

# Hyde Park Mixed-Use Development Program Statement



November 2024  
Revised December 2024

## **Development Vision Statement**

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 green space. 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.

### **The Boutique Hotel: Reclaiming Economic Momentum**

Imagine a boutique hotel with up to 90 rooms, where each room invites guests to experience Hyde Park's essence. Nationally, boutique hotel guests spend 30-50% more than at standard hotels, infusing local businesses with revenue. Nearby shops and restaurants could see sales jump by as much as 20%, according to Highland Group studies, reinvigorating the area. Picture an ambiance curated with local art, dishes crafted from regional ingredients, and a hospitality experience that is uniquely Hyde Park. A boutique hotel would amplify the neighborhood's character, giving visitors a reason to return while sustaining the economic vitality of nearby businesses.

Consider this: 90 rooms at a 70% occupancy rate translates into over 20,000 guests annually, new customers for Hyde Park's boutiques and eateries, fueling year-round energy and growth. This model aligns with PwC findings, which show that boutique hotels serve as venues for community events, creating further opportunities for local engagement and income. This hotel would also embed itself into the local economy through weddings, family reunions, and neighborhood events, becoming a core part of Hyde Park Square's social fabric.

### **A Central Park to Gather and Connect**

Our redevelopment places a park at the center—not merely green space but a thoughtfully crafted area for gathering. It's where families can picnic, children play, and the neighborhood gathers throughout the seasons. This park will function as Hyde Park Square's modern "town square," accessible to all, a green sanctuary within urban life. It's more than an aesthetic addition; it's a tangible commitment to enhancing the quality of life for the community. This investment in public space will strengthen Hyde Park Square's role as a gathering place, adding vitality to the entire redevelopment.

### **Multi-Family Housing: Meeting Long-Standing Needs**

The last community plan for Hyde Park Square identified the need for diverse housing options, including multi-family residences catering to a range of people from young professionals to retirees. Yet, four decades later, Hyde Park has seen a minimal expansion in the total number of homes in the area. Our project addresses this gap with 165,000 square feet of new residential homes that will be designed to honor Hyde Park Square's architectural character while providing modern amenities. These homes will foster a walkable, community-oriented lifestyle, meeting a long-neglected need in the neighborhood.

We'll also restore the historic L'Alaise Building alongside these new homes, re-introducing roughly 35,000 square feet of residential homes that preserve history while breathing new life into this iconic structure. This approach balances new growth with a deep respect for Hyde Park Square's storied past, contributing to a more inclusive and dynamic neighborhood.

### **Addressing Parking and Traffic: A Modern Solution for an Evolving Square**

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.

### **Bringing the Vision Together: A Future Rooted in Heritage**

This redevelopment is about connection, bridging Hyde Park Square's past with its future, and revitalizing the square as a living, thriving community center. Over the last 40 years, Hyde Park Square has seen shifts but little transformation; the potential has been present, but the progress has been paused. Our proposal is not just about adding buildings—it's a blueprint for Hyde Park Square's revival. This vision will empower business growth, attract new residents, and create a welcoming, vibrant neighborhood for everyone.

Our development plan isn't just about preserving history; it's about creating a new legacy, investing in a community where tradition meets innovation, and where Hyde Park's future is as bright as its past. Now is the moment to bring Hyde Park Square back to its full potential, making it a place where memories are made, and economies thrive—a revitalized heart for a timeless neighborhood.

### **Community-Driven Development: Listening to Hyde Park**

As part of the Hyde Park Square redevelopment process, HPSRD, LLC prioritized engaging the community at every step to date. We will continue this process as we develop the final plans, ensuring the development aligns with the neighborhood's vision and needs. Through a comprehensive survey that garnered over 900 responses, residents, business owners, and concerned citizens were invited to share their thoughts on what Hyde Park Square is missing and how the proposed development could fill those gaps.

#### *Key findings from the first survey revealed:*

- **71.81%** of the 900+ respondents identified as Hyde Park residents, highlighting the strong local interest in shaping the future of their neighborhood.
- When asked what Hyde Park Square lacks, **55.83%** indicated the need for new restaurants and dining options, while **42.64%** identified improved parking and pedestrian access as essential.
- Additionally, **76.96%** of respondents indicated that the current selection of restaurants, retail, and ground-floor businesses on Hyde Park Square does not fully meet the high standards associated with Hyde Park.

### **Community Meetings and Open Office Hours**

In addition to the survey, HPSRD, LLC attended multiple community council meetings, established a working group of leaders around Hyde Park, and held open office hours for Q&A with the HSRD team. These sessions allowed for direct dialogue between the development team and the community, fostering transparency and collaboration. Meetings included discussions with the Hyde Park Neighborhood Council (HPNC) to gather feedback on key components of the conceptual design, including building height, parking, and the inclusion of a boutique hotel.

#### *Key dates and events in the engagement process:*

- **August:** Project team introduction and community survey kickoff, collecting over 900 responses.
- **September:** The initial site concept was revealed based on community feedback.
- **October:** Focused discussions on height and hospitality components, followed by development team office hours on October 15 and 18.
- **October 29:** Neighborhood-wide meeting led by HPNC.
- **November 5:** Preliminary planned development (PD) request support was requested from the HPNC.

As of November 1<sup>st</sup>, 2024, the development team has spent 18+ hours of community engagement, not including staff time spent on creating and distributing the survey, analyzing survey results, and adjusting architecture presentations.

- 7.5 hours of time spent at HPNC
- 4.5 hours of hosting office hours
- 2.5 hours participating in special HPNC meeting
- 1.5 hours with HPNC zoning committee
- 2 hours with established working group

The development team has also utilized media relations to notify the community, including outreach to various publications resulting in news stories in print, digital, and on camera.

### **Addressing Community Concerns**

Through these engagements, several critical areas of concern were identified, including parking, traffic, building height, and maintaining the neighborhood's character.

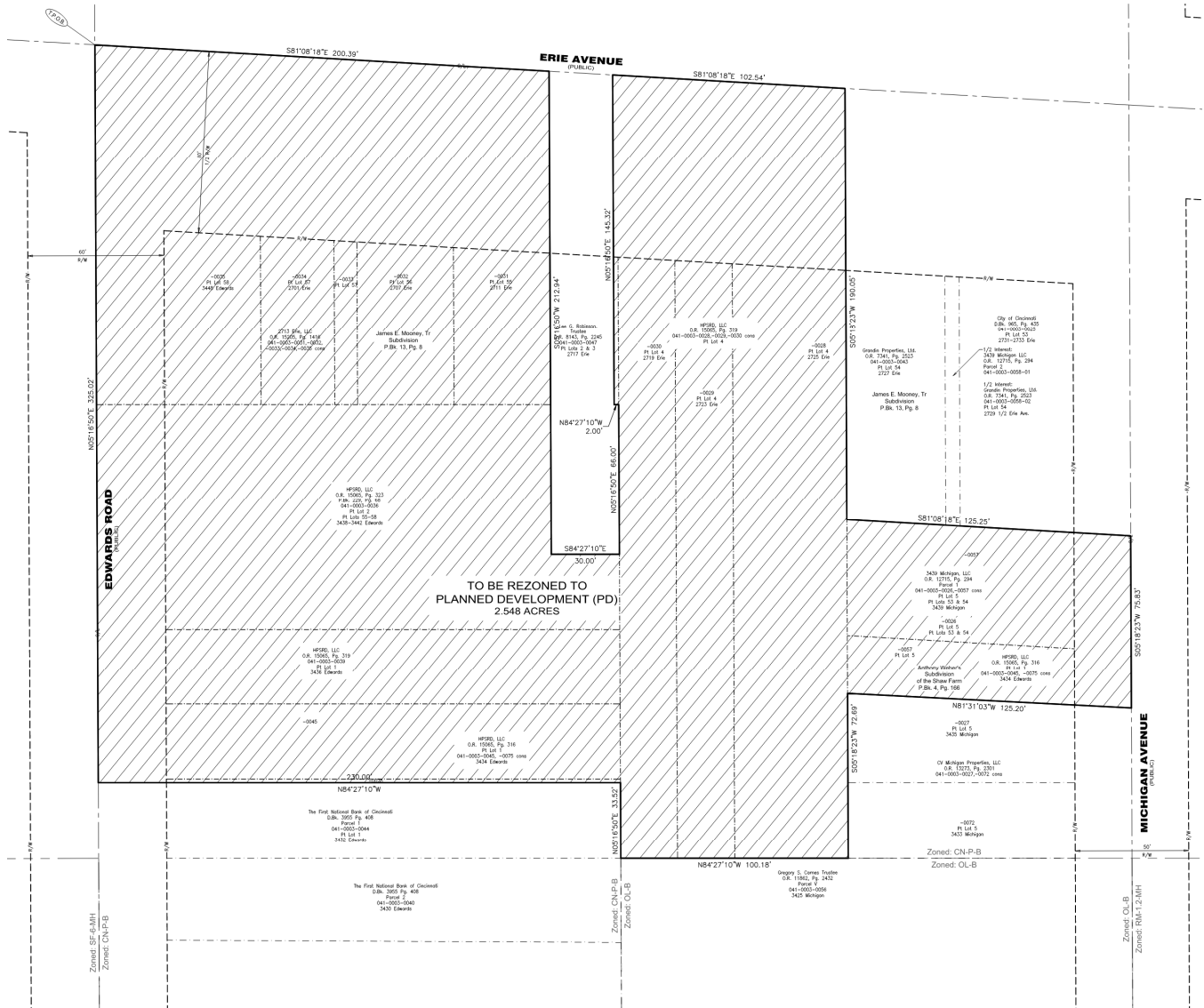
- **Parking and Traffic:** 26% of survey respondents cited parking as a primary concern, while 29% pointed to traffic issues. To address these, the development intends to include an underground parking garage with upwards of 300 spaces to alleviate street parking congestion and enhance pedestrian flow around the square.
- **Building Height and Density:** While 40% of respondents were concerned about design and character and 8% about density, the project's height adjustments were made to accommodate parking needs and are designed to align with recently constructed precedent buildings in the area. Approximately 53% of the respondents surveyed supported the increased height to allow for public parking to be developed.
- **Support for the Boutique Hotel:** Survey results show that approximately **53%** of respondents support the inclusion of a boutique hotel, further indicating the community's desire for enhanced dining and hospitality options in the area.

By taking community feedback into account at every phase, HPSRD, LLC is committed to ensuring that the proposed redevelopment enhances the vibrancy of Hyde Park Square while maintaining the historical charm and character that residents cherish.

# Plan Elements

## Location of Site

The proposed Hyde Park Square (HPS) Mixed-Use Development is uniquely situated in the southeastern corner of one of Cincinnati's most treasured intersections: Erie Avenue and Edwards Road. Framed by Erie Avenue to the north, Edwards Road to the west, Michigan Avenue to the east, and additional properties to the south, this assemblage of sites forms the foundation for Hyde Park's next chapter. This location, at the heart of Hyde Park Square, is steeped in history yet primed for modern transformation.



**Legal Description, Ownership & Property Addresses**

The development site consists of multiple contiguous parcels located within the southeast quadrant of the Hyde Park Square business district. These parcels, under the ownership of HPSRD, LLC, are bounded by Erie Avenue to the north, Edwards Road to the west, Michigan Avenue to the east, and neighboring properties to the south. HPSRD, LLC holds sole ownership and title to all included parcels, each listed individually below, with corresponding property addresses and legal descriptions.

Address	Parcel ID #
3434 Edwards Rd.	041-0003-0075
3434 Edwards Rd.	041-0003-0045
3436 Edwards Rd.	041-0003-0039
3438 Edwards Rd.	041-0003-0036
3440 Edwards Rd.	041-0003-0036
3442 Edwards Rd.	041-0003-0036
3446 Edwards Rd.	041-0003-0035
3448 Edwards Rd.	041-0003-0035
2701 Erie Ave.	041-0003-0034
2707 Erie Ave.	041-0003-0033
2709 Erie Ave.	041-0003-0032
2711 Erie Ave.	041-0003-0031
2713 Erie Ave.	041-0003-0031
2719 Erie Ave.	041-0003-0030
2721 Erie Ave.	041-0003-0029
2723 Erie Ave.	041-0003-0029
2725 Erie Ave.	041-0003-0028
3439 Michigan Ave.	041-0003-0057
3449 Michigan Ave.	041-0003-0026

HPSRD, LLC intends to consolidate the existing parcels into 2-3 distinct parcels, with boundaries and dimensions aligned with the primary uses of the proposed development.

**Description of Proposed Land Uses, Phases & Buildings**

The development site, encompassing approximately 1.78 acres, will undergo redevelopment in three (3) distinct components, with uses that largely align with the Cincinnati CN-P zoning currently designated for the site. This Planned Development (“PD”) includes expanding the underlying CN-P zoning to include hotel use and increase height maximums. The height adjustments are necessary both to meet the cost demands of the proposed underground parking structure and to harmonize with the surrounding precedent buildings, which exceed the underlying CN-P limits and have been newly constructed since the original Hyde Park Square plan was enacted.

**Component 1**

Component 1 includes the construction of an underground parking garage beneath the site, accommodating approximately 300 – 350 parking spaces for the development and neighborhood use. This garage, accessible via a vehicular ramp, pedestrian stairs, and elevators, will incorporate a mechanical ventilation system and fire suppression. Stormwater detention will be managed within the garage’s plumbing system, linking to the existing combination sewer on Michigan Avenue. The garage roof will form the foundation for the new private drive and public plaza, designed to support stormwater runoff and landscaped areas.

**Component 2**

Component 2 will renovate the existing structure at the southeast corner of Edwards Road and Erie Avenue, known as the A L'aise Building, which currently offers approximately 10,000 square feet of retail space on the ground floor and 35,000 square feet of market-rate residential homes on the upper floors. Renovations will upgrade the building's mechanical, electrical, and plumbing systems and interior finishes to enhance its functionality and appeal.

**Component 3**

Component 3 involves the construction of two (2) mixed-use buildings, combining residential and hotel uses, with a central outdoor plaza and park space:

- **Building 1 (Residential):** Located on the southern portion of the site and bordered by Edwards Road, Michigan Avenue, and the new private drive, this building will feature 11,000 square feet of ground-floor retail along Edwards Road. Above, approximately 120,000 square feet will be dedicated to market-rate residential homes, offering resident amenities such as a fitness center, outdoor terraces, and a pool.
- **Building 2 (Hotel):** Fronting Erie Avenue, this building's primary entrance will be situated along the new private drive to the south. It will include retail space and a hotel lobby on the first floor, with the upper floors containing approximately 50,000 square feet of hotel rooms and guest amenities. A rooftop restaurant with an outdoor terrace will provide panoramic views of Hyde Park Square, enhancing both community engagement and the hotel's appeal.

The Three Components are intended to run consecutively and will likely overlap, especially between Components 2 and 3. The overall schedule is approximately 24 months.

**Density**

The development site concept is designed to accommodate a total of approximately 266,000 GSF of commercial development with a square footage not to exceed 355,000 GSF. The development is broken down to the following potential uses:

Program	Concept	Maximum Total
Total Development Area	266,000 sf (approx.)	355,000 sf
Multi-Family Rental Apartments	155,000 sf	250,000 sf
Hotel	50,000 sf	60,000 sf
Office	0 sf	10,000 sf
Commercial / Retail / F&B	37,000 sf	40,000 sf
Parking Facilities	Approx. 300 spaces	Approx. 350 spaces

The final allocation will be subject to market demands but will remain within these density parameters to ensure the site effectively meets residential and commercial needs.

**Pedestrian Circulation Systems and Open Space**

The development will prioritize pedestrian access and open space, ensuring a seamless and welcoming environment for residents and visitors. Existing sidewalks at the site will remain unchanged or be widened to improve the overall pedestrian experience. The newly constructed internal road will include a minimum of 5-foot-wide sidewalks, enhancing walkability throughout the development. A new "pocket park" and courtyard will serve as a central anchor of the development, designed to be a vibrant gathering place for



pedestrians. This space will feature a combination of landscaping, site lighting, and visual elements to create an inviting atmosphere for casual and community-oriented use.

The total area of the property is 1.78 acres and the concept program includes 25% of open space. The development intends to retain 5 – 35% of open space.

**Parking**

The development’s initial phase will include a parking garage that serves residents, hotel guests, and the public. In addition, existing street parking will be maintained where possible to accommodate commercial patrons and residents.

**Minimum Parking Ratios\***

Apartment Parking Spaces	1 / Unit
Retail / Restaurants	1 / 200 SF (1 <sup>st</sup> 200 SF exempt)
Office	1 / 400 SF
Hotel	1 / Room

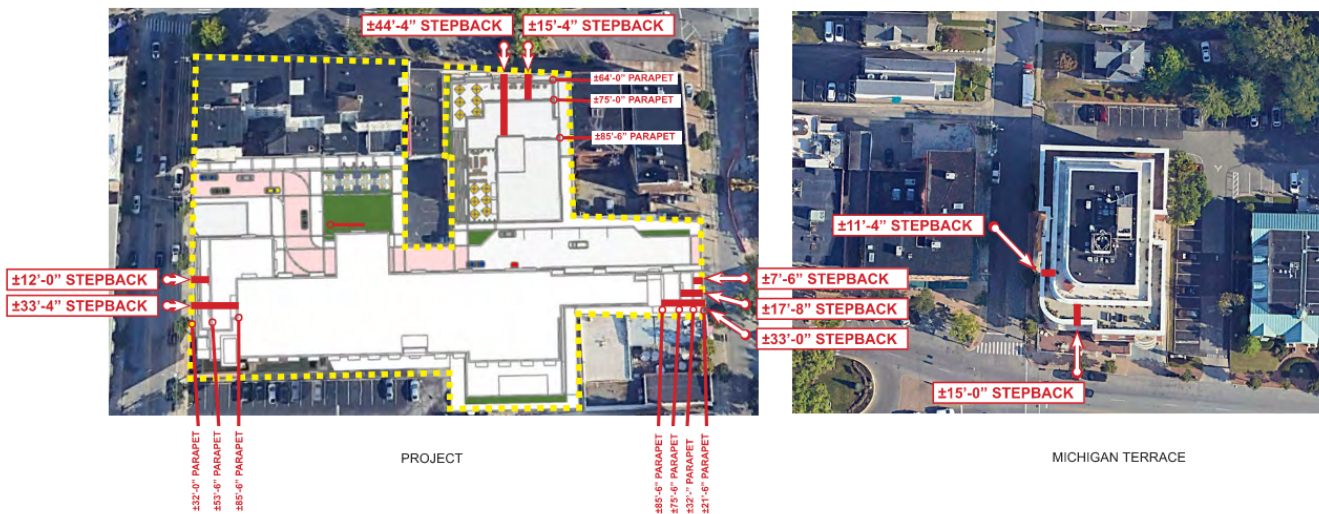
\*ADA parking spaces will comply with the 2024 Ohio Building Code.

The following minimum dimensions will apply for all publicly accessible parking stalls:

- **Stall width:** 8.5 feet
- **Stall size:** 160 square feet
- **Access drive width:** 20 feet wide

**Setbacks**

At street level, there is a zero (0) feet setback requirement in this zoning district to encourage activity and make the streetscape more pedestrian friendly. Both buildings will step back up to 16 feet at the upper levels, similar to the existing Michigan Terrace property. A new 10 foot wide utility easement will create another setback along the South property line.



### Building Heights

Phase 3 of the proposed development will include two (2) mixed-use buildings with a maximum height of up to seven (7) stories, reaching 85.5 feet. However, due to strategic setbacks, both buildings will only rise to five (5) stories at the street line, thereby ensuring compatibility with the surrounding structures and streetscape. This approach aligns the visual massing with existing buildings while still accommodating the necessary height to support the development's economic viability and underground parking. Refer to the submitted plans for detailed sections that provide height specifications for each building's frontage.

ELEVATION FROM ERIE



ELEVATION FROM EDWARDS



ELEVATION FROM SOUTH



ELEVATION FROM MICHIGAN



For context, the tallest building in the area is the Hyde Park School located one block south on the Northwest corner of Edwards and Observatory. The 4.5-story structure reaches ~100 feet at the gable peak.



### **Landscaping**

Landscaping will be incorporated into available open spaces, including areas surrounding buildings, courtyards, and along streets. Street trees will be planted where feasible, ensuring the development remains green and aesthetically pleasing while accommodating other essential land uses.

### **Refuse Collection**

All trash and waste facilities will be located on-site, strategically placed to minimize visibility and impact on residents and hotel patrons. Waste from the hotel and residential tenants will be stored within the respective buildings and collected from designated pick-up points along Michigan Avenue or the new internal road. Commercial trash will also be stored within the development and collected via Michigan Avenue or the internal road.

### **Fire Department Access**

The developer will coordinate with the Cincinnati Fire Department to ensure all emergency access requirements are met. Proper fire safety facilities will be integrated into the design, including access points and on-site provisions that adhere to public safety standards.



### **Internal Private Drive**

A new internal drive will be designed to serve the development and provide additional connection points to tie all parts of the site into the existing neighborhood network. This private drive will look and feel like a city street, featuring sidewalks, planted tree lawns, and pedestrian-scale streetlamps. While accessible to vehicles for emergency purposes, the drive's design will prioritize pedestrian safety and comfort. It is envisioned as an inviting connector between Edwards Rd. and Michigan Ave. Special treatments at select corners, such as landscaped areas or public art installations, will further enhance the pedestrian experience.



### **Geotechnical**

A comprehensive geotechnical report will be submitted with the Final PD application. This report will outline all necessary considerations for subsurface conditions, ensuring the development's structural integrity and compliance with city regulations.

### **Stormwater**

On-site stormwater detention facilities will be constructed to manage runoff in accordance with Metropolitan Sewer District (MSD) standards. Roof drains will direct water into a detention system located under the parking garage, which will subsequently outlet into the existing public storm infrastructure on Michigan Avenue.

### **Sanitary**

Existing sanitary mains on Erie Avenue, Edwards Road, and Michigan Avenue will serve the development. Coordination with MSD will ensure proper sanitary services. Additionally, the project will reroute a private sewer from the southern portion of the site and reconnect it to the combination sewer along Michigan Avenue.

### **Traffic Control**

On October 4, 2024, the developer met with the City of Cincinnati's Department of Transportation & Engineering (DOTe) to introduce the project and discuss traffic-related considerations. Topics covered included:

- The requirement for a Traffic Impact Study (TIS) includes the potential addition of a left turn from Edwards Road.
- Curb height adjustments to align with DOTe standards.
- Considerations for on-street parking.

The developer will continue to work closely with DOTe and a traffic engineering consultant to prepare the TIS in anticipation of the Planning Commission meeting.

### **Water**

Existing water mains within Edwards Road, Erie Avenue, and Michigan Avenue will serve the development. The developer has already requested water service availability from Greater Cincinnati Water Works (GCWW) and will continue coordinating with GCWW to ensure proper water service connections.

### **Electric & Natural Gas**

Electric and natural gas service mains currently exist within the rights-of-way on Edwards Road, Erie Avenue, and Michigan Avenue. The developer will work with the appropriate utility providers to ensure seamless service integration for the project.

### **Telephone, Internet and Video Services**

The developer will coordinate with local telecommunications and service providers to ensure all necessary telephone, internet, and video services are available and efficiently connected to the development.

### **Exterior Lighting**

All exterior light sources will be shielded to prevent light from spilling onto adjacent properties and public rights-of-way. Building façade lighting will be mounted in appropriate locations on the building or within landscaped areas, using directional lighting to enhance architectural features without causing light pollution.

### **Signage**

The development will feature building identification signage as well as tenant-specific signage, *and signage will follow the CN-P zoning district standards*. A comprehensive signage program will be submitted with the Final Development application for approval.