LOCATION
LOCATION & ACCESS

- Montgomery is conveniently located just 12 miles northeast of Cincinnati and has easy access to:
  - I-71
  - I-275
  - Cross County Ronald Reagan Highway
AERIAL OF SITE
ATTRIBUTES OF SITE

- **Location & Access**
  - Proximity to Cross County Double R Highway
  - Proximity to I-71 and I-275
  - Minutes from downtown Cincinnati
  - Proximity to Heritage District with restaurants and retail options
  - Strong buying power

- **Visibility**
  - Freeway Visibility
  - 29,000 average daily vehicles on Montgomery Road

- **Walkability**
  - Connected to downtown Montgomery and award winning parks through decorative streetscape
CHALLENGES OF SITE

- Topography
- Access
- Utilities
- Availability of Infrastructure
- Limited Off-site Parking
- High Land Cost
- Old Montgomery Gateway Zoning Regulations
VISION FOR THE SITE

- Integrated, mixed use project
- Compatible and complementary to Heritage District
- Village within a village
- Structured parking, pedestrian oriented streetscape and a mix of two to three story office and commercial buildings, including family-friendly restaurants
- A complementary residential component
- Vertically mixed-use buildings
- Careful traffic management
PREVIOUS PLANS
LAND ACQUISITION & ACCUMULATION
TIMEFRAME FOR LAND ACQUISITION & REQUEST FOR QUALIFICATIONS

- City purchased Ford and Chevy sites in spring of 2014
- City demolished Chevy building in December of 2014
- City demolished the Ford building in July of 2015
- Open House to get feedback on vision for the site November 2014
- Request for Qualifications – January 2015
DEMOLITION OF FORMER CHEVY & FORD BUILDINGS
REQUEST FOR QUALIFICATIONS

- Letter of Intent
- Firm History and Background
- Project Experience
- Current Project Management
- Public/Private Experience Community Collaboration
- Preliminary Vision For The Project
- Project Timeline
- Financial Stability
CIC GRA AD-HOC COMMITTEE

- Three members of the CIC
- Two members of the Planning Commission
- One member of the Landmarks Commission
- City Manager
- Law Director
- Community Development Director
- Finance Director
- Public Works Director
- Special Projects Coordinator
REQUEST FOR PROPOSALS

- Letter of Intent
- Development Team
- Current Project Management
- Design Concept
- Design Narrative
- Development/Marketing Plan
- Project Timeline
- Financial Plan
The conceptual master plan proposes two access points along Montgomery Road and one along Main Street. The primary intersection along the "Festival Street" is intended to provide safe and efficient access for vehicles while encouraging cross-access to Triangle Plaza. Streets are scaled to follow traditional neighborhood design principles which prioritize the pedestrian experience and place larger parking areas behind and below building masses.

1- Office
2- Commercial
3- Condominiums
4- Townhouse
5- Hospitality
RUSTY MYERS/CMC TEAM
THE BIG IDEA
FULL DEVELOPMENT PROGRAM
TRAFFIC COUNTS/MODELS

- 29,000 average daily vehicles on Montgomery Road
- City conducted video monitoring of traffic patterns and traffic study of Montgomery Road within the Heritage District
PRELIMINARY DISCUSSIONS

- Met with ODOT officials in October 2015 to begin discussing the proposed project and potential traffic alternatives.
- ODOT recommended a “gut check” of the area to include updated traffic counts and demonstrate the impacts to traffic at the interchange.
- One of the major concerns of ODOT was to ensure that any traffic queue on Ronald Reagan Highway would not create a negative impact at the interchange of Ronald Reagan Highway and I-71.
TRAFFIC COUNTS

- City conducted traffic counts of the project area in October 2015
- City met with ODOT in December 2015 to review the “gut check” data that was collected. ODOT recommended additional traffic counts and prepare to submit a request to ODOT for certified traffic counts
- The City conducted an expanded scope of traffic counts of the project area on two consecutive days in January
- Discussion regarding the next steps after certified traffic is received revolved around a potential submittal of an Interchange Operations Study (IOS).
The City submitted a request for certified traffic to ODOT on January 25, 2016 and began utilizing the traffic count data collected to review various traffic alternatives at the interchange of Ronald Reagan Highway and Montgomery Road to include:

- Existing Conditions
- Phase I Build – North Side of Development Site
- Full Build – Single Point Traffic Signal
- Full Build – Half Diamond
- Full Build – Two Lane Round-a-Bout
- Full Build – Two Lane Round-a-Bout (Dedicated N/S additional lane on east loop)

CERTIFIED TRAFFIC AND DESIGN ALTERNATIVE
KEY PARTNERSHIPS
PUBLIC INPUT
SIMPLICITY IS THE KEY
A. This car is yielding properly. If it enters now, it will cause an accident.

B. This car is entering properly. There is no one to yield to.

C. This car is yielding to nobody for no reason, because it thinks it has to yield if ANY car is in the circle ANYWHERE.

D. This car hates car C.
MODIFIED TWO-LANE ROUNDABOUT
MAINTENANCE OF TRAFFIC
## FUNDING THE ROUNDABOUT

<table>
<thead>
<tr>
<th>ROUNDABOUT CONSTRUCTION</th>
<th>Amount</th>
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<tr>
<td>Construction of Roundabout</td>
<td>$7,819,560.00</td>
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<tr>
<td>Construction Contingencies</td>
<td>$781,956.00</td>
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<tr>
<td>Construction Administration</td>
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<td>TID FY19 - Carry Over for Construction</td>
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<tr>
<td>MRF FY20</td>
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<tr>
<td>OKI - STP Funds</td>
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OUTREACH AND EDUCATION
## DEVELOPMENT MIX

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<thead>
<tr>
<th>Use Type</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Total</th>
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<tbody>
<tr>
<td>Professional Office</td>
<td>80,000 ft²</td>
<td>150,000 ft²</td>
<td>230,000 ft²</td>
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<tr>
<td>Retail/Restaurant</td>
<td>24,500 ft²</td>
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<tr>
<td>Hotel</td>
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<tr>
<td>Apartments</td>
<td>128 units</td>
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<tr>
<td>Condominiums</td>
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<td>42 units</td>
<td>42 units</td>
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</table>
PUBLIC IMPROVEMENTS

- Public Improvement costs estimated $14 million
- City has secured $200,000 in grants from Hamilton County TID
- City has secured $250,000 in State Capital Budget Grant
- Continuing to look at other funding opportunities
Regional economic boost with creation of approximately 1,300 jobs

Regional boost in sales tax

Safe and efficient terminus of Ronald Reagan Highway

Eliminates existing bridge and provides an outstanding gateway to the City

Opens land for development which provides property tax that would otherwise be lost

Supports development of state-of-the-art mixed-use development

Redevelopment of surrounding commercial properties

Pedestrian friendly environment that is an extension of the Heritage District

THE BOUNCE EFFECT