

# THE ANCHOR



FASTENING THE URBAN CORE

## DESIGN NARRATIVE

Now entering the **ANCHOR**, a catalytic development, captivating the pockets of industry momentum throughout the region. By creating a mixed use, pedestrian friendly, and transportation-oriented development, the **ANCHOR** creates an inclusive plan to nourish the riverfront, and bridge the gap to downtown Cincinnati while linking to Northern Kentucky.

Promoting current and proposed transportation infrastructure, the **ANCHOR** becomes a place of convergence. The **ANCHOR** not only connects the riverfront to downtown, but binds the region. Utilizing its strategic location, the **ANCHOR** embeds itself as a hub to the streetcar extension to Northern Kentucky, a regional rail line, Cincinnati Red Bikes, and the River Center Transit. Serving as a critical base for industries that endorse start-up innovation, creativeness, and wellness on a regional scale.

## INNOVATION

The startup culture is booming throughout Cincinnati's region, as a home to multiple accelerators, incubators, and co-working spaces. Advocating native enthusiast fostering entrepreneurship, infiltrating local universities and attracting national investors, Cincinnati has sparked regional innovation interest. The **ANCHOR** meets the regional market by constructing a foundation through a civic resource center dedicated to the startup-innovation, *a place for networking opportunities and innovative work space at the HIVE.*

## CREATIVES

Dedicated to the performing arts, film industry, and design, Cincinnati's creative community is expressed through the urban fabric. Promoted by institutions such as the Music Hall and the physical embodiment of 182 public murals, Cincinnati and Northern Kentucky have resulted in massive growth of the creative industry. The film industry alone provided \$80 million of economic impact in 2018. The **ANCHOR** provides a focal point where collaboration can occur at the **REEL**.

## WELLNESS

"Becoming a healthier Cincinnati" and "Preserving our natural and built environment" are the key goals in Cincinnati's redevelopment. The **ANCHOR** fosters these goals by providing a central hub for wellness *dedicated to innovative solutions to urban health issues while providing a platform for stakeholders throughout the region at the OASIS.*

The **ANCHOR** expands the riverfront by constructing significant resilience strategies in the development of pedestrian thoroughfares, an extension of the river trail, and the creation of the **MOSS** & the **INLET**. *Designed as a place of sanctuary for community engagement, in pursuit of wellness.*

## STRATEGY

Cultivating Cincinnati's existing synergy, the **ANCHOR** launches itself as a hub for these industries. Not only constructing their own innovative solutions, but building upon existing destinations such as Great American Ballpark and Paul Brown Stadium. Developing a physical connection, The **ANCHOR**, embeds itself into downtown Cincinnati by the development of **PASSAGE PARK**, a catalytic civic space covering Fort Washington Way. Capitalizing upon **PASSAGE PARK**, the **ANCHOR** binds itself to downtown by the redevelopment of Third Street. Third street is a strategic redevelopment strategy that activates and draws pedestrians to and from downtown through mixed-use developments such as **ANCHOR STATION FOOD HALL**. Fostering a diverse community through developing needs to the riverfront including; hotel, office, retail, residential and transit. The **ANCHOR** closes the gap by providing a true place of multidisciplinary collaboration and user centric focus, *through a regional scope to fasten the urban core.*

## FINANCIAL NARRATIVE

### OUR OPPORTUNITY

The catalyst to redefine downtown Cincinnati, the **ANCHOR**, provides 4 million square feet of new development and repurposed acquisitions that will increase the site's value from *\$127 million* to over *\$1.25 billion* in 10 years. Catalytic Phasing Program is deployed strategically, with an early focus on multifamily and special use amenities supporting additional retail and later hotel and office product.

Prior to new construction, the development group will acquire roughly 14 acres of land and air rights valued at *\$36 million*, along with several existing buildings including "Radius at the Banks."

**Phase I** is launched with the repositioning of Radius and the GE building to include additional retail space and re-cladding to fit **ANCHOR'S** design aesthetics. Expecting that GE will relocate operations to their Evendale campus, the development group will partner with the current owners to reimagine the building as the **HIVE**, the focal point of **ANCHOR**. Additional construction establishes phase I with *220,000 SF* of Medical Office in **OASIS**, *370,000 SF* of retail, affordable creative space, restaurants and office located in **REEL**, along with nearly 750 new apartment units.

In 2024, **Phase II** will embed **ANCHOR'S** concept with **ANCHOR STATION**, a *700,000 SF* mixed use structure combining *646* apartments, a *360*-room luxury hotel, with a *27,000 SF* food hall, *45,000 sf* of retail and transit hub. **Phase II** further connects the **ANCHOR** to the rest of the city with decking infrastructure above Ft. Washington Way and the streetcar extension. These public infrastructure projects costing *\$80 and \$27 million* respectively. **Phase III** binds the **ANCHOR** to downtown Cincinnati by redeveloping 3rd St with over *380,000 SF* of office, *100,000 SF* of retail, and *764* new apartment units.

### PARTNERSHIPS AND PUBLIC BENEFIT

**ANCHOR** commits to building nearly 200 affordable apartment units across all phases and will allocate \$15 million to support public infrastructure initiatives. The development accommodates enough space for over 5,600 new permanent jobs, provides housing for over 2,100 households, and will generate over \$270 million in new real estate taxes over the next 20 years.

The development group seeks to include community stakeholders in the **ANCHOR**. Strategic partnerships will be forged with groups such as the Cincinnati Bengals, ArtsWave, the Haile Foundation, the National Underground

Railroad Freedom Museum, and the Cincinnati Reds to provide grants, and develop complementary program.

### ROBUST FINANCIALS

**ANCHOR** is financed with *70% LTC construction loans* in each phase, which are refinanced with *65% LTV permanent debt* once stabilized. Project TIFs totaling \$94 million are utilized in all three phases to finance parking and infrastructure. Underwriting assumptions are conservative, with construction and absorption occurring over several years for each phase. Reserves are held for capex items, tenant improvement allowances, leasing commissions, and contingencies. The development group will contribute nearly *\$34 million*, and has commitments for over \$192 million from joint venture investors to round out the equity portion. The \$818 million **ANCHOR** achieves a levered *IRR of 26%* and an equity multiple of *2.95x*.