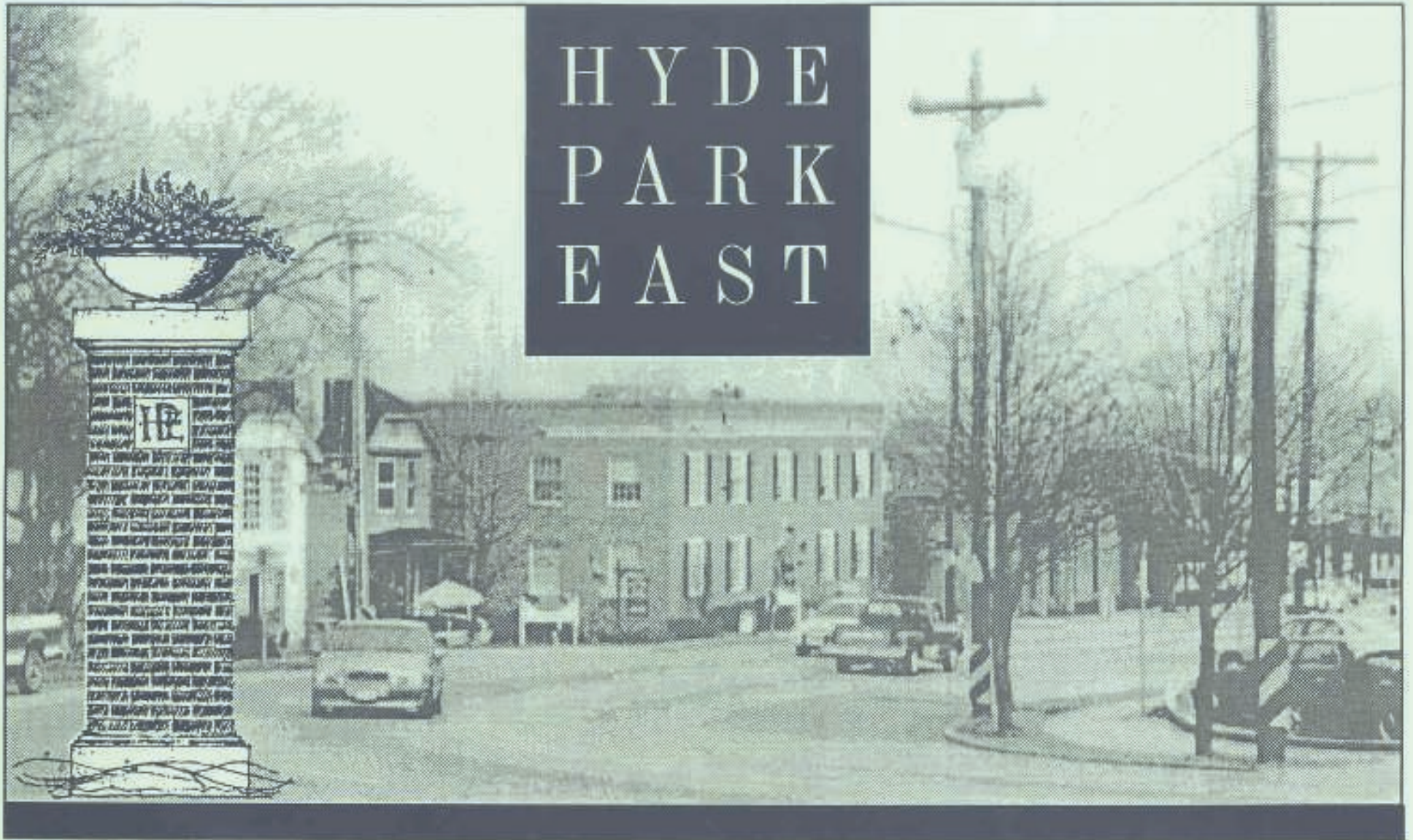


HYDE PARK EAST



January 17, 1997
Draft Version

Prepared for
Department of Economic Development
City of Cincinnati

Prepared by
Office of Architecture and Urban Design
Division of Engineering
Department of Public Works &
Department of City Planning
City of Cincinnati

EXECUTIVE SUMMARY

The purpose of this urban design plan is to establish a clear set of policy guidelines and implementation strategies that direct the future of the Hyde Park East Neighborhood Business District (NBD). The district is located in the Hyde Park Community, in the east central portion of the city of Cincinnati. Hyde Park East has an upper income population, who are predominately Caucasian, and represent a cross section of ages.

The business district includes the business zoned properties along Erie Avenue from Victoria Avenue northeast to Saybrook Avenue and the Ravenwood Apartments and the "Common." The district contains many residential buildings converted to commercial uses. Most of the buildings are in sound condition or have only minor deficiencies.

Goals and objectives developed during the planning process sought to obtain a consensus among businesses' property owners, neighborhood residents, investors, leaders and city staff. In addition, strategies and policy guidelines were developed to address issues and to direct the future of physical improvements within the district.

The strategies include installing decorative pylons, pavers, directional signs and lighting; improving building facades and the visibility of parking lots through more directional signage; reducing the speed of traffic throughout the district; replacing damaged trash cans and trees; creating a focal point at the "Common"; initiating zone changes requests; coordinating cooperative advertising programs, conducting small business round tables and annual general clean up days.

The policies include limiting signs to one square foot per linear foot of property frontage; encouraging visually open storefronts and up lighting; installing pavers; promoting shared parking; restricting development to village size and preserving the linear continuity of the buildings on Erie Avenue.

The Hyde Park East Task Force, established to prepare this plan, guided the planning process. Additional community input was sought via business and customer surveys, brainstorming sessions, mailings and presentations.

The implementation plan provides estimated costs and possible funding for each strategy. The Hyde Park Business Association, who has the mission of advocating and implementing improvements within the district, will have primary responsibility for the implementation of this plan.

HYDE PARK EAST NBD URBAN DESIGN PLAN

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The Hyde Park East Neighborhood Business District (NBD) Urban Design Plan establishes a clear set of goals and objectives that will direct the future of the business district. In addition, this urban design plan provides the following information:

- Reinvestment strategies.
- Estimated costs and possible funding sources for strategies.
- Policies to control the physical design.

In 1992, the Hyde Park Business Association submitted a community budget request (CBR) to the city administration requesting the development of a plan for the Hyde Park East business district. The primary reason for the initiation of this plan was the need to maintain a visually cohesive and distinct business district.

In 1994, the City Planning Department and the Department of Neighborhood Housing and Conservation (now called Neighborhood Services) with the Hyde Park Business Association began developing a strategic plan. Goals, objectives and strategies were identified and ranked during a planning process obtained from a consensus among businesses, property owners and City staff. The process included: establishing a planning task force; analyzing existing conditions; determining relevant policies identified in previous plans; soliciting participation from business and property owners via surveys and group discussions; identifying and ranking issues; and developing implementation strategies. The task force consisted of business and property owners, residents and representatives

from the Hyde Park Community Council (See Credits.) During the strategic planning process the task force determined that an Environmental Quality Urban Design (EQ-UD) district was necessary to maintain the existing character of the district. The establishment of an EQ-UD district requires the preparation of an urban design plan. This plan incorporates the strategies developed during the strategic planning process.

The task force obtained community input through surveys, mailings and meetings. Business and consumer surveys were prepared and distributed by the task force members to business owners and customers to obtain opinions regarding various issues within the district. Twenty-four business surveys and 51 customers' surveys were returned. In October 1996, the proposed goals, objectives, strategies and policy guidelines, referred to as the "Nuts and Bolts" were mailed to each of the property owners and business managers within the district. A public meeting and presentation to the Hyde Park Neighborhood Council followed this mailing. See Appendix A for the letter of support from the Hyde Park East Business Association. The "Nuts and Bolts" is the framework of this urban design plan.

In summary, this urban design plan, a collaborative effort between city staff and the Hyde Park Community, is a guide for future development. It provides for the compatibility of land and structures and protects the quality of the urban environment.

EXISTING CONDITIONS

Study Area
Land Use and Zoning
Parking
Circulation
Demographics
Business Environment
Marketing Study



► STUDY AREA

The Hyde Park East Business District is located in the Hyde Park community, in the east central section of the city of Cincinnati (See vicinity map.) More specifically, the district includes property along Erie Avenue between Tarpis and Pinchurst Avenues, the Erie and Saybrook Avenues intersection and the Dupree House at 3939 Erie Avenue. The study area includes the residential areas between Pinchurst and Saybrook Avenues. See Boundary Map. The district is in close proximity to the Oakley, Madisonville and Mt. Lookout communities.



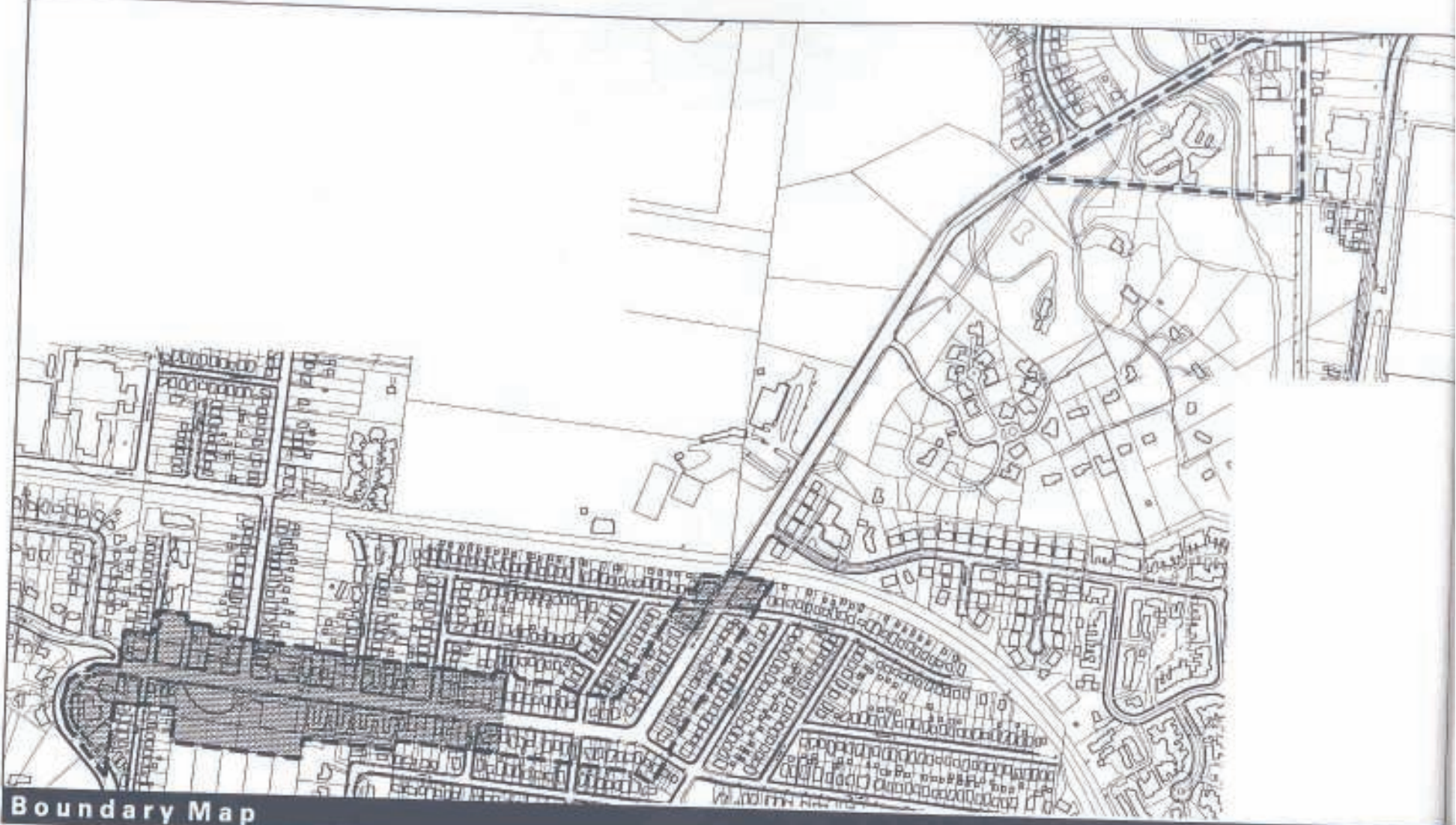
Vicinity Map

Legend
■ Hyde Park East Study Area



Scale: 1"=10,000'





Boundary Map

Legend

-  Urban Design Study Area
-  Neighborhood Business District
Urban Design Plan Boundary



HYDE
PARK
EAST

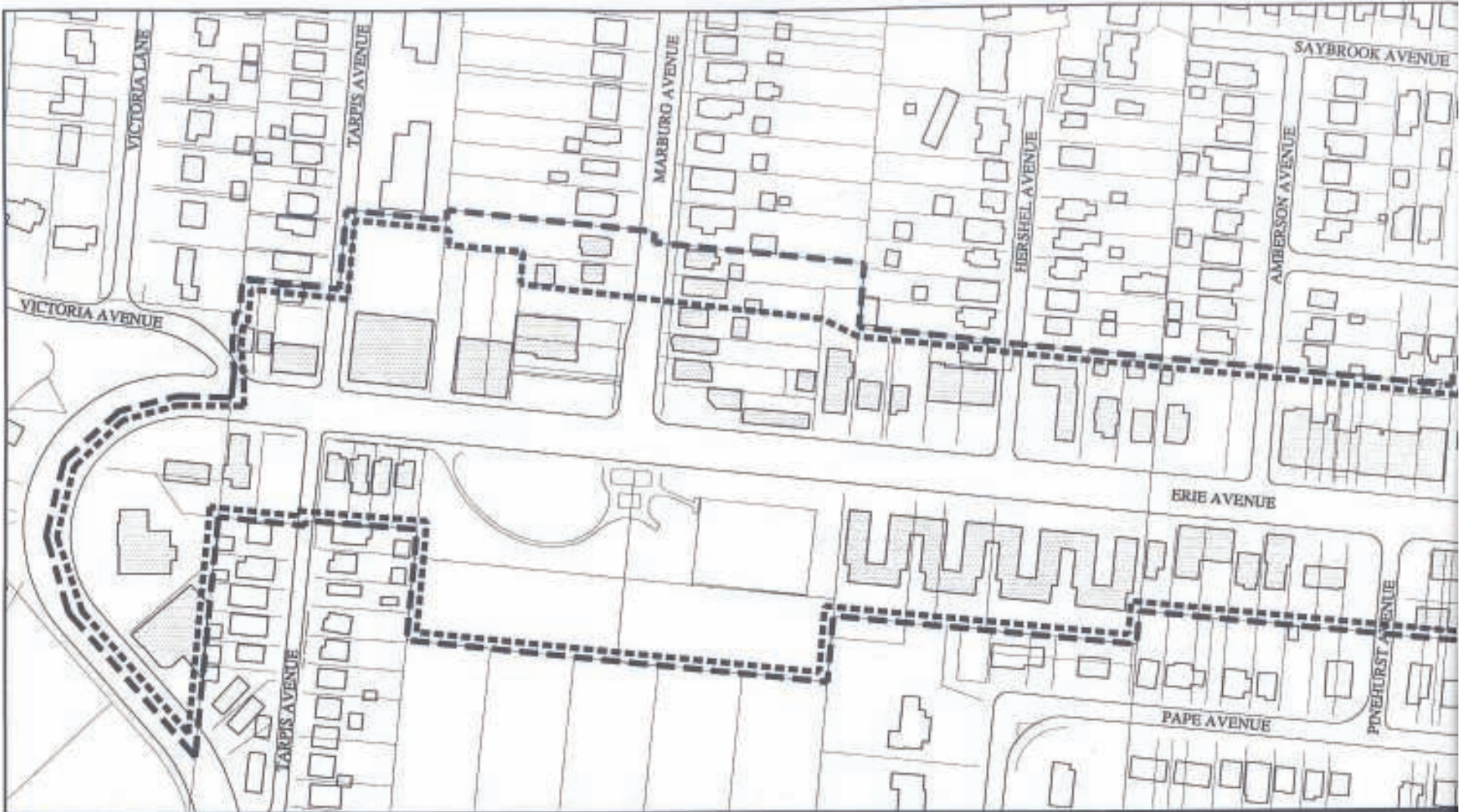
▶ LAND USE AND ZONING

The district became established in the early to mid-20th century. See Appendix B for history. The district, containing ___ acres of land, is not found within the 100 or 500-year floodplain. Thirty-seven commercial buildings with 59 businesses, seven residential buildings, three mixed-use (residential and commercial) buildings and three semi-public buildings are within the district. Only one business is vacant. Of the 61 occupied businesses, 30 are retail and 31 are personal service type businesses. See Appendix C for Land Use Listing. The City Planning Department staff found the buildings were in sound condition, based on a windshield survey. Only a few of the buildings had minor deficiencies. The district is within ½ mile of the Hyde Park Square and close proximity to three other neighborhood business districts - Oakley, Madisonville and Mt. Lookout.

Primarily, the business district is zoned B-2, Neighborhood Business and surrounded by the R-3, Two-Family, residential zone district. The B-2 zone permits uses such as retail, business personal and repair services and eating and drinking establishments. Two areas within the district are zoned to allow more intense type uses than what the community desires: The area zoned B-3, Retail-Wholesale, at the intersection of Erie and Tarpis Avenues and the area zoned B-4, General Business, at the intersection of Erie and Pinchurst Avenues. It is recommended that these two areas, which allow warehouse and automotive related uses, be rezoned to a more restrictive business zone to allow for consistency with most of the business district and . The district also contains a park known as the "Common" in the middle of the district. This property is zoned B-3, Retail-Wholesale. The City Planning Department staff recommends that a zone change study be conducted to determine the appropriate zone that will allow for consistency of business uses along Erie Avenue and at the high traffic intersection, of Erie and Marburg

Avenues. There is, however, a consensus that this property should remain a park.

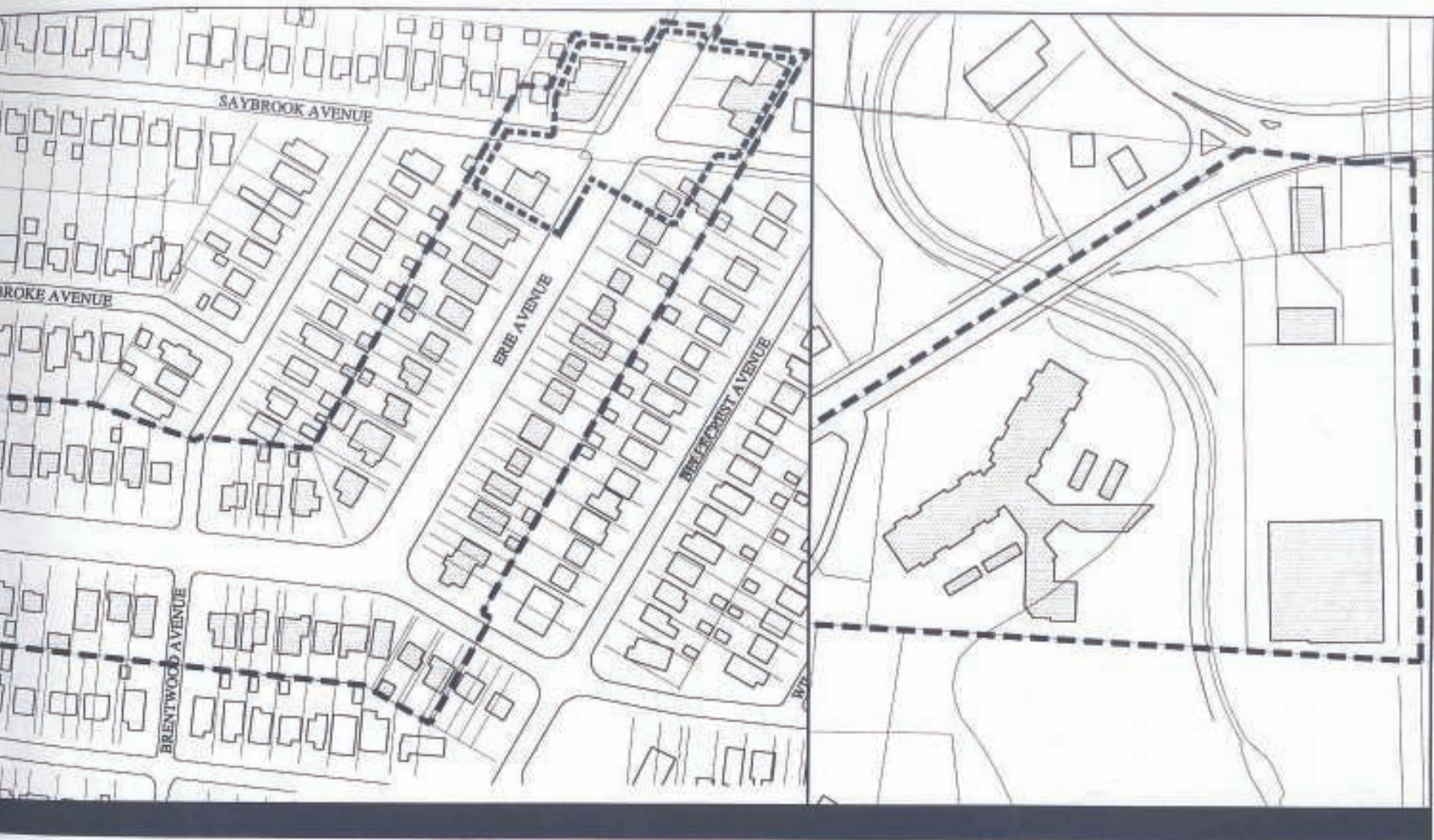
While the City Planning Commission and City Council will approve the Plan, they will only accept the zoning recommendations for future considerations. This by no way implies support for the zone changes recommended in the Plan. The undertaking of a formal zone change process will be necessary.



Enlarged Study Area

Legend

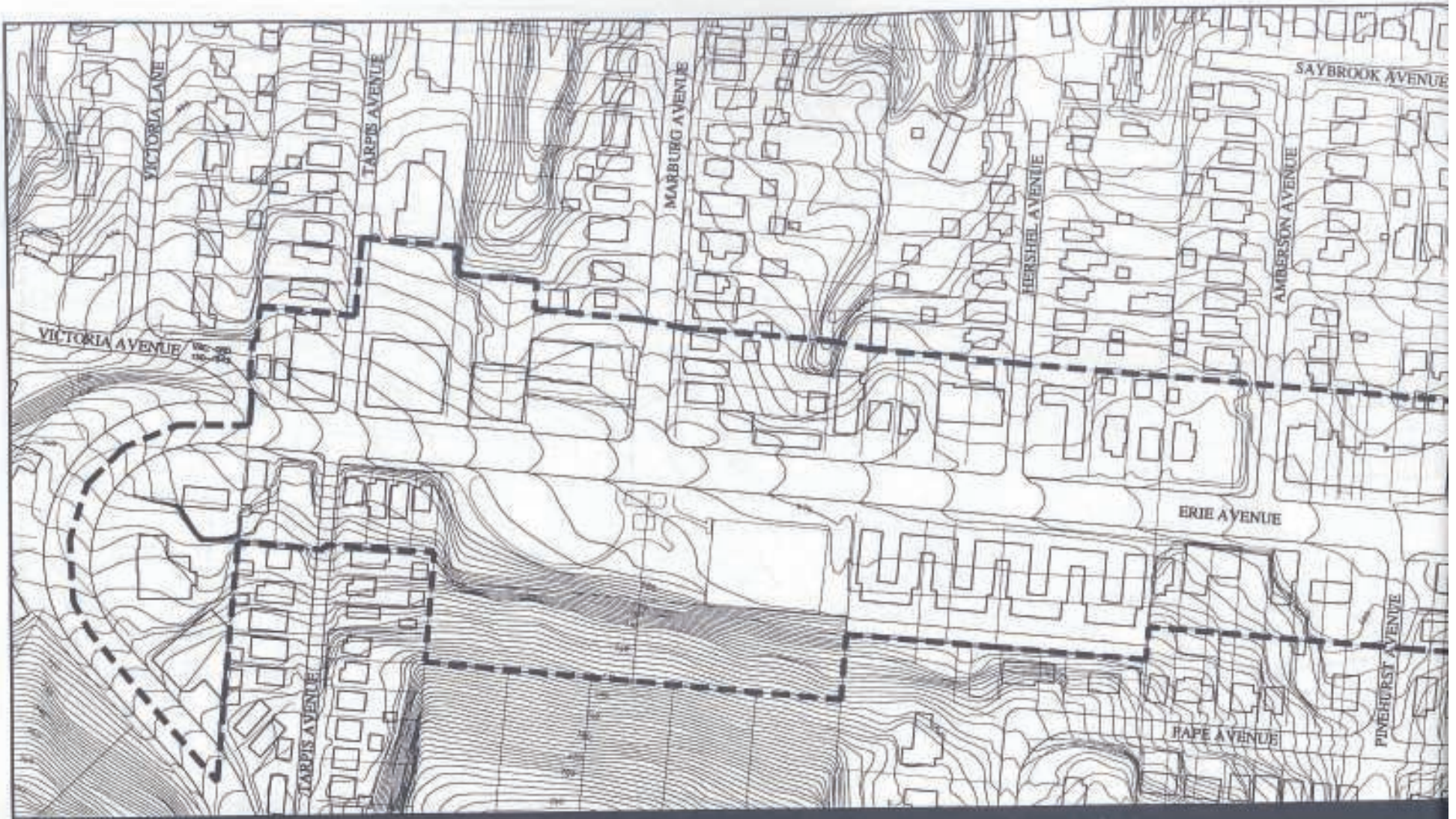
- Urban Design Study Area
- Urban Design Plan Boundary



Scale: 1" = 200'-0"



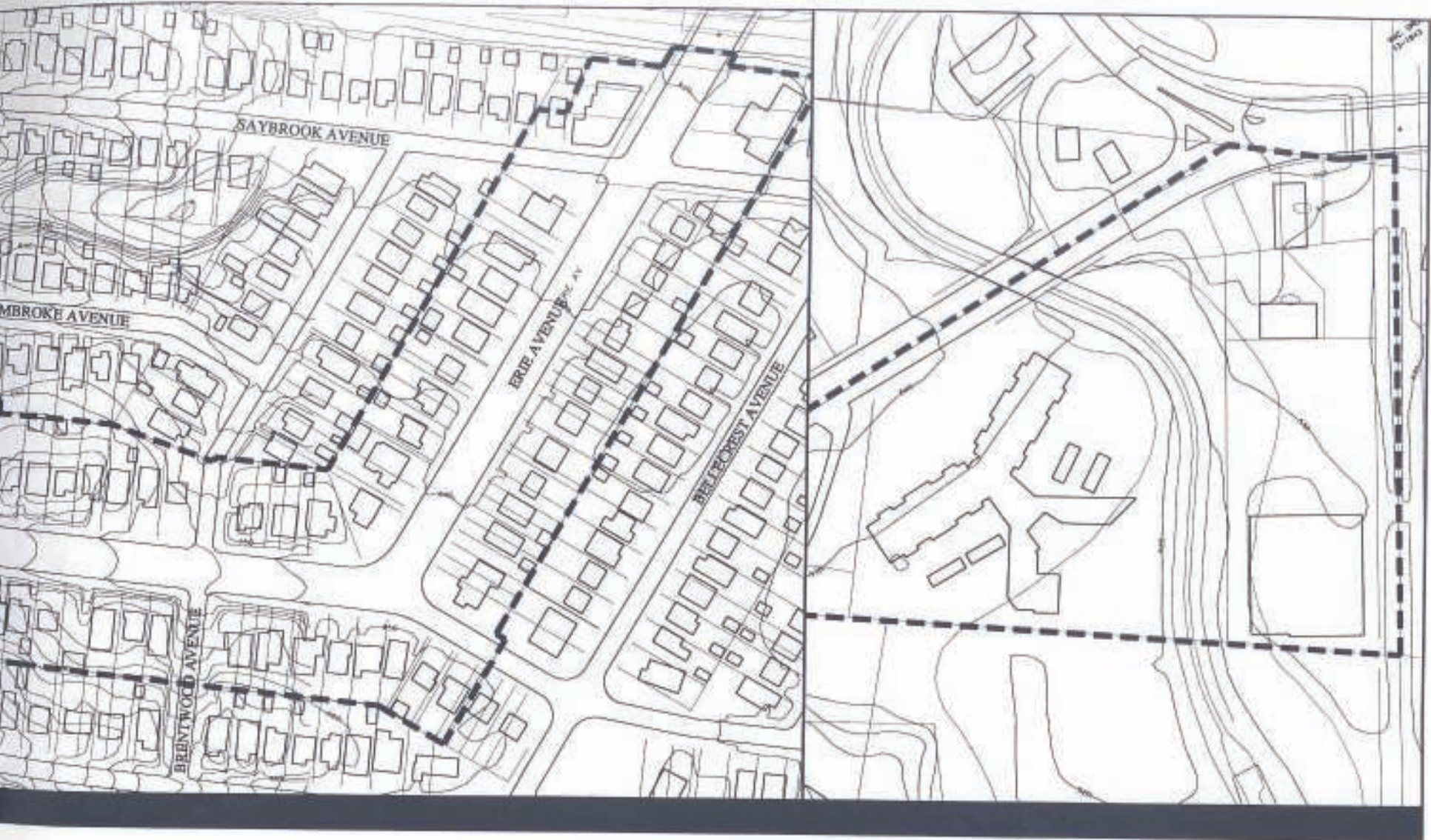
HYDE
PARK
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Topography

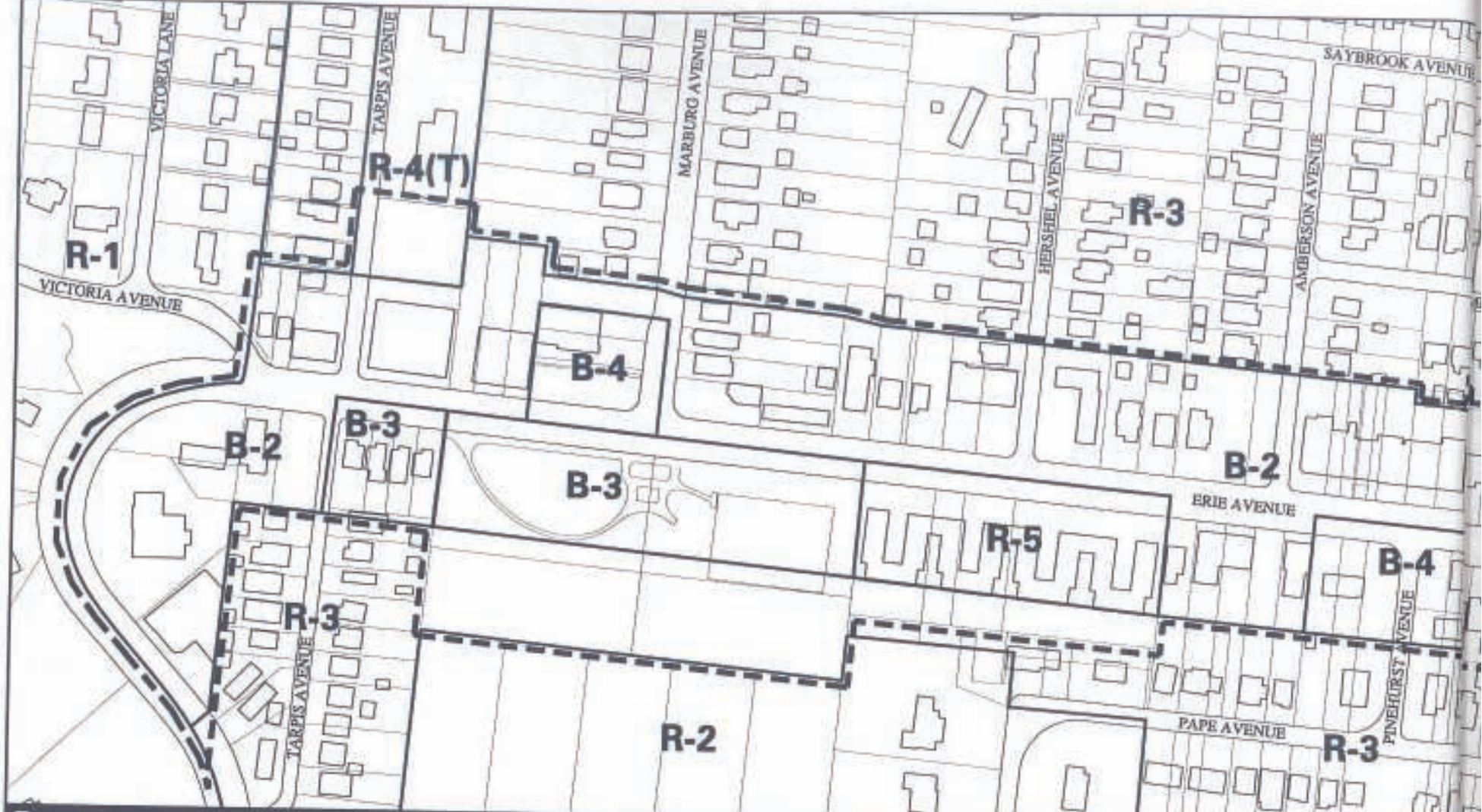
Legend

----- Urban Design Study Area



Scale: 1" = 200'-0"





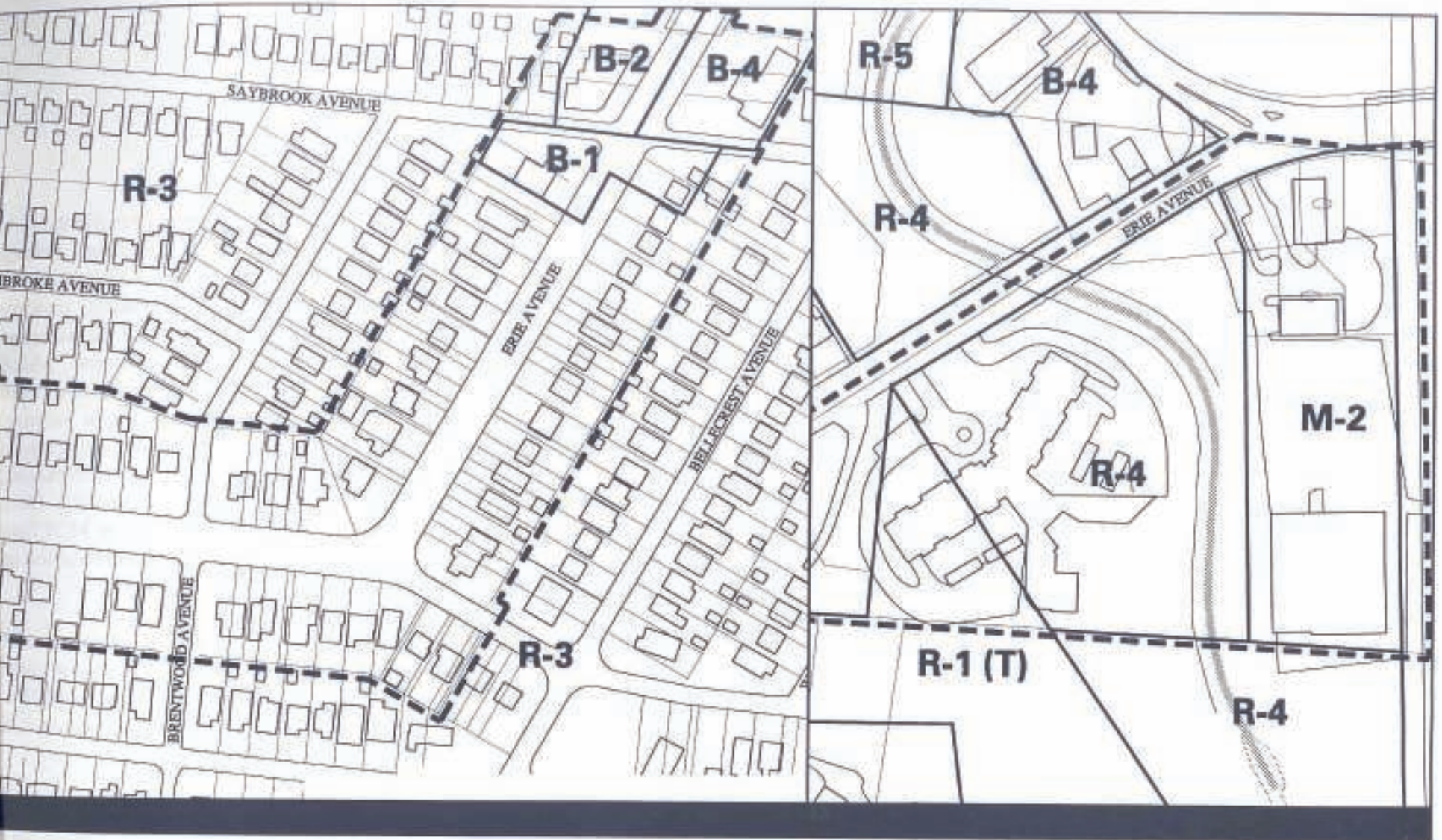
Zoning

Legend

--- Urban Design Study Area

Zoning Legend

- R-1 Single-Family Low-Density District
- R-2 Single-Family Medium-Density District
- R-3 Two-Family District
- R-4 Multi-Family Low-Density District
- R-4(T) Transitional District
- R-5 Multi-Family Medium-Density District
- B-1 Neighborhood Business District
- B-2 Community Business District
- B-3 Retail-Wholesale Business District
- B-4 General Business District



Scale: 1" = 200'-0"



HYDE
PARK
EAST

► PARKING

There are approximately 329 off-street parking spaces within the district, from Tarpis to Pinehurst Avenue, which meets the Cincinnati Zoning Code parking requirements of 157. The Urban Land Institute recommendation, however, suggests a need for 47 additional parking spaces. The district does not contain vacant land other than the parcel at 3613 Marburg, behind United Dairy Farmers at 3350 Erie Avenue, which is currently being used for some parking. Therefore, construction of new parking spaces would not be possible unless demolition occurs. Demolition within the district is not supported unless private agreements such as that obtained for the expansion of Sunshine Foods, are obtained. During this planning process, the owner of Sunshine Deli located at 3501 Erie Avenue purchased and demolished the adjacent building at 3429 Erie Avenue for expansion and parking purposes. This project is identified in the implementation section.

There is an opportunity for shared parking and additional parking spaces by reconfiguration of some existing parking areas. The parking areas behind the building at 3500-3520 Erie Avenue (Taco Casa) and 3340 Erie Avenue (China Gourmet) provide an opportunity for shared parking and an increase in parking spaces (See Implementation Section).

These lots are privately owned and will require cooperation between adjacent business and property owners to effectively implement any improvements. Availability of convenient parking is also negatively impacted by the parking requirement for the Ravenwood Apartments 3387-3417 Erie Avenue. The apartment's parking requirement is not fully accommodated on site. Most on-street parking is consumed by the Ravenwood's resident needs in the evening hours. Frequently Ravenwood's residents must find parking on adjacent residential side streets.

► CIRCULATION

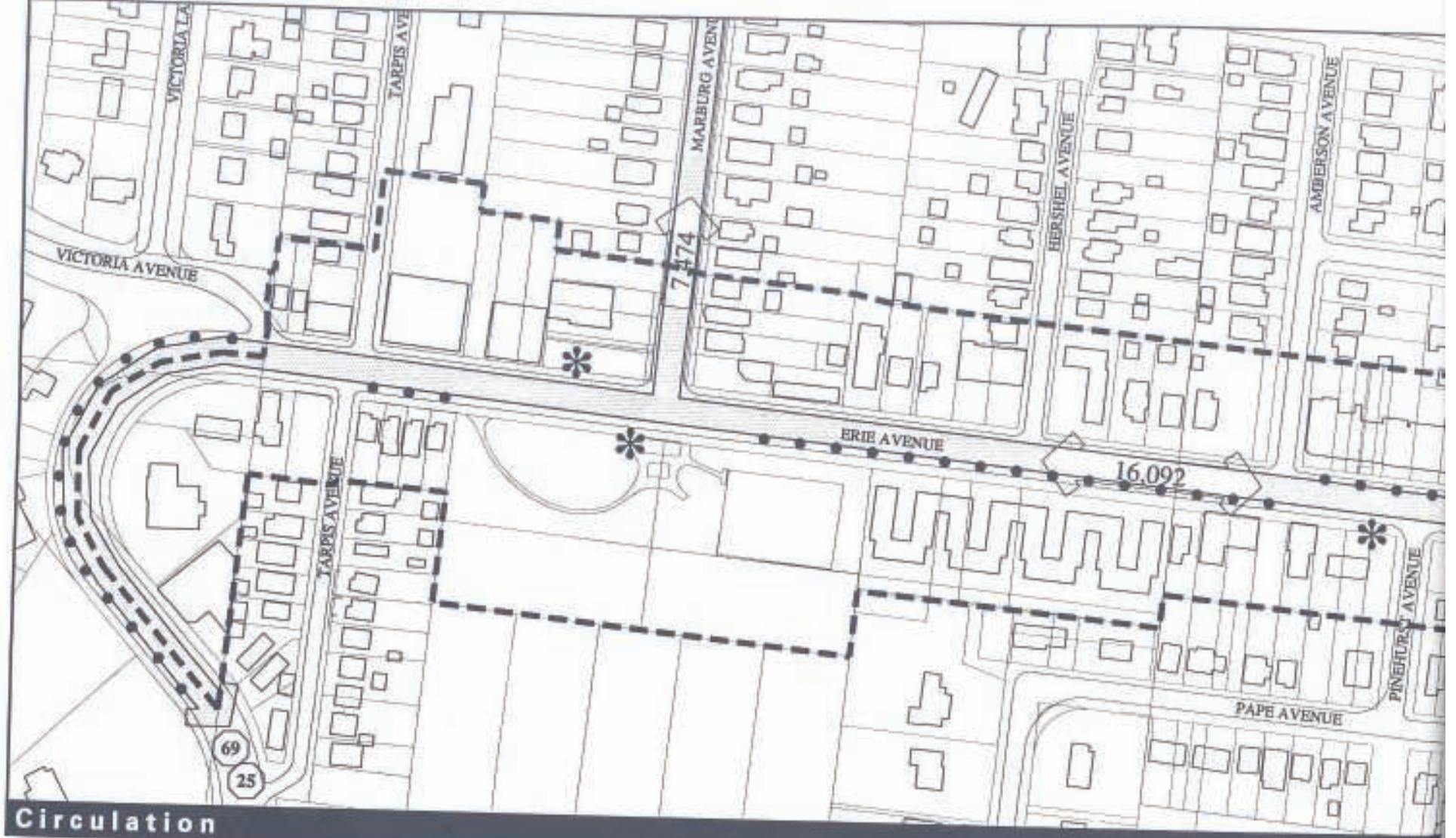
The district is located along Erie Avenue with a traffic count of 16,092 automobiles per day. See Circulation map. Most of the intersecting streets are residential. Marburg Avenue, although residential in nature, is a heavily travelled street with a traffic count of 7474 automobiles per day. It provides access to both Madison Road, a major thoroughfare, and Interstate 71. Bus route number 69, Erie/Madisonville and Erie/Brotherton serves the district.

► DEMOGRAPHICS

In 1990, Hyde Park's population was 13,927 (3.8%) of the city's total. This is a 7% increase from 1980. The residents, predominantly Caucasian (95.2%), represents a cross section of ages, from young couples through families with school age children to senior citizens.

The number of individuals in white collar jobs has increased from 1980 to 1990 throughout the city. More specifically, in Hyde Park the number of professionals increased 25% while the number of Blue collar and unemployed decreased 29% and 48%, respectively. This is in conjunction with an 81% increase in medium income.

While the number of housing units has primarily remained the same, the number of owner occupied increased 5% and renter occupied decreased 8%. This may suggest that some property owners previously renting are now selling their property. The vacancy rate decreased 13%. See Appendix D for detailed information and comparison with the city's demographics.



Circulation

Legend
 --- Urban Design Study Area

Circulation Legend
 * Bus Stop
 69 Bus Route
 7,474 Daily Traffic Count (cars)
 ••• On Street Parking



Scale: 1" = 200'-0"



HYDE
PARK
EAST

► BUSINESS ENVIRONMENT

The task force conducted a survey among the business owners in 1994. Of the seventy businesses, 24 responded. See Appendix D for survey. Of the responding businesses 70% are locally operated and are sole proprietorship or family businesses. About half of the businesses who responded own the building where they are located. Almost half of the responding businesses are relatively new - established in the 1980s and 1990s. The number of full and part-time employees per business range from one to fifty with the mean being 7.2 and 4.2, respectively. Most of the respondents indicated that the number of customers, sales quantity, dollar volume and profit had remained the same.

Many of the responding businesses' patrons were from the Hyde Park Community (35.6%), 9% were from Oakley, 30.7% were from other Cincinnati communities, 11% were from Kentucky, and 5% were from outside of Kentucky and Cincinnati. The business days with the most activity were Friday and Saturday. Fifty-four percent of the responding businesses showed that they were considering renovation or expansion. Improvements such as facades, lighting and landscaping were identified as necessary improvements to attract customers.

When asked to rank the areas that need to be addressed or improved in the Hyde Park East Business District, parking was rated as number one, followed by facade improvements, streetscape and identity and physical unity.

The survey also inquired as to what type of businesses are desired. The types of businesses desired are hardware, retail, bakery, nightlife, offices, gift stores and a theater. The types of stores not desired are fast food, game rooms, bars and hair salons.

The customers' survey was randomly distributed by the task force members to patrons of the district. Fifty-one surveys were returned. Ninety-two percent of the respondents live in Hyde Park and 78% work in Hyde Park East. Parking, followed by more store variety, evening hours and less traffic congestion were stated as changes needed in the district. When asked the types of businesses desired the number one desired business was a bakery, followed by a live theater and/or movie theater, garden centers and restaurants. See Appendix F for Customer Survey.

▶ MARKET STUDY

A neighborhood-based market analysis, prepared by Project Market Decisions Inc., was conducted to provide base line data which can be used to monitor and evaluate the impact of future economic development expenditures in the Hyde Park Business districts.

The analysis showed a continual decrease in population (3.2%) and the number of households (1.2%) from 1995 to 1999. It is predicted that the median household income will increase 66% percent. The three major lifestyle clusters in Hyde Park East: "Young Influential" which are upwardly mobile, single and couples college graduates working in white collar jobs, the "Bohemian Mix" also single and couples well educated in white collar jobs with very little kids, and "Gray Power," affluent retirees with large portfolios and strong interest in health and golf.

Project Market Decision Inc., states that the development potential indicates unmet demand for more than 229,000 square feet of additional retail space for the Hyde Park market area which includes Hyde Park Square. Types of retail/commercial establishments that can be attracted are: grocery, auto repair, recreational facilities, hardware, day care, drinking and eating establishments, record and tape, auto service and drug stores. See Appendix G for complete Market Analysis.

GOALS AND OBJECTIVES

Safety
Design and Infrastructure
Business Development
Parking
Marketing and Promotions
Organized Development
Cleanliness



Based on a review of existing conditions, previous plans, survey results and brainstorming sessions, issues were identified and grouped into seven functional areas. These functional areas were ranked in order of importance - Safety, Design and Infrastructure, Business Development, Parking, Marketing and Promotions, Organizational Development and Cleanliness. The following goals and objectives were developed, based on the issues, to provide direction for future efforts. Strategies to address the issues are listed in the implementation section of this plan.

SAFETY

Goal

Maintain the Hyde Park East Business District as a safe and convenient place to live, shop and work.

Objectives

Enhance pedestrian and vehicular safety throughout the district.

Provide well-lit hard surface parking areas.

DESIGN AND INFRASTRUCTURE

Goal

Maintain an aesthetically attractive and pedestrian friendly business district.

Objectives

Increase the visual attractiveness of streets through coordinated streetscape improvements.

Tie the "Common" into the business district.

BUSINESS DEVELOPMENT

Goal

Strengthen and encourage a variety of personal service and specialty retail stores that will draw customers from the immediate as well as metropolitan areas.

Objectives

Enhance business opportunities that are consistent with the marketing study.

Maintain the current mix of residential and community business uses.

PARKING

Goal

Strengthen opportunities for accessible, safe and convenient parking while maintaining the pedestrian village atmosphere.

Objectives

Provide businesses with parking spaces that are accessible and aesthetically pleasing.

Increase the awareness of off-street parking opportunities.

MARKETING AND PROMOTIONS

Goal

Market the district as a separate and distinct business district offering a variety of personal service and specialty retail stores.

Objectives

Promote the Hyde Park East business district as a community-based business district.

Create a marketing strategy to advertise and promote a variety of services and retail establishments.

ORGANIZATION DEVELOPMENT

Goal

Develop and maintain a cohesive relationship among business and

property owners which will result in a thriving business district.

Objective

Increase involvement in the Hyde Park East Business Association and business district activities.

CLEANLINESS

Goal

Maintain an aesthetically pleasing visual image of the district.

Objective

Encourage structured cooperative beautification projects and programs

Strategies
Implementation Chart
Facade Improvements
Urban Design Plan



► STRATEGIES

The Hyde Park East Business Association will have a major role in implementation of the strategies provided in this plan. The Business Association will continue a leadership role in coordinating efforts with business and property owners, the Hyde Park Community Council and the City through the end of implementation. Strategies that are eligible for City funding must be advocated for through the standard Community/City budget process.

The neighborhood can work with City staff through the Cincinnati Neighborhood Action Strategy (CNAS) process to evaluate and determine priority projects for future funding. CNAS is a process involving the City and neighborhood working as partners to identify and address strengths, opportunities and challenges.

The following is a prioritized list of strategies prepared by the community. The implementation chart groups the strategies into physical and community projects and provides estimated costs and possible funding sources follows this list of strategies.

SAFETY

- *Enhance pedestrian and vehicular orientation.*

Install an illumination reduction sign at Delta and Erie Avenues. In addition, consider street calming techniques to reduce traffic speed.

Repaint all crosswalks throughout the district.

Request a "No Right Turn on Red" sign on Pinehurst Avenue at Erie

Avenue.

- *Improve lighting in parking areas.*

Install high illumination lighting in new and renovated parking areas.

DESIGN AND INFRASTRUCTURE

- *Enhance the connection between the "Common" and the business district.*

Install low intensity lighting within the star.

Install memorandum plaque near the star.

Improve the drainage problem at the "Common."

Install a focal point element such as a gazebo, fountain or a flag pole at the "Common" centered at Marburg Avenue

- *Improve building facades as needed.*

- *Improve the coordinated streetscape.*

Install pillars or pylons at various intersections throughout the district.

Install sidewalk pavers on Erie Avenue between Saybrook and police station in two phases. Phase one consists of the following locations: the Erie Avenue intersections at Tarpis, Marburg, Herschler, Amberson, Pinehurst and Saybrook. Phase two includes block 60

between the following intersections: the Erie Avenue intersections at Victoria, Tarpis, Marburg, Herschel, and Amberson; and the Erie Avenue Intersections at Pinehurst and at Tarpis, including the area extending from Tarpis to 3275 Erie Avenue (Goldsmith Cardel) and the area extending from Amberson Avenue to 3520 Erie Avenue (Eric Frame Gallery.)

Include: flower pots/urns in the design of the pylons.

Install approximately 41 pedestrian street lights between Pinehurst and the police station.

Install approximately 10 benches without backs throughout the district.

Replace the existing Hawthorne street trees with trees that are pedestrian friendly, when appropriate.

Supplement the existing street tree program with approximately 31 appropriately scaled street trees.

Establish an Environmental Quality-Urban Design District.

BUSINESS DEVELOPMENT

Maintain the current mix of residential, business and recreational uses.

Initiate the following zoning studies:

Change the existing B-3 zoning located on the park property, the

"Common," on Erie Avenue for consistency with business uses and zones along Erie Avenue.

Change the existing B-4, General Business District zoning at Pinehurst and Erie Avenues to B-2, Community Business District.

Change the existing B-3 zone at southeast corner of Erie and Tarpis Avenues to B-2, Community Business zone district.

- *Establish relationships with business and property owners to retain and attract businesses that are compatible with the recommendations of the market study.*

Monitor the progress of viable businesses and offer incentives when possible to keep them from departing.

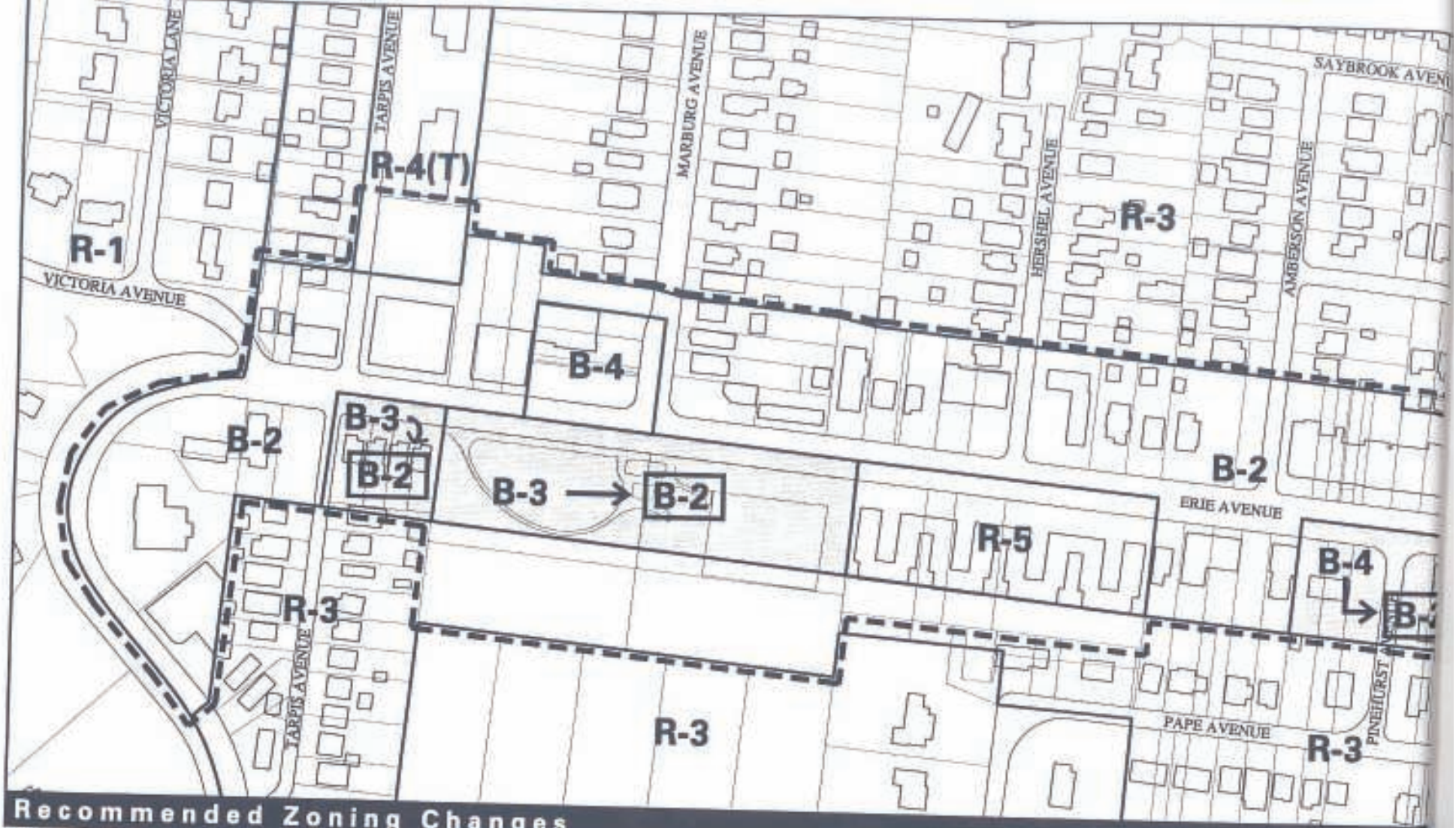
Assist building owners in renting to businesses appropriate to the area and to help them create the desired mix of business uses.

- *Expand Sunshine Foods.*

Purchase the building at 3429 Erie Avenue.

Remove the buildings at 3429 and 3501 Erie Avenue.

Construct a "new" and larger building for Sunshine Deli and create additional parking.



Legend

-  Urban Design Study Area
-  Recommended Areas for Zoning Changes

Zoning Legend

- R-1 Single-Family Low-Density District
- R-2 Single-Family Medium-Density District
- R-3 Two-Family District
- R-4 Multi-Family Low-Density District
- R-4(T) Transitional District
- R-5 Multi-Family Medium-Density District
- B-1 Neighborhood Business District
- B-2 Community Business District
- B-3 Retail-Wholesale Business District
- B-4 General Business District

PARKING

Increase parking opportunities.

Improve the parking area behind 3500-3520 Erie Avenue (Taco Casa.) A portion of these spaces should be designated as public parking spaces.

Remove the taxi stand in front of 3500 Erie Avenue (Tischbein Pharmacy) to create one public parking space.

Redesign the curb cut in front of 3500 Erie Avenue (Tischbein Pharmacy) to create an additional parking space.

Create six additional public parking spaces at 3613 Marburg Avenue, behind the United Dairy Farmers.

Designate public parking spaces in the rear of property at 3340 Erie Avenue (China Gourmet.)

Improve visibility in the parking areas.

Install directional signs to public parking areas.

Install lighting fixtures in parking areas.

MARKETING AND PROMOTIONS

Market the variety of services and specialty stores offered in the district.

Work with other business districts and regional economic groups such as the Chamber of Commerce.

Create a marketing pamphlet highlighting the variety of services and specialty retail.

ORGANIZATION DEVELOPMENT

- *Increase business involvement.*

Conduct annual membership drives.

Develop cooperative programs and promotions.

Select and advertise a day business hours will be extended.

Conduct small business round tables.

Increase involvement with Hyde Park Square Association.

CLEANLINESS

- *Maintain beautification projects and programs.*

Conduct annual general clean up day.

Install approximately 8-10 trash cans.

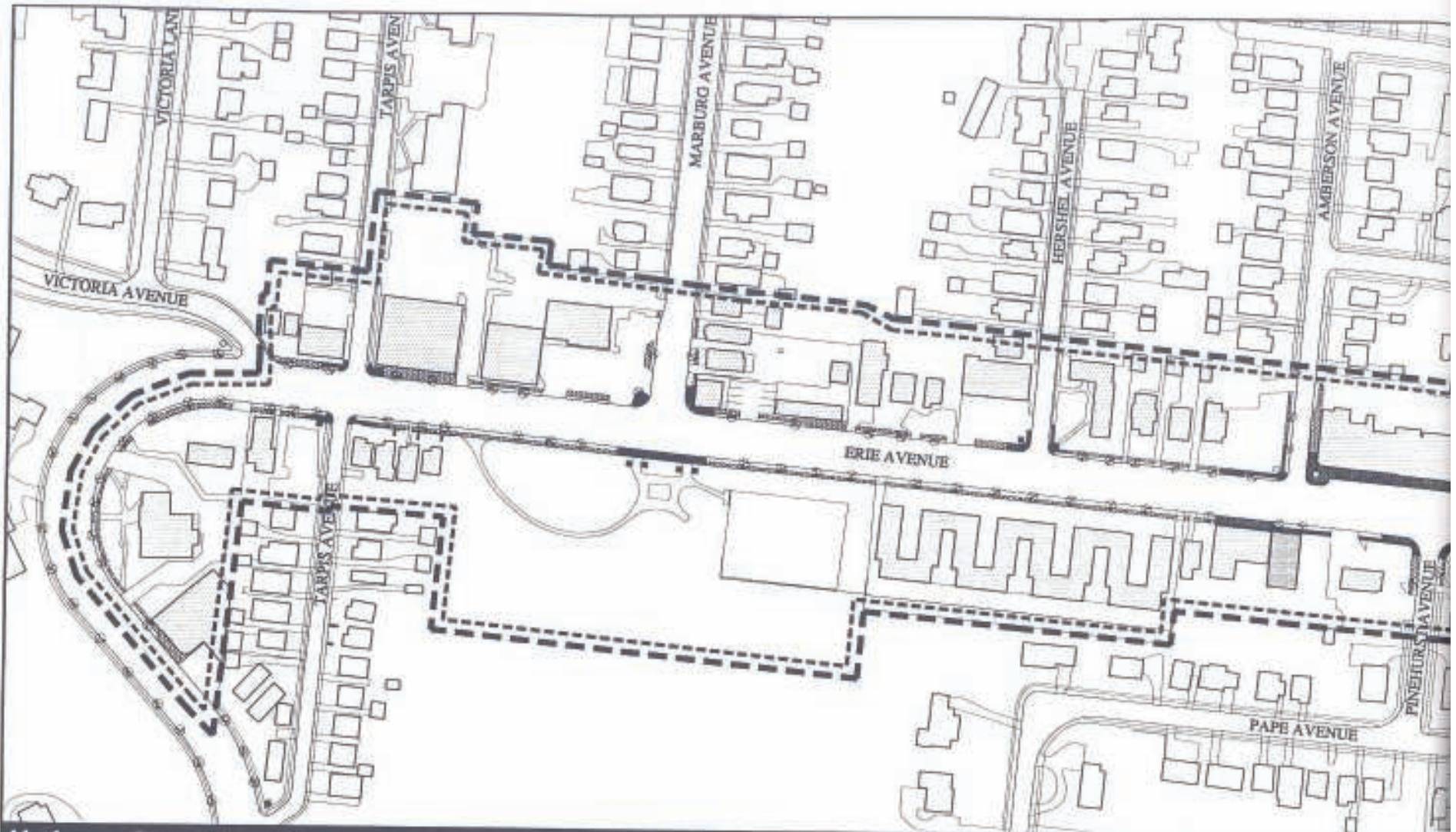
Replace existing trash cans in need of repair.

IMPLEMENTATION CHART

STRATEGIES	SCOPE	Estimated	Potential Implementation
PROPOSED DEVELOPMENT STAGING		Cost	Entity/Source
Enhance Pedestrian & Vehicular Orientation	Install an illumination reduction sign at Erie and Delta Avenues.	In Progress	Public Works
	Re-paint crosswalks throughout the district.	\$2,000	Public Works
	Request a "No Turn on Red" sign on Pinehurst Avenue at Erie Avenue.	\$450	Public Works
Enhance connection between the business district and the "the Common"	Install low intensity lighting within the star.	4,000	Cinegy/Neighborhood Support
	Install memorandum plaque near the star.	\$600	Private/Business Association
	Improve drainage problem at the "Common."	\$42,300	Recreation
	Install a gazebo or fountain at the "Common."	\$2,000 - \$12,000	Private/Business Association
Improve Building Facades	Improve building facades as needed.	Not Known	Property Owners
Improve the Coordinated Streetscape	Install pillars and pylons.	\$42,000	Public Works
	Install pavers on Erie Avenue.	\$311,300	Economic Development
	Include flower pots/urns with the pylons.	\$8,000	Business & Property Owners
	Install approx. 41 pedestrian street lights.	\$165,000	Economic Development
	Install approx. 10 benches without backs throughout the district.	\$2,500	Economic Development
	Replace the existing street tree program with trees that are pedestrian friendly.	\$14,875	Urban Forestry
	Supplement the existing street tree program with approx. 31 new trees.	\$12,400	Urban Forestry
	Establish an Environmental Quality-Urban Design District.	40 Volunteer Hrs.	City Planning Department
Increase Parking Opportunities	Improve parking area behind 3500-3520 Erie Avenue (Taco Casa).	\$140,000	Economic Development
	Move the taxi stand in front of 3500 Erie Ave. (Tischbein) to create one parking space.	\$4,000	Business & Property Owners
	Redesign curb cut in front of 3500 Erie Avenue to create an additional parking space.	Included in Pavers Cost.	Public Works
	Improve parking area at 3613 Marburg Avenue to create six add. parking spaces.	18,500	Private/Economic Development
Improve the Visibility of Parking Areas	Designate public parking spaces behind 3340 Erie Ave.	40 Volunteer Hrs.	Business Association
	Install directional signs to parking areas.	\$1,200-\$3,000	Public Works
Expand Sunshine Foods	Improve lighting in parking areas.	Included in Parking Cost.	Economic Development
	Purchase the building at 3429 Erie Avenue.	Not Known	Property Owner
	Remove the buildings at 3429 & 3501 Erie Avenue.	Not Known	Property Owner
Maintain Beautification	Construct new and larger building for Sunshine Deli and provide parking.	Not Known	Property Owner
	Replace the existing 8-10 trash cans in need of repair.	\$4,800	Public Works

IMPLEMENTATION CHART

STRATEGIES	SCOPE		
PROPOSED COMMUNITY PROGRAMS		Estimated	Potential Implementation
		Cost	Entity/Source
Retain and Attract Businesses	Monitor the progress of business & off incentives for retention purposes.	10 Volunteer Hrs	Business Association
	Assist business owners in renting.	Not Known	Economic Development
Market the Variety of Services & Specialty	Work with regional economic development groups.	10 Volunteer Hrs	Business Association
	Create a marketing pamphlet.	10 Volunteer Hrs	Business Association
Increase Business Involvement	Conduct annual membership drives.	30 Volunteer Hrs	Business Association
	Develop cooperative programs and promotions.	50 Volunteers Hrs.	Business Association
	Select & advertise a day/hours business hours will be extended.	30 Volunteer Hrs.	Business Association
	Conduct small business roundtables.	40 Volunteer Hrs.	Business Association
	Increase involvement in the Hyde Park Square Association	10 Volunteer Hrs.	Business Association
	Conduct annual general clean up day.	120 Volunteer Hrs.	Business Association
Maintain Beautification Projects/Programs	Request zoning study at the "Common" from a B-3 zone to a B-2 zone.	40 Volunteer Hrs.	City Planning Department
Maintain Current Mix of Resid. & Bus. Uses	Request zoning study at Pinehurst and Erie and from B-4 zone to a B-2 zone.	40 Volunteer Hrs.	City Planning Department
	Request zoning study at Tarpis and Erie and from B-3 zone to a B-2 zone.	40 Volunteer Hrs.	City Planning Department
		40 Volunteer Hrs.	City Planning Department



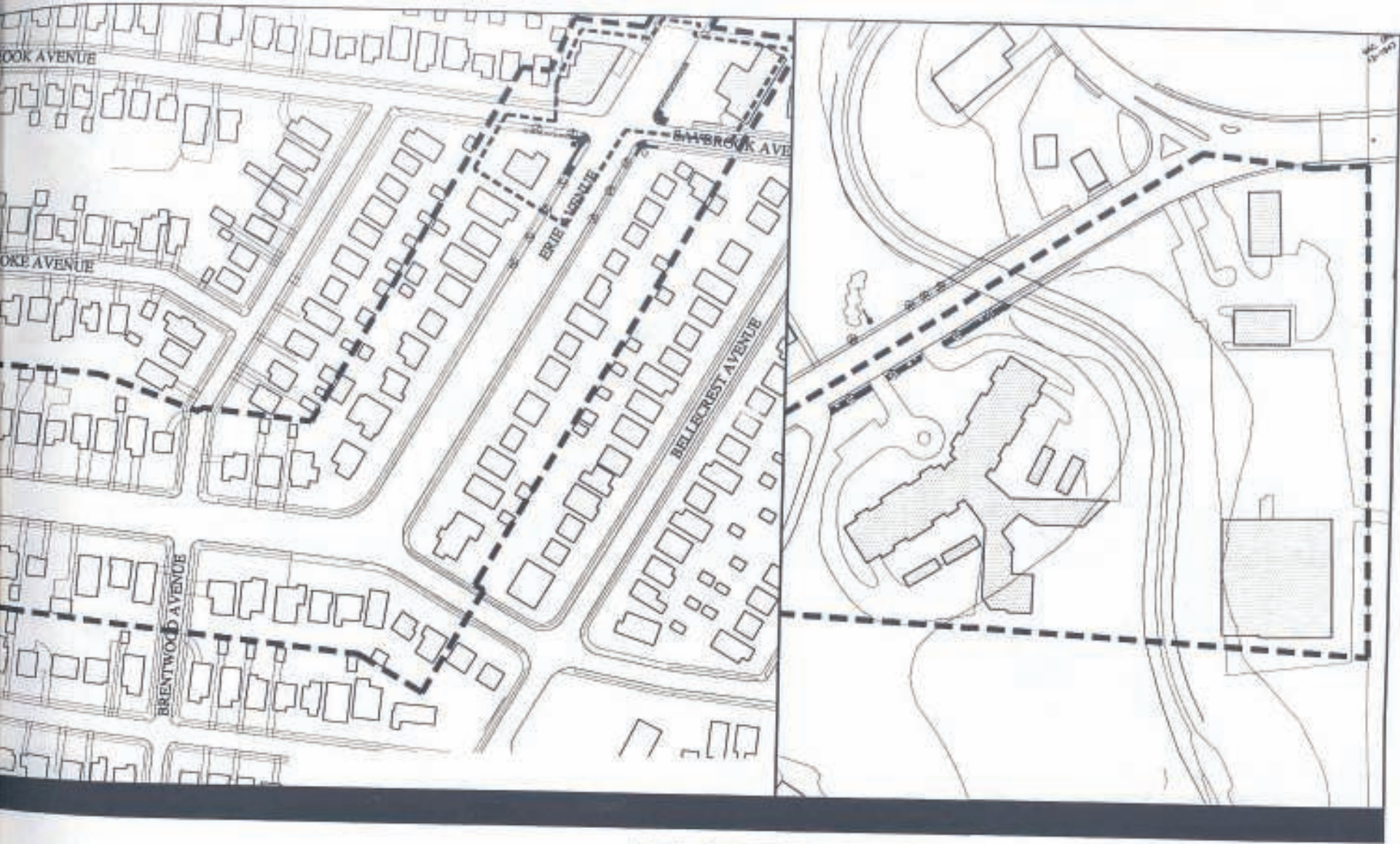
Urban Design Plan

Legend

- Urban Design Study Area
- Neighborhood Business District
Urban Design Plan Boundary/
Environmental Quality District
Boundary

UDP Legend

- Streetscape - Phase I
- ▨ Streetscape - Phase II
- Brick Pylon



Scale: 1" = 200'-0"



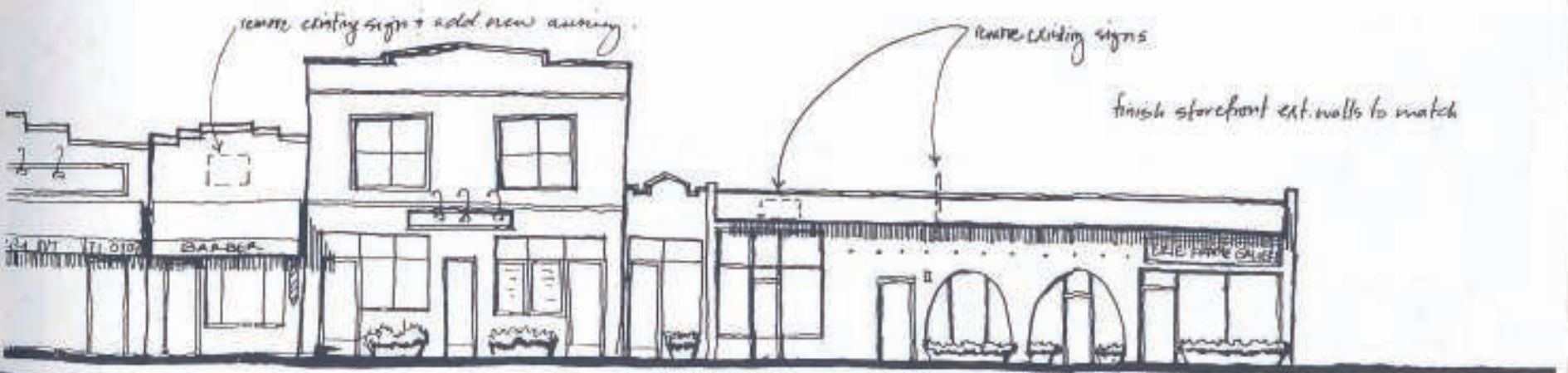
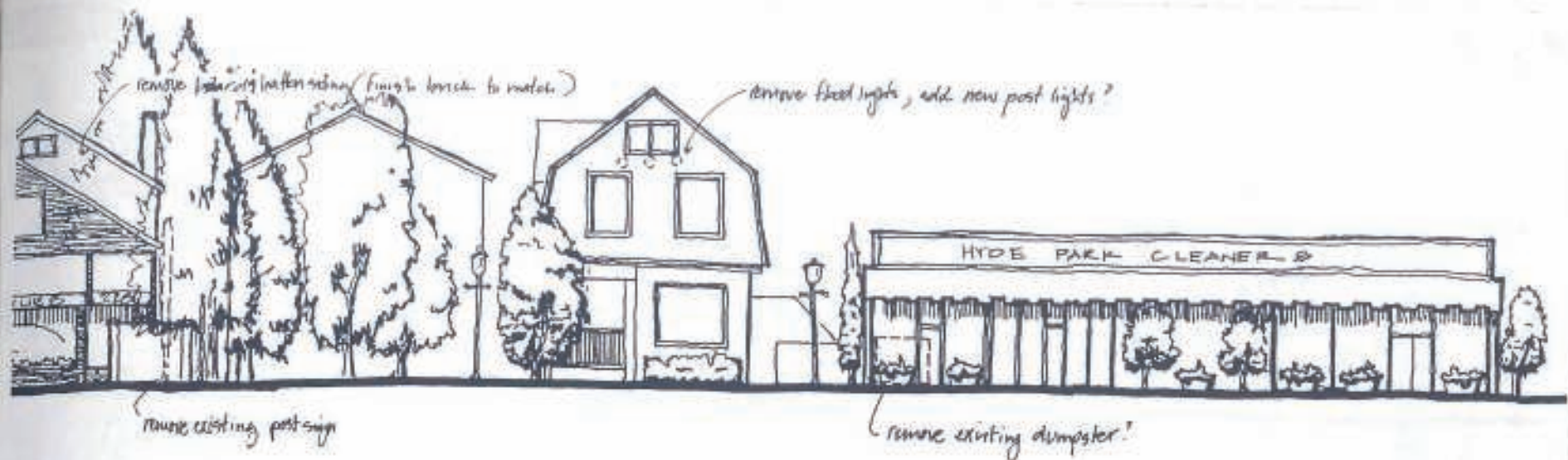
HYDE
PARK
EAST



Proposed Streetscape Improvements

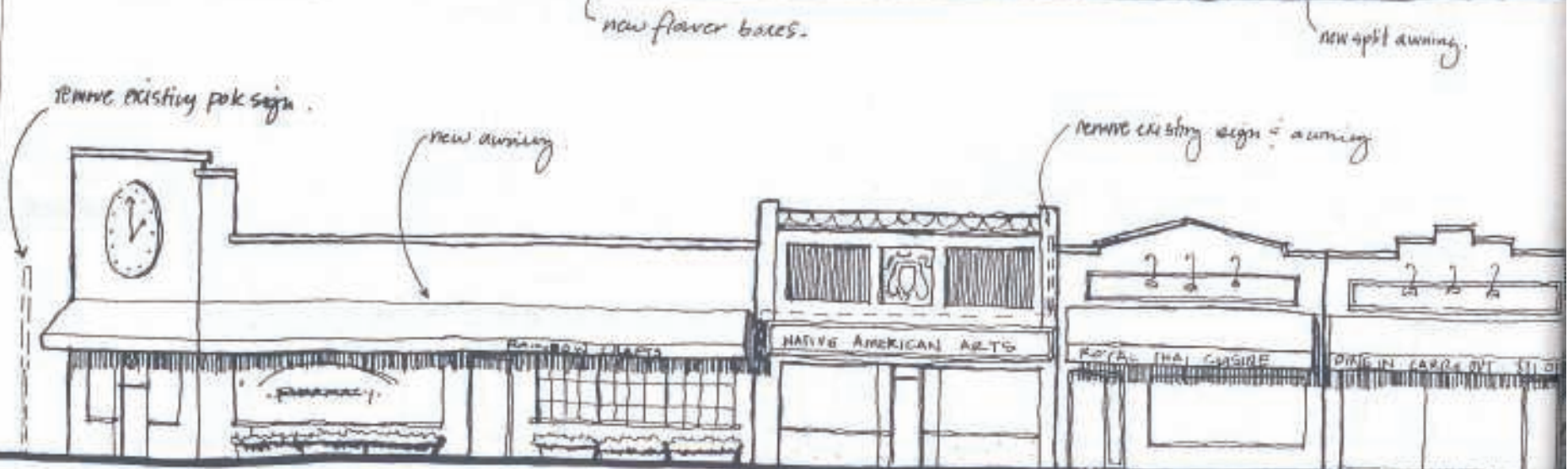
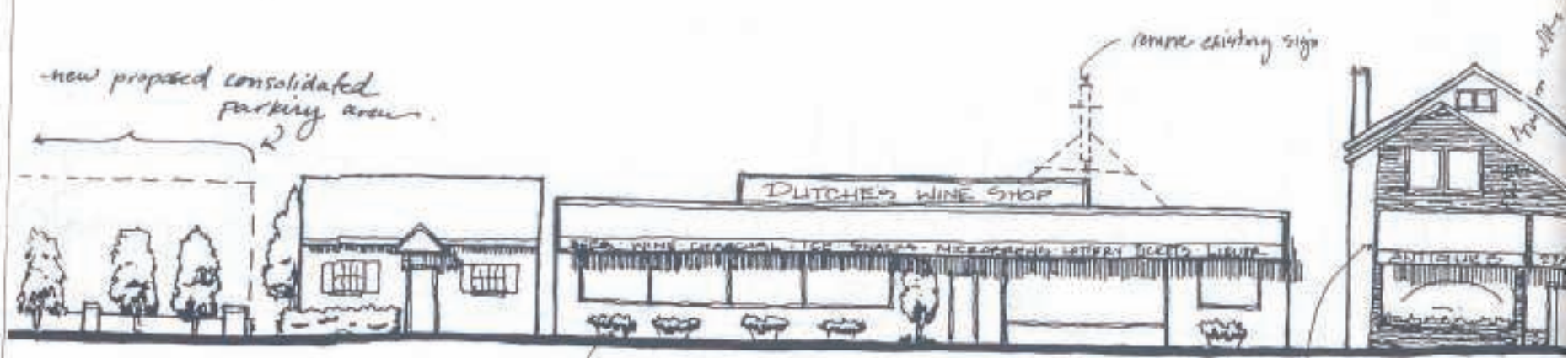


HYDE
PARK
EAST



facade Improvements





Facade Improvements



► ENVIRONMENTAL QUALITY DISTRICT

The purpose of the Environmental Quality regulations is to assist the development of land and structures to be compatible with the environment, and to protect the quality of the urban environment, in those locations where the characteristics of the environment are of significant public value and are vulnerable to damage by development permitted under conventional zoning and building regulations.

The establishment of an Environmental Quality-Urban District (EQ-UD) will protect and enhance the environmental features of the business district. The following policies' guidelines should be incorporated into the EQ-UD guidelines. The development guidelines describe in words the characteristic which is to be protected and development features which will be reviewed for impact of a proposed development on the environment.

► POLICY GUIDELINES

Storefronts and Facades Policies

1. Up-lighting on buildings should be encouraged.
2. Exterior building materials should be in harmony with surrounding buildings in color, texture, proportion, scale, patterns and opening shapes.
3. Building appurtenances and projections should be in scale with the total composition of the building.

4. Replacement windows should fit the size of the original opening. aluminum windows are used, they should generally be anodized (dark bronze.)
5. Storefronts should be visually open to the street. Where practical entrances should be recessed to increase the effective sidewalk space and to provide sheltered pedestrian access.
6. Awnings should be harmonious with the architectural features of the buildings on which they are located. They should not conceal architectural features of the building and should not be pipe supported awnings. Traditional awnings are required unless not practical.
7. The structural components for all awnings should be contained within the awning covering. Colors should be compatible with the color of the building to which it is affixed and to adjacent awnings. Awnings should not project into more than one half or six feet, whichever is less of the sidewalk.
8. Awnings should run parallel to the face of the buildings and provide a continuous covering along the sidewalk or to a small entry awning over the door, etc.

Site Amenities Policies

9. Unmarked benches should be placed in open public gathering areas and shaped to discourage loitering.

Bulletin board kiosks should be placed in gathering areas to aid in the control of posted bills.

Dumpsters and similar waste receptacles shall be enclosed and screened by opaque fencing and/or landscaping to promote a clean and ordered environment and shall be placed behind buildings when possible. Dumpsters and similar waste receptacles are not permitted in the front yard of a property.

News racks should be grouped in no more than fours and installed according to the City of Cincinnati News Rack Policy. The groupings should be spaced at least 200 feet apart.

Site amenities should be low maintenance and discourage graffiti.

Site amenities should not be placed to promote hiding areas, but rather in the open to promote security.

Landscaping and Paving Policies

Special paving should define the area where pedestrian movement occurs.

The size and shapes of paving should relate to the pedestrian scale environment of the district.

Special paving treatments should be used to define the focus areas of the district, major pedestrian crossings, gateway points and where pedestrian movement occurs.

Private businesses should be encouraged to use special paving to continue the pedestrian movements.

19. Private paving improvements should be harmonious with right-of-way improvements in the size, color, texture and pattern.
20. Flower containers and shrubs should be used to identify building entrances.
21. Large areas of asphalt or concrete paving should be discouraged. Large areas should have pattern, color, and texture to relate to the pedestrian scaled environment.

Lighting Policies

22. Lighting in parking areas shall be designed to enhance security.
23. Private lighting should relate to public lighting in light, quality, scale and color.
24. Private lighting should be used for parking lots, walkways and highlighting buildings and show windows. All the lighting should be low height and low illumination.
25. Lighting for parking areas should be sensitive to nearby residences in color, intensity, scale and direction.

Parking Policies

26. Existing lots should be shared and made more efficient through improved access, circulation and layout. Establish common employee lots for businesses within the district to encourage the use of primary spaces for customers and more remote spaces for employees.

27. Parking signs that clearly direct shoppers to off-street parking opportunities should be provided.
28. All parking areas should be landscaped or screened with devices such as trees, fencing or mounds to serve as a buffer and to break up large areas of parking.
29. All intersections, crosswalks and entrances to commercial space should be accessible to the disabled when practicable.
30. Lots should be hard surface and marked for easy circulation and should maximize the number of parking opportunities.

Development Policies

31. Businesses should be designed to reinforce the existing patterns for all storefronts facing Erie Avenue. They should be visually open to provide interest and light to the street.
32. Any new development should be restricted to village size, be pedestrian oriented and should contribute to the livelihood of the business district.
33. Maintain street orientation of shops, but allow rear entrances where appropriate and where supported by other plan elements.
34. Preserve the linear continuity of buildings on Erie Avenue by placing building facades parallel to Erie Avenue when possible to be maintained.
35. Renovation and restoration of older buildings should respect the original building design including structure, use of materials and

details. Original or natural materials and detailing should be preserved where possible.

36. New buildings and additions should be similar in style, by massing, scale and form to the size and height of neighboring businesses. The space between and around buildings should be consistent with the character of the area and be in harmony with neighboring buildings.
37. Simplify and remove all unnecessary utility poles' wires and associated clutter to allow as much sidewalk space and sign visibility as possible.

Sign Policies

38. Signs should be simple, legible and designed to be harmonious with the business district's marketing strategy and identity.
39. All traffic/vehicular signage should be coordinated and organized through the streetscape hardware system.
40. Wall signs should be limited to one square foot of copy area for each linear foot of building's street frontage.
41. Ground signs are preferred for commercial and retail business buildings which sit back from the street a distance of 15 feet or more in lieu of wall signs. The maximum height should be seven feet above the sidewalk grade.

2. A ground sign should be no greater than $\frac{1}{2}$ square foot in size per sign face and have no more than two faces, for each linear foot of property's street frontage and shall be limited to one sign per street frontage.

3. A pylon sign is permitted for corner properties with sets back greater than 25 feet or more. A pylon sign is recommended to be no greater than one square foot in size per sign face for each linear foot of property frontage and shall be limited to one sign.

4. Roof mounted signs are not permitted unless other methods are not practical. Roof signs deemed appropriate shall appear to be an architectural extension of the buildings and no support structures should be visible to the public view.

5. Flashing signs are not permitted.

6. Directional or on-premise instructional signs or entry/exit signs are permitted in addition to other signs. These signs should be 2.5 square feet or less per sign face, and are limited to two signs per curb cut for a property. Properties with off-street parking and without curb cut access are limited to one sign 2.5 square foot or similar for all sign faces.

7. Design signs in character with the type of business to be identified. A trademark or symbolic copy on signs is encouraged.

8. Design signs to be harmonious with the architecture of the buildings on which they are located.

49. Signs should be in keeping with the character of the district and communicate to pedestrians or persons in slow moving vehicular traffic.

50. Projecting signs shall not be used except for small identification or trademark's signs designed to be in harmony with the business identified. Projecting signs shall not exceed three square feet per sign face.

51. Signs attached to buildings should be fascia signs and should not project beyond the edges of the buildings.

52. Off premises advertising signs are not desired.

53. Bus shelters are not desired.

54. The maximum allowable signage area for all sign faces on a property should not exceed one square foot of signage area per linear foot of property frontage. Maximum signage area for corner properties should be based upon the longest street frontage of the property.

Demolition Policies

55. Demolition will be approved only if one of the following applies:

- Ordered by the Director of Buildings and Inspections for the public safety because of an unsafe or dangerous condition which constitutes an emergency.
- Structure does not contribute to the architectural character of the district.

- Necessary to construct a building which would meet the guidelines of the EQ-UD for Hyde Park East Business District.
- The owner has endeavored in good faith to find a use for the structure and is unable to obtain a reasonable rate of return on the property or a refusal of a permit would amount to a taking of the property without a just compensation.
- Demolition will be allowed for a portion of a building when repairs and rehabilitation is not justified based on cost and not visible from the street.

Definitions for the purpose of these policy guidelines:

Ground Sign - A ground sign is defined within the City of Cincinnati Zoning Code as a detached sign erected upon or supported by the ground.

Pylon Sign - For the purpose of these guidelines a pylon sign is defined as a ground sign with a single supporting structural element and internally integrated electrical and illumination sources.

CREDITS

This plan was prepared for the Department of Economic Development by the City Planning Department and the Department of Public Works, Office of Architecture and Urban Design with the Hyde Park East Neighborhood Business District Urban Design Task Force. The task force consisted of the following individuals:

Hyde Park East Business and Property Owners

John Bailey, Shoppes at Saybrook
Alesia Buttrey, Heavenly Bodies
Claire Diedrichs, United Dairy Farmers
Rebecca Ferris, Hyde Park County Club
Morden Grant, Hyde Park Neighborhood Council
Barbara Green, Ameri First Bank
Brian Griffin, Sunshine Foods
Bob Hedlesten, Resident
Joe Lutmer, Tischbein Pharmacy
Vicky Mary, Victoria Travel
Gloria Martin, Coffee Emporium
Karen McCory, Hyde Park Travel
Nancy Mullen, Deupree House
Kathy Noonan, Resident
Rich Schram, Papa John's Pizza
Danny Thomas, Hap's Irish Pub

Staff from the City of Cincinnati

Laura Kenny, Economic Development
Vanessa McMillan-Moore, City Planning
Michael Moore, Office of Architecture and Urban Design

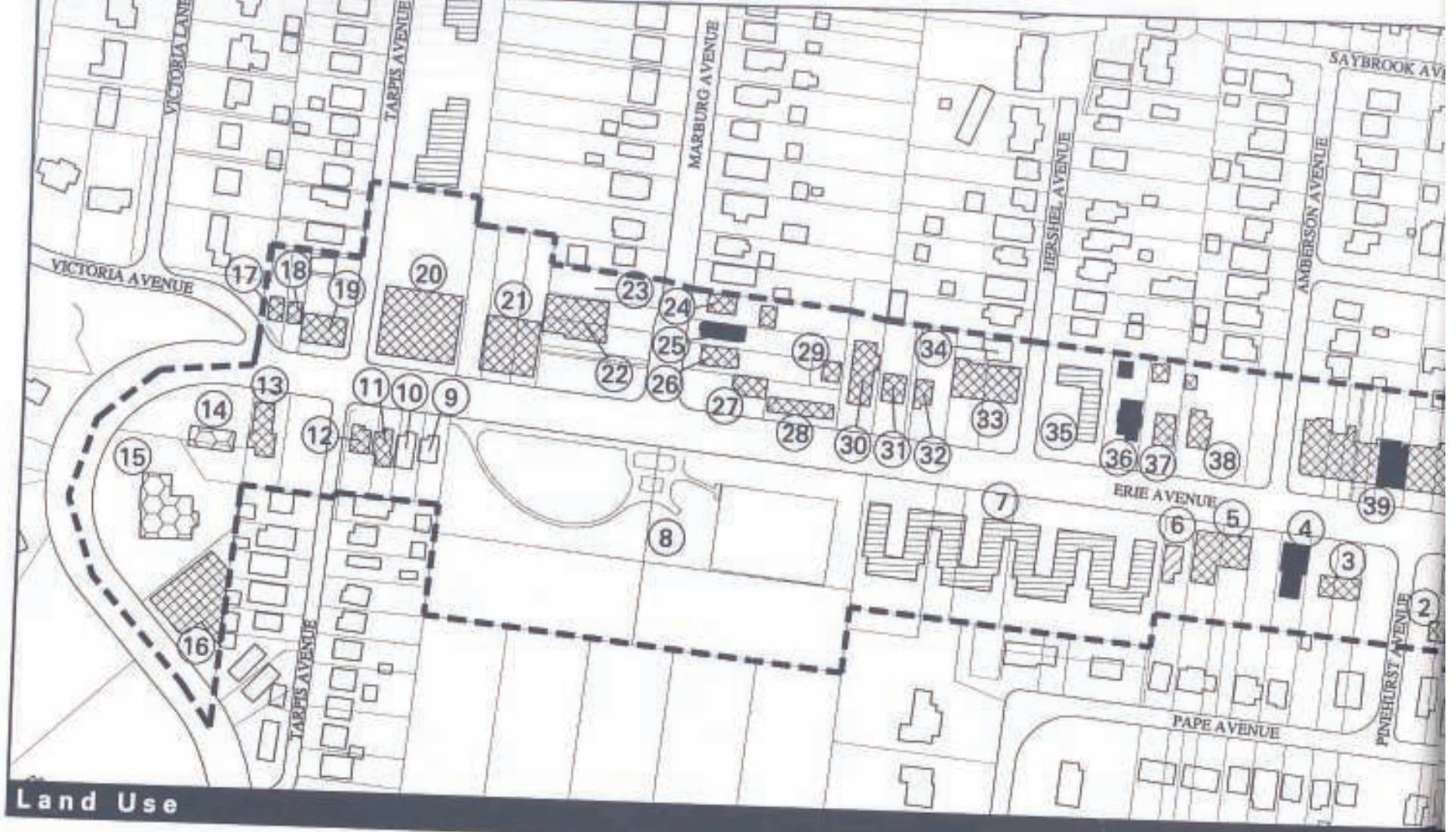


LETTER FROM THE
HYDE PARK EAST BUSINESS ASSOCIATION
WILL BE INCLUDED IN THE FINAL PLAN

HISTORY WILL BE INCLUDED IN THE FINAL DRAFT

BLK & ADDR S/S	BLK & PAGE PARCEL	OWNER	TENANTS	TYPE	COMM SQ FT	RECD PARKING BY ZONING CODE	RECD PARKING U/L
1 3521 Erie Ave	38-403-260-281	Apollo Savings & Loan	Amen First Bank	Personal Service	1,750		
2 3534 Riverview Ave	38-403-358	Sweeney, Victoria	Divine Beauty Insurance	Personal Service	1,168		
3 3505 Erie Ave	38-403-356-359	Appearance Plus Real Estate, Inc.	Appearance Plus Cleaners	Personal Service	1,855		
4 3429-3501 Erie Ave	38-403-354-355	Orfin, Linda	Sunshine Fine Foods	Retail	2,375		
5 3429-35 Erie Avenue	38-403-352-353	Gennie Lockwood, Inc.	Lakewood Salon	Personal Service	4,269		
			Carlsons Travel	Personal Service			
6 3421 Erie Ave	38-403-351	Combs, Barbara J	Natural Health	Retail			
7 3387-3417 Erie Ave	38-3-4-43 38-1-212 & 168	Burns, Glen A	Single Family	Residential	N/A		
8 Erie Ave	38-1-26	City of Cincinnati	Flowerwoods Apartments	Residential	N/A		
9 3337 Erie Ave	38-1-138	City of Cincinnati	'Golfers'	Park	N/A		
10 3335 Erie Ave	38-1-134	Early, Adrian C & Elizabeth	Single Family	Residential	N/A		
11 3333 Erie Ave	38-1-137	Sanders, William	Single Family	Residential	N/A		
12 3331 Erie Ave	38-1-135	Hall, Richard & Carol	Office	Personal Service	1,312		
13 3319 Erie Ave	38-1-101-102	Brown, Jerry & Jean	Office	Personal Service	1,200		
14 3317 Erie Ave	38-406-270-271	Garnett, Wayne ET AL	Victoria Shoppes	Retail	2,063		
15 3295 Erie Ave	38-406-107	City of Cincinnati	Cincinnati Police	Public Serv-Public	1,620		
16 3275 Erie Ave	38-406-204	Seldner, Elizabeth	Cincinnati Police	Public Serv-Public	5,453		
			Goldsmith Cardel	Retail	7,009	20	28
17 3259 Erie Ave	38-1-224 & 99	Taugh Holdings LTD	Second Link Design	Retail			
18 3259 Erie Ave	38-1-119	Shelzer, Steven	Coffee Emporium	Retail	650		
19 3252 Erie Ave	38-1-213	Pollenberger, Nancy	Art Store	Retail	1,500		
			McLaughlin & Associates	Personal Service	2,400		
20 3230 Erie Ave	38-1-219 & 283	Srinivas, Bernard & Marilyn	Kirkpatrick Lumber Co	Retail			
			Use Center	Personal Service	10,812	14	41
			Headlines	Personal Service			
			Dr. Cleveland	Personal Service			
			Printer Equipment	Retail			
			Community Pub, Inc.	Personal Service			
			Victoria Travel	Personal Service			
			Frank Cooky, CPA	Personal Service			
			Touch of Health	Personal Service			
			Michael Kelly Realty	Personal Service			
			Frye Reps, Inc.	Personal Service			
			Dr. Wehner	Personal Service			
21 3240 Erie Ave	38-1-11 & 221	Moy, Bing Hong & Bai Jean	Jerry Blanton Photography	Personal Service	5,625	13	23
			Lead Design Association	Personal Service			
			Chris Gouwer	Retail			
			Bugs Rosewood Furnish	Retail			
22 3240 Erie Ave	38-1-79	Mesa Properties	Papa John's Pizza	Retail	4,594	50	18
22 3240 Erie Ave	38-1-12, 140, 195		United Dairy Farmers	Retail			
23 3213 Marburg Ave	38-1-88	Moy, Bing Hong & Bai Jean	Land	Land	Varied	0	0
24 3212 Marburg Ave	38-1-111	Askan, John	The Weight Connection	Retail		0	0
25 3210 Marburg Ave	38-1-113	Moskaldt, Karen ET AL	Thirty Six Ten STUDIO	Retail-Residence	1,300	0	0
26 3206 Marburg Ave	38-1-243 & 246	Alessi, Myler	Heavenly Bodies	Retail	1,312	0	0
27 3202 Erie Ave	38-1-15	Tomba Company, LTD	Vacant		1,312	0	0
28 3178 Erie Ave	38-1-120	Duchra Photography, Inc.	Vacant		1,100	0	0
29 3103 Marburg Ave	38-1-112	James Woods	Duchra Photography, Inc.	Retail	1,800	0	0
30 3281 Erie Ave	38-1-87	Srinivas, Janet	Bath Plus Interior Remodeling	Personal Service	650	0	0
31 3284 Erie Ave	38-1-23	Strauchen, Stephen	Hyde Park Antiques	Retail	2,700	3	4
32 3288 Erie Ave	38-1-24 & 275	Strauchen, Stephen	OPF Real Est Group	Personal Service	1,125	3	11
33 3282 Erie Ave	38-1-25, 182, 194	Heddesley, Robert & Gerald	Strauchen Associates	Personal Service	938	1	0
			Hyde Park Cleaners	Personal Service	2,196	3	4
			Hyde Park Cleaners	Personal Service			
34 3613 Herschel Ave	38-1-194	Duch, Lisa & Deborah	Single Family	Residential	N/A		
35 3400 Erie Ave	38-3-17	Krenkler, Katherine	Multi Family	Residential	4,012	0	0
36 3405 Erie Ave	38-3-60	Bene, Johanna Sue	Dr. Edward Bana, DDS	Personal Serv / Res	1,512	0	15
37 3412 Erie Ave	38-3-58	Foss, Edward J	Cosvitar	Personal Service	562	0	0
38 3414 Erie Ave	38-403-88, 10	Kopf, Lawrence & Patricia	W. Larry Kopf Realtor	Personal Service	1,168	0	0
39 3600-20 Erie Ave	38-403-114	Speccorah, Rose	Techon Pharmacy	Personal Service	14,625	0	0
39 3600 Erie Ave	38-403-115	Sindow, David	Harbor Crafts	Retail		11	18
39 3504-6 Erie Ave	38-403-482, 118	Pattanasaboonan & Nouvat	Arise-Indian Arts	Retail			
		Pattanasaboonan & Nouvat	Bangkok Bites	Retail			
39 3510 Erie Ave	38-403-117	Thomas, Gordon & Norris	Tap's Irish Pub	Retail			
39 3514 Erie Ave	38-403-118	Evans, Pamela & Dorothy	JB Hall Company	Retail			
39 3518 Erie Ave	38-403-119	Evans, Pamela & Dorothy	Tate Cass	Retail			
			Erie Frame Gallery	Retail			
40 3522 Erie Ave	38-403-120	Kopf, Lawrence & Patricia	Est. Best Place Catalog Co	Personal Service	1,168	0	0
41 3650 Erie Ave	38-403-153, 134	Bagler, Helen & Walter	Shoppes at Saybrook	Retail	2,700	3	11
42 3648-72 Erie Ave	38-403-31-33	Ran Mary & Leonard	Berlei Beauty Salon	Retail			
			Ran Mary Gallery	Retail			
			Pats At Dents	Retail			
43 3655 Erie Ave	38-403-34-38	Saybrook Imports, Inc.	Automotive Parts Warehouse	Retail	7,312	21	
44 3659 Erie Ave	38-403-187	Delenmayer, Michael	Residential	Residential	N/A		
45 3659 Erie Ave	38-403-188	Delenmayer, Michael	Residential	Residential	N/A		
46 3639 Erie Ave	38-0000-121	Episcopal Retirement Homes	Dwight House East	Residential	N/A		

APPENDIX C









Land Use

Legend

-  Urban Design Study Area
-  Parcel Identification Number

Land Use Legend

-  Residential: one / two family
-  Residential: multi-family
-  Commercial
-  Mixed Use: Commercial / Residential
-  Parks / Playgrounds
-  Institutional



Scale: 1" = 200'-0"



HYDE
PARK
EAST

HYDE PARK COMMUNITY AND THE CITY OF CINCINNATI Demographics						
HYDE PARK				CITY OF CINCINNATI		
	1980	1990	% Change	1980	1990	% Change
POPULATION						
Total Population	14,955	13,927	-7%	385,457	364,040	-6%
White	14,246	13,284	-7%	251,144	220,285	-12%
Black	562	464	-17%	130,467	138,132	6%
% < 18 yrs. of age	12,109	11,629	-4%	97,254	91,352	-6%
WORKFORCE						
16 years of age & older	12,506	11,888	-5%	300,004	281,024	-6%
Not in Labor Force	4,701	3,473	-26%	125,210	108,326	-13%
Professional	3,479	4,351	25%	38,974	46,533	19%
Sales & Clerical	2,438	2,615	7%	49,147	51,550	5%
Service	692	723	4%	27,724	26,396	-5%
Blue Collar	926	589	-36%	43,551	34,402	-21%
Military Service	7	0	-100%	137	275	101%
Unemployed	263	137	-48%	15,261	13,542	-11%
HOUSING						
Housing Units	7,448	7,408	-1%	172,587	169,088	-2%
Owner occupied	3,480	3,660	5%	60,687	59,172	-2%
Renter occupied	3,561	3,292	-8%	96,990	95,170	-2%
Vacant	407	456	12%	14,910	14,746	-1%
Single-family	3,429	3,331	-3%	60,489	61,660	2%
Median Household Inc.	20,211	36,521	81%	12,499	19,999	60%
% Poverty Households	9%	4%	-5%	16%	21%	5%

Note: Median household incomes were determined by the midpoint of the interval containing the average.

HYDE PARK EAST BUSINESS DISTRICT SURVEY

APPENDIX E

This survey is designed to obtain information to help the Hyde Park East Neighborhood Business District Task Force and the City determine how to best stimulate economic development in the Hyde Park East business district. All individual responses will be kept confidential and only reported as a group. Please answer all the questions. Thank You for your time and consideration.

General Information

Name and position of person completing survey:

Name of Business: _____ Location: _____

City and State the owner resides in: _____ (City) _____ (State)

Description of Business: Locally operated Regional Chain
 National Chain Franchise

Business Ownership: Family Business Sole Proprietorship
 Partnership For-Profit Corp.
 Non-Profit Cooperative

Own or Lease Facility: Own Lease

Firm established at its present location: (Year) 19__

Number of Employees: Full-Time _____ Part-Time _____

Hours of Operation: _____

Physical Improvements

1. Are you considering renovating or expanding your business? (Circle One) Yes or No

2. Are any of the following constraints to renovation or expansion:

- | | |
|---|--|
| <input type="checkbox"/> No constraints | <input type="checkbox"/> Need financial assistance |
| <input type="checkbox"/> Insufficient space | <input type="checkbox"/> Need planning assistance |
| <input type="checkbox"/> Low interest rate loan | <input type="checkbox"/> Other,
Specify _____ |

3. Rank the top five areas that need to be addressed or improved in the Mt. Airy Business District: 1 means "most needed" 5 being "less needed":

- | | |
|---|--|
| <input type="checkbox"/> Front entrances | <input type="checkbox"/> Rear entrances |
| <input type="checkbox"/> Interior building appearance | <input type="checkbox"/> Street lighting |
| <input type="checkbox"/> Conditions of sidewalks | <input type="checkbox"/> Streetscape, including trees & lighting |
| <input type="checkbox"/> Identity and physical unity | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Facade improvement, including awning | |

4. Rank the top five related traffic issues that need to be addressed: 1 means most needed and 5 being less needed.

- | | | |
|--|---|--|
| <input type="checkbox"/> Congested streets | <input type="checkbox"/> Pedestrian access | <input type="checkbox"/> Speed limits |
| <input type="checkbox"/> Inadequate parking | <input type="checkbox"/> Vehicular access | <input type="checkbox"/> Street lighting |
| <input type="checkbox"/> Location of parking | <input type="checkbox"/> Street maintenance | |

5. Do your customers/clients use your rear entrance? (Circle One) Yes or No. If no, why not? _____

6. Would you consider using your rear entrance for access? (Circle One) Yes or No. If no, why not? _____

7. Do you think your storefront or another part of your building requires any improvements to attract customers? (Circle One) Yes or No. If yes, please describe the needed improvements below:

Business Location

8. Are you planning to relocate? (Circle One) Yes or No. If yes, answer "a" and "b" below.

- a. When _____
 b. To Where _____

9. Are you planning to permanently close or sell your business? (Circle One) Yes or No. If yes, answer "a" and "b" below.

- a. When _____
 b. Why _____

10. Are you currently considering opening another outlet for your business? (Circle One) Yes or No. If yes, answer "a" and "b" below.

- a. When _____
 b. To where _____

Business Environment

11. What type of business(es) is needed for the area? _____

12. Are there any types of businesses you **would not** like to see in the area? (Circle One) Yes or No. If yes, what type(s) _____

13. Over the last three years, have the following business factors increased, stayed the same or declined?

A=Increased b=Stayed the Same c=Declined

1. Number of customers	a	b	c
2. Sales quantity volume	a	b	c
3. Sales dollar volume	a	b	c
4. Profit	a	b	c

14. What is your opinion for the changes indicated above? _____

15. Your business comes from which of the following groups of people:

- ___ % Hyde Park residents
 ___ % Oakley residents
 ___ % Cincinnati residents, excluding Hyde Park and residents.
 ___ % Ohio residents, excluding Cincinnati residents
 ___ % Kentucky residents
 ___ % Other, specify _____

16. Rank your business days. Place a one (1) to the left of your busiest day and continue through to indicate your least busy day with a number seven (7).

- ___ Sunday ___ Monday ___ Tuesday
 ___ Wednesday ___ Thursday ___ Friday
 ___ Saturday

17. Rank your business hours. Place one (1) on the line to the left of your busiest hour and then continue through to indicate your least busy hour with a five (5).

- ___ Morning (before 11:30 AM) ___ Lunch (11:30 AM - 1:30 PM)
 ___ Afternoon (1:30 PM - 6:00 PM) ___ Evening (6 PM - 9 PM)
 ___ Night (after 9 PM)

18. How important is it that the following issues are addressed as they relate to the Hyde Park East Business district. Indicate importance by the following number:

- 1 Extremely important 2 Very important
 3 Moderately important 4 Relatively unimportant
 5 Not important

- ___ Parking ___ Safety ___ Marketing
 ___ Cleanliness ___ Business development ___ Appearance
 ___ Traffic flow (pedestrian & vehicular)

19. Would you like any of the following items in the district to be regulated? Yes or No (Circle One) If yes, check each one that you would like to see regulated.

- ___ Signs ___ Facade treatments
 ___ New development ___ Streetscape

20. Is safety for your customers or employees an issue that needs to be addressed? (Circle One) Yes or No

21. Do you share advertising expense? (Circle One) Yes or No.

22. Would you be willing to share advertising expense? (Circle One) Yes or No.

23. Are you interested in shared parking? (Circle One) Yes or No.

24. Please list up to three issues that you think are highly important to the economic growth and vitality of the area:

25. What specific concerns would you like to see addressed? (These can include ones mentioned earlier)

26. Are you interested in having information on any of the following: Check all that apply.

- Available technical assistance
- Business seminars
- Low interest loan
- Other, specify

26. Would you participate in a Business Association for the purpose of improving and maintaining the business district? (Circle One) Yes or No.

Comments:

Thank You!

This survey can be returned to either:

Ameri First Bank
3521 Erie Avenue
Cincinnati, Ohio 45208

Vanessa McMillan-Moore
City Planning Department
City Hall, Room 228
Cincinnati, Ohio 45202

THE HYDE PARK EAST COMMUNITY CUSTOMER/CONSUMER SURVEY

This survey is designed to obtain information to help the Hyde Park East Neighborhood Business District Task Force and the City of Cincinnati determine how to best stimulate economic development in the Hyde Park East business district. Please answer all questions completely. All responses will remain completely confidential and will be reported as a group.

1. Please look at the choices below: What changes can be made by merchants in this business district in order for them to get more of your business? Choose only five (5) and rate them according to your priorities; using "1" to indicate top priority, "2" to indicate second priority, etc.

- | | | | |
|----------|-------------------------|----------|--------------------------|
| a. _____ | Improved parking | h. _____ | More competitive prices |
| b. _____ | More store variety | i. _____ | Better product selection |
| c. _____ | Better quality products | j. _____ | Better customer service |
| d. _____ | Better atmosphere | k. _____ | Evening store hours |
| e. _____ | Better safety | l. _____ | Less traffic congestion |
| f. _____ | More advertising | n. _____ | Other, specify _____ |
| g. _____ | More special events | | |

2. Look at the choices below and answer what potential new businesses you would most likely use if they were to open in the Hyde Park East business district. Choose only five (5) and rate them according to your priorities; using "1" to indicate your top priority, "2" to indicate your second priority, etc.

- | | | | | | |
|---------------------|---------------------|------------------------|--------------------|---------------------|-----------------------|
| _____ Antiques | _____ Drugs | _____ Hobby shop | _____ Appliances | _____ Electronics | _____ Live theater |
| _____ Art galleries | _____ Entertainment | _____ Movie theater | _____ Arts/Crafts | _____ Fast food | _____ Music store |
| _____ Bakery | _____ Financial | _____ Prof. services | _____ Bookstore | _____ Fish market | _____ Records |
| _____ Butcher | _____ Furniture | _____ Restaurants | _____ Cameras | _____ Garden center | _____ Shoes |
| _____ Clothing | _____ Gift store | _____ Sports equipment | _____ Delicatessen | _____ Grocery | _____ Other (specify) |
| _____ Department | _____ Hardware | _____ Discount | _____ Health Club | | |

3. Circle the letters which best indicate prices and quality of goods ("a" being the highest, and "d" being the lowest) offered in the Hyde Park East NBD:

Prices of Goods & Services

Quality of Goods & Services

a b c d

a b c d

4. Circle the time and duration of your most typical shopping trip:

1.) Day of the week: Mon. Tue. Wed. Thurs. Fri. Sat. Sun.

2.) Duration of trip: 1 hrs. 2 hrs. 3 hrs. 4 hrs. 5 hrs. 6 hrs. 7 hrs.

5. What advertising do you most notice from local merchants? **Circle only three.**

a. Newspaper(s)	d. Flyers	g. Billboards
b. Direct Mail	e. Television	h. Yellow Pages
c. Radio	f. Window Displays	i. Other, specify _____

6. What do you like best about shopping in the Hyde Park East business district? _____

7. Do you feel safe while within the Hyde Park East business district? (Circle One) Yes or No.

Please indicate the following about yourself.

8. Where do you live?

a. _____ community in Cincinnati, Ohio

b. Outside Cincinnati, but within Ohio. City _____

c. In Kentucky

d. Outside Ohio and Kentucky. State _____

9. Where do you work? Circle the letter that applies.

- a. _____ community in Cincinnati, Ohio
- b. Outside Cincinnati but within Ohio. City _____
- c. In Kentucky. City _____
- d. Outside Ohio and Kentucky. State _____

COMMENTS:

Thank you!

This survey can be returned to any of the following:

The business from which the survey was obtained.

OR

AmeriFirst Bank
3521 Eric Avenue
Cincinnati, Ohio 45208

Vanessa McMillan-Moore
City Planning Department
City Hall, Room 228
Cincinnati, Ohio 45202

City of Cincinnati
MARKET AREA PROFILE



DEPARTMENT OF ECONOMIC DEVELOPMENT
CITY OF CINCINNATI

Hyde Park Market Area

1 inch = 2,650 ft.



Market Key Businesses

SIC	DESCRIPTION	COUNT	TOTAL SQ. FT.
5812	Eating Places	20	54776
5219	Misc. Home Furnishings	9	22788
5623	Women's Clothing &	8	16250
7231	Beauty Shops	15	14700
6531	Real Estate Agents &	18	12502
6020	Commercial Banks	4	12173
8011	Offices of Doctors	14	12050
8021	Offices of Dentists	10	11087
5999	Miscellaneous Retail	6	8700
5712	Furniture Stores	4	8050

HYDE PARK

NBC Anchors

- ▶ Women's Apparel
 - 2 Die 4
 - The Acorn
 - Alyson's
 - Carriage Trade
 - Cloud 9
 - Final Touch
- ▶ Men's Apparel
 - Hyde Park Toggery
 - Khakis
 - Stocks
- ▶ Children's Apparel
 - Castle House

Life Style Clusters

The consumer characteristics of the Hyde Park market area population have been identified through a consumer lifestyle cluster system known as Prizm which was developed by Claritas, Inc.

Sixty-two dominant lifestyle types, or clusters, have been identified throughout the United States. Each consumer cluster is composed of households that tend to exhibit similar lifestyles and to act uniformly and predictably in the marketplace. The 62 clusters are divided among 13 cluster groups which denote basic neighborhood types categorized according to geographic orientation and socioeconomic levels.

Examination of the data for more than 300 data variables at the census block group level indicates that of the 62 different cluster types identified in the U.S., seven are found in the Hyde Park market area.

The top three cluster types found in the Hyde Park market area are: Young Influentials, Bohemian Mix, and Gray Power. Following is a brief description of each of these clusters.

Young Influentials, with 3,669 households, is overwhelmingly the dominant cluster type in Hyde Park. This cluster is typified by upwardly mobile singles and couples who are referred to as the "Last of the Yuppies." Most in this cluster are college graduates who are working in the professional, white-collar world.



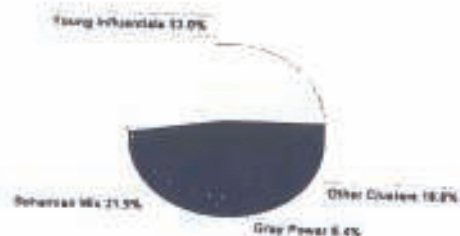
Bohemian Mix, with 1,519 households, is the second largest cluster type represented in Hyde Park. This cluster is America's Bohemia, a largely integrated, singles and couples-dominated, educated, up-scale, high-rise hodge-podge of white collars, students, actors, artists, writers, and races with the nation's 2nd lowest index for kids, mixture of races, often with a high Asian representation and transients.

Gray Power, with 440 households, is the third dominant cluster type in Hyde Park. Typified by affluent retirees, this cluster is predominately white married couples and singles aged 65+. Those represented by this cluster tend to be health and golf fanatics with large portfolios.



Hyde Park Cluster Mix

by Number of Households (1994)



	No. of Households
Young Influentials	3,669
Bohemian Mix	1,519
Gray Power	440
Young Literati	396
Single City Blues	347
Blue Blood Estates	315
New Empty Nests	241

HYDE PARK

Product-Service Preference Index (PSPI)

Introduction

This section describes the preferences for specific products and services among Hyde Park market area consumers. The summary below identifies the product and service items for which market area consumers exhibit high, as well as low purchasing preference. A complete listing of the market area preferences for nearly 400 products and services is included in the *Neighborhood Base Market Analysis of Cincinnati*.

The cluster composition of households in the Hyde Park market area are used for comparison

with all United States households for the purpose of providing a ranking for each of the product-service items relative to the national norm. In this way, preference scores reveal the unique lifestyles of the market area. All rankings are expressed relative to this national norm. For example, a ranking of 100 indicates a level of preference equal to the U.S. average. It should be noted that the rankings are of relative frequency of purchase and use, not level of expenditure.

High Preferences

The product-service categories with an index of 125 or higher indicate market area households have above average interest in these items. The particular index ranking appears in parenthesis following the item. Market area consumers:

- ▶ Buy Montblanc/Waterman last year (306)
- ▶ Own an Audi (265), BMW (215), Mitsubishi (214) or Eagle (192)
- ▶ Play racquetball (227), go jogging (194), play tennis (175), and go suba diving (175)
- ▶ Took 3+ personal trips by plane (269), 3+ business trips by plane (207), and have a passport (173)
- ▶ Buy Jazz music (219) and new wave music (181)
- ▶ Are imported wine drinkers (222), heavy imported beer users (203), and Tequila drinkers (186)
- ▶ Bought brie cheese (185), gourmet coffee beans (197), and Kellogg's Mueslix (147)
- ▶ Smoked cigars in the last six months (165)

Low Preferences

The product-service categories with an index of 75 or lower indicate market area households have below average interest in these items. Market area consumers show relatively low interest in:

- ▶ Owning a car with a CB radio (41) or a camper (26)
- ▶ Buying country music (64)
- ▶ Belonging to a Veterans club (50) or country club (52)
- ▶ Smoking non-filter cigarettes (57) or chewing tobacco (46)
- ▶ Making an in-home purchase (70)
- ▶ Buying Kraft Macaroni & Cheese (70), Kool Aid (72), or Spam (45)
- ▶ Self-changing spark plugs (67) or oil filters (71)
- ▶ Fresh water fishing (68) or hunting with a rifle/shotgun (61)
- ▶ Owning an GMC truck (28), Chevy truck (55) or Lincoln Continental (54)
- ▶ Taking 4+ overnight camping trips (48)

Development Potential

Introduction

The development potential for the Hyde Park market area was generated using a proprietary demand model developed by *Project Market Decisions*. The model quantifies the demand potential for the market area by defining the relationship between the unique mix of households, lifestyle clusters, and each of the 75 establishment types analyzed in the base comparison area. This defined set of relationships is applied to the unique lifestyle characteristics of the market area being analyzed. An estimate is then produced of the total development which can be supported by the households in the market area. The current amount of supply in the market area by each of the 75 establishment types, is subtracted from the total development potential which provides an estimate of the net development potential for the market area.

A detailed explanation of the methodology, including identification of the comparison area, is included in the *Neighborhood Base Market Analysis of Cincinnati*.

Current Supply

The analysis of existing establishments in the market area identified 215 different businesses in the 75 retail and service establishment categories. These establishments account for an estimated 296,200 square feet of space. The market area contains 48 different establishment types out of the 75 types analyzed.

New Development Potential



Demand Potential

An examination of the detailed Neighborhood Market Area Development Potential, in the appendix of the *Neighborhood Base Market Analysis of Cincinnati*, indicates that there is a development potential in the Hyde Park market area to support an additional 229,000 square feet of retail-service space. It is estimated that this new potential would support the development of 67 new establishments in 41 different SIC types.

Development Potential for Top Ten Establishment Types

SIC	DESCRIPTION	TOTAL SQ.FT.
5411	Grocery	31,800
753X	Auto Repair	29,200
79XX	Recreation Facilities	18,700
5251	Hardware	14,200
8351	Day Care	11,800
5813	Drinking Places	9,200
5812	Eating Places	8,700
5735	Record Tape Store	8,600
7549	Automotive Services	8,400
5912	Drug	6,300

Observations

An analysis of the establishment types with potential in the market area, reveals a number of store types that could be appropriate for Hyde Park NBC's. Some of these types are described below.

- ▶ Grocery - specialty foods
- ▶ Auto Repair - foreign
- ▶ Child Care
- ▶ Restaurant - specialty, coffee house

HYDE PARK

Hyde Park Summary

This market area, located on the east side, is close to downtown and is one of Cincinnati's most popular neighborhoods. There are two primary neighborhood business centers in Hyde Park, the 'Square' and Hyde Park East at Erie and Marburg.

The market area has a sizeable population base, 13,773 persons in 6,927 households. The median income in the market area is significant at \$47,527. The population and household counts in the market area are projected to decrease over the next five years, while incomes will increase significantly.

Neighborhood Business Center Evaluation Matrix

Population	✓
Design	✓
Group	✓
Safe	✓
Count	✓
Signal	✓
Speed	✓
In/Out	✓
Park	✓
Anchor	✓
Variety	✓
Mass	✓
Potential	✓

Strengths

- Exceptional Design
- Sense of place, aesthetically pleasing
- Safe, clean environment
- Consistently available parking in front of stores
- No tow zones
- Critical mass of merchandise
- Specialty retail niche
- Active community group

Weaknesses

- Lack of traditional anchor
- Competition at Hyde Park Plaza & Rookwood Pavilion
- Parking

Opportunities

- Build and broaden existing apparel niche
- Add destination retailers
- Strengthened market base with service and convenience establishments which serve area residents

NEIGHBORHOOD MARKET AREA DEVELOPMENT POTENTIAL

SIC	Establishment Type	HYDE PARK			
		Household Count & \$/Yr		Development Potential	
		Current Estimate	Est. FY	Stores	\$/Yr
	48-44				
5231	Fast Foods & Takeover Store	0	0	1	6,700
5251	Meat & Poultry Stores	0	0	1	14,200
5291	Nurseries & Garden Supply Stores	0	0	1	2,400
5311	Clothing Stores	0	0	0	0
5329	Variety/General Merchandise Stores	1	8,900	0	0
5411	Grocery & Miscellaneous Food Stores	4	4,916	3	27,400
5421	Meat & Fish Markets	2	2,722	0	0
5431	Fruit & Vegetable Markets	0	0	1	900
5441	Candy, Nut, & Confectionary Stores	1	1,500	0	0
5451	Dairy Products Stores	1	3,600	1	700
5461	Retail Bakeries	1	2,580	1	1,200
5471	Men's & Boys' Clothing Stores	4	3,600	0	0
5473	Women's Clothing & Specialty Stores	8	16,250	0	0
5481	Children's & Infants' Wear	2	1,250	0	0
5483	Family Clothing Stores	0	0	0	0
5491	Shoe Stores	3	3,700	0	0
5499	Misc. Apparel & Accessories	4	1,236	0	0
5712	Furniture Stores	4	8,000	0	0
5713	Floor Covering Stores	1	2,500	1	1,600
5719	Misc. Home Furnishings Stores	9	22,786	0	0
5722	Household Appliance Stores	0	0	1	4,100
5731	Radio, TV, Consumer Electronics	0	0	1	1,000
5734	Computer/Computer Software Stores	0	0	1	2,700
5735	Records, Pre-recorded Tape Stores	0	0	2	8,600
5739	Musical Instrument Stores	0	0	1	3,100
5812	Eating Places	25	54,778	3	8,100
5813	Drinking Places	2	4,281	4	9,200
5821	Drug Stores & Proprietary Stores	2	5,060	1	6,900
5822	Liquor Stores	2	2,280	0	0
5823	Food Merchandise Stores	8	7,843	0	0
5841	Sporting Goods & Bicycle Stores	2	900	0	0
5842	Books Stores	1	2,000	1	3,000
5843	Stationery Stores	2	800	0	0
5844	Jewelry Stores	2	5,400	1	1,800
5845	Hobby, Toy, & Game Shops	2	2,740	0	0
5846	Camera/Photographic Supply	0	0	0	0
5847	Gift, Novelty, & Souvenir	3	4,214	1	1,100
5848	Luggage & Leather Goods	1	1,500	0	0
5849	Sewing/Needwork/Piece Goods	2	1,820	0	0
5902	Flourish	4	6,298	0	0
5905	Optical Goods Stores	0	0	1	2,100
5909	Miscellaneous Retail	6	8,200	1	2,700
FINANCE, REAL ESTATE, & OTHER SERVICES					
6020	Consumer Service	4	13,173	2	8,400
6030	Savings Institutions	4	6,113	0	0
6040	Credit Unions	0	0	1	8,500
6141	Personal Credit Institutions	1	1,900	1	2,300
6531	Real Estate Agents & Managers	18	12,502	3	5,100
7212	Dry Cleaners	7	5,456	0	0
7215	Coin-Operated Laundries	0	0	1	1,400
7221	Photographic Studios, Portraits	2	400	0	0
7231	Beauty Shops	15	14,700	0	0
7241	Barber Shops	0	0	1	1,000
7251	Shoe Repair & Hat Cleaning Shops	0	0	1	1,000
7261	Funeral Service & Crematories	1	2,500	0	0
7281	Tax Return Preparation Services	0	0	1	3,500
7299	Miscellaneous Personal Services	6	7,500	0	0
7334	Photocopying & Duplication Services	1	1,400	0	0
7354	Misc. Equipment Rental & Leasing	2	2,000	0	0
7364	Photofinishing Laboratories	0	0	1	1,500
7520	Automotive Repair Shops	2	901	4	29,200
7542	Car Washes	0	0	1	2,100
7549	Other Automotive Services	0	0	2	8,400
7622	Radio & Television Repairs	0	0	1	3,400
7629	Electrical Repair Shops	1	1,500	0	0
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
7641	Barbershop & Furniture Repair	0	0	1	3,300
7699	Miscellaneous Repair Services	3	1,778	0	0
7813	Motion Picture Theaters except Drive-In	0	0	0	0
7841	Video Tape Rental	0	0	1	3,800
7901	Physical Fitness Facilities	0	0	2	3,400
7902	Other Recreation Facilities	1	3,800	4	16,700
8011	Offices of Doctors	14	12,250	2	1,500
8021	Offices of Dentists	19	11,047	0	0
8049	Other Health Care Offices	8	3,542	1	1,400
8051	Day Care Facilities	1	3,400	3	11,800
TOTAL		215	286,208	67	228,200

SOURCE: Council of Economic Advisors, Bureau of Economic Analysis, Market Structure, Inc., and Project Market Decisions

NEIGHBORHOOD MARKET AREA DEVELOPMENT POTENTIAL - SORTED

SIC Establishment Type	HYDE PARK			
	Residential Court 2327		Development Potential	
	Current Establish- ments	Sq. Ft.	Estimate	Sq. Ft.
5411 Grocery & Miscellaneous Food Stores	2	4,314	5	31,800
752a Automobile Repair Shops	2	901	4	29,200
790 Other Recreation Facilities	1	1,800	4	18,700
5251 Hardware Stores	0	0	1	14,200
7281 Car Care Facilities	1	2,400	2	11,900
5812 Eating Places	1	4,251	4	9,200
5872 Record, Pre-recorded Tape Stores	20	34,774	21	3,700
7549 Other Automobile Services	0	0	2	4,600
5817 Drug Stores & Proprietary Stores	0	0	2	4,400
5231 Paint, Glass, & Wallpaper Store	2	8,040	1	4,200
6060 Credit Unions	0	0	1	6,300
6020 Commercial Banks	0	0	1	6,300
6631 Real Estate Agents & Managers	4	12,173	2	4,400
6722 Household Appliance Stores	18	12,502	3	3,100
7291 Tax Return Preparation Services	0	0	1	4,100
7961 Physical Fitness Facilities	0	0	1	3,500
7822 Radio & Television Repair	0	0	2	3,400
7542 Car Washes	0	0	1	3,400
5738 Musical Instrument Stores	0	0	1	3,100
5942 Book Stores	0	0	1	3,100
7641 Video Tape Rental	0	2,000	1	2,000
5999 Miscellaneous Retail	0	0	1	2,800
5734 Computer/Computer Software Stores	6	6,200	1	2,700
5281 Appliances & Garden Supply Stores	0	0	1	2,700
7541 Refrigeratory & Furniture Repair	0	0	1	2,400
8141 Personal Credit Institutions	6	1,800	1	2,200
5995 General Goods Stores	0	0	1	2,200
5644 Jewelry Stores	3	8,400	1	2,100
7384 Photofinishing Laboratories	0	0	1	1,800
5713 Floor Covering Stores	1	1,340	1	1,800
8011 Offices of Doctors	14	12,080	2	1,500
804a Other Health Care Offices	0	2,542	1	1,400
7215 Coin-Operated Laundries	0	0	1	1,400
5401 Retail Bakeries	1	2,543	1	1,400
3947 Gift, Novelty, & Souvenir	5	4,274	1	1,200
5721 Radio, TV, Consumer Electronics	0	0	1	1,100
7251 Shoe Repair & Hat Cleaning Shops	0	0	1	1,000
7241 Barber Shops	0	0	1	1,000
5421 Fruit & Vegetable Markets	0	0	1	1,000
5401 Dairy Products Stores	1	3,600	1	900
7260 Funeral Service & Crematories	1	2,500	0	0
7822 Motion Picture Theaters except Drive-in	0	0	0	0
8021 Offices of Dentists	19	11,087	0	0
7299 Miscellaneous Personal Services	5	7,500	0	0
7999 Miscellaneous Repair Services	1	1,712	0	0
5389 Variety/General Merchandise Stores	1	8,900	0	0
7334 Photocopying & Duplication Services	1	2,400	0	0
7294 Misc. Equipment Rental & Leasing	2	2,300	0	0
7621 Watch, Clock, & Jewelry Repair	0	3	0	0
7629 Electrical Repair Shops	1	1,300	0	0
8311 Department Stores	0	0	0	0
5611 Men's & Boys' Clothing Stores	4	2,609	0	0
7231 Beauty Shops	10	14,700	0	0
5712 Furniture Stores	4	8,000	0	0
5921 Liquor Stores	2	2,280	0	0
5441 Candy, Nut, & Confectionary Stores	1	1,500	0	0
5719 Misc. Home Furnishings Stores	0	20,784	0	0
5699 Misc. Apparel & Accessories	4	1,238	0	0
5541 Sporting Goods & Bicycle Stores	2	800	0	0
5441 Shoe Stores	2	2,700	0	0
5851 Family Clothing Stores	0	0	0	0
5641 Children's & Infants' Wear	2	1,250	0	0
5827 Used Merchandise Stores	0	7,880	0	0
5943 Stationery Stores	2	800	0	0
7221 Photographic Studios, Portraits	2	400	0	0
5420 Women's Clothing & Specialty Stores	0	16,250	0	0
7212 Dry Cleaners	1	5,454	0	0
8030 Savings Institutions	4	6,113	0	0
5992 Florists	4	8,298	0	0
5945 Hobby, Toy, & Game Shops	2	2,140	0	0
5949 Sewing/needlework/Place Goods	2	1,920	0	0
5421 Meat & Fish Markets	2	2,722	0	0
5948 Camera/Photographic Supply	0	0	0	0
5948 Luggage & Leather Goods	1	1,500	0	0
TOTAL	215	296,093	87	329,000

SOURCE: Columbia Gas & Electric, Hudson County Public Works Department, Market Survey, Inc., and Private Market Consultants

1994 PRISM Distribution Report

Group No.	PRISM Cluster Nickname	'94 Population		'94 Households		MSRhousehold	
		Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
S1	1 Blue Blood Estates...						
S1	2 Winner's Circle.....	870	6.3	315	4.5	0.8	562.5
S1	3 Executive Suites.....	0	0.0	0	0.0	1.9	0.0
S1	4 Pools & Patios.....	0	0.0	0	0.0	1.3	0.0
S1	5 Kids & Cul-de-Sacs...	0	0.0	0	0.0	1.8	0.0
	Elite Suburbs.....	870	6.3	315	4.5	2.9	0.0
U1	6 Urban Gold Coast.....	0	0.0	0	0.0	8.7	51.7
U1	7 Money & Brains.....	0	0.0	0	0.0	0.9	0.0
U1	8 Young Literati.....	0	0.0	0	0.0	1.1	0.0
U1	9 American Dreams.....	959	7.0	396	5.7	1.1	518.2
U1	10 Bohemian Mix.....	0	0.0	0	0.0	1.4	0.0
	Urban Uptown.....	2791	20.3	1519	21.2	1.7	1288.2
		3750	27.2	1915	27.2	5.8	475.9
C1	11 Second City Elite....	0	0.0	0	0.0	1.7	0.0
C1	12 Upward Bound.....	0	0.0	0	0.0	3.0	0.0
C1	13 Gray Power.....	803	5.8	440	6.4	2.1	304.8
	2nd City Society.....	803	5.8	440	6.4	5.8	110.3
T1	14 Country Squires.....	0	0.0	0	0.0	1.1	0.0
T1	15 God's Country.....	0	0.0	0	0.0	2.7	0.0
T1	16 Big Fish, Small Pond..	0	0.0	0	0.0	2.0	0.0
T1	17 Greenbelt Families...	0	0.0	0	0.0	0.9	0.0
	Landed Gentry.....	0	0.0	0	0.0	6.7	0.0
S2	18 Young Influentials...	7306	53.0	3669	51.0	1.2	4416.7
S2	19 New Empty Nests.....	530	3.8	241	3.5	1.8	194.4
S2	20 Boomers & Babies.....	0	0.0	0	0.0	1.3	0.0
S2	21 Suburban Sprawl.....	0	0.0	0	0.0	1.8	0.0
S2	22 Blue-Chip Blues.....	0	0.0	0	0.0	2.1	0.0
	The Affluentials.....	7836	56.9	3910	56.5	8.2	689.0
S3	23 Upstarts & Seniors...	0	0.0	0	0.0	1.2	0.0
S3	24 New Beginnings.....	0	0.0	0	0.0	1.4	0.0
S3	25 Mobility Blues.....	0	0.0	0	0.0	1.6	0.0
S3	26 Gray Collars.....	0	0.0	0	0.0	2.1	0.0
	Inner Suburbs.....	0	0.0	0	0.0	6.3	0.0
U2	27 Urban Achievers.....	0	0.0	0	0.0	1.6	0.0
U2	28 Big City Blend.....	0	0.0	0	0.0	1.0	0.0
U2	29 Old Yankee Rows.....	0	0.0	0	0.0	1.4	0.0
U2	30 Mid-City Mix.....	0	0.0	0	0.0	1.2	0.0
U2	31 Latino America.....	0	0.0	0	0.0	1.3	0.0
	Urban Midscale.....	0	0.0	0	0.0	6.5	0.0
C2	32 Middleburg Managers...	0	0.0	0	0.0	1.5	0.0
C2	33 Boomtown Singles.....	0	0.0	0	0.0	1.2	0.0
C2	34 Starter Families.....	0	0.0	0	0.0	1.6	0.0
C2	35 Sunset City Blues.....	0	0.0	0	0.0	1.8	0.0
C2	36 Towns & Gowns.....	0	0.0	0	0.0	1.4	0.0
	2nd City Center.....	0	0.0	0	0.0	7.5	0.0

1994 PRIZM Distribution Report

-----PRIZM Cluster-----			'94 Population		'94 Households		USHousehold	
Group	No.	Nickname	Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
T2	17	New Homesteaders.....	0	0.0	0	0.0	2.1	0.0
T2	18	Middle America.....	0	0.0	0	0.0	1.3	0.0
T2	19	Red, White & Blues...	0	0.0	0	0.0	2.3	0.0
T2	40	Military Quarters.....	0	0.0	0	0.0	0.5	0.0
		Exurban Blues.....	0	0.0	0	0.0	6.2	0.0
R1	41	Big Sky Families.....	0	0.0	0	0.0	1.4	0.0
R1	42	New Eco-topia.....	0	0.0	0	0.0	1.0	0.0
R1	43	River City, USA.....	0	0.0	0	0.0	2.0	0.0
R1	44	Shotguns & Pickups...	0	0.0	0	0.0	1.6	0.0
		Country Families.....	0	0.0	0	0.0	6.0	0.0
U3	45	Single City Blues.....	514	3.7	347	5.0	1.7	294.1
U3	46	Hispanic Mix.....	0	0.0	0	0.0	1.5	0.0
U3	47	Inner Cities.....	0	0.0	0	0.0	3.1	0.0
		Urban Cores.....	514	3.7	347	5.0	5.1	94.1
C3	48	Smalltown Downtown...	0	0.0	0	0.0	1.7	0.0
C3	49	Hometown Retired.....	0	0.0	0	0.0	1.3	0.0
C3	50	Family Scramble.....	0	0.0	0	0.0	2.0	0.0
C3	51	Southside City.....	0	0.0	0	0.0	1.0	0.0
		2nd City Blues.....	0	0.0	0	0.0	7.2	0.0
T3	52	Golden Ponds.....	0	0.0	0	0.0	2.0	0.0
T3	53	Rural Industria.....	0	0.0	0	0.0	1.6	0.0
T3	54	Norma Rae-ville.....	0	0.0	0	0.0	1.4	0.0
T3	55	Mines & Hills.....	0	0.0	0	0.0	1.9	0.0
		Working Towns.....	0	0.0	0	0.0	6.9	0.0
R2	56	Agri-Business.....	0	0.0	0	0.0	1.7	0.0
R2	57	Grain Belt.....	0	0.0	0	0.0	3.0	0.0
		Heartlanders.....	0	0.0	0	0.0	1.7	0.0
R3	58	Blue Highways.....	0	0.0	0	0.0	2.2	0.0
R3	59	Rustic Elders.....	0	0.0	0	0.0	1.9	0.0
R3	60	Back Country Folks...	0	0.0	0	0.0	1.8	0.0
R3	61	Scrub Pine Flats.....	0	0.0	0	0.0	1.5	0.0
R3	62	Hard Scrabble.....	0	0.0	0	0.0	2.0	0.0
		Rustic Living.....	0	0.0	0	0.0	9.4	0.0
XX	63	Non-Residential.....	0	0.0	0	0.0	0.0	0.0
XX	64	Not Classified.....	0	0.0	0	0.0	0.0	0.0
		Total.....	13773	100.0	6927	100.0		

 PRIZM Clusters and 1994 Estimates Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Household Base Percent" for the cluster, times 100.

Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Hyde Park, OH HHS
 Ranked in: Descending order All profiles

Title	MPI
3+ Personal Trips - Plane (2.6%)	269
Go to Ice Hockey Games (1.3%)	232
Rntd Foreign Videos Lst Mo (1.3%)	230
Go Sailing (1.7%)	227
Play Racquetball (2.5%)	227
Buy Jazz Music (4.4%)	219
3+ Business Trips - Plane (2.6%)	207
Go to Pro Basketball Games (1.4%)	199
Go Jogging (6.7%)	194
Member Freq Flyer Program (9.5%)	184
Buy New Wave Music (3.3%)	181
Play Tennis (5.6%)	175
Go Scuba Diving (0.8%)	175
Own Sailboat (0.8%)	174
Have a Passport (16.1%)	173
Go Skiing (3.7%)	172
Chess Last Year (3.1%)	168
Prof Furniture Clnrs LstYr (1.5%)	167
Smoked Cigars Last 6 Mos (2.5%)	165
Go to Pro Football Games (1.9%)	165
Go to Col Basketball Games (2.1%)	163
Bght 1940s Nostalgia LstYr (1.0%)	163
Bght 1960s Nostalgia LstYr (3.1%)	160
Health Clubs/Gym Last Year (8.4%)	159
Sec- Dry Clean Lst 6 Mos (7.7%)	159
Go to Live Theatre Lst Yr (13.0%)	157
Western Europe Last 3 Years (5.1%)	156
Rntd Car for Business LstYr (5.6%)	155
Took Sched Flight/Foreign (11.6%)	151
4+ Domestic Trips Lst Yr (10.6%)	151
Bought Sci Fiction Lst Yr (3.5%)	144
Rntd Car Personal Use LstYr (8.9%)	139
Domstc Business Trip LstYr (8.6%)	139
Bght Hardcover Book Lst Yr (14.4%)	139
2+ Foreign Trips Lst 3 Yrs (7.8%)	136
Do Weight Lifting (7.3%)	136
Caribbean Last 3 Years (5.1%)	135
Go Swimming (19.9%)	135
Take Adult Ed Courses (6.6%)	133
Use Trvl Agnt/Foreign Trip (11.4%)	133
Play Volleyball (5.9%)	133
Play Softball (6.3%)	132
Non Political Volunteer (14.5%)	131
Go Hiking (5.7%)	131
Used Travel Agent US Trip (14.2%)	131
Go Bicycling (13.6%)	130
Buy Dance Music (4.6%)	130
Bght 1950s Nostalgia LstYr (1.9%)	130
Use Three-Way Calling (5.2%)	128
Buy Classical Music (5.6%)	127
Furniture Refinishing LstYr (5.2%)	126
Trivia Games Last Year (7.2%)	126
Go to Gambling Casinos (12.2%)	123
Buy Medium Rock Music (10.6%)	123

Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Hyde Park, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Go to Aerobics (8.3%)	122
Bought Novel Last Year (12.9%)	122
Book thru Book Club Lst Yr (7.0%)	122
Use Call Waiting (28.0%)	121
Paid for Gas w/Credit Card (21.0%)	121
Visit Theme Park Last Year (23.1%)	121
Lease a Car (3.1%)	120
\$100+ Camera Accessories (1.7%)	119
Go Cross Country Skiing (1.7%)	118
Prof Carpet Cleaners LstYr (7.3%)	118
Go Roller Skating (3.4%)	118
Walt Disney World FL Lst Yr (4.6%)	118
Go Walking for Exercise (27.9%)	117
Own a Bird (2.5%)	117
Use Maid/Housekeeper (10.0%)	117
Painting, Drawing Last Year (5.9%)	117
Domestic Vac Trip Lst Yr (36.4%)	117
Buy Easy Listening Music (7.8%)	114
Belong to an Auto Club (26.2%)	112
Crdb \$50+ Pub Brdctg LstYr (2.9%)	121
Order Items by Phone LstYr (18.1%)	111
Buy Hard Rock Music (6.6%)	111
Go to the Movies (48.0%)	111
Bars/Night Clubs Last Year (20.6%)	111
Japan, Asia, Ochr Lst 3 Yrs (2.1%)	110
Use Cigarette Rolling Paper (2.6%)	109
Recycled Products Lst Yr (35.8%)	109
Avg Long Dist Bill \$26+ (25.3%)	108
Bought Mystery Last Year (7.4%)	108
Outdoor Gardening 1X a Wk (5.1%)	108
Coupons for New Products (22.0%)	108
Indoor Gardening & Plants (15.8%)	107
Collect Stamps (3.4%)	107
Dined Out Last Year (49.9%)	107
Photography Last Year (12.2%)	107
Buy Christian/Faith Music (4.1%)	107
Go Golfing (10.1%)	106
<\$60 Grocery Shopping Wkly (22.4%)	106
Use Speed Dialing (8.0%)	105
Contrib Pub Brdctng LstYr (10.4%)	105
Eat at Fast Food Mexican (10.3%)	105
Voted in Election Last Yr (47.5%)	105
Billiards/Pool Last Year (8.6%)	104
Go Bowling (12.1%)	103
Video Games Last Year (10.6%)	103
Eat at Fast Food Burger (58.4%)	103
Took 1st Class Foreign Trip (1.4%)	102
Visit Sea World Last Year (3.9%)	102
Take Vitamins (37.1%)	102
Go Boating (6.8%)	101
Eat at Fast Food Rest (87.7%)	100
Use Prof Exterminators (12.3%)	100
Eat at Family Steak House (66.1%)	99

Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Hyde Park, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Rntd 5- Video Tapes Lst Mo (19.7%)	99
Go to Baseball Games (5.0%)	98
Smoke Menthol Cigarettes (8.5%)	97
Use Call Forwarding (7.7%)	96
\$150+ Grocery Shopping Wkly(14.1%)	95
Employer Own/Leased Car (2.1%)	95
Cents Off Coupons Last Yr (63.9%)	95
Smoke Pipe Tobacco (2.4%)	95
15+ Lottery Tickets Lst Mo (6.3%)	94
Contact Editr/Gvt Official (11.8%)	94
Buy Black Gospel Music (2.8%)	94
Needlepoint Last 6 Months (2.6%)	93
Go to Auto Races (2.0%)	93
Belong to a Religious Club (7.7%)	93
Bought Romance Last Year (6.4%)	92
Eat at Fast Food Fish (2.3%)	91
Order Icems by Mail Lst Yr (28.9%)	90
Eat at Fast Food Pizza (14.1%)	90
Always Use Grocery List (29.4%)	90
Self Home Remodeling (10.9%)	87
Tropical Fish (6.0%)	84
Pain Relievers Heavy Users (33.9%)	84
Go Salt Water Fishing (4.2%)	84
Smoked Cigarettes Lst Yr (30.3%)	83
In-Home Preg Test Lst 12Mos(6.1%)	82
Took a Domestic Trip by Bus (1.9%)	81
Smoke Regular Cigarettes (21.0%)	81
Belong to a Fraternal Order(4.9%)	80
Woodworking Last Year (5.6%)	80
Have a Garden (34.7%)	80
Rntd Fam/Kld Videos Lst Mo (11.5%)	79
Sew from Patterns Lst 6 Mos(6.3%)	79
Disp Lighters Last 6 Mos (24.0%)	78
\$150+ Property Maintenance (14.8%)	78
Go to College Ftbl Games (2.7%)	78
Used Baby Foods Last 6 Mos (6.4%)	77
Own a Dog (21.4%)	77
Bread frm Scratch Lst 6 Mos(4.8%)	76
Contract Home Improvement (10.1%)	74
Own a Cat (13.0%)	73
Self Home Improvement (23.1%)	72
Contract Home Remodeling (7.1%)	71
Insect Repellent Last Year (31.8%)	71
In-Home Purchase Lst 6 Mos (12.6%)	70
Go Fresh Water Fishing (15.9%)	68
Buy Country Music (13.2%)	64
Go Hunting w/Rifle/Shotgun (6.9%)	61
Go to Boxing Matches (0.6%)	60
Smoke NonFilter Cigarettes (2.8%)	57
Belong to a Country Club (2.1%)	52
Belong to a Veterans Club (3.4%)	50
4+ Overnight Camp Trips (4.6%)	48
Chewing Tobacco (1.3%)	46

Profile Rankings
Market Potential Index of Lifestyles - MRI
Comparison Profile: Hyde Park, OH HHs
Ranked in: Descending order All profiles

Title	MPI
Truck&Tractor Pull/Mud Race(0.8%)	43
Own Power Boat (4.1%)	43

Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Hyde Park, OH HHS
 Ranked in: Descending order All profiles

Title	MPI
Montblanc/Waterman Last Yr (0.8%)	306
Own an Audi (0.5%)	265
Imported Wine Last Week (3.0%)	222
Own a BMW (0.8%)	215
Own a Mitsubishi (1.1%)	214
Shopped Saks 5th Avenue (1.6%)	213
Imported Beer Heavy Users (2.0%)	203
Gourmet Coffee Bus Lst6Mos (3.7%)	197
Imported Beer Last Week (5.3%)	194
Own an Eagle (0.5%)	192
Tequila Last Month (4.1%)	186
Brie Cheese Last 6 Mos (1.2%)	185
Domestic Wine Last Week (11.7%)	176
Sugar Free Yogurt Lst 6Mos (2.3%)	176
Own Convertible (1.8%)	170
Dove Ice Cream Br Lst 6Mos (3.4%)	164
Entenmann's Snacks Lst6Mos (5.7%)	164
Own a Honda (6.8%)	162
Own a Mazda (2.1%)	155
Own New Import Car (15.7%)	150
Cognac/Brandy Last Month (4.0%)	149
Own Elec Coffee Grinder (11.1%)	149
Bottled Water & Seltzer (22.1%)	148
Kelloggs Mueslix Lst 6 Mos (1.3%)	147
Vodka Last Month (8.0%)	145
Shopped Woolworth/Woolco (9.9%)	145
Own Car with Car Phone (3.1%)	142
Rum Heavy Users (1.8%)	142
Bght Computer Books LstYr (5.7%)	140
>\$1000 Computer System (12.0%)	139
Scotch Last Month (3.5%)	139
Own a Volkswagen (3.1%)	138
Own a Nissan (6.0%)	138
Tab (0.5%)	135
Own Sub Compact Car (25.5%)	134
Caffeine-Free Diet Coke (6.6%)	134
Bought 35mm Camera Last Yr (0.8%)	134
Own a Mazda Truck (0.8%)	132
Own Oral Irrigation Device (4.1%)	131
Auto Security/Burglar Alarm(8.0%)	129
Kelloggs Special K Lst6Mos (2.9%)	129
Kelloggs All Bran Lst 6Mos (2.3%)	128
Polaroid Inst Film Last Yr (3.2%)	127
Own Phone Answer Machine (34.4%)	126
Light Beer Last Week (14.8%)	125
Diet Coke (16.2%)	125
Low Cal Frzn Dinrs Lst6Mos (4.8%)	125
Own Espresso/Cappcno Maker (2.8%)	124
Other Diet Soft Drinks (21.7%)	124
Lo Calorie Bread Lst 6 Mos (14.5%)	123
Used Olive Oil Last 6 Mos (11.1%)	123
Bght Stereo Equipment LstYr(11.2%)	123
Own a PC (19.8%)	123
Own a Mercedes (0.9%)	122

Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Hyde Park, OH HHS
 Ranked in Descending order All profiles

Title	MPI
Own CD Player (19.5%)	120
Own a Toyota (8.4%)	119
Post Raisin Bran Lst 6 Mos (3.2%)	119
Cornish Hens Last 6 Mos (10.8%)	119
Used Credit Union Car Loan (6.1%)	118
Pita Bread Last 6 Mos (2.2%)	117
Own 2-Door Sports Coupe (16.3%)	117
Own Burglar Alarm (7.9%)	117
Gin Last Month (4.3%)	116
Bght Goodyear Tires Lst Yr (6.5%)	115
Own Car Bought New (44.9%)	114
Spark Plugs Chngd at Garage (7.8%)	114
Heavy Users of Film (16.5%)	113
Own Home Gym Systems (3.9%)	113
Own an Acura (0.9%)	113
Sizzlean Last 6 Months (3.7%)	113
Soy Sauce Last 6 Mos (41.4%)	113
Brkfst/Snack Bars Lst 6Mos (17.9%)	112
Cap'n Crunch Reg Lst 6 Mos (3.4%)	112
Frozen Desserts Last 6 Mos (28.0%)	112
Bght Sheets/Pillcases LstYr (30.3%)	110
Used Dealer Financing (13.8%)	109
Diet Cola Heavy Users (20.0%)	109
Vacuum Cleaner Last Year (6.4%)	108
<\$1000 Computer System (4.0%)	108
Butter Substitute Lst 6Mos (9.6%)	107
Bght Elec Air Cleanr LstYr (1.0%)	107
Bought Other Blankets (9.0%)	105
Domestic Beer Last Week (23.2%)	105
Post Grape Nuts Last 6 Mos (3.5%)	104
Cordials & Liqueurs Lst Mo (7.2%)	104
Car Battery at Car Prts Str (8.8%)	103
Rubber Gloves Last 6 Mos (25.7%)	103
Bght Michelin Tires Lst Yr (3.4%)	103
Own a Chrysler (4.3%)	103
Jerky Meat Snacks Lst 6Mos (6.7%)	103
Bought Towels Last Year (31.0%)	102
Bght Camera Accessory LstYr (16.0%)	102
Oil Filter Chngd at Garage (22.4%)	102
Own Miniature TV (24.2%)	102
Own Compact Car (17.7%)	101
Own a VCR (60.7%)	101
Motor Oil Changed at Garage (24.7%)	101
Pepsi Free (2.8%)	101
300+ TV Set Last Year (8.7%)	101
Air Filter Chngd at Garage (11.9%)	101
Wheaties Last 6 Mos (2.8%)	100
Used Manufacturer Financing (7.1%)	100
Canned Hashes Last 6 Mos (10.0%)	100
Instant Grits Last 6 Mos (8.9%)	100
Own a Dodge (7.2%)	98
Low/No Alcohol Beer Lst Wk (2.0%)	98
Diet Pepsi Cola (14.3%)	98

Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Hyde Park, OH HHS
 Ranked in Descending order All profiles

Title	MPI
Bought Car Battery at Sears (6.2%)	98
Wine Coolers Last Month (8.2%)	97
Diet Rite Cola (1.6%)	97
Mexican Foods Last 6 Mos (42.1%)	96
Frozen Pizza Last 6 Mos (42.6%)	96
Purchased Car w/Cash (32.3%)	95
Own New Domestic Car (32.6%)	95
Frzn Orange Juice Lst 6Mos (47.2%)	95
Premium Gasoline Last Week (20.1%)	95
Own 4-Door Sedan (41.4%)	95
Bght Auto Dishwasher LstYr (33.7%)	95
Own Large Screen TV (50.4%)	95
Kellogg's Pop Trts Lst 6Mos (21.7%)	94
Own Two or More VCRs (15.9%)	94
Paint Dept/Paint Store (13.3%)	94
Gas Lawn Mower Last Year (3.6%)	94
Shopped J.C. Penney (33.7%)	94
Own Station Wagon (7.6%)	93
Othr Carbonated Soft Drnks (42.1%)	93
Fresh Cut Cold Cuts Lst6Mos (25.7%)	92
Metal Polish Last 6 Mos (19.6%)	92
Malt Liquor Last 6 Months (2.3%)	91
Baking Chips Last 6 Mos (39.2%)	91
Frozen Waffles Last 6 Mos (36.1%)	91
Own Mid Size Car (28.3%)	91
Oatmeal Last 6 Months (29.9%)	91
Starch Last 6 Months (28.3%)	90
Bought Electric Blankets (2.9%)	90
Cheerios Last 6 Months (13.6%)	90
Can or Jar Chili Lst 6 Mos (24.2%)	90
Pckg Cold Cuts Last 6 Mos (35.2%)	89
Coca Cola Classic (23.5%)	89
Kraft Velveeta Last 6 Mos (10.6%)	89
Reg Frzn Dinners Lst 6 Mos (13.5%)	89
Canadian Whisky Last Month (4.0%)	87
Own Water Softener (7.3%)	87
Own a Nissan Truck (1.4%)	87
Paint at Hardware Store (14.1%)	87
Own Pagers/Beepers (3.3%)	87
Shopped Montgomery Ward (9.9%)	86
Used Bank Car Loan (15.1%)	86
Regular Cola Heavy Users (17.7%)	86
Oven Cleaners Last 6 Mos (32.6%)	86
Elec/Gas Dryer Last Year (4.2%)	85
Purchased Car w/Trade-In (19.1%)	85
Nabisco SpSz ShWht Lst6Mos (2.9%)	85
Own a Plymouth (4.6%)	85
Bght Sears Tires Lst Yr (2.1%)	84
Kelloggs Corn Flks Lst6Mos (13.2%)	84
Own 1- TV Sets (22.5%)	83
Own Piano (11.3%)	82
Stove Top Stuffing Lst6Mos (18.4%)	82
Ceiling Fan Last Year (3.2%)	82

Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Hyde Park, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Pepsi Cola (23.5%)	82
Own an Oldsmobile (10.1%)	82
Childrs Frzn Dinrs Lst6Mos (7.4%)	81
Shake 'n Bake Chkn Lst6Mos (6.5%)	81
Liverwurst Last 6 Months (9.1%)	81
Domestic Beer Heavy Users (9.2%)	81
Shopped Sears (31.2%)	81
Meat Sticks Snacks Lst6Mos (6.3%)	81
RC Cola (2.4%)	80
Motor Oil Changed by Self (37.7%)	80
Own Motorcycle (7.0%)	80
Own a Buick (9.5%)	80
Shopped Kmart (51.9%)	80
Egg Substitute Last 6 Mos (10.0%)	80
Own 2-Door Sedan (17.3%)	80
Salt Substitute Last 6 Mos (20.3%)	80
Own Luxury Size Car (14.1%)	80
Own Blood Pressure Monitor (8.6%)	79
Bght Power Tools LstYr (3.5%)	79
Pckg Inst Mshd PotLst6Mos (34.0%)	79
Own a Chevrolet (21.6%)	78
Own a Toyota Truck (2.2%)	78
Own Car Bought Used (45.1%)	78
Air Filter Inst by Self (25.8%)	77
Canned Stews Last 6 Mos (17.2%)	77
Own Camcorder/Video Camera (10.7%)	77
Own a Pontiac (8.2%)	76
Own Hot Tub/Whirlpool Spa (3.9%)	76
Bght Radial Tires Lst Yr (22.0%)	76
Kelloggs Frt Loops Lst6Mos (4.2%)	76
Automatic Washer (58.3%)	75
Own a Ford (20.9%)	74
Hostess Snack Last 6 Mos (9.9%)	74
Decorating Icings Lst 6Mos (2.5%)	73
Car Battery Inst by Self (12.8%)	73
Cooked Hams Last 6 Months (38.2%)	72
Own Gas Grill (21.8%)	72
Sugr Swtn Kool-Aid Lst6Mos (7.1%)	72
Oil Filter Inst by Self (27.2%)	71
Bought Microwave Last Year (3.0%)	70
Own Electric Chain Saw (4.4%)	70
Kraft Macrn&Cheese Lst6Mos (18.0%)	70
Own a Ford Truck (11.0%)	68
Own Standard Size Car (12.8%)	68
Own a Cadillac (3.2%)	68
Bias Belted/Ply Tires (2.1%)	67
Dry Mx Salad Drsng Lst6Mos (6.6%)	67
Spark Plugs Chngd by Self (16.7%)	67
Bght Firestone Tires Lst Yr (2.8%)	63
Own Truck/Van/Sport Util (35.8%)	62
Bght Rechrng Battery Lst6Mos (4.0%)	62
Own a Mercury (5.6%)	61
Own Water Filter (7.4%)	60

Profile Rankings
 Market Potential Index of Product Usage - MRI
 Comparison Profile: Hyde Park, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Shocks Changed at Garage (3.2%)	60
Own a Dodge Truck (4.1%)	59
Own a Volvo (1.3%)	57
Own a Chevy Truck (7.7%)	55
Shopped Walmart (36.3%)	55
Own a Lincoln/Continental (1.8%)	54
Shocks Changed by Self (3.2%)	51
Spam Last 6 Mos (6.4%)	45
Own Car with CB Radio (4.1%)	41
Own Gas Chain Saw (14.7%)	37
Quaker Pffd Rice Lst 6 Mos (0.8%)	35
Pckg Pasta Salads Lst 6Mos (0.4%)	34
Own a GMC Truck (2.3%)	28
Own Camper (4.5%)	26
Own an Infiniti (0.1%)	0
Own a Lexus (0.2%)	0