THE DAVINCI PROJECT

Dayton, Ohio - September 2016
The Dayton Situation
Paradox in the Gem City

- Challenges in a weak market Dayton
  - End of an era for old-school manufacturing
  - Sprawl in a no-growth region since the 70’s
    - Contracting tax and population base in city
  - Oversupply of aging/obsolete/ buildings and infrastructure

- Opportunities and Advances
  - Growth in healthcare, education & cultural institutions
  - Technology, entrepreneurship and creative industries:
    - WPAFB/AFRL – linkage with advanced materials and sensors
    - Tech related & social startups – Start Downtown
  - $3.6B+ invested 2001-2013 – Institution & infrastructure dominant
  - Opportunities for targeted infrastructure replacement & image enhancement
  - A livable, walkable, diverse component economy
  - Place Matters - Reimage Dayton in the new 21st Century, Great Lakes City
  - Beautiful model
  - Place and Asset-Based investment strategy
Context: The Dayton Approach

A Framework for Nurturing and Growing Dayton’s High-Tide Assets while Guiding the Greening of the New Smaller Dayton

- **GOLD** - A linked, place and asset-based economic, neighborhood & community investment strategy to create, grow and expand economic activity – jobs, investment, business activity.

- **GREEN** - The reimagining of a city of fewer residents living in a roomier, greener, stronger, safer, vibrant, accessible and more beautiful Dayton to respond to the continued shifting dynamics of the regional marketplace.
The Dayton Approach
Mapping Green and Gold
A New Kind of Map

More than $3.6B invested in strategic, place-based collaborative investments in Dayton from 2001-2013

LEVERAGE
Tracing the Roots of DaVinci

- **Old North Dayton and McCook Field neighborhoods**
  - Old North Dayton and McCook Field neighborhoods have a rich history of creation, innovation and entrepreneurial spirit
- **BUT - From 2005 forward – Opportunities vs. Challenges**
  - Behr/Chrysler Plume discovered - Panic
    - A crises of confidence about the future of the community
  - During the same time........
    - Stakeholders Lunch Bunch – Institutional Stakeholders see Promise:
      - Concern, enthusiasm, nurturing and development of community assets:
        - Dayton Childrens, New Kiser and Rosary Neighborhood Community Schools, Salvation Army Kroc Center, New Residents

What was the potential of these neighborhoods with a more organized and deliberate approach to understanding them?
The Da Vinci – Pre-development Approach

• Question: within the current context of the City of Dayton, what is the potential for neighborhood revitalization?
• CityWide/City of Dayton analysis and planning team formed
• Ground Game:
  – Community Organizing
  – Stakeholder Engagement
  – Identify investments and opportunities for leverage
  – Data Collection/Analysis
  – GIS mapping
• Goal: determine potential of developing a comprehensive strategy and community vision for neighborhood revitalization.
DaVinci Project Discovery – 2012/2013

- 10,000 Jobs – second to downtown
- 200+ Businesses
- $900M in Annual Sales
- $400M+ Invested since 2001 – all sectors
  - More than 200 homes largely renovated by immigrant/refugee investments
- Significant decrease in crime over last decade
- $34M+ Committed in public infrastructure projects over the following 5 Years
- Strong Partners: Dayton Children’s Hospital, Salvation Army, Kroc, Our Lady of Rosary, Kiser PK-8, Greater Old North Dayton Business Association

**Recommended Strategy:** Build on Assets, Leverage Investments & Build Value
Common Concerns

- Corridors
  - Blighted
  - Poor conditions
  - Confusing (not a typical grid)

- Housing
  - Capitalize on recent improvements by immigrants
  - Support homeowners

- Community Organizing
  - Strengthen local groups
CityWide engaged in 2012 to lead comprehensive community development effort.

Target Geography: Old North Dayton and McCook Field neighborhoods and the business community around it.

Governance – the DaVinci Investors:
- Led by Dayton Children’s Hospital (leadership change at hospital)
- City of Dayton
- Greater Old North Dayton Business Association
- The Salvation Army Kroc Center
- CityWide
- Advisors: St. Mary CDC, UD Fitz Center

Goal: Develop a neighborhood revitalization plan which leverages community assets, maximizes investment and builds value for all.
Initial Focus

- Reimaging of the Corridors
  - Navigation
  - Blight
- Housing
  - Support to existing homeowners
  - Targeted demolition
- Community Organizing
- Fund Development
- Public Amenity Additions
  - DaVinci Children’s Garden
  - RTA Bus Shelters
DaVinci Transportation Strategy
Focus on Reimaging of Strategic Corridors
Transportation/Corridor Strategy

- Compiles individual projects and ideas into a **unified vision** for corridor enhancements
- Builds on recent and planned projects
- Recommends additional improvements to major corridors
Key Funded Projects

Keowee - 2015

Keowee - 2016

Webster Bridge - 2016

Bikeway - 2018

Keowee Bridge - 2019
Valley Street & The Point
Reimagining *The Point*

- *The Point* is **one of the most important gateways** into Greater Old North Dayton:
  - Access, prominence, visibility
- Many renditions of potential projects to improve *The Point* have been presented over the decades
- Most buildings had fallen into significant disrepair
- DaVinci partners took a fresh look at reimagining *The Point*
- The potential to realign Valley Street created the opportunity to improve safety on the corridor, enhance and grow recreation on the River side, **reimage the gateway** and **improve the resident/visitor experience**
The Point Acquisition/Demo

- Acquired and demolished blighted properties
- Created the opportunity to redesign a key intersection and gateway to the community
- Allowing for recreation and park to be expanded on the River side of the street.
Wayfinding & Branding
Wayfinding & Branding

- ** Identified Problem:** confusing street layout and highway exits leads to difficulty with:
  
  a) **Navigation** – finding specific destinations
  
  b) **Image and Identity** – understanding area boundaries

- Wayfinding & branding system will help both

- Grant for design

- Business community raising funds for implementation
Community Character Traits

- International Heritage
- Interwoven
- Industrial
- Manufacturing
- Residential
- Hardworking
- Diverse
Selected Concept
Greater Old North Dayton – an international community
Westbound on Stanley at Valley
Community
DIY Paint & Emergency Repair Program

- CDBG funded project
- Response to need identified through community organizing work.
- Allows for a forgivable loan for emergency exterior repairs
- Provides a voucher for free exterior paint
- Home must be owner-occupied
- Resident must fit income requirements
- Completed 15 deals to date
DIY Paint Program – Earl Ave
DaVinci Children’s Garden

- **Goal:** To add a public amenity to the development area
- One acre site across from hospital donated to project
- Dayton Children’s will provide ongoing maintenance
- **Design complete with community input** and special meeting with area children
- $850K raised through private philanthropy
- Opened: **2016**
DaVinci Children’s Garden

- Location
DaVinci Children’s Garden
DaVinci Children’s Garden
New RTA Bus Shelters

- RTA Grant with a 20% match from Dayton Children’s
- Location: Valley at Chapel
- Thematically tied into the Garden and new hospital tower
- Will provide improved accessibility and seating and increased cover from inclement weather
- Installed: Summer 2015
The Path Forward
The Path Forward

- **Where are we?**
  - Confidence quotient is up
  - Panic has evaporated
  - Economic activity indicators steady and/or improving:
    - Jobs/employment, investment, business revenues, confirmation of *Sense of and Quality of Place*
    - Leveraged investment in 2014 - $36.6M
    - Leveraged investment in 2015 - $148.9M
The Path Forward

- **Where do we go from here?**
  - Continued incremental reimaging/improvements/enhancements on strategic corridors
  - Continue community strengthening and building
  - Continue design and development visioning and planning:
    - The Point Redevelopment Plan
    - Interface with the Greater Downtown Riverfront Master Plan
    - Strategic acquisition and demolition along key corridors to strengthen business development and continued investment.
QUESTIONS?