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Mark Jeffreys
Councilmember

Motion: Transit Oriented Development Opportunity Corridors

March 23rd, 2026

The establishment of Bus Rapid Transit (BRT) on Reading Road and Hamilton Avenue will create “Opportunity Corridors” – areas ripe for private sector development of new housing and jobs.

To prepare for these Opportunity Corridors, WE MOVE that the administration produce a report in the next 60 days on the following:

- Identify vacant public land/buildings (City, Port, County owned) located directly along the proposed BRT Opportunity Corridors and within 1/8 mile of it, including the total acreage.
- Identify vacant private land/buildings located directly along the proposed BRT Opportunity Corridors and within 1/8 mile of it, including total acreage.
- Identify the total current Tax Incremental Financing (TIF) funding available along those same Opportunity Corridors.
- Estimate (a range) of the total number of housing units that could be built on both vacant public and private land/buildings with the current zoning in those Opportunity Corridors.

STATEMENT

Cincinnati’s first BRT system—branded “Metro Rapid”—is planned to roll out in phases along two major corridors. The Reading Road corridor is scheduled to launch early 2028, with the Hamilton Avenue corridor to follow later that year. These routes are intended to introduce faster, more reliable transit with features like dedicated lanes, signal priority, and enhanced stations, while also serving as a foundation for future corridor development and potential housing growth across the city.

There are numerous examples around the country of cities leveraging BRT to spur development. According to the Greater Cleveland Regional Transit Authority (RTA), ten years after its launch, the

HealthLine has generated over \$9.5B in economic investment along its corridor revitalizing previously disinvested neighborhoods and creating 8,800 new housing units. With the Kansas City MAX BRT, there has been over \$2 billion of private investment along the BRT corridor. Other cities such as Pittsburg, PA, Eugene, OR and Los Angeles, CA have experienced similar impacts, with millions in investment and additional housing units added.

Cincinnati has the opportunity to spur similar levels of investment in housing and development by utilizing vacant buildings/lots, as well as on other parcels. The data from this report will help shape the opportunity and further action that may need to be taken by the administration and City Council to make that investment happen.

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