

On April 30th, 2026, the Department of City Planning and Engagement hosted a Public Staff Conference to discuss and hear feedback on the proposed Planned Development at 2323 Ferguson Road in Westwood. Notably, West Price Hill and its Business District are nearby (approximately 400 feet south of the site). The applicant submitted the Planned Development on April 7th, proposing a multi-family development called Westline Flats on the former Western Hills Sports Mall site. Westline Flats is planning for 167 residential units in four multi-story buildings, with associated parking, landscaping, and amenities. The developer anticipates receiving Low Income Housing Tax Credits (LIHTC), which will make the units affordable to households with an average income of 60% of the area median income (AMI).

The Public Staff Conference received 39 registrations and was attended by approximately 25 people, not including City staff and the applicant team. Property owners and neighborhood associations within 400' of the site were notified on April 16th, including Westwood Civic Association, Westwood Urban Development Corporation, Westwood Works, and West Price Hill Community Council. Twenty-one (21) people registered from Westwood, and eight (8) from West Price Hill or Price Hill. During the conference, fourteen (14) people spoke, three (3) in support and eleven (11) in opposition. The following outline provides the key concerns raised and what the supporters emphasized.

- **Key Concerns Raised**

- **Affordable Housing & Project Impact**

- Speakers were concerned the proposal would add more affordable/LIHTC housing to an area they feel already has a high concentration of subsidized housing.
- Concerns were raised about long-term maintenance, property management quality, trash, curb appeal, and compatibility with nearby neighborhoods and uses.
- Speakers mentioned that the project conflicts with the City's Impaction Ordinance, the Connected Communities initiative, and broader goals for middle housing.
- A speaker questioned whether the project aligns with the Westwood Neighborhood Plan and whether it would contribute positively to the tax base.
- Additional concerns included construction noise, proximity to a daycare center, and calls for an economic feasibility study.

- **Community Capacity & Services**
  - Speakers expressed concern that the project could intensify poverty concentration and racial segregation on Cincinnati's west side.
  - Speakers stated local schools (Covedale and Western Hills High School), police services (District #3), healthcare access, grocery options, recreation facilities, and other public services are already strained and need to be addressed before adding more density.
  - Concerns were also raised about crime, unhealthy living conditions, and limited local employment opportunities.
- **Density & Housing Character**
  - Many comments focused on the belief that the area is already overly dense with apartments, traffic, and lower-income housing.
  - Speakers preferred more single-family homes and homeownership opportunities rather than additional multifamily development.
  - Additional concerns included overcrowding, litter, pressure on schools and police, and impacts to nearby wooded areas and wildlife.
  - Some suggested alternative vacant sites should be considered instead of increasing density along a major corridor.
- **Traffic & Pedestrian Safety**
  - Speakers expressed concerns about increased traffic congestion, especially around Ferguson Road and the Ferguson–Glenhills intersection.
  - Multiple comments highlighted existing pedestrian safety issues and requested traffic improvements, including a potential traffic signal and a formal traffic study.
  - Concerns were also raised about impacts on a nearby walking trail.
- **Community Engagement**
  - West Price Hill residents felt they were brought into discussions too late and were not adequately included in the planning process.
  - Several comments requested broader outreach, additional engagement, and greater collaboration before advancing a zone change.
- **Applicant**
  - Some speakers cited dissatisfaction with other developments completed by the developer, particularly regarding construction quality and community engagement.
  - Requests were made for additional vetting of the developer's track record, and concerns were raised about out-of-town investors.

- **Supporters Emphasized**

- Cincinnati's growing housing demand and the need for additional multifamily housing options.
- The project has the potential to support transit improvements and future BRT investment.
- Reuse of an underutilized commercial/big-box site.
- Opportunities to improve walkability, vibrancy, and reinvestment in the area.
- Consistency with the adopted Westwood Neighborhood Plan.
- Support from local organizations, including the Westwood Community Urban Redevelopment Corporation.

**Summary was produced by the Department of City Planning and Engagement.**

**Comments, written statements, and questions may be directed to:**

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