



II Centennial Plaza
805 Central Avenue, Suite 500
Cincinnati, Ohio 45202
Monday- Friday 7:30 am- 4 pm
513-352-1559
Boards@cincinnati-oh.gov

ZONING BOARD OF APPEALS

Application for Urban Design Overlay
District Permission

Office Use Only
Case Number: \_\_\_\_\_

Hearing Date: \_\_\_\_\_

Section 1. SUBJECT PROPERTY
ADDRESS 2719 Erie Avenue COMMUNITY Hyde Park
PARCEL ID(S) See attached list HILLSIDE DISTRICT: [ ] Yes [x] No
BASE ZONING CLASSIFICATION CN-P-B ZONING OVERLAY (if applicable) Hyde Park Square Business
HISTORIC DISTRICT: [x] No [ ] Yes: (name) \_\_\_\_\_
[x] Non-Residential Project [ ] Residential Project (RCO) One -, Two -, and Three- Family Dwelling

Section 2. APPLICANT
NAME HPSRD, LLC CONTACT PERSON (if legal entity) Brandon Guyer
ADDRESS 5905 E. Galbraith Rd. CITY Cincinnati STATE Ohio ZIP 45236
EMAIL brandon@plkcommunities.com RELATIONSHIP TO OWNER (if not owner) Agent
TELEPHONE 513.255.3392

Section 3. OWNER
NAME HPSRD, LLC CONTACT PERSON (if legal entity) Brandon Guyer
ADDRESS 5905 E. Galbraith Rd. CITY Cincinnati STATE Ohio ZIP 45236
EMAIL brandon@plkcommunities.com RELATIONSHIP TO OWNER (if not owner) Agent
TELEPHONE 513.255.3392

Section 4. NATURE OF RELIEF REQUESTED. (select all that apply)
[ ] Variance [ ] Special Exception [ ] Conditional Use [ ] Use Variance
[ ] Expansion or Substitution of Non Conforming Use [ ] Hillside Overlay District Permission
[x] Urban Design Overlay District Permission [ ] DD District Phased Development Approval

Section 5. BRIEF DESCRIPTION OF PROPOSED PROJECT (Do not write "see attached" or leave blank. You may attach a longer statement to this application if the space provided is insufficient to describe your proposed project)
The proposed project requires the demolition of (8) buildings located within the Hyde Park UDOB, the construction of a new underground parking garage, a boutique hotel, and residential apartment building.

Section 6. SUMMARY OF REASONS WHY RELIEF SHOULD BE GRANTED.
You must provide a written statement explaining how the proposed project meets the standards for all relief requested. Separate instructions for preparing this statement are attached. If you fail to follow the instructions for your type of request, your application may be denied.

Section 7. SIGNATURE. The undersigned does hereby certify that the information provided in connection with this application is, to the best of his or her knowledge, true and correct.
Print Name Brandon Guyer Signature [Signature] Date 12 / 16 / 2024

**Section 8. ADDITIONAL DOCUMENTATION SUBMISSION REQUIREMENTS.**

If you fail to complete the application or provide all information requested, your application may be denied.

All application transactions must be completed by 4:00pm. No exceptions.

<input type="checkbox"/>	Submit nine (9) paper copies collated, single sided and bound together, and one (1) digital copy in PDF format on a thumb drive of all the documents listed below.
<input type="checkbox"/>	All documents (forms, letters, etc.) must be formatted to 8.5x11. Plans or drawings may be formatted to 11x17 or 12x18, but no larger sizes will be accepted.
<input type="checkbox"/>	Zoning Board of Appeals application.
<input type="checkbox"/>	Denial letter from Zoning Department, or signed letter from a Zoning Plans Examiner.
<input type="checkbox"/>	Written statement required in Section 6 of application.
<input type="checkbox"/>	Applications requesting development permission in a Hillside Overlay District must meet the additional requirements found in Cincinnati Municipal Code 1433-15. Please ensure your application meets these requirements.
<input type="checkbox"/>	Accurate drawings, plans or surveys (including a graphic scale) showing boundaries, dimensions, areas, topography, and frontage of the property involved, as well as the location and dimensions of all structures <b>existing and proposed</b> from the nearest property lines. When landscaping is required by the zoning code, a landscaping plan must be provided.
<input type="checkbox"/>	Detailed information (such as photographs, elevations, specifications) fully depicting the exterior appearance of the <b>existing and proposed</b> project, including parking and access, exterior lighting, landscaping, and signs involved in the application.
<input type="checkbox"/>	The Hamilton County Auditor’s record showing ownership of the property. If the Hamilton County Auditor’s official records do not list the applicant or owner as the owner of the property, please provide a lease, contract to purchase, or other agreement demonstrating the applicant or owner’s legal basis to seek the relief requested in addition to a copy of the Hamilton County Auditor’s record.
<input type="checkbox"/>	A list of witnesses who you expect to testify at the hearing on this application with name, address, and email address.
<input type="checkbox"/>	Other documents or information you intend to introduce at the hearing on this application.
<input type="checkbox"/>	<p>A non-refundable application fee - a check made payable to “City of Cincinnati.”</p> <ul style="list-style-type: none"> <li>• <b>\$900.00</b> for Use Variances</li> <li>• Variances, including <i>Special Exception, Conditional Use, Expansion or Substitution of Non-Conforming Use, Hillside &amp; Urban Design Overlay and DD District</i> are as follows:</li> </ul> <p><b>\$300.00</b> for Residential Projects (RCO) One -, Two -, and Three- Family Dwelling  <b>\$500.00</b> for Non-residential Projects (Non-RCO)</p>

# **INSTRUCTIONS FOR APPLICATIONS REQUESTING DEVELOPMENT PERMISSION IN AN URBAN DESIGN OVERLAY DISTRICT**

Applicants requesting development permission in an Urban Design Overlay District must demonstrate through credible testimony, documentary evidence or written statements how their proposed project meets the standards outlined in Cincinnati Municipal Code 1437-09. Applications that are not supported by testimony, documentary evidence or written statements are subject to disapproval.

As required by Section 6 of the Zoning Hearing Examiner Application, applicants must provide a written statement explaining how their proposed project meets the following standards for development permission in an Urban Design Overlay District:

1. To meet the standard outlined in Cincinnati Municipal Code 1437-09, an applicant must demonstrate how the proposed project complies with the standards found in Cincinnati Municipal Code 1437-09 that apply to the particular district in which the proposed project will be located.

Date: December 12, 2024

**Location:** New Addresses to be assigned in the future. New construction review under 2719 Erie Avenue and existing buildings proposed for demolition include:

- 3434 Edwards Road (parcels 041-0003-0075; and 0045)
- 3438 Edwards Road (parcel 041-0003-0036)
- 3440 Edwards Road (parcel 041-0003-0036)
- 3442 Edwards Road (parcel 041-0003-0036)
- 2709 Erie Ave. (parcel 041-0003-0032; and 0031 parent parcel)
- 2719 Erie Ave. (parcel 041-0003-0030)
- 2721 Erie Ave. (parcel 041-0003-0029)
- 2723 Erie Ave. (parcel 041-0003-0029)
- 2725 Erie Ave. (parcel 041-0003-0028)
- 3439 Michigan Ave. (parcel 041-0003-0057)
- 3449 Michigan Ave. (parcel 041-0003-0026 parent parcel)

**Request:** Urban Design Review for new construction and demolition

**Zoning District:** CN-P-B

**Zoning Overlay:** Hyde Park Square Business District Urban Design Overlay District.

The City of Cincinnati appreciates receiving your information regarding your proposed project. The purpose of this letter is to inform you that your request does not comply with the City of Cincinnati Zoning Code for the following reason(s):

#### **Demolition**

- **1437-07 Applications Subject to Review in Urban Design Overlay Districts -**  
The proposed demolition of an existing structure requires approval from the Zoning Board of Appeals per 1437-07(b)(2). The proposed demolition is subject to the Urban Design Overlay District Standards 1437-09(i)(D1). The following addresses and parcels were outlined as proposed for demolition in your application:

- 3434 Edwards Road (parcels 041-0003-0075; and 0045)
- 3438 Edwards Road (parcel 041-0003-0036)
- 3440 Edwards Road (parcel 041-0003-0036)
- 3442 Edwards Road (parcel 041-0003-0036)
- 2709 Erie Ave. (parcel 041-0003-0032; and 0031 parent parcel)
- 2719 Erie Ave. (parcel 041-0003-0030)
- 2721 Erie Ave. (parcel 041-0003-0029)
- 2723 Erie Ave. (parcel 041-0003-0029)
- 2725 Erie Ave. (parcel 041-0003-0028)
- 3439 Michigan Ave. (parcel 041-0003-0057)
- 3449 Michigan Ave. (parcel 041-0003-0026 parent parcel)

## **New Construction**

- **1437-07 Applications Subject to Review in Urban Design Overlay Districts -**  
The proposed new construction requires approval from the Zoning Board of Appeals per 1437-07(b)(1). The proposed new construction is subject to the Urban Design Overlay District Standards 1437-09(h). At the request of the applicant, the Zoning Board of Appeals may conduct a review of a new building or change of use of a property in two parts: (i) first, an initial review of schematic plans in which setbacks, structure and site improvement placement, massing, building envelope, and uses are considered; and (ii) second, a subsequent review in which final plans, materials, and designs are considered.

If you choose to move forward with your proposed project as planned, you will need to obtain Urban Design Overlay District Approval as part of the application for a Planned Development with the City Planning Commission. If you have any questions regarding the submission of your application and required documents, please contact Andrew Halt at 513-352-4854.

You may also contact me at the information listed below with zoning questions, concerns or to make an appointment.

Please include a copy of this letter with your zoning application.

Sincerely,

Weston Munzel  
Zoning Plans Examiner  
513.352.2442



December 2024

City Planning Commission  
Two Centennial Plaza  
805 Central Avenue, Suite 720  
Cincinnati, Ohio 45202

**Re: Hyde Park Mixed-Use Application to the Zoning Board of Appeals**

Dear City Planning Commission:

This correspondence is submitted as a supplement to the Zone Change Application submitted November 27, 2024, and to request the Zoning Board of Appeals conduct a review of new building or change of use of a property in two parts and the demolition of (8) eight buildings within the Hyde Park Square Business District Urban Design Overlay.

As all requested relief is now before the City of Cincinnati for consideration, we respectfully request a hearing before the Zoning Board of Appeals regarding the requested relief at the City's earliest convenience.

**I. Details of Zoning Relief Requested:**

The Applicant has worked in good faith, communication, and cooperation with the City of Cincinnati, City Planning and Engagement to fully understand the approvals required for the Project. The Applicant has also worked collaboratively with the Hyde Park Neighborhood Council Zoning Committee for the relief required for the following sections of the Zoning Code of the City of Cincinnati (the "Code"):

- a. **Section 1437-09(h)(N3) – New Construction in UDOD** allows the applicant to request the ZBA conduct a review of new buildings in two parts: (i) first, an initial review of schematic plans in which setbacks, structure and site improvements placement, massing, building envelope, and uses are considered; and (ii) second, a subsequent review in which final plans, materials, and designs are considered.
- b. **Section 1437-09(i) – Demolition in UDOD** is permitted if the owner of the building demonstrates that either the building does not contribute to the physical character and economic vitality of the district, or the building will facilitate the construction of a new building that will contribute to the physical character and economic vitality of the district.

**II. Existing Conditions:**

The subject property is located at the Southeast corner of Erie Avenue and Edwards Road in the Hyde Park neighborhood. The property is an assemblage of parcels, zoned CN-P-B, and the current use is mixed with retail, business, and residential.

**Location:** New Addresses to be assigned in the future. New construction review under 2719 Erie Avenue and existing buildings proposed for demolition include:

- 3434 Edwards Road (parcels 041-0003-0075; and 0045)
- 3438 Edwards Road (parcel 041-0003-0036)
- 3440 Edwards Road (parcel 041-0003-0036)
- 3442 Edwards Road (parcel 041-0003-0036)
- 2709 Erie Ave. (parcel 041-0003-0032; and 0031 parent parcel)
- 2719 Erie Ave. (parcel 041-0003-0030)
- 2721 Erie Ave. (parcel 041-0003-0029)
- 2723 Erie Ave. (parcel 041-0003-0029)
- 2725 Erie Ave. (parcel 041-0003-0028)
- 3439 Michigan Ave. (parcel 041-0003-0057)
- 3449 Michigan Ave. (parcel 041-0003-0026 parent parcel)

**Request:** Urban Design Review for new construction and demolition

**Zoning District:** CN-P-B

**Zoning Overlay:** Hyde Park Square Business District Urban Design Overlay District.

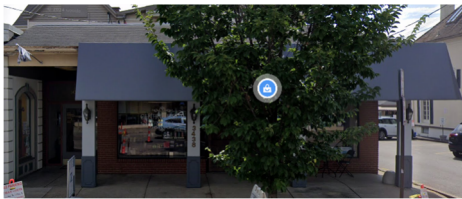


**IV. Demolition in a UOD:**

An existing building may only be demolished if the owner of the building demonstrates the building does not contribute to the physical character and economic vitality of the district. The Applicant request demolition relief for the following buildings:



**3434 Edwards Road** – neither building contributes to the physical character of the district. The buildings stand alone, disconnected from adjacent buildings both physically and architecturally.

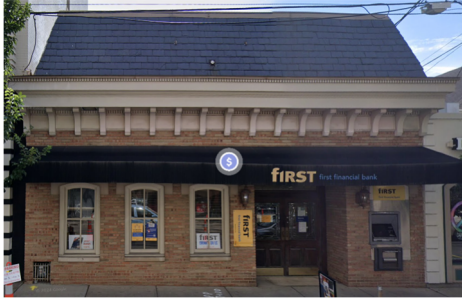


**3438 Edwards Road** – does not contribute to the physical character of the district. This building lacks architectural detail and presence along the street frontage.



**3440 Edwards Road** – does not contribute to the physical character of the district. This building is a single-story structure and creates a dominance of horizontal lines when combined with the adjacent single-story structures. This contrasts the verticality of more historically true buildings and creates a disjointed appearance along the street frontage.





**3442 Edwards Road** – does not contribute to the physical character of the district. This building is a single-story structure and does not adequately define the street edge, which impacts the pedestrian experience.



**2709 Erie Avenue** – does not contribute to the physical character of the district. This building lacks architectural detail and presence along the street frontage.



**2725 Erie Avenue** – does not contribute to the physical character of the district. This building lacks architectural detail and presence along the street frontage.



**3449 Michigan Avenue** – does not contribute to the physical character of the district. This building appears out of place and is visually jarring. The building is setback from the street which disrupts the rhythm and flow of the streetscape.

The Applicant respectfully requests that this Application be set for hearing before the Zoning Hearing Examiner. We believe the proposed development is in keeping with the spirit and intent of the Code, and supports the overall vitality of the Hyde Park community. Please let me know if you have any questions regarding the contents of this Application, and if I can provide any additional information. Thank you for your consideration of this matter.

Sincerely,

Date: 12/16/2024

Brandon Guyer  
PLK Communities



January 2025

City Planning Commission  
Two Centennial Plaza  
805 Central Avenue, Suite 720  
Cincinnati, Ohio 45202

**Re: Hyde Park Mixed-Use Application to the Zoning Board of Appeals**

Dear City Planning Commission:

This correspondence is submitted as a supplement to the Zone Change Application submitted November 27, 2024, and to request the Zoning Board of Appeals conduct a review of new building or change of use of a property in two parts and the demolition of (8) eight buildings within the Hyde Park Square Business District Urban Design Overlay.

As all requested relief is now before the City of Cincinnati for consideration, we respectfully request a hearing before the Zoning Board of Appeals regarding the requested relief at the City’s earliest convenience.

**I. Details of Zoning Relief Requested:**

The Applicant has worked in good faith, communication, and cooperation with the City of Cincinnati, City Planning and Engagement to fully understand the approvals required for the Project. The Applicant has also worked collaboratively with the Hyde Park Neighborhood Council Zoning Committee for the relief required for the following sections of the Zoning Code of the City of Cincinnati (the “Code”):

- a. **Section 1437-09(h)(N3) – New Construction in UDOD** allows the applicant to request the ZBA conduct a review of new buildings in two parts: (i) first, an initial review of schematic plans in which setbacks, structure and site improvements placement, massing, building envelope, and uses are considered; and (ii) second, a subsequent review in which final plans, materials, and designs are considered.
- b. **Section 1437-09(i) – Demolition in UDOD** is permitted if the owner of the building demonstrates that either the building does not contribute to the physical character and economic vitality of the district, or the building will facilitate the construction of a new building that will contribute to the physical character and economic vitality of the district.

**II. Existing Conditions:**

The subject property is located at the Southeast corner of Erie Avenue and Edwards Road in the Hyde Park neighborhood. The property is an assemblage of parcels, zoned CN-P-B, and the current use is mixed with retail, business, and residential.

**Location:** New Addresses to be assigned in the future. New construction review under 2719 Erie Avenue and existing buildings proposed for demolition include:

- 3434 Edwards Road (parcels 041-0003-0075; and 0045)
- 3438 Edwards Road (parcel 041-0003-0036)
- 3440 Edwards Road (parcel 041-0003-0036)
- 3442 Edwards Road (parcel 041-0003-0036)
- 2709 Erie Ave. (parcel 041-0003-0032; and 0031 parent parcel)
- 2719 Erie Ave. (parcel 041-0003-0030)
- 2721 Erie Ave. (parcel 041-0003-0029)
- 2723 Erie Ave. (parcel 041-0003-0029)
- 2725 Erie Ave. (parcel 041-0003-0028)
- 3439 Michigan Ave. (parcel 041-0003-0057)
- 3449 Michigan Ave. (parcel 041-0003-0026 parent parcel)

**Request:** Urban Design Review for new construction and demolition

**Zoning District:** CN-P-B

**Zoning Overlay:** Hyde Park Square Business District Urban Design Overlay District.

**III. Development Standards in UDOD:**

The Applicant requests the Zoning Board of Appeals to conduct a review in two parts: (i) first, an initial review of schematic plans in which setbacks, structure and site improvements placement, massing, building envelope, and uses are considered; and (ii) second, a subsequent review in which final plans, materials, and designs are considered.

The existing architecture in the neighborhood is a blend of architectural styles from the 19<sup>th</sup> century and early 20<sup>th</sup> century. The proposed Project will include new construction that is compatible with buildings in the neighborhood.



**2653 Erie Avenue**

Height: 65 feet

Setback: 0 feet

Architectural Style: Art Deco

- Geometric shapes and ziggurat-like forms above the windows
- Streamlined aesthetic
- Emphasis on symmetry
- Italianate influence



**2734 Erie Avenue**

Height: 50 feet

Setback: 0 feet

Architectural Style: Commercial Italianate

- Low-pitched roof: the roofline is flat or generally sloped.
- Tall windows
- Decorative cornice and brackets



**3500 Michigan Avenue**

Height: 80 feet

Setback: 0 feet

Architectural Style: Italianate

- Low-pitched roof: the roofline is flat or generally sloped.
- Tall windows
- Decorative cornice and brackets



**2731 Erie Avenue**

Height: 35 feet

Setback: 0 feet

Architectural Style: Italianate

- Low-pitched roof: the roofline is flat or generally sloped.
- Tall windows
- Decorative cornice and brackets



**3401 Edwards Road**

Height: 100 feet (at roof peak)

Setback: 50 feet

Architectural Style: Richardsonian Romanesque

- Prominent arch at entrances
- Rusticated stonework along the base
- Massive scale invokes an imposing presence
- Victorian influence





## **New Construction**

The buildings being proposed as part of this Project will be consistent with the existing neighboring buildings. The setbacks, structure and site improvement placement, massing, building envelope, and uses will be as follows:

### **Massing**

**We are requesting allowance of 5.5 more feet than the 3500 Michigan Avenue building (previously approved in 2004).** Other buildings on Hyde Park Square exceed the 50 feet maximum height restriction. The new buildings will compliment these buildings:

- 3500 Michigan Avenue = 80 feet
- 2653 Erie Avenue = 75 feet
- 2713 Erie Avenue = 75 feet

The massing and scale of the proposed buildings are harmonious with the existing buildings in the community and are appropriate for this urban environment in the community core. This project proposes a unique mixed-use development that will significantly enhance the vibrancy and economic vitality of the Hyde Park urban community. While the existing zoning code limits building height to 50 feet, we believe an additional 35.5 feet of height is crucial for the following reasons:

- **Economic Growth:** The increased height will allow for a greater density of residential units, retail spaces, and entertainment areas within a smaller footprint. This increased density will attract new residents, businesses, and investment to the area, boosting local employment and tax revenue.
- **Reduced Urban Sprawl:** By encouraging denser development within existing urban areas, we can minimize urban sprawl, preserve valuable green spaces, and reduce the environmental impact of development.
- **Community Amenities:** The additional height will enable the inclusion of valuable community amenities that would otherwise be unfeasible. These may include a rooftop garden with stunning city views, an aqua lounge and pool, or a shared workspace for local entrepreneurs. These amenities will enhance the quality of life for both residents and the broader community.

To ensure the building harmonizes with the existing urban fabric, we propose the following design considerations:

- **Massing and Scale:** The building will be carefully designed to break down its mass and scale. This will be achieved through the use of:
  - **Step-backs:** The building will incorporate significant step-backs at key intervals, creating terraces and reducing the perceived height from street level. This technique was used at 3500 Michigan Avenue.
  - **Varying Facade Treatments:** The facades will feature a mix of materials and textures, such as brick, glass, and metal panels, creating visual interest and breaking up the overall mass.
  - **Vertical Articulation:** Vertical elements like balconies, columns, and window bays will further subdivide the building's mass and add visual rhythm.
- **Contextual Response:** The building's design will be sensitive to the surrounding context. We will carefully analyze the scale, materials, and architectural styles of neighboring buildings and incorporate these elements into our design.
  - **Existing Buildings:** The existing architecture in the neighborhood is a blend of architectural styles from the 19<sup>th</sup> century and early 20<sup>th</sup> century.

We believe that this project, with its careful consideration of height, massing, and context, will be an asset to the Hyde Park neighborhood and the City of Cincinnati. The increased height will enable us to create a vibrant, sustainable, and economically beneficial development that will enhance the quality of life for all residents.

### **Setbacks**

No setbacks are required in the CN-P Hyde Park Business District. Contrarily, setbacks can have negative impacts on streetscapes, and hinder efficient urban development, particularly in dense urban areas where land is scarce and expensive. This project proposes a new mixed-use development that maximizes land use by building up to the property lines along street frontage. There will be a 10-foot setback along the south property line to allow for public utility relocation. This approach offers several key advantages:

- **Increased Density:** By allowing buildings to be constructed closer together, we can achieve higher densities of housing, retail, and commercial space within a smaller footprint. This increased density can help address the critical need for housing in urban areas while simultaneously reducing the urban "heat island" effect.
- **Enhanced Urban Vibrancy:** Buildings built closer together create a more dynamic and engaging streetscape. Increased pedestrian activity, closer proximity to amenities, and a more vibrant street life contribute to a more livable and walkable urban environment.
- **Economic Efficiency:** Eliminating setbacks reduces construction costs and allows for more efficient use of building materials, making development more economically feasible. This can lead to more competitive housing prices and attract a wider range of businesses to the area.

Zero setback requirements necessitate careful design considerations such as:

- **Maximize Sunlight and Airflow:** Innovative design strategies, such as strategically placed windows, courtyards, and building step backs, can ensure adequate sunlight and air circulation within the development.
- **Prioritize Pedestrian Experience:** The development should prioritize pedestrian safety and comfort with features like wide sidewalks, well-lit pathways, and dedicated bike lanes.
- **High-Quality Public Spaces:** Incorporate high-quality public spaces, such as plazas, pocket parks, and community gardens, to enhance the overall quality of life for residents and visitors.

This project demonstrates that a well-designed development can successfully maximize land use and create a vibrant urban environment with zero setbacks. By embracing innovative design principles and prioritizing the needs of the community, we can create a more efficient, sustainable, and equitable urban future.

### **Building Envelope**

This mixed-use development aims to seamlessly integrate into the existing urban fabric, becoming a harmonious addition to the streetscape. To achieve this, meticulous attention will be paid to the building envelope and fenestration, ensuring a contextual and sensitive design. Final finish materials have not been selected at this point in the process, but the envelope will use materials like those on other buildings in the district and will avoid the use of cheap and dissimilar materials.

- **Massing and Scale:** The buildings' massing will be carefully modulated to respond to the scale and rhythm of surrounding structures. Step-backs, varying floor plate sizes, and the use of articulated volumes will break down the overall mass, preventing an overly dominant presence.
- **Material Palette:** The selection of materials will draw inspiration from the existing architectural vocabulary of the neighborhood. Locally sourced materials, such as brick, stone, and metal, will be prioritized to create a sense of place and authenticity. The use of sustainable and low-maintenance materials will further enhance the building's longevity and environmental performance.
- **Rooftop Design:** The rooftop will be carefully designed to minimize its visual impact. Green roofs, solar panels, or low-profile mechanical screening will be incorporated to enhance the building's environmental performance and contribute to the overall streetscape.
- **Window Placement and Size:** Window placement and size will be carefully considered to optimize daylighting while minimizing glare and heat gain. Window openings will vary in size and shape to create visual interest and break down the building's facade.
- **Window Materials:** High-performance glazing systems will be employed to maximize energy efficiency, reduce heat loss, and minimize solar heat gain.
- **Views and Sightlines:** The design will prioritize views to significant landmarks, public spaces, and other desirable vistas. Conversely, careful consideration will be given to minimize the impact of the building on views from adjacent properties.
- **Building Lines:** The building envelope will respect existing building lines and setbacks where appropriate, contributing to the established character of the street.
- **Visual Connections:** The design will seek to create visual connections between the building and the surrounding context, such as using transparent ground floor spaces and strategically placed windows and balconies.

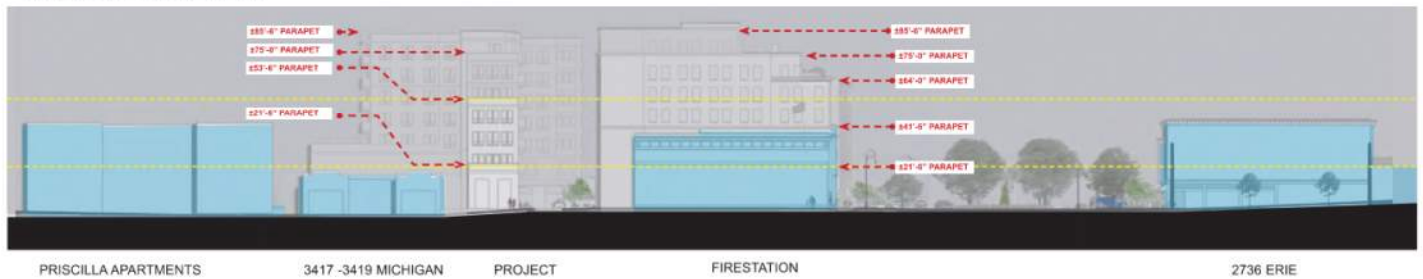
By carefully considering the building envelope and fenestration, this mixed-use development will not only meet the functional needs of its occupants but also become an integral part of the urban fabric, enriching the character of the

neighborhood for generations to come. This development will be more than just a building; it will be a harmonious addition to the existing urban fabric, enriching the lives of residents and visitors alike. Below are schematic elevations from each street surrounding the property showing the massing as they relate to the existing buildings (in blue):

ELEVATION FROM ERIE



ELEVATION FROM MICHIGAN



ELEVATION FROM EDWARDS



### Structure and Site Improvement Placement

This mixed-use development aims to be more than just a collection of buildings; it seeks to become a vibrant hub for the community. Key to this vision is the creation of new plaza and park space, a vibrant heart that will enliven the streetscape and foster a stronger sense of community.

- **Ground Floor Activation:** Buildings will feature active ground floor uses such as retail shops, cafes, and restaurants that spill out onto the plaza, creating a lively and inviting atmosphere.
- **Visual Connections:** Buildings will be designed to maximize visual connections to the plaza, encouraging pedestrian activity and creating a sense of openness and transparency.
- **Relaxation and Recreation:** The plaza will provide comfortable seating areas, shade, and potentially water features, creating a welcoming space for relaxation and social interaction.

### Revitalization Through Demolition:

The demolition of older, underutilized buildings presents a unique opportunity to revitalize the urban environment:

- **Improved Safety and Security:** The removal of dilapidated structures can improve safety and security within the neighborhood.
- **Enhanced Aesthetics:** The demolition of blighted buildings can significantly improve the visual appeal of the streetscape.



- **Increased Property Values:** The development of new, high-quality buildings can increase property values throughout the neighborhood.

By thoughtfully integrating new buildings with a vibrant public plaza, this mixed-use development will not only revitalize a neglected area but also create a thriving community hub that enhances the quality of life for residents and visitors alike.

## Use

This project requests the permission of a Hospitality Use group in a CN-P zoning district. The development of a boutique hotel in a key urban location presents a unique opportunity to revitalize the surrounding area and enhance the public realm. Boutique hotels, with their distinctive character, personalized service, and focus on local experiences, can become powerful catalysts for urban revitalization, attracting visitors, stimulating economic activity, and enhancing the overall quality of life for residents.

### Benefits for the Urban Environment:

- **Economic Growth:** A boutique hotel can generate significant economic benefits, including:
  - Increased tourism revenue
  - Job creation in the hospitality sector
  - Increased foot traffic for nearby businesses
  - Potential for spillover development, attracting complementary retail and dining establishments
- **Enhanced Public Realm:** A well-designed boutique hotel can contribute to the vitality of the public realm by:
  - Activating street life with pedestrian-friendly entrances and outdoor seating areas
  - Incorporating public art and amenities that enhance the streetscape
  - Providing a gathering place for locals and visitors alike
- **Cultural Enrichment:** Boutique hotels often showcase local art, design, and culture, enriching the visitor experience and fostering a sense of place.

### Alignment with Urban Design Principles:

- **Revitalization of Urban Centers:** Boutique hotels can play a vital role in revitalizing urban centers by attracting visitors, stimulating economic activity, and enhancing the overall quality of life.
- **Creation of Vibrant Public Spaces:** By incorporating pedestrian-friendly features and amenities that activate the public realm, a boutique hotel can contribute to the creation of more vibrant and engaging urban spaces.
- **Sustainability and Environmental Stewardship:** A well-designed boutique hotel can incorporate sustainable design principles, minimizing its environmental impact and enhancing the overall sustainability of the urban environment.
- **Cultural and Historical Preservation:** By showcasing local art, design, and culture, a boutique hotel can help preserve and promote the city's unique cultural heritage.

The development of a boutique hotel can be a valuable asset to an urban environment, contributing to economic growth, enhancing the public realm, and enriching the cultural fabric of the city. By carefully considering the design, programming, and operations of the hotel, developers can create a development that aligns with the goals and objectives of Cincinnati's urban environment and contributes to the creation of a more vibrant, sustainable, and equitable city.

**Case Studies**

**Gordon Square – Cleveland, Ohio**



Gordon Square in Cleveland, Ohio, stands as a testament to the transformative power of revitalization. Once a neighborhood struggling with decline, it has blossomed into a vibrant hub of arts, culture, and community. The story begins with a concerted effort by local arts organizations, community leaders, and residents. They recognized the potential that lay dormant within the district's historic theaters and architectural gems. Through a multi-faceted approach, they embarked on a journey of revitalization.

- **Revitalizing the Streetscape:** The physical environment was revitalized. Streets were repaved, sidewalks were improved, and public art installations were commissioned, creating a more inviting and walkable atmosphere.
- **Cultivating a Vibrant Community:** A focus on community building was essential. Local businesses were encouraged to open, offering diverse dining, shopping, and entertainment options. Community events and festivals were organized, bringing residents and visitors together.

The results have been remarkable. Gordon Square has experienced a resurgence, attracting new residents and businesses. Property values have increased, and the district has become a sought-after destination for both locals and tourists.

- **Economic Growth:** The revitalization has spurred economic growth. New businesses have created jobs, and increased foot traffic has boosted the local economy.
- **Enhanced Quality of Life:** Residents now enjoy a higher quality of life. They have access to a wider range of cultural amenities, improved public spaces, and a safer, more vibrant neighborhood.
- **Increased Tourism:** Gordon Square has become a significant cultural destination for Cleveland, attracting visitors and contributing to the city's overall tourism appeal.

The success of the Gordon Square serves as an inspiring example of how collaborative efforts between community members, the arts, and government can revitalize urban neighborhoods, creating thriving spaces that benefit everyone.

## Hotel Covington – Covington, Kentucky



The arrival of Hotel Covington in 2014 was a pivotal moment for the city. Housed within a beautifully restored 1907 department store, the boutique hotel injected a vibrant energy into the heart of Covington's Mainstrasse Village. Here's how it contributed to the neighborhood and city:

- **Revitalized Mainstrasse:**
  - **Attracted Foot Traffic:** The hotel brought a steady stream of visitors, drawing them to explore the local shops, restaurants, and art galleries that lined Mainstrasse.
  - **Enhanced Visibility:** The stylish hotel itself became a landmark, drawing attention to the unique character of the neighborhood.
  - **Supported Local Businesses:** Guests and visitors patronized nearby eateries and shops, boosting their revenue and contributing to the overall economic vitality of the area.
- **Cultural Hub:**
  - **Art Integration:** The hotel incorporated local art throughout its spaces, showcasing the talents of regional artists and fostering a connection to the local arts scene.
  - **Event Space:** The hotel's unique event spaces, from the grand ballroom to intimate meeting rooms, became venues for weddings, conferences, and community gatherings, further activating the neighborhood.
- **Tourism Boost:**
  - **Increased Visitation:** Hotel Covington attracted visitors seeking a unique and stylish travel experience, boosting tourism numbers for the city.
  - **Destination Appeal:** The hotel enhanced Covington's reputation as a desirable travel destination, showcasing its unique blend of history, culture, and modern amenities.
- **Job Creation:**
  - **Local Employment:** The hotel created numerous jobs for local residents, from front desk staff and housekeeping to restaurant servers and event planners.
  -

In essence, Hotel Covington served as a catalyst for revitalization, bringing new life to Mainstrasse Village and contributing significantly to the cultural and economic growth of Covington as a whole.

## The Draper – Denver, Colorado



A stepped massing strategy enfolds the existing historic buildings at the heart of the site on Fourth Street. Terraces provide opportunities for connection to the outdoors and animate the streetscape.

The Draper is a transformative development that revitalizes a historic downtown Loveland Main Street, harmoniously blending preservation with contemporary design. This unique project breathes new life into the area by carefully preserving its rich heritage while introducing vibrant, modern elements.

The Draper seamlessly integrates distinctive residences, inviting retail spaces, and functional offices within a thoughtfully curated block. The design respects the existing urban fabric while introducing a contemporary aesthetic that enhances the streetscape. High-quality materials, such as brick, metal, and natural stone, are used to create a visually appealing and durable building that complements the historic character of the area.

With 96 thoughtfully designed residential units, The Draper offers more than just living spaces; it fosters a strong sense of community. Residents are seamlessly connected to the vibrant downtown core, with easy access to shops, restaurants, and entertainment venues. Furthermore, the project prioritizes outdoor living, with private balconies and rooftop terraces that allow residents to enjoy the stunning Rocky Mountain views and the bustling energy of the city.

The Draper significantly enhances the public realm by:

- **Activating an alley:** Transforming a previously underutilized alley into a vibrant pedestrian space with landscaping, lighting, and public art creates a new destination for residents and visitors.
- **Creating a new lane:** Introducing a new lane improves traffic flow and pedestrian safety, enhancing the overall accessibility and walkability of the downtown area.
- **Developing a charming courtyard:** A beautifully landscaped courtyard provides a peaceful oasis within the bustling downtown environment, offering a space for residents and the community to relax, socialize, and enjoy the outdoors.

By enhancing permeability and connectivity, The Draper fosters a more vibrant and engaging downtown experience. The project is expected to attract new businesses, increase foot traffic, and contribute to the overall economic vitality of Loveland.

## Painter's Alley – Nashville, Tennessee



Once a seedy underbelly of the city, Printer's Alley fell into disrepair, its historic buildings crumbling and its allure fading. But visionary developers saw potential in this forgotten corner. They meticulously restored the alley's architectural gems, transforming them into stylish restaurants, intimate jazz clubs, and trendy bars. The impact of this revitalization has been profound:

- **Economic Boost:** Printer's Alley has become a major draw for tourists and locals alike, injecting significant revenue into the city's economy. Restaurants and bars thrive, creating jobs and supporting local businesses.
- **Cultural Renaissance:** The alley has re-established itself as a center for live music, nurturing the city's vibrant music scene. Jazz clubs showcase talented musicians, attracting both seasoned aficionados and curious newcomers.
- **Urban Renewal:** The revitalization of Printer's Alley has spurred further development in the surrounding area, contributing to a more vibrant and walkable downtown.
- **Preservation of History:** By restoring historic buildings, developers have preserved a vital piece of Nashville's heritage, ensuring that future generations can appreciate the city's rich past.

Today, Printer's Alley stands as a testament to the power of thoughtful urban planning and redevelopment. It serves as a reminder that even the most forgotten corners of a city can be transformed into thriving hubs of culture and commerce, enriching the lives of residents and visitors alike.



## Cherry Creek – Denver, Colorado



The Cherry Creek development in Denver, Colorado, is a prime example of urban revitalization. It emphasizes a mixed-use approach, seamlessly blending residential, commercial, and retail spaces. This creates a vibrant and dynamic environment where people can live, work, and play within close proximity. The development prioritizes pedestrian-friendly design with wide sidewalks, landscaped walkways, and dedicated bike lanes. This encourages residents and visitors to explore the area on foot, fostering a sense of community and enhancing the overall experience. The architecture reflects a contemporary style, incorporating elements like glass facades, sleek lines, and innovative materials. This modern aesthetic complements the existing urban fabric while creating a distinct identity for the development. Incorporating green spaces, such as parks, plazas, and landscaped courtyards, enhances the quality of life for residents and visitors. These green spaces provide opportunities for relaxation, recreation, and social interaction.

- **Job Creation:** The development has generated numerous jobs in various sectors, including retail, hospitality, and professional services. This has contributed to the local economy and provided employment opportunities for residents.
- **Increased Tax Revenue:** The development has significantly increased property tax revenue for the city, which can be used to fund essential services such as education, infrastructure, and public safety.
- **Economic Multiplier Effect:** The development has attracted new businesses and investment to the area, creating a ripple effect that benefits the surrounding neighborhoods and the city as a whole.

### Community Impact:

- **Revitalized Neighborhood:** Cherry Creek has revitalized a previously underutilized area, transforming it into a thriving and desirable destination. This has enhanced the quality of life for residents and contributed to the overall attractiveness of the city.
- **Enhanced Amenities:** The development has brought a wide range of amenities to the neighborhood, including fine dining, boutique shops, cultural attractions, and recreational facilities. This has significantly improved the quality of life for residents and increased the appeal of the area to visitors.
- **Increased Property Values:** The development has contributed to a significant increase in property values in the surrounding neighborhoods, benefiting existing homeowners.

Overall, the Cherry Creek development has been a resounding success. It serves as a model for urban revitalization, demonstrating the positive impact that thoughtful planning, innovative design, and a mixed-use approach can have on a community.

## Weavers Row – Washington, DC



Weavers Row, a luxury residential development in Georgetown, DC, is a striking example of modern architecture seamlessly integrated into a historic neighborhood. The building boasts a sleek, contemporary design with clean lines and a sophisticated facade. High-quality materials such as glass, steel, and brick are used to create a visually striking and durable building. Weavers Row provides a range of upscale amenities, including a fitness center, resident lounge, and rooftop terrace with stunning city views.

### **Economic Considerations:**

- **Luxury Development:** As a high-end residential development, Weavers Row caters to a discerning clientele, attracting affluent residents and contributing to the local economy through property taxes and increased consumer spending.
- **Investment:** The development represents a significant investment in the Georgetown neighborhood, enhancing its desirability and contributing to its overall economic vitality.

### **Community Impact:**

- **Visual Impact:** Weavers Row has a significant visual impact on the Georgetown streetscape, contributing to the neighborhood's evolving character while maintaining its historic charm.
- **Increased Density:** The development adds to the density of the Georgetown neighborhood, potentially increasing foot traffic and supporting local businesses.

Weavers Row represents a significant investment in the Georgetown neighborhood, contributing to its economic growth and enhancing its visual appeal.

## LC Charleston at Line – Charleston, South Carolina



The LC Line Street Apartments in Charleston, SC, represent a significant development in the city's urban landscape. The development blends contemporary design with the city's rich architectural heritage. The buildings feature clean lines, large windows, and a focus on natural light, while incorporating elements like brick facades and balconies that nod to Charleston's traditional aesthetic. Residents enjoy a range of amenities including a fitness center, swimming pool, rooftop terrace, and co-working spaces, catering to the modern urban lifestyle.

### **Economics:**

- **Investment & Job Creation:** The development represents a substantial investment in the city, creating construction jobs and ongoing employment opportunities in property management, maintenance, and potentially within the retail spaces associated with the project.
- **Increased Tax Revenue:** The development will generate significant property tax revenue for the city, which can be used to fund essential services like education, infrastructure, and public safety.
- **Economic Multiplier Effect:** The influx of new residents will stimulate local businesses, increasing demand for goods and services in the surrounding neighborhoods and boosting the overall economic activity of the city.

### **Community Impact:**

- **Revitalization:** The development contributes to the revitalization of the surrounding area, potentially attracting new businesses and enhancing the walkability and livability of the neighborhood.
- **Increased Density:** The project increases residential density in the city, which can help to reduce urban sprawl and preserve green spaces.
- **Community Amenities:** The inclusion of community spaces within the development can foster a sense of community among residents and contribute to the social fabric of the neighborhood.

The LC Line Street Apartments represent a significant development for Charleston, with the potential to contribute positively to the city's economy, urban fabric, and quality of life. However, it is crucial to address potential challenges, such as gentrification and the need for affordable housing, to ensure that the development benefits the entire community.

**IV. Demolition in a UDOD:**

The urban landscape is constantly evolving, and sometimes, the best way forward is to clear the way for something new. In the case of Hyde Park Square, the demolition of certain buildings presents a unique opportunity for revitalization and a brighter future. The demolition of certain buildings in Hyde Park Square presents a challenging but ultimately necessary step towards creating a more vibrant, functional, and attractive public space. By carefully planning and executing the redevelopment, we can ensure that the square becomes a thriving hub for the community for years to come.

*An existing building may only be demolished if the owner of the building, or a person authorized by the owner of the building, demonstrates that **one** of the following standards is met:*

- *The building does not contribute to the physical character and economic vitality of the district, which is determined by weighing the following factors:*
  - i. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - ii. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - iii. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - iv. *whether the building is iconic or specially associated with the district;*
  - v. *whether the demolition of the building will negatively impact the district streetscape; and*
  - vi. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  
- *The demolition of the building will facilitate the construction of a new building or the establishment of a use that will contribute to the physical character and economic vitality of the district, which is demonstrated by evidence that the owner, or a person authorized by the owner, has:*
  - i. *obtained final approval to construct a new building or change the use of property pursuant to the requirements of subsection (h) above;*
  - ii. *obtained all building permit approvals necessary to commence the new construction or effect the change in use; and*
  - iii. *certified via affidavit or sworn testimony as to his or her intent and capacity to diligently pursue the construction of the new building or change in use if demolition of the building is approved.*

The Applicant request demolition relief for the following buildings:

**Location:** New Addresses to be assigned in the future. New construction review under 2719 Erie Avenue and existing buildings proposed for demolition include:

- 3434 Edwards Road (parcels 041-0003-0075; and 0045)
- 3438 Edwards Road (parcel 041-0003-0036)
- 3440 Edwards Road (parcel 041-0003-0036)
- 3442 Edwards Road (parcel 041-0003-0036)
- 2709 Erie Ave. (parcel 041-0003-0032; and 0031 parent parcel)
- 2719 Erie Ave. (parcel 041-0003-0030)
- 2721 Erie Ave. (parcel 041-0003-0029)
- 2723 Erie Ave. (parcel 041-0003-0029)
- 2725 Erie Ave. (parcel 041-0003-0028)
- 3439 Michigan Ave. (parcel 041-0003-0057)
- 3449 Michigan Ave. (parcel 041-0003-0026 parent parcel)

**Request:** Urban Design Review for new construction and demolition

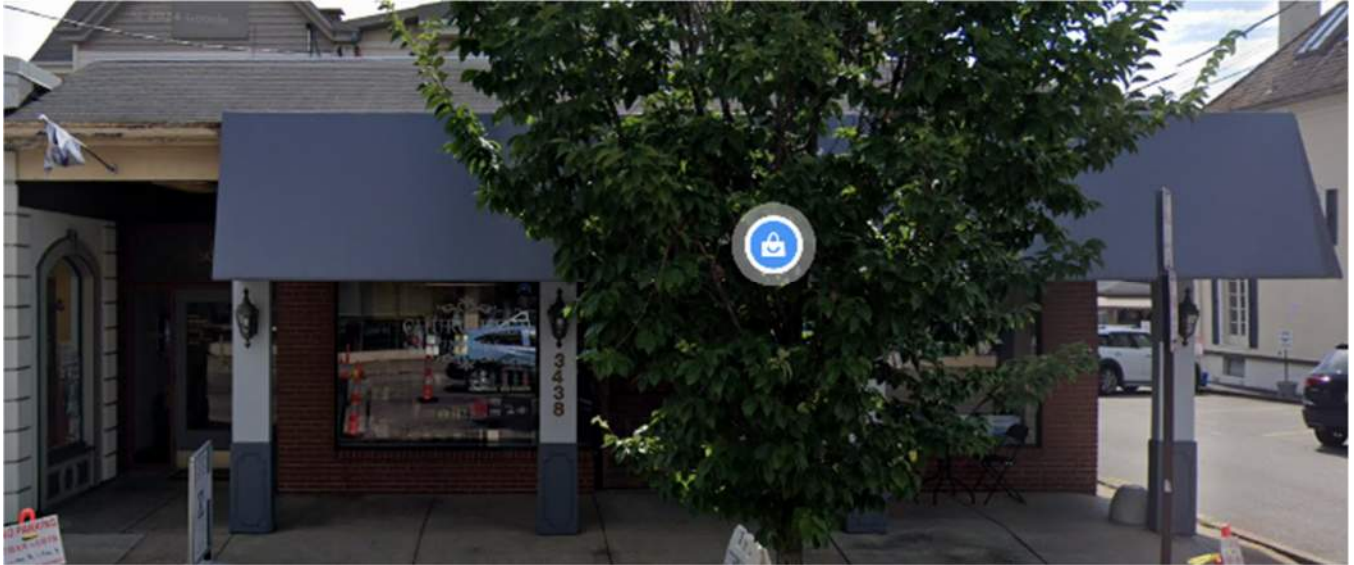
**Zoning District:** CN-P-B

**Zoning Overlay:** Hyde Park Square Business District Urban Design Overlay District.



**3434 Edwards Road** - The building(s) does not contribute to the physical character and economic vitality of the district.

- I. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **These buildings are not identified as contributing or noncontributing by the urban design plan or other community plans approved by City Council.**
- II. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **These buildings are not recommended for demolition by the urban design plan or other community plans approved by City Council.**
- III. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - a. **These buildings' architectural style, massing, and scale are inconsistent with the district's characteristics. In addition, the buildings stand alone, disconnected from adjacent buildings.**
- IV. *whether the building is iconic or specially associated with the district;*
  - a. **These buildings are not iconic or associated with the district.**
- V. *whether the demolition of the building will negatively impact the district streetscape; and*
  - a. **Demolition of the buildings will allow for construction of new buildings that will contribute to the physical character and economic vitality of the district.**
- VI. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  - a. **These buildings are dated and have expected deferred maintenance from the previous predecessor.**



**3438 Edwards Road** - The building does not contribute to the physical character and economic vitality of the district.

- I. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not identified as contributing or noncontributing by the urban design plan or other community plans approved by City Council.**
- II. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not recommended for demolition by the urban design plan or other community plans approved by City Council.**
- III. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - a. **This building's architectural style, massing, and scale are inconsistent with the district's characteristics. It lacks architectural detail and presence along the street frontage.**
- IV. *whether the building is iconic or specially associated with the district;*
  - a. **This building is not iconic or associated with the district.**
- V. *whether the demolition of the building will negatively impact the district streetscape; and*
  - a. **Demolition of the building will allow for construction of new buildings that will contribute to the physical character and economic vitality of the district.**
- VI. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  - a. **This building is dated and has expected deferred maintenance from the previous predecessor.**



**3440 Edwards Road** - The building does not contribute to the physical character and economic vitality of the district.

- I. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not identified as contributing or noncontributing by the urban design plan or other community plans approved by City Council.**
- II. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not recommended for demolition by the urban design plan or other community plans approved by City Council.**
- III. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - a. **This building's architectural style, massing, and scale are inconsistent with the district's characteristics. It is single-story and creates a dominance of horizontal lines when combined with the adjacent single-story structures. This contrasts the verticality of more historically true buildings and creates a disjointed appearance along the street frontage.**
- IV. *whether the building is iconic or specially associated with the district;*
  - a. **This building is not iconic or associated with the district.**
- V. *whether the demolition of the building will negatively impact the district streetscape; and*
  - a. **Demolition of the building will allow for construction of new buildings that will contribute to the physical character and economic vitality of the district.**
- VI. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  - a. **This building is dated and has expected deferred maintenance from the previous predecessor.**



**3442 Edwards Road** - The building does not contribute to the physical character and economic vitality of the district.

- I. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not identified as contributing or noncontributing by the urban design plan or other community plans approved by City Council.**
- II. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not recommended for demolition by the urban design plan or other community plans approved by City Council.**
- III. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - a. **This building's architectural style, massing, and scale are inconsistent with the district's characteristics. It is single-story and creates a dominance of horizontal lines when combined with the adjacent single-story structures. This contrasts the verticality of more historically true buildings and creates a disjointed appearance along the street frontage.**
- IV. *whether the building is iconic or specially associated with the district;*
  - a. **This building is not iconic or associated with the district.**
- V. *whether the demolition of the building will negatively impact the district streetscape; and*
  - a. **Demolition of the building will allow for construction of new buildings that will contribute to the physical character and economic vitality of the district.**
- VI. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  - a. **This building is dated and has expected deferred maintenance from the previous predecessor.**





**2709 Erie Avenue - The building does not contribute to the physical character and economic vitality of the district.**

- I. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not identified as contributing or noncontributing by the urban design plan or other community plans approved by City Council.**
- II. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not recommended for demolition by the urban design plan or other community plans approved by City Council.**
- III. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - a. **This building's architectural style, massing, and scale are inconsistent with the district's characteristics. This building lacks architectural detail and presence along the street frontage.**
- IV. *whether the building is iconic or specially associated with the district;*
  - a. **This building is not iconic or associated with the district.**
- V. *whether the demolition of the building will negatively impact the district streetscape; and*
  - a. **Demolition of the building will allow for construction of new buildings that will contribute to the physical character and economic vitality of the district.**
- VI. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  - a. **This building is dated and has expected deferred maintenance from the previous predecessor.**



**3449 Michigan Avenue - The building does not contribute to the physical character and economic vitality of the district.**

- I. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not identified as contributing or noncontributing by the urban design plan or other community plans approved by City Council.**
- II. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not recommended for demolition by the urban design plan or other community plans approved by City Council.**
- III. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - a. **This building's architectural style, massing, and scale are inconsistent with the district's characteristics. It appears out of place and is visually jarring. The building is setback from the street which disrupts the rhythm and flow of the streetscape.**
- IV. *whether the building is iconic or specially associated with the district;*
  - a. **This building is not iconic or associated with the district.**
- V. *whether the demolition of the building will negatively impact the district streetscape; and*
  - a. **Demolition of the building will allow for construction of new buildings that will contribute to the physical character and economic vitality of the district.**
- VI. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  - a. **This building is dated and has expected deferred maintenance from the previous predecessor.**



**2725 Erie Avenue** - The building does not contribute to the physical character and economic vitality of the district.

- I. *whether the building is identified as a contributing building or noncontributing building by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not identified as contributing or noncontributing by the urban design plan or other community plans approved by City Council.**
- II. *whether the building is recommended for demolition by the applicable urban design plan or other applicable community plans approved by City Council;*
  - a. **This building is not recommended for demolition by the urban design plan or other community plans approved by City Council.**
- III. *whether the building's architectural style, bulk, shape, massing, scale, form, and setbacks are consistent with the predominant characteristics of the district;*
  - a. **This building's architectural style, massing, and scale are inconsistent with the district's characteristics. It lacks architectural detail and presence along the street frontage.**
- IV. *whether the building is iconic or specially associated with the district;*
  - a. **This building is not iconic or associated with the district.**
- V. *whether the demolition of the building will negatively impact the district streetscape; and*
  - a. **Demolition of the building will allow for construction of new buildings that will contribute to the physical character and economic vitality of the district.**
- VI. *whether the building is obsolete, damaged, in a state of disrepair, dilapidated, or unsanitary, and whether its condition was caused by the owner or his or her predecessors through deliberate action or willful neglect.*
  - a. **This building is dated and has expected deferred maintenance from the previous predecessor.**

Furthermore, the 1-story structures along Erie Avenue are not harmonious with the adjacent buildings. The diagram below illustrates how their height is not consistent with the other buildings in the area and they do **not** contribute to the streetscape or pedestrian experience in a positive or meaningful way.





### **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 1,000 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:*

#### **Strong Resident Response:**

- 77% of the 1,000+ respondents identified as Hyde Park residents, underscoring the community's desire to shape the neighborhood's future.

#### **Identified Needs:**

- 54% noted a need for new restaurants and dining options.
- 43% emphasized the importance of improved parking and pedestrian access.

#### **Dis-Satisfaction with Current Offerings:**

- 74% of respondents felt that the existing restaurants, retail, and ground-floor businesses on Hyde Park Square do not meet the high standards expected in Hyde Park.

#### **Support for Development:**

- 51.8% supported the inclusion of a boutique hotel.
- 52.3% supported adding building height to accommodate public parking.

#### **Primary Concerns with New Development:**

- 22% expressed no opposition to new development.
- 39% cited concerns about design and character.
- 29% mentioned traffic.
- 26% pointed to parking as an issue.

### **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.

Development Team Attendance for Hyde Park Community Council Meetings, Working Group Sessions, Special Meetings, Meetings with HPCC Zoning Committee and Open Office Hours

- August 13, 2024 (HPCC Meeting)
- September 9, 2024 (Working Group Session)
- September 10, 2024 (HPCC Meeting)
- September 26, 2024 (Meeting with HPCC Zoning Committee)
- October 7, 2024 (Working Group Session)

- October 8, 2024 (HPCC Meeting)
- October 15, 2024 (Open Office Hours, PM Hours)
- October 18, 2024 (Open Office Hours, AM Hours)
- October 29, 2024 (Special Meeting called by the Hyde Park Community Council)
- November 12, 2024 (HPCC Meeting)
- December 10, 2024 (HPCC Meeting)

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.

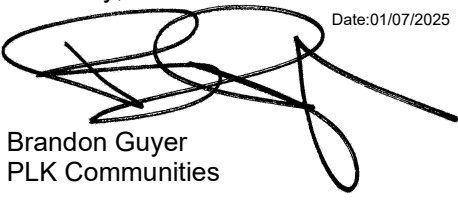
- **Parking and Traffic:** 26% of survey respondents cited parking as a primary concern, while 29% pointed to traffic issues. To address these, the development intends to include an underground parking garage with upwards of 300 spaces to alleviate street parking congestion and enhance pedestrian flow 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.



The Applicant respectfully requests that this Application be set for hearing before the Zoning Hearing Examiner. We believe the proposed development is in keeping with the spirit and intent of the Code and supports the overall vitality of the Hyde Park community. Please let me know if you have any questions regarding the contents of this Application, and if I can provide any additional information. Thank you for your consideration of this matter.

Sincerely,

  
Date: 01/07/2025

Brandon Guyer  
PLK Communities



December 2024

City of Cincinnati  
Department of City Planning & Engagement  
Two Centennial Plaza  
805 Central Avenue, Suite 720  
Cincinnati, Ohio 45202

Re: Hyde Park Mixed-Use Demolition

Mr. Halt,

The buildings located at the addresses below are planned to be demolished as part of the Hyde Park Mixed-Use Development plan.

Address	Parcel ID #
3434 Edwards Rd.	041-0003-0075
3434 Edwards Rd.	041-0003-0045
3438 Edwards Rd.	041-0003-0036
3440 Edwards Rd.	041-0003-0036
3442 Edwards Rd.	041-0003-0036
2709 Erie Ave.	041-0003-0032
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

Please let us know if you have any questions.

Sincerely,

 Date:12/05/2024

Brandon Guyer  
PLK Communities



Date: December 12, 2024

**Location:** New Addresses to be assigned in the future. New construction review under 2719 Erie Avenue and existing buildings proposed for demolition include:

- 3434 Edwards Road (parcels 041-0003-0075; and 0045)
- 3438 Edwards Road (parcel 041-0003-0036)
- 3440 Edwards Road (parcel 041-0003-0036)
- 3442 Edwards Road (parcel 041-0003-0036)
- 2709 Erie Ave. (parcel 041-0003-0032; and 0031 parent parcel)
- 2719 Erie Ave. (parcel 041-0003-0030)
- 2721 Erie Ave. (parcel 041-0003-0029)
- 2723 Erie Ave. (parcel 041-0003-0029)
- 2725 Erie Ave. (parcel 041-0003-0028)
- 3439 Michigan Ave. (parcel 041-0003-0057)
- 3449 Michigan Ave. (parcel 041-0003-0026 parent parcel)

**Request:** Urban Design Review for new construction and demolition

**Zoning District:** CN-P-B

**Zoning Overlay:** Hyde Park Square Business District Urban Design Overlay District.

The City of Cincinnati appreciates receiving your information regarding your proposed project. The purpose of this letter is to inform you that your request does not comply with the City of Cincinnati Zoning Code for the following reason(s):

#### **Demolition**

- **1437-07 Applications Subject to Review in Urban Design Overlay Districts -**  
The proposed demolition of an existing structure requires approval from the Zoning Board of Appeals per 1437-07(b)(2). The proposed demolition is subject to the Urban Design Overlay District Standards 1437-09(i)(D1). The following addresses and parcels were outlined as proposed for demolition in your application:

- 3434 Edwards Road (parcels 041-0003-0075; and 0045)
- 3438 Edwards Road (parcel 041-0003-0036)
- 3440 Edwards Road (parcel 041-0003-0036)
- 3442 Edwards Road (parcel 041-0003-0036)
- 2709 Erie Ave. (parcel 041-0003-0032; and 0031 parent parcel)
- 2719 Erie Ave. (parcel 041-0003-0030)
- 2721 Erie Ave. (parcel 041-0003-0029)
- 2723 Erie Ave. (parcel 041-0003-0029)
- 2725 Erie Ave. (parcel 041-0003-0028)
- 3439 Michigan Ave. (parcel 041-0003-0057)
- 3449 Michigan Ave. (parcel 041-0003-0026 parent parcel)

## **New Construction**

- **1437-07 Applications Subject to Review in Urban Design Overlay Districts -**  
The proposed new construction requires approval from the Zoning Board of Appeals per 1437-07(b)(1). The proposed new construction is subject to the Urban Design Overlay District Standards 1437-09(h). At the request of the applicant, the Zoning Board of Appeals may conduct a review of a new building or change of use of a property in two parts: (i) first, an initial review of schematic plans in which setbacks, structure and site improvement placement, massing, building envelope, and uses are considered; and (ii) second, a subsequent review in which final plans, materials, and designs are considered.

If you choose to move forward with your proposed project as planned, you will need to obtain Urban Design Overlay District Approval as part of the application for a Planned Development with the City Planning Commission. If you have any questions regarding the submission of your application and required documents, please contact Andrew Halt at 513-352-4854.

You may also contact me at the information listed below with zoning questions, concerns or to make an appointment.

Please include a copy of this letter with your zoning application.

Sincerely,

Weston Munzel  
Zoning Plans Examiner  
513.352.2442