



THE GREATER DOWNTOWN DAYTON PLAN

MARCH 2013 PROGRESS REPORT



There has been more momentum, interest and investment in downtown since early 2012 than has been the case in a long time. Businesses and organizations selected downtown as the location for their corporate headquarters. Millions were invested in building and infrastructure improvements. Numerous small businesses opened while others grew. New housing options opened and construction began on others. Attendance at downtown events increased, and the community raised millions for the next phase of development at RiverScape MetroPark.

All this shows downtown is poised to grow as a regional economic engine, business community and neighborhood, as well as a regional entertainment and recreation destination. And this is of critical importance to the economic prosperity of the Dayton region since, across the nation, those regions that are doing well have one thing in common: They all have vibrant, thriving center cities. Indeed, more and more people — and the businesses and organizations that want to employ them — are seeking active, diverse and convenient urban centers where they can live, work and play.

Greater Downtown — which includes the central business district and the key neighborhoods and institutions surrounding it — is one of two regional centers of economic activity, with approximately \$5 billion a year in economic impact. It is where approximately 40,000 people work, it's home to approximately 20,000 residents and as many students, and more than 7 million people visit its major attractions every year. These numbers alone illustrate that Greater Downtown is the muscle behind Dayton's economy.

The Greater Downtown Dayton Plan is designed to capitalize on these strengths. As a long-term, strategic and multipronged economic development initiative, the Plan is designed to attract jobs and investment by building on and selling downtown's business advantages, such as easy access to a rich variety of amenities, central location and competitive lease rates. It is designed to make downtown the type of place increasingly desirable today.

Since the Plan's launch in May 2010, the public and private sectors have invested millions to improve Greater Downtown. Total public sector investments since the Plan's launch are below:

	Private and Public Sector Investments	I-75 Investments
Projects Currently in Development	\$73.3 million	\$16.7 million
Projects Currently Underway	\$82.4 million	\$297.6 million
Projects Completed Since the Launch of Greater Downtown Plan	\$366 million	\$140 million

Momentum continues to be strong for the Plan. A great deal of work, which is summarized in this report, was accomplished since early 2012. For additional information about the Plan, visit www.downtowndayton.org or www.cityofdayton.gov or call 937-224-1518.

New Investment Designed for Job Growth

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

HEALTH CARE AND SOCIAL SERVICES

- > **CareSource** recently moved 225 service operations department employees into new office space at **Courthouse Crossings**, 40 W. Second St., and anticipates moving additional employees there in spring 2013. The move also frees up space in the corporate headquarters at Main and Monument for additional job growth in that building.
- > **Premier Health Partners** moved more than 900 employees into its **Premier Health Center**, 110 N. Main St. Premier purchased the building for its new corporate headquarters and spent millions in interior and exterior renovations.
- > **Miami Valley Hospital** started on the first phase of a \$12 million renovation and expansion project in its **emergency department**.
- > **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 project is expected to be completed in late spring 2013.
- > **Goodwill Easter Seals Miami Valley** has started work on its new \$11 million **human services center** on South Main Street. The facility will house 125 employees, and open in late 2014 or early 2015.
- > **Southwest Ohio ENT Specialists** invested \$1.5 million in its new offices at the Wright Health Building, 1222 S. Patterson Blvd. The City of Dayton supported the project with a \$100,000 grant.
- > **Dayton Children's** launched a \$2 million campaign to build a new CARE House, an advocacy center for child victims of abuse and neglect in Montgomery County, on the hospital's Valley Street campus.



Courthouse Crossings is now fully occupied with the addition of CareSource employees.



The fully occupied Premier Health Center has brought new life to the heart of downtown.



Performance Place soon will have a new tenant, TriComB2B.

PROFESSIONAL SERVICES

- > **Coolidge Wall** is renovating approximately 20,000 square feet at 33 W. First St. Coolidge Wall will retain 60 jobs and add additional employees during the next two years. The City of Dayton is supporting the firm's improvements with a \$60,000 development grant.
- > **TriComB2B** signed a 10-year lease to occupy 18,000 square feet in Performance Place, 109 N. Main St. The City of Dayton is supporting the move with a \$90,000 development grant. TriComB2B will move during the second quarter of 2013 and will bring 31 employees downtown.
- > Billboard company **Key-Ads Inc.** continues to make improvements to its corporate headquarters on the corner of Jefferson and Third streets, which the company moved into in early 2012.

New Investment Designed for Job Growth, continued

- > **Miller-Valentine GEM Real Estate Group** is investing as much as \$400,000 in its new downtown executive offices in the **Barclay Building**, 137 N. Main St. The business will retain 17 positions currently located downtown and add 26 full-time jobs in the next two years.
- > **DataYard** (previously named Donet) moved to a newly renovated facility on the second-floor mezzanine at 130 W. Second St. in fall 2012 after investing \$1.85 million on renovations. DataYard plans to grow from its current 15 employees to 40 by 2016.
- > Technology company **Copp Systems Integrator**, 123 S. Keowee St., increased its staff and invested \$75,000 in new equipment, service trucks and office renovations.



Miller-Valentine GEM Real Estate is making significant renovations at the Barclay Building.

EDUCATION

- > The **University of Dayton** is again renovating College Park Center, 1529 Brown St. UD will relocate its music department and theater program to the building in fall 2013 after completing \$5 million worth of renovations.
- > **Sinclair Community College** has completed a draft of a new campus master plan, with one of its goals being to better connect the campus to the rest of downtown. Sinclair expects to invest as much as \$75 million in its campus during the next five years.
- > **Chaminade Julianne** is renovating space at its Ludlow Street campus to open the new **CJ STEM Center**. The nearly \$4 million project will open at the beginning of the 2013-2014 school year.



DataYard (previously Donet) made a significant investment in its new office space.

INVESTMENTS BY OTHER INDUSTRIES

- > **Intelligent Decisions (ID) Inc.** will establish offices within the Ohio Aerospace Hub in Dayton's Tech Town technology park.
- > **Vaughn Interior Concepts**, 531 E. Third St., purchased a new facility at 140 N. Keowee St. and will invest approximately \$1 million and add new jobs. The City of Dayton is supporting the expansion with an \$80,000 sustainability grant from its Energy Efficiency fund.
- > Auto dealership **White Allen** announced it will dramatically enhance its North Main Street properties beginning in mid-2013, with approximately \$10 million in improvements.
- > The **Crowne Plaza Hotel** completed a \$5 million top-to-bottom remodeling project. The Crowne Plaza plans to add 25 jobs within five years.
- > **Square One Salon and Spa**, 506 E. Third St., is renovating an adjacent space and will open a centralized call center in spring 2013 with approximately a dozen new employees.
- > The **Dayton Racquet Club**, on the top floor of the Kettering Tower,



The CJ STEM Center will enhance student learning at the Catholic high school.



All guest rooms and other spaces at the Crowne Plaza Hotel have been remodeled.

New Investment Designed for Job Growth, continued

completed a renovation project that created a new dining area and expanded its 29 Stories Lounge.

- > The former Woolpert building, 409 Monument Ave., is now home to 75 administrative and programming staff of **Five Rivers MetroParks**.
- > Next door, Requarth Lumber and Supply One joined forces to form **Requarth-Supply One**, bringing new employees downtown.
- > **My Father's House Childcare and Learning Center**, 35 S. Jefferson St., expanded its space.
- > The **Dayton Art Institute** completed a renovation project near the museum's entrance. The owners of Roost Modern Italian in the Oregon District opened a second location at the museum, **Leo Bistro**.
- > **Tech Town** is now home to 46 small businesses.
- > Construction is nearly complete on **GE Aviation's EPISCenter**, a \$51 million facility that will open in summer 2013.



A renovation project at the Dayton Racquet Club transformed its space.



The Dayton Art Institute remodeled space near the museum's entrance for a new restaurant and gift shop.

New Investment in Greater Downtown Properties

- > Dunkirk Realty of Plainview, N.Y., and its investment partners acquired the **Kettering Tower**, 40 N. Main St., under **Tower Partners LLC**. The investors are making various improvements to the Kettering Tower.
- > Dawn VB II LLC bought **Elizabeth Place** on Edwin C. Moses Boulevard and plans to improve the facility and grounds to help fill unleased space.
- > Brian Eastman and Amelia O'Dowd purchased 464 E. Fifth St. in the Oregon District and renovated the building to open retail hat store **Brim**.
- > Garrett Gernon — an investor based in Laura, Ohio — purchased **131 E. Third** and **135-137 E. Third St.** Work is underway on external repairs, with other improvements planned.
- > **Miami Valley Housing Opportunities** purchased the former Dayton Urban League building, 907 W. Fifth St. Now named **The Opportunity Center**, the building serves as a central location where community organizations can provide services.
- > Love's Travel Stop and Country Stores purchased the 18.5-acre **former Delphi site** on Edwin C. Moses Boulevard, near UD Arena. It plans to open a travel plaza on the site.

Other key downtown properties sold in 2012 include:

- > **33 W. First St.**
- > **Balsley Building**, 424 E. Fifth St.
- > **Bernie's Music Building**, 18-20 S. Jefferson St.
- > **The Cannery**, 434-508 E. Third St.
- > **First Street Garage**, 29 W. First St.
- > **Journal Herald Building**, 111 E. Fourth St.



The Kettering Tower was purchased by investors new to the Dayton market.

Downtown Living Remains Popular

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**, a Downtown Dayton Partnership project launched in 2009. A development team determined four buildings along the Main Street corridor have 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.**

- > **Occupancy rates** in downtown housing remained high at more than 90 percent for both owner- and renter-occupied properties. In addition, a report released in mid-August 2012 by Gem Real Estate Group showed **downtown is the second-strongest submarket** with a vacancy rate of 2.37 percent.

- > The Greater Dayton Construction Group started work on the **Sixth Street Lofts**, 207 E. Sixth St. The \$2.9 million project involves the renovation of the historical Excelsior Building into 18 two-bedroom, loft-style condominiums. The first units are projected to be available for move in by April 2013.

- > The City of Dayton purchased the **vacant HD Supply** site on the corner of Fifth Street and Wayne Avenue and hopes to secure a private developer to convert the seven-acre site into a mixed-use development.

- > **Patterson Square**, a new development of 18 townhomes on the corner of Patterson Boulevard and First Street, sold out during the second quarter of 2012 — less than a year after construction began.

- > Charles Simms Development started work on **Rubicon Square**, a seven-unit development 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**. Four new businesses opened in the building's street-level space in 2012.

- > The **Litehouse Canal Block** constructed three new environmentally friendly units.

- > The **David Building**, located on Third Street between Jefferson and St. Clair streets was awarded Historic Preservation Tax Credits, which can be part of the overall funding for a redevelopment of the building.

- > Construction is underway on **Germantown Village**, a 60-unit townhouse development near the intersection of Germantown and Broadway streets.

- > The \$25 million **Caldwell Street Apartments** were completed on the University of Dayton campus.



Downtown has several opportunities for new housing development.



Residents will start moving into the Sixth Street Lofts, new housing in the Oregon District, in spring 2013.



Patterson Square sold out less than a year after construction began.

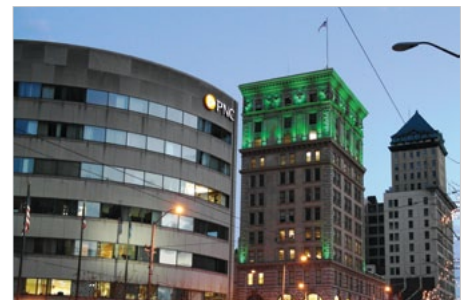
Downtown Becoming More Attractive & User-Friendly

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

- > The City of Dayton invested **more than \$22 million in major infrastructure improvements** in 2012 and a similar amount is scheduled for this year. Some of the 2012 investments in Greater Downtown included the Great Miami Boulevard extension, Brown Street reconstruction, James H. McGee Boulevard rehabilitation, new bike racks and bus pads, street resurfacing, and upgrades to public spaces.
- > Construction is almost complete on the **Patterson Boulevard Canal Project**, which is extending streetscaping, landscaping and wayfinding signage along Patterson Boulevard between RiverScape MetroPark and Fifth Third Field and such destinations as the Oregon District.
- > The project also includes the installation of a new piece of public art, **Fluid Dynamics**, donated by the family of George A. Pflaum. It will be installed in the median in the three-way intersection of Patterson Boulevard and St. Clair and Fifth streets.
- > **Greater Dayton RTA** installed colorful lighting on its building on the corner of Third and Main streets.
- > The City of Dayton also installed **colored lights on the U.S. 35 underpass** and worked with a local artist to create a **mural on the façade of the vacant building** at 21 S. Main St.
- > **The Architectural Group** (TAG) installed banners on the side of its building at 135 N. Main St. The project is part of the Downtown Façade Improvement Program, which is sponsored by the City of Dayton and funds specific exterior improvements.
- > Construction began on the final phase of the **I-75 Modernization Project**, which will reconfigure and rebuild I-75 through downtown. The \$126 million project is expected to be completed in fall 2017. Once completed, the I-75 project also will dramatically improve that part of downtown and create new green space.
- > Construction is complete on **Brown Street** near the University of Dayton. This corridor was transformed to create an attractive streetscape for pedestrians, cyclists and motorists, as well as users of public transit.
- > A new **mural project** by Garden Station, K12 Gallery for Young People/ TEJAS and AttaGirl Studios created murals under an overpass near Webster and Third streets. The murals were funded in part by a City of Dayton Neighborhood Mini-Grant.
- > Construction began on the **replacement of the Broadway Street Bridge** over Wolf Creek.



The Patterson Boulevard Canal Parkway project includes the installation of a new work of public art.



Colorful lighting on the RTA Building is one of the efforts that livened up the downtown environment.



The Architectural Group installed new banners highlighting the arts on its building.



New murals near the PNC 2nd Street Market on Third Street brightened part of downtown.

Downtown Grows as Regional A&E Destination

A variety of rich entertainment options make downtown a vibrant city and strengthen its position as the region's premier arts and entertainment destination. Arts and entertainment — which also includes dining, shopping and nightlife — also positively impacts downtown because employers and employees alike demand a variety of these amenities.

- > In spring 2012, the Downtown Dayton Partnership launched **Find It Downtown Mobile**, a convenient downtown search tool that functions like an app on smartphones.
- > Downtown continues to grow as a location for large-scale events that bring thousands of visitors downtown. Crowds enjoy the wide range of activities that are part of the free Urban Nights events. More than 100 businesses and organizations offer special entertainment, and five stages with live entertainment are set up throughout the event area. The **May 11 Urban Nights** was perhaps the largest ever, with an estimated attendance of more than 35,000. An estimated 30,000 people attended the **Sept. 14 Urban Nights. First Friday**, downtown's free monthly art hop, included the second year of the **First Friday @ 5 summer concert series** at RiverScape MetroPark.
- > Free lunchtime entertainment returned to Courthouse Square with **The Square Is Where ...** which was extended by a month due to growing popularity.
- > The Local Organizing Committee continued work to build a long-term relationship with the NCAA® to host the First Four® games in Dayton for years to come, a long-term economic development strategy that also would position Dayton as the city where the Road to the Final Four® begins each year. In March 2012, the NCAA® First Four® Festival – Dayton drew an estimated 15,000 people to the Oregon District on Selection Sunday™.
- > The new **Dayton Performing Arts Alliance** — a merger of the Dayton Opera, Dayton Ballet and Dayton Philharmonic Orchestra — was launched July 1. The DPAA has received more than \$1 million in funding to assist with the merger, which is being looked at as a national model.
- > The **Dayton Holiday Festival** marked 40 years of celebrating the Dayton community's holiday season. The festival began with the traditional lighting of the tree on Courthouse Square on Nov. 23, which thousands of people attended.
- > The cross-promotional campaign "**Wicked Deals**" was held in conjunction with performances of Broadway show **Wicked**. Nearly two dozen downtown businesses offered special discounts to patrons of the show.
- > The **Dayton Art Institute** and **Zoot Theatre Co.** began a partnership that allows both to expand their artistic and educational programming.



Find It Downtown Mobile is part of a Plan strategy to make visiting downtown more convenient.



Urban Nights continues to draw thousands of people downtown to experience all it has to offer.

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 make downtown more desirable for residents, visitors, and businesses and organizations.

- > In fall 2012, the community reached its \$4 million goal for the **River Run project**, the next phase of development at RiverScape MetroPark. River Run will create a new **regional recreation destination** and serve as a key amenity. If similar river developments in other cities are a guide, it also will create additional spin-off investment. Fundraising began with a \$1 million challenge grant from the **James M. Cox Foundation**. It continued with contributions from businesses, organizations, government entities and foundations, along with those from the community as part of the **Last DAM Summer campaign**. RiverScape River Run includes the removal of a dangerous low dam and construction of two boulder-like structures spanning the Great Miami River with passageways for canoes and kayaks.
- > Dayton currently has **bronze-level** bike-friendly status from the League of American Bicyclists. The City of Dayton has a long-term plan to achieve the top platinum-level distinction. Also, in summer 2012, Bicycling magazine ranked Dayton as the **45th best bicycling city in the nation**.
- > The City of Dayton installed **93 new bike racks** throughout downtown in fall 2012. The racks were made possible by a \$10,000 gift from the Dayton office of **CH2M Hill** and the City of Dayton's Public Works crews completed the bike rack installations.
- > Design work began on a project to construct **bikeway ramps** from the Great Miami River Bikeway to Fifth Street. Construction is scheduled to begin in late spring 2014.
- > Construction continued on the **Mad River Run** bike path. This project connects Wright Patterson Air Force Base and Wright State University to downtown via Tech Town.
- > The Miami Valley Regional Planning Commission announced it will be funding **new river access points to be built** in 2017.
- > The City of Dayton made a list of the Top 30 Places in United States with the **highest walk share** increases between the years 2000 and 2006-2010. Walk share is an indication of how walkable and pedestrian-friendly a city is, and a high walk share score can help spur development.
- > The **Greater Dayton Rowing Association** (GDRA) continues to make progress on its plans for Island MetroPark and the Great Miami river corridor. The **Power 10 Project** is working toward new year-round fitness facilities and boat storage.



RiverScape River Run will create a new regional recreational destination downtown and help spur additional development.



The installation of bike racks throughout downtown helped make the center city more bike-friendly.

Small Businesses Attracted to Downtown

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 2012, 72 site searches were conducted — and activity in the program has quadrupled since 2008.
- > Downtown is experiencing a **restaurant boom**. Several new restaurants opened in 2012 and plans for other new restaurants were announced, with most aiming for an early- to mid-2013 opening.
- > Volunteers from the young professional organizations updayton and Generation Dayton continued **Activated Spaces**, an initiative to fill vacant storefronts. The **Pop-Up Project** facilitated the opening of four businesses in 2012. The Pop-Up Project has incubated other small businesses that have signed longer-term leases. Together, the Pop-Up Shops have filled 5,230 square feet of previously vacant space with short-term retailers. Activated Spaces also continued its **Street Team art initiative**, which has placed works of art in vacant storefront windows.



The Third Street Food Court is one of several restaurants that opened or are slated to open in late 2012 to mid-2013.

Momentum Continues on Long-Term Projects

Work is underway on a number of projects aimed at improving the downtown environment and positioning greater downtown as a green community.

- > The City of Dayton is in the process of selecting a partner that will leverage the City's existing fiber network and build its own fiber network in Dayton. Plans call for work on this project to begin in 2013. It will greatly **increase the accessibility and availability of broadband services** and dark, or unused, fiber to the non-residential community in Greater Downtown.
- > The **Dayton Regional Green 3 (DRG3)** initiative launched the **Green500 Challenge**, with a goal of enrolling 500 local businesses and organizations — 150 of them located downtown — in its **Green Business Certification Program**. The green certification is designed to help businesses take basic measures to reduce energy and resource use. More than 100 businesses and organizations already have received the DRG3 Green Business Certification.



The Dayton Regional Green 3 program recognizes local environmentally responsible businesses and organizations.



For additional information about the Plan, visit www.downtowndayton.org or www.cityofdayton.gov or call 937-224-1518.