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Commercial Real Estate

Dial Residential eyes two projects in Cincinnati neighborhoods Walnut Hills, O'Bryonville



Venture on Victory could be the site of a small residential development across from Eden Park.

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By [Abby Miller](#) – Reporter, Cincinnati Business Courier
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A real estate developer whose focus is on small, neighborhood-oriented projects is eyeing two new efforts on the eastern side of Cincinnati.

Dial Residential, owned by Christian Dial, is closing on property in Walnut Hills and is in the process of rezoning land in O'Bryonville to make way for two possible residential developments. The two would follow a pair of projects that Dial has started work on since Dial Residential came to life: [Mowbray Manor](#) in Mount Lookout and [Tributary 50 in Columbia Township](#).

Dial said he prides himself on taking a bit of a different approach to multifamily development. A lot of Cincinnati's best neighborhoods don't have room for larger developments, he said, and many local developers focus on big multifamily projects that include more than 100 units. Before Dial formally launched Dial Residential in March, he worked at larger real estate companies, giving him the knowledge on how to build efficiently in a way he thinks fits well.

"I'm passionate about the potential of smaller developments to enhance neighborhoods sustainably," Dial told the *Business Courier*. "Let the neighborhood itself become the main attraction."

Dial's mission with Dial Residential isn't to target specific neighborhoods, but to find those sites that have the potential to enhance neighborhoods and add to their existing fabric.

"We're looking for places that people want to live, be active in the community and be able to get to their favorite places easily - whether it's a good restaurant or coffee shop, or a place to get a glass of wine or hike a trail," he said.

Dial thinks he's found two of those places in O'Bryonville and Walnut Hills.

Dial hopes to start work on a new O'Bryonville project in spring 2024. Called Eva Hall, the project would sit on about one-third of an acre near O'Bryonville's business district. Dial is engaging with neighborhood stakeholders to amass parcels at 3020 and 3024 Lavinia Ave. and rezone 3024 Lavinia for commercial neighborhood mixed use. If rezoned, Dial would develop a 19-unit building over one garage level. The building would also include a rooftop resident lounge if green lit.



Eva Hall would build upon the business district in O'Bryonville, bringing about 19 units online that fit the character of the neighborhood.

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Dial said the project could help bring new housing to a place where it contextually makes sense. There are some commercial buildings on Madison Road, which bisects Lavinia Avenue, before it transitions to housing.

“It’s a really great location that would be desirable for people if the project is built,” Dial said.

If the project moves forward, Dial said it would likely be a \$5 to \$5.5 million investment. Upon rezoning, the project could be kickstarted in May or June 2024 and take 12 to 14 months to complete.

With Dial Residential, Dial said he’s aiming to focus on one small project at a time. A further out project is Venture on Victory, including several properties along Victory Parkway in Walnut Hills.



Christian Dial is the owner of Dial Residential, which is eyeing several new projects as it looks to grow.

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Dial Residential is closing on several properties along Victory, near Eden Park. Dial said there is a collection of buildings along that street, including several offices and a residential building.

It's Dial's vision to manage the properties there, lease up some of the vacant office space and plan for a partial redevelopment.

Venture on Victory could include 30 to 32 residential units along Victory Parkway, with views of downtown Cincinnati and Eden Park. The views - and surrounding neighborhood - would be central to the project.

“My aim is to craft a development that really takes advantage of that aspect and just looks like it fits within the existing context of the neighborhood,” he said. “Some of the most unique architecture and places in Cincinnati are located in that neighborhood.”

Dial said that speculative development wouldn't span the entirety of Victory Avenue, and he'd likely sell some of the land to another owner who could enhance the existing office space or find another use to compliment Venture on Victory. Work wouldn't start until 2025 at the earliest, Dial said, as he refines a plan and manages what's existing along the street.

The investment would likely be larger than O'Bryonville's Eva Hall given the size.