

[DRAFT] 19 JULY 2021

PEEBLES CORNER

WALNUT HILLS | CINCINNATI, OHIO

YARD & COMPANY

THE SITE



JOB-TO-BE DONE

Project Goals

- » Form a decision shaping committee made up of a diverse set of neighborhood stakeholders
- » Actively engage the public about the Site's future with the intent of reaching all demographic sectors in the community
- » Master Plan the Site and make decisions about character, uses, housing types and the public realm
- » Establish support for the design and build an inclusive and efficient decision-making framework for the project moving forward



THE TEAM



ADVISORY COMMITTEE ROLES & RESPONSIBILITIES

- » Providing information to the development team
- » Assisting in connecting the process to residents/stakeholders and vice versa
- » Inspiring, enabling and in some cases co-leading engagement efforts
- » Reviewing and providing input, insights and recommendations
- » Championing the process and effort to engage the community around the development of the Site
- » Shaping future decisions about the phasing and development of the Site

Engagement Approach & Results

THE PERSONALITY OF A PLACE

The former Kroger site in Walnut Hills has historically been a central square for the neighborhood where people have gathered, connected and grown together. This is why it is critical that the redevelopment of this site fits into and represents the diversity and history of the community, while still looking forward. With a focus on retail, public space and housing this master planning process engaged a broad cross section of the community around the future personality of the site.



QUIET



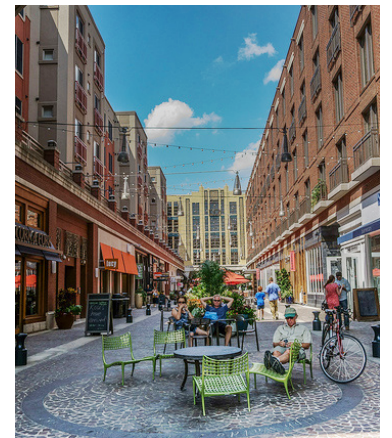
QUIET

A mostly residential block with landscaped frontages, quiet internal courtyards and a simple and subdued brand.



HUMMING

A quiet mostly commercial place centered around a central plaza with a brand that celebrates day-time experiences.



ACTIVE

A mixed-use experience with a strong and active street presence and a brand that celebrates storefront expression.



BUZZING

A dynamic and kinetic place with a prominent public plaza and creative and cultural hospitality that activates a fun and boundary pushing brand.



STRUCTURING THE SURVEYS

Background information about survey participants included:

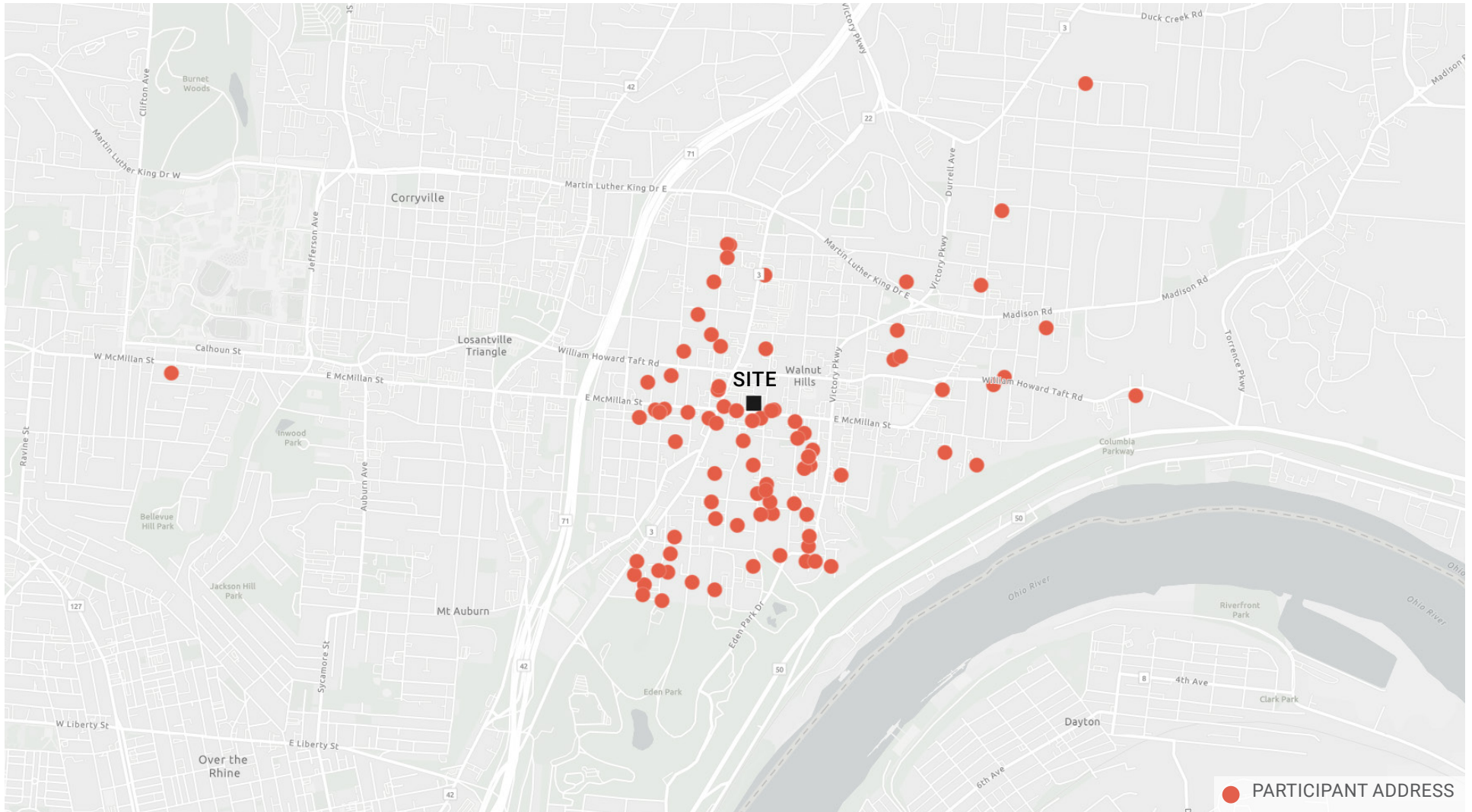
- » Their affiliation with Walnut Hills and the duration of that affiliation
- » Whether they rent or own their home and/or business (optional)
- » Basic demographics (age, race, gender - optional)
- » Address (optional)

Prioritizing different aspects of the development:

- » How should new and improved public spaces feel?
- » What should be the vibe of the development's brand?
- » What should the development be most known for?
- » Should the development blend in or stand out from the neighborhood?
- » Top retail, outdoor space use, and housing priorities?

DIGITAL SURVEY

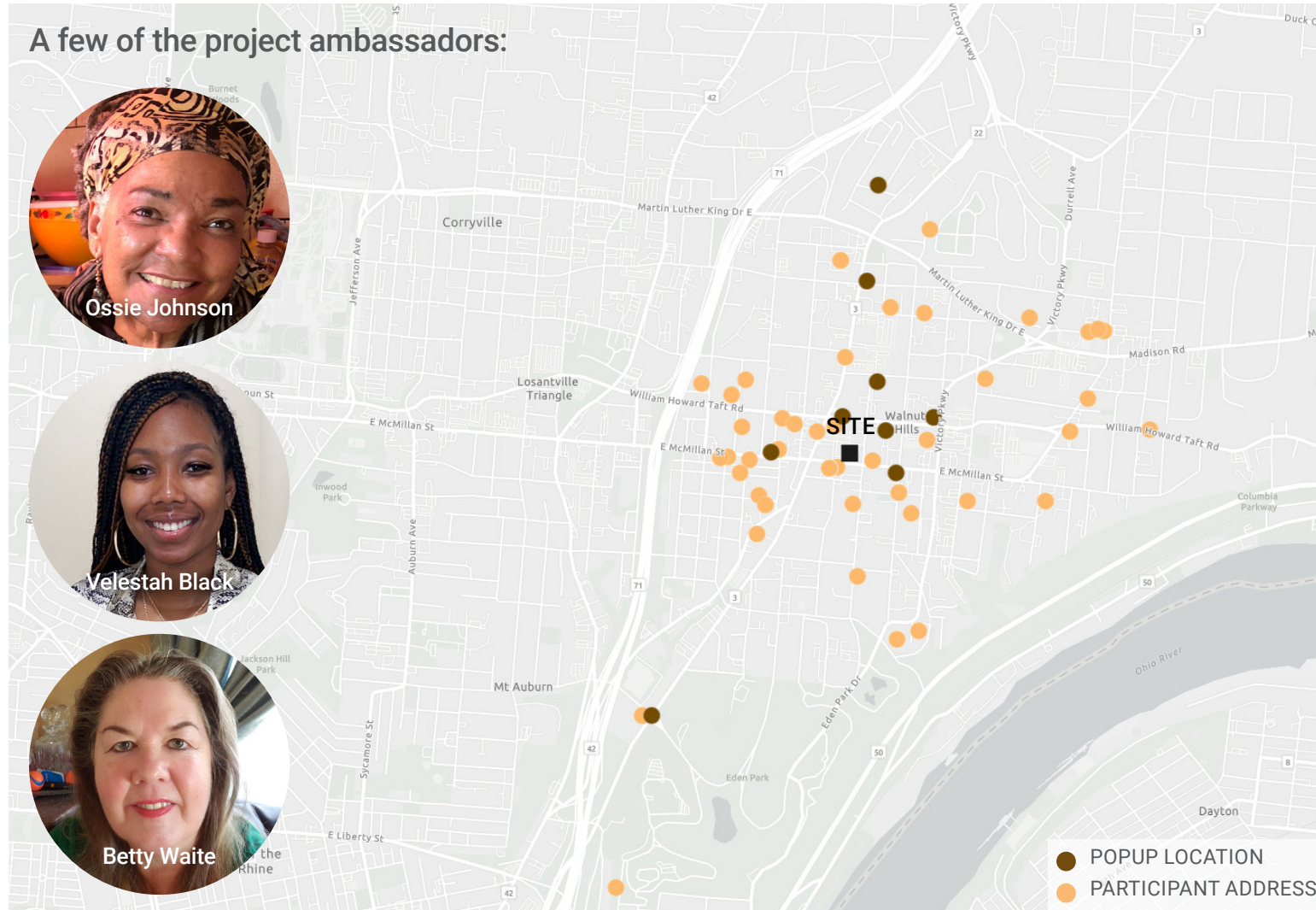
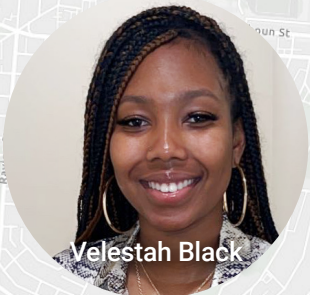
238 total digital survey participants | 105 addresses provided



POP UP ENGAGEMENTS & PROJECT AMBASSADORS

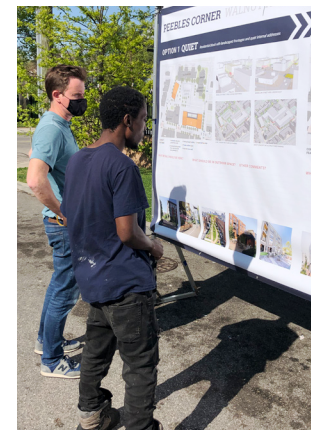
252 total in-person survey participants | 95 addresses provided

A few of the project ambassadors:



POP-UP LOCATIONS

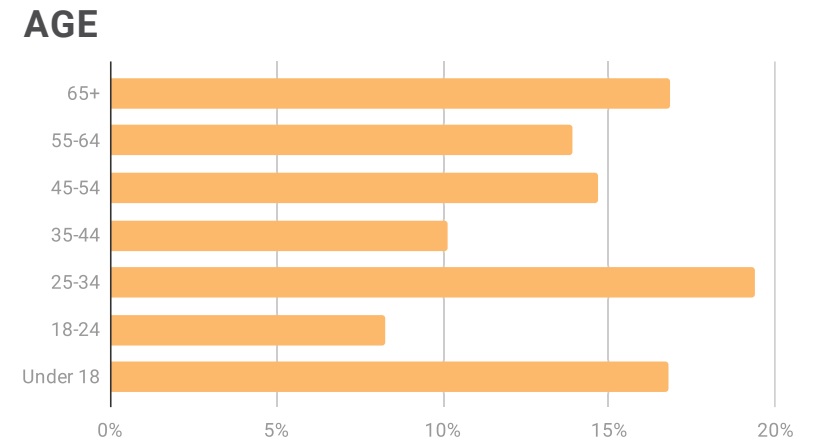
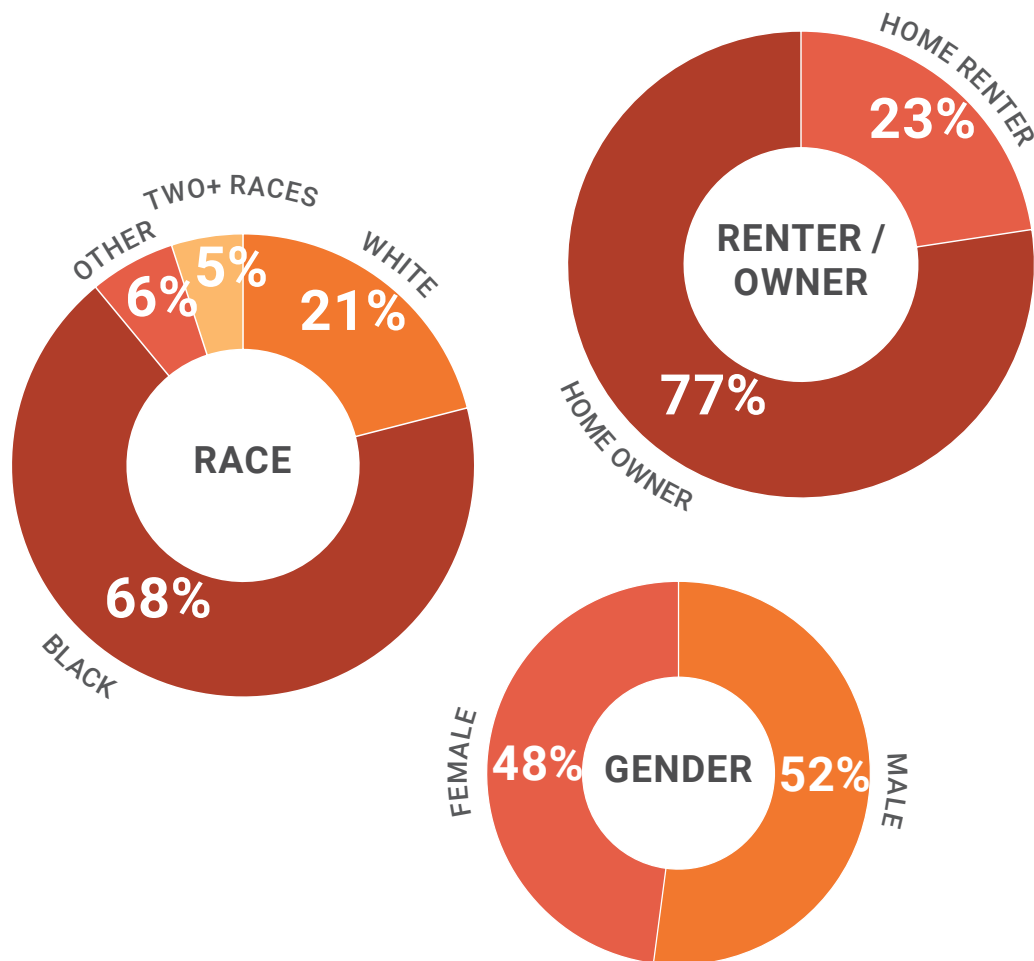
- » Dollar General
- » The Brewhouse
- » Mathers Street Playground
- » Kroger Site
- » Community garden
- » Bush Community Center
- » Lincoln & Gilbert avenues
- » Green Man Park
- » United Dairy Farmers
- » Cincinnati Art Museum Steps



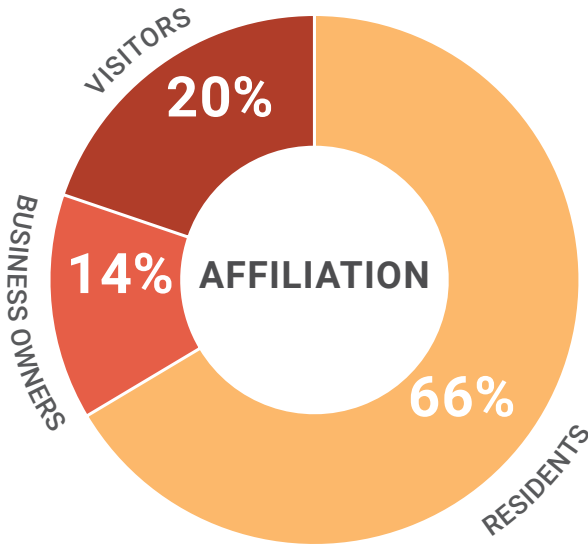
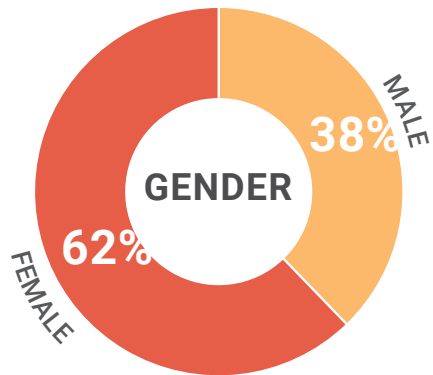
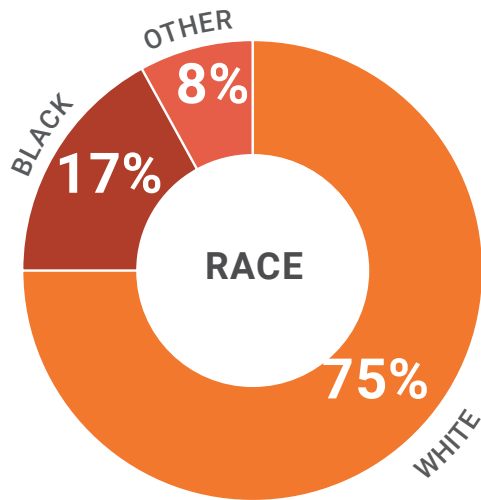
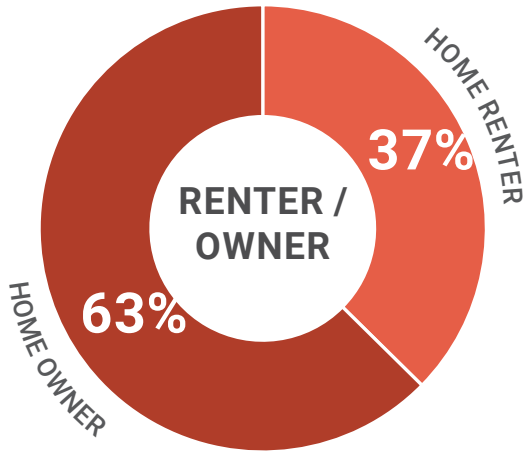
What Did We Learn?

DEMOGRAPHICS

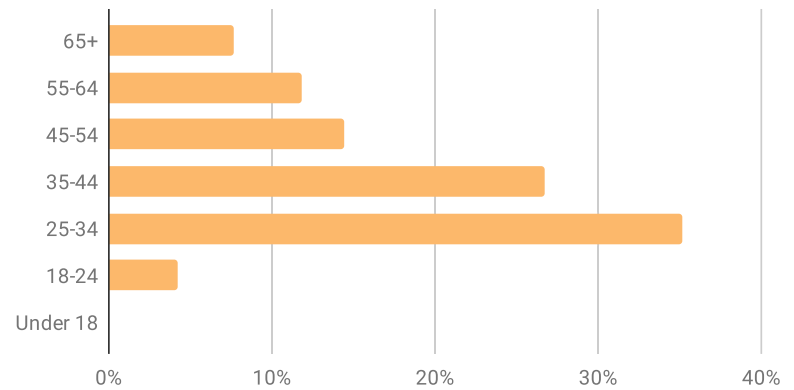
WALNUT HILLS OVERALL FIGURES | TOTAL POPULATION: 6,368



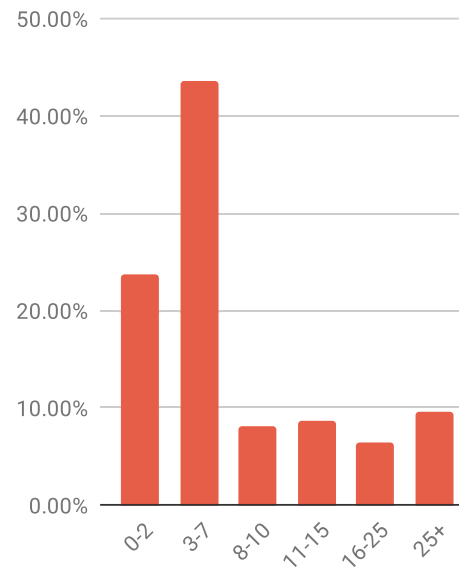
DIGITAL SURVEY RESPONDENTS | 238 TOTAL



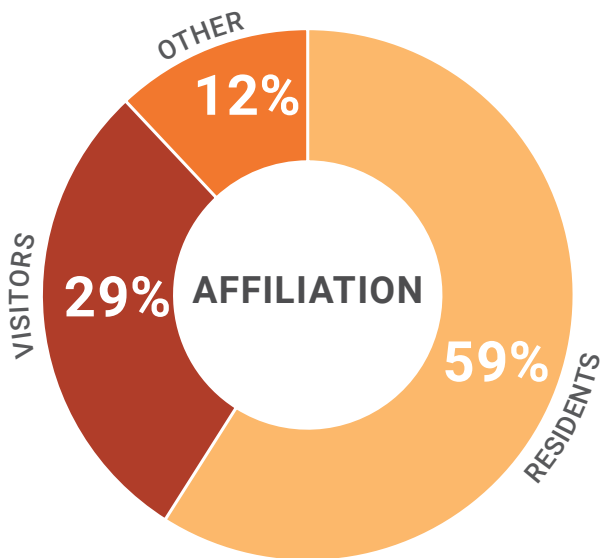
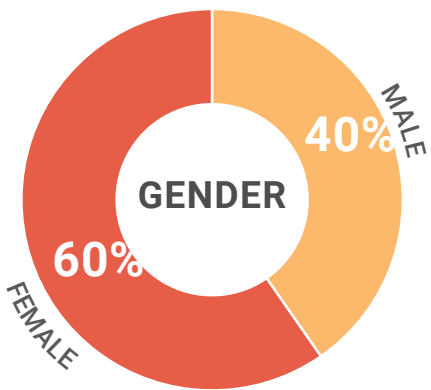
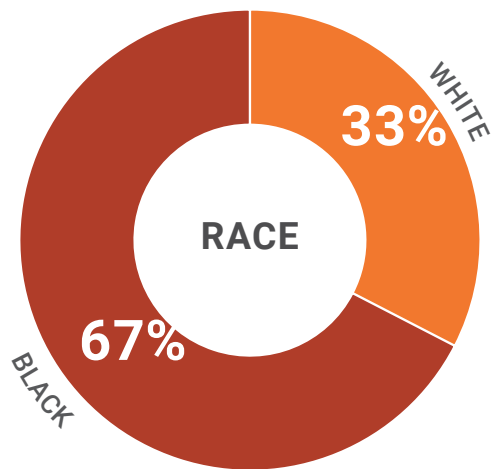
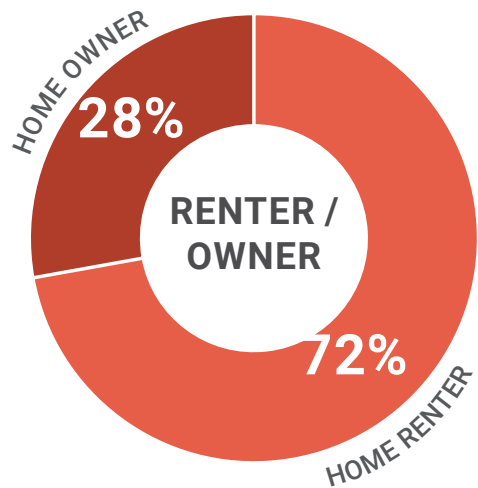
AGE



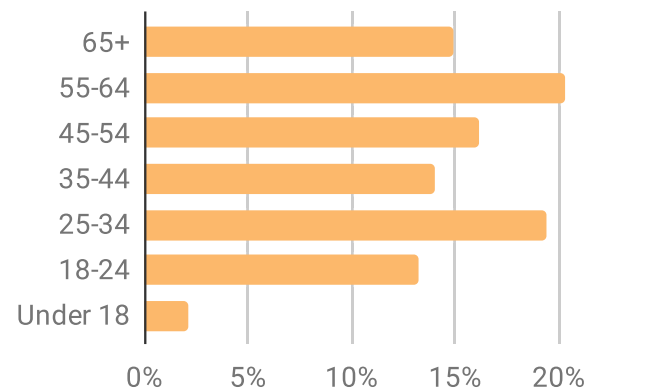
LENGTH OF AFFILIATION (YEARS)



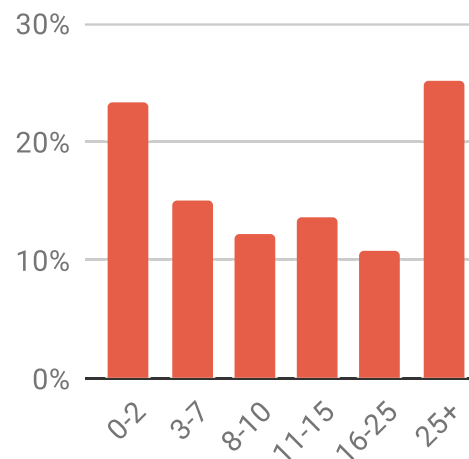
IN-PERSON SURVEY RESPONDENTS | 252 TOTAL



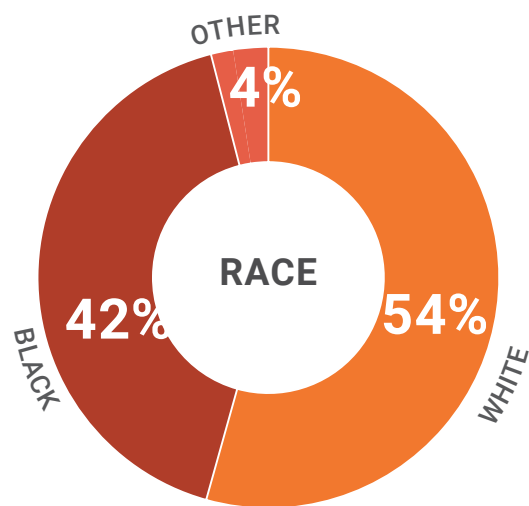
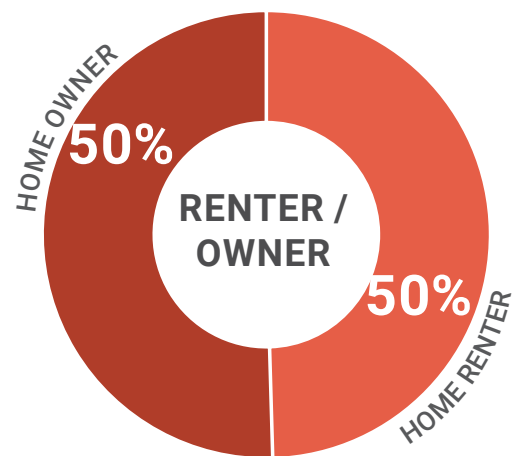
AGE



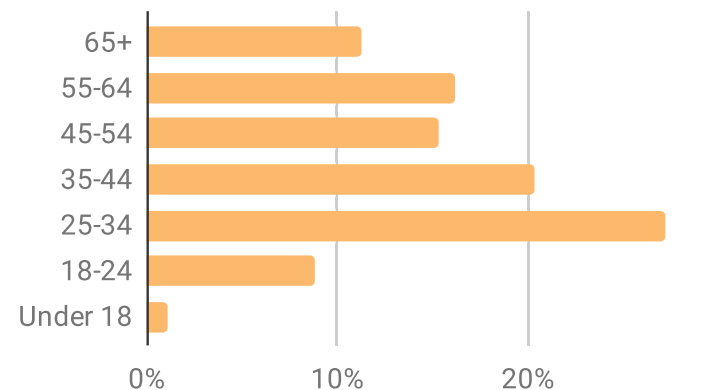
LENGTH OF AFFILIATION (YEARS)



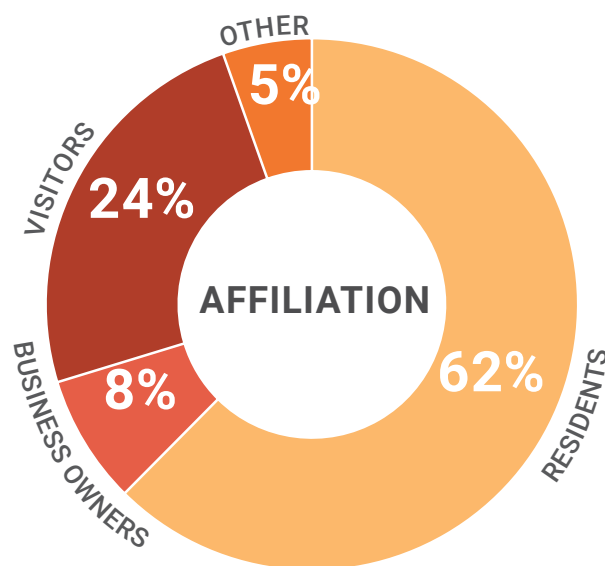
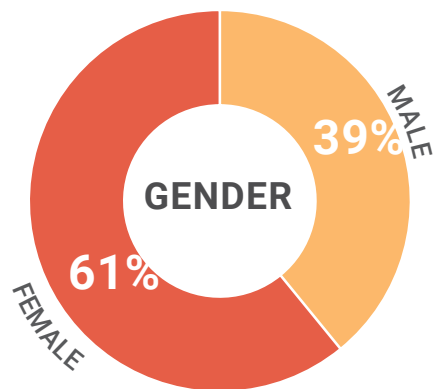
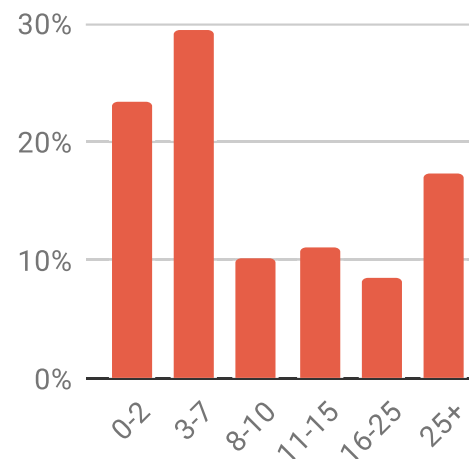
COMBINED SURVEY RESULTS | 490 TOTAL RESPONDENTS



AGE



LENGTH OF AFFILIATION (YEARS)



PERSONALITY TEST

PROMPT 1

THE DEVELOPMENT'S NEW AND IMPROVED PUBLIC SPACES SHOULD BE...

Quiet & private feeling



Active, boisterous & public feeling

63

average score

PROMPT 2

THE BRAND OF THE DEVELOPMENT SHOULD BE...

Simple/subdued &
resident focused



Fun, boundary pushing,
celebratory - the
emphatic center of the
community

63

average score

PROMPT 3

THE DEVELOPMENT SHOULD BE MOST KNOWN FOR...

**Residential feel with a
small amount of corner
retail**



**Retail and commercial
uses with less focus on
the residential options**

56

average score

PROMPT 4

THE DEVELOPMENT SHOULD...

**Blend into the
neighborhood**



**Boldly stand out as
the centerpiece of the
neighborhood**

48

average score

SUMMARY

- » The development's new and improved public spaces should **lean toward being active & public feeling** [63]
- » The brand of the development should **lean toward being fun and celebratory** [63]
- » The development should be known for both its **residential and commercial uses** [56]
- » The development should **balance blending in and standing out of the neighborhood** [48]



TOP RETAIL PRIORITIES

- » Local, minority and/or women owned businesses
 - » Restaurants & bars
 - » Neighborhood services
 - » Hospitality & entertainment
 - » Clothing
 - » Specialty retail
 - » Creative / professional office
 - » Co-working / incubator / small office
- *Food market is an overall priority*



TOP OUTDOOR SPACE USES

- » Community events
- » Health & wellness
- » Live music
- » Relaxation & leisure
- » Recreational
- » Outdoor dining & drinking
- » Art
- » Child & family-friendly activities
- » Co-working / incubator / small office



TOP HOUSING PRIORITIES

- » Mixed-use
- » Increased options for existing neighborhood residents
- » Multi-family
- » Increased options for new residents
- » No housing

**Affordable housing is an overall priority*



Master Plan

A MIX OF HUMMING & ACTIVE



THE FOUR PERSONALITIES

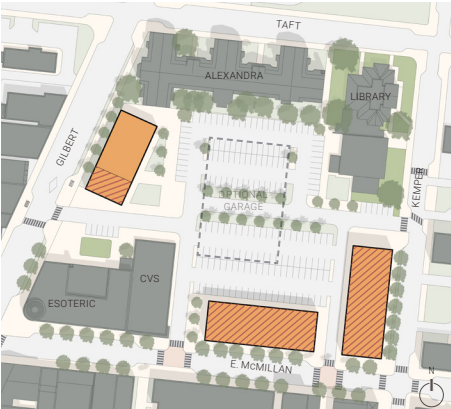
QUIET



HUMMING



ACTIVE

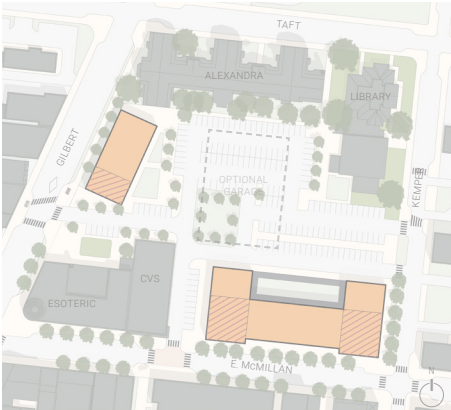


BUZZING



SURVEY RESULTS

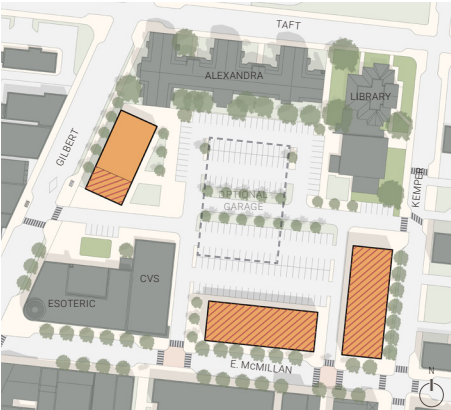
QUIET



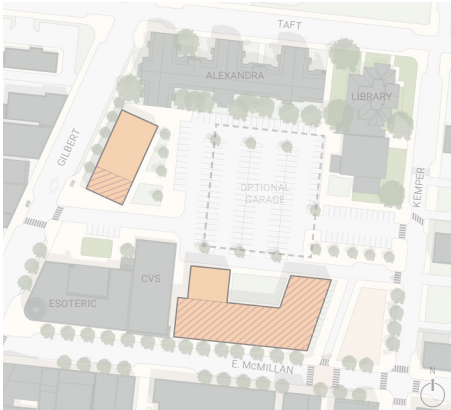
HUMMING



ACTIVE

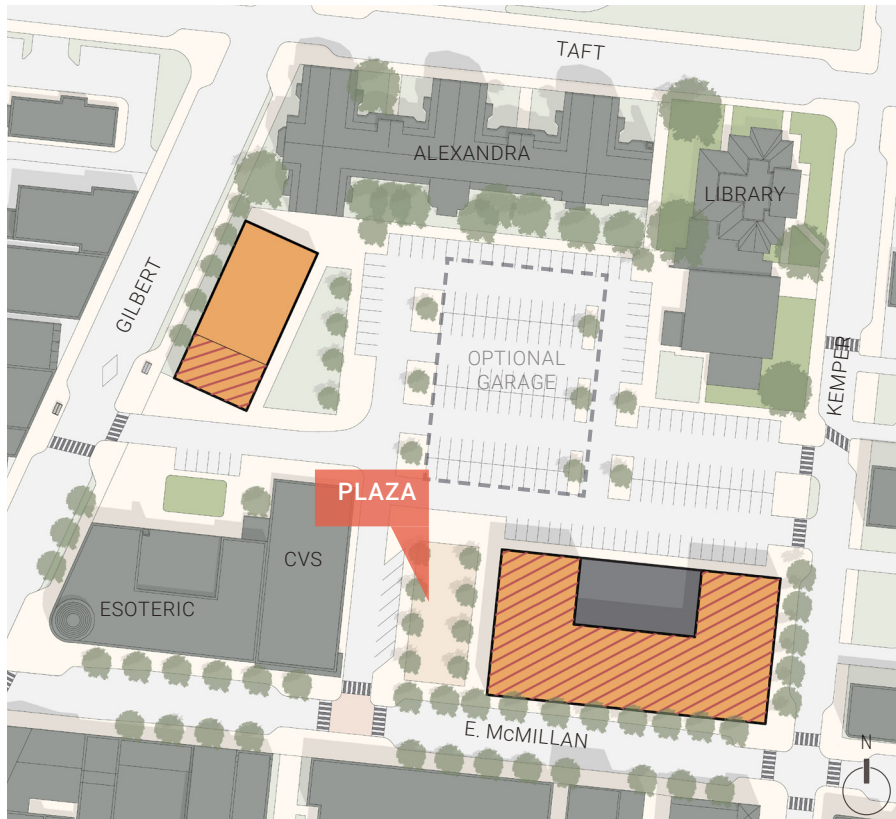


BUZZING



PREFERRED ELEMENTS

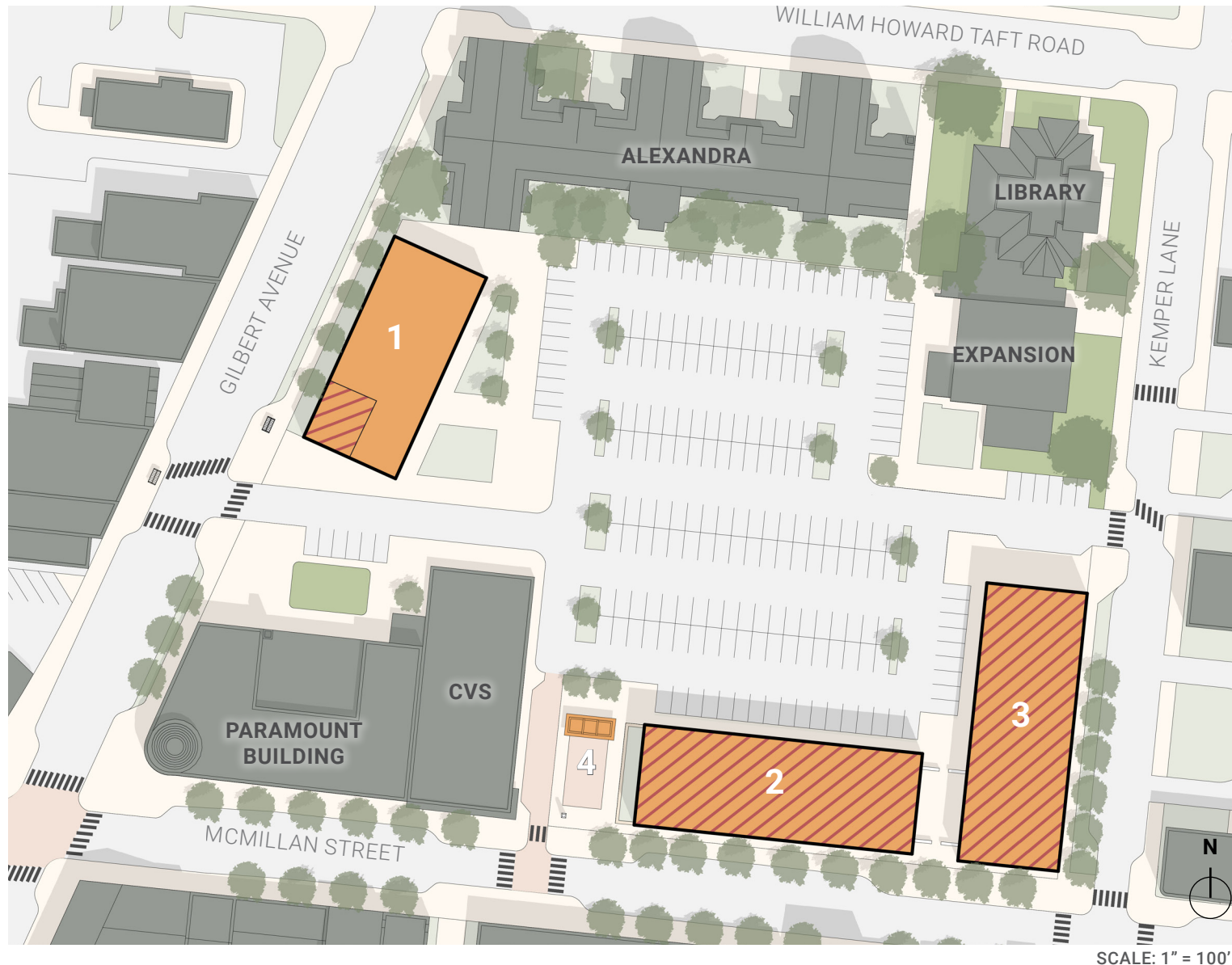
HUMMING



ACTIVE



PREFERRED PLAN



Building 1:
4 stories
42 units
3,000 SF of retail

Building 2:
5 stories
60 units
11,700 SF of retail

Building 3:
5 stories
60 units
11,700 SF of retail

Plaza (4):
5,000 SF

Total parking:
210 spaces

PREFERRED MODEL



MILESTONES AND TENTATIVE SCHEDULE

Previously Completed

- » Housing and Urban Development (HUD) 202 applications for Alexandra submitted
- » City of Cincinnati HOME applications submitted for Alexandra & Building 1
- » Ohio Housing Financing Agency (OHFA) 4% and gap financing applications submitted for Alexandra

Quarter 3, 2021

- » Report on community engagement outcomes and alignment on Master Development Plan
- » Presentation of initial Building 1 design to Walnut Hills Area Council (WHAC)
- » City of Cincinnati HOME award announcements for Alexandra & Building 1
- » Federal Home Loan Bank (FHLB) applications due for Alexandra
- » OHFA award announcements for Alexandra
- » HUD 202 award announcements for Alexandra
- » State Historic applications submitted for Alexandra
- » OHFA final application for Building 1
- » New Markets Tax Credit Community Development Entity awards announcements
- » Tear down Kroger building

MILESTONES AND TENTATIVE SCHEDULE

Quarter 4, 2021

- » FHLB award announcements for Alexandra
- » State Historic award announcements for Alexandra
- » Presentation of Building 1 revised design to WHAC
- » Presentation of initial design for Building 2 project to WHAC
- » New Markets Tax Credit allocation award commitments for Building 2
- » City Affordable Housing Trust Fund application for Alexandra, Building 1 & 2
- » Secure anchor commercial tenants for Building 2

Quarter 1, 2022

- » Temporary relocation of Alexandra residents
- » Apply for Cincinnati tax abatement for Alexandra, Building 1 & 2
- » Permitting and construction bidding for Alexandra, Building 1 & 2

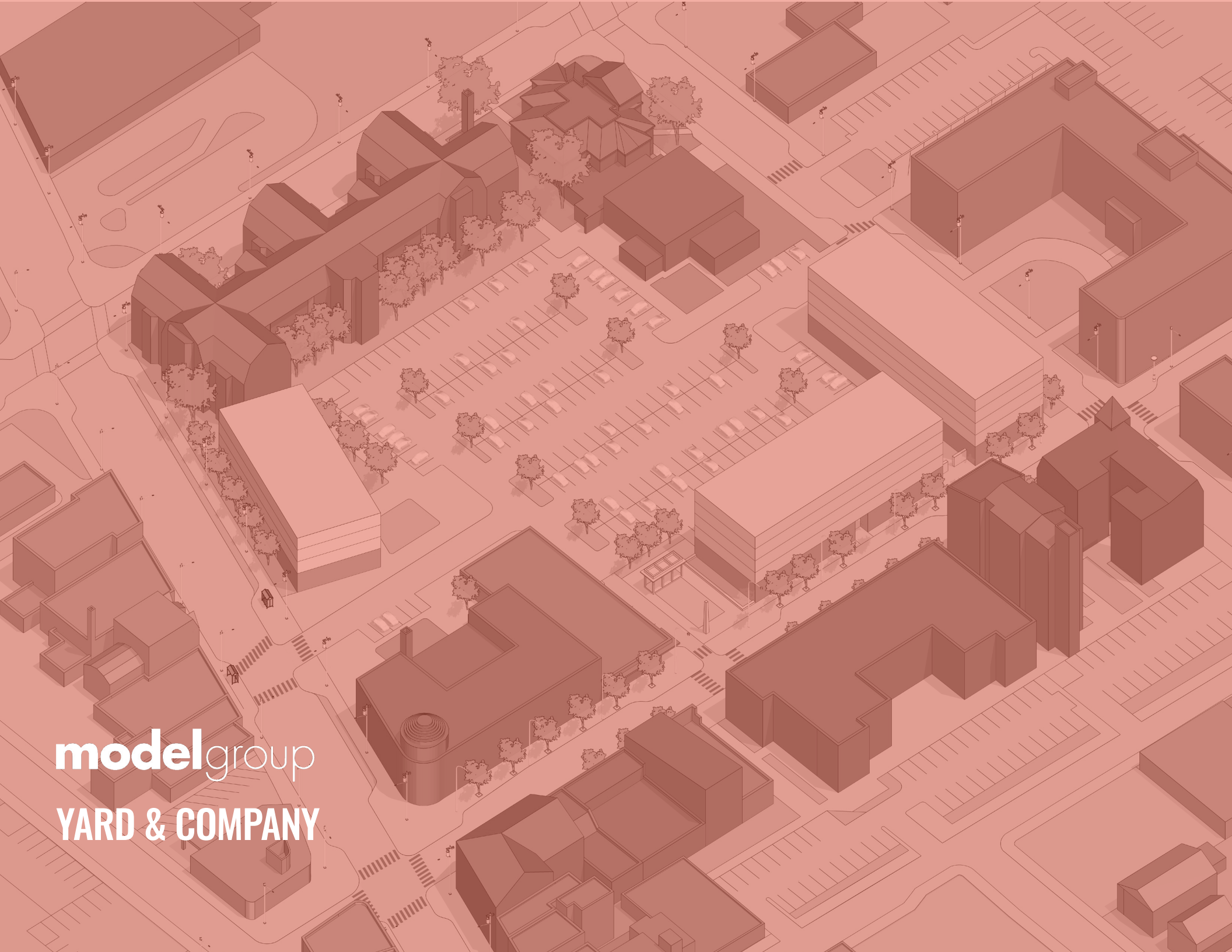
MILESTONES AND TENTATIVE SCHEDULE

Quarter 2, 2022

- » Financial closing and construction begins for Alexandra, Building 1 & 2

2022, 2023 & Beyond

- » Quarter 3, 2022: Pre-development of Building 3
- » Quarter 2, 2023: Alexandra construction completion
- » Quarter 4, 2023: Building 1 & 2 construction completion
- » Quarter 1, 2024: Building 1 lease up completed



modelgroup
YARD & COMPANY