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BUSINESS COURIER

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Eastern gateway bustling with building activity

P&G, KZF get new space; city adding parking garage

Business Courier of Cincinnati - by [Jon Newberry](#) Staff Reporter

There's lots going on at Seventh and Broadway, an eastern gateway into and out of downtown Cincinnati traversed by thousands of people daily.

The intersection sits at the south end of Gilbert Avenue, where an eastbound ramp from Seventh Street leads to Interstate 71.

The western half of the intersection is occupied by two parking garages. The one on the southwest quadrant is being expanded from five to eight levels by the city of Cincinnati. The expanded parking will help accommodate **Procter & Gamble Co.**'s decision, announced in June, to relocate 650 jobs from Symmes Township to its downtown headquarters complex. That move is expected to take place early next year.

Across the street to the east, between Seventh and New streets, P&G has just built a child care center for its employees. The two-story, 22,000-square-foot structure was designed by **BHDP Architects**. It will be managed by **Bright Horizons**, a Massachusetts-based company that runs hundreds of employer-sponsored child care centers globally. The center is due to open in January.

The downtown facility will replace a service previously operated for P&G by **Cincinnati Children's Hospital Medical Center** in Avondale, said P&G spokeswoman Kate DiCarlo. The new center can accommodate up to 196 children in seven infant rooms, six toddlers rooms and four preschool rooms.

In addition to the indoor space, it has more than 10,000 square feet of outdoor play areas with safe decking and state-of-the-art motor skills equipment, she said.

Just behind the P&G facility, a demolition crew has been tearing down an old, seven-story warehouse that in recent years mostly served as a Coca-Cola billboard targeted at passing I-71 motorists.

Eric Holzapfel, a lawyer at **Drew & Ward** who represents owners Henry Rollman III and Raymond Fine, said they have no current plans to develop the site. Holzapfel wrote a letter to **Cincinnati City Council** a few years ago expressing concern that a "preferred development" agreement between the city and P&G might interfere with his clients' ability to develop the 1-acre parcel. They had approached P&G about buying their site, but P&G was not interested in paying fair market value for it, he said.

"Our plan is to turn it into a parking lot for the time being," Holzapfel said.

Architecturally, perhaps the most significant new project at the intersection is **KZF**'s corporate headquarters, which is under way northeast of Seventh and Broadway. The Cincinnati-based architecture and engineering firm acquired the former longtime home of **ST Media Group** a year ago for \$1.1 million. It will relocate from its current offices just up the road in the Baldwin Building.

Its new headquarters – the three-story building was erected in 1915 – sits between the eastbound ramp from Seventh to Gilbert Avenue and the westbound ramp coming off Gilbert onto Eighth Street. The purchase included parking areas to the south and east of the building that are accessed from Culvert Street.

KZF is spending \$6 million to gut and renovate it into 38,000 square feet of LEED-certified office space. The renovation and construction by **Paul Hemmer Cos.** is expected to be completed in the spring. **Bank of Kentucky** is providing financing for the project.

Entry Way

- Seventh and Broadway is a hotbed of building activity.
- P&G built a 22,000-square-foot child care center between Seventh and New streets to be used by its employees.
- An old warehouse known for displaying Coca-Cola billboards will be torn down and replaced with a parking lot.
- A five-story parking garage is growing to eight floors, to house an influx of P&G workers being moved to downtown from Symmes Township.
- KZF architects and engineers is turning the former ST Media building into its new office space.

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Courtesy KZF

Architectural firm KZF is remaking the former ST Media headquarters building into its new offices. The 1915 structure will become LEED-certified.

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