



**URBAN RENEWAL PLAN**



*August 1, 2000*

*Final*

*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

The purpose of this urban design plan is to establish a set of policies, guidelines, and implementation strategies to direct the future growth, development, and preservation of the Oakley Square Business District.

### Location

Oakley is located in the north east section of the City of Cincinnati. The Oakley Square Business District is formed along a major arterial street, Madison Road. It extends from east to west along Madison road from Romana Place to the former B&O Railroad overpass.

### The Issues of Today

The Oakley Square Business District is moderately compact, and possesses a diverse combination of businesses that serve both its intermediate and neighboring communities. The district is relatively vibrant and contains a low rate of vacancies.

The problems present within the district are not unique. The business district has established a solid business base around the Square, however, there is a significant deficiency of such a foundation in the eastern portion of the district. Other problems that exist that challenge the community are a lack of convenient parking, an obsolete appearance and identity, and an oppressive traffic situation. Although there is adequate parking within the community, it is not conveniently located within the district, and may not be accessible to the public.

### Mission

The Oakley Neighborhood Business District Task Force initiated the process to retain businesses and to develop the business district by enlisting assistance from the City of Cincinnati. The group was directed to develop goals and strategies to maintain the vibrant character of the district, and to develop objectives to improve parking, vehicular traffic, district image and physical appearance, and the overall business environment.

### Vision

Image and Identity - Maintain the existing character, and improve the overall visual appearance of the district, as well as upgrade the gateways into the community.

Parking - Provide safe, adequate, and accessible parking, convenient to customer destinations.

Vehicular Traffic - Provide safe, efficient movement of vehicles within the district without adversely impacting the pedestrian environment. Introduce mechanisms to reduce the existing vehicular speeds within the district.

Business Environment - Encourage property owners to maintain property and invest in their property. Develop a healthy vibrant business association to further the interests of the business community.

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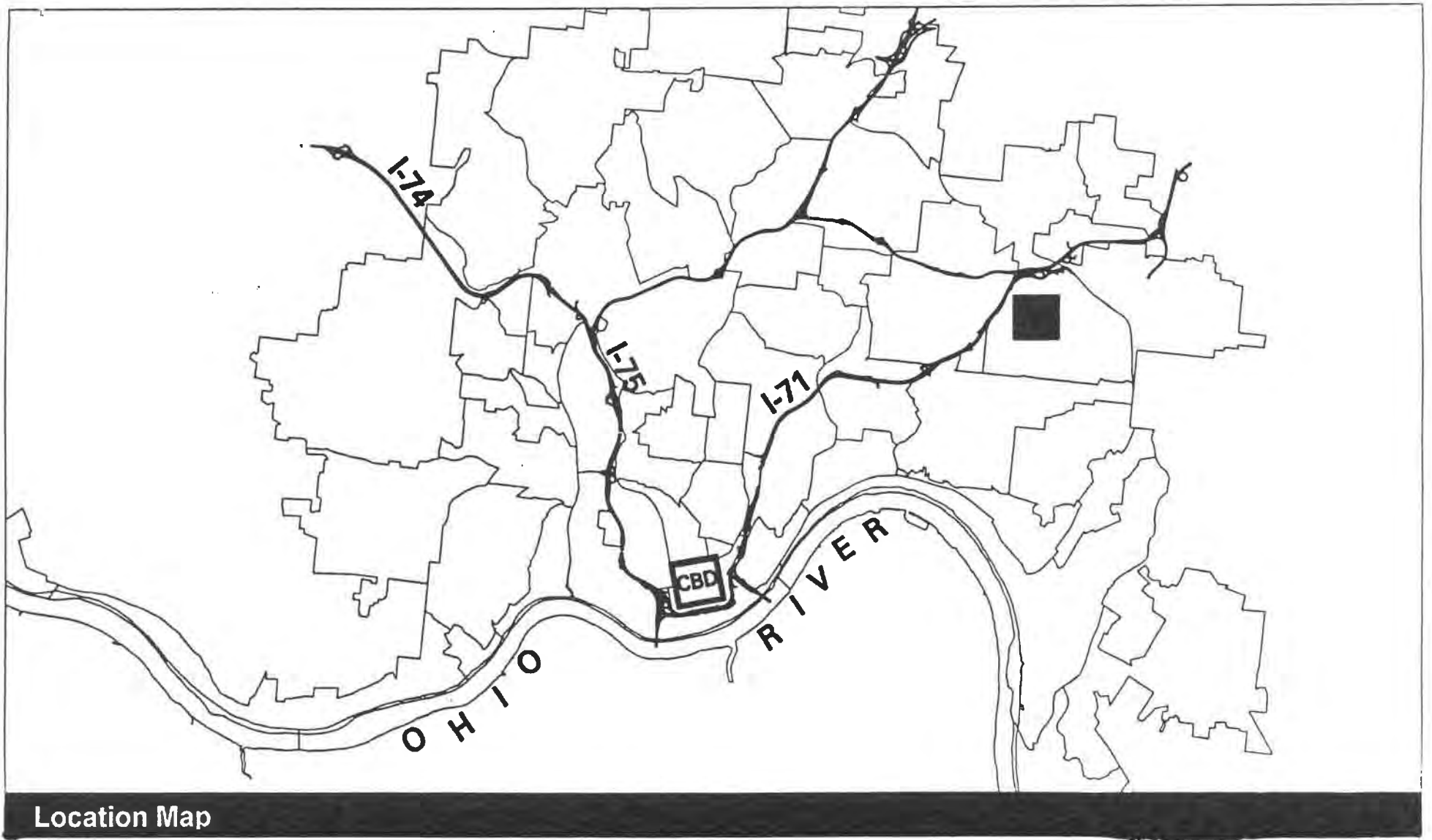
## INTRODUCTION

In 1995, the City of Cincinnati, Department of Economic Development requested the Departments of Public Works and City Planning to prepare the investigations necessary to produce an update of the 1982 Oakley Square Business District Urban Design Plan. This plan has been prepared in order to review the goals, strategies, and implementation policies of the previous plan, to analyze current conditions, and to modify (if necessary) and direct new strategies for development and the community.

The neighborhood business district flanks Madison Road from Romana Place on the west, to the former B&O Railroad overpass on the east, or approximately six tenths of one mile. The district is focused about Oakley Square and the Geier Esplanade at its western end. The eastern terminus lacks a central focus, either physically or thematically, and is plagued by vacancy, high tenant turnover, and a number of underutilized and dilapidated buildings. The design plan includes objectives to strengthen and improve the economic vitality, visual appearance, and market identity of the district.

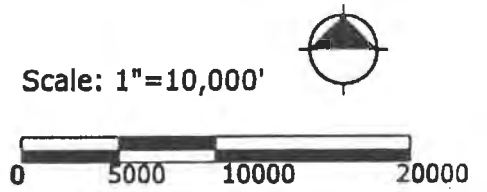
City Staff has worked with the Oakley Neighborhood Business District Task Force to identify the issues important to the vitality of the community today. The Task Force, composed of members of the business community, residents, and the Oakley Residents' Association, Oakley Chamber of Commerce, and Oakley Community Urban Redevelopment Corporation, met regularly for approximately eleven months to analyze data and existing conditions and to formulate the goals, objectives, and direction for the plan. The Task Force identified issues for investigation and consideration and proposed strategies for implementing positive change within the district.

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**Legend**

 OAKLEY SQUARE NEIGHBORHOOD BUSINESS DISTRICT



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## PREVIOUS PLANNING

In 1982, The Oakley Square Neighborhood Business District Urban Design Plan was prepared for the City of Cincinnati Department of Development and was presented to City Council by the Department of Neighborhood Housing and Conservation. The plan found the Business District to “over-extend, indecisive in terms of growth, suffering from no coherent policies for appearance, and too liberal a zoning policy,” and described the district as “a rambling collection of potentially more significant business success”. To improve upon these observations, the plan proposed ten development projects focused around two thematically organized Districts, a Shopping Oriented District and an Automobile Oriented District. These projects are as follows:

### Shopping Oriented District

- Project 1: Pedestrian amenities and areas of Parking Improvements at 3081 Madison Road and the Aglamesi lot.
- Project 2: Re-zoning of the block facing Allston Avenue between Madison and Minot. Suggested zoning policies recommend the R-5 zoning be modified to a R-5(t) zoning and the remaining B-4 zoning be changed to a B-3 zoning district.
- Project 3: Re-development of the existing gas stations (Texaco, 3000 Madison Road, and the independent station adjacent to the 20th Century Theater), including appropriate zoning district changes.
- Project 4: Consolidation of the area bordered by Markbreit and Isabella for parking and future development.
- Project 5: Pedestrian amenities, including increased planting and improvements within the right-of-way and the Geier Esplanade.

### Automobile Oriented District

- Project 6: Re-zoning of the properties between Brotherton Road and Ballard

Avenue from R-4 to R-4(t) and along Madison Road from B-3 zoning to a B-4 zoning district to accommodate future expansion of Courtesy Chevrolet.

- Project 7: Consolidation of parking and improved access for the properties along the north side of Madison Road between Appleton Avenue and Brownway Avenue, and a change of zoning from B-3 to B-4.
- Project 8: Re-zoning of the properties along the north side of Madison Road, between Appleton and Brazeo, from a B-3 to a B-4 zoning district, and joint development of the parcels for through access.
- Project 9: Development of the property at 3235 Madison Road.
- Project 10: Improvements to the area around the pedestrian viaducts and the railroad overpass.

The plan also identified an additional project centrally located with the district. Acquisition and redevelopment of the Oakley School property was targeted to improve business consolidation and land utilization with the central core of the business district.

Several of these projects have been implemented in the intervening years. Most of the proposed changes in zoning have been executed. City Council, at the request of the community, adopted an Environmental Quality - Urban Design District (EQ-UD-5) in 1992 to direct the character of district development. Pedestrian amenities and street trees have been provided within the core of the district. Several significant sites have been redeveloped: the former Texaco site at 3000 Madison Road, the Rax/Kentucky Fried Chicken site at 3081 Madison Road, the former Ambassador site at 3067 Madison Road, and the Oakley School site at 3088 Madison Road. The former Chicago Rib company site, 3166 Madison Road, has been utilized as a sales lot for Courtesy Chevrolet following the Rib Company's fire and subsequent demolition.



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## HISTORY

Oakley began as a coach stop on Madison Pike between Cincinnati and the then-thriving village of Madisonville. Originally named Four Mile due to its distance from Cincinnati, the village was established around 1852 and possessed the businesses and services necessary for rural life - a tavern, general store, blacksmiths, and wagon makers.

The rural enclave began to lose its agrarian character with developments in the late 1860's. The Marietta & Cincinnati Railroad established a line through Four Mile and Madison in 1866. With this new accessibility, speculators began to acquire property and survey new residential subdivisions. In 1869, Paul Shuster and John T. Wilson subdivided a tract and named the subdivision "Oakley", presumably in honor of the Reverend Maurice Oakley of St. Xavier College. Gradually, this name was applied to the entire community and has formalized when the community was incorporated in 1896.

Oakley grew slowly through the years of its founding and incorporation. The community was known more for its recreational attractions than its civic facilities. Built in 1889, the Gentlemen's Full-Mile Racing Park was complete with stables, grandstand, and clubhouse. The track was immensely successful until local officials restricted its operations due to gambling and other vice activities at the facility. The Racing Park closed in 1904, despite efforts by local businessmen to revitalize the track. Less infamous and more family oriented was the picnic ground established south of Madison Road. Oakley Grove opened in the 1880's as a commercial venture. The grounds featured ballfields, a playground, picnic areas, a dancing pavilion, and a lake for boating and swimming. The grounds also prohibited alcohol, which accounted for the facility's popularity with families. The grove operated under a variety of names until its closing in 1930.

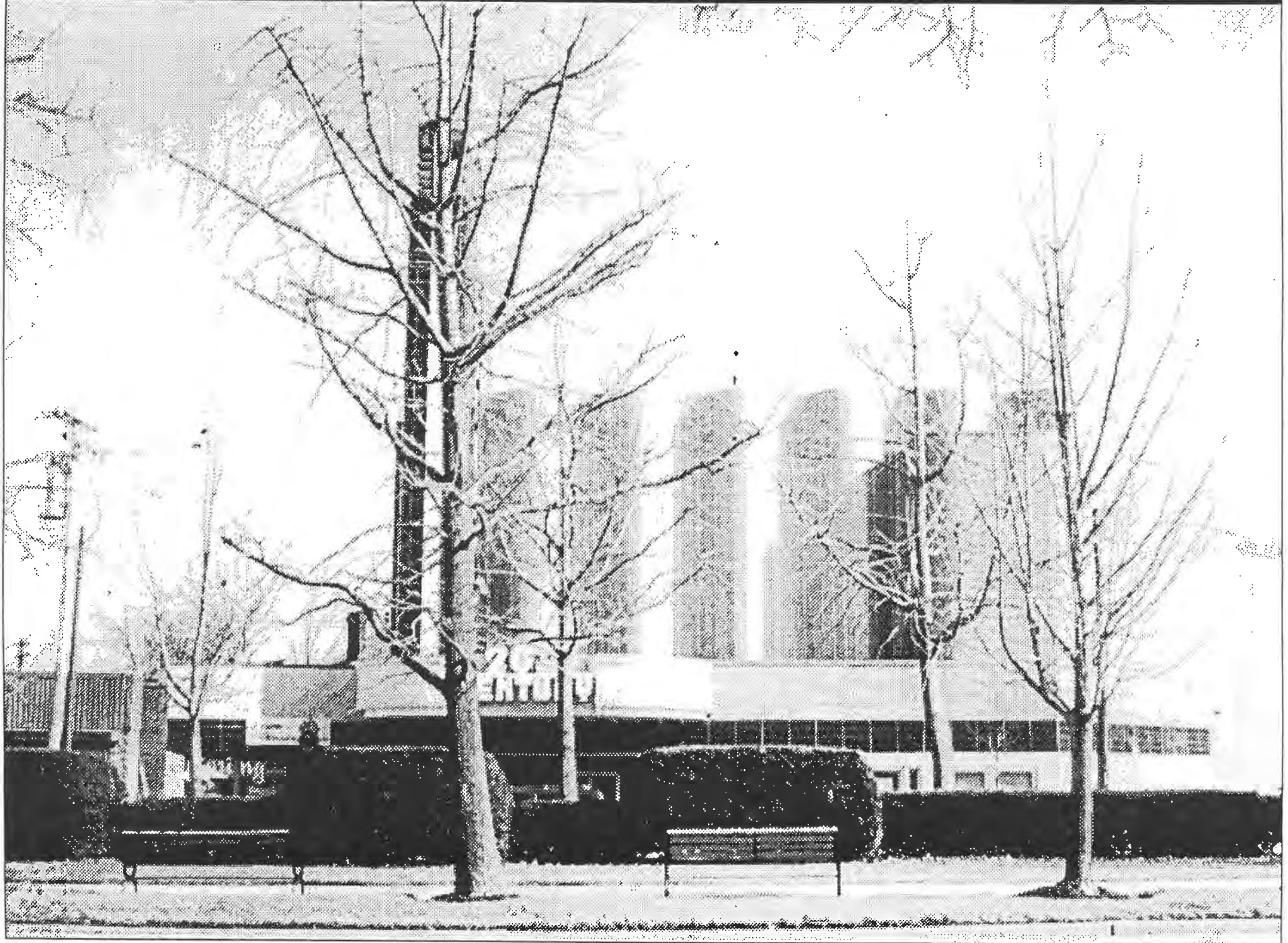
At the turn of the Century, the only businesses in Oakley were the track and picnic grounds, several blacksmiths, wagon makers, general stores, a nursery, and a sash and door factory. This state of affairs would change dramatically in the next decade with the establishment of the Factory Power Company, a subsidiary of the Cincinnati Milling Machine Company. Established in 1907, the Power Company was to provide heat, power, and compressed air to the new model "colony" of manufacturing facilities to be organized by Frederick Geier, President of the Cincinnati Milling Machine Company. Geier (for whom Oakley's signature Esplanade is named), purchased 107 acres of property in 1905 for a new location of his facilities. Availability of power, established by the Power Factory, as well as adequate space for expansion and access to good rail facilities, attracted nine major industries within the next seven years.

This industrial growth spawned a population boom as well. The former village had numbered around 500 inhabitants; between 1900 and 1910, the population tripled to around 1600 residents. Growth also brought the services necessary to attract these new residents. Streetcar lines were laid and service began in 1903. Gas and electric lines were installed two years later, and the community was annexed into the city of Cincinnati in 1913.

The community continued to develop through the 1920's. Growth slowed during the Great Depression, but defense contracts during World War II brought renewed life to Oakley's machine tool companies and foundries. The community remained vibrant until a series of plant closings and manufacturing cutbacks caused a gradual decline in Oakley's population. Nonetheless, Oakley remained a stable neighborhood. Since the mid-1970's, business vacancies have remained low, and the high quality and affordability of the residential housing stock has made Oakley an increasingly desirable neighborhood.

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**EXISTING CONDITIONS**

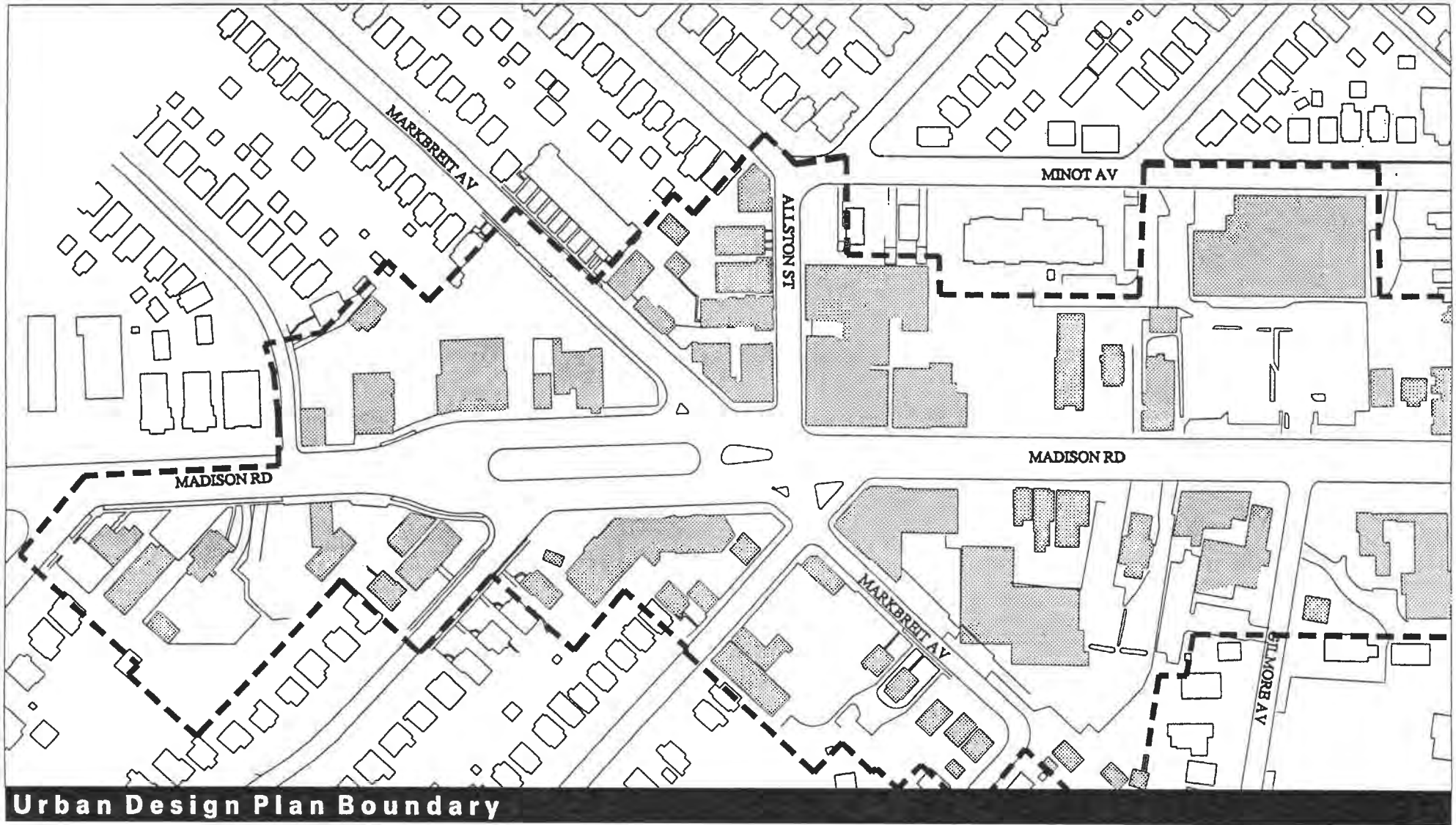


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## STUDY AREA

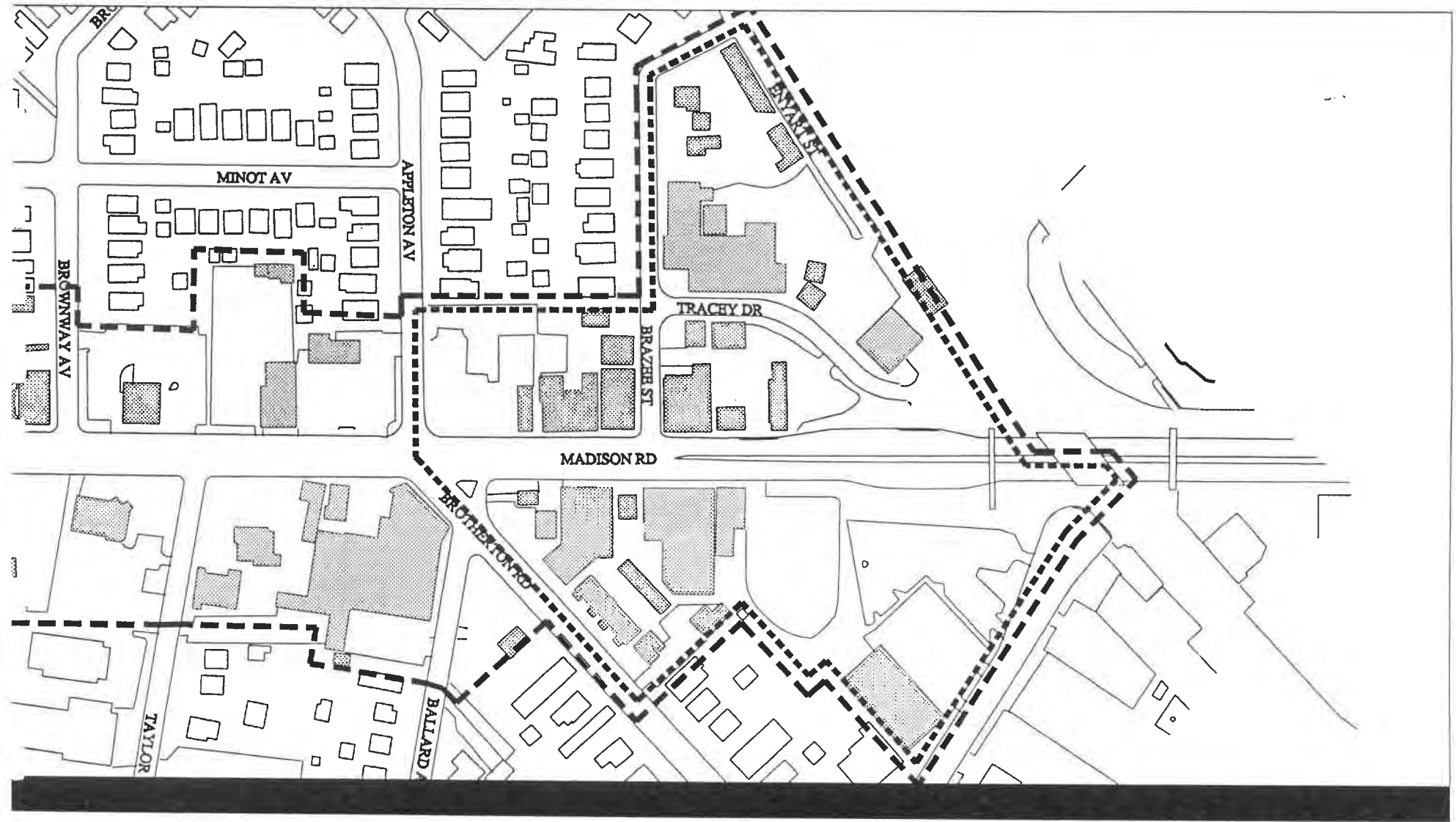
The Urban Design Plan Study Area is approximately defined as the existing Business Office-Institutional, Manufacturing, and Transitionally Zoning districts bordering Madison Road. Although this area is primarily composed of parcels within these zoning districts immediately adjacent to Madison, the area also includes zoning “spurs” of business properties along Markbreit Avenue, Brotherton Road, and Ballard Avenue.

The Oakley Urban Renewal Area Boundary includes the existing B-3 Business Zone at the corner of Madison Road and Brazee Street, portions of the B-4 Business Zone and R-5(T) Transition Zone north of Brotherton Road and Appleton Avenue, and portions of the M-2 Intermediate Manufacturing Zone approximately bounded by Brazee Street, Marburg Avenue, and the existing rail right-of-way.



**Legend**

- — — — —** Urban Design Plan Boundary
- .....** Urban Renewal Area



Scale: 1" = 200'-0"



# OAKLEY

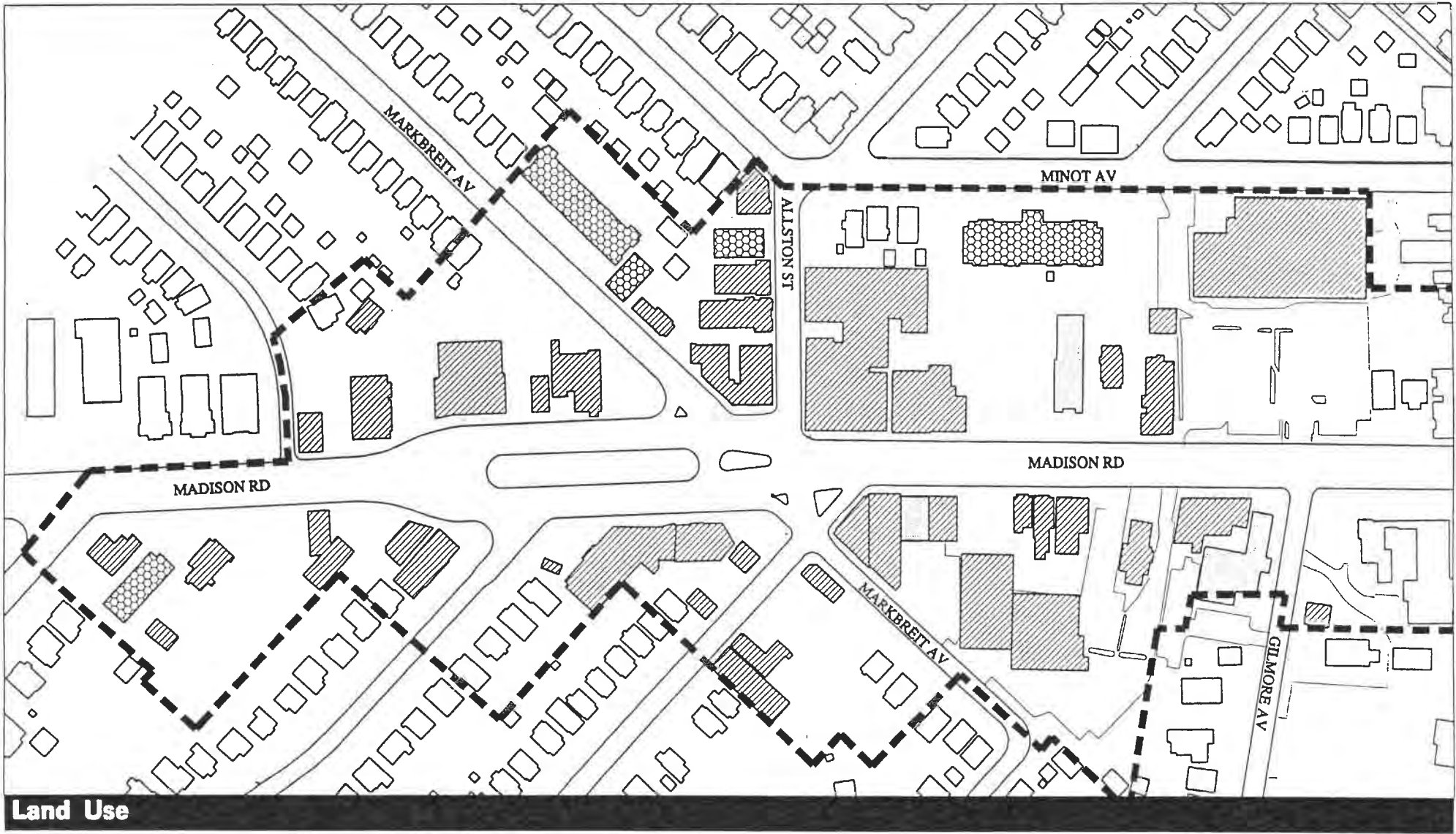
URBAN DESIGN PLAN



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## LAND USE

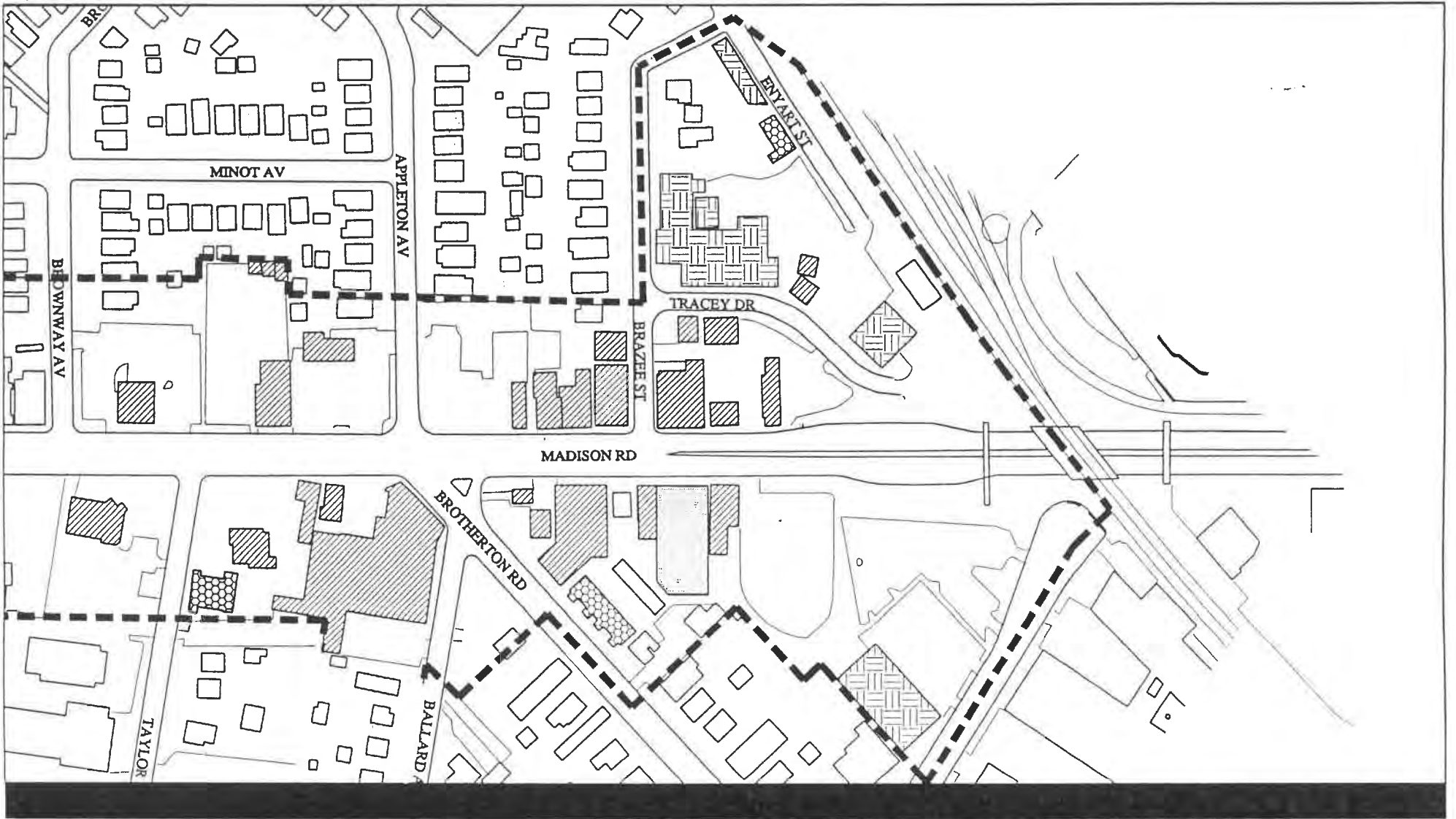
The Oakley Business District is characterized by a spine of commercial-retail, business, and professional services, and institutional uses surrounded by large areas of one and two-family residential uses, with occasionally interspersed multi-family uses. The western end of the district is composed of small scale retail uses, eating and drinking establishments, and neighborhood oriented services. These uses surround a large central square, the Geier Esplanade, dedicated to public open space use. The eastern end of the district is composed of small scale retail uses intermixed with light and medium industrial uses and warehousing facilities. These areas are connected by an area of regional retail uses (supermarket, automobile dealership) and institutional uses.



**Legend**  
 - - - - - Urban Design Plan Boundary

**Land use Legend**

-  Commercial
-  Public/ Semi Public
-  Industrial
-  Multifamily
-  Residential



Scale: 1" = 200'-0"



# OAKLEY

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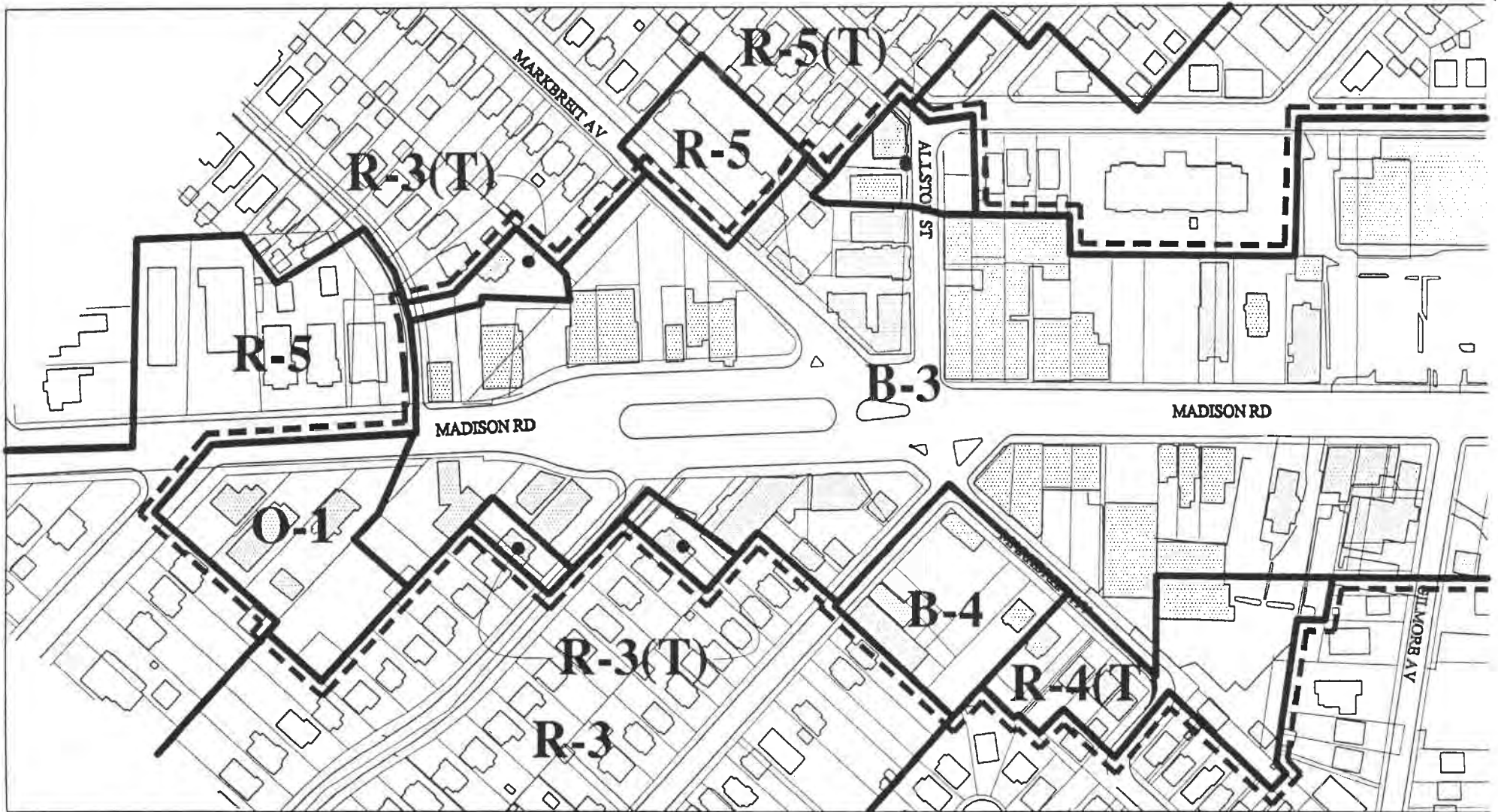
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## ZONING

Zoning for the Oakley Business reflects and supports the existing land use patterns of the neighborhood. The business district is characterized by two predominant Zoning Districts, B-3 Retail-Wholesale Business District for the western portion of the district and B-4 General Business District for the eastern portion of the district. The easternmost portion of the district bounding the rail right-of-way is regulated by a M-2 Intermediate Manufacturing District. A short "spur" of business uses along Brotherton Road are regulated by a B-2 Community Business District and a B-3 Retail-Wholesale Business District.

These districts are surrounded by a number of residential zoning districts. North and west of Madison Road, the residential neighborhood is regulated by a R-3 Two-Family Zoning District and R-5 Multi-Family Medium Density Zoning District. The residential neighborhood South and East of Madison Road are characterized by a R-3 Two-Family Zoning District and a R-4 Multi-Family Low Density Zoning District. The boundaries between these Residential Zoning Districts and Business Zoning Districts are often regulated by Transitional Zoning Districts implemented after the 1982 Urban Design Plan.

The Oakley Business District is also regulated by the Environmental Quality District Number 5 - Urban Design. This district approximately corresponds to the B-3 and B-4 Business Zoning Districts, but also includes the O-1 Suburban High Density Office District at the far western end of the district and portions of the M-2 Zoning District at the eastern edge of the district.

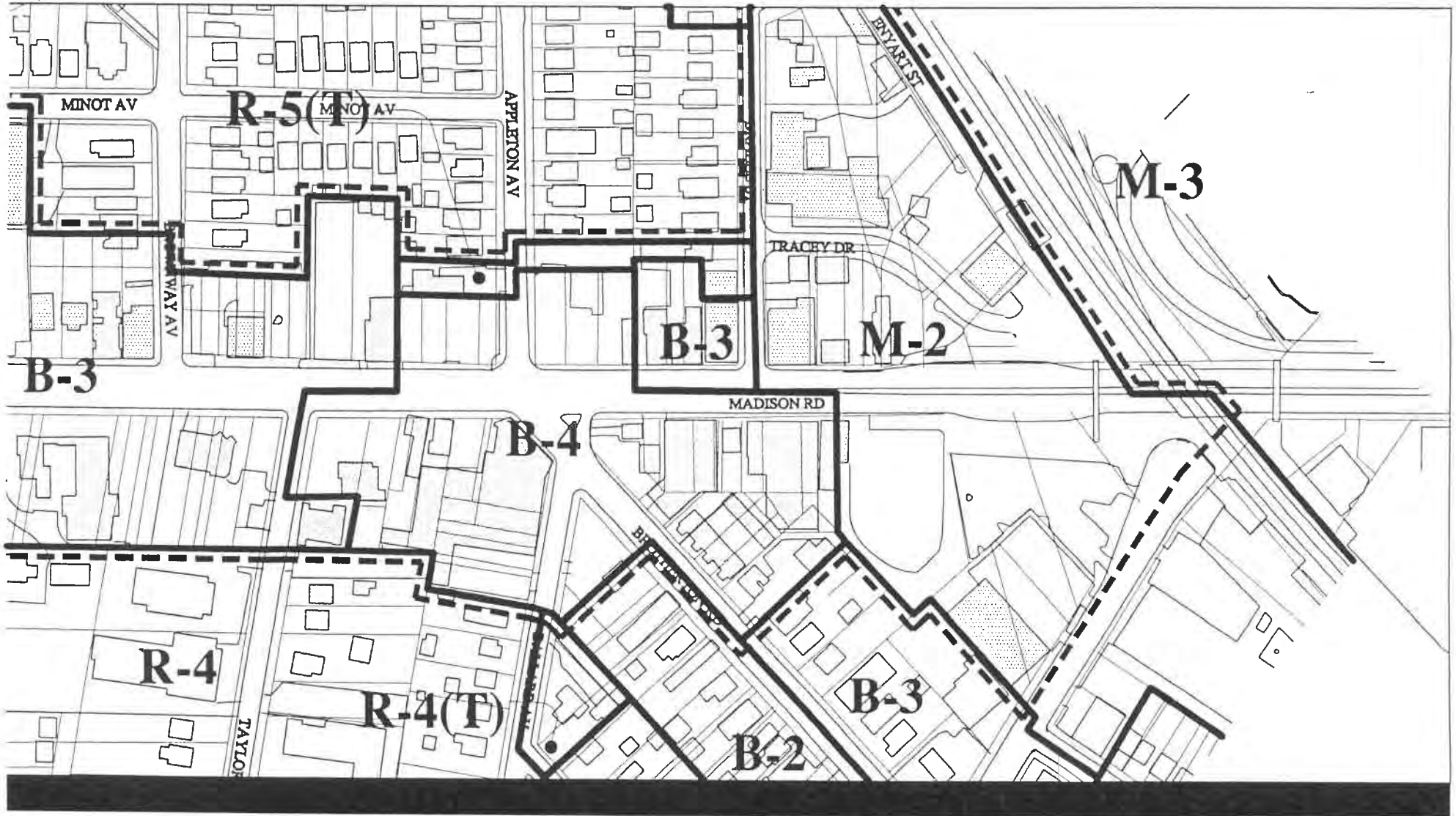


## Zoning

### Legend

R-3	Urban Design Plan Boundary	O-1	Suburban High-Density Office District
R-3 (T)	Transitional District	B-2	Community Business District
R-4	Multi-Family Low-Density District	B-3	Retail-Wholesale Business District
R-4 (T)	Transitional Use	B-4	Transitional Use
R-5	Multi-Family Medium Density district	M-2	Intermediate Manufacturing District
R-5 (T)	Transitional District	M-3	Heavy Manufacturing District





Scale: 1" = 200'-0"





# OAKLEY

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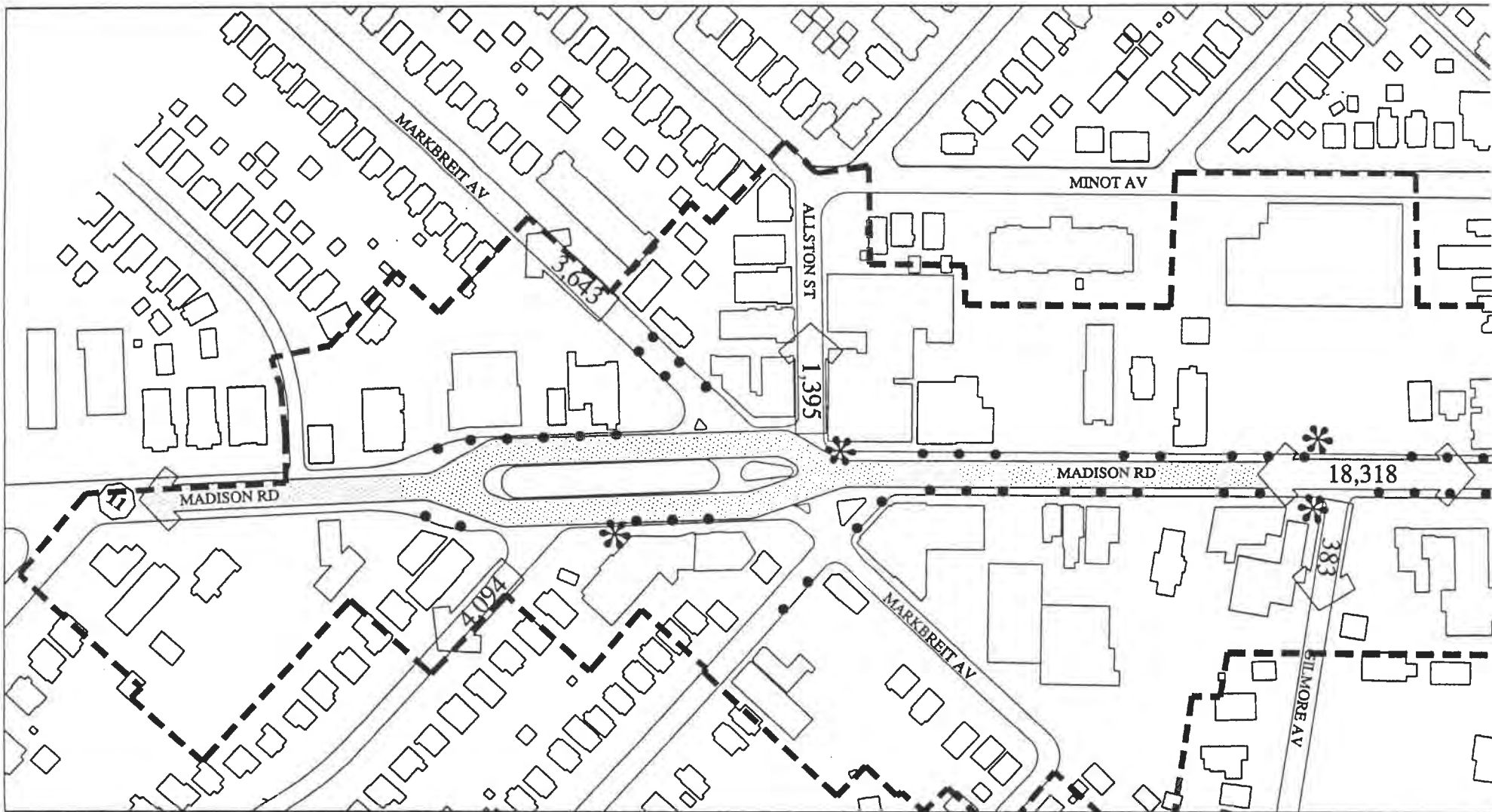


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## CIRCULATION

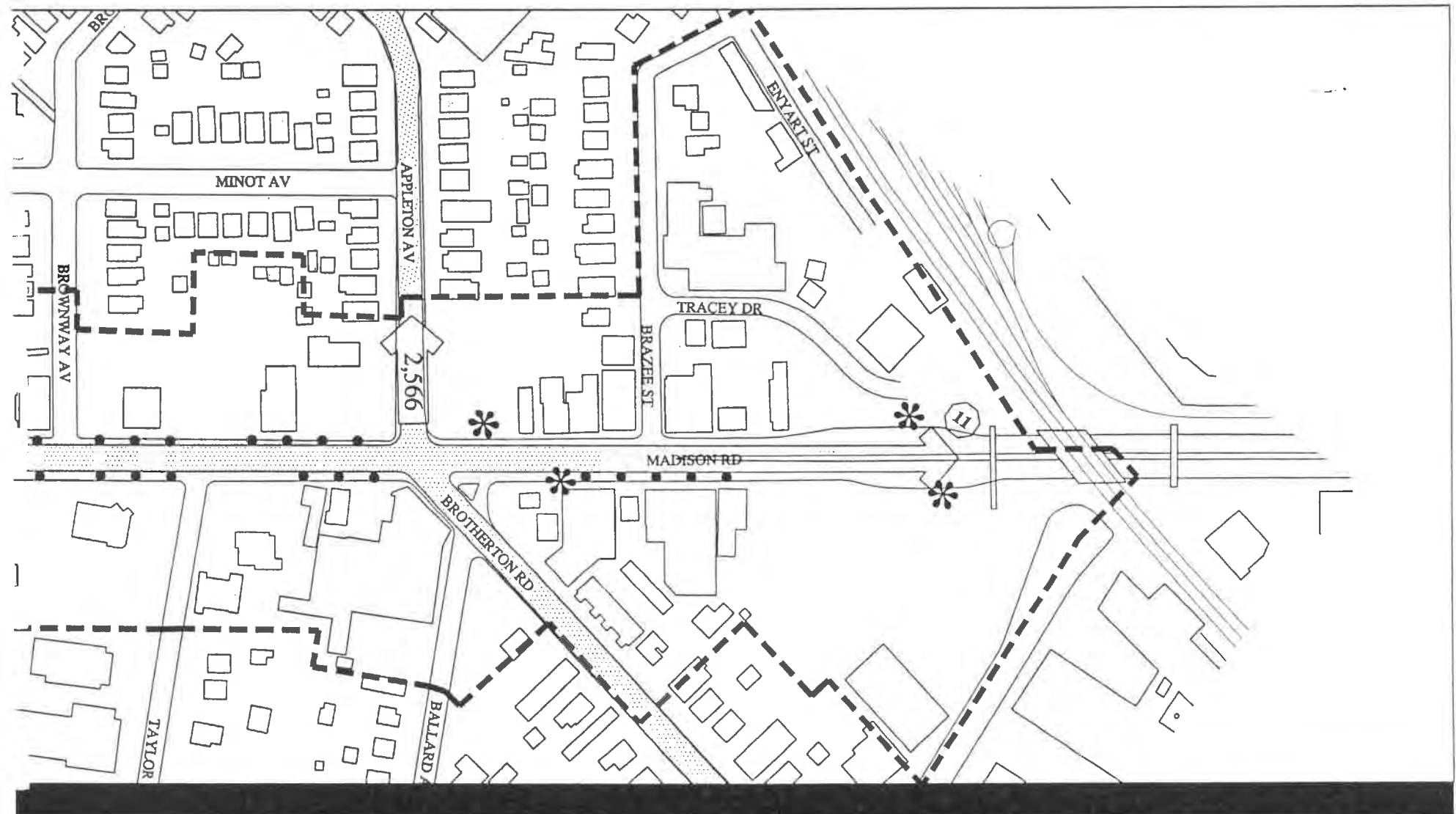
Madison Road, Isabella Avenue, Brotherton Road, and Markbreit Avenue, west of Madison Road, are all located within the Oakley Business District and carry significant volumes of traffic. Madison Road serves as a major eastern neighborhood arterial link. Public bus transportation to the area is adequate.

Two major intersections, one at Madison, Allston, Isabella, and Markbreit, the other at Madison, Appleton, and Brotherton, are difficult to navigate and confusing. The heavy traffic flow and width of Madison make speed control through the district difficult to maintain. The factors combine to make pedestrian street crossing difficult.



# Circulation

- |   |   |
|---|---|
| <p><b>Legend</b></p> <ul style="list-style-type: none"> <li>--- Urban Design Plan Boundary</li> </ul> | <p><b>Circulation Legend</b></p> <ul style="list-style-type: none"> <li>* Bus Stop</li> <li>☞ Bus Route</li> <li>◁ 1,395 Daily Traffic Count (cars)</li> <li>••• On Street Parking</li> </ul> |
|---|---|



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**OAKLEY**  
URBAN DESIGN PLAN

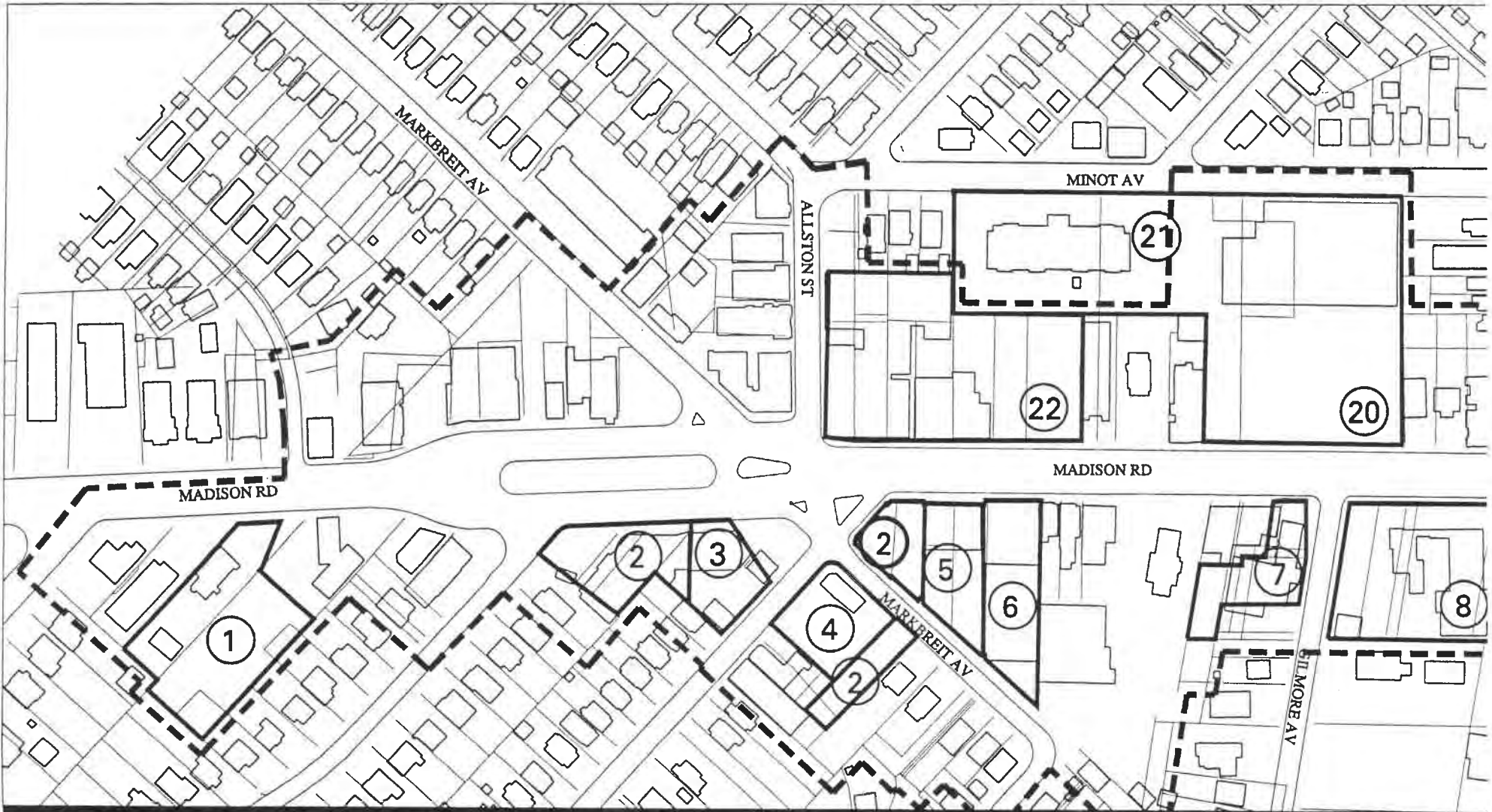
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## OWNERSHIP

Ownership within the Oakley Business District reflects the existing patterns of development and land use. Surrounding residential properties are predominantly held by many individual owners, business properties within the district are generally small, but multiple parcels are sometimes held by the same owner. Large parcels held by a single owner are usually a remnant of Oakley's industrial past, as evidenced by the pattern of ownership in the Eastern end of the district. Two large parcels (3027 Minot Avenue, 3088 Madison Road) within the center of the district are the result of the subdivision and development of the former Oakley School site.

Two of Oakley's community landmarks, the former 20th Century Theater (3021 Madison Road) and the former Fifth Third Bank Building (3047 Madison Road) are owned by the Belhow Corporation.

Several parcels within the eastern portion of the district are held by Gerald Heflin, Courtesy Chevrolet. These are concentrated around the intersection of Brotherton and Madison Roads and Appleton and Ballard Avenues.



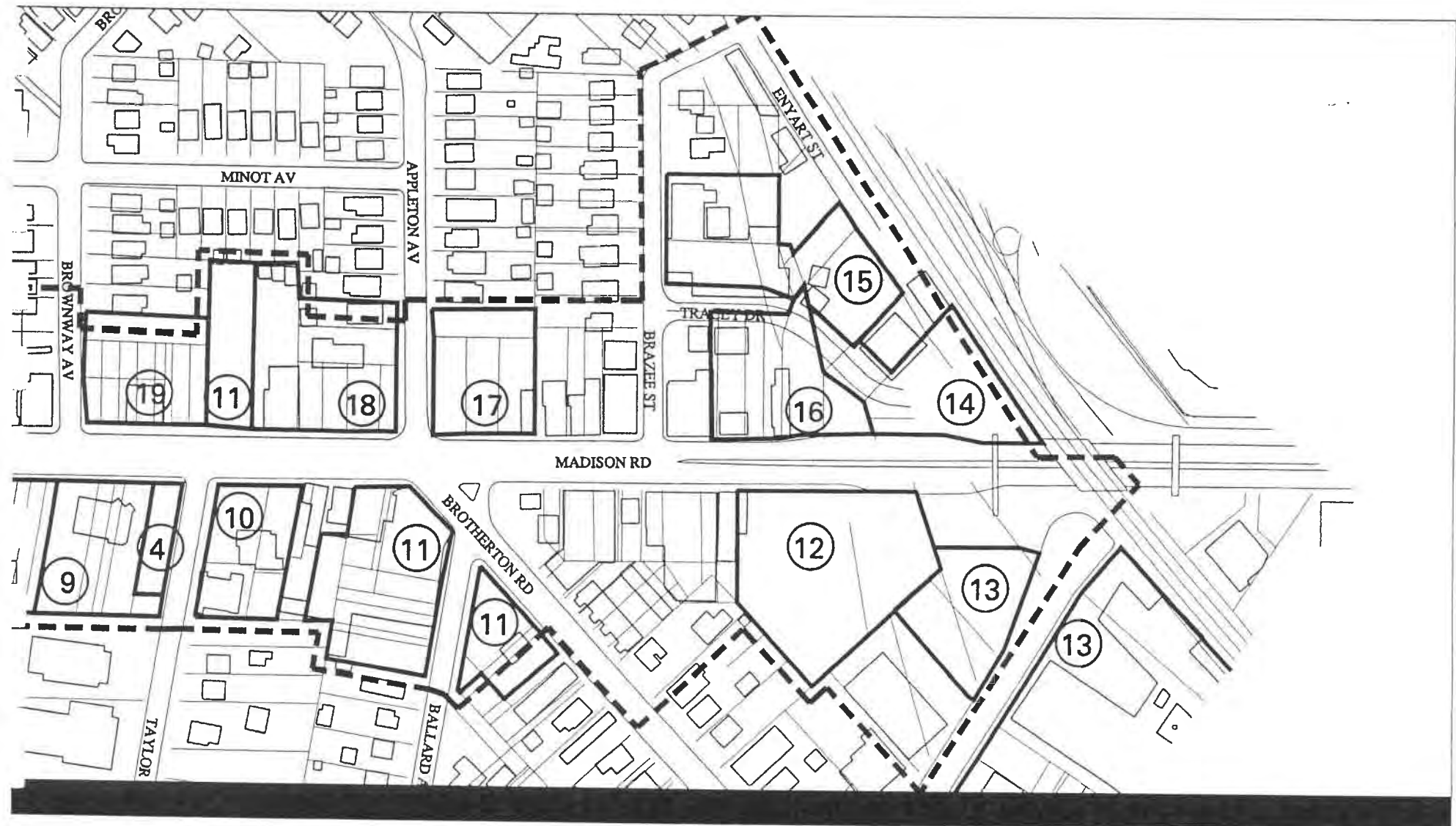
# Ownership

## Legend

--- Urban Design Plan Boundary

## Ownership Legend

- |                                    |                                   |                               |
|------------------------------------|-----------------------------------|-------------------------------|
| ① Vielhauer Emily R.               | ⑨                                 | ⑰ Berg B H                    |
| ② Frimer David & S Mindy           | ⑩                                 | ⑱ Loesch Donald M. & Virginia |
| ③ Williams Richard K.              | ⑪ Hefin Gerald R.                 | ⑲ Leased Restaurant Partners  |
| ④ Oakley Imp Bldg & Loan Co.       | ⑫ Wirth Harold & Ursula           | ⑳                             |
| ⑤ Ferguson Realty Co.              | ⑬ A R Industries                  | ㉑                             |
| ⑥ Oakley Partners                  | ⑭ CSX                             | ㉒ Demetro Realty Co. Inc.     |
| ⑦ Public Library of Cinti. & Hami. | ⑮ Oakley Die & MF G Co.           |                               |
| ⑧ Archbishop of Cinti. The TR.     | ⑯ Gvozoanovic Marinko & Pierre G. |                               |



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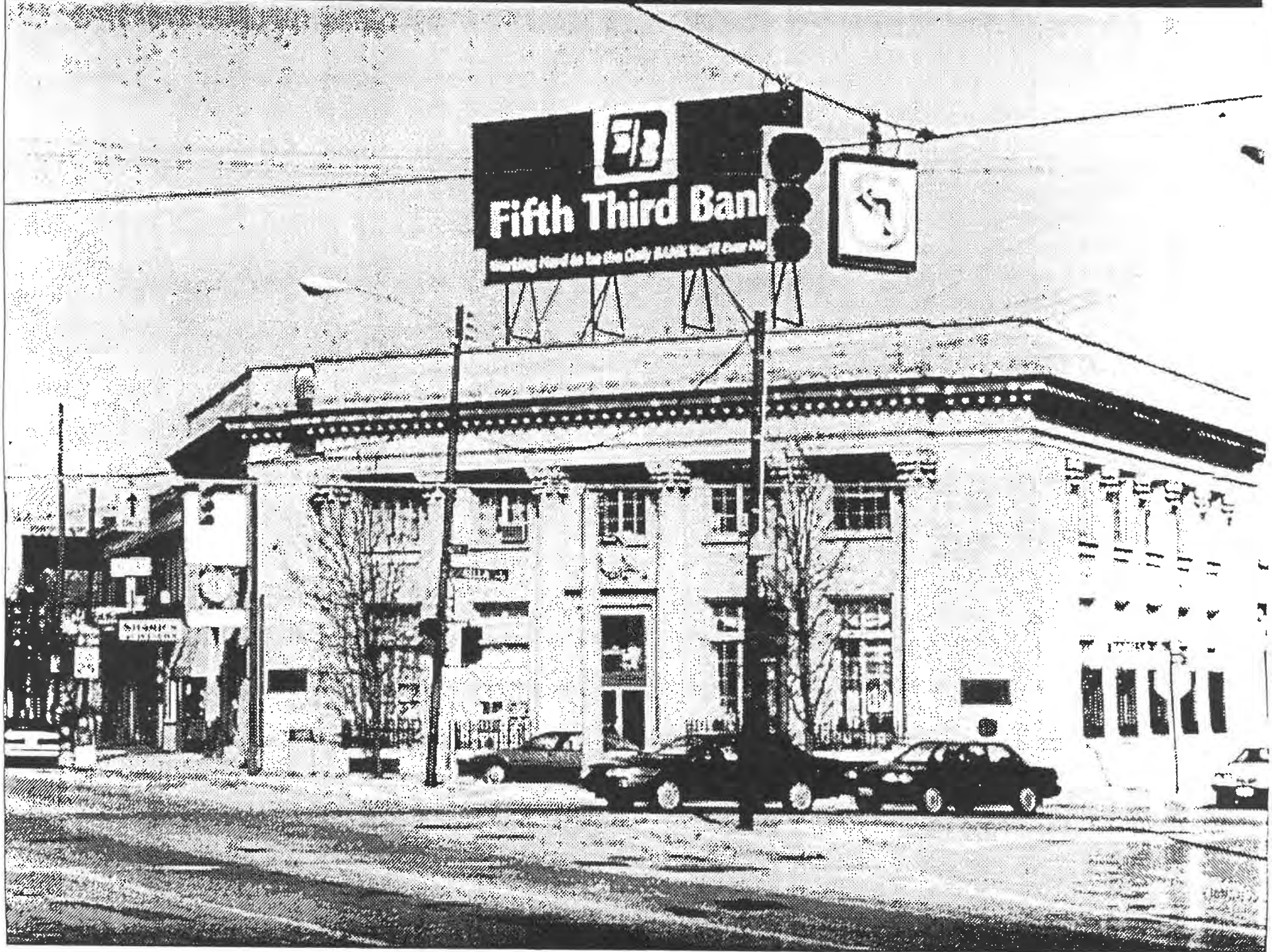


**OAKLEY**  
URBAN DESIGN PLAN



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**OVERALL PLAN**



# NEIGHBORHOOD BUSINESS DISTRICT GOALS

## 1. OVERALL GOAL

Based upon a review of existing conditions, previous plans, survey results, and task force discussions, issues were identified and grouped into six functional areas. These areas are as follows: Cleanliness, Safety, Marketing and Promotions, Design and Infrastructure, Circulation and Parking, and Business Development. The following goals and objectives are based on the community's issues and provide direction for future efforts. Strategies to address these issues are listed in the implementation section.

## 2. CLEANLINESS

Provide streets, sidewalks, alleys, and lots that are free of litter, debris, and weeds.

Maintain an aesthetically pleasing image of the community.

Encourage cooperative structured beautification projects and programs.

Provide adequate support to clean-up and enhancement activities.

### STRATEGIES

*Conduct annual (or semi-annual) general clean-up day.  
Install additional trash receptacles*

## 3. SAFETY

Maintain the Oakley Business District as a safe place to live, work, and shop.

Enhance pedestrian and vehicular safety throughout the district.

Increase security by providing adequate lighting for parking lots, streets, alleys, crosswalks, and sidewalks.

Increase pedestrian and vehicular safety by encouraging collaborative approaches among businesses.

### STRATEGIES

*Improve lighting in existing private parking areas*

*Improve lighting along the following streets and sidewalks:  
Madison Road, Allston Street*

*Enhance the visibility of crosswalks by repainting existing striping, supplementing existing lighting, improving signage, and/or modifying crosswalk paving.*

*Consider various traffic calming strategies to slow traffic speed within the District and adjacent residential streets.*

*Consider reconfiguration or signage modifications for the intersections at Madison, Markbreit, and Allston; and at Madison, Appleton, Brotherton, and Ballard.*

## 4. MARKETING AND PROMOTIONS

Market the Oakley Business District as a desirable place to shop, live, and conduct business.

Improve the image and identity of the District.

Identify existing market strengths and expand business base to capitalize on those strengths.

Create a unified marketing strategy to advertise and promote business and community activities and to strengthen market base.

Create a comprehensive identity strategy and system for the district and its marketing.

### STRATEGIES

*Co-ordinate cooperative marketing efforts and promotion among community businesses.*

*Create a marketing pamphlet highlighting the variety of goods and services available.*

*Utilize existing and new events to promote community businesses and to complement existing and/or new market "niches".*

*Cooperatively establish and advertise special days or hours of extended business operation.*

*Strengthen existing Chamber of Commerce membership and participation. (Business Welcome Wagon")*

## 5. BUSINESS DEVELOPMENT

Enhance and encourage a variety of service and retail businesses that will draw customers from abroad area and will complement the existing community businesses.

Enhance the economic vitality of the existing businesses and the business district as a whole.

Enhance business opportunities consistent with the marketing study.

Maintain the current mix of residential and community business uses.

Establish relationships with business and property owners to retain

and attach businesses compatible with the recommendations of the market study and with existing businesses.

### STRATEGIES

*Monitor the progress and concerns of community businesses and offer assistance and direction when possible and appropriate.*

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

*Develop cooperative efforts to encourage existing expanding or down-sizing businesses to continue their presence in the Oakley community. Similarly, develop efforts to encourage re-locating businesses to establish operations in the Oakley community.*

## 6. CIRCULATION AND PARKING

Strengthen opportunities for safe, accessible, and convenient parking.

Encourage and attain compliance with traffic laws and regulations without diminishing circulation efficiency or safety.

Encourage and enhance pedestrian circulation throughout the district.

Provide all businesses with accessible, aesthetically pleasing parking.

Increase awareness of off-street parking opportunities.

Develop traffic calming strategies in association with Traffic Engineering to encourage compliance with traffic laws and to enhance the "pedestrian friendliness" of the district.

Identify and correct, in association with Traffic Engineering, confusing and problematic intersections.

Encourage pedestrian circulation by improving walking areas and by creating safe, accessible crossing points.

### STRATEGIES

*Provide directional signs to off-street parking.*

*Implement a parking study to identify existing businesses with inadequate parking resources and potential development sites with potential parking short-falls, and to identify potential parking solutions.*

*Develop cooperative, shared parking arrangements between businesses.*

*Maximize existing parking resources by consolidating adjacent small inefficient parking lots and sharing these areas.*

*Enhance crosswalk safety and visibility by repainting existing striping, increasing lighting, and/or modifying crosswalk parking materials, particularly at all mid-block crosswalks.*

*Install “bump-outs” at appropriate intersections to protect parking lanes, narrow roadway/crosswalk distances, and to increase “pedestrian friendliness”. Coordinate planning and locations with Traffic Engineering.*

*Enforce traffic speed laws.*

*Enhance pedestrian circulation by improving the pedestrian environment through addition of street trees, street furniture, and paving. Coordinate with the appropriate agencies.*

*Study problem intersection at Madison and Markbreit, and at Madison, Appleton, Brotherton, and Ballard to eliminate confusion and improve traffic flow.*

*Post “No Truck” routes to discourage heavy truck use through the residential neighborhood.*

*Encourage property owners to enhance the appearance of existing parking areas by adding screening, landscaping, and community-sensitive lighting.*

### 7. DESIGN AND INFRASTRUCTURE

Maintain the aesthetically attractive environment and physical design of the district.

Establish an identifiable, attractive image and identity for the Business District(s).

Increase the visual attractiveness and community identity through the existing and new coordinated streetscape improvements.

Establish an identifiable focal point or image for the district. Incorporate this element as a design “theme” for marketing and identity elements.

Provide gateway entrance elements for the district.

Tie the district (and its subdistricts) together to work as an organized shopping area with a unified identity.

Retain existing green space and create new green spaces to the greatest degree possible without adversely affecting development possibilities.

Eliminate incidences of blight.

### STRATEGIES

*Create a gateway element at the eastern portion of the district by*

*landscaping existing right-of-way, including the existing traffic island, and by improving the existing pedestrian viaduct over Madison Road.*

*Extend the existing Esplanade to the west as proposed in earlier parks plans.*

*Install banners throughout the business district.*

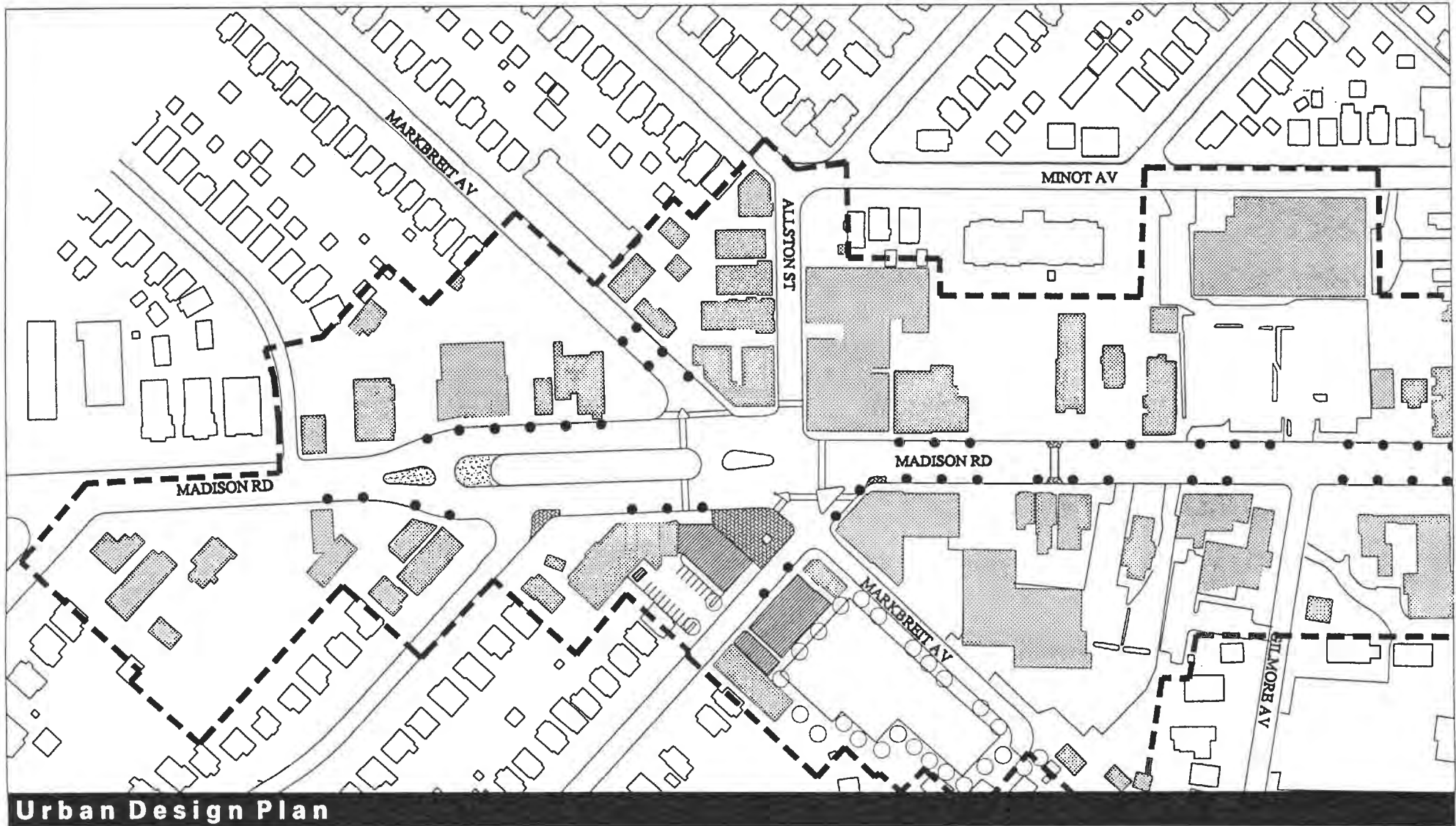
*Install a planter program within the business district.*

*Implement a Building Facade Renovation Program to help businesses improve the physical appearance of their buildings.*

*Implement a Building Facade Awning Program to help businesses improve the physical appearance of their buildings.*







*Create an identifiable focal point or image for the business district.*

*Develop existing vacant and/or underutilized properties.*

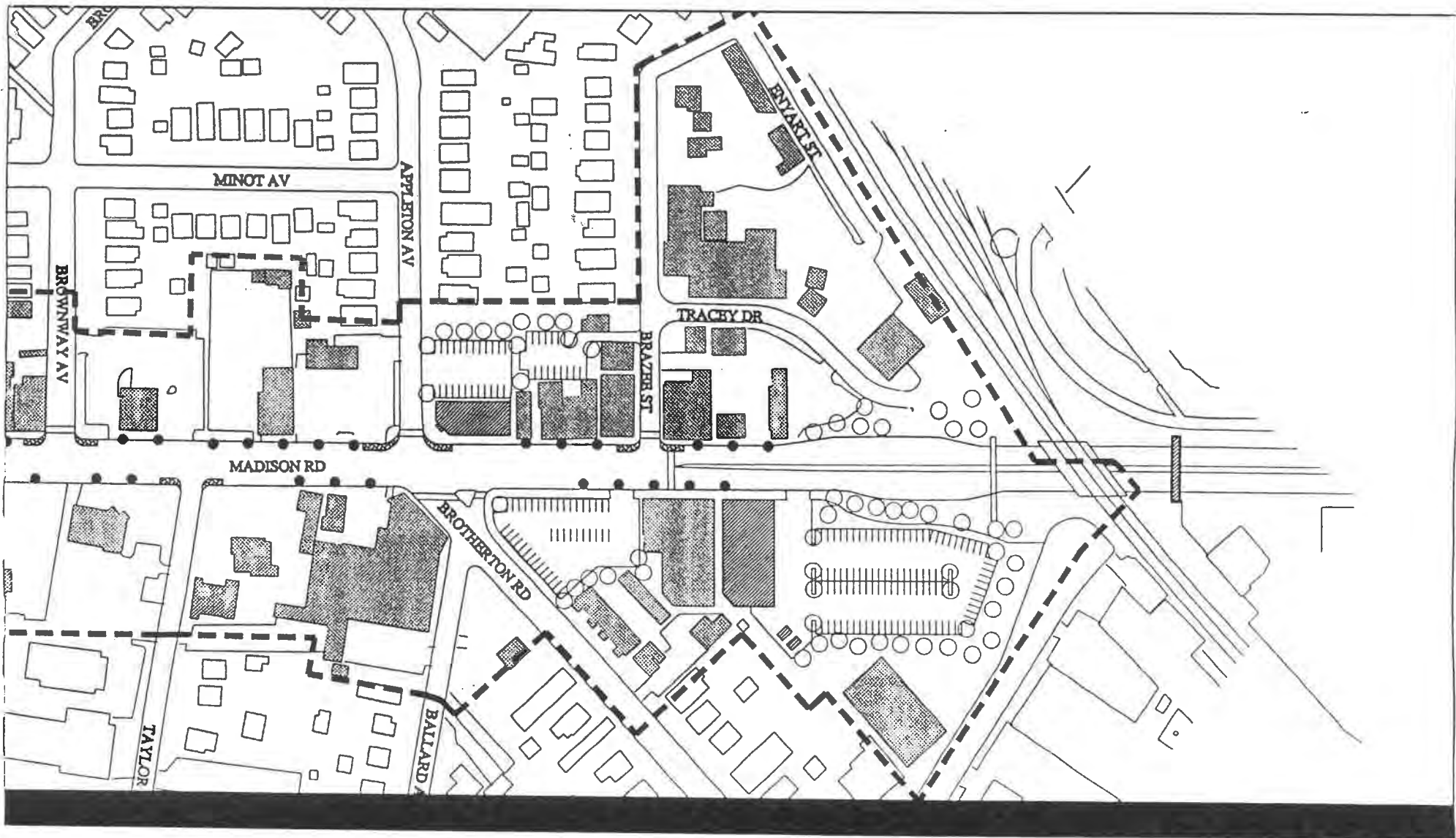


## Urban Design Plan

### Legend

-  Urban Design Plan Boundary
-  Existing Building
-  New Building
-  New Surface Treatment
-  Center Island Addition
-  Street Parking





Scale: 1" = 200'-0"

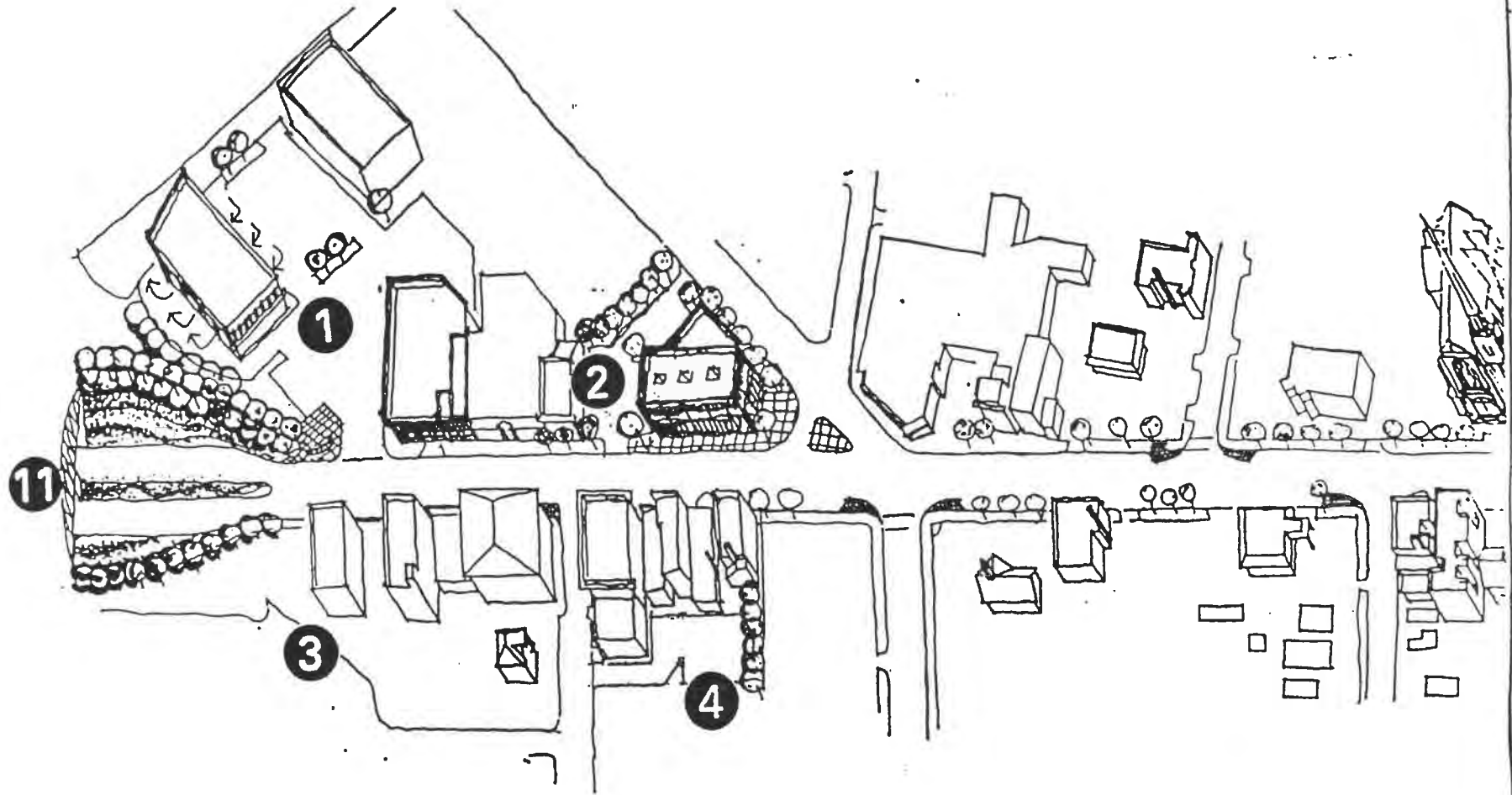




# OAKLEY

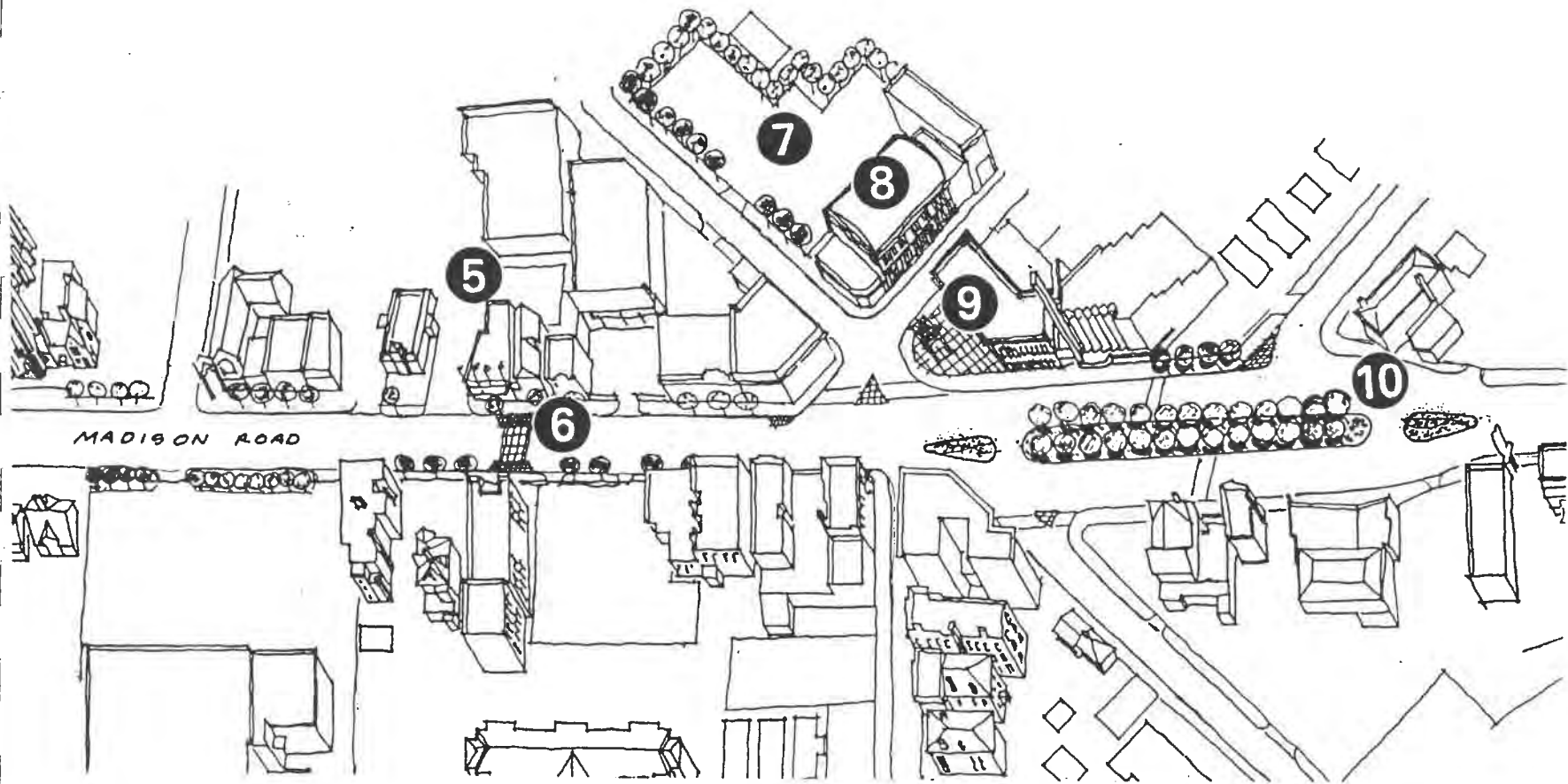
URBAN DESIGN PLAN





## Urban Design Plan

- |   |   |
|---|---|
| ① New Development at Madison Road                 | ⑦ Marketbreit Community Parking Lot               |
| ② Redevelopment of Madison Road/Brotherton Corner | ⑧ Infill at Isabelle Avenue                       |
| ③ Development of Park at Tracey Drive             | ⑨ Redevelopment of Madison Road & Isabelle Corner |
| ④ Packet Parking Development                      | ⑩ Geler Esplanade Extension & Renovation          |
| ⑤ Parking Lot Consolidation                       | ⑪ Eastern Gateway                                 |
| ⑥ Traffic Calming                                 |   |



MADISON ROAD

**OAKLEY**  
URBAN DESIGN PLAN

## DEVELOPMENT OPPORTUNITIES

The Oakley Neighborhood Business District has been characterized by its collection of stable neighborhood service businesses and niche-oriented businesses. These niche-oriented businesses include home improvement-oriented retail, antique and re-sale shops, and children's book and toy stores. These enterprises draw customers and clients from surrounding communities and often serve as regional destinations.

Despite these strengths, the district would benefit from additional investment and redevelopment. Since the beginning of the planning process, Oakley has seen positive new development in the form of new restaurants, the re-opening of the Twentieth Century Theater for specialty entertainment, and a new antique mall at the Eastern portion of the district. Several additional development opportunities that could further solidify remain available:

1. Eastern Madison Road Development Site – The planning process initially identified a number of potential uses for these sites, including building fixture supply companies, case good manufacturers, and a home improvement "design center". Inherent in these plans is the rehabilitation of the former bowling alley/game hall. Recently, a developer has purchased this property for rehabilitation and re-use as an antique mall. Work on this project is proceeding toward a summer/fall, 1999 opening date.
2. The properties at the intersection of Brotherton and Madison Roads were identified as potential redevelopment opportunities during the planning process. The businesses located at these addresses are vital businesses to be retained within the community; however, the moving and storage facility does little to generate significant client base for the district. The parent company has indicated a previous

desire to consolidate their operations off site. In the event this occurs, this site and the adjacent corner site can be consolidated for potential retail and service uses.

3. Isabella Infill Development – The Oakley Neighborhood Business District lacks significant office space. If, and when, complimentary parking can be developed on the adjacent property, a mixed-use facility with ground floor retail uses and upper-story office uses can be developed on this site.
4. Madison and Isabella Development – While the existing Dry Cleaners and Laundromat are valuable businesses for the Oakley community; these businesses do not utilize this prominent location to the fullest degree possible. These businesses should be retained within a new mixed-use multi-story development on the site. This new development should include an open plaza at the corner of Madison and Isabella to preserve views to development and businesses beyond.



Potential Development at Madison & Isabella

**OAKLEY**  
URBAN DESIGN PLAN

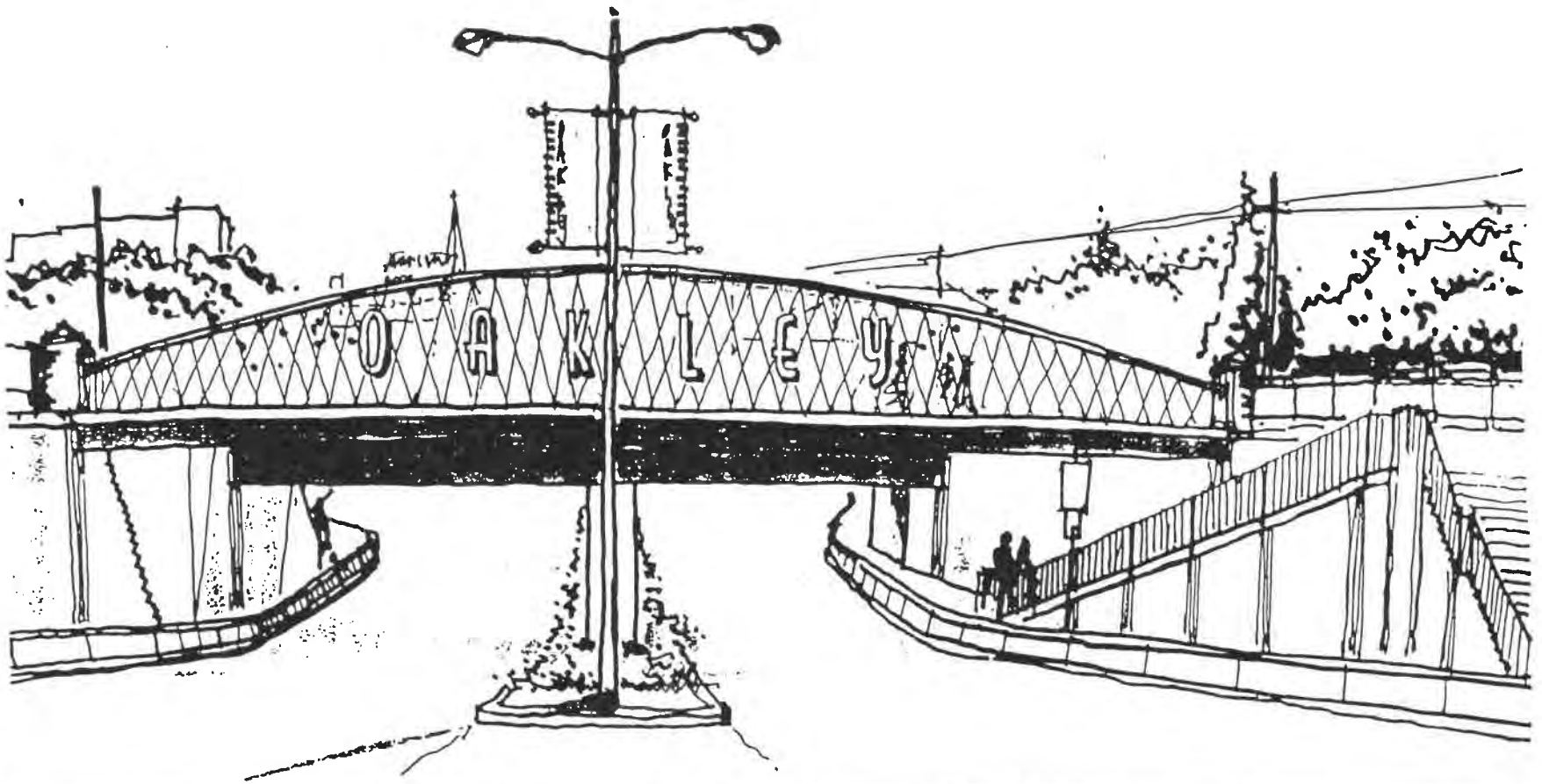


**View West at Eastern Madison Development Site**



## COMMUNITY GATEWAYS

- 10) Upgrade the existing Geier Esplanade approximately 50 feet to the east, by extending the existing island and installing an additional traffic island, and providing additional landscaping and upgrading site amenities. Additional island length will provide the added benefit of slowing traffic as it enters the square.
- 11) Improve the identity and image of the eastern business district, and further define the district boundaries by creating a gateway in conjunction with the existing pedestrian viaducts over Madison Road. The gateway improvements should be supplemented by additional landscaping along hillside right-of-way and within the existing traffic median. These improvements will become increasingly important as continuing commercial development overwhelms Madison Road east of these pedestrian viaducts.



**COMMUNITY GATEWAYS**

**OAKLEY**  
URBAN DESIGN PLAN

## RIGHT-OF-WAY IMPROVEMENTS

- 6) Traffic speed and flow and pedestrian safety are particularly important in Oakley. The expansive roadway width contributes to excessive speeds within the business district (violating existing posted traffic speed limits) and prohibits easy pedestrian crossing at intersections and posted mid-block crosswalks. Eastward extension of the Geier Esplanade would aid in slowing traffic speeds of vehicles entering the business district, and installation of “bump-outs”, extensions of the curb line and sidewalk area into existing unusable areas (e.g. at intersections) of the parking lane, would reinforce the effect through the district. These “bump-outs” would also contribute to pedestrian safety by enhancing the visibility of crosswalks and by shortening the travel distance from curb to curb.

Material alternatives to asphalt paving would aid in traffic calming by adding textured surfaces to the street and would increase awareness and visibility of crosswalks. All improvements must be coordinated through the City of Cincinnati Department of Public Works, and funding must be secured through City and/or State Funding processes (Community Budget Requests to Capital Improvements).



## PARKING

Parking is as important to the vitality of the Oakley Business District as it is most every other Cincinnati Neighborhood Business District. By the numbers, Oakley would appear to have adequate availability of parking between existing lots and on-street parking spaces. Yet parking is regularly identified by a number of establishments as the chief issue for the business district.

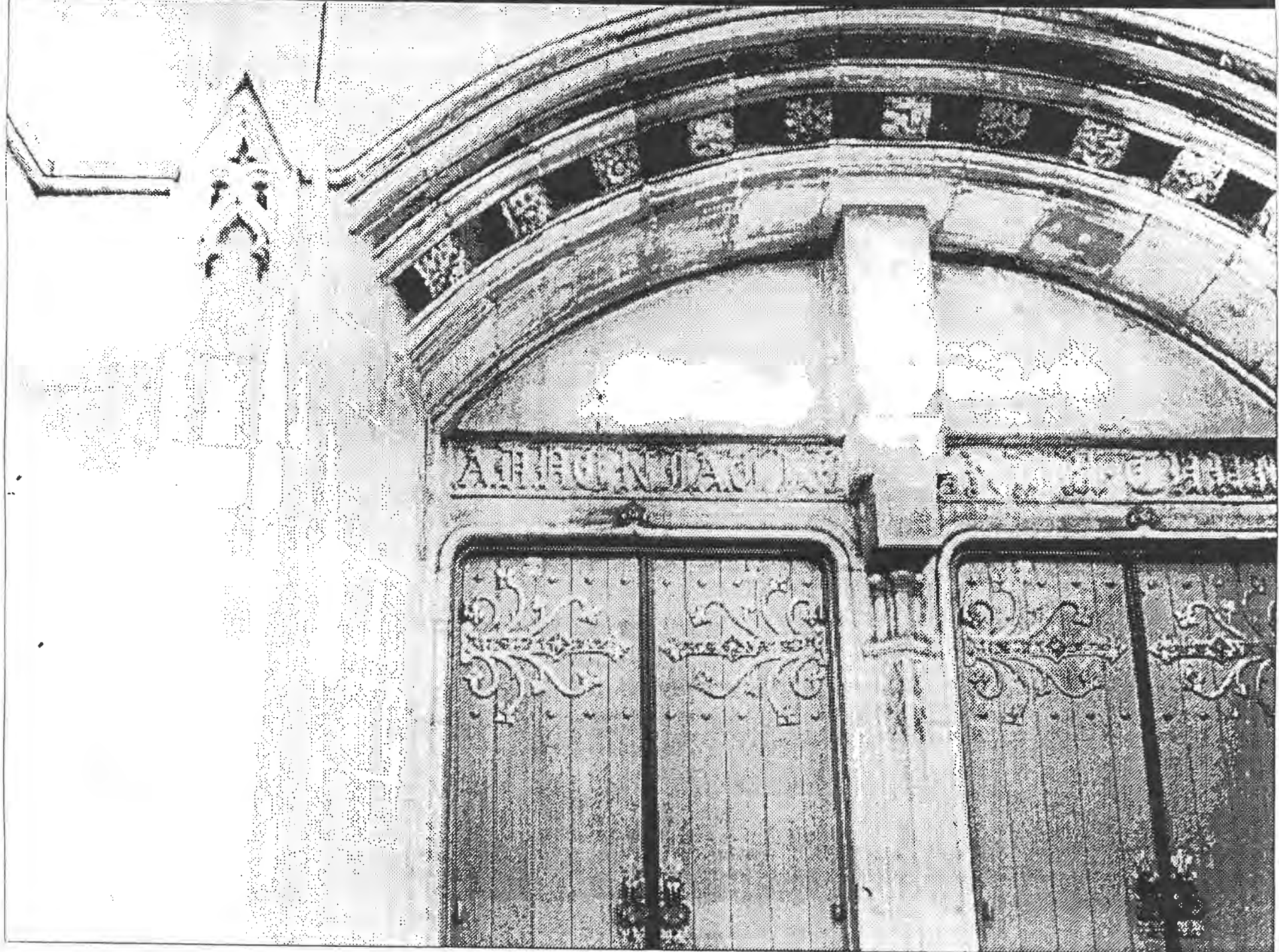
Several factors contribute to this apparent contradiction. First, virtually all of the existing lots are privately controlled and dedicated to customer and staff parking for the controlling interest. Second, many of the businesses with high parking demands have coinciding periods of peak "need". Anyone who has visited the Square on an evening when the cycle club has group activities, the funeral home has a visitation, and the restaurants and bars are busy, may have experienced the "shortage" of available parking. Third, many of the businesses are "landlocked" with little or no space available for parking. Last, little cooperation between businesses exists; thus, there is little parking shared between establishments. An in-depth, comprehensive analysis and study of parking should be implemented to determine the long term solutions to these problems.

In the short-term, a number of solutions to mitigate the problem may be undertaken.

3) Parking, however small, may be created where opportunities exist. On-street parking could be created along Tracey Drive, a private street, for the use of employees of near-by manufacturing facilities. This example would require agreements between the manufacturing facility and the owners of the street, and would require private funding. This parking would alleviate demand on existing on-street parking availability.

- 4) Existing small lots could be consolidated for improved parking efficiency. Consolidation could create new public or private parking spaces, or a combination of both. This example would require agreements between the property owners, access easements, and private financing. If public parking spaces are created, some public funding may be available through the CNBDU funding process.
- 5) Existing small parking areas that are difficult for customers to locate may be extended or consolidated with other small lots to create spaces dedicated to employee parking. This strategy would make spaces that are normally occupied by employees and are more easily accessed available to customer and patrons.
- 7) Several existing parking areas located along Markbreit Avenue could be consolidated and expanded to the east to create a large parking area relatively close to Oakley Square. Expansion of the lot to east would require removal of one or two rental properties (depending upon the scope of the project). The project would require lease or acquisition of property, agreements between all owners, agreements for maintenance and operation, and relocation expenses. The project could be publicly funded through community requests to and participation in the CNBDU funding process.

It should be noted that this project was also identified in the 1982 Oakley Square Neighborhood Business District Plan. This project could also be particularly vital to the district, should the existing Oakley 20th Century Theater building be utilized, more intensively than at the present time.



Project/Program	Scope	Preliminary Estimate of Probable Costs	Potential Implementation Source/Entity
1. Oakley Business District Gateway.	Create a gateway improvement at the eastern portion of the business district by landscaping existing right-of-way, including the existing traffic island, and by improving the existing pedestrian viaducts over Madison Road.	\$130,000 – \$200,000 (varies by selected scope)	Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program Funding, Department of Transportation and Engineering
2. Upgrade the existing Geier Esplanade to continue to be the village "green" for the community.	Improve the existing Geier Esplanade by extending the area approximately 50 feet to the west, installing an additional traffic island, and upgrading the landscaping and site amenities.	\$330,000	Private contributions, Parks Department, Greater Cincinnati Foundation, City/Community Priority Request Program.
3. Improve vehicular and pedestrian safety by implementing various traffic calming strategies.	Restripe existing striping at all crosswalks. Install alternative materials at mid-block crosswalks and major intersections. Install "bump-outs" at appropriate intersections and crosswalks to narrow crosswalk and roadway distances and to protect parking lanes.	\$200,000	Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program, Capital Improvements Funding, City of Cincinnati Highway Maintenance.
4. Improve vehicular, bicycle, and pedestrian circulation within the business district.	Study feasibility of reconfiguration and re-signalization at the intersection of Madison, Markbreit, and Allston and the intersection of Madison, Appleton, Ballard, and Brotherton to improve traffic flow and eliminate confusion.	\$30,000	City of Cincinnati, Department of Transportation and Engineering, Traffic Operations
5. Street Improvements.	<p>Enhance pedestrian circulation around the Esplanade through the installation of sidewalk pavers, street furniture, and pedestrian scaled lighting.</p> <p>Missing street trees should be replaced where necessary and appropriate by location or proximity to driveways, utilities, etc., funding is available.</p>	<p>\$560,000</p> <p>\$20,000</p>	Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program, Capital Improvement Funding, Urban Forestry.

**NOTE!** Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. No City funding availability is implied in the development of this plan.

- All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

6. Implement a planter program within the business district.	Implement a landscaping/planter plan for the business district. Upgrade the planter containers as needed. Maintain and replace containers and plant materials.	\$8000	Private Funding, Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program Funding, Phase I is complete.
7. Improve pedestrian and street lighting.	Install new decorative pedestrian lighting/street lighting along Madison Road within the business district, particularly around the square.	\$1,850,000 (includes Project #5)	Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program, Capital Improvement Funding
	Install new decorative pedestrian lighting/street lighting along Allston Avenue.	\$260,000	
8. Utility Mitigation.	Consolidate and relocate utilities and power lines along Madison Road when feasible and when funding is available.	Varies	Request to City of Cincinnati, Department of Transportation and Engineering, Warner Cable, Cincinnati Bell, Cinergy
9. Madison Road/Drakewood Road Intersection Reconfiguration.	Consider reconfiguration of the Madison and Drakewood intersection to create additional on-street parking spaces and to reduce excess width of roadway at intersection. Encourage property owners to close Madison Road curb-cut to maximize parking opportunities.	\$40,000	Request to City of Cincinnati, Department of Transportation and Engineering, Traffic Operations, Private Property Owners

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# IMPLEMENTATION

# DEVELOPMENT PROJECTS AND PROGRAMS

Project/Program	Scope	Preliminary Estimate of Probable Costs	Potential Implementation Source/Entity
1. Improve facades of storefronts.	<p>Implement a Building Facade Renovation Program to help businesses improve the physical appearance of their building.</p> <p>Implement a Building Awning Program to help businesses improve the physical appearance of their building.</p>	<p>\$55,000</p> <p>Phase I – Complete Phase II – \$30,000</p>	<p>Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program, Private Contribution.</p> <p>1996 Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program, Private Contributions, Private Volunteer Time. Phase I is complete.</p>
2. Improve parking opportunities for business patrons.	<p>Develop a public parking lot in the district at properties along Markbreit Avenue in cooperation with private landowners.</p> <p>Provide directional signage to off-street public parking.</p> <p>Encourage better utilization of existing parking resources by consolidating adjacent small inefficient lots, sharing parking facilities between businesses, and by encouraging better utilization of employee parking locations.</p> <p>Implement a parking study to identify existing businesses with inadequate parking resources and potential development sites with potential parking shortfalls, and to identify potential parking solutions.</p>	<p>\$280,000</p> <p>\$4000</p> <p>Varies</p> <p>\$20,000</p>	<p>Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program Funding.</p> <p>Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program Funding.</p> <p>Private Contributions, Business Cooperation.</p> <p>Request to City/Neighborhood Business District Improvement Program, Community Priority Request Program Funding, Traffic Engineering.</p>

**NOTE!** Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. No City funding availability is implied in the development of this plan.

All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.



<p>3. Develop existing vacant and/or underutilized properties.</p>	<p>Develop the properties at the southwest corner of Madison and Isabella in cooperation with existing or new landowners. The development should include some open "plaza" space at the street corner and parking.</p>	<p>Varies by Use</p>	<p>Private Developer.</p>
	<p>Develop the properties at the southeast corner of Markbreit and Isabella in cooperation with existing and/or new property owners. Coordinate parking requirements with adjacent parking developments.</p>	<p>Varies by Use</p>	<p>Private Developer.</p>
	<p>Develop the properties at the northern corner of Madison and Appleton in cooperation with existing and/or new property owners.</p>	<p>Varies by Use</p>	<p>Private Developer.</p>
	<p>Develop the properties at the east side of Madison Road between the existing railroad right-of-way and Brotherton Road in cooperation with existing and/or new property owners.</p>	<p>Varies by Use</p>	<p>Private Developer.</p>

**NOTE!** Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, and integrate with the surrounding community. No City funding availability is implied in the development of this plan.

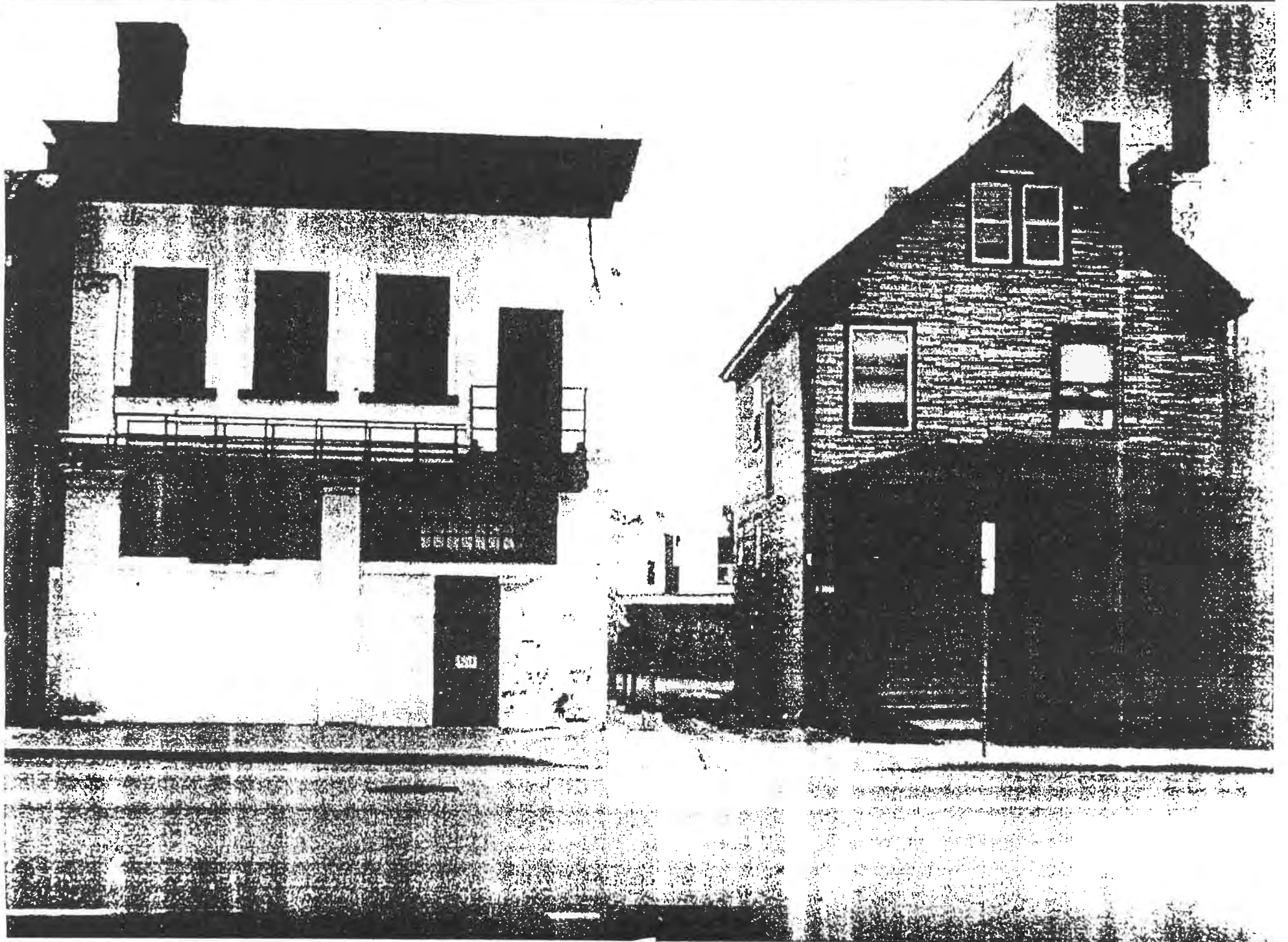
- All estimates are preliminary. Accurate field surveys, subsurface investigations, property owner participation, finalized scope, and design are required for final formulation of the construction budget.

Project/Program	Scope	Preliminary Estimate of Probable Costs	Potential Implementation Source/Entity
1. Litter Control in Business District.	Organize semi-annual clean-up campaigns. Provide additional litter receptacles along Madison Road.	N/A	Oakley Chamber of Commerce, Oakley Residents Association, Keep Cincinnati Beautiful.
2. Provide Banner Program for identity of business district.	Install Banners along Madison Road and within the satellite business districts. Maintain and operate banner changes and repairs.	\$5000	Completed
3. Create a marketing strategy for the business district.	Initiate cooperative advertising and promotional materials. Develop a comprehensive identity system for the district and its marketing. Continue and expand special promotional events.	\$10,000	Oakley Chamber of Commerce.
4. Enhance and strengthen existing business organizations.	Foster collaboration between Oakley Chamber of Commerce and the Oakley Residents Association. Conduct Chamber of Commerce Membership drive. Keep local businesses informed of projects and trends. Establish a "Business Welcome Wagon" to assist and inform new businesses.	N/A	Oakley Chamber of Commerce, Oakley Residents Association.
5. Business Recruitment and Retention.	Establish a "clearinghouse" of available leasable space to assist new or relocating businesses in the district and to assist property owners in attracting tenants.	N/A	Oakley Chamber of Commerce, Business and Property owners.

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URBAN RENEWAL PLAN





# OAKLEY NBD URBAN RENEWAL AREA - ELIGIBILITY STUDY

## Documentation of a Blight or Deterioration

The purpose of this study is to determine if the Oakley NBD Urban Renewal area qualifies as a blighted or deteriorating area as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

### I. Boundary Description

Beginning at a point, said point being the intersection of the centerlines of Madison Road and Ballard Avenue; thence southeastwardly with the centerline of Ballard Avenue to the point of intersection with the centerline of Brotherton Road; thence eastwardly with the centerline of Brotherton Road to the point of intersection with the southwardly extension of the west parcel line of Parcel 68, Plat Book 50, Page 4, HCAP; thence northwardly along said parcel line extended and said line to the northwest corner of said Parcel 68; thence eastwardly along the north parcel line of said Parcel 68 and continuing along the north parcel line of Parcels 64 and 9, Plat Book 50, Page 4, HCAP; to the point of intersection with the west parcel line of Parcel 85, Plat Book 50, Page 4, HCAP; thence northwardly along said parcel line to the northwest corner of said Parcel 85; thence eastwardly along the north parcel line of said Parcel 85 and said parcel extended to the point of intersection with the centerline of Marburg Avenue; thence northwardly with the centerline of Marburg Avenue to the point of intersection with the south railroad right-of-way line; thence westwardly with said right-of-way line to the point of intersection, the northeastwardly extension of the centerline of Brazee Street; thence southwestwardly along said centerline extended and said centerline to the point of intersection with the northeastwardly extension of the northwest parcel line of Parcel 153, Plat Book 50, Page 2, HCAP; thence southwardly along said parcel line extended and said parcel line to the west corner of said Parcel

153; thence southeastwardly along the southwest parcel line of said Parcel 153 to the point of intersection with the northwest parcel line of Parcel 197, Plat Book 50, Page 2, HCAP; thence southwestwardly along said parcel line and said parcel line extend to the point of intersection with the centerline of Appleton Avenue; thence southeastwardly with said centerline to the point of intersection with the centerline of Madison Road; thence northwestwardly with the centerline of Madison Road to the point of intersection with the centerline of Ballard Avenue, said point being the point and place of beginning.

### II. Conditions of Study Area

A. As a whole, thirty-three (33) of thirty-seven (37), equaling eighty-nine percent (89%) of structures/vacant parcels in the study area fulfilled the criteria identified in the Cincinnati Municipal Code Section 725-Ib(a), Blighted area. All blocks within the study area show the presence of some of the following blighting factors:

#### B.

##### 1. Age

Sixty-five percent (65%) of the buildings in the study area are forty (40) years of age or greater

##### 2. Obsolescence

Functional or economic obsolescence occurs in less than three percent (3%) of the buildings in the area.

##### 3. Dilapidation

There is no evidence of dilapidation in the study area.

##### 4. Deterioration

Sixty-eight percent (68%) of the structures/vacant parcels in the study area exhibited deterioration.

5. Abandonment/Excessive Vacancies

There is no evidence of abandonment/excessive vacancies (exceeding 1/3 area) found to be present in the study area.

6. Period Flooding

There is no evidence of periodic flooding in the area.

7. Faulty Lot Layment/Overcrowding/Inadequate Loading or Parking

One or more of these factors were found in seventy-six percent (76%) of the structures/vacant parcels in the study area.

8. Deleterious or Incompatible Land Use/Inadequate Site Conditions/Environmentally Hazardous Conditions

One or more of these factors were found in sixty-five percent (65%) of the structures/vacant parcels in the study area.

9. Inadequate Public Facilities or Right-of-way

One or more of these factors was found in twenty-four percent (24%) of the structures/vacant parcels in the area.

10. Diversity of Ownership

Diversity of ownership was a factor in five percent (5%) of the structures/vacant parcels in the study area.

11. Illegal Use/Code Violation

These factors were found in thirty-two percent (32%) of the structures/vacant parcels in the area.

12. Unsuitable Soil Conditions

This factor was not exhibited within the study area.

13. Unused Railroads or Service Stations, Landfills/Junkyards

One or more of these factors were exhibited in five percent (5%) of the structures/vacant parcels in the area.

14. Other factors inhibiting sound private development

No such factors were exhibited in the study area.

- B. Structures and vacant parcels meeting the criteria are reasonably distributed through the area. At least fifty percent (50%) of the total number of structures reasonably distributed throughout the area meet the "blighted area" criteria with three or more factors; and vacant parcels, with two or more factors (see distribution chart).
- C. Additionally, at least fifty percent (50%) of the structures, reasonably distributed through the area, are deteriorated or

deteriorating; or the public improvements are in a general state of deterioration (see factor 4 above).

The conclusion drawn from this data is that the number, degree, and distribution of blighting factors, which are documented in this report, warrant the designation of the Oakley NBD Urban Renewal area as a "blighted area" as defined by Chapter 725 of the Cincinnati Municipal Code, Urban Renewal.

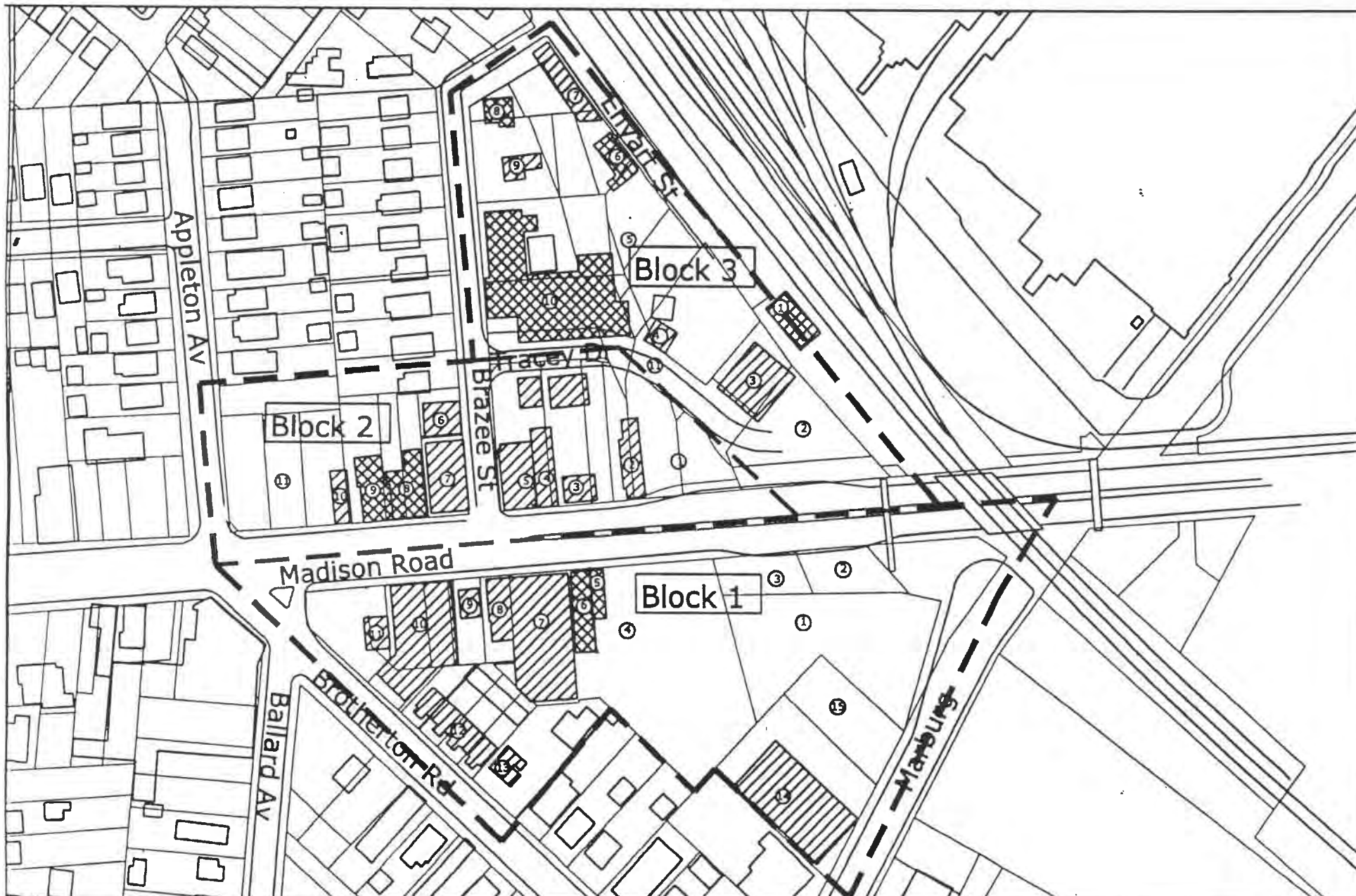
# BLIGHT STUDY

## DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK

Block	Total Units	Blighting Influences - See below														Blighted Units	%
		1	2	3	4	5	6	7	8	9	10	11	12	13	14		
1	15	8	1	0	8	0	0	11	10	1	0	2	0	1	0	13	87
2	11	9	0	0	9	0	0	10	5	1	1	6	0	0	0	10	90
3	11	7	0	0	8	0	0	7	9	7	1	4	0	1	0	10	90
4																	
5																	
6																	
7																	
8																	
9																	
10																	
11																	
<b>Total</b>	<b>37</b>	<b>24</b>	<b>1</b>	<b>0</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>28</b>	<b>24</b>	<b>9</b>	<b>2</b>	<b>12</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>33</b>	<b>89</b>
<b>Percentages %</b>		<b>65</b>	<b>3</b>	<b>0</b>	<b>68</b>	<b>0</b>	<b>0</b>	<b>76</b>	<b>65</b>	<b>24</b>	<b>5</b>	<b>32</b>	<b>0</b>	<b>5</b>	<b>0</b>		

### Blighting Influences

(1) Age (2) Obsolescence (3) Dilapidation (4) Deterioration (5) Abandonment/Excessive Vacancies (6) Periodic Flooding  
 (7) Faculty Lot Layout/Overcrowding/Inadequate Loading/Parking (8) Deleterious/Incompatible Land Use/Site Conditions  
 (9) Inadequate Public Facilities/ROW (10) Diversity of Ownership (11) Illegal Use/Code Violation (12) Unsuitable Soil Conditions  
 (13) Unused Railyards or Service Stations - Landfill/Junkyard (14) Other Factors Inhibiting Sound Private Development



# OAKLEY ELIGIBILITY STUDY – STRUCTURAL CONDITIONS

## Legend

Urban Renewal Boundary

Block Area

Building/Parcel Number

## Structural Condition

Sound

Minor

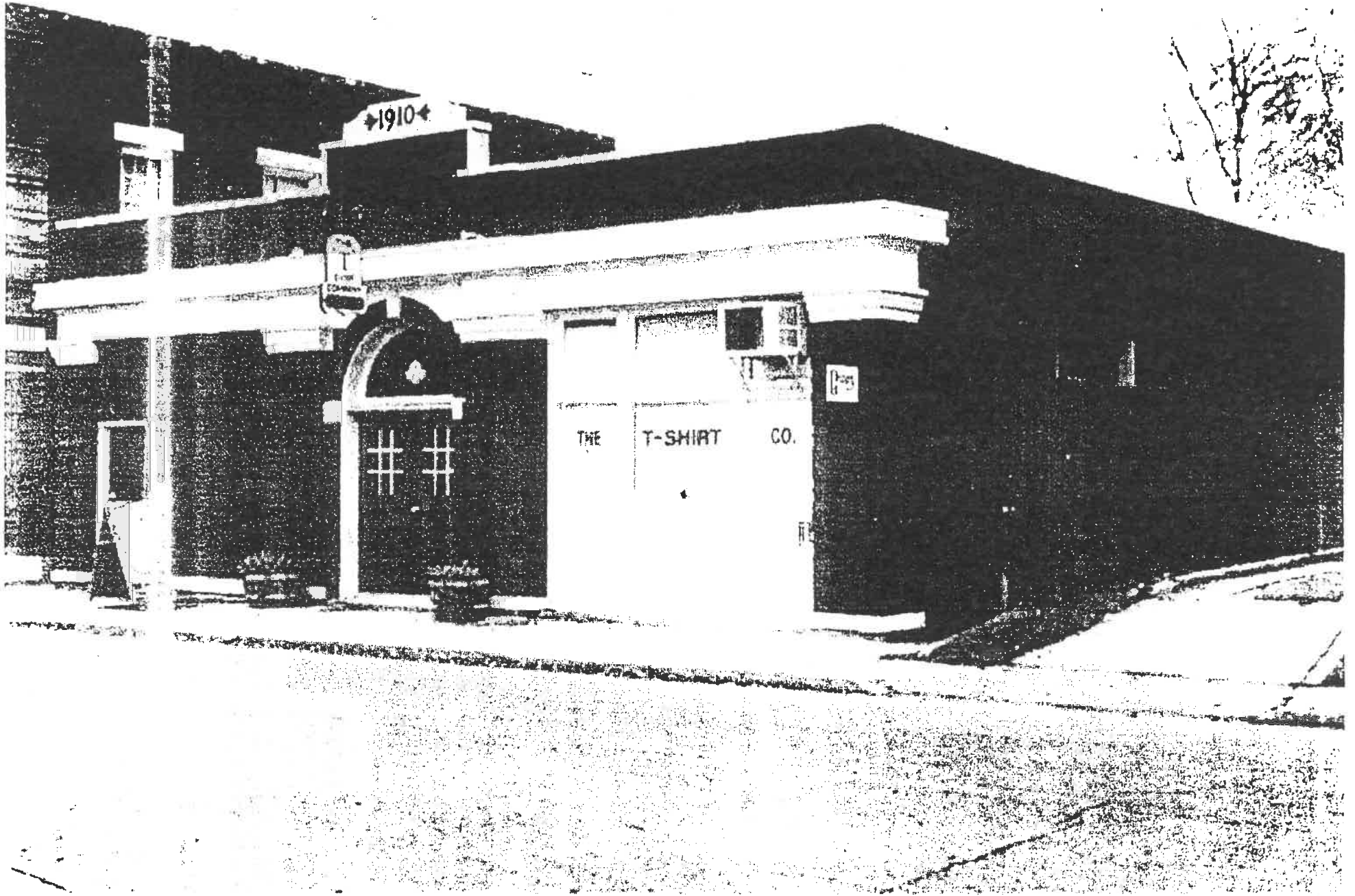
Major

Critical

SCALE: 1" = 170'0"



CREDITS



## CREDITS

This plan was prepared for the Department of Economic Development by the City Planning Department and the Department of Public Works, Division of Engineering, Office of Architecture and Urban Design, with the Oakley NBD Planning Task Force. The task force consisted of the following individuals:

### Oakley NBD Planning Task Force

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JoAnna Mitchell, Engineering - Architecture  
Rebecca Jacoby, Engineering - Architecture







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## Oakley Market Area

The Oakley market area is centered around the neighborhood business district located on Madison Road from Drake Avenue east to the CSX Railroad overpass. Oakley Square is anchored by Oakley IGA and is dotted with restaurants, bars and retailers. Occupancy is high, except for the neighborhood theater which is a focal point of the Square.

The second shopping district in the market area is Hyde Park Plaza located on Paxton Road between Wasson Avenue and Oak Park Place. The Plaza, located in an unconventional spot, hosts one of Kroger's most successful stores, a Thriftway, and a Walgreens. After a recent multi-million dollar renovation, the Hyde Park Plaza has attracted several national retailers including Barnes and Noble, Old Navy, Cooker Bar & Grill, Just for Feet, and Michael's Crafts. The center is 98 percent leased.

The Oakley market area is extensive, composed of 24 census tracts. It overlaps with the following Cincinnati market areas in this study: Bond Hill, East End, East Hyde Park, East Walnut Hills, Evanston, Hyde Park, Kennedy Heights, Madisonville, Mount Lookout, Mount Washington, O'Bryonville, Pleasant Ridge, Roselawn, and Walnut Hills. This overlap, as well as Norwood's Rookwood Pavilion, should be considered when looking at competition for development potential.

### Key Indicators

The Oakley market area had a 1995 population of 89,805, concentrated in 39,346 households. Average household size was 2.3 persons per household, less than the city average of 2.4. It is expected that this market area's population will decrease by 2.8 percent by 2000. Median household income in the market area is expected to increase by 13.3 percent by 2000 to \$38,507. Market area households spent an estimated 733.9 million on retail expenditures in 1995. PMD estimates this to be an average of \$18,654 per household.

Year	1990	1995	2000	% Change 1995-2000
Population	92,529	89,805	87,336	-2.8%
Households	40,322	39,346	38,561	-2.0%
Median Hshld. Income	\$27,743	\$33,982	\$38,507	13.3%

\* Source: Claritas, Inc. Median Household Income is shown for dollars in year identified.

Oakley Market Area



### Lifestyle Clusters

There are a total of 23 lifestyle clusters represented in the Oakley Market Area. For a detailed listing, please see the Appendices. The top three clusters found in the Oakley market area are:

**Single City Blues**, with 5,415 households, is the market area's predominant cluster type. Often found near urban universities, this cluster typically hosts a fair number of students. It contains a mixture of races, often with a high Asian representation and transients. The household income level is usually less than \$15,000, not true for this area with double that income at \$33,982 in 1995.

**Young Influentials**, with 4,882 households, is this area's second largest cluster group. Called the "Last of the Yuppies", this group is typified by upwardly mobile singles and couples. Educational levels are high with many college graduates. This is reflected in their professional, white-collar employment.

**Bohemian Mix**, with 2,851 households, is the third largest cluster type in the Oakley market area. This cluster is a largely integrated, singles and couples-dominated, educated, up-scale mix of white collars, students, actors, artists, writers, and races. It has the nation's second lowest index for children.

Oakley Market Area

## Retail Analysis

### Current Retail Supply

The analysis of existing establishments in the market area identified 852 different businesses in the 60 retail and service establishment categories. These establishments account for an estimated 4,053,106 square feet of space. The market area contains 59 different establishment types out of the 60 types analyzed.

Predominant Establishment Types by total square ft.	SIC	Description	Count	Total Sq. Ft.
	5311	Department Stores	14	694,666
	5411	Grocery & Misc. Foods	54	607,932
	5812	Eating Places	167	387,273
	5399	Variety/General Merchan	7	358,757
	79xx	Recreation Facilities	12	214,200
	5251	Hardware Stores	9	150,471
	7231	Beauty Shops	98	109,368
	5912	Drug Stores	13	100,607
	5942	Book Stores	5	77,240
5999	Miscellaneous Retail	29	74,675	

### Retail Potential

An examination of the Oakley Market Area indicates that there is development potential to support an additional 185,000 square feet of retail-service space. It is estimated that this new potential would support the development of 65 new establishments in 17 different SIC types.

Development Potential for Establishment Types by total square ft.	SIC	Description	Count	Total Sq. Ft.
	5813	Drinking Places	16	49,700
	5712	Furniture Stores	6	35,200
	753x	Auto Repair Shops	8	24,000
	5912	Drug Stores	2	12,400
	5947	Gift Novelty Souvenir	5	7,700
	7841	Video Tape Rental	2	7,700
	5943	Stationery Stores	4	6,000
	7334	Photocopying/Duplication	2	6,000
	7384	Photofinishing Labs	4	5,600
	5995	Optical Goods Stores	2	5,600

Oakley Market Area

## Product Service Preference Index (PSPPI)

### High Preferences

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

- ▶ Gospel music (200), rap music (156), dance music (138), and jazz music (136)
- ▶ Pro basketball games (173), boxing matches (153), and pro football games (152)
- ▶ Shopping at Woolworth (176), Saks 5th Avenue (162), and The Gap (139)
- ▶ Using three-way calling (154)
- ▶ Owning pagers/beepers (131) and car with car phone (130)
- ▶ Taking 3+ personal trips by plane (149) and have a passport (128)
- ▶ Using Prodigy (135) and Compuserve (128)
- ▶ Contributing \$50+ to public broadcasting last year (131)

### Low Preferences

The product-service categories with an index of 75 or lower indicate market area households which have a below average interest in these items. The particular index ranking appears in parenthesis after the item. Market area consumers show relatively low interest in:

- ▶ Owning a cat (70) or a dog (70)
- ▶ Cross country skiing (69) or 4+ overnight camping trips (69)
- ▶ Buying power tools last year (69)
- ▶ Owning a Dodge truck (64), a Nissan truck (61), or a motorcycle (61)
- ▶ Fresh water fishing (66) or hunting with a rifle/shotgun (49)
- ▶ Belonging to a country club (56)
- ▶ Chewing tobacco (54)
- ▶ Shopping at Walmart (64)

Oakley Market Area

OAKLEY MARKET AREA RETAIL POTENTIAL

Establishment Type	Household Count		39,346	
	Current Estimates		Development Potential	
	Establs.	Sq. Ft.	Establs.	Sq. Ft.
<b>RETAIL</b>				
Part, Glass & Wallpaper Store	6	53,272	0	0
Hardware Stores	9	150,471	0	0
Nurseries & Garden Supply Stores	2	23,624	0	0
Department Stores	14	694,656	0	0
Variety/General Merchandise Stores	7	358,757	0	0
Grocery & Miscellaneous Food Stores	54	607,932	0	0
Meat & Fish Markets	4	5,924	0	0
Fruit & Vegetable Markets	0	0	1	2,300
Candy, Nut, & Confectionary Stores	6	7,578	0	0
Dairy Products Stores	11	34,045	0	0
Retail Bakeries	12	23,340	0	0
Men's & Boys' Clothing Stores	5	32,680	1	3,900
Women's Clothing & Specialty Stores	26	74,360	0	0
Children's & Infants' Wear	3	5,595	0	0
Family Clothing Stores	3	17,199	0	0
Shoe Stores	11	60,589	0	0
Misc. Apparel & Accessories	13	9,243	0	0
Furniture Stores	13	69,160	6	35,200
Floor Covering Stores	8	40,684	0	0
Misc. Home Furnishings Stores	12	71,412	0	0
Household Appliance Stores	6	58,836	0	0
Radio, TV, Consumer Electronics	7	9,947	0	0
Computer/Computer Software Stores	3	18,344	0	0
Record, Pre-recorded Tape Stores	5	72,000	0	0
Musical Instrument Stores	2	8,500	2	3,100
Eating Places	167	367,273	0	0
Drinking Places	18	42,660	16	49,700
Drug Stores & Proprietary Stores	13	100,607	2	12,400
Liquor Stores	7	11,060	2	4,300
Used Merchandise Stores	35	64,680	0	0
Sporting Goods & Bicycle Stores	9	22,104	2	1,900
Book Stores	5	77,240	0	0
Stationery Stores	3	4,200	4	6,000
Jewelry Stores	11	17,776	1	4,400
Hobby, Toy, & Game Shops	10	54,870	0	0
Camera/Photographic Supply	1	1,520	0	0
Gift, Novelty, & Souvenir	15	19,515	5	7,700
Luggage & Leather Goods	1	3,500	0	0
Sewing/Needlework/Piece Goods	6	21,534	0	0
Florists	17	33,745	0	0
Optical Goods Stores	7	8,722	2	5,800
Miscellaneous Retail	29	74,675	0	0
Dry Cleaners	6	4,200	4	0
Coin-Operated Laundries	9	18,308	0	0
Photographic Studios, Portraits	13	27,677	0	0
Beauty Shops	98	109,368	0	0
Barber Shops	11	7,733	0	0
Shoe Repair & Hat Cleaning Shops	2	2,272	0	0
Photocopying & Duplication Services	2	5,088	2	6,000
Misc. Equipment Rental & Leasing	10	61,800	0	0
Photofinishing Laboratories	2	2,400	4	5,800
Automotive Repair Shops	22	63,932	8	24,000
Car Washes	3	6,600	0	0
Other Automotive Services	6	5,502	2	5,200
Radio & Television Repair	10	11,240	0	0
Watch, Clock, & Jewelry Repair	1	1,000	0	0
Reupholstery & Furniture Repair	11	8,710	0	0
Miscellaneous Repair Services	33	39,270	0	0
Video Tape Rental	3	14,001	2	7,700
Recreation Facilities	12	214,200	0	0
<b>TOTAL</b>	<b>852</b>	<b>4,053,106</b>	<b>85</b>	<b>165,000</b>

Observations

- ▶ The population base in this market area is expected to decrease 2.8 percent through the year 2000.
- ▶ The median income in the market area is higher than the City's median at \$33,982.
- ▶ The lifestyle cluster composition is very heterogeneous with 23 of 60 lifestyles represented.
- ▶ Oakley Square contains a critical mass of retail/commercial businesses which include a grocery and drugstore anchor. Hyde Park Plaza, also located in this market area, is a dominant force in the retail commercial market and provides significant competition for Oakley Square.

Recommendations

- ◆ The development potential for the Oakley market area indicates that there is demand for an additional 185,000 square feet of retail space. If Oakley Square is to capture a significant portion of this unmet development potential, it will need to create a niche within the regional market and create a retail/commercial identity for itself. Possible niches could include: off-price retailers, furniture stores, or perhaps an entertainment district. Due to the great amount of competition nearby, additional research needs to be done to identify the most appropriate niche for Oakley Square.

Oakley Market Area



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Market Area Name: Oakley

1995 PRIZM Distribution Report

Group	No.	PRIZM Cluster Nickname	'95 Population		'95 Households		US Household	
			Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
S1	1	Blue Blood Estates...	1681	1.9	610	1.6	0.8	200.0
S1	2	Winner's Circle.....	616	0.7	233	0.6	1.9	31.6
S1	3	Executive Suites.....	3862	4.3	1714	4.4	1.3	338.5
S1	4	Pools & Patios.....	1170	1.3	657	1.7	1.8	94.4
S1	5	Kids & Cul-de-Sacs...	0	0.0	0	0.0	3.0	0.0
		Elite Suburbs.....	7329	8.2	3214	8.3	8.8	94.3
U1	6	Urban Gold Coast.....	0	0.0	0	0.0	0.5	0.0
U1	7	Money & Brains.....	0	0.0	0	0.0	1.1	0.0
U1	8	Young Literati.....	946	1.1	386	1.0	1.0	100.0
U1	9	American Dreams.....	0	0.0	0	0.0	1.4	0.0
U1	10	Bohemian Mix.....	5419	6.0	2851	7.2	1.6	450.0
		Urban Uptown.....	6365	7.1	3237	8.2	5.6	146.4
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	2.0	0.0
C1	13	Gray Power.....	3402	3.8	1488	3.8	2.1	181.0
		2nd City Society.....	3402	3.8	1488	3.8	5.8	65.5
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	2.8	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	1.0	0.0
		Landed Gentry.....	0	0.0	0	0.0	6.9	0.0
S2	18	Young Influentials...	10213	11.4	4882	12.4	1.2	1033.3
S2	19	New Empty Nests.....	1270	1.4	587	1.5	1.8	83.3
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.....	517	0.6	229	0.6	2.0	30.0
		The Affluentials.....	12000	13.4	5698	14.5	8.1	179.0
S3	23	Upstarts & Seniors...	2950	3.3	1615	4.1	1.2	341.7
S3	24	New Beginnings.....	3399	3.8	1711	4.3	1.4	307.1
S3	25	Mobility Blues.....	3148	3.5	1284	3.3	1.6	206.2
S3	26	Gray Collars.....	5968	6.6	2258	5.7	2.1	271.4
		Inner Suburbs.....	15465	17.2	6868	17.4	6.3	276.2
U2	27	Urban Achievers.....	5806	6.5	2405	6.1	1.6	381.2
U2	28	Big City Blend.....	3228	3.6	1181	3.0	1.0	300.0
U2	29	Old Yankee Rows.....	6595	7.3	2744	7.0	1.4	500.0
U2	30	Mid-City Mix.....	5195	5.8	2118	5.4	1.2	450.0
U2	31	Latino America.....	0	0.0	0	0.0	1.3	0.0
		Urban Midscale.....	20824	23.2	8448	21.5	6.5	330.8
C2	32	Middleburg Managers..	0	0.0	0	0.0	1.5	0.0
C2	33	Boontown 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

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Market Area Name: Oakley

1995 PRIZM Distribution Report

Group	No.	PRIZM Cluster Nickname	'95 Population		'95 Households		US Household	
			Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
T2	37	New Homesteaders.....	0	0.0	0	0.0	2.1	0.0
T2	38	Middle America.....	0	0.0	0	0.0	1.3	0.0
T2	39	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	1.5	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	6.1	0.0
U3	45	Single City Blues....	12648	14.1	5415	13.8	1.7	811.8
U3	46	Hispanic Mix.....	0	0.0	0	0.0	1.5	0.0
U3	47	Inner Cities.....	3387	3.8	1459	3.7	2.1	176.2
		Urban Cores.....	16035	17.9	6874	17.5	5.3	330.2
C3	48	Smalltown Downtown...	2426	2.7	1105	2.8	1.9	167.4
C3	49	Hometown Retired.....	0	0.0	0	0.0	1.3	0.0
C3	50	Family Scramble.....	2209	2.5	823	2.1	2.0	103.0
C3	51	Southside City.....	3750	4.2	1591	4.0	2.0	200.0
		2nd City Blues.....	8385	9.3	3519	8.9	7.2	123.6
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 & Mills.....	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	2.0	0.0
		Heartlanders.....	0	0.0	0	0.0	3.7	0.0
R3	58	Blue Highways.....	0	0.0	0	0.0	2.3	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	9.5	0.0
IX	63	Non-Residential.....	0	0.0	0	0.0	0.0	0.0
IX	64	Not Classified.....	0	0.0	0	0.0	0.0	0.0
		Total.....	89805	100.0	39346	100.0		

PRIZM Clusters and 1995 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 MRI Product Usage  
Comparison Profile: Oakley Tract HHs  
Ranked in: Descending order All profiles

Title	MPI
Shopped Woolworth (9.0%)	176
Own a BMW (0.5%)	174
Own an Acura (0.9%)	171
Imported Beer Heavy Users (2.0%)	162
Shopped Saks 5th Avenue (1.4%)	162
Cognac/Brandy Last Month (3.4%)	156
Imported Wine Last Week (2.9%)	156
Adidas Shoes Last Year (2.9%)	154
Imported Beer Last Week (5.2%)	149
Malt Liquor Last 6 Months (2.7%)	144
Shopped The Gap (8.0%)	139
Rum Heavy Users (1.6%)	139
Scotch Last Month (3.2%)	137
Own Pagers/Beepers (4.0%)	131
Own Car with Car Phone (3.8%)	130
Quaker Pfd Rice Lst 6 Mos (1.7%)	129
Shopped Builder's Square (9.0%)	128
Bought 35mm Camera Last Yr (0.8%)	128
Cornish Mens Last 6 Mos (10.3%)	128
Auto Security/Burglar Alarm(8.6%)	126
Montblanc/Waterman Last Yr (0.8%)	125
Bottled Water & Seltzer (23.4%)	124
Entenmann's Snacks Lst6Mos (10.9%)	124
Brie Cheese Last 6 Mos (2.4%)	123
Shopped Marshall's (6.1%)	123
Sugar Free Yogurt Lst 6Mos (2.3%)	123
Shopped 7-Eleven (15.4%)	121
Own a Mitsubishi (1.1%)	120
Vodka Last Month (7.3%)	119
Instant Grits Last 6 Mos (10.1%)	118
Own CD-ROM for Computer (1.7%)	118
Shopped The Limited (5.0%)	117
Dove Ice Cream Br Lst 6Mos (4.6%)	115
Tequila Last Month (4.1%)	112
Used Olive Oil Last 6 Mos (15.5%)	112
Own New Import Car (15.4%)	112
Energy Drinks Lst 6 Mos (12.8%)	111
Used Manufacturer Financing(9.2%)	111
Own a Cadillac (3.3%)	111
Fine Jewelry \$400+ Lst Yr (6.2%)	111
Domestic Beer Last Week (22.0%)	111
Polaroid Inst Film Last Yr (4.6%)	111
Shopped Montgomery Ward (9.6%)	110
Domestic Beer Heavy Users (8.9%)	109
Cordials & Liqueurs Lst Mo (6.8%)	109
Gin Last Month (3.7%)	109
RC Cola (4.1%)	109
Wine Coolers Last Month (7.8%)	109
Canned Hashes Last 6 Mos (8.4%)	109
Dress Shoes Last Year (21.3%)	108
Own a Honda (7.0%)	108
Nike Shoes Last Year (11.0%)	107
Own a Nissan (5.6%)	107
Own Sub Compact Car (24.7%)	105

Profile Rankings  
Market Potential Index of MRI Product Usage  
Comparison Profile: Oakley Tract HHs  
Ranked in: Descending order All profiles

Title	MPI
Gourmet Coffee Bns Lst6Mos (3.5%)	105
Spark Plugs Chngd at Garage(6.8%)	105
Fresh Cut Cold Cuts Lst6Mos(26.6%)	105
Own a Modem (6.0%)	104
Other Diet Soft Drinks (20.3%)	104
Own a Volkswagen (3.0%)	104
Bght Firestone Tires Lst Yr(2.7%)	103
Own a Cellular Phone (6.0%)	103
Used Dealer Financing (17.2%)	103
Shocks Changed at Garage (3.2%)	103
Liverwurst Last 6 Months (8.7%)	103
Yogurt Last 6 Mos (39.0%)	102
Othr Carbonated Soft Drnks (43.0%)	102
Own Home Gym Systems (4.3%)	102
Regular Cola Heavy Users (17.6%)	102
Fine Jewelry <\$400 Lst Yr (14.9%)	102
Low/No Alcohol Beer Lst Wk (1.4%)	102
Car Battery at Car Prts Str(7.2%)	101
Used Credit Union Car Loan (8.5%)	101
Bought Car Battery at Sears(5.8%)	101
Own Espresso/Cappcno Maker (3.3%)	101
Pita Bread Last 6 Mos (6.5%)	101
Own Elec Coffee Grinder (12.0%)	101
Diet Coke (19.3%)	101
Rubber Gloves Last 6 Mos (25.6%)	101
Domestic Wine Last Week (11.4%)	101
Kelloggs Special K Lst6Mos (6.3%)	100
Premium Gasoline Last Week (23.2%)	100
Own CD Player (23.3%)	100
Kelloggs Mueslix Lst 6 Mos (3.3%)	100
Own a Mercedes (0.8%)	100
Own Two or More VCRs (17.1%)	100
Bght Computer Books LstYr (6.3%)	100
Own Phone Answer Machine (38.0%)	100
Own Miniature TV (18.3%)	100
Reebok Shoes Last Year (12.3%)	99
Own 2-Door Sedan (16.2%)	99
\$300+ TV Set Last Year (8.1%)	99
Bght Vacuum Cleaner Last Yr(6.3%)	99
Own 3+ TV Sets (32.1%)	99
Bght Sheets/Pllwcases LstYr(29.9%)	99
Own a Toyota (8.3%)	98
Own Burglar Alarm (8.4%)	98
Wheaties Last 6 Mos (7.4%)	98
Own Car Bought New (43.4%)	98
Pepsi Cola (29.1%)	98
Soy Sauce Last 6 Mos (39.0%)	97
Light Beer Last Week (14.6%)	97
Canadian Whisky Last Month (3.8%)	97
Kelloggs Corn Flks Lst6Mos (24.4%)	97
Frozen Desserts Last 6 Mos (26.6%)	97
Oven Cleaners Last 6 Mos (30.3%)	97
Shopped Radio Shack (20.1%)	97

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Profile Rankings  
Market Potential Index of MRI Product Usage  
Comparison Profile: Oakley Tract HHs  
Ranked in: Descending order All profiles

Title	MPI
Bought Microwave Last Year (2.8%)	97
Own 2-Door Sports Coupe (15.9%)	97
Own Luxury Size Car (14.3%)	96
\$1000+ Computer System (13.4%)	96
Kelloggs All Bran Lst 6Mos (5.8%)	96
Pckg Pasta Last 6 Mos (68.9%)	95
Paint at Hardware Store (14.2%)	95
Shopped J.C. Penney (34.0%)	95
Diet Rite Cola (2.1%)	95
Shopped Wholesale Clubs (21.8%)	95
Meat Sticks Snacks Lst6Mos (6.1%)	95
Low Cal Frzn Dinrs Lst6Mos (8.4%)	95
Own a VCR (60.9%)	95
Bought Towels Last Year (30.3%)	94
Own a PC (21.5%)	94
Heavy Users of Film (16.9%)	94
Frozen Waffles Last 6 Mos (35.1%)	94
Bght Rechrng Battery Lst 6 M(6.2%)	94
Pepsi Free (3.6%)	94
Lo Calorie Bread Lst 6 Mos (18.0%)	94
Pckg Inst Mshd PotLst6Mos (33.7%)	94
Own a Mercury (5.5%)	94
Canned Stews Last 6 Mos (17.1%)	94
Reg Frzn Dinners Lst 6 Mos (31.9%)	94
Salt Substitute Last 6 Mos (19.2%)	94
Own an Oldsmobile (9.9%)	93
Air Filter Chngd at Garage (9.3%)	93
Hostess Snack Last 6 Mos (19.3%)	92
Metal Polish Last 6 Mos (18.0%)	92
Own 4-Door Sedan (41.9%)	92
Shopped Sears (29.9%)	92
Diet Pepsi Cola (17.2%)	92
Shopped Kmart (51.6%)	92
Chldrns Frzn Dinrs Lst6Mos (7.6%)	92
Bght Goodyear Tires Lst Yr (6.9%)	92
Bought Other Blankets (8.8%)	91
Frzn Orange Juice Lst 6Mos (44.5%)	91
Cap'n Crunch Reg Lst 6 Mos (9.7%)	91
Own Mid Size Car (28.9%)	91
Purchased Car w/Cash (39.5%)	91
Own New Domestic Car (31.3%)	91
Kelloggs Pop Trts Lst 6Mos (21.5%)	91
Own a Buick (9.2%)	91
Purchased Car w/Trade-In (23.4%)	91
Cheerios Last 6 Months (26.7%)	91
Own Camcorder/Video Camera (12.5%)	91
Coca Cola Classic (28.9%)	90
Oatmeal Last 6 Months (42.4%)	90
Oil Filter Chngd at Garage (19.0%)	90
Egg Substitute Last 6 Mos (10.7%)	90
Diet Cola Heavy Users (19.1%)	90
Own a Plymouth (4.3%)	90
Bght Ceiling Fan Last Year (2.8%)	90

Profile Rankings  
Market Potential Index of MRI Product Usage  
Comparison Profile: Oakley Tract HHs  
Ranked in: Descending order All profiles

Title	MPI
Own Compact Car (18.0%)	90
Own Electric Space Heater (8.9%)	90
Own a Mazda (2.2%)	90
Cooked Hams Last 6 Mos (11.9%)	89
Own a Lincoln/Continental (1.9%)	88
Butter Substitute Lst 6Mos (9.0%)	88
Own a Mazda Truck (0.8%)	88
Own Car with Air Bags (9.7%)	88
Bght Camera Accessory LstYr(15.7%)	88
Own Car Bought Used (45.4%)	87
Bght Elec/Gas Dryer Last Yr(3.9%)	87
Own Pasta Machine (2.7%)	87
Stove Top Stuffing Lst6Mos (25.7%)	87
Own Large Screen TV (2.4%)	87
Nabisco SpSz ShWht Lst6Mos (7.3%)	87
Used Bank Car Loan (19.9%)	87
Paint Dept/Paint Store (12.7%)	86
Bght Radial Tires Lst Yr (22.3%)	86
Caffeine-Free Diet Coke (8.6%)	86
Bght Stereo Equipment LstYr(10.2%)	86
Kraft Macrn&Cheese Lst6Mos (28.5%)	86
Can or Jar Chili Lst 6 Mos (24.1%)	86
Own a Dodge (6.8%)	86
Car Battery Inst by Self (12.8%)	85
Jerky Meat Snacks Lst 6Mos (7.5%)	85
Pckg Cold Cuts Last 6 Mos (36.5%)	85
Shocks Changed by Self (3.1%)	85
Mexican Foods Last 6 Mos (41.6%)	85
Motor Oil Changed at Garage(10.6%)	85
Nutritional Bars Lst 6 Mos (18.8%)	85
Own Convertible (2.0%)	84
Shake 'n Bake Chkn Lst6Mos (10.1%)	84
Kelloggs Frt Loops Lst6Mos (12.9%)	84
Own a Chevrolet (21.1%)	84
Frozen Pizza Last 6 Mos (42.0%)	84
Bght Sears Tires Lst Yr (1.8%)	83
Own a Volvo (1.3%)	83
Motor Oil Changed by Self (35.7%)	83
Sizzlean Last 6 Months (3.3%)	82
Work Boots Last Year (9.6%)	82
Own Oral Irrigation Device (4.1%)	82
Own Automatic Washer (57.2%)	82
Own Blood Pressure Monitor (8.4%)	82
Spam Last 6 Mos (8.4%)	81
Post Raisin Bran Lst 6 Mos (7.7%)	81
<\$1000 Computer System (3.9%)	80
Spark Plugs Chngd by Self (16.7%)	80
Air Filter Inst by Self (25.4%)	80
Bght Michelin Tires Lst Yr (3.6%)	80
Bought Electric Blankets (2.8%)	80
Own a Pontiac (8.5%)	80
Own a Ford (20.9%)	79
Decorating Icings Lst 6Mos (3.0%)	79



Profile Rankings  
Market Potential Index of MRI Lifestyles  
Comparison Profile: Oakley Tract HHs  
Ranked in: Descending order All profiles

Title	MPI
Buy Black Gospel Music (2.4%)	200
Go to Pro Basketball Games (1.2%)	173
Rent Foreign Videos Lst Mo (1.2%)	158
Buy Rap Music (4.1%)	156
Use Three-Way Calling (4.7%)	154
Go to Boxing Matches (0.5%)	153
Go to Pro Football Games (1.9%)	152
1- Personal Trips - Plane (2.8%)	149
Chess Last Year (2.9%)	145
Go Sailing (1.6%)	143
Buy Dance Music (4.2%)	138
Caribbean Last 3 Years (4.3%)	137
Smoke Menthol Cigarettes (7.6%)	137
Buy Jazz Music (4.7%)	136
Use Prodigy (1.5%)	135
Go to Ice Hockey Games (1.2%)	133
Use Cigarette Rolling Paper(2.5%)	132
1- Business Trips - Plane (2.3%)	131
Club 550- Pub Brdctg LstYr (3.0%)	131
Use Compuserve (0.6%)	128
Have a Passport (16.4%)	128
NonPrscrip Diet Pills Lst6Mo(2.2%)	124
Took a Domestic Trip by Bus(1.4%)	124
Prof Furniture Clntz LstYr (1.4%)	123
Rent Car for Business LstYr(5.7%)	122
15- Lottery Tickets Lst Mo (6.4%)	122
Go Jogging (6.1%)	122
Rent Car Personal Use LstYr(9.3%)	121
Health Clubs/Gym Last Year (9.3%)	120
Use Call Waiting (27.6%)	120
Took a Sched Flight/Foreign(11.8%)	119
Use Call Forwarding (6.8%)	118
1- Foreign Trips Last Year (8.0%)	118
Use Trvl Agnt/Foreign Trip (11.5%)	117
Go to Live Theatre Lst Yr (12.6%)	117
\$50- Dry Clean Lst 6 Mos (7.5%)	117
Member Freq Flyer Program (10.6%)	117
Bght 1950s Nostalgia LstYr (1.8%)	116
Western Europe Last 3 Years(4.1%)	116
Bought Sci Fiction Lst Yr (5.5%)	114
\$100- Camera Accessories (1.5%)	114
Bought Romance Last Year (8.8%)	113
Play Softball (6.0%)	113
Billiards/Pool Last Year (8.7%)	112
Bght 1960s Nostalgia LstYr (2.7%)	112
Play Racquetball (2.0%)	111
Buy New Wave Music (2.8%)	111
Take Adult Ed Courses (6.9%)	110
Go to Gambling Casinos (14.3%)	109
Smoke NonFilter Cigarettes (3.4%)	109
Belong to an Auto Club (25.8%)	108
Video Games Last Year (10.6%)	108
Use Speed Dialing (7.6%)	108
Bars/Night Clubs Last Year (20.1%)	108



Profile Rankings  
Market Potential Index of MRI Lifestyles  
Comparison Profile: Oakley Tract HHs  
Ranked in: Descending order All profiles

Title	MPI
Go Scuba/Skin Dive/Snorkel (2.1%)	108
Took 1st Class Foreign Trip(1.3%)	108
Do Weight Lifting (7.1%)	107
NonPrscrip Stimulants Lst6Mo (1.9%)	107
Bought Mystery Last Year (12.3%)	107
Smoked Cigarettes Lst Yr (28.7%)	107
Belong to a Religious Club (7.6%)	107
Used Travel Agent US Trip (14.0%)	107
In-Home Preg Test Lst 12Mos(5.8%)	107
Lease a Car (3.0%)	106
<\$60 Grocery Shopping Wkly (22.9%)	106
Go Bowling (11.6%)	106
Buy Classical Music (5.5%)	105
Trivia Games Last Year (6.9%)	104
Bought Novel Last Year (19.1%)	104
Disp Lighters Last 6 Mos (23.5%)	104
Contrib Pub Brdctng LstYr (9.6%)	104
Visit Theme Park Last Year (22.7%)	104
Bght Hardcover Book Lst Yr (23.7%)	104
Used Baby Foods Last 6 Mos (6.3%)	103
Visit Sea World Last Year (3.8%)	103
Go to the Movies (47.8%)	103
Use Prof Exterminators (12.1%)	103
Walt Disney World FL Lst Yr(4.2%)	103
Smoke Pipe Tobacco (2.3%)	102
Go to Aerobics (8.4%)	102
Book thru Book Club Lst Yr (7.0%)	102
Buy Medium Rock Music (10.1%)	101
4+ Domestic Trips Lst Yr (11.6%)	101
Employer Own/Leased Car (1.9%)	101
Buy Easy Listening Music (7.8%)	101
Smoke Regular Cigarettes (19.5%)	100
Go Salt Water Fishing (3.7%)	100
Go to Col Basketball Games (1.8%)	100
Presently on a Diet (35.4%)	99
Go Downhill Skiing (3.8%)	99
Coupons for New Products (22.1%)	98
Furniture Refinishing LstYr(4.7%)	98
Bght 1940s Nostalgia LstYr (1.0%)	98
Smoked Cigars Last 6 Mos (2.3%)	98
Non Political Volunteer (14.6%)	98
Take Vitamins (37.9%)	98
Paid for Gas w/Credit Card (20.5%)	97
Fast Food Restaurant (87.4%)	97
Indoor Gardening & Plants (15.4%)	97
Own Tropical Fish (6.1%)	97
Use Maid/Housekeeper (7.8%)	97
Cents Off Coupons Last Yr (62.5%)	97
Own Sailboat (0.8%)	96
Recycled Products Lst Yr (36.0%)	96
Fast Food Mexican (Med&Hvy)(25.3%)	96
Voted in Election Last Yr (52.1%)	95
Sew from Patterns Lst 6 Mos(5.7%)	95





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Title	MPI
Prof Carpet Cleaners LstYr (7.2%)	95
Domestic Vac Trip Lst Yr (36.9%)	95
Dined Out Last Year (48.7%)	95
Avg Long Dist Bill \$26+ (26.7%)	94
Rntd 5+ Video Tapes Lst Mo (18.4%)	94
Fast Food Burger(Med&Heavy) (53.5%)	94
Play Tennis (4.8%)	94
Fast Food Pizza (Med&Heavy) (31.3%)	94
Go Swimming (18.5%)	94
Play Volleyball (5.8%)	93
Family/Steak House(Med&Hvy) (42.0%)	93
Fast Food Rest (Med&Heavy) (59.8%)	92
Buy Christian/Faith Music (4.2%)	92
Painting, Drawing Last Year(5.5%)	92
Japan, Asia, Othr Lst 3 Yrs(1.1%)	92
Contact Editr/Gvc Official (12.1%)	92
Order Items by Phone LstYr (18.2%)	92
Go Walking for Exercise (28.3%)	91
Go to Baseball Games (4.9%)	91
Buy Hard Rock Music (6.8%)	91
\$150+ Grocery Shopping Wkly(15.3%)	90
Needlepoint Last 6 Months (1.6%)	89
Order Items by Mail Lst Yr (28.1%)	89
Domstc Business Trip LstYr (8.5%)	89
Go Roller Skating (2.7%)	88
Photography Last Year (12.3%)	88
Collect Stamps (3.3%)	88
Go Hiking (6.0%)	87
Own Video Game System (24.6%)	87
Pain Relievers Heavy Users (33.6%)	87
Fast Food Fish (Med&Heavy) (7.5%)	87
Go to Auto Races (1.8%)	87
Go Golfing (9.7%)	87
Always Use Grocery List (28.6%)	86
Bread frm Scratch Lst 6 Mos(12.0%)	85
Rntd Fam/Kid Videos Lst Mo (11.8%)	85
Own a Bird (4.3%)	84
Have a Garden (34.0%)	83
Belong to a Veterans Club (3.5%)	82
Insect Repellent Last Year (32.2%)	81
In-Home Purchase Lst 6 Mos (12.0%)	79
Go Boating (6.5%)	77
\$150+ Property Maintenance (15.1%)	76
Go to College Ftbl Games (2.3%)	73
Belong to a Fraternal Order(4.9%)	73
Buy Country Music (14.2%)	70
Own a Cat (22.6%)	70
Own a Dog (31.2%)	70
Go Cross Country Skiing (1.8%)	69
4- Overnight Camp Trips (4.8%)	69
Woodworking Last Year (5.1%)	66
Go Fresh Water Fishing (15.2%)	66
Truck&Tractor Pull/Mud Race(0.6%)	57



Profile Rankings  
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Title	MPI
Belong to a Country Club (1.9%)	56
Chewing Tobacco (3.2%)	54
Go Hunting w/Rifle/Shotgun (6.6%)	49
Own Power Boat (3.3%)	47

