CELEBRATING CROSLEY FIELD THROUGH MIXED-USE DESIGN

A CREATIVE PROJECT

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CHAPTER 1
INTRODUCTION

1.1 Project Overview

“The one constant through all the years... has been baseball. America has rolled by like an army of steamrollers. It has been erased like a blackboard, rebuilt and erased again. But baseball has marked the time. This field, this game: it’s a part of our past... It reminds us of all that once was good and that could be again. Oh...people will come Ray. People will most definitely come.” – Field of Dreams (1989)

This quote sums up America’s love affair with our most treasured sport. Baseball is synonymous with this country and our history. Nowhere else is this more evident than in the Rust Belt states, and specifically, in Cincinnati. Crosley Field and its predecessors, League Park and Palace of the Fans (see Figure 1.1, 1.2 and 1.3), were located on the same parcel of land from 1884 to 1972. They were part of Cincinnati in every way, right in the midst of breweries, malt houses, packing plants, and distilleries (Miller 172).

But in the 1950s and 1960s, when highways began funneling people to the suburbs, the neighborhoods that surrounded Crosley Field began to deteriorate. Eventually, Crosley became an island in a sea of parking, and in 1972, it was lost to the history books.
Today, the site is covered by light industrial and commercial buildings and warehouses (see Figure 1.4).

This project designs a mixed-use development with residential, commercial, and recreational uses that evoke the memory of Crosley Field and the other ballparks. Specifically, the project is anchored by baseball fields that serve the surrounding public, but the program also attracts sports tourists and enthusiasts to Cincinnati to celebrate the game of baseball with vintage base ball games and the Cincinnati Base Ball Heritage Museum. Additionally, the design focuses on strengthening connections between the site
and the surrounding neighborhoods of the West End and Over-the-Rhine. Deteriorating roadways become complete streets that connect the site to important cultural destinations via bike lanes, sidewalks, and streetcars. Revitalizing these connections will improve the local economy and bring civic pride to an otherwise neglected area.

1.2 Methodology

The methods used in this project included a combination of case studies, GIS and Sanborn map analysis, historical research, site observation, and photo-documentation. Case studies were carefully selected based on similar functions as mixed-use baseball and recreational developments. Four case studies were selected, yet many others were considered, such as recreational baseball fields, mixed-use development, and cultural sites. These included large baseball complexes, sport-themed museums, and mixed-use developments surrounding major league baseball stadiums.

Sanborn maps were used in conjunction with historical research to fully understand the physical and cultural impacts that baseball has had on the site and in the city of Cincinnati. Historical research was essential in developing a well-rooted and historically significant final product. GIS was also used as part of the site analysis process to determine opportunities and constraints of the present-day site.

The final product is a combination of historical context and present-day needs. The design process took into account the research, analysis, and urban design strategies to arrive at clearly delineated goals and objectives. These goals and objectives led to design decisions that provide a comfortable, nostalgic, and engaging experience for the users of the ballfields and other features of the site.
1.3 Assumptions and Delimitations

New developments in urban environments present many concerns, especially in sites as dilapidated as the West End of Cincinnati. However, to keep the scope of this project manageable, the following assumptions and delimitations were made:

Assumptions

- The project can:
  - Change the road layout
  - Alter public transit routes and stops
  - Alter pedestrian and bicycle routes
  - Add and remove lighting features
  - Demolish buildings deemed insignificant to the project
  - Re-grade the site

- The project cannot:
  - Alter/Remove Railyard and tracks
  - Alter flow of Mill Creek
  - Alter traffic pattern and location of Interstate 75 (except exit ramp)

Delimitations

- This project will not address:
  - Zoning
  - Funding
  - Maintenance and operational costs
  - Internal building design
1.4 Project Scope

This project redevelops 20 acres for the mixed-use development and ball fields. It also installs complete streets along select routes to and from the Cincinnati City Museum, Over-the-Rhine, Findlay Market, and the Cincinnati Music Hall. However, although these connections are addressed, the project does not consider areas beyond the site as part of the design.

1.5 Project Organization

The process for this project is designed to be thorough and complete, often revisiting steps along the way. The organizational chart in figure 1.5 explains the thought process for this research-based design project. The literature review, site analysis, historical analysis, and case studies serve as guides to identify best-practice design strategies for the final design.

![Fig 1.5 Chart of Project Process and Organization](image-url)
2.1 The Beginnings of Baseball in America

The origins of baseball are clouded in mystery and may never be entirely clear, but there are no shortages of opinion and conjecture. In his book *Baseball Before We Knew It* (2005), David Block documents ball games played in the Americas since the mid-eighteenth century. Played by schoolboys, these games that were referred to as “base-ball” and most likely grew from English games like “stool-ball” and “tut-ball” (155). Originally, players used their bare hand to strike the ball. The use of a “bat” was likely borrowed from other popular games such as trap-ball, cat, and cricket (156). By the late 1790s, this variety of base-ball was commonplace, yet not well documented due to its dismissal as children’s way of passing time. During the early nineteenth century, town-ball, round-ball, and base ball emerged as predecessors of American baseball. Each of these ball games was similar in game play, but specific rules differed among regions. Round-ball was the common name in New England, whereas town-ball was commonplace in Philadelphia and New York City (159).

One ongoing debate among baseball historians is whether any single person deserves credit for establishing the game. Like much of world history, the myths have been perpetuated for so long that they have become fact. For example, Abner Doubleday was long promoted as the creator of the modern game in 1839 in Cooperstown, New York.
However, this has been debunked for many years. Even still, the National Baseball Hall of Fame recognizes Doubleday in its halls, but the exhibit label now reads, “Doubleday didn’t invent baseball, baseball invented Doubleday” (Block XV).

The true “inventor” of the game of baseball may never be known, and it is more likely that several individuals contributed. Since the 1950s, it has been widely believed that a man named Alexander Cartwright wrote the modern rules for the game in New York City in 1845, when he was part of the Knickerbocker Base Ball Club. This too seems to be at least partially falsified. Current Major League Baseball historian John Thorn explains that although Cartwright had much to do with the rules and layout of the modern game, he was not the sole creator. Daniel “Doc” Adams was said to have set the base paths to ninety feet and created the shortstop position. William Wheaton reportedly created the rules some eight years before with a different ball club. Additionally, Louis Wadsworth created the nine men and nine-inning aspects of the game, among others (Thorn). All of these men were part of the Knickerbockers when Cartwright and his committee codified these rules of the game.

Regardless who created the modern game, America was in love, and baseball spread across the country. The Civil War has been credited with bringing unity to the game. Soldiers on both the Union and Confederate sides took part in games, often to alleviate the monotony of camp life. It also kept soldiers’ minds off the very real possibility of danger and death that awaited them on the battlefield. Legend has it that even some of General “Stonewall” Jackson’s men took part in a friendly match with Union soldiers (“Hurry Up”). From the North to the South, the New York game became the national standard. Once the war ended, the passion for the game spread like wildfire, and the era of professional
baseball soon began drawing crowds of people from schoolyards and sandlots, to baseball fields and parks (Block 161).

2.2 The Cincinnati Reds

Unlike the origins of baseball itself, the date and location of the first fully professional baseball team is not in question. In 1869, the first professional baseball club was formed by two cricket-playing brothers named George and Harry Wright. The team was called the Cincinnati Red Stockings because of the scarlet socks they wore. Harry Wright himself had played along side Cartwright and the Knickerbockers, falling in love with the game (Honig 14). The team only had ten players and would travel all over the country, drawing large crowds to watch the Cincinnati team go undefeated with a record of 57-0 (Honig 15). But after only two years, the team was disbanded, largely due to the successful creation of other professional teams in the east with more money to offer players.

After five more years without professional baseball in Cincinnati, the eight-team National League was formed and included the new Cincinnati Reds. For the next 15 years, the Reds were often last in the standings and shifted from league to league, until they were readmitted to the National League, where they remain to this day.

The men who played for the Reds in the early days were almost larger than life. They acquired nicknames like Noodles, the Hoosier Thunderbolt, and Tornado Jake (Honig 38). During early 1900s, baseball was almost a sideshow of players and coaches drinking and gambling on the game. The Reds’ first World Series championship in 1919 was the most infamous series in history. The Reds opponents, the Chicago White Sox, were accused
of throwing the World Series, committing mindless errors and throwing batting-practice fastballs (Honig 67). This became known as the famous Black Sox scandal and resulted in closer monitoring of gambling, drinking, and other vices in sports.

Over the next twenty years, Reds pitching greats Eppa Rixey and Johnny Van Der Meer dominated opponents. The team’s hitting, however, lagged behind their pitching. Even so, the fans were still able to enjoy the talents of Hall of Famers such as Edd Roush and Ernie Lombardi. By the 1930s, Powell Crosley Jr. had taken ownership of the bankrupt team, and the Reds were on their way to prominence once again.

The team’s second World Series title came in 1940, led by the National League Most Valuable Player, 1st baseman Frank McCormick. With the onset of World War II, many baseball players were being drafted into service. This opened the door for the youngest man ever to play in the Major Leagues. Joe Nuxhall was just fifteen years old when he pitched in a game in 1944. He did not fare well, allowing two hits and five walks in less than an inning. However, it was just the beginning of a successful career: Nuxhall pitched for 16 seasons, winning 135 games with an earned run average of 3.90 (see Figure 2.1). His importance to the Reds translated off the field as well. In 1967, just two years after Reds radio legend Waite Hoyt retired, Nuxhall began a career in announcing that would last almost 40 years. His trademark signoff phrase -- "This is the old left-hander, rounding third and heading for home" -- now adorns the current Reds home, Great American Ballpark (“Great American Ballpark”).
The 1950s and 1960s produced arguably the greatest player the Reds have ever seen in Frank Robinson (Honig 157). He was joined by a pair of sluggers, Wally Post and Ted Kluszewski, who helped the Reds to some good seasons. However, their one World Series appearance in these two decades resulted in a loss to the loaded New York Yankees, who included the likes of Yogi Berra, Roger Maris, and Mickey Mantle (Honig 173). However, the 1960s did hold hope for the future, as young Cincinnati native Pete Rose took baseball by storm.

The Golden Years of Reds baseball had arrived. The 1970s included some all-time greats, like Rose, Johnny Bench, Joe Morgan, and Tony Perez and many more (see Figure 2.2). Known as the “Big Red Machine,” these teams were a force throughout the entire decade, winning two World Series championships and playing in four, ranking them among the best of all time (Honig 212).
The Reds’ last World Series championship was in 1990. That team included the relief pitching corps known as the “Nasty Boys,” for their fearless and hard pitching style at the end of games (Honig 243). Offensively, the team was led by Hall of Famer Barry Larkin and joined by Hal Morris and Paul O’Neill. The team was supposed to be easily beaten by Oakland, but ended up claiming a shocking sweep of the Athletics (Honig 245). Ever since then, try as they might, the Reds have not returned to the World Series.

2.3 The History of Western and Findlay

Baseball was part of the intersection at Western Avenue and Findlay Street from 1884 to 1970. Prior to baseball being the main attraction, the site contained a brickyard, gardens, and horse stables. It was also on the floodplain of Mill Creek, which contributed to many of the natural disasters these early parks endured (Rhodes 15). Baseball fields were often located on the outskirts of cities, like Western and Findlay, where they were shared with other fringe entertainment sources like circuses and amusement parks (Miller 172).

The first ballpark at Western and Findlay was known as League Park. Like its eventual successors, League Park was built around the unique dimensions of the location
(see Figure 2.3). Left field was terminated by the railyard, and Western Avenue to the east was at an odd angle, giving the entire ballpark uneven playing dimensions (Rhodes 17). But the location was ideal for out-of-town fans, because the local streetcar line brought fans right up to the east side of the grandstand.

![Figure 2.3 Illustrated Aerial of League Park (“Sketch of”)](image)

The sights, sounds, and smells of League Park were amplified by the surrounding neighborhood of West End. The ballpark was in the midst of distilleries, meat-packing plants, and breweries, so aromas of malt, hops, and sausage were as pervasive outside League Park as they were inside (Miller 172). Like many ballparks of the time, League Park was plagued by fires and flooding. This led management to look in a new direction for the Reds’ next home.

In 1902, the Reds unveiled a new, shiny, concrete grandstand on the same tract of land where League Park had been located. The neo-classical façade of the grandstand was reminiscent of the White City of Chicago’s Columbian Exposition of 1893 (see Figure 2.4). Opera-style box seats and twenty-two hand-carved, Corinthian style columns gave the grandstand its unique look (Benson 99). Beneath the grandstand, at field level, the beer-drinking “cranks,” as they became known, had the best seats in the house (Rhodes 36). As
in League Park, only a wire screen separated the players from these rowdy fans. This intimacy led to fights and cursing, but gave these early ballparks a feel that few have today.

![Figure 2.4 Photo Postcard of Palace of the Fans ("Postcard")](image)

After nearly a decade of playing at the Palace, the luster of the grandstand had begun to wear off. It was no longer sufficient in size to keep up with the popularity of baseball in the early twentieth century. The concrete began cracking and failing, and yet another fire claimed part of the bleachers (Benson 101). The city sought another solution. By 1912, when the newest Reds ballpark was set to open, the country had already seen Comiskey and Forbes fields, and would soon see other great ballparks like Fenway, Wrigley, and Ebbets Field. Redland Field, as it was originally named, was the ballpark that would serve the Reds through the next six decades.
Redland Field was much less adorned than the Palace, much of it in plain, red brick. The architecture was meant to blend in seamlessly with working-class culture of the surrounding West End neighborhood and Cincinnati. The lone exception to the rule was the administrative office building in the southwest corner (Rhodes 43). It was built of brick and ornate concrete work. The dimensions of Redland Field were just as odd as the previous Palace of the Fans. In the early days, it was a haven for extra-base hits and the spacious ballpark would later be known as a hitter's park.

Redland Field was the site of some of the most memorable and significant occurrences in baseball history. Matty Schwab, the team’s star groundskeeper, erected the first modern scoreboard to keep track of all of the stats. It was a massive sight, at fifty-four feet wide by fifteen feet tall. Eventually, the scoreboard was replaced in left center field by an even larger one. Additionally, the first successful major league night game (see Figure 2.5) was played in 1935, with President Franklin Roosevelt flipping the power switch (Rhodes 78).
With the transfer of ownership to Powell Crosley in 1934, Redland Field was renamed Crosley Field (see Figure 2.6). Crosley had gained his fortune in the success of the radio and home appliance industries, and he used the outfield wall as his new marketing platform. From that point on, advertising in the outfield and on adjacent buildings became as much a part of the ballpark as the field itself (see Figure 2.7). In left field, across the street, was the Superior Towel and Linen Service, a local laundry that remained a fixture until its demolition in the 1960s. Also, as part Cincinnati’s heritage, beer was a common product advertised, including Hudepohl and Bavarian's Old Style.
Beneath the advertisements, on the field, was one of the park's more famous features: the Crosley Terrace. Raised grass inclines were common ways to make up elevation difference between fields and streets, but Crosley's terrace added much more to the charm of the ballpark. Many fielders, including Cincinnati's own players, often found their way stumbling up and down the fifteen-degree terrace. Even Babe Ruth himself once fell on his face while attempting a catch (Rhodes 94).

As the home field for the Reds, Crosley suited the team just fine. However, that was not its only function. The field, at times, served as the home for the local Negro League team, the Tigers, plus the football-playing Bengals. It also served as a concert venue for the Beatles and other bands. Finally, before being demolished, it was a car impound lot for the city.
Throughout its existence, Crosley was modified with the times, including adding capacity and altering dimensions. World War II threatened the success of the team and all of baseball. The Cold War even forced the Reds to publicly change their name to the Redlegs (Rhodes 124). However, the fans remained loyal, and Crosley marched on.

The downfall of Crosley Field began with the rising popularity of the car. Parking around Crosley was sparse, as the West End was a dense, urban environment. The neighborhood was also becoming increasingly dangerous. Local kids would offer “protection” for fans’ cars for a certain price. Otherwise, these cars would often be vandalized (Rhodes 148). Talk of moving the Reds sparked action around the ballpark. In the early 1960s, parking was created by demolishing most of the familiar landmarks that surrounded the field. No longer was the ballpark nestled within the brick buildings of the West End. Instead, it became an island in a vast sea of automobiles (Rhodes 151) (see Figure 2.8). The brand new Millcreek Expressway was under construction, further threatening to cut off the ballpark from the West End.

Finally, in 1970, Crosley saw its last game. The brand new, state-of-the-art Riverfront Stadium was being built as a multi-use solution to an aging ballpark in a struggling neighborhood. Then in 1972, Pete Rose himself operated the crane that began demolishing the ballpark. Relics of the stadium were scattered among collectors, and today only a bronze plaque near home plate marks the site. The city moved forward with the Queensgate Industrial Park, and the site has remained relatively unchanged since the late 1970s.
2.4 Cincinnati - A Brief History

Cincinnati was founded as a small frontier outpost in 1787, much like many other settlements in the Northwest Territory at the time. Fort Washington was established in the town to protect the surrounding area from the local Native American tribes. As conflicts with the Natives subsided, the city began growing due to its strategic location on the Ohio River. The steamboat industry came to Cincinnati as a means of transporting farmers’ goods down the Ohio to New Orleans.

By 1830, the identity of Cincinnati began to take shape. Farmers were using the Ohio River and the Erie and Miami Canals to easily transport their livestock to the city to be sold and processed. The city became known as “Porkopolis” to the rest of the country due to the large concentration of meatpacking plants. Around this same time, German immigrants began flooding into the city, particularly the neighborhood that became known as Over-the-
Rhine. The city continued to swell in size and diversity with other groups such as Scots-Irish, Greeks, Hungarians, and eventually freed slaves contributing to the melting pot.

By the turn of the century, Cincinnati was one of the densest cities in the country. Most of its success revolved around its blue-collar upbringing. In addition to meatpacking, Cincinnati was known for its iron production, woodworking, and textile industries. The railroad had become big business after replacing the canals as the primary means of transporting goods and people. The city had become a major hub of culture, industry, and education in a sill relatively untamed region of the country.

That culture was fueled by a number of important landmarks around the city. During the heyday of the railroad industry, Cincinnati’s Union Terminal was a shining, Art-Deco beacon of pride for the community. The Music Hall (see Figure 2.9), built in the 1870s, was considered one of the most beautiful and successful concert venues in the world (”Music Hall”). Alongside the Music Hall, a canal ran north from the Ohio River into the German neighborhoods, thus giving the name of Over-the-Rhine to the area. Among Over-the-Rhine’s famous Italianate architecture, Findlay Market (see Figure 2.10) was founded as an outdoor marketplace for street vendors and performers. Each of these destinations remains today, still serving as important cultural destinations for locals and tourists.

These landmarks also have strong ties to the Cincinnati Reds home site at Western and Findlay. The railroad brought numerous teams and fans from afar into the city for baseball games. Findlay Market became the center of Opening Day activities for the Reds and the beginning location for the Opening Day Parade that continues to this day. Each of these sites, and many others around Cincinnati, has played important roles in the development of the city’s identity.
Aside from horse-drawn carriages and foot travel, Cincinnati’s historic streetcars were the primary means of public transportation for nearly sixty years. Streetcars and horsecars were part of many of the iconic images of League Park, Palace of the Fans, and Crosley Field. They were largely operated from above ground electric lines that crisscrossed the streets. In its heyday, the system contained over two hundred miles of track that carried more than 100 million passengers per year (“Exhibit”). The downfall of
the system occurred in the 1950s due to the growing popularity of the automobile, growth of the suburbs, and the city's declining urban population.
CHAPTER 3
SITE INVENTORY AND ANALYSIS

3.1 Introduction

Crosley Field and its predecessors were located at the oddly shaped intersection of Western Avenue and Findlay Street on the western edge of Cincinnati’s West End neighborhood. The site was part of the city’s identity from its industry to its baseball team, until the demolition of Crosley in 1972. Today, the site is an uninviting, disconnected part of the neighborhood. This section examines the roughly twenty-acre site’s current conditions and how they affect decision-making in the design process. Since the project will also rely on connections to other cultural areas, the surrounding neighborhoods, landmarks, and streetscapes are included as part of the analysis.

3.2 Site Inventory and Analysis

Today, the corner of Western and Findlay contains little evidence of the structures which hosted Cincinnati baseball for so many decades. After the end of the Crosley era, the site was consumed by an industrial and commercial-zoned district, known as Queensgate (see Figure 3.1). The entire area to the west of Interstate 75 is zoned heavy industry, with mixed-use and high-density residential east of the interstate. The site is bounded on the east by Western Avenue and Dalton Street; the south by Findlay Street; and to the west and
north by Bank Street, which curves around the north of the site. However, this street layout is drastically different from what it once was.

Figure 3.1 Zoning Map for Site and Surrounding Area ("Map")

Figure 3.2 Historic Sanborn Insurance Map of Crosley ("Digital Maps")
Completed in the 1960s, Interstate 75 was the driving force behind sweeping changes across the area over the next decade. To the east of Crosley, highway construction forced the city to raze dozens of row houses that had defined the neighborhood beyond the right field wall. Construction also disconnected Western Avenue from the southeast corner (see Figure 3.4). After Crosley was demolished, Western Avenue became part of Dalton Avenue, which was extended through what used to be the center of Crosley’s playing surface. The interstate also served to effectively disconnect the site from the rest of the West End – both physically and visually. Three streets -- Dayton, Exeter, and York -- were cutoff from the east, with only York Street picking up again on the site. Essentially, Interstate 75 created a fragmented condition for the site that is neither comfortable for visitors, nor easy to access. A long, two-story structure to the west provides another physical and visual barrier. This building stretches 1,200 feet north to south and houses the
Queensgate bus garage. While this is good news for public transportation access, it is an eyesore for any future plans on the site. Behind this building stretches a large railyard that has played a role in driving Cincinnati’s industrial economy for years.

As pedestrians enter the site from the southeast corner, they immediately realize that it is meant for cars, just as it was in the 1960s. Concrete streets and parking lots are only interrupted by small tree lawns following along uncomfortably narrow sidewalks. Some street trees try to create a more comfortable feeling, but these are concentrated only at one intersection and do little to soften the rest of the site.

Large tracts of pavement connect the two different types of structures that dominate the landscape. Most of the buildings are brick and metal structures from the post-Crosley era. They have held businesses including a florist, printing services, air conditioner sales and repair, a tailor, a sporting goods store, and numerous vacant warehouses. The structures vary from one to three stories and were constructed in the last thirty to forty years. However, two buildings on the western edge along Bank Street date back to at least 1922 and once held radiator and paper companies (see Sanborn map in Figure 3.2). These structures remain standing today, but are abandoned and appear in poor condition (see Figure 3.5). These old buildings are not part of the National Register of Historic Places, probably because they lack distinctive character.
Figure 3.4 Interstate 75 Exit ramp and End of Western Avenue

Figure 3.5 Two Crosley Era Buildings on Bank Street
The rest of the buildings on site are neither remarkable in architecture nor likely to serve as assets in this project. The older buildings are in disrepair, and removing them would be more economically and logistically feasible for this project.

The site’s sole redeeming quality is that is was once home to League Park, Palace of the Fans, and Crosley Field. Sadly, the only memorials include a limestone pillar and plaque in front of a service entrance, and a painted home plate and bases in an alley way (see Figures 3.6 and 3.7).

![Figure 3.6 Crosley Field Monument](image1) ![Figure 3.7 Crosley Field Home Plate](image2)

Additionally, remains of a demolished building clutter the location of what would have been the Crosley Terrace in left and center field. The terrace topography is still somewhat discernable, as it leads up to York Street, but certainly not what it once was.

As pedestrians follow along the sidewalks past vacant lots through the rest of the site, they find themselves feeling vulnerable in the large open areas. The building height to street width ratio is rather large, with a sense of enclosure only evident in a few locations.

Dalton Street is the primary artery traversing through the site, with the average right-of-
way at around eighty-eight feet (see Figure 3.8). It certainly feels urban, but the primary reason is because of the large expanses of concrete.

As motorists exit the site by vehicle, they begin to better understand just how cut-off this location is from the residential neighborhood to the east. The two primary points of entry and exit are located at the southeast corner where I-75, Findlay Street, and Western Avenue intersect. This is a busy intersection, especially from traffic exiting the off-ramp to access the West End. For this design, it is critical to consider this busy off-ramp as a possible point of conflict between vehicles and pedestrians. Noise is another problem created by the interstate and railyard. Mitigating this issue and softening the environment is an important goal to this project (See Figure 3.9).
Crossing under I-75, observers notice an immediate change in building age and typology. This area is what Queensgate looked like before 1960. Although many houses are run-down and vacant, the row house architecture is much more charming than the metal and brick structures of Queensgate (see Figure 3.10). It is important to remember just how connected the city and local neighborhoods were to Reds baseball of yesteryear. The ballpark was a great source of pride in the community. The project presents an opportunity to expand and connect with the ever-growing culture of Over-the-Rhine and the West End.
from the east. However, this will be a challenge due to the physical barriers and economic condition of the area.

Figure 3.10 Typical West End Rowhouses

3.3 Surrounding Context Observations

Cincinnati is a city rich in history and culture. Many of its landmarks date back to the mid to late 1800s, with most coming after the Civil War, when Cincinnati saw its height of prosperity (see Section 2.4). Some of these landmarks have deep connections with Crosley, and many are within walking distance. All are certainly accessible by public transit.
Over the past ten years, city government has pushed to help revitalize the once crime-ridden near-north suburbs of Over-the-Rhine and the West End, where many of these landmarks reside. Part of this process has been restoring the streetcar system that once dominated the public transportation realm, as in most large cities. Funding for the project was difficult to procure, but the streetcar line has been green-lighted for opening in 2016 (“Cincinnati Reveals”). The initial phase will connect the north-south corridor from Findlay Market to Great American Ballpark while serving roughly 70,000 people per day from Over-the-Rhine to Downtown (see Figure 3.11).

Together, the project site, Over-the-Rhine, the Ohio River, and the Museum Center present an opportunity to unify some of the city's prominent landmarks. This can be done simply with the streetcar system that will help revitalize the aforementioned neighborhoods. It can also be expanded to include multi-modal transit types such as pedestrian and bicycle traffic. Other cities have engaged similar projects to increase visibility of cultural elements and promote vitality for residents.

The major locations to consider lie in a relative rectangular shape (see Figure 3.11) Findlay Market, the popular destination for residents seeking fresh produce and meats, is located in Over-the-Rhine. Cincinnati’s Music Hall is just south of Findlay Market and adjacent to newly renovated Washington Park, which has become very popular with the up-and-coming neighborhood. Moving south, the streetcar route travels downtown, where most of the civic activities occur. To expand further west, this transit system must overcome the obstacle of I-75. On the western side of the interstate lies the Cincinnati Museum Center, housed in the beautiful Art-Deco, former Union terminal. The Center is
popular for tourists, school field trips, and IMAX movies. The problem is navigating the streets to get there since access is only practical by vehicle.

This opportunity is well set up to take advantage of. In addition to these landmarks, this cultural trail could connect many other historic buildings and sites. Spurs to existing trails near the Ohio River would further increase connectivity and activity to all four corners of the proposed route. The local economy would see an increase in property values, health levels, and business near the route, much like results seen in Over-the-Rhine and other cities like Indianapolis, Indiana, and Portland, Oregon.

![Figure 3.11 Potential Landmark Connections Near Site](image)
CHAPTER 4
LITERATURE REVIEW

4.1 Introduction

This literature review will address three main research questions that inform this proposal. Each topic will explore primary and secondary sources relevant to this study to identify concepts and strategies that can be applied to the design process. This development is, first and foremost, a mixed-use community. Therefore, sport tourism falls as a secondary topic as part of this study. These questions are:

- What are the guidelines for creating a transit-oriented, mixed-use community?
- How can multi-modal transit be used to better connect a community to its present and past while also promoting its future?
- Why is sport tourism important to Americans, and in what ways do cities celebrate their sports teams?

4.2 Mixed-Use Community Design

Mixed-use developments are becoming a popular alternative to sprawling suburban neighborhoods. Some cities have promoted this kind of development in order to attract people back to crumbling urban centers. Cities like Detroit and Seattle have used repurposed former industrial centers as mixed-use residential communities (Coupland 9). For the most part, the results have been successful in creating these multifunctional spaces
that act almost like miniature villages, complete with most of the amenities that a large city would offer. This section will explore the design guidelines of mixed-use developments to inform the final design.

Mixing uses is a new concept based on the old model of European cities that stresses density, multiple uses, and social and cultural diversity (“Commission”). New York City and Toronto are good, modern examples of mixing uses in urban cores, bucking the trend that began with the rise of the automobile in the 1950s. Unfortunately, zoning laws have been slow to evolve in many cities, impeding the progress of mixed-use development.

The definition of a mixed-use development varies, but three things characterize most of these developments. According to the Urban Land Institute, three or more significant revenue-producing uses must be present. These could be any combination of retail, entertainment, office, residential, hotel, and civic uses such as recreation or cultural activities. They are the anchors that drive the development’s economic success. Additionally, there must be significant physical and functional integration of these important components. Lastly, true mixed-use development should follow a coherent and well-conceived plan because of the complexities of scale and use in such a small space (Schwanke 6).

It is important to carefully consider the primary anchors of a mixed-use development in order to be successful. Retail is often viewed as the primary draw for any mixed-use development, since retail stores offer the most profitable option for developers. Specialized retail stores are often included as they set apart retail centers from the crowded retail market of large box stores (Schwanke 6).
Spending patterns vary greatly by what types of stores are available, but also by the likely consumers who will shop there most often. If there are offices and residents on site, their consumption will be much greater than the occasional user visiting and shopping. Therefore, the demographic must be considered from the beginning.

Like specialized retail shoppers, such as baseball fans, hotel guests’ spending can vary depending on the type of hotel and purpose of the stay. Hotel guests who are in the area as part of their vacation spend nearly 25% more on food, shopping, and entertainment than do the average business travelers (Schwanke 58). These factors influence the type of uses to incorporate in the site.

Recreational and sports venues are major anchors as part of this proposal. Urban redevelopment projects frequently use such attractions to create or stimulate a lively atmosphere (Schwanke 66). San Diego’s Gas Lamp district (see Figure 4.1), Chicago’s Wrigleyville, and Denver’s Warehouse District (see Figure 4.2) are all examples of mixed-use areas developed around baseball stadiums. These are, of course, large major league stadiums that attract tens of thousands of people for 82 games per year. On smaller sites, minor league stadiums have provided the lively atmosphere without the massive influx of crowds. Two examples include the Memphis ballpark district and Louisville’s Slugger Field. These baseball fields often provide a landmark to build around and positively affect their surrounding neighborhoods. They can also serve as flexible, multi-use, outdoor spaces for other events such as concerts and circuses, much as they did during the early days of baseball (67).

Additionally, sports venues provide an opportunity to capitalize on a growing market for sports tourists. In baseball and softball, little league tournaments are a major
draw and boost local economies, especially during the summer months. Large-scale suburban complexes are often the most successful, yet there is also a market for smaller venues to host local high school and Little League teams.

Figure 4.1 Mixed-Use Street in San Diego’s Gaslamp District (“Gaslamp Quarter”)

Figure 4.2 Proposed Mixed-Use Outside of Wrigley Field (“Wrigley”)
Furthermore, cultural attractions like museums and performing arts facilities are often incorporated as a secondary part of mixed-use developments. They are often included in a development for their drawing power and identity in the community (Schwanke 69). In baseball, these can include halls of fame and heritage museums that attract baseball enthusiasts as either part of vacations or for conventions.

Planning and designing a mixed-use development is a complicated process. Most present challenges beyond those found in standard retail projects. Economically, some argue that mixed-use residential developments can displace poorer residents in surrounding neighborhoods, effectively tearing apart established cultural and social systems (Sheppard). In some cases, this has happened. However, proper planning and mixing of housing income types should mitigate this effect.

The beginning steps to mixed-use design include:

- Choosing a site with distinct character and close proximity to urban amenities including roadways and transit
- Beginning with public open space and circulation
- Establishing central organizing elements, such as streets, pedestrian malls, or plazas
- Deciding the design philosophy
- Connecting to surrounding uses
- Establishing internal relationships between uses and public space (Schwake 171-181)
These are not hard and fast rules, since the types of uses will differ among site conditions, access, and city. However, they offer a good guidelines to organizing the design concept and beginning the phase that includes public participation.

Two successful mixed-use designs are Lionshead at Vail Village in Vail, Colorado, and Peabody Place in Memphis, Tennessee (see Figures 4.3 and 4.4). Lionshead is a 12-acre development centered-around a ski-resort in the mountain village of Vail. Its primary attraction is skiing, but it is also a residential and retail development centered around pedestrian promenades with an alpine flavor of architecture. Peabody Place is a wonderful example of public transit use and streetscape design based around retail, residential, and entertainment uses.

For a project like the proposed 20-acre Crosley Field redevelopment, the challenge for design is to incorporate recreational baseball into a residential community. This baseball-centric design is typically only done on a larger scale, normally around a baseball stadium or suburban baseball complex as an anchor to attract visitors. However, the Crosley site is neither suburban nor anchored by a stadium. Instead, the historic significance and attraction as a retail and residential neighborhood will serve as the primary driving force behind the development. The popularity of baseball in America shows us that the demand is there. The goal is to capitalize on the opportunity.
Figure 4.3 Ice Skating at Lionshead at Vail Village ("Lionshead")

Figure 4.4 Peabody Place development in Memphis ("Peabody Place")
4.3 Multi-Modal Transit

A successful mixed-use development incorporates many different factors. One of the most important keys to success is the design and integration of multi-modal transportation, both in and around the site. The demand for these walkable, transit-oriented communities is rising due to the return of the population to city centers. In 2011, a survey conducted by the National Association of Realtors found that 56% percent of those surveyed desired smart growth developments; with higher-density housing and nearby access to retail, schools, and public transportation (Ewing 3). Likewise, another study suggests that transit and land-use integration is the best way to reverse what the automobile has done to inner cities and puts them on a more sustainable path for the future (Suzuki 3). This section will look closely at different types of transit that can best serve the present and future needs of the site but also how they can be designed celebrate the past.

Multi-modal transit means that residents and visitors have many different options to travel within and around a site. Transit-oriented developments are high-density, mixed-use developments that take advantage of public transportation and these multi-modal options (“Center for Transit Oriented”). These modes of transit can include at least one form of public transportation, such as bus, light rail, or streetcar, combined with well-design pedestrian and bicycle networks (“Transit”). The most successful sites incorporate multiple options in order to reduce or eliminate the need for private motorized vehicles (Suzuki 1). Designs for shared parking are becoming more common for sites that cannot completely eliminate automobiles. Shared parking revises standard parking requirements and reduces the number of spaces typically 10-20% (Smith 20).
The key to public transportation in mixed-use design is the proximity to transit hubs. Standard design manuals assume walking distances between one-eighth and one-half miles to the nearest transit stop. Even still, 75-80% of public transit users walk less than one-quarter of a mile on average (Smith 32).

On the Crosley site, streetcars and buses are already part of Cincinnati’s public transit system (see Section 3.2). The historic importance of the streetcar makes it the preferred method for the site. Streetcars were used long before automobiles to move residents up and down the hills of Cincinnati (see Figure 4.5). Streetcars are also proven assets for local economies as public transportation and tourist attractions. The streetcar systems of San Francisco and New Orleans are the prime examples of this (see Figure 4.6).

![Figure 4.5 Cincinnati Streetcar Incline (“Cincinnati Historic”)](image-url)
Cincinnati planners have studied the economic impact of streetcars. According to the Cincinnati Streetcar Feasibility Study, millions of dollars will be invested in vacant and underutilized properties along the proposed routes. Property value and the corresponding tax revenue will also increase within the streetcar corridor (Cincinnati Streetcar 28).

Additionally, Cincinnati’s new streetcar corridors offer opportunities to connect the Crosley site to existing city landmarks (see Section 3.2). With the new streetcar routes will come greater traffic and increased visibility to every stop along the corridor. Complete streets with streetcar, pedestrian, and bicycle lanes will bring new life to the neighborhoods and businesses along the route. Complete streets provide many benefits that include:

- Reducing pavement, increasing space for pedestrians and cyclists
- Increasing health through exercise and decreasing pollution
• Reducing stormwater impacts through stormwater planters
• Increasing safety of all users including pedestrians and cyclists

Finally, complete streets pave the way for additional cultural benefits. Cultural trails are increasingly popular in urban areas for both health and cultural purposes. Signage and wayfinding markers guide pedestrians and cyclists along the routes and provide information about historic landmarks along the way, much like the cultural trails of Boston and Indianapolis (see Figure 4.7 and 4.8).

![Figure 4.7 Boston's Freedom Trail ("Freedom Trail")](image1)
![Figure 4.8 Indianapolis Cultural Trail ("Indy")](image2)

### 4.4 Sport Tourism

Sports are part of most Americans’ lives in one form or another. As part of a community, sports bring together many people who may or may not interact outside of sporting events. Baseball is one sport that has united many individuals of different race, culture, and social class, all in the interest of rooting for their city and team. This is why baseball is America’s game and our national pastime. This section of the literature review
explores how cities like to celebrate their teams and what makes sport tourism so important to Americans and to our culture as a people.

Sport is defined as “all forms of physical activity, which through casual or organized participation, aim at improving physical fitness and mental well being, forming social relationships, or obtaining results in competition at all levels” (Standeven 7). This definition of sport is just one of many that is universally accepted. Throughout the world, the term varies by level of organization and activity, but the essential element is that sport is an experience through physical activity (7).

Sport tourism can be defined as all forms of passive and active involvement in organized sporting activities from casual, to highly orchestrated for noncommercial and commercial purposes. These activities necessitate travel away from home or work (Standeven 12). These include every scale of sporting events from the Super Bowl of football to a Little League baseball tournament in the nearest city. Other definitions further define sport tourism to include educational, entertainment, competitive, and recreational activities (Turco 3). No matter the source, each agrees that sport tourism requires either active or passive participation in a sporting activity (Turco 3; Standeven 12).

Sport tourism has varying degrees of passive and/or active participation. Each extends from the most passive, non-competitive participant to the highly competitive, active participant.

Passive participants are usually just spectators, rarely seeking involvement in the sport unless coerced by a group or family member. Passive sport tourism ranges from being a spectator at an event or visiting sport museums, sport facilities, halls of fame, or stadiums (Adair 8). The active sport tourist is often the more popular of the two types, but
passive connoisseurs can be just as important to the financial success of a place. These visitors seek cultural satisfaction of their interests through venues such as museums and organized events.

Active participants can range from being involved in a casual way, to traveling from other countries to participate in highly organized, competitive events such as the Boston Marathon. These active sport tourist activities can include adventure sports like rock climbing and sky diving, but also those that are less adventurous, such as golf and tennis. Baseball tourists participate in both active and passive ways.

4.5 Baseball Tourism as Part of American History and Culture

Baseball has a unique history that stretches back to the 16th century, when baseball and cricket have roots intertwined in the United States. In 1859, England's cricket team traveled to the United States to play, becoming an example of the heritage of sport tourism (Standeven 27). As time passed, baseball evolved both in rules and popularity to become the foremost sport of the United States, played by men, women, boys, and girls of all ages and socioeconomic backgrounds. Spectators and players were attracted to these games played across the country, and further popularized by the railroad system established in the latter half of the 19th century. The Cincinnati Red Stockings became the very first team to travel across the country, barnstorming from town to town and attracting thousands to watch their games.

America's love affair with baseball remains strong, as do its ties to history and tradition. Going to a baseball game means walking the halls of history and reliving the glory days of teams like Big Red Machine. When it comes to baseball, today is not just today; it is
yesterday as well (Skolnik 9). This kind of nostalgia is certainly not unique to baseball, or even sports in general. However, the special relationship between Americans and their baseball is undeniably strong. Most children grow up throwing baseballs with their parents and collecting cards. They go to games together and bond over naming every position player and their numbers. Then when they grow up, some pay hundreds of dollars to participate in fantasy camps with major-leaguers, just to live their childhood dreams (167).

It is no wonder that Americans spend so much time, money, and effort reliving the past and preserving tradition. Nostalgia is a powerful notion. It is often for past thoughts rather than past things, “a daydream in reverse, like thinking we loved the books of our youth, when all we love is the thought of ourselves young, reading them” (Lowenthal 8). We look through those rose-colored glasses to get away from the burden of daily life and enjoy the perception that things were simpler way back when.

For baseball fans, romanticizing about those days long gone is just one tradition in a sport full of odd quirks and superstitions. Tradition is something that we all share as fans. It provides a set of norms that helps to unite complete strangers around a common game. That tradition carries through generations of baseball fans. It explains how a seemingly boring, slow game to some can be so important to others.

When it comes to recognizing the past and present, baseball fans do not forget tradition. They flock to historic sites, such as Fenway Park, not just to enjoy a baseball game, but also to “share recall of the familiar, communal recollection enhancing personal reminiscence” (Lowenthal 8). Reds Opening Day is a tradition that has become a citywide holiday for Cincinnati. Frank Bankroft, the Father of Opening Day, was a business manager for the Reds who began the Opening Day Parade tradition in the 1920s (Erardi 13). It has
continued to this day and is Cincinnati’s way of celebrating the long, rich tradition of their team and Cincinnati culture.

There are many ways that baseball history and tradition are celebrated. Opening Day is but a single example of the types of events that attract baseball fans. Cities celebrate their teams in many ways. Some ballparks themselves are the biggest draw. These include renowned jewel box ballparks like Wrigley Field and Fenway Park. Other ballparks of the past are honored in various ways. These can include imitation of architecture, such as those of retro classic ballparks like the new Yankee Stadium and Great American Ballpark. Some ballparks of yesteryear are creatively celebrated in different ways such as the wall of Forbes Field in Pittsburgh (see Figure 4.9) and the creation of apartments at Bush Stadium in Indianapolis (see Figure 4.10).

Baseball has captured our imaginations and dreams to such an extent that we even celebrate imaginary baseball sites. *The Field of Dreams* movie set in Dyersville, Iowa, is not a typical historical site for baseball, yet it is a destination for baseball fans because the movie epitomized American baseball culture of the past one hundred years. The field is designed just as the movie intended, with a cornfield plowed under to build a simple baseball field with light towers, metal stands, and concrete block dugouts (see Figure 4.11).

Louisville Slugger Museum in Kentucky is another example of an interactive attraction that has had great success (see Figure 4.12). Over 230,000 visitors a year tour the manufacturing facilities of the most successful baseball bat company in the world. This is a great example of an interactive display that serves the purpose of catching part of the population’s attention, while also being an economically viable source of income.
All across the country, cities and towns celebrate their baseball culture in unique ways. Americans love their baseball, and that pride is translated into success through carefully designed sport tourism destinations. In larger cities that have baseball teams, especially in those with a long, proud history like Cincinnati, events such as Opening Day show just how powerful civic pride can be. Urban redevelopments should capitalize on the demand for cultural enrichment through baseball, especially when communities have built-in demand like in Cincinnati. Celebrating Crosley would bring together generations of fans to reminisce and make new memories on the site of a ballpark long gone.
CHAPTER 5
CASE STUDIES

5.1 Introduction

Four case studies were selected for their similarities to this creative project. Three criteria governed case study selection: mixed-use developments in urban environments less than 25 acres, baseball-focused amenities like restaurants and bars, and sites surrounding or connected to ballparks. Each project differs in density of residential, retail, cultural, and office space; however, each has qualities that are valuable to this creative project. These case studies include The Banks development in Cincinnati, Ohio; the Memphis Ballpark District in Memphis, Tennessee; Harrison Square in Fort Wayne, Indiana; and St. Louis Ballpark Village in St. Louis, Missouri.

5.2 The Banks – Cincinnati, Ohio

The Banks is an 18-acre, mixed-use development that is part of Cincinnati’s effort to revitalize its riverfront. The site is sandwiched between the current Reds stadium, Great American Ballpark, and Paul Brown Stadium, home of the Cincinnati Bengals. The first phase of the development includes two mixed-use buildings with retail on the first floor and apartments on the top four floors. A large, underground parking garage serves the development, but also downtown commuters and stadium visitors. Future plans include a 200-room hotel and office space that would finalize the first phase of the project. Adjacent
to these buildings, the 42,000-seat Great American Ballpark attracts many fans to the site, resulting in increased traffic on summer nights and weekends. In the fall, football fans add to the level of activity, extending the high season of use.

The Banks development is a useful case study because of its symbiotic relationship with Great American Ballpark. The side entrance to the ballpark and the Reds Hall of Fame sits at the terminus of Freedom Way, where The Banks development begins. This relationship offers opportunities to attract visitors, both to the site and to the ballpark. Additionally, the bars and restaurants are themed to attract baseball fanatics before and after games. They include outdoor seating areas that are covered with large awnings, creating human-scale rooms, that accommodate the benefits of dining outside.

The streetscape offers a comfortable, human-scale quality, unlike the high-rise buildings of downtown Cincinnati. The contemporary architecture of the four to five-story buildings gives a sense of quality to the streetscape. They include a variety of earth-tone brick, window sizes, and balconies that offer a better connection between the indoor and outdoor environment. A large underground parking garage offers abundant parking, with only a few on-street options, thus limiting the vehicular traffic passing through the site.

Conversely, there are a few weaknesses to the design. The streets and sidewalks are sparsely vegetated, with only a few trees serving to soften the hardscape. One explanation is that the added weight of the trees does not allow for many to be planted. This seems unlikely, however, because the weight of the entire development is built on the garage; adding trees would only marginally increase the load. Also, the design fell short on using any traffic-calming measures like medians or narrowing of the lane widths. This led to a missed opportunity to increase sidewalk widths, which are not nearly wide enough for the
volume of pedestrian activity during peak times. Lastly, and most disturbingly, there were no stormwater management techniques employed. This is especially puzzling, considering the proximity to the Ohio River.

Listed below is the breakdown of the development details:

- 70,000 square feet of retail at street level
- 200,000 square feet of office space (single building)
- 200-room hotel
- 173,000 square feet of cultural attractions
- 300 residential units above retail
- 1,800 (+) parking spaces

Figure 5.1 Masterplan of The Banks -- Orange is Phase 1 (Redevelopment)
Figure 5.2 Mixed-use building at intersection of Freedom Way and Main Street

Figure 5.3 Hall of Fame and entrance to GABP at Freedom Way and Main Street
5.3 Memphis Ballpark District – Memphis, Tennessee

The Memphis Ballpark District is a 20-acre urban neighborhood that surrounds the 14,000-seat Autozone Park, home of the minor league ballpark for the Memphis Redbirds. The District was completed in 2002 upon a previously dilapidated site full of abandoned buildings and adult theaters ("Memphis Ballpark Neighborhood"). Anchored by the ballpark, the development also features retail stores, residential units, and an elementary school. A minor league baseball museum was planned at the left field corner of the ballpark as part of a restoration of a large historic building. However, the restoration lost funding and the building remains empty, with only a large mural adorning its side.

Adjacent to this building is the outfield grass berm that holds a number of baseball fans sitting and enjoying the ballgames. In center field, a large apartment and loft complex wraps around the wall and includes a parking garage across the street. Lastly, back across the ballfield, the entrance to the ballpark includes a large plaza with an ornate paving pattern and large thirty-foot baseball figure marking the entrance.

The development’s location is ideal for prime connectivity to surrounding attractions. Beale Street is a lively arts and entertainment district only blocks away. Additionally, Main Street features a trolley line that travels up Main Street and down Madison Avenue, stopping just outside of the ballpark and continuing through the site, connecting to many of the city’s cultural attractions. The District is an important study because of its amenities and proximity to public transit and nearby cultural attractions. It is also a fine example of how a revitalization project can be successful in an otherwise forgotten urban environment. Aside from the planned museum, the other buildings that remained before construction were successfully adapted and reused with great success.
The streetscapes are at a comfortable scale due to the height and width ratio being no more than one-to-one. They are also lined with trees and stormwater planters that serve to soften the urban street. An alleyway offers an interesting passageway that opens up in the outfield of the ballpark. There is no mistaking you are in the District. The charm that the warehouses, streetscapes, and ballpark offer is unlike any other location in Memphis.

The unsuccessful parts of the project are few, but they are common problems among mixed-use developments in struggling urban neighborhoods and cities. The empty buildings are eyesores that are targets for squatting and defacing. Also, the grass berm is a good way of enjoying a baseball game. However, the large, bare hill (see Figure 5.7) could use some trees to protect fans from the hot summer sun. Lastly, there do not seem to be many vantage points into the ballpark, aside from the berm and the stands. This essentially acts to visually separate the field from the surrounding neighborhood.

Memphis Ballpark District development details:

- 100,000 square feet of street-level retail
- 200,000 square feet of office space
- 60,000 square foot National Minor League Baseball Museum (proposed)
- 385 residential units
- 750 parking spaces
- 14,000 seat Minor League Baseball Stadium
Figure 5.4 Memphis Ballpark Project Masterplan ("Memphis Ballpark Neighborhood")

Figure 5.5 Entry Plaza and Sign ("Autozone")
Figure 5.6 West Entrance and Mixed-Use Building ("Memphis Ballpark Neighborhood")

Figure 5.7 Left Field Grass Berm ("Autozone Ballpark")
5.4 Harrison Square – Fort Wayne, Indiana

Harrison Square is a 13-acre mixed-use, downtown revitalization project that is anchored by Parkview Field, home of the minor league Fort Wayne TinCaps. The project was announced in 2006 and, after clearing numerous financial hurdles, was completed in 2013. The relatively compact site features a Marriot hotel and parking garage that serves guests, patrons of the local convention center, Embassy Theatre, and Parkview Field. Also, a mixed-use building along Jefferson Boulevard offers retail and luxury residential units.

Within the site, the ballfield is the primary focus of the design. The entrance to the ballpark is above field-level, which helps the ballpark fit into the surrounding neighborhood, rather than tower over it. Within the gates, the outfield area serves a multipurpose function with grass seating, picnic areas, a fountain, and an amphitheater. Above the right field wall, attached to the parking garage, are Wrigley-Field-like bleachers (see Figure 5.9) that host parties of up to 250 guests (“Ortho NorthEast Treetops”). Back at the entrance, a large plaza features a pergola design that is repeated throughout the park, with tree-lined planters leading up to the gates.

The success of the development lies in the design language and its function as not just a baseball park, but as a backyard to the residents, visitors, and hotel guests. In left field, an activity zone contains a climbing wall, artificial turf, and tent structures for those not interested in the ballgames. The design language echoes the curve of the outfield wall, producing attractive, flowing curves that are home to the amphitheater and plaza spaces. The Treetops bleachers are wonderful example of multifunctional space that would be otherwise underutilized. The ballpark itself is small, at only 6,000 fixed seats, but the flexible spaces around the park allow the capacity to increase to over 8,000. The planting
design is much more successful than the other case studies. Although few trees are planted within the site, perennials are pervasive, with shaded areas provided by the pergolas in the outfield.

The unfortunate aspects of the site are few, but very apparent. The project is only accessible by residents, guests, and fans. This limits the use of the site to only a select few. Additionally, the parking garage is an eyesore, with no functionality other than supporting the bleacher section. The large structure could be mitigated with a better façade design and more trees.

Harrison Square development details:

- 24,000 square feet of street-level retail
- 25,000 square feet of office space
- 250 room Marriot Hotel
- 44 residential units
- 975 parking spaces (300 dedicated to hotel)
- 6,000 seat Minor League Baseball Stadium
Figure 5.8 Harrison Square Project Plan ("Harrison Square Plan")

Figure 5.9 Right Field View of Treetops Bleachers ("Treetops")
Figure 5.10 Fountain and Amphitheater (“Harrison Square Plan”)

Figure 5.11 Harrison Square Apartments and Corner Ballpark Entrance (“Harrison Square Mixed-Use”)
5.5 St. Louis Ballpark Village – St. Louis, Missouri

The St. Louis Ballpark Village is a 10-acre, compact mixed-use use development currently under construction in Downtown St. Louis, between the city’s Major League Baseball venue, Busch Stadium, and the Hilton hotel. The project was proposed in 1999, in conjunction with the discussion of a new Busch Stadium in the next decade. Construction of the entire 10-acre site was originally to be finished by 2011. However, the financial crisis, poor real-estate market, and trouble with public funding have resulted in delays and cutbacks to the original plan. Future plans are still scheduled to be completed to a close approximation of the original plan, but will instead be done in phases. The first phase of the project is slated to include restaurants and cultural amenities mainly focused on the rich history of St. Louis baseball. The Cardinals Hall of Fame will be housed in a large, three-story building combined with Cardinal Nation, a large restaurant and bar centered around the team. The rooftop will seat over 300 for viewing into the ballpark, akin to the rooftops of the Chicago Cubs. Additionally, a large brewhouse will be connected to the “Live!” venue -- a structure with a retractable canopy that will host year-round events. Finally, a country music bar will feature live music, dancing, and a mechanical bull.

The remaining phases of the project are to be determined by the available funding. Yet, the plans are projected to come close to the original estimate for amenities and size. These plans include several multi-story mixed-use structures offering a relatively high density of apartments, retail shops, office space, and 2,000 parking spaces to serve residents and visitors.

This site is an important case study because of its goal of revitalizing the surrounding neighborhood through baseball and site history. That history is especially
important in a baseball city like St. Louis. The site is located on the old Busch Stadium grounds and includes a walking path on the old infield. Beyond baseball history, the development will attract a larger demographic of site users through the combination of retail, food, cultural, and housing amenities. By integrating the Hall of Fame with more active, social environments of bars and restaurants, the site will likely increase its chance for success. Also, the street layout is impressive in its aesthetic and functional design. An event street along the edge of the site will close to vehicular traffic on game days and for other events such as concerts and festivals. The rest of the streets are primarily one-way, allowing for safer pedestrian access throughout the site. Lastly, the rooftop terraces and stands provide breathtaking views of the city and ballfield.

As proposed, Ballpark Village has a few perceived negative aspects about the future development. The high-density housing is achieved through multi-story towers that increase activity year-round, yet lead to a loss of human scale. This highly urban environment is only softened by a single green square over the ten acres and a replica of the original Busch Stadium infield. Additionally, the restaurants and retail shops are segregated to different parts of the site, which does not allow for true mixing of uses for the residents and visitors.

St. Louis Ballpark Village development details:

- 250,000 square feet of street-level retail
- 450,000 square feet of office space
- 8,000 square foot Hall of Fame
- 400 residential units
- 2,000 parking spaces
- 43,975 seat Major League Baseball Stadium

Figure 5.12 Original Village Project Masterplan ("Original Village Masterplan")

Figure 5.13 Phase 1 Village of Masterplan ("New Village Masterplan")
Figure 5.14 Phase 1 Perspective of Event Street ("Event Street")

Figure 5.15 Original Planned Public Square ("Town Square")
5.6 Conclusion

These four case studies are the most relevant and successful examples of baseball-centric, mixed-use designs. Other than a few minor details, they represent a set of general design guidelines that can be further refined through literature review and implemented in this proposal. These case studies gave insight into these areas:

- Successful mixed-use design and place-making techniques
- Creative ways to combine local culture and site context with baseball-themed tourism
- Planning issues that can arise in real-world situations, such as delays in funding
- The successful implementation of phased development, beginning with infrastructure and primary anchors
- Successful design of sites that go beyond baseball game days
- Transportation and circulation in busy, urban environments

Along with site inventory and analysis (see Section 3.2), these case studies will be adapted to create a set of goals and objectives that are specific to this proposal as described in Section 6.2.
CHAPTER 6
DESIGN PROPOSAL

6.1 Introduction

As mentioned in previous chapters, Cincinnati has a long, rich history as a blue-collar, baseball city. This design proposal is the culmination of careful consideration of this past history, plus present and future needs of the city and local neighborhoods. The greatest challenge is to balance design, functionality, and history into a single 20-acre site that every resident and visitor can enjoy. This section applies the best practice design strategies from the literature review and case studies to the project. The site inventory and analysis determined the best way to employ these design strategies.

The site program serves as a foundation for design decisions. The goals and objectives of this project are largely based on creating a mixed-use urban development that evokes people’s memories and resurrects their physical and emotional connections to the site and to Cincinnati’s rich baseball history. Sense of place is further established using related case studies to identify contemporary design solutions for urban environments. Finally, the program is rounded-out by synthesizing the site’s historic context with analysis of current opportunities and constraints.
6.2 Goals and Objectives:

Goal 1:

Establish the site as a destination for baseball/sport tourists and enthusiasts by re-establishing emotional and physical connections between visitors, site, and history

- Provide a common green space where people can engage in passive or active recreation
  - Active: Baseball-related activities like vintage baseball, playing catch, batting cages
  - Passive: Picnicking, watching concerts/movies, watching games, sunbathing, yoga
- Create several views that frame surrounding hills and downtown skyline
- Offer lookout points similar to past methods of viewing baseball games
  - Views from windows, rooftops, train cars, platforms, field level
- Construct ballfields and buildings inspired by historic architecture
- Install an outdoor memorial for Crosley Field, Palace of the Fans, and League Park
- Use design language that follows the site’s historic context
  - Style of architecture, building orientation and size, street grid, street furnishings, signage
- Establish physical connections to important civic landmarks
  - Extend streetcar loop
  - Design complete and walkable streets
• Establish a Cincinnati Baseball Heritage Museum that celebrates the history of local amateur and semi-professional baseball in and around Cincinnati but also serves as an annex to the Reds Hall of Fame

• Provide 5,000-seat ballpark to attract little league, softball, and high school tournaments

• Include a small hotel and conference center for baseball-related conferences and tournaments

• Provide at least 2 ballfields to supplement larger field for tournament play and for local team use

• Include a multi-purpose outdoor venue for activities such as concerts, weddings, farmers’ markets

• Expand programming in common green space to include winter activities like ice skating and curling

Goal 2:

Create a walkable, transit-oriented, mixed-use development anchored by recreational baseball

• Increase site density with mixed-income housing, walkability, sustainability, and connectivity

• Provide local residents’ basic needs and improve quality of life
  o Access to public space, community gardens, street-level retail
  o Close proximity to work, food, and public transit

• Encourage pedestrian, streetcar, and bicycle as primary transit modes
  o Multiple streetcar stops
Well-shaded, comfortably scaled streets and buildings
Bike share system/storage facilities
Shared parking lots

- Include a small hotel and conference center for baseball-related conferences and tournaments
- Establish baseball-themed bars, restaurants, and retail stores
- Integrate museum with restaurant to attract museumgoers and serve local residents
- Design a central plaza with a focal point for public gatherings
- Create a family-focused atmosphere with interactive amenities
  - Splash zone/spray park and playground in common green area
  - Segregated dog park
- Include traffic-calming strategies to increase pedestrian safety
  - Curb bump-outs, narrow lanes, pedestrian refuges, chicanes

Goal 3:
Establish well-defined gateways, circulation, and connections to West End neighborhood and cultural loop

- Improve and maintain gateways at Dalton Street, Western Avenue, and Bank Street
- Explore alternate location for I-75 off-ramp to reduce traffic and restore historic Western Avenue route
- Extend York Street west to re-connect with Bank Street
- Restore Exeter and Dayton Streets to historic location
- Bring back historic use of streetcar system
- Establish physical connections to important civic landmarks
  - Extend streetcar loop
  - Design complete and walkable streets
  - Connect to Findlay Market, Music Hall, Washington Park, and Museum Center
  - Provide way-finding and educational signage along route

Goal 4: Employ sustainable land and building practices to reduce potential negative economic and environmental impacts

- Follow LID strategies for stormwater management
  - Bioswales, raingardens, permeable paving, cisterns
- Implement a stormwater and wastewater recycling system
- Design buildings to include natural daylighting, ventilation and cooling
- Install rooftop photovoltaic cells and extensive greenroofs
- Use primarily local, recycled building materials
  - Bricks from old warehouses on site, Indiana limestone
- Use primarily native plant species to attract wildlife and treat water

6.3 Conceptual Design

These goals helped form the backbone for the design concept. The design covers twenty acres of the Crosley Field site and extends over three miles of street corridor along the proposed complete street route. The main site must be a multi-modal transit-oriented
development that is comfortable in scale and easily accessible for residents and visitors alike. It must also be attractive and functional for baseball enthusiasts to come and enjoy an original piece of history like Crosley Field. Lastly, the complete streets should provide for easy access to many of Cincinnati’s significant landmarks while educating the public along the way.

The design concept is oriented around the pedestrian experience. A central axis runs north and south, crossing the entire site in a pedestrian promenade. Additionally, the site pulls in the original street grid as it was before the 1960s. All of this creates the organizing structure to arrange the mixed-use community. Lastly, the footprint of Crosley Field remains relatively unchanged. This allows visitors to experience baseball in nearly the same way Reds fans experienced it before 1972.

![Mapping Figure 6.1 Site Location Map](image1)

![Mapping Figure 6.2 Site Boundary](image2)
6.4 Design Proposal

This section presents the master plan for this project, organized according to the design goals and objectives. The design is aimed at creating a functional, aesthetically pleasing site that revives the character of the neighborhood, while creating a successful model for the rest of Cincinnati. This is achieved by creating a mixed-use, mixed-income community, attracting baseball tourists and locals, connecting the site to the surrounding context, celebrating the history of Reds baseball, and developing a sustainable site plan for the future.

6.5 Key Features of Site

- Total desired ratio of building to site area is between 25-30% (Kliment 132)
- Desired Floor Area Ratio (FAR) is between 4 and 5, with maximum building height at 5 stories
- Retail Space, first floor
  - 70,000 – 100,000 square feet
  - Per average retail size of The Banks and Memphis Ballpark District
- Office Space
  - 225,000 -275,000 square feet
  - Per average size of office space of The Banks and Memphis Ballpark District
- Housing
  - 432 Units @ 18 Units/Acre (per comfortable scale of The Banks and Memphis Ballpark District)
- Mixture of Apartments/Lofts/Townhomes
- Mixed-income units
- Total of 432,000 square feet

- Specialty
  - Baseball Heritage Museum
    - 8,000 square feet
    - Per observation of average baseball museum size in U.S.
  - Grocery Store
    - 22,000 square feet
    - Per ULI study
  - Day Care
    - 5,000 square feet (35 s.f. per child, .31 children per household)

- Hotel
  - 200 Rooms
  - 100,000 square feet
  - Conference room

- Parking
  - Cincinnati Municipal Code allows no more than 15% reduction in parking capacity for shared parking; however, the Urban Land Institute suggests that up to 30% can be reduced (Smith 36)
  - Average case study of parking spaces per acre = 105
  - Total Parking, including 2 parking garages and on-street parallel parking = 1,400 spaces
• Transportation
  o Create new spur for existing streetcar route
  o “Complete” Streets within site and along streetcar route

• Baseball Fields
  o 1 large field
    ▪ Capacity = 5,000 seats (per LLWS stadium, Williamsport, PA)
  o 2 small fields for softball and Little League

• Centralized Common Green space and plaza
  o Location for dog park, outdoor venue, playground

• Memorial spaces for ballparks and past Reds teams on site
  o Signage along cultural trail
  o Decentralized memorials throughout site
    ▪ Markers, Plaques, etc.
Figure 6.3 Master Plan
6.6 Design Foundation and Structure

Section 6.3 mentions that the design is organized around the pedestrian experience. This is reflected in the layout and traffic flow of the development. Figure 6.4 shows the pedestrian promenade running the length of the site from north to south. This allows pedestrians to safely enjoy the baseball games and public spaces (see Figure 6.5) with minimal conflict with automobile traffic. It also pulls people along with enticing views within and beyond the site boundaries, spurring the imagination to wonder what is around the next corner (see Figure 6.6).

Figure 6.4 Pedestrian Access  Figure 6.5 Public Space  Figure 6.6 Views

Since the automobile is still a primary transit mode, the three streets that transect the site from east to west (see Figure 6.7) function in a number of ways. First, they provide valuable on-street parking options for visitors and residents. Second, they follow the original the pre-1960s-era street grid of Crosley Field. History is a major driving force in this project, and the streets were an important piece of site history. Lastly, these three
complete streets break up a long pedestrian journey from the north to south, by creating pedestrian-scaled blocks within the development.

![Conceptual Diagram](image)

**Figure 6.7 Conceptual Diagram**

In addition to these east-west streets, the design also reconfigures Western Avenue that travels diagonally northwest to southeast along the eastern edge of the site. However, during the 1960s, the route was altered for the construction of Interstate 75, turning the street midway through the site and connecting it with Dalton Avenue, which runs north and south. This was done to accommodate an off-ramp at the intersection of Findlay Street and where Western Avenue picks back up again. To restore original street layouts, this proposal eliminates this off-ramp and reinstates the original route of Western Avenue (see Figure 6.7). This was based on a couple of factors. Heavy automobile traffic coming off of
this ramp would risk dangerous conflicts between pedestrians and vehicles at a major
gateway to the site. The next option for vehicles to access the site and neighborhoods to the
east and west (see Figure 6.8-6.9) is to travel less than one-half of a mile to the south, to
Ezzard Charles Avenue. Additionally, moving Western Avenue back to its original path
allowed for the closure of Dalton Avenue and the reinstatement of the original site street
layout, so a new baseball field can be installed on the same historic footprint as Crosley
Field (see Figure 6.7).

Figure 6.8 Existing I-75 Exit Ramp

Figure 6.8 Proposed Closure of I-75 Ramp
6.7 The Site as a Community

This project was selected for its importance to Cincinnati and baseball history. However, to make it an economically viable, vibrant attraction for a wide range of visitors, it is proposed as a mixed-use community. As a mixed-use development, it requires all of the amenities of a typical neighborhood. This was a challenge because the site is more than just a neighborhood. It is an attraction for baseball tourists and those seeking cultural enrichment.

The mixed-use part of the community consists of high-density, multi-family apartments and townhomes above the first level of retail and restaurants in each building. These buildings are between three and five stories and designed to reflect the external qualities of Cincinnati’s historic row houses. As mentioned in Section 4.2, the primary anchors for the site include three functions: residential, recreational, and cultural. The recreational part includes the three baseball fields that attract local and regional tournaments. The cultural part includes the Cincinnati Baseball Heritage Museum located in the north part of the site. This museum celebrates the history of local baseball in and around Cincinnati but also houses part of the Reds Hall of Fame museum collection, as much of the museum memorabilia in the current Hall of Fame is stored away due to limited floor space at Great American Ballpark. However, the cultural aspect also extends beyond the museum walls and pervades throughout the site, from the Reds players’ markers made of corten steel (see Figure 6.10), to the baseball conventions to be held in the hotel conference center.
As a community, this site provides for most of its residents’ needs, including a central public space that is the heart of residential life. This space includes an outdoor concert and movie stage, water fountain, a playground, a dog park, and an ice-skating rink (see Figure 6.11).
The concert and movie venue is located on the edge of the great lawn, across from the central fountain. Its main function is as an outdoor theater for watching televised Reds games during the summer. It also functions as a venue for concerts and plays. The connected event lawn is a flexible space for active recreational activities, in addition to serving as seating for the concert and movie venue (see Figure 6.12).

Adjacent to this lawn is an ice-skating rink, a year-round attraction with an artificial, solid polymer surface that functions just as normal ice would, without the use of refrigeration equipment, so it can be enjoyed in the summer just as easily as winter (see Figure 6.12). Seven mounds are centered within the rink to represent Cincinnati's seven hills.

The water fountain features vertical jets that mimic the World Series trophy, honoring the five Reds championships during the last century. The center of the fountain contains a sculpture that is the focal point of the celebration. Section 6.8 will further discuss festive details throughout the site.

Adjacent to the playground, the central public area offers an enclosed dog park with seating for dog owners. Rounding-out the central public space is an atrium between two mixed-use buildings. This space provides a flexible, covered area for events such as farmers’ markets and travelling baseball and other exhibits.

6.8 Reds Baseball Past and Present

The heart of the site is its history. Baseball was present on the site for nearly 100 years. This proposal attempts to capture much of what made this location special for so many fans.
The design concept is built upon the framework of the original street grid. However, baseball is the focal point for many of the design features. Three ballfields are built as a way to attract visitors for special events such as tournaments and vintage baseball games. The main field is built upon the footprint of Crosley, giving it special meaning to those who remember the original field.

This ballfield contains seating for 5,000, much smaller than Crosley was, but perfect for smaller and more infrequent use. The surrounding buildings are mixed-use apartments and restaurants, with breweries and baseball retail as important anchors. These uses make the ballfield a daily destination for both locals and visitors. The corner entrance at Western Avenue and Findlay is built in the likeness of the façade of Palace of the Fans, with large, white columns made of concrete (See Figure 6.13).
Watching baseball at Crosley was often a sport of its own. Spectators would observe the game from every angle imaginable: from field level, grandstands, rooftops, windowsills, and even train cars. These views are captured in the new ballpark in similar ways. Three train cars are permanently parked above the left field wall, where they contain concessions and seating areas for fans. Adjacent to the train cars is a sloped lawn seating area that allows spectators to walk down to field level to watch games (see Figure 6.14). Additionally, rooftop seats and observation decks surround the playing field for multiple viewing angles.

Much like you see today, advertising in baseball was a prominent part of the viewing experience. Billboards were applied to every surface possible, with most advertising beer
and tobacco products. This aspect of baseball is part of the site as well, with billboards and signs on many of the mixed-use buildings (see Figures 6.12, 6.14).

Figure 6.14 Ballfield Looking North Towards Left Field

The baseball theme continues outside of the ballfield boundaries. Throughout the site, a ribbon of twisting, red, neon tubing pulls pedestrians along the promenade. This symbolizes the continuous stitching of a baseball, ultimately forming a complete baseball at the sculpture in the center of the World Series fountain. It also signifies how Harry Wright formed the first professional baseball club in 1869 just a few blocks to the south at Bank Street Grounds.

Additionally, the paving pattern of the promenade is shaped like the seams of a baseball. The red stitching pattern is easy recognizable along the route, coming together at bridges that cross over bioswales that parallel the promenade. Some of the bridges have seating areas that are covered by wood structures that extend out, like the cover of a baseball, over the bridge (see Figure 6.15).
As mentioned in Section 6.7, baseball conventions of all kinds are part of the site programming. In addition to baseball games and tournaments, different types of baseball enthusiasts like to gather on regular occasions to meet and talk baseball. A hotel and conference center is located at the southwest corner of the site. It accommodates up to 800 visitors and is attached to a central parking garage for convenience.

Finally, a number of metal pergola structures throughout the site offer shade and help create a human-scaled atmosphere. These metal structures are built using recycled material from the two remaining buildings from the Crosley Field era. One such structure is attached to the beer garden area adjacent to the hotel. Beer is another important piece of site history that is repeated throughout the site through this beer garden and the numerous breweries and restaurants.
6.9 Access and Connections

There are many opportunities to reconnect Western and Findlay to the surrounding city. Before 1950, most Reds fans traveled to Crosley, Palace of the Fans, and League Park via public transportation. This included the railroad station at Union Station and the streetcar system that ran along Dalton Avenue.

As part of this proposal, these connections are to be reinstated as the primary means of travelling to and from the site. Today, the bus system is the only public transportation used. The new streetcar system, as discussed in section 3.3, is scheduled to open in 2016. However, this route will serve only those living along a narrow corridor from the Ohio River to Over-the-Rhine.

An addition to the new streetcar line will travel to all four corners of the Downtown area, connecting the site to the important landmarks of Findlay Market, Music Hall, Museum Center (see Figure 6.16). Additionally, this route will spur new development along the route, thus creating job opportunities and raising property values, as discussed in section 3.3.

Along the way, complete streets would provide opportunities to beautify the neighborhoods that have deteriorated over the past forty years. These streets can easily be narrowed to two to three lanes of traffic, with the center lanes being shared by streetcars and automobiles (see Figure 6.17). Bike lanes are to be added to promote a safe, healthy commute to work for cyclists. The streets also provide the opportunity to capture stormwater runoff, thus reducing the amount of water that flows directly into the Ohio River.
Figure 6.16 Existing and Proposed Streetcar Route

Figure 6.17 Typical Complete Street Section
Additionally, numerous points of interest along the way would be educational for visitors and locals alike. Central Parkway runs north and south along the new streetcar route in Over-the-Rhine. For nearly a century, Central Parkway was a canal that ran north from the Ohio River to Over-the-Rhine (see Figure 6.18). Other points include Ezzard Charles Drive and many of the historic row houses of the West End and Over-the-Rhine.

Figure 6.18 Over-the-Rhine Canal (“Over-the-Rhine Canal”)
Chapter 7

Conclusions

As this proposal has shown, Cincinnati and its baseball team have intimately shared in a rich and lengthy past. The goal of this design proposal was to shed light on the importance of preserving the memory of its most cherished home. This was done through a practical application of mixed-use development and recreational baseball, creating a place where generations of families and friends can share in the nostalgia that baseball evokes.

Furthermore, Historic street routes and connections were reintroduced to help bind the site to its surrounding neighbors, much as it did before the installation of Interstate 75 and the downfall of the neighborhoods. Cincinnati is full of important cultural landmarks that often go overlooked by visitors and local residents. The complete streets help to promote these landmarks in a practical way: giving residents both beautiful and functional ways of traveling from one point to the next.

Additionally, this project offers contributions to two areas of site design. Similarly to the case studies from Chapter 5, this proposal combines three or more uses into an urban environment in desperate need of revival. However, it is unique because due to the recreational baseball being so important to the site. Additionally, it celebrates baseball in a way that should be done at other historic sites. Economic forces usually cause projects to fail. This site offers a template on combining practical design with historic context.
If realized, there are many issues noted in Chapter 1 that were beyond the scope of this project that would require further research. These include zoning, shared parking ordinances, infrastructure, and financial planning. Ultimately, this proposal serves two purposes in Cincinnati. It helps to preserve a piece of local history, and it gives the city a template in which to build upon to improve the quality of life for its citizens.
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