

Master Plan

develop
work
play
be
live
innovate
collaborate
create

onMain



onMain
Dayton's Innovation District

About this document

This master plan “refresh” builds on the groundwork laid with the release of the vision plan in 2018 and builds on the original master plan completed in 2020.

At the time of publishing, construction of phase one of infrastructure is underway, coinciding with the start of construction on the Think Dayton building. This document provides an updated summary of work completed since the last plan, while clarifying the direction for the future development of onMain.

Acknowledgments

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*Indicates a member of the Board Subcommittee who served in an advisory role throughout the process.

November 2025

Letter from onMain CEO

onMain is about possibility. It is a place to imagine, create, and build something extraordinary for Dayton and our region. What began as a bold vision is now becoming reality. With this Master Plan Refresh, we celebrate the progress made and affirm our commitment to the vision that first inspired this work.

The original Master Plan, completed in 2020, set the foundation for everything achieved since. It guided the more detailed planning and set the course for initial transformation of the former fairgrounds to be a place of connection and innovation that reflects Dayton’s spirit of creativity and collaboration. Today, Phase I infrastructure is underway, the Think Dayton building is under construction, two community spaces are being created, and the historic Roundhouse has been stabilized as a reminder of our shared history. In 2024, onMain earned designation as an Ohio Innovation Hub, confirming our leadership in digital transformation and workforce development in the region, the state, and beyond.

This master plan refresh builds on the momentum. It affirms the guiding principles of sustainability, inclusivity, and innovation while updating the framework to reflect current progress and prepare for future success. It looks back with pride and forward with purpose, providing a clear path for continued progress.

I am grateful for the leadership of our partners at Premier Health and the University of Dayton, the dedication of our Board, and the ongoing support of the community. Together, we are creating a place that will inspire and serve Dayton and the region for generations to come.

Warm regards,
Brian Heitkamp
CEO, onMain

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At a Glance

\$35 MILLION

Innovation Hub Grant Awarded

120,000 SF

Think Dayton Building

38-ACRE

Innovation District

2 COMMUNITY SPACES

Under Construction

1 ROUNDHOUSE

Stabilized

PHASE 1

Construction Underway

onMain is a place that embodies the best of Dayton; as we were, as we are today, and as we'll forever be. A place where tinkerers will tinker, inventors will invent and dreamers will dream. A place where curious and open minds come together to work, live, and play. It's a place that sparks innovation and echoes Dayton's can-do, creative spirit. A place with a distinctive identity and personality and a vibe that is open, welcoming, and inclusive for everyone. It's a place where people of all cultures and backgrounds go to learn and discover, to play and relax, to work and to live. To be.

The rise of innovation districts...

onMain aspires to be a model innovation district where industry, academia, and government can come together in a catalytic environment. The Brookings Institute defines innovation districts as places that facilitate the creation and commercialization of new ideas and support metropolitan economies by growing jobs in ways that leverage their distinct economic attributes.



1. Introduction

Process

Update: *Where are we now?*

Uphold: *Vision and principles.*

Process

The master plan refresh comes at a time of momentum and transition for onMain. The 38-acre innovation district is on the brink of realizing the vision established in 2018.

Leadership

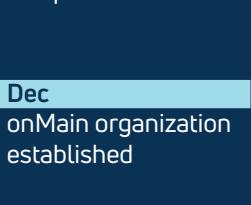
onMain, Inc. is the entity responsible for the development and day-to-day operation of onMain. The organization is guided by a board of directors comprised of University of Dayton and Premier Health leadership. An advisory committee supplements the board, broadening the representation of voices at the table.

Community Engagement

onMain is committed to being a place for all people. Throughout the visioning and planning process the community has been involved in the imagination of what this 38-acre innovation district will represent and become.

Building on the initial planning processes, the community was invited to an open house at the Roger Glass Center on October 7th of 2025. This was an opportunity for the community to learn about the progress from the initial planning phase and hear about the next steps for onMain. The mood was celebratory; this was a moment for onMain and the City of Dayton.



2017	2018	2019	2020	2021	2022	2023	2024	2025
 University of Dayton  Premier Health Apr Property purchased by University of Dayton and Premier Health	 onMain Sep Vision process—Fairgrounds to the Future—launched 	 onMain Sep Vision process completed 	 Master Plan  Mar Site & engineering design work begins  May Site demolition begins 	 Master Plan  Jan Master plan completed  Mar Digital transformation initiative conceived  Jun Restoration of Barn 17 at Carillon Park completed 	 onMain Mar Federal grant of \$900,000 received to stabilize the Roundhouse	 onMain Aug onMain—and digital transformation initiative—featured at Digital Dayton Symposium 	 onMain Aug Design work begins for the Think Dayton building 	 onMain Feb onMain received Gold designation LEED Cities and Communities: Plan and Design Communities  Jun Zoning approved for Think Dayton Site infrastructure construction begins  Sep Groundbreaking for the Think Dayton 
 onMain Dec onMain organization established	 onMain Dec Re-zoning of property & Planned Development overlay approval for the site	 onMain Jul Charter for diversity, equity, and inclusion completed	 onMain Nov Seedling opens	 onMain Dec Development agreement with City completed	 onMain Oct Community Open House held Roundhouse stabilization complete			

Update

Where are we now?

onMain is at a pivotal moment in its history, it is in the midst of a transition between vision and implementation. Given the dynamism of the moment, a refresh of the 2020 master plan is warranted. This refresh document summarizes what has been done over the course of the five years since the last plan, affirms the vision established in 2018, and charts the course into the future as the district begins to develop.

Since completion of the 2020 Master Plan, onMain has made significant progress. The achievements over the past five years have moved onMain from a vision into reality. One key step was the creation of the legal framework for the physical development of onMain in coordination with the City of Dayton.

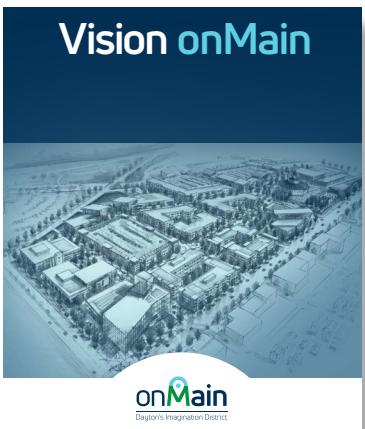
The groundwork set by prior planning efforts, and the legal work enabled onMain to pursue and earn the designation as an "Innovation Hub" by the State of Ohio in August of 2024. This designation and award of \$35 million launched the development activity onMain. The Ohio Department of Development's confidence in onMain, paired with local and regional support, enabled the construction of the Think Dayton building.

The Think Dayton building will house the Digital Wing, the program responsible for linking industry, government, and academia through the act of digital transformation, furthering Dayton's position as a leading home of innovation.

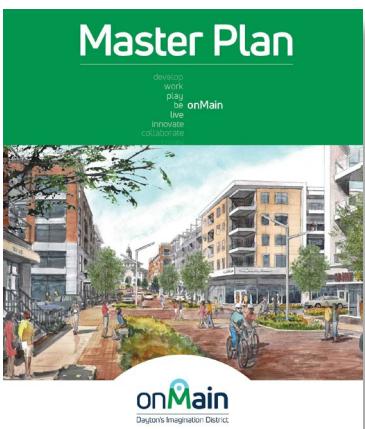
Site infrastructure construction is underway. This critical step enables the construction of future buildings on site. Improvements include stormwater retention for the 38-acre site, temporary parking lots, and the establishment of street networks for the first phase of development. This strategic investment signals to developers that onMain is open.

Finally, the historic Roundhouse has been stabilized through federal funding. This building is a cornerstone of the collective memory of the site, bridging the gap between the past and future of onMain.

2018



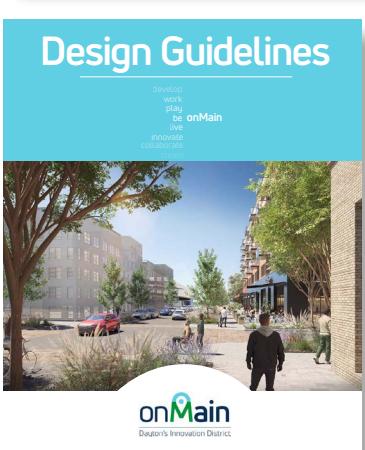
2020



2024



2025



Accomplishments

ODOD Innovation Hub Grant Awardee

- » In January of 2024, the Ohio Department of Development (ODOD) held an open call for grant proposals from potential "Innovation Hub" cities. onMain submitted their application on the very first day, indicating their enthusiasm and preparedness for this moment.
- » On August 19, 2024 onMain was granted \$35 million from the State of Ohio. This funding enabled the design and construction of the Think Dayton building, the future home of digital transformation.
- » The Think Dayton building will enable creative collisions across a variety of partners establishing the future home of digital transformation. The Think Dayton building will provide the necessary environment and resources for collaboration, catalyzing innovation onMain.

Design Guideline Establishment

- » In tandem with the master plan refresh, design guidelines have been created for the district. These guidelines will inform the appearance of future development and shape the character of the district through clear standards for the aesthetics.
- » The guidelines will increase predictability of the character of proposed development while streamlining the development process.
- » The design guidelines translate the aspirations of onMain into physical form, ensuring the vision will be realized as the district is built out over time.

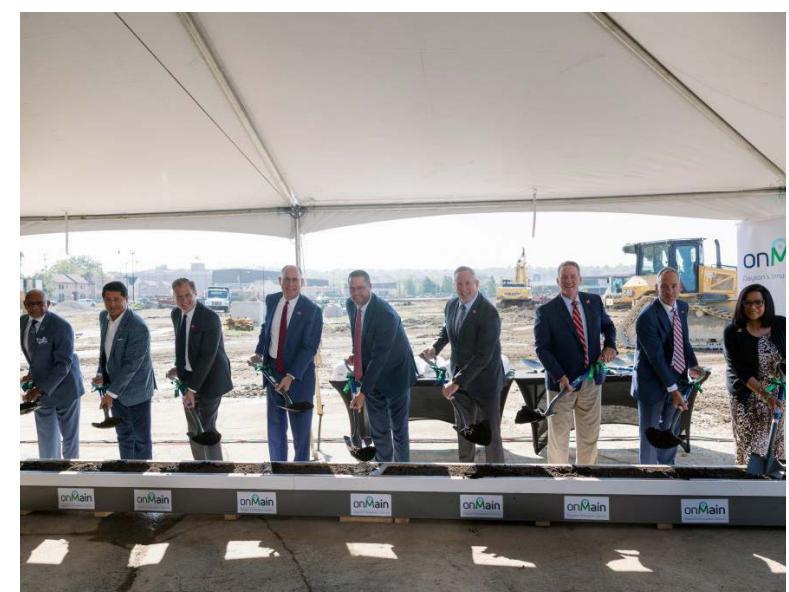
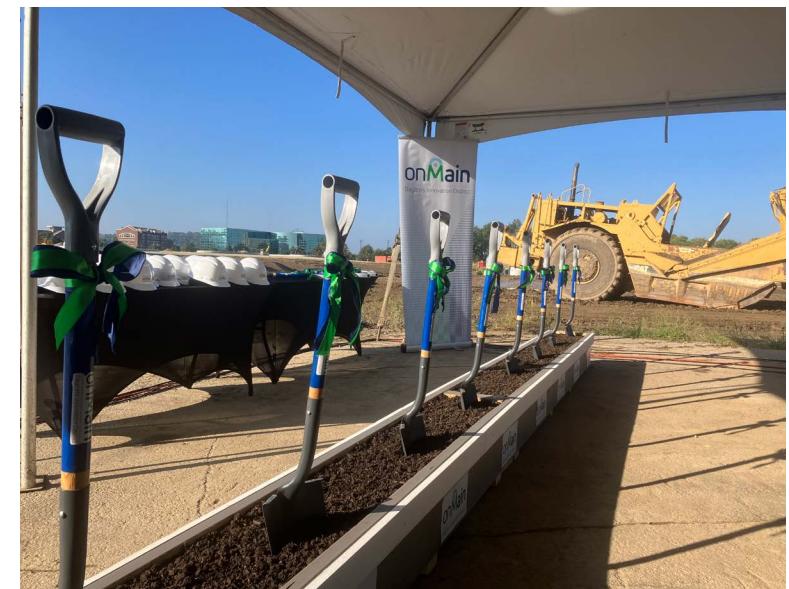


Image by NBBJ

Phase One is Underway

Construction for phase one of onMain is underway. With that comes excitement, momentum, and new challenges as site management now needs to be considered. Initial components of the first phase include six sub-projects. These initial projects set the stage for the build-out of the 38 acres.

The site plan below indicates the extent of this initial development.

Phase One Initial Projects



Initial Projects

1. Site Infrastructure
2. Canal Park
3. Think Dayton Building
4. Think Dayton Plaza
5. Roundhouse Stabilization
6. Residential Building



A critical component of the development is the construction of enabling infrastructure. This includes the first phase of the internal road network, stormwater management systems, temporary parking, electricity, water, and building pad establishment.

Canal Park



Canal Park takes advantage of the need to effectively manage stormwater across the 38 acres while turning that into a signature amenity for the district. Canal Park will feature drifts of native grasses, flowers, and trees, bringing the regional landscape into onMain.

Think Dayton Building



Image by NBBJ

The Think Dayton building is a catalyst for the onMain Innovation District. At 120,000 sf, it will house a state of the art digital innovation center. It is anticipated to open in 2027. The Think Dayton building will set the tone for the quality and character of buildings in the district.

Roundhouse Stabilization



The historic Roundhouse has undergone a stabilization effort thanks to a \$900,000 federal grant. Critical updates include new custom-built windows, repair to the façade, site drainage management, and fresh paint to bring the building back to life.

Think Dayton Plaza



The Think Dayton plaza will offer space for creative conversations. Designed as an extension of the Think Dayton building, it is meant to be a place for the community to gather and dream.

Residential Building



The residential building north of the Think Dayton building will compliment the employment buildings of the district. The building is expected to contain first floor amenities that will help activate the sidewalks.

Uphold

Vision and principles

onMain provides an opportunity to...

- » Represent the best of Dayton as a city of innovation, entrepreneurialism, creativity, sustainability, and inclusivity.
- » Establish a unique platform to create, build and demonstrate solutions across a range of disciplines from health care, energy, housing, environment, business creation, and neighborhood wellbeing.
- » Create a density of ideas, activity and collaborations that can propel the next wave of businesses and entrepreneurs to bring jobs and opportunity to Daytonians and the Miami Valley.

- » Create a setting that connects people, neighborhoods, businesses and institutions in a meaningfully diverse, equitable, and inclusive way.
- » Establish a neighborhood unlike any other in the Miami Valley that demonstrates a new type of walkable urban environment.
- » Establish development standards that reflect the missions and values of onMain by integrating environmental sustainability and wellness into the design.



Principles

Twelve principle statements describe the intended characteristics of development.

DEVELOPMENT POLICIES ARE INTENDED TO PROMOTE...

1. Sustainable values

Development of the site will reflect the values for holistic sustainability—environmental, economic, social and emotional. This means: respect for nature and environmental systems; commitment to realizing financial benefit for the investors, community and individuals; inclusion of community spaces and housing choices for a range of community members; and fostering affection for the place.

2. Advanced and integrated technology

The site and its structures will reflect creative thinking for building materials, energy use, data analytics and sensor technology. Dayton has a powerful history of invention and innovation. This site represents the future for these same attributes.

PHYSICAL DESIGN IS INTENDED TO FEATURE...

6. A high-quality public realm

A great neighborhood must have high-quality, carefully designed streets and public spaces and this site will have them. This also means strong “edges” of the development where buildings are built to the street, framing the public place for people to move (walk, bike and drive) as well as congregate.

7. Unique amenities to enliven streets and common spaces

The site development will create a vibrant neighborhood where the streets, sidewalks, plazas and parks are well-designed. Opportunities to animate the streets and ground-level activity of buildings will be maximized.

8. Regard for the bluff and its potential

The north side of the site is a bluff with steep slopes down to Apple and Stewart streets. While it offers unique views to downtown and other neighborhoods, it is a barrier for connectivity. The development of the site will respect the unique landform and maximize its potential as an amenity.

3. Flexibility (adaptable) over time

The site of the former fairgrounds is relatively large at 38 acres. It also exists in real estate market with less than a robust demand. Build out of development will take several years and there is a need for flexibility and adaptability over time.

4. Healthy living choices

The layout of the site will be thoughtful in supporting the wellness of its employees and residents. This includes an attractive and safe public realm for walking, biking and other recreation. It will also be a place that minimizes unhealthy emissions.

5. A distinct but integrated place

Living, working, learning and playing will be possible throughout the site. It will be a place that is occupied 24-hours a day, seven days a week. It will become an integrated, mixed-use neighborhood in the truest sense, distinct from conventional development.

9. Respect for the site's history

Future development will respect the site's—and adjacent area's—history, especially as it relates to the fairground activities. This may be accomplished through large gestures, like the goal of maintaining the Roundhouse, or small gestures, like public art.

10. Connection to anchors and larger community

The site will not be an “island.” It will have connections—physical and visual—to Miami Valley Hospital, the University of Dayton and adjacent neighborhoods. It will also have be connected to the Great Miami River trail network.

11. Concentrated mass in initial phase

The initial development activity will be concentrated in a way that creates a density of activity and interest. This will create a more impactful demonstration of progress than if development were to be dispersed.

12. Development progressing from the edges inward

To create a positive tone for initial development, the initial projects should be constructed along Main and Stewart streets. This will signal progress and build confidence in the community and from potential investors.

2. District Overview

“We are standing on a site in a city awash with the echoes of history. The historical foundation on which the Think Dayton building will literally and figuratively be constructed is a mere precursor to what will happen here over the next 10, 50, 100 and more years. This is where innovation will be driven through radically selfless collaboration among academia, government, private industry, and brilliant and driven individuals.

onMain's location is intentional, along the Stewart Street corridor with the bridge over our Great Miami River connecting West and East Dayton with downtown to provide opportunities for our entire community.”

Dr. Eric Spina, President, University of Dayton.
Groundbreaking Speech, September 2025

Regional Context
Neighborhood Context
Site Plan

Development Program
Think Dayton



Regional Context

onMain is both a product of, and designed for the region. It is the place where regional energy from complementary industries and institutions is catalyzed and turned into innovation. onMain is expected to move the Miami Valley region forward.

Perspective

Defense Technology

The Dayton region is home to Ohio's largest single-site employer (38,000): Wright-Patterson Air Force Base. The Base has global significance as a critical defense installation of the United States.

The US Air Force (USAF) is focused on digital transformation and is a critical part of the "Digital Dayton" initiative. OnMain—and the Think Dayton building, specifically—will be at the center digital transformation in the region and will bring together industry, academia, and government entities to advance the digital capabilities of the region with a global impact.

Digital Transformation Technology

In an increasingly digital world, industries are embracing the potential of digital transformation. The US Air Force is leading the way, providing opportunities for private industry to further the national defense mission through the extension of contracts—historically, over 87 percent of Air Force Research Laboratory funding in the state of Ohio has remained in the Dayton region.

Medical

Premier Health—a founding partner of onMain—is the leading healthcare institution in the Dayton region. The recent partnership with Wright State opens new possibilities for collaboration that may lead to further innovation in the medical, educational space.

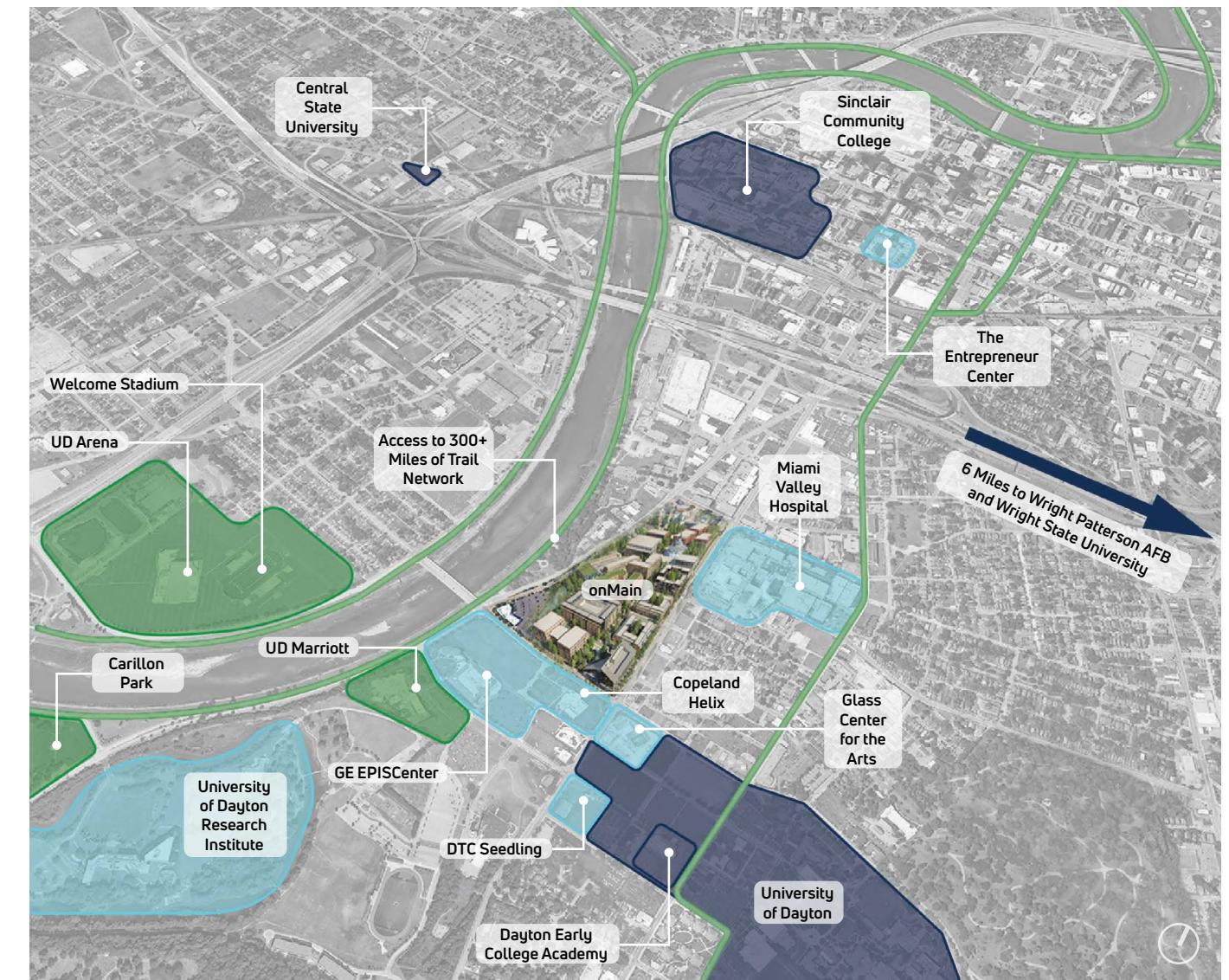
Higher Education

Dayton is home to multiple higher education institutions, including the University of Dayton—a founding partner of onMain—Sinclair Community College, Wright State University, and Central State University. Other higher education institutions have a satellite presence in Dayton, including Ohio University. These educational institutions plan an important role shaping the future workforce in the region.

Partnerships

The role of partners in the realization of onMain cannot be overstated; without a collaborative ecosystem of industry, investment, and political will, onMain will not realize its potential.

onMain offers a unique platform for regional and national partners to convene and collaborate in ways previously not practical or possible. onMain is ready to pursue national leadership through collaborative digital transformation.



Connected

onMain is strategically located in the heart of the research and development activities of Dayton. It is also physically and visibly connected to the anchor institutions of Premier Health and the University of Dayton. The physical proximity provides opportunities for strategic partnerships and the potential for serendipitous spillover effects brought forth by the concentration of innovative activity within each institution.

In addition, onMain is positioned amidst a variety of amenities including the Great Miami River trail network, the Roger Glass Center for the Arts, lodging, and athletic facilities.

The location along Stewart and Main streets provide connections between the West Dayton neighborhoods and downtown.

Neighborhood Context

onMain is part of a dynamic urban environment with a variety of edge conditions and outside influences that will impact the feel of arriving to, and being onMain. As such, it is critical to gain an understanding of the immediate context within which onMain is situated.

Part of the Neighborhood

The district is adjacent to two of Dayton's historic anchor institutions, Premier Health and the University of Dayton. The proximity to these institutions provides a sense of stability and energy to the area.

Dayton has well established neighborhoods and onMain is situated near several strong examples, including the Fairgrounds neighborhood - a subset of University Park - located immediately east of onMain. Given the institutional proximity and interest in the neighborhood, the "Genesis Initiative" was initiated to stabilize the neighborhood on the heels of the 1999 Rubicon Area Plan. This plan has recently been assessed by CityWide.



The Genesis Initiative

The Genesis Initiative focused on gaining an understanding of the neighborhood dynamics of the approximately 45-acre Fairgrounds neighborhood. The dynamism of the neighborhood is influenced by a medley of residents, including: University of Dayton students, visitors, owners, and renters.

The 1999 Rubicon Master Plan spurred action in the Fairgrounds neighborhood. The plan designated the neighborhood as the highest priority for investment and strategic action.

Premier Health and the University of Dayton, along with the City of Dayton and other partners committed funding and financing strategies to stabilize the neighborhood, investing over \$14,000,000. As a result of this level of investment and care, the neighborhood began to attract new housing and business development.

In 2025 CityWide provided onMain leadership with a high level assessment of current conditions.

Edge Conditions

onMain has a variety of edge conditions, and is inseparable from its context. The interface between onMain and its neighbors will influence the experience of being onMain.

- » The **northern** edge of the site is relatively short and separated from Apple Street by steep slopes. Adjacent uses include a rehabilitation facility, warehouse, and small amount of retail space.
- » To the **east** is the Miami Valley Hospital and the Fairgrounds neighborhood. The northern part of the edge is dedicated to MVH, Premier Health's flagship, Trauma I facility with 7,744 employees.
- » To the **south**, is the University of Dayton. The area has developed with significant public and private investment from GE and Copeland.
- » To the **west** is Patterson Boulevard and a significant change in topography that limits connectivity, but does provide unique views to Great Miami River Valley. Physical connectivity to the Great Miami River may be possible in the future through a multi-modal bridge over Patterson Boulevard.

Site Plan

onMain is designed to be an inclusive hub of activity. It will have high energy and distinct character. Residents, employees, and visitors will give life to the district throughout the year.



1 Stewart Street

Stewart Street will house the innovation activity of onMain.

- » The buildings along Stewart will be focused on the employment of knowledge economy workers who will boost Dayton's economy and advance the innovative thinking for which the city is known.
- » The streetscape along Stewart will be an extension of the quality of the development within. A generous sidewalk, street trees, and integrated transportation will invite those passing by onMain to enter and engage.



Main Street will become the pedestrian-friendly seam that connects onMain to its surroundings.

- » Local retailers, dining, and community uses along Main Street will invite people to meet their neighbors and try something new.
- » The new streetscape will provide shade trees, bicycle parking, and benches to create a safe, welcoming place for people.
- » The east and west sides of Main Street will be stitched together through multiple crosswalks and stoplights, allowing for people to freely move into onMain from the adjacent Fairgrounds neighborhood.

Imagination Avenue will be a unique space.

- » This "shared street" can convert to a pedestrian-only space for special events.
- » The Roundhouse will be featured by an uninterrupted view corridor from Stewart Street.
- » The Streetscape will include pavers and extensive landscaping that sustainably manage stormwater.
- » Cars will be encouraged to travel slowly due to pedestrians and bicyclists mixing in the street.
- » Entrances to individual ground floor housing units and corner cafes (that offer seating) will animate the street.

The Roundhouse will be re-imagined as a distinguishing feature.

- » The Roundhouse will serve as a physical reminder of the site's history and a living example of its creative, welcoming future.
- » A plaza fronting along Main Street will provide the grand entrance to onMain. This is the district's "front yard."
- » The plaza around the Roundhouse will provide flexible space for daily use as well as the ability to host both large and small community events.



Development Program

The district will contain a mix of employment, retail, innovation, residential, and community uses. The uses allowed within the development are described generally below.

- » Employment-oriented uses include office and professional services or any similar use with a minimum intensity of 500 square feet of floor area per full-time equivalent employee.
- » Uses include all retail and personal services. This includes shopping, restaurants, and services oriented toward those living within walking distance.
- » Innovation uses includes additional non-residential uses such as:
 - » Fabrication and assembly, makers spaces, laboratories, workforce development facilities, manufacturing of prototypes, incubator spaces for start-up and mid-level businesses, artisan production, arts exhibition, shared workspaces, and other arts and creative enterprises.
- » Residential uses include apartments and live/work units. Uses may be expanded depending on the future market.
- » Community uses include community facilities/institutions, educational facilities, recreation and open spaces, and community gardens including plant nurseries/greenhouses.

Character Examples



Note: Numbers link to the image reference table on page 66

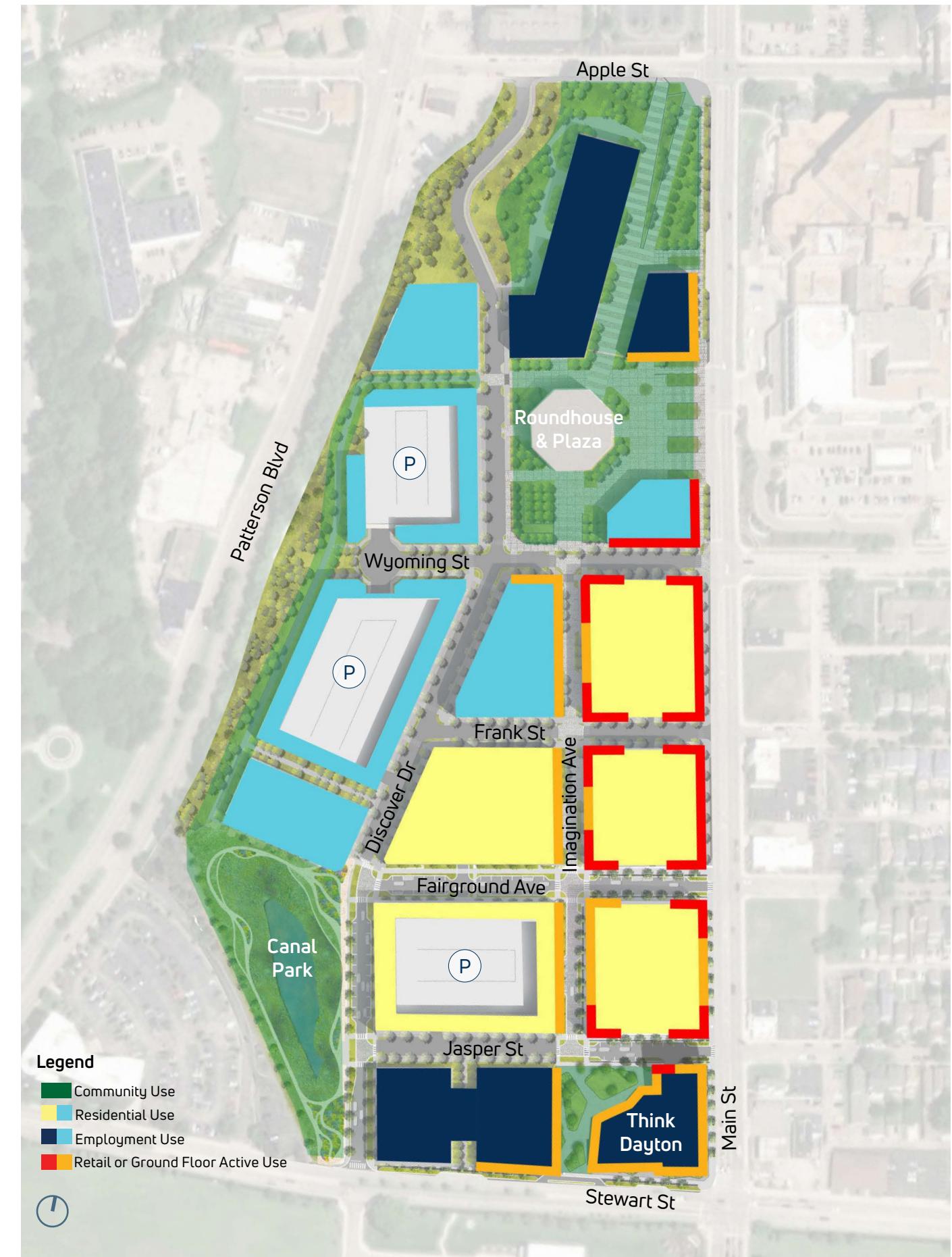
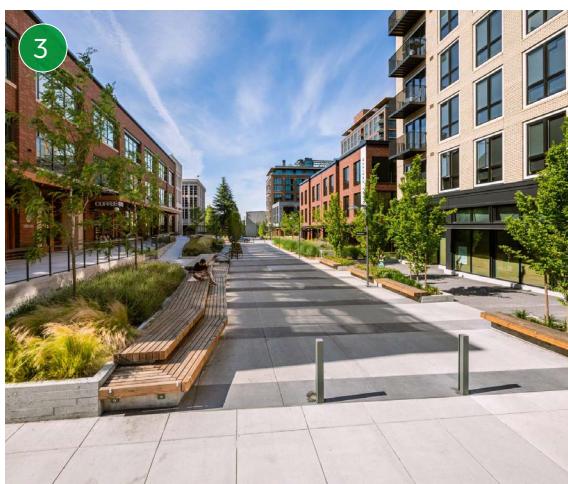


Program mix and planned square feet for each type of use across the site.

Mix of Uses

Total Site Area	38 acres	100%
Streets and Building Area	30.4 acres	80%
Common Open Space	7.6 acres	20%
Community Use	20,000-35,000 sf	1-2%
Residential Use	1,300,000-1,500,000 sf	45-70%
Employment Use	750,000-1,100,000 sf	26-52%
Retail or Ground Floor Active Use	60,000-85,000 sf	3-4%
Total Program	2,130,000-2,920,000 sf	100%

Note: Percentages will fluctuate based on the future market demands



Think Dayton

onMain is Dayton's Innovation District. The Think Dayton building will be home to the Digital Wing, providing the space for industry, academia, and government to convene and collaborate. The Think Dayton building has been designed to provide the necessary spaces and programmed with the tools needed to accelerate innovation in the digital sphere. Think Dayton is more than a building, it's an attitude.



Image by NBBJ

3. Site Components

“We are we are leveraging the energy and excitement from downtown, the innovation and the growth that's occurring at Wright Patterson Air Force Base, and all of what we are doing locally and pulling it together on a 38-acre site that we don't normally get in an urban environment.”

Michael Turner, U.S. House of Representatives, 10th District
Groundbreaking Speech, September, 2025

District Design Themes
Design Guidelines
Buildings
Digital Transformation

Community Spaces
Streets
Mobility



District Design Themes

The physical character of onMain will be established through what is built. The vision and principles in the first section outline the way in which onMain should develop over time. The desired development character for onMain is rooted in the vision and principles outlined on page 12. New development will impact the overall character of onMain, as such, development that is aligned with the following themes should be sought out: Health & Wellness, Sustainability, and Advanced Technology.

Health and Wellness

Given the proximity and leadership of Premier Health, health and wellness should be a design driver of the site. Wellbeing is a critical component of quality of life, onMain is committed to providing a framework for healthier design that supports personal and collective wellness.

Character Examples



Sustainability

Sustainable design and operations are integral parts of onMain. Sustainability will be pursued from the design process, through construction, into the day to day experience of living and working onMain. Future developments within onMain that pursue sustainable missions, practices, or functions, will add to the value and reputation of onMain.

Character Examples



Advanced Technology

OnMain will demonstrate a variety of advanced technologies that improve performance and quality of life. Doing so will help onMain realize the district's commitment to a new standard of neighborhood development. Industries that work with, or advance the understanding of how advanced technology may shape the future, are encouraged to be onMain.

Character Examples



Design Guidelines

The design guidelines were created for onMain in 2025 to provide direction for the physical development of the district. The guidelines serve as a companion to this master plan refresh and bridge to zoning. The strategies outlined provide guidance for developers, architects, and City staff as they consider development within onMain.

Purpose

The design guidelines offer a holistic approach to design within the district. They apply to all new development within onMain, from buildings to open spaces and infrastructure.

Three principles, derived from the master plan, drive the guidelines: **sustainability, identity, and activation**. These principles are broad enough to allow for creative interpretation by designers, while offering structure for the evaluation of the quality of development proposed within onMain. Given the distant build-out horizon, the design guidelines ensure the vision for onMain will be realized as a cohesive, high quality development.

Using the Guidelines

The design guidelines work in tandem with the Planned Development (PD) Zoning to regulate baseline entitlements and the footprint of development within the 38-acre innovation district. The combination of zoning and design guidelines create a coordinated path to shape an innovation district that reflects Dayton's values and aspirations.

The guidelines provide flexible strategies to ensure new development contributes to the overall character of onMain. The guidelines are flexible enough to allow for adaptation, while retaining rigidity so that the overarching goal—**To create a place that is beautiful, sustainable, and inclusive – a neighborhood that feels distinctively Dayton, yet globally relevant**—is realized.

Character Examples



Identity



Activation



Buildings

Similar to the importance of defining a high quality public realm, the buildings will be designed in an intentional way. Buildings onMain should:

Create a neighborhood, not a development

- » Support an organic feel that develops over time.
- » Encourage distinctive designs that contribute to a cohesive, walkable neighborhood.

Shape buildings to define the shared public realm

- » Buildings frame streets and public spaces to provide a sense of enclosure at ground level while maintaining access to sky views and sunlight above.
- » Allow purposeful variation along the street edge to create inviting public spaces.

Create streets where people want to walk

- » Ground floors should engage the street through active uses, transparency, and direct entries.
- » Active ground floors: retail and dining in key locations bring life and activity to sidewalks.
- » Encourage ground-floor residential entries and stoops to enhance neighborhood character and foster connection along the street.

Support human scale community space

- » Design for the pedestrian experience, pursue human-scaled design elements.
- » Diversify material, form, and facade articulation to create a vibrant pedestrian realm.
- » Use varied, durable materials and articulated façades to create visual interest and depth.

Support a critical mass of people living, working, and visiting onMain

- » Create a 24/7 critical mass of people (density) living and working onMain by establishing a mosaic of uses throughout the district.
- » Encourage a mix of uses and activities that create energy within the district throughout the day.

Encourage interaction and collaboration to foster social connectivity

- » Design indoor and outdoor shared spaces like lobbies, event rooms, and courtyards to encourage random meetings and promote familiarity with others.
- » Consider the needs of all potential users, including the very young, teens, and the elderly, to provide accessibility and safety in welcoming spaces.

Use LEED design principles and healthy living principles to promote sustainability and wellbeing to create a place that reflects the mission of onMain

- » Incorporate sustainable design and healthy living principles that reflect onMain's mission.
- » Promote active lifestyles, healthy eating, mental wellbeing, and social connectedness through site and building design and programming.

Character Examples

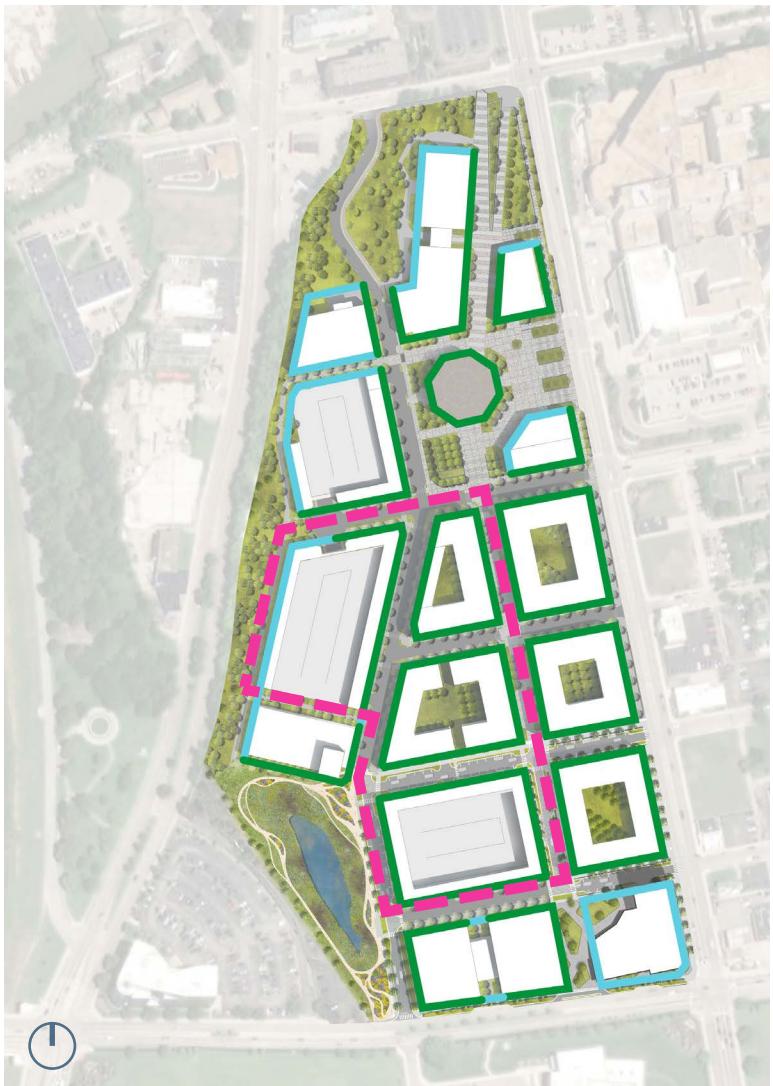


Build-to Lines

In order to provide a distinct sense of place and frame the public realm, build-to lines have been articulated.

Build-to lines will generally follow Main Street and Stewart Street, internal streets, and frame common open spaces. Build-to lines are not planned for the Patterson Boulevard edge due to the change in topography and minor breaks along streets where mid-block connections are expected.

Residential use setbacks will provide for front gardens, forecourts, porches, and stoops. Non-residential use setbacks will create additional common open space or mid-block accessibility and include features to enhance the space's use and enjoyment, such as tables and chairs, seating, street furniture, shade structures, and public art.



Height and Build-to line

- 85' max height area*
- Build-to lines
- No build-to lines

* Remainder of site 65' max height

Active Ground Floor

The purpose of the active ground floors is to create a sense of life on the street and create varied visual interest throughout the district, particularly on Main Street and Imagination Avenue.

Segments of buildings outlined in the diagram to the right are prescribed to have active ground floor uses. These uses could include retail stores, sales areas, consumer service businesses, general, professional and agency offices, institutional offices, classrooms, building lobbies, residential units, and research and development activities.



Ground Floor Uses

- Retail
- General active uses

Character Examples



Roundhouse

The Roundhouse is an enduring presence on Main. It is a community touchstone, transporting the site between past and future.

History

The structure dates back to 1874, it was reconstructed after a fire in the 1950's. This barn is one of the few remaining of its kind in Ohio and the only original building retained on the site.

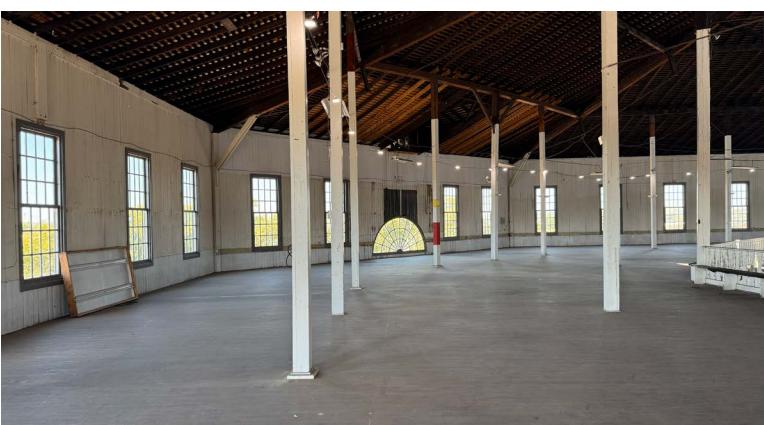
Stabilization

The Mt. Vernon Barn Company completed a barn assessment of the structure in February of 2018 and found that while there were no major structural issues, work was needed to stabilize the structure. Federal funding enabled the stabilization in 2025 and repairs included:

- » Corrected the grading on northwest side
- » Repaired charred rafters and studs
- » Reinforced columns that were damaged by termites
- » Replaced and painted exterior wood siding
- » Replaced windows

Future of the Roundhouse

onMain is committed to exploring re-use strategies for the Roundhouse given its historic designation and prominence on the site. The site plan for the district showcases the Roundhouse by having all roads lead to it. A large plaza further established the Roundhouse as a community destination and gathering space.



Housing Strategy

Housing is a priority use on Main. It is intended to provide living choice for those who work within the district and nearby. Housing is intended to create 24/7 livability.

While phase one residential types are identified as multi-family, future development phases are not as fixed. Market demand may require adapting the type and density of future housing.

Adaptability

Adaptability is a critical component of the housing strategy. Specific product types may be revisited as the site develops to ensure housing types and their form reflects shifting demographic and economic trends. This may be accomplished through the offering of a variety of products for future residents across the development spectrum.

Variety in the housing products offered will allow the district to evolve to accommodate future lifestyles and needs. The option for alternative types of housing allows onMain to adapt with the market, while adding variety to the neighborhood.



The table indicates the planned residential composition across the site.

Mix of Uses

Total Site Area	38 acres	100%
Streets and Building Area	30.4 acres	80%
Common Open Space	7.6 acres	20%
Residential Use		
Residential or Office Use		
Total Residential Use	1,300,000-1,500,000 sf	45-70%

*Percentages will fluctuate based on the future market demands

Digital Transformation

Think Dayton

The 120,000 square foot Think Dayton building will be the home of digital transformation. The building was designed to foster creative collisions between diverse groups, including the US Air Force, industry partners, academics, and those preparing to enter the workforce. Offering a platform to further innovation onMain.

Program

The building was designed with respect for the past, but focused on the future. Traditional office and classrooms are to be located in the "bar" portion of the building, with collaborative areas designated within the "wing" (see programmatic diagram on p. 37).

Building Features

- » 60 office suites for members
- » Creative lab space
- » Specialized space for sensitive collaboration
- » Variety of rooms for different size gatherings and collaborations

Beyond the building, the Think Dayton plaza offers community space for visitors and employees to reflect on the history of the site, while imagining what the future could be. The plaza is programmable for a variety of events designed to bring the energy from the inside, out.



Digital Wing

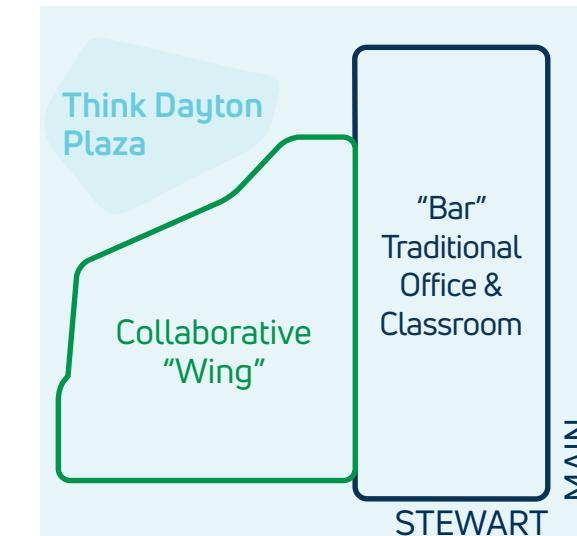
The Digital Wing will serve as the programmatic engine for onMain, operating within the Think Dayton building. The Digital Wing will catalyze collaboration, drive digital transformation, accelerate emerging technologies, and develop the talent needed to power a thriving, tech-enabled future.

The Digital Wing will be the beacon of innovation, promoting workforce development through the provision of the necessary tools and work space to prepare the next generation of workers with the skills needed to confidently begin their careers.

Collaboration is at the core of the program, the Digital Wing is committed to providing the platform for government, industry, and academia to converge, collaborate, brainstorm, educate, and cooperate to advance digital transformation initiatives, particularly in support of the United States Air Force (USAF).

The USAF has identified the critical need to drive digital transformation throughout its organization, and the Digital Wing is at the forefront of this strategic initiative. The mission of the Digital Wing is clear: to eliminate data barriers, enhance operational efficiency, and significantly accelerate the pace of innovation. The Digital Wing will lead the charge into a new era of technological advancement.

Think Dayton Building Programmatic Diagram



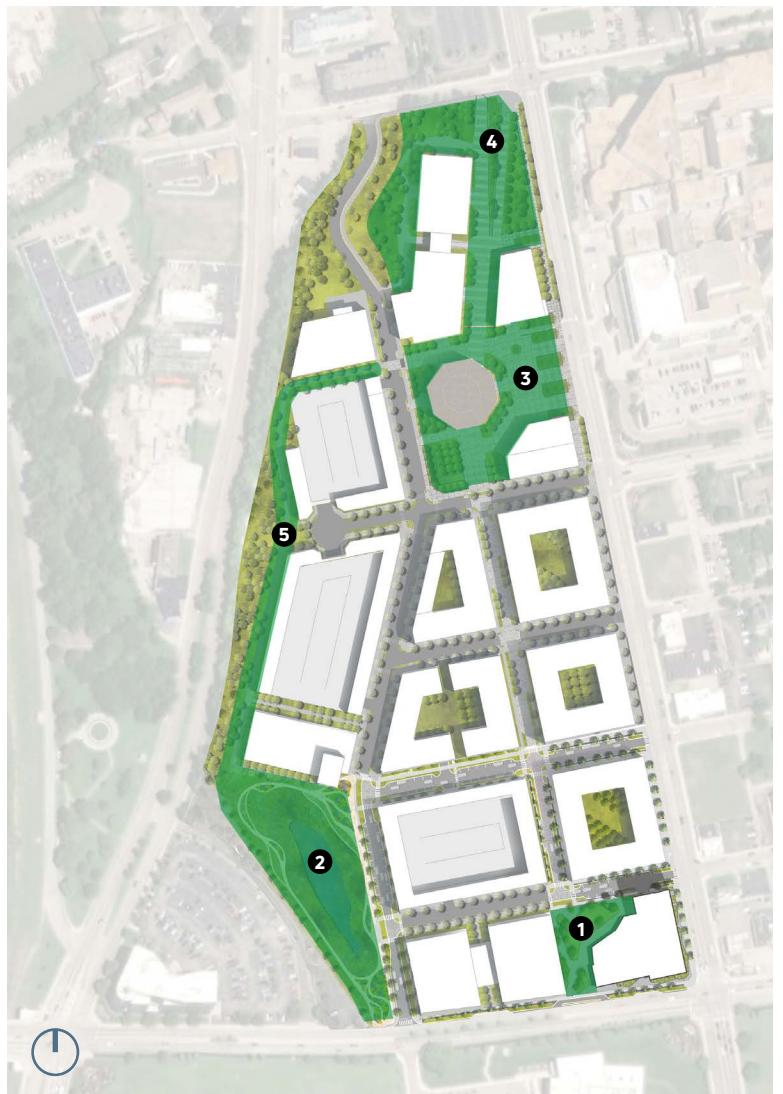
Community Spaces

The community spaces will encourage both active and passive recreation while providing welcoming community gathering places and naturalized areas.

Community spaces will be built concurrent with the infrastructure and buildings. Twenty percent of full build-out will be common space. As the district develops, formal, branded identities will be created for each space. The common areas by definition are for the community. The design of each of the spaces reflects input received from the community during the visioning process.

The bluff offers unique views of the downtown skyline and views out across the Miami River Valley. The Roundhouse is a highly visible, historic feature that captures both the eye and imagination, offering a sense of authenticity to the district.

The map to the right and the information on the pages that follow convey the character and approach to activate each of the five community spaces.



Community Spaces

- ① Think Dayton Plaza
- ② Canal Park
- ③ Roundhouse Plaza
- ④ Northern Bluff
- ⑤ Community Trail

Think Dayton Plaza

A space for creative conversations. This open space is approximately 12,000 sf and will be a formal gathering space that accommodates special events and encourages social interaction. The landscape will be a blend of hard and soft surfaces and complement the building lobby.

This open space is part of the first phase of development.



Plan View



Canal Park

Nature in the City. Canal Park is approximately 2.5 acres. It will enhance stormwater detention while creating a water feature amenity that combines ecological services and aesthetics. The landscape will feature a meandering crushed stone path that weaves between drifts of plantings and stands of trees that connect visitors to the ecology of the Great Miami River.

Canal Park will connect to the regional trail network with a pedestrian bridge over Patterson Boulevard, utilizing the abandoned rail abutment.

This open space is part of the first phase of development.



Roundhouse Plaza

Community living room. This plaza is approximately three acres and will be the primary community gathering space with flexible areas for a variety of events. It will function as an outdoor extension of the Roundhouse and highlight this important historic building.

This open space is planned for a later phase of development.



Northern Bluff

Dramatic lookout. The bluff is all about views afforded by the distinct topography of this part of the district. Looking out to the north is the downtown Dayton skyline, looking to the west reveals the expanse of the Miami River Valley.

The landscape will feature a passive green space with hardscape features for strolling and relaxing. The space will be strongly linked to the Roundhouse Plaza and offer outdoor amenity spaces that serve office users.

This open space is planned in the final phase of development.



Community Trail

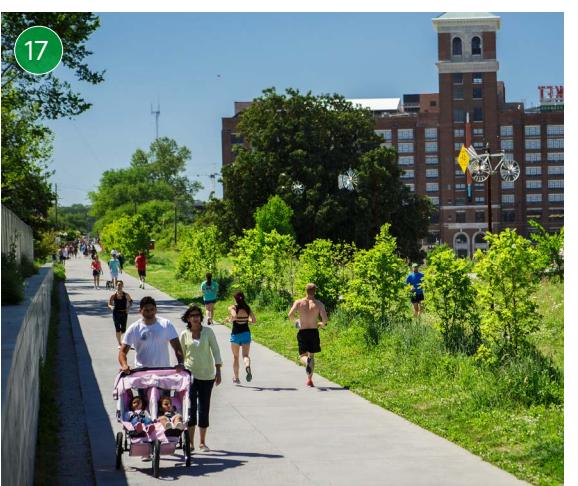
The multi-use community trail extends along the western edge of onMain, connecting the Roundhouse Plaza and Northern Bluff to Canal Park and Stewart Street.

The trail encourages an active lifestyle and provides an engaging frontage for housing that face west toward the river. It will connect to the existing Great Miami River Trail via a bicycle and pedestrian bridge over Patterson Boulevard that reuses the remaining bridge abutments from a former rail bridge.

This open space is planned for a later phase of development.



Character Examples



Streets

The street network of onMain has been laid out to feature a compact grid of walkable streets with short blocks and connections to regional recreation corridors.

Street Network

The street network will achieve the goals set forth in the City of Dayton's Comprehensive Plan for urban core area streets, utilizing a grid pattern, small building setbacks, mixed land uses, pedestrian-oriented retail, and on-street parking. The street network will balance the need for quick and easy car access with the desire to create a safe and comfortable environment for cyclists and pedestrians.

The street grid will respond to the context by extending the alignment of neighborhood streets east of Main Street into the site. Multiple controlled crossings will encourage pedestrian movement across Main Street, inviting the community into onMain.

The blocks are designed to create a human-scaled walkable environment. In the case where there are longer blocks, a mid-block pedestrian connection will be provided.

Primary entrances into the neighborhood have been identified on the map to the right. Urban design and architectural expression in these areas will create a sense of arrival, define boundaries of the neighborhood, and enhance onMain's identity.



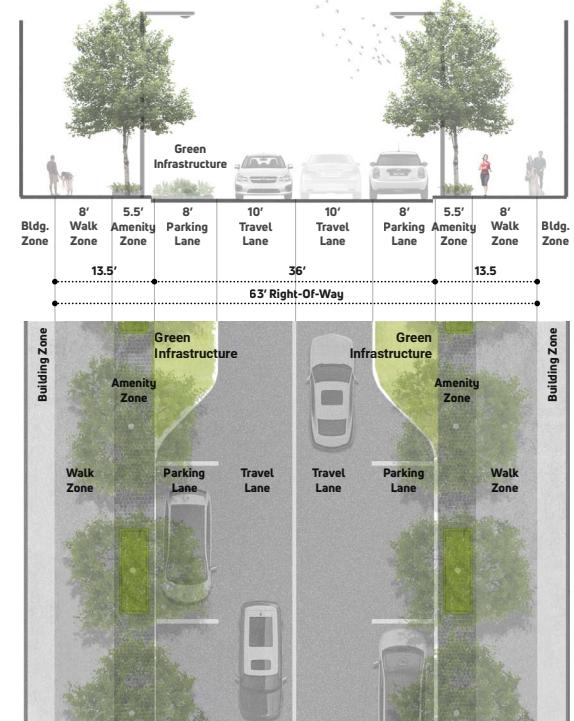
Streets

- Arterial (S Patterson Blvd)
- Collector (Stewart St, Main St, Apple St)
- Internal street type A
- Internal street type B
- Internal street type C
- Primary entrances



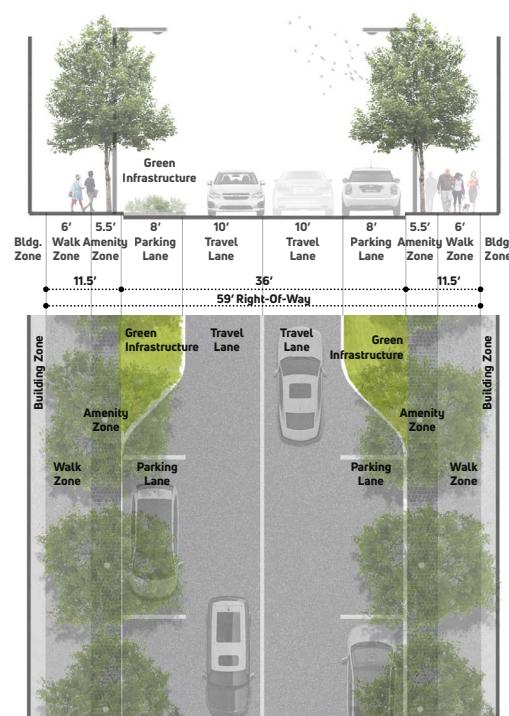
Internal Street, Type A

Street type A will have the widest right-of-way of the three internal street types. It will support two travel lanes and two on-street parking lanes. The sidewalk will consist of an amenity zone for trees and lighting, a clear walkway, and a wide building zone along the building face for supporting active ground floor uses. At intersections, the curb will bump out into the parking lane to support green infrastructure and improve the pedestrian experience.



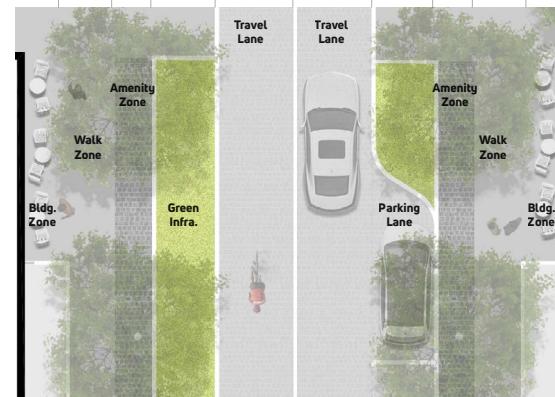
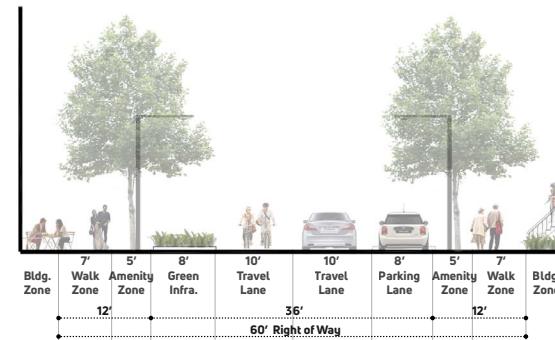
Internal Street, Type B

Street type B will have a narrower right-of-way than street type A. It will support two travel lanes and two on-street parking lanes. The sidewalk will consist of an amenity zone for trees and lighting, a slightly narrower clear walkway, and a narrow building zone along the building face. At intersections, the curb will extend into the parking lane to support green infrastructure and improve the pedestrian experience.



Internal Street, Type C

Street type C will support two-way traffic in two travel lanes. On-street parking and green infrastructure will alternatively be present next to the travel lanes for the length of the street. The street will have an amenity zone on each side to support tree plantings and lighting. The street will have a sidewalk on both sides of the street.



Shared Street, Type C

The quality of streets and public experience is a priority for onMain. A distinct street type is intended for the heart of the district: a shared street. This street will visually and physically connect the Think Dayton Plaza and Roundhouse.

While cars can use the street, the design and materials make it easy for the pedestrians and bicyclists to use. To reinforce the unique character of the shared street the entrances to the buildings will address the sidewalks in ways different from others in the district. There are several, varied public gathering places in the district, but the shared street is considered the "neighborhood's."



Collector Streets (Main and Stewart)

Main Street

Main Street—the inspiration for onMain's identity—will be a signature street with a high quality public realm along the edge of the district, inviting passerbys to explore the interior.

Main Street anchors the eastern edge of the district. The vision for the street is to become more pedestrian friendly and safer while still fulfilling its function as the primary connection from Dayton's south suburbs to downtown. Enhancements will include on-street parking, street trees, first floor active uses like retail, and the facilitation of multiple modes of transportation.

The future configuration of Main Street will include two through lanes southbound and two lanes northbound. This new configuration will also allow for medians at certain points along the corridor, as well as on-street parking, wider sidewalks, and street trees to improve pedestrian comfort.

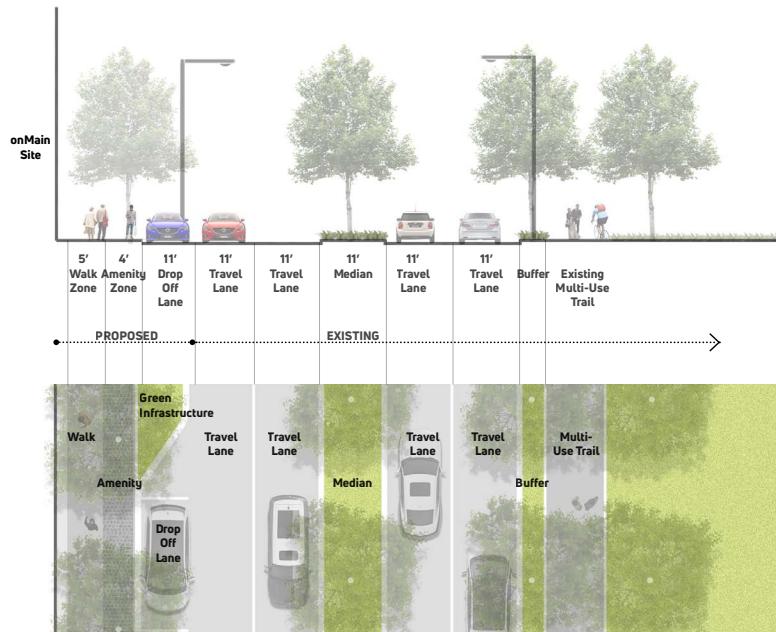
Implementation of the new configuration along Main Street will be coordinated with the City of Dayton and be evaluated to determine the longterm feasibility of the enhanced street configuration.



Stewart Street

Stewart Street's northern sidewalk will be expanded to provide additional width within the site boundary. The extended sidewalk will support a wider walking zone for pedestrians.

A drop off lane will be provided on the south end of the Think Dayton Plaza. This area will enable a smooth transition into onMain for visitors. The drop off area will immediately orient visitors with a long view of the Roundhouse on the hill to the north.



Walk zone details

The following streetscape provisions are intended to create lively streets filled with activity.

- » Benches will be provided along retail frontages. Benches will ideally be placed near the curb facing another bench perpendicular to the street.
- » Amenities will be clustered in the amenity zone to prevent a cluttered walkway. Fire hydrants, mailboxes, parking meters, bicycle racks, or other impediments to foot traffic will be located toward the curb.
- » Crosswalks will be located to continue all sidewalk trajectories across all intersections and will be paved in a material that contrasts with the street surface.



Mobility

The development supports a variety of mobility options including walking, biking, and transit. Automobile access will be supported through a phased parking approach, including temporary parking lots, on-street parking, and garages as the site develops.

Pedestrian

onMain will provide a sense of place through the experience of the streetscape and include a network of open spaces connected by pedestrian sidewalks and bicycle routes to adjacent neighborhoods. Sidewalks will be present on both sides of every street. Sidewalks will have unobstructed walking area with a minimum width of five feet. Street trees will be planted in grates, providing a sense of vertical enclosure while allowing for foot traffic to flow freely.

Outdoor café seating will promote an active streetscape, encouraging movement into shops and cafés. Outdoor seating areas may be located within the sidewalk or common open space provided a clear walkway is maintained. Outdoor café seating will only use movable furnishings and will be made from durable materials, such as wood and metal.

Character Examples



Bicycle

The neighborhood's robust circulation network for pedestrians and cyclists alike will promote ease of access for all users. Bicycle infrastructure will include a combination of on-street bicycling markings, and off-street multi-use paths connecting to regional trails. Off streets paths will have a minimum width of ten feet.

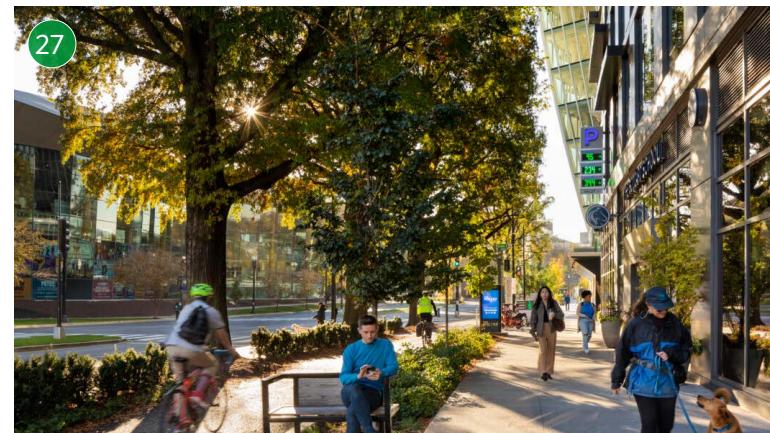
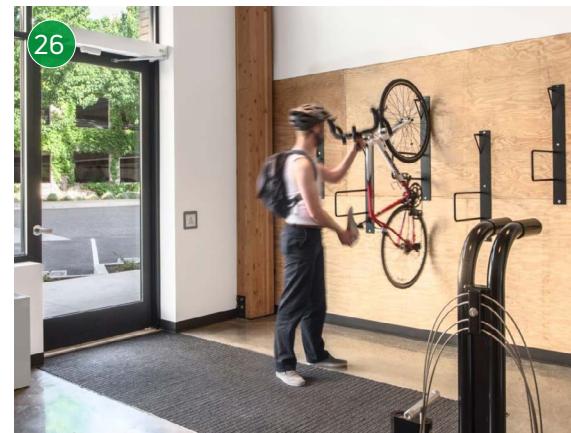
Within onMain, cyclists will safely circulate sharing the streets with cars, in lanes demarcated with "sharrows". Cyclists will be permitted to use the whole lane as indicated by the location of the sharrow pavement marking.

Regionally, onMain is situated adjacent to the Great Miami River Trail. Access to the trail network will be provided in the future with a bridge over Patterson Boulevard, linking onMain to the regional active transportation network.

Transit

The district is currently served by several bus routes connecting the site to downtown and other destinations. The transit potential for onMain is strong. Bus routes connect onMain to downtown via Main Street, and to the West Dayton neighborhoods via Stewart Street. onMain is positioned as a place accessible to all, through a variety of transportation modes.

Character Examples



Bicycle

- Off-street multi-use trail
- On-street sharrows marking

Transit

- Bus Stop
- Bus Line

Traffic

A traffic study was undertaken to understand the impacts of the onMain neighborhood on the surrounding streets and transportation network. The study found that proposed roadway system can accommodate the projected traffic volumes at acceptable levels of service.

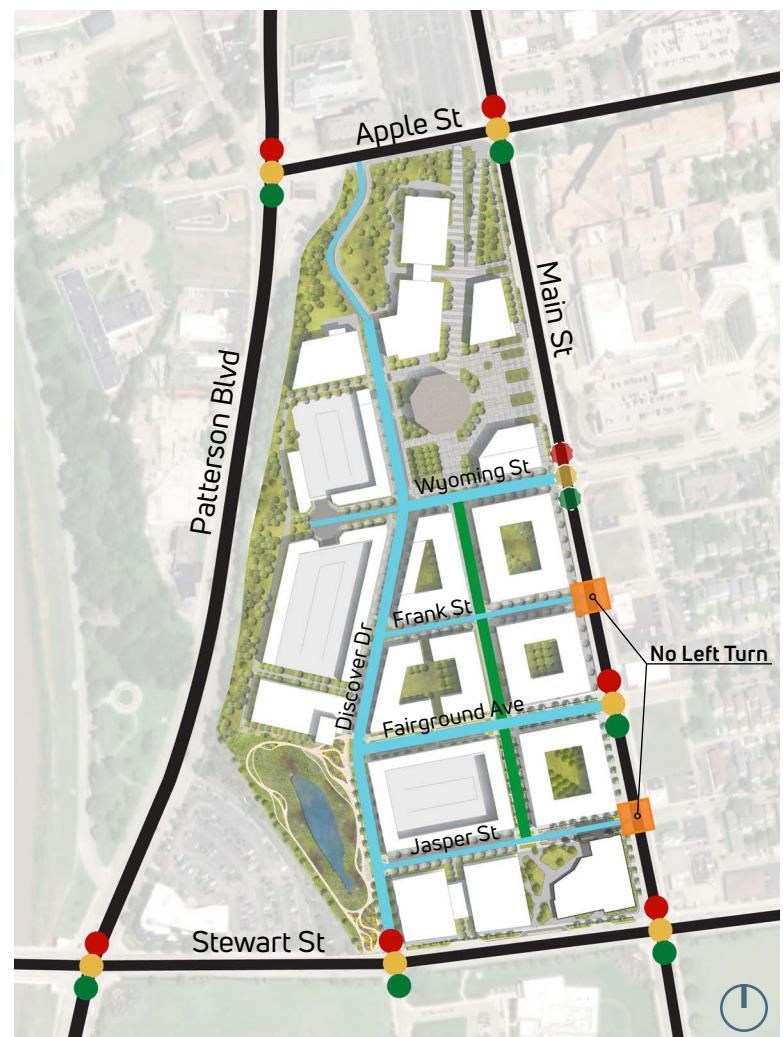
Access and Street Network

- Align internal streets with: Wyoming, Frank, Fairgrounds, Jasper, Discovery
- Add new traffic signals at Fairground/Main and Discovery/Stewart
- Add stop signs at East Bound Frank/Main and East Bound Jasper/Main
- No left turn from North Bound Main to Jasper or Frank
- No direct access to site from Patterson

Support walkability and retail development along Main Street

- Allow on-street parking on South Bound/ North Bound Main Street (initially parking will only be implemented on the South Bound side)
- Allow for special paving at key intersections

Add emergency vehicle pre-emption to traffic signals on Main Street



Traffic Pattern

- Arterial (S Patterson Blvd)
- Collector (Stewart St, Main St, Apple St)
- Internal street type A
- Internal street type B
- Internal street type C

- Traffic Lights

Character Examples



Vehicle Access

onMain is committed to being an easy to reach destination. For drivers, this means making the parking strategy predictable and easy to navigate in order to allow visitors to park and experience the district.

Buildings will be serviced through drives strategically located to minimize their impact on the pedestrian experience.

Parking

On-street parking will be provided throughout the district to accommodate short trips and retail.

Parking garages will be located within the interior of the site where feasible. Garages will be wrapped with a “liner building” to minimize visibility from streets. People walking and using wheeled devices will have direct access to parking garages from the street.

To optimize the distribution of parking throughout the district, all parking will be shared to the fullest extent possible. Parking will be built in tandem with the phasing of the construction. Parking utilization will be monitored and reported to assess actual demand.

Parking supply for later phases will be adjusted to account for updated supply needs given the parking monitoring from earlier phases. The phasing of parking build-out will also reflect the influence of changing travel modes and transportation technologies.

As the site develops there will be a transition from surface parking to structure parking. At full build-out of the district, there will be no surface parking lots.



Parking

- Parking and service access locations
- Planned parking structure locations
- Internal on-street parking locations

Temporary Surface Parking

In the initial phases of development, building sites set aside for future development will be used for temporary surface parking.

The design of the temporary parking lots should consider the life-cycle impacts of construction materials and strive to reduce waste and re-use materials. Creative re-use solutions should be explored for both the plant material and hardscape materials. For instance, trees planted in the temporary parking lots could be repurposed as street or open space trees for later phases.



4. Moving Forward

“...However long it takes to fill this 38-acre site with world class opportunities and innovation, we will be patient and committed to what it’s taken to get to this day. Dayton cannot just have a great history of aviation and aerospace, it can lead the world in what it’s doing to advance technology and the cause of freedom to protect our nation’s future.”

Jon Husted, U.S. Senator, Ohio.

Groundbreaking Speech, September 2025

Development Sequence
Next Steps
Interim Use



“This type of development takes vision and patience. Strategically, this was an incredible move for Premier Health.”

Mike Riordan, President & CEO, Premier Health.
Groundbreaking Speech, September 2025

Development Sequence

Development of the site will proceed in an orderly, coordinated and comprehensive manner. This sequence is illustrated on the following page, indicating build-out from the south to the north, this may be completed in sub-phases. The exact development sequence and program mix will depend on market conditions and timing. The intent of this plan is to give guidance for the future, while retaining the ability to adapt to changing market conditions to fulfill the vision of onMain as it is realized over the coming decades.

Initial Development Phase

The cornerstone of the initial phase of development is the Think Dayton building, positioned on the corner of Main and Stewart Streets. The building is accompanied by a plaza, a place for the community to gather.

Other highlights of this initial phase include Canal Park, the establishment of a road network, temporary parking lots, and the groundwork for the first residential building.

The vision for the onMain Innovation District will take time to realize. Careful planning, intentional development, and respect for the site's authentic character will set the tone for the future of onMain.



Initial Development Phase

Full Build-out

Build-out of the site could follow several scenarios depending upon identification of partners, strategic investments, market demand and early design decisions.

The working assumption is that build-out will progress north from the initial phase. Build-out will take time and be influenced by individual investors along with the rate of success of the initial phase.

Completion



Full Build-out

Progress

Initial Phase & Continued

Next Steps

onMain's vision is taking hold, the initial phase is being constructed. Consideration for what comes next is critical to ensure the momentum of the moment is harnessed.

Beyond attracting future development, the district must be actively managed in order to maintain a level of care and character. Operations present both a challenge and opportunity for onMain.



Operational Considerations

The next steps onMain takes are critical, they must build on the work that has been completed to get the innovation district to this point. **Site management, activation, and momentum** are central to the future success of onMain.

The 38 acres have been fenced off since the closure of the fairgrounds, the opening of the site to the public will be marked with excitement and curiosity. The interest in being onMain will present both opportunities and challenges.

Challenges include access control, maintenance, and identity. These challenges also provide opportunities for onMain to exhibit innovation and a unique perspective.

Site Management

The level of access across the site will need to be delineated to clearly define the limits of exploration for visitors. Establishing expectations of site access will ensure visitors can easily navigate the site and feel safe while doing so.

Signage and wayfinding can help orient visitors to special areas of the district, the wayfinding strategy must be flexible to adapt to future development within the first phase and beyond. Accessible areas should be made clear through signage, walkways, and the overall design of the district.

Safety of the district is important to make sure all who visit feel comfortable doing so. As more people live, work, and visit onMain, there will be a need to ensure their safety. Strategies should be coordinated between the University of Dayton, the City of Dayton, and Premier Health.

Activation

onMain is a destination for the City of Dayton, as such, opportunities to bring the community in should be actively pursued. Activation will help create a "buzz" around onMain, attracting interest from developers and the community at large.

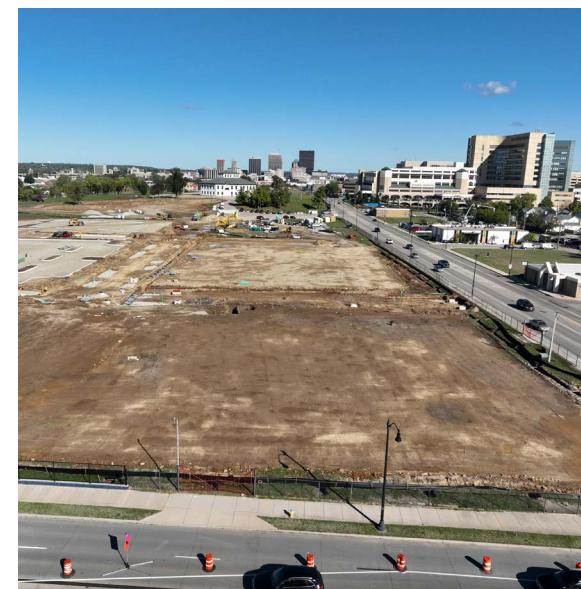
The programmatic strategy should be actively managed. This will add to the overall experience of being onMain. Adaptability will be critical for the strategy, allowing programming to adjust to the desires of the community throughout the seasons, while also adjusting to the site as it evolves over time.

Momentum

The Think Dayton building will open in 2027, this is expected to catalyze more development. Some momentum was gained with the groundbreaking along with the construction of site infrastructure. The focus of development around the Think Dayton building will add a density of users.

The interim time between the initial development and full build-out of the site should be critically considered as an opportunity to inject character into onMain. This may be accomplished through the celebration of construction activity, through site programming to engage the community, or through the creation of an interim landscape that adds interest to the 38 acres.

The interim use strategy on the subsequent pages reveals potential for the programming and management of the district as it develops over time.



Interim Use

Given the extended development horizon, the use and management of the undeveloped land is critical. The conditions of the undeveloped areas will contribute to the overall character and experience. The interim use strategy must be flexible enough to accommodate future development, yet substantial enough to feel complete in order to contribute to the quality of onMain as it is partially occupied.

Existing Conditions

Before an interim strategy is established, it is critical to understand the existing conditions of the site to gain insight into how the 38 acres will change over time. At a high-level, the site consists of two types of areas: developed and undeveloped land.

Developed Site Features

- » Buildings
- » Streets
- » Sidewalks
- » Parking Areas
- » Designed Open Space
- » Stormwater Infrastructure

Undeveloped Site Conditions

- » Turf Grass
- » Stands of Trees
- » Asphalt



Considerations

Future Conditions

As the vision for onMain is gradually realized, the character of the site will change. The assumption as indicated in the development sequence section is that onMain will develop from the south to the north, meaning that the areas adjacent to the existing built-out areas will be most likely to change in the short term, with the areas farthest north experiencing a longer interim state. Given this baseline logic of how the site will develop over time, an interim use framework can be established to activate the site and add value throughout its evolution.

Site Dynamics

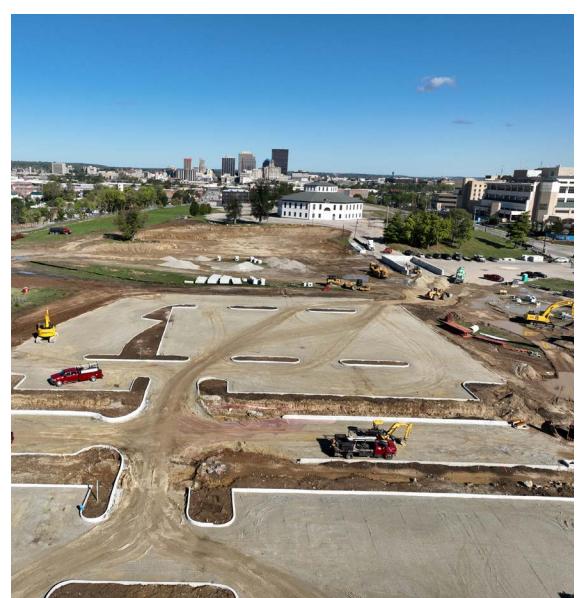
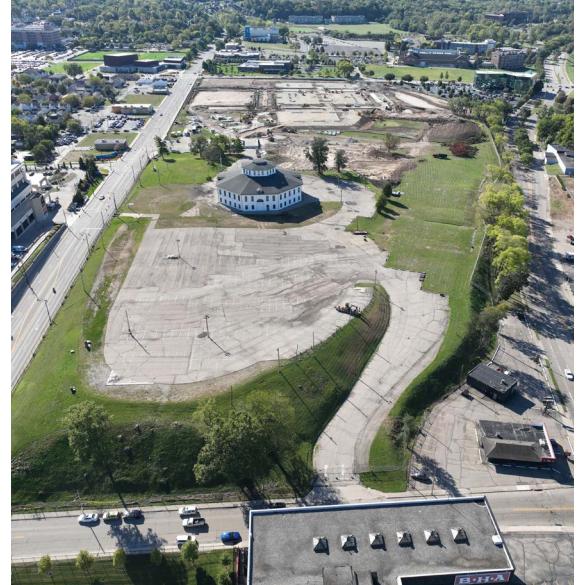
The interim use framework works with the variables of time (growth, change, decay) and inertia (innate tendencies of materials, including plants to evolve toward a climax vegetative state). These variables (time and inertia) operate on a variety of different timelines depending on the qualities of the subject in question.

The primary existing landscapes onMain consist of a mown field with mature groupings of trees, and remnant asphalt from the period of time when the site was the Montgomery Fairgrounds.

Remnant asphalt, will decay over time through the processes of erosion and weathering. Volunteer plant species will settle in the cracks exposed through the freeze-thaw cycle, as plant material accumulates, the landscape will transform from a parking lot to a scrubland, and eventually to a rocky glade-like landscape.

A **field**, if left unmown will transform into a weedy patch as aggressive, adaptive non-woody plants take root. The short lifespan of these plants will eventually give way to a more stable field condition. If the field is left unmown, woody species from the site's seed bank will take root, eventually establishing a canopy, transforming the field into a scrubby woodland, eventually evolving back into a forested landscape.

Given the inclination of the site to change on its own accord, **maintenance is the critical and creative tool** to intervene. Intervention in the successional cycle can be harnessed to instill order, increase aesthetic appeal, and enhance the biodiversity and ecosystem services offered by the site in the interim.



Framework

The goal of the interim use framework is to establish the direction for the use of the yet-to-be developed part of the site. The direction of the interim area should be consistent with the values embedded within the Master Plan.

The interim use framework serves as a guide for the management and maintenance of the district as it develops over time.

Interim use implementation should consider:

- » Degree of access to the site
- » Programmatic opportunities
- » Management and maintenance decisions
- » Character enhancement potential

Access

The 38-acre district will be developed over time, as such, a strategy for the safety and security of the area should be established. Access to the site should be clearly defined and managed to ensure the safety of all who visit. Visitors should be able to clearly and safely navigate the grounds.

Site access and safety interventions could include:

- » A system of fencing and gates
- » A strategy for district signage
- » Planting and maintenance strategies that ensure visibility
- » Active management of the district

Potential areas of interest outside of phase one includes the Roundhouse and "the bluff". These areas may be selectively activated to enhance the experience of being onMain.

Programming Potential

The programmatic strategy for the district will build interest and add richness to the experience of being onMain. Programming has the potential to inject energy into the district for those living, working, and visiting onMain throughout the year.

Seasonal cycles may be recognized and leveraged to create a year-round rhythm of activity, building excitement and a stronger sense of place onMain. Programs may vary in duration and level of involvement from outside support. Ongoing, creative programmatic management will be key to onMain's long-term success.

Potential programmatic activities could include, amongst others:

- » Pop-up shops
- » Art installations
- » Landscape laboratories
- » Guided walks

Maintenance and Design

onMain is a living entity, as such maintenance will be necessary to sustain its function. An embrace of the dynamic nature of the 38-acres presents an opportunity to instill character into onMain through creative, adaptive maintenance of the yet-to-be developed area.

Creative maintenance is at the heart of the interim use framework. It is the mechanism that enables onMain to add layers of interest and character to the district as it develops over time, re-framing undeveloped ground as an amenity (vs. detractor).

Establishing Character

Conservation of resources through minimal maintenance, construction, and capital expenditure inform the interim use framework. The limits of investment and maintenance are framed as a creative constraints.

The interim framework builds on the conditions and management of the existing landscape types found on site (field and asphalt).

Character-inducing strategies should consider:

- » Material re-use and lifecycle considerations
- » Planting strategies and selections
- » Maintenance regimes
- » District build-out, phasing and impact

Field

The field character area is an extension of the current maintenance of the site. Currently the entire 38 acres are mown to instill a basic sense of care in anticipation of future development. The benefit of the lawn condition is it is simple to manage, making it the default. Opportunities exist to think beyond the lawn.

Field creation actions may include:

- » Seeding select areas with wildflowers and native grasses, bringing a sense of the regional landscape into onMain
- » Planting trees in strategic locations to be transplanted for future use, or left undisturbed where appropriate
- » Encouraging biodiversity and carbon sequestration through tactical planting strategies



Field Character Examples



Asphalt Glade Character Examples



Image Reference Table

PAGE #	IMAGE #	PROJECT NAME	LOCATION	SOURCE
22	1	Hacker District Office	Portland, OR	Anderson Construction
22	2	Goat Blocks	Portland, OR	Killian Pacific
22	3	Heartline	Portland, OR	Mithun
28	4	The RiverFront	Omaha, NE	rsmdesign
28	5	Heartline	Portland, OR	Mithun
28	6	PAE Living Building	Portland, OR	Restore Oregon
29	7	The Meadow at the Old Chicago Post Office	Chicago, IL	Hoerr Schaudt
29	8	Tanner Springs Park	Portland, OR	Henning Larsen
29	9	Monroe St. Market	Washington, DC	Monroe St. Market
30	10	Boston Public Library, Johnson Building	Boston, MA	BSA Design Awards
30	11	Halstead Square	Fairfax, VA	SK+I Architecture
31	12	Blue Back Square	West Hartford, CT	Kenneth Park Architects
31	13	The Lane	Upper Arlington, OH	MA Design
32	14	Downtown Carlisle	Carlisle, PA	Kennedy Street Revitalization
33	15	Canopy Hotel	Portland, OR	ZGF
43	16	BeltLine	Atlanta, GA	Atlanta Beltline, Inc.
43	17	BeltLine	Atlanta, GA	Atlanta Beltline, Inc.
45	18	Bridge Park	Dublin, OH	Crawford Hoying
45	19	Grandview Yard	Grandview Heights, OH	Grandview Yard
46	20	New Road	Brighton, United Kingdom	Gehl Architects
48	21	Buffalo Niagara Medical Campus Streetscape	Buffalo, NY	SCAPE Landscape Architecture
48	22	The Landing	Ft. Wayne, IN	MKSK Studios
48	23	Blue Back Square	West Hartford, CT	Kenneth Park Architects
49	24	Monroe St. Market	Washington, DC	Monroe St. Market
49	25	Carson South	Portland, OR	Jones Architecture
50	26	The Hudson	Vancouver, WA	Killian Pacific
50	27	The Wharf	Washington, DC	Perkins Eastman
51	28	42XX	Los Angeles, CA	Think Wood
51	29	Slabtown	Portland, OR	GBD Architects
59	30	Downtown Cary Park	Cary, NC	rsmdesign
59	31	The Wharf	Washington, DC	Perkins Eastman
63	32	Parc de Belval	Esch, Luxembourg	Agence TER
63	33	Jardin des Essais	Paris-Saclay, France	Michel Desvigne Paysagiste
63	34	Urban Outfitters Headquarters	Philadelphia, PA	D.I.R.T. Studio
63	35	Urban Outfitters Headquarters	Philadelphia, PA	D.I.R.T. Studio
63	36	Core City Park	Detroit, MI	D.I.R.T. Studio

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