

reztark

June 09, 2022

The City of Blue Ash

4343 Cooper Road
Blue Ash, Ohio 45242-5699

RE: Concept Development Plan – The Blue

Narrative Description of The Development

Using market opportunity assessments, the development team was able to determine the appropriate market driven, type and quantity of uses. Therefore, creating a critical mass of retail, restaurant, and entertainment tenants for the region, and providing a built-in customer base with the on-site residents (who in-turn draw more people to the site). This, by nature, provides the groundwork to create a destination driven mixed-use development. In addition, the synergistic relationship of the different use helps the project weather future economic storms.

Convenient access to the site it provided with several key alignments to the existing street network. Access to both garages (retail, residential and service) are located to align with Blue Ash Rd and Laurel Ave. These serve as the two ingress/egress to the site, allowing for and maximizing the un-interruption of the pedestrian centric nature of the development. The concealed, shared, mixed-use parking is provided to promote a walkable, pedestrian friendly streetscape.

The proposed retail mix along with the on-site residents, promote activity morning, noon, and evening. The “Center Park” which is the heart of the project, is where all the pieces come together. We have incorporated retail shops, restaurants, and entertainment venues, along with office, residential, and outdoor gathering spaces. The development is intended to be Vibrant and Family Friendly. The Corner Plaza building pulls back along Kenwood Rd. to provide a strategic release, a gathering space, with active and passive elements to engage the pedestrian. Along Kenwood Road, the building moves closer to the sidewalk and road, connecting the building with the hardscape, creating a Pedestrian Friendly, walkable environment, which activates the streetscape with outdoor seating and gathering areas. The addition of parallel parking along Kenwood Road, not only supply convenient retail parking, but it also forms a comfortable buffer between the street and pedestrian traffic. The Residential uses have been pushed back from Kenwood Road to ensure the retail, restaurant, entertainment, and office uses maintain the visually dominant land use. The Human Scale is maintained by stepping the building back as to not overpower the street. All of these factors strive to create a unique, market-driven, and mixed-use destination environment for the City of Blue Ash.