



College Hill Community Urban Redevelopment Corporation Annual Report

December 15, 2016

2016 marked a turning point for the College Hill Community Urban Redevelopment Corporation (CHCURC) – we started moving from property acquisition & demolition to development – we are so grateful for your continued support!

Over the last few years, CHCURC has focused on a number of key projects to move our neighborhood forward –

- prepared the sites at Hamilton and North Bend, including the acquisition and demolition of the Kroger property, and selected a developer
- finalized the acquisition and demolition of property in the Mid-Business District with the City of Cincinnati, and selected a developer for the site at Hamilton and Marlowe,
- prioritized the acquisition of key properties in the Mid-Business District as part of CHCURC's \$200,000 Challenge Match, including the acquisition of the Doll House and Dow Corner Buildings and begin architectural designs for the renovations of those buildings,
- finalized planning the redevelopment of the Mid-Business District Parking Lot (West),
- implemented a new round of façade improvements along the business district in College Hill, and
- increased our capacity by obtaining grants and fundraising for the ability to have professional staff for our redevelopment and revitalization.

CHCURC is pleased to announce the following updates on these key initiatives:

College Hill Station

CHCURC and the City have worked for a decade on the acquisition of 7.5+ acres of land at the corner of Hamilton Avenue and North Bend Road. The last piece of this key development site was the acquisition of the former Kroger's property in May 2013, and the demolition of the property in the summer of 2014. In 2015, CHCURC and the City of Cincinnati selected Saint Francis Group to create a development plan for all 7.5 acres in keeping with CHCURC's vision of mixed-use buildings with retail, office, and residential uses. This project is now called College Hill Station. CHCURC is working with Saint Francis Group to finalize the development plan, architectural drawings, and retail marketing strategy. Glaserworks is leading the architectural and conceptual plans for this new development. Kathleen Norris, with Urban Fast Forward, is finalizing the retail

marketing strategy. The final concept plan calls for a \$35 million development on the former Kroger and Eastern Star Retirement Home site, and will include two four-story buildings, 162 apartment units, with 15,000 sq. ft of commercial space. The City of Cincinnati agreed to provide \$3.25 million in gap financing for this project in 2016. Financing should be in place by the beginning of 2017, and construction is slated to begin by the spring of 2017.



Marlowe Court

In April 2009, CHCURC was awarded \$1.5 million by the City of Cincinnati to purchase blighted property in the mid-business district. CHCURC and the City purchased four properties with this money from 2010-2013 – 6021 Hamilton Ave. (formerly Beauty Mart), 6009 Hamilton Avenue (formerly Evan Ramsey Florist), 6031 Hamilton Avenue (residence next to Beauty Mart, 6017 Hamilton Avenue (Dart and Two Brothers), which combined with two previous purchases - 6013 and 6015 Hamilton Avenue – created a landbank of six parcels. These properties were demolished in the summer of 2013. In 2014, CHCURC and the City acquired 5951 Hamilton Avenue, and the properties south of the intersection of Marlowe and Hamilton - 5943 Hamilton Avenue, which included the crime-ridden EZ Market, and 5919 Hamilton Avenue. With these nine properties, the City/CHCURC partnership created 2.5+ acres for redevelopment in the College Hill Mid-Business District.



In 2015, Model Group and Episcopal Retirement Services jointly partnered to propose a new \$11.1 million development on the seven parcels north of Marlowe. Named Marlowe Court, this new mixed-used development will include 53 affordable apartments for seniors, as well as retail space on the first floor. First Financial Bank has already signed to be the anchor tenant. In June 2015, this project received \$9.8 million in tax credits. The groundbreaking for Marlowe Court occurred on July 11, 2016. Marlowe Court is expected to be completed in the fall of 2017.

For up to the minute news on Marlowe Court, follow us on Facebook, Twitter, and Instagram. Look for our weekly #MarloweMonday Updates.

CHCURC Property Acquisitions

CHCURC has been very successful in being awarded grants to acquire property. Thanks to your support, CHCURC set out to gain greater financial independence, and raised \$400,000 to purchase, renovate, and lease property in the business district through its \$200,000 Challenge Match from a generous benefactor. CHCURC's goal was to purchase income-producing property will also allow CHCURC to reinvest and purchase additional property in the business district.

Doll House/Dow Corner Buildings/National City Building

CHCURC purchased 5917 Hamilton Avenue (the Doll House) in 2013, and purchased 5901/5905 Hamilton Avenue (Dow Corner Buildings) in 2014. CHCURC received a \$35,000 grant from Duke Energy's Urban Revitalization Initiative in October 2014 for architectural and engineering drawings for these buildings. In 2015, CHCURC worked with Champlin Architecture on a visioning process for the redevelopment of the Doll House and Dow Corner Buildings. 5932 Hamilton Avenue, formerly a National City Bank was purchased through a \$100,000 grant from the City of Cincinnati's Neighborhood Business District Improvement Program. CHCURC received a \$14,000 grant in November 2016 for architectural and engineering drawings for the National City Building.

Due to the expected \$1.2 million renovation costs for the Doll House, Dow Corner Buildings, and National City Building (exclusive of tenant build out costs), CHCURC has been working on identifying the financing and partnerships to begin renovations. In 2016, CHCURC agreed to a partnership with South Block Properties, the development team behind The Littlefield Bourbon Bar, Second Place, and other mixed-use buildings in Northside, Walnut Hills, and OTR. South Block Properties has had great success identifying the correct financing layers needed for these projects, including historic and new market tax credits, and we are confident that this new partnership will lead to beautiful renovations for all of our buildings. CHCURC is also excited to announce that it has signed an LOI with a new restaurant. We hope to have more announcements on this in early 2017.

Brink Brewing Co.

CHCURC's first tenant for the Dow Corner Buildings is Brink Brewing Co. Brink Brewing Co. is scheduled to be open in December 2016/January 2017. Brink's brew master has won multiple awards, including best of show at multiple National Craft Beer competitions. Brink Brewing Co. will make full use of the recently redeveloped Cedar West Lot with their outdoor patio space. Additionally, the indoor space will include a bar, first person views of the brewery process, and a giant version of Scrabble.



CHCURC Office

In 2014, Ms. Elaine Efkehan generously donated 1551 Marlowe Ave., formerly the Efkehan Dentist Office, to CHCURC. In 2015, CHCURC worked with Champlin Architecture and Diversified Facilities Solutions on the complete renovation of this building, so that it could be used as CHCURC's offices. This renovation was completed in August 2015. The final touch was the new sign, which was installed in January 2016. Please stop by to see the renovation and our great staff working to redevelop College Hill – Executive Director Seth Walsh and Director of Marketing & Communications Daniel Traicoff.

Retail Marketing Strategy

CHCURC was awarded a \$20,000 grant from the City's General Fund Service Provider Grant, a part of which was used to allow CHCURC to hire Urban Fast Forward to complete a retail marketing strategy for the College Hill Business District, which was completed in August 2016. A copy of the Retail Marketing Strategy can be found on CHCURC's website.

Mid-Business Parking Lot (West)

CHCURC was awarded a \$250,000 grant in 2012 to redevelop the Mid-Business District Parking Lot between Cedar Avenue and Hamilton Avenue. In 2015, CHCURC began to open up this hidden parking lot by acquiring and demolishing two properties - 1626 Cedar Ave. (a four-family apartment building) and 1618 Cedar Avenue. (formerly Dr. Browne's dentist office), allowing for clear sightlines and better physical access to the parking lot. CHCURC will also increase the safety of the parking lot by adding lighting, in addition to repaving and restriping the parking lot. Demolition of 1626 Cedar Avenue, 5943 Hamilton Avenue, and 5919/5921 Hamilton Avenue, 1618 Cedar Avenue occurred in 2015. After some delays, Ford Development Company began construction of the parking lot in October 2016. Construction is slated to be completed by January 2017.



Mid-Business Parking Lot (East)

CHCURC is pleased to announce that it was awarded a \$260,000 grant from the City's Neighborhood Business District Improvement Program in June 2016 to improve the parking lot behind the House of Joy. CHCURC will be working with property owners in the coming months to finalize the design of the new parking lot, which will include new lighting, fencing, landscaping, and pavement.

Façade Improvement Program

In 2006, CHCURC was awarded \$300,000 for a Façade Improvement Program for the neighborhood business district. This money was leveraged on a 50/50 basis for property owners and 80/20 basis for business owners for improvements to windows, doors, signage, lighting, and painting to the exteriors of buildings that can be seen from Hamilton Avenue. College Hill saw approximately \$400,000 in improvements to 25 store fronts in the neighborhood business district from 2007-2009.



In July 2014, CHCURC was awarded a new \$175,000 grant for a second round of façade improvements. CHCURC is also grateful to PNC Bank for their \$10,000 grant to expand the scope of the Façade Improvement Program. In the fall of 2015, façade improvements were made to CHCURC's offices at 1551 Marlowe Avenue and the awning for the College Hill Coffee Co. In the summer of 2016, new windows, doors, and other façade improvements were installed at Enliven, Inspire Salon, Bacall's, and Silk Road Textiles. In the winter of 2016, other façade improvements are in development for Marty's Hops & Vines, Red Rose, Chung Ching, and CHCURC's properties at Dow Corner Buildings and the Doll House. The City of Cincinnati has also expanded the grant total from \$175,000 to \$290,000 due to the success of the program!

CHCURC Executive Director/Director of Marketing & Communications

CHCURC is embarking on a large-scale redevelopment of this great neighborhood. Accordingly, CHCURC sought and received more than \$50,000 in operating support. CHCURC hired Seth Walsh as its full-time Executive Director in April 2016. CHCURC is also working with Mt. Airy CURE on their redevelopment initiatives, which allowed CHCURC to hire Daniel Traicoff to work with both Mt. Airy and CHCURC on marketing and communications.

Social Media, Marketing, & Community Involvement

Throughout the last year, we have improved our online presence and branding. CHCURC went from having 350 Facebook likes to nearly 1,200 in a six month period. We have also dramatically increased our engagement on all social media platforms, and expanded our branding to include a hashtag - #DiscoverCollegeHill. We hope you see this online and share use #DiscoverCollegeHill when you are celebrating our neighborhood. CHCURC will continue to expand our online presence to help showcase the best of College Hill to a larger community.

To follow CHCURC online, search for us on Facebook, Twitter, Instagram, and LinkedIn.

CHCURC was pleased to host the Derby Day Party and Blues & Brews Fest & 5K (formerly Rhythm Race) this year, with great success!

CHCURC also started a Back to School Celebration and brought back the College Hill Pig Roast. In 2017, CHCURC will continue to expand events to continue to engage the community – please join us at a future event!



CiTIRAMA 2016

CHCURC was pleased that TJ Ackerman and the Meierjohan Builder Group jointly purchased 12 acres of land off of Collegevue Place to bring the newest CiTiRAMA to College Hill. This is the second CiTiRAMA site for College Hill. This year, five model homes were constructed for the CiTiRAMA event in September 2016, and the new cul-de-sac streets include 36 new homes. The homes values range between \$220,000 and \$370,000. We are extremely proud that the 2016 CiTiRAMA was the best seeling CiTiRAMA to date.



CHCURC's 2017 Goals

As CHCURC looks forward to 2017, we look to build upon the successes of the past year. CHCURC intends to continue its redevelopment efforts in a number of ways. These efforts include, but are not limited to:

- Finalizing the development plans for College Hill Station and begin identifying potential retail tenants;
- Work on finalizing the commercial tenants for Marlowe Court, and ensure that construction is completed by November 2017;
- Finalize the redevelopment of the Mid Business Parking Lots (East & West), and work to attract new businesses to the Mid-Business District;
- Work to finalize financing to begin redevelopment of the Doll House, Dow Corner Buildings, and National City Building;
- Finalize the latest round of Façade Improvements

We realize that these are daunting tasks. But to continue the redevelopment of College Hill into one of Cincinnati's finest neighborhoods, we need your help. If you want CHCURC to continue to purchase and redevelop property in College Hill, please consider making a tax-deductible contribution to CHCURC. Every dollar goes back into our neighborhood and will leverage more from countless sources. All that we have accomplished would not be possible without your support. To continue building a bright future for College Hill, please consider making a contribution today.

Save The Date:

CHCURC Annual Dinner:
Wednesday, February 1st, 2017 - 6:00pm
@ Twin Towers Gulden Community Center
5343 Hamilton Avenue, Cincinnati, Ohio 45224

Respectfully submitted,



Michael T. Cappel, CHCURC President