

An aerial photograph of a city district, likely Cincinnati, Ohio, showing a mix of residential houses, commercial buildings, and parking lots. The image is in grayscale and serves as a background for the text.

Business District Investment Strategy

CINCINNATI, OHIO | 20 FEBRUARY 2020

YARD & COMPANY

AGENDA

- » Introduction
- » Strategy Presentation
- » Implementation Presentation
- » Feedback

Project Goal:

Develop a strategy around retail uses, public space, investment phaseology, infrastructure improvements and programming.

PROJECT SCHEDULE

- » **December: Discovery**

- Deliverable: Summary of Understanding

- » **January - February: Charting a Course**

- Deliverable: A 36-month demand and supply strategy

- » **March - July: Testing, Activating, Implementing**

What we heard

WHO WE ENGAGED

- » Residents
- » Business Owners
- » Influencers + Brand Drivers
- » Retailers
- » Artists/Creatives/Makers
- » Advocacy Groups
- » Property Owners
- » Real Estate Professionals
- » Civic Leadership
- » The General Public



WHAT WE HEARD Strengths

- » Stanbery Park is a differentiator
- » Existing district food/beverage anchors
- » Entertainment District is in the works
- » Strong sense of community
- » History of working together/problem-solving
- » Growing number of young families
- » Proximity to Anderson Township

WHAT WE HEARD Weaknesses

- » Library is disconnected from the district
- » Beechmont is fast and loud
- » One-sided business district
- » A through place, not a to place

WHAT WE HEARD Opportunities

- » Local control of Beer & Ice property
- » Plymouth Ave. could easily be more pedestrian-oriented
- » Untapped spending power in Anderson Township
- » Farmers Market could become more visible
- » Regional bike connectivity efforts underway
- » Parks and bike trails create recreational/active tourism brand opportunity
- » Public parking lot improvements underway
- » Tom Roth Place connects parking to district

THE JOB TO BE DONE The back as the front



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THE JOB TO BE DONE Tell a new story



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THE JOB TO BE DONE Build better connections



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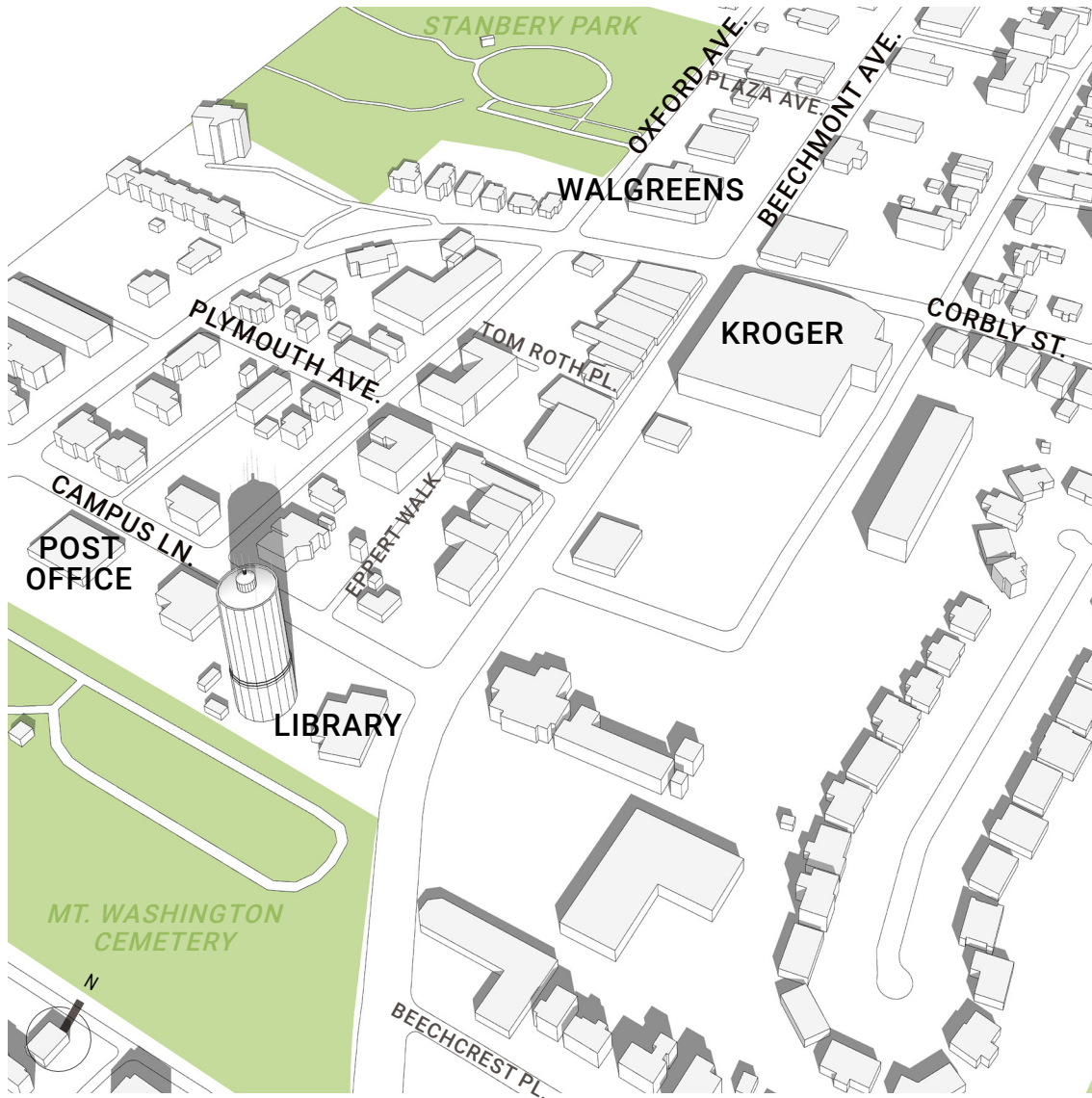
THE JOB TO BE DONE

Support property owners



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BUSINESS DISTRICT Looking Northwest





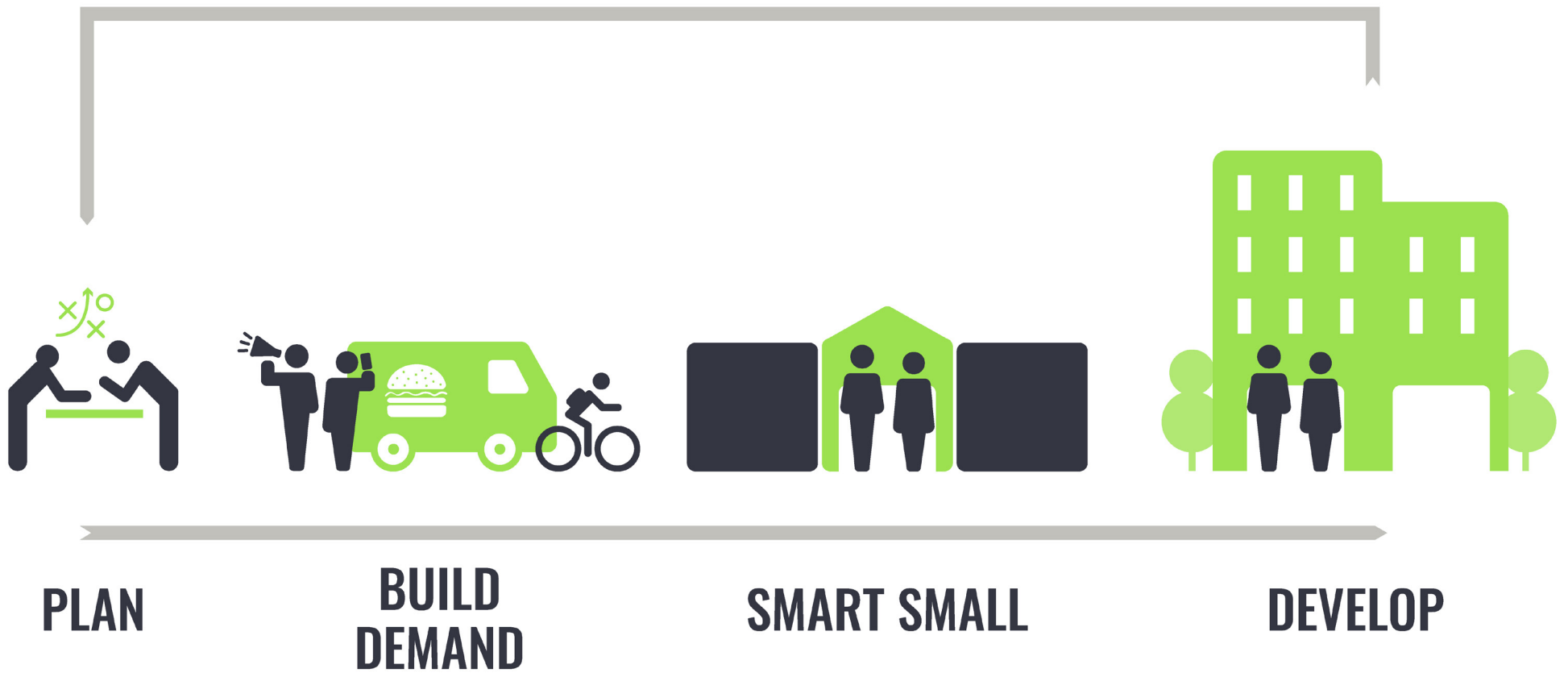
PLAN



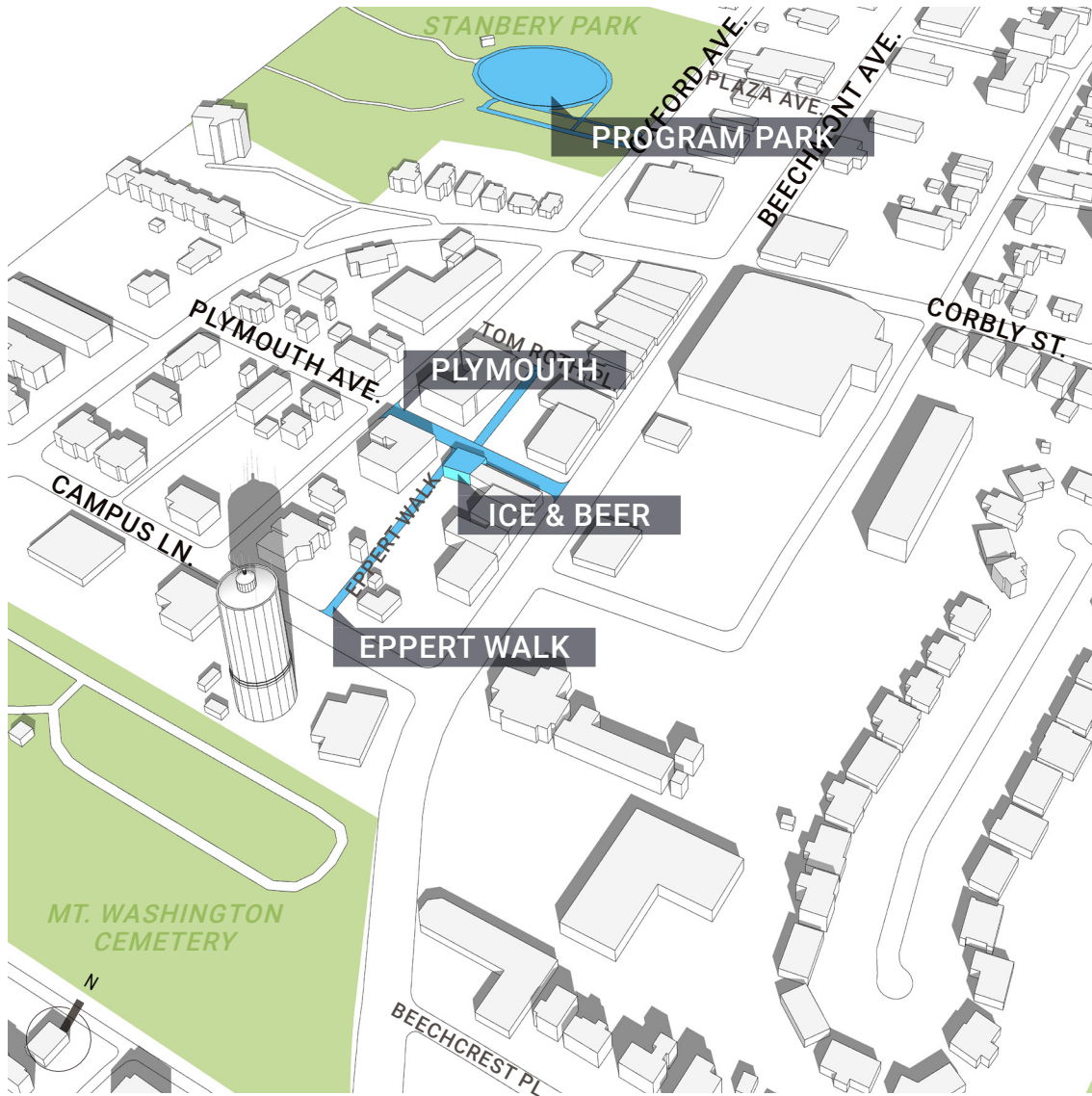
TIME!



DEVELOP

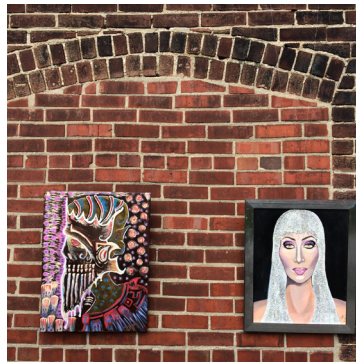
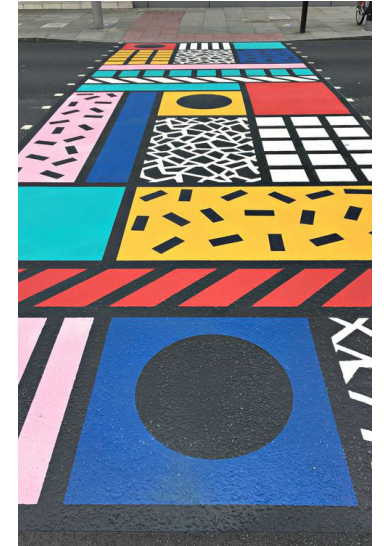


0-12 MONTHS Demand



- » Make improvements to Eppert Walk
- » Strategically activate Plymouth Ave. and area around Ice & Beer property
- » Increase programming at Stanbery Park

0-12 MONTHS Demand



0-12 MONTHS Supply



- » Build new Park Pavilion
- » Create facade grant program
- » Create small business development program
- » Remove on-street parking restrictions
- » Begin stabilizing Ice & Beer building

0-12 MONTHS Supply



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12-24 MONTHS Demand



- » Improve intersection at Campus Lane & Beechmont Ave.
- » Improve intersection at Oxford Ave. & Corbly St.
- » Launch new marketing/branding campaign
- » Begin activating Plaza Ave. between Beechmont Ave. & Oxford Ave.
- » Begin activating Tom Roth Lane

12-24 MONTHS Demand



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12-24 MONTHS Supply



- » Complete stabilization of Ice & Beer building, secure tenant/development partner
- » Begin redevelopment of properties along Plaza Ave.
- » Complete public parking lot improvement project
- » Begin working with Kroger on development of out building
- » Design Beechmont Ave re-striping plan

12-24 MONTHS Supply



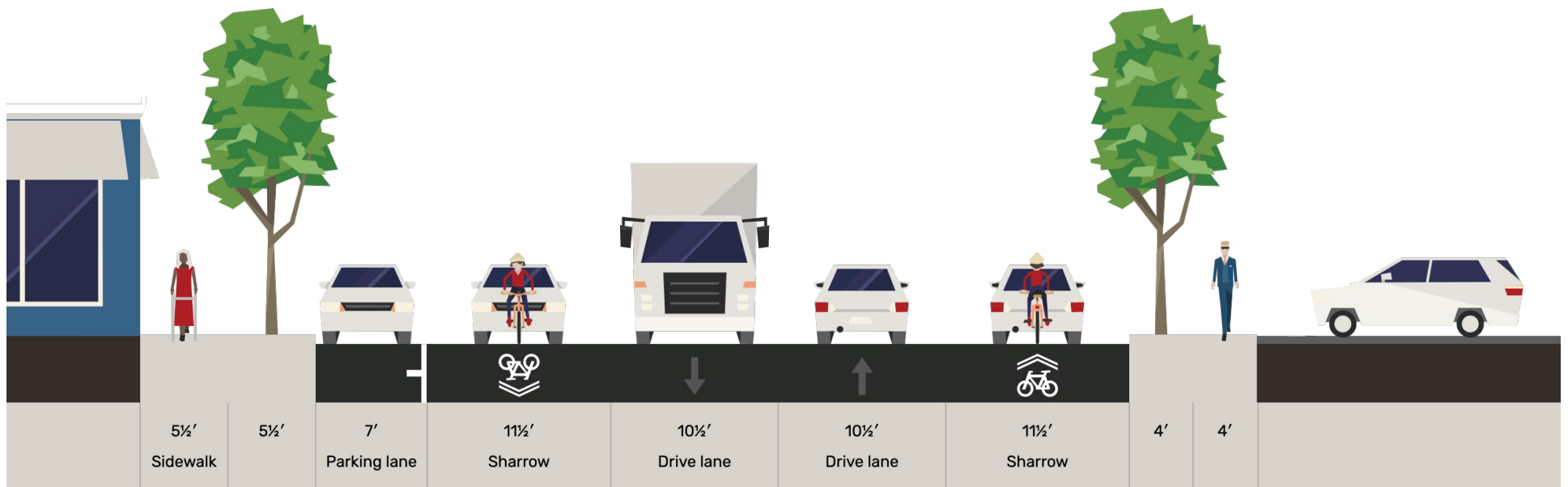
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24-36 MONTHS Supply

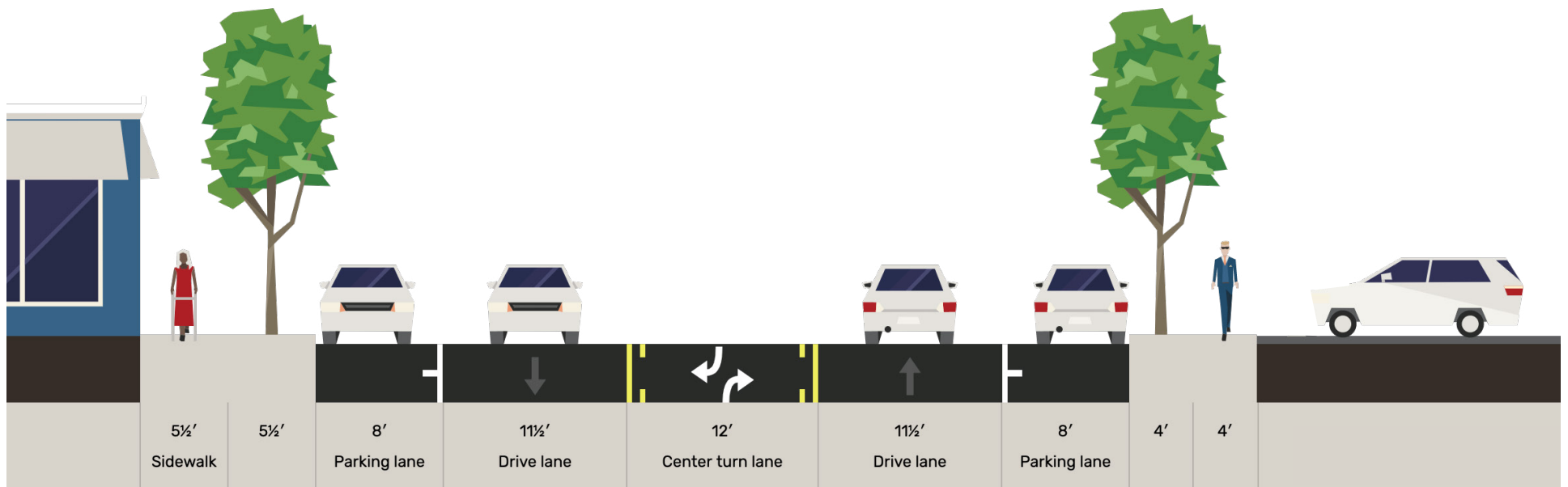


- » Complete development of Ice & Beer property
- » Secure tenant/development partner for Kroger out building
- » Complete Beechmont Ave. re-striping
- » Secure tenant(s)/development partner(s) for Plaza Ave. properties

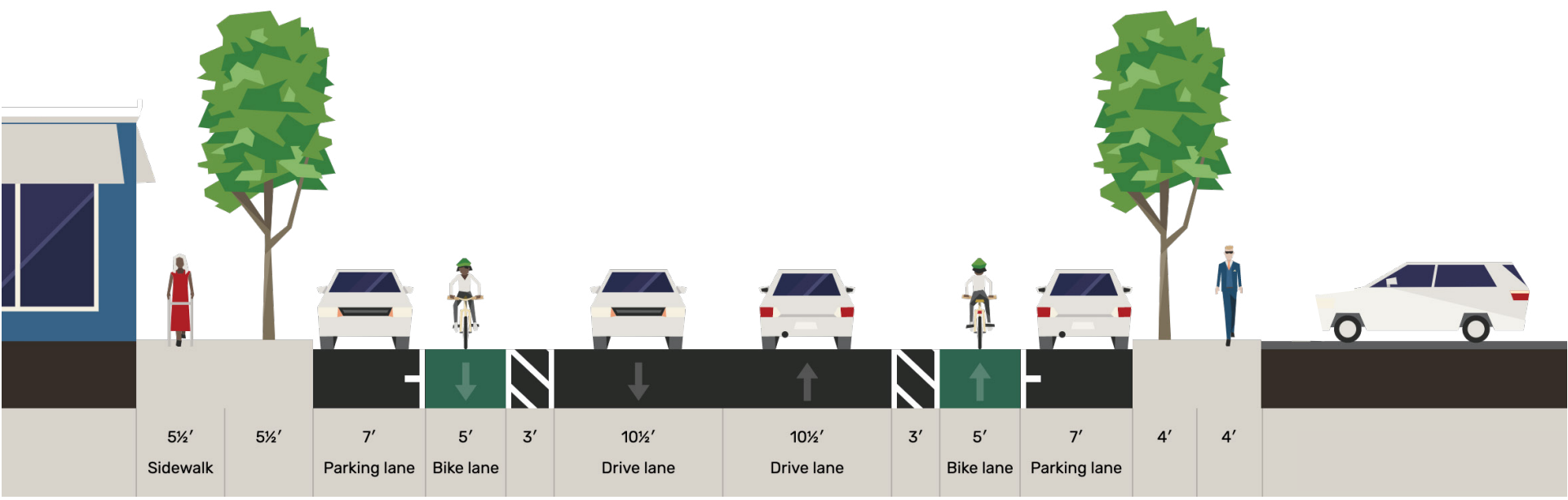
24-36 MONTHS Beechmont Existing



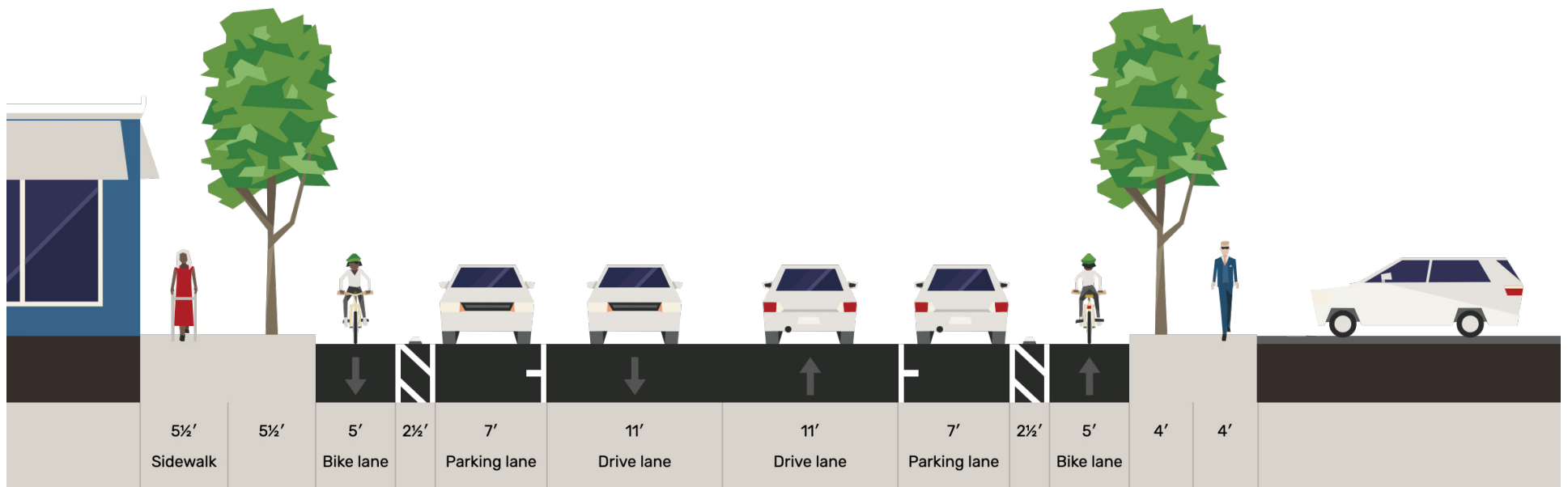
24-36 MONTHS Beechmont Option A



24-36 MONTHS Beechmont Option B



24-36 MONTHS Beechmont Option C



24-36 MONTHS Supply



5+ YEARS



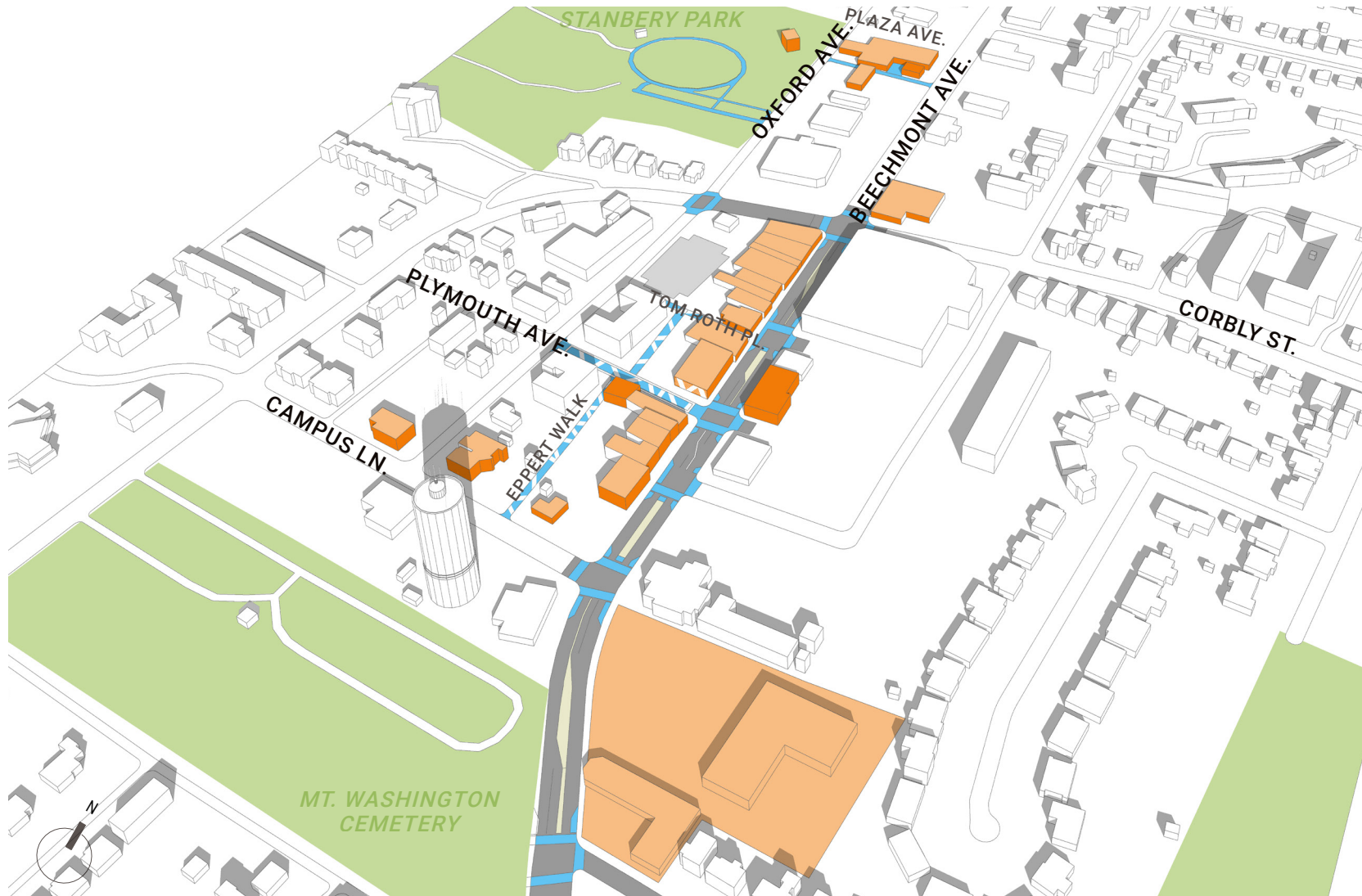
- » Complete development of Kroger out building
- » Develop properties along Plaza Ave.
- » Begin pre-development of strip mall sites and vacant land along southern edge of district

5+ YEARS



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THE VISION



PLYMOUTH AVE. Existing



PLYMOUTH AVE. Inspirational



ICE & BEER SOCIAL CLUB



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ICE & BEER SOCIAL CLUB

- » Membership Benefits: Lawn chairs, fire pits, grill access, social club t-shirt, games, guest passes, percentage off at local businesses, n'hood pride
- » Members must 'get their hands dirty' once a month (i.e., participate in a clean up, volunteer at an event, recruit new members, etc.)
- » Food/Beer/Music every Friday & Saturday night (kids games, grown up games, food trucks, interactive art, swimming pools, face painting, etc.)
- » Sunday afternoon biergartens, Coffee on weekday mornings
- » Membership: \$50 per year (goal: 100 members)
- » Goals: Build new CDC leadership, Market Ice & Beer Building

NEXT STEPS

- » Form Social Club planning/implementation committee
- » Begin building out Social Club brand materials
- » Recruit Social Club members
- » Begin securing street closure/special events permits
- » Work with Plymouth Ave. adjacent property owners/businesses

THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

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