

South-of-Monroe (SOMO) Site Market Analysis for Potential Downtown Land Use Sylvania, Ohio

Challenge:

To identify the most desirable mix of uses at the SOMO site, based on market conditions, site constraints and location, financial attractiveness (for both the city and a developer), and ease of execution.

Approach:

- 22 in-person interviews with Sylvania stakeholders
- Public meeting presentations and discussions
- Discussions/charettes with multi-disciplinary team of professionals
- Comprehensive research and analysis of local market conditions relating to retail, restaurant, office, hotel, medical, educational and residential uses
- Extensive review of similar projects in Ohio/US
- Field observations and site visits

Recommendations:

- 50K sq. ft. of office space, including a 20K sq. ft. anchor
- 3 dining and entertainment venues (15K sq. ft.) with creekside views
- Potential hotel expansion to enhance marketability of office space
- Inclusion of plenty of green space, public access to waterfront and minimal structured parking
- Create an extension of downtown, while connecting to Lourdes College

