



Gossman
group design &
planning

DDA

MKSK

Community Meeting

September 29, 2016

Auburn Avenue Corridor

STRATEGIC DEVELOPMENT PLAN

CINCINNATI, OH

AGENDA

WHAT WE HEARD

- Transportation
 - + Safety
 - + Connections
 - + Streetcar
- Neighborhood Business
 - + Neighborhood Business District
 - + Goods & Services
 - + Food Establishments
 - + Coffee, Tavern
 - + Service Retail
- Livability
 - + Housing
 - + Walkability
 - + Mixed Use Development
 - + Travel
 - + Pedestrian Comforts

BIG IDEAS

OPPORTUNITIES

BREAKOUT TABLES

- Market Analysis
 - + DiSalvo Development Advisors
- Transportation
 - + MKSK
- Development
 - + Gossman Group



WHAT WE HEARD - TRANSPORTATION

CONNECTIONS

- Drivers do not know where they are going
- **60' right of way, will need to explore what is possible in that area, priority bike/bus lanes would be extremely difficult.**
- Many bad drivers going to Christ Hospital who don't know the area well and drive dangerously
- Wants to spend dollars on creating connectivity in the neighborhood for residents, not through-traffic connectivity.

TRAFFIC HOTSPOTS

- McMillian & Auburn
- **Sycamore/Dorchester/Auburn**
- Mason & Auburn
- McGregor & Auburn
- @Hospital moving South

TRAFFIC

- Rush hour in the evening is backed up
- **Cars move too fast**

SAFETY

- **Dangerous getting off bus and crossing the street**
- Turn lanes lead to weaving traffic
Consider the traffic from school bus routes
- Try to slow down traffic for the of kids at Taft Elementary who walk to/from school
- **Look at the congestion from the 2 schools that dismiss at the same time, plus the hospital shift change about 30 minutes later.**
- Address better crossings and street lighting in relation to the "Walking school bus" program and elderly people crossing over to the hospital
- Drug activity from Estelle Ave to Malvern Hill

PEDESTRIAN COMFORTS

IMPROVED STREETScape

- **Wider sidewalks**
- More trees
- Add bump-outs
- Bike lanes
- Lampposts
- Benches

TRAFFIC

- **Public parking other than on-street**
- Slow down traffic

BEAUTIFICATION

- Less Power Poles
- **Attractive Entry at Sycamore Street Hill**



WHAT WE HEARD - NEIGHBORHOOD BUSINESS

NEIGHBORHOOD BUSINESS DISTRICT

- Wants City recognized BD to access funding, that means we need retail to qualify
- Mt. Auburn was already earmarked as a potential BD site by another study. Thats good!
- Wants it to also help with employment, job training and added revenue to the neighborhood
- Concerns over BD negatively impacting people who cant afford to maintain their property [ie burdening low income people]

GOODS & SERVICES

- Pet Shop
- Drug store
- Retail that serves low-income people such as a dollar store, CVS or Walgreens. Looking for a low price point and common staples such as milk, bread, etc

FOOD ESTABLISHMENTS

- Restaurants
- Bakery
- Health Food Store
- Locally owned shops and restaurants such as found in OTR
- Walking distance supermarket - "Mt. Auburn is a food desert"
- Locally owned shops and restaurants such as found in OTR

COFFEE, TAVERN

- Coffee Shop
- Cozy Bar
- Brew Pub

SERVICE RETAIL

- Dry Cleaners
- Laundromat
- Doctor's office
- Corner Grocer/Deli



WHAT WE HEARD - LIVABILITY

HOUSING

- Do NOT want to see Clifton-esque 500+ unit developments
- Do NOT want to attract student housing - ie houses chopped into a million little units for low rents
- DO like house conversions to condo ownership
- There are 50 efficiency units being built on Auburn Ave to serve a BSN program
- Modest to low income housing @ \$300-\$400/mo. - preserve what we have, perhaps create more. A lot of work when into securing the current housing.
- Senior apartments

WALKABILITY

DO YOU WALK TO AUBURN?

MOST PARTICIPANTS (75%) SAID YES

THE REST SAID NO

- Some said it's too dangerous
- Some said they bike don't walk

WHAT SECTIONS DO YOU WALK?

THE WHOLE LENGTH

TO DOWNTOWN

DORCHESTER TO MCGREGOR

CHRIST TO DORCHESTER

UC TO PROSPECT HILL

- Cafes/Restaurants
- Retail shops

MIXED USE DEVELOPMENT

- Does not want to see the cheap new-build retail like what is on Campus at UC due to the typical high turnover and short life-span of those spaces
- Wants to see conversion of existing buildings and renovation of existing retail spaces
- Need to ID the building owners of problematic properties (neglect, eye sores, unsafe, etc)
- Don't want to recreate Corryville
- There are only 4 storefronts on East side of Auburn Ave currently- Don't have parking options and currently vacant

TRAVEL

- Red Bike Station
- Connect to Parks
- Connect to OTR
- Better parking options

STREETCAR

- Want to see street car in this area. Try to get pedestrian access down to Inwood Park near Vine Street School (the proposed new stop?)
- Feasibility of streetcar expansion depends on next mayor and success of grant applications for funding. Chris feels it's likely that we will see streetcar expansion.



BIG IDEAS

- 1 . Protect the Historic District and Urban Fabric
- 2 . Address a more walkable Design Vision for Auburn Ave
- 3 . Identify opportunities for businesses that support a Neighborhood Business District concept
- 4 . Identify & solicit development interests for possible redevelopment opportunities
- 5 . Develop a Leasing/ Tenanting Strategy for the Neighborhood Business District
- 6 . Prepare a Neighborhood-wide Development Strategy to address Affordable Housing
- 7 . Explore opportunities to bring the Phase II Streetcar expansion closer to Auburn Ave
- 8 . Explore opportunities to expand connectivity to adjacent neighborhoods & corridor destinations
- 9 . Strengthen gateways into the corridor
- 10 . Support continued success of Christ Hospital as an important anchor institution for the Neighborhood Business District



TEAM FINDINGS - DISALVO DEVELOPMENT ADVISORS

RETAIL

FOOD & BEVERAGE

UP TO THREE BUSINESSES ≈ 5,300 TO 8,000 SQUARE FEET

- Limited service restaurant/tavern/cafe (2,000 to 3,000 square feet)
- Full-service restaurant (2,500 to 3,500 square feet)
- Specialty food/beverage (800 to 1,500 square feet)

Mt. Auburn residents and local employees have combined spending potential of approximately \$12 million within the food and beverage category. We anticipate that Auburn Avenue will capture up to 20% or \$2.4 million of spending for restaurants, cafes, coffee shops and/or taverns.



AUBURN AVE/GILMAN AVE

BOUTIQUE, PERSONAL CARE & SERVICES RETAIL

2,700 TO 6,000 SQUARE FEET

- Dry cleaner/laundry service and other personal care and retail services (1,200 to 3,000 square feet)
- Childcare, salon, dentist and convenience store already in corridor
- Boutique retail stores (1,500 to 3,000 square feet)

Opportunities for conventional retail, such as clothing, shoes and accessories are anticipated after food and beverage establishments are established.



PROPERTY ON SHORT VINE

Types of Spending	Food & Beverage and Retail Spending Potential		
	Local Employees	Mt. Auburn Residents	Total Spending
Full-Service Restaurants and Fast Food	\$6,902,280	\$4,955,551	\$11,857,831
Full-Service Restaurants	\$3,348,950	\$2,455,902	\$5,804,852
Fast Food/Deli/Lunch Eateries	\$3,553,330	\$2,499,649	\$6,052,979
Goods and Services	\$18,630,778	\$31,070,988	\$49,701,766
Department, Discount and Warehouse Club Stores	\$5,328,202	\$9,085,144	\$14,413,346
Drug Stores	\$1,319,501	\$3,544,658	\$4,864,159
Grocery Stores	\$5,016,254	\$8,466,005	\$13,482,259
Clothing Stores	\$383,659	\$2,219,760	\$2,603,419
Shoe Stores	\$250,992	\$287,995	\$538,987
Sporting Goods	\$329,875	\$1,516,123	\$1,845,998
Electronics/Phone/Computers	\$1,061,338	\$2,682,546	\$3,743,884
Jewelry	\$1,541,808	\$502,429	\$2,044,237
Office Suppliers/Stationery/Novelty Gifts and Cards	\$2,004,350	\$513,617	\$2,517,967
Other Goods (florists, non-food vendors)	\$1,394,798	\$2,252,711	\$3,647,509
Retail Services/Personal Care (laundry, hair salon)			\$2,271,395

Sources: ESRI, Incorporated, ICSC Research, 2012 Economic Census, DDA

Retail Spending Potential Mt. Auburn



TEAM FINDINGS - DISALVO DEVELOPMENT ADVISORS

HOUSING

AFFORDABLE HOUSING

90 TO 122 UNITS (NEIGHBORHOOD-WIDE)

- Upgrading and preserving poor quality housing currently renting to lower income households is a priority
- To ensure long-term housing affordability in community, obtain project-based housing programs (i.e. Low-Income Tax Credit; HUD Section 8)

NEW MARKET-RATE RENTAL/ FOR-SALE HOUSING

LIMITED OPPORTUNITIES, PROJECTS OF NO MORE THAN 24 UNITS

- Addition of 350 units at Wellington Place and Auburn building largely to accommodate unmet market-rate demand
- More long-term opportunities after business district is established and offers an improved pedestrian environment with vibrant dining and retail services

Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	16	1,036	30	97.1%
Market-rate/Tax Credit	2	235	6	97.4%
Market-rate/Government-Subsidized	1	95	0	100.0%
Tax Credit	3	242	3	98.8%
Government-Subsidized	2	35	0	100.0%
TOTAL	24	1,643	39	97.6%

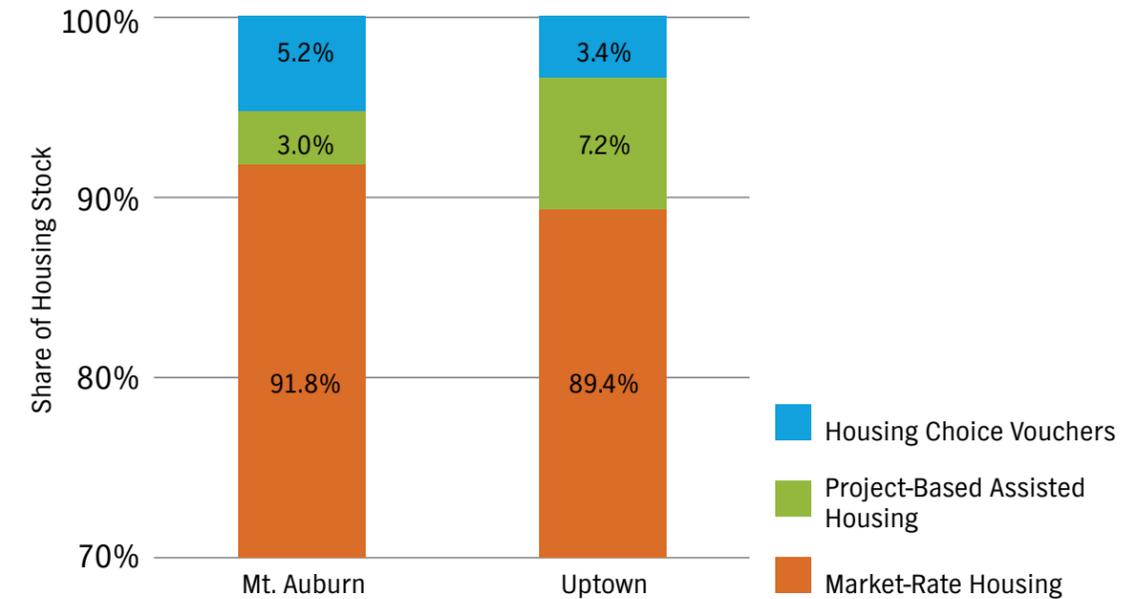
Mt. Auburn Home Sales 2013 to Present



**Rent Range By Unit Type
Mt. Auburn Neighborhood**

Unit Type	Collected Rent Range
Studio/Efficiency	\$430 - \$655
One-Bedroom	\$495 - \$829
Two-Bedroom	\$650 - \$1,780
Three-Bedroom	\$750 - \$2,100

Comparison of % of Market-Rate to Affordable Housing Mt. Auburn and Uptown Area



TEAM FINDINGS - DISALVO DEVELOPMENT ADVISORS

OFFICE

OFFICE SPACE - REPURPOSED HOMES

4,000 TO 8,000 SQUARE FEET

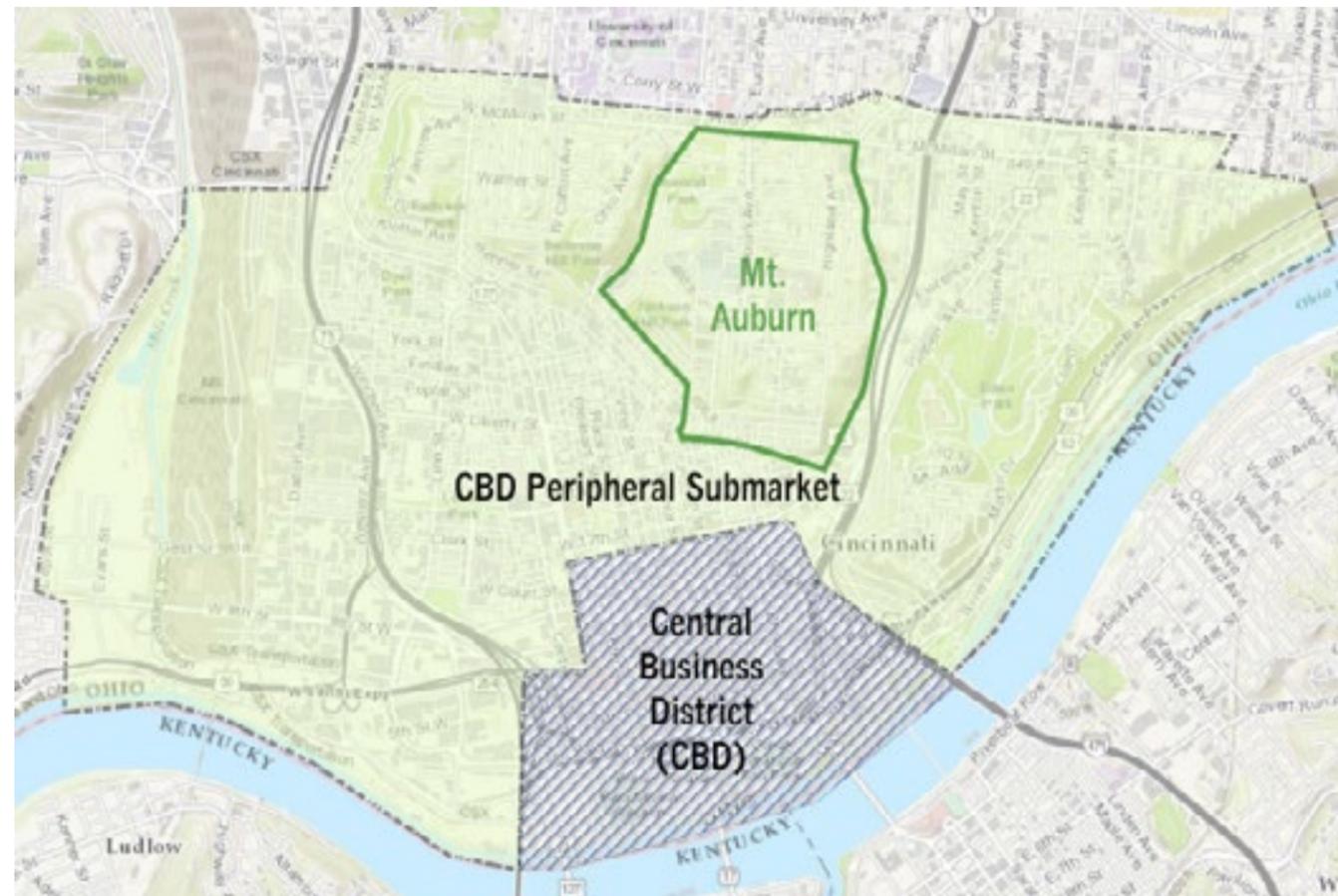
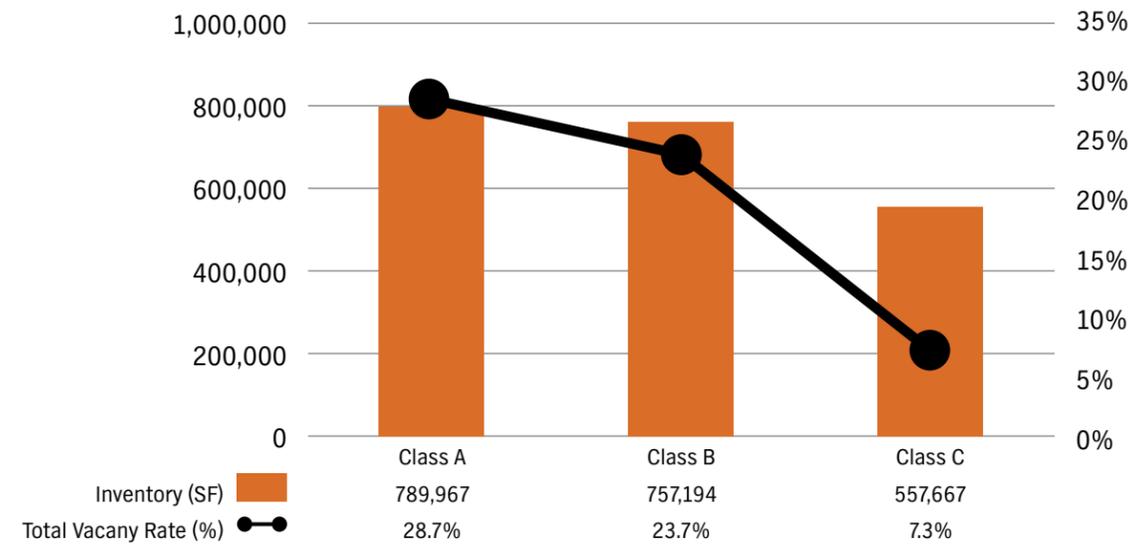
- High Class C office market occupancy rate 92.7%
- Several homes and other buildings available to repurpose as affordable Class C office space (lease and/or own)

NEW OFFICE SPACE

LIMITED OPPORTUNITIES, LIKELY REQUIRE “WINDFALL” TENANT

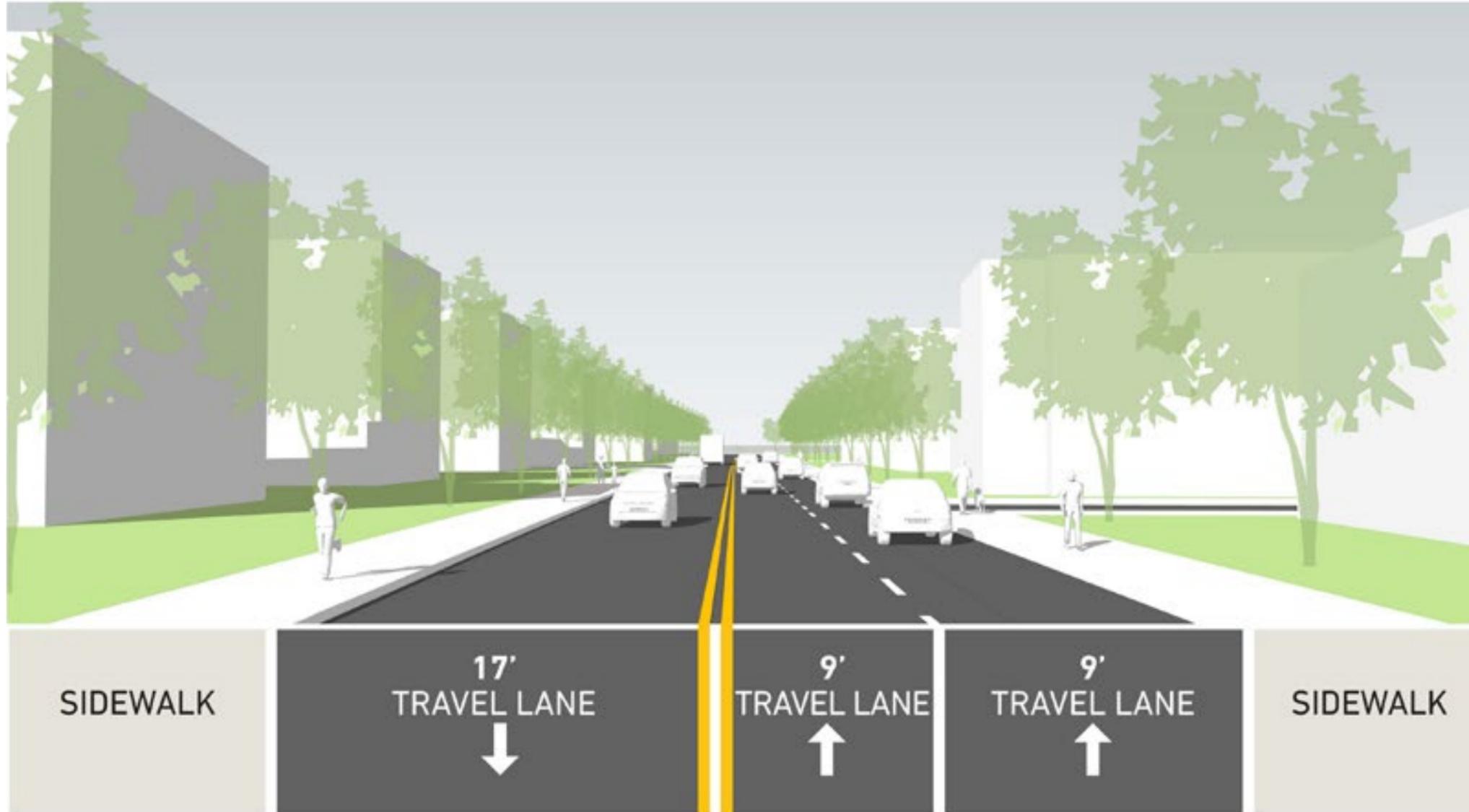
- “Soft” Class A office market (28.7% vacancy)
- Proposed 38,853 square foot of medical office space by developer at McMillan/Auburn, named Auburn Gateway
- Class A tenants difficult to attract to pay Class A rents without proximate food and beverage establishments

Office Vacancy Rates - CBD Peripheral Submarket 1st Quarter 2016 (Source: Xceligent, Inc.)



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS



AUBURN AVENUE SECTIONS (TYPICAL) | Existing Conditions

- Provide safe travel for vehicles, pedestrians and bicyclists.
- Make it more comfortable for pedestrians to walk along and across the street.
- Ensure traffic flows smoothly but at a speed appropriate for the district.
- Allow easy reliable access by emergency vehicles to the hospital.
- Streamline use by transit users (convenient stops, easy street crossings). (note providing a pedestrian connection to a future streetcar station was also discussed but the right-of-way alternatives are not distinct in terms of that goal).
- Support development of additional businesses and infill along the street (which may include on-street parking).
- Improve the aesthetics/green space or urban design character of the corridor as an attractive "front door" to Christ Hospital and the neighborhood, and as a key link between UC and Over the Rhine/Downtown Cincinnati.

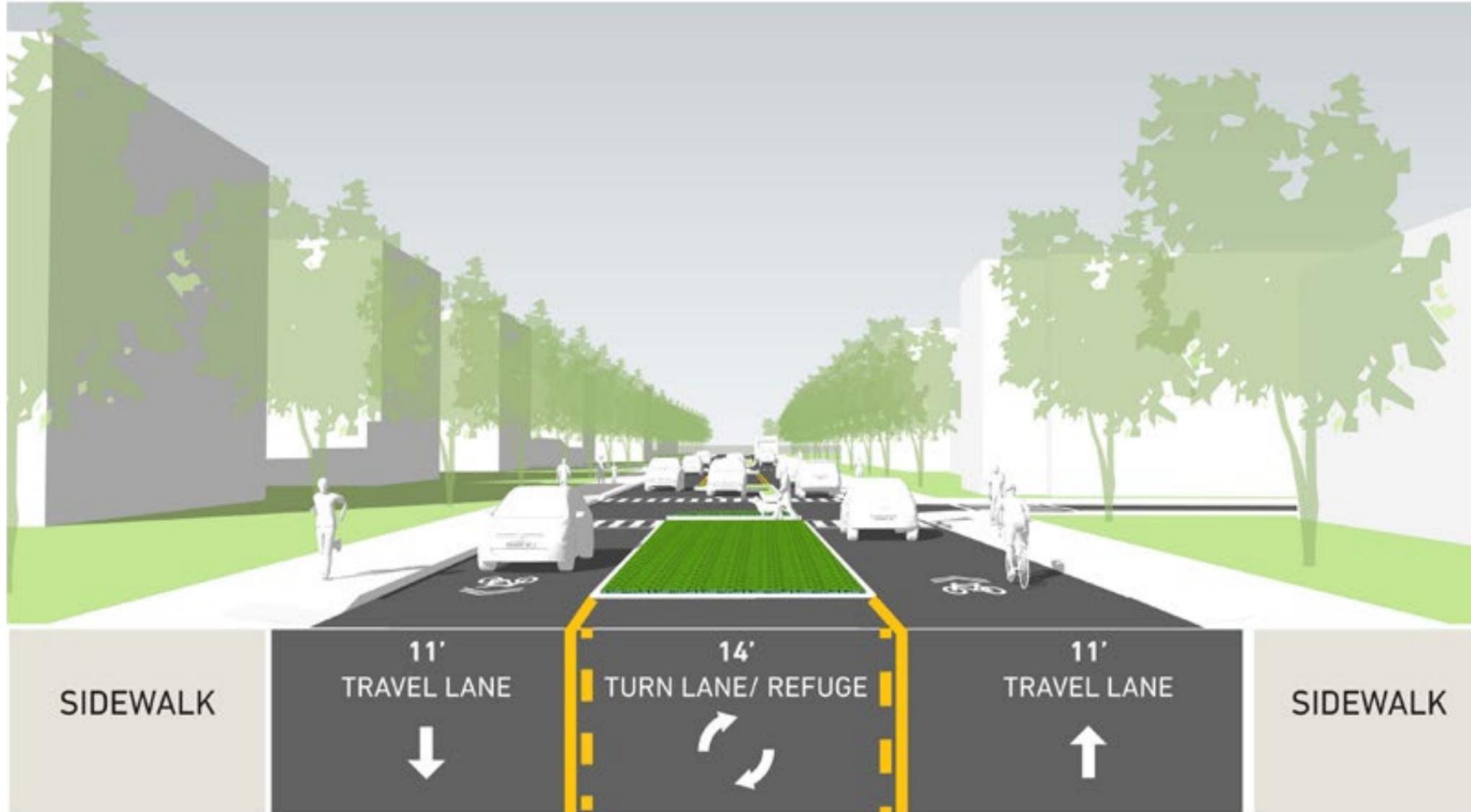
EXISTING CONDITIONS

The existing roadway configuration generally includes three or four lanes within a 36-36-foot wide pavement. In some cases, the lanes are 9 feet wide, which is below typical lane standards of 10-12 feet. The width is a bit wider where there is a center turn lane along the hospital entrance. Since most of the street lacks a center turn lane, left turning vehicles impede traffic flow and often cause traffic to either be delayed or move around the left turning vehicle. The speeds and traffic flow can make it challenging for pedestrians to feel comfortable crossing the street, in particular at the numerous bus stops. There is not dedicated or shared space for cyclists in the street so most cyclists observed are using the sidewalk, where they share that limited space with pedestrians; also the northbound grade can make cycling more difficult.



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS



AUBURN AVENUE SECTIONS (TYPICAL) | ALTERNATIVE A-1

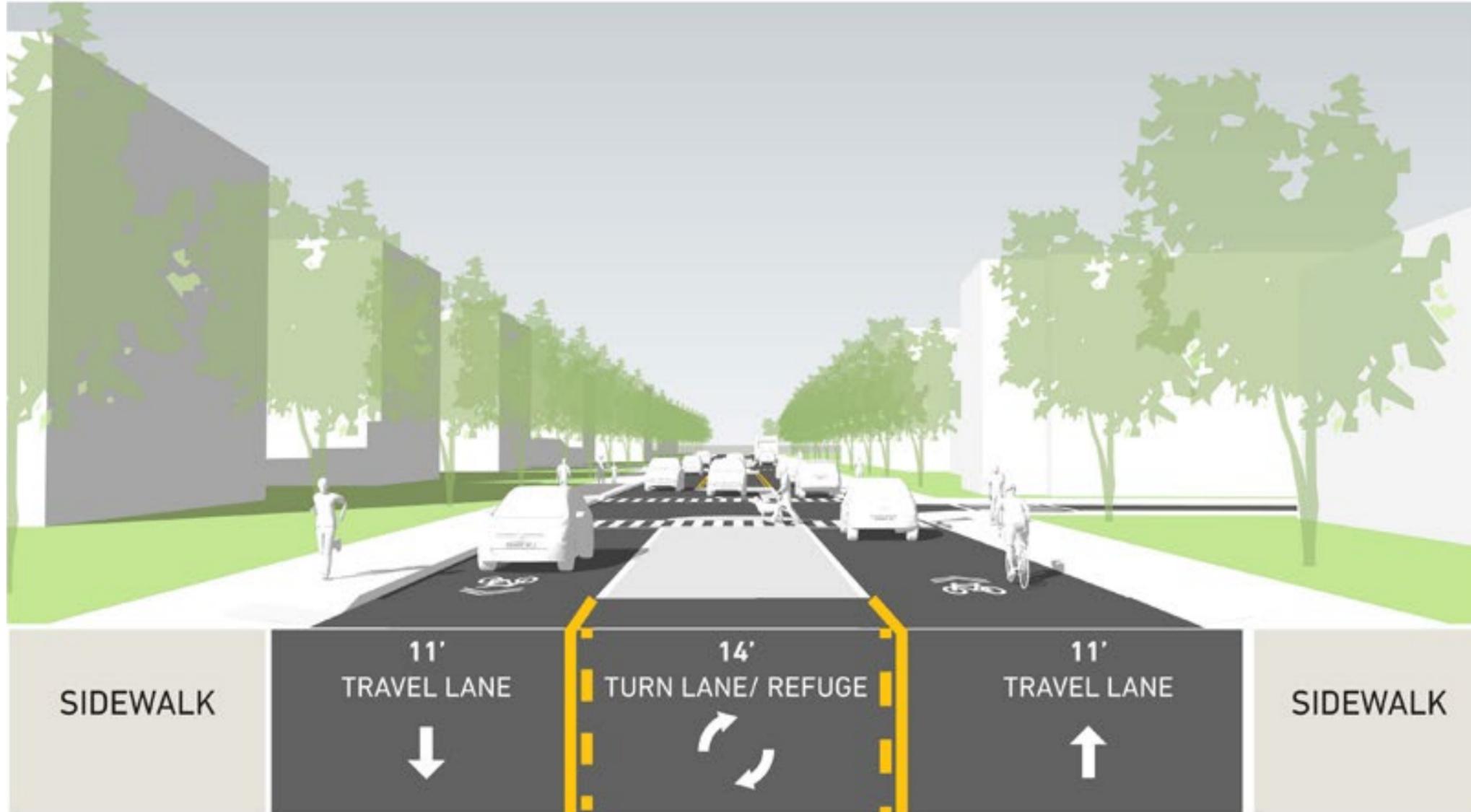
ALTERNATIVE A-1

Alternative A-1 provides the widest travel lanes at 11' with one lane in each direction. It has a 14' median that could be flush, depressed, a raised median or a combination. This area could provide space for left turning vehicles at key intersections, and provides some additional greenspace. The median also acts as a pedestrian refuge making the crossings more appealing and comfortable and the crossing distances shorter. This alternative requires cyclists to ride in the travel lanes with the assistance of sharrow pavement markings. There is no on street parking in the scenario.



TEAM FINDINGS - MKSK

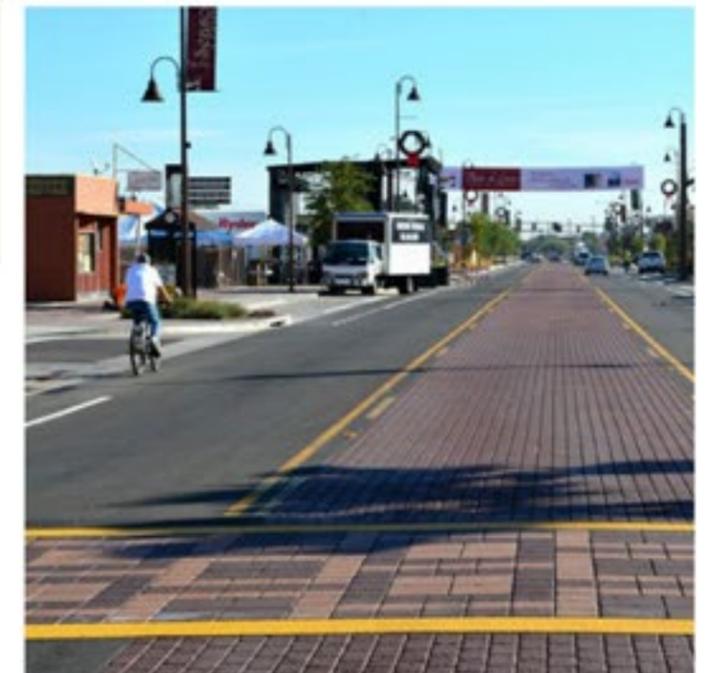
AUBURN AVE TRANSPORTATION OPTIONS



AUBURN AVENUE SECTIONS (TYPICAL) | ALTERNATIVE A-2

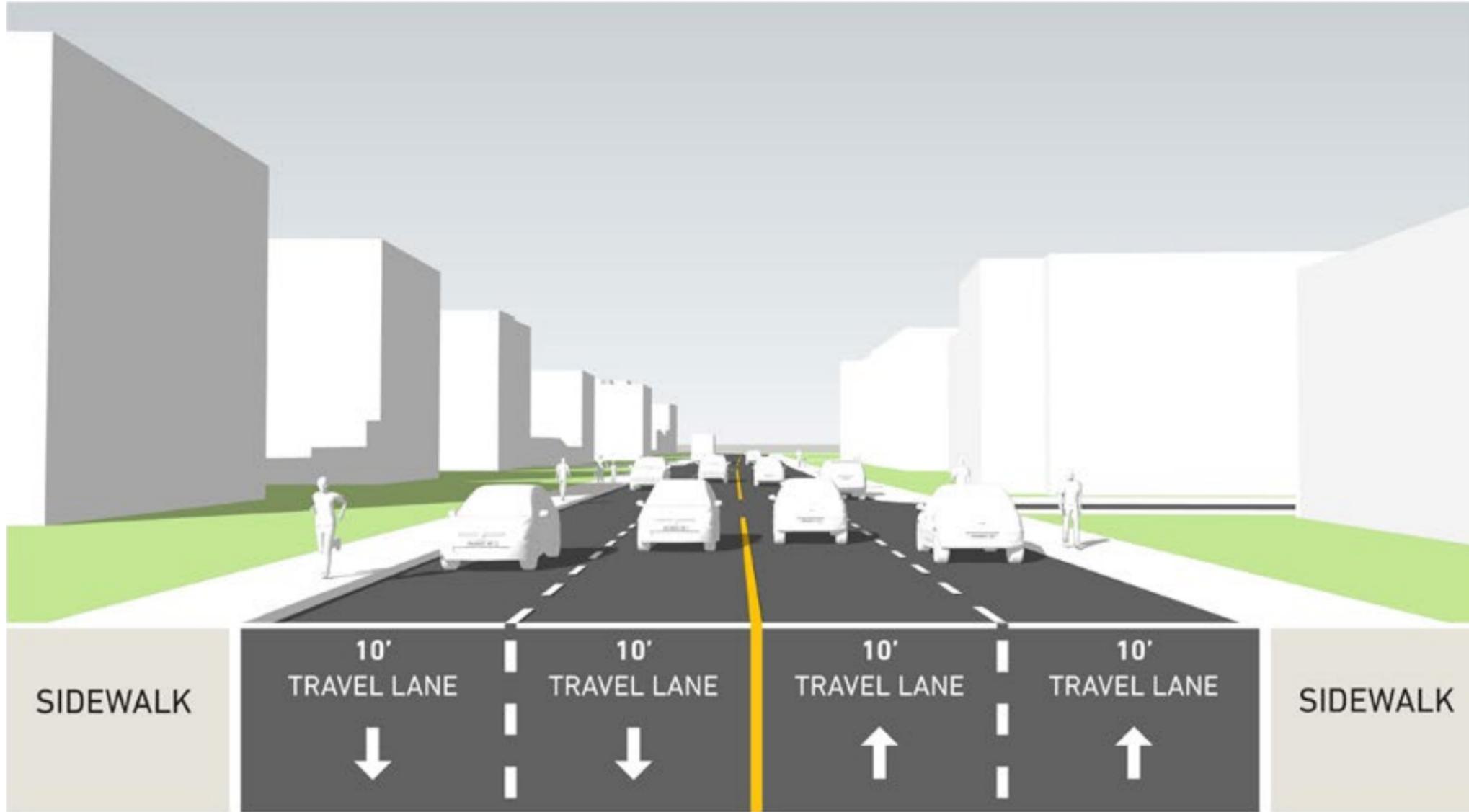
ALTERNATIVE A-2

Alternative A-2 is essentially the same as A-1, but includes a hard-scaped median as opposed to landscaped. The advantage of hard-scaped is simply that it is easier to maintain. It still offers most of the benefits as A-1, but the loss of green space does effect the overall aesthetic and pedestrian appeal. In the rating above, the points are not completely lost because there is still an in-street opportunity for planters with this route to add a bit of green.



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS



AUBURN AVENUE SECTIONS (TYPICAL) | ALTERNATIVE B

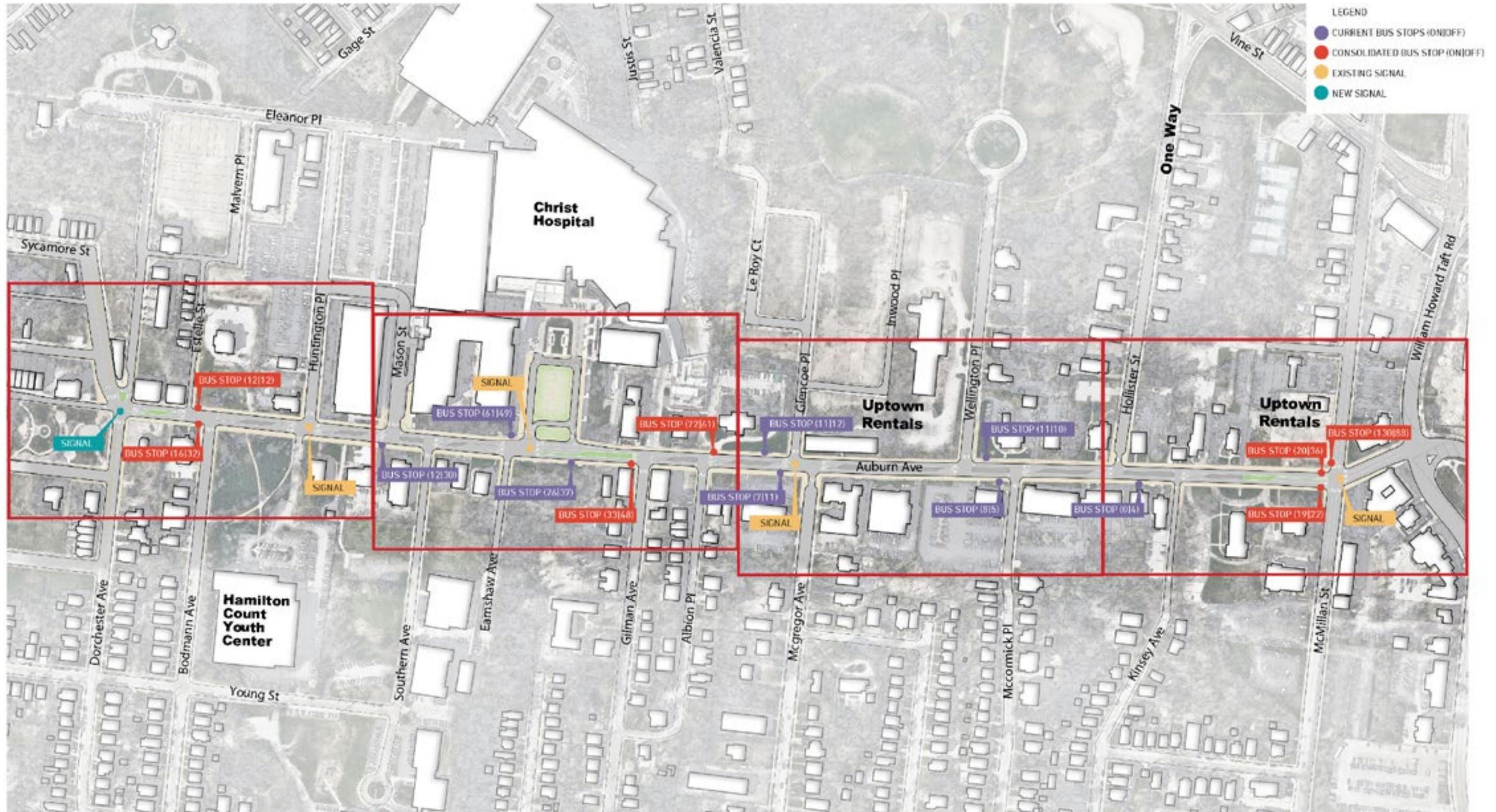
ALTERNATIVE B

Alternative B considers a 40-foot carriage way and a total of four 10' travel lanes, two in each direction.



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS - ALTERNATIVE PLAN A



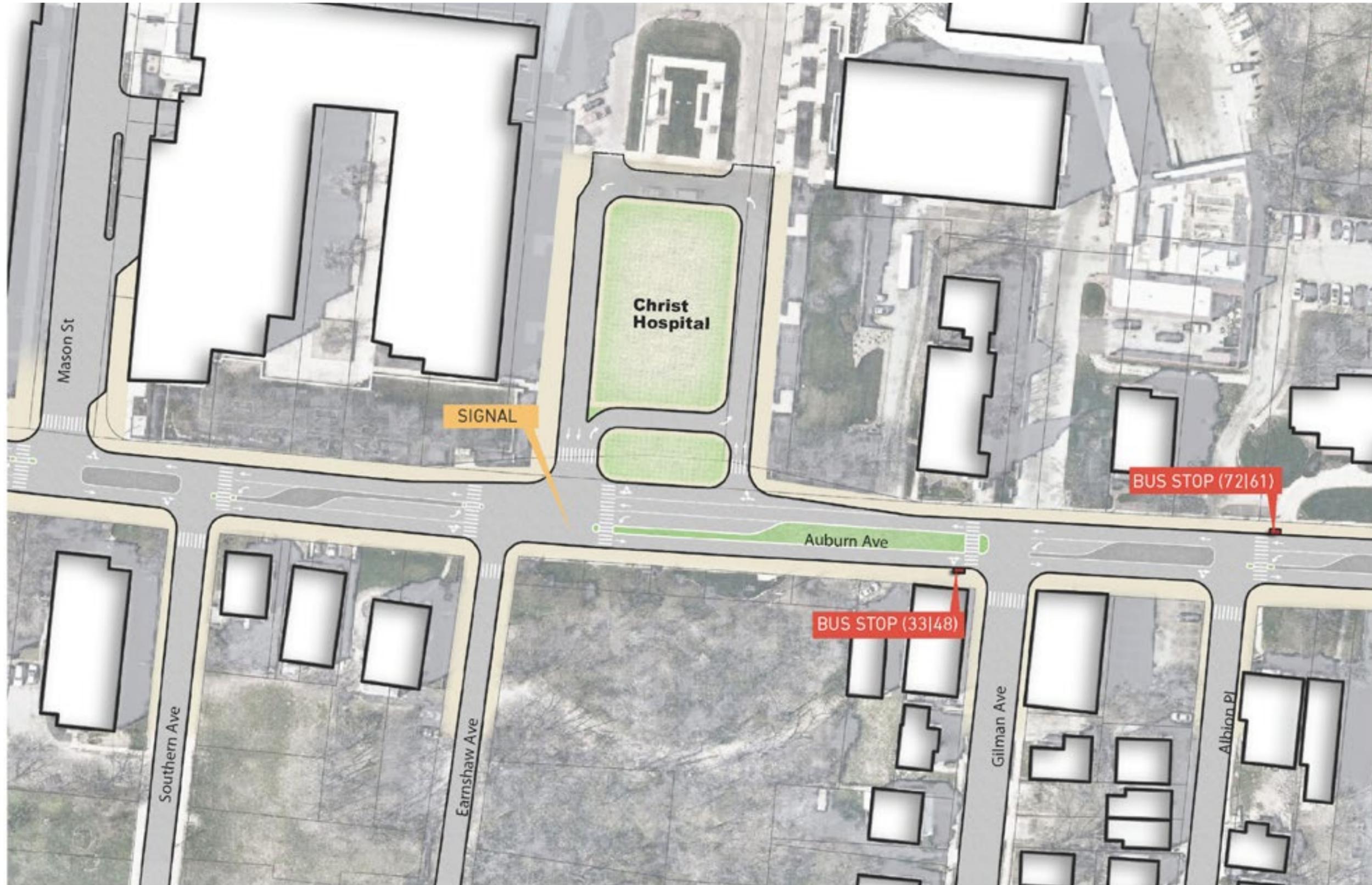
TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS - ALTERNATIVE PLAN A



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS - ALTERNATIVE PLAN A

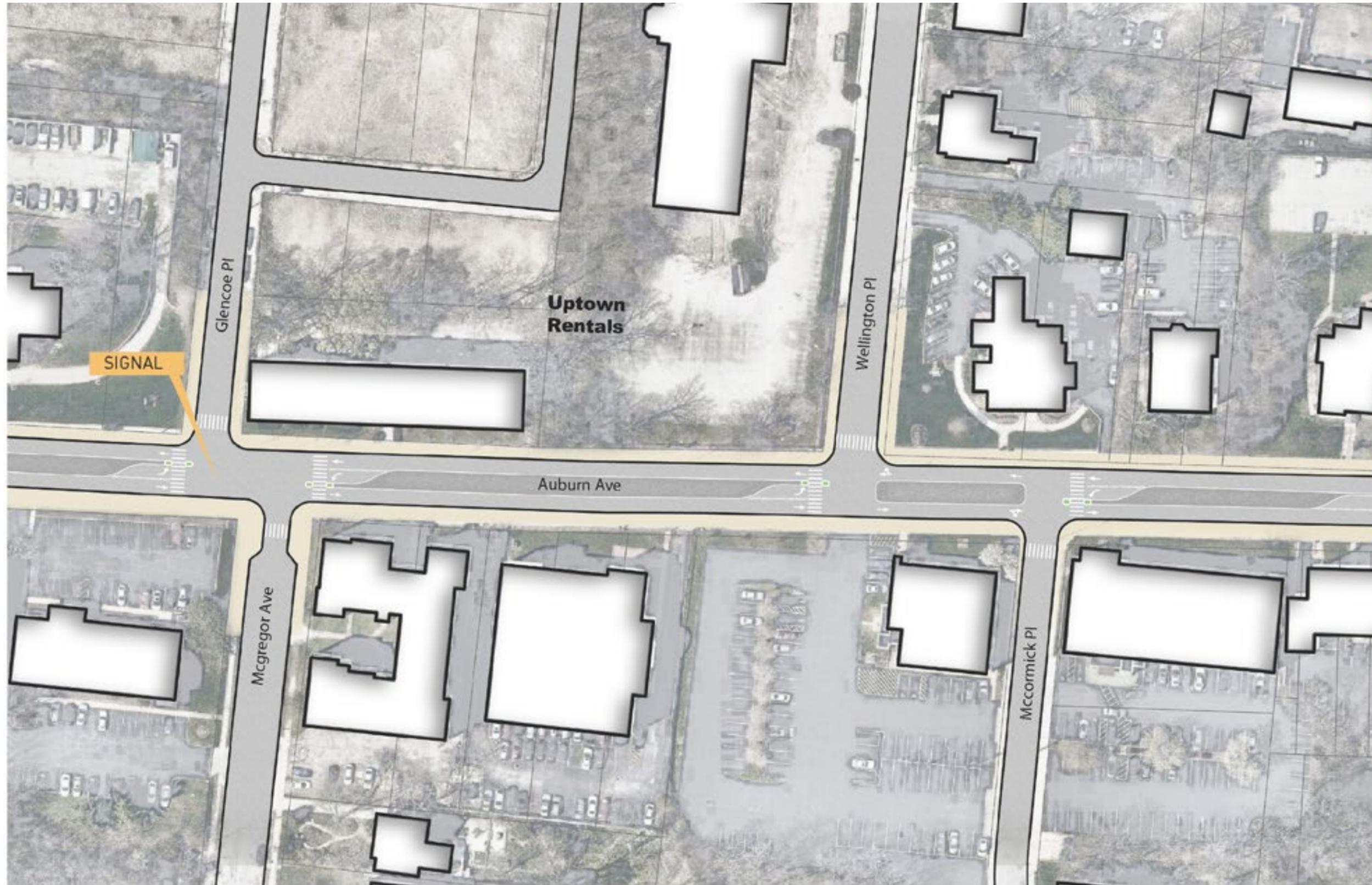


- LEGEND
- CURRENT BUS STOPS (ON/OFF)
 - CONSOLIDATED BUS STOP (ON/OFF)
 - EXISTING SIGNAL
 - NEW SIGNAL



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS - ALTERNATIVE PLAN A



- LEGEND
- CURRENT BUS STOPS (ON/OFF)
 - CONSOLIDATED BUS STOP (ON/OFF)
 - EXISTING SIGNAL
 - NEW SIGNAL



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS - ALTERNATIVE PLAN A



TEAM FINDINGS - MKSK

AUBURN AVE TRANSPORTATION OPTIONS

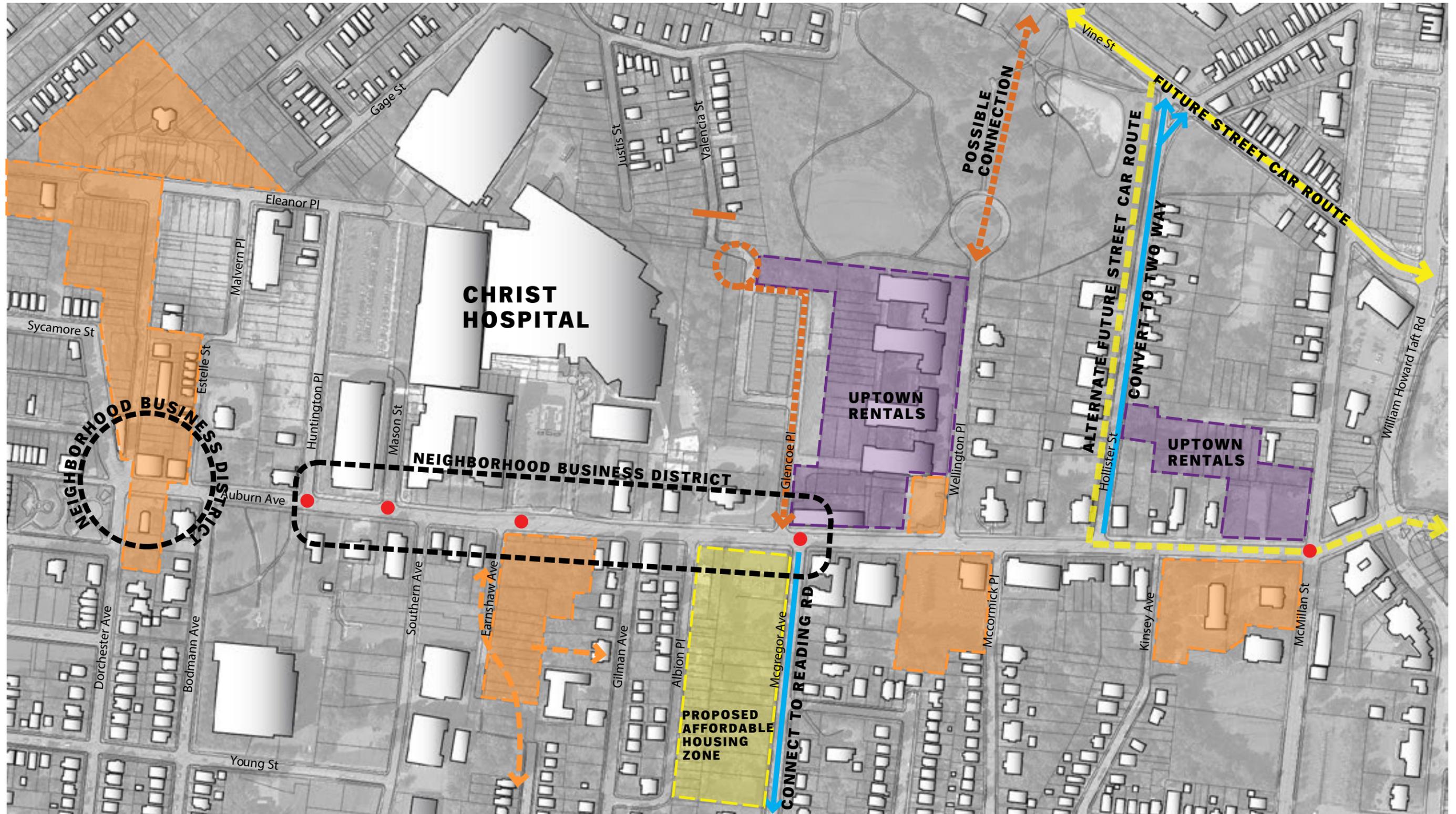
	Ease of access for Emergency vehicles	Supports development efforts (e.g. on-street parking)	Travel for bikes (Dedicated cyclist space)	Urban Design, additional green space	Smooth flow and ease of left turns	Enhanced pedestrian connections	Total
Alternative							
Existing	0	0	0	0	0	0	0
A-1	2	0	0	2	1	2	7
A-2	2	0	0	1	1	2	6
B	1	0	0	0	1	0	2

EVALUATION TABLE

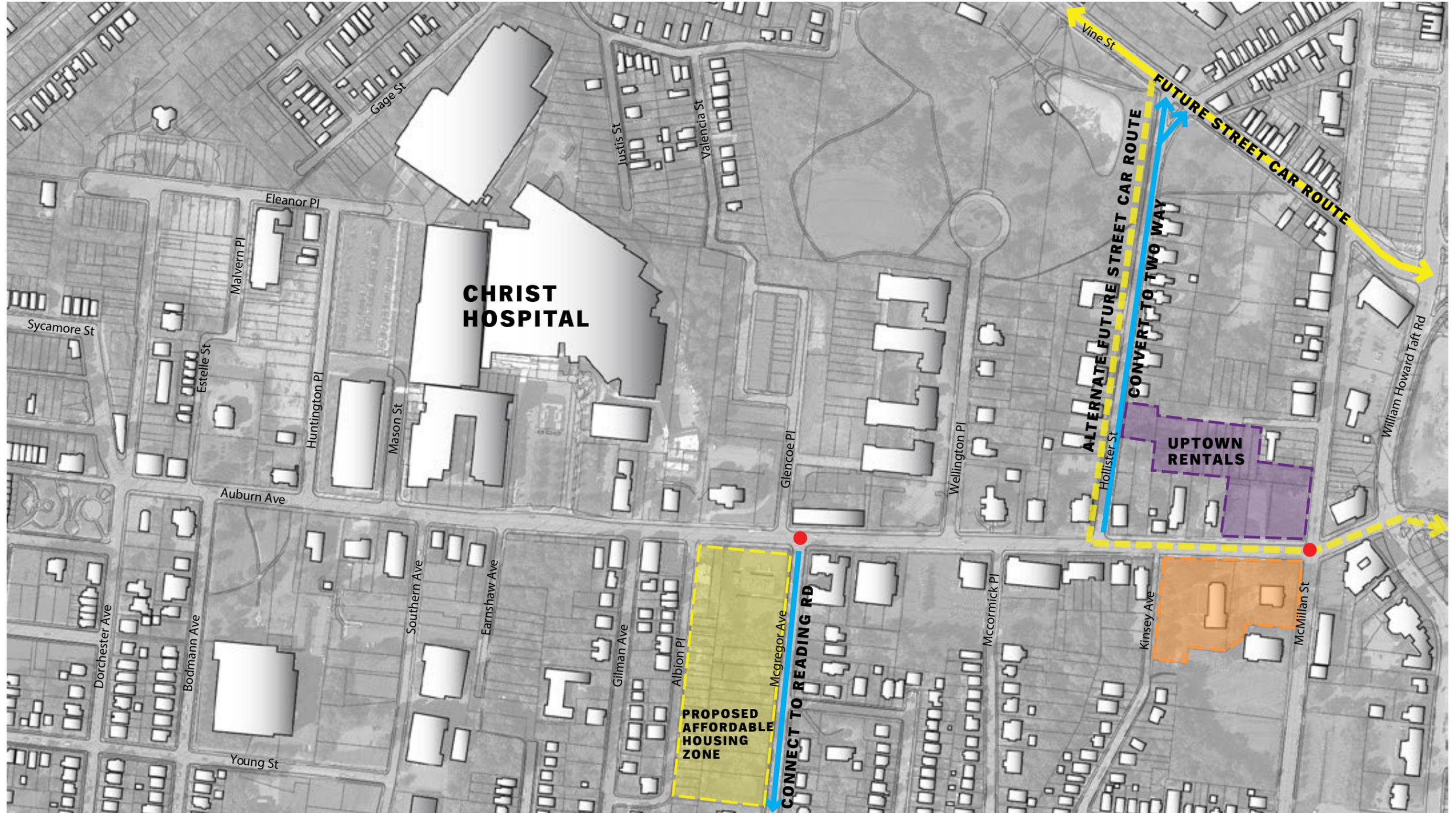
Note: This scoring assumes that each criteria receives an equal ranking, a topic for future discussion.



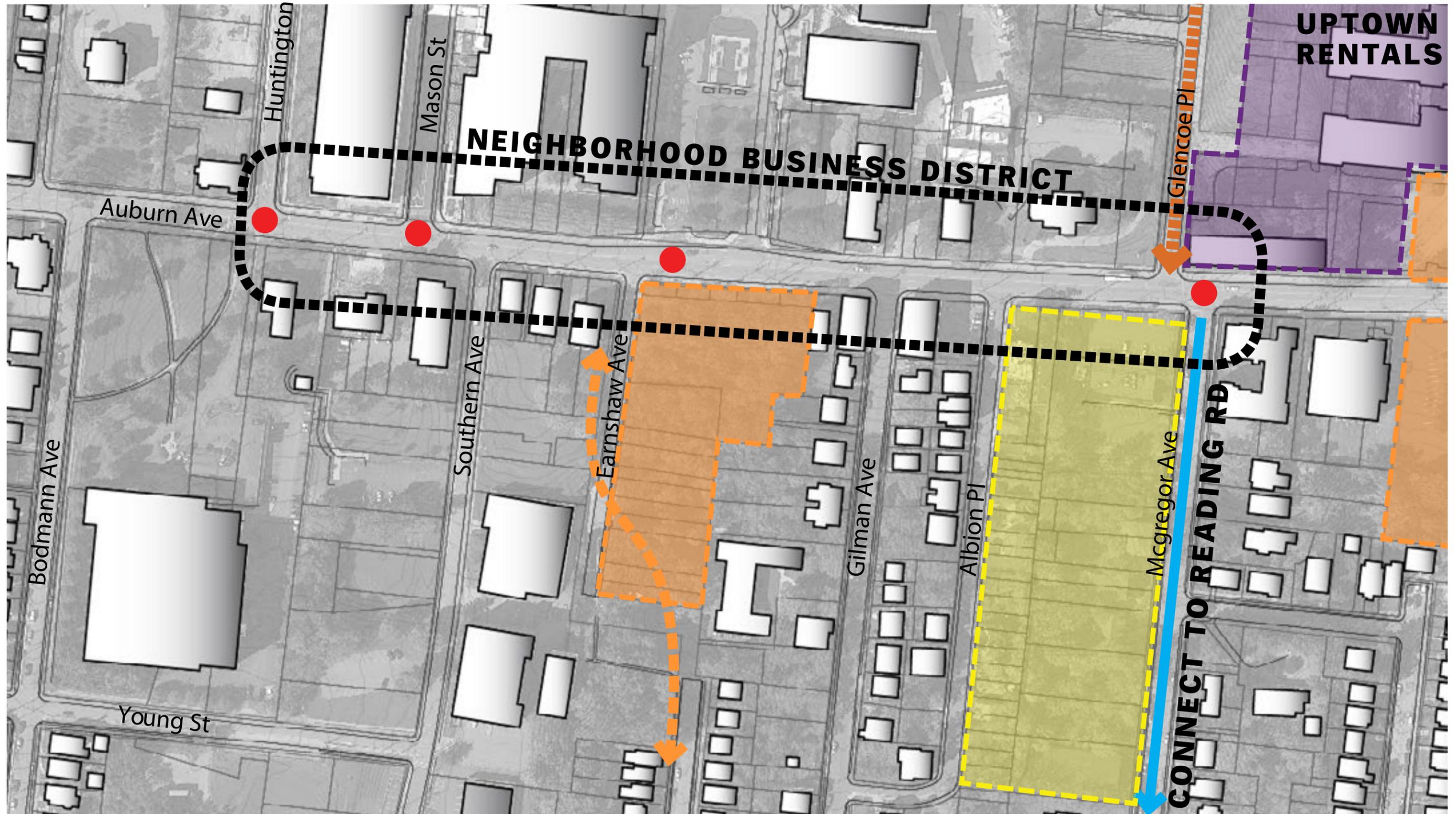
CORRIDOR ANALYSIS



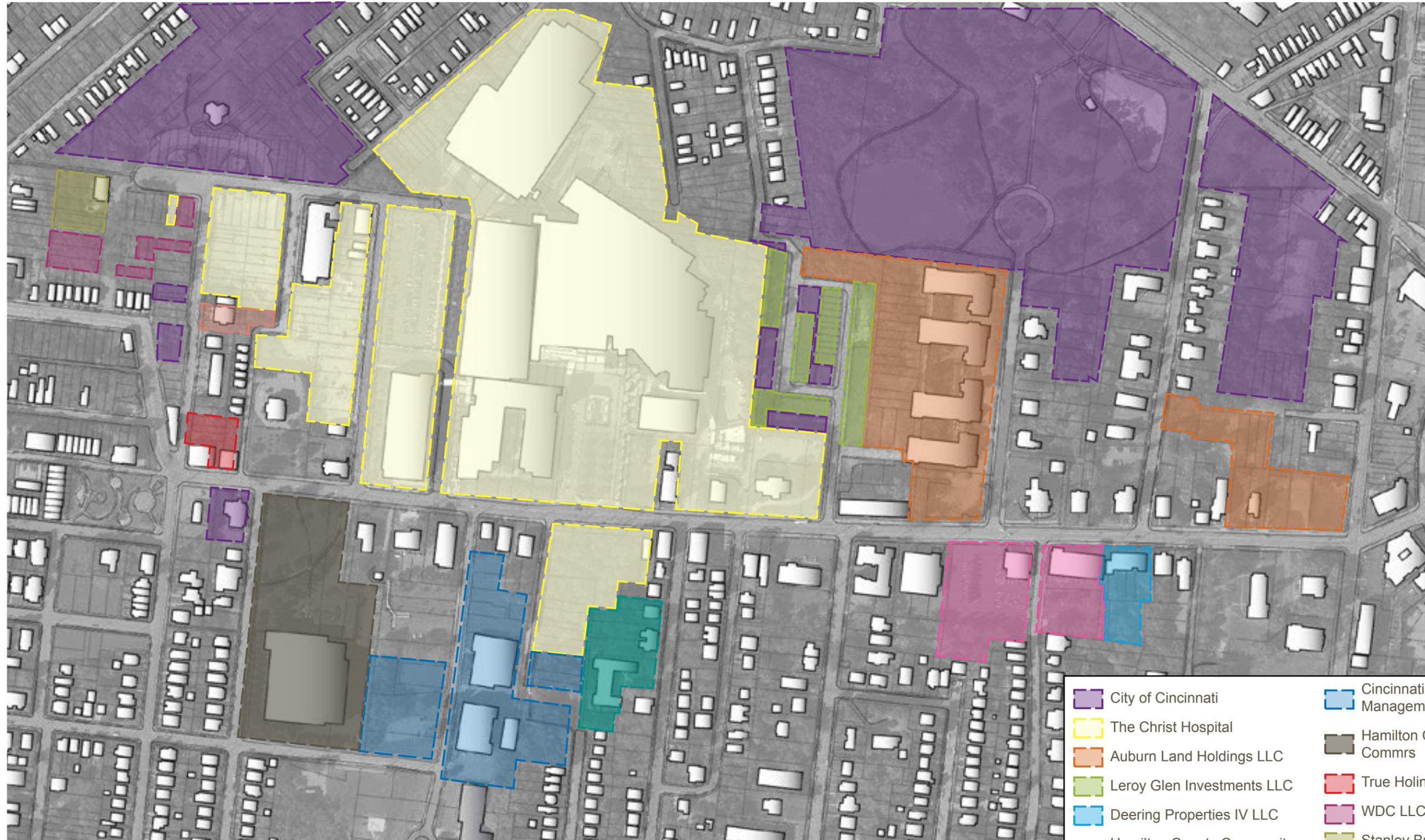
OPPORTUNITIES - HOLLISTER & MCGREGOR



OPPORTUNITIES - DEVELOPMENT - CHRIST HOSPITAL PROPERTY



OWNERSHIP - MULTIPLE PARCEL OWNERS (4+ PARCELS)



City of Cincinnati	Cincinnati Property Management of Ohio LLC
The Christ Hospital	Hamilton County Board of Comms
Auburn Land Holdings LLC	True Holiness Church of God
Leroy Glen Investments LLC	WDC LLC
Deering Properties IV LLC	Stanley Broadnax
Hamilton County Community Mental Health Board	John A Meiling
233 Gilman LLC	

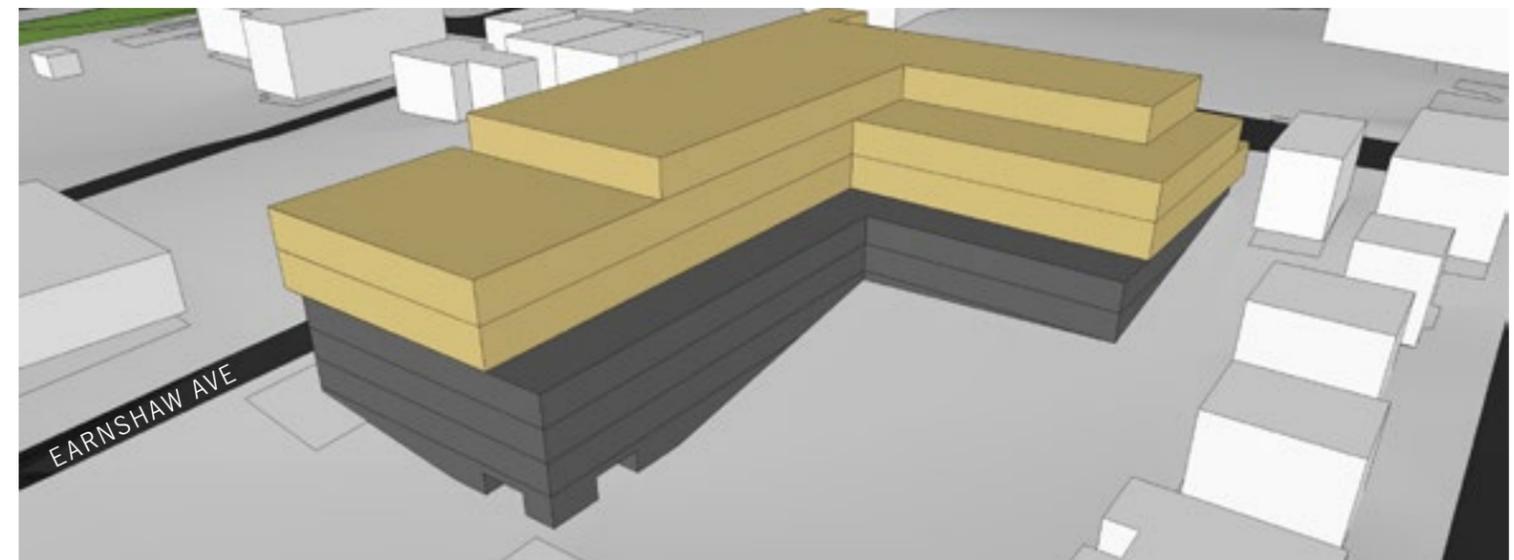
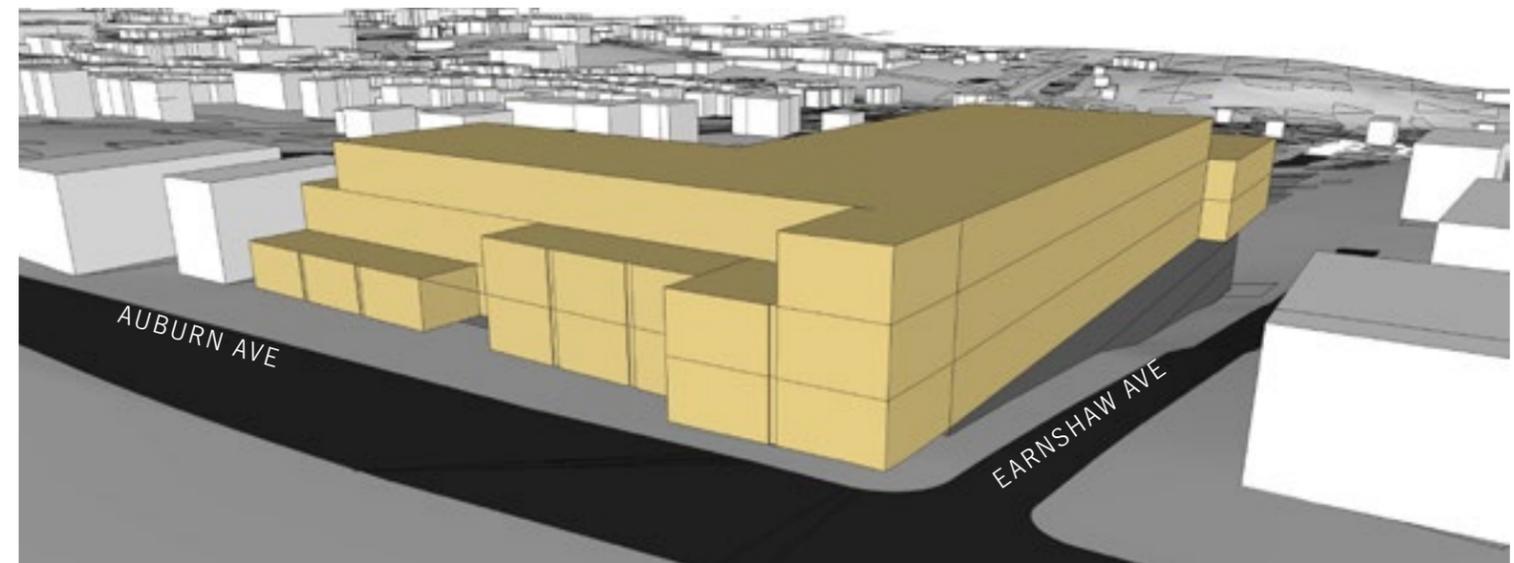
North → 0' 100' 200' 300'

TEAM FINDINGS - GOSSMAN GROUP / MKSK

OPPORTUNITIES - DEVELOPMENT - CHRIST HOSPITAL PROPERTY



CHRIST HOSPITAL PROPERTY (EXISTING)



CONCEPTUAL MASSING

CHRIST HOSPITAL PROPERTY - BEST PRACTICE EXAMPLES



TEAM FINDINGS - GOSSMAN GROUP / MKSK
OPPORTUNITIES - DEVELOPMENT - DORCHESTER SITE



TEAM FINDINGS - GOSSMAN GROUP / MKSK
OPPORTUNITIES - DEVELOPMENT - DORCHESTER SITE



TEAM FINDINGS - GOSSMAN GROUP / MKSK
OPPORTUNITIES - DEVELOPMENT - DORCHESTER SITE



NEXT STEPS

- Review and Adjust Approach
- Draft Document Distribution Week of Oct 10
- Feedback Review and Adjust Document
- Final Draft Document Distribution Nov 1
- City Process
- Finalize Document Dec 1

P L A N N I N G P R O C E S S





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