



April 21, 2025

Re: Hyde Park Square Project Management

To Whom it may concern,

J.S. Held is a global consulting firm that combines technical, scientific, financial, and strategic expertise to advise clients seeking to realize value and mitigate risk. Our professionals serve as trusted advisors to organizations facing high stakes matters demanding urgent attention, staunch integrity, proven experience, clear-cut analysis, and an understanding of both tangible and intangible assets. The firm provides a comprehensive suite of services, products, and data that enable clients to navigate complex projects. Our mission is to serve as trusted, expert advisors to organizations around the world facing high-stakes situations that demand urgent attention, exceptional knowledge, staunch integrity, and objective, clear-cut analysis and advice.

J.S. Held, LLC. has been retained by HPSRD, LLC to support the development team with executive level program and project management services. J.S. Held, LLC is a global consultancy with a local origin story. Providing services in Cincinnati since 1993, our team of dedicated Project Management professionals have overseen or supported some of the largest development projects in the region including nearly one hundred projects in the City of Cincinnati that encompass mixed use, residential, hospitality, retail, parks & recreation, food & beverage and more. A significant amount of our efforts have been in the mixed use land development and multi-family sector, encompassing nearly 10,000 units over the last 15 years.

With a team of nearly 2,000 professionals across the globe, J.S. Held LLC.'s program and project management services are headquartered in Cincinnati. With decades of experience, the firm represents clients to support their real estate development needs on approximately 6.2 billion dollars of capital investments. Our vast reach and market sector diversification ensures that each development project is getting best in class support for the worlds top advisors.

J.S. Held, LLC. is excited to support the HPSRD, LLC efforts to revitalize Hyde Park Square.

All the Best,

A handwritten signature in blue ink that reads "Michael Collins". The signature is fluid and cursive, with the first name "Michael" and last name "Collins" clearly distinguishable.

Michael Collins  
Executive Vice President  
Owner's Representation / Project Support Services

[www.jsheld.com](http://www.jsheld.com)



***Alt & Witzig Engineering, Inc.***

6205 Schumacher Park Drive • Cincinnati, Ohio 45069

Phone: (513) 777-9890 • [www.altwitzig.com](http://www.altwitzig.com)

January 27, 2025

PLK Communities  
c/o JS Held  
7700 Shawnee Run Road  
Cincinnati, Ohio 45243  
Attention: Mr. Michael Collins

RE: Below Grade Structure Discussions  
Hyde Park Square  
Erie Avenue and Edwards Road  
Cincinnati, OH  
Alt & Witzig Project: 24CN0330Addendum 1

Dear Mr. Collins:

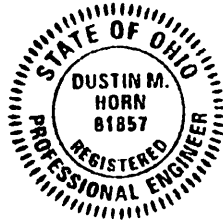
In compliance with your request, this addendum is submitted to provide recommendations for below grade structures on the property. It is understood that the property is to be developed with a below grade parking garage. The exact depth of the garage is unknown, but it is anticipated that the garage will several stories below grade.

The surrounding areas is heavily developed with commercial/residential structures. As discussed in the Alt & Witzig geotechnical report 24CN0330, shoring will be required to perform the excavation for the below grade structures. Depending on the height of the required excavation, tie-backs may be required to perform the excavations.

During drilling operations, groundwater was encountered between 5 and 15-feet below the existing ground surface. Given the shallow groundwater table, the structure must be designed for the effects of buoyancy. During excavation, much of the soils in the upper 25-feet were cohesive in nature and groundwater infiltration in the upper 25-feet is anticipated to be manageable by conventional means. However, below 25-feet, silt and sand/gravel layers were encountered in most borings which more freely exhibit groundwater infiltration. Structures that extend into the wet sand and gravel will encounter significant difficulties with the groundwater table and will require more extensive temporary and permanent groundwater management measures.

If the project conditions change or differing soil conditions are encountered across the site, the soil engineer should be contacted for further recommendations.

Respectfully Submitted,  
ALT & WITZIG ENGINEERING, INC.



*Dustin Horn*  
Dustin M. Horn, P.E.  
Principal Engineer





Tim Keenan  
Director of Business Development  
coUrbanize  
[tim@courbanize.com](mailto:tim@courbanize.com)

April 2, 2025

Cincinnati City Council  
801 Plum St.  
Cincinnati, OH 45202

Subject: Partnering with HPSRD, LLC for Inclusive Community Engagement on their Hyde Park Square Redevelopment

Dear Members of the Cincinnati City Council,

CoUrbanize is proud to partner with HPSRD, LLC on the Hyde Park Square redevelopment—a transformational project within one of Cincinnati's most iconic and historically significant neighborhood business districts. Our goal is to ensure inclusive, transparent, and equitable community engagement throughout the final design process.

A little background on coUrbanize, our platform has supported over 650 real estate and infrastructure projects across North America and has been recognized on the GovTech 100 list for 10 consecutive years for helping local governments increase participation in planning and development processes.

We recognize that not all community members can attend traditional public meetings, which is why our platform provides a dedicated project website where residents can stay informed and participate at their convenience. Through the website, people can receive updates, submit comments, and track progress milestones. This approach complements in-person meetings and ensures broader, more representative community input.

This approach fosters a more accessible, inclusive, and continuous conversation with the community. It enables people of all backgrounds—busy parents, young professionals, seniors, and local business owners—to participate meaningfully in the process, even if they can't attend scheduled public meetings. This is especially critical in ensuring that engagement is representative and reflective of the broader Hyde Park and Cincinnati communities.

As the project moves into its Final Planned Development (PD) phase, following Concept PD Approval, coUrbanize will help ensure that community feedback continues to shape the final designs and outcomes. Our platform complements—not replaces—traditional public meetings by offering a dedicated digital engagement space where residents can learn about the project, share feedback, receive updates, and track milestones at their convenience.

To help the City in its Final PD deliberations, coUrbanize will also provide automated public comment reports that include engagement metrics, community feedback, and AI-generated summaries highlighting key themes and sentiments. These reports ensure that policymakers have real-time visibility into public priorities and concerns, supporting data-informed decision-making.

We would welcome the opportunity to collaborate with the City and community leaders to ensure that this development on Hyde Park Square reflects the input and values of the entire Cincinnati community. Once we are up and running, we would welcome you to share our project page and data links to further expand participation and transparency in the months ahead.

We're excited to work alongside the community in this next phase and remain committed to creating a more inclusive and responsive planning experience. Please don't hesitate to reach out with any questions or ideas on how we can best support the City's efforts.

Sincerely,  
Tim Keenan





April 17, 2025

Lisa Scovic  
Northpointe Group  
7700 Shawnee Run Road  
Cincinnati, OH 45243  
[lscovic@northpointegroup.com](mailto:lscovic@northpointegroup.com)

Michael P. Dooley, P.E.  
Bayer & Becker, Inc.  
1404 Race Street, Suite 204  
Cincinnati, OH 45202  
[mikedooley@bayerbecker.com](mailto:mikedooley@bayerbecker.com)

**Subject: 2719 ERIE AVENUE MIXED USE DEVELOPMENT – SEWER AVAILABILITY NO. CMD2300087  
STORMWATER DETENTION OPTIMIZATION AND DYNAMIC CONTROLS**

Dear Ms. Scovic and Mr. Dooley,

Thank you for working with us on the required stormwater storage system for your Erie Avenue Development. By locating the control chamber at a point accessible to MSD and allowing us to install operable controls there, your storage will be fully utilized during rain events where residents are at risk of basement flooding. This makes your development a substantial benefit to the community by reducing downstream basement flooding during extreme rain events. Your willingness to go above and beyond our requirements is very much appreciated as MSDGC works to mitigate the problems in this area.

If additional information is needed concerning this project, please contact John Barton at (513) 557-7018 or via email [john.barton@cincinnati-oh.gov](mailto:john.barton@cincinnati-oh.gov).

Sincerely,

A handwritten signature in blue ink that reads "Reese P. Johnson".

Reese P. Johnson, P.E., PMP  
Chief Engineer  
Metropolitan Sewer District of Greater Cincinnati

# HPSRD, LLC: Statement of Facts

## Who We Are

We are **three local companies**: PLK Communities, The Loring Group, and NorthPointe Group. Together, we employ over 240 Cincinnatians and their families and desire to invest in our hometown. Additionally, The Loring Group is headquartered in Hyde Park. Combined, we have developed over 4,500 rental homes and own over 13,000 across the country. Unfortunately, Cincinnati accounts for only a small fraction of that total because development here is often more challenging than in other markets.

This project is personal to us. We live here. We work here. We care deeply about the future of Hyde Park Square. Over the past year, we've spent countless hours listening, engaging, and adjusting. We are focused on delivering a plan that works for today's needs and tomorrow's generations.

## The Facts of the Plan

### **This is a Concept Plan—not a final design.**

Council is reviewing a high-level framework for zoning purposes only. If approved, our next steps will involve hiring the local project architect, who will work to craft actual building designs. Throughout this design process, we will continue to engage with the community monthly for input and feedback. Once we have a final plan with detailed imagery, we will return to the Planning Commission for final approval. We anticipate the design phase to take approximately 6 months.

### **A PD (Planned Development) is necessary.**

As noted by City staff, the Concept Plan “enhances the potential for superior urban design” beyond what existing zoning allows. This includes:

- Wider sidewalks, improved walkability, and improved pedestrian safety.
- We propose an underground garage that optimizes land use to enhance the pedestrian experience and preserve the neighborhood charm.
- A central pedestrian plaza is designed to enhance community gatherings (without detracting from the historic green space of the Square).

### **The PD is the only legal path to include a hotel.**

Existing zoning prohibits hotels. Only a PD enables a mixed-use design that includes a boutique hotel, public space, and new housing options.

### **We are preserving history, not erasing it.**

Upon completion, the iconic A L'aise building will be preserved, restored, and landmarked. It will remain a central anchor of the Square for future generations. The rest of the site includes a surface parking lot and small single-story commercial buildings—none of which contribute meaningfully to the architectural fabric of Hyde Park Square.

## Charm, Community, and Change

### **Charm isn't a fixed idea—it's a feeling.**

If “charm” means a place where people love to gather, shop, dine, and feel connected—this project creates more of it, not less.

### **We've spent over a year listening—and it shows.**

We've gathered community input through surveys, public meetings, walk-throughs, and one-on-one conversations. The plan reflects dozens of revisions made in response to what we heard and will continue to engage throughout the design process.

### **Key community-driven changes we've already made:**

This plan has evolved significantly over the past year based on ongoing input from City staff, neighborhood organizations, and community members. Notable changes include:

- **Split the larger rear building into two visually distinct façades** to reduce scale and improve contextual fit.
- **Setbacks were adjusted to match or exceed** those of nearby buildings.
- **Agreed to reduce the building height to 80 feet prior to the Planning Commission vote**—a height repeatedly referenced by community groups as acceptable throughout 2024.

Throughout the process, we've worked in good faith to respond to feedback and align with what the community said it supported:

- **September 10, 2024** – The Hyde Park Neighborhood Council (HPNC) provided preliminary design guidance to our team, not to exceed 80 feet.
- **November 12, 2024** – The Hyde Park Neighborhood Council (HPNC) voted on a motion stating: "We are open to a development ... no taller than 3500 Michigan."
- **December 19, 2024** – HPNC reposted that position publicly, reaffirming their November 12, 2024, stance.
- **January 1, 2025** – The Hyde Park Square Business Association issued a letter of support to HPNC, citing their height reference of "no taller than 3500 Michigan."
- **January 7, 2025** – Our application was formally submitted to the City, requesting a maximum height of 85.5 feet, which was a 5.5-foot variance from the HPNC request.
- **January 14, 2025** – HPNC revised its position to state our maximum height should now not exceed the À L'aise building, stating that 3500 Michigan was no longer a relevant precedent.
- **February 13, 2025**—In collaboration with the City Planning staff, we worked to limit our height to a maximum of 80 feet, in alignment with the positions of HPNC and the neighborhood business association until submission.

Since February 13, 2025, a 50-foot height request has been discussed in community meetings and by HPNC's legal counsel to comply with existing zoning; however, we have no record of HPNC formally adopting or voting on this. We have attended every community meeting and remain committed to working transparently and in alignment with what the neighborhood formally communicates.

\*All support for the above dates can be provided upon request.

### **We are engaging CoUrbanize to broaden access and transparency.**

CoUrbanize is a nationally recognized GovTech platform that complements—not replaces—public meetings. It ensures busy parents, young professionals, seniors, and business owners have a voice in the Final PD process. As the project moves forward, community feedback will continue to be gathered and published in real-time.

## **Looking Ahead**

**There is no free public parking in Hyde Park Square today, and all existing spaces are metered or part of a City-owned pay lot and the surface lot we currently is leased to commercial tenants, and the À L'aise building offers no on-site parking to its residents today.**

Our plan includes 350 underground garage spaces—over 100 for public use. Representing more publicly available parking than Hyde Park Square has ever had.

### **Retail leasing will focus on local and regional operators.**

We are not seeking national chains. Our leasing team has helped successfully activate local-first districts like Over-the-Rhine—and we're bringing that experience here.

### **This is a long-term local investment.**

We are not outsiders flipping real estate. We are owners, operators, and neighbors committed to the long-term vitality of Hyde Park Square.



**This is only the beginning.**

The final design, architecture, and Final PD approval are still ahead, and we are committed to working with the neighborhood every step of the way.

**What Happens If This Isn't Approved?**

We believe that, based on decades of industry experience in complex commercial real estate deals, this plan effectively captures the objectives of the current Hyde Park Plan (1983), the Hyde Park Square NBD Urban Design Plan (1984), Plan Cincinnati, the Green Cincinnati Plan (2023), and the commitment of City staff, along with nationally recognized urban planners, architects, and engineers. Together, we are united in a single goal: strengthening Hyde Park Square for the next generation.

After consulting with city staff, we specifically selected the PD process because it allows for better design, broader public input, and shared community outcomes, including the only legal way to include a hotel.

If this plan is denied, we could proceed with a by-right development under the current zoning—four-story apartments, no hotel, code-compliant parking at roughly half our proposed concept PD ratios, no public plaza, and no formal community input. We've already taken that route on Wasson Way (ILA), where we built a code-compliant project and still faced opposition. This time, we chose a more collaborative approach that allows public voices to help shape the future of the Square.

Like you, we want what's best for Hyde Park Square—for today's families and the next generation.

Thank you for your time, and we appreciate your consideration!

# HPSRD, LLC

Superintendent Murphy, Principal Sunderman, and Members of the Board of Education:

We truly appreciate Hyde Park School's vital role in the community and are thankful that the school hosted the October community meeting, creating a space for open discussion. As parents of school-aged children ourselves, we personally understand the concerns regarding student safety, traffic, and the long-term well-being of families in Hyde Park. Our top priority has been—and will always be—the safety of children in our community.

We had not previously contacted you regarding our Hyde Park Square development because we felt it would have been premature. This is a concept approval only, and we have yet to start the final design. Now that we have received support from the Cincinnati Planning Commission for our concept plan and are moving towards a council vote on the concept, we believe this is the right time to open a direct and collaborative dialogue before our architects start on the project design.

## **Commitment to Student and Family Safety**

We acknowledge that Hyde Park Square has longstanding safety and traffic challenges, especially during school pickup and drop-off times. These challenges have existed independently of any development, and rather than overlook them, we proactively commissioned a comprehensive traffic study. This study was an investment we voluntarily made because we believe in using data to enhance community outcomes. While you may have heard of some of these proposals, to date, they remain initial recommendations from our traffic engineers—a starting point for productive discussions.

That study has provided valuable insights, confirming what many in the community already know: safety improvements are necessary, regardless of any future development. We believe this project presents a unique opportunity to bring the right people together—including city officials, DOTE, school leadership, and parents—to create meaningful, long-overdue improvements that will benefit Hyde Park families for years to come.

Some of the safety measures we have already advocated for include:

1. **Expanded Traffic and Safety Studies:** Prior to our investment, DOTE had no formal studies on traffic conditions in the area. This study now provides a resource to guide data-driven improvements.
2. **Proposed HAWK Safety Beacons on Erie Avenue:** Community members have advocated for these safety measures for years. We offered to fund their design and infrastructure, but the community has declined to proceed now.
3. **Previous School Safety Advocacy:** In other areas of Cincinnati, we have successfully collaborated with neighborhoods to advocate for and secure funding for safety improvements, including stop signs and turn signals near CPS schools. If given the opportunity, we are committed to doing the same here.

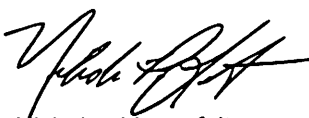
## **A Catalyst for Positive Change**

We strongly believe that this project should not be viewed through the lens of misinformation or fear but rather as a catalyst for real solutions. We aim to be a long-term partner in helping improve Hyde Park Square for all—students, families, businesses, and the community.

We remain fully committed to working with you and other key stakeholders to ensure that student safety is prioritized, that families feel heard, and that Hyde Park School thrives in a walkable, vibrant, and well-connected neighborhood.

We welcome the opportunity to meet with you at your earliest convenience to discuss how we can work together to make Hyde Park Square safer and stronger for the families who call this community home.

Sincerely,

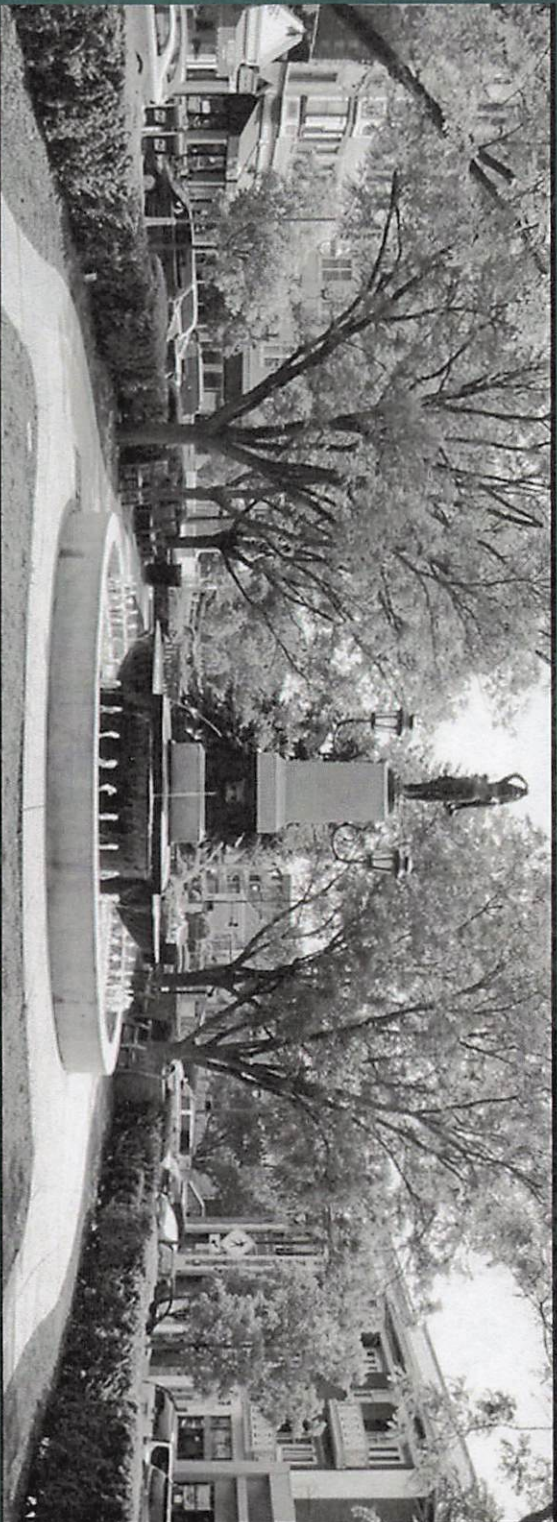


Nicholas Lingenfelter  
Member  
HPSRD, LLC



Lisa Scovic  
Member  
HPSRD, LLC

# HPSRD



EGH COMMITTEE 4.22.25





# Meet The Team:

01

PLK  
Communities

02

The Loring  
Group

03

NorthPointe  
Group

04

DSD Advisors

05

JS Held

06

Bayer  
Becker

07

Suder, LLC



# Why We're Here:

Once the bustling pulse of Cincinnati's east side, Hyde Park Square now feels paused in mid-sentence, a story interrupted. The last Community Plan created for Hyde Park Square was developed forty years ago. At that time, the square thrived across 120,000 square feet of commercial space, nurturing over 150 businesses, supporting more than 800 jobs, and generating an impressive \$68 million in annual sales (\$214 million current value).

Yet today, while the charming facades and tree-lined sidewalks remain, the energy and economic force of Hyde Park Square have faded. As time and demographic shifts march on, Hyde Park finds itself lagging, unable to meet modern expectations for amenities and vibrant communal spaces.

Our proposed redevelopment on Hyde Park Square aims to do more than build structures; **it's about reinvigorating the heart of the neighborhood.** This vision fuses historical charm with contemporary functionality, creating a mixed-use hub that seamlessly blends residential life, hospitality, retail, and greenspace. This reimagined urban tapestry invites residents and visitors alike to linger, live, and rediscover a place where Hyde Park Square's heartbeat is once again felt.



# Where We Began:

3 Development Teams & Multiple  
Acquisitions (2017-2018 & 2024)  
Followed By Community  
Engagement

- ▶ August 2024
  - ▶ Began what ultimately resulted in over 100 hours of community engagement from the development team. Engagement taking the form of:
    - ▶ Survey production & analysis
    - ▶ Office hours (AM/PM)
    - ▶ HPNC committees
    - ▶ HPNC general meetings
    - ▶ Meetings with business owners
    - ▶ Meetings with community leaders

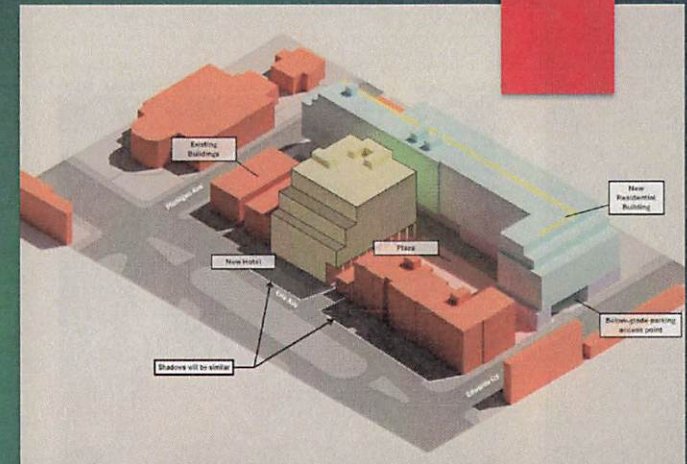


Our team studied the 1984 Neighborhood Plan and feel confident in our alignment with the integrity of the vision for these parcels.



# What We Learned From Engagement: A Small Snapshot

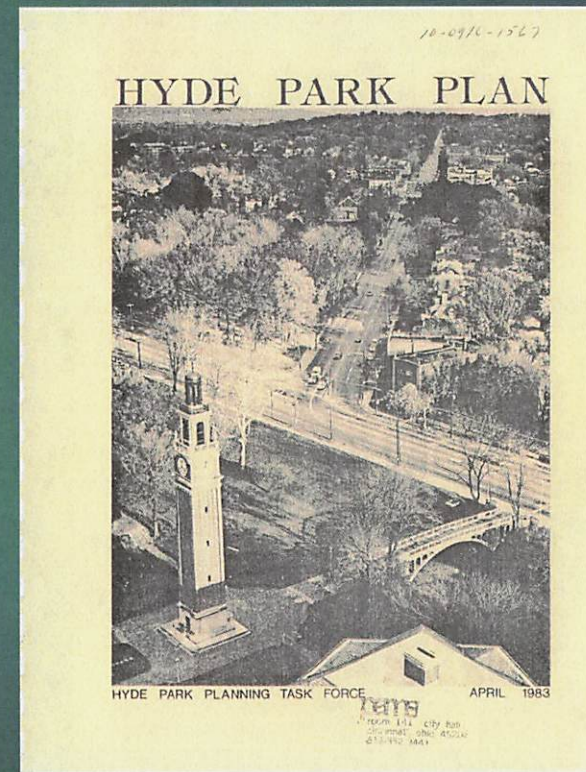
- ▶ Hyde Park Square's Missing Elements: Our 1,000+ survey respondents emphasized the need for new dining options, improved parking, and new retail businesses that weren't real estate oriented.
- ▶ Suggestions for Improvement:
  - ▶ Dining: Family-friendly options, including pizza places, bodegas/delis, and sports-oriented dining options.
  - ▶ Parking: Improved parking is needed.
  - ▶ Events: Most common themes - Square needs more family-focused activities, wine/music events using the newly approved DORA, and a desire for more art-oriented events.





# Major Concerns Voiced to Us:

- ▶ Traffic: We have completed a thorough traffic study that will inform both our team and the City on necessary improvements to ensure the least consequential impacts.
- ▶ Parking: We are proposing a garage with an estimated 300% more dedicated spaces than what would be required for a development of this size and makeup.
- ▶ Look and Feel: This matters to us too! We cannot enter the next phase of design until we have an approved concept plan.





## Additional Concerns Raised :

- ▶ Existing Tenants: To date, no resident or business has been displaced. All leases have been honored as written, and if a tenant has a relocation clause, we are working with them.
- ▶ Underground Parking Feasibility: We have certainty in our ability to build a significant & safe underground parking structure.
- ▶ Artificial Turf: Our proposed greenspace has artificial turf to ensure it remains vibrant, safe, and sanitary.
- ▶ Shadows: We have committed to studying this further but believe our proposed building will have little to no additional impact due to existing structures.

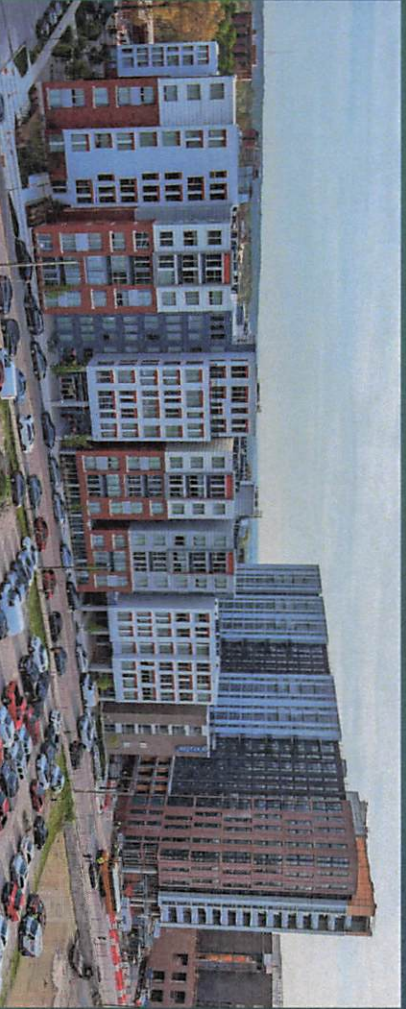


# Traffic:

In the early 1980s, Hyde Park Square's roads saw upwards of 10,000 cars per day, a figure that has since slightly decreased. However, car ownership per household has increased by 15% since then, according to the Federal Highway Administration. This means more vehicles on local streets overall, with increased density impacting the neighborhood even as fewer cars pass through daily. Despite this shift, parking availability around the square remains largely unchanged, leaving the area in need of modern solutions.

To address these challenges, we propose an underground parking garage offering safe and convenient parking that alleviates street congestion and allows for smoother pedestrian and vehicle flow. By addressing today's parking and traffic demands, we aim to help Hyde Park Square welcome a new generation of residents, businesses, and visitors, all while reclaiming the space's historic role as a vibrant, accessible community center.







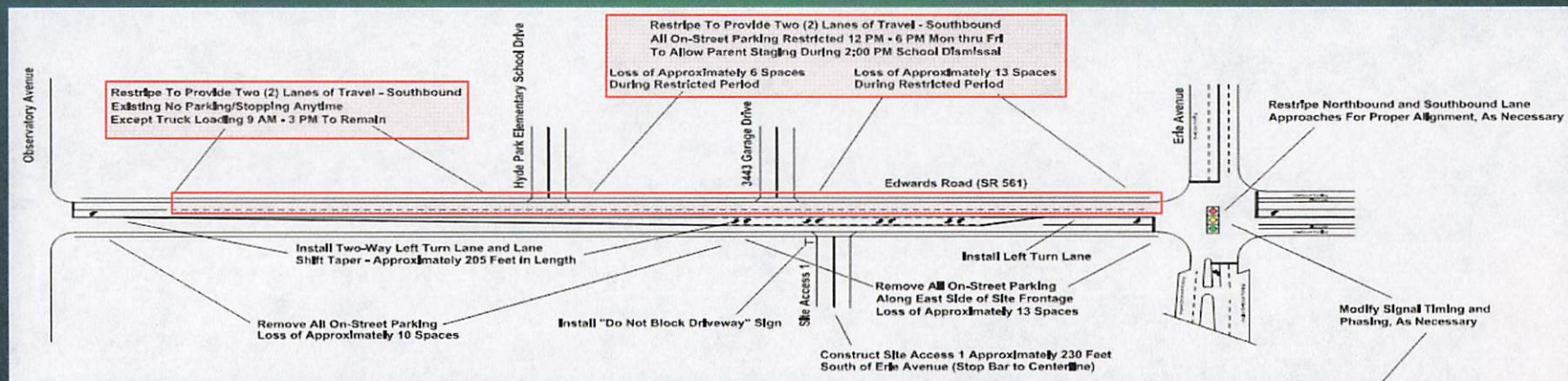
# Summary

- Bayer Becker met with DOTE to understand the requirements for the Traffic Impact Study and prepared the study in accordance with their standards
- After review of Bayer Becker's study, "DOTE concludes the proposed development will have minimal impact to existing travel conditions on Edwards Rd..."
  - DOTE is acceptable to the traffic generated by the development, with either the existing roadway geometry or recommended roadway improvements
- There are recommendations included in the report for the current condition, as well as recommendations for the development



# TIS Recommendations – Current Condition

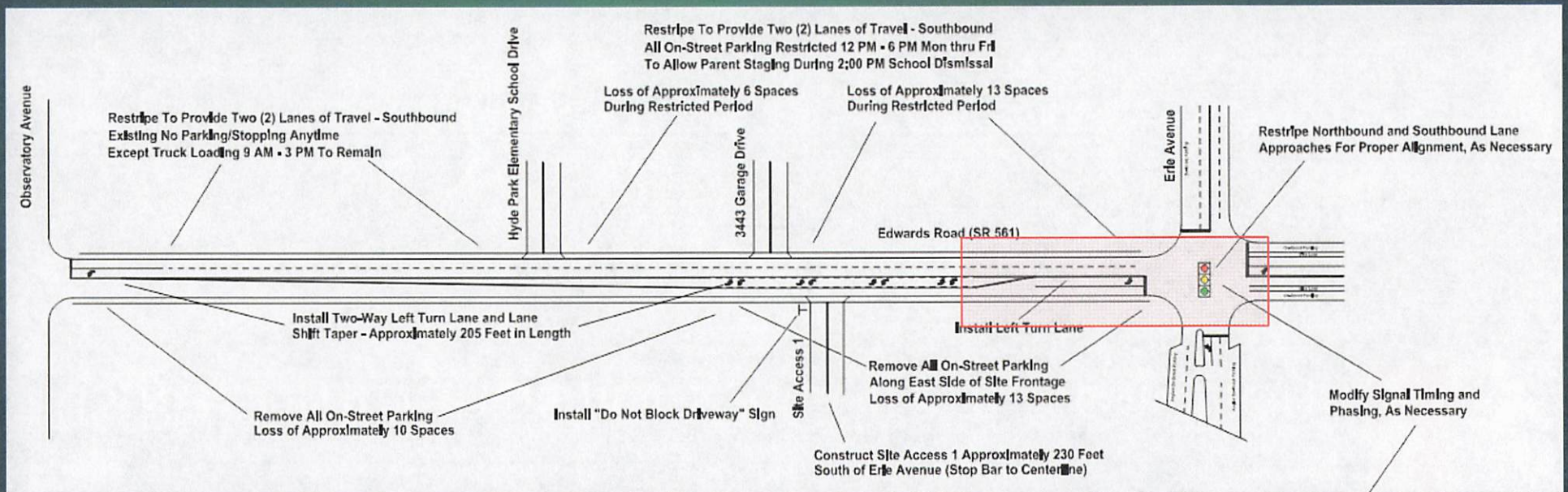
- Re-stripe SB pavement with a lane line to allow the curb lane to function as a lane of travel during restricted periods
- Restrict on-street parking on west side from 12-6pm between Erie Ave and school access drive
  - Loss of (19) spaces during the restricted period
- Install “No Parking or Stopping” signs within the restricted area
- Police enforcement at the school access
- Adult crossing guard at Erie Ave and Edwards Rd





# TIS Recommendations – Development

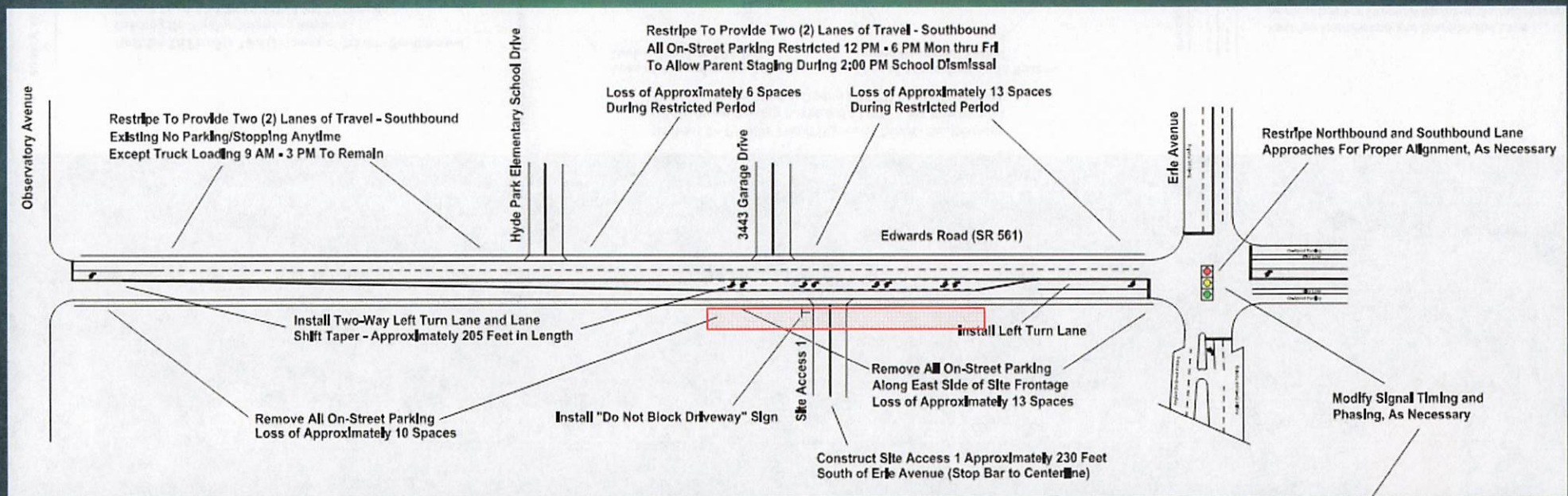
- Provide (1) NB left turn lane
- Provide (1) NB shared through and right turn lane
- Adjust striping north of intersection for proper alignment
- Modify traffic signal timing and phasing at the Edwards/Erie intersection, as needed





# TIS Recommendations – Development

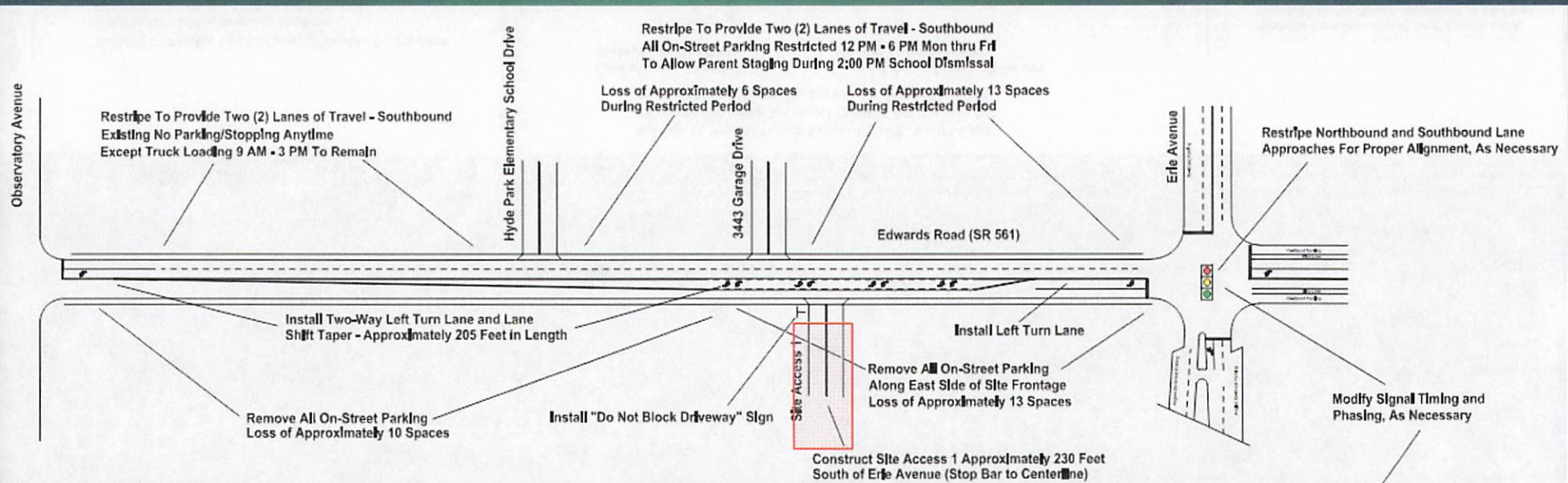
- (1) lane of travel in the NB direction
- (2) lanes of travel in the SB direction
- A center two-way left turn lane to provide left turn storage for driveways on both sides of Edwards Rd





# TIS Recommendations – Development

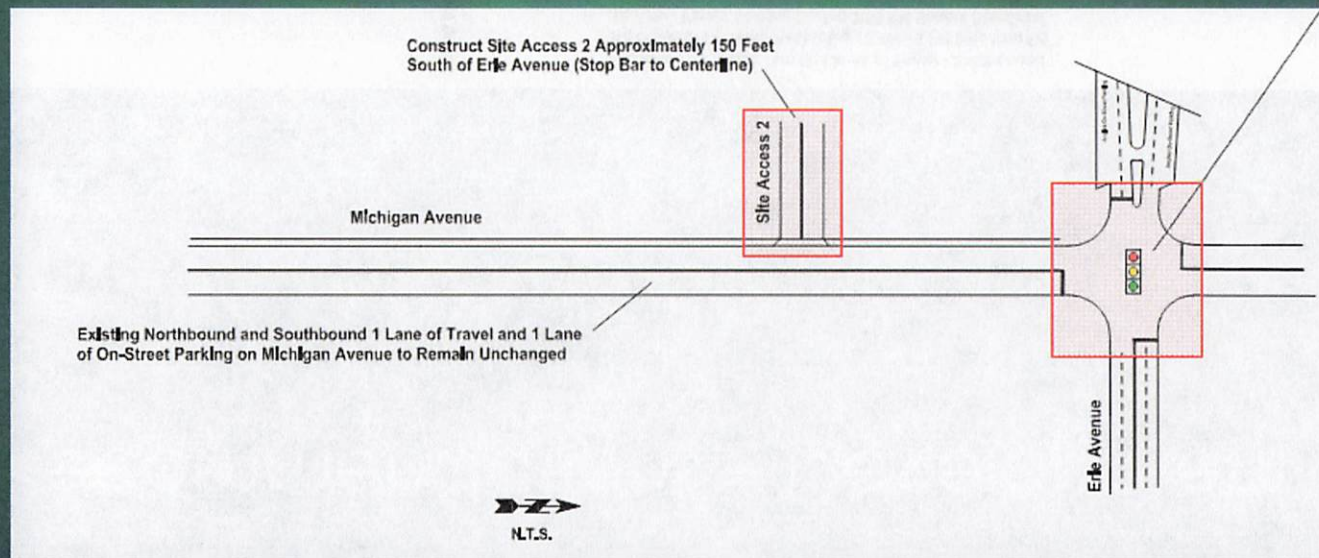
- Construct a fully operational site access drive at the south edge of the site (approx. 230' south of Erie Ave stop bar)
- Provide (1) EB entry lane and (1) WB exit lane
- Install “Do Not Block Driveway” pole-mounted sign at driveway





# TIS Recommendations – Development

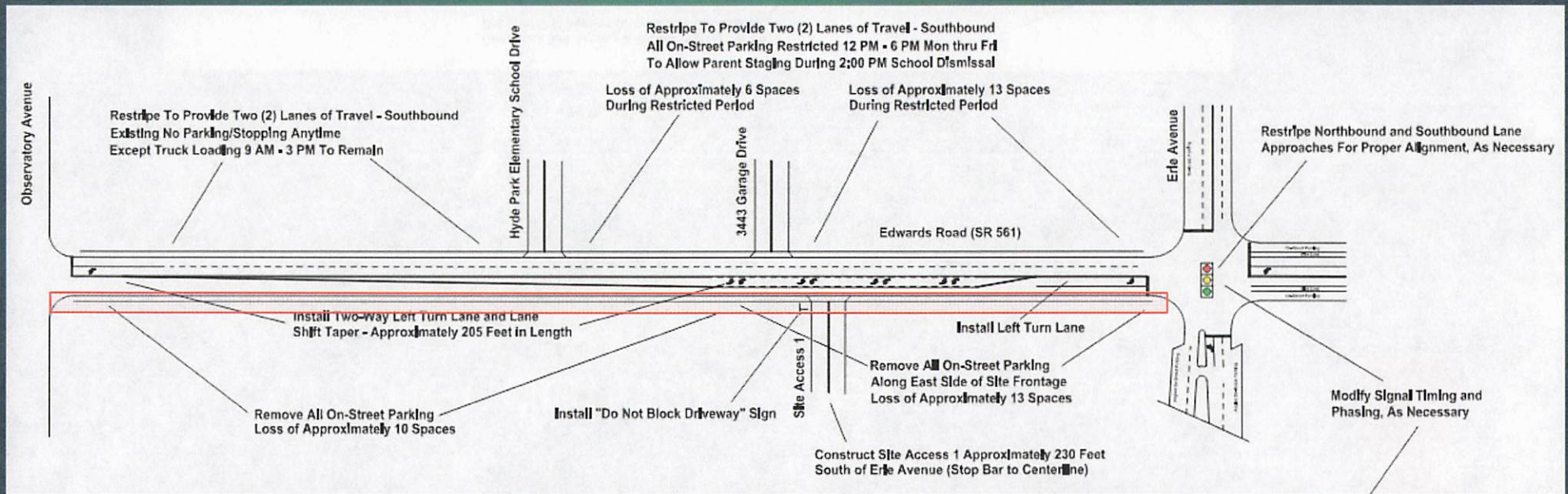
- Construct a fully operational site access drive (approx. 150' south of Erie Ave stop bar)
  - Provide (1) WB entry lane and (1) EB exit lane
- Modify traffic signal timing and phasing at the Michigan/Erie intersection, as needed





# TIS Recommendations – Development

- Remove all on-street parking along east side of Edwards Rd between Erie Ave and Observatory Ave
  - Loss of (23) spaces
- Install “No Stopping or Parking Anytime” pole mounted signs along the east side of Edwards Rd





## Additional Data Supporting the Need:

- ▶ As verified by Placer data, visits to Hyde Park Square have dropped by 8.6% over the last three years alone. The neighborhood has also seen a population decline of nearly 5,000 residents in the past twenty years. We want that to change.
- ▶ The project is expected to generate new tax revenues for the City, with resident payrolls anticipated to exceed \$25 million annually and an estimated 40–50 new jobs across retail, hospitality, and residential sectors. This figure does not include sales tax receipts from the hotel, which could reach the high six figures annually.





# HPNC: Inconsistent Direction

SUMMARY OF CHANGING GUIDANCE FROM COMMUNITY COUNCIL









## Hyde Park Neighborhood Council

December 19, 2024 ·

Update on the Proposed Hyde Park Square Development:

At our Nov. meeting, we passed the following motion:

The Hyde Park Neighborhood Council (HPNC) supports redevelopment in Hyde Park Square. As discussed at our September monthly meeting, we are open to development that is 50 feet tall at the perimeter, has upper floor setbacks similar to 3500 Michigan ("Michigan Terrace"; Lululemon), is no taller than 3500 Michigan, and that improves the overall parking situation in Hyde Park Square. Unfortunately, the proposed Planned Development is 60 feet tall at the sidewalk, has smaller setbacks than 3500 Michigan, is taller than 3500 Michigan, and appears to make the parking situation worse. As a result, HPNC opposes the proposed Planned Development. HPNC wishes for the existing CN-P zoning to remain in effect.

Hyde Park Square Business Association  
34418 Edwards Road  
Cincinnati, OH 45208

125

to: Planning Commission  
from: Zoning Department  
Re: City Council  
Purpose:  
Item:  
H 45202

Hyde Park Square Development Proposal

Members of the City of Cincinnati Planning Commission, Members of the City of Cincinnati Council, Members of City Council and Mayor Penev:

The Hyde Park Square Business Association (HPSBA), we are writing to formally express our support for the proposed development in Hyde Park Square. We fully support the Hyde Park Neighborhood Council (HPNC) on this matter, as outlined below:

The Hyde Park Neighborhood Council (HPNC) supports redevelopment in Hyde Park Square. At our September monthly meeting, we are open to a development that is 50 feet tall at the perimeter, has upper floor setbacks similar to 3500 Michigan ("Michigan Terrace"; Lululemon), is no taller than 3500 Michigan, and that improves the overall parking situation in Hyde Park Square. Unfortunately, the proposed Planned Development is 60 feet tall at the sidewalk, has smaller setbacks than 3500 Michigan, is taller than 3500 Michigan, and appears to make the parking situation worse. As a result, HPNC opposes the proposed Planned Development. HPNC wishes for the existing CN-P zoning to remain in effect.

## Hyde Park Neighborhood Council

November 13, 2024 ·

Provide the community with an update following several months of public presentations, surveys, and committee, the developers asked the HPNC to support the plan.

HPNC trustees unanimously passed the following resolution:

The Hyde Park Neighborhood Council (HPNC) supports redevelopment in Hyde Park Square. As discussed at our September monthly meeting, we are open to a development that is 50 feet tall at the perimeter/sidewalk, has upper floor setbacks similar to 3500 Michigan ("Michigan Terrace"; Lululemon), is no taller than 3500 Michigan, and improves the overall parking situation in Hyde Park Square. Unfortunately, the proposed Planned Development is 60 feet tall at the sidewalk, has smaller setbacks than 3500 Michigan, is taller than 3500 Michigan, and appears to make the parking situation worse. As a result, HPNC opposes the proposed Planned Development. HPNC wishes for the existing CN-P zoning to remain in effect.

We are committed to continued dialog with both the developers and the community on this project. We will provide updates to you at our monthly meetings and email communications.

November 13, 2024

December 19, 2024

and

January 1, 2024 Motions

"Structure that is no taller than 3500 Michigan."









# Our Response:

DETAILED VISUALS FOR HEIGHT, PARKING RATIOS, CONSTRUCTION IMPACTS, ETC.



# Building Structural System

Wood Framing

Concrete

Steel

# Urban Cost/SF

\$ 240-260 PSF

\$ 300-325 PSF

\$ 300-325 PSF

Concept Residential SF

155,000

Less: A L'aise SF

33,256

Net New Construction SF

121,744

Estimated Cost Increase from Material Change and Height Reduction \$ 8,000,000

## Building Height Comparison by Structural System





# Minimum Parking Ratios

## Residential (Twice Current Code Requirement)

- Apartment Parking Spaces 1 / Unit

## Commercial (Aligns With Code)

- Retail 1 / 500 SF
- Restaurant Dining 1 / 300 SF
- Restaurant Prep 1 / 1,500 SF
- Office 1 / 800 SF
- Hotel 0.5 / Room

\* As per Section 1405.04 (A.4.i-iv) The first 5,000 SF of commercial space in each building will be exempt from parking. All square commercial square footage above 5,000 SF will be subject to the above minimum parking ratios.

\*\* These commercial ratios also align with the City's desire to promote walkability, bikeability, and service rideshare transportation needs.



# Construction Impact Planning:



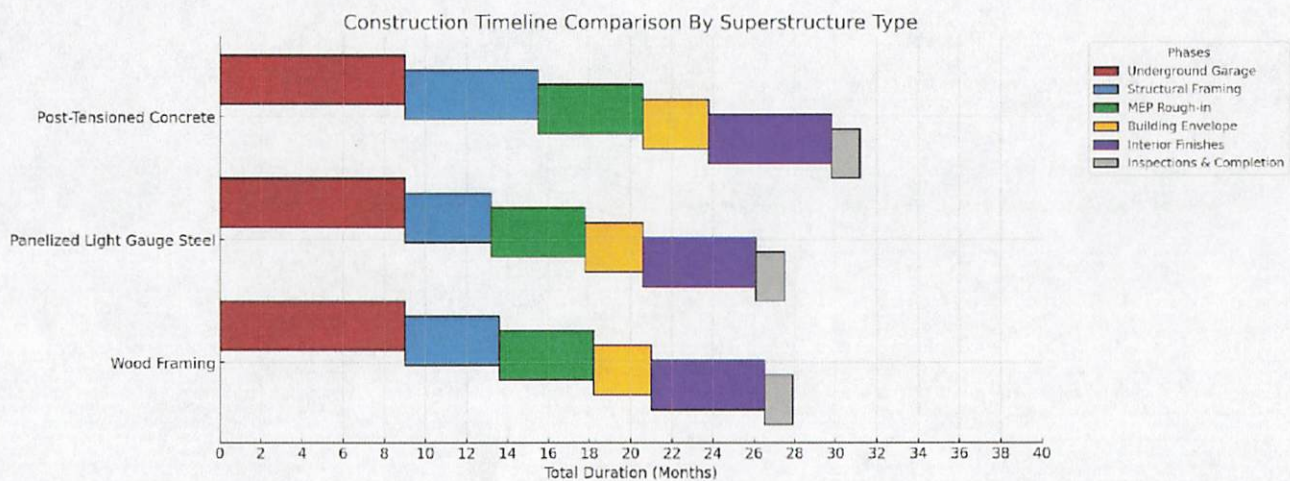
## Construction Impact Planning

We recognize concerns regarding construction-related disruptions, which is why we have included an Impact Analysis in Exhibit C. This document details how different material selections affect scheduling, logistics, and overall impact on the neighborhood. The use of steel and concrete, while more expensive, reduces freight load, minimizes staging area needs, and lessens long-term disruption compared to traditional wood construction.



Construction Schedule and Community Impacts

Construction Time Comparison



Summary:  
Reducing the height  
will lengthen the  
construction timeline.

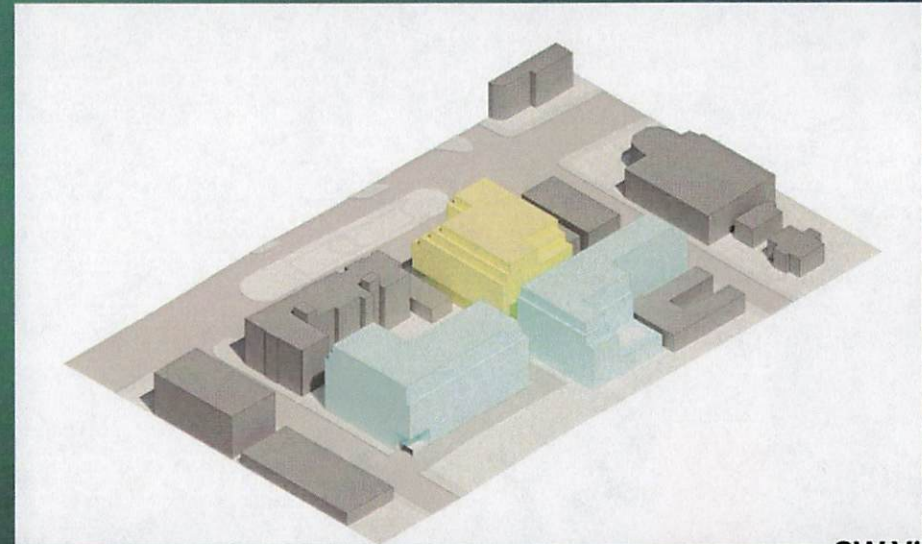
Estimated Freight Loads from Construction

Structural System	Wood Framing Over Concrete	Concrete (Slabs & Underground Garage)	Steel (Composite Decking & Light Gauge Framing)
Total Freight Loads (Estimated)	800 - 1,000	500 - 650	400 - 550
Notes	Requires frequent small deliveries due to site constraints. Trusses, studs, sheathing, and fire-treated wood require multiple deliveries.	Bulk rebar and concrete delivered in large batches. Concrete trucks typically carry 8-10 cubic yards each, requiring multiple pours per floor.	Most prefabricated, allowing larger deliveries at once. Requires specialized crane logistics for steel beam erection.
Biggest Delivery Bottleneck	Frequent trips, small loads	Concrete batch scheduling	Crane coordination
Urban Staging Challenge	High	Medium	Low (prefab advantage)
Efficiency of Trucking	Lowest	Moderate	Highest



# Rear Massing & Scale Adjustments:

Our Final PD submission will incorporate design adjustments that visually break the rear façade into two distinct structures, addressing scale and massing concerns while ensuring the project aligns with the surrounding neighborhood. Further refinements will be subject to additional community input during the Final PD engagement process.





# Curb Cut Relocation & Traffic Safety:



Our TIS is now complete and has confirmed necessary refinements to be made in our Final PD plan, as expected in our public engagement sessions. The existing curb cut on Edwards is currently further south than shown in our concept plan. Based on recommendations from DOTE and traffic engineers, our Final PD design will relocate the curb cut further south to align with the existing curb cut at the site.

To improve traffic flow and pedestrian safety, we request that the City and DOTE allow for potential street meter adjustments recommended to help alleviate congestion during school pickup and drop-off. Additionally, we support incorporating restriping adjustments depicted in the final TIS findings.

We will also work alongside the community to advocate for enhanced pedestrian safety. Specifically, we are prepared to provide design and labor assistance if the City supplies HAWK crossing beacons on Erie Avenue to ensure safer crossings.



# Additional Refinements:



## Historic Preservation Commitment

We are fully committed to preserving Hyde Park's architectural character and contributing structures. To this end, after completing necessary renovations and updates, we will work with City Staff to landmark the A L'aise building, mirroring our successful preservation approach with the Stewart Home in Madisonville.

## Open Space Flexibility

Given mixed community feedback on open space programming, we request flexibility in how open space is incorporated into the final design. This aspect of the project will continue to be vetted with the community before the Final PD submission.

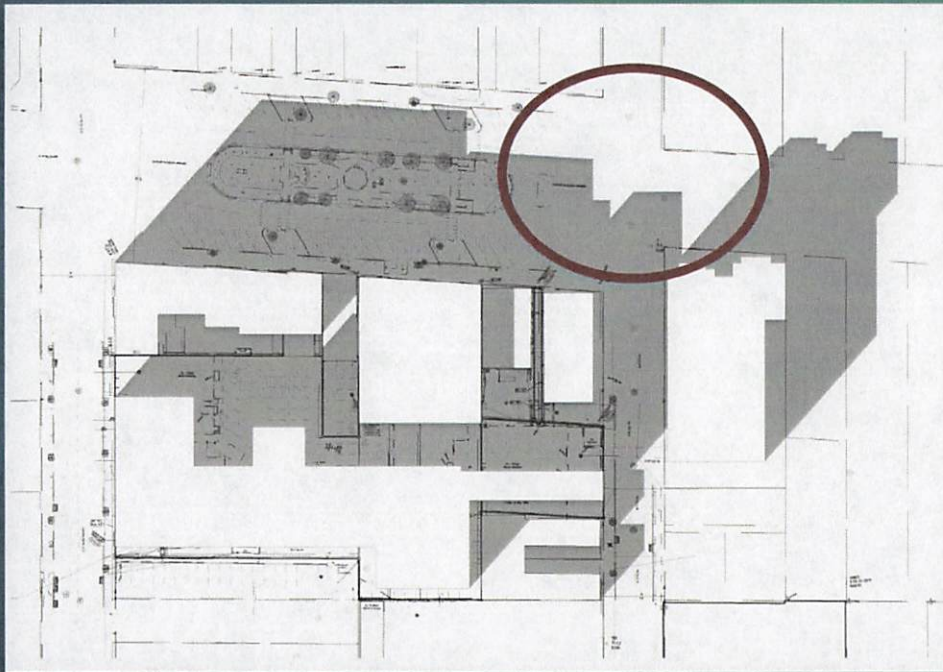
## Shadow Study

Upon completion of the Final PD design, we will work with City Staff to provide an updated shadow study to ensure alignment with their review process.

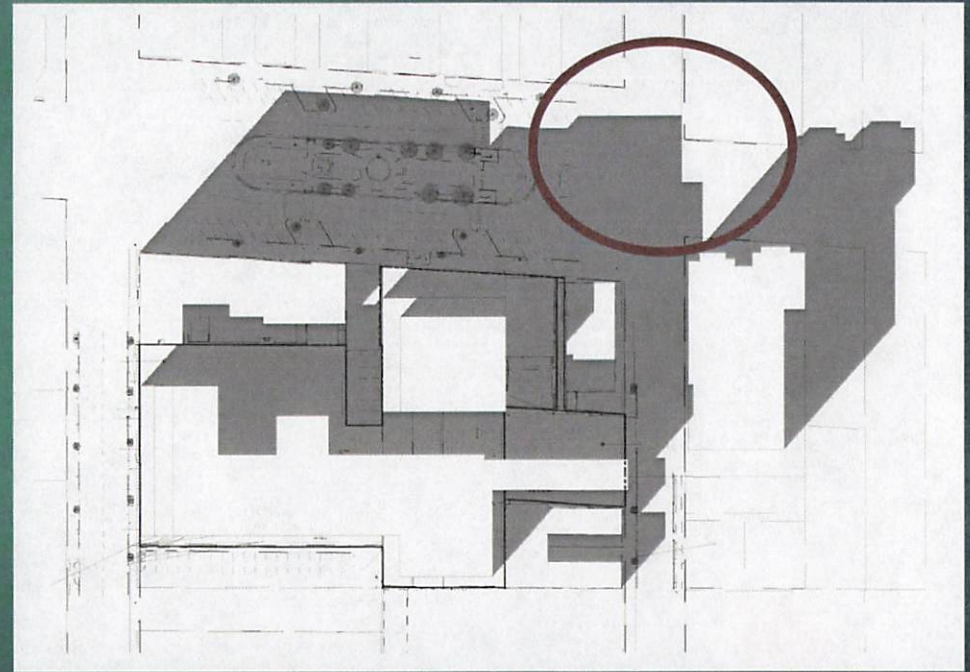


# Sun Study Comparison (2/1 at 4:00pm)

50 Feet (Existing Zoning)



80 Feet (For Context)



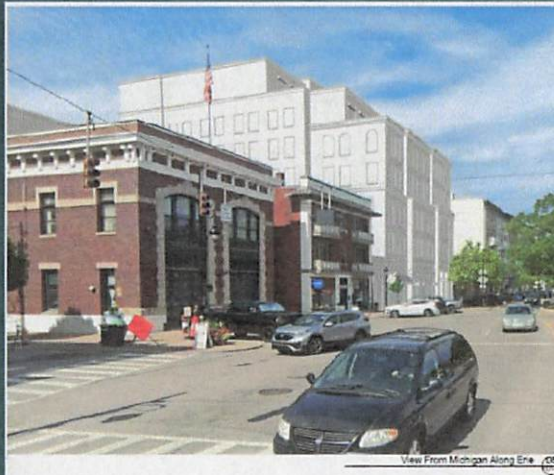


# Retail Environment:

- ▶ Alligator Purse
- ▶ Jacob James
- ▶ Hyde Park Hair Salon
- ▶ The Wine Shop
- ▶ The Wine Shop Bar
- ▶ Miller Gallery
- ▶ 45/46 Men's Apparel
- ▶ NEST
- ▶ Nancy Ross Interiors
- ▶ Coldwell Banker
- ▶ First Financial Bank
- ▶ Peace, Love, and Donuts
- ▶ Churchill's Fine Teas
- ▶ Equilibrium
- ▶ Nina Stangern
- ▶ Sarah Tsai
- ▶ Mason Crossland
- ▶ Zipfel Mortgage
- ▶ AR Workshop
- ▶ The Tailor



# Conceptual Massing (Prior To Reduction)





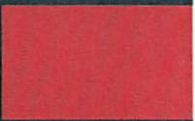
# Conceptual Massing from Erie and Edwards



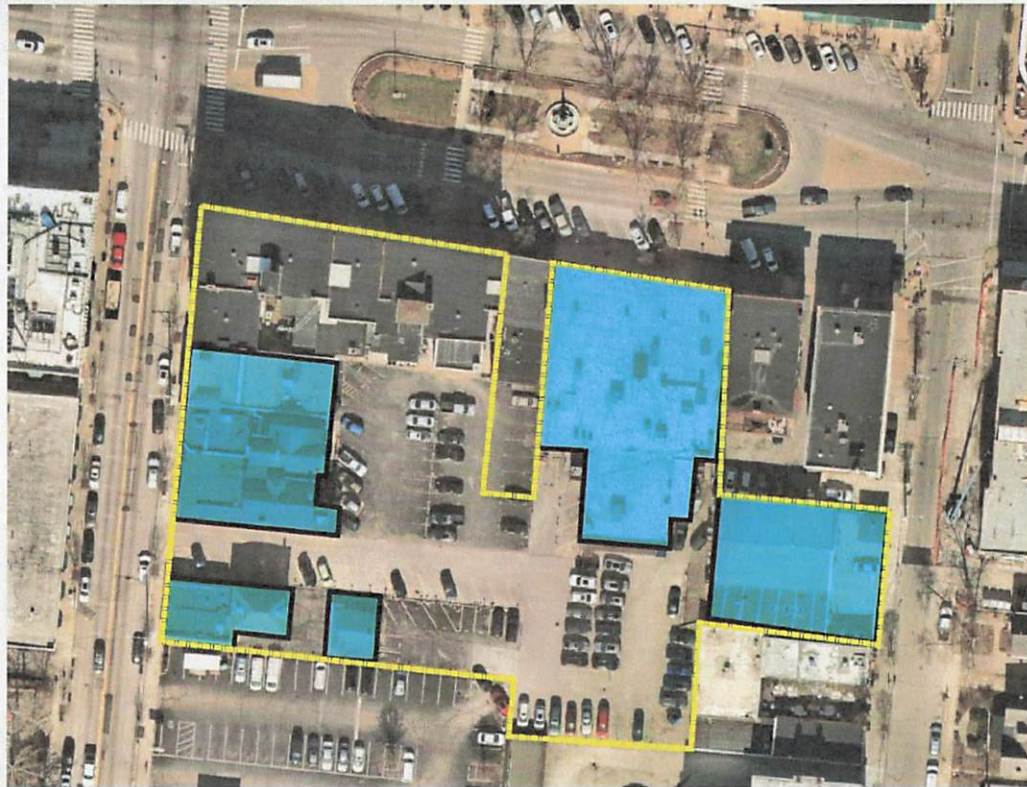












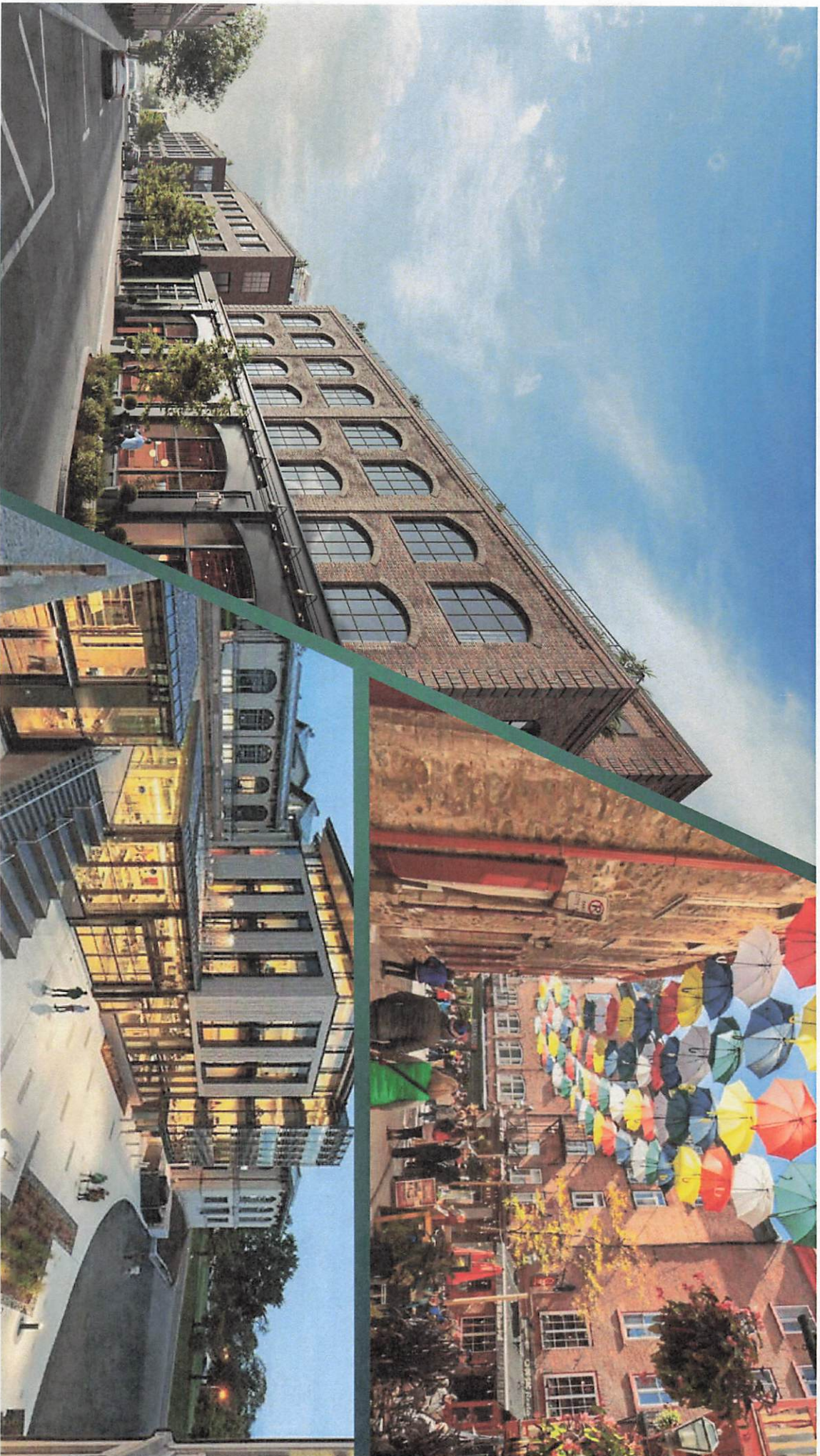
 BUILDING TO BE  
DEMOLISHED

We removed all demo approvals from today's application, though wanted to include this visual in the spirit of transparency. This may come back through CPC or go through the ZBA – to be determined.











# What We're Requesting:

## Zone Change from CN-P-B to Planned Development (Concept)

- ▶ Hotel:
  - ▶ We believe the addition of a boutique hotel on the square will make this a more transformative mixed-use development.
- ▶ Height:
  - ▶ The proposed plan calls for a 100+ unit new apartment building to be built at 85.5 feet in order to achieve our desired design & community impact.
  - ▶ Important note: this is 5.5 feet taller than an existing building across the street (3500 Michigan), which stands at 80 feet and was supported by the community – an important precedent.





# Why We're Requesting A Zone Change To A PD:

- ▶ Promote innovative development by offering increased flexibility in access, natural light, open spaces, and amenities.
- ▶ Support the integration of shared open spaces and establish measures for their ongoing maintenance.
- ▶ Ensure a systematic and comprehensive planning and review process that results in high-quality design and development.

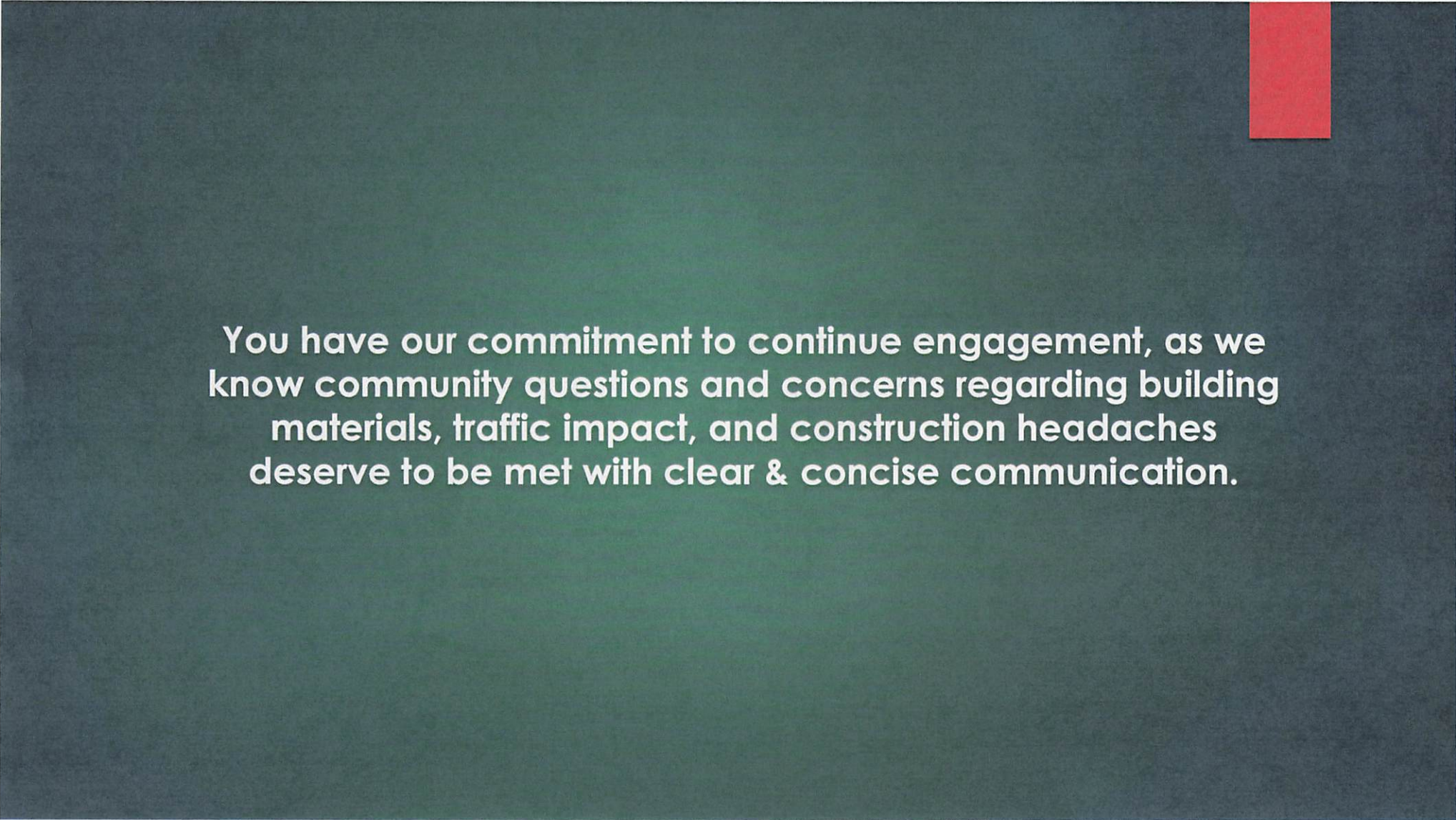


# Existing Zoning Allowances

- ▶ Current Zoning
  - ▶ CN-P-B
  - ▶ In a Neighborhood Business District "B" under the Connected Communities provisions of the code there is "Unlimited" density if you stay at the current zoning height of 50'







**You have our commitment to continue engagement, as we know community questions and concerns regarding building materials, traffic impact, and construction headaches deserve to be met with clear & concise communication.**





Thank You!