

August 20, 2021

Honorable City Planning Commission  
Cincinnati, Ohio

**SUBJECT:** A report and recommendation on a proposed modification to Downtown Use Subdistrict Overlay Map 1411-05 to change the permitted uses of 602 Main Street from Subdistrict C – Downtown Support (DD-C) to Subdistrict A – Downtown Core (DD-A) in the Central Business District.

**GENERAL INFORMATION:**

Location: 602 Main Street, Cincinnati, OH 45202

Petitioner: Andreas Lange  
PWWG Architects  
432 Evanswood Place  
Cincinnati, OH 45220

Owner : Michael Everett  
602 Main Street LLC  
11711 Princeton Pike Ste 341 #189  
Cincinnati, OH 45226

Request: To amend Downtown Use Subdistrict Overlay Map 1411-05 to change the permitted uses of 602 Main Street from Subdistrict C – Downtown Support (DD-C) to Subdistrict A – Downtown Core (DD-A) in order to allow for the Gwynne Building, located at 602 Main Street, to be converted into a hotel.

**ATTACHMENTS:**

Provided in addition to this report are the following attachments:

- Exhibit A – Location Map
- Exhibit B – Petition for Change of Zoning to modify Downtown Use Subdistrict Overlay Map 1411-05
- Exhibit C – Letter of Support from the Cincinnati Arts Association

**BACKGROUND:**

The subject property, known as the Gwynne Building, is located at 602 Main Street and is within the Main Street Local Historic District. The property is currently zoned Downtown Development (DD) with Use Subdistrict C: Downtown Support (DD-C).

On November 30, 2020, Cincinnati City Council passed Ordinance 332-2020 to authorize a Community Reinvestment Area Tax Exemption Agreement (LEED or Living Building Challenge) with 602 Main Street, LLC for a 15-year tax exemption for 100% of the value of improvements connection with the remodeling of the Gwynne Building at 602 Main Street into an approximately 168,883 square foot hotel with 163 rooms and approximately 9,500 square feet of commercial space. The Ordinance stipulated that the remodeling shall be completed in compliance with Leadership in Energy and Environmental Design (LEED) Silver, Gold or Platinum standards or Living Building Challenge standards, at a total remodeling cost of approximately \$53,718,163.

Hotels are not a permitted use in the DD-C, so the applicant has been working with staff on a text amendment to the Cincinnati Zoning Code to allow for hotels to be permitted in the DD-C Use Subdistrict,

which was part of a larger package of text amendments that originally went before the City Planning Commission on June 4, 2021. The City Planning Commission held the item until a future meeting so more education and engagement could be done. To avoid potential delays, the applicant is asking for the change to Downtown Use Subdistrict Overlay Map 1411-05 to make this area Subdistrict A – Downtown Core (DD-A), in which hotels are a permitted use. The subject property currently abuts the DD-A to the immediate south.

**PROPOSED DEVELOPMENT:**

The applicant is proposing to renovate the building into a hotel to be known as the Pendry Cincinnati. The hotel will contain approximately 167 rooms, 6,500 square feet of meeting space including a 3,000 square foot ballroom, a fitness center, lounges, a restaurant, rooftop beer garden and café, along with renovating the existing retail bays. The project is expected to be completed in 2023.

**ADJACENT LAND USE AND ZONING:**

The existing zoning and land use surrounding the subject site is as follows:

**North:**

Zoning: Downtown Development – Support (DD-C)  
Existing Use: Surface parking lot

**East:**

Zoning: Downtown Development – Support (DD-C)  
Existing Use: St. Xavier Church

**South:**

Zoning: Downtown Development – Core (DD-A)  
Existing Use: John Weld Peck Federal Building

**West:**

Zoning: Downtown Development – Support (DD-C)  
Existing Use: Mixed-Use buildings with first floor retail

**ANALYSIS:**

The proposed change to Downtown Use Subdistrict Overlay Map 1411-05 will allow for the historic Gwynne Building, which was built in 1914, to be preserved by being renovated into a hotel. The developer, NuovoRE, based out of Denver, Colorado, specializes in redeveloping historic properties. Cincinnati City Council has already approved a key financing piece of the project, so the last legislative piece of converting this property into a hotel is modifying the Downtown Use Subdistrict Overlay Map 1411-05 to DD-A to allow for the hotel to be permitted in this location.

**PUBLIC COMMENT:**

The Department of City Planning and Engagement held a Virtual Public Staff Conference on the requested zoning change on August 2, 2021. Notice was sent to all property owners within a 400-foot radius of the subject property along with the Downtown Residents Council. Eight people attended the meeting, but only two people attended outside of City staff and the applicant team. Outside of a question from the Downtown Residents Council as to what the differences were between the DD-A and DD-C Downtown Use Subdistricts, both attendees were in support of the project as this project will be an improvement to a downtown building.

**CONSISTENCY WITH PLANS:**

*Plan Cincinnati* (2012)

The modification to Downtown Use Subdistrict Overlay Map 1411-05 is consistent with the Sustain Initiative Area of *Plan Cincinnati* (2012), within the Goal to “Preserve our natural and built history” (page 193), the Strategy to “Preserve our built history” (page 197). This proposal will renovate and preserve an existing historic asset within the Main Street Local Historic District and the Central Business District.

**CONCLUSIONS:**

The staff of the Department of City Planning and Engagement recommends a modification to Downtown Use Subdistrict Overlay Map 1411-05 to change the permitted uses of 602 Main Street from Subdistrict C – Downtown Support (DD-C) to Subdistrict A – Downtown Core (DD-A) in the Central Business District for the following reasons:

1. Cincinnati City Council has approved tax abatements for a hotel at this location.
2. The uses and development standards of the DD-A district are compatible with the surrounding uses and built environment of 602 Main Street.
3. The recommended modification to Downtown Use Subdistrict Overlay Map 1411-05 is consistent with *Plan Cincinnati* (2012).

**RECOMMENDATION:**

The staff of the Department of City Planning and Engagement recommends that the City Planning Commission take the following actions:

- 1) **APPROVE** the modification to Downtown Use Subdistrict Overlay Map 1411-05 to change the permitted uses of 602 Main Street from Subdistrict C – Downtown Support (DD-C) to Subdistrict A – Downtown Core (DD-A) in the Central Business District.

Respectfully submitted:



James Weaver, AICP, Senior City Planner  
Department of City Planning and Engagement

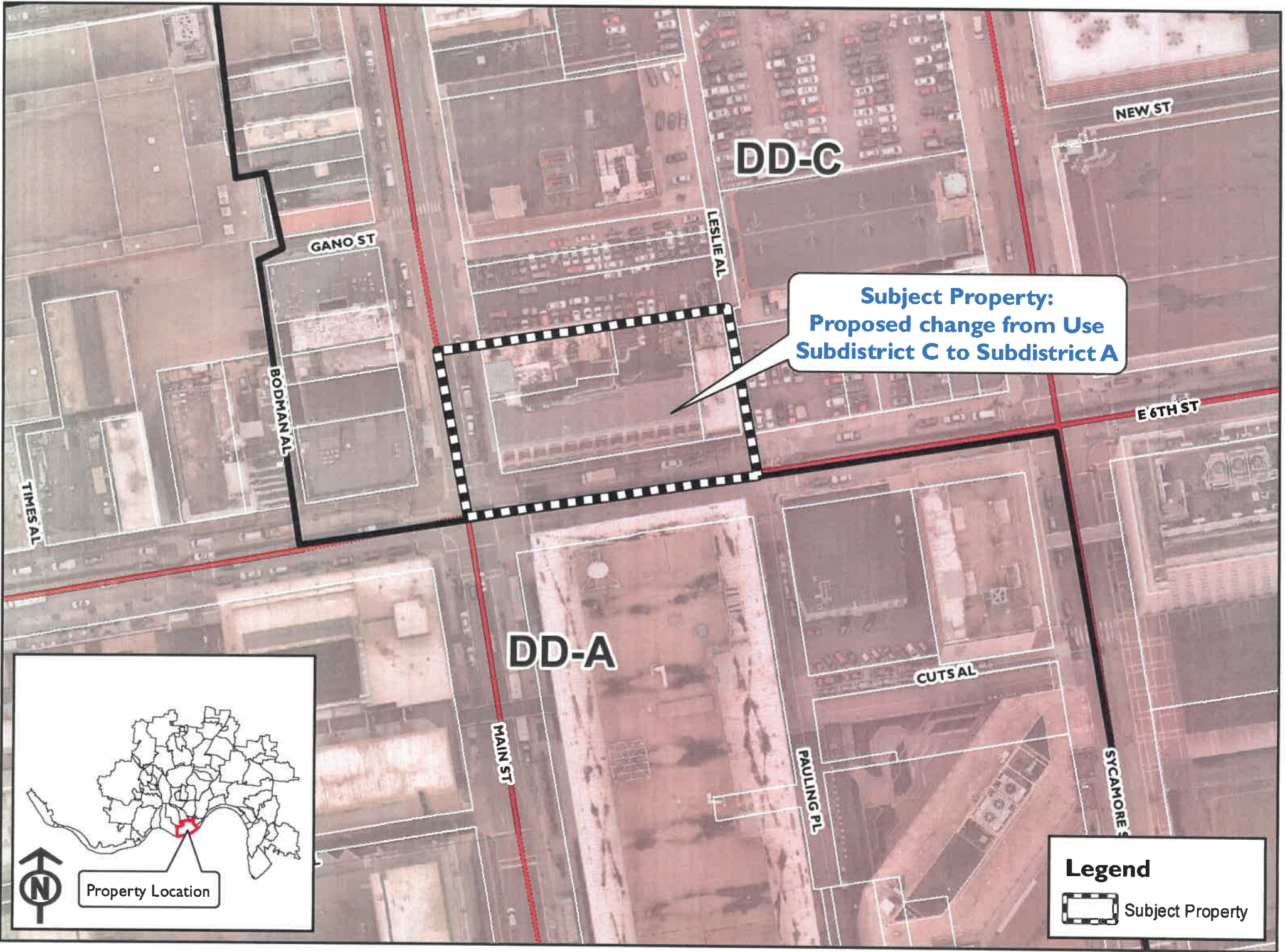
Approved:



Katherine Keough-Jurs, AICP, Director  
Department of City Planning and Engagement



**Ex.A: Proposed Changes to Cincinnati Zoning Code: Table I 41 I-05 at 602 Main Street in the CBD**



July 15, 2021

Mr. Alex Peppers  
805 Central Avenue, Suite 720  
Cincinnati, OH 45202

**Re: Gwynne Building – Zone Change Application**

Dear Mr. Peppers:

We wish to apply for a Zone Change for the Gwynne Building, located at 602 Main Street. The owners wish to develop the property into a hotel. The property is currently zoned DD-C, which does not allow hotel use. We request a change of zone to DD-A, which does allow hotel use and will allow our project to move forward.

The project was recently awarded State Tax Credits and will comply with NPS Standards for Rehabilitation along with local Main Street Historic District overlay requirements. The building is also on the National Register of Historic Places.

We have had several meetings with City Zoning Staff regarding zoning. We believe a zone change meets the spirit of the zoning code since the property is centrally located in the CDB and several properties adjacent to the site are zoned DD-A. We were advised by Staff that pursuing a zone change is our clearest path forward for compliance.

PWWG is the Architect of Record for the project and is acting as the Agent for this application. All communication about this zone change can be directed to me and I can distribute as needed.

Thank you for your help.

Sincerely,



Andreas Lange, AIA LEED AP  
*Senior Associate*

# PENDRY

HOTELS & RESORTS

**FOR IMMEDIATE RELEASE**

**PENDRY HOTELS & RESORTS ANNOUNCES PENDRY CINCINNATI  
TO DEBUT IN 2023**

*Pendry Cincinnati to Reimagine Historic Beaux-Arts Gwynne Building, Awarded a \$5 Million Ohio Historic Preservation Tax Credit by the Ohio Services Development Agency to Create Vibrant New Community Gathering Place*

**ORANGE COUNTY, CALIF. (June 30, 2021)** – Pendry Hotels & Resorts in partnership with NuovoRE, today announced plans for Pendry Cincinnati, located within the historic Gwynne Building, at the intersection of Main Street and East 6<sup>th</sup> Street in downtown Cincinnati. The historic office building that for decades housed Procter & Gamble Company’s global headquarters was awarded a \$5 million historic tax credit by the Ohio Services Development Agency. This is a large step forward in the rehabilitation of the property and will preserve the unique history of the building while also providing an array of new offerings and opportunities for the Cincinnati community. Upon completion, the renovation and refurbishment of the 1913 Beaux-Arts building will be transformed into Pendry Cincinnati when it emerges in 2023.

“We are incredibly proud to bring the Pendry brand to the city of Cincinnati, and to work with our partners to revitalize this incredible building,” said Alan J. Fuerstman, Founder, Chairman and CEO, Montage International. “Like the historic renovations that made way for our Sagamore Pendry Baltimore and Pendry Chicago properties, the refurbishment of the Gwynne Building as Pendry Cincinnati will allow us to contribute to the well-being of the Cincinnati community and bring travelers in to discover a piece of its history. We look forward to becoming a gathering place for locals and travelers alike and to bringing our signature Pendry programming and style of service to the city.”

Pendry Cincinnati will feature approximately 168 guestrooms, including spacious suites, four unique lounge, restaurant and bar experiences—including a rooftop beer garden and café. The hotel includes 6,500 square feet of indoor meetings and event space, including a 3,000-square-foot ballroom. The hotel will also feature fitness center equipped with Peloton and Technogym, and will have Spa Pendry Cincinnati, a progressive spa experience, featuring treatment rooms and multiple facilities that provide a healing and restorative journey—a spa experience unlike any other in the city. Spa Pendry will draw inspiration from the Seven Hills of Cincinnati, and its lineage and ties to Rome.

## Exhibit B

“Pendry Cincinnati will be a place for the community—a catalyst for living one’s life fully, for meeting others with shared interests, for recharging and recentering, and for celebration with friends and family,” said Michael Fuerstman, Co-Founder and Creative Director, Pendry Hotels & Resorts. “We are energized by the city of Cincinnati—the spirit of the city is undeniable, and we look forward to bringing new culinary and entertainment offerings to the destination.”

With the hotel’s proximity to attractions and transportation, Pendry Cincinnati will be well-situated in downtown to serve leisure visitors, families, business travelers and beyond, creating a revitalized and vibrant hub in the heart of Cincinnati’s urban core. The hotel’s design will pay homage to its Beaux-Arts setting with a palette of warm woods, elegant natural stone, and other impactful accents with Pendry Hotels & Resorts’ signature perspective on art, design, innovation, and the fostering of community.

For more information, please visit [www.pendry.com](http://www.pendry.com) and follow @pendryhotels on social.

For historic images of the Gwynne Building, click [here](#) (password: CC6vgPMH2EXk)

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### **About Pendry Hotels & Resorts**

Pendry Hotels & Resorts is a new luxury hospitality brand from Montage International. Pendry combines inspired design with a celebration of culture and authentic service tailored to today’s cultured world traveler. Founders Alan J. Fuerstman and Michael Fuerstman’s well-seasoned experience in the hospitality industry serves as the foundation for the brand. Each property is injected with a unique perspective on contemporary style, and an emphasis on the arts and local community in the city it calls home. The portfolio of hotels includes [Pendry San Diego](#), [Sagamore Pendry Baltimore](#), [Pendry West Hollywood](#) and [Pendry Chicago](#). Opening in 2021 is, [Pendry Manhattan West](#), and [Pendry Park City](#). Opening in 2022 is [Pendry La Quinta](#), [Pendry Natirar](#), and [Pendry Washington D.C. – The Wharf](#). Opening in 2023 is [Pendry Cincinnati](#). Pendry Hotels & Resorts is a member of Preferred Hotels & Resorts. For more information on Pendry Hotels & Resorts, follow @pendryhotels or visit [www.pendry.com](http://www.pendry.com).

### **About NuovoRE**

[NuovoRE](#) develops historic properties into transformative experiences through adaptive reuse. As a socially and environmentally conscious group, we utilize a hyper-local approach to creating culturally relevant destinations and economic benefits for the communities in which we work.

### **Media Contacts:**

#### **Pendry Hotels & Resorts Brand Contact:**

Kacey Bruno, Vice President, Communications, (949) 715-6117  
[kacey.bruno@montage.com](mailto:kacey.bruno@montage.com)

#### **Pendry Hotels & Resorts Media Contact:**

Marrissa Mallory, J Public Relations, (619) 255-7069  
[mmallory@jpublicrelations.com](mailto:mmallory@jpublicrelations.com)

PETITION FOR CHANGE OF ZONING OF PROPERTY  
LOCATED IN THE CITY OF CINCINNATI, OHIO

To: The Honorable Council of the City of Cincinnati

Date: 7/2/2021

I hereby request your Honorable Body to amend the Zoning Map of the City of Cincinnati by changing the area described in the attached legal documentation and depicted on the attached plat from the DD-C Zone District to the DD-A Zone District.

Location of Property (Street Address): 200-218 SIXTH STREET, 600-610 MAIN STREET

Area Contained in Property (Excluding Streets): 0.4396 ACRES

Present Use of Property: OFFICE, RETAIL

Proposed Use of Property & Reason for Change: HOTEL

Property Owner's Signature: Mike Everett

Name Typed: Michael Everett

Address: 11711 Princeton Pike Ste 341 #189, Cincinnati, OH 45246 Phone: 720-232-6838

Agent Signature: 

Name Typed: Andreas Lange, AIA, PWWG Architects

Address: PWWG, 1432 Elm, Unit 1A, Cincinnati, OH 45220 Phone: 513.762.0289

Please Check if the Following Items are Attached

Application Fee \_\_\_\_\_ Copies of Plat X Copies of Metes and Bounds \_\_\_\_\_







July 27, 2021

Mr. James Weaver, AICP  
Senior City Planner  
Department of City Planning and Engagement  
805 Central Avenue  
Suite 720  
Cincinnati, OH 45202

Dear Mr. Weaver,

I have received your notice of Virtual Public Staff Conference regarding the proposed changes to zoning for 602 Main Street, Cincinnati, OH 45202. Unfortunately, I am unable to participate in the meeting.

I would like to be on record as supporting this change to further progress the redevelopment of the Gwynne Building. We believe that the reuse to a hotel will support the need for accommodations for Broadway touring companies, nationally recognized performing artists, and visitors to the Aronoff Center for the Arts. We encourage City staff and surrounding neighbors to advance this request as it will add to the vibrancy of the Main Street area.

Sincerely,

A handwritten signature in cursive script that reads "Todd Duesing".

Todd Duesing  
Vice President & Chief Operating Officer

