

BACKGROUND

Premier Health and the University of Dayton joined together to purchase and redevelop the 38-acre former fairgrounds site. As anchor institutions, the partners are committed to a plan that authentically builds on their own institutional missions and values, promotes economic development, and fosters a unique sense of place that serves broad community interests. Premier Health and UD are values-based, community-serving institutions with a long history of partnership on initiatives that advance and support community and economic development. **The institutions are committed to the long-term success of the neighborhood, the City, and the region.**

ABOUT THE SITE

The Fairgrounds site and the intersection of Stewart and Main Streets have a history that runs deep in the history of Dayton.

- » The area was once the economic and innovation engine for the city and the agricultural showplace for the region.
- » The Montgomery County Fair was first held at the site in 1856.
- » The roundhouse dates from 1874, reconstructed in the 1950s.
- » National Cash Register company (1884) original site was at Stewart and Main.



DAYTON CONTEXT

Key stats from background analysis...

- » The City’s population decline has stabilized and currently estimated to be 140,450.
- » There is a shift in age categories—significant increases in 65-74 year-olds, declines in 15-24 and 45-54 year-olds—but this shift has also stabilized.
- » Workers aged 29 and younger on average live further from their jobs than the workforce as a whole; notably 11% live distances equal to Cincinnati or Columbus compared to 8% of the total population.
- » There are approximately 86,000 jobs in Dayton. Over 43% are in the sectors of health care, social assistance and education services.
- » Average wages in the City are up 9% since 2011.
- » Dayton has an eclectic entrepreneur community.

THE ANCHOR INSTITUTIONS

Premier Health and the University of Dayton are two leading institutions in the region.

PREMIER HEALTH

- » Over 14,000 employees (second largest employer after Wright Patterson AFB)
- » Over 2,500 physicians in 70 specialties
- » Over 72,000 inpatient admissions and 885,000 outpatient visits
- » Invested \$150.6 million for free care and other unpaid services to low-income families in 2014
- » Has provided \$17.3 million in community projects and services

UNIVERSITY OF DAYTON

- » Over 2,500 employees including 612 full time and 401 part-time faculty
- » 10,900 total students
- » Ranks in the top 25 nationally in eight research categories
- » Performed \$135.9 million in sponsored research in 2017
- » Fitz Center collaborates with urban neighborhoods and communities to affect positive social change
- » Is a partner in the Genesis Project—which has helped revitalize one of Dayton’s oldest neighborhoods

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CONCEPTS

THE STORYLINE

THIS IS AN OPPORTUNITY TO...

This is not just another real estate project. What comes next must capture the imagination and drive the economy.

- » Represent the best of Dayton as city of innovation, entrepreneurialism, creativity, sustainability and inclusiveness.
- » Establish a unique platform to create, build and demonstrate solutions across a range of disciplines from health care, energy, housing, environment, business creation and neighborhood wellbeing.
- » Create a density of ideas, activity and collaborations that can propel the next wave of businesses and entrepreneurs to bring jobs and opportunity to Daytonians and the Miami Valley.
- » Establish a neighborhood unlike any other in the Miami Valley.
- » Provide an opportunity to create a new type of walkable urban environment.
- » Establish development standards that reflect the missions and values of the two institutions by including factors such as environmental sustainability and wellness into the design.

PRINCIPLES

The following statements describe the intent for future development of the site, regardless of the specific program.

DEVELOPMENT POLICIES WILL PROMOTE..

- 1 Sustainable values (environment, economic, social and emotional)
- 2 Advanced and integrated technology
- 3 Flexibility (adaptable) over time
- 4 Healthy living choices (wellness, local food)

PHYSICAL DESIGN WILL FEATURE...

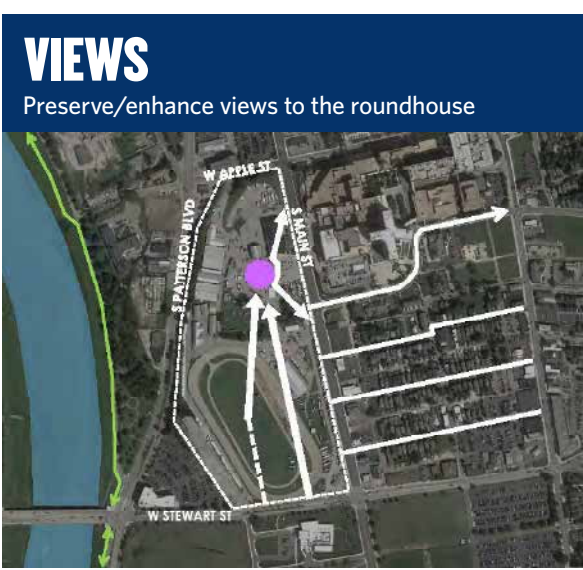
- 1 A distinct but integrated "place" (24-hour place)
- 2 A high-quality public realm (including great edges)
- 3 Unique amenities to enliven streets and common spaces
- 4 Regard for the bluff and its potential
- 5 Respect for the site's history
- 6 Connection to anchors and larger community
- 7 Concentrated mass in initial phase
- 8 Development progressing from the edges inward

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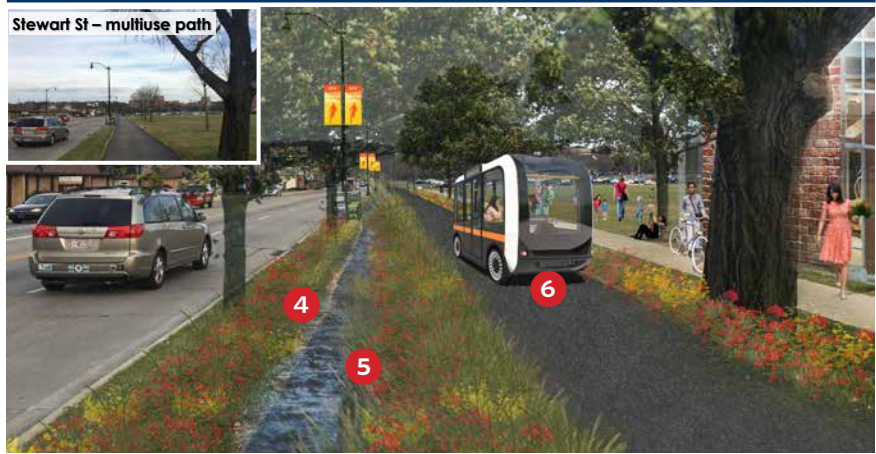
SITE DESIGN CONSIDERATIONS

Any specific designs for the site should consider four concepts: views, public realm, edges, and mobility/connectivity. The photos and renderings below are examples that illustrate the opportunities.

CONCEPT EXAMPLES



- 1 The roundhouse is preserved and becomes a focal point within the development.
- 2 Public gathering spaces such as plazas and open space are integral with development so that people can congregate and all feel welcome.
- 3 Amenities such as outdoor dining create a neighborhood feel and contribute to the energy of the place.



- 4 Tree lawn and greenspace to provide greater pedestrian separation from vehicular traffic.
- 5 Bioswale / green infrastructure for stormwater management.
- 6 Emerging technology is featured through an Shared Autonomous Vehicle (SAV) circulator.



- 7 Connecting the site to Main Street by removing the retaining wall.
- 8 Public space around the roundhouse to be used for public events and festivals.
- 9 Safer pedestrian facilities along main street to improve walkable connection to neighborhoods.



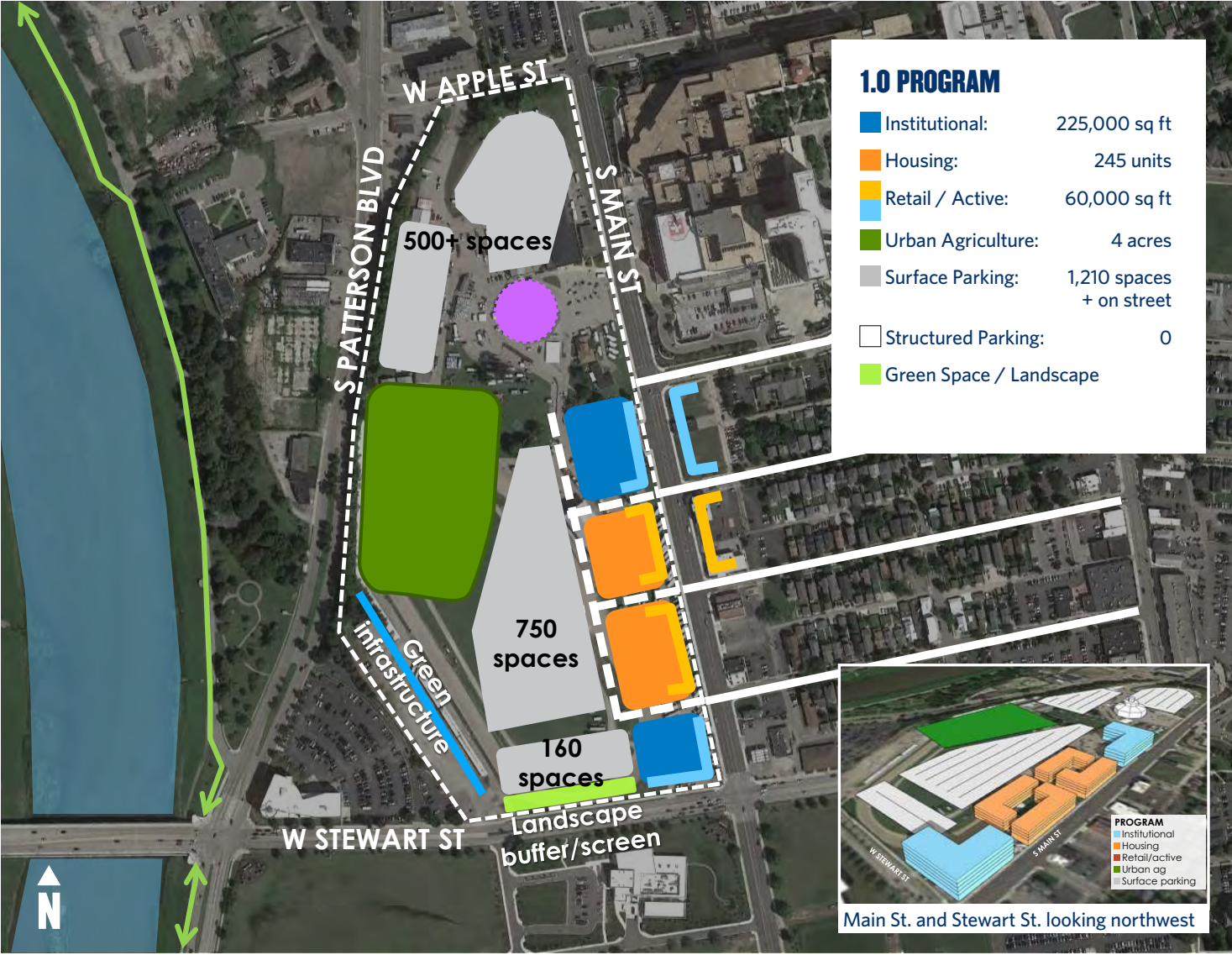
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INITIAL PHASE

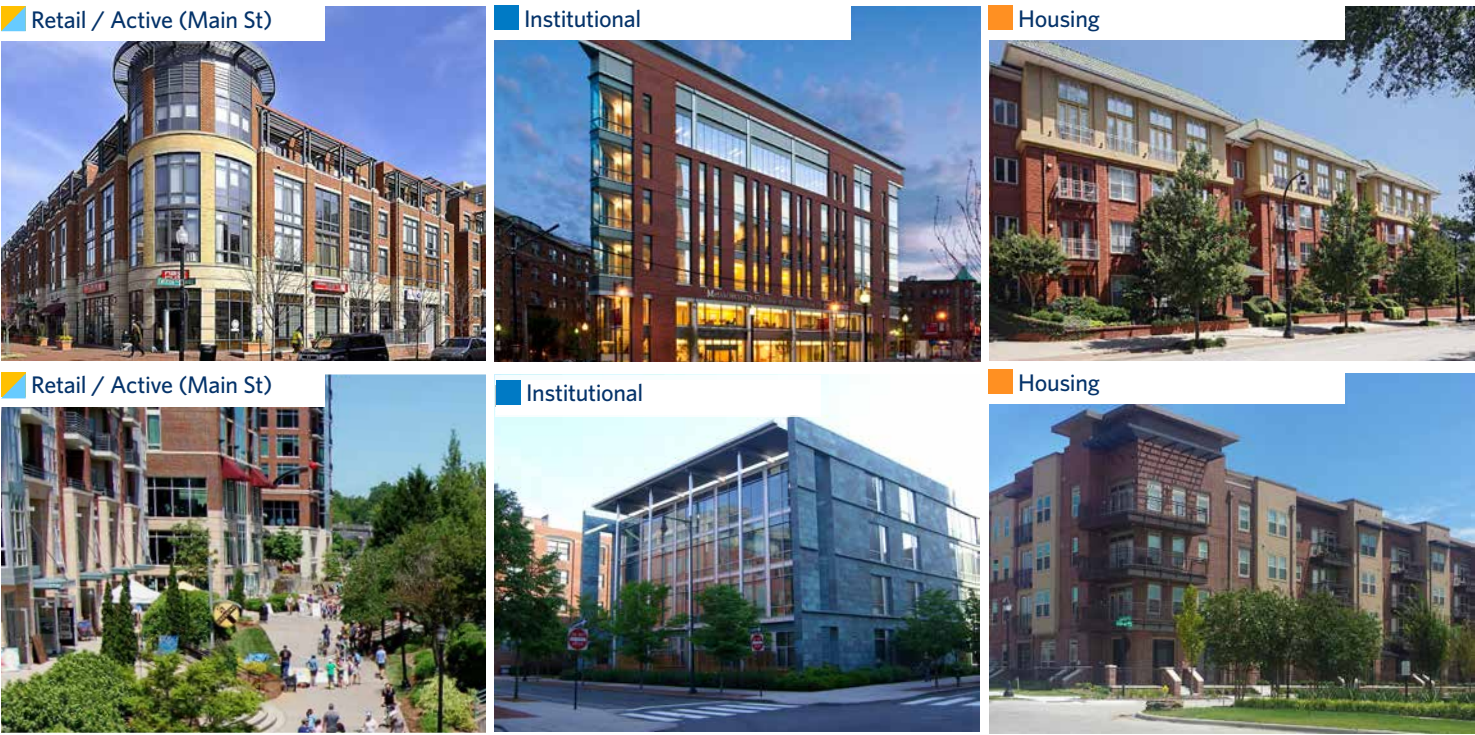
SITE LAYOUT 1.0

At 38 acres, the Fairgrounds site is large. The institutional partners are committed to moving at a deliberate pace to realize the vision. The initial development will...

- » Start along Main Street, work from the edges inward
- » Establish core infrastructure (streets, utilities)
- » Create a critical mass of activity with a mix of institutional, housing, retail, and supportive community uses
- » Stabilize the roundhouse
- » Provide a high-quality public realm and community space



CHARACTER EXAMPLES These photos are illustrative of the scale and character of development.



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INITIAL PHASE

SITE LAYOUT 1.1

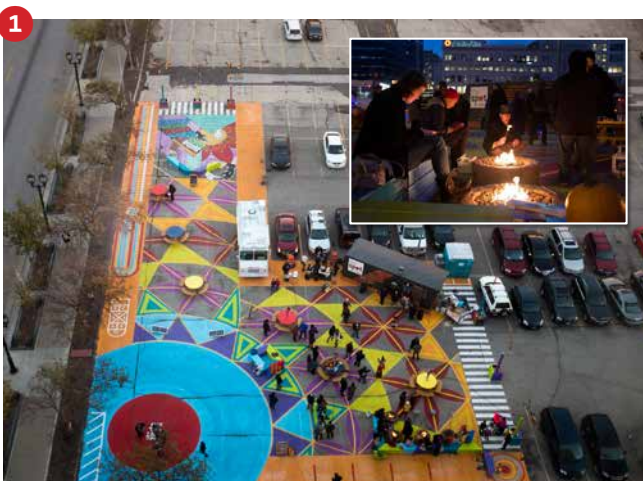
Continued development will reinforce goals of the initial phase, creating critical mass and moving at a deliberate pace.

- » Continue to develop along Stewart Street
- » Increase housing
- » Connect roundhouse to Main Street with greenspace and events plaza
- » Extend the street network, connecting to Wyoming Street



TEMPORARY & FLEXIBLE USES

While working toward build-out of the site, temporary and flexible uses will be considered to animate portions of the site in a manner consistent with the principles.



1 Designated spaces for community events and public art



2 Sources of food on the site could be provided through an urban agriculture program. Initially this could take a traditional form on the ground



3 Fresh local food from the site's agriculture program could be distributed through a permanent farmer's market venue utilizing the roundhouse



4 Eventually, as development takes place, urban agriculture could occur on roofs and vertical spaces.

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BUILDOUT

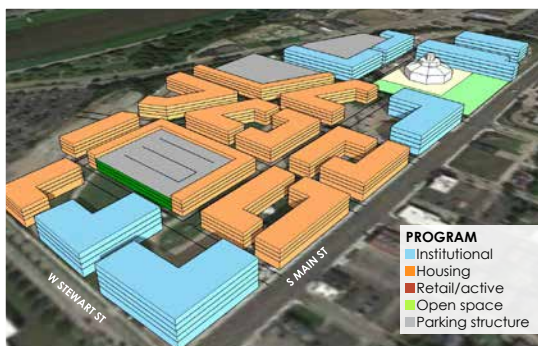
Buildout of the site could follow several scenarios depending on strategic investments, market demand, and early design decisions.

Each of the following three scenarios:

- » Responds to institutional needs and to strategic priorities and market opportunities
- » Maintains a high-quality design and active public realm
- » Integrates emerging technology and wellness

SCENARIO A

- » Housing emphasis (8+ years of projected demand)
- » 1.9 million square feet total development

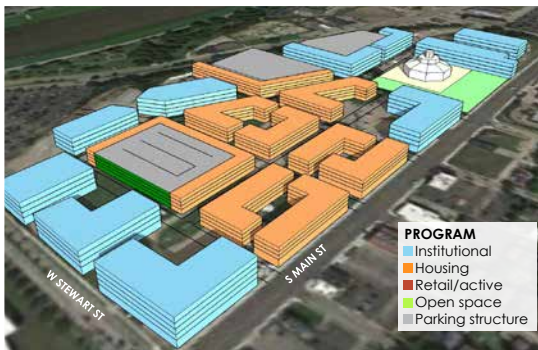


Main St. and Stewart St. looking northwest

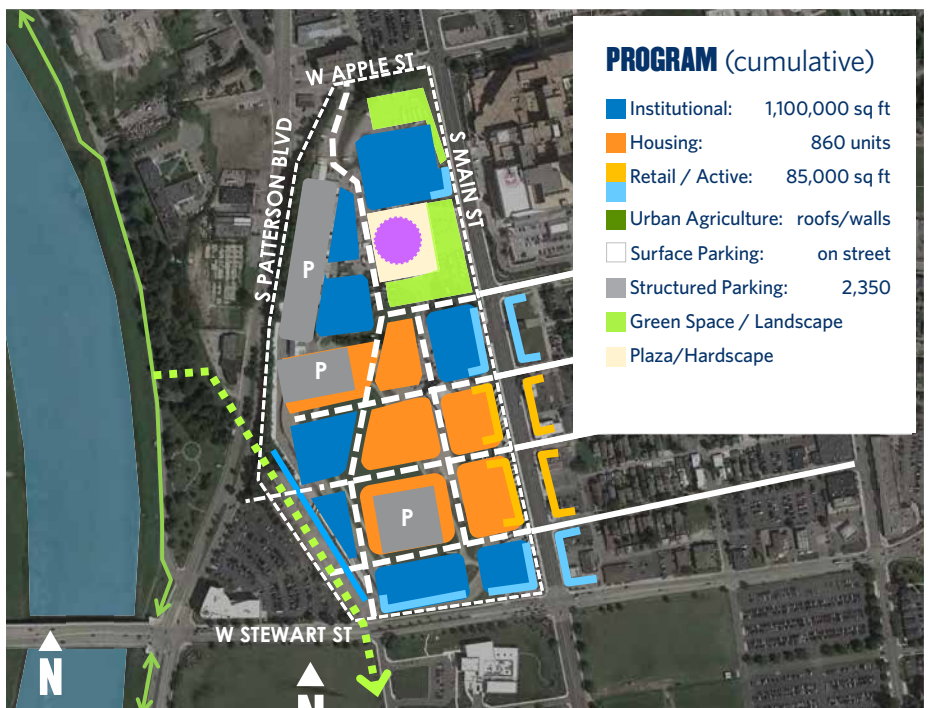


SCENARIO B

- » Blend of housing and institutional
- » 2.0 million square feet total development



Main St. and Stewart St. looking northwest

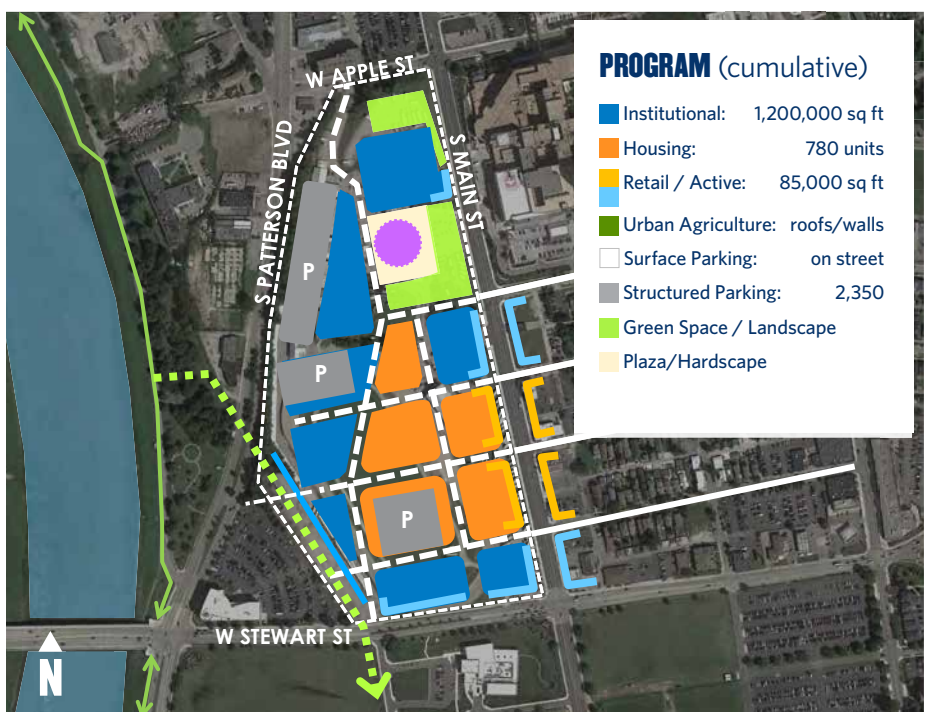


SCENARIO C

- » Institutional emphasis
- » 2.0 million square feet total development



Main St. and Stewart St. looking northwest



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