

# THE GREATER DOWNTOWN DAYTON PLAN



## PROGRESS REPORT

January 2011

The Greater Downtown Dayton Plan is a long-term, strategic blueprint for creating a more vibrant, thriving center city — and, in turn, a more stable, prosperous region. The Plan builds on Greater Downtown's existing assets to enhance it as a regional economic engine. To do so, the Plan's strategies are designed to help Greater Downtown become an authentic urban center attractive to investors, employees, residents, students and visitors. It's the type of diverse, convenient and distinctive place more and more people — and the businesses that want to employ them — increasingly demand today.

Since the Plan was launched in May 2010, work has been underway in six implementation teams, each led by a private and public sector partner. A Plan Community Council, also comprised of private and public sector representatives, is overseeing implementation. Significant accomplishments include:



- > The state-established **Aerospace Hub of Innovation and Opportunity** officially is up and running, with a director at the helm and new developments underway. At **Tech Town**, the northern anchor of the hub, a third building is under construction and on the **University of Dayton** campus, the southern anchor, **GE Aviation** plans to build a \$51 million research center. The hub is not only a job creation initiative but also a live, work and play effort that aligns with numerous Plan strategies.
- > The **public and private sectors have invested more than \$348 million** in projects recently completed or underway in Greater Downtown. This investment does not even include the reconstruction of I-75 and represents such critical projects as infrastructure improvements, the construction of new schools and other facilities, expansions, roadway repairs, and more.
- > A great deal of time and energy has been spent **organizing the teams** responsible for the Plan's implementation and ensuring the **best experts and leaders** are at the table. All the implementation teams and affiliated committees are either up and running or convening in January.
- > The **health care sector** in Greater Downtown remains a leading economic development driver. **Miami Valley Hospital** opened its 12-story, \$135 million patient tower in December. At the Children's Medical Center of Dayton, the \$5.3 million Soin Pediatric Trauma and Emergency Center will be completed by spring 2011. **Grandview Medical Center** announced it will construct a \$40 million new hospital wing.

Implementation is moving steadily forward, and this progress report gives a summary of that work. Please visit [www.downtowndayton.org/plan](http://www.downtowndayton.org/plan) or [www.cityofdayton.gov](http://www.cityofdayton.gov), or call **937-224-1518** for additional information about the Plan, including maps and renderings, detailed recommendations, news articles related to the Plan, and more.

# ECONOMIC DEVELOPMENT

**Key Goal:** Retain and grow Greater Downtown's workforce to approximately 50,000 by 2020.

Summary of progress to date:

- > Kerry Taylor, a retired U.S. Air Force intelligence officer who also has served Congress and worked for a defense contracting company, has been hired as the first **director of the Aerospace Hub of Innovation and Opportunity** to guide the planning and development of the hub.
- > **GE Aviation** will locate a new \$51 million research center on the University of Dayton's campus. The Electrical Power Integrated Systems Research and Development Center, or **EPISCENTER**, will be a catalyst for new contracts, products and job growth. The facility is expected to be completed by third quarter 2012.
- > **Strategies to secure potential owners and/or investors** for Greater Downtown buildings that are in financial distress (in foreclosure or at risk of foreclosure) are being determined.
- > Strategies are being finalized to **attract targeted business sectors** best suited to a downtown environment, which were designated as part of a study conducted during the Plan's development.
- > **Hospitals in Greater Downtown** continue to expand. Projects recently have been completed or are underway at Miami Valley Hospital, Children's Medical Center of Dayton and Grandview Medical Center.
- > THMG 10 West Second Street LLC purchased the **Key Bank Tower** in June and the **Leigh Building** in late November. Managing partner Marinko Gvozdanovic has led the charge to quickly make numerous improvements to the Key Bank Tower, and he's planning several upgrades to the Leigh Building.
- > An analysis by the Downtown Dayton Partnership, City of Dayton and Dayton Daily News found the **Oregon Arts District initiative is successfully using the arts to start economic revitalization**. Since it was launched in February 2008, the initiative has attracted nearly \$5 million in public and private investment, created more than 100 full- and part-time jobs at new arts district businesses, and filled empty storefronts along downtown's East Fifth Street.
- > The **University of Dayton purchased the former NCR headquarters building** on Patterson Boulevard. With this and a previous acquisition from NCR, UD has nearly doubled in size in the past five years, allowing it to expand its graduate and research programs while creating new jobs.
- > Dayton ranked No. 20 on *Bloomberg Businessweek's* list of **best cities for recent college grads**. Attracting and retaining young professionals is critical to ensuring the future economic health of Greater Downtown and the Dayton region.



*The University of Dayton's purchase of the former NCR headquarters is aiding job growth at UD and other companies, such as GE Aviation.*



*THMG 10 West Second Street LLC purchased and is making improvements to the Key Bank Tower (left) and the Leigh Building (right).*



# OUTDOOR RECREATION & ACTIVE LIFESTYLES

## Key Goal: Animate Greater Downtown's river recreation corridor.

Summary of progress to date:

- > The League of American Bicyclists recognized the City of Dayton as a **bronze-level Bike Friendly Community**. The City's goal is to achieve gold-level Bike Friendly status by 2020. The City's Walk/Bike Task Force is improving enforcement and education efforts related to cycling and better counting the number of people who use cycling as a mode of transportation.
- > The City of Dayton added many **bike lanes and sharrows** (lanes shared by bikes and vehicles) to downtown's streets. The City is incorporating these and other **bike-friendly improvements** into street renovation plans and projects.
- > The ice rink, bike hub and entertainment pavilion at **RiverScape MetroPark** have opened. The \$6.2 million project is the third phase of development at RiverScape.
- > The **removal of the Dayton Low Dam** is a top priority project estimated to cost approximately \$4 million. Preliminary engineering plans have been evaluated favorably for flood control issues, sketches have been prepared, and a preliminary sediment study showed no toxic sediment exists to affect the project. Implementation team members have met with a variety of state-level departments to determine funding options. Requests have been made for \$2 million in funding from the State Capital Fund. The focus now is on securing initial funding for the project and proceeding with final engineering drawings and permit processing, as well as determining funding for ongoing maintenance and operations.



*Plans are moving forward to remove the Dayton Low Dam, which would create new opportunities along downtown's riverfront.*

# ARTS, ENTERTAINMENT, CULTURE & HISTORY

## Key Goal: Establish a network that allows arts, entertainment and cultural assets to function as a comprehensive district.

Summary of progress to date:

- > Several downtown stakeholders and marketing professionals are developing a plan to promote downtown as the premier arts and entertainment destination for the region and establish **collaborative marketing and promotion** of downtown amenities.
- > Another group aimed at **strengthening the local music scene** is nailing down specific action steps to do so and assigning individuals and organizations to lead them.
- > Young professional organizations upDayton and Generation Dayton are examining **ways to use vacant street-level commercial space**, particularly for arts and cultural purposes. The first phase of the program will focus on window displays, photos, exhibits, etc. to create a more walkable, attractive downtown.



*The arts team is developing ways to encourage more street performances, such as this one held during Urban Nights.*

# PLACEMAKING

**Key Goal:** Develop livable streets, parks and public spaces that convey a unique sense of place, and pursue transportation-related projects that encourage development.

Summary of progress to date:

- > The **\$3.7 million Downtown Gateway Project** is nearly complete, and all work will be finished by June 2011. This project includes the improvement of sidewalks, curbs, driveway approaches and wheelchair ramps throughout downtown, as well as the resurfacing of several streets. In addition, gateways that invite and welcome people downtown are being created at four key locations.
- > The City of Dayton received two grants to **enhance the Brown Street corridor**, a key transportation artery in the Aerospace Hub. The Ohio Department of Transportation awarded the City \$950,000 to improve Brown Street near the University of Dayton campus and \$250,000 to plan transportation improvements for the area between the UD campus to Tech Town.
- > Nearly \$300,000 in **streetscape improvements along Brown Street** near Miami Valley Hospital have been completed.
- > **Keowee Street** between First Street and the bridge over the Mad River is being reconstructed as part of a \$2.32 million project to improve this gateway to and from downtown and North Dayton.
- > The \$2 million first phase of **two-way street conversions** downtown has been completed, enhancing ease of getting around downtown.
- > **More than \$2 million in traffic enhancements and streetscape improvements** have been completed in the Wright-Dunbar Business Village and surrounding areas.
- > **Nearly \$1 million in traffic enhancements** in the vicinity of Children's Medical Center of Dayton and the new Salvation Army Kroc Center have been completed.
- > The city of Dayton has invested \$1.4 million for parking, sidewalk and streetscape improvements in the **Oregon Arts District**.
- > Numerous property and business owners have taken advantage of the City of Dayton's **Downtown Matching Grant Façade Program**, an incentive program that's improving downtown's appearance.
- > Community leaders and the City's police, engineering and planning departments have put together a plan to **link various activity spots downtown using lighting** to create a more comfortable, safer environment.
- > Work should be completed in early 2011 on **enhanced lighting at the Transportation Center** to improve the feel of safety and attractiveness between the Convention Center, Crowne Plaza and the Oregon Arts District.
- > A committee comprised of architects, landscape architects, environmental scientists, planners and private property owners is working on creating **green vertical gardens** downtown. Pending final details, the first of these might be constructed in 2011.
- > The state awarded the City of Dayton a **\$1.1 million Clean Ohio grant** for the demolition and clean-up of the **Howard Paper site** at 345 S. Edwin C. Moses Blvd., and demolition is expected to begin in spring 2011.



*Numerous businesses, including The Neon, have taken advantage of the City of Dayton's Downtown Matching Grant Façade Program.*



*New bridges with colorful lighting have created attractive gateways into downtown.*

# HOUSING

**Key Goal:** Create an urban neighborhood with 18-hour-a-day street activity by developing approximately 2,500 new housing units in 10 years.

Summary of progress to date:

- > A team comprised of experts in real estate, banking, housing and other related disciplines is being finalized to **identify potential new projects and analyze projects on the drawing board**, providing assistance and expertise to move projects forward.
- > **Downtown housing and the urban lifestyle** are being promoted by a group of marketing professionals, starting with a focus on the Dayton real estate community, homebuilders and other key influencers.
- > The University of Dayton announced it will spend \$30 million to redevelop the former Frank Z auto dealership property on Brown Street, adjacent to UD's campus, into **400 student apartments**.
- > Jeff Samuelson of JZ Companies has partnered with the Mendelson family, owners of the 103-year-old **former Delco building** located near Fifth Third Field, to rehabilitate the 215,000-square-foot structure. Architectural firm Earl Reeder Associates has developed preliminary plans for the building that include residential units combined with some retail and office space.
- > Five of six units in phase1 of the **Canal Block Litehouse townhome development** on Patterson Boulevard have been sold. Developers also continue to attract homebuyers at a second Litehouse site in the Fairgrounds neighborhood.



*The environmentally friendly Canal Block Litehouse townhome development continues to be a popular downtown housing option.*

# GREEN & SUSTAINABLE

**Key Goal:** Evaluate Dayton's "greenness" and create a Sustainability Action Plan.

Summary of progress to date:

- > An **"eco-charette"** was conducted, in which community environmental leaders were brought together to brainstorm development plans for building a sustainable future. More than 30 participants generated ideas in such areas as public safety and resource conservation.
- > The ideas generated during the eco-charette are being used as the **foundation for the Dayton Sustainability Action Plan**. The plan currently is being drafted, and it will serve as the blueprint for creating a green and sustainable economy for Greater Downtown.
- > A \$100,000 contract to study the potential of using **advanced geothermal technology** to serve portions of downtown continues to move forward.



*CareSource's headquarters building features a geothermal heating and cooling system.*

For detailed strategies in each of the six implementation areas, along with more information about the Greater Downtown Dayton Plan, visit [www.downtowndayton.org/plan](http://www.downtowndayton.org/plan) or [www.cityofdayton.gov](http://www.cityofdayton.gov), or call 937-224-1518.