

## 2013 National Award for Smart Growth Achievement



The U.S. Environmental Protection Agency (EPA) is seeking applications for the 12<sup>th</sup> annual National Award for Smart Growth Achievement. This competition is open to public-sector, private-sector, and nonprofit entities that have used smart growth principles to improve communities environmentally, socially, and economically. Winners will be recognized at the awards ceremony in Washington, D.C., in December 2013.

Communities all over the United States are using smart growth strategies to protect and enhance the natural environment while strengthening their economies. They are reusing previously developed land; providing more housing and transportation choices; preserving critical natural areas; and developing healthy and thriving places for people to live, work, and play. These smart growth strategies can help protect air and water quality; use land, energy, and water more efficiently; and make communities more attractive to businesses, residents, and visitors.

EPA seeks to recognize urban, suburban, and rural communities that have used smart growth approaches that involve a broad variety of stakeholders, are innovative, and could be replicated elsewhere. Eligible candidates are invited to submit applications following the guidelines below.

### Application Overview

- All entries must be submitted using the attached 2013 application form. There is only one application form for all award categories. The review panel will choose one Overall Excellence winner from the four categories listed below:
  - Built Projects
  - Corridor and Neighborhood Revitalization
  - Plazas, Parks, and Public Places
  - Policies, Programs, and Plans
- The application can be submitted by a public-sector, private-sector, or nonprofit entity, but all applications must be co-signed by a public-sector partner.
- **Application deadline is April 12, 2013.**
- Applications must be submitted electronically.

### Award Categories

One winner will be selected in each of the categories listed below. Applicants can enter their project, policy, or program in only one category. All entries will also be considered for the Overall Excellence in Smart Growth award. EPA may decide to recognize honorable mention recipients in addition to winners.

- **Built Projects.** This category recognizes completed built projects. For a multi-phase project, at least one substantial construction phase must be completed and operational (e.g., housing is occupied or businesses or offices are open). Projects can be a single structure or multiple buildings on a single development site, and either new construction or a reused and rehabilitated building. Examples include civic, recreational, educational, religious, medical,

residential, commercial, or mixed-use projects on infill, walkable, or transit-oriented sites. Entries in this category must be undertaken with significant public-sector support (e.g., financial or regulatory incentives, land assembly, or other major public involvement).

- **Corridor or Neighborhood Revitalization.** This category recognizes large-scale, multi-site projects that have improved Main Streets, commercial corridors, downtowns, or neighborhood centers in cities, suburbs, small towns, or rural communities. Examples include historic preservation or restoration projects, new built projects in an existing center, new transportation opportunities for underserved areas, or neighborhood or corridor redevelopment. Entries in this category will have proven on-the-ground benefits, will contribute to broader revitalization in their communities, and must be undertaken with significant public-sector support.
- **Plazas, Parks, and Public Places.** This category recognizes projects in the public realm that improve a community's sense of place and quality of life while adding environmental and economic benefits. Projects should be well-designed, vibrant public places that serve as gathering places for community residents. They should be easily accessible on foot, by bike, or by public transit; include sustainable landscape design; and incorporate education, outreach and/or entertainment opportunities, or historic features. Examples include public parks, streets, squares, public plazas, markets, waterfronts, promenades, or transportation centers. Entries in this category must be undertaken with significant public-sector support.
- **Policies, Programs, and Plans.** This category recognizes policy initiatives, programs, and plans that support smart growth development, including actions that remove barriers to, provide incentives for, or facilitate and encourage development that is better for the environment, the economy, public health, and the community as a whole. Examples include parking policies; tax incentives; density bonuses; zoning ordinances; transferrable development rights; streamlined development approval; innovative partnerships, planning processes, or funding mechanisms; policies that promote environmental justice; bikeshare programs; green infrastructure plans; comprehensive plans; or codes and policies to encourage greener building practices, climate adaptation, or reinvestment in rural communities. Applicants must submit the text of the policy, program, or plan, if applicable, with their application. To be eligible, the policy, program, or plan must have been adopted within the past five years, be currently in effect, and have demonstrated on-the-ground results. Note: EPA does not seek site or development plans.
- **Overall Excellence in Smart Growth.** The award for Overall Excellence in Smart Growth is the highest recognition for this program. All applicants in this competition will be considered. This award recognizes an outstanding, comprehensive approach to smart growth that demonstrates significant benefits and has a catalyzing effect on a community. Reviewers will be especially interested in how a project or policy is truly transformational, improves the surrounding environmental health and economic vitality of a community, makes communities more inclusive and more equitable, makes development practices greener, and could be a model for other communities.

Applicants can read about past winners at [www.epa.gov/smartgrowth/awards.htm](http://www.epa.gov/smartgrowth/awards.htm).

## Eligibility

An applicant can be a public-sector, private-sector, or nonprofit entity in the United States. All awards will be presented to the public-sector entity. Public-sector entities include federal agencies and tribal, state, regional, and local governments. They include all levels of governments, including city councils, state legislatures and their subsidiary bodies, executive branch agencies such as planning or education departments, transit agencies, school districts, economic development commissions, and other similar entities.

All applications must demonstrate that significant activity (e.g., permitting, development, or construction) related to the project, policy, or program occurred between April 12, 2008, and April 12, 2013. Projects, policies, and programs can have started before April 12, 2008, but the reviewers will evaluate only the activities that occurred during the last five years.

## Submission Information

**Submissions must be received by 5:00 p.m., Eastern time, on April 12, 2013.**

This year, all submissions must be electronic. Hard-copy submissions will not be accepted unless a specific exception is made. Please prepare your materials electronically.

Full electronic submission instructions will be available by March 12, 2013.

Please check the National Award for Smart Growth Achievement web page (<http://www.epa.gov/smartgrowth/awards.htm>) for details in the coming weeks. An updated application package with submission instructions will be posted on this page.

If you have any questions, please contact Sarah Dale at [dale.sarah@epa.gov](mailto:dale.sarah@epa.gov).

## 2013 Application Form

### Section I—Project Information

Which award category are you applying for?

Built Projects

Corridor or Neighborhood Revitalization

Plazas, Parks, and Public Places

Policies, Programs, and Plans

**Every entry will be considered for the Overall Excellence in Smart Growth category.**

Please provide contact information for the primary point of contact for this application. This person should be familiar with the project details and be able to respond to questions from EPA. Additionally, please provide project name, location, and lead organization(s). At least one of the lead organizations must be from the public sector:

Name: John F. Deatrick, PE, AICP, CEng (MICE)

Title: The Banks Project Executive

Organization: The Banks Public Partnership

Address: 135 East Court Street, Room 607  
Cincinnati OH 45202

Phone: (513) 946-4434

Email: [john.deatrick@hamilton-co.org](mailto:john.deatrick@hamilton-co.org)

Project name: Cincinnati-Hamilton County Central Riverfront Redevelopment

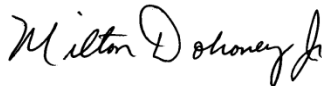
Location (city/town, state): Cincinnati, Hamilton County, OH

Lead organization(s): City of Cincinnati and Hamilton County

Project website(s): <http://www.thebankspublicpartnership.com>

Public-sector applicant: City of Cincinnati

Name and title of organization representative: Milton Dohoney, Jr., City Manager



April 12, 2013

Signature of organization representative

Date

Milton Dohoney, Jr., City Manager

Print name and title

Private-sector or nonprofit **co-applicant** (if applicable): Hamilton County

Name and title of organization representative: Christian Sigman, County Executive



April 12, 2013

Signature of organization representative

Date

Christian Sigman, Hamilton County OH Administrator

Print name and title

**Project Description:** Please provide an “elevator speech” for your project, policy, or program—a succinct description that touches on all major elements. (Up to 200 words—box will expand as you enter information.)

The Cincinnati Central Riverfront Redevelopment is an excellent example of a plan brought to reality. It is succeeding to convert 195 acres between the Ohio River and Cincinnati’s Central Business District from a vast wasteland of multiple single-use auto-related zones—mostly devoted to auto circulation and storage—to an economically successful, vital, mixed-use live/work/play development supported by multiple forms of transportation. The secret to this continuing success is a broad-based comprehensive plan rooted in an inclusive process that brought multiple governmental entities together and engaged citizens in the discussions and formulation, evolution, implementation and celebration of its birth and its use by its residents and those of the region.

The first wave of activity from 1998 to 2002 reconstructed the freeway separating the project area from the central business district, recapturing land and allowing two new sports stadia to replace the 1960s-era Riverfront Stadium and the construction of The National Underground Railroad Freedom Center. Although it took an additional six years to identify a development, The Banks Project—Greater Cincinnati’s largest single, mixed-use development to date—has successfully completed its first phase by staying true to that plan first proposed in 1997.

**Project Data:** Please provide relevant project, policy, or program data, statistics, and indicators such as community population, geographic location, total project area, total housing units, percentage of affordable housing units, and/or overall density. (Up to 300 words—box will expand as you enter information.)

Cincinnati, the county seat of Hamilton County, sits in the southwestern corner of Ohio on the north bank of the Ohio River. Settled in 1788, Cincinnati is Ohio’s third largest city with a 2010 population of 296,943, in a metropolitan area of 2.1 million. Like most midwestern cities, Cincinnati has been losing population since 1960. Planning has focused on making the city more attractive to tax-paying residents. The central riverfront redevelopment literally holds a central place in those plans.

The Central Riverfront of Cincinnati is viewed as the City’s historical and ceremonial gateway and has been the subject of multiple planning activities and attempts at development since the end of the 18th century. Until the mid-1990s, little progress had been made. Then the Ohio Department of Transportation and the Ohio-Kentucky-Indiana Regional Council of Government were engaged with the City of Cincinnati in redesigning Fort Washington Way, the urban freeway separating the riverfront from the Central Business District.

They joined forces in 1997 with Urban Design Associates to draft the Urban Design Plan for the Central Riverfront and the Fort Washington Major Investment Study—key documents that consistently guided the redevelopment. Use of these plans and the resulting legal agreements has brought the shared vision to reality.

The 1997 riverfront area plan was multi-purpose: Bring successful, sustainable mixed-use development to a flood plain without affecting that function for the Ohio River, house two professional sports teams, and provide a grand park space to enhance public health through recreation and relaxation while completing the chain of riverfront parks and protecting the riverbank from erosion. The Banks Project,

situated in the midst of this area, was conceived as the tool to draw residents back to the city and be the economic driver to financially support the new park and the businesses.

**Project Partners and Public-Sector Involvement:** Who are the key project partners and what are their roles? Be sure to explain the role of the public-sector entity. (Up to 300 words—box will expand as you enter information.)

Key project partners were many, spanning two decades of planning, policy-making, shared goal-setting, and implementation. Below are listed the private sector primary contractors and consultants.

Cincinnati Central Riverfront Redevelopment was public-sector driven jointly by the City of Cincinnati and by Hamilton County from its outset, with the support of several federal and state government entities that reviewed, managed, executed, approved, and/or partially funded the complex and multi-faceted effort.

Since 2004 and continuing to this day, the City and County each have devoted teams of professionals to implementation and management of the redevelopment. It is this team's collaboration and communication that has assured all aspects of The Banks Project portion of the renaissance on the Ohio River meet safety, economic inclusion, and schedule goals, and are delivered within budget.

**Private Sector Project Partners**

Baker Concrete Construction  
Barrett Paving Materials  
Burgess & Niple  
City of Cincinnati Highway Maintenance  
Carter and The Dawson Co.  
C. J. Mahan Construction Co.  
Dalmation Fire  
DeBra-Kuempel  
Delta Electric  
Evans Landscaping  
Ginter Electrical  
Glenwood Electric  
Goettle  
HGC Construction  
John R. Jurgensen Company Jostin Concrete  
Kokosing Construction Co. Inc.

Lithko Contracting, Inc.  
Mark Madison Company  
Maxim Crane Works  
Monarch Construction Co.  
National Engineering  
Nelson Stark Co.  
Northside Supply  
Parsons Brinckerhoff Inc.  
Peck, Hannaford & Briggs  
Prus Construction  
Rod-Techs, Inc.  
Scherzinger Drilling  
S. E. Johnson companies  
Solica Construction  
Sunesis Construction Company

**Federal and State Partners**

**FORT WASHINGTON WAY 2000**  
*Project Overview*  
**PROJECT PARTNERS:**

- City of Cincinnati
- Hamilton County
- Ohio Department of Transportation
- Kentucky Transportation Cabinet
- Federal Highway Administration
- Ohio-Kentucky-Indiana Regional Council of Governments
- Metro

FORT WASHINGTON WAY 2000

**The Banks Partners**



Department of Development

Ted Strickland, Governor  
Lee Fisher, Lt. Governor

Mark Barbash, Interim Director



## Section II—Selection Questions

Please adhere to the word limits for each response. **Text exceeding these limits will not be considered by reviewers.** The narrative should be descriptive, answer the questions, and be concise. Information should not be repeated.

**Question 1:** Please explain briefly how each relevant smart growth principle applies to your project, policy, or program. Successful applicants usually address several principles rather than just one. Applicants are not required to respond to all 10 principles. (Up to 50 words for each response—box will expand as you enter information.)

- Mix land uses.

The Cincinnati Central Riverfront Redevelopment was planned as a mixed-use development for sustainability—residential, commercial, entertainment, greenspace, intermodal and multimodal transit—and to leverage the area’s attributes and natural resources for greater economic, social and environmental impact.

- Create a range of housing opportunities and choices.

Riverfront residential development (rental apartments) began in the early 1990s as the Riverfront Plan was emerging. In 2010, an additional 300 units were added as part of The Banks development, creating studio, one- and two-bedroom apartments. Future phases will include rental and ownership opportunities in response to demand.

- Foster distinctive, attractive communities with a strong sense of place.

A new human-scale neighborhood nestled between a baseball park, football stadium and museum creates a strong sense of place for residents and visitors. They are connected both to the center city, to greenspace and to the Ohio River with walkways, bikeways, parks and water features.

- Strengthen and direct development towards existing communities.

The City’s front door was a flooded mudhole. By narrowing and entrenching a major interstate highway, and literally lifting the development out of the flood plain with a parking facility, the project is not only resilient but also connected and visually, contextually, and actually to the urban core.

- Make development decisions predictable, fair, and cost effective.

Coordination between City, County (the Public Parties) and the Developer ensured the Redevelopment Plan—implemented through a Master Development Agreement—was well executed, on time, and within budget. The quality of development decisions was enhanced by team work and constant communication among all parties.

- Take advantage of compact building design.

The project created high-value real estate supporting high-value development by vertically stacking uses, resulting in the necessary critical mass of development to leverage infrastructure investment for maximum return by bolstering successful economic development.

- Create walkable neighborhoods.

The redevelopment raised Third Street to the level scoped by settlers in 1777, connecting the riverfront to the Central Business District



accessibly, and completing a chain of central riverfront parks where residents and visitors can move around on bike, on foot and in vehicles.

- Preserve open space, farmland, natural beauty, and critical environmental areas.

This development preserves the natural beauty of the Ohio River at the city's front door, creates a project both resilient and sustainable in the flood plain, while protecting the riverbank from erosion. New public infrastructure and a realigned riverfront street create more greenspace for the new Smale Riverfront Park.

- Provide a variety of transportation choices.

The development is (literally) built on or beside a multi-modal transit center for parking of

personal cars, with options for bike rental, valet parking, taxi connections and public bus transportation options (circulators and extended route system buses as well as tour buses). Sidewalks and walkways support pedestrian mobility.

- Encourage community and stakeholder participation in development decisions.

Leaders used various means to gather public input on roadway relocation, siting of the baseball park, and tax levy for stadium construction. The Banks Project included required public input for environmental documents as well as ongoing outreach to stakeholders in person, online and in print.

**Question 2:** How did you do it? Please include challenges overcome and, if applicable, how community goals or planning guided or led the project. (Up to 500 words—box will expand as you enter information.)

The Banks Project broke ground on an 18-acre site on Cincinnati's central riverfront in 2007 and completed its first development phase in 2011, a clear indication of its challenges. Overcoming them required City and the County to collectively plan, design, and finance \$128 million for coordinated infrastructure work and to engage the successful private developer.

Challenges to the effort were many:

- The area lies within the Ohio River Flood Plain.
- Planners and citizens called for risky mixed-use development, difficult to finance for the developer in an economic downturn and with eligibility problems for federal transportation dollars
- It required a Public-Private partnership, not yet supported in Ohio Law, but clearly because of public involvement requiring economic inclusion, a balanced budget, and prevailing wage rates, and
- Strong public and political expectations for success.

To lift the development above the flood plain, designers devised a foundation comprised of an intermodal transit center with floodable garages capped with a flood-proof development podium, new street grid, replacement of all underground utilities, and a new 45-acre riverfront park. First phase of the private sector share on top of those public garages delivered a 24/7 neighborhood: 300 fully-occupied luxury apartments with more than 90,000 square feet of commercial space now 96% leased. An economic study commissioned by the developer revealed a projected \$91.6 million annual economic impact from resident and retail first phase—a gratifying return.

The City and the County each fielded a team of professionals and hired a Project Executive to work with the developer—Carter and The Dawson Company—to implement the plan and keep all parties informed

through press releases, a website, and publishing monthly progress reports documenting performance against budget, schedule, inclusion and safety targets.

Contractors exceeded economic inclusion goals set by an independent citizen group—Joint Banks Steering Committee (JBSC) —by 6%. Monthly progress reporting reflected a balanced budget from start to finish, and more than 416,000 hours worked without a lost-time accident.

**Question 3:** What type of outreach did you do to engage the community in your project, policy, or program? How did you gather input from community members and other stakeholders, and how did their feedback shape the project, policy, or program in the planning and/or execution stages? (Up to 300 words—box will expand as you enter information.)

The Central Riverfront from day one was planned by—and for—the public interest and benefit. Starting with the Fort Washington Way Major Investment Study and the concurrent Central Riverfront Plan, the process has been engaging, interactive and innovative. The general public and key stakeholders alike helped shape the development, funding, implementation and oversight of the plans. General agreement existed that the disjointed and under-developed sea of surface parking, home only to an obsolete stadium, needed to be reinvented into a cohesive, attractive and productive magnet for people to live, work and play along the banks of the Ohio River in downtown Cincinnati. It took multiple public workshops, presentations to every imaginable group, networking at events, roving displays, websites, to some extent social media, and even a voter referendum on the siting of the ballpark.

The critical difference in citizen participation that made the biggest impact was a citizens' advisory group jointly appointed by the City and the County: the Joint Banks Steering Committee (JBSC). The JBSC devised the implementation plan that ultimately got the job done. Within that blend of physical design and implementation planning, elected and appointed officials weighed in on the best return for their investment. Business leaders helped shape policy and held the City and County and their contractors accountable for results. State and Federal funding and operating agencies described the outcomes they would support. City and County project team members kept efforts on schedule and within budget, and supported ongoing dialogue with the general public through monthly progress reports and presentations, dedicated website, events, news media and social media outreach.

All members of the team collaborated to coordinate the involvement in Master Development Plan iterations and implementation, an integral role that ensured timely delivery of critical construction milestones within budget and meeting inclusion goals.

**Question 4:** Describe the innovative aspects of this project, policy, or program (e.g., financing, regulation, construction, or alliances with non-traditional stakeholders)? Could this approach be replicated in other communities that face similar challenges? (Up to 300 words—box will expand as you enter information.)

Although the physical development plan for the riverfront from the mid-1990s carried many innovations now recognized as smart-growth—mixed use sustainable redevelopment, universal access or promotion of an active life style, multi-modal transportation—the true innovation in the implementation of the Cincinnati Central Riverfront Plan was rooted deeply in the planning process itself. The process presented a framework for cooperation and collaboration that has made the project a success. The first parts of the project saw the City and the County individually constructing the elements that they

traditionally would undertake; the County constructing the stadia and garages and the City, the transportation and utility infrastructure. It took 10 years from the development of the first physical plan in 1997 for them to realize that to construct the hoped-for mixed-use development, they would have to join forces in a new and innovative manner around a multi-part implementation plan.

Cincinnati and Hamilton County developed an innovative design for the project based on lifting the street grid and the buildings out of the 100-year floodplain to above the 500-year flood level and tying it to excellent transportation facilities and fronting it with an inviting riverfront park. All this could be done in a flood plain without measurable effect on the flow of the river. Drawn up with the leadership of The Banks Working Group the implementation plan recognized the partnerships, cooperation and collaboration required to mobilize resources and then keep the effort on track to deliver on expectations of the project's key stakeholders. The first phase is projected to return over \$276 million in annual economic impact once completed, while the park is already being enjoyed by thousands. This approach could be replicated in other communities challenged to develop land resiliently and sustainably.

**Question 5:** What are the environmental benefits of the project, policy, or program (e.g., cleaning up contaminated sites, reducing air or water pollution, addressing climate change, reducing greenhouse gas emissions, protecting critical natural areas)? Where possible, please provide statistics or other indicators to demonstrate these benefits. (Up to 300 words—box will expand as you enter information.)

In the early 1990s the Cincinnati Central Riverfront was an urban grayfield, mostly devoted to parking cars, storing low value bulk materials, and an outdated professional sports stadium. Today it is a living example of smart growth development in the heart of the city. The mission of the 1997 plan was clear: transform the area into a multidimensional civic asset of striking appearance, high value, and a true 24/7 new neighborhood where it would be a pleasure to live and do business while accessible to all. This improvement to the riverfront environment had not only to bring benefit to the people who would live there, but also become the city's new front door and regional destination.

To accomplish this, the built improvements first pushed and squeezed the interstate separating the central business district from the riverfront into a trench and extended its streetgrid to the river. To solve the over 200-year problem of constructing a flood-proof development without materially affecting the floodplain, the improvement elevated the development and a portion of the park on a floodable intermodal and parking structure. The early Combined Sewer Overflow component of the project and its benefits are described in the next section, but the air quality analysis undertaken for approval to construct the intermodal structure with CMAQ funds demonstrated clear air quality benefits. The designers and constructors created a structure that not only provided a solid foundation to the homes and businesses and parks above, but also to last far beyond the usual 20 to 30 years expected of commercially developed garages while resisting the effects of climate change, weather, use and time. Condensing the transportation function in a tight footprint and layering mid-rise housing over commercial over the parking structure made the development denser, opening up nearly 45 acres of greenspace.

**Question 6:** What are the health benefits of the project, policy, or program (e.g., promoting physical activity, removing hazards, providing access to healthy foods, improving public safety)? Where possible,

please provide statistics or other indicators to demonstrate these benefits. (Up to 300 words—box will expand as you enter information.)

The team devising and implementing the Cincinnati Central Riverfront Plan focused on a number of basic principles to achieve its long term goals, including full access to facilities that improve the health and welfare of its citizens and best value performance of all constructed improvements, through both quality design and delivery of multiple benefits.

The Fort Washington Way Project, first step in implementing the 1997 plan, required sewer relocation to place the freeway in a trench. Instead of relocating the existing combined sewers, the project undertook sewer separation and a storage tunnel for storm events, separating and eliminating combined sewer overflow from 110 acres of the central business district. Water quality improved in the Ohio River.

Some early work in transforming the riverfront just upriver from the current undertaking brought both active and passive free recreation to the citizens on what had been abandoned warehouses and rail yards. Now with the even greater awareness of the importance of mixed-use and smart growth development to improved health of its citizens, The Banks Project and the related Smale Riverfront Park have raised the bar by extending the chain of riverfront parks to the west where luxuriant green space with tree groves and flowers, river walkways, a continuation of the Ohio River Bike Trail, excellent public transit access, pedestrian friendly sidewalks, and fountains with interactive water features are designed to be fully accessible to everyone. The theme of accessibility includes improved access and pedestrian facilities on the John A. Roebling Suspension Bridge, the 1866 National Historic Landmark linking Cincinnati to Covington, Kentucky.

The regional council of governments' Land Use Commission is discussing strategic issue regarding public health in their plan to attack the obesity problem. Fortunately the Central Riverfront shows an example of that goal brought to life.

**Question 7:** What are the social and community benefits of the project, policy, or program (e.g., supporting education, improving access to public transit, increasing the supply of affordable housing, catalyzing community revitalization, providing new public amenities, and promoting civic pride)? Where possible, please provide statistics or other indicators to demonstrate these benefits. (Up to 300 words—box will expand as you enter information.)

The new riverfront neighborhood pairs residential and commercial tenants in a mixed-use development designed for 24/7/365 activity. Recreation and greenspace, dining and entertainment, and its own Police Welcome Center help ensure The Banks neighborhood will thrive.

Proving that the Central Riverfront Plan only increased the region's desire to plan a sustainable future, both Cincinnati and Hamilton County undertook comprehensive planning efforts: Hamilton County's Community COMPASS and the City's PLAN Cincinnati. Both efforts have enjoyed success and spawned follow-on efforts to deliver specificity and develop implementation plans similar to those focused on the riverfront. These initiatives have deep roots, both in planning history and in public process, reflecting a collective shared vision.

Community COMPASS resulted from a process by the Planning Partnership, an alliance of governments and planning commissions in Hamilton County, as well as civic and private sector organizations engaged

in planning for the county's future. It continues today, building off its Hamilton County 2030 Plan and Implementation Framework to develop implementation plans reflecting the diversity of the county's 49 communities.

Similarly in 2009 the City of Cincinnati began developing PLAN Cincinnati. Concurrent with the launch of PLAN, Cincinnati received a 2010 Community Challenge Planning Grant through the Partnership for Sustainable Communities to consolidate existing zoning, subdivision, regulation, building and environmental codes. With tools such as Form-based Code, Complete Streets, Transit-Oriented Development, Inclusionary Zoning, Transfer of Development Rights, Incentive Zoning, and Crime Prevention through Environmental Design, Cincinnati's new unified Land Development Code will promote the six Livability principles and position the City's innovative approach nationally.

Regionally, the Ohio-Kentucky-Indiana Regional Council of Governments (OKI) has undertaken planning efforts coordinated through its Regional Planning Forum. Ohio-based Agenda360 and Northern Kentucky's Vision2015 choose themes of economic development and job growth and align them to both general policy and specific implementation for the region.

**Question 8:** What are the economic benefits of the project, policy, or program (e.g., creating jobs, attracting new businesses, expanding the tax base)? Where possible, please provide statistics or other indicators to demonstrate these benefits. (Up to 300 words—box will expand as you enter information.)

Because Cincinnati's front door, the Central Riverfront, is in the Ohio River Flood Plain, it has been the subject of multiple plans and attempts at development since the end of the 18<sup>th</sup> century. Until the mid-1990s, little progress had been made. At that point the Ohio Department of Transportation and the Ohio-Kentucky-Indiana Regional Council of Governments with Parsons Brinckerhoff as their lead consultant were engaged with the City of Cincinnati in redesigning Fort Washington Way, the urban freeway separating the riverfront from the Central Business District.

They joined forces in 1997 with Urban Design Associates, jointly employed by the City of Cincinnati and Hamilton County, to draft the Urban Design Plan for the Central Riverfront and the Fort Washington Major Investment Study—key documents that consistently guided the work in that area. The involved entities have used the guidance from those plans and the resulting legal agreements to bring the shared vision to reality.

First, the Public Parties settled any questions on resource management and contracting procedures with an Inter-Government Cooperation Agreement. Then the Master Development Agreement laid out the Public Parties' relationship with the developer, Carter-Dawson of Atlanta GA. The Infrastructure Development Management Agreement assigned responsibilities for the project's utility and physical infrastructure. Lastly, the Joint Policy laid out social and economic goals.

A 45-acre public park, apartments for 300 residents, and entertainment venues now actively contribute to the 24/7 neighborhood transforming the Central Riverfront while creating 900 jobs from construction and ongoing business operations, improving the quality for life for all.

According to a University of Cincinnati study, Economic Impact of The Banks Project in the Redevelopment of the Cincinnati Central Riverfront, the ongoing impact of The Banks, once Phase 1a

achieves full occupancy is projected to reach \$91.6 million annually, a good return on investment in planning.

**Question 9:** Explain how the project, policy, or program engaged overburdened, underserved, historically underrepresented and/or sensitive populations (including racial or socioeconomic minorities, the elderly, and/or children) to get their input and to ensure their needs were taken into account. Explain how the project, policy, or program benefited these populations as well as the rest of the community. (Up to 300 words—box will expand as you enter information.)

From the redesign and relocation of the highway between the Central Business District and the riverfront, to the construction of the mixed-use riverfront development, planners sought to incorporate the voices of all segments of the population—from the owners and operators of the Ohio River barges, to those physically challenged. Planners and contractors met with affinity groups and community members whose perspectives helped shape design, material selection, construction, mobility, placement, operation and workforce inclusion. In addition, the redevelopment plan emphasized social justice and equality of access by providing a wide variety of free programming and facilities to be enjoyed in the new Smale Riverfront Park.

The Banks Working Group developed an economic inclusion policy to ensure disadvantaged, small, minority and woman-owned businesses would share in the construction and professional services contracts awarded for the mixed-use riverfront development. Working with the African American Chamber and the Hispanic Chamber, and representatives of the various building trades, the Joint Banks Steering Committee (successor organization to the citizen panel Banks Working Group) crafted an economic inclusion policy and goals to guide contracting decisions. Since 2008, The Banks Project has exceeded its overall small business enterprise construction goals.

**Question 10:** Where do you see the project in five, 10, and 50 years? What additional results do you expect to achieve? Did the project take into account projected demographic changes (e.g., an aging population, changes in family size)? Did the project take into account projected changes to the region's climate? (Up to 300 words—box will expand as you enter information.)

In five years, planners see the Smale Riverfront Park completed and expansion of the mixed-use development underway, if not completed, with future phases on the drawing boards. The fully-built out first phase of The Banks Project will be generating its projected economic impact. Cincinnati's riverfront—the front door of the region—will continue to be a welcoming place for all residents and for visitors from around the globe. A decade from now, the redeveloped riverfront would continue to be a magnet for young professionals and empty nesters to live, while attracting families with children to new housing, retail, arts and culture, and recreation opportunities.

As the region's population ages, many people choose to return to the urban core. As this trend continues, public transportation, pedestrian-friendly streets, greenspace as well as a variety of dining and entertainment options will be plentiful along the riverfront, selected for their appeal to young and old. Climate change will be addressed by preserving greenspace, lawns, tree groves, and water features for cleaner air and shade. Key stakeholders envision worldwide renown for its innovative approach to reclaiming desolate acreage prone to repeated flooding, tapping diverse funding sources, and creating economic impact with a redeveloped riverfront where "the front door of the city is once again vibrant, welcoming, and a 24/7 neighborhood.

The shared vision for the riverfront that was articulated nearly 20 years ago still resonates with partners, stakeholders, and the residents of Cincinnati. Visit <http://www.thebankspublicpartnership.com> to learn more

### Section III—Additional Materials

Applicants to all categories are required to provide additional materials to help reviewers get a better sense of each entry.

All applicants to the **Built Projects; Corridor or Neighborhood Revitalization;** and **Plazas, Parks, and Public Places** categories must include visual materials such as maps, photographs, renderings, or videos (more examples are listed below). Reviewers often find images and videos more helpful than long, written descriptions. Applicants should determine which media type is most effective at conveying the visual aspects of their project.

All applicants to the **Policies, Programs, and Plans** category must include the text of the policy, program, or plan (if applicable). Additional visual materials are encouraged but not required.

Additional materials can include, but are not limited to:

- Context map in different scales (e.g., a regional map, area map, site plan).
- Before-and-after images.
- Project photographs, images, or renderings.
- Fly-through animations.
- Video clips (not to exceed 10 minutes).
- Press releases or articles.
- Project literature and other outreach materials.
- Development plans.
- Text of official policy.

Please be judicious when considering the quantity of supporting materials you send with your application. Although the review panel will consider all mandatory visual and/or policy documents, EPA reserves the right to limit the number of images that are passed on to reviewers to ensure efficiency and fairness in the evaluation process.

Please provide a bulleted list of the additional materials you are submitting, including a brief description of each item. (Box will expand as you enter information.)

See separate pdf for photos of:

- Fort Washington Way pre-reconstruction (1998)
- Reconstructed Fort Washington Way (2005)
- The Banks moves from 'project on paper' to reality (June 2008)
- The Banks project adds garage spaces (July 2009)
- The Banks underbuild completed (June 2010)
- The Banks private development (March 2011)
- Riverfront redevelopment from the southeast
- Close-up of Smale Riverfront Park's Main Street Fountain with Moerlein Lager House in background
- Nighttime close-up of Walnut Street Fountain and stairs
- Overall Cincinnati Central Riverfront development



This page on The Banks Public Partnership website contains all pertinent planning documents forming the basis of Cincinnati Hamilton County Central Riverfront Redevelopment. Included are two videos: one, a review of the progress between the reconfiguration of Fort Washington Way and groundbreaking for The Banks mixed-use development; the other, created as a background for the Award of Excellence for Implementation from the American Planning Association.  
(<http://www.thebankspublicpartnership.com/planning>)

Full submission instructions for additional materials will be available by March 12, 2013. Please check the National Award for Smart Growth Achievement web page (<http://www.epa.gov/smartgrowth/awards.htm>) for details.

All additional materials must be submitted electronically. Hard-copy submissions will not be accepted unless a specific exception is made.

If you have any questions, please contact Sarah Dale at [dale.sarah@epa.gov](mailto:dale.sarah@epa.gov).

## Section IV—References

Although not required, you may provide up to three independent references for your entry. The selection panel may contact these references for more information about your project, policy, or program. Include a name, address, phone number, and email for each reference. In the section marked “Relevance to application,” please note briefly the reference’s relationship to and knowledge of your entry. References could be local stakeholders, partners from the private or nonprofit sectors, funders, elected officials, or other persons with substantial knowledge of the entry.

### Reference 1

Name: Robert Castellini

Title: Chairman, Joint Banks Steering Committee

Organization: Castellini Holdings

Address: 312 Elm Street  
Cincinnati Oh 45202

Phone: (513) 651-0206

Email: Libby Korosec  
lck@rhcholdings.com

Relevance to application: Mr. Castellini is majority owner of the Cincinnati Reds, whose Great American Ball Park anchors the east end of the Central Riverfront area. He also chairs the Joint Banks Steering Committee which is responsible for setting and implementing policy governing The Banks Project to rebuild and restore the central riverfront as a 24/7 mixed-use neighborhood.

### Reference 2

Name: Milton Dohoney, Jr.

Title: City Manager

Organization: City of Cincinnati

Address: 801 Plum Street  
Cincinnati OH 45202

Phone: (513) 352-3742

Email: milton.dohoney@cincinnati-oh.gov

Relevance to application: Mr. Dohoney’s leadership ensures that the City of Cincinnati’s partnership with Hamilton County supports riverfront redevelopment and the shared vision of a ‘new front door’ to attract new residents and visitors to the new city neighborhood, dining and entertainment, and a new public park that reintegrates the riverfront to the City’s central business district.

**Reference 3**

Name: Todd Kinskey

Title: Director of Planning & Development

Organization: Hamilton County

Address: 138 East Court Street  
Cincinnati OH 45202

Phone: (513) 946-4751

Email: todd.kinskey@hamilton-co.org

Relevance to application: Mr. Kinskey chairs the Hamilton County Regional Planning Commission and has been involved in the implementation of the Central Riverfront Redevelopment from a planning perspective