

An aerial photograph of a park. On the left, there is a baseball field with a dirt infield and grass outfield. A creek flows through the center of the park, surrounded by dense green trees. The overall scene is bright and sunny.

**EXPERIENCE
MILL CREEK**

CINCINNATI CITY COUNCIL

A thick, red, wavy line that spans the width of the page, positioned below the 'CINCINNATI CITY COUNCIL' text.

OCTOBER 21, 2025

**YARD
& CO.**

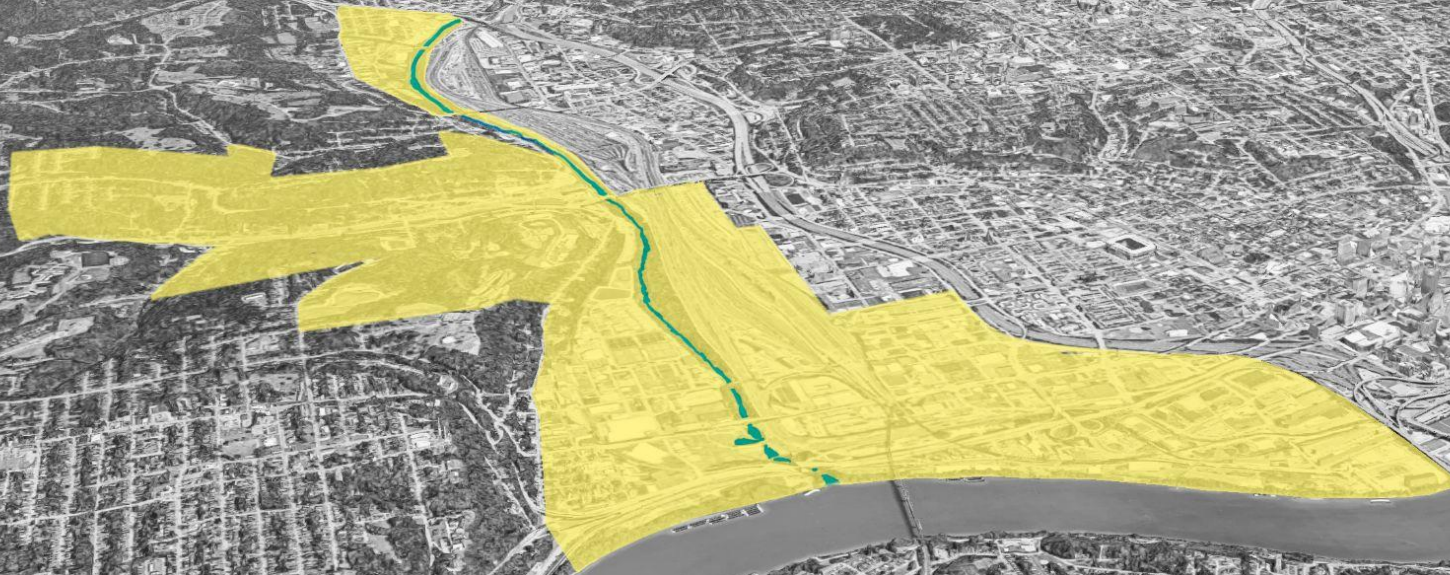
MILL CREEK VALLEY

An aerial photograph of a wide river valley. The river flows from the bottom center towards the right side of the frame. On the left bank, there is a dense residential or commercial area with many small buildings. The right bank features a large, open area that appears to be a mix of agricultural fields and some industrial or commercial structures. The background shows rolling hills and more distant land. The entire image is in grayscale, with a semi-transparent dark gray overlay that serves as a background for the text.

PROJECT PURPOSE

To stitch together existing plans, operators and projects along the Mill Creek Valley in an effort to develop an ambitious yet flexible 20 year vision plan that is focused on immediate implementation through small area planning along the creek.

PROJECT GEOGRAPHY



PROJECT SCHEDULE

EXPLORE

FALL 2024 - WINTER 2025

- » Meetings & Interviews
- » Walking Tour
- » Place Audits
- » Case Study Research
- » Create Project Identity
- » Establish Vision & Value Statements
- » Select Focus Areas

COMPLETE!

TEST

SPRING - SUMMER 2025

- » 6 Focus Area Plans
 - Redevelopment strategies
 - Public space design & activation
 - Place story-telling
 - Operations & maintenance
- » Project Ambassadors
- » Community Engagement

BUILD

SUMMER - FALL 2025

- » Build 2 Temporary Installations (3-5 YR)
- » Pilot projects from Focus Area Plans
 - Community participation
- » Formalize Operations
- » Refine Plans & Implementation Steps



EXPLORE PHASE RECAP

EXPLORE FALL 2024 - WINTER 2025

- **Formed an Executive Committee** of 15 residents and local stakeholders
- **Held over 25 one-on-one interviews**
- **Reviewed over a dozen past community plans**
- **Researched and met with 15 place-based entities** doing work in the Valley
- **Conducted deep dive case study research** on 3 relevant water-fronting mixed-use districts
- **Participated in peer-to-peer learning** through Reimagining the Civic Commons
- **Worked with the Executive Committee to develop a visual identity** for the Vision
- **Researched implementation funding policies, operational approaches, and anti-displacement policies**
- **Mapped future projects and audited** infrastructure, connectivity, small businesses, public spaces, events/programming, public transportation, zoning, and demographics
- **Worked with the Executive Committee to develop a vision statement and set of values** connected to growth and the future of the Mill Creek Valley

A group of people are canoeing down a river. The river is surrounded by dense green trees and foliage. The water is calm and reflects the surrounding greenery. Several people are visible in the background, some in red canoes and others in blue ones. The person in the foreground is wearing a grey hat and a white life vest with a black strap. The text "The Vision is to transform the valley into a place where everyone can thrive and enjoy the renewed creek and its surrounding neighborhoods" is overlaid on the bottom left of the image.

The Vision is to transform the valley into a place where everyone can thrive and enjoy the renewed creek and its surrounding neighborhoods

THE **VALUES** OF THE VALLEY



ECONOMIC EMPOWERMENT

We believe that job creation in the valley should provide employment opportunities for those who call the valley home today and that the entrepreneurial spirit of existing residents should be supported in a way that truly builds long-term wealth.



ENVIROMENTAL JUSTICE

For many years the Mill Creek and its surrounding neighborhoods were ignored, left behind and polluted. Those days are over. We believe that environmental justice and social justice are virtually one and the same. As we work to revitalize our communities we must keep ensuring we are not left behind again.



EQUITABLE CHANGE

While we believe the Mill Creek is a regional asset that belongs to everyone, we also believe that we must remain in control of our own destiny. Change that is led by the residents of the valley is the only equitable change.



EDUCATION & RECREATION

Connecting the people, and particularly the youth, of the valley to educational opportunities related to the natural assets and clean-up efforts of the creek will create long-term inclusive outcomes for those who need it the most. Building recreational assets will increase our health and well being while also connecting us to the broader city and region.

WE ARE ONLY SUCCESSFUL WHEN...

1. There are quality educational and recreational opportunities for residents and visitors.
2. We have new and improved public assets that have been shaped by the residents.
3. We are seeing improvements in both real and perceived safety.
4. Development is happening with us and for us, not to us.
5. We have jobs that help grow the region and employ those who call the valley home.
6. We have a cleaner and greener Mill Creek for all to enjoy.
7. Residents of the valley are leading the growth.
8. We have leveraged our public assets into private investment that is for us.



An aerial photograph of a large concrete dam with a curved spillway. In the foreground, there's a green lawn and a road with several white pickup trucks. A red oval highlights the word 'EXPERIENCE' in the main text. In the background, a city skyline is visible across a river, with a bridge on the right side.

WE'RE READY FOR YOU TO EXPERIENCE THE VALLEY

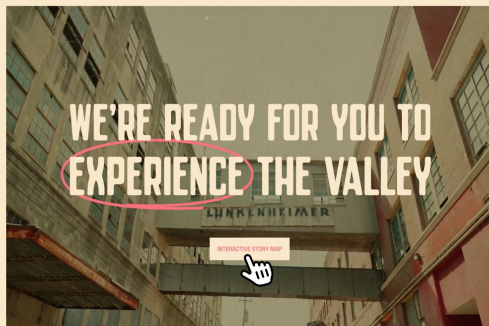
INTERACTIVE STORY MAP



[EXPERIENCE](#) [PROCESS](#) [ABOUT](#) [GET INVOLVED](#) [COLLABORATIONS](#)

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INTERACTIVE STORY MAP



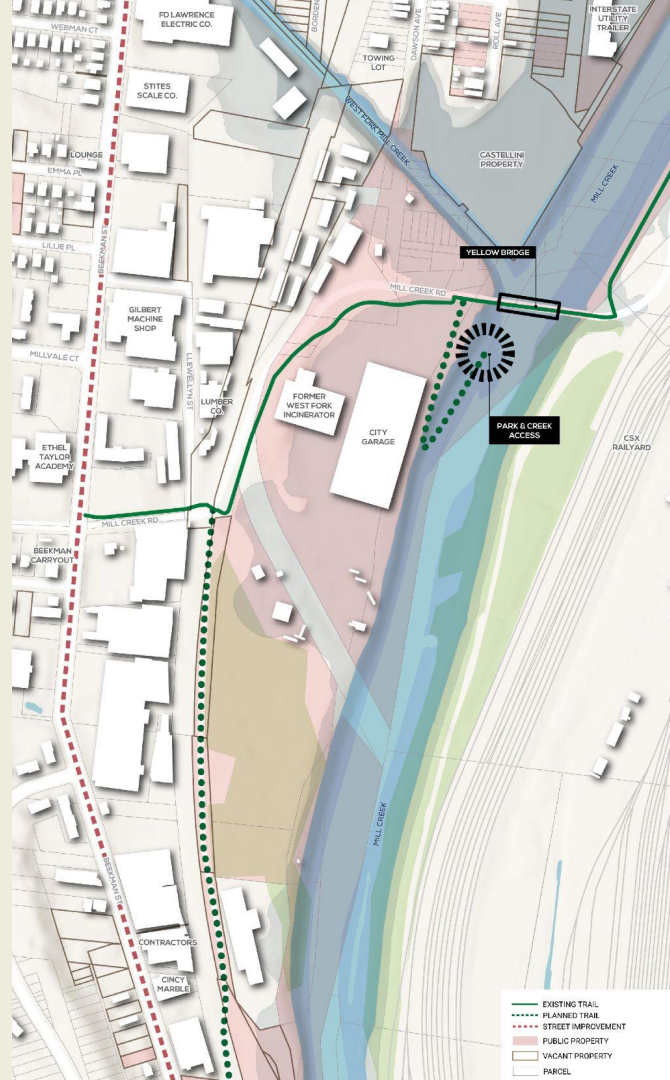


TEST PHASE



BEEKMAN / YELLOW BRIDGE PARK

Activate publicly controlled and industrial land along Mill Creek and Beekman Street through coordinated redevelopment, public space improvements, events and programming, and workforce-centered operations.



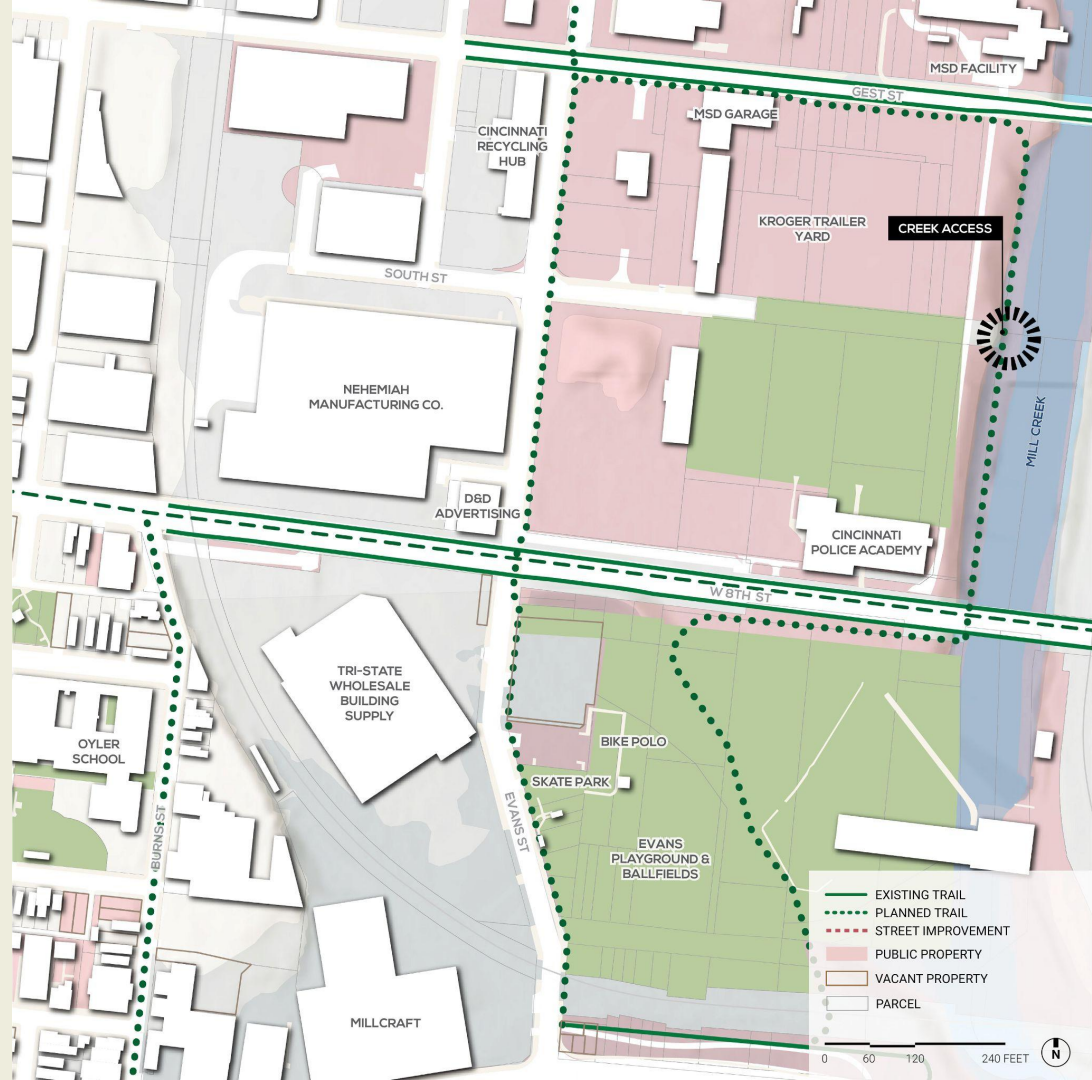
LICK RUN

Leverage the emerging Lick Run Greenway to connect neighborhoods, enhance public space, and position the area as a long-term community asset.



LOWER PRICE HILL

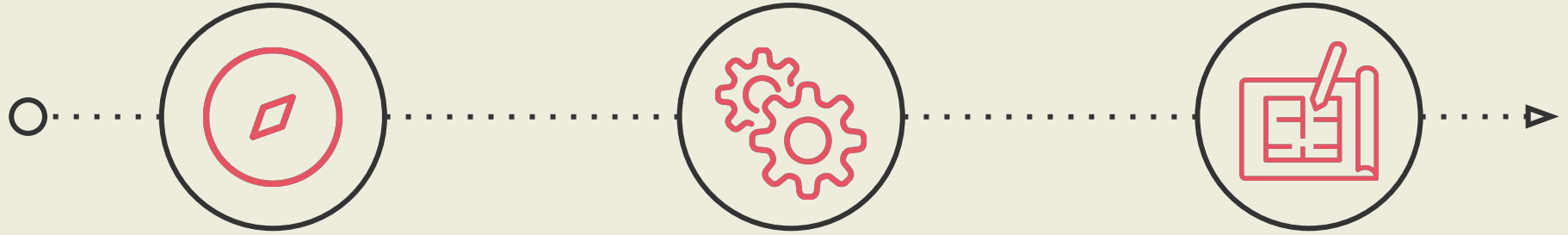
Align recent planning efforts and reinvestment momentum with clear redevelopment strategies and community-driven implementation.



ADVISORY COMMITTEES



PROCESS



STAGE 1

Host site tours and kickoff meetings.

Form Advisory Committee and onboard Community Ambassadors.

Analyze past plans, market data, and site constraints.

Deliverable: Summary of Understandings (key themes, priorities, and process refinements).

STAGE 2

Develop 2–3 revitalization and public space scenarios.

Conduct pop-up engagement and idea testing.

Meet with stakeholders to refine a preferred direction.

Deliverable: Scenarios & Stories Presentations (draft and final options with branding, ops, and phasing)

STAGE 3

Finalize 3D site plan and development summary.

Draft implementation, operations, and activation strategies.

Create illustrative perspectives and project pitch materials.

Deliverable: Small Area Plan (final package with strategies, visuals, and a roadmap for action)

COMMUNITY ENGAGEMENT



ADVISORY COMMITTEES

Guide the vision and priorities through regular check-ins and decision-making.



COMMUNITY AMBASSADORS

Paid residents who lead outreach and connect planning to daily life.



POP-UPS & EVENTS

Public-facing moments to share ideas and gather input in accessible spaces.



FOCUS GROUPS / ONE-ON-ONES

Targeted conversations with key local voices.



CO-CREATION & TESTING

Plans are shaped through community feedback at every stage.



SALWAY
PARK

YELLOW BRIDGE
AT MILL CREEK ROAD

WESTERN HILLS
VIADUCT

LICK RUN
GREENWAY

MILL CREEK

8TH STREET
BRIDGE

LOWER PRICE HILL

DOWNTOWN
CINCINNATI

OHIO RIVER



ROOM TO BUILD ≡≡≡ ROOTS TO GROW

www.ExperienceMillCreekValley.com