



THE GREATER DOWNTOWN DAYTON PLAN

2012 MID-YEAR PROGRESS REPORT



Greater Downtown is one of two regional centers of economic activity, with approximately \$5 billion a year in economic impact. It is where approximately 42,000 people work and 40,000 people attend school, home to approximately 20,000 residents and more than 7 million people visit its major attractions every year.

A vibrant and thriving Greater Downtown is absolutely crucial to the prosperity of the City of Dayton and Dayton region as a whole.

That's where the Greater Downtown Dayton Plan comes in. At its core, the Plan is a wide-reaching and multipronged economic development initiative. It's designed to attract jobs and investment by strengthening and selling downtown's strategic business advantages, such as access to a rich variety of amenities, central location and competitive lease rates.

Momentum continues to be strong for the Plan. In just the past two and a half years since the Plan's launch, the public and private sectors have invested millions in opening new businesses and corporate headquarters, as well as growing existing ones; investing in and building new properties; and much more.

A great deal of work, which is summarized in this report, has been accomplished in 2012. For additional information about the Plan, visit www.downtowndayton.org/plan or www.daytonohio.gov or call 937-224-1518.

New Investment in Downtown Designed for Job Growth

Interest from businesses and investors in downtown has increased — with many projects poised to grow jobs and positively impact downtown in the long and short terms.

- > **CareSource**, one of the largest Medicaid managed care plans in the country, is adding 350 jobs – most of them downtown. CareSource already has outgrown its new headquarters on Main Street and Monument Avenue, which opened in 2009. It will move 225 service operations department employees into new office space at Courthouse Crossings, 40 W. Second St., in January 2013.
- > **Tower Partners**, a group of investors based in New York, purchased the Kettering Tower. This is the first investment in Ohio for these investors, who own more than 10 million square feet of property throughout the United States and abroad.
- > **Premier Health Partners** — the second-largest employer in the region and the largest health care system in southwest Ohio — is moving more than 900 employees into the **110 N. Main St. building**, which it purchased for its new corporate headquarters.
- > Local billboard company **Key-Ads Inc.** moved into its new headquarters on the corner of Third and Jefferson streets. Key-Ads is investing more than \$1.5 million in building upgrades, including digital signs that will liven up this corner.
- > Tech company **Donet** will move into a new corporate headquarters at 130 W. Second St. this fall. Donet will invest approximately \$1.6 million in its new facility and grow from 16 to 40 employees during the next five years.
- > Requarth Lumber and Supply One joined forces to form **Requarth-Supply One**, bringing new employees to the company's location on Monument Avenue and leading to the opening of a new 3,500-square-foot product showroom.
- > **Tech Town** is now home to 35 small businesses. Tech Town is the northern anchor of the state-designated **Aerospace Hub of Innovation and Opportunity**, a live/work/play strategy designed to enhance business clustering and build on Dayton's long-held strength in aerospace. Near the Hub's southern anchor of UD, **GE Aviation's EPISCenter**, a multi-million dollar research and development facility, now is under construction on the corner of Patterson Boulevard and Stewart Street.
- > The **Crowne Plaza Hotel** just completed a top-to-bottom \$5 million remodeling. The hotel spent the past year refurbishing its 285 guest rooms, meeting rooms and lobby; a new coffee shop will open later in the year; and the rooftop restaurant has been renovated as well.
- > **Sinclair Community College** continues to invest in new cutting-edge programs in such fields as unmanned aerial vehicles. Sinclair also is developing a campus master plan for its 55-acre campus, expecting to invest \$75 million in its campus during the next five years.
- > **Grandview Hospital** is updating its campus with a \$40 million project that includes the construction of a five-story wing and renovation of existing space.
- > The City of Dayton has evaluated the feasibility of maximizing the City-owned optical fiber network to create economic development in Dayton. In August 2012, the City issued a request for proposals to identify one or more strategic partners to **leverage the City's telecommunications investment and increase the network coverage**. The City's primary goal is to enhance economic development opportunities throughout Dayton by offering **access to high-speed broadband** services.



CareSource continues to create new jobs at its corporate headquarters downtown.



New owners of the Kettering Tower already are making improvements to the building.

Small Businesses Attracted to Downtown Location

Downtown's central location and easy access to a variety of amenities continues to make the center city a desirable address for new and growing small businesses.

- > Interest in downtown space has continued to be strong, as evidenced by the Downtown Dayton Partnership's **Site Seeker** program, which helps prospects find available space. During the first half of 2012, 49 site searches were conducted — compared to 28 during the same time period in 2011. Activity in the program has quadrupled since 2008. Businesses that chose a downtown location as a result of the Site Seeker program include Equity, Five Rivers MetroParks, Kleingers & Associates, Skilken & Skilken, Donet, and OinkADoodleMoo.
- > Members of the young professional organizations updayton and Generation Dayton continue to manage **Activated Spaces**. Three new businesses opened in May as part of the second phase of the **Pop-Up Project**, and Sew Dayton is the first of three shops that already opened as part of the third phase. The Pop-Up Project has filled approximately 6,230 square feet of previously-vacant space. Activated Spaces also installed displays of local artwork in conjunction with the May 11 Urban Nights.
- > The Downtown Dayton Partnership, City of Dayton, CityWide Development Co. and Dayton Area Chamber of Commerce continue to manage an aggressive, proactive **Business Retention and Expansion** and **Downtown Dayton Leadership Network** visitation program and monitor leases set to expire in the next two years.
- > The **Oregon Arts District** continues to grow as a cluster of independently owned local restaurants, and it now is growing as a retail destination as well. Four new retail businesses recently have opened or are in the process of opening, and the owners of one are renovating a now-vacant building.
- > Other business clusters are growing in greater downtown. Most of them are **small businesses**, mirroring national trends showing the bulk of job growth is coming from such businesses, which is promising for downtown.
- > Downtown remains the hub for several major business segments. Most major **law firms** are located downtown, and several major **accounting firms** are located downtown, which also is the center of **government activity**.
- > The **Dayton Regional Green 3 (DRG3)** program, part of a long-term effort to establish Greater Downtown as a green and sustainable community, has developed standards for businesses located in multi-tenant buildings. These standards make it possible for small businesses to earn a certificate from the **DRG3 Green Business Certification Program**, granted to businesses that have implemented a checklist of sustainable practices.



American Pi, in the St. Clair Lofts building, is one of the three Pop-Up Shops that opened in May as part of the project's second phase.



Maintaining a proactive R&E program focused on business visits, such as this one at The Dayton Foundation, is a focus in the Plan.



The Oregon District is growing as a retail destination, with several new shops opening this year.

Increased Interest in Downtown Living

Increasing housing options and building downtown's neighborhood is crucial to creating a more robust center city and encouraging the development of new amenities that support these residents.

- > The City of Dayton completed work on the next phase of the **Strategic Building Reuse Project**, launched in 2009. A study team led by LWC Inc. and including Woolpert and Al Neyer, Inc. evaluated the condition and potential to redevelop eight underutilized buildings along the Main Street corridor. The team and City staff concluded that, of the eight studied, four had better adaptive reuse potential:
 - **Fidelity Building**, 211 S. Main St., and South Main Parking Garage, 225 S. Main St.
 - **Schwind Building**, 25-27 S. Ludlow St.
 - **Price Stores Building**, 52 S. Jefferson St.
 - **11 W. Monument Ave.**

Each of these properties has the flexibility to accommodate housing, proximity to downtown's recreational and cultural amenities, and access to parking. The team developed schematic plans and developed cost estimates and sample proformas for these four buildings.

- > **Patterson Square**, the first project by successful suburban developer Charles Simms in the City and located at the northwest corner of First Street and Patterson Boulevard, sold out only a year after construction began. It includes 18 units.
- > Charles Simms Development now is starting on its **Rubicon Square** development. This project includes seven units and is similar in design to Patterson Square. It is located near Miami Valley Hospital and the University of Dayton.
- > Philadelphia-based Lindy Property Management made several exterior and interior improvements to the **St. Clair Lofts**. These include a focus on improvements designed to spur new interest in the building's street-level retail spaces.
- > The **Litehouse Canal Block** development continues to progress, with the construction of three new environmentally friendly units.
- > **Occupancy rates** in downtown housing remained high at more than 90 percent for both owner- and renter-occupied properties.
- > A housing project was completed near the University of Dayton campus. It redeveloped the former Frank Z auto dealership property on Brown Street into a \$30 million complex housing **432 students in 108 apartment-style units**.
- > Other housing projects are in various stages of pre-development.

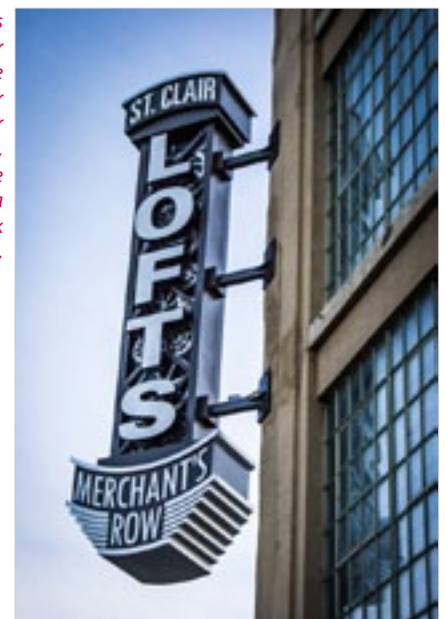


Four buildings with potential for mixed-use development have been identified as investment opportunities downtown.



Downtown living remains very popular, as evidenced by Patterson Square selling out in less than a year.

The owners of the St. Clair Lofts continue to make interior and exterior improvements, such as the installation of a new landmark sign.



New Entertainment Options Added to Downtown's Offerings

Rich entertainment options make downtown a more vibrant city and strengthen its position as the region's premier arts and entertainment destination.

- > The DDP launched **Find It Downtown Mobile**, a convenient downtown search tool that functions like an app on smartphones and includes a complete listing of downtown businesses and venues, as well as a calendar of downtown events. It allows users to see a map of what's near their current location and includes contact info, details and directions.
- > Approximately 15,000 people attended the first **NCAA® First Four® Festival – Dayton** on Selection Sunday, March 11, in the Oregon Arts District. The First Four Festival was part of a larger, regional economic development strategy aimed at positioning Dayton as the city where the road to the Final Four® begins each year. The NCAA® First Four games generated an estimated \$4 million in local revenue. A visit by President Barack Obama and British Prime Minister David Cameron resulted in positive international media coverage. The First Four Festival will be held again next year, when the first two rounds of games also will be held in Dayton.
- > Yet another successful **Urban Nights** drew huge crowds to downtown's streets -- and businesses. The May 11 event was perhaps the largest ever, with an estimated attendance of more than 35,000. In addition to the more than 100 businesses and organizations that offered special entertainment, five stages with live entertainment were set up throughout the event area in the Central Business District, Oregon Arts District and Wright-Dunbar Business Village. Main Street between Second and Third streets was closed for a main attraction: Dubbed the Green Street Project, the DDP partnered with the Montgomery County Solid Waste District, DRG3 project, PNC Bank, Dayton Art Institute and Zoot Theatre Company to offer a range of activities promoting environmental sustainability.
- > The new **Dayton Performing Arts Alliance** — a merger of the Dayton Opera, Dayton Ballet and Dayton Philharmonic Orchestra — was launched July 1. It is believed to be the first of its kind in the United States. Already, the alliance has received more than \$1 million in funding to assist with the merger, which already is being looked at as a national model for reducing costs while enhancing artistic collaboration.
- > Organizers for new regional events have decided to host them downtown. The **Downtown Dayton Revival Music Festival** will be held in the center city on Sept. 8-9. The festival will feature headlining acts John Legend and Train, along with more than 30 bands on three stages. This event will bring as many as 40,000 people downtown. Another inaugural event, **Dayton Fashion Week**, was held at various downtown venues July 24-28.
- > **First Friday**, downtown's free monthly art hop, continues to grow. The second year of a summer concert series, **First Friday @ 5**, was launched at the RiverScape MetroPark pavilion in June. Cox Media Group Ohio sponsored free kayak rentals this year, and AAA sponsored free bike rentals during the concerts.
- > Free lunchtime entertainment returned to Courthouse Square with **The Square Is Where ...**, which runs from mid-May through mid-September. Programming was enhanced this year with the addition of games and other activities added to the variety of entertainment on the Square's stage.

A new downtown mobile app makes it easier and more convenient to get around and find out what's going on downtown.



The NCAA First Four Festival is part of a larger economic development strategy to attract visitors and investment to Dayton and downtown.



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New Entertainment Options (continued)

- > The cross-promotional campaign “Wicked Deals” was held in conjunction with performances of popular Broadway show **Wicked**. Nearly two dozen downtown businesses offered special discounts to patrons of the show.
- > The **Dayton Art Institute** and **Zoot Theatre Co.** recently announced a partnership that will allow both to expand their artistic and educational programming. Dayton’s professional mask and puppet theater company will perform its 2012-2013 season in the museum’s NCR Renaissance Auditorium.
- > The **Dayton Art Institute** is renovating the space that previously housed its museum store, private dining room and café near the museum’s main entrance into a new cafe and a larger museum store. The approximately \$250,000 project, funded through private donations, will be finished this fall.



Wicked Deals was part of a Plan strategy to position downtown as the region’s premier arts and entertainment destination.

Options Grow for Outdoor Recreation and Active Living

Today, more and more people are seeking the type of active, convenient lifestyle a compact urban environment allows, as well as amenities that not only make downtown more desirable for residents, visitors and businesses and organizations.

- > Less than one year after fundraising efforts began, the **RiverScape River Run Project** — one of the signature projects of the Plan — is almost fully funded. The public and private sectors — including businesses, foundations and individuals — have contributed a combined \$3.8 million to date to support the \$4 million project, the next phase of development at RiverScape MetroPark. It includes the removal of a dangerous low dam in the Great Miami River, making a seven-mile stretch of river navigable from Eastwood MetroPark to Carillon Park. In place of the dam, two smaller drops will be installed. The River Run project will lead to a safer river, improved water quality and aquatic habitat, and the creation of a regional destination for outdoor recreation.
- > A public fundraising campaign, dubbed the **Last DAM Summer**, has been launched to help take the project over the top.
- > This fall, 100 bike racks will be installed throughout downtown. *Bicycling Magazine* named Dayton the 45th most friendly cycling city. Dayton currently has **bronze-level** bike-friendly status from the League of American Bicyclists and is one of only three Ohio cities to receive a medal from the organization. The City of Dayton has a long-term plan to achieve the top Platinum-level distinction.
- > Construction began on the **Mad River Run**. This project connects Wright Patterson Air Force Base and Wright State University to downtown via Tech Town and is one of the most paddled sections of river in the state.
- > The Miami Valley Regional Planning Commission announced it will be funding **new river access points**. In 2017, construction will begin on new bikeway ramps on both the east and west bank of the Fifth Street/Germantown Street Bridge and a ramp at Riverview Avenue by the Dayton Art Institute.
- > The **Greater Dayton Rowing Association** has created a master plan for future investments and improvements at Island MetroPark and the Great Miami River corridor. The POWER 10 PROJECT includes plans for a new boathouse and fitness facility to enhance the organization’s ability to support amateur rowing for youths and adults within Greater Dayton.



RiverScape River Run, which will create a new regional recreation destination downtown, is almost fully funded.

Creating a more bike-friendly downtown remains a key strategy in the Plan.



Improvements Being Made to Downtown's Environment

Attractive, user-friendly spaces improve quality of life and likewise attract people, businesses and investment.

- > Construction began on the **Patterson Boulevard Canal Parkway Project**, which will establish connections between the riverfront and the Oregon Arts District. The project is extending landscaping and streetscaping and includes decorative pylons with historical info. It will be completed this fall.
- > Also as part of the Patterson Boulevard project, the family of George A. Pflaum, a former Dayton publisher of educational materials, is installing a **public sculpture** in the median in the three-way intersection of Patterson Boulevard and St. Clair and Fifth streets, near The Neon movie theater. The 6-by-30 foot sculpture was designed by Yellow Springs artist Jon Barlow Hudson and is being made by Dayton company Commercial Metal Fabricators. It will be installed before the end of the year.
- > **The Architectural Group** (TAG) is renovating its front storefront displays and installing banners on the side of its building at 135 N. Main St. to highlight local arts organizations. The project is part of the Downtown Façade Improvement Program, which is sponsored by the City of Dayton and funds specific exterior improvements to the buildings of downtown businesses.
- > Construction is underway on **Brown Street** near the University of Dayton. This corridor is being transformed to create an attractive streetscape for pedestrians, cyclists, motorists, and public transit users. This project is part of the **Greater Rubicon Area Transportation Strategy**.
- > A new **mural project** has been started downtown to beautify a section of East Third Street by creating murals under an overpass near Webster and Third streets, similar to the murals on Wayne Avenue near Garden Station. Local artists are now being invited to submit designs for the murals, which are being funded in part by a City of Dayton Neighborhood Mini-Grant.
- > Work is nearly complete on the **Great Miami Boulevard**, a new road connecting I-75 with Grandview Hospital, the Dayton Art Institute, Masonic Center and downtown. This project is part of the **Renaissance Gateway Plan**, which will create a safer, more attractive gateway north of downtown.
- > The third and final phase of the **I-75 Modernization Project** through downtown will begin this fall. In addition to creating a safer highway by creating three continuous through-lanes and eliminating left-hand on and off ramps, the projects will create new gateways to downtown thanks to its design aesthetics. It will create a cohesive appearance to the overall I-75 corridor through downtown with a design inspired by the city's rich architecture and riverfront. New streetscaping, lighting, pathways and wall treatments will help beautify this part of downtown.



Decorative pylons with historical, informative and wayfinding information are a key feature in the Patterson Boulevard Canal Parkway Project.



A new work of public art will be installed downtown at a key intersection this fall.



A new downtown mural project on East Third Street will result in artwork similar to that pictured here on Wayne Avenue.



For additional information about the Plan, visit www.downtowndayton.org/plan or www.daytonohio.gov or call **937-224-1518**.