HILLS WALNUT
WALNUT HILLS

URBAN RENEWAL PLAN

McMILLAN STREET NBD

MCMILLAN STREET NBD URBAN RENEWAL PLAN

Location

Walnut Hills is situated northeast of the Central Business District between I-71 and Reading Road to the west, Victory Parkway to the north and east and Eden Park Drive and Elsinore to south.

Issues of Today

Walnut Hills is a very diverse community, however, the area has suffered continual decline particularly in the McMillan Street Neighborhood Business Corridor. Businesses and residents are moving out of the district, crime has increased and the overall cleanliness of the area has declined.

The few new businesses that are moving into the area have had a negative impact on the district with regard to building design issues. Signage has proliferated and grown increasingly aggressive in scale and size. Building modifications have overlooked the rich architectural features of the neighborhood and obscured and/or removed many of the valuable features and materials of the district's buildings. As a result, the community has requested an Environmental Quality Urban Design District to assist in controlling design throughout the business district.

Mission

The mission of the Walnut Hills Planning Task Force is to create clean, safe streets and improve the image and physical environment of the Walnut Hills McMillan Corridor business district by rehabilitating buildings and cleaning up vacant sites. This will result in a more positive image for the business district, increasing the number and quality of businesses and creating more jobs for the neighborhood and the city.

Major Plan Issues

1. Safety

2. Cleanliness

3. Building Maintenance, Rehabilitation, and Renovation

4. Maintenance of the Existing Historic Building Fabric

5. Image and Identity Improvements

6. Diversity of Businesses and Services

Location Map
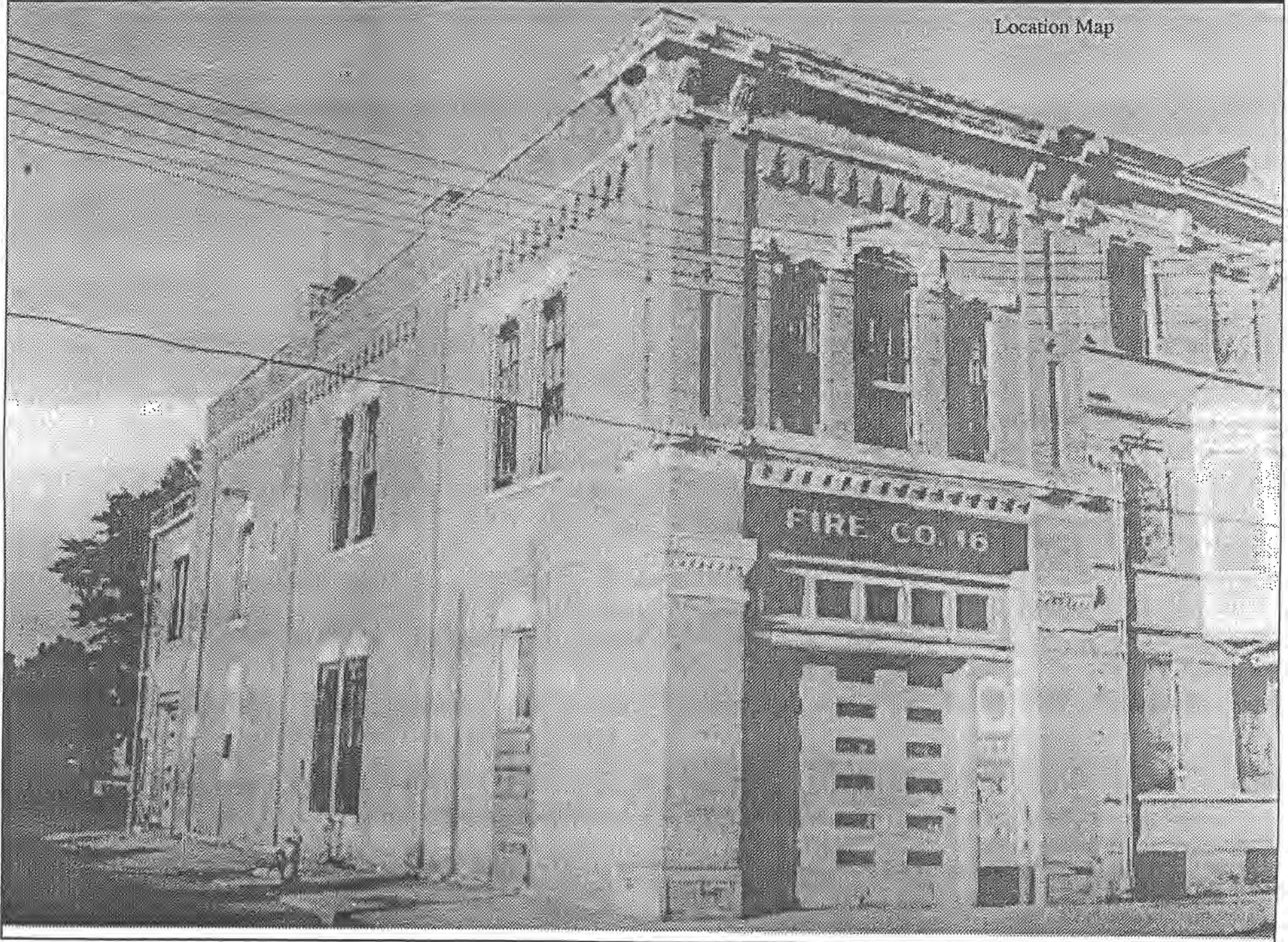
The purpose of this plan is to establish goals, policies, and strategies to help create a safe, clean, neighborhood-oriented business district with a diversity of businesses and activities for the Walnut Hills - McMillan Street Neighborhood Business District. The plan has been prepared in response to the neighborhood's request for an Environmental Quality Urban Design District to sensitively guide design issues throughout the business district.

Originally developed in the mid- 1800's, Walnut Hills is one of Cincinnati's oldest residential neighborhoods. The first residents were affluent families who could afford to escape the downtown river basin area. A large African-American community settled in Walnut Hills, attracted by the presence of the Lane Seminary. This tradition of integration has continued to today.

Since its annexation to the city in 1869, the neighborhood has undergone many demographic changes resulting in a prolonged period of economic decline. Demographic information from the 1990 Census - the most recent year for which complete data is available - reveals many indicators of the neighborhood in distress. Vacancy rates for commercial and dwelling units, unemployment, and the number of persons living at or below poverty level have all increased since 1960. The rates of population loss and housing demolition, however, appear to be stabilizing.

In the course of the natural evolution of a neighborhood, the business and residential characteristics of Walnut Hills have shifted several times since its annexation to the City of Cincinnati in 1869. Accessibility to other parts of Cincinnati by cable car and eventually the automobile facilitated migrations out of the neighborhood. Walnut Hills is now easily accessible from five major Cincinnati
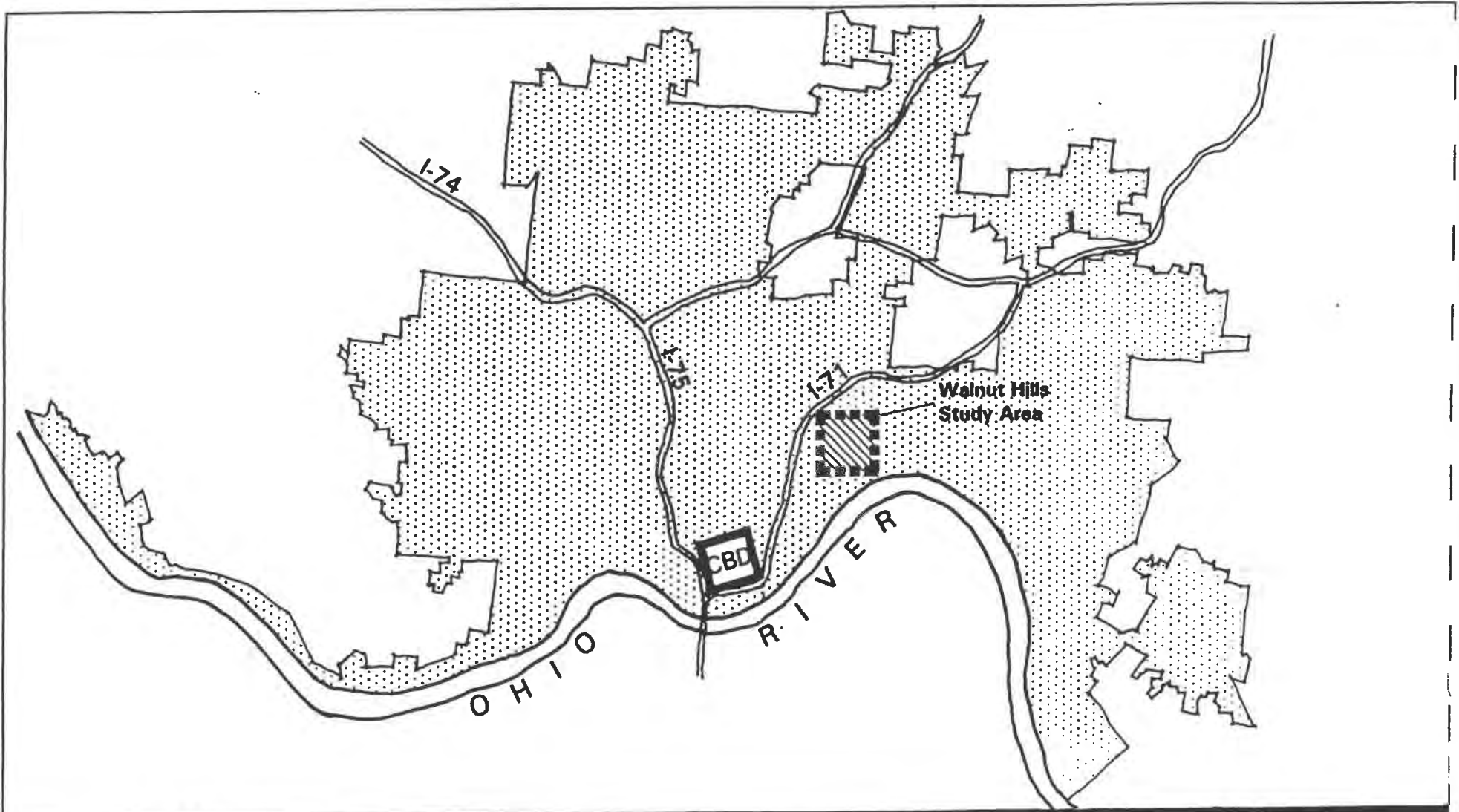
thoroughfares: I-71, Martin Luther King Drive, Victory Parkway, Taft/McMillan, and Gilbert Avenue. In the last two decades, a major effort has been made to upgrade the business area near the intersection of East McMillan and Gilbert Avenue (historically known as Peebles Corner) with the addition of a Kroger Superstore and improved pedestrian walkways.

City staff has worked with the Walnut Hills Area Council Planning 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 Walnut Hills Area Council, met regularly for approximately ten months to compile and analyze data and existing conditions and to formulate goals, objectives and direction for the plan. This work included review of previous planning efforts, development of policies relevant to the current planning activities, identifying and ranking issues, and development of implementation strategies.

Community input was obtained by utilizing various techniques such as brainstorming and discussion at meetings, mailings, and public presentations to the Walnut Hills Area Council, Walnut Hills Business Association, the City Planning Commission, and Council.

The goals of this plan are narrowly focused in order for the community to target their activities and achieve results. These desired results were articulated by the Task Force several times: safe streets, a clean environment, and an attractive business district without blighted buildings. To this end, the plan will focus on the following areas: maintaining and strengthening the economic environment; maintaining the existing historic and architectural character of the district; improving the safety, cleanliness and

appearance of the district, creating a strong positive visual identity; improving vehicular and pedestrian circulation within the neighborhood and developing and maintaining off street parking lots where appropriate.

Location Map

Legend

Walnut Hills Study Area

I-74

I-75

I-71

Walnut Hills
Study Area

CBD

O H I O   R I V E R

N

HILLS WALNUT
WALNUT HILLS

McMillan Street NBD

Within the boundaries of the Study Area is a subarea hereby designated the "Walnut Hills Neighborhood Business District Urban Renewal Area" in accordance with Chapter 725 of the Cincinnati Municipal Code ("Chapter 725"). The Urban Renewal Area is depicted on page 11.

Under Chapter 725, it was found that "blighted and deteriorated areas" exist within the City and that the existence of those areas "contributes to the spread of disease and crime ..., constitutes an economic and social liability; and impairs ... the sound growth of the community." It was also found that this blight and deterioration could not be controlled by private enterprise alone. In order to remedy this situation, Chapter 725 authorizes the City to expend funds to eliminate blight and deterioration and toward this end to acquire private property through eminent domain.

In order to expend funds for urban renewal, the City must first prepare an urban renewal plan which defines the area which is blighted or deteriorating, states the reasons for defining the areas as blighted or deteriorating, and recommends a certain course of action to redevelop or rehabilitate the area. When City Council approves the plan, thereby declaring the subject area to be an "Urban Renewal Area," the City administration is formally authorized to carry out the activities recommended in the plan.

Under Chapter 725, an Urban Renewal Area is an area defined in an Urban Renewal Plan approved by City Council pursuant to the chapter, which area constitutes a "blighted area" or "deteriorating area." "Blighted area" is defined in Section 725-1-B of Chapter 725; "deteriorating area" is defined in Section 725-1-D.

The City has analyzed conditions in the Walnut Hills Neighborhood Business District Urban Renewal Area. Those conditions are reported in the Blight Study Summary on pages 38 and 39. That report establishes that the Walnut Hills Neighborhood Business District Urban Renewal Area is a blighted area as defined in Chapter 725. The City of Cincinnati therefore declares through the adoption of this plan by City Council that the Walnut Hills Neighborhood Business District Urban Renewal Area is a blighted area, and an Urban Renewal Area under Chapter 725.

Through the adoption of this Urban Renewal Plan by City Council, the City Manager is authorized to carry out the redevelopment or rehabilitation of the area in accordance with the plan, and to acquire any property reasonably necessary to carry out the plan.

Further, the City of Cincinnati determines through the adoption of this plan by City Council that:

a) No relocation of families is contemplated by the Plan. If such relocation were required, there is a feasible method for the temporary relocation of any families displaced from the urban renewal area and there are or are being provided in the area or in other areas (not less desirable in regard to public utilities and public and commercial facilities) at rents and prices within the financial means of the families displaced from the area decent, safe and sanitary dwellings equal in number to the number of and available to such displaced families, and reasonably accessible to their places of employment. The City's relocation benefits for residents or businesses are set forth in Cincinnati Municipal Code Chapter 740.
b) The urban renewal plan will afford maximum opportunity consistent with the sound needs of the locality as a whole for the redevelopment or rehabilitation of the area by private enterprise.
c) The urban renewal plan conforms to the master plan for the overall development of the city.

The Plan, as set forth in pages 1 to 55 of this document, is adopted as the Walnut Hills Neighborhood Business District Urban Renewal Plan, excepting those portions of the Study Area Plan which clearly have no applicability to the area designated as the Walnut Hills Neighborhood Business District Urban Renewal Area. The particular goal of the Urban Renewal Plan, in addition to other goals stated within the Study Area Plan, is the elimination of conditions of blight and deterioration found within the Urban Renewal Area.

Redevelopment of property in the Urban Renewal Area sold or leased by the City shall be required by disposition contract to be in conformance with the development policies, recommendations, and guidelines of the Urban Renewal Plan.

Study Area
Land Use
Zoning
Major Landowners
Market Study Summary

The Urban Design Study Area is bounded by approximately Taft Road in an R-5(T) and a B-4 zone district to the north, Victory Parkway to the east in a B-3 and B-4 zone district, Rogers Place to the south in a B-4 and a M-2 zone district and to the west I-71 in a B-4 zone district.

The Urban Renewal Boundary(UR) incorporates the same boundaries as the Urban Design Study Area, with the following exceptions:

Excludes properties above Taft not facing Taft Road

Excludes properties on the south side of Taft east of Kemper Lane

Excludes properties along McMillan east of Park Avenue

Excludes St. James Avenue between Rogers Place and Curtis Street

Excludes properties on the east side of Gilbert Avenue near Rogers Place

Excludes properties between Copelen and Finch Alley between Florence and McMillan Street.
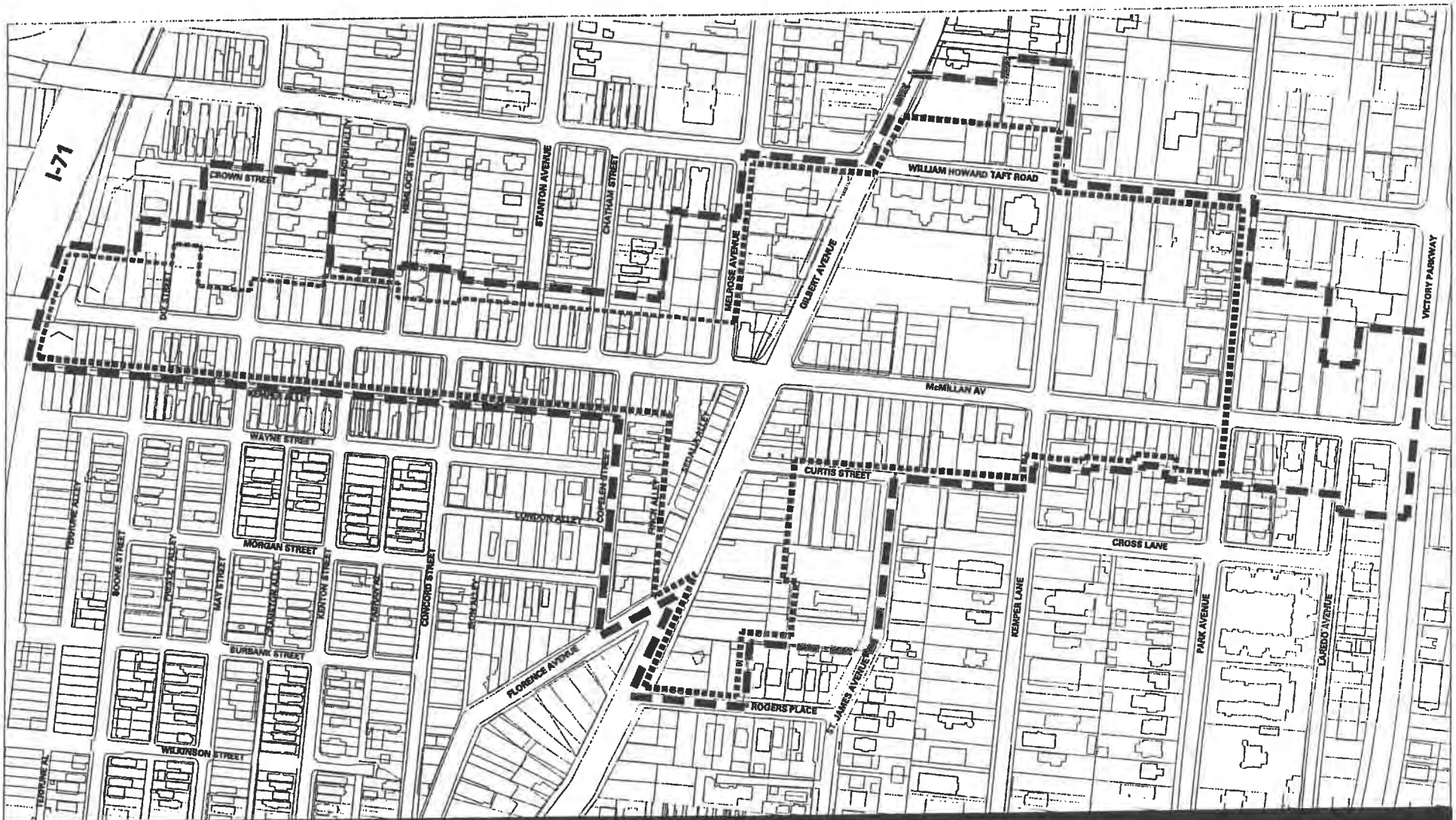
Urban Design Study Area

Legend

▬ ▬ ▬ Urban Design Study Area

▪▪▪▪▪▪▪▪▪▪ Urban Renewal Boundary

0 50 100 200 400 600

McMillan Street NBD

I-71

CROWN STREET

STANTON AVENUE

CHATHAM STREET

HEMLOCK STREET

MELROSE AVENUE

GILBERT AVENUE

WILLIAM HOWARD TAFT ROAD

VICTORY PARKWAY

McMILLAN AV

CURTIS STREET

COPELEN STREET

LONDON ALLEY

WAYNE STREET

MORGAN STREET

CONCORD STREET

BURBANK STREET

BOONE STREET

MAY STREET

KINTON STREET

WILKINSON STREET

FLORENCE AVENUE

ROGERS PLACE

ST. JAMES AVENUE

CROSS LANE

KEMPER LANE

PARK AVENUE

LAREDO AVENUE

The Walnut Hills McMillan Street Neighborhood Business District is composed of a number of business uses concentrated on the following streets; McMillan Street, Gilbert Avenue and Taft Road. The business core is surrounded by several blocks of residential properties. A number of residential uses are intermixed within the business uses, in many cases above the commercial businesses. Several warehousing and light manufacturing uses are located along Gilbert and Florence Avenues and are immediately adjacent to a large block of residential properties.

New development should reinforce B-3 Retail Wholesale Business District land uses with an emphasis on retail oriented businesses along McMillan. An appropriate concentration of B-4 General Business District type uses could be developed at the southern and northern ends of Gilbert Avenue and along Taft Road.

Land Use

CROWN STREET

WILLIAM HOWARD TAFT ROAD

WAYNE STREET

McMILLAN AV

CURTIS STREET

MORGAN STREET

LONDON ALLEY

CROSS LANE

BURBANK STREET

FLORENCE AVENUE

ROGERS PLACE

WILKINSON STREET

STANTON AVENUE

CHATHAM STREET

MELROSE AVENUE

GILBERT AVENUE

VICTORY PARKWAY

KEMPER LANE

PARK AVENUE

LABDO AVENUE

MAY STREET

KENTON STREET

CONCORD STREET

ST. JAMES AVENUE

HEMLOCK STREET

Legend

- – – – Urban Design Study Area
- ▪▪▪▪▪▪▪▪▪▪▪ Urban Renewal Boundary

0 50 100 200 400 600

- ■ Land Use- Residential
- □ Land Use- Commercial
- ▨ Land Use- Public/Semi-Public
- ▦ Land Use- Manufacturing/ Wholesaling
- □ Land Use- Vacant

WALNUT HILLS

McMillan Street NBD

ZONING

Existing zoning reflects current land use patterns in the study area. The area is comprised of several zone districts including business (B-3) and (B-4), manufacturing (M-2), and residential transitional zones (R-5(T) and R-7(T). These zones are surrounded by various residential zoning districts.

The community wishes to consider a zone change to phase out the possibility of intermediate manufacturing uses being established in the Walnut Hills Business District. In addition, the community is interested in a zone change along the western portion of McMillan Street to discourage automotive related uses and encourage more retail and service establishments. The community also wishes to consider establishing an Environmental Quality Urban Design District to provide more control and direction for new construction, signage, and building modifications.
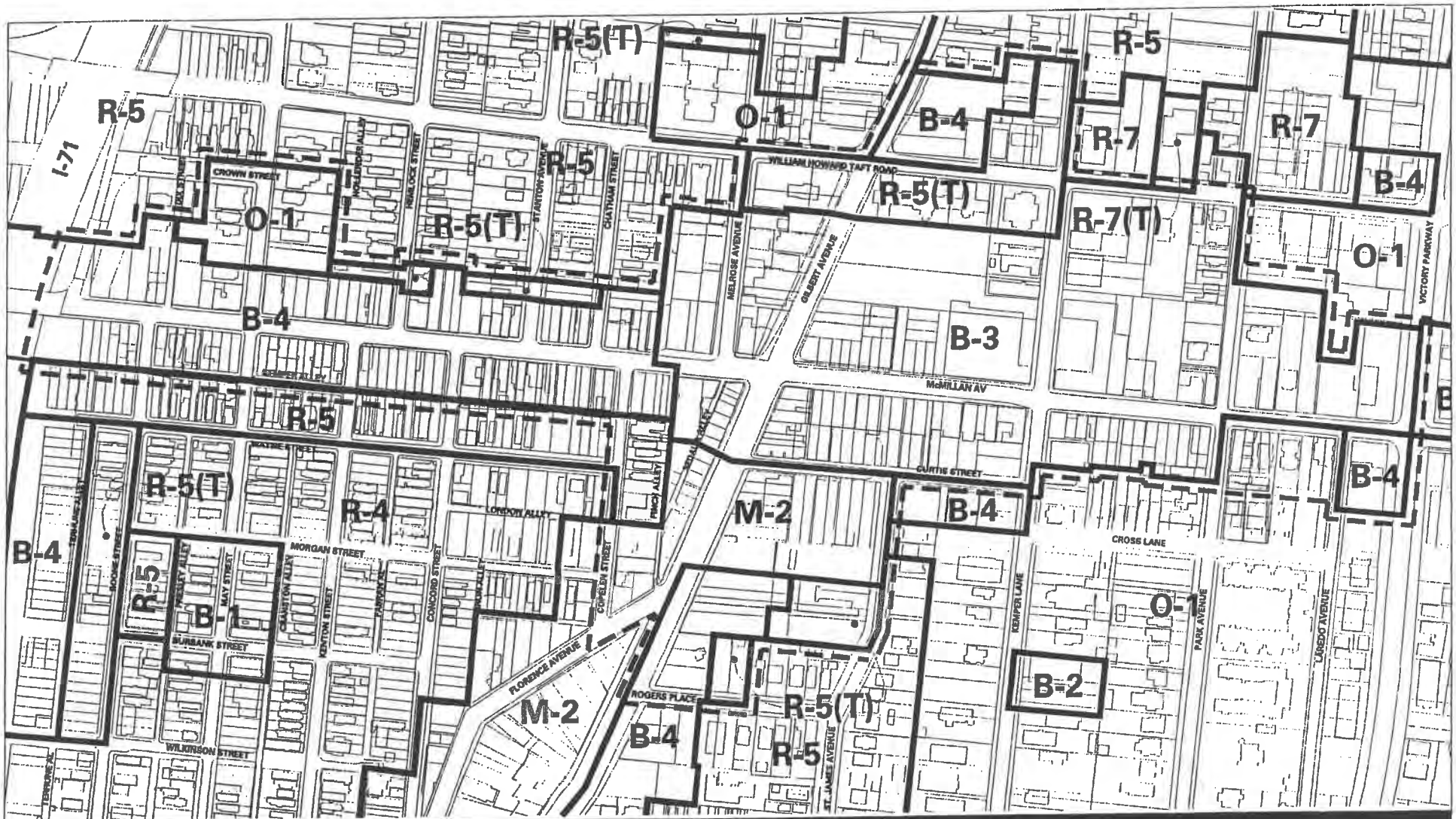
Zoning

Legend

– – – –	Urban Design Study Area	O-1	Suburban High-Density Office District
R-4	Multi-Family Low Density District	B-1	Neighborhood Business District
R-5	Multi-Family Medium-Density District	B-2	Community Business District
R-5 (T)	Transitional District	B-3	Retail-Wholesale Business District
R-6	Multi-Family High-Density District	B-4	General Business District
R-7	Multi-Family High-Density District	M-2	Intermediate Manufacturing District
R-7 (T)	Transitional District		

WALNUT HILLS WALNUT HILLS

McMillan Street NBD

MAJOR LAND OWNERS

There are a variety of property owners within the boundaries of the McMillan Street Neighborhood Business District area. Some of the larger land holders include: W. Folkers, City of Cincinnati, Walnut Hills Redevelopment Foundation, Alms Hill Limited Partnership, Kamens, Morris Investment and CMHA.

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 Walnut Hills Business districts.

Project Market Decision Inc., states that there is a development potential to support an additional 301,700 square feet of retail-service space. Types of retail/commercial establishments that can be attracted are: Commuter Oriented Retail such as specialty grocery, fast food, dry cleaning or shoe repair and Neighborhood Oriented Retail such as used clothing and furniture, eating and drinking establishments and miscellaneous retail and repair shops. See Appendix for complete Market Analysis.
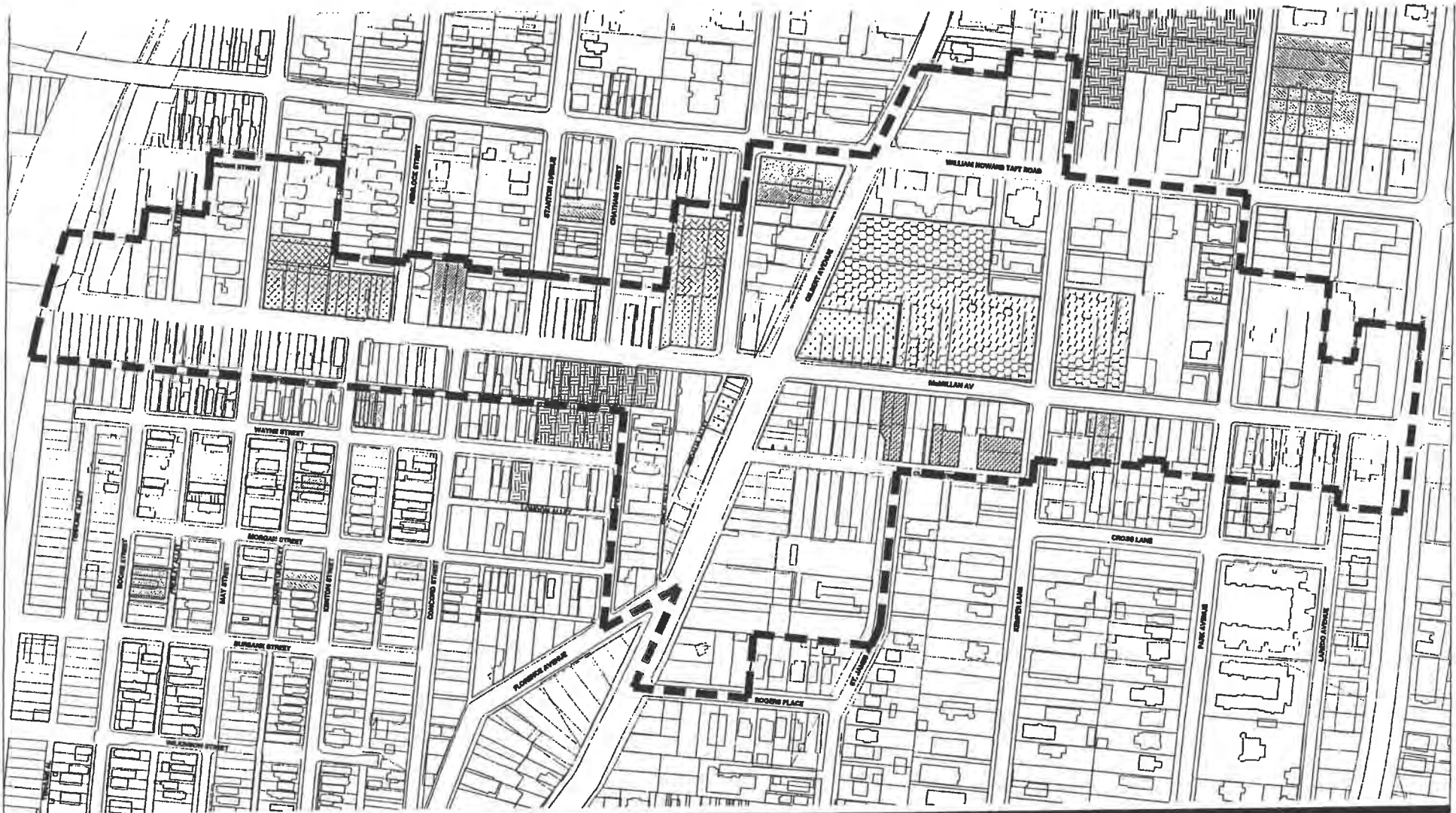
Ownership

Legend

- – – – Urban Design Study Area
- City of Cincinnati
- Beck Paint and Hardware
- Walnut Hills Redevelopment
- Folkers
- Kamens
- Morris Investments
- Alms Hill Limited
- C.M.H.A.
- State of Ohio

0 50 100 200 400 600

WALNUT HILLS

McMillan Street NBD

Gilbert Avenue, East McMillan Street, and Taft Road are all located within Walnut Hills and carry significant volumes of traffic. During rush hours, stop and go traffic is common. Public transportation to the area is good and heavily utilized. The intersection of Gilbert Avenue and McMillan Street, commonly known as "Peebles Corner" was historically a major "hub" in the public transportation system.

Currently, East McMillan Street is one way going east and Taft Road is one way going west. High traffic counts along East McMillan and Gilbert Avenue make the abutting properties appealing locations for potential retail businesses. However due to high speeds and "channelization" effect of the one way traffic patterns on East McMillan and Taft Road, few travelers patronize the abutting businesses.

It is the desire of the community to pursue a study to change those streets back to two-way traffic. It is believed that two- way traffic through the East McMillan Street business district may potentially help slow traffic and potentially encourage more commuters to stop and patronize local retail establishments.

The I-71 corridor transportation study does not significantly impact the Walnut Hills McMillan Street Neighborhood Business District. There is a proposal within the draft study to locate a transit center at McMillan Street and Gilbert Avenue. Depending on the type and nature of the transit facility (i.e. park and ride, bus transfer, etc.) This could provide a very positive effect on the business district, or little effect at all. A Transit Facility near the intersection of East McMillan and Gilbert would reinforce the traditions of the location as a major public transportation hub.

Circulation

I-71

CROWN STREET
PHILLIPSON ALLEY
HEMLOCK STREET
STANTON AVENUE
CHATHAM STREET
WILLIAM HOWARD TAFT ROAD
MELROSE AVENUE
GILBERT AVENUE
VICTORY PARKWAY

12500

12500

16000

McMILLAN AV

15000

WAYNE STREET
TENNIS ALLEY
COPELIN STREET
CEDAR ALLEY
IRON ALLEY
CURTIS STREET
CROSS LANE
KEMPER LANE
PARK AVENUE
LINDEN AVENUE

TERRACE ALLEY
BOONE STREET
PEETE STREET
WAY STREET
KENTON STREET
BURTON STREET
CONCORD STREET
MORGAN STREET
LONDON ALLEY

BURBANK STREET

FLORENCE AVENUE
ROGERS PLACE
ST. JAMES AVENUE

WILKINSON STREET

TERRACE AL.

Legend

- – – – Urban Design Study Area

■■■■■■■■ Urban Renewal Boundary

◁ 12500 Circulation Counts

0 50 100 200   400   600

WALNUT HILLS

McMillan Street NBD.

Urban Design Plan Goals
Urban Design Plan
Gilbert Greenway Plan

WALNUT HILLS-MCMILLAN STREET BUSINESS DISTRICT URBAN DESIGN PLAN GOALS AND OBJECTIVES

Goal # 1
Maintain and strengthen the economic environment in Walnut Hills.

Objectives

- Promote the Peebles Corner/McMillan Street Corridor Neighborhood Business District as the community's major commercial focus. The Gilbert-Lincoln and DeSales Corner Business Districts should be recognized as important supporting commercial areas.

- Protect the architectural character and identity of the business district by establishing an Environmental Quality - Urban Design District for the area with design guidelines for signs, building improvements, and new construction.

- Encourage the development of neighborhood serving businesses which are compatible with the surrounding residential neighborhood (dry cleaners, retail stores for children's clothing, restaurants, drug stores, etc.)

- Attract consumers from adjacent neighborhoods where no major services or businesses are located, such as Mount Adams.

- Eliminate loitering.

- Develop appropriate infill uses where there are gaps in the McMillan and Gilbert street-scape to eliminate loitering sites.

- Discourage displacement of small businesses.

- Provide a framework for new development sites to occur.

Goal # 2
Maintain the existing historic and architectural character of the district.

Objective

- Protect the architectural character of the buildings in the business district by establishing design guidelines for signs, building improvements, and new construction.

- Encourage historic preservation and reuse of existing structures through community participation in rehabilitation programs.

- Increase awareness among business owners, tenants, property owners and residents of the historic and architectural resources of the business district.

Goal # 3
Improve safety and the perception of safety in the district.

Objectives
- Eliminate loitering.

- Improve/increase the police presence in the community.

- Eliminate physical characteristics that accommodate illegal activities.

22

- Improve lighting.

Goal # 4
Improve district cleanliness and appearance.

Objectives

- Provide additional trash receptacles to maintain cleanliness.

- Establish periodic neighborhood clean-up days.

- Enforce littering and dumping regulations.

Goal # 5
Create a strong visual identity for the district.

Objectives

- Eliminate incidents of blight within the community.

- Improve the visual image of the business district.

Goal # 6
Improve vehicular and pedestrian circulation within the neighborhood.

Objectives

- Develop and maintain safe pedestrian crossings.

- Discourage "short-cut" vehicular use of residential streets.

- Evaluate proposed transportation related improvements with regard to future land-use developments and their potential economic influence on the business district. Potential improvements include restoration of two-way traffic on Taft Road and East McMillan Street, and the location of public transportation facilities.

Goal # 7
Develop and maintain off street parking lots where appropriate.

Objectives

- Improve the utility of existing parking lots within the district.

- Improve the safety of existing parking lots within the district.
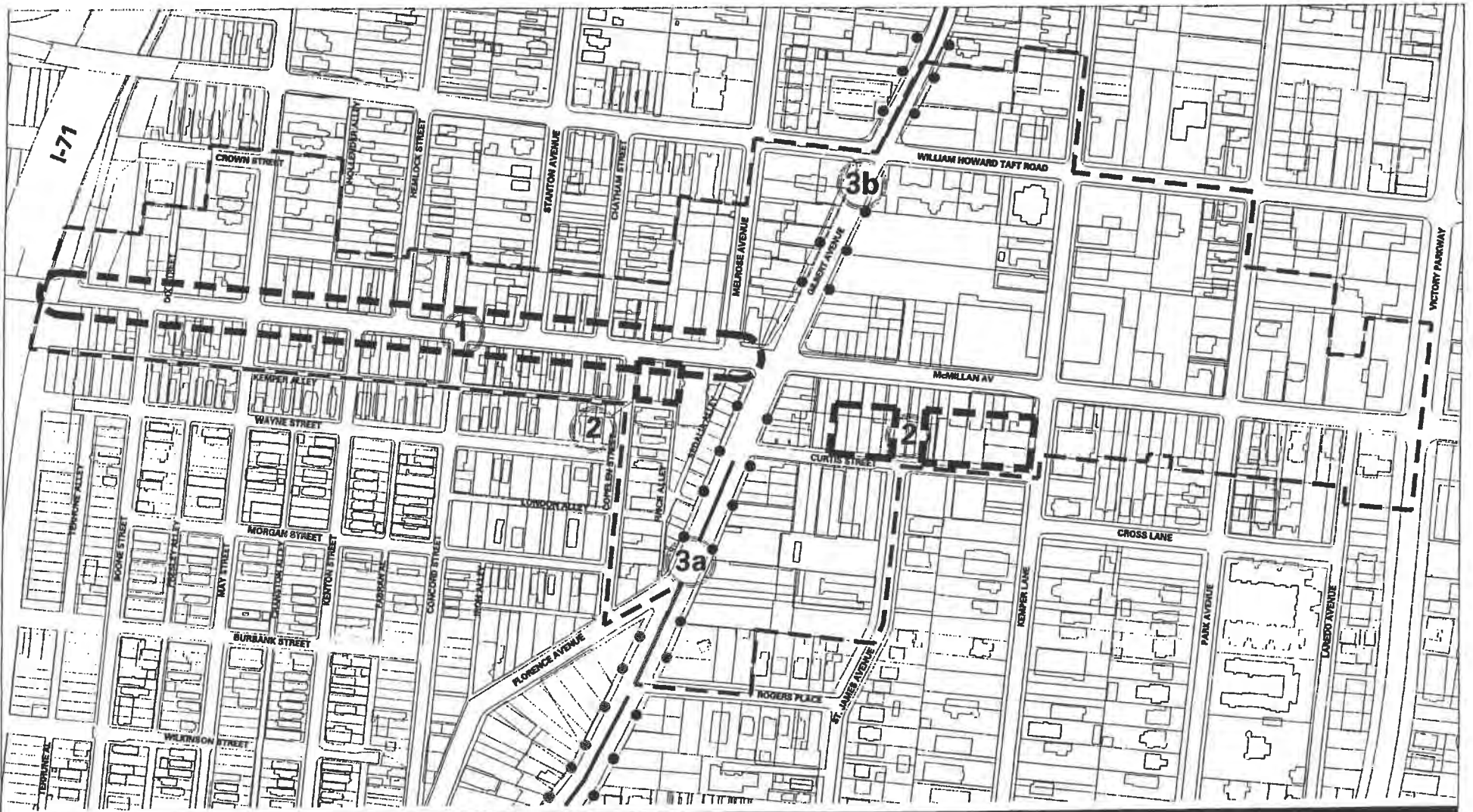
Urban Design Plan

Legend

— — — Urban Design Study Area

(1) McMillan Street Lighting Enhancements

(2) Curtis Street, McMillan Street Parking Lot Improvements

(3a) Gilbert Avenue Greenway, Phase I

(3b) Gilbert Avenue Greenway, Phase II

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WALNUT HILLS

McMillan Street NBD

Gilbert Avenue Greenway Phase I

HILLS WALNUT
WALNUT HILLS

McMillan Street NBD

Gilbert Avenue Greenway Phase II

WALNUT HILLS
WALNUT HILLS
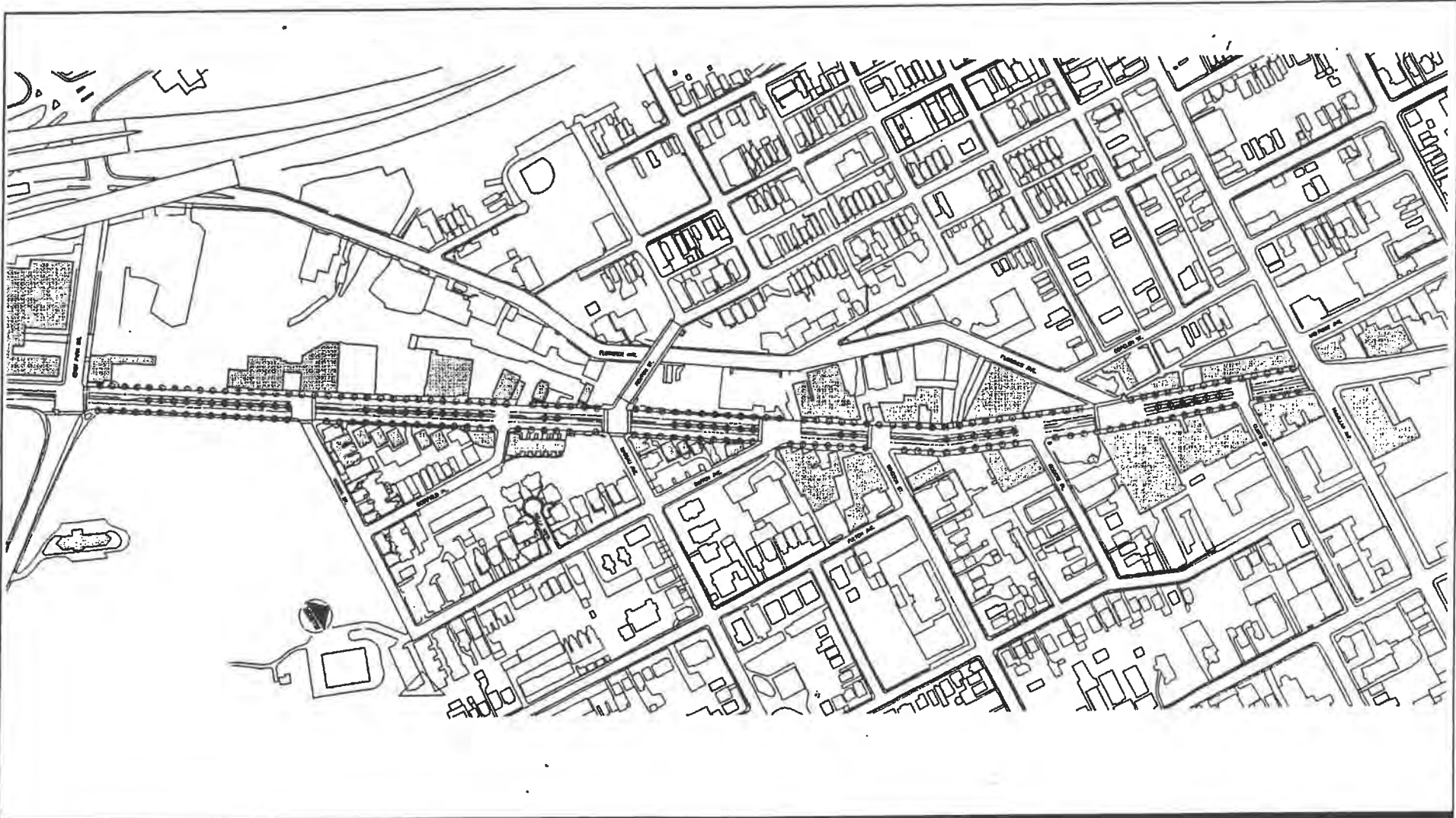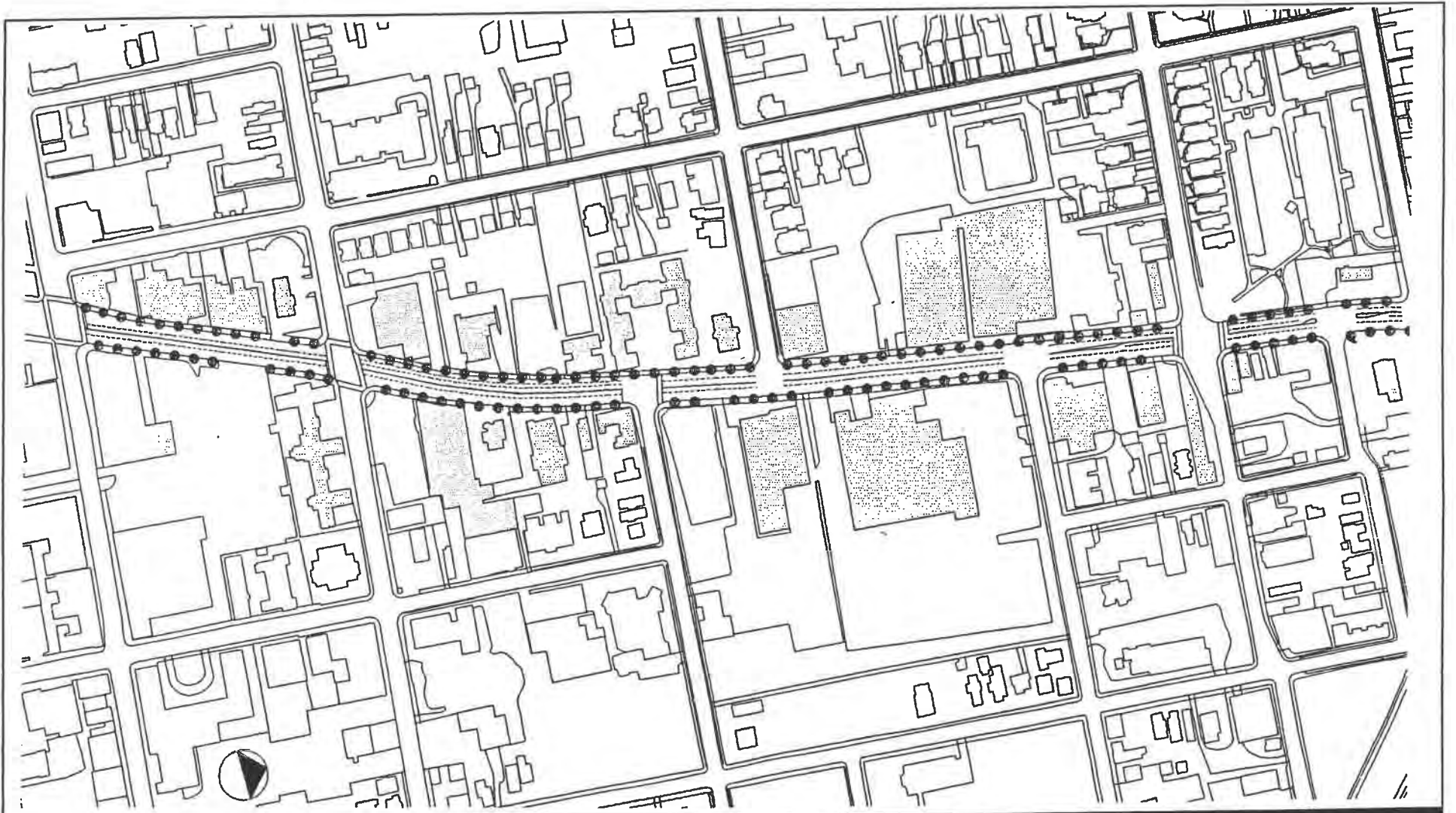
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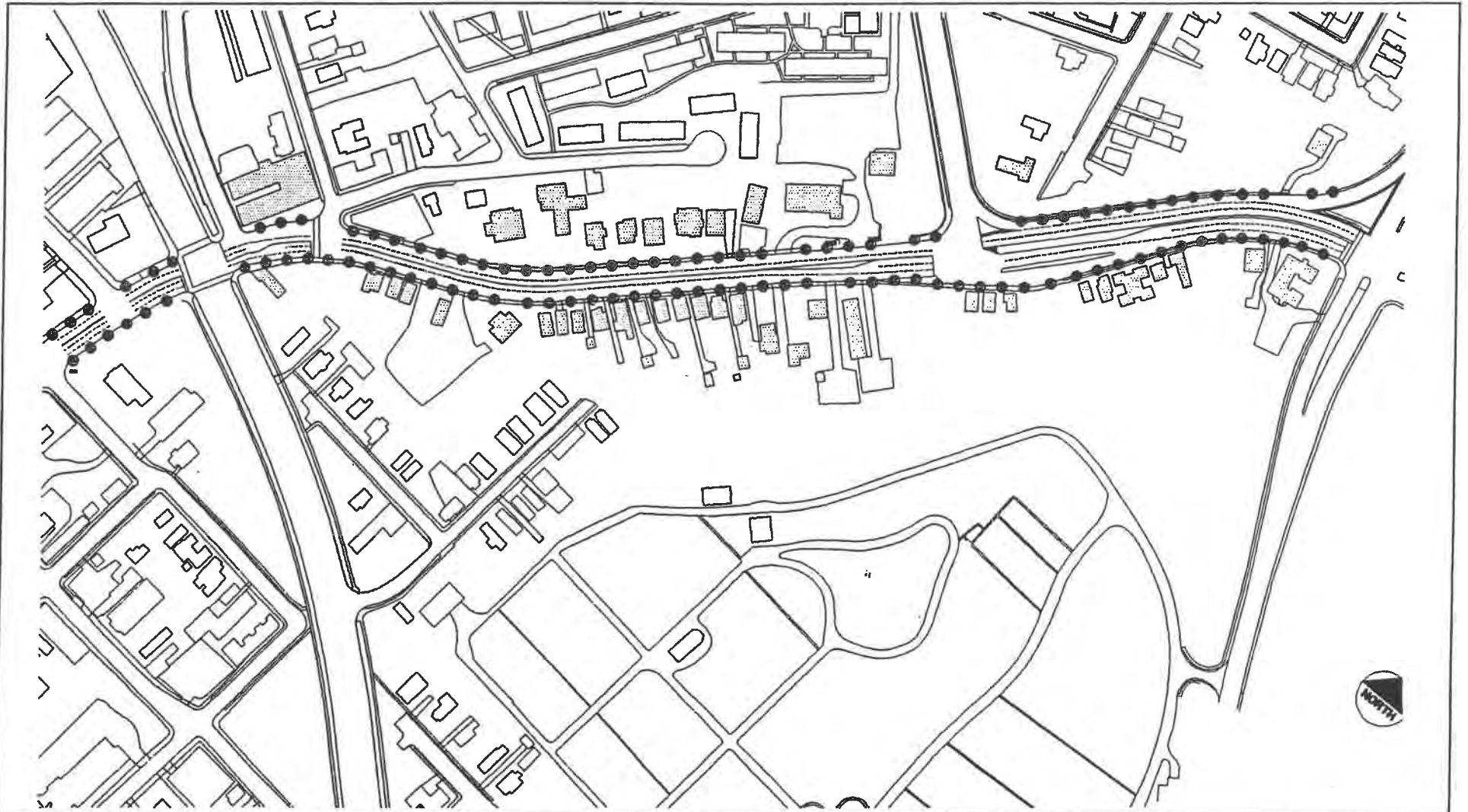
Gilbert Avenue Greenway Phase III

HILLS WALNUT
WALNUT HILLS

McMillan Street NBD

NORTH

Implementation Strategies
Zoning Recommendations

Project/Program	Scope	Potential Implementation Source/Entity
1. Establish an Environmental Quality, Urban Design District.	Establish an Environmental Quality District, Urban Design District to provide design guidelines for future improvements in the existing business district.	Walnut Hills Community Council, City Planning Department, City Council.
2. Rezone existing industrial properties to create a framework for new, appropriate development.	Replace the existing M-2 zoning designation along the west side of Gilbert Avenue between Curtis Street and the Eden Park entrance with zoning that supports office and business uses. Replace the M-2 zoning along Curtis Street with zoning that is more appropriate for office and business uses. Replace the existing B-4 zoning designation along Curtis Street and Kemper Lane with zoning that is more appropriate for office and business development. Rezone the existing B-4 zoning designation east of Gilbert Avenue and south of Rogers Place with zoning that is more appropriate for office and business development and that will limit the impact of automobile related uses.	Walnut Hills Community Council, Walnut Hills Business Association, City Planning Department, City Council.
3. Improve District Community Parking Lots	Assign or create a community non-profit organization to oversee acquisition, ownership, and responsibility for district parking lots. Study potential needs to update and rehabilitate the Curtis Street Lots. Prepare rehabilitation plans, maintenance plans and responsibilities, estimates of anticipated costs, and requests for funding to implement these plans. Plans should include removal of existing walls and planters that inhibit visibility and obscure illegal activities, and the provision of additional high intensity lighting. Install a system of signage to identify and locate community and public parking within the district. Publish maps for business patrons to identify parking opportunities and locations. Provide frequent and periodic clean-up of the existing parking lots.	Walnut Hills Community Council, Walnut Hills Business Association, Request to City/CNBDU Funding, Private Contributions, City Public Works Department, Community Parking Corporation.
4. Remove blighted buildings and vacant properties.	Secure and "mothball" vacant buildings. Utilize existing mechanisms (Ohio Receivership Program, City's Zero Tolerance Initiative) to address absentee landlords who do not adequately maintain their properties. Aggressively enforce Health Department regulations for vacant lots and properties and illegal dumping. Request permission to temporarily utilize vacant properties for community gardens and similar uses.	Walnut Hills Community Council, Walnut Hills Business Association, Department of Buildings and Inspections, Health Department. Department of Neighborhood Services. Private property owners.

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.

5. Continue Facade Improvement Programs.	Continue the existing Building Facade Renovation program to help businesses improve the physical appearance of their buildings. Focus funded program activities around blocks of high redevelopment or rehabilitation potential. Encourage and assist property owners with building improvements and rehabilitation through coordination of facade improvement programs, rental rehabilitation programs, and federal tax credits.	Walnut Hills Community Council, Walnut Hills Business Association, Request to City/CNBDU Funding.

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.

Project/Program	Scope	Potential Implementation Source/Entity
1. Study the possibility of re-establishing two-way traffic on Wm. Howard Taft Road and McMillan Street.	Initiate a study of the possibility of restoring two-way traffic on Wm. Howard Taft Road and McMillan Street with emphasis on the possible economic benefits, initial costs for conversion, safety and traffic movement.	Walnut Hills Community Council, Request to City/CNBDU Funding and/or NSP Funding, Traffic Engineering, Public Works Department
2. Gilbert Avenue Greenway.	Investigate the establishment of a "greenway" with landscaped traffic medians and street trees through the district along Gilbert Avenue.	Walnut Hills Community Council, Private Contribution, City Budget Request
3. McMillan Street Lighting Improvements.	Increase lighting levels in the 600-700 blocks of E. McMillan Street. * Increased lighting levels above city standards require assessment of abutting property owners.	Walnut Hills Community Council, Walnut Hills Business Association, Property Assessments, Request to City NSP Funding and City/CNBDU Funding, Traffic Engineering.
4. Improve pedestrian circulation and safety.	Re-stripe pedestrian crosswalks and install higher intensity lighting where necessary for pedestrian safety. * Increased lighting levels above city standards require assessment of abutting property owners.	Walnut Hills Community Council, Property Assessments, Request to City/CNBDU/CIP Funding, Traffic Engineering

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.

Project/Program	Scope	Potential Implementation Source/Entity
1. Litter control within the Business District.	Install additional waste receptacles along McMillan Street, Wm. Howard Taft Road, and Gilbert Avenue. Organize periodic clean-up campaigns in association with similar city-wide activities.	Walnut Hills Community Council, Walnut Hills Business Association, Keep Cincinnati Beautiful.
2. Improve safety and the perception of safety in the Business District.	Establish a police substation within the Business District. Increase the number and activities of Community Oriented Police (C.O.P.S.) officers. Establish a Business District block watch program. Aggressively enforce loitering laws.	Walnut Hills Community Council, Walnut Hills Business Association, Public Safety Department.
3. Create a marketing strategy for the Business District.	Initiate cooperative advertising and promotional materials and target adjacent neighborhoods for group advertising efforts. Develop a comprehensive identity system for the district and its marketing. Continue and expand special promotional events.	Walnut Hills Business Association.
4. Enhance and strengthen existing business organizations.	Foster collaboration between Walnut Hills Business Association and the Community Council. Conduct Business Association Membership drive and increase participation in Association activities and activism. Keep local businesses informed of projects and trends. Establish a "Business Welcome Wagon" to assist and inform new businesses.	Walnut Hills Business Association, Walnut Hills Community Council.
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. Identify financial resources, such as small business loans, and share this information with local business people.	Walnut Hills Business Association, Business and property owners.
6. Promote historic preservation and building conservation within the Business District.	Encourage historic preservation and building conservation in Community Council newsletters and publications, stressing the positive economic benefits.	Walnut Hills Community Council, Walnut Hills Business Association.

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.

The Urban Renewal Area within the Walnut Hills McMillan Street Neighborhood Business District is regulated by six zoning districts. These districts include O-1 Suburban High Density Office District, B-4 General Business District, B-3 Retail-Wholesale Business District, two transitional districts an R-5(T)and an R-7(T), and an M-2 Intermediate Manufacturing District.

These zoning districts allow a high degree of flexibility of use and development; however, the B-4 zone west of Gilbert along McMillan Street is also one of the least restrictive business zoning districts under current City Zoning Regulations. Allowable uses include the following: radio and television broadcast antennae, medical and dental laboratories, eating and drinking places with outdoor dining, including such establishments where consumption within automobiles is permitted; auto service stations, sales, repair garages, car-washing establishments, building materials yards, contractors' equipment storage, hotels and motels, and light manufacturing uses described within M-1, Neighborhood Manufacturing District Use Regulations. (These uses include but are not limited to facilities for assembling, packaging, or converting pharmaceutical products, appliances, paper, glass, plastic, or wood products; manufacturing and processing of certain food products, and commercial greenhouses or nurseries.)

For ease of identification the zoning recommendations have been divided into three action areas.

Action Area 1

This area consists of the portion of the business district west of the intersection of Melrose Avenue and McMillan Streets along East McMillan Street to the I-71 interstate. It is regulated under the existing B-4, General Business district. Existing uses within the area are varied; retail, office, entertainment and residential uses.

Recommendations: B-4 to B-3

It is the desire of the community to discourage automotive and manufacturing related uses in the central core of the business district and encourage more retail establishments which would benefit the community and attract a more varied customer from the metropolitan area.

Action Area 2

This area consists of a rectangular portion of land at the corner of Kemper Lane and Curtis Streets. Currently this corner is regulated under the existing B-4, General Business district. Existing uses within the area are light manufacturing and business.

Recommendations: B-4 to B-3

It is the desire of the community to discourage automotive and manufacturing related uses in this portion of the business district particularly due to its close proximity to a residential area. The community wishes to encourage more office and businesses which serve the residential areas near the district.

Action Area 3

This area generally comprises portions of Curtis Street and the land on both sides of Gilbert Avenue below Curtis Street and the west side of Gilbert Avenue below Rogers Place to the Eden Park entrance. It is regulated under the M-2, Intermediate Manufacturing District. Existing uses include a variety of manufacturing and automotive related businesses.

Recommendations: M-2 to B-4

It is the desire of the community to discourage intermediate manufacturing uses. The community would like to encourage general business and some automotive related businesses in this area.

Recommended Zoning Changes

Legend

– – – –	Urban Design Study Area
R-4	Multi-Family Low Density District
R-5	Multi-Family Medium-Density District
R-5 (T)	Transitional District
R-6	Multi-Family High-Density District
R-7	Multi-Family High-Density District
R-7 (T)	Transitional District
0-1	Suburban High-Density Office Distric
B-1	Neighborhood Business District

B-2	Community Business District
B-3	Retail-Wholesale Business District
B-4	General Business District
M-2	Intermediate Manufacturing District
(X-X)	Recommended Zoning Change
▨	Affected Zoning Areas

WALNUT HILLS

McMillan Street NBD

N

REVIEWING AUTHORITY: Department of Public Works
Office of Architecture and
Urban Design
(Pursuant to Sec. 1459-405(a))

HEARING EXAMINER: City Planning Department

I. BOUNDARY MAP

Attached is an accurate plat of the area described as EQ-UD District No. 12 (Walnut Hills McMillan Street Neighborhood Business District).

II. DISTRICT CHARACTERISTICS (Pursuant to Section 1459-232)

A.   The Walnut Hills-McMillan Street Neighborhood Business District has a concentration of over 75 retail and service oriented commercial establishments and serves as a principle business activity center for the Walnut Hills community.

B.   City Council adopted the Walnut Hills-McMillan Street Neighborhood Business District Urban Design Plan on _____ with Ordinance No. _____. The plan is incorporated as part of these guidelines as required by SEC. 1459-233 of the Zoning Code. The Urban Design Plan includes an economic potential study prepared in _____. Copies of the Urban Design Plan may be reviewed in the City Planning Department, Centennial Plaza Two, 805 Central Avenue, Suite 720.

III.   PERMIT APPLICATIONS SUBJECT TO

REVIEW (Pursuant to Sec. 1459-402)

Permit applications subject to review will require the submission of an application for development permission. Applications for development permission for the following described permits shall be subject to review and approval under EQ-UD No. 12 guidelines as follows:

A.   The Reviewing Authority shall review and make a recommendation in an advisory report to the Hearing Examiner, who may approve, approve with conditions, or disapprove a permit application in accordance with the specific review guidelines of EQ-UD No. 12 without a public hearing for the following permits:

1.   Signs, awning and hardware, screen fence, and a rear facade change which is not visible from the street and does not change the shape of the roof.

2.   To reface, rework, or replace an existing sign of the same size.

B.   The Reviewing Authority shall review and make a recommendation in an advisory report to the Hearing Examiner, who may approve, approve with conditions, or disapprove a permit application in accordance with the specific review guidelines of EQ-UD No. 12 after a public hearing for the following permits:

1.   A curb-cut or driveway;

2.   An alteration, addition, and repair to the

exterior of a dwelling structure which results in an increase in floor area of more than 10 percent or for the construction of a miscellaneous and accessory structure and building, or for an alteration, addition and repair to the exterior of a building and structure other than a dwelling structure in which the estimated improvement cost exceeds $500.00; and,

3. Category II permits for new primary building or structures or for excavation and/or fill.

IV. DEVELOPMENT GUIDELINES

A. Location, Orientation, Size, and Shape of Buildings

1. The linear continuity of a street should be preserved by placing primary building facades parallel to the street except for the minor variations needed to create pedestrian open spaces.

2. The facade of a building should relate to neighboring buildings as much as possible. These relationships must take into account differences in height, setback, material, and architectural style.

3. A new or remodeled building should conform to a setback from property lines similar to the setbacks of buildings on adjoining properties.

4. A new or remodeled building should be compatible with its surroundings. Architectural style, bulk, shape, massing, scale, and form of a new or remodeled building and the space between and around the building should be consistent with the character of the area and be in harmony with neighboring buildings.

5. A building should be similar in height to neighboring buildings. At street intersections, a building should emphasize its corner location with enhanced size, scale, and massing.

6. A new or remodeled building should reinforce the existing pattern of small storefronts facing the street. The building should be visually open to provide interest and light to the street. The building should de-emphasize secondary rear or side-door entrances to commercial space unless the entrances are associated with public parking areas.

7. New buildings should respond to the three basic organizational subdivisions found on the existing facades - the top, the middle, and the base.

   a. New buildings should have a strong element which defines the top of the building.

   b. New buildings should have a well

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defined base.

c.   New buildings should respond to banding on adjacent buildings through the use of changes in color, textures, materials, or planes of the facade. The new building should also respond to the cornice lines of adjacent existing buildings.

8.   New buildings should respond to the pattern of window placement in the district. The design of new buildings should avoid long unrelieved expanses of wall along the street by maintaining the rhythm of windows and structural bays in the district.

9.   New construction should be vertical in emphasis.

B.   Building Material and Appurtenance Aesthetics

1.   Any building renovation, alteration, or addition should be designed and executed in a manner which is sympathetic to the particular architectural character of the structure being worked on. Architectural elements should be sensitively designed to reflect detailing associated with the particular style of the building. Original materials and detailing should not be covered by new materials or signs. Original or natural materials should not be covered or painted, unless originally coated.

Original materials should be repaired and retained whenever possible.

2.   The architectural character and materials of a new or remodeled building should be harmonious with surrounding buildings in color and texture, proportion, scale, directions, patterns, and opening sizes and shapes.

3.   A building appurtenance or projection should be in scale with the total composition of the building itself. Building facades should be richly detailed to enhance the character of the street by giving it greater visual variety.

4.   A first floor building front or storefront should be visually open to the street to preserve pedestrian activity. Security gates and screens should also be visually open. Interior security gates and screens are preferred.

5.   An awning, whether fixed or retractable, should be harmonious with the building on which it is located. The awning should not conceal any architectural features of the building. The color of the awning should be compatible with the colors of the building to which it is affixed and to adjacent awnings. The covering material or hood should be opaque and should restrict the passing of light through the material. Backlighting of awnings is prohibited; however, translucent and/or internally illuminated awnings may be used for

night life or entertainment uses. The awning should run parallel to the face of the building, be consistent throughout a single building, and not project more than 2/3 the sidewalk width. Awnings should be a traditional awning shape with a sloping top and with or without side panels or fringe flaps.

6. The original architectural elements of a building, the piers, spandrels, cornice, and/or lintels should be retained and restored.

7. Replacement windows should fit the size of the original openings.

8. Mechanical equipment, including air conditioning, piping, ducts and conduits, external to the building should be concealed from view from adjacent buildings or street level by grills, screens, or other enclosures.

C. Parking

1. All parking areas shall be paved and marked.

2. A parking area should be located at the rear of the site and landscaped or screened to provide a buffer from adjacent properties and public rights-of-way. Lighting for parking areas should be sensitive to nearby residences in direction, color, intensity, and scale. Parking lots fronting on the street should have screening that is visually open and does not

obscure view into the parking area. Landscaping, except for trees, and opaque screening should be no greater than 30 inches in height.

D. Site Treatment

1. Private pedestrian amenities such as benches, kiosks, and waste receptacles, should be designed to be in keeping with that of the overall theme of the public areas without hindering pedestrian flow.

2. Private lighting should relate to public lighting in light, quality, scale, and color.

3. A landmark building or the architectural features of a building may be highlighted with illumination.

4. Screen fences (solid, opaque screen, privacy, or stockade fences) are prohibited in the front yards of properties.

5. Dumpsters and other waste receptacles should be screened and located within the rear and/or side yards of properties.

E. Signs

1. A sign should be harmonious with the architecture of the building and district, be placed flat against the building, and should not

conceal any architectural features.

2.   A roof top sign, or any sign that extends above the roof line of any building should not be permitted.

3.   No signs should be permitted above the sill line of second floor windows.

4.   A sign that physically changes in light intensity or gives the appearance of such change, such as flashing, sparkling, or reflective signs, should *not* be permitted, except for entertainment uses. Neon signs or illuminated display windows are permitted. Time and temperature displays are permitted and are included as part of the total square footage allowance for all signs for a site.

5.   A ground sign shall be limited to those businesses which are primarily accessed by automobile, private off-street parking, and are located along or adjacent to major thoroughfares. New ground signs shall be limited to 16 square feet per sign face and 16 feet in height. Modifications to existing ground signs may be approved if the modification respects the architectural character of the district.

6.   Signs should be designed to communicate with pedestrians or persons in slow moving vehicles.

7.   A business should be encouraged to use traditional symbols (such as a barber pole for a barber shop) or translate the nature of their business into a symbol which can be used as a sign.

8.   The copy of all signs should identify the predominant business on the premises or its principal product or service.

9.   Obsolete signs and unused sign supports shall be removed.

10.   The maximum square footage of wall signs shall not be greater than the building street frontage multiplied by a factor of one (1) and shall not, in any case, exceed 50 square feet for all signs for a site or property.

11.   A projecting sign should not exceed six (6) square feet per sign face, should be located over entry doors or building columns or piers, and should be limited to one (1) projecting sign per building or tenant storefront.

12.   All sign support structures shall be simple in nature, have no visible guy wires, and be made less obtrusive with a camouflaging color in harmony with the surrounding environment.

13.   All sign lighting shall be low voltage and low level of illumination and should come from behind the sign or from the interior of the sign

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to highlight copy or to provide a shadow effect. If indirect lighting is used on signs, the light source shall be concealed and all light be directed at the sign and not allowed to overflow beyond the sign.

14. If a business is located in an interior portion of a building or on the second or higher story of a building and does not have an exterior wall or window area, a sign no larger than six (6) square feet may be affixed to the exterior of the building, at the first story level, identifying the uses of such space. This sign area shall be included in the maximum permitted square footage for signs for the entire building.

15. No sign shall exceed the limitations set forth by the City of Cincinnati Zoning Code regulations applicable to the property.

16. The following signs are prohibited within the district:

    a. Off premises advertising signs.

    b. Temporary internally illuminated changeable copy cabinet signs.
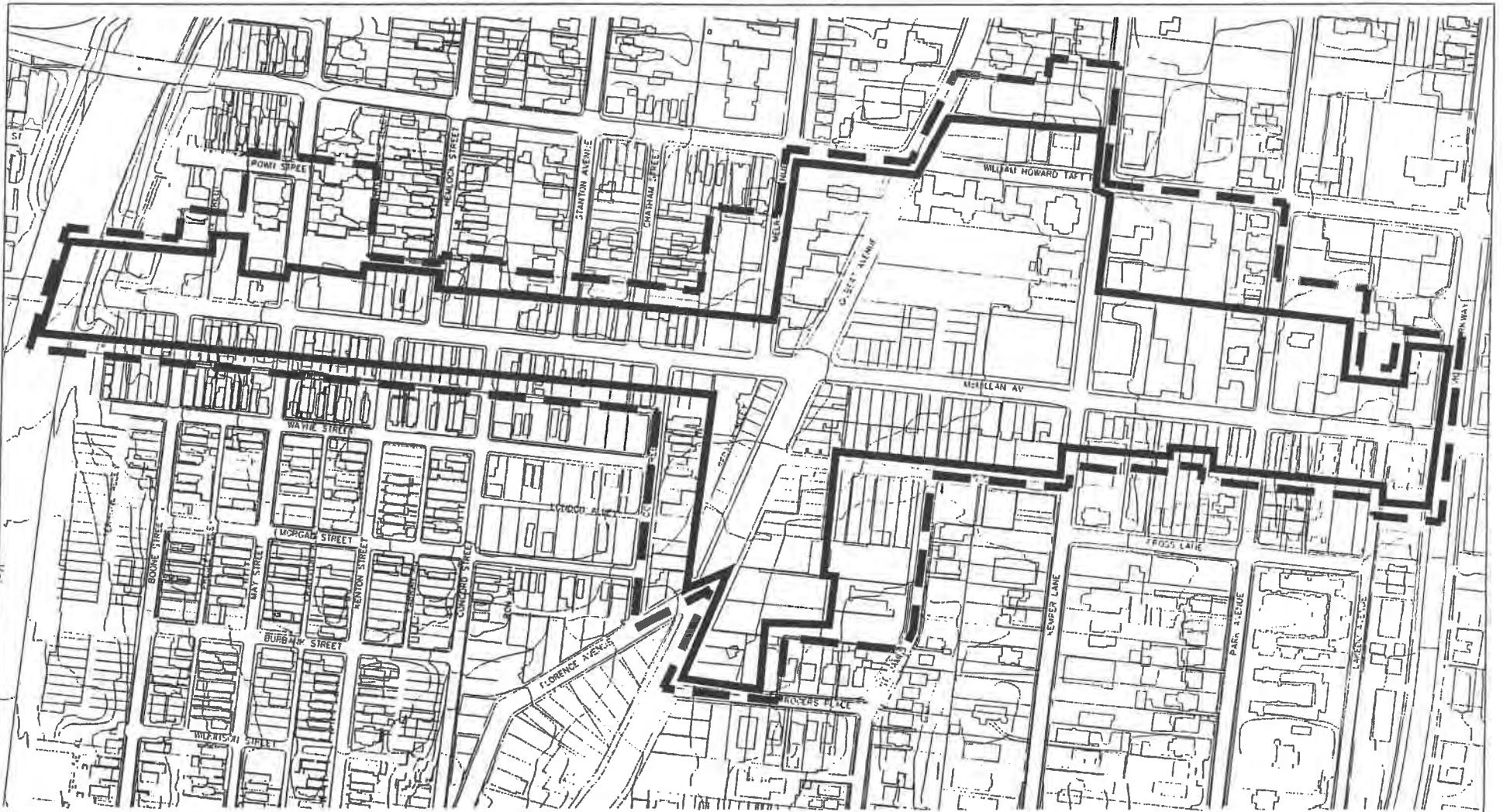
Environment Quality District Boundary

Legend

- - - - Urban Renewal Boundary

——— EQ Boundary

0 50 100 200   400   600

WALNUT HILLS

McMillan Street NBD

Eligibility Study Map
Eligibility Study Summary
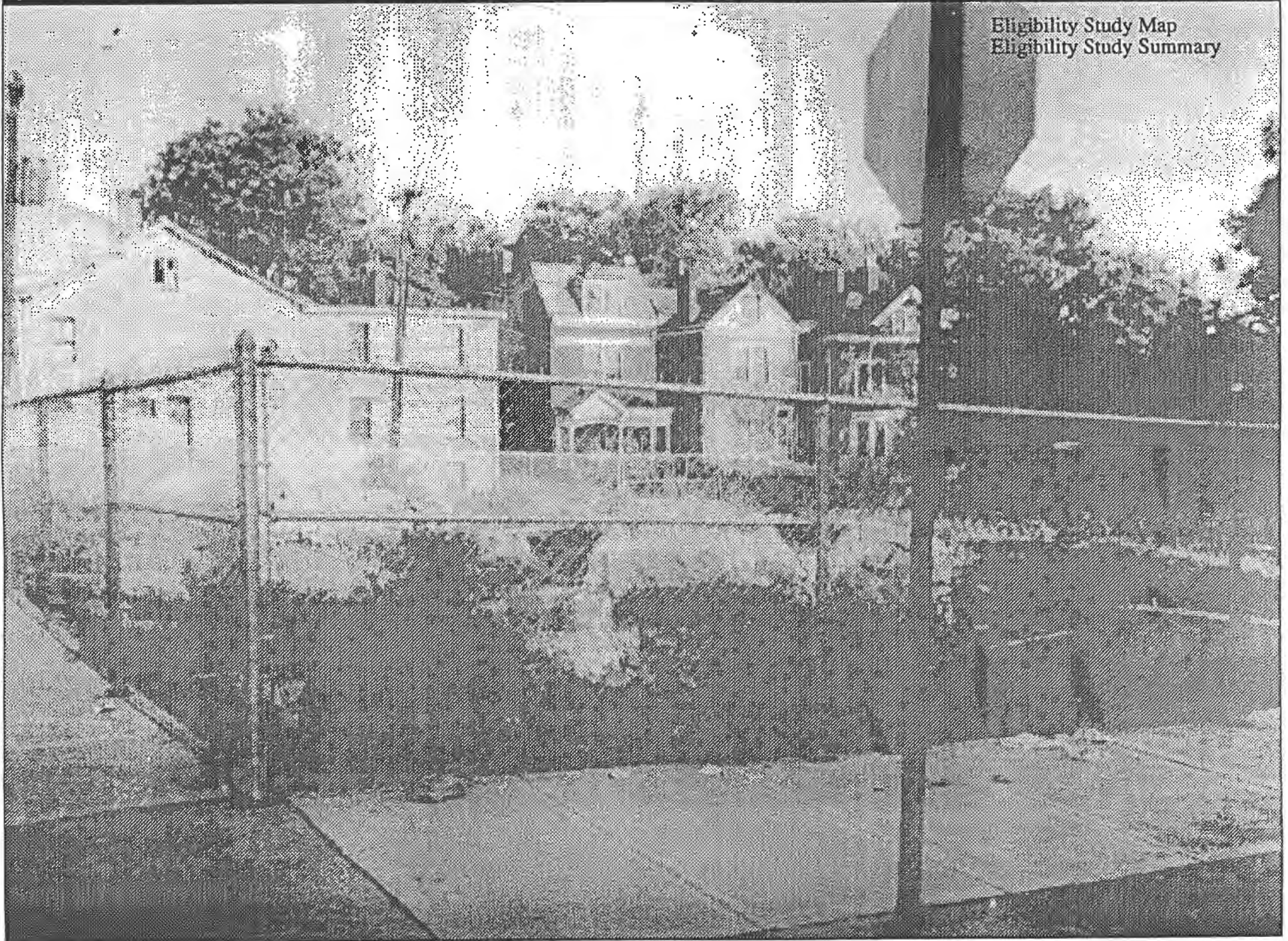
F.   Demolition

Demolition of existing buildings shall be permitted if one of the following conditions exist:

1.   Demolition has been ordered by the Director of Buildings & Inspections for the public safety because of an unsafe or dangerous condition which constitutes an emergency.

2.   The owner can demonstrate to the satisfaction of the Hearing Examiner that the structure cannot be reused nor can a reasonable economic return be gained from the use of all or part of the building proposed for demolition.

3.   The demolition request is for an inappropriate addition, or an incompatible building, and the demolition of said structure will not adversely affect the street scape as determined by the Hearing Examiner.

4.   The demolition request is for a non-significant portion of a building and the demolition will not adversely affect those parts of the building which are significant as determined by the Hearing Examiner.

Documentation of a Blight or Deterioration

The purpose of this study is to determine if the Walnut Hills 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 south right-of-way (ROW) of Taft Road, and the west ROW of Melrose Avenue, precede south to the north line of Hamilton County Auditor's Parcel (HAP) 67-2-194. Thence west along the north line of HAP 67-2-194 and 54, to the point of intersection with the east line of HAP 67-2-11. Thence north along the east line of HAP 67-2-11 to the point of intersection with the north line of HAP 67-2-11. Thence west along the north line of HAP 67-2-11 to the point of intersection with the west line of HAP 67-2-11. Thence south along the west line of HAP 67-2-11, 164, and 10 to the point of intersection with the north line of HAP 67-2-9. Thence west along the north line of HAP 67-2-9, 8, 7, 189, and 6 to the point of intersection with the east ROW of Chatham Street. Thence west across Chatham Street to the point of intersection of the west ROW of Chatham Street and the north line of HAP 67-2-4. Thence west along the north line of HAP 67-2-4, 3, 2, and 1 to the point of intersection with the east ROW of Stanton Avenue. Thence west across Stanton Avenue to the intersection of the west ROW at Stanton Avenue and the north line of HAP 70-2-133. Thence west along the north line of HAP 70-2-133 to the point of intersection with the west line of HAP 70-2-133. Thence south along the west line of HAP 70-2-133 to the point of intersection with the north line of HAP 70-2-69. Thence west along the north line of 70-2-69, 68, and 67 to the point of intersection with

the east line of HAP 70-2-66. Thence north along the east line of HAP 70-2-66 to the point of intersection with the north line of HAP 70-2-66. Thence west along the north line of HAP 70-2-66, 65, and 64 to the point of intersection with the west line of HAP 70-2-64. Thence south along the west line of HAP 70-2-64 to the point of intersection with the north line of HAP 70-2-62. Thence west along the north line of HAP 70-2-62 to the point of intersection with the east ROW of Hemlock Street. Thence across Hemlock Street to the point of intersection at the west ROW of Hemlock Street and the south ROW of Hollaender Alley. Thence west along the south ROW of Hollaender Alley to the point of intersection with the west ROW of Hollaender Alley. Thence north along the west ROW of Hollaender Alley to the point of intersection with the north line of HAP 70-2-148. Thence west along the north line of HAP 70-2-148 and 10 to the point of intersection with the east ROW of May Street. Thence across May Street to the point of intersection of the west ROW of May Street and the north line of HAP 91-4-127. Thence west along the north line of HAP 91-4-127 and 134 to the point of intersection with the east line of HAP 91-4-131. Thence north along the east line of HAP 91-4-131 and 24 to the point of intersection with the north line of HAP 91-4-24. Thence west along the north line of HAP 91-4-24 and extended to the point of intersection with the east line of HAP 91-4-22. Thence south along the east line of HAP 91-4-22 to the point of intersection with the north line of HAP 91-4-17. Thence west along the north line of HAP 91-4-17, 15, 14, and 13, extended to the east ROW of I-71. Thence south along the east ROW of I-71 to the point of intersection with the south ROW, extended, of Lindsay Alley. Thence east along the extended south ROW of Lindsay Alley to the point of intersection with the west ROW of Finch Alley. Thence south along the west ROW of Finch Alley, extended to the point of intersection with the extended north ROW of Rogers Place. Thence east along the north ROW of Rogers Place to the point of

intersection with the east line of HAP 67-1-45. Thence north along the east line of HAP 67-1-45 to the point of intersection with the south line of HAP 67-1-156. Thence east along the south line of HAP 67-1-156 and 57 to the point of intersection with the east ROW of St. James Street. Thence north along the east ROW of St. James Street to the point of intersection with the south ROW of Curtis Avenue. Thence east along the south ROW of Curtis Avenue, extended to the point of intersection with the east ROW of Kemper Lane. Thence north along the east ROW of Kemper Lane to the point of intersection with the south line of HAP 63-3-6. Thence east along the south line of HAP 63-3-6 to the point of intersection with the east line of HAP 63-3-6. Thence north along the east line of HAP 63-3-6, 5, and 4 to the point of intersection with the south line of HAP 63-3-

18. Thence east along the south line of HAP 63-3-18, 20, and 21 to the point of intersection with the west line of HAP 63-3-149. Thence south along the west line of HAP 63-3-149 to the point of intersection with the south line of HAP 63-3-149. Thence east along the south line of HAP 63-3-149 and 29 to the point of intersection with the west ROW of Park Avenue. Thence north along the west ROW of Park Avenue to the point of intersection with the north line of HAP 67-3-53. Thence west along the north line extended of HAP 67-3-53, 47, 46, 45, and 44 to the point of intersection with the west ROW of Kemper Lane. Thence north along the west ROW of Kemper Lane to the point of intersection with the north lane of HAP 67-3-74. Thence west along the north line extended of HAP 67-3-74, 73, 72, 71, 70, 69, and 152 to the point of intersection with the west ROW of Gilbert Avenue. Thence south along the west ROW of Gilbert Avenue to the point of intersection with the south ROW of Taft Road. Thence west along the south ROW of Taft Road to the point of intersection with the west ROW of Melrose avenue, the point

of beginning.

II.   Conditions of Study Area

    A.   As a whole, one hundred sixteen (116) of one hundred thirty-four (134), equaling eighty-seven (87) percent of structures/vacant parcels in the study area fulfilled the criteria identified in the Cincinnati Municipal Code Section 725-1-b(a), Blighted area. All blocks within the study area show the presence of some of the following blighting factors:

       1.   Age

Eighty-seven (87) percent of the buildings in the study area are forty (40) years of age or greater.

       2.   Obsolescence

Functional or economic obsolescence occurs in one (1) percent of the buildings in the area.

       3.   Dilapidation

Twenty-two (22) percent of the structures in the study area were found to have dilapidation.

       4.   Deterioration

Seventy-eight (78) percent of the

structures/vacant parcels in the study area exhibited deterioration.

       5.   Abandonment/Excessive Vacancies

Abandonment/excessive vacancies (exceeding 1/3 area) were found to be present in thirty-four (34) percent of the structures/vacant parcels in the area.

       6.   Periodic Flooding

There is no evidence of periodic flooding in the area.

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

One or more of these factors were found in sixty-two (62) percent 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 thirty-nine (39) percent 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 sixty-two (62) percent of the structures/vacant parcels in the area.

10. Diversity of Ownership

Diversity of ownership was a factor in one (1) percent of the structures/vacant parcels in the study area.

11. Illegal Use/Code Violation

These factors were found in four (4) percent 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 three (3) percent 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 throughout the area. At least fifty (50) percent 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 (50) percent of the structures, reasonably distributed throughout 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 Walnut Hills 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	9	0	5	8	9	0	5	7	12	0	2	0	3	0		93
2	20	19	0	1	14	5	0	13	7	15	0	0	0	0	0		90
3	21	14	0	8	19	9	0	11	13	19	1	0	0	0	0		90
4	20	15	0	6	15	4	0	15	3	20	0	1	0	0	0		80
5	15	10	1	2	13	5	0	6	9	9	0	1	0	1	0		87
6	19	17	0	1	16	5	0	16	5	3	0	0	0	0	0		89
7	8	6	0	2	7	2	0	6	4	5	0	0	0	0	0		88
8	16	12	0	4	12	7	0	11	4	0	0	1	0	0	0		75
9																	
10																	
11																	
Total	134	102	1	29	104	46	0	83	52	83	1	5	0	4	0	116	87
Percentages %		87	1	22	78	34	0	62	39	62	1	4	0	3	0		

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

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WALNUT HILLS NBD - STUDY AREA

Street Conditions

Street	Condition
Boone Street	Fair
Chatham Street	Poor
Concord Street	Poor
Copelen Street	Good
Curtis Avenue	Fair
Dix Street	Poor
Gilbert Avenue	Good
Hemlock Street	Poor
Kemper Lane	Fair
Kenton Street	Poor
May Street	Poor
McMillan Street	Good
Melrose Avenue	Poor
Park Avenue	Fair
Rogers Place	Poor
St. James Avenue	Fair
Stanton Avenue	Fair
William Howard Taft Road	Poor

Eligibility Study - Structural Conditions

CROWN STREET

DIX STREET

MAY STREET

HOLLISTER AV

HEMLOCK STREET

STANTON AVENUE

CHATHAM STREET

Block 1

McMILLAN AV

Block 2

Block 3

Block

BOONE STREET

PRESLEY ALLEY

MAY STREET

KEMBER ALLEY

STANTON ALLEY

KENTON STREET

FARMAN AL

CONCORD STREET

COPELEN STREET

WAYNE STREET

LONDON ALLEY

MORGAN STREET

Legend

Structural Condition

- - - Urban Renewal Boundary

Sound

Block 1   Block Area

Minor

Major

(1)   Building/Parcel Number

Critical

0 25 50 100   200   400

McMillan Street NBD

Block 8

Block 6

Block 3

Block 4

Block 5

McMILLAN AV

CURTIS STREET

CROSS LANE

COPELEN STREET

LONDON ALLEY

KEMPER LANE

PARK AVENUE

ST. JAMES AVENUE

FLORENCE AVENUE

ROGERS PLACE

Eligibility Study - Structural Conditions

Legend

- - - Urban Renewal Boundary

Block 1 Block Area

(1) Building/Parcel Number

Structural Condition

☐ Sound

▨ Minor

▨ Major

■ Critical

0 25 50 100 200 400

N

WALNUT HILLS

McMillan Street NBD

Eligibility Study - Structural Conditions

Block 7
Block 6
Block 9
Block 8
Block 3
Block 4

WILLIAM HOWARD TAFT ROAD
McMILLAN AV
CURTIS STREET
CROSS LANE
STANTON AVENUE
CHATHAM STREET

Legend

- – – – Urban Renewal Boundary

Block 1   Block Area

(1)   Building/Parcel Number

Structural Condition

- ☐ Sound
- ▨ Minor
- ▦ Major
- ■ Critical

0 25 50 100   200   400

N

WALNUT HILLS

McMillan Street NBD
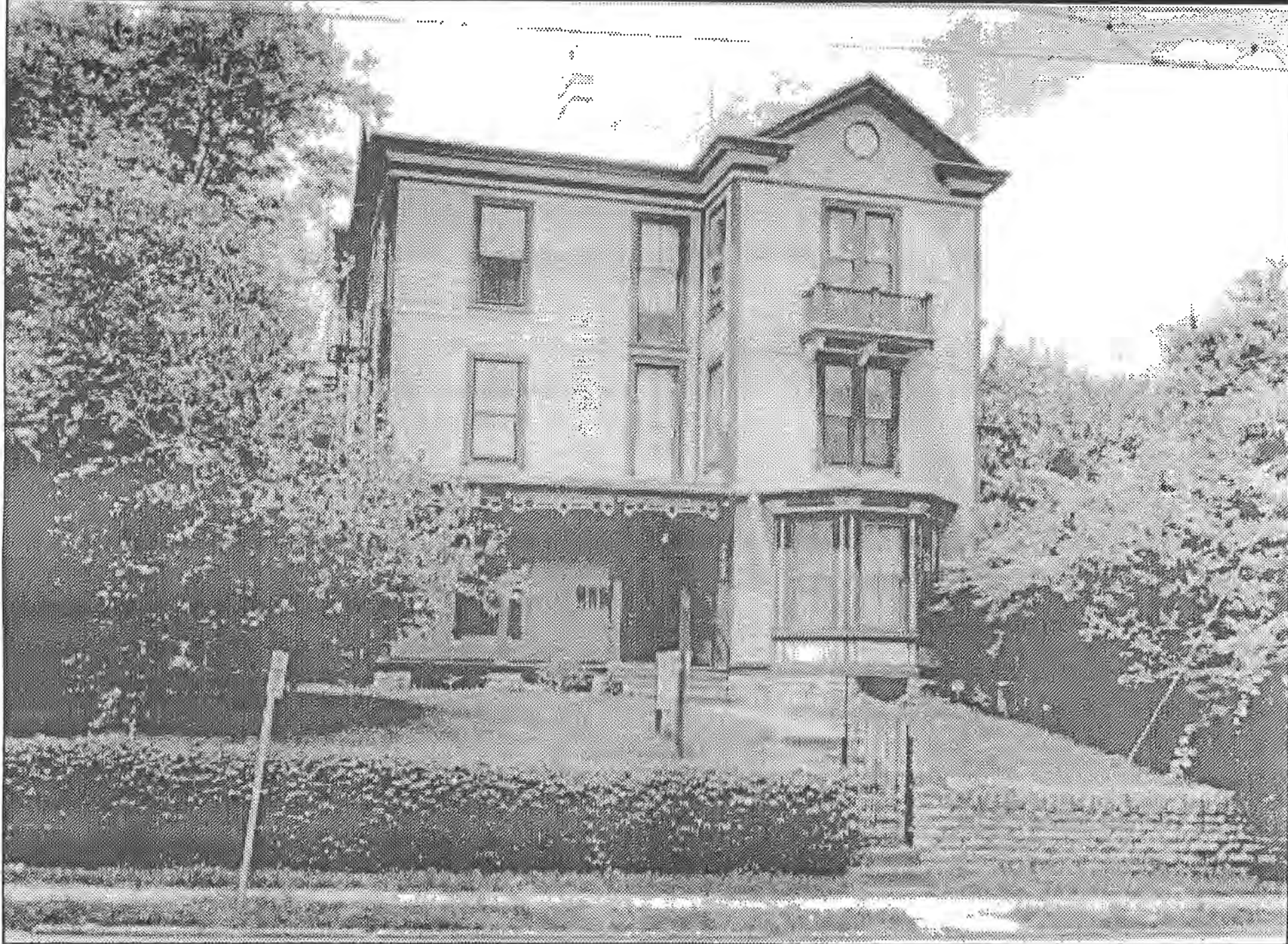
CREDITS

This plan was prepared for the Department of Economic Development(ED) by the City Planning Department(CPD) and the Department of Public Works, Division of Engineering, Office of Architecture and Urban Design(AUD), with the Walnut Hills Planning Task Force. The task force consisted of the following individuals:

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Staff from Cincinnati

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Lorryn Bruns, AUD
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WALNUT HILLS (MCMILLAN STREET) NBD URBAN RENEWAL PLAN

RELOCATION SERVICES

The City of Cincinnati's Relocation Office provides a full range of relocation services designed to assist businesses, tenants, homeowners, and nonprofit organizations. When the City is involved in projects requiring acquisition, demolition, and/or building renovation activities, displacees may be eligible to receive monetary assistance and technical assistance. The Relocation Office also ensures that the City complies with all local and federal relocation regulations so that affected clients are properly notified and advised, even when no displacement is foreseen.

It is important to remember that relocation assistance is dependent on whether federal or local funds are involved in a project. Consequently, we have included a breakdown of the relocation services which may be available to affected persons or businesses in the Walnut Hills (McMillan Street) NBD Urban Renewal Plan.

FEDERAL FUNDING

The Uniform Relocation Act (URA) outlines the relocation benefits that residential homeowners, residential tenants, business owners, and business tenants are entitled to receive. In some instances, demolition activities may entitle displacees to additional relocation assistance.

Homeowners and Tenants

The URA requires that displaced homeowners and tenants are offered the following advisory and financial assistance:

1) Advisory Services
   --referrals to comparable housing;
   --inspection of units;
   --assistance in claim preparation;
   --other assistance to minimize the impact of a move;

2) Payment for Moving Expenses;

3) Replacement Housing Assistance
   --purchase assistance, or;
   --rental assistance.

Homeowners should be aware that purchase assistance is above and beyond the acquisition cost they receive for their home.

It should be noted that tenants who are not displaced are eligible to receive the following:

1)   The offer of a unit that is decent, safe, sanitary and affordable;

2)   Reasonable out-of-pocket expenses to help cover the cost of a temporary move (e.g., while the unit is being rehabilitated) or a permanent move to another unit in the project;

3)   Advisory services to assure that nondisplacees are fully informed of their rights; make informed decisions; and receive referrals to appropriate related services that may be needed.

Businesses and Nonprofits

Federal regulations also require that displaced businesses and nonprofits are offered the following:

1)   Advisory Services
--referrals to suitable replacement locations;
--assistance in claim preparation;
--other assistance to minimize the impact of a move;

2)   Payment for Moving Expenses and Reestablishment Expenses;

3)   Fixed Payment, not to exceed $20,000, as an alternative to Payments for Moving and Reestablishment.

CITY FUNDING

Homeowners and Tenants

City of Cincinnati guidelines require that displaced homeowners and tenants are offered the following advisory and financial assistance:

1)   Advisory Services
--referrals to comparable housing;
--inspection of units;
--assistance in claim preparation;
--other assistance to minimize the impact of a move;

2)   Payment for Moving Expenses (not to exceed $650);

Cont'd Page 3

     3)   Replacement Housing Assistance
                --purchase assistance (not to exceed $4,000), or;
                --rental assistance (not to exceed $2,000).

Businesses and Nonprofits

Displaced homeowners and tenants are also offered the following advisory and financial assistance under local relocation guidelines:

     1)   Advisory Services
                --referrals to suitable replacement locations;
                --assistance in claim preparation;
                --other assistance to minimize the impact of a move.

     2)   Relocation Payments (not to exceed $20,000 for moving expenses and reestablishment expenses)

The City's Relocation Office is located in City Hall, Room 130, 801 Plum Street, Cincinnati, Ohio 45202.

Objectives of the Analysis

There were two primary objectives of this analysis as defined by the City staff and the members of the project steering committee.

1.   To determine the development potential for each Neighborhood Business District (NBD) in Cincinnati to provide a tool which can be used by the community and the City to request and allocate neighborhood economic development dollars.

2.   To provide base line data which the City can use to monitor and evaluate the impact of future economic development expenditures in the neighborhoods.

The Project Market Decisions (PMD) Team developed the following work program and methodology to accomplish the stated objectives.

Overview of Study Methodology

Following is a brief overview of the work program utilized by the consulting Team in conducting and completing this analysis.

- Reviewed and analyzed all reports provided by the neighborhoods that were previously prepared for city neighborhood business districts to glean from them base data and other pertinent information and insights which could be utilized in the analysis.

- Received the 37 neighborhood business districts and their recommended market areas as defined by the neighborhoods and the City's economic development officers. After review, presented this set of NBDs and market areas to the project steering committee for acceptance and then utilized this set as the base of NBD market areas to be analyzed in this analysis. In almost all cases, the original boundaries set by the neighborhoods and development officers were approved.

  The analysis focused on the identified NBDs within the market areas and concentrated on the retail and service categories of businesses to identify opportunities for commercial development. The NBDs provide the existing framework for future development of the neighborhoods.

- Identified and plotted the major transportation arteries in the city to determine the impact they have on the NBDs. Of specific interest were traffic volumes and intersection counts that are necessary and helpful in correctly identifying market areas for each NBD.

- The analysis was conducted using the MAs as the base since they represent the boundaries defined by the marketplace, not necessarily artificial boundaries defined by the City or Census Bureau. The aggregation of all MAs covers over 100 percent of the geography of the City and exceeds the city limits.

- Developed a market profile of each MA. This market profile included demographic, economic, and lifestyle data on the households and consumers in the MAs. In addition, key data were pulled for all business establishments in the MA including where available: Standard Industrial Classification codes and count by type and gross square footage. Sources included: Cincinnati Bell and the Hamilton County Auditor's Office.

- Profiled each Neighborhood Business District utilizing information from field work, current NBD input, and previous plans and studies. In addition, the Team attempted to collect information for each NBD including gross square footage of retail-commercial space, and rental rates and vacancy estimates via surveys from the NBD associations.

- Using a proprietary PMD methodology, calculated the retail potential for each Market Area. To develop this calculation, the team analyzed the retail and service market potential for 60 different four digit SICs. The analysis incorporated existing supply data for each SIC and applied the demand potential for the market area against the existing supply to determine net development potential.

Introduction

The market area profiles, which follow in the next section of this report, pull together raw market data on the subject NBD's market area, and arrange and display the data in a manageable format. This section of the report is designed to provide an overview of the contents of the market area profile and provide some insights as to how the information can be used.

Contents

The profiles contain the following sections:

MARKET AREA PROFILE - a summary of the market area characteristics and potential which includes:

- narrative description of the neighborhood market area and its business centers;
- a list of market areas which the subject market area overlaps;
- key demographic, and economic indicators for the market area;
- a map of the market area;
- an overview of the lifestyle clusters in the market area;

- identification of high and low consumer lifestyle and product preferences;
- an overview of supply identifying the top ten establishment types, by square footage, in the market area;
- an overview of retail potential identifying the top ten establishment types, by square footage, in the market area;
- observations on the indicators and data; and
- recommendations in terms of direction and focus for the NBDs given their unique retail potential.

Following the Market Area Profile in each section are the detail demand and lifestyle data generated for each market area. Included are the:

- complete counts and estimates for the development potential for each SIC analyzed including estimates of the existing count of establishments and their square footage;
- complete breakdown of the household estimates for all lifestyle clusters found in the market area; and
- the complete listing of the consumer preferences for over 300 lifestyle and product categories.

Purpose of the Market Area Profiles

The purpose of the Market Area profiles is to provide an overview of the market area for each NBD in the City of Cincinnati. Each profile contains consistent physical and demographic information to provide base line data to compare one market area to another. Each market area has been analyzed to identify its unique composition and to determine potential retail store types which could be added to the market area.

Since market conditions are always changing, these market profiles should only be used as one input or tool in the NBD development process. These profiles should not be used as substitutes for actual site selection surveys or other research and analysis techniques which will vary for individual retailers and shopping center developers.

How Not to Use the Market Area Profiles

It must be remembered that each market area is a composite of census tract data and represents an estimate of the average aggregate market area for all the establishments in the NBD. Since virtually every merchant will pull some customers from beyond this geographic boundary, the influence of neighboring retail-commercial centers must also be taken into account.

Retail tenants can change on a regular basis. For that reason, it is important to verify the supply estimates contained in these profiles at the time of a particular site selection analysis. Also, keep in mind that standard industrial classification (SIC) codes do no always tell the entire story. For example, a service station with a single SIC code can sell gasoline, food, drugs and magazines. In addition, the supply data used in this analysis was provided by Cincinnati Bell, and the SIC codes assigned by Bell or the establishment itself are subject to misclassification.

Category killers, like Drug Emporium and Builders Square, can also affect market potential. While development potential may exist for the market area, individual sites need to be evaluated and analyzed to optimize the specific retail potential for any one type of use.

Introduction

This section of the report contains an individual Market Profile on each of the 37 neighborhood based market areas. The market area profiles cover six different aspects of each market area including: a narrative description of the neighborhood market area and its business centers; key demographic indicators; a map of the market area; an overview of the lifestyle clusters; identification of high and low consumer lifestyle and product preferences; top ten establishments of supply and retail potential; and observations and recommendations for the neighborhood business district within its market area.

Following the market profile in each section are the detail demand and lifestyle data generated for each market area. Included are the complete counts and estimates for: the retail development potential for each SIC analyzed including estimates of the existing count of establishments and their square footage; complete breakdown of the household estimates for all lifestyle clusters found in the market area; and the complete listing of the consumer preferences for over 300 lifestyle and product categories.

The neighborhood based market areas appear in this section in alphabetical order. Please note that the profile on *Columbia Tusculum* is different from the rest. This is because a more detailed market study was recently done by PMD on the neighborhood and the community chose to keep it instead of having a new profile completed.

Location and Definition of Neighborhood Business Districts

To determine the location of all neighborhood business districts and delineation of market area boundaries, the Team relied on input from the neighborhood associations and the City's economic development officers. These were then approved by the project steering committee.

Market Area Profiles

To develop the Market Area profiles, the Team drew on a number of data sources and private data providers which included, but were not limited to: Claritas, U.S. Census Bureau, Ameristate, Cincinnati Bell, Hamilton County Auditor's Office, CAGIS, City Building and Inspections, and the City of Cincinnati Planning Department.

Data was collected by census tracts and aggregated to Market Area geography.

Lifestyle Clusters identify consumer characteristics through a system known as PRIZM which was developed by Claritas, Inc. (formerly National Planning Data Corporation). 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 15 cluster groups which denote basic neighborhood types categorized according to geographic orientation and socioeconomic levels. Data was examined for more than 500 data variables at the census block group level for each market area to determine the cluster types found there. Following this section, please see the *PRIZM (by Claritas) Demographic Reference Chart* for a complete listing of the types and their predominant characteristics.

The Product-Service Preference Index (PSPI) is an indicator of market area consumers' preferences for specific products and services. The PSPI page in each market area profile highlights the products and services for which market area consumers exhibit high and low purchasing preference. The cluster composition for each market area is 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. A complete listing of the market area's preferences for nearly 300 products and services is at the end of each market area profile.

Retail and Service Development Potential

PMD has developed a proprietary model to analyze the retail-commercial market potential of any market area. The model uses the Claritas lifestyle cluster data base and the most current and available inventory of the market areas establishment counts by four digit SIC code.

In brief, this is how the model works.

● A base area is defined or identified which is used to establish the normative values for the model.

● The Claritas lifestyle data for the market area and the base area are created.

● The supply of establishments by four digit SIC code are created for both the base area and the market area.

● Working with the Claritas lifestyle clusters and the establishment supply information, the model establishes the relationships in the base area between each lifestyle cluster type and each establishment type. The result is a norm which indicates for example, that in the base area, given its unique cluster composition, we would find X number of shoe stores, Y drinking establishments, Z grocery stores, etc.

- The model then pulls the unique lifestyle cluster data for the market area, and using the base as the norm, estimates what number of each type of establishment should be expected in the market area.

- Using the supply inventory developed for the market area, the model compares what is in the market area with what should be in the market area and identifies undersupply by four digit SIC code type. Please note that this retail development potential could occur anywhere in the market area, not just in the identified neighborhood business district. Also, this retail potential does not take into account availability of vacant land or retail space in the NBD.

- The original version of this model was developed for PMD in 1983 by Morton Meyer, retired Chief of the Geography Division of the U.S. Census Bureau and Jonathan Robbin, Chairman and founder of the Claritas Corporation. Subsequent revisions to the model with release of the 1990 U.S. Census data were completed by PMD staff in consultation with Dr. Gary Gezann, President of Meta Corporation, Cleveland, OH. Dr. Gezann has his doctorate in economic geography.

PRIZM by Claritas
Demographic Reference Chart

PREDOMINANT CHARACTERISTICS

Grp	Clus	Nickname	Income Level	Family Type	Age	Education	Occup	Housing	W	B	A	H	F
S1	01	Blue Blood Estates	Elite	Family	35-54	College	Exec	Single	■		•		•
	02	Winner's Circle	Wealthy	Family	35-54	College	Exec	Single	■		•		•
	03	Executive Suites	Affluent	Couples	25-54	College	WC/Exec	Single	■		•		•
	04	Pools & Patios	Affluent	Couples	55-64	College	Exec	Single	■		•		•
	05	Kids & Cul-de-Sacs	Affluent	Family	35-54	College	WC/Exec	Single	•		•		•
U1	06	Urban Gold Coast	Affluent	Singles	25-34	College	Exec	Hi-Rise	■		•		•
	07	Money & Brains	Affluent	Couples	55-64	College	Exec	Single	■		•		•
	08	Young Literati	Upper Mid	Sgl/Cpl	25-34	College	Exec	Hi-Rise	•		•		•
	09	American Dreams	Upper Mid	Family	35-54	College	WC	Single		•	•	•	•
	10	Bohemian Mix	Middle	Singles	<35	College	WC	Hi-Rise		•	•	•	•
C1	11	Second City Elite	Affluent	Couples	35-64	College	WC/Exec	Single	■				
	12	Upward Bound	Upper Mid	Family	25-54	College	WC/Exec	Single	■		•		
	13	Gray Power	Middle	Sgl/Cpl	65+	College	WC	Single	■				•
T1	14	Country Squires	Wealthy	Fam/Cpl	35-64	College	Exec	Single	■				
	15	God's Country	Affluent	Family	35-54	College	WC	Single	■				
	16	Big Fish, Small Pond	Upper Mid	Family	35-54	HS/College	WC	Single	■				
	17	Greenbelt Families	Upper Mid	Family	25-54	HS/College	WC	Single	■				
S2	18	Young Influentials	Upper Mid	Sgl/Cpl	<35	College	WC/Exec	Multi	•		•		•
	19	New Empty Nests	Upper Mid	Couples	35-64	College	WC/Exec	Single	■				
	20	Boomers & Babies	Upper Mid	Family	25-54	College	WC/Exec	Single	•	•	•	•	
	21	Suburban Sprawl	Middle	Fam/Cpl	<35	College	WC	Mixed		•	•	•	•
	22	Blue-Chip Blues	Middle	Family	35-54	HS/College	WC/BC	Single	■				
S3	23	Upstarts & Seniors	Middle	Cpl/Sgl	Mix	College	WC/Exec	Multi	■				
	24	New Beginnings	Middle	Sgl/Cpl	<35	College	WC/Exec	Multi		•	•	•	•
	25	Mobility Blues	Middle	Fam/Cpl	<35	HS/College	BC/Serv	Mixed		•	•	■	•
	26	Gray Collars	Middle	Couples	>55	HS	BC/Serv	Single		•	•		
U2	27	Urban Achievers	Middle	Cpl/Sgl	Mix	College	WC/Exec	Hi-Rise	■		•	•	•
	28	Big City Blend	Middle	Family	35-54	HS	WC/BC	Single			•	■	•
	29	Old Yankee Rows	Middle	Couples	55+	HS	WC	Multi	•		•	•	•
	30	Mid-City Mix	Middle	Fam/Cpl	35-54	HS/College	WC/Serv	Multi		■		•	•
	31	Latino America	Middle	Family	25-34	< HS	BC/Serv	Multi				■	•
C2	32	Middleburg Managers	Middle	Couples	> 55	College	WC/Exec	Single	■				
	33	Boomtown Singles	Middle	Sgl/Cpl	< 34	College	WC/Exec	Multi	■				
	34	Starter Families	Middle	Family	25-34	HS	BC	Mixed	•			•	
	35	Sunset City Blues	Lower Mid	Couples	> 55	HS	BC/Serv	Single	■				
	36	Towns & Gowns	Lower Mid	Singles	< 35	College	WC/Serv	Hi-Rise	•		•		•
T2	37	New Homesteaders	Middle	Family	35-54	College	WC	Single	■				
	38	Middle America	Middle	Family	25-44	HS	BC	Single	■				
	39	Red, White & Blues	Middle	Family	35-64	HS	BC	Single	■				
	40	Military Quarters	Lower Mid	Family	25-54	College	WC/Serv	Multi		•	•		

PRIZM by Claritas
Demographic Reference Chart

Race/Ethnicity
W-White, B-Black, A-Asian
H-Hispanic, F-Foreign Born
□ Prevalent   • Above Avg

PREDOMINANT CHARACTERISTICS

Grp	Clstr	Nickname	Income Level	Family Type	Age	Education	Occup	Housing						
R1	41	*Big Sky Families*	Upper Mid	Family	35-44	HS/College	BC/Farm	Single	□					
	42	*New Eco-topia*	Middle	Fam/Cpl	35-54	College	WC/BC	Single	□					
	43	*River City, USA*	Middle	Family	35-64	HS	BC/Farm	Single	□					
	44	*Shotguns & Pickups*	Middle	Family	35-64	HS	BC/Farm	Single	□					
U3	45	*Single City Blues*	Lower Mid	Singles	Mix	Mix	WC/Serv	Multi		•		•	•	•
	46	*Hispanic Mix*	Poor	Family	< 35	< HS	BC	Hi-Rise			□		• □	•
	47	*Inner Cities*	Poor	Sgl/Fam	Mix	< HS	BC/Serv	Multi			•		•	
C3	48	*Smalltown Downtown*	Lower Mid	Sgl/Fam	< 35	HS/College	BC/Serv	Multi	□	•			•	
	49	*Hometown Retired*	Lower Mid	Sgl/Cpl	65+	< HS	Service	Mixed					□	•
	50	*Family Scramble*	Lower Mid	Family	< 35	< HS	BC	Mixed			□			
	51	*Southside City*	Poor	Sgl/Fam	Mix	< HS	BC/Serv	Multi			□			
T3	52	*Golden Ponds*	Lower Mid	Couples	65+	HS	BC/Serv	Single	□				•	
	53	*Rural Industria*	Lower Mid	Family	< 35	HS	BC	Single	□					
	54	*Norma Rae-Ville*	Poor	Sgl/Fam	Mix	< HS	BC/Serv	Single		□				
	55	*Mines & Mills*	Poor	Sgl/Cpl	55+	< HS	BC/Serv	Single	□					
R2	56	*Agri-Business*	Middle	Family	35+	HS	Farm	Single	□			•		
	57	*Grain Belt*	Lower Mid	Family	55+	HS	Farm	Single	□			•		
R3	58	*Blue Highways*	Lower Mid	Family	35-54	HS	BC/Farm	Single	□					•
	59	*Rustic Elders*	Lower Mid	Couples	55+	HS	BC/Serv	Single	□					
	60	*Back Country Folks*	Lower Mid	Couples	35+	HS	BC/Farm	Single	□					
	61	*Scrub Pine Flats*	Poor	Family	35+	< HS	BC/Farm	Single			□			
	62	*Hard Scrabble*	Poor	Family	35+	< HS	BC/Farm	Single	□					

Income Level / **Avg Annual HH Income**
- Elite/Wealthy — $65,000 and over
- Affluent — $50,000 - $64,500
- Upper Mid — $37,000 - $49,500
- Middle — $28,000 - $36,500
- Lower Mid — $20,000 - $27,500
- Poor — under $20,000

Education
- < HS — Grade School / Junior High School
- HS — High School / Technical School
- HS/College — High School / Some College
- College — College Graduates

Family Type
- Family — Married Couples w/Children or, Single Parents w/Children
- Couples — Married Couples (few children)
- Singles — Singles / Unmarried Couples
- Fam/Cpl — Mix of Married Couples with/without Children
- Sgl/Cpl — Mix of Married Couples and Singles

- Single — Mostly SFDUs, some townhomes or duplexes
- Multi — Townhomes, garden-style condos/apts, some SFDU
- Hi-Rise — Mid/Hi-Rise, 10+ unit, condos/apts, duplexes

Occupation
- Exec — Executive, managerial & professionals (teachers, doctors, etc.)
- WC — Other White-Collar (technical, sales, admin/clerical support)
- BC — Blue-Collar (assembly, trades & repair, operators, laborers, etc.)
- WC/BC — Mix of White-Collar & Upper-Level Blue-Collar
- Service — Service (hospitality, food prep, protective & health services, etc)
- WC/Serv — Mix of Other White-Collar & Service
- BC/Serv — Mix of Blue-Collar & Service
- Farm — Farming, Mining & Ranching (farm operators, forestry, etc.)
- BC/Farm — Mix of Blue-Collar and Farming

WALNUT HILLS

The neighborhood business district of the Walnut Hills market area is concentrated near Peeble's Corner at the intersection of McMillan and Gilbert Avenue(s). Each street is a major thoroughfare with McMillan Avenue connecting the University and area hospitals to Interstate 71 and Columbia Parkway. Gilbert Avenue provides direct access to downtown.

The merchandise mix is anchored by Kroger and Revco which serve the basic needs of the community. Businesses line McMillan Avenue from May Street to Victory Parkway. Gilbert Avenue from Florence Avenue to William Howard Taft Road has scattered retail and restaurant use. Both streets contain a high percentage of vacant and dilapidated buildings. Parking is limited and traffic is congested due to heavy traffic at peak hours.

The Walnut Hills market area is extensive, composed of 33 census tracts. It overlaps with the following Cincinnati market areas in this study: Avondale, Camp Washington, Clifton, Corryville, CUFF, East End, East Hyde Park, East Walnut Hills, Evanston, Hyde Park, Mount Adams, Mount Lookout, North Avondale, Northside, Oakley, O'Bryonville, and Over-the-Rhine. This market area overlap should be taken into consideration when looking at competition for development potential.

Key Indicators

The Walnut Hills market area had a 1995 population of 82,513, concentrated in 35,132 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 2.7 percent by the year 2000. Median household income in the market area is expected to increase by 15.3 percent by the year 2000 to $19,745. Market area households spent an estimated 431 million on retail expenditures in 1995. PMD estimates this to be an average of $12,268 per household.

Year	1990	1995	2000	% Change 1995-2000
Population	85,181	82,513	80,330	-2.7%
Households	36,312	35,132	34,201	-2.7%
Median Hshld. Income	$14,061	$17,132	$19,745	15.3%

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

Walnut Hills
Market Area

★ = Primary NBD

Miles
0 0.2
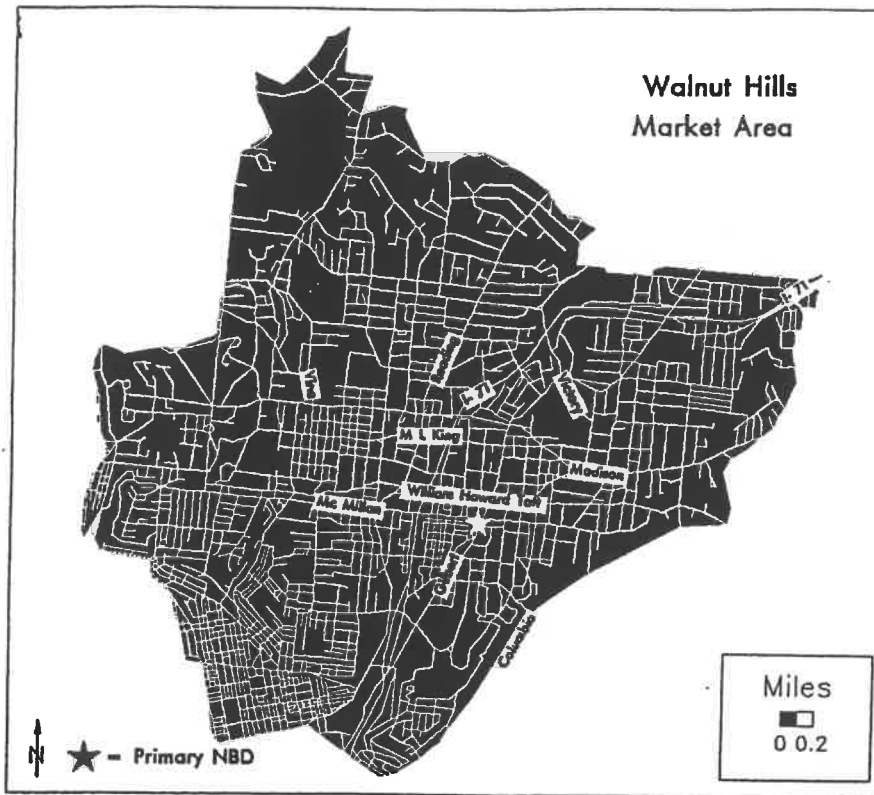
Lifestyle Clusters

There are a total of 8 lifestyle clusters represented in the Walnut Hills Market Area. For a detailed listing, please see the Appendices. The top three clusters found in the Walnut Hills market area are:

Inner Cities, with 20,013 households, is this area's predominant cluster group. Typically these are the nation's poorest neighborhoods with over twice its unemployment level. Eight out of ten households are African-American. Seven in ten households have solo parents.

Towns and Gowns, with 7,736 households, is the Walnut Hills market area's second largest cluster group. Typically this cluster is a mix of half locals (Towns) and half students (Gowns). Typified by college town singles, it is predominantly white and its college graduates work in the white-collar and service industries.

Bohemian Mix, with 3,789 households, is the market area's third largest cluster. 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.

Product Service Preference Index (PSPI)

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:

- ▶ Renting foreign videos last month (139) and playing chess last year (130)
- ▶ Buying gospel music (293), jazz music (140), and dance music (135)
- ▶ Buying brie cheese (159), instant grits (212), and decorating icings (178) in the last six months
- ▶ Going to professional football games (192) and college basketball games (154)
- ▶ Drinking malt liquor (420), cognac/brandy (310), imported wine (214), scotch (181), and imported beer (166)
- ▶ Buying 15+ lottery tickets last month (148)
- ▶ Using three-way calling (186)

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:

- ▶ Buying trivia games (56), radial tires (49), or power tools (39) in the last year
- ▶ Owning a hot tub/whirlpool spa (47), camcorder/video camera (39), or electric coffee grinder (47)
- ▶ Owning a Volvo (27), a station wagon (30), or a truck/van/sport utility vehicle (34)
- ▶ Golfing (38), boating (49), or fresh water fishing (51)
- ▶ Using a bank car loan (44), a credit union car loan (54), or buying a new car (60)
- ▶ Membership in a frequent flyer program (57)
- ▶ Buying caffeine-free Diet Coke (49), low-cal frozen dinners (54), or Kraft Macaroni and Cheese (57)

Retail Analysis

Current Retail Supply

The analysis of existing establishments in the market area identified 678 different businesses in the 60 retail and service establishment categories. These establishments account for an estimated 1;609,203 square feet of space. The market area contains 54 different establishment types out of the 60 types analyzed.

	SIC	Description	Count	Total Sq. Ft.
	5812	Eating Places	146	320.470
	5411	Grocery & Misc. Foods	78	217.464
Predominant	5712	Furniture Stores	11	100.727
Establishment	5813	Drinking Places	35	77.315
Types	753x	Auto Repair Shops	15	72.255
by total square ft.	7231	Beauty Shops	74	71.706
	5932	Used Merchandise Stores	25	58.100
	5912	Drug Stores	13	53.677
	7549	Other Auto Services	8	49.896
	5943	Stationary Stores	3	49,215

Retail Potential

An examination of the Walnut Hills Market Area indicates that there is development potential to support an additional 301,700 square feet of retail-service space. It is estimated that this new potential would support the development of 114 new establishments in 28 different SIC types.

	SIC	Description	Count	Total Sq. Ft.
	79xx	Recreation Facilities	7	42.100
Development	753x	Auto Repair Shops	6	26.900
Potential for	5261	Nurseries/Garden Supply	1	26.800
Establishment	5932	Used Merchandise Stores	8	22.000
Types	5942	Book Stores	3	21.700
by total square ft.	5611	Men's & Boy's Clothing	5	19.500
	5311	Department Stores	1	19.300
	5251	Hardware Stores	1	17.000
	562/3	Women's Clothing Stores	7	15.000
	5231	Paint/Glass/Wallpaper	3	12,300

Observations

▶ The population base in this market area is very dense and is expected to decline slightly by 2.7 percent through the year 2000.

▶ The median income in the market area is significantly less than the City's median at $17,132.

▶ The lifestyle cluster composition is somewhat heterogeneous with 8 of 60 lifestyles represented.

▶ The business district is located along Gilbert Avenue and McMillan and enjoys high traffic counts due to its proximity to downtown, the University of Cincinnati, and the medical center complex. While the traffic counts are high, it should be noted that the traffic is thru traffic and not destination.

▶ There are over 678 different business establishments representing over 1.6 million square feet of retail/commercial space in the market area.

▶ There is available property for development in the business district.

Recommendations

♦ While the development potential indicates unmet demand for over 300,000 square feet of additional retail space, the surrounding retail/commercial activity in the University area and Hyde Park will continue to dominate. In order to capture its share of this development potential, Walnut Hills business district should focus on two types of retail/commercial uses.

1) Commuter Oriented Retail - Store types which could capture convenience oriented retail for commuter passing through the district could include: auto repair and service, recreational facilities, specialty grocery, fast food oriented eating, dry cleaners, and shoe repair.

2) Neighborhood Oriented Retail - Store types which could serve the needs of the local residents could include: used clothing and furniture, book stores, men's, women's and boy's clothing, eating and drinking establishments, and miscellaneous retail and repair stores.

WALNUT HILLS MARKET AREA RETAIL POTENTIAL

SIC	Establishment Type	Household Count 35,132			
		Current Estimates		Development Potential	
	RETAIL	Estabs.	Sq. Ft.	Estabs.	Sq. Ft.
5231	Paint, Glass, & Wallpaper Store	5	22,690	3	12,300
5251	Hardware Stores	3	29,037	1	17,000
5261	Nurseries & Garden Supply Stores	0	0	1	26,800
5311	Department Stores	1	3,000	1	19,300
5399	Variety/General Merchandise Stores	7	13,895	4	7,900
5411	Grocery & Miscellaneous Food Stores	78	217,464	0	0
5421	Meat & Fish Markets	11	18,788	0	0
5431	Fruit & Vegetable Markets	4	9,552	0	0
5441	Candy, Nut, & Confectionary Stores	2	3,200	3	2,100
5451	Dairy Products Stores	7	23,919	0	0
5461	Retail Bakeries	6	18,540	0	0
5611	Men's & Boys' Clothing Stores	3	8,115	5	19,500
562/3	Women's Clothing & Specialty Stores	8	21,800	7	15,000
5641	Children's & Infants' Wear	0	0	0	0
5651	Family Clothing Stores	9	21,168	0	0
5661	Shoe Stores	5	18,500	0	0
5699	Misc. Apparel & Accessories	10	23,550	0	0
5712	Furniture Stores	11	100,727	0	0
5713	Floor Covering Stores	2	2,150	3	6,900
5719	Misc. Home Furnishings Stores	3	2,061	2	9,700
5722	Household Appliance Stores	5	8,460	0	0
5731	Radio, TV, Consumer Electronics	2	2,224	0	0
5734	Computer/Computer Software Stores	2	3,000	0	0
5735	Record, Prerecorded Tape Stores	12	20,616	0	0
5736	Musical Instrument Stores	3	7,542	0	0
5812	Eating Places	146	320,470	4	8,400
5813	Drinking Places	35	77,315	2	3,400
5912	Drug Stores & Proprietary Stores	13	53,677	0	0
5921	Liquor Stores	11	16,082	0	0
5932	Used Merchandise Stores	25	58,100	8	22,000
5941	Sporting Goods & Bicycle Stores	2	2,800	2	5,700
5942	Book Stores	2	3,740	3	21,700
5943	Stationary Stores	3	49,215	0	0
5944	Jewelry Stores	3	2,100	0	0
5945	Hobby, Toy, & Game Shops	3	3,450	3	1,400
5946	Camera/Photographic Supply	0	0	3	4,500
5947	Gift, Novelty, & Souvenir	7	10,164	12	5,600
5948	Luggage & Leather Goods	0	0	1	2,000
5949	Sewing/Needlework/Piece Goods	1	1,746	0	0
5992	Florists	8	12,008	6	3,000
5995	Optical Goods Stores	5	5,730	2	1,600
5999	Miscellaneous Retail	20	39,420	3	5,700
7212	Dry Cleaners	1	1,000	8	2,600
7215	Coin-Operated Laundries	12	24,396	0	0
7221	Photographic Studios, Portraits	5	2,375	0	0
7231	Beauty Shops	74	71,706	0	0
7241	Barber Shops	16	12,416	0	0
7251	Shoe Repair & Hat Cleaning Shops	0	0	2	1,600
7334	Photocopying & Duplication Services	6	25,194	0	0
735x	Misc. Equipment Rental & Leasing	17	29,104	0	0
7384	Photofinishing Laboratories	2	5,000	0	0
753x	Automotive Repair Shops	15	72,255	6	26,900
7542	Car Washes	9	14,832	0	0
7549	Other Automotive Services	8	49,896	0	0
7622	Radio & Television Repair	7	11,452	0	0
7631	Watch, Clock, & Jewelry Repair	0	0	2	1,600
7641	Reupholstery & Furniture Repair	7	11,557	0	0
7699	Miscellaneous Repair Services	11	10,868	9	5,400
7841	Video Tape Rental	2	6,082	0	0
79xx	Recreation Facilities	3	5,055	7	42,100
	TOTAL	678	1,609,203	114	301,700

SOURCE: Cincinnati Bell; Hamilton County Auditor; Market Source, Inc.; and Project Market Decisions

12/19/95

Claritas, Inc.
Sales (800)234-5973

Market Area Name: Walnut Hills

1995 PRIZM Distribution Report

PRIZM Cluster Group	No.	Nickname	'95 Population Number	Pct.	'95 Households Number	Pct.	US Household Base Pct.	Ratio Index
S1	1	Blue Blood Estates...	0	0.0	0	0.0	0.8	0.0
S1	2	Winner's Circle......	0	0.0	0	0.0	1.9	0.0
S1	3	Executive Suites.....	0	0.0	0	0.0	1.3	0.0
S1	4	Pools & Patios.......	0	0.0	0	0.0	1.8	0.0
S1	5	Kids & Cul-de-Sacs...	0	0.0	0	0.0	3.0	0.0
Elite Suburbs................			0	0.0	0	0.0	8.8	0.0
							0.5	0.0
U1	6	Urban Gold Coast.....	0	0.0	0	0.0	1.1	45.5
U1	7	Money & Brains.......	641	0.8	184	0.5	1.0	210.0
U1	8	Young Literati.......	1111	1.3	745	2.1	1.4	0.0
U1	9	American Dreams......	0	0.0	0	0.0	1.6	675.0
U1	10	Bohemian Mix.........	6856	8.3	3789	10.8	5.6	239.3
Urban Uptown.................			8608	10.4	4718	13.4		
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...........	0	0.0	0	0.0	2.1	0.0
2nd City Society..............			0	0.0	0	0.0	5.8	0.0
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...	0	0.0	0	0.0	1.2	0.0
S2	19	New Empty Nests......	0	0.0	0	0.0	1.8	0.0
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	2.0	0.0
The Affluentials..............			0	0.0	0	0.0	8.1	0.0
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......	1705	2.1	727	2.1	1.6	131.2
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.........	2845	3.4	1039	3.0	1.2	250.0
U2	31	Latino America.......	0	0.0	0	0.0	1.3	0.0
Urban Midscale................			4550	5.5	1766	5.1	6.5	78.5
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........	19435	23.6	7736	22.0	1.4	1571.4
2nd City Center...............			19435	23.6	7736	22.0	7.5	293.3

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1-NOV-95
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Page 2 of 2

Markte Area Name: Walnut Hills

1995 PRIZM Distribution Report

Group	No.	Nickname	'95 Population Number	Pct.	'95 Households Number	Pct.	US Household 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....	1855	2.2	899	2.6	1.7	152.9
U3	46	Hispanic Mix.........	0	0.0	0	0.0	1.5	0.0
U3	47	Inner Cities.........	48065	58.3	20013	57.0	2.1	2714.3
Urban Cores...................			49920	60.5	20912	59.6	5.3	1124.5
C3	48	Smalltown Downtown...	0	0.0	0	0.0	1.9	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	2.0	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 & 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
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.............	82513	100.0	35132	100.0		

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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.

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

              Title                          MPI
-------------------------------------------  ------
   Go to Boxing Matches (0.6%)                311
   Buy Black Gospel Music (2.8%)     .        293
   Smoke Menthol Cigarettes (8.5%)            244
   Go to Pro Basketball Games (1.4%)          221
   Use Cigarette Rolling Paper(2.6%)          199
   Go to Pro Football Games (1.9%)  .         192
   Use Three-Way Calling (5.2%)          .    186
   Took a Domestic Trip by Bus (1.9%)         173
   Go to Col Basketball Games (2.1%)          154
   15+ Lottery Tickets Lst Mo (6.2%)          148
   Smoked Cigars Last 6 Mos (2.5%)            142
   Buy Jazz Music (4.4%)                      140
   Rntd Foreign Videos Lst Mo (1.3%)          139
   Go Sailing (1.7%)                          138
   Buy Dance Music (4.6%)                      135
   Go to College Ftbll Games (2.7%)  '...     131
   Go to Ice Hockey Games (1.2%)              130
   Chess Last Year (3.1%)                     130
   <$60 Grocery Shopping Wkly (22.4%)         129
   Go to Baseball Games (5.0%)                127
   Smoked Cigarettes Lst Yr (30.3%)           126
   Bought Mystery Last Year (7.4%)            125
   In-Home Preg Test Lst 12Mos(6.1%)          125
   Go Jogging (6.7%)                          124
   Smoke Pipe Tobacco (2.4%)                  120
   Go Roller Skating (3.4%)                   117
   Disp Lighters Last 6 Mos (24.0%)           117
   Play Tennis (5.6%)                         115
   Bought Sci Fiction Lst Yr (3.5%)           114
   Used Baby Foods Last 6 Mos (6.4%)          114
   Lease a Car (3.1%)                         113
   Use Speed Dialing (8.0%)                   110
   Use Call Forwarding (7.7%)                 108
   Eat at Fast Food Fish (2.3%)               108
   Use Call Waiting (28.0%)                   107
   Eat at Fast Food Pizza (14.1%)             107
   Use Prof Exterminators (12.3%)             106
   Play Volleyball (5.9%)                     104
   Go to Gambling Casinos (12.2%)             101
   Bars/Night Clubs Last Year (20.6%)          99
   Rntd Car Personal Use LstYr(8.9%)           97
   $100+ Camera Accessories (1.7%)             97
   Bought Romance Last Year (6.4%)             96
   Billiards/Pool Last Year (8.6%)             96
   Tropical Fish (6.0%)                        94
   Eat at Fast Food Rest (87.7%)               93
   Play Softball (6.3%)                        92
   Eat at Fast Food Burger (58.4%)             90
   Do Weight Lifting (7.3%)                    90
   Have a Passport (16.1%)                     89
   Smoke NonFilter Cigarettes (2.8%)           88
   Go to the Movies (48.0%)                    88
   Go Bowling (12.1%)                          87
   Rntd Car for Business LstYr(5.6%)           87
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                         Profile Rankings
               Market Potential Index of Lifestyles - MRI
                 Comparison Profile: Walnut Hills, OH HHs
                 Ranked in: Descending order  All profiles

                          Title                         MPI
          ------------------------------------------    ------
              3+ Personal Trips - Plane (2.6%)            87
              Smoke Regular Cigarettes (21.0%)            87
              Walt Disney World FL Lst Yr(4.6%)           86
              $60+ Dry Clean Lst 6 Mos (7.7%)             86
              Eat at Fast Food Mexican (10.3%)            85
              Bght Hardcover Book Lst Yr (14.4%)          85
              Bread frm Scratch Lst 6 Mos(4.8%)           84
              Go to Live Theatre Lst Yr (13.0%)           83
              Health Clubs/Gym Last Year (8.4%)      ·    82
              Go to Auto Races (2.0%)                     82
              Belong to a Religious Club (7.7%)           81
              Voted in Election Last Yr (47.5%)           80
              Take Vitamins (37.1%)                       79
              Visit Sea World Last Year (3.9%)            79
              Visit Theme Park Last Year (23.1%)          79
              Eat at Family Steak House (66.1%)           79
              Cents Off Coupons Last Yr (63.9%)           78
              Book thru Book Club Lst Yr (7.0%)           76
              Rntd 5+ Video Tapes Lst Mo (19.7%)          76
              Bought Novel Last Year (12.9%)              75
              Always Use Grocery List (29.4%)             75
              Western Europe Last 3 Years(5.1%)           74
              Video Games Last Year (10.6%)               73
              Go Salt Water Fishing (4.2%)                73
              Go Scuba Diving (0.8%)                       72
              Painting, Drawing Last Year(5.9%)           72
              Buy Easy Listening Music (7.8%)             72
              Took Sched Flight/Foreign (11.6%)           70
              Buy Medium Rock Music (10.6%)               70
              $150+ Grocery Shopping Wkly(14.1%)          70
              Contract Home Remodeling (7.1%)             69
              Prof Furniture Clnrs LstYr (1.5%)           69
              Use Maid/Housekeeper (10.0%)                69
              Go Bicycling (13.6%)                        69
              Pain Relievers Heavy Users (33.9%)          69
              Go Cross Country Skiing (1.7%)              67
              Belong to an Auto Club (26.2%)              67
              Buy New Wave Music (3.3%)                   67
              Coupons for New Products (22.0%)            67
              Take Adult Ed Courses (6.6%)                67
              In-Home Purchase Lst 6 Mos (12.6%)          66
              Go Hiking (5.7%)                            66
              Play Racquetball (2.5%)                     65
              2+ Foreign Trips Lst 3 Yrs (7.8%)           65
              Use Trvl Agnt/Foreign Trip (11.4%)          64
              Go Swimming (19.9%)                         63
              Bght 1960s Nostalgia LstYr (3.1%)           63
              Insect Repellent Last Year (31.8%)          62
              Go Skiing (3.7%)                            62
              Go to Aerobics (8.2%)                       62
              Indoor Gardening & Plants (15.8%)           62
              Contrib Pub Brdcstng LstYr (10.4%)          62
              Buy Christian/Faith Music (4.1%)            62
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                     Profile Rankings
         Market Potential Index of Lifestyles - MRI
            Comparison Profile: Walnut Hills, OH HHs
            Ranked in: Descending order  All profiles

                        Title                        MPI
---------------------------------------------     ------
   Dined Out Last Year (49.9%)                       62
   Prof Carpet Cleaners LstYr (7.3%)                 61
   Japan, Asia, Othr Lst 3 Yrs(2.1%)                 60
   Avg Long Dist Bill $26+ (25.3%)                   60
   Caribbean Last 3 Years (5.1%)                     60
   Non Political Volunteer (14.5%)                   59
   Bght 1950s Nostalgia LstYr (1.9%)                 59
   Buy Hard Rock Music (6.6%)                        58
   Domestic Vac Trip Lst Yr (36.4%)                  58
   Own a Bird (2.5%)                                 57
   Recycled Products Lst Yr (35.8%)                  57
   Go Walking for Exercise (27.9%)                   57
   Member Freq Flyer Program (9.5%)                  57
   Furniture Refinishing LstYr(5.2%)                 56
   Bght 1940s Nostalgia LstYr (1.0%)                 56
   Trivia Games Last Year (7.2%)                     56
   Contact Editr/Gvt Official (11.8%)                56
   Rntd Fam/Kid Videos Lst Mo (11.5%)                51
   Order Items by Phone LstYr (18.1%)                51
   Order Items by Mail Lst Yr (28.9%)                51
   Paid for Gas w/Credit Card (21.0%)                51
   Buy Classical Music (5.6%)                        51
   Go Fresh Water Fishing (15.9%)                    51
   Used Travel Agent US Trip (14.2%)                 50
   Own Sailboat (0.8%)                               50
   Go Boating (6.8%)                                 49
   Have a Garden (34.7%)                             49
   Contract Home Improvement (10.1%)                 48
   3+ Business Trips - Plane (2.6%)                  48
   Photography Last Year (12.2%)                     48
   4+ Domestic Trips Lst Yr (10.6%)                  46
   Employer Own/Leased Car (2.1%)                    46
   Sew from Patterns Lst 6 Mos(6.3%)                 46
   Needlepoint Last 6 Months (2.6%)                  45
   Ctrb $50+ Pub Brdctg LstYr (2.9%)                 44
   Belong to a Fraternal Order(4.9%)                 44
   Collect Stamps (3.4%)                             43
   Own a Cat (13.0%)                                 43
   Own a Dog (21.4%)                                 43
   Outdoor Gardening 1X a Wk (5.1%)                  41
   Took 1st Class Foreign Trip(1.4%)                 38
   Go Golfing (10.1%)                                38
   Go Hunting w/Rifle/Shotgun (6.9%)                 37
   Self Home Remodeling (10.9%)                      36
   Self Home Improvement (23.1%)                     36
   Woodworking Last Year (5.6%)                      33
   Domstc Business Trip LstYr (8.6%)                 33
   4+ Overnight Camp Trips (4.6%)                    32
   Buy Country Music (13.2%)                         29
   $150+ Property Maintenance (14.8%)                29
   Truck&Tractor Pull/Mud Race(0.8%)                 28
   Chewing Tobacco (1.3%)                            27
   Belong to a Country Club (2.1%)                   17
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                      Profile Rankings
          Market Potential Index of Lifestyles - MRI
            Comparison Profile: Walnut Hills, OH HHs
            Ranked in: Descending order  All profiles

                        Title                           MPI
-------------------------------------------------- ------
     Belong to a Veterans Club (3.4%)                 15
     Own Power Boat (4.1%)                             6
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                    Profile Rankings
        Market Potential Index of Product Usage - MRI
          Comparison Profile: Walnut Hills, OH HHs
          Ranked in: Descending order  All profiles

                    Title                          MPI
       ---------------------------------------    -----
       Malt Liquor Last 6 Months (2.3%)            420
       Cognac/Brandy Last Month (4.0%)             310
       Shopped Woolworth/Woolco (9.9%)             225
       Own an Eagle (0.5%)                         224
       Imported Wine Last Week (3.0%)              214
       Instant Grits Last 6 Mos (8.9%)             212
       Own an Infiniti (0.1%)                      208
       Rum Heavy Users (1.8%)                      191
       Scotch Last Month (3.6%)                    181
       Decorating Icings Lst 6Mos (2.5%)           178
       Own an Audi (0.5%)                          173
       Gin Last Month (4.3%)                       168
       Montblanc/Waterman Last Yr (0.8%)           167
       Imported Beer Last Week (5.3%)              166
       Brie Cheese Last 6 Mos (1.2%)               159
       Imported Beer Heavy Users (2.0%)            157
       RC Cola (2.4%)                              154
       Sugar Free Yogurt Lst 6Mos (2.3%)           151
       Own a Lexus (0.2%)                          149
       Shopped Saks 5th Avenue (1.6%)              149
       Diet Rite Cola (1.6%)                       144
       Cornish Hens Last 6 Mos (10.8%)             142
       Entenmann's Snacks Lst6Mos (5.7%)           141
       Hostess Snack Last 6 Mos (9.9%)             139
       Vodka Last Month (8.0%)                     137
       Tab (0.5%)                                  135
       Own a BMW (0.8%)                            135
       Kelloggs Frt Loops Lst6Mos (4.2%)           132
       Bottled Water & Seltzer (22.1%)             128
       Domestic Beer Last Week (23.2%)             127
       Regular Cola Heavy Users (17.7%)            127
       Domestic Beer Heavy Users (9.2%)            121
       Own a Cadillac (3.2%)                       120
       Dove Ice Cream Br Lst 6Mos (3.4%)           119
       Oven Cleaners Last 6 Mos (32.6%)            119
       Bght Stereo Equipment LstYr(11.2%)          118
       Cap'n Crunch Reg Lst 6 Mos (3.4%)           117
       Own a Mitsubishi (1.1%)                     116
       Polaroid Inst Film Last Yr (3.2%)           115
       Pita Bread Last 6 Mos (2.2%)                114
       Starch Last 6 Months (28.3%)                114
       Wheaties Last 6 Mos (2.8%)                  114
       Sizzlean Last 6 Months (2.7%)               113
       Wine Coolers Last Month (8.2%)              112
       Canadian Whisky Last Month (4.0%)           111
       Pepsi Cola (23.5%)                          110
       Auto Security/Burglar Alarm(8.0%)           109
       Salt Substitute Last 6 Mos (20.3%)          109
       Bght Rechrg Battery Lst6Mos (4.0%)          109
       Tequila Last Month (4.1%)                   108
       Kelloggs Mueslix Lst 6 Mos (1.3%)           107
       Canned Hashes Last 6 Mos (10.0%)            106
       Kelloggs Corn Flks Lst6Mos (13.2%)          106
       Own a Mercedes (0.9%)                       104
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                    Profile Rankings
        Market Potential Index of Product Usage - MRI
          Comparison Profile: Walnut Hills, OH HHs
          Ranked in: Descending order  All profiles

                    Title                        MPI
--------------------------------------------     ------
   Bght Sheets/Pllwcases LstYr(30.3%)              102
   Used Manufacturer Financing(7.1%)               102
   Othr Carbonated Soft Drnks (42.1%)              101
   Chldrns Frzn Dinrs Lst6Mos (7.4%)               100
   Sugr Swtn Kool-Aid Lst6Mos (7.1%)               100
   Pepsi Free (2.8%)                                99
   Kelloggs All Bran Lst 6Mos (2.3%)                99
   Post Raisin Bran Lst 6 Mos (3.2%)                98
   Rubber Gloves Last 6 Mos (25.7%)                 97
   Canned Stews Last 6 Mos (17.2%)                  95
   Shopped Montgomery Ward (9.9%)                   93
   Bought Towels Last Year (31.0%)                  93
   Own a Buick (9.5%)                               93
   Kelloggs Special K Lst6Mos (2.9%)                93
   Butter Substitute Lst 6 Mos (9.6%)               92
   Pckg Inst Mshd PotLst6Mos (34.0%)                91
   Kellogg's Pop Trts Lst 6Mos(21.7%)               91
   Reg Frzn Dinners Lst 6 Mos (13.5%)               90
   Frozen Desserts Last 6 Mos (28.0%)               90
   Can or Jar Chili Lst 6 Mos (24.2%)               90
   Shopped J.C. Penney (33.7%)                      90
   Coca Cola Classic (23.5%)                        89
   <$1000 Computer System (4.0%)                    89
   Pckg Cold Cuts Last 6 Mos (35.2%)                88
   Light Beer Last Week (14.8%)                     88
   Bought Microwave Last Year (3.0%)                88
   Spark Plugs Chngd at Garage(7.8%)                87
   Liverwurst Last 6 Months (9.1%)                  86
   Own a Volkswagen (3.1%)                          86
   Cordials & Liqueurs Lst Mo (7.2%)                86
   Own a Nissan (6.0%)                              85
   Used Dealer Financing (13.8%)                    85
   Domestic Wine Last Week (11.7%)                  84
   Spam Last 6 Mos (6.4%)                           84
   Bias Belted/Ply Tires (2.1%)                     83
   Own a VCR (60.7%)                                83
   Frozen Waffles Last 6 Mos (36.1%)                83
   Vacuum Cleaner Last Year (6.4%)                  83
   Own Large Screen TV (50.4%)                      83
   Frozen Pizza Last 6 Mos (42.6%)                  82
   Cooked Hams Last 6 Months (38.2%)                81
   Cheerios Last 6 Months (13.6%)                   81
   Fresh Cut Cold Cuts Lst6Mos(25.7%)               81
   Own a Pontiac (8.2%)                             81
   Post Grape Nuts Last 6 Mos (3.5%)                81
   Own a Mazda Truck (0.8%)                         81
   Own Home Gym Systems (3.9%)                      81
   Bought Other Blankets (9.0%)                     81
   Frzn Orange Juice Lst 6Mos (47.2%)               81
   Soy Sauce Last 6 Mos (41.4%)                     80
   Air Filter Chngd at Garage (11.9%)               80
   Other Diet Soft Drinks (21.7%)                   80
   300+ TV Set Last Year (8.7%)                     78
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                    Profile Rankings
        Market Potential Index of Product Usage - MRI
          Comparison Profile: Walnut Hills, OH HHs
          Ranked in: Descending order  All profiles

                      Title                        MPI
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          Egg Substitute Last 6 Mos (10.0%)         78
          Own CD Player (19.6%)                      77
          Own Pagers/Beepers (3.3%)                  77
          Stove Top Stuffing Lst6Mos (18.4%)         77
          Own Sub Compact Car (25.5%)                76
          Bought 35mm Camera Last Yr (0.8%)          76
          Own Compact Car (17.7%)                    75
          Metal Polish Last 6 Mos (19.6%)            75
          Low/No Alcohol Beer Lst Wk (2.0%)          75
          Ceiling Fan Last Year (3.2%)               75
          Own Phone Answer Machine (34.4%)           75
          Jerky Meat Snacks Lst 6Mos (6.7%)          74
          Brkfst/Snack Bars Lst 6Mos (17.9%)         74
          Own 3+ TV Sets (32.5%)                     74
          Shocks Changed by Self (3.2%)              73
          Shopped Kmart (51.9%)                      73
          Own 2-Door Sedan (17.3%)                   73
          Premium Gasoline Last Week (20.1%)         73
          Own Burglar Alarm (7.9%)                   73
          Own a Toyota (8.4%)                        73
          Meat Sticks Snacks Lst6Mos (6.3%)          72
          Own Two or More VCRs (15.9%)               72
          Own a Dodge (7.2%)                         71
          Own Luxury Size Car (14.1%)                71
          Own Miniature TV (24.2%)                   71
          Own Oral Irrigation Device (4.1%)          71
          Mexican Foods Last 6 Mos (42.1%)           70
          Bought Car Battery at Sears(6.2%)          70
          Own Mid Size Car (28.3%)                   70
          Own a Lincoln/Continental (1.8%)           69
          Diet Cola Heavy Users (20.0%)              69
          Own Standard Size Car (12.8%)              68
          Gourmet Coffee Bns Lst6Mos (3.7%)          68
          Bght Computer Books LstYr (5.7%)           67
          Own a PC (19.8%)                           67
          Oil Filter Chngd at Garage (22.4%)         66
          Shopped Sears (31.2%)                      66
          Own Car Bought Used (45.1%)                65
          Bght Camera Accessory LstYr(16.0%)         65
          Used Olive Oil Last 6 Mos (11.1%)          65
          Diet Pepsi Cola (14.3%)                    64
          Shocks Changed at Garage (3.9%)            64
          Shake 'n Bake Chkn Lst6Mos (6.5%)          64
          Own a Ford (20.9%)                         64
          Own an Acura (0.9%)                        64
          Car Battery at Car Prts Str(8.8%)          63
          Oatmeal Last 6 Months (29.9%)              63
          Elec/Gas Dryer Last Year (4.2%)            62
          Diet Coke (16.2%)                          62
          Purchased Car w/Cash (32.3%)               61
          Lo Calorie Bread Lst 6 Mos (14.5%)         61
          Own Convertible (1.8%)                     61
          Own 2-Door Sports Coupe (16.3%)            61
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                    Profile Rankings
      Market Potential Index of Product Usage - MRI
          Comparison Profile: Walnut Hills, OH HHs
          Ranked in: Descending order  All profiles

                    Title                        MPI
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      Own Car Bought New (44.9%)                   60
      Motor Oil Changed by Self (37.7%)            60
      Own a Chevrolet (21.6%)                      59
      Car Battery Inst by Self (12.8%)             59
      Baking Chips Last 6 Mos (39.2%)              59
      Own a Honda (6.8%)                           59
      Bght Sears Tires Lst Yr (2.1%)               58
      Motor Oil Changed at Garage(24.7%)           58
      Own Car with CB Radio (4.1%)                 58
      Own Espresso/Cappcno Maker (2.8%)            58
      Own 4-Door Sedan (41.4%)                     58
      Own a Plymouth (4.6%)                        58
      Own New Domestic Car (32.6%)                 57
      Kraft Macrn&Cheese Lst6Mos (18.0%)           57
      Own New Import Car (15.7%)                   57
      Bght Firestone Tires Lst Yr(2.8%)            56
      Bought Electric Blankets (2.9%)              56
      Own a Mazda (2.1%)                           55
      Own a Chrysler (4.3%)                        55
      Paint Dept/Paint Store (13.3%)               55
      Own an Oldsmobile (10.1%)                    54
      Low Cal Frzn Dinrs Lst6Mos (4.8%)            54
      Used Credit Union Car Loan (6.1%)            54
      Nabisco SpSz ShWht Lst6Mos (2.9%)            54
      Bght Goodyear Tires Lst Yr (6.5%)            52
      Kraft Velveeta Last 6 Mos (10.6%)            51
      Purchased Car w/Trade-In (19.1%)             51
      Spark Plugs Chngd by Self (16.7%)            49
      Caffeine-Free Diet Coke (6.6%)               49
      Bght Radial Tires Lst Yr (22.0%)             49
      Paint at Hardware Store (14.1%)              49
      Bght Michelin Tires Lst Yr (3.4%)            49
      Own a Chevy Truck (7.7%)                     48
      Automatic Washer (58.3%)                     48
      Heavy Users of Film (16.5%)                  48
      Oil Filter Inst by Self (27.2%)             48
      Own Hot Tub/Whirlpool Spa (3.9%)             47
      Own Elec Coffee Grinder (11.1%)              47
      Shopped Walmart (36.3%)                      47
      >$1000 Computer System (12.0%)               46
      Own Car with Car Phone (3.1%)                46
      Own Motorcycle (7.0%)                        46
      Used Bank Car Loan (15.1%)                   44
      Air Filter Inst by Self (25.8%)             44
      Own Blood Pressure Monitor (8.6%)            44
      Own Piano (11.3%)                            43
      Gas Lawn Mower Last Year (3.6%)              42
      Own Camcorder/Video Camera (10.7%)           39
      Own a Mercury (5.6%)                         39
      Own a GMC Truck (2.3%)                       39
      Bght Power Tools LstYr (3.6%)                39
      Dry Mx Salad Drsng Lst6Mos (6.6%)            38
      Own a Toyota Truck (2.2%)                    38
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                      Profile Rankings
        Market Potential Index of Product Usage - MRI
           Comparison Profile: Walnut Hills, OH HHs
           Ranked in: Descending order  All profiles

                    Title                        MPI
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   Own a Nissan Truck (1.4%)                   37
   Bght Auto Dishwasher LstYr (33.7%)          36
   Own a Dodge Truck (4.1%)                    34
   Own Water Filter (7.4%)                     34
   Own Truck/Van/Sport Util (35.8%)            34
   Own Station Wagon (7.6%)                    30
   Own a Volvo (1.3%)                          27
   Own Electric Chain Saw (4.4%)               27
   Own Gas Grill (21.8%)                       25
   Own a Ford Truck (11.0%)                    24
   Own Camper (4.5%)                           24
   Own Water Softener (7.3%)                    20
   Own Gas Chain Saw (14.7%)                   19
   Bght Elec Air Cleanr LstYr (1.0%)           18
   Quaker Pffd Rice Lst 6 Mos (0.8%)           11
   Pckg Pasta Salads Lst 6Mos (0.4%)            3
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PROJECT MARKET DECISIONS
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