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\$26M development coming near Horseshoe Casino: EXCLUSIVE



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Broadway Square, a \$26 million residential and retail redevelopment project, will start later this year in the area just north of **Horseshoe Casino Cincinnati**.

The redevelopment project is expected to transform a large portion of Pendleton, a small neighborhood east of Over-the-Rhine. Split into two phases, Broadway Square will stretch from Elliot Street to 13th Street and include buildings that had served as apartments at three of the four corners at Broadway and 12th streets.

“This is a big deal for Pendleton,” said [Bobby Maly](#), chief operating officer of Model Group. “We’ve been excited about that neighborhood for a while.”

The first phase of Broadway Square, which received \$10.2 million in new markets tax credits in September, will include 40,000 square feet of residential space — 26 one-bedroom and 13 two-bedroom units — and about 11,000 square feet of retail space. At least 39 apartments will be included in the second phase, Maly said.



Broadway Square, a \$26 million residential and retail redevelopment project, will start later this year in the area just north of Horseshoe Casino Cincinnati. The project will include the buildings shown here in pink.

To see the buildings that will be included in this project, click on the image to the right.

I first reported on Model Group’s acquisition of properties near the casino in November 2011, more than a year before the \$400 million casino opened. At the time, Model Group, a Walnut Hills-based property development, construction and management group, said it hoped to renovate 60 apartments. Most of the properties Model Group has had under contract since 2007, before it was known the casino would be located at Reading Road and Eggleston Avenue. All of the properties are either owned by affiliates of Model Group or under contract, Maly said.

Construction on phase one of Broadway Square is scheduled to start in mid-November. The second phase would start in October 2014.

<http://www.bizjournals.com/cincinnati/news/2013/10/02/26m-development-coming-near-horseshoe.html>

Similar to the apartment project planned for Seventh and Race streets, Maly said these units will rent for about a \$1 a square foot, compared to units at the Banks that go for nearly double that amount.

“The main factor is there is very strong demand for apartments in that area,” Maly said.

He expects the first residential customers to be workers at the casino, which employs about 1,700.

“Those employees can’t afford the \$1.50 (per square foot) and up luxury rent,” Maly said.

The apartments will still be high quality, Maly said, but Model Group will be able to keep prices lower by foregoing amenities such as a swimming pool and elevators.

The project also will include a total of 20,000 square feet of commercial space. This space will lease for about \$12 a square foot. Maly said there is growing demand for space from startups and other small companies in the Over-the-Rhine area, but they only need 500 to 1,000 square feet of space.

Model Group will open up the first floor store fronts, replacing brick with big glass windows. The plan is to fill the space with restaurants, boutiques, destination shops and small office users.

Maly said he expects to be able to name some of the commercial tenants in the next month. A pub/restaurant is planned for one of the street corner spaces.

Located between the casino and the planned AC Hotel at the former School for Creative and Performing Arts, Maly expects the streets to see a lot of foot traffic.

“We have the opportunity to have some unique restaurants there,” Maly said.

The development will have some dedicated parking, about 27 spaces, which will be split between retail and residential.

Model Group is developing the project and serving as general contractor.

Another factor in going forward with the project is the investment the city of Cincinnati made in the area with the opening of Horseshoe Casino. The city of Cincinnati approved a development agreement to cover more than \$21 million in road, sidewalk and other infrastructure improvements around the Horseshoe Casino Cincinnati. The city paid for improvements to Reading Road, Broadway and Court streets, and Gilbert Avenue. The city also spent millions for street upgrades in the Pendleton area, adding trees, paving stones, public plazas and public art.

“Over-the-Rhine in general is just a natural residential district for downtown,” Maly said. “The timing is just a natural.”