

2022 APA IN SPRING CONFERENCE

PERSONALITY OF PLACE

A NEW DESIGN APPROACH

modelgroup YARD & COMPANY

INTRODUCTIONS



ZACH WOOLARD

Senior Developer
MODEL GROUP



DANIELLA BELTRAN

Urban Designer
YARD & COMPANY

- » Components of place personalities & their role as a design tool
- » Robust engagement as the foundation to aligning developer needs & community expectations
- » Personality of Place approach as deployed in Walnut Hills, Cincinnati & application to your community

THE SITE PEEBLES CORNER, WALNUT HILLS



THE PROBLEM

- » Kroger was the 'Town Hall' of Walnut Hills
- » Previous Planning efforts set many of the parameters
 - Form-Based Code - height, set backs
 - Reinvestment Plan - mixed-income, retail (black and woman-owned)



10+ Year Vision

1. PARAMOUNT SQUARE
2. REACH HOUSES
3. FIREHOUSE ROW
4. THE CURTIS BLOCK
5. DAIRY MART SITE
6. REHAB ALMS
7. DOLLAR GENERAL REDEVELOPMENT
8. CVS REDEVELOPMENT
9. KROGER REDEVELOPMENT
10. MCDONALDS REDEVELOPMENT

LEGEND

- REHAB/NEW RESIDENTIAL
- REHAB/NEW COMMERCIAL
- REHAB/NEW OFFICE
- REHAB/NEW HOTEL
- SURFACE/GARAGE PARKING
- EXISTING/PROPOSED GREEN
- NEW BIKE SHARE
- NEW METRO BUS SHELTER
- RIDE SHARE STAND
- CAR SHARE

THE TEAM

THE MODEL GROUP

SITE DEVELOPMENT

Project Manager/Committee Chair:
Jason Chamlee

THE ADVISORY COMMITTEE

Stakeholders & General Public

YARD & COMPANY

MASTER PLANNING &
ENGAGEMENT

Kathy Atkinson
Project Ambassadors

ADVISORY COMMITTEE ROLES & RESPONSIBILITIES

- » Providing information to the development team
- » Assisting in connecting the process to residents/stakeholders and vice versa
- » Inspiring, enabling and co-leading engagement efforts
- » Reviewing and providing input, insights and recommendations
- » Championing the process and effort to engage the community around the development of the Site
- » Shaping future decisions about the phasing and development of the Site

ADVISORY COMMITTEE MEMBERS

Allen Woods, Mortar (resident)

Kathryne Gardette, WHAC (resident)

Samantha Reeves, WHRF

Marc VonAllmen, City of Cincinnati

Brady Melton, The Port

Paula Brehm-Heeger, Cincinnati & Hamilton County Public Library

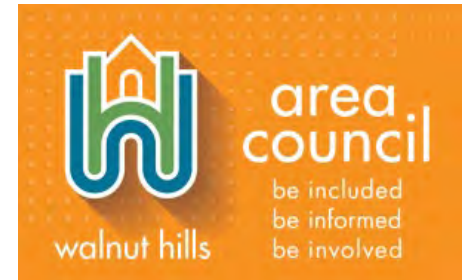
Jenni Miller-Francis, Episcopal Retirement Services

Beth Schwartz, Cincinnati Union Bethel

Wes Crout, resident

Anne Zara, resident

Sandra Okot-Kotber, resident



Understanding the problem led to the question,

**What do we
meaningfully engage
about?**

THE SOLUTION



FOUR PERSONALITIES



Mostly residential block with landscaped frontages, quiet internal courtyards and a simple and subdued brand.



Quiet mostly commercial place centered around a central plaza with a brand that celebrates daytime experiences.



Mixed-use experience with a strong and active street presence and a brand that celebrates storefront expression.

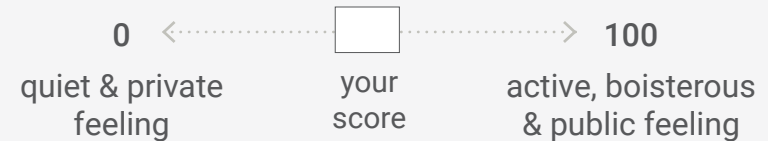


Dynamic place with a prominent public plaza, creative/cultural hospitality that activates a fun and boundary pushing brand.

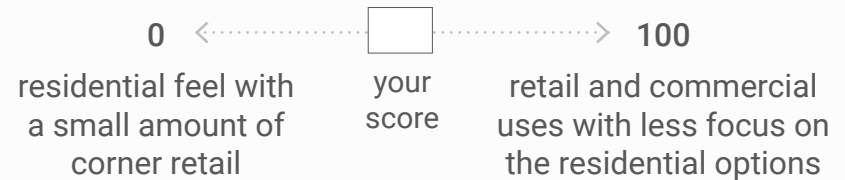
THE PERSONALITY TEST

- » Name
- » Affiliation with Walnut Hills
- » Duration of affiliation
- » Demographic information
- » Address
- » Provide a score between 0 and 100 to tell us how you would like to see different aspects of the development prioritized.
- » What is most important to you when it comes to:
 - Housing
 - Retail
 - Outdoor spaces

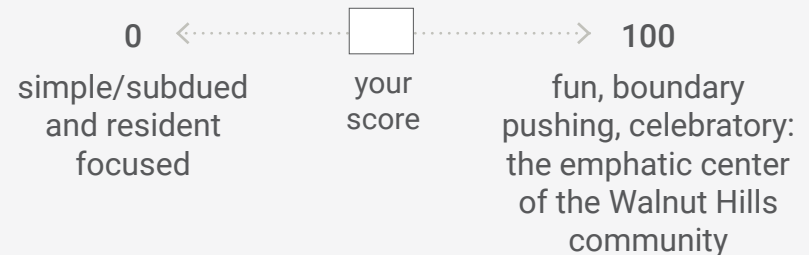
» The development's new or improved outdoor spaces should be...



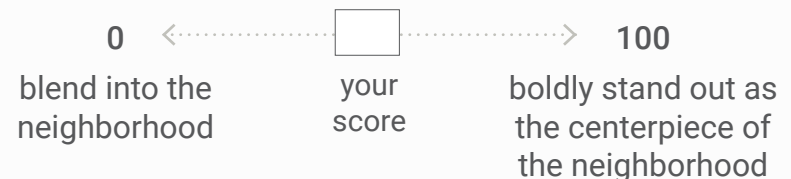
» The development should be most known for it's...



» The brand of the development should be...

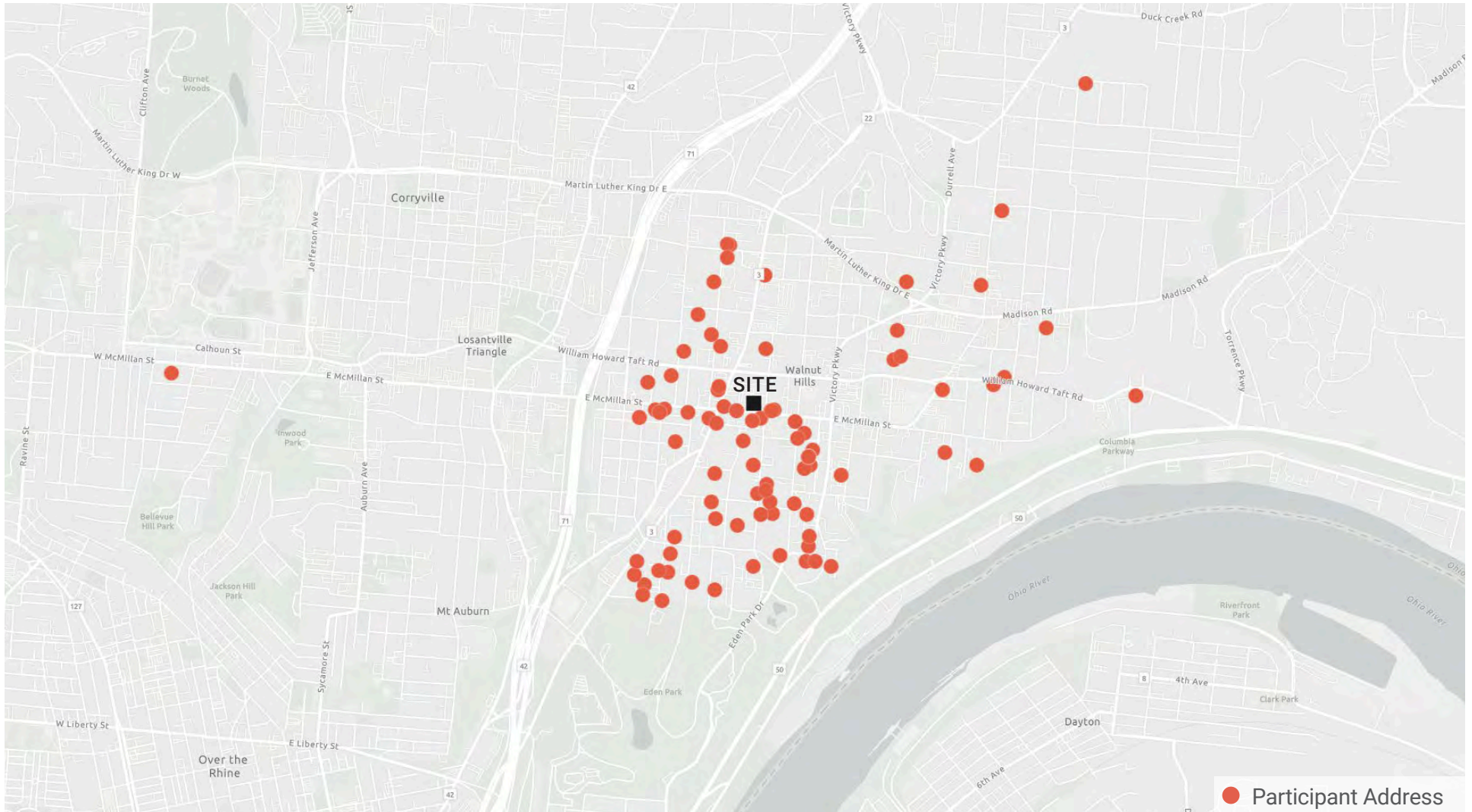


» The development of the site should...



DIGITAL RESPONSES

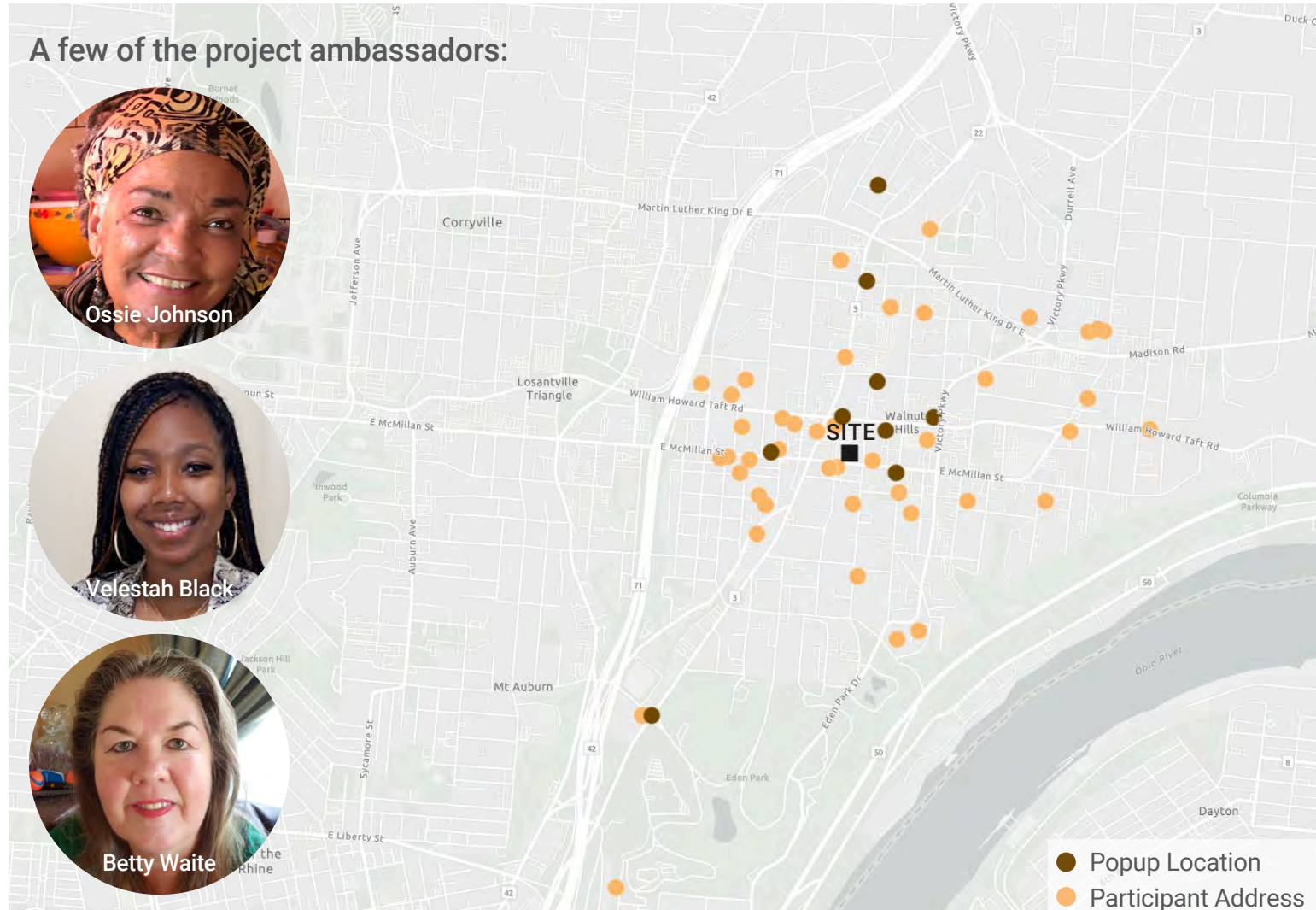
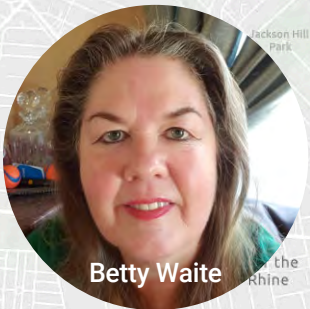
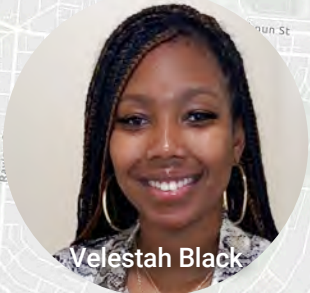
238 total digital survey participants | 105 addresses provided



POP UP ENGAGEMENTS & PROJECT AMBASSADORS

252 total in-person survey participants | 95 addresses provided

A few of the project ambassadors:



POP-UP LOCATIONS

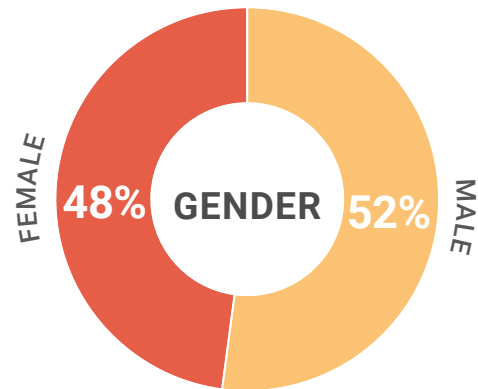
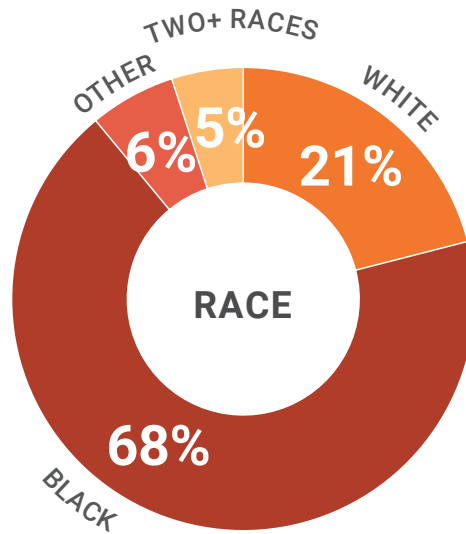
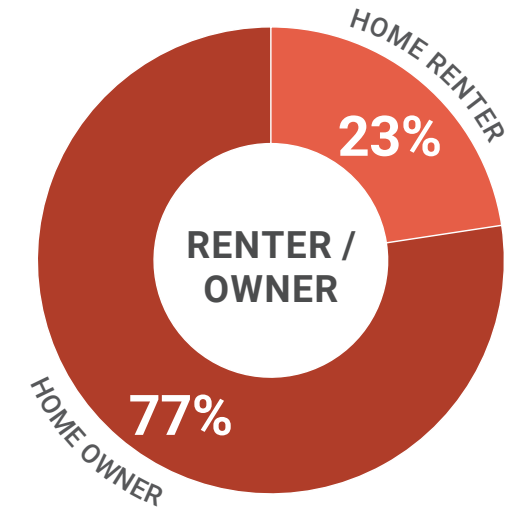
- » Dollar General
- » The Brewhouse
- » Mathers Street Playground
- » Kroger Site
- » Community garden
- » Bush Community Center
- » Lincoln & Gilbert avenues
- » Green Man Park
- » United Dairy Farmers
- » Cincinnati Art Museum Steps



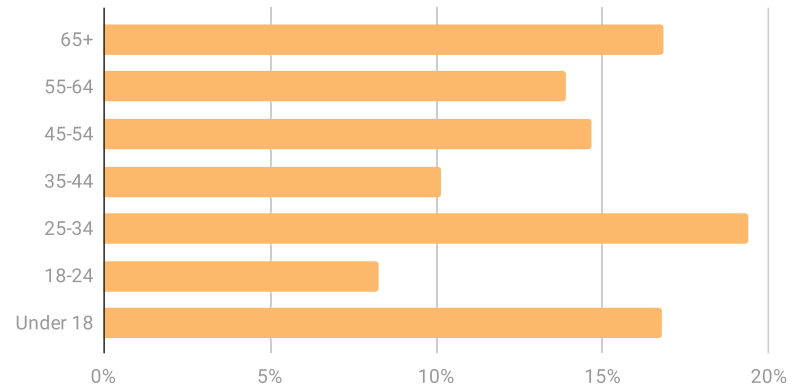
Test Results

DEMOGRAPHICS

WALNUT HILLS OVERALL FIGURES | TOTAL POPULATION: 6,368

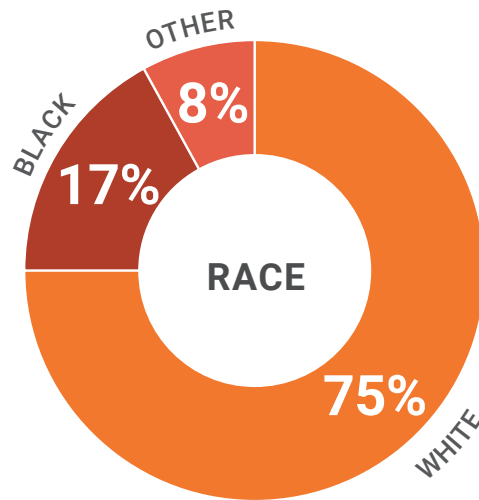
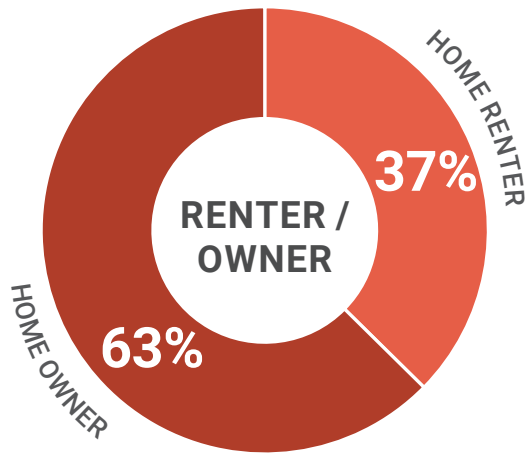


AGE

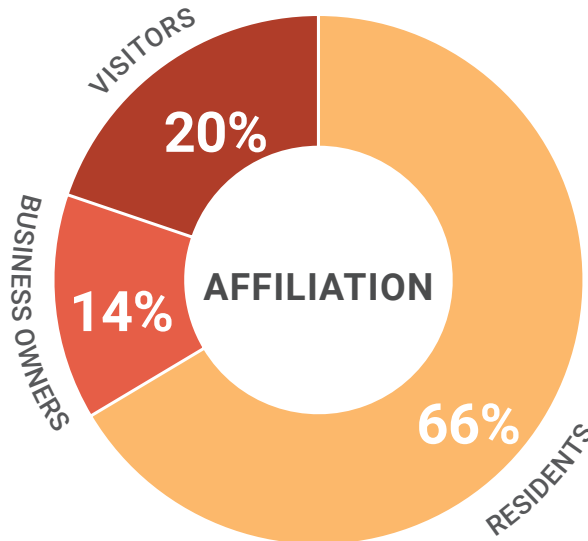
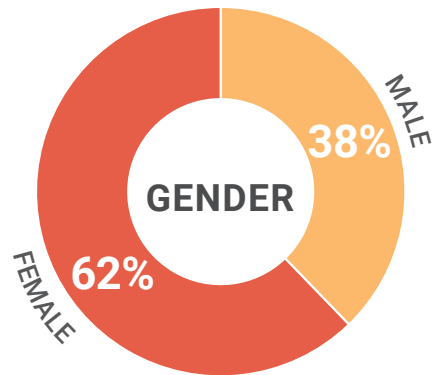
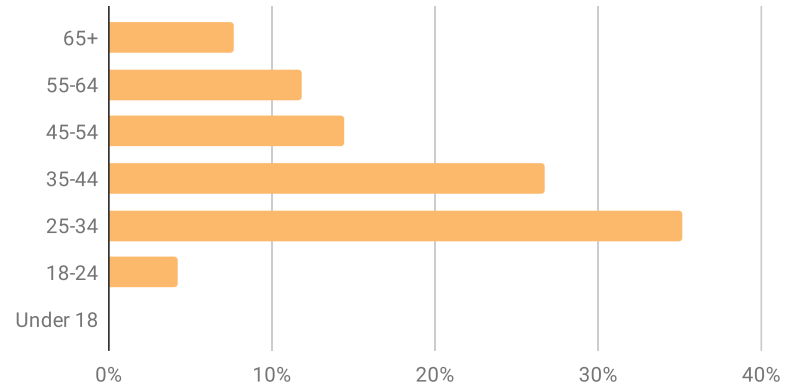


source: Census Bureau's API for American Community Survey, 2020 update, data.census.gov

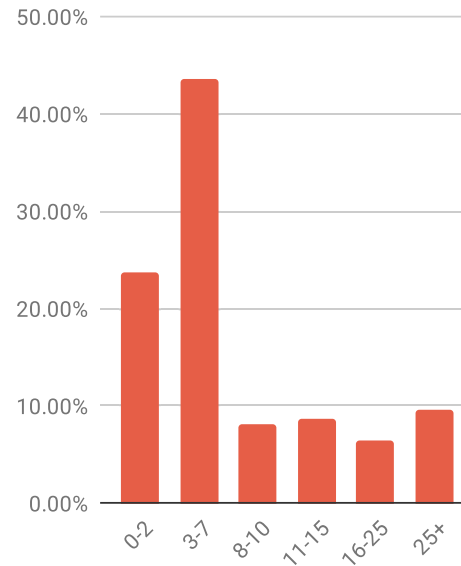
DIGITAL SURVEY RESPONDENTS | 238 TOTAL



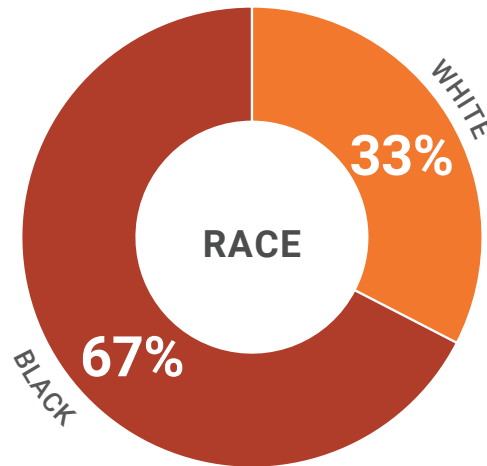
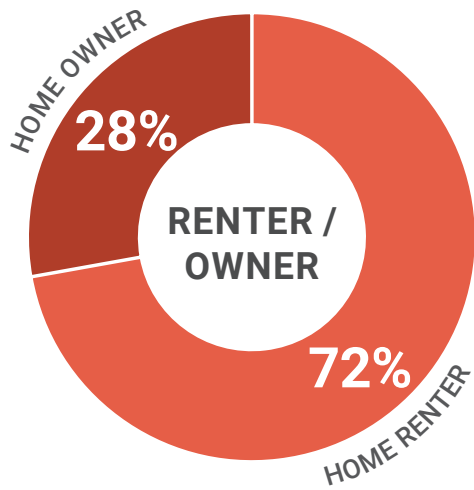
AGE



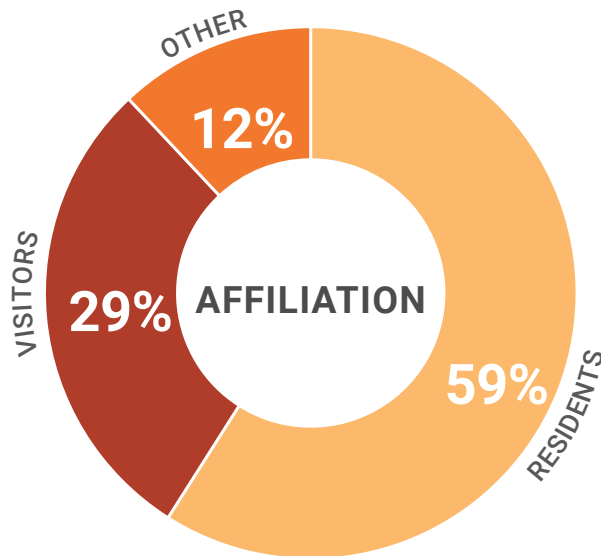
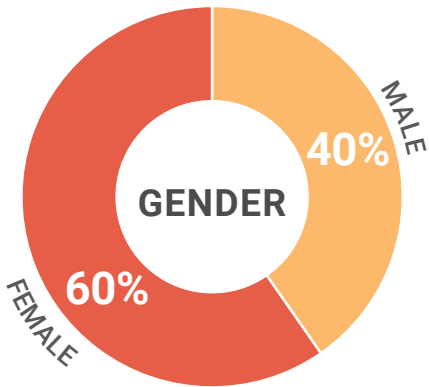
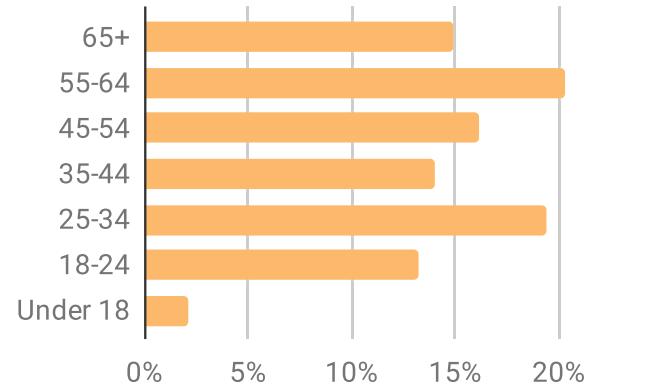
LENGTH OF AFFILIATION (YEARS)



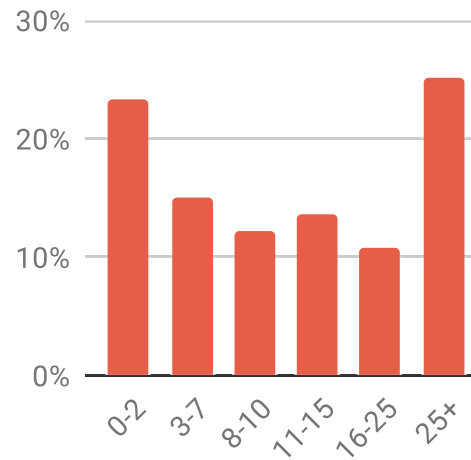
IN-PERSON SURVEY RESPONDENTS | 252 TOTAL



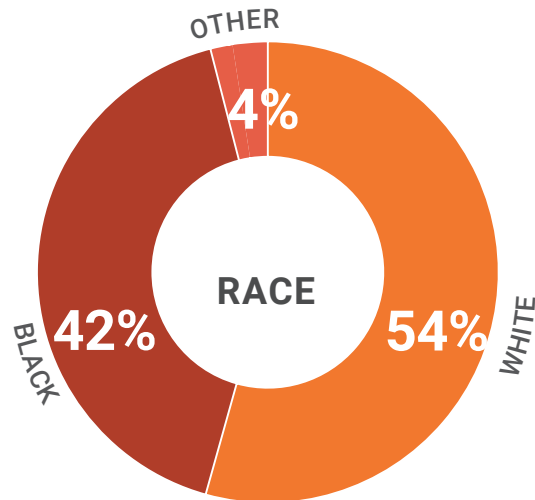
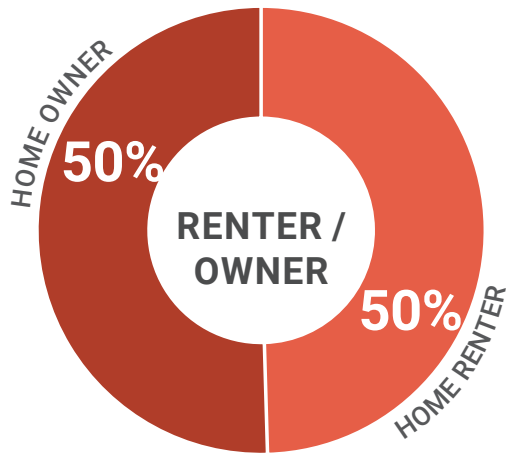
AGE



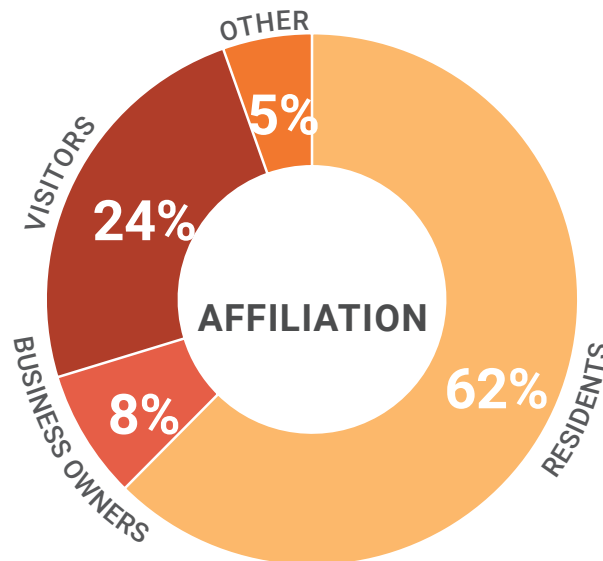
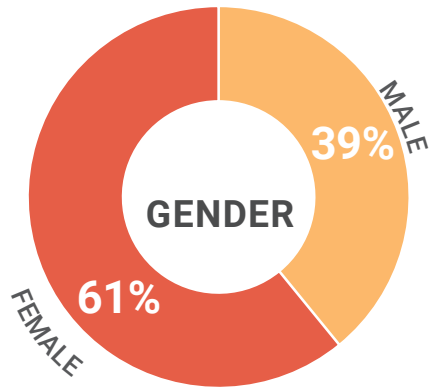
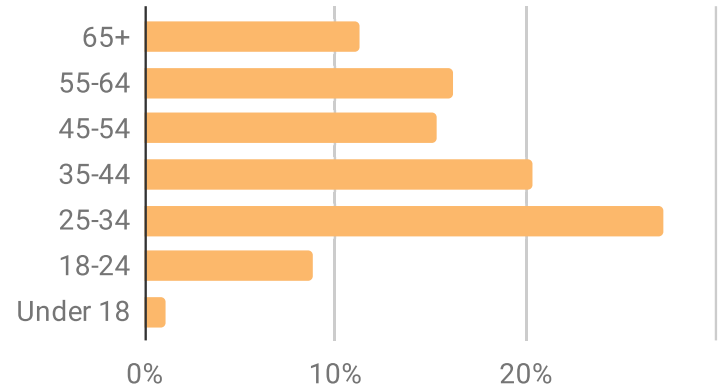
LENGTH OF AFFILIATION (YEARS)



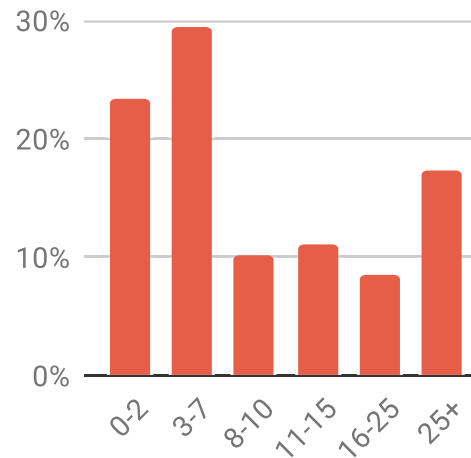
COMBINED SURVEY RESULTS | 490 TOTAL RESPONDENTS



AGE



LENGTH OF AFFILIATION (YEARS)



PERSONALITY TEST

PROMPT 1

THE DEVELOPMENT'S NEW AND IMPROVED PUBLIC SPACES SHOULD BE...

Quiet & private feeling



Active, boisterous & public feeling

63

average score

PROMPT 2

THE BRAND OF THE DEVELOPMENT SHOULD BE...

Simple/subdued &
resident focused



Fun, boundary pushing,
celebratory - the
emphatic center of the
community

63

average score

PROMPT 3

THE DEVELOPMENT SHOULD BE MOST KNOWN FOR...

**Residential feel with a
small amount of corner
retail**



**Retail and commercial
uses with less focus on
the residential options**

56

average score

PROMPT 4

THE DEVELOPMENT SHOULD...

Blend into the neighborhood



Boldly stand out as the centerpiece of the neighborhood

48

average score

TOP RETAIL PRIORITIES

- » Local, minority and/or women owned businesses
 - » Restaurants & bars
 - » Neighborhood services
 - » Hospitality & entertainment
 - » Clothing
 - » Specialty retail
 - » Creative / professional office
 - » Co-working / incubator / small office
- *Food market is an overall priority*



TOP OUTDOOR SPACE USES

- » Community events
- » Health & wellness
- » Live music
- » Relaxation & leisure
- » Recreational
- » Outdoor dining & drinking
- » Art
- » Child & family-friendly activities
- » Co-working / incubator / small office



TOP HOUSING PRIORITIES

- » Mixed-use
- » Increased options for existing neighborhood residents
- » Multi-family
- » Increased options for new residents
- » No housing

**Affordable housing is an overall priority*



Master Plan

THE FOUR PERSONALITIES

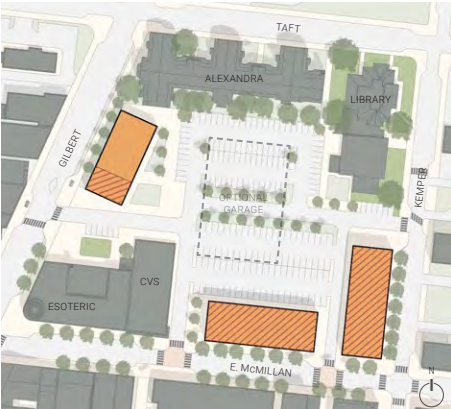
QUIET



HUMMING



ACTIVE

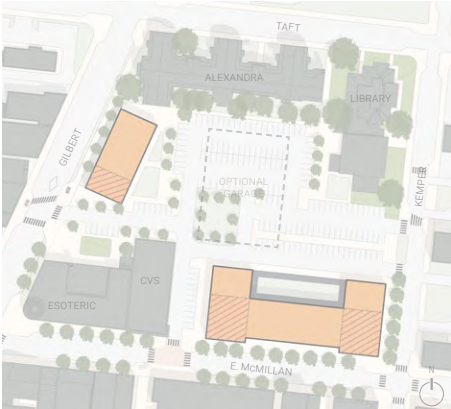


BUZZING



SURVEY RESULTS: A MIX OF HUMMING & ACTIVE

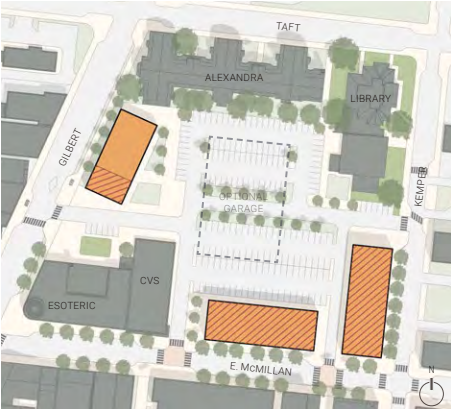
QUIET



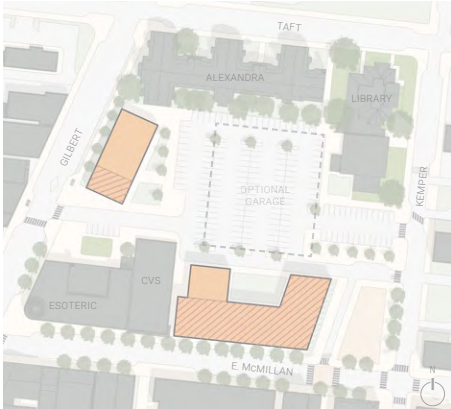
HUMMING



ACTIVE

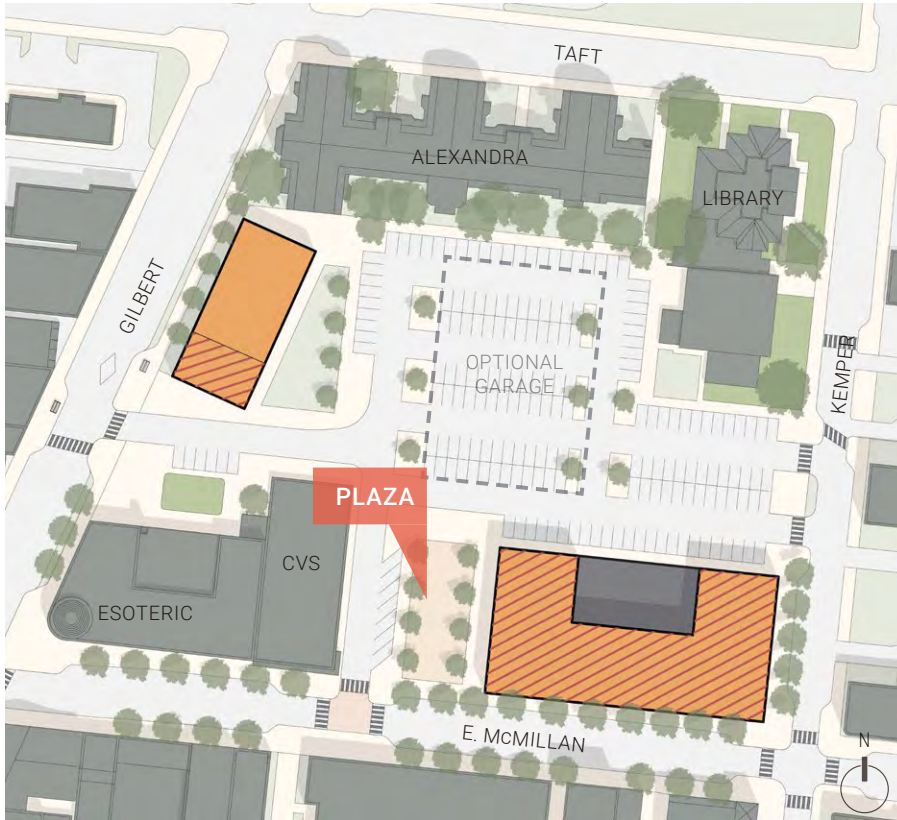


BUZZING



PREFERRED ELEMENTS

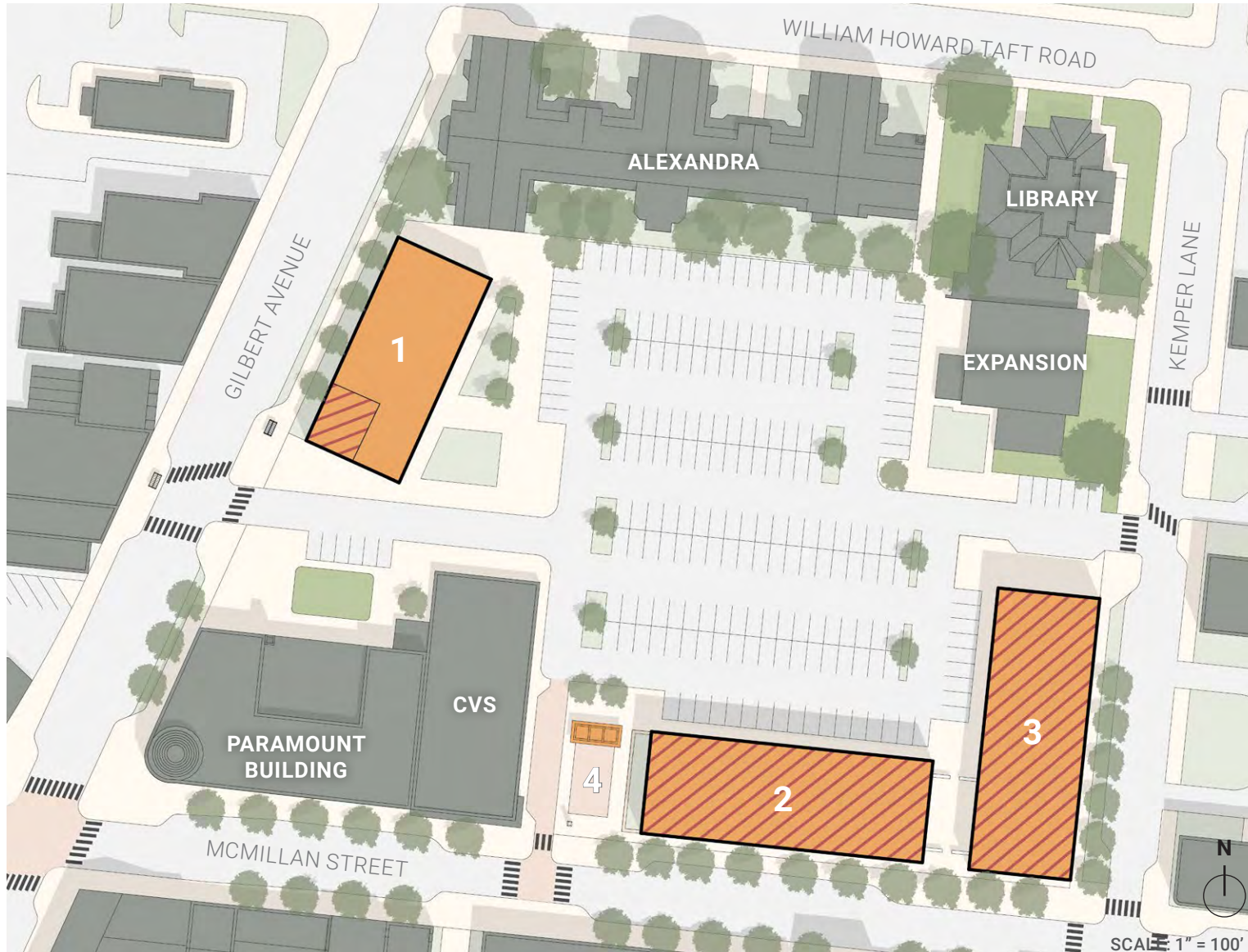
HUMMING



ACTIVE



PREFERRED PLAN



Building 1:
4 stories
43 units
3,700 SF comm.

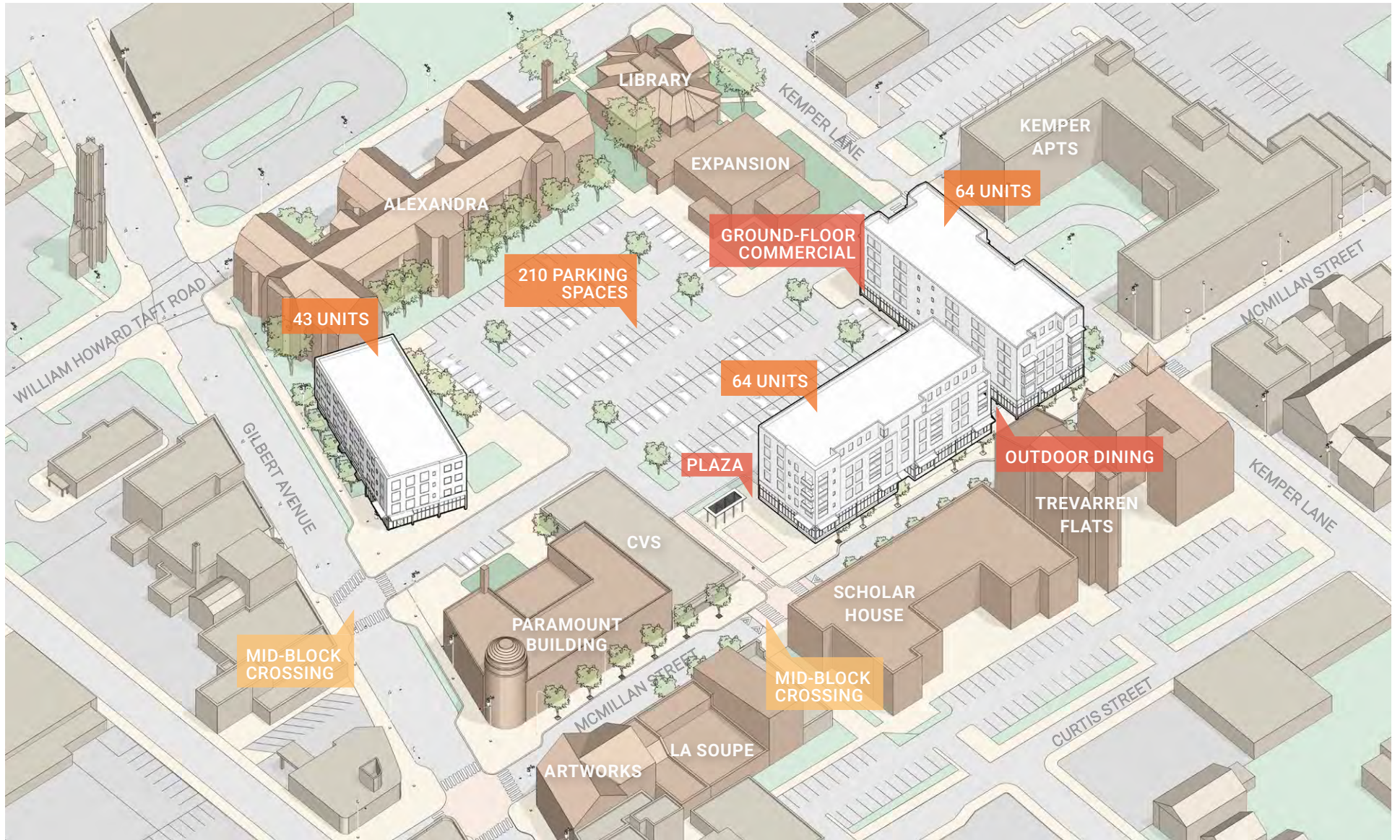
Building 2:
5 stories
64 units
31,500 SF comm.

Building 3:
5 stories
64 units
31,500 SF comm.

Plaza (4):
5,000 SF

Total parking:
210 spaces

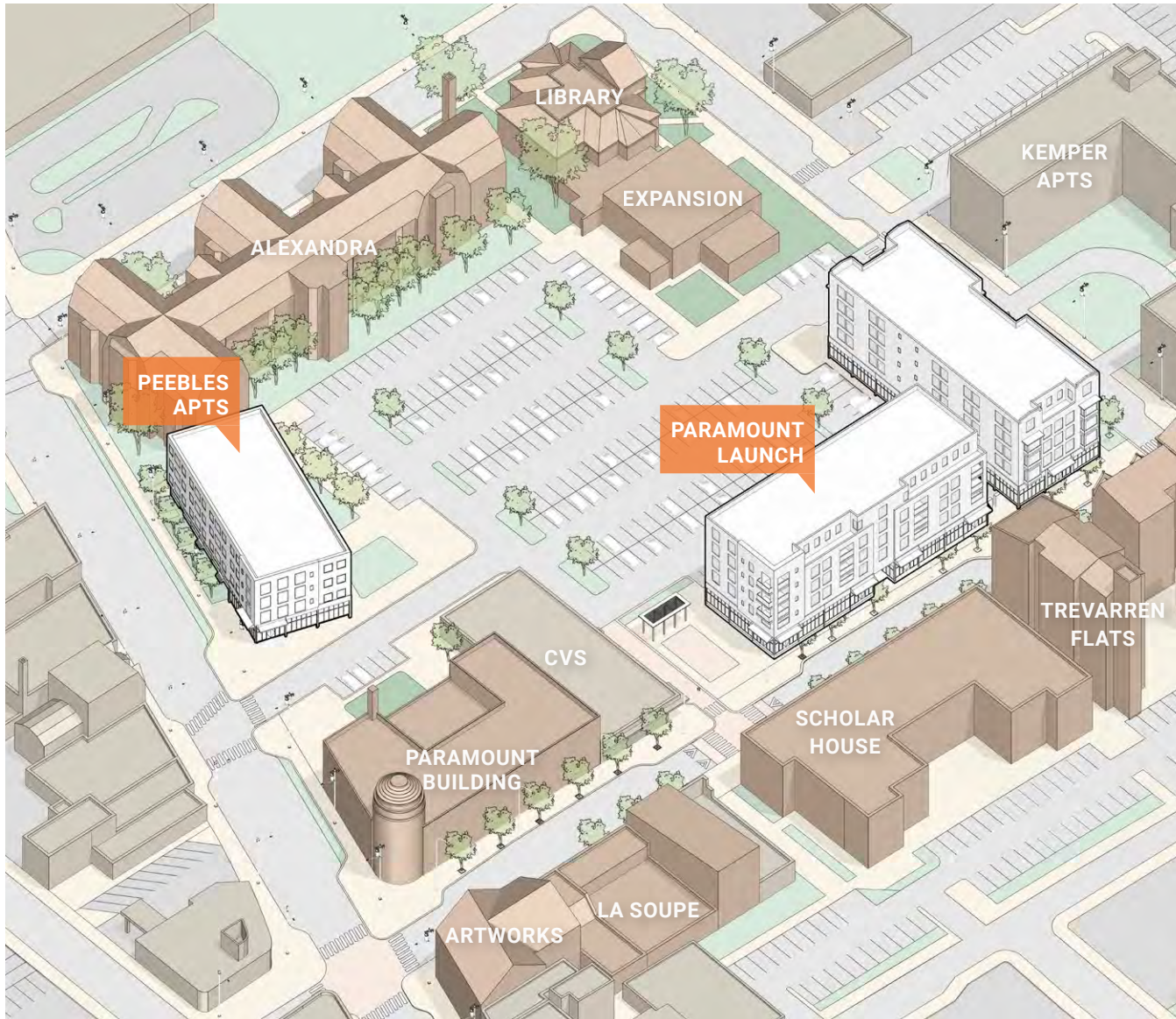
PREFERRED MODEL



THE VISION



PROJECT PROGRESS



Peebles Apts:

- » \$12M total costs
 - Low Income Housing Tax Credit Equity
 - City HOME funds
 - Private debt
 - Owner Equity

Paramount Launch:

- » \$27M total project costs
 - New Market Tax Credits
 - Federal and State Historic Tax Credits
 - City Capital and CDBG Funds
 - Tenant Fundraising
 - Private Debt
 - Owner Equity

Both buildings:

- » Closing: October 1, 2022
- » Completion: February 1, 2024

modelgroup

ZACH WOOLARD

www.modelgroup.net

zwoolard@modelgroup.net

YARD & COMPANY

DANIELLA BELTRAN

www.buildwithyard.com

daniella@buildwithyard.org

