

BUILDING PLACES THROUGH DEMAND DISCOVERY

APA PA 2018 Annual Conference

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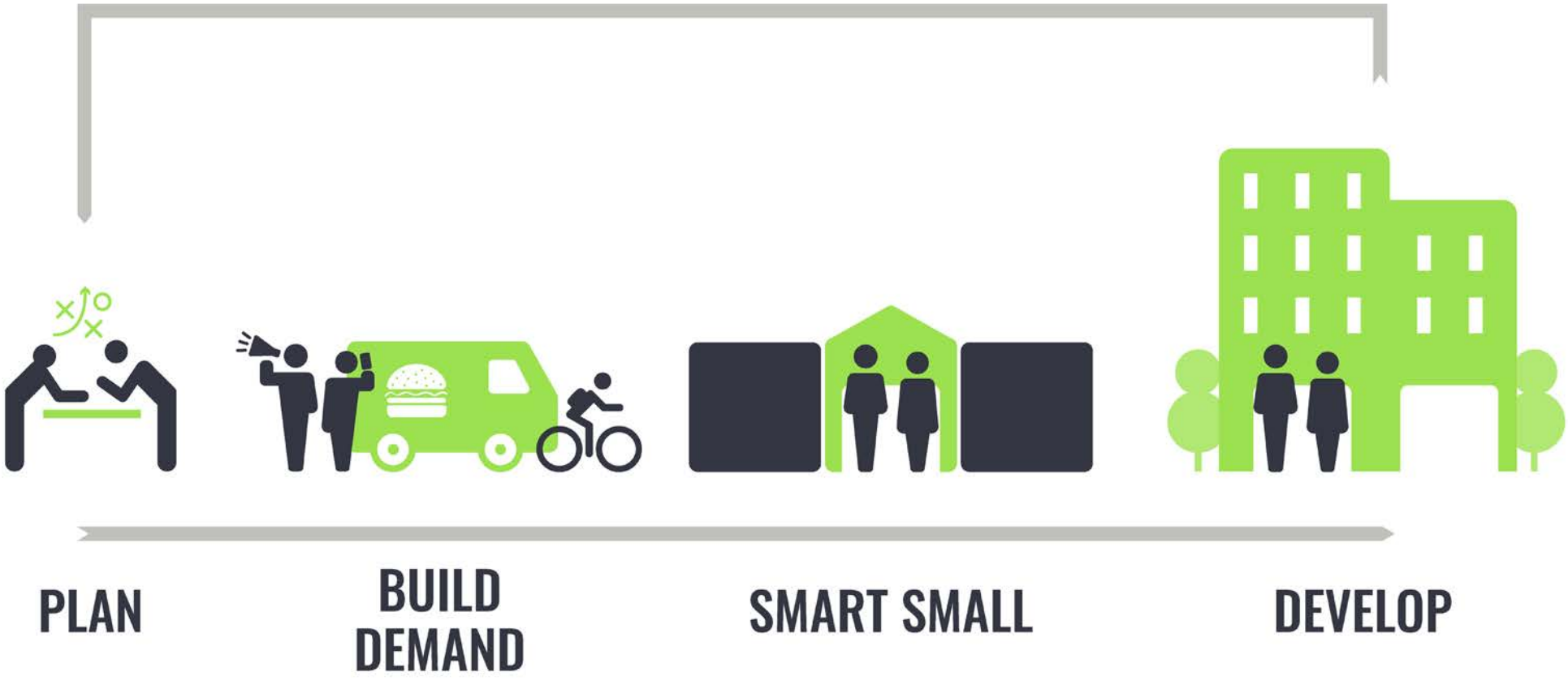
DEMAND DISCOVERY

» A process through which the low-risk testing of ideas can lead to smart, small wins that add lasting value for places.

PLANNING THE CONVENTIONAL WAY



PLANNING THE NEW (OLD) WAY



We believe the future of planning is...

Incremental, Experimental & Lean

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We believe the future of planning is...

Discovery Driven & Active

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We believe in the future...

Rooftops will follow Places

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We believe in the future...

Development can happen with people, not to people

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We are an urban growth firm that uncovers demand for extraordinary places and crafts design & development strategies for shared investment in their future.

PROBLEMS WITH GROWTH

» CHANGE: Happening too fast or not at all

» INCLUSIVITY: Growth is happening *to* us not *with* us

» MONEY: Limited resources to subsidize growth

» PLANS: My shelf is getting full and dusty

Planning is

Incremental, Experimental & Lean

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The $30,000 crosswalk

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Ryder
MOTEL
ROYAL INN
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MAKING our WORLD a BETTER Place for ALL TO LIVE with ALL of OUR DIFFERENCES
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Port
Author
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WASHINGTON PARK
3CDC
WASHINGTON SQUARE
WASHINGTON PARK
3CDC
ONE WAY
Cincinnati Bell
connecting what matters
connector
Cincinnati Bell
connecting what matters
RHINEGEIST
BREWERY
GARAGE
FULL
POLICE
bird cage


$1 TO START
GPS
BIRD


BIRD




DO NOT
ENTER




GET
TO THE
POINT


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ROEBLING POINT



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RIDESHARE PICK UP
RIDESHARE PICK UP


SMOKE
JUSTIS
Lite


ROEBLING POINT


ROEBLING POINT
OHIO RIVER
WELCOME to Roebling Point!
IN ONE WORD, TELL US...
WHAT GETS YOU TO THE POINT?
Good Question!
My VAN.
WHAT KEEPS YOU FROM THE POINT?
Poor directions
Nothing to Do at the point
WHAT WOULD BRING YOU BACK TO THE POINT?
Better directions
Family Friendly things to Do - park,
Street vendors, bothgates-shopping
More
diverse
food
Newmark Grubb
Knight Frank
Availab
513.241.23

Planning is

Discovery Driven & Active

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Westwood Strategic
Investment Brief


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UN3266
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BRUTE
DOUBLE IPA
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BREWING
RESTROOMS



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RHINEGEIST
DRINK FRESH BEER.




FIRE CO. 16




FIRE CO. 16


961




LOVE. BBQ.





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McMILLAN
NORTH
3
22
HOMELESS
delicious
and
refreshing


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We believe in the future...

Rooftops will follow Places

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Phase 0

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The Yard is 21 & up only!




HOT CHICKEN



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We believe in the future...

Development can happen with people, not to people

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Gene Logan Boulevard
Saint Jude Place
500
0
Galloway Avenue
North Parkw
Highman Alley


NEIGHBORHOOD CHRISTIAN CENTER


Tri Delta Place


FOOD FOR
THOUGHTS
UPTOWN

PROJECT SCORING

COMMUNITY ENGAGEMENT/PLANNING	SCORE: 0/20	NOTES
Project was initiated by the community	0/4	
Project furthers goals outlined in the CRA plan	0/4	
Community has authority in the decision-making process, such as community representation on a project committee of task force	0/4	
Significant changes to the scope of the project triggers more community engagement	0/4	
Community was engaged within the first six months of the planning process	0/4	

ECONOMIC DEVELOPMENT	SCORE: 0/20
Project uses local workforce programs to connect residents to construction jobs and long-term employment within the project	0/4
Project pays a livable wage	0/4
Project makes best effort to attract minority-owned businesses, women-owned businesses and small businesses	0/4
Local and minority-owned businesses are given preference when hiring consultants and contractors	0/4

HOUSING	SCORE: 0/20
Project diversifies current housing type (design and income) in neighborhood	0/10
Project is built with energy efficiency to reduce utilities for residents	0/10

TRANSPORTATION	SCORE: 0/20
Project infrastructure provides safe, attractive and convenient access to pedestrian, bicycle and transit systems (when possible)	0/5
Project includes bike parking and storage	0/5
Project incorporates Universal Design	0/5
Project promotes traffic calming and pedestrian safety	0/5

DESIGN/PRESERVATION	SCORE: 0/20
Project includes environmentally responsible materials	0/5
Project design reflects history and culture of the neighborhood, this can be achieved by working with local artists to design key aspects of the building/public space	0/5
Project includes public space and plan for programming	0/5
Project preserves historically significant structures	0/5

TOTAL


UPTOWN
BLOCK PARTY



The 36 Month Plan

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MAYFIELD ROAD
S GREEN ROAD


ROCK BOOK
GARAGE
SCHWAIGER 2018


GARAGE
SCHNAIDER 2018

PRIORITY PROJECT IMPLEMENTATION MATRIX

FOCUS AREA	CHARACTER + POSITION	PLAN(S) IN PLACE?	MARKET CONDITION	0-2 YEAR WORK	1-5 YEAR WORK	10 YEAR IMPACT
 **KLONDIKE SMOKEY CITY**	Neighborhood center		Sluggish	Ensure community led activation with focus on changing story/perception of place and influencing outcomes on Jackson between Pearce and Leath, develop strategic code enforcement and safety plans, market resident facade program	Develop walkable amenities on Jackson between Pearce and Leath, begin developing infill housing	Stabilization of housing; increased safety; Jackson Commercial district
 **2ND STREET ROW**	Neighborhood retail street		Slow	Activate Office side lot; help finance permanent improvements of Office side lot; Purchase chemical building, purchase or work with property owner of horse stable building, financially assist small housing developers	Develop infill housing, rehab horse stable building, develop chemical building site	Relocated chemical company to north Thomas; fantastic neighborhood retail core
 **WAREHOUSE DISTRICT**	Mixed-use destination retail core that connects Uptown neighborhoods to Wolf River Harborfront	XX	Moderate	Work with key property owners on plans for redevelopment, activate Front Street around warehouses, partner with silo owner for signature mural	Complete phase one construction of warehouses, begin planning development of waterfront, potential tenants/uses: Wise Acre; Industrial Kitchen Incubator; Wholesale Food Outlet	Warehouse district development; Wolf River Harbor trail/greenway

Recap

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Planning is now incremental, culturally relevant, discovery-driven, and inclusive

Engagement is active

Meet neighborhoods where they are today

Work with both hands.
Plan *supply*, build *demand*

Smart small development is huge

Give yourself 36 months

THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

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