

The Banks

URBAN DESIGN
PLAN UPDATE

The Next Chapter for
Cincinnati's Riverfront



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

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

 THE BANKS | Public Partnership

Perkins&Will MKSK kolar HRA NELSON NYGAARD

PLANNING PROCESS

2025

2026

Q1 Q2 Q3 Q4 Q1 Q2 Q3

Project Initiation

Existing Conditions + Discovery

Market Sounding + District Framework

Development Scenario Iteration

Public Investment + Feasibility

Plan Review + Refinement

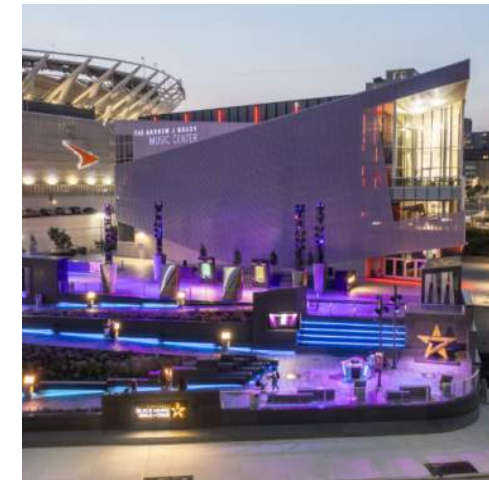
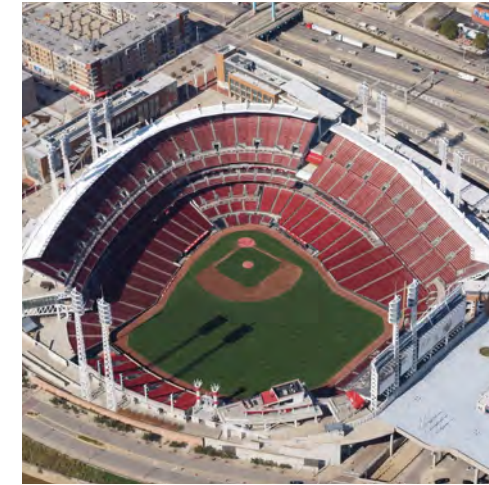
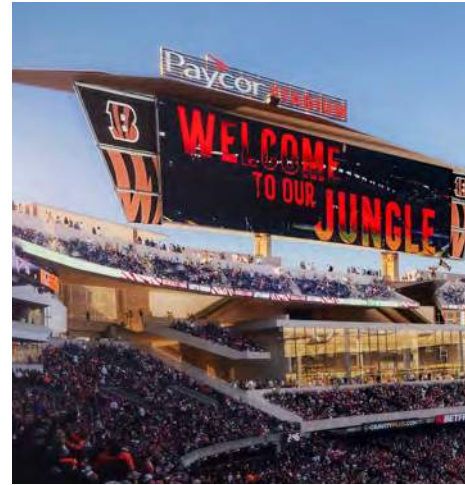
The Banks
Urban Design Plan Update
Plan Approvals + Entitlements

Major Stakeholder Group Engagement

- Steering Committee (7)
- District Advisory Group (3)
- ⊙ Stadium Interests Working Group (2)
- ★ Public Presentation to City Leadership (7)
Includes Hamilton County Board, City of Cincinnati City Council, Planning Commission, and EG&H Committees
- △ Presentation to Downtown Residents Council (1)
- ▲ Banks Public Partnership - Public Opinion Poll (2)

Plan Draft

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.

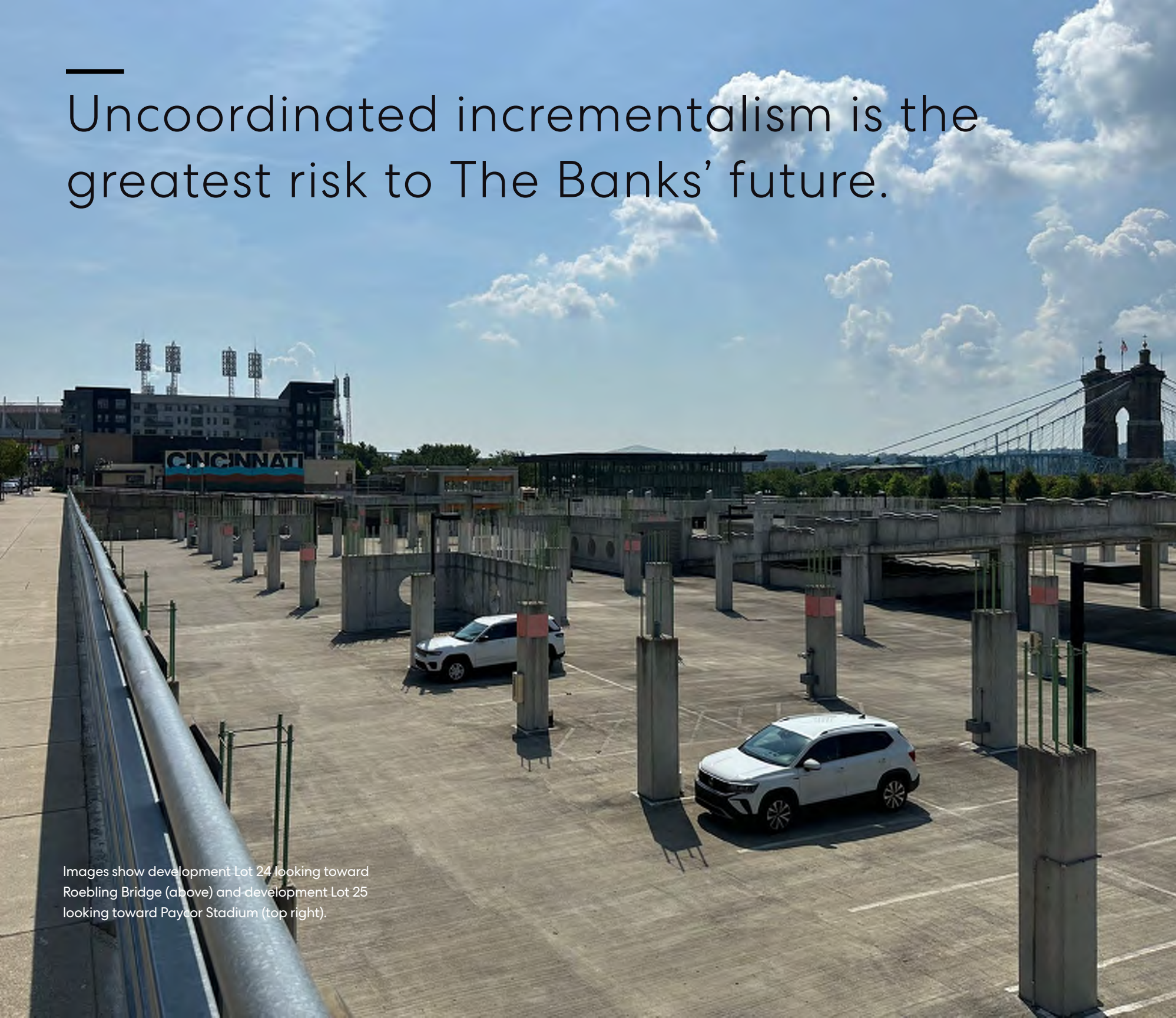


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 The Banks as currently built has not achieved the desired residential densities envisioned in past plans.

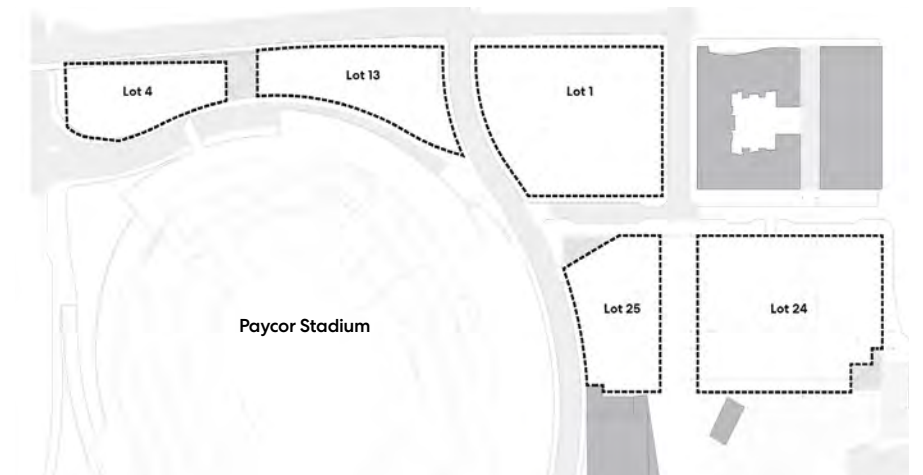


(Right) 2026 Study Area. (Above) The 2000 Master Plan Vision illustration.
 The Banks Urban Design Plan Update

Uncoordinated incrementalism is the greatest risk to The Banks' future.



Images show development Lot 24 looking toward Roebling Bridge (above) and development Lot 25 looking toward Paycor Stadium (top right).



The five remaining development sites benefit from CRG parking and riverfront premium, and face complex development conditions. Parcel-by-parcel development without a unified framework could fill in the district without ever fully forming it.

NARROWING THE MARKET NICHE



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

DISTRICT VISITOR TYPES AND NEEDS

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



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.



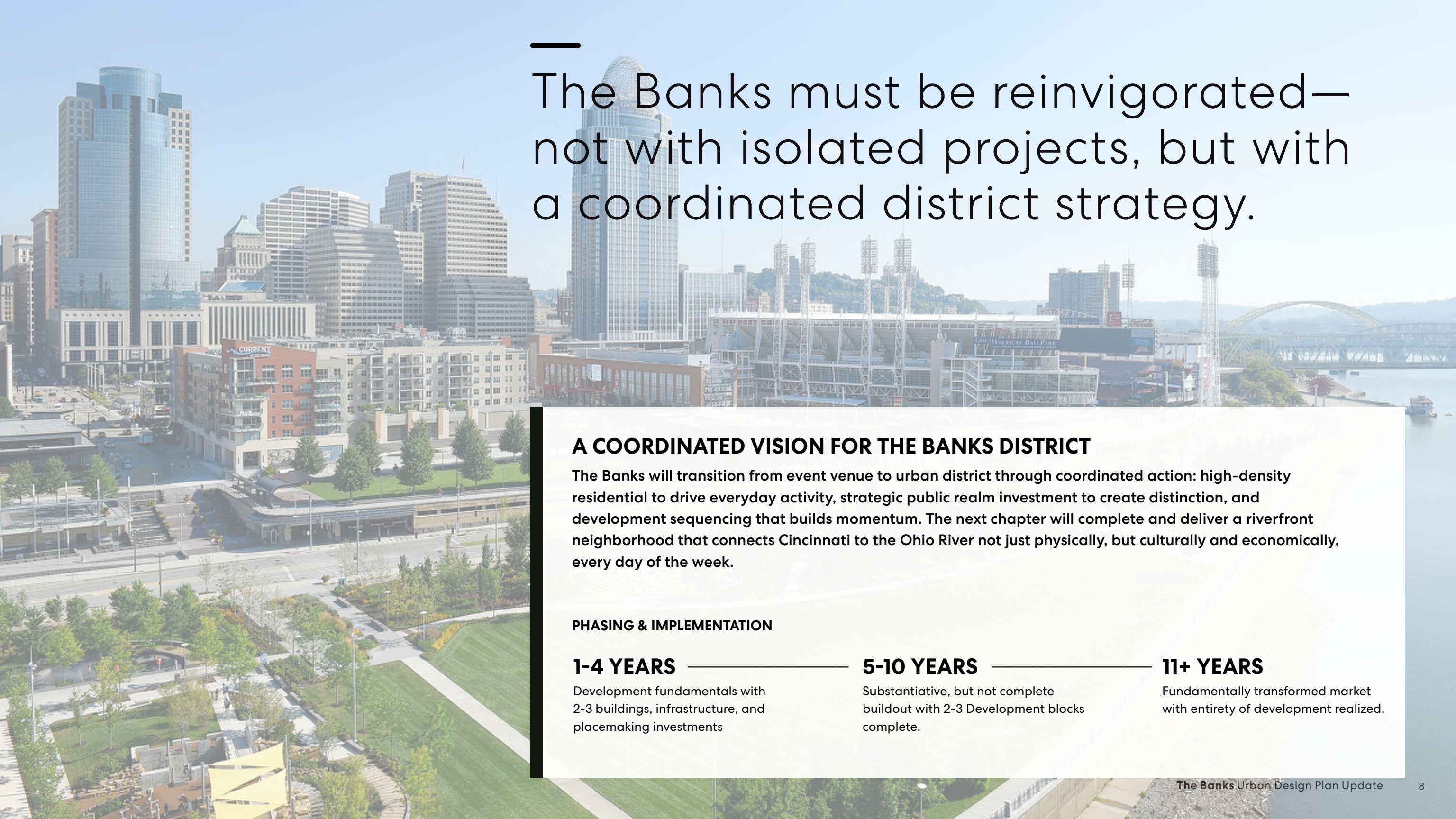
People at Play

This journey has close-proximity parking, with a welcoming district that makes mid-day meals, errands and moments better.



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. 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.

PHASING & IMPLEMENTATION

1-4 YEARS

Development fundamentals with 2-3 buildings, infrastructure, and placemaking investments

5-10 YEARS

Substantiative, but not complete buildout with 2-3 Development blocks complete.

11+ YEARS

Fundamentally transformed market with entirety of development realized.

The
Banks
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PLAN UPDATE



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



View looking west between the ICON Stage and Lot 24 showing a pedestrian walk fronted by new restaurants and retail.

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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

OHIO RIVER

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



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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)



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.

THE PURPOSE AND ANATOMY OF THE BANKS DESIGN GUIDELINES

These Design Guidelines are intentionally streamlined to focus only on the essential controls necessary to shape future development outcomes.

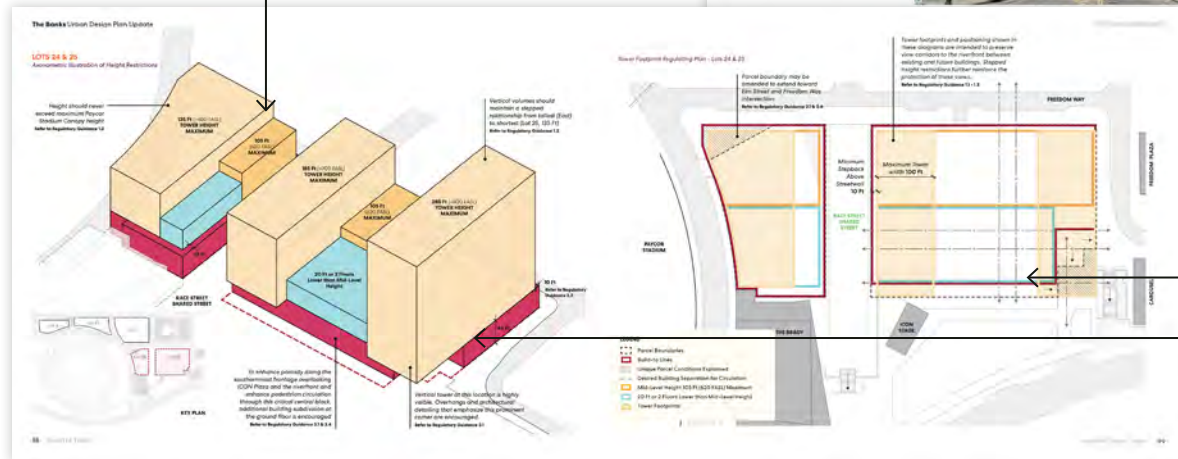
Sub Section
General Guidance
Regulatory Standards



Diagrammatic Illustration of general standards



Applied Regulatory Standards Illustrating Guidance on Lot 1 and Lot Groups 24/25 & 4/13



Site-Level Guidance Illustrating Guidance on Lot 1 and Lot Groups 24/25 & 4/13

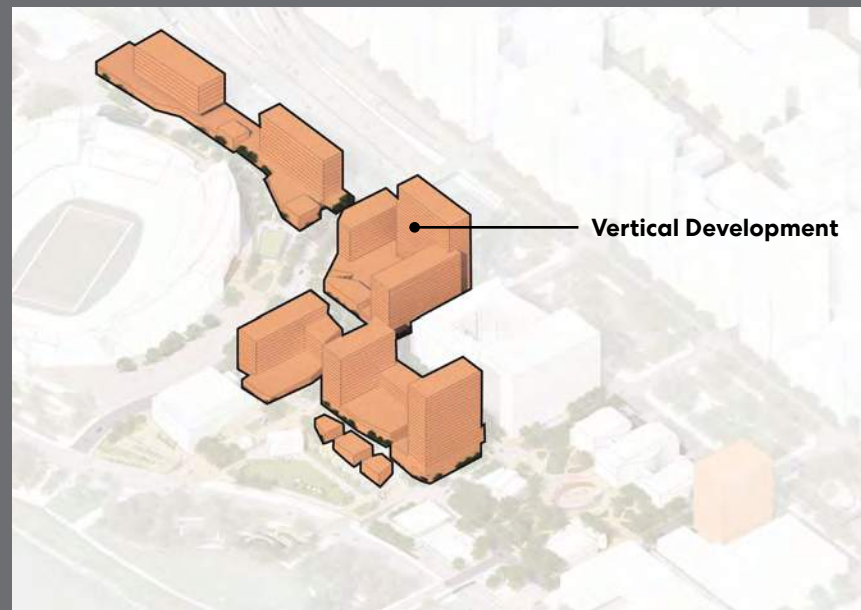
- Ground & Podium Level Plan
- Tower Level Plan
- Isometric Illustration



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.

VERTICAL DEVELOPMENT CONCEPT ESTIMATE: \$750M–\$800M

INCLUSIVE OF PHASED VERTICAL MIXED-USE DEVELOPMENT
IMPLEMENTED OVER THE NEXT DECADE



VERTICAL MIXED-USE DEVELOPMENT

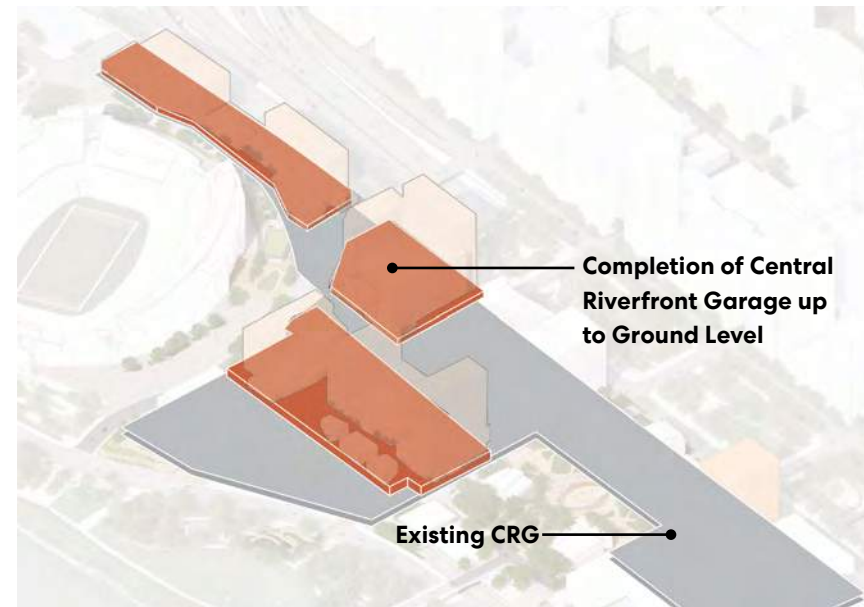
Residential, hotel, office, retail, and integrated parking across the five remaining development parcels.

Includes:

- Above-grade buildings
- Integrated parking structures above ground
- Mixed-use program buildout

COST TO BE DETERMINED

ADDITIONAL INFRASTRUCTURE INVESTMENTS



INFRASTRUCTURE ALIGNMENT

Infrastructure and other area investments separate from the vertical development estimate and will be required to support long-term district buildout.

May Include:

- Central Riverfront Garage expansion
- Structural foundation support
- Utility upgrades

COST TO BE DETERMINED

OTHER FUTURE DISTRICT PROJECTS



FUTURE DISTRICT PLACEMAKING & ACTIVATION SPACE

Public space enhancements intended to sustain and expand district activation of the 24/7 Banks District.

Examples May Include:

- Potential new arena
- Central Civic Plaza
- Freedom Way enhancements
- Future riverfront public realm projects

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The next phase of The Banks will require coordinated public, private and philanthropic investment over time.

