



DESIGN AND DEVELOPMENT

The 8th Hill is a revolutionary mixed-use residential development which builds upon the solid historic and cultural base of Cincinnati to provide **an ascent to better living**.

Between Cincinnati's seven hills, the addition of an incremental terracing of urban form cultivates a connection between the natural vitality of the Smale Riverfront Park and the growing CBD. To **elevate community connectivity**, pedestrian bridges physically link the northern urban landscape to the southern natural landscape. Meanwhile, a tourism-focused SkyCar climbs the terrain of *The 8th Hill*, connecting the attractions of the Paul Brown Stadium and the Great American Ball Park. The district promotes a **rise in professional success** with 17 new retail properties which capitalize on an extended platform of parking spaces, simultaneously lifting the retail streetfront experience to an enhanced standard of walkability. New residents of *The 8th Hill* and citizens of surrounding metro areas are provided with facilities to **boost physical and mental wellness** including enhanced public transportation systems, nutrition education programs and the addition of the **Bubbling Brooks Wellness Center**.

The 8th Hill connects east to west with its SkyCar attraction, **The Flying Pig**. In addition to a stop at the GE Rooftop Experience Center, this SkyCar reaches its peak at the **SUMMIT Tower Viewing Deck**. With an incredible panorama of both stadiums, the downtown Valley, across the riverfront and beyond to Kentucky, the observation deck provides a world-class perspective. Here, Cincinnatians and tourists alike will have a visual sense of the **north to south connection** that *The 8th Hill* creates. Established in 1788 in a natural amphitheater facing south towards the river, the city of Cincinnati has a history of adapting its urban form to natural terrain. As an homage to the tradition of the Cincinnati steps and finiculars, *The 8th Hill* creates **vertical connection** between

the natural and man-made topography with public terraces, green roofs and the cable SkyCar system.

The **base to skyline** connection continues at the building scale with mixed-use development. Proposed buildings provide the vast retail spaces that **big-box retailers** need to expand into *The 8th Hill* market. The large underground parking platform is ideal for discreet high volume retail parking for a city transitioning to a more pedestrian-friendly transportation system. Capping each office and residential building, terraces and green roofs promote wellbeing. Green roofs provide natural insulation in the fluctuating seasons, saving on energy costs.

The Valley serves as the epicenter of programmed community activity and node at which all modes of transportation intersect. The Valley opens directly on the southern front of the National Underground Railroad Freedom Center, is framed on both sides by the **Valley Market Hall** and the **Valley Food Hall**, both of which enjoy easy access from Cincinnati's leafy suburbs, due to the **Basecamp Transit Center** at the bottom of the signature **Altitude Hotel**. Walkability is enhanced by the rerouting of traffic from Freedom Way to Theodore M. Berry Way. The addition of extensive streetscape amenities and programming for retail, social, and cultural events draws visitors from the Greater Cincinnati Area, Kentucky, the US and abroad.

With a total buildout of over **4,426,000 SF**, the development team and partners will bring in over **20,000** new jobs. With the increase of local economic prosperity, *The 8th Hill* will be the top go-to location in Cincinnati for young and seasoned professionals, families and sports fans alike. North to south, east to west, up to down -- infrastructure and programmatic connections will unite *The 8th Hill* community into a district for better living.

FINANCING PLAN

In pursuit of the ascent to better living for all of Cincinnati's citizens, the Fort Washington Way Development Partnership (FWWDP) will work to execute an ambitious plan to develop a new district for the city. The development of *The 8th Hill*, executed in three phases, will provide a high quality of life, with amenities both public and private, that will **draw residents in from the greater Cincinnati area**, many of whom currently commute by car to work from outside the downtown.

In following with this strategy of attracting talent not only to **work**, but also to **live** and **play** within this new district. Phase I, **The Base**, is focused on residential and retail development. City-owned parcels in strategic locations are acquired, and Fort Washington Way will receive further structural engineering in order to support more dense development above the highway. Fundamental to the success of mixed-use development is **access**.

Key partner, the **Cincinnati Port Authority**, will **issue TIF bonds** in Phase I to support development of the Riverfront Transit Center, the Valley, and the construction of the Flying Pig SkyCar Line. The combination of tourism focused features and increased connectivity and enhanced streetscape amenities will accelerate demand within the local service economy.

Incorporating the value of small scale development in Phase I, FWWD will convene local developers to renovate properties along 3rd street. The participation of local capital will be instrumental in community engagement with *The 8th Hill*.

Phase II, **The Climb**, focuses on office development, and is timed for an uptick in market absorption of office rental space in the near future.

FWWDP will collaborate with small and regional banks and corporate real estate mezzanine lenders for specialized financing.

Phase III, **The Peak**, completes *The 8th Hill* buildout with many uses, and capitalizes on the activation of the now established district. **PACE financing** will be instrumental in **funding Cincinnati's Clean Energy** strategies implemented throughout the project, with particular attention to the green roof systems.

The Flying Pig SkyCar Line is projected to sell 450,000 tickets annually upon its Phase I 50% buildout, and 900,000 tickets annually upon 100% buildout in Phase III. With 6,000,000 riverfront patrons in 2018, ridership will contribute to a strong tourism base regionally, and the quality of the attraction will draw tourists nationally and internationally. Building upon Cincinnati's renowned historic architecture, FWWD will purchase and renovate three historic buildings for featured project called Union Row. With this designation, we anticipate a grant from the **CRA** valued around \$500,000.

The 8th Hill offers 2,258 new residential units, 940 of which are for-sale condos and 1,318 as rental units. 10% of all residential units are designated affordable, with condos sold at 60% of market value, and apartments rented at 50% of market value.

With an initial site value of \$69,949,290 and final project value \$1,053,847,854, *The 8th Hill* utilizes the power of design to create value for an entire city of stakeholders. Cincinnati will benefit from \$88,680,817 in investments in civic infrastructure. Partners in FWWD can look forward to an unleveraged return of 14.79% and a leveraged return of 33.41%.