

# The Banks

URBAN DESIGN  
PLAN UPDATE

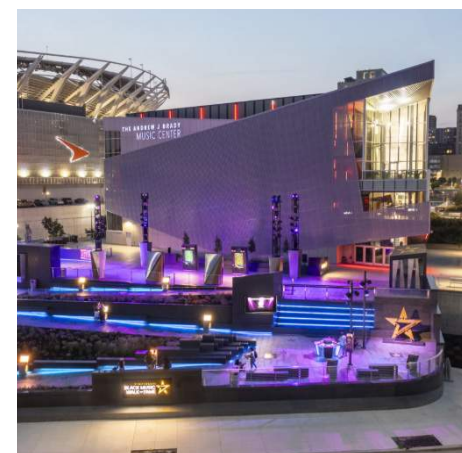
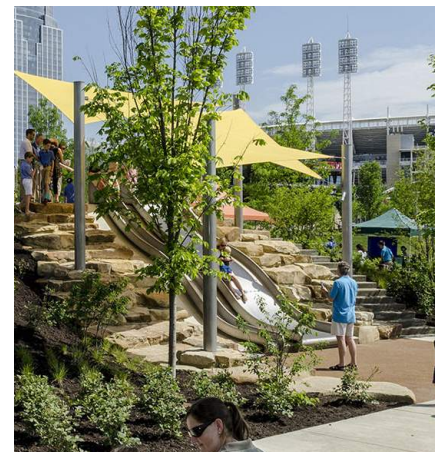
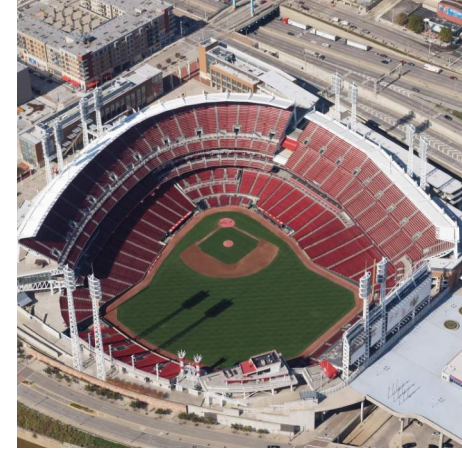
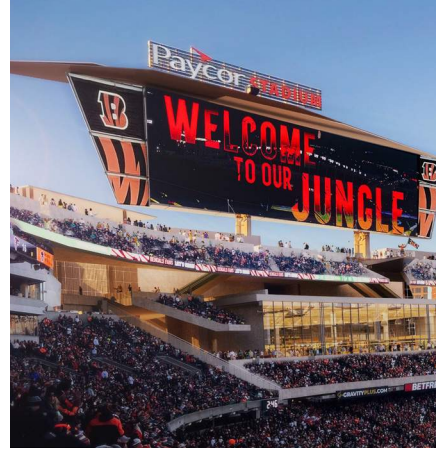
The Next Chapter for  
Cincinnati's Riverfront



The Banks Today

A signature riverfront district defined by world-class sports venues, cultural institutions, iconic public spaces that collectively anchor Cincinnati's most visible urban address.

The economic impact of The Banks is huge and growing. According to a 2025 study conducted by the University of Cincinnati, the district generates approximately \$2.5 billion in combined direct and indirect economic output each year, supporting 28,124 jobs and nearly \$1.3 billion in total earnings across the Cincinnati metropolitan area.





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The Banks as currently built has not achieved the desired residential densities envisioned in past plans.



(Right) 2026 Study Area. (Above) The 2000 Master Plan Vision illustration.

## NARROWING THE MARKET NICHE

While the Cincinnati region features several entertainment hubs, there is no truly mixed-use entertainment district at an urban scale with residential density.



### Over-the-Rhine

- Low to mid-scale
- Neighborhood feel
- Cultural and historic roots
- Artistic venues
- Civic spaces — Washington Park and Findlay Market



### Fountain District

- Office-Heavy CBD
- Free civic events
- Destination dining
- Office-to-residential conversions provide nascent downtown population



### Newport on the Levee

- Low to mid-scale
- Casual dining
- Free classes/concerts
- Movie theater
- Newport Aquarium
- Esports, Immersive Gamebox
- 100K SF office



### Factory 52 (Norwood)

- Low to mid-scale
- Historic redevelopment
- Light residential population
- Food Hall, brewery
- Pickleball court complex

The Banks destinations bring nearly 8-million people to Cincinnati's 'front door' each year.

The Banks is tuned to game day but needs to evolve for every day vitality.

## DISTRICT VISITOR TYPES AND NEEDS



### Major Event Attendees

This journey is made up of places build to handle a crowd while still feeling like a place.



### Culture Seekers

This journey has a natural itinerary, effortless to navigate and impossible to forget.



### People at Play

This journey has close-proximity parking, with a welcoming district that makes planning and playing easy for all ages.



### Amenity and Convenience

This journey has direct access, convenience, and variety that makes mid-day meals, errands and moments better.

The Banks must be reinvigorated—  
not with isolated projects, but with  
a coordinated district strategy.

## A COORDINATED VISION FOR THE BANKS DISTRICT

The Banks will transition from event venue to urban district through coordinated action: **high-density residential to drive everyday activity, strategic public realm investment to create distinction, and development sequencing that builds momentum rather than fills gaps. The next chapter will complete and deliver a riverfront neighborhood that connects Cincinnati to the Ohio River not just physically, but culturally and economically, every day of the week.**

### Advancing Place

- There is a unified desire to reinvigorate The Banks
- Improve public safety by injecting more vibrancy and quality development
- Connect the city to the river and the river to the city

### Setting Priorities

- Defining the riverfront as the mixed-use entertainment district in Cincinnati
- There's a need for prioritization and coordination for sports and cultural venue investments

### Clarifying Presence

- Multiple brand experiences exist and activate the district
- There's a critical need to get the experience in the public realm right

### Future Market Niche and Phasing

- Premier mixed use entertainment district
- Increased residential density and verticality
- Diversity of entertainment venues with sports orientation
- Experiential retail serving diverse users

**1-4 YEARS** — Development fundamentals with 2-3 buildings, infrastructure, and placemaking investments

**5-10 YEARS** — Substantiated, but not complete buildout with 2-3 Development blocks complete.

**11+ YEARS** — Fundamentally transformed market with entirety of development realized.



Aerial view of The Banks rendered showing development and open space concepts.



Bengals Practice Field

Lot 4

Lot 13

Lot 1

National Underground Railroad Freedom Center

Paycor Stadium

Lot 25

Lot 24

Great American Ball Park

Potential New Arena

Smale Riverfront Park

The Andrew J. Brady Music Center

Cincinnati Black Music Walk of Fame

John A. Roebling Suspension Bridge

OHIO RIVER

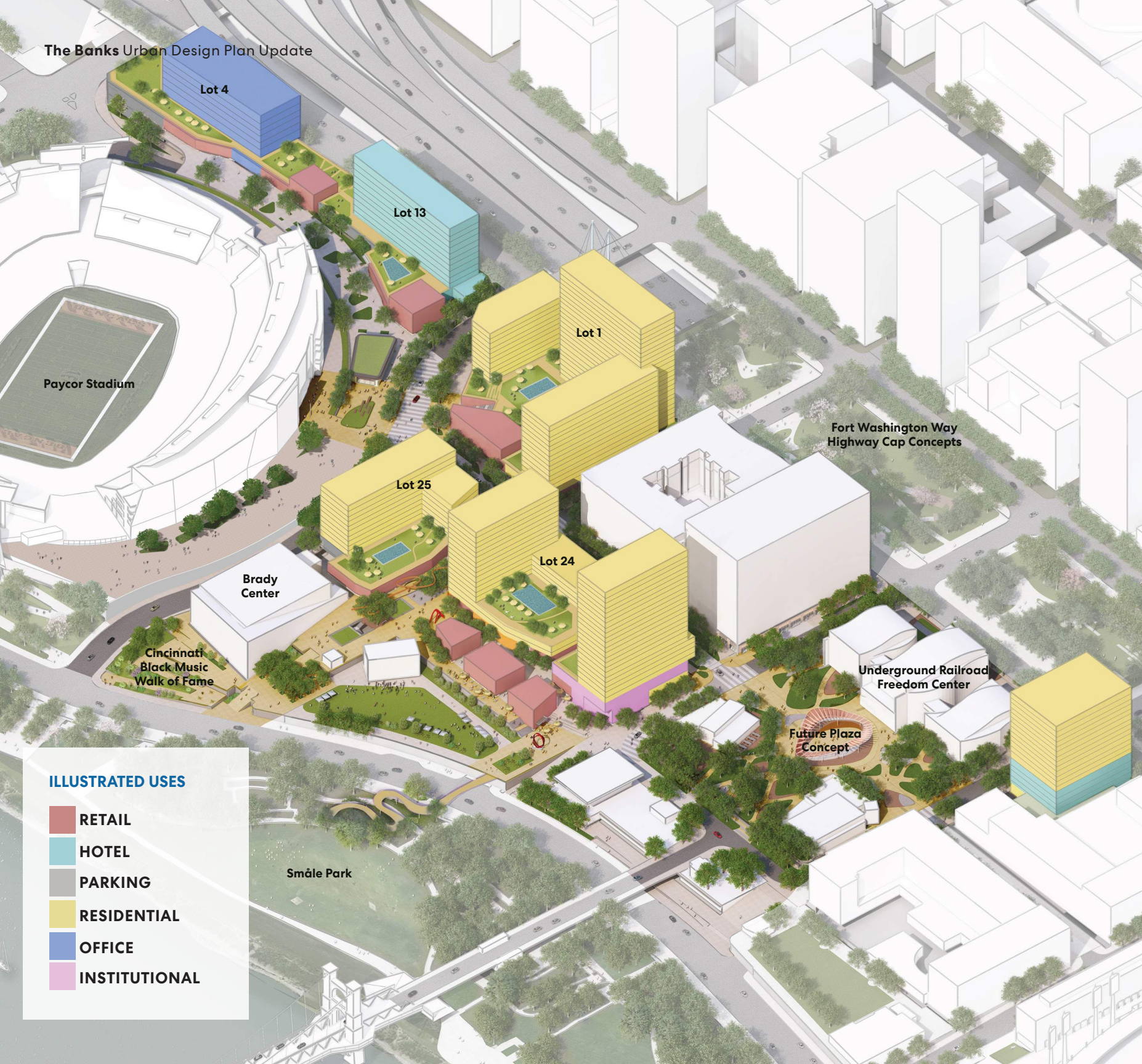
Illustrative plan shows new vision for the future of The Banks.



*A signature civic plaza fronting the National Underground Railroad Freedom Center, anchored by a sculptural canopy, creates a flexible space for activation and park-like extension to the river and linking Freedom Way shared street segments.*



View looking west between the ICON Stage and Lot 24 showing a pedestrian walkway lined with new restaurants and retail.



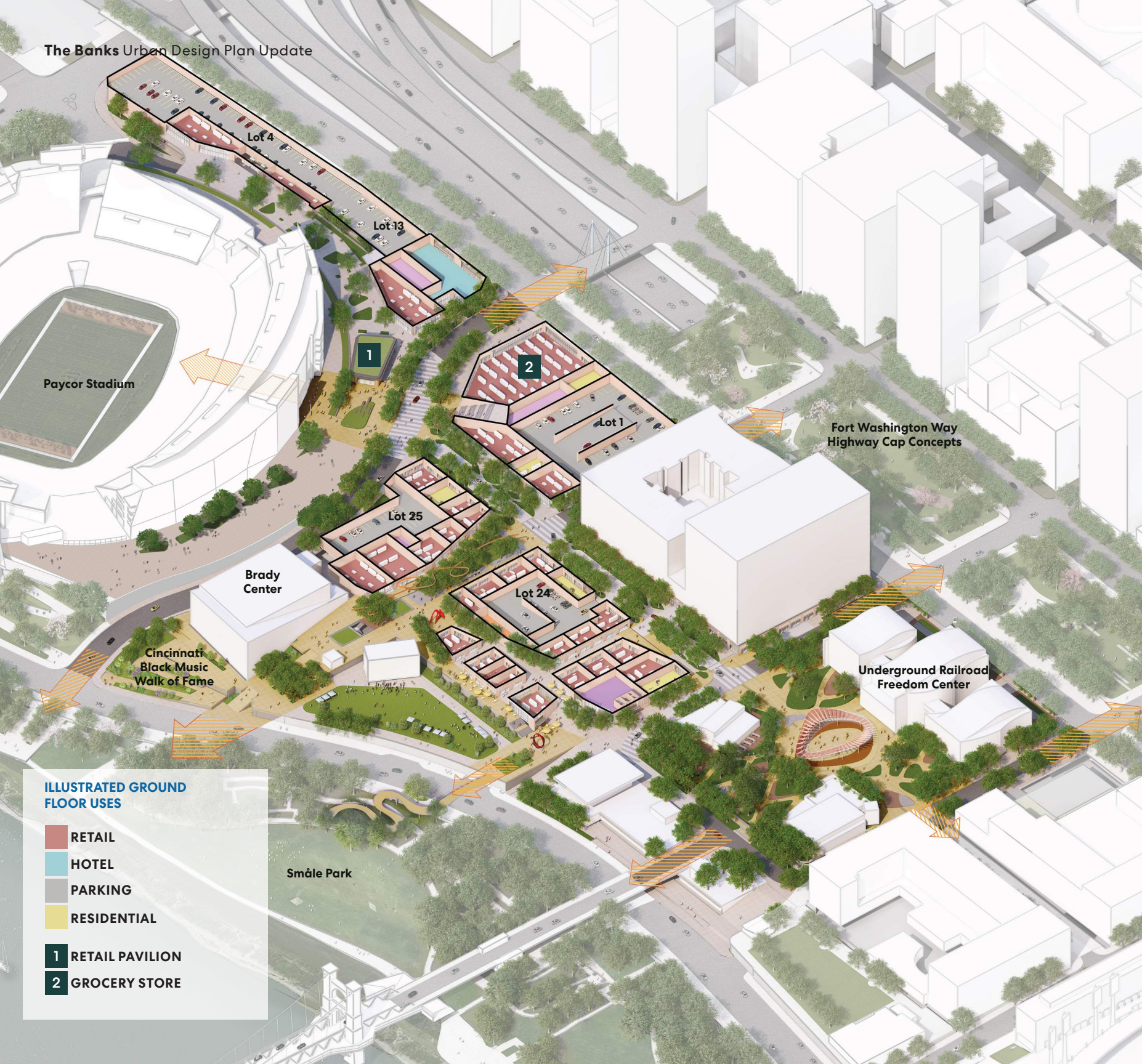
**ILLUSTRATED USES**

- RETAIL
- HOTEL
- PARKING
- RESIDENTIAL
- OFFICE
- INSTITUTIONAL

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New residential construction is essential to long-term district vitality.

**DEVELOPMENT SUMMARY**

- 2.18 million gross square feet of new buildings plus 315,000 gross square feet of structured parking for a total of 2.5 million gross square feet of new construction above street level.
- 1.5 million square feet residential; 154,000 square feet of hotel, 147,000 square feet of ground level active-uses including retail, restaurant food and beverage, and other commercial activity; 202,000 square feet of office in the last phase of development (market dependent)



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The concept plan defines an aspirational density and mix of uses to drive vibrancy and private investment.

**ILLUSTRATED GROUND FLOOR USES**

- RETAIL
- HOTEL
- PARKING
- RESIDENTIAL
- 1 RETAIL PAVILION
- 2 GROCERY STORE

Ground Floor Activation and Public realm Interface between remaining Development Parcels



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**DISTRICT DRIVERS**

**A BANKS DISTRICT THAT IS BIGGER AND BOLDER**

The Banks has the opportunity now to advance market value in alignment with transformational civic life in Cincinnati.

**A QUALITY DISTRICT THAT DRIVES VALUE**

Investing in our public realm will raise the long-term value of future development. The District will be a place for people connected by cohesive projects.

**A RIVERFRONT BUILT FOR GAMEDAY, DESIGNED FOR EVERYDAY**

The Banks is designed for dual performance, seamlessly supporting daily life and high-capacity events as a regional destination. Evolving the district brand programming and operations will enhance the experience.

*View of a fully activated riverfront area in alignment with the proposed vision for The Banks Urban Design Plan Update.*

Thank you to our public and private partners whose shared vision and commitment makes The Banks' next chapter possible.



 THE BANKS | Public Partnership

Perkins&Will MKSK kolar HR&A NELSON NYGAARD

# ACKNOWLEDGMENTS

## STEERING COMMITTEE MEMBERS

- Phil Beck** – Project Executive, The Banks Public Partnership
- Richard Tranter** – Partner, Dinsmore, Legal Counsel, The Banks Public Partnership
- Roger Friedmann** – Assistant Prosecuting Attorney, Hamilton County, Ohio
- Kelly Adamson** – Sr. Economic Development Officer, Hamilton County
- Caroline Blackburn** – Sr. Manager, Digital Strategy, Cincinnati Bengals
- Markiea Carter** – Director, Community & Economic Development, City of Cincinnati
- Phil Castellini** – President & CEO, Cincinnati Reds
- Holly Christmann** – Assistant County Administrator, Hamilton County
- Katherine Keough-Jurs** – Director, City Planning & Engagement
- Timothy Lynch** – Supervising Attorney, Economic Development, City of Cincinnati
- Steve Johns** – Assistant Director, Planning & Development, Hamilton County
- William “Billy” Weber** – Assistant City Manager, City of Cincinnati
- Jason Barron** – Director, Cincinnati Parks

## DISTRICT ADVISORY GROUP MEMBERS

*Major tenants, landowners, venue operators, institutional partners*

- Elizabeth Pierce** – Executive Director, Cincinnati Museum Center / Freedom Center
- Woody Keown Jr.** – President, Freedom Center (recommended for DAG by EP)
- Rob McDonald** – Operations Lead, Freedom Center
- Kristin Ropp** – VP & GM, Heritage Bank Center & Cincinnati Cyclones
- Greg Hardman** – Owner, Cincinnati Lager House / Vice Chair, New Community Authority
- Chase Mosijowsky** – Downtown Residents Council
- Andrew Naab** – Downtown Residents Council
- Tracy Schwegmann** – Marketing Director, Anderson Real Estate / NCA Events
- JR Anderson** – Director of Development, Anderson Real Estate
- Matthew Starr** – EVP, Commercial Real Estate, Crawford Hoying
- Nicholas Veneman** – Assistant Property Manager, NAI Hiffman
- Rob Pritz** – Associate Director, NAI Hiffman

## CONTACT INFORMATION

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