PLEASANT STREET VISION STUDY
A Sustainable, Long-Term, Organic Vision

STEP 5: DEVELOPED VISION STUDY
2013

Design Charette

Over-the-Rhine
Community Housing

Schickel
SCHICKEL DESIGN
“Building Value Through Design Excellence”
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PLEASANT STREET VISION STUDY
A Sustainable, Long-Term, Organic Vision

INTRODUCTION

We are grateful to Over-the-Rhine Community Housing (OTRCH) for sponsoring this Vision Study and for their work over many years, in this astonishing neighborhood. We are grateful to Center City Development Corporation (3CDC) for moving the revitalization efforts in Over-the-Rhine dramatically forward in the last six years, and we are grateful in a special way to the fifty plus participants in the Design Charette and other input sessions. Thank you very much for volunteering your time to this effort... and for your presence in, love of and commitment to this neighborhood.

In 2004 and early 2005 Over-the-Rhine Community Housing’s predecessor ReSTOC commissioned a study that included this same study area. The introduction to the study stated, “This is a crucial time and a crucial place; we have the chance to work together to foster a truly sustainable mixed-income neighborhood close to downtown, something rarely achieved in a U.S. city. A sustainable mixed-income neighborhood that does not displace current residents is a widely shared goal, and is codified in the 2002 Over-the-Rhine Comprehensive Plan, approved by Cincinnati City Council.”

The report goes on to say, "Existing residents must be prepared for changes in their neighborhood, and new residents must be willing to become part of and expand the fabric of a neighborhood with complex and rich roots."

While this Vision Study is completed 9 years after that study, the same can be said in regard to the crucial timing and opportunity this area presents.

When we first discussed the idea of the Vision Study in late 2011 we were basing our thinking on a Pre-Development Study we had done together for the City Home project back in 2006. Based on this study, City Home Cincinnati became a reality over the course of five years of hard work. It is difficult at this point to appreciate what a leap the City Home Vision was from reality as it was presenting itself in that section of Over-the-Rhine at that time. We called that work a Pre-Development Study, not a Vision Study. It has become evident since then however, that the essence, or vision, of what came to be with the City Home Project was there in that little study and it set the direction for the collaborative effort that resulted in the environment we now have on Pleasant Street. That is why we are calling this a Vision Study. We believe it can revitalize this area in the 1500 block and improve on what the City Home Pre-Development Study did for the 1400 block. This project is considerably larger in scope and more complex, in terms of ownership and use and therefore we have greater opportunity for diversity of housing type and affordability. What we have to show you is a vision. As with the City Home Pre-Development Study there is much to be worked out. Some things will shift around, but the overall shape of a diverse and inclusive world-class neighborhood is here.
The Process
This vision is the result of a process that began more than a year ago. We have gone through a carefully assembled series of steps designed to lay a road map for building/rebuilding a neighborhood of lasting value from the inside out. The vision represents the intersection of the legacy left to us, and the considered input of a diverse group of more than 50 stakeholders who own homes, rent apartments, operate small businesses, work or worship in the neighborhood. These are the people who have invested their own lives and resources here and are the foundation for the long-term vitality and attractiveness of this neighborhood. Included were residents who have lived here for many years, new home owners, members of churches in the neighborhood, residents of the Joseph House, residents of Over-the-Rhine Community Housing, members of the business community, representatives from the Emmanuel Center, 3CDC, Over-the-Rhine Community Council, area arts organizations and others.

Before commencing the study in spring of 2012, Mary Rivers, Thea Munchel and Martha Dorff met with a representative of 3CDC as the major property owner in the neighborhood, to discuss our plans and gain their support for the project. 3CDC expressed general support of our efforts and provided a letter of support as we sought funding for the study.

On May 30th, 2012 a meeting was conducted at OTRCH. All of the property owners in the target area were invited to come and talk about their desires for the area.

On July 28th, 2012 Schickel Design and OTRCH conducted a day-long design charrette at the Emmanuel Center. All area property owners, residents, and stakeholders of any kind, were invited to attend. Fifty people attended and vigorously participated in the day-long session. They answered questions, filled out questionnaires, created maps and drawings, listed what they love about Over-the-Rhine (OTR) and what they
would like to see moving forward, in terms of the character of the neighborhood. Strengths, weakness, opportunities and threats to the neighborhood were listed and discussed. The group was strikingly diverse, representing both the affordable housing and market rate segments of the neighborhood. A great love for the neighborhood came through during the process. A desire to identify, strengthen and protect the existing greatness of the neighborhood, correct weaknesses and make improvements in line with this was expressed. During the varied exercises, charette participants identified five major strengths, five major weaknesses, and five desired characteristics of new development.

**CHARETTE RESPONSES**

**Strengths**
1. Walkable web of small streets and alleys
2. A human scale
3. A sense of place
4. Diversity
5. Authentic historic architecture

**Weaknesses**
1. Lack of pedestrian connection north/south at Liberty
2. Lack of convenient parking
3. Lack of a variety of affordable places to live
4. Lost density
5. Lack of adequate commercial and office space for neighborhood serving businesses

**Characteristics of New Development**
1. Pedestrian friendly
2. Community building
3. Diverse
4. Connected
5. Compatible

The charette was concluded with a promise to share the emerging vision and seek additional input from participants at key points along the way. From this rich input Schickel Design began to develop the Preliminary Vision.

On October 10th, 2012, everyone who attended or was invited to the charette, was again invited to a presentation of the Preliminary Vision Study. Two preliminary directions were shared with the group: Option A and Option B. Each responded to the input of the charette with a somewhat different focus. To summarize the two options:

**Option A** was less dense overall, with a focus on additional
townhouse development on Race, Pleasant and Elm Streets, and as much dispersed surface parking as possible. Proposed new, larger mixed-use construction was limited to what could be done without new parking garage construction.

Pleasant Street was strongly residential in this option. Renovation for multi-family residential was shown in most existing historic structures, leaving out those structures which are already occupied and in use. Site features to foster walkability and a sense of place were included. Liberty Street was modified to lessen the separation between north and south and increase pedestrian traffic. However, existing traffic patterns were maintained.

**Option B** was a denser option, more ambitious in terms of larger mixed-use construction. On Race Street, the townhouses shown in option A were replaced by a larger mixed-use structure with parking on the ground level and offices and residential above. Townhouse development was still shown on Pleasant. Renovation for multi-family residential was shown in most existing historic structures. A larger mixed-use commercial/residential structure, with a parking garage at the back, was shown at Liberty Street, with Liberty Street adopting the Road Diet plan developed by the Brewery District Charette. New townhouse construction was shown on Elm.

At the end of the presentation, each person was asked for their reactions and to articulate which was the stronger direction. General positive reaction to the two plans was expressed. Elements from both plans were chosen as preferred.

The following basic consensus emerged in terms of which direction to develop:

- **Option B Road diet at Liberty**
- People liked the site improvements such as widening sidewalks at intersections, buried utilities, new trees, bike racks, street lighting and historic reference shown in both plans.
- Support for additional townhouse development on Elm and especially on Pleasant
- Support for mixed use development as shown on Race at 15th Street in Option B
- Support for the plaza at Liberty Street shown in Option B
- Support for mixed-use development on Liberty Street
- Support for additional, convenient parking, including:
  - dispersed, convenient surface parking,
  - private garages
  - parking garage shown at Liberty Street – concern expressed about the connection across Pleasant
- Support for renovations of historic buildings for a variety of multi-family uses
- Support for housing development consistent with the OTR Comprehensive Plan adopted in 2002. A key recommendation from that plan included the establishment of a mixed-income housing model that provides for balanced housing opportunities (see figure below taken from the Comp. Plan).
This model is based on the belief that an equitable community that welcomes new residents can be achieved without displacement of current residents and that every effort should be made to assist people in moving from one income level to another.

<table>
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<td>31% to 60% of AMI ($36,500 in 2001)</td>
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<td>35%</td>
<td>25%</td>
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<tr>
<td>Up to 30% of AMI ($18,150 in 2001)</td>
<td>40%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
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*taken from Over-the-Rhine Comprehensive Plan, Figure 4: Proposed Housing Strategy*
Elements of the Vision: Neighborhood

The Vision

- Pedestrian Friendly
- Community Building
- Diverse
- Connected
- Compatible

This developed vision was the result of the process described above. It was presented at Schickel Design on April 30th, 2013 to the same group who had attended the Design Charette and the Preliminary Presentation. It was well received and it is our hope that this vision and this process are taken seriously and form the basis for development in the target area.

The Vision Study location is one of tremendous inherent strength. It sits between Washington Park and historic Findlay Market, with Pleasant Street creating a walkable axis between the two. Its pedestrian friendly grid of small streets and alleys creates a time tested, livable urban fabric and sense of place that many neighborhoods are trying to emulate. It is within walking distance of many restaurants, Findlay Market, churches, neighborhood based organizations, and many of the regions best cultural institutions as well as downtown, the ballpark, and the river. Its central location within the Greater Cincinnati Metropolitan Region places it within convenient driving distance from the airport and much of the suburban area in Ohio, Kentucky and Indiana. It is within minutes by car from I-75, I-71, I-74 and I-275. It is served by Cincinnati's bus system and perhaps, in the future, the streetcar.
Elements of the Vision
Neighborhood

Project area on axis with neighborhood cultural anchors
ELEMENTS OF THE VISION: SITE DESIGN

Streets and sidewalks create much of the sense of place, human interaction and “experience” of the Over-the-Rhine Neighborhood. It is important to design for limited auto speed and a safe, friendly, comfortable pedestrian experience. Auto circulation with adequate and convenient parking are important and must also be well designed, but they are not the whole picture.

Within the original layout of Over-the-Rhine there is a hierarchy of size and function between large street, small street, and alley. They were originally designed for walking and slower vehicles. All have sidewalks, wider at the larger streets. This creates a walkable web of smaller routes and a series of spatial experiences, punctuated by intersections, as opposed to one big through-way. The Site Design for the Vision Study uses these existing qualities and adds a few additional features that build on them. The result is a place that is appealing and connected, and both pedestrian friendly and vehicle friendly. Listed below are the essential elements.

- **Sidewalks widened at intersections:**
  The sidewalks are widened at most intersections... in most cases across the parking lane. This creates a more spacious sidewalk, gives the opportunity for sculpture or planting or seating, and narrows the pedestrian crossing length. It defines and protects the parking lane and tends to encourage drivers to slow down. This in turn tends to create an environment friendly to local sidewalk-oriented business, as well as one that is pedestrian-friendly and bike-friendly.

- **Street Trees:**
  Wherever feasible we show additional street trees. It goes without saying that this adds a comfortable shaded feeling to a neighborhood.

- **Buried Utilities and Historic Street Lights:**
  Underground utilities and historic street-lights throughout.

- **Bike Racks:**
  Located throughout the neighborhood

- **Convenient parking:**
  As much on street parking as possible
  Disbursed surface parking
  Public garage parking
  Private single-family garage parking

- **A “Living Street” at Pleasant:**
  A pedestrian/vehicular street that has a community living room feel. Pleasant Street is a small street, between the two major streets of Race and Elm. It is narrow and somewhat crowded and “European” in feel. It serves local traffic. Its narrowness tends to encourage driving slowly. People have long been in the habit of walking in the street here. The “Living Street” idea builds on this. It places “Traffic Arcs” in the street where the sidewalk swells out to allow for a tree. This creates a wiggle in the street and encourages slow driving. Bollards are placed where needed to protect trees or bike racks and allow for ground-level light. This “living
street” creates a unique sense of place and pedestrian connectedness north/south through the neighborhood.

- **Complete Street at Liberty:**
  We show the plan created by the Brewery District planning process for Liberty Street. The term “Road Diet” has been used to mean a more complete approach that includes pedestrians and bicycles. Although the design may be modified as it develops, it is in keeping with the new Complete Streets guidelines developed by the City of Cincinnati Department of Transportation. These allow streets to be redesigned to focus on shared use with bicycles and mass transit as well as better conditions for pedestrians. Vice Mayor Roxanne Qualls stated... “The problem in Cincinnati, and throughout much of the United States, is that people drive past what used to be viable places. The complete streets initiative, in theory, would improve conditions for many of the city’s struggling neighborhoods by reorienting them towards the users for which they were originally designed.” Liberty Street is an excellent location to employ the complete streets approach. It was widened in the 1970’s and was designed strictly as an efficient traffic artery across town. While traffic flow is important, this sole purpose approach has been detrimental to the mixed-use needs of an urban neighborhood. The desire for a new approach to Liberty Street was the item most frequently listed in the Design Charette input sessions.

- **Story Trail:**
  This feature of public art and education might be executed in cooperation with Art Works, Peaslee Neighborhood Center, the Parks Department and the Department of Transportation. It will tell neighborhood stories through the combination of photographs and text with an interactive photographic mural at the corner of Race and 15th Streets. This will be connected to a historic walking path through the neighborhood, explained and referenced in the mural. The walking path will be set apart with special pavers, a timeline and, at key intersections and locations, bronze figures, monuments and artifacts. This will highlight and connect the walking experience in the neighborhood and connect present experience to the stories of the neighborhood’s past.

- **Access to Public Transportation:**
  There are numerous bus stops and bus routes within the neighborhood and plans for a streetcar in the future. This creates connection without use of a car. Access to and use of public transportation is essential to the diversity and sustainability aspects of the neighborhood.
LEGEND

HISTORIC MONUMENT
HISTORIC ARTIFACT
LIGHT POLE
BIKE RACK
BOLLARD
STREETCAR STOP
BUS STOP
LIVING STREET
PRIVATE GREEN SPACE
SURFACE / GARAGE PARKING
STORY PATH

SITE FEATURES

PEDESTRIAN FRIENDLY
SIDewalks widened at intersections
Living street - Pedestrian / Vehicular
Road diet at Liberty Street
Walking, Bike lanes, Planting

VEHICLE FRIENDLY
Public garage parking
Convenient surface parking
Private garages
Street parking

CONNECTED
Interactive history mural
Historic monuments and artifacts
Historic street lights

APPEALING
Green spaces
Buried utilities
New trees
Bike racks

CONVENIENT PUBLIC TRANSPORTATION
Bus
Streetcar
ELEMENTS OF THE VISION: USES

A dense, compatible combination of uses is at the heart of the success of this neighborhood. The quality of life afforded by each individual residential and business space is what will afford long-term vitality and growth. Essential to this is that each use must respect those around it. It is important that these considerations be placed first, and that commercial/entertainment efforts are done in such a way that they do not overpower residential life. People, including families, must choose to live here. A substantial number of people of many ages and incomes must make the choice to put down their roots here, and invest their own lives and resources here long-term, if this neighborhood is to truly flourish over time. We have to provide opportunities for what’s needed for people to live here long-term.

We believe that the combination of uses presented here in the Pleasant Street Vision will be the foundation for vitality and growth for many years. An underlying sense of idealism forms the ground upon which this vision is based, however it also has a strong practical aspect. This beautiful neighborhood will not flourish unless what we do is financially solid. This vision is designed to make sustainable, long-term sense.

Characteristics of the proposed combination of uses are listed and described below. They create a dense fabric that is diverse, connected and compatible. Multi-family residential, single-family infill townhouses and larger commercial/mixed use buildings (which combine residential, commercial, office and parking) are in close proximity but related so as to strengthen one another.

Multi-Family Residential
The Multi-family uses are primarily located in renovated historic buildings and larger new commercial/mixed use buildings. One new multi-family building is recommended on Pleasant Street. We propose a combination of both rental and condominium projects to satisfy a diversity of needs and income levels. All units should of course be well designed and highly energy efficient.

An Affordable Component
The Over-the-Rhine Comprehensive Plan provides a specific mixed-income housing model that targets a range of affordability in the neighborhood. Lack of a variety of affordable places to live was listed as a weakness of the neighborhood in the charette and diversity, including income diversity, is seen as a key goal. Experience has shown that without intentionality affordable housing may not get developed while market housing takes off. Additionally, we have seen market housing prices in the area rise significantly over the past year and a half, further challenging current and future affordable housing sustainability. For that reason we lay out four ways of achieving affordable housing so that with this plan we may be successful in reaching the neighborhood’s mixed income goals. Listed below are some suggested methods, but additional creative solutions should be considered. These are:

1. Re-use more:
   Find specific buildings where it is possible to re-use more of what already exists than the complete gut and re-build that has typified many of the recent projects in the Gateway area. The re-use of historic buildings provides the opportunity for State and Federal Historic Tax credits. These financing tools are available to a project serving any income level. Many renovation projects of all kinds in the Over-
the-Rhine Historic District take advantage of these. The approach of re-using more can be helpful in keeping a project within the Secretary of The Interior’s Standards for rehabilitation.

Former Denhart buildings may be good candidates for this. They tend to be in fairly good basic shape and the floor plans are often quite workable. We have explored this approach to a limited degree with 1535 Race. We found existing plans filed with the City of Cincinnati and it appears that this approach might work for 12 units in this building.

This method provides additional opportunity for financing using State and Federal Historic tax credits and re-use is a method of “green development” that may provide its own economic and financial benefit.

2. Inclusionary Housing Development:
Inclusionary Zoning is a tool used successfully in other cities around the country. While there are variations on its implementation, Inclusionary Zoning essentially requires that every development include a percentage of affordable housing either in the project itself or the project area.

3. Stay in place and upgrade:
Choose specific buildings that are presently occupied or partially occupied but in need of repair, and renovate them with volunteers or a combination of professionals and volunteers, apartment by apartment.

4. Adopt a Unit:
This would be a program established by OTRCH in cooperation with development owners, perhaps working with churches or other organizations, to adopt finished units by leasing them within a market rate project and then sub-leasing them to individuals or families at a lower rent within a web of social support services offered by the program. This is a post-construction approach. The money raised would be used directly to lease the units and support the tenants.

**Single-Family Infill Townhouses**
Support for continued townhouse development was expressed during the input process. The successful sales of the City Home Cincinnati project indicates a strong demand for this kind of development in Over-the-Rhine. It is an approach that works well to fill in where buildings have been torn down and brings new, much needed owner occupants to the neighborhood. We are showing new infill townhouses on Pleasant Street and Elm Street. On Race, we have eliminated the townhouses shown in Option A in the preliminary options, in favor of the larger commercial/mixed-use building.
shown in Option B. There are many possible types and designs for urban infill townhouses and many examples world wide. We show two townhouse types. Both are in the 1,700-2,200 SF range, which seems to be about the right size for the existing market in Cincinnati. They are the Courtyard Carriage House Home, that has been so successful on Pleasant Street, and the Cincinnati Brownstone, a more compact version of the New York garden level row house. Over-the-Rhine Community Housing has experience with successful multi-family infill housing in the northern part of Over-the-Rhine, as have other developers south of Liberty. Multi-family infill housing is another option that is explored in this study.

Commercial/Mixed Use Buildings
Re-building density is an important part of success in quality of life and the growth of an urban environment in this small neighborhood and Over-the-Rhine, and Downtown in general. It makes small commercial enterprise more possible, helps with safety, and rebuilds a necessary tax base. To really achieve quality of life, and therefore sustainability, it must be in keeping with the five Characteristics of New Development identified by the input process: pedestrian friendly, community building, diverse, connected, compatible. In light of this, our vision shows two larger mixed-use building complexes; one on Race and one on Liberty. Mixed-use buildings provide an opportunity for both affordable and market rate rentals, as well as for-sale condominiums.
ELEMENTS OF THE VISION: URBAN INFILL – rebuilding density

The location and design of the infill projects is intended to strengthen and be compatible with the existing historic fabric in the neighborhood. There are five new construction infill projects shown. Together they create a dense, connected, street-oriented fabric and a compatible and exciting mix of new and historic architecture.
NEW CONSTRUCTION MASSING

ELEMENTS OF THE VISION
URBAN INFILL

COURTYARD CARRIAGE HOUSE HOMES

CINCINNATI BROWNSTONES

LIBERTY STREET COMPLEX

RACE STREET COMPLEX

COURTYARD CARRIAGE HOUSE HOMES

LIBERTY STREET COMPLEX

RACE STREET COMPLEX

VIEW TO THE NORTH WEST

VIEW TO THE SOUTH EAST

URBAN INFILL
EXISTING BUILDINGS

VIEW TO THE NORTH WEST

VIEW TO THE SOUTH EAST
ELEMENTS OF THE VISION: INDIVIDUAL CHARACTER OF THE STREETS

Although they are very related, each of the streets in the Vision Study area has its own character. It is helpful to look at the whole area, however it is also revealing to look at the character of the individual streets. Size, form and use in the infill projects are designed to complement and strengthen the character of the individual streets they are located on. We have laid out three street elevations to understand the existing character of Elm, Liberty and Race Streets and how the infill will work within them.

Elm Street is a mixed-use street now, but it is strongly residential in the block from 15th to Liberty. The buildings are larger as you approach the intersections at 15th and Liberty, but in the middle of the block is a cluster of unique, smaller one- and two-family residential buildings. Responding to this we have placed townhouse development across the street, and as you approach Liberty we inserted larger mixed-use/residential.

Liberty Street is a major thoroughfare. The “street space” is large and open. It is in bad need of becoming a “place,” not simply a traffic artery. It also needs to become greener and more amenable to pedestrians crossing south/north. We are showing a cluster of apartments with balconies and commercial space below, enlivening and occupying the street. The proposed building is 52,000 SF (leasable), plus a parking garage, and contains 37 apartments above the first floor commercial space. This is a major development, which will have the effect of “filling in the gap” at Liberty Street and bringing together North and South Over-the-Rhine. It will provide more density and more of a market for Findlay Market during the week (this has been a long held objective of the Findlay Market Corporation). At the back, accessible from Liberty and also Elm and Race is a 200 space, parking garage. This major development brings life to Liberty Street and serves as a buffer between Liberty and the smaller residential area to the South.

Race Street has its own personality. It is characterized by larger multi-family buildings with quite a bit of open space to the south at 15th and to the North at Liberty. Responding to this we show the Race Street Mixed-use Complex at 15th and Race. This is 35,000 SF of new construction and 3,000 SF of renovated space. The complex includes a glass atrium and renovated existing building, which will be exposed within the Atrium space as an historic object, and serving as house circulation and entrance functions. The complex also includes approximately 43 parking spaces, all on ground level, 21 multi-family residential units and approximately 13,500 SF (leasable) of high quality office space. This will add to the population of the neighborhood 24/7 with the addition of residential units and also heavily during the day with the office space. This strengthens the market for local businesses and restaurants. The complex provides enough parking for its own needs plus a few visitors. It leaves street parking free for visitors or other residents in the buildings across the street. The street level wall facing Race will house an interactive photographic mural, creating a lively focal point at this corner as described above in Elements of the Vision – Site – Interactive Story of the Neighborhood.
SUMMARY

PROPOSED MULTI-FAMILY 126 UNITS
SENIOR HOUSING, OTRCH 1 15 UNITS
SINGLE-FAMILY 24 UNITS
TOTAL RESIDENTIAL ADDED 165 UNITS

EXISTING OCCUPIED RESIDENTIAL 2 43 UNITS
TOTAL RESIDENTIAL 208 UNITS

OFFICE SF 13,500
COMMERCIAL SF (incl. Warehouse) 16,000

REQ. PARKING PER EXIST. CODE 204
PROPOSED PARKING 338
ON STREET PARKING 110
TOTAL PARKING 448 SPACES

Notes:
1. 1500-06 Elm Street Senior Housing - renovation currently under construction.
2. Existing Occupied Residential - Unit count is as follows for the following addresses:
   1508 Elm ............4 Units
   1510-12 Elm.......5 Units
   1514-16 Elm........16 Units
   1522-24 elm .......2 Units (Habitat)
   1532 Elm ............4 Units
   1542 Elm ............3 Units
   1528 Pleasant ......6 Units
   1537 Pleasant ......3 Units
3. Renovations and New Construction - Proposed unit count is based on approximately a 1,000 sf average for rental units; 1,100 sf average for condo units.
# PARKING SPACES

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**Total Existing Spaces= 165** (incl. street parking)

## PROPOSED

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**Total Proposed Spaces= 448** (incl. street parking)
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Note about square footage: Square footage numbers are approximations of leasable / sellable square feet. We derived this number by taking 70% of the building area. For existing buildings, this number was taken from the Hamilton County Auditor's website.