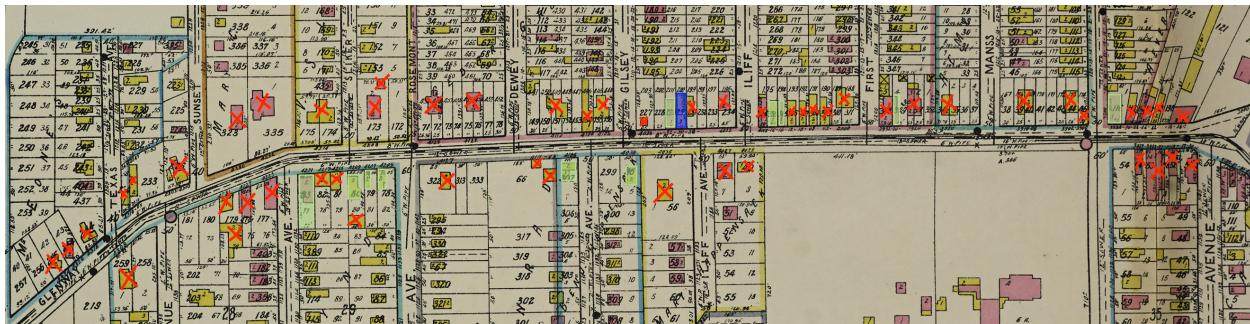
The area we now call Price Hill was settled in the early 19th century as Cincinnatians had a desire to escape pollution, congestion, and noise that defined downtown living at the time. General Rees E. Price purchased and developed large areas of the hill, giving the neighborhood its name. The construction of an incline from downtown to Price Hill catalyzed development in the neighborhood, leading to the migration of thousands of residents. At its base, where 8th Street meets Glenway Ave, commercial activity flourished, establishing Glenway as one of the West Side's primary business corridors.



What is now the Glenway Avenue East Business District was, and still is, a hub for education and faith. In 1854, the Sisters of Charity of Cincinnati founded Mount St. Vincent Academy, a combined day and boarding school for girls, at their initial motherhouse located at Mount Harrison on East Price Hill. Three years later, in 1857, they acquired the expansive Judge Alderson estate in West Price Hill, just across Glenway Avenue from where the Brinker Building now stands. They called this property "Cedar Grove". By 1858, a new academy building was erected on the property to accommodate growing enrollment. This site not only served as the motherhouse but also became the vibrant center of their educational and spiritual mission; it remained home to Mount St. Vincent Academy until 1927, when Seton High School took its place.

The Brinker Building, constructed in 1910, provides a window into the block's commercial history. From 1910 to 1915, it housed Franz Brinker Hardware, run by its namesake, a German immigrant who lived and passed away at 4030 Glenway. In 1916–1917, the building was home to Leo Dirr F. Hardware, before the business relocated to 3629 Warsaw by 1923. Later, from 1929 to 1943, Stein's Cleaners, operated by Robert Stein, occupied the space, reflecting the growing neighborhood service economy. In 1922, Elder High School laid its cornerstone across the street from the Brinker Building. Since then, this block of Glenway has remained a hub for Catholic life on Cincinnati's West Side, with Glenway Avenue serving as the neighborhood's main street.

The Glenway Avenue East Business District is approximately 0.5 miles of Glenway Ave. In 1922, it was lined with approximately 65 frame and brick, stone, or concrete buildings, one being the Brinker Building. Of the 65, only 12 still stand as of today's date. The map below shows just which buildings stand (green) including the Brinker Building (blue). The remaining 53 were demolished at some point in history. Most of the remaining dozen are heavily modified from their original design and/or dilapidated and blighted, as evidenced in Exhibit A.



Storefront activity declined during WWII as the Price Hill Incline was closed, reducing foot traffic along Glenway Avenue. Thereafter, the building may have been home to miscellaneous small businesses. By the 1970s, Tom Carlton Movers was operating there. The most recent use of the building was as apartments and a police substation in 2007. Since then, the building has sat vacant and fallen into deterioration. While structurally sound, the Brinker Building is in urgent need of reinvestment to ensure preservation.

Community Engagement

The Brinker Building is neighbor to two notable anchor institutions: Elder and Seton High Schools – both coming with large communities. In 2018, community members and residents fought proposed demolitions. They were successful: demolition efforts were “paused to honor the neighborhood’s desire to see the buildings saved and reutilized”. In 2019, Price Hill Will acquired the property that the Brinker Building sits on, as well as surrounded parcels, with the intention to redevelop the site in order to benefit the neighborhood and Elder and Seton communities. Now, to achieve this goal, historic designation is sought in order to unlock additional financing opportunities and deliver a product to the community that deserves it.

Landmarking of the Brinker Building is in line with the neighborhood’s community plan *Belong Be Strong (2022)*, specifically:

Business Development/Engagement

- Goal 1: Strive to revitalize empty storefronts in each business district.
- Goal 3: Connect and improve each business district through an improved pedestrian experience.

Marketing

- Goal 1: Promote the history and pride of West Price Hill.

Future Land Use goals

- Increasing commercial uses and meaningful development along each of the business districts
- Revitalize empty storefronts in each business districts
- Developing and enhancing the aesthetic and identity of the main transportation corridors

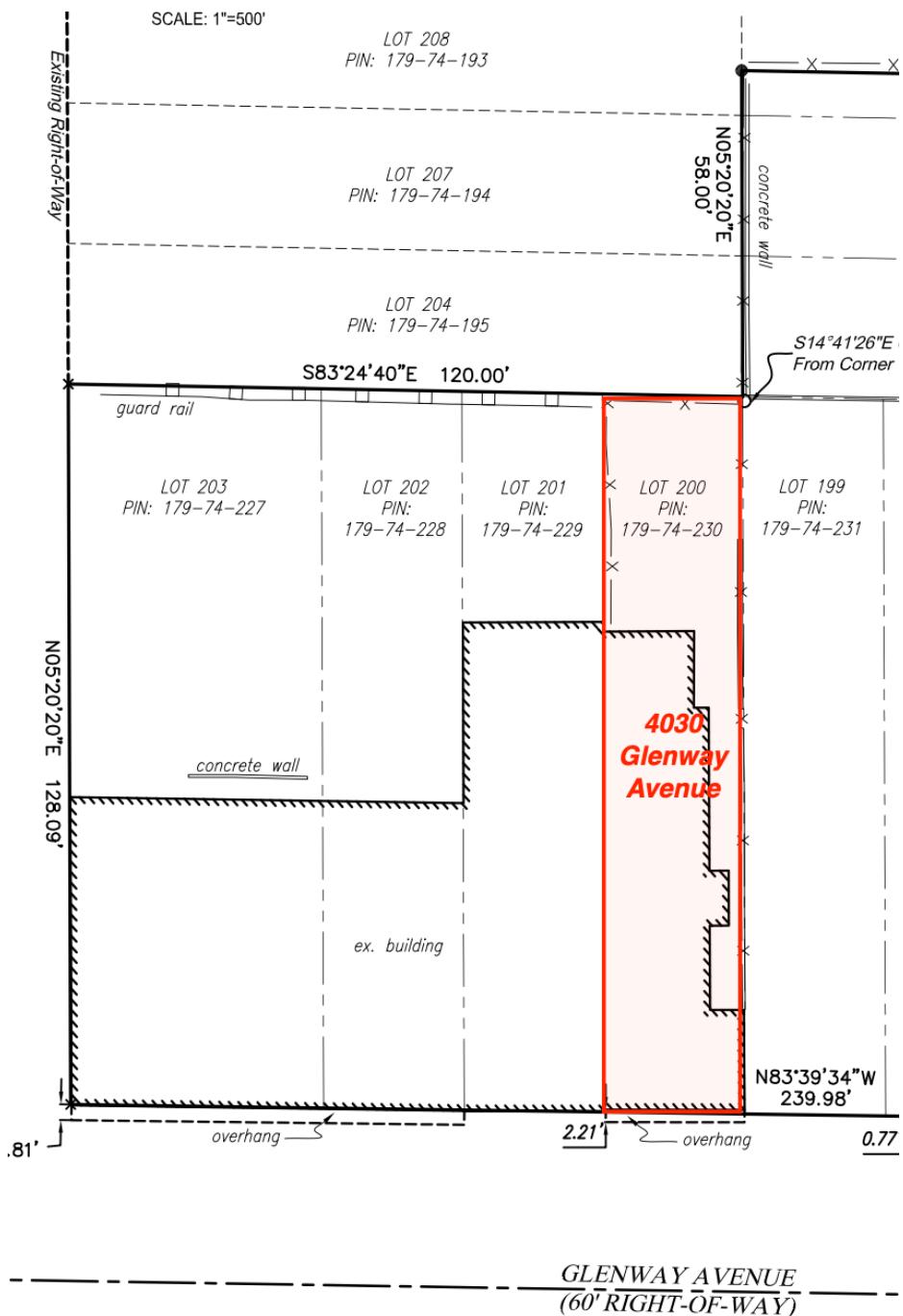
Legal Descriptions

Property Address: 4030 Glenway Avenue, Cincinnati, Ohio 45205

Auditor's Parcel No.: 179-0074-0230-00

Situate in the City of Cincinnati, Hamilton County, Ohio, being known and designated as Lot No. 200 of the Subdivision of The Cedar Grove Land and Building Association as shown by the plat thereof recorded in Plat Book 4, Page 220 of the records of Hamilton County, Ohio fronting 25 feet on the north side of Glenway Avenue, known, numbered and designated as Municipal Number 4030 Glenway Avenue and extending back 127.57 feet in depth and being the same premises set forth and described in the deed from Benjamin B. Pink to Sarah Bishow recorded February 16, 1924 in Deed Book 1320, Page 522 of the Deed Records of Hamilton County, Ohio, and being the same premises set forth and described in the deed from Sarah Bishow to Rubin Stein and Tillie Stein recorded February 16, 1924 in Deed Book 1325, Page 203 of the Deed Records of Hamilton County, Ohio

Map of Boundary



Justification of boundary

The boundary is based on the legally recorded boundary line for the property. 4030 Glenway occupies a single parcel which has no other structures.

Research methodology

Research was conducted in various methods, utilizing both online and hard copy resources and data. Sources include the Price Hill Historical Society, Cincinnati Hamilton County Public Library, Ohio Historical Newspapers, Digital Library from the Cincinnati & Hamilton County Public Library, Newsdex, and Sanborne Fire Insurance Maps.

References

<https://pricehill.org/Price-Hill-History>

<https://www.cincinnati.com/story/news/2021/08/30/price-hill-fighting-brewery-and-restaurant-near-elder-and-seton/8250676002/>

<https://www.proquest.com/hnphoiocollection1?accountid=39387>

<https://digital.cincinnatilibrary.org/>

https://newsdex.chpl.org/?_gl=1*1ezl0qm*_ga*NjUwMTMwNTM5LjE3NTMxOTA3MTk.*_ga_QQ6PLFKMN0*czE3NTU3OTk1NzQkbzMkZzEkdDE3NTU3OTk3MTMkajE0JGwwJGgw

Incline Business District Master Plan, 2011, Price Hill Will

<https://cincinnati-transit.net/incline-pricehill.html>

<https://www.hmdb.org/m.asp?m=187292>

<https://rebeccawingo.com/courses/phwild/ph-wild/historic-landmarks/price-hill-incline/>

Belong, Be Strong: West Price Hill, 2022, Price Hill Will

Exhibit A

The following buildings appear on the 1922 Sanborn Map in the present day Glenway Avenue East Business District area. The screenshots show their existing state as of 2024 or 2025. This Exhibit is not exhaustive. Building dates are approximate, based on Hamilton County Auditor data.



3834 Glenway Ave – built 1900



4016 Glenway Ave (left) – built 1900 & 4014 Glenway Ave (right) – built 1900



4105 Glenway Ave – built 1900



4205 Glenway Ave – built 1908



4207 Glenway Ave – built 1905



4209 Glenway Ave – built 1903

Conservation Guidelines
4030 Glenway Avenue
The Brinker Building

Note: Within the context of these historic conservation guidelines, the primary façade of the Brinker Building is the south elevation facing Glenway Avenue. The west and east side elevations are secondary, while the north elevation at the rear is utilitarian.

These guidelines are intended to ensure that rehabilitation will maintain the significant features of 4030 Glenway Avenue. They are not strict rules but serve as a guide for the Historic Conservation Board to assess the compatibility and appropriateness of proposed rehabilitation work. Reviews by the Board are limited to exterior changes. Repair and maintenance that does not alter significant features, and complies with the intent of these guidelines, does not require review. Interior alterations are not within the purview of the Board.

The following approaches are recommended:

- 1. Repair and Maintenance**
 - a. Ordinary repair and maintenance of like and kind for visible features, which does not change the appearance of the building, is acceptable
 - b. Rehabilitation may include preservation, restoration, reconstruction, or a combination of these, as appropriate
- 2. Maintenance**
 - a. Existing visible features that contribute to the building's character and are in good condition should be maintained and preserved
 - b. Damaged visible features should be repaired rather than replaced wherever feasible
- 3. Replacements**
 - a. Replacement of features that are badly damaged, deteriorated beyond repair, or missing should harmonize with the building's original character
 - b. Replication is appropriate but not required. Compatible contemporary materials may be considered if they match the historic scale, texture, and/or appearance

Specific Guidelines

Materials: The primary exterior material is common brick masonry laid in common bond. Replacement brick or stone should closely match the historic in color, size, bond, and texture. Synthetic materials may be considered for secondary facades if visually compatible.

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.

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 most gentle means with respect to composition of cleaning agent, method of application, and cleaning results.

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.

Window and Door Openings: Original wall openings on primary façades should not be altered or filled. On secondary façades, original wall openings should not be significantly altered without consideration of the impact to the overall character of the original design.

Entrances: Original doors should be repaired rather than replaced where feasible and where appropriate access and security can be achieved in compliance with building codes. If replacement of doors becomes necessary, new doors should be compatible in scale, size, type, kind, style, color and finish.

Windows: Original windows should be repaired rather than replaced where feasible. If replacement of windows is necessary due to their deteriorated condition and energy performance, new windows should be compatible in scale, configuration, style, size and color. Minor variations in replacement sash frames may be considered. Aluminum sashes are acceptable. Insulated glass of clear hue is acceptable. Rehabilitating a historic building to accommodate a new use may require increasing the number of window openings in a secondary elevation or a formerly blank wall to increase access to natural light and ventilation. Any new windows will be of a simple design to differentiate them and be distinguishable from the original, historic windows. Where energy performance improvements are necessary, interior-mounted or otherwise minimally visible storm windows may be installed, provided they do not obscure, alter, or damage historic window features and are reversible.

Ornamentation: Significant architectural features including brick and stone detailing elements should be preserved or conserved. Do not make replacements or substitutions of different size, scale, design, or incompatible materials. Replacement ornamentation should closely match originals in character, scale, configuration, style, size, texture, and color. Some synthetic materials, including fiberglass castings or composite materials, may be considered.

Roof: Chimneys, parapets, and other architectural features that define the buildings' roofline should be maintained. On primary façades, vents, skylights, rooftop utilities, and equipment such as elevator mechanicals and other new roof elements should be placed so that they are inconspicuous from the street. The primary architectural feature at the roofline is a mansard

roof, which appears to have slate tiles. The mansard material should be preserved and conserved wherever possible. Replacements will closely match original character, scale, configuration, style, size, texture, and color.

Painting: The building is not painted on the primary façade. The East façade has a portion of painted brick. Repainting exterior features that were historically painted is acceptable, using colors that are appropriate for the buildings' age, history, and style. Existing exterior elements that were historically not painting should be left unpainted.

Outside Attachments: Exterior light fixtures should be appropriate to the style of the building, or simple and contemporary. Where exterior light fixtures of a decorative nature consistent with the overall building history exist, repair, preserve, or reconstruct whenever possible and feasible to do so. Mercury vapor, high-pressure sodium, or other light sources that impart distortions of color when illuminated are not appropriate. Exterior light fixtures should be mounted or constructed so as not to cast undue glare onto neighboring buildings or damage the building on which they are mounted. The awning on the primary façade is not historical in nature and should be removed, with the materials underneath being repaired.

Signs: Signs should be designed for clarity, legibility, and compatibility with the building on which they are located. Signs on the property should not materially cover or obscure significant architectural features. Signs should be externally illuminated or based on historic precedent. Neon or shadow lettering internally illuminated signs are acceptable if designed and sized to be compatible with other signage in the vicinity. Temporary signage is permitted without review by the Historic Conservation Board.

Additions and Exterior Alterations

Additions: Additions should follow existing 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 overwhelm the original building.

Alterations: Alterations should follow construction guidelines for alterations, codes, and regulations. Alterations should not change or alter significant architectural features on primary facades. On secondary and utilitarian elevations, alterations may be designed to minimize impact on the overall character of the building.

Appropriateness: The appropriateness of design solutions for additions and alterations will consider how well the proposed design for the addition or alteration relates to the original building and neighboring buildings and how closely the proposed addition or alteration meets the general and specific intentions of these guidelines.

Site Improvements: Site improvements, such as improvement and/or alteration to existing paving, fences, and landscaping should be in keeping with the character of the building and not detract from its setting or architectural character. The design of any new site improvement

construction should be in keeping with the character of the existing building and not detract from its setting or architectural character.

Demolition: Demolition may be considered if the demolition request is for an inappropriate addition or non-significant portion of the building and the demolition will not adversely affect those parts of the building which are significant as determined by the Historic Conservation Board.

ITEM 7**December 1, 2025**

**APPLICATION FOR
LANDMARK DESIGNATION
HISTORIC CONSERVATION BOARD PUBLIC HEARING
STAFF REPORT**

APPLICATION #: N/A
APPLICANTS: 8K Company
OWNER: 8K Glenway LLC
ADDRESS: 4030 Glenway Avenue
PARCELS: 179-0074-0230
ZONING: CC-P-T
COMMUNITY: West Price Hill
REPORT DATE: November 7, 2025
STAFF REVIEW: Douglas Owen, Urban Conservator

Nature of Request:

The applicant is requesting a Local Historic Landmark Designation for the property located at 4030 Glenway Avenue known as the Brinker Building. The landmark designation is sought for the historic parcel boundary on parcel 179-0074-0230. The property is not currently listed on the National Register of Historic Places (NRHP) but was recorded on an Ohio Historic Inventory Form from 1976 (HAM-695-21).

1435-07-2-A: *Application for the consideration of the designation of a Historic District, Historic Landmark or a Historic Site may be made by the filing of a designation application, in such form as the Historic Conservation Board may prescribe, by the owner of the subject property or by the owner of a property within the area proposed to be designated, by Council or a member of Council, by the City Manager, by the Urban Conservator, by the City Planning Commission, or by a local community organization, including, but not limited to, preservation associations and community councils. No Historic Structure or Historic Site may be demolished or excavated during the pendency of a designation application, which commences upon the filing of a complete designation application.*

Summary and Background:

The Brinker Building is mixed-use commercial building located on the north side of Glenway Avenue between its intersection with Iliff Avenue on the east and Gilsey Avenue on the west in the West Price Hill neighborhood. The building is a 2.5-story building originally constructed ca. 1910 with Franz Brinker Hardware being the first occupant. West Price Hill's growth was closely tied to the Price Hill Incline, which operated from 1874 – 1943. With the increased access to the hilltop community provided by the incline, new residences and businesses sprouted up throughout the community in the late nineteenth and early twentieth centuries. Much of the Glenway Avenue commercial corridor featured buildings similar to 4030 Glenway in size and massing. By 1922, approximately 65 buildings of a similar scale were present on the ½ mile stretch of the Glenway Avenue East Business District. Today, only 12 of these buildings remain with most being heavily modified or dilapidated. The proposed Period of Significance is 1910-1943 when the incline closed and development shifted to larger auto-oriented buildings.



Figure 1. Location of property. Proposed approximate boundary shown in blue. Image from Cagis.

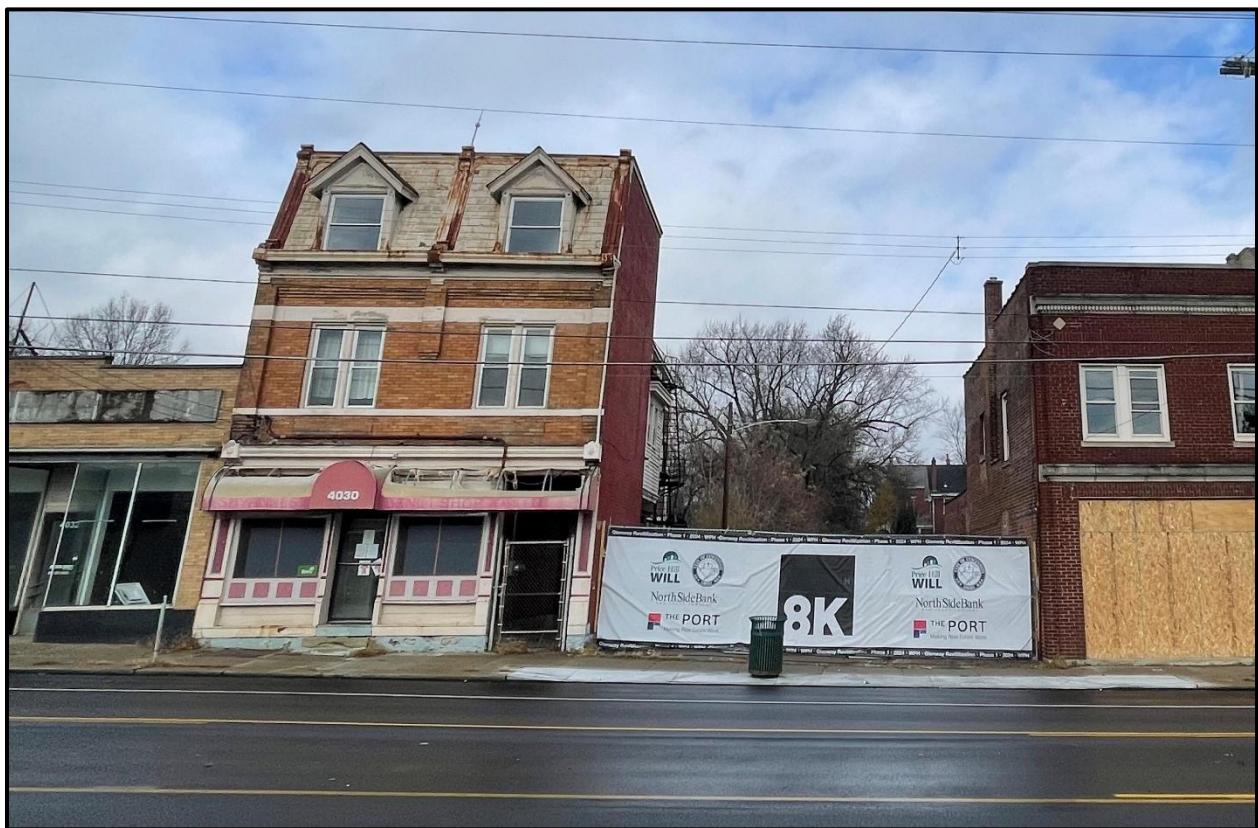


Figure 2. Image of subject property facing northwest. Image from applicant.

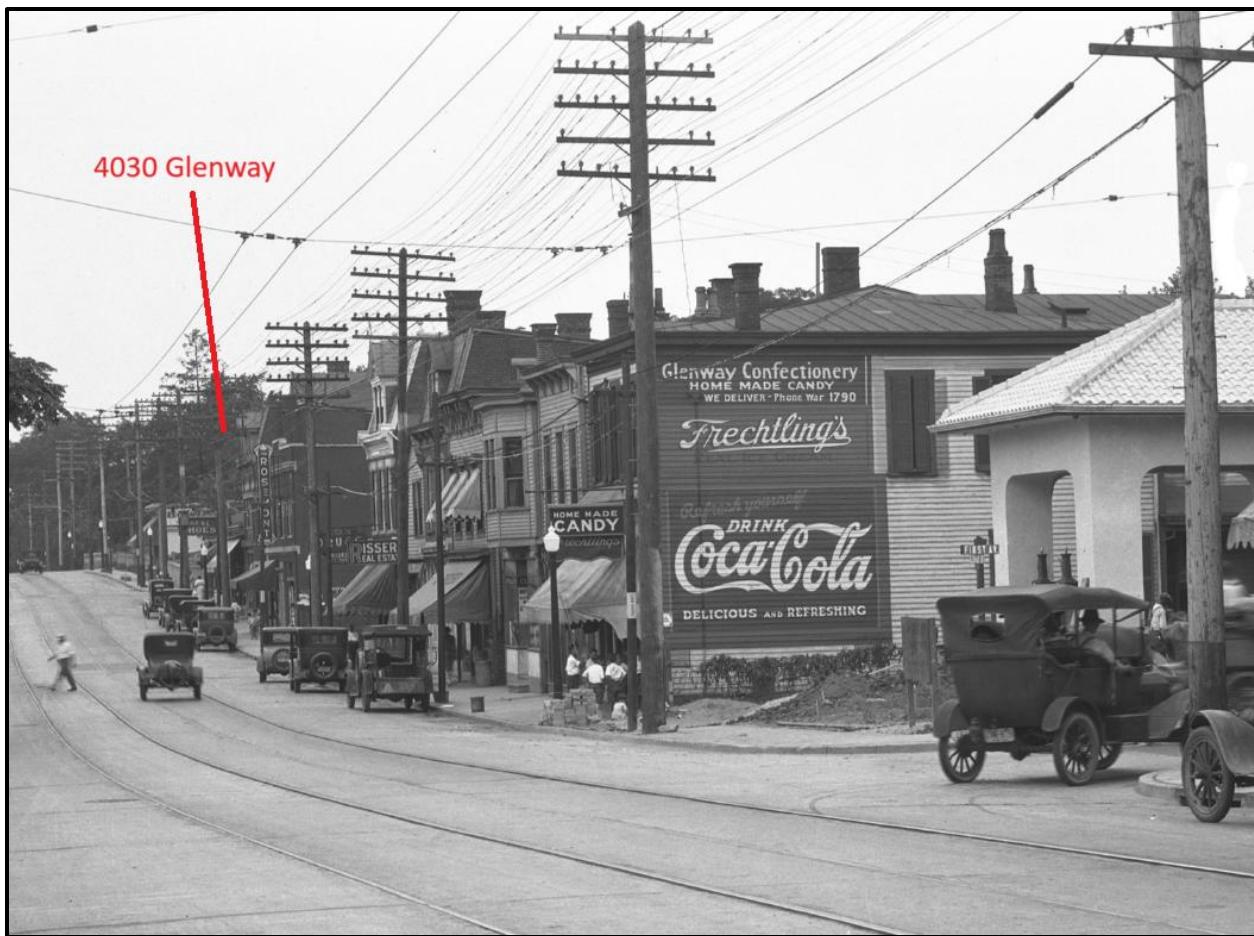


Figure 3. Image of Glenway Avenue taken from 1st Ave. in 1927. Image from UC Libraries collection.

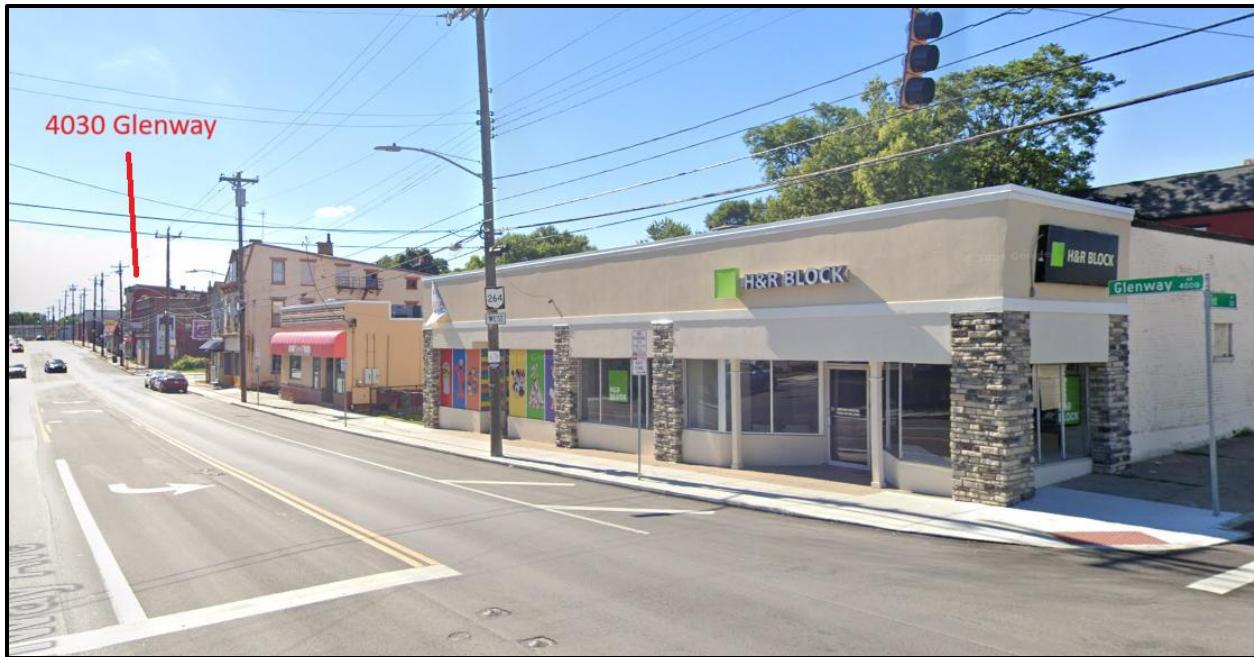


Figure 4. Image of Glenway Ave. taken from 1st Av. in 2024. Image from Google.

Applicable Zoning Code Sections:

Zoning District: Section 1409 – Commercial Districts
Landmark Designation: Section 1435-07

Review Process

The procedure for consideration of an application for designation is detailed in 1435-07-2-B of the Zoning Code. It includes reviews by the Historic Conservation Board, City Planning Commission, and City Council. The complete process and review criteria are included below.

§ 1435-07-2-B. - Report, Public Hearing and Decision.

The procedure for the consideration of an application for the designation of a Historic Landmark, Historic District or Historic Site is as follows:

- a) *Report.* Within sixty (60) days of the receipt of a completed designation application, the Urban Conservator has the duty to prepare and send to the Historic Conservation Board a report and proposed conservation guidelines for the Historic Landmark, Historic District or Historic Site and a proposed boundary map for any Historic District. For a proposed Historic District, the Urban Conservator shall prepare and send to the Historic Conservation Board a list of all structures within the proposed Historic District that the Urban Conservator considers to be Non-Contributing Structures. Not later than thirty (30) days after receipt of the Urban Conservator's report and proposed conservation guidelines, the Historic Conservation Board shall schedule a public hearing on the proposed designation.
- b) *Historic Conservation Board.* After a public hearing on the proposed designation, the Historic Conservation Board has the duty to decide whether to recommend designation of the proposed Historic Landmark, Historic District or Historic Site and forward its decision, whether favorable or not, along with the proposed conservation guidelines to the City Planning Commission.
- c) *City Planning Commission.* Within thirty (30) days of the transmittal of the decision and recommendation of the Historic Conservation Board, the City Planning Commission shall hold a public hearing to determine whether to follow the recommendation of the Historic Conservation Board. In making such determination, the City Planning Commission shall consider all of the following factors:
 - a. The relationship of the proposed designation to the comprehensive plans of the city and of the community in which the proposed Historic Landmark, Historic District or Historic Site is located; and
 - b. The effect of the proposed designation on the surrounding areas and economic development plans of the city; and
 - c. Such other planning and historic preservation considerations as may be relevant to the proposed designation.

After a public hearing on the proposed designation and conservation guidelines, the City Planning Commission has the duty to decide whether to approve or

disapprove the designation and forward its decision, whether favorable or not, along with the conservation guidelines to Council.

d) *Council.* Upon receipt of the decision of the City Planning Commission, Council shall vote to ordain or overrule the City Planning Commission's decision. A simple majority of the members elected to Council is required to ordain a designation; provided, however, if the City Planning Commission disapproves the designation, a two-thirds majority vote of Council is required to overrule the City Planning Commission's decision.

Designation Review

Historic Significance

Staff finds that, based on the attributes and architectural integrity outlined in the Designation Report, the application for the nomination of 4030 Glenway Avenue meets the requirements prescribed in Chapter 1435, specifically §1435-07-1, "Becoming a Historic Structure; Determination of Historic Significance".

The Cincinnati Zoning Code (CZC) § 1435-07-1(a), specifies that a structure or group of structures may be deemed as having Historic Significance if it has at least one of the following attributes:

1. *Association with events that have made a significant contribution to the broad patterns of our history; or*
2. *Association with the lives of persons significant in our past; or*
3. *Embodyes the distinctive characteristics of a type, period, 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 prehistory or history.*

The Criteria in Chapter 1435-07-1 is based off the criteria for the National Register and in fact models the language exactly. Significance is determined based on if it meets the criteria set forth within the National Register and the local ordinance based upon it.

The Historic Conservation Board is tasked with determining if it meets one of the Criteria set forth in Chapter 1435-07-1 of the Cincinnati Zoning Code and making a recommendation to the Cincinnati Planning Commission and City Council based on its significance.

The applicant is nominating 4030 Glenway Avenue under Criterion 3 - *Embodyes the distinctive characteristics of a type, period, method of construction or that represent a significant and distinguishable entity whose components may lack individual distinction.*

In Staff's review of the designation report and the documentation provided, the building at 4030 Glenway meets the applicable criteria in the following ways:

Criterion 1: Association with events that have made a significant contribution to the broad patterns of our history.

4030 Glenway represents the expansive growth of the West Price Hill neighborhood of Cincinnati following the construction of the Price Hill Incline in 1874 through its closure in 1943. With the opening of the incline in 1874, thousands of residents migrated to the area, which was now much more accessible. The building is one of the few remaining examples of this small mixed-use storefront development that once dominated Glenway Avenue following the opening of the incline.

With the closure of the Price Hill Incline in 1943, post-WWII development in this area was largely auto-centric with the majority of the former small-scale walkable storefront buildings demolished for larger-scale auto-oriented development. By 1922, 65 similarly-scaled mixed-use storefront buildings existed in the 0.5-mile Glenway Avenue East Business District. Today only 12 remain, with 4030 Glenway retaining one of the highest levels of historic integrity of the remaining buildings.

Criterion 3: Embodies the distinctive characteristics of a type, period, method of construction or that represent a significant and distinguishable entity whose components may lack individual distinction.

The building is a vernacular brick masonry building that exhibits characteristics of several architectural styles that were popular during its construction ca. 1910. At the time of its construction, architectural styles were undergoing a transition from the previously popular Second Empire, Italianate and Queen Anne styles to more modern and streamlined Neoclassical Revival and Chicago Commercial style buildings. The subject property represents the transitional nature of this time period, featuring elements and influences of the Second Empire, Queen Anne, Neoclassical Revival and other styles. From the Designation Report:

The most striking feature is the mansard roof with paired, gabled dormers which were a hallmark of the French Second Empire style. By the time this structure rose, these styles were no longer cutting-edge, but the continued use here speaks to the enduring appeal of its vertical emphasis and distinctive roofline, especially for mixed-use commercial buildings seeking a touch of elegance. Below the roof, the upper façade borrows from a variety of Victorian era traditions, visible in the tall, narrow windows of the second story and the accompanying use of contrasting stone lintels. The belt course is a feature often found in Second Empire, Italianate, and several other architectural styles of the era. Finally, an influence of Queen Anne style is evident through the corbelled brick cornice and partial pilasters on the second story. These details recall the mid-19th-century urban townhouse aesthetic, though here they are somewhat simplified, a reflection of more cost-conscious early 20th-century building.

No significant alterations or additions have occurred since the building's original construction ca. 1910. Minor reversable storefront alterations and replacement

windows are the primary changes to the building. The building retains exceptional historic integrity, retaining its major character-defining features.

Conservation Guidelines

The Cincinnati Zoning Code (CZC) § 1435-07-2-C. - Adoption of Conservation Guidelines.

Conservation guidelines shall promote the conservation, development and use of the Historic Landmark, Historic District or Historic Site and its special historic, architectural, community or aesthetic interest or value. Insofar as practicable, conservation guidelines shall promote redevelopment and revitalization of Historic Structures and compatible new development within the Historic District. The guidelines shall not limit new construction within a Historic District to a single period or architectural style but may seek to preserve the integrity of existing Historic Structures. Conservation guidelines shall take into account the impact of the designation of a Historic Landmark, Historic District or Historic Site on the residents of the affected area, the effect of the designation on the economic and social characteristics of the affected area, the projected impact of the designation on the budget of the city, as well as all of the factors listed in paragraph 1435-07-2-B(c) above. Conservation guidelines shall address Non-Contributing Structures. Approved conservation guidelines shall be published on the City's website and be made available for public inspection in the office of the Urban Conservator.

Staff finds that the proposed Brinker Building Conservation Guidelines present best practice approaches in seeking to preserve the integrity of the exterior of the building while also making the building eligible for future funding sources including grants and tax credits to help with renovations and the upkeep of the building. The proposed Conservation Guidelines cover changes to the exterior of the building. The interior is not proposed to be subject to local review. The proposed guidelines are also compatible with the Secretary of the Interior's Standards for Rehabilitation.

Other Considerations:

Prehearing Results:

- November 6, 2025 – A Joint Staff Conference was held with the Department of City Planning. No opposition to the proposed designation was presented.

Comments Provided to Staff:

Staff received no objections to the proposed designation at the time of the finalization of this report. Three letters of support were submitted (Cincinnati Preservation; West Price Hill Community Council; Price Hill Will).

Proposed Work

No development plan has been presented to the Historic Conservation Office for this building at this time. The applicant has noted their intent to apply for Historic Preservation Tax Credits for renovations to the building for mixed-use commercial and residential use.

Consistency with Plan Cincinnati (2012): This designation is consistent with the Plan Cincinnati goal embodied in the Sustain Initiative, specifically goal #2, preserving our built history as outlined in pages 197-198 of the plan.

Recommendation:

Staff recommends the Historic Conservation Board take the following actions:

1. **RECOMMEND** to the Cincinnati City Planning Commission (CPC) and to the Cincinnati City Council (CC) for the designation of Parcel 179-0074-0230, also referred to as 4030 Glenway Avenue and known as the Brinker Building as a Historic Landmark and the adoption of the related Brinker Building Historic Conservation Guidelines subject to the following conditions:
 - a. Any construction proposed upon the proposed Historic Landmark shall comply with the proposed Historic Conservation Guidelines.
2. **FINDING:** The Board makes this determination per Section 1435-07-1:
 - a. That it has been demonstrated that the Brinker Building meets the conditions of §1435-07-1(a)(1) as the building maintains integrity and represents an *Association with events that have made a significant contribution to the broad patterns of our history.*
 - b. That it has been demonstrated that the Brinker Building meets the conditions of §1435-07-1(a)(3) as the building maintains integrity and *Embody the distinctive characteristics of a type, period, method of construction or that represent a significant and distinguishable entity whose components may lack individual distinction.*
 - c. The Brinker Building has local significance as an excellent example of vernacular architecture as applied to a mixed-use storefront building in the West Price Hill neighborhood of Cincinnati as well as its association with the growth and development of the West Price Hill neighborhood.
 - d. The building retains an exceptional level of historic integrity.
 - e. That the proposed Brinker Building Historic Conservation Guidelines are compatible with the Secretary of the Interior's Standards for Rehabilitation.

October 20, 2025



To whom it may concern,

On behalf of Price Hill Will, I'm writing to express our support for 8K's application to designate the *Brinker Building* at 4030 Glenway Avenue as a local historic landmark. The *Brinker Building* has a defining presence in the Glenway East Business District. Its architecture and history as a mixed-use structure embody the character and craft that our West Price Hill community has worked hard to preserve.

Landmark status will help us honor that heritage while advancing the shared goals set forth in the *Be Strong Belong West Price Hill Plan*: strengthening corridor identity, restoring underused storefronts and upper floors to productive use, and elevating neighborhood pride as a catalyst for upward economic mobility. We believe approving this application is also practical and will lead to a high-quality rehab that aligns with the objectives Price Hill Will championed when we originally acquired this property in 2019.

Across Price Hill, we have seen how thoughtful historic designations protect what matters and simultaneously unlock reinvestment that keeps main streets active and welcoming. 8K is a trusted partner who understands these principles; we have full confidence they will steward the *Brinker Building* with the care, integrity, and community focus this asset deserves.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Robinson".

Greg Robinson
Executive Director,
Price Hill Will



October 29, 2025

Doug Owen
Urban Conservator
City of Cincinnati
Department of Planning & Community Engagement

Re: Support for Local Historic Landmark Designation – 4030 Glenway Avenue (The Brinker Building)

Dear Mr. Owen,

Cincinnati Preservation strongly supports the designation of 4030 Glenway Avenue, the Brinker Building, as a Local Historic Landmark.

Built in 1910, the Brinker Building is one of the few remaining early 20th-century mixed-use commercial buildings along Glenway Avenue that retains its original form and architectural character. Its distinctive mansard roof, tall Italianate windows, and brick cornice reflect the transitional design period between the ornate Victorian styles and the more practical early commercial forms that shaped Cincinnati's neighborhoods.

Located in the heart of the Glenway Avenue East Business District, the building stands as a rare survivor from the Price Hill Incline era, when this corridor was a vibrant hub of local commerce. Much of that historic fabric was lost after World War II through demolition and auto-oriented redevelopment, making the Brinker Building a vital link to the community's past.

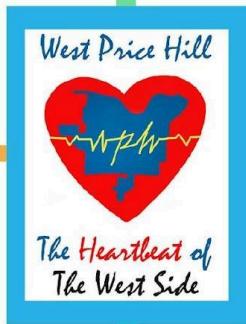
Landmark designation will help ensure its preservation and support the goals of the Belong Be Strong community plan to revitalize empty storefronts and celebrate West Price Hill's historic identity.

We commend the efforts of Price Hill Will, 8K Company, and community members advocating for this nomination and look forward to seeing this important piece of Price Hill's history restored and reused.

Yours in Preservation,

A handwritten signature in blue ink that reads "Beth Johnson".

Beth Johnson
Executive Director



West Price Hill Community Council
Working Together to Make Our Mark

To whom this may concern,

This letter is in regards to the historic designation of the property at 4030 Glenway Avenue, Cincinnati OH 45205.

The West Price Hill Community Council fully supports the historic designation. This was affirmed by a unanimously favorable vote by our board of directors on 11/5/2025.

We believe that designating this property will encourage business development along one of our neighborhood's main corridors.

Thank you,

Ben Klayer
President, WPHCC