



Proposed Zone Change to Planned Development at 2719 Erie Avenue in Hyde Park

Equitable Growth and Housing Committee

April 22, 2025



Hyde Park
Square

Hyde Park
School



Proposed Zone Change

Existing Districts

CN-P-B: Commercial Neighborhood Pedestrian Neighborhood Business District

A zoning district that promotes mixed-use and pedestrian-oriented neighborhood commercial centers. This district has a variety of allowed uses, including housing, eating and drinking establishments, and office. It includes a new Connected Communities designation, “B”.

Proposed Change

PD: Planned Development

A zoning district that allows for greater flexibility in design but comes with additional oversight and approvals



OL-B

This is an aerial photograph of a residential area with various zoning overlays. A purple-shaded area in the upper left is labeled 'OL-B'. A red-outlined area in the center is labeled 'CN-P-B'. A purple-shaded area in the lower right is labeled 'RM-1.2-MH'. A scale bar and a north arrow are located in the bottom right corner.

CN-P-B

RM-1.2-MH

0 50 100 200 300 Feet

N

**UDOD review is not being sought at this time, but
it will be required in the future.**

**Hyde Park
UDOD**

0 80 160 320 480
Feet









DONUTS COFFEE

101 WEST 34TH ST

PEACE
LOVE
& LITTLE
DONUTS

CHURCH

3438

NO PARKING
12-1-1978
10-1-1978





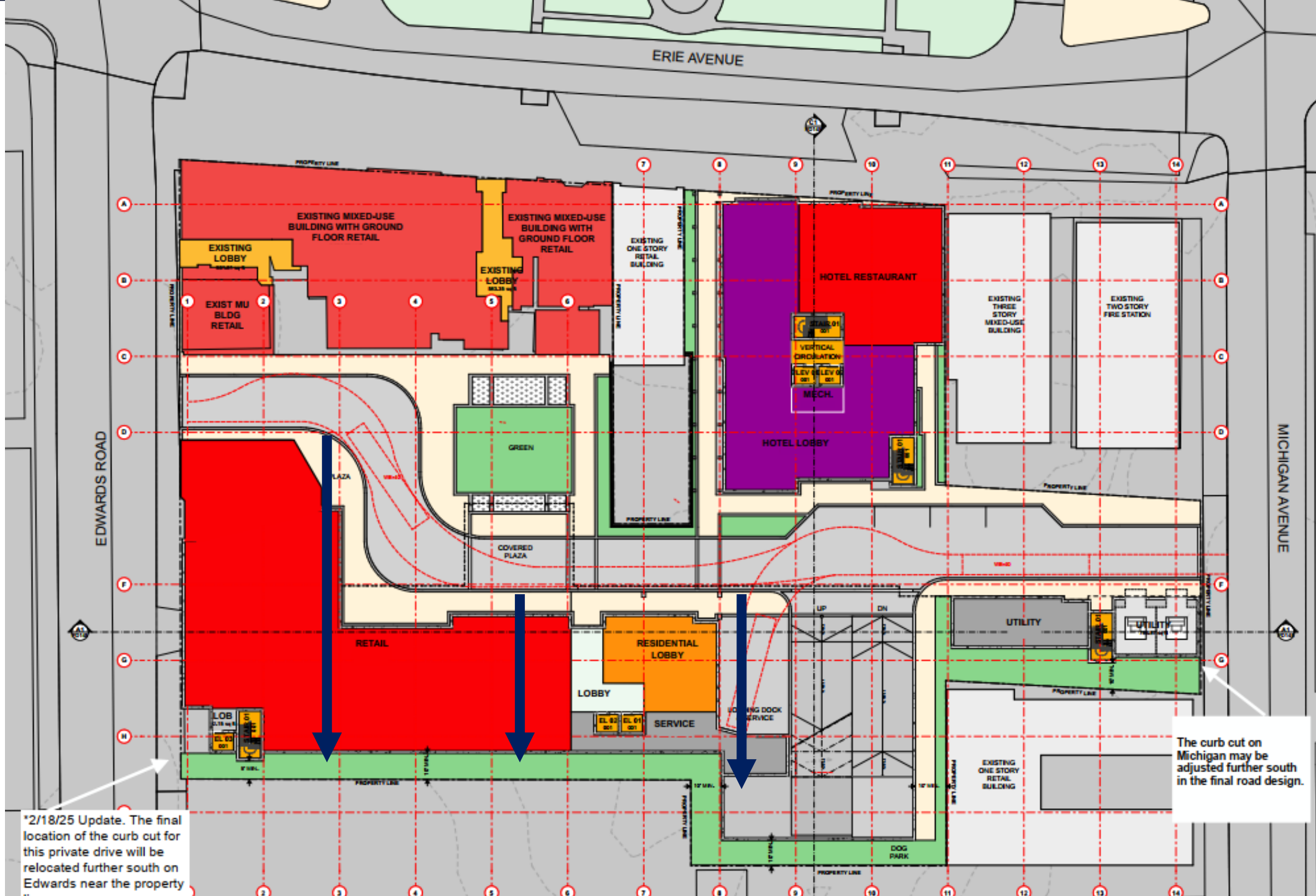
Project Details

- Applicant: HPSRD, LLC
- ~90-unit boutique hotel
 - Rooftop bar and banquet space
- ~155,000 ft² multi-family building
 - ~120 new units
- ~350 parking spaces, including public
- 7 stories (~85')
 - Buildings will be set back from street at upper levels
 - 5 stories at street
- Renovation of A'Laise building



Demolition review is not being sought at this meeting, but it will be required in the future





*2/18/25 Update. The final location of the curb cut for this private drive will be relocated further south on Edwards near the property

Project Changes

Component	Original Submission
Height	85 feet
Parking	~350 spaces
Rear Massing	No adjustments
Private Driveway Location	Near Erie Ave.

Project Changes

Component	Original Submission	Revised Submission
Height	85 feet	80 feet
Parking	~350 spaces	~257 spaces
Rear Massing	No adjustments	Visually create two distinct structures
Private Driveway Location	Near Erie Ave.	Southern end of site

Project Changes

Component	Original Submission	Revised Submission	CPC Recommendation
Height	85 feet	80 feet	85 feet
Parking	~350 spaces	~257 spaces	~350 spaces
Rear Massing	No adjustments	Visually create two distinct structures	Visually create two distinct structures
Private Driveway Location	Near Erie Ave.	Southern end of site	Southern end of site



Erie Ave

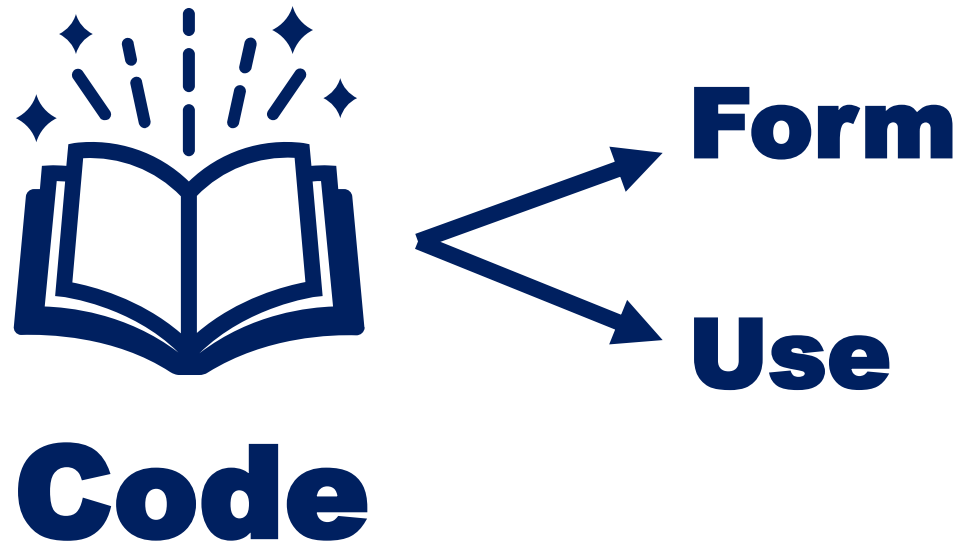
Edwards Rd

Michigan Ave

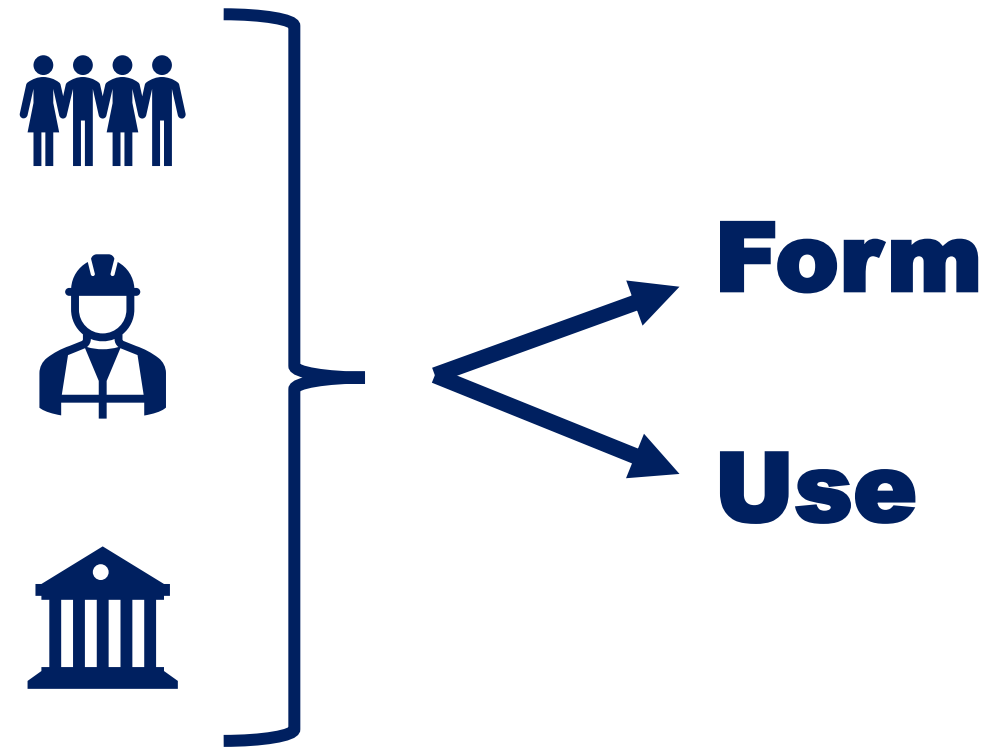
Observatory Ave



Typical Zoning



Planned Development



Reviews

Today

Zone Change to PD

- Uses, setbacks, heights
- *City Planning Commission*
- *City Council*

Future Hearings

PD Final Development Plan

- Design, signage, detailed plans
- Can be approved in stages
- *City Planning Commission*

UDOD Design Review

- Massing, setbacks, height, detailed design plans, demolition

Purpose of PD Districts §1429

- a) Establish a procedure for the development of land in order to allow for a **more efficient and economic development of property than ordinarily permitted** by conventional zoning and subdivision regulations.
- b) Ensure **orderly and thorough planning** and review procedures that lead to **quality design and development**.
- c) Encourage **creativity in developments** by allowing greater flexibility in **access, light, open space and amenities**.
- d) Encourage **common open space** and provide for its maintenance.
- e) Encourage **the coordinated development of properties** that might otherwise be developed individually, which may be a detriment to the surrounding neighborhoods and the developer.

§1429-05: Basic Requirements of a PD

- (a) Minimum Area**
- (b) Ownership**
- (c) Multiple Buildings on a Lot**
- (d) Historic Landmarks and Districts**
- (e) Hillside Overlay**
- (f) Urban Design Overlay District**

§1429-05: Basic Requirements of a PD

- ✓ **Minimum Area**
- ✓ **Ownership**
- ✓ **Multiple Buildings on a Lot**
- ✓ **Historic Landmarks and Districts**
- ✓ **Hillside Overlay**
- ✓ **Urban Design Overlay District**

§1429-09: Concept Plan & Program Statement

- (a) Plan Elements**
- (b) Ownership**
- (c) Schedule**
- (d) Preliminary Reviews**
- (e) Density and Open Space**

§1429-09: Concept Plan & Program Statement

- ✓ **Plan Elements**
- ✓ **Ownership**
- ✓ **Schedule**
- ✓ **Preliminary Reviews**
- ✓ **Density and Open Space**

Coordinated Site Review



December 2, 2024

Mr. Brandon Guyer
PLK Communities
5905 East Galbraith Road, Suite 1400
Cincinnati, Ohio 45238

Re: 2719 Erie Avenue | Hyde Park Square Mixed-Use (D) – (CPRE240097) Final
Recommendations

Dear Mr. Guyer,

This letter is to inform you that our CSR Advisory-TEAM and CSPRO Committee has reviewed your proposed hotel with 90 rooms and a residential building with a maximum of 289 beds over a structured parking garage. The information provided is the recommendations of the City of Cincinnati and must be followed as you move forward with your project. As a reminder, we will have a Microsoft Teams conference call meeting with you on December 3, 2024 @ 10 am to discuss this information. Please see the feedback listed below. Thank you for developing within the City of Cincinnati.

City Planning & Engagement – Planning Division

Immediate Requirements to move the project forward:

1. The Department of City Planning and Engagement recommends a **zone change** to a **Planned Development (PD) zoning district**. The zone change to a PD process takes about 3-6 months from the time of submission, with the timeline dependent on a variety of factors, and the zone change must be approved by both the City Planning Commission and City Council. The zone change application requires a Concept Plan and Development Program Statement. All items outlined in Chapter 1429-09 of the Cincinnati Zoning Code must be submitted in conjunction with the application. In addition, this project is located within an Urban Design Overlay District (UDOD), which requires additional review. Please coordinate with both the Zoning and Planning divisions of the Department of City Planning and Engagement to ensure the overall process is both efficient and compliant with the Zoning Code.

Requirements to obtain permits:

- None

Recommendations:

1. It is strongly advised that the applicant continue to engage with the Hyde Park Neighborhood Council and adjacent property owners regarding the proposed project.
2. Contact information for community councils can be found here: <https://bit.ly/CommunityCouncilContacts>.

Contact:

- **Andrew Halt** | City Planning | 513-352-4854 | andrew.halt@cincinnati-oh.gov

- Comments provided in December 2024.
- DOTE required a Traffic Impact Study (TIS), which was completed.
- Continued coordination needed with MSD, GCWW, SMU, and other utilities.

Coordinated Site Review

**TRAFFIC IMPACT STUDY
FOR
HYDE PARK SQUARE
DEVELOPMENT**

HYDE PARK COMMUNITY
CINCINNATI, OHIO

FEBRUARY 2025

PREPARED FOR:

PLK COMMUNITIES
5905 EAST GALBRAITH ROAD, SUITE 4100
CINCINNATI, OHIO 45236

PREPARED BY:

BAYER BECKER
6900 TYLERSVILLE ROAD
MASON, OHIO 45040
PHONE: (513) 336-6600
FAX: (513) 336-9365

- TIS approved by DOTE
 - Determined minimal traffic impacts
 - DOTE required the private driveway relocation
- DOTE did not require changes to on-street parking as part of approval
 - TIS made suggestions to remove on-street parking to improve traffic flow
 - Any changes to on-street parking would require additional discussion and approval
 - **On-street parking changes are not being considered at this meeting**



**Street parking
not under
consideration**

**Existing parking under
consideration**

Coordinated Site Review

Hyde Park School



- DOTE has met with CPS and suggested changes to the operation of the afternoon pick-up to greatly reduce congestion on Edwards Rd during pick-up/drop off
- **Most of the changes are on CPS property and must be implemented by CPS**

Coordinated Site Review



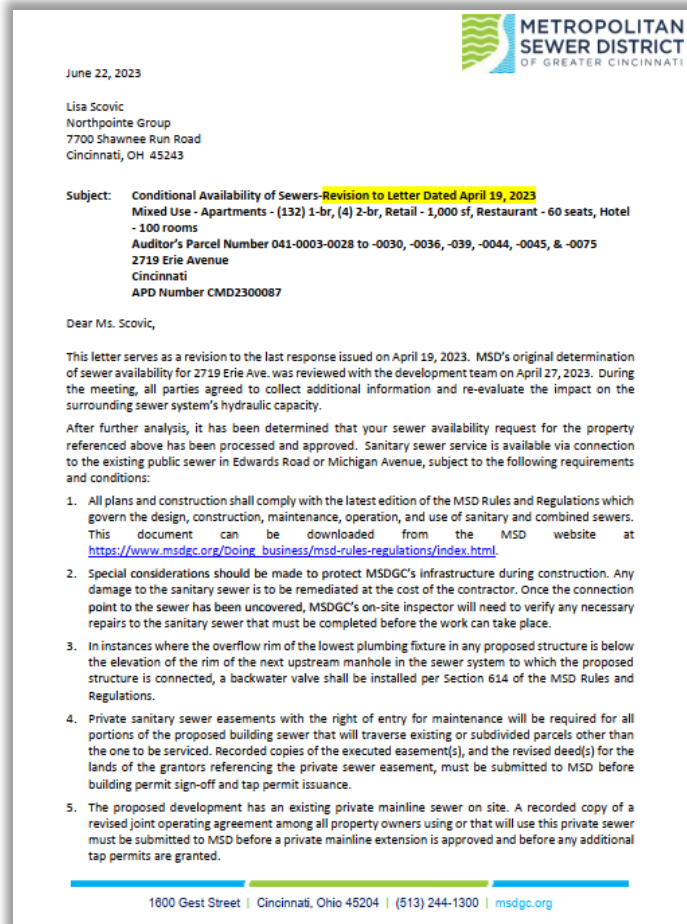
Pedestrian Safety

- The developer has stated they will include pedestrian safety improvements with their work in the public right of way
- **Any improvements must be approved by DOTE and HPNC**

Coordinated Site Review

Metropolitan Sewer District (MSD)

- Provided initial sewer availability
- Current site does not have stormwater detention
- **Will likely help neighborhood stormwater management**



- Notice was sent to:
 - Property owners within a 400-foot radius
 - Hyde Park Neighborhood Council (HPNC)

city of
CINCINNATI
CITY PLANNING &
ENGAGEMENT

The logo for the City of Cincinnati City Planning & Engagement. It features the text "city of CINCINNATI" in a dark blue serif font, with "CINCINNATI" in all caps. Below this, "CITY PLANNING & ENGAGEMENT" is written in a smaller, dark blue sans-serif font. To the right of the text is a stylized graphic of a large, thick letter "C" in blue and green, with a white circle inside it.

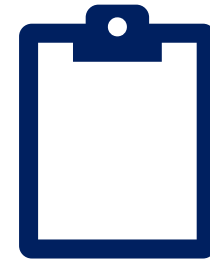
Public Comment

Applicant Meetings



- HPNC Meetings
 - Monthly general body meetings
 - Working group meetings
 - Special meetings
- Office Hours

Surveys

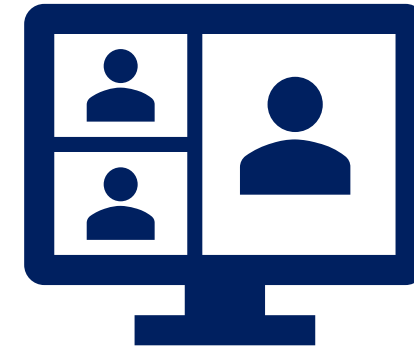


- Separate Applicant and HNPC surveys
- Conflicting opinions about hotel, parking and height
- Overall support of revitalization
- Concerns around design character, traffic, and parking

Public Comment

- **Date:** January 28, 2025
- **Duration:** 3 hours and 28 minutes
- **Attendees:** ~343 (528 registered)
 - Homeowners:
 - 60% of neighborhood
 - 85% of registrants
 - 55+:
 - 25% of neighborhood
 - 50% of registrants
- **Speakers:** 62
 - 58 opposed
 - 4 in support

Public Staff Conference



Public Comment

Communications



- **Emails+ Letters:** 714 total
 - 762 opposing
 - 19 supporting
- **Petition:** 3,700+ signatures opposing
- **HPNC Opposed**
- **Organizations Opposed**
 - Hyde Park Square Business Association
 - Cincinnati Preservation Association

Public Comment

- **Date:** March 7, 2025
 - 5+ hour meeting
- **Public Speakers:** 60
- **Recommended by a vote of 3-1:**
 - 85 feet height
 - 350+ parking spaces
 - Visually create two distinct structures
 - Private driveway on southern portion of site.

City Planning Commission



Project Changes

Component	Original Submission	Revised Submission	CPC Recommendation
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Public Comment Summary



Support

- Excited about new amenities and development
- Believe concerns are overstated



Opposition

- The buildings are too large/tall
- The height and use do not match the existing zoning
- The project would ruin the neighborhood's "charm"
- Parking and traffic would become much worse
- Negative impacts on pedestrian safety, especially for nearby Hyde Park School



Consistency with Plans

Plan Cincinnati (2012)



Project is consistent

Consistency with Plans

Plan Cincinnati (2012)



Guiding Policy Principles

Goal: Increase our population

Goal: Build on our assets

Goal: Be aggressive and strategic in future growth and development



Compete Initiative Area

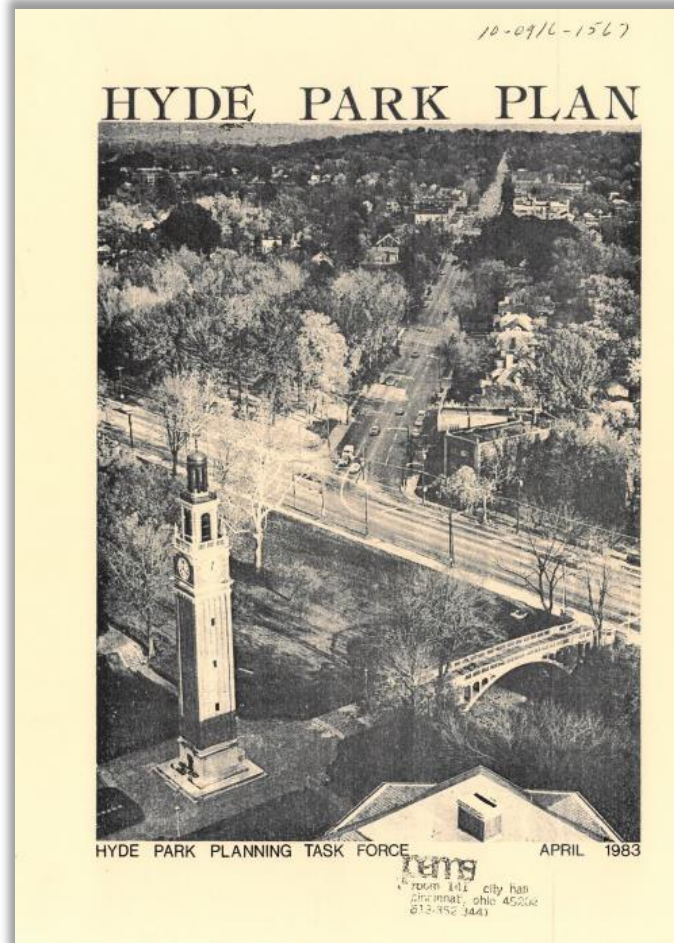
Sustain Initiative Area

Live Initiative Area

Goal: “Provide full spectrum of housing options and improve housing quality & affordability”

Consistency with Plans

Hyde Park Plan (1983)



Project is consistent

Consistency with Plans

Hyde Park Plan (1983)

NEIGHBORHOOD BUSINESS DISTRICTS

I Hyde Park Square

GOAL 1. To encourage through higher density development and more efficient utilization of space within the existing business district, the further growth of all uses (residential and commercial).

GOAL 2. To follow the land use concept for the Square: a transition from retail commercial to office; to high density housing to low density housing.

Policy: Parking should not be used as a land use transition or buffer.

Policy: Develop multi-family housing projects in a high investment zone adjacent to the Square to form a zone of investment and contain business growth.

GOAL 3. To encourage the mix of uses in the Square (i.e., multi-family residential, office, neighborhood commercial, regional commercial, public facilities, etc.).

Policy: Maintain the diversity of products and services available.

GOAL 4. To encourage continued improvements to the appearance of the Square.

A. Coordinate upgrading of signage.

B. Creatively employ canopies.

C. Remove excess or unsightly newspaperboxes, trash containers, and planter boxes.

ACTION

Hyde Park Square Business Association to coordinate with newspapers on number and placement of vending boxes.

D. Prepare and execute an inground tree planting scheme.

ACTION

Hyde Park Square Business Association together with HPWC to work with Urban Forester in locating appropriate tree planting areas and implement

E. Unify the traffic signal and signs by mounting on a single pole and cross-arm as seen in the CBD.

GOAL 5. To encourage continued improvements for the safety of pedestrians.

A. Improve crosswalk areas.

ACTION

1) Extend sidewalk areas half a car length at midblock crosswalks leading to the park esplanade.

2) Create larger pedestrian islands at crosswalk on the east side of the Edwards Road and Erie Avenue intersection.

B. Improve walking connections from the north side of the Square and along Gregson Place.

C. Provide more direct pedestrian access from core block parking to the south side of the Square.

GOAL 6. To improve the capacity of vehicular circulation system (parking and streets).

A. Resolve observed and anticipated parking problems.

Policy: Discourage removal of residential and commercial structures for the creation of parking.

Policy: Encourage the screening and landscaping of existing and proposed parking areas.

Policy: Interior block parking should be encouraged.

B. More efficient use of existing off-street parking areas that are under-utilized by design or convenience (library lot, decking of Eagle Savings Association lot, decking of lot behind Castle House).

C. Develop off-street parking areas as delineated below in priority order.

1) Area behind "real estate row" behind existing buildings on the north side of Observatory Avenue between Michigan Avenue and Edwards Road. This action would require individual owners to develop joint easements. Access would be from Michigan and Edwards only. Parking would be for employees of Square.

2) Area south and behind buildings on the south side of the Square (Erie Avenue), this includes area behind First National Bank. This action would require individual owners to develop joint easements. Access would be off of Edwards Road.

3) Explore the option of creating deck parking in 2 of above.

4) For employee parking north of Square, first consider feasibility of decking Eagle Saving Association lot on the west side of Edwards Road. This alternative would require working out an access agreement with Fifth/Third Bank. This feasibility should be compared with acquisition and development cost of a surfaced lot north of the Square.

If the first alternative is not feasible, the use of interior lots of the first seven parcels north of Gregson Place between Michigan Avenue and Edwards Road should be considered.

GOAL 8. To maintain and improve housing conditions.

A. Discourage conversion of existing housing units to office or commercial uses.

B. Improve accommodations for elderly residents living on the Square.

C. Maintain and/or upgrade where necessary the general quality of rental units.

GOAL 9. To develop a joint community committee to implement a design plan for the Square.

ACTION

Upon completion of the Hyde Park Planning Task Force's study, the Hyde Park Business Association, Hyde Park Neighborhood Council, and Hyde Park Center for Older Adults should be instrumental in forming a standing committee that will work together in implementing the Plan and assuring the on-going planning effort associated with the Hyde Park Square area.

II East Hyde Park

GOAL 1. To improve the identity and physical unity of the East Hyde Park NBD.

A. Reflect welcome and an inviting appearance at the district's edges. East Hyde Park is a significant introduction to the community for westbound traffic.

ACTION

1) The East Hyde Park Business Community should place identification signs after the Erie Avenue curve for eastbound traffic and near Pinehurst Avenue for westbound traffic.

2) The East Hyde Park Business community should encourage the improvement of the physical appearance of facades in the vicinity of the above locations.

B. Utilize the East Hyde Park recreation area (mudhole) at the intersection of Marburg and Erie Avenues as a focal point for the entire strip.

ACTION

1) The East Hyde Park Business community in cooperation with the Recreation Commission should provide a symbol (i.e., gazebo or fountain) in the passive recreation area. The symbol could take on secondary importance as a logo to identify the area in promotional activities of the business group.

Consistency with Plans

Hyde Park Plan (1983)

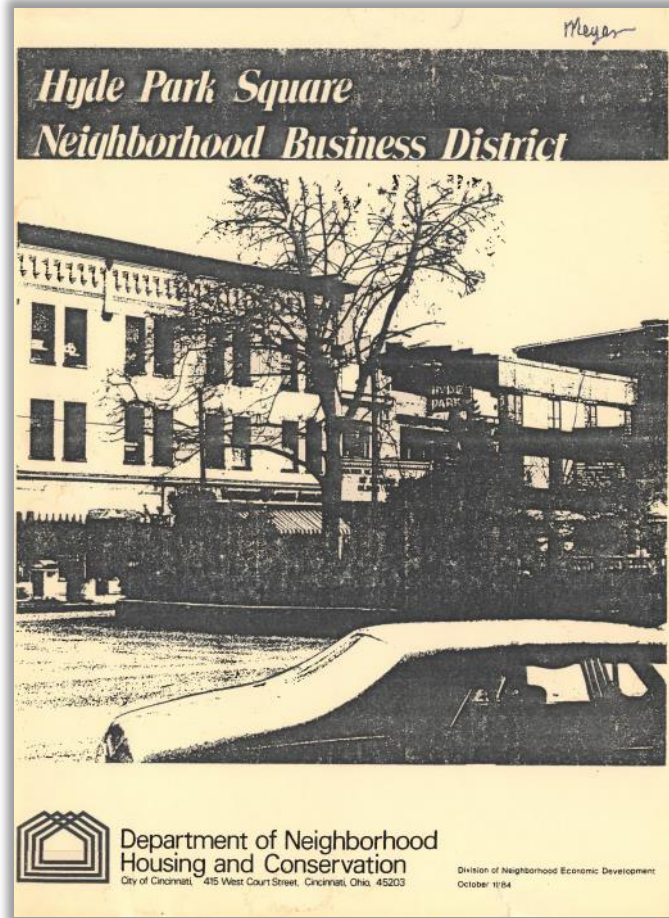
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Goal 3: To **encourage the mix of uses in the square** (i.e., multi-family residential, office, neighborhood commercial, regional commercial, public facilities, etc.)

Goal 8: To **maintain and improve housing conditions**

Consistency with Plans

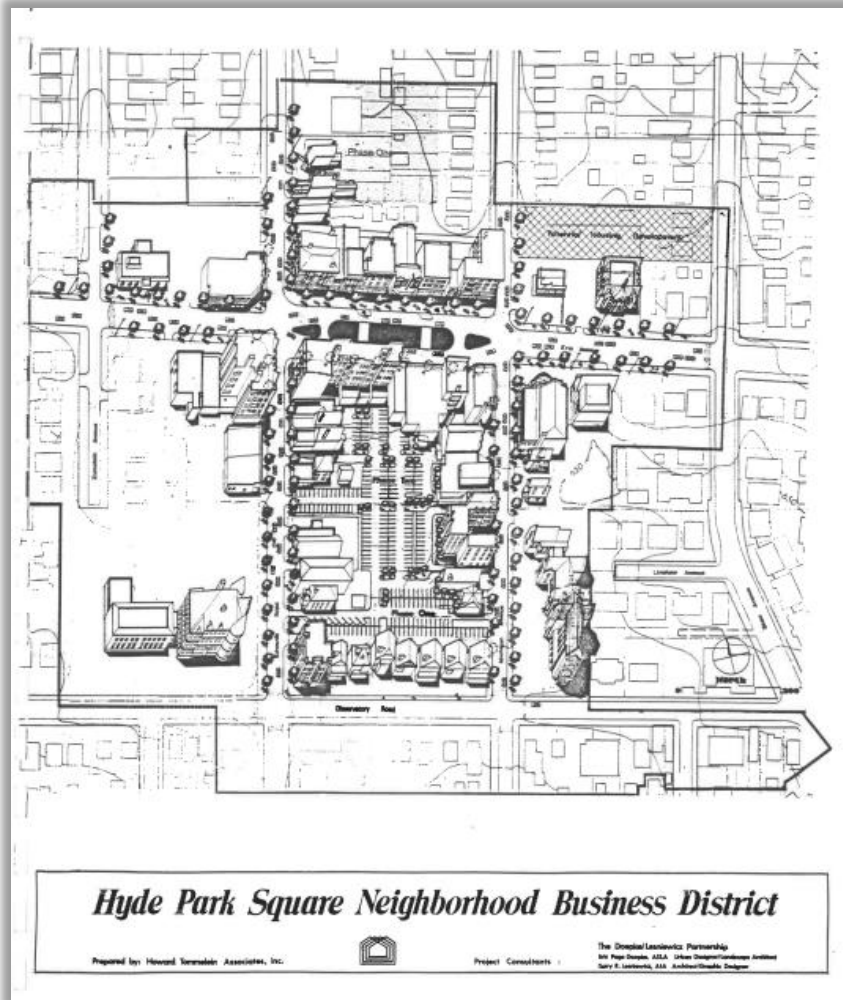
Hyde Park Square Neighborhood Business District Urban Design Plan (1984)



Project is consistent

Consistency with Plans

Hyde Park Square NBD Urban Design Plan (1984)



“Adaptive Containment”

- 1) Create a “High-Investment Zone”
- 2) Expand in the “core block”

6. In principal, future retail and commercial expansion should be strongly encouraged to take one of two courses:
 - a. expand existing facilities.
 - b. locate/construct in the core block which is bounded by Erie-Michigan-Observatory and Edwards.

High-Investment Zone

Edwards Rd

Erie Ave

Proposal Site

Observatory Ave

Michigan Ave





On a broader, long range note, if these surface parking improvements can be achieved in Areas A and B, then a foundation has been laid which would facilitate consideration of a high density project such as a parking structure or a combination parking and commercial structure. The plan strongly suggests that the core block which contains Areas A and B is the most logical and generally acceptable place in which to encourage future commercial expansion, especially any of a high density character.





F. Housing

1. Contain business expansion through high level residential investment in a zone frame around the Square.
2. Promote high density housing patterns within close, walking proximity to the Square. The Square will benefit from a strong resident-dependent population.



Consistency with Plans

Hyde Park Square NBD Urban Design Plan (1984)

Goal C: Improve parking conditions by **increasing the number of off-street parking spaces**

Goal E: Provide safe and comfortable pedestrian access to shopping

3. Provide **more pedestrian access from core block parking to the south side of the Square**

Consistency with Plans

Green Cincinnati Plan (2023)



Project is consistent

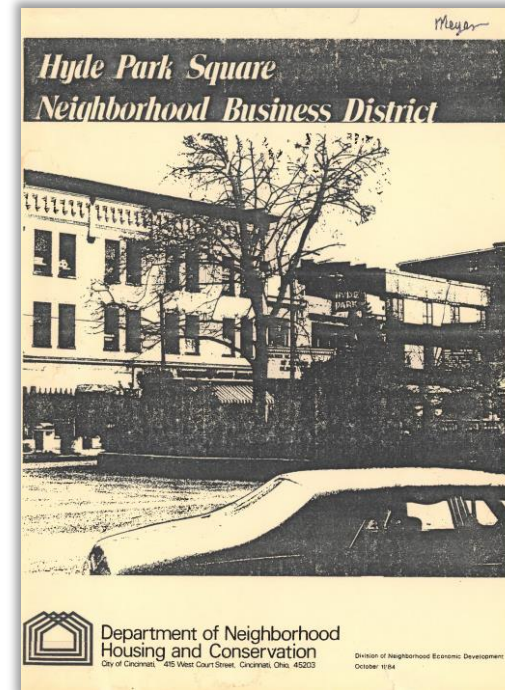
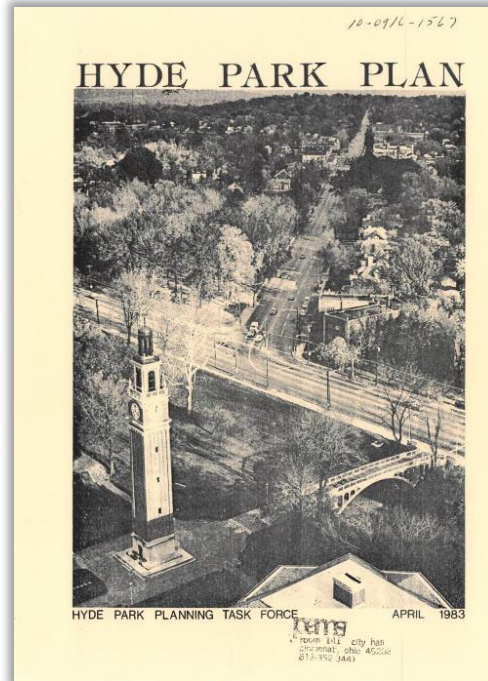
Consistency with Plans

Green Cincinnati Plan (2023)

Priority Actions:

- Promote “15 Minute Neighborhoods” with **mixed residential (including multi-family) and commercial zoning** to increase transit connectivity as well as density and affordability
- Embrace zoning reform that **increases density near transit**, reduces or eliminates parking requirements across the City, and **minimizes the use of surface parking lots**

Consistency with Plans



Project is consistent with plans

Planning Commission Action §1429-11(a)



- 1) The PD concept plan and development program statement are **consistent with applicable plans and policies and is compatible with surrounding development**
- 2) The PD concept plan and development program statement **enhance the potential for superior urban design** in comparison with the development under the base district regulations that would apply if the plan were not approved
- 3) Deviations from the base district regulations applicable to the property at the time of the PD application are **justified by compensating benefits of the PD concept plan** and development program statement
- 4) The PD concept plan and development program statement includes **adequate provisions for utility services**, refuse collection, open space, landscaping, buffering, pedestrian circulation, traffic circulation, building design and building location.

Planning Commission Action §1429-11(a)



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**1-2 Story
Commercial**

Parking

Buildings to the lot line

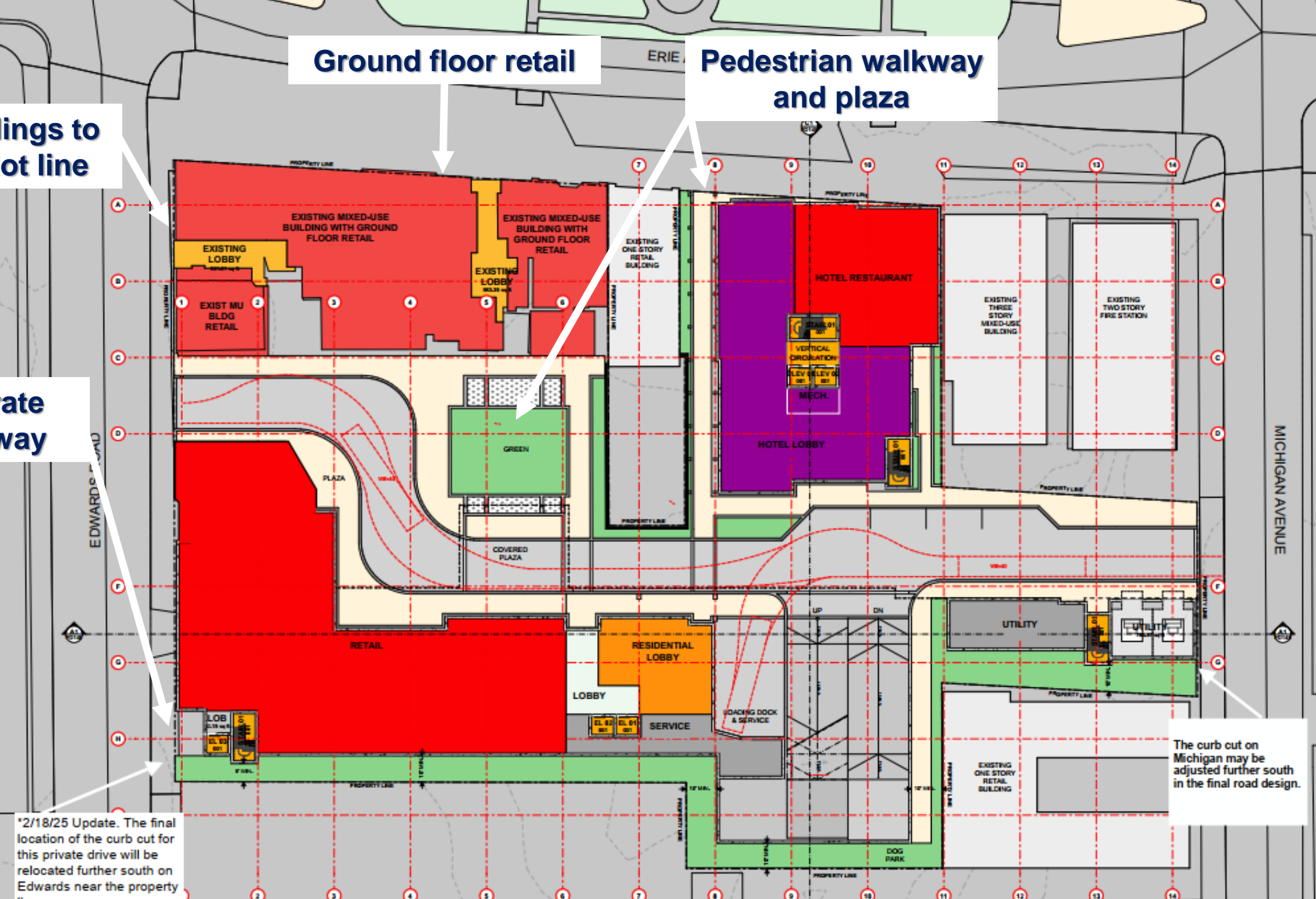
Ground floor retail

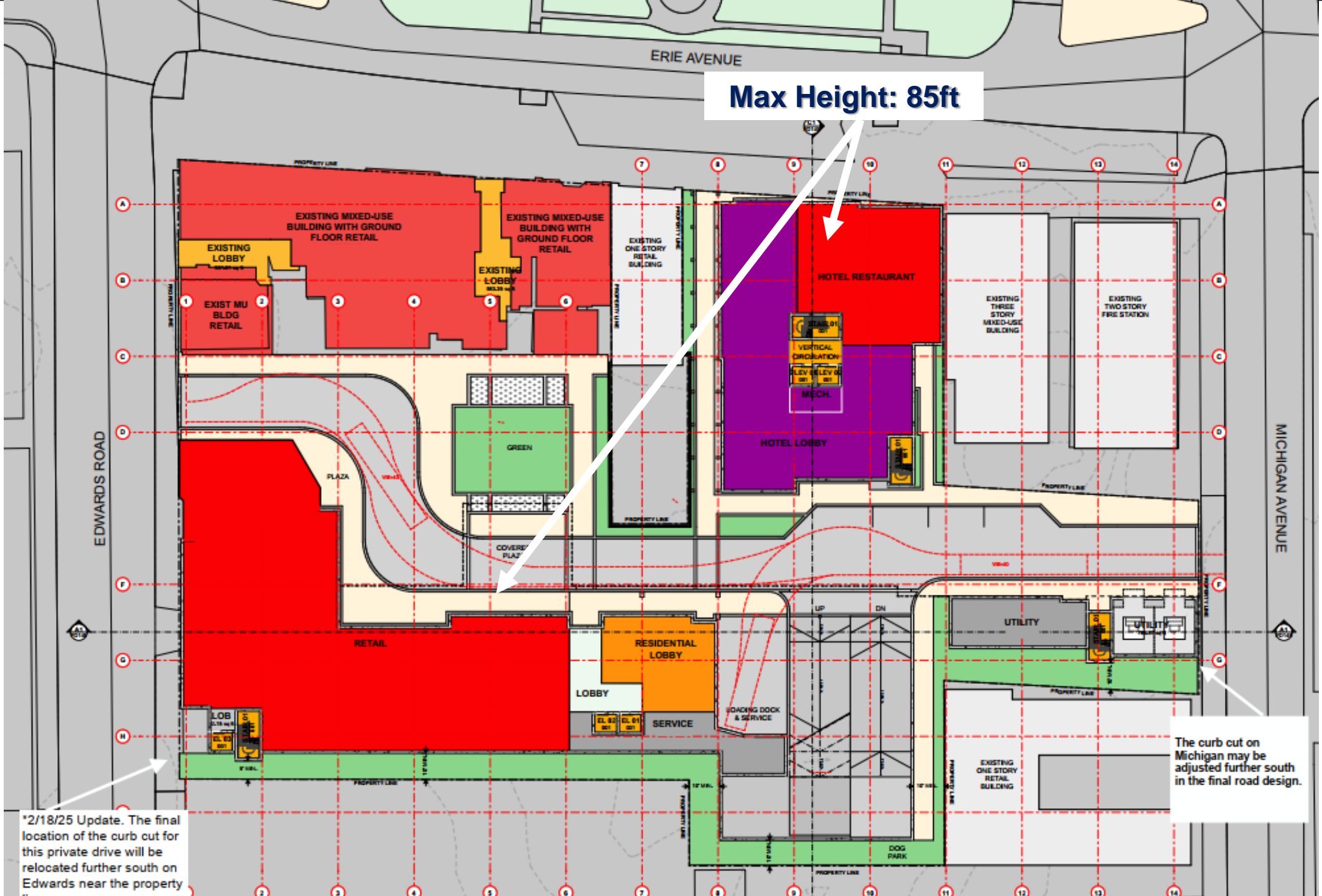
Pedestrian walkway and plaza

Separate Driveway

The curb cut on Michigan may be adjusted further south in the final road design.

*2/18/25 Update. The final location of the curb cut for this private drive will be relocated further south on Edwards near the property

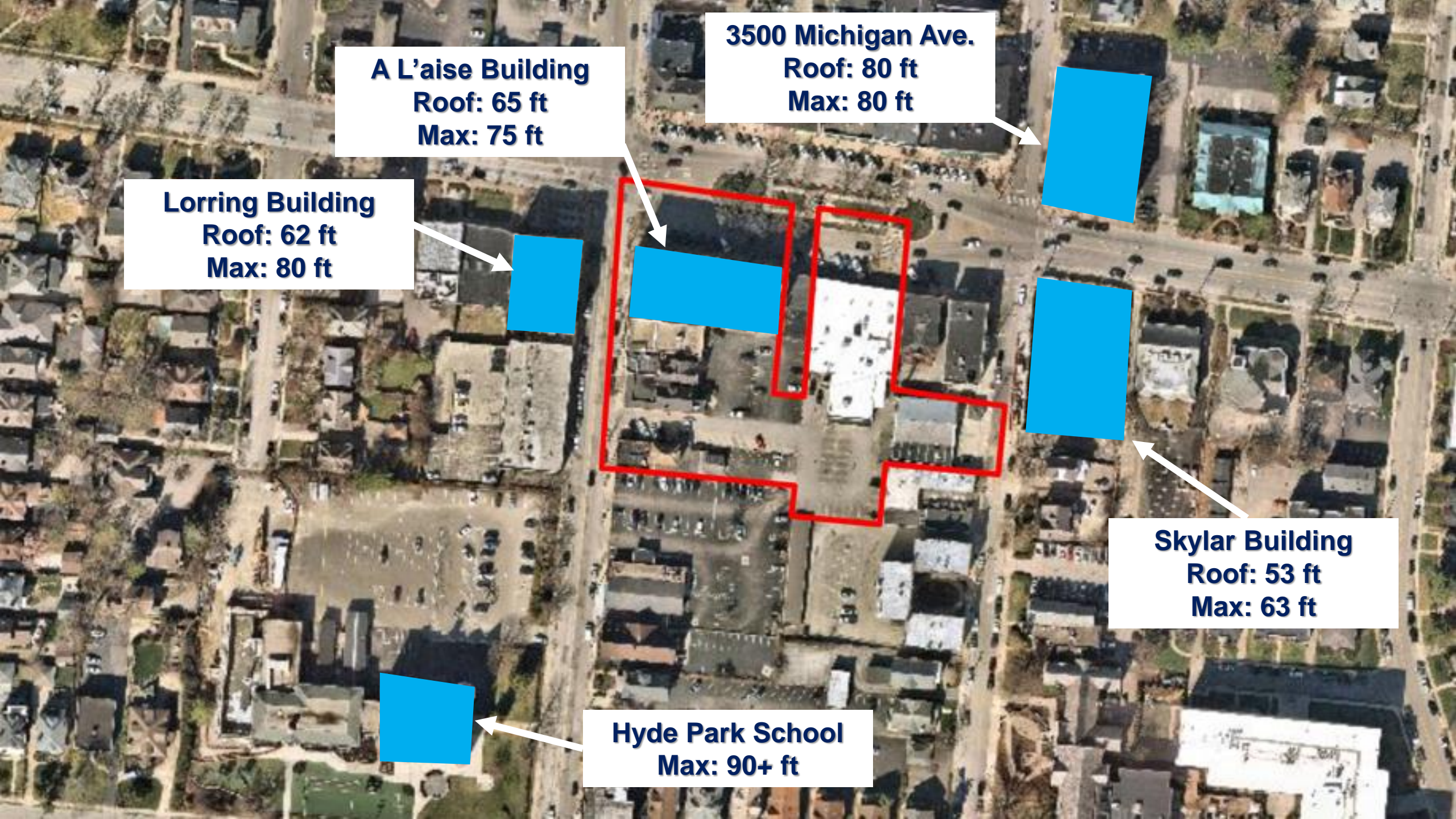




Max Height: 85ft

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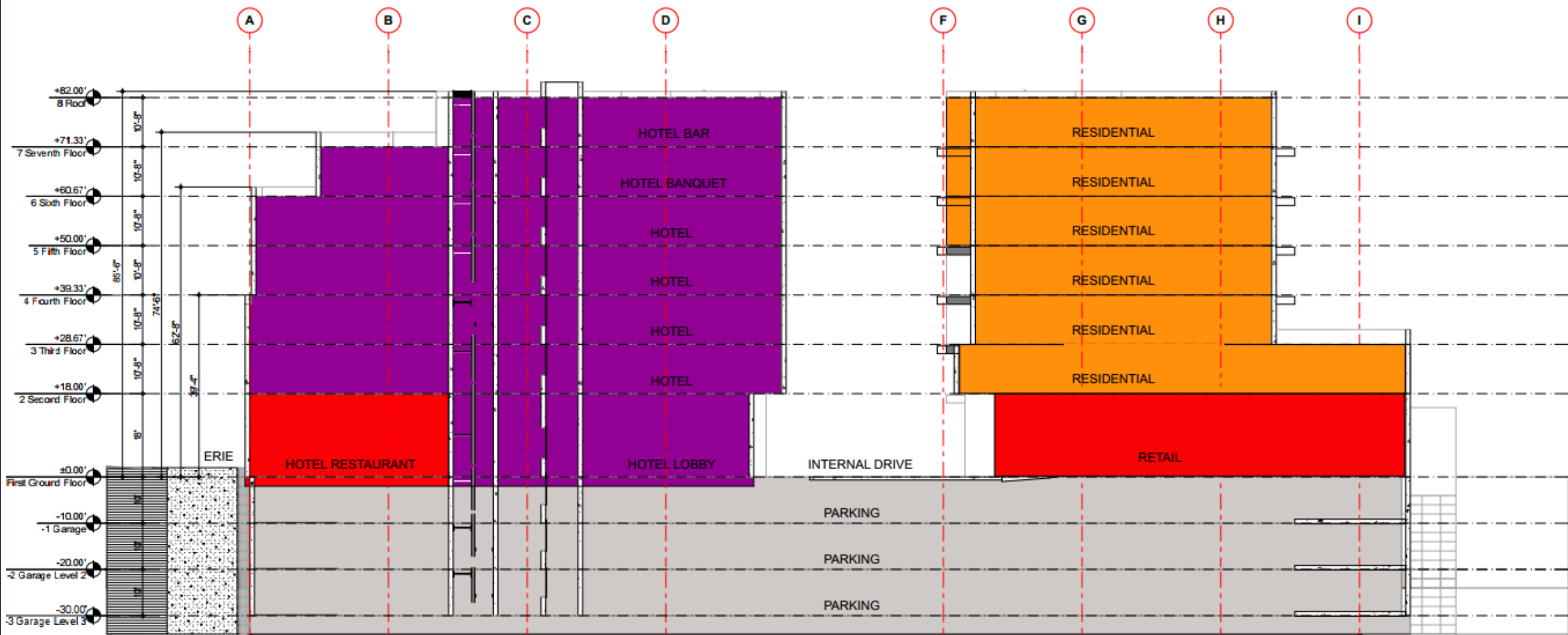
A L'aise Building
Roof: 65 ft
Max: 75 ft

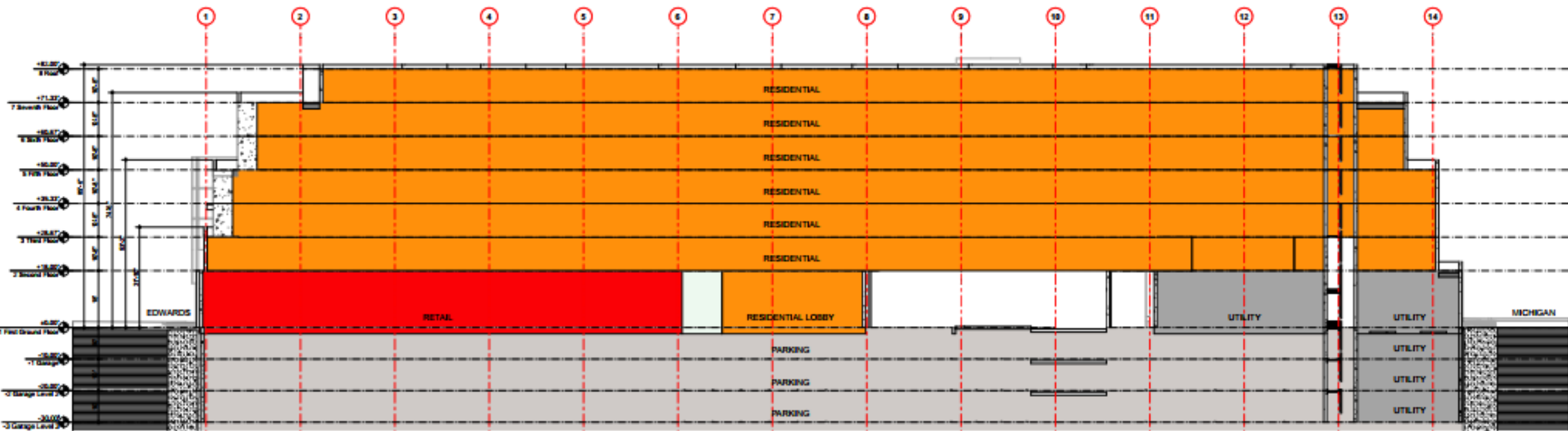
3500 Michigan Ave.
Roof: 80 ft
Max: 80 ft

Lorry Building
Roof: 62 ft
Max: 80 ft

Skylar Building
Roof: 53 ft
Max: 63 ft

Hyde Park School
Max: 90+ ft







Erie Ave

Edwards Rd

Michigan Ave

Observatory Ave





Erie Ave

Michigan Ave

Edwards Rd

Observatory Ave





Erie Ave

Michigan Ave

Edwards Rd

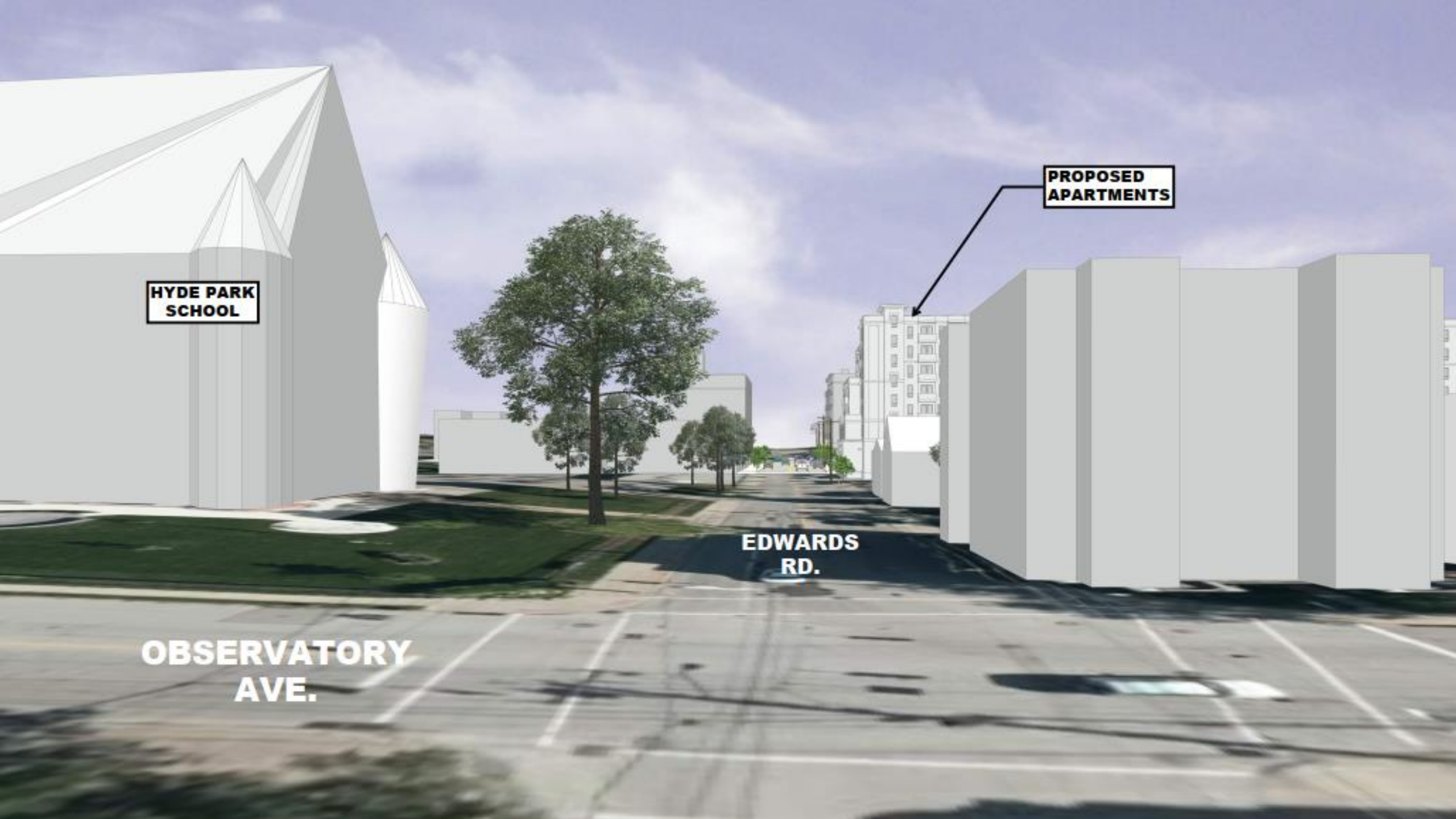
Observatory Ave

**HYDE PARK
SCHOOL**

**PROPOSED
APARTMENTS**

**EDWARDS
RD.**

**OBSERVATORY
AVE.**





Erie Ave

Edwards Rd

Michigan Ave

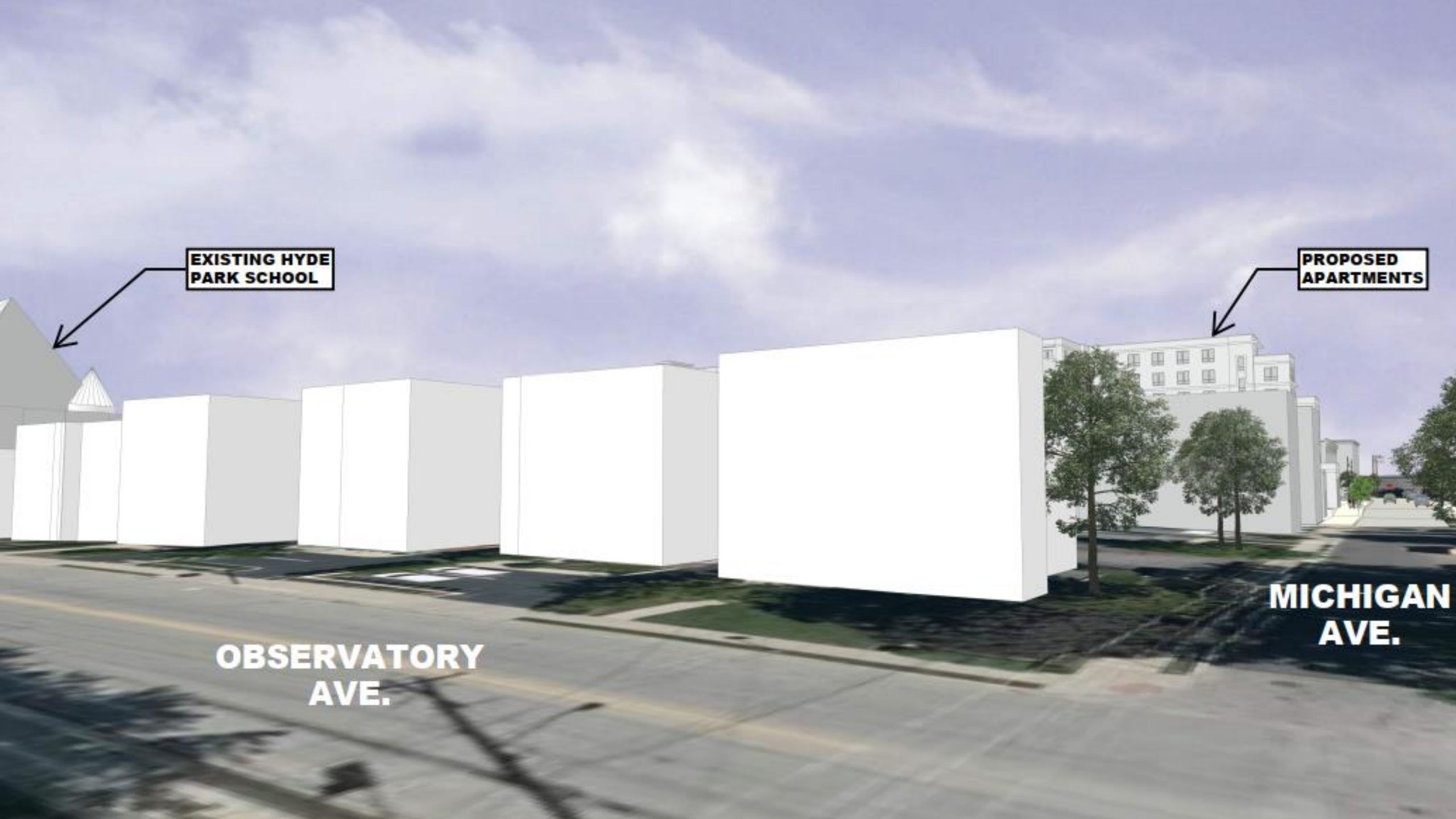
Observatory Ave

**EXISTING HYDE
PARK SCHOOL**

**PROPOSED
APARTMENTS**

**OBSERVATORY
AVE.**

**MICHIGAN
AVE.**





Erie Ave

Edwards Rd

Michigan Ave

Observatory Ave



**MICHIGAN
AVE**



Erie Ave

Edwards Rd

Michigan Ave

Observatory Ave



Planning Commission Action §1429-11(a)



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Planning Commission Action §1429-11(a)



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Planning Commission Action §1429-11(a)

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Benefits:

- More housing in key location
- Improved business district
- Environmental
- More productive land uses

Drawbacks:

- Construction
- Changes in aesthetics
- Change in traffic
- Parking

Planning Commission Action §1429-11(a)



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1) The PD concept plan and development program statement are **consistent with applicable plans and policies and is compatible with surrounding development**



2) The PD concept plan and development program statement **enhance the potential for superior urban design** in comparison with the development under the base district regulations that would apply if the plan were not approved



3) Deviations from the base district regulations applicable to the property at the time of the PD application are **justified by compensating benefits of the PD concept plan** and development program statement



4) The PD concept plan and development program statement includes **adequate provisions for utility services**, refuse collection, open space, landscaping, buffering, pedestrian circulation, traffic circulation, building design and building location.

Analysis



Analysis

- Substantial level of negative feedback received
- DCPE takes this feedback seriously
 - Asked applicant about changes
 - Conducted significant amount of research
 - Investigated concerns about height, traffic, sewers, pedestrian safety, and if this sets a dangerous precedent for Hyde Park Square



Analysis

➤ Important for City and Hyde Park to:

- Carefully manage construction impacts
- Work together towards pedestrian safety measures
- Monitor congestion and parking impacts over time
- Ensure Final Development Plan and UDOD submittals are consistent with Concept Plan



Analysis

- **Current Condition:** Surface parking lot and 1-2 story buildings
- **Proposed Condition:** A dense, walkable, mixed-use development that will add needed housing and new customers to businesses
- Analysis showed stormwater improvements, minimal traffic impacts, and thoughtful urban design
- In the precise location identified in the neighborhood's plans for a large, mixed-use, high-density development and parking garage

Conclusions

The staff of the Department of City Planning and Engagement **supported** the proposed change in zoning for the following reasons:

1. The proposed development aligns with **Plan Cincinnati (2012), the Hyde Park Plan (1983), the Hyde Park Square Neighborhood Business District Urban Design Plan (1984), and the Green Cincinnati Plan (2023).**
2. The proposed PD **replaces** a surface **parking lot** and **low-density commercial buildings** with a **mixed-used residential and hotel development** that enhances the potential for **superior urban design** through creating **pedestrian-only areas**, upper levels set back further from the street, **building placement to the property line**, activated ground floors retail spaces, and a **height similar to existing nearby buildings.**
3. The **PD justifies** the additional height and the hotel use by **increasing the supply of housing**, constructing a large underground **parking garage**, providing additional **customers for the business district**, creating new **retail/restaurant spaces**, **renovating an existing apartment building**, and adding **direct pedestrian access to Erie Avenue.**

Project Changes

Component	Original Submission	Revised Submission	CPC Recommendation
Height	85 feet	80 feet	85 feet
Parking	~350 spaces	~257 spaces	~350 spaces
Rear Massing	No adjustments	Visually create two distinct structures	Visually create two distinct structures
Private Driveway Location	Near Erie Ave.	Southern end of site	Southern end of site

Recommendation

The City Planning Commission recommends that City Council take the following action:

1. **ACCEPT** the Concept Plan and Development Program Statement with certain conditions related to the location of a curb cut and the buildings' massing, including a design adjustment to visually break the rear façade of the multi-family building into two distinct structures as recommended by the City Planning Commission
2. **APPROVE** the proposed zone change from Commercial Neighborhood Pedestrian Neighborhood Business District (CN-P-B) to Planned Development (PD), including a Concept Plan and Development Program Statement with certain conditions related to the location of a curb cut and the buildings' massing, including a design adjustment to visually break the rear façade of the multi-family building into two distinct structures, at 2719 Erie Avenue within Urban Design Overlay District 4 (UDOD #4) in Hyde Park