



**Proposed Zone Change  
to Planned Development at  
2719 Erie Avenue in Hyde Park**

**Public Staff Conference**

January 28, 2025

# Welcome & Housekeeping

1. Welcome & Housekeeping
2. Brief presentation
3. Question & Answer
  - Please save all questions/comments until Q&A
  - Chat is only available to message hosts for tech-related issues

# Purpose of Meeting

This is a public meeting to discuss the proposed zone change to allow for staff to obtain feedback about the proposal

- City staff is here to facilitate the meeting and answer any process related questions
- The applicant is here to answer any project related questions

**No decisions are being made at this meeting**

**No recommendation has been created**

# Engagement Level



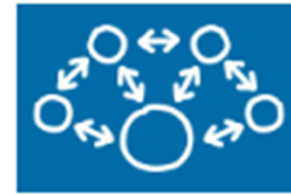
Inform



Consult



Involve



Collaborate



Own



# “Consult” Engagement

**Goal:** Obtain community feedback

**Outcome:** Feedback will be summarized, addressed, and considered in Staff’s recommendation to the City Planning Commission

[www.cincinnati-oh.gov/engage/](http://www.cincinnati-oh.gov/engage/)

# Feedback Opportunities





**Hyde Park Square**

**Hyde Park School**

0 50 100 200 300 Feet



# Proposed Zone Change

## Existing Districts

### **CN-P-B: Commercial Neighborhood Pedestrian Neighborhood Business District**

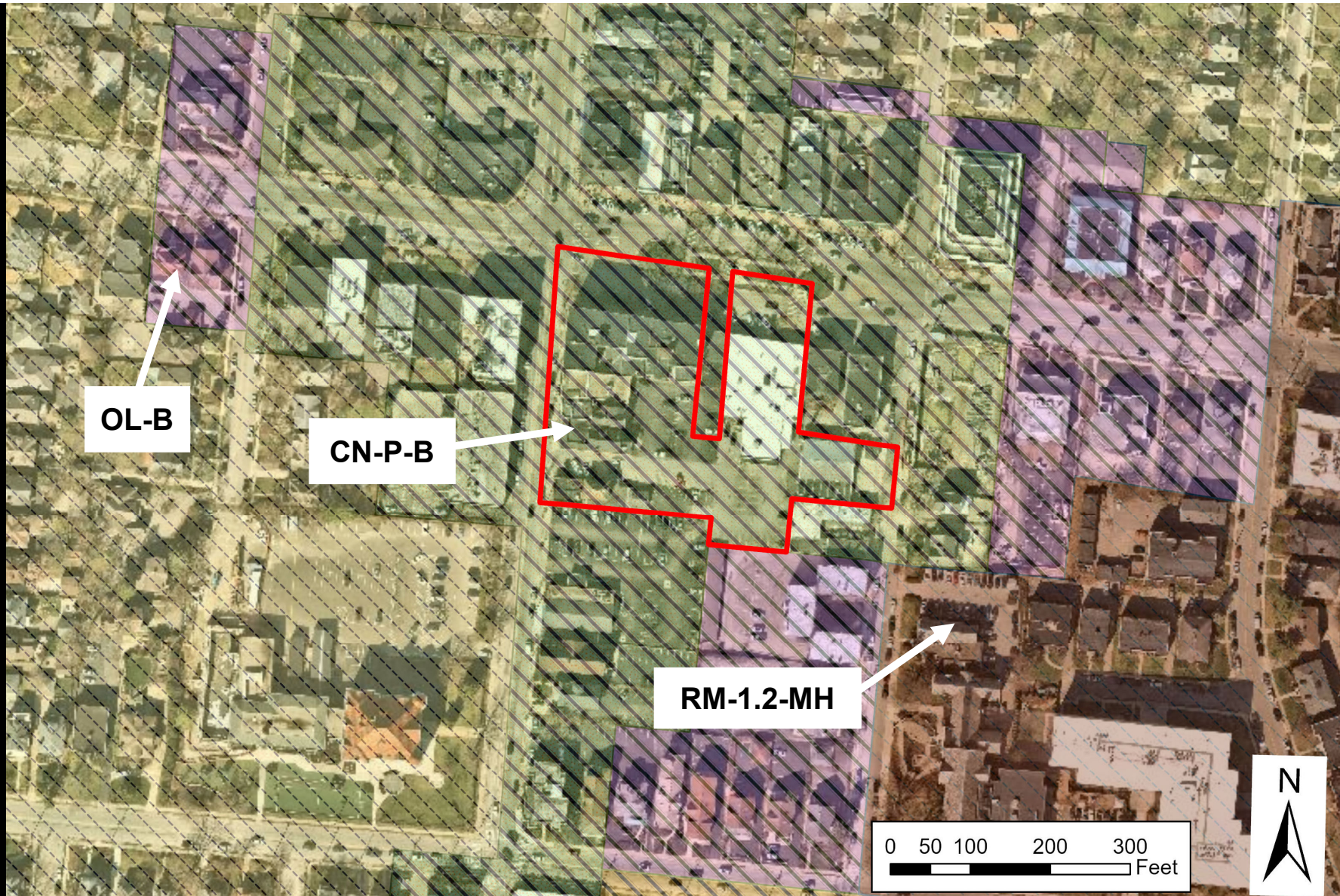
A zoning district that promotes mixed-use and pedestrian-oriented neighborhood commercial centers. This district has a variety of allowed uses, including housing, eating and drinking establishments, and office. It includes a new Connected Communities designation, “B”.

## Proposed Change

### **PD: Planned Development**

A zoning district that allows for greater flexibility in design but comes with additional oversight and approvals





**OL-B**

**CN-P-B**

**RM-1.2-MH**

0 50 100 200 300 Feet





# Project Details

- Applicant: HPSRD, LLC
- ~90-unit boutique hotel
  - Rooftop bar and banquet space
- ~155,000 ft<sup>2</sup> multi-family building
  - ~120 new units
- ~300 parking spaces
- 7 stories (85.5')
  - Buildings will have setbacks at upper levels
  - 5 stories at street
- Renovation of A'Lise building

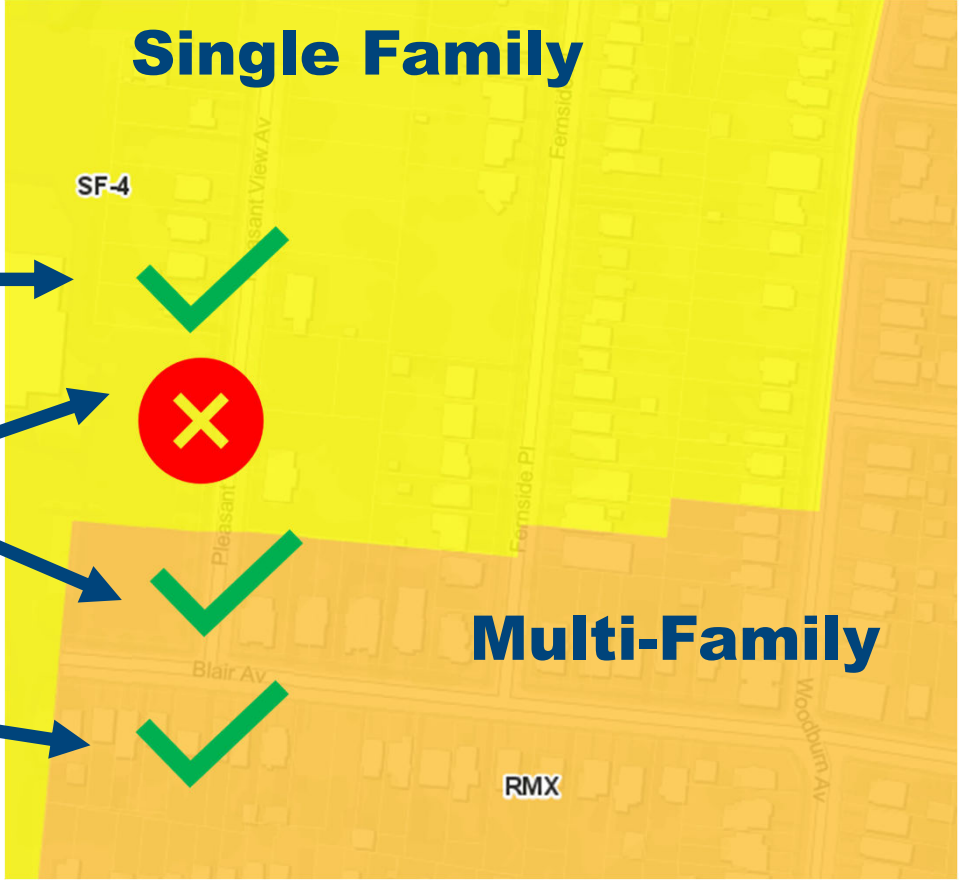
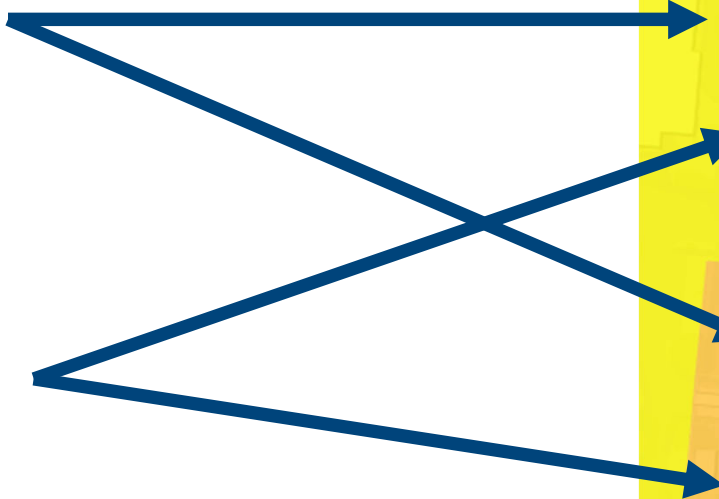


# What is Zoning?

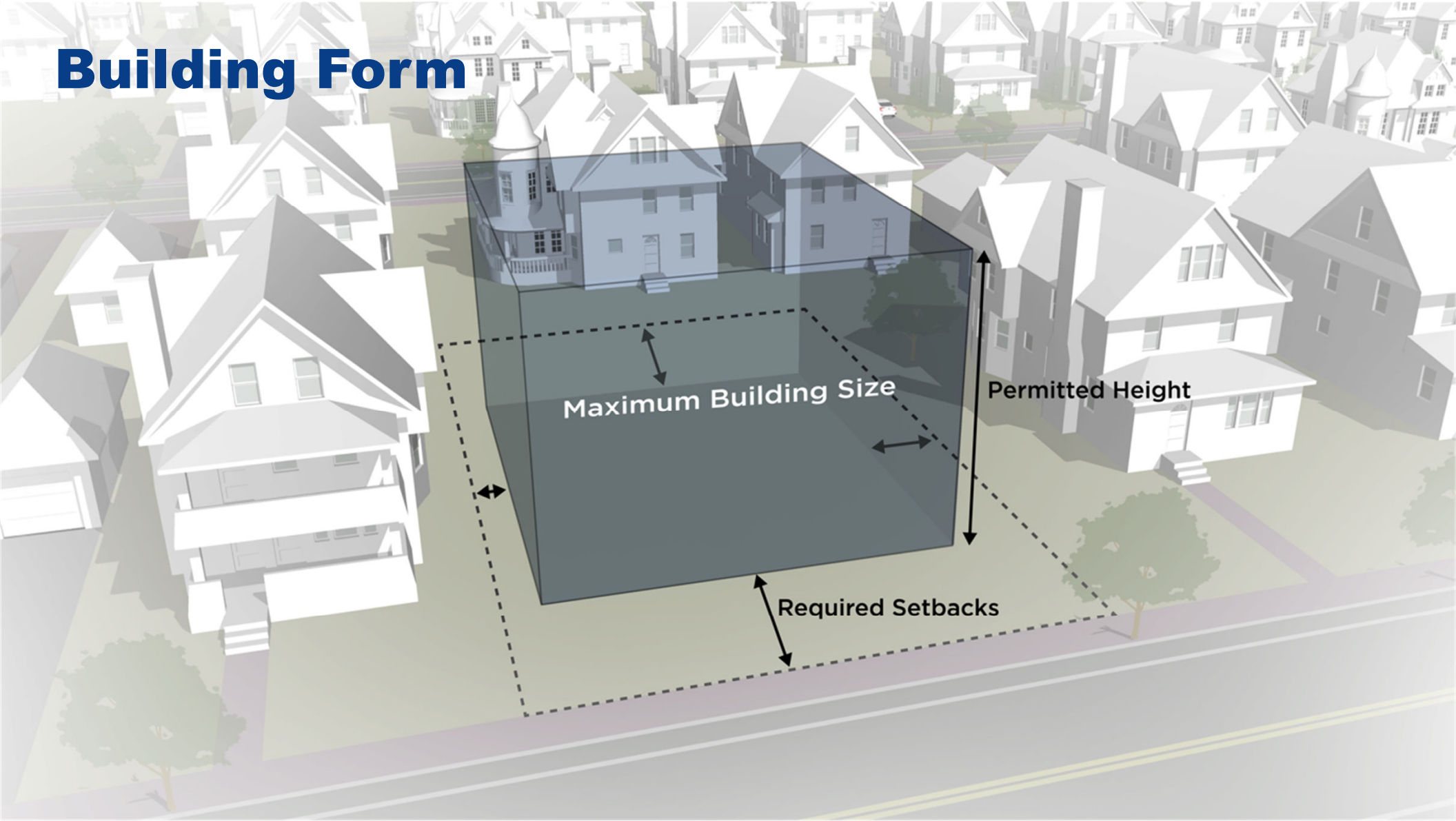
Zoning regulates two things:

1. What you can build → Use
2. Box you can build in → Form
  - Includes additions like parking, historic preservation, etc.

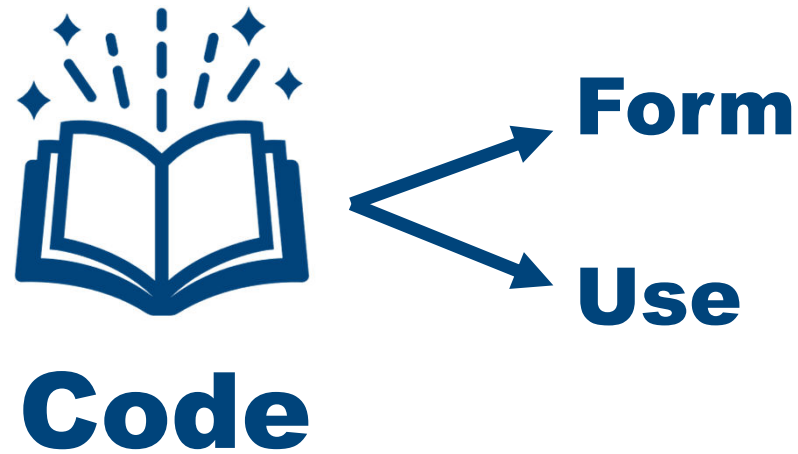
# Building Use



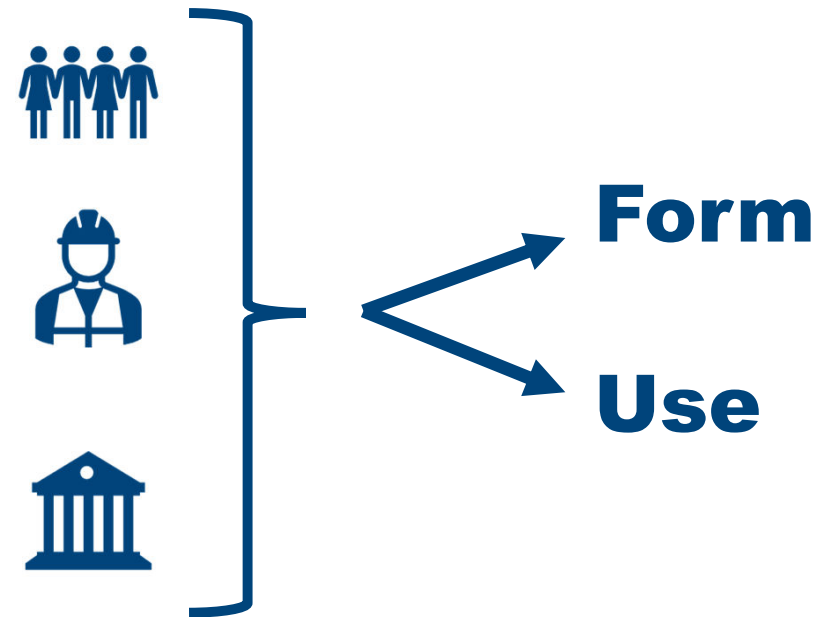
# Building Form



# Typical Zoning



# Planned Development



# Planned Developments (PDs)





# Purpose of PD Districts (Ch. 1429)

- a) Establish a procedure for the development of land in order to allow for a **more efficient and economic development of property than ordinarily permitted** by conventional zoning and subdivision regulations.
- b) Ensure **orderly and thorough planning** and review procedures that lead to **quality design and development**.
- c) Encourage **creativity in developments** by allowing greater flexibility in **access, light, open space and amenities**.
- d) Encourage **common open space** and provide for its maintenance.
- e) Encourage **the coordinated development of properties** that might otherwise be developed individually, which may be a detriment to the surrounding neighborhoods and the developer.

# How does Planning Commission decide?



**City Planning Commission Meeting**  
**5/17/24**      **[cincinnati-oh.gov/planning](http://cincinnati-oh.gov/planning)**



# How does Planning Commission decide?

- 1) The PD concept plan and development program statement are **consistent with applicable plans and policies** and **is compatible with surrounding development**
- 2) The PD concept plan and development program statement enhance the potential for **superior urban design** in comparison with the development under the base district regulations that would apply if the plan were not approved
- 3) Deviations from the base district regulations applicable to the property at the time of the PD application are **justified by compensating benefits of the PD concept plan** and development program statement
- 4) The PD concept plan and development program statement includes **adequate provisions for utility services**, refuse collection, open space, landscaping, buffering, pedestrian circulation, traffic circulation, building design and building location.

# Urban Design Overlay District (UDOD)



# Urban Design Overlay District (UDOD)

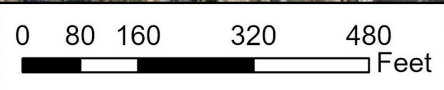
- UDODs are a type of zoning overlay
- The specific purposes of the Urban Design Overlay District are to:
  - Protect and enhance the physical character of selected business districts that have adopted Urban Design Plans
  - Prevent the deterioration of property and blighting conditions
  - Encourage private investment to improve and stimulate the economic vitality and social character of selected business districts
  - Ensure that infill development does not adversely affect the physical character of the area

# Urban Design Overlay District (UDOD)

- Regulate aspects such as:
  - Signs
  - Construction materials
  - Building design
- Requires additional public hearings of:
  - Demolition of existing buildings
  - New construction



**Hyde Park  
UDOD**



# Combined PD & UDOD Process



## Stage 1

### Zone Change to PD

- Uses, setbacks, heights
- *City Planning Commission*
- *City Council*

### UDOD Initial Design Review

- Massing, setbacks, height, demolition
- *City Planning Commission*

## Stage 2

### PD Final Development Plan

- Design, signage, detailed plans
- Can be approved in stages
- *City Planning Commission*

### UDOD Final Design Approval

- Detailed design plans, demolition
- *City Planning Commission*



# **Applicant Presentation**

**HPSRD**



PUBLIC STAFF CONFERENCE 1.28.25

# Meet The Team:

01

PLK  
Communities

02

The Loring  
Group

03

NorthPointe  
Group

04

DSD Advisors

05

JS Held

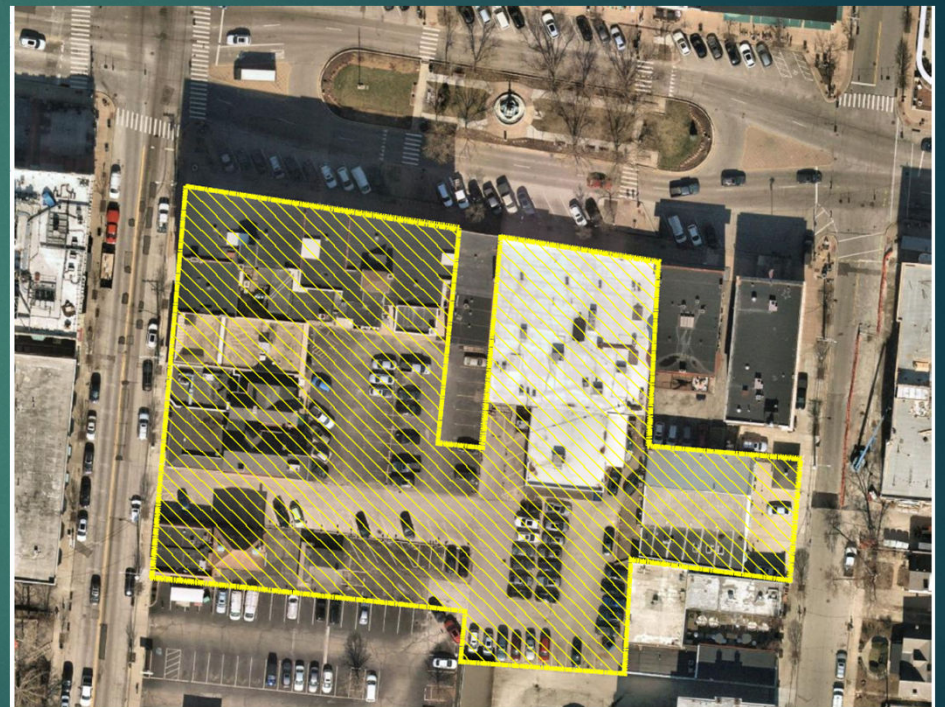
06

Bayer  
Becker

# What Are We Requesting:

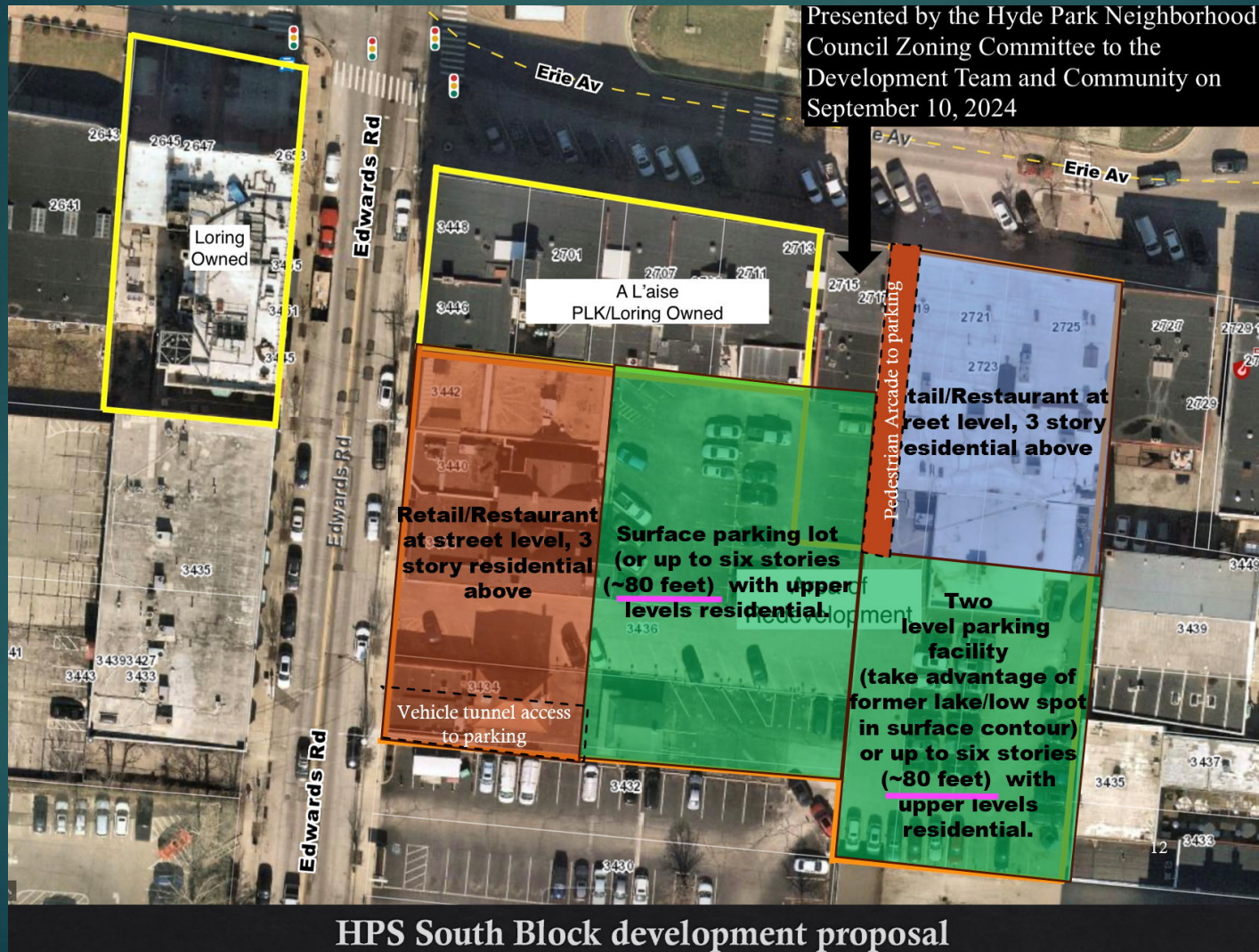
## Zone Change from CN-P-B to Planned Development (Concept)

- ▶ Hotel:
  - ▶ We believe the addition of a boutique hotel on the square will make this a more transformative mixed-use development.
- ▶ Height:
  - ▶ The current 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.



# HPNC Design and Zoning Guidance:

Presented by the Hyde Park Neighborhood Council Zoning Committee to the Development Team and Community on September 10, 2024



# HPNC Motions:



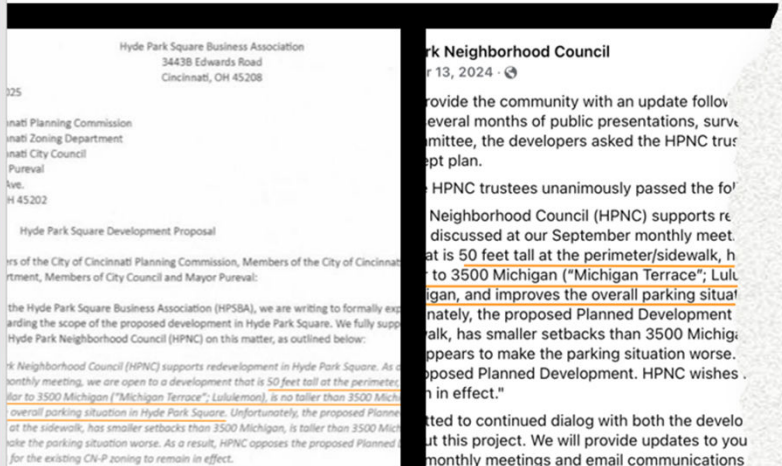
## Hyde Park Neighborhood Council

December 19, 2024 · 🌐

### Update on the Proposed Hyde Park Square Development:

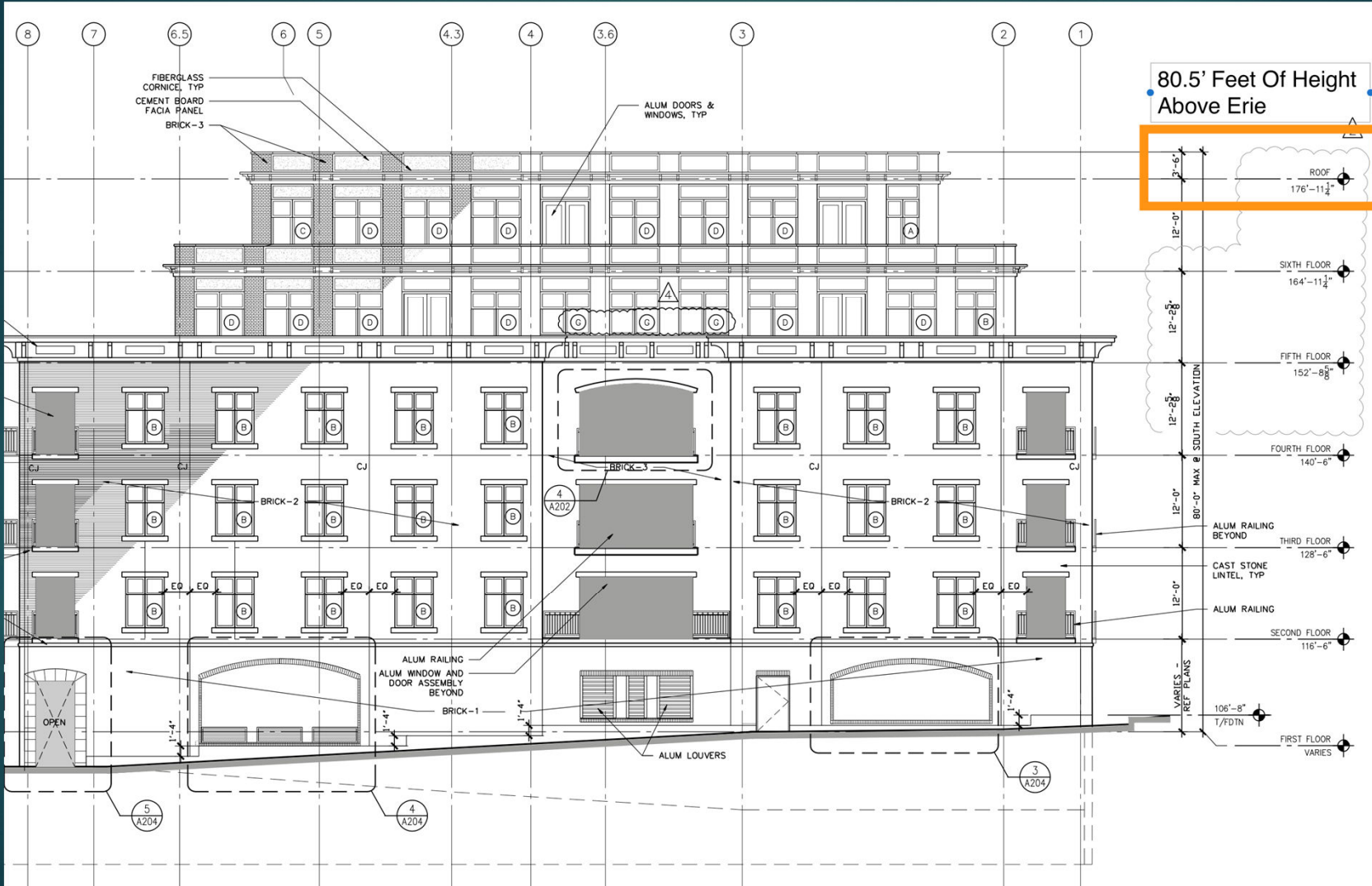
At our Nov. meeting, we passed the following motion:

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.



November 13, 2024  
December 19, 2024  
and  
January 1, 2024 Motions

"Structure that is no taller than 3500 Michigan."



80.5' Feet Of Height Above Erie



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**Cole + Russell Architects**

*Architecture  
Engineering  
Interior Design  
Construction Administration*

537 East Pale Rose Way, Suite 200  
Cincinnati, Ohio 45202  
(513) 721-8080



COMMISSION NO. **304001**

**MICHIGAN TERRACE  
2740 ERIE AVE  
CINCINNATI, OH 45208**

DATE **12-23-04**

TITLE **EAST ELEVATION**

# 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.

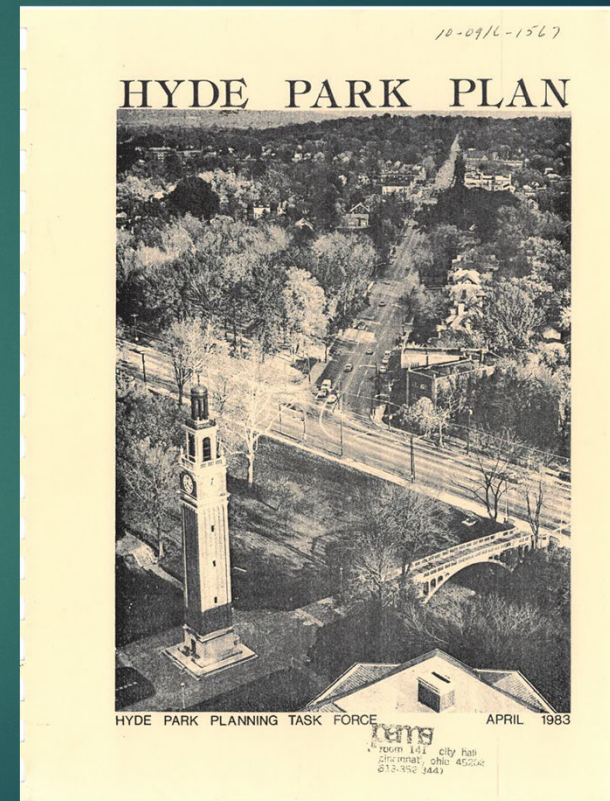
Existing Zoning Would Allow For This





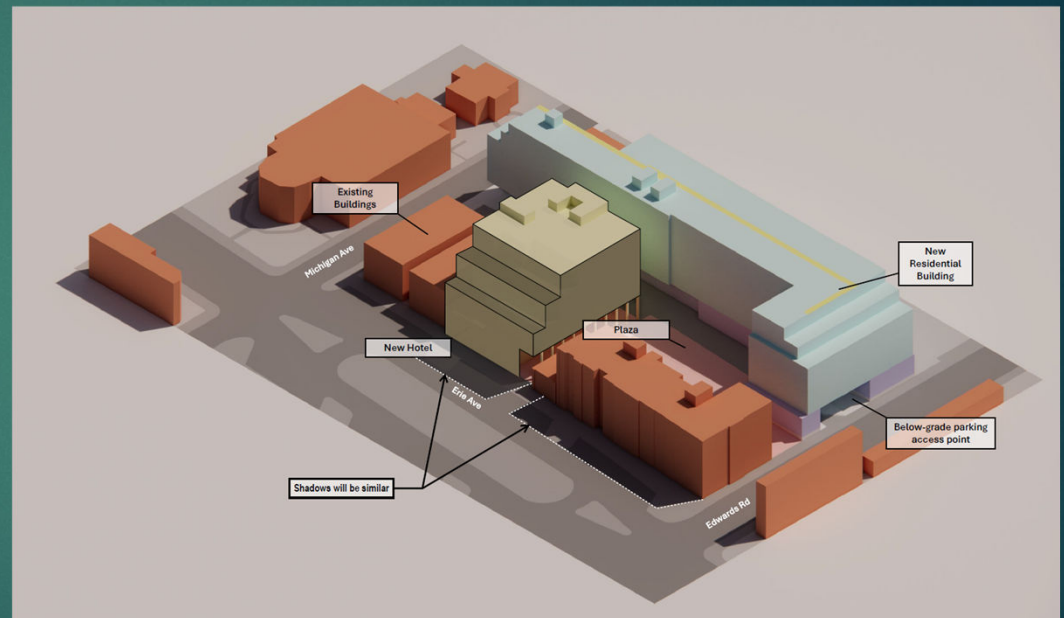
# Major Concerns Voiced to Us:

- ▶ Traffic: We are conducting a thorough traffic (and parking) 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.



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

**Most of all – you have our commitment to continue engagement, as we know your questions and concerns regarding building materials, traffic impact, and construction headaches deserve to be met with clear & concise communication.**

# Conceptual Massing



View From Michigan Along Erie



View From Edwards Along Erie

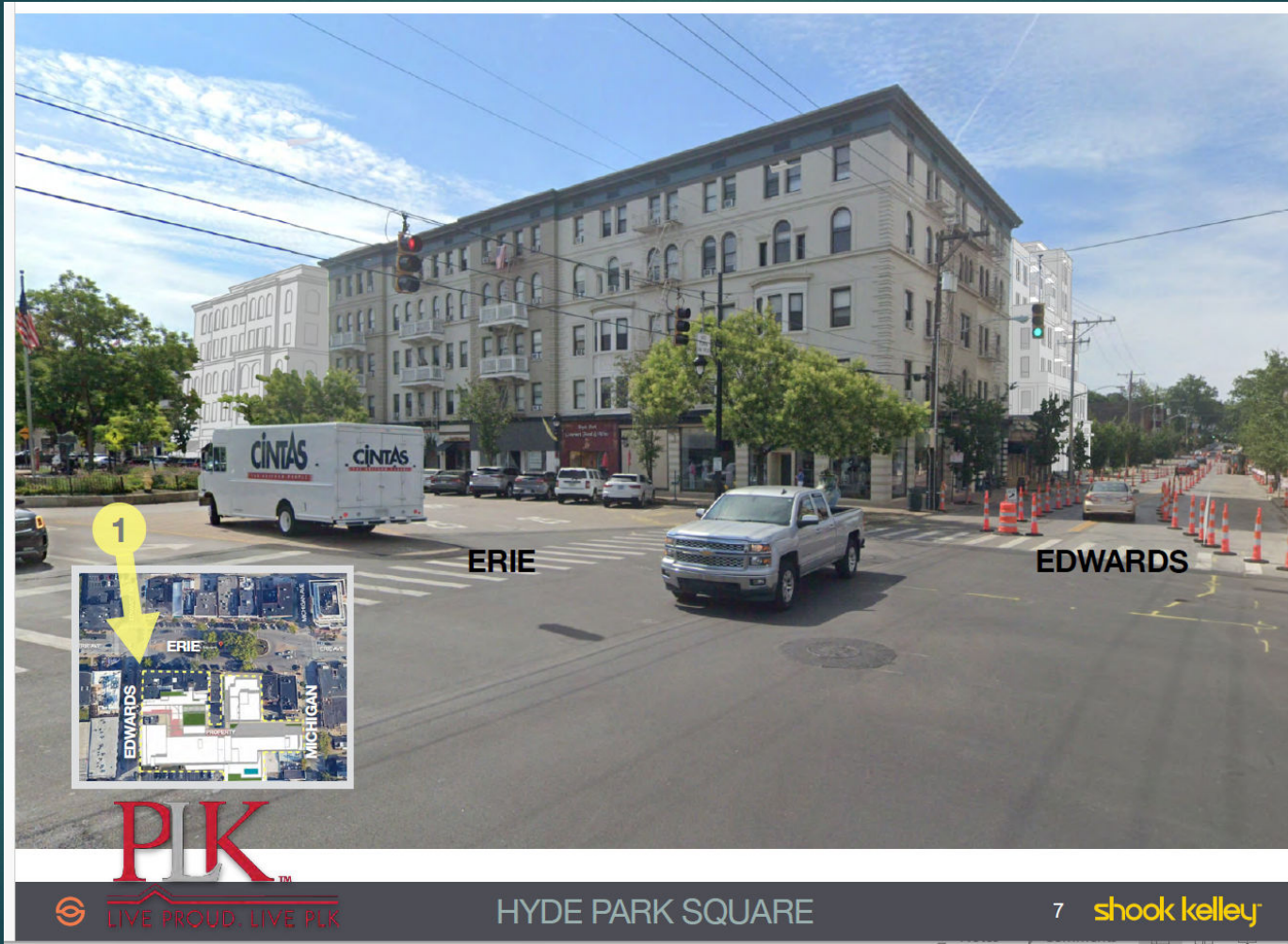


View From Erie Towards Hyde Park Square



View Towards Hotel Along Internal Road

# Conceptual Massing from Erie and Edwards



1



ERIE

EDWARDS



HYDE PARK SQUARE

7 shook kelley





Thank You!



# Combined PD & UDOD Process



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# Next Steps (Stage 1)



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Public Staff Conference 

Staff Report

City Planning Commission

Date: TBD

City Council

Date: TBD

**[www.cincinnati-oh.gov/planning/](http://www.cincinnati-oh.gov/planning/)**

*Presentation will be emailed and posted online*

# PROPOSED ZONE CHANGE TO PLANNED DEVELOPMENT AT 2719 ERIE AVENUE IN HYDE PARK

City Planning and Engagement / Planning Projects and Studies / Active / Proposed Zone Change to Planned Development at 2719 Erie Avenue In Hyde Park

## CITY PLANNING AND ENGAGEMENT MENU

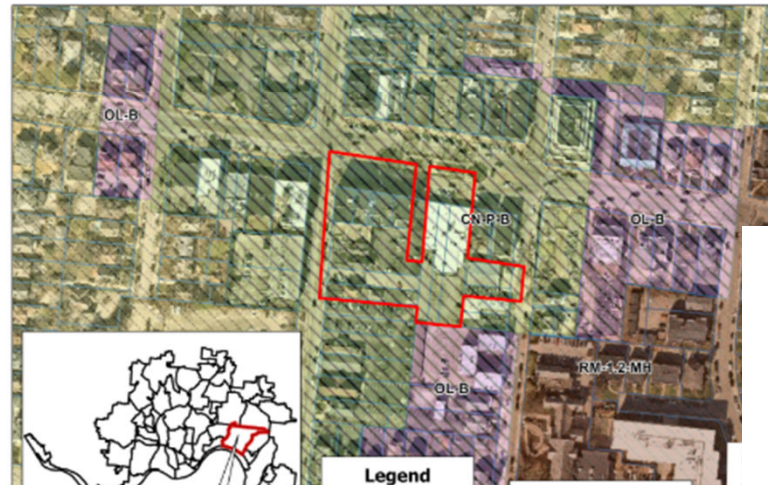
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## Proposed Zone Change to Planned Development at 2719 Erie Avenue in Hyde Park

### Background

The applicant, HPSRD LLC, is requesting a Zone Change from Commercial Neighborhood Pedestrian Neighborhood Business District (CN-P-B) to Planned Development (PD) at 2719 Erie Avenue within Urban Design Overlay District 4 (UDOD #4) in Hyde Park and UDOT permission to construct a mixed-use development on the property. The subject property is currently a mix of residential and commercial buildings, and associated surface parking lots. The applicant is proposing a mixed-use development consisting of a hotel, apartments, commercial spaces, and an underground parking garage.

### A Proposed Zone Change from CN-P-B to Planned Development (PD) at 2719 Erie Avenue in Hyde Park



### Upcoming Meetings

- **Public Staff Conference | Notice**

Tuesday, January 28, 2025 at 6:00 PM

*Held virtually on Zoom*

Please register for the meeting at the following link: [bit.ly/Hyde-Park-Square-PD-PSC](https://bit.ly/Hyde-Park-Square-PD-PSC). If you have any issues or questions while registering, please email [andrew.halt@cincinnati-oh.gov](mailto:andrew.halt@cincinnati-oh.gov).

- The purpose of this meeting is to share the proposed project and gather input and public comment to be considered in staff's report to the City Planning Commission. No decisions will be made at this meeting.

- **City Planning Commission**

TBD

Held in-person at City Hall with a virtual option via Zoom  
Council Chambers, Room 300  
801 Plum Street, Cincinnati OH 45202

- **City Council Committee: Equitable Growth and Housing**

TBD

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### Related Materials

- [Zone Change to PD Application Materials](#)
- [Urban Design Overlay District \(UDOD\) Application Materials](#)
- [Coordinated Site Review \(CSR\) Materials](#)

### Contact

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- **Andrew Halt, AICP, PE, Senior City Planner**  
[andrew.halt@cincinnati-oh.gov](mailto:andrew.halt@cincinnati-oh.gov) | 513-352-4854

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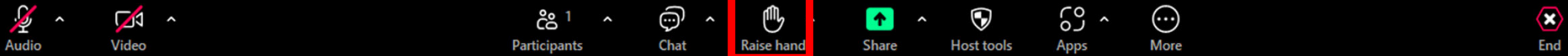
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To Raise Hand



andrew.halt@cincinnati-oh.gov



# Reminder

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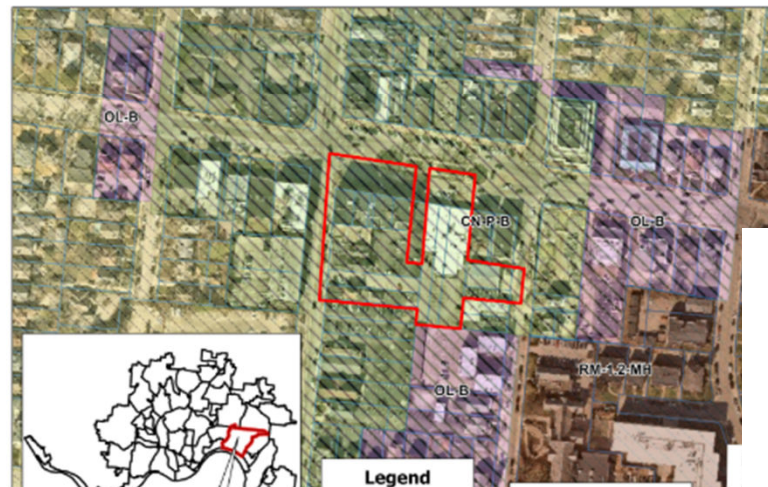
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