



# GREATER DOWNTOWN DAYTON PLAN

## CHANGE, PROGRESS & A RENEWED EXCITEMENT FOR DOWNTOWN DAYTON



The Greater Downtown Dayton Plan is a strategic vision for attracting investment and enhancing development in downtown Dayton. Galvanized by the belief that a thriving city is critical to the success of our entire region, partners from across the community have come together since the launch of the Plan in 2010 to make downtown's future a priority. Last year those same partners spearheaded a process to update the original Plan, carefully assessing the progress that had been made, priorities that still required attention, and the needs of the community identified during an outreach process. An updated Plan was released at the end of 2014, featuring new strategies that will grow our center city through 2020. In 2015, downtown activity was strong and significant progress can be noted in many areas of the Plan.



- **MORE BUSINESSES LOOKING TO LOCATE DOWNTOWN:** Interest strong from prospects: search activity up more than 30% from previous years
- **STREET-LEVEL STOREFRONTS ADD VIBRANCY:** Five new Pop-Up Shops opened in 2015 and a 10% increase in first floor occupancy downtown since 2010
- **NEW FACE OF BUSINESS:** Creative & technology firms, entrepreneurs and healthcare sectors find their niche downtown
- **HOUSING UPSWING:** 347 housing units completed and 518 more in the pipeline
- **EDUCATIONAL INVESTMENTS ACCELERATE:** Major projects and renovations underway at Chaminade Julianne Catholic High School and Sinclair Community College
- **RIVER PROJECTS ROLLING:** River Run mural completed and RiverScape River Run scheduled to open in 2016
- **A NEW WAY TO RIDE:** Bike Share program launched and off to a successful start
- **AMENITIES ON THE RISE:** Booming brewery scene, popular visual and performing arts venues, and independent restaurants and retailers attracting new audiences
- **MORE TO DO DOWNTOWN THAN EVER BEFORE:** New events strategy launched and added programming through *Summer in the City*
- **CONVERGENCE OF MAJOR PROJECTS:** Including Dayton Metro Library's new campus and the Water Street development

### INVESTMENT SINCE THE LAUNCH OF THE PLAN IN 2010:

Projects Completed Since Launch of Plan:

**\$427.5 MILLION**

Projects in the Pipeline:

**\$415.6 MILLION**

Special thanks to our Plan partners for their efforts, and to the many people who contribute in so many ways to Greater Downtown's progress.

Nan Whaley, Co-chair

Mike Ervin, Co-chair

# ECONOMIC DEVELOPMENT



Tech Town adds new tenants and celebrates business expansions.

## BUSINESS GROWTH: EMPLOYERS CHOOSING DOWNTOWN

The Plan provides strategies to strengthen our city's core and expand downtown as a center for innovation and economic opportunity. Plan priority projects aim to attract, retain and grow businesses; catalyze the growth of first floor businesses; and convene a Commercial Office Task Force to take strategic action to re-purpose downtown office space to attract more businesses to the core. This year, Greater Downtown experienced interest from a wide range of businesses that wanted to locate downtown, key employers remained committed to staying downtown by signing lease renewals or embarking on expansion projects, and interest from entrepreneurs and start-ups has never been stronger.

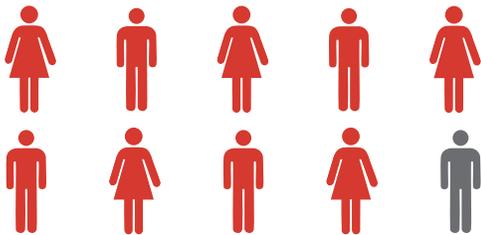
2015 commercial search activity

**30% HIGHER THAN PREVIOUS YEARS**

Investment in the core through 2019 will be six times the value seen over the past four years.

**SIX TIMES**

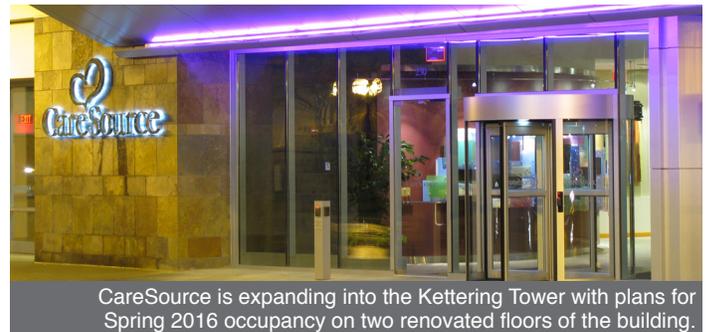
**90+** start-ups since 2010



**9 OUT OF 10 DOWNTOWN BUSINESS LEADERS BELIEVE DOWNTOWN IS HEADING IN THE RIGHT DIRECTION BECAUSE OF THE PLAN.**



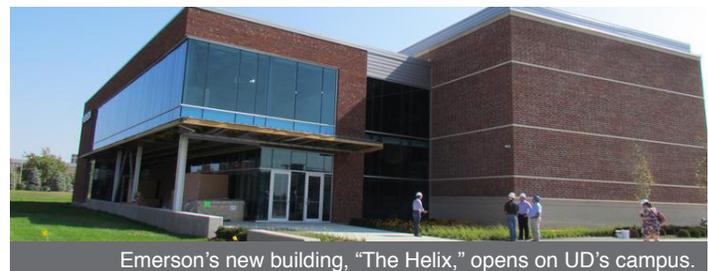
Water Street welcomes anchor tenant PNC Bank.



CareSource is expanding into the Kettering Tower with plans for Spring 2016 occupancy on two renovated floors of the building.



BarryStaff completed construction on its new headquarters.



Emerson's new building, "The Helix," opens on UD's campus.



Efforts to increase first-floor businesses bolster vibrancy and provide added amenities.

# ECONOMIC DEVELOPMENT



Greater Downtown is a center of innovation, attracting entrepreneurs and small businesses.

## 2015 NEW BUSINESSES, SIGNED LEASES AND EXPANSIONS

**NUCLEUS COSHARE** ANDERSON FINANCIAL STRATEGIES **MINUTE MEN STAFFING SERVICES** CJ FUSION EXPRESS  
**MLA COMPANIES** AREPAS & CO. **PLATINUM BLACK SALON** CUBESTER **FRONANA** SNAP FITNESS  
**ALLIANCE INDUSTRIAL MASKING** THE BARREL HOUSE **DAYTON BEER COMPANY** **KNEADED BODIES MASSAGE**  
**BAKER SALVAGE** **MARILYN'S GRILL** MATCHMD **EPIC LIFE FITNESS** AUTOSOFT **BIKE MIAMI VALLEY** ADDTRUCK  
**BIG BROTHERS BIG SISTERS OF THE GREATER MIAMI VALLEY** TWIST CUPCAKERY **BRICKER & ECKLER**  
**THIRD PERK** MATHILE INSTITUTE FOR THE ADVANCEMENT OF HUMAN NUTRITION **CORNER KITCHEN** SAVVY COUTURE  
**HEART MERCANTILE** **THE SCENERY** WESTMINSTER FINANCIAL COMPANIES **MITOSIS**  
JUNIOR LEAGUE OF DAYTON **ROCKATHON RECORDS** SPENT GRAIN GRILL **IFD, LLC** ES ONE SOLUTIONS, LLC  
**IKOVE VENTURE PARTNERS, LLC** **ADVRATECH** **SNOISE RESEARCH LABORATORY** **CARESOURCE**  
**DINSMORE & SHOHL** **HORAN YWCA DAYTON** **PNC** AIMIA **FARUKI IRELAND & COX LLP**  
**TENET3** **MRL RESOURCES** **THE RUCKS GROUP** APPLIED OPTIMIZATION

**ACTIVATED SPACES'** Pop-Up project launched five more businesses in 2015. This year the program launched a new phase called Pop-Up Office. Unique to this phase of the program, the spaces will not be located on the first floor, but rather an upper floor of a downtown building. A total of 21 Pop-Up Shops have opened, filling more than 16,000 SF of space and creating 42 jobs.

## INVESTMENTS & EXPANSIONS

Progress to note this year includes the construction underway on Dayton Childrens' new \$142 million tower; CareSource's continued growth and investment downtown with the announcement of new space in the Kettering Tower for 225 employees; seven new businesses and five business expansions at Tech Town; PNC's new headquarters in the mixed-use Water Street development; the opening of Emerson Climate Technologies' Innovation Center, known as "The Helix," on the University of Dayton's campus; and BarryStaff's new headquarters. Properties along Third Street are under new ownership and are poised for redevelopment, according to the new owners. Elliot Katz and Scott Gibson purchased 124 E. Third St., the Simms Building, and the David Building. Together, the properties are part of the investment group's vision for a mixed-use development. St. Peter Partners LLC was awarded state historic tax credits for their redevelopment project at the former Dayton Power & Light steam plant building at 617 E. Third St. St. Peter Partners will invest \$2.25 million toward renovating 18,000 square feet of space in the building into office space.

The City of Dayton convened an **ARCADE TASK FORCE** to look at ways to redevelop the complex of buildings and authorized a \$700,000 project for emergency repairs at The Arcade, including roof repairs to stop leaks and patch holes. These repairs will put the properties in "dry and stable" condition and are the first step to preserve the condition of the properties for three to five years as redevelopment plans take shape.



Nucleus CoShare is a new co-working space open to creators of all kinds.



Dinsmore & Shohl signed a 10-year lease and consolidated its two local offices on three floors of the Fifth Third Center.

# HOUSING



Construction is wrapping up on the Brownstones at 2nd.

More and more people are moving downtown, and the housing surge is keeping developers busy as they work to meet market demands. Nationwide, compact, walkable downtowns are the new places to live, and the Plan aims to make Greater Downtown an urban neighborhood with 18-hour-a-day vibrancy.

In 2015, plans were announced on several projects that will add hundreds of new housing units. Columbus-based Crawford Hoying and local developer Jason Woodard opened the Water Street Flats and welcomed their first residents. They also bought the former Delco building and are working to convert it into a mixed-use residential and retail building to complement their new waterfront project. Charles Simms Development is busy completing the Brownstones at 2nd and plans were announced for its newest downtown development, Monument Walk. The Ohio Historic Site Preservation Advisory Board officially endorsed designating the Grant Deneau Tower, located at 40 W. Fourth St., as one of the nation's historic places worthy of preservation. Placement would qualify the 23-story building for tax credits, which are needed to help finance a proposed renovation project to offer attractive office space on the lower five floors and market-rate housing on the upper floors.

## A GROWING NEIGHBORHOOD:

Developers continuing to invest downtown:

Mix of **NEW CONSTRUCTION** and **ADAPTIVE REUSE** projects



Four active projects taking advantage of state historic tax credits

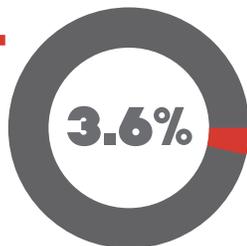
## NEW HOUSING TOUR

on September 19 showcased a wide array of downtown living options

Downtown has the

**REGION'S LOWEST APARTMENT VACANCY RATE**

at 3.6%



**347 UNITS**

completed, 518 in the pipeline

Number of downtown condos has

**INCREASED BY 75%**

since the launch of the Plan



The Delco building is being renovated into a mixed-use development.



Participants in the Downtown Housing Tour enjoy the view from First Place apartments.



Monument Walk is the latest project by Charles Simms Development.

# ACTIVE LIFESTYLES



River Run construction of Drop 2 near the Dayton Art Institute is nearly complete.

The Plan aims to make downtown the best place for an active lifestyle in the Dayton region. In 2015, Dayton made significant advancements as a cycling community, and such new initiatives as the Link Bike Share program will help make our city more bike-friendly. The banks of the Great Miami River downtown are undergoing a transformation, and investments in downtown's river corridor will help create an inviting, attractive and active riverfront that is accessible to the community. RiverScape River Run construction kicked off this summer and the new structure near the Dayton Art Institute has taken shape, providing an exciting preview of what's to come in 2016. In addition, American Trails – a national, nonprofit organization with a mission to create and protect America's network of interconnected trails – announced that it has selected Dayton as the host city for its 2017 International Trails Symposium. The event will be held in May 2017 and will bring hundreds of attendees from throughout the world to the Dayton region.

## A CITY ON THE MOVE

Progress made in expanding our on-street bicycling network:

### LINK BIKE SHARE

Launched May 5 – 26,200 trips taken/approx. 4,000 trips per month



### RIVER IMPROVEMENT PROJECTS MOVING FORWARD

RiverScape River Run construction underway – project expected to take 12 months of in-river construction to complete

### RIVER RUN MURAL

953-foot mural completed – project designed by local artist Amy Deal and painted by K12 Gallery artists

Downtown scores

### TWICE AS HIGH AS ANYWHERE ELSE IN THE REGION

for walkability according to Walk Score, a company that provides a walkability index for any address in the United States.

**\$7M+**

invested in active lifestyles since 2010



A rendering of the first River Run drop at RiverScape



Link bikes were everywhere this summer and the program continues to add more members.



A new mural was completed in 2015 and enlivens the downtown floodwall. Photo: Ed Welmeier



River Run supporters and community leaders kicked off River Run construction in June.

# ARTS, ENTERTAINMENT & PUBLIC SPACE PROGRAMMING



Downtown is the region's premier destination for fine performing and visual arts, independent restaurants and breweries, and entertainment and event options overflowing with fun. Earlier this year, the Downtown Dayton Partnership detailed a revised event strategy for downtown Dayton. The strategy was developed by the DDP under the guidance of a team of downtown businesses, organizations, residents and advocates to reflect downtown's changing landscape.



Dayton has been selected by the national Mortimer & Mimi Levitt Foundation as the ninth city across the nation to join a network of **LEVITT OUTDOOR PERFORMANCE VENUES**. The Foundation has pledged \$500,000 in seed funding to partially fund the construction of a permanent, state-of-the-art music venue at Dave Hall Plaza. It will present 50 free concerts each summer, featuring acclaimed, emerging talent to seasoned, award-winning artists in a wide array of music genres – everything from Latin to blues, rock to country, children's to jazz. A local non-profit organization, Friends of Levitt Pavilion Dayton, has been created to manage, program and raise funds for the venue.

Unique amenities draw more visitors:

**7.25 MILLION**  
**ANNUAL VISITORS**

**SUCCESSFUL**  
**SEASON FOR**  
**THE SQUARE IS WHERE**

Free noontime entertainment provides downtown workers a fun midday break from the office on Courthouse Square.

**NEW**  
**STRATEGY**  
**UNDERWAY FOR**  
**DOWNTOWN EVENTS**



*Summer in the City* was a celebration of all the great things to do downtown and featured special events, including The Great Dayton Adventure Race, Summer in the City Street Party, The Square Is Where Goes Over the Edge, and a Downtown Housing Tour.



**VISUAL &**  
**PERFORMING**  
**ARTS VENUES**

remain a top attraction for visitors throughout the region and continue to offer new and innovative programming.

**BREWERIES ARE**  
**DRAWING CROWDS**

and attracting new audiences downtown. Downtown is the place to drink local, and in 2015 the Dayton Beer Company opened.



# TRANSPORTATION & INFRASTRUCTURE



Advances in making Dayton a more bicycle-friendly community were made in 2015.

Complete streets that are designed for pedestrians, cyclists, public transit users and motorists are important, and the Plan aims to improve mobility and connections. Millions of dollars have been invested in projects that are making our downtown streets more accessible, and in just a few years the downtown streets have become significantly more bike-friendly. In 2015, the South Main Street project was completed, widening parts of Main Street from four to five lanes from Patterson Boulevard to Stewart Street. Enhancements also were made to Salem Avenue, including decorative amenities to the bridge as a tribute to the late Ambassador Richard Holbrooke. The I-75 Modernization Project currently is two months ahead of schedule, a rate which, if maintained, could mean the project will wrap up in September 2016 – one year earlier than anticipated. The \$168 million project will improve safety, decrease congestion and provide much-needed updates to the more than 50-year-old highway.

## ALL ROADS LEAD TO INVESTMENT

**\$52 MILLION** in transportation related projects completed since the launch of the Plan

**\$96 MILLION** more in the pipeline

**\$7 MILLION** planned for bike infrastructure

### BIKE SHARE LAUNCHED

Expansion plans in the works

Greater Dayton RTA currently is exploring funding options for a **DOWNTOWN CIRCULATOR**, which would connect key destinations throughout Greater Downtown.

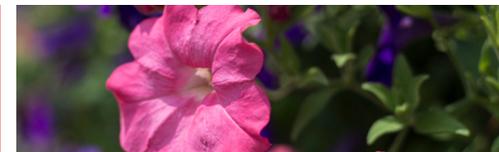
### THE OREGON DISTRICT SHUTTLE

launched in mid-October and offers free shuttle service every Friday and Saturday evening from 5 p.m. to 1 a.m., allowing passengers to hop on and off at several stops throughout the district.



Fifth Street was recognized by the American Planning Association as a Great Street designee.

## GREEN & SUSTAINABLE



Economic development officials and contractors are ramping up efforts to spur more energy efficiency projects, and the Plan aims to make downtown more green and sustainable. Implementing green projects helps lower operating costs for businesses and provides Greater Downtown a competitive advantage over suburban locations. The PACE program picked up momentum in 2015, while Montgomery County's DRG3 green certification programs saw continued growth.

### PACE

The City of Dayton established an Energy Special Improvement District (ESID), enabling property owners to finance energy upgrades to their buildings through a special assessment on their property taxes and the first two projects were approved for Property Assisted Clean Energy (PACE) financing:

- The Kettering Tower will complete \$2.8 million in energy upgrades, including improvements to the lighting and heating and cooling systems to cut energy costs and boost interest in the office space.
- The Top of the Market will make more than \$500,000 in energy-efficient improvements, including a new energy-efficient metal roof and upgraded heating and lighting systems.

- Several more building owners have shown interest in PACE and the downtown development team is working with them to evolve possible projects.

### DRG3

The Dayton Regional Green (DRG3) program is a network of hundreds of for-profit and non-profit businesses that are committed to creating a greener future for the Dayton region.

### 20+ INCREASE

in green certified businesses downtown in 2015.

# EDUCATION



Sinclair makes advances with its new UAS Education & Training Center and focuses on transforming healthcare education with a new Health Sciences strategy.

The educational assets in Greater Downtown play a major role in shaping the growing Greater Downtown neighborhood. In 2015, several exciting investment projects and expansions were announced, including:

## CHAMINADE JULIENNE

Catholic High School continues to make investments in its campus and announced plans this year for the new \$6 million Roger Glass Stadium and upgrades to the performing arts center.

## SINCLAIR COMMUNITY COLLEGE

opened its new Unmanned Aircraft System (UAS) Education and Training Center at the end of 2015 and continues to invest and expand its downtown presence. This addition is part of a larger \$32 million campus rehabilitation.

In October, **STIVERS SCHOOL FOR THE ARTS** reopened and renamed its original auditorium the Jack and Sally Eichelberger Theatre. The theatre blends the school's historic past with today's state-of-the-art technology.



CJ announced plans to construct a \$6 million stadium for school athletics.

# THANK YOU FOR YOUR INTEREST IN THE GREATER DOWNTOWN DAYTON PLAN.

If you have any questions, please contact Sandy Gudorf, President of the Downtown Dayton Partnership, at (937) 224-1518 ext. 224 or [gudorf@downtowndayton.org](mailto:gudorf@downtowndayton.org). Remember to stay updated on all Greater Downtown Dayton Plan progress by visiting the Plan website: [downtowndayton.org/plan](http://downtowndayton.org/plan)



Plan Partners:

