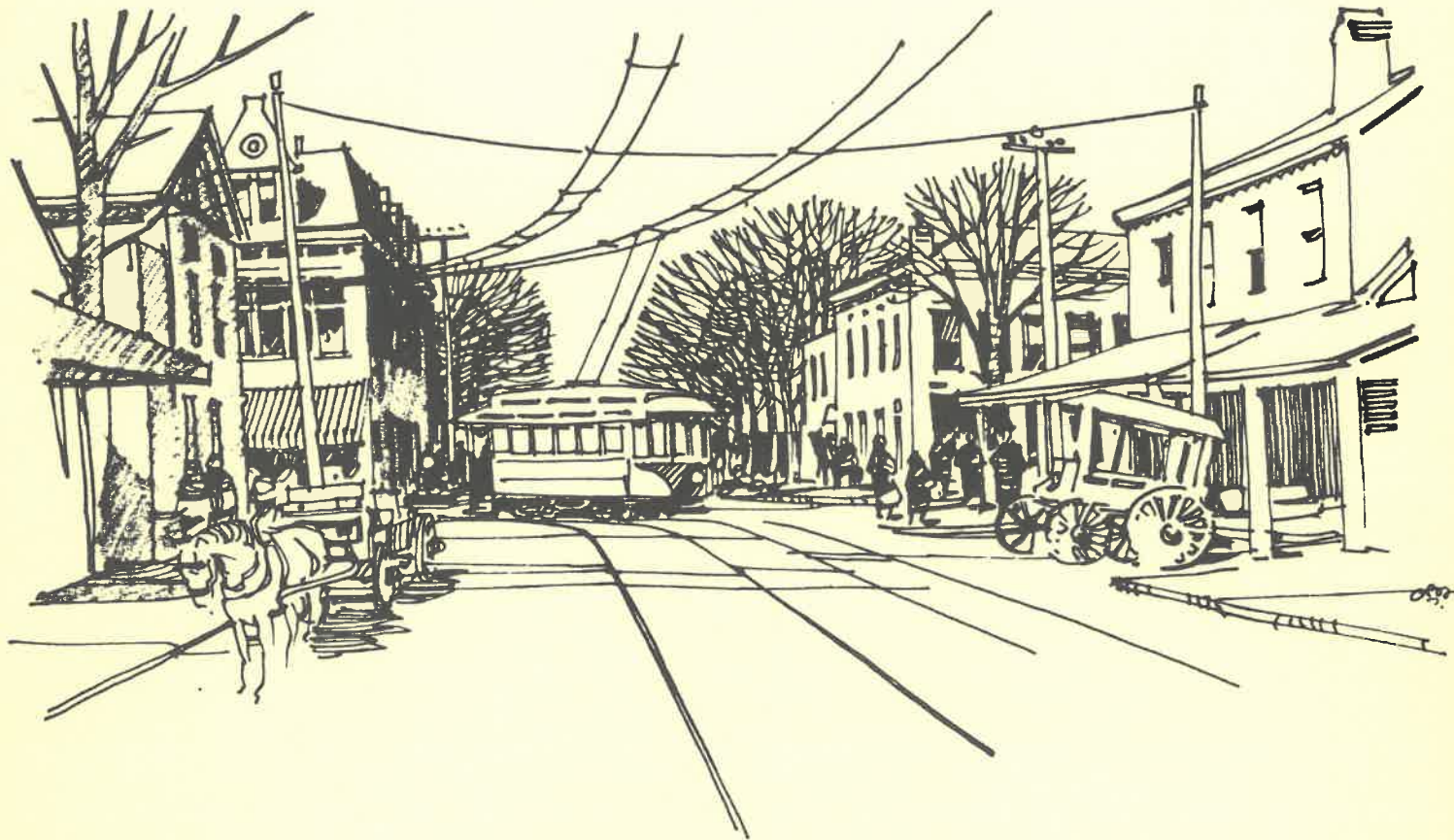


13-0331-1753
#1479



MADISONVILLE NEIGHBORHOOD BUSINESS DISTRICT URBAN DESIGN PLAN

PREPARED FOR
DEPARTMENT OF NEIGHBORHOOD HOUSING AND CONSERVATION
CITY OF CINCINNATI

PREPARED BY
OFFICE OF ARCHITECTURE AND URBAN DESIGN
ARCHITECTURE AND FACILITIES MANAGEMENT
DIVISION OF PUBLIC WORKS DEPARTMENT
CITY OF CINCINNATI
JUNE 1979

REVISED BY
EASTWOOD COMMUNITY URBAN REDEVELOPMENT COPORATION
IN CONJUNCTION WITH
METROPOLITAN REARESEARCH AND DEVELOPMENT INC.
MARCH 1983

MADISONVILLE NEIGHBORHOOD BUSINESS DISTRICT
URBAN DESIGN PLAN

CREDITS

The Madisonville Neighborhood Business District Urban Design Plan was originally prepared for the City of Cincinnati's Department of Development by the City's Office of Architecture and Urban Design in 1978. A series of community reviews and proposed development projects generated revisions to the Plan in 1980 and 1981. With formation of the new Department of Neighborhood Housing and Conservation (NHC) in July 1981, the Eastwood Community Urban Redevelopment Corporation (ECURC) was hired by the City to revise the original plan to reflect current development opportunities. With assistance from a consulting firm, Metropolitan Research and Development, ECURC recommended a revised plan to the City in 1982. Subsequent revisions have been made by NHC to finalize the Madisonville NBD Urban Design Plan into its present form.

City of Cincinnati

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Cover

Looking West on Madison Road at Whetsel Avenue c. 1900. The Northeast corner is where the Fifth-Third Bank building now stands; the Northwest corner shows the old hotel, the site slated for new commercial development; on southeast corner, the original Mannio store where "Madison Building" is now; and the Southwest corner where the Statman Building" still stands. This picture was drawn by Otto Bauer-Nilsen.

MADISONVILLE NEIGHBORHOOD BUSINESS DISTRICT
URBAN DESIGN PLAN

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I. INTRODUCTION

Madisonville is a community of 5,300 households located on the northeast edge of Cincinnati approximately nine miles from downtown (See Figure One). More than 13,000 people reside in this middle-income, racially-mixed neighborhood. Historically, the neighborhood business district (NBD) at Madison Road and Whetsel Avenue has been the primary location for providing retail goods and services for the Madisonville population. Within the past fifteen years, however, a significant share of the retail market has been lost to newer regional shopping centers at Kenwood Plaza Mall, and Hyde Park Plaza and discount department stores along Ridge Avenue. As a result, the Madisonville NBD has experienced business failures, disinvestment and blighted buildings. Reversal of this trend will require significant investment in a short period of time and better consumer confidence in patronizing Madisonville businesses.

New investment in the NBD is warranted given recent development projects throughout the Madisonville community. For example:

- 1,700 housing units rehabilitated in the last eight years by the Neighborhood Housing Service;
- redevelopment of the old Eastwood Village site by the Eastwood Community Urban Redevelopment Corporation including \$80,000,000 of new investment by U. S. Shoe, Coca Cola, Hamilton County Board of Mental Retardation and Cincinnati Bell Telephone;
- renovation of St. Anthony School by the Madisonville Coordinating Committee into the Madisonville YMCA-Community Center;
- Construction of a new building in the NBD by Eagle Savings and Loan;
- redevelopment of an auto garage into a nightclub by Spectrum, Inc; and
- construction of a public parking lot and other improvements in the NBD by the City.

More investment will be required to redevelop the Madisonville NBD into a successful retail area. Therefore, the purpose of this Urban Design Plan is to provide a strategy and policy recommendations to redevelop the Madisonville NBD. By concentrating redevelopment at the northwest and northeast corners of Madison Road and Whetsel Avenue, the Plan provides a framework for business expansion, increased off-street parking and more job opportunities. The Plan provides realistic strategies and priorities for achieving the improvement of the Madisonville community.

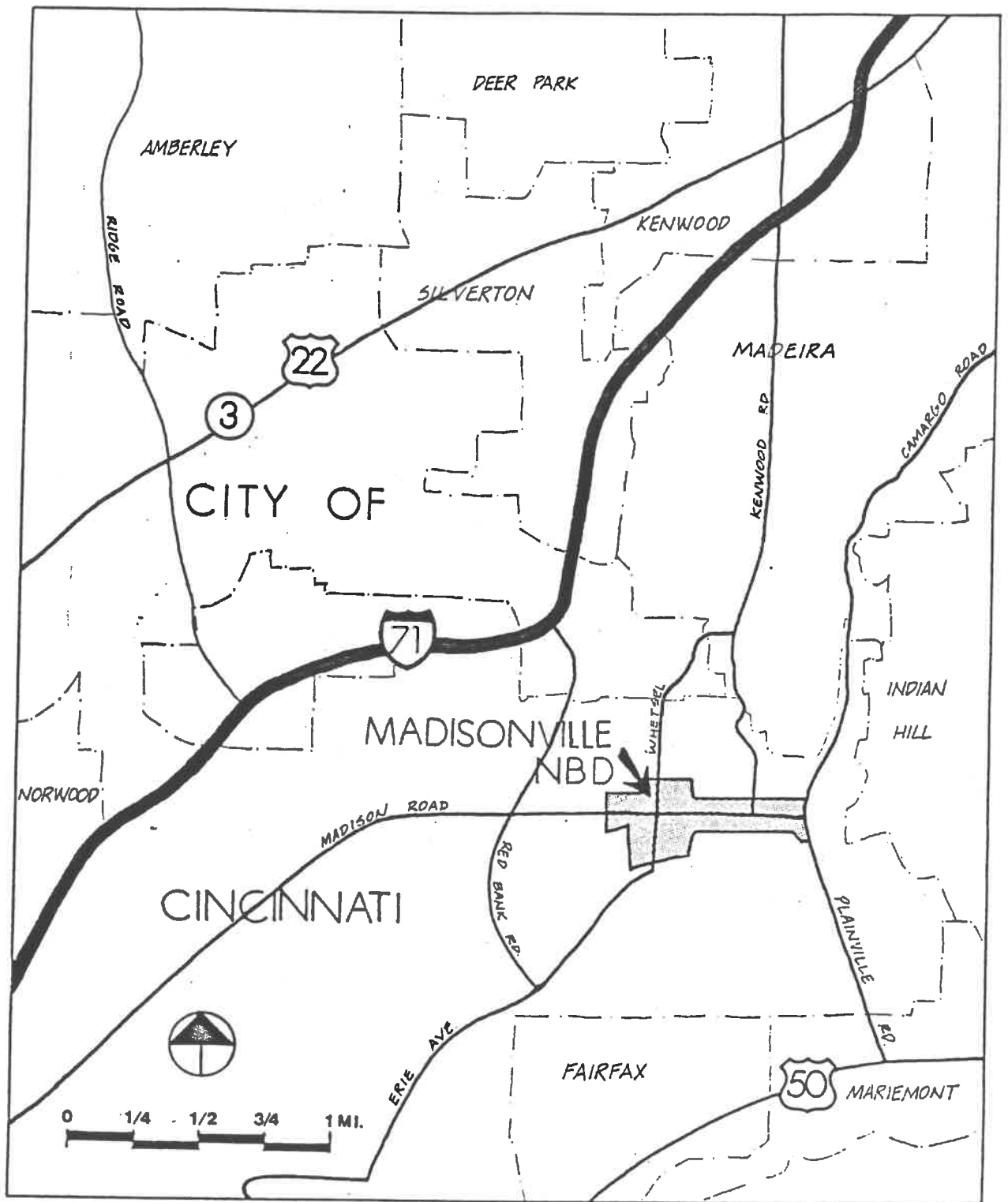


FIGURE ONE
 NEIGHBORHOOD BUSINESS DISTRICT
 (NBD) LOCATION

PREPARED FOR:
 Department of Neighborhood
 Housing and Conservation
 BY
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MADISONVILLE NBD URBAN DESIGN PLAN

II. ECONOMIC ANALYSIS

The Urban Design Plan boundary defines a limited geographic area that encompasses less than six commercially oriented blocks in Madisonville. This area is sufficient to accommodate as much commercial development as can reasonably be expected to occur in the Madisonville. The market studies conducted as a part of the Urban Design Plan identified the following eight (8) major market factors;

1. Major shopping centers including Hyde Park Plaza, Kenwood Mall and Kenwood Plaza and Swallens limit the primary market area of most retail establishments located in the Madisonville Neighborhood Business District to the immediate Madisonville community.
2. The primary market area for most retail activities in the Madisonville Neighborhood Business District includes approximately 4500-5000 non-elderly households and 1000-1100 elderly households (See Figure Two).

TABLE ONE

ESTIMATED HOUSEHOLDS IN MADISONVILLE NBD
PRIMARY TRADE AREA

<u>Retail Business</u> <u>Type</u>	<u>Non-Elderly</u> <u>Households</u>	<u>Elderly</u> <u>Households</u>	<u>Total</u> <u>Households</u>
Discount/Dept. Stores,			
Clothing Stores and Shoes	5054	1111	6164
Grocery Stores	4740	1041	5781
Drug Stores & Variety Stores	4726	1038	5764
Hardware Stores	4525	993	5518

3. Annual family income of Madisonville households is \$15,912(1977) compared to \$18,500 (1977) for the Cincinnati SMSA. Household income influences the distribution of that income among major budget items. A larger percentage of lower budgets is expended for food and medical care and a smaller percentage is expended for housing, transportation and other items.

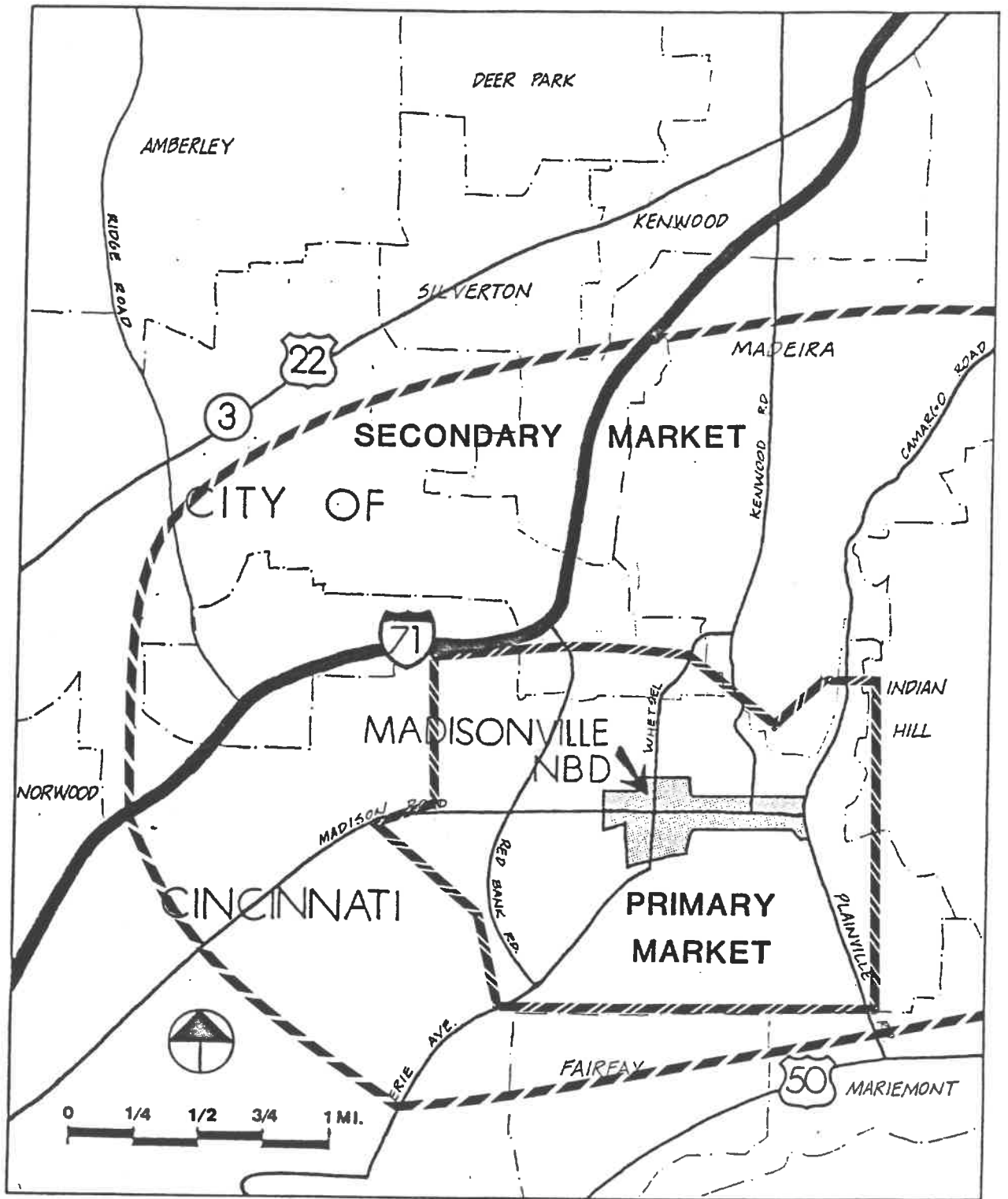



FIGURE TWO
 NEIGHBORHOOD BUSINESS DISTRICT
 MARKET AREAS

PREPARED FOR:
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MADISONVILLE NBD URBAN DESIGN PLAN

TABLE TWO

URBAN FAMILY BUDGET DATA FOR LOWER AND
INTERMEDIATE BUDGETS

<u>MAJOR BUDGET ITEM</u>	<u>LOWER BUDGET</u>		<u>INTERMEDIATE BUDGET</u>	
	<u>DOLLARS</u>	<u>% OF TOTAL</u>	<u>DOLLARS</u>	<u>% OF TOTAL</u>
Food	\$ 4,505	32.7%	\$ 5,673	25.0%
Housing	2,272	16.5	4,708	20.8
Transportation	1,021	7.4	2,090	9.2
Clothing	1,037	7.5	1,493	6.6
Medical Care	1,235	9.0	1,244	5.5
Other	<u>3,714</u>	<u>26.9</u>	<u>7,473</u>	<u>32.9</u>
Total Budget				
Costs -	\$13,784	100.0%	\$22,681	100.0%

Source - "Urban Family's Budget" The Bureau of National Affairs, Inc. May 1981

4. Retail trade sales to primary trade area households are estimated to be \$49,500,000 annually of which only \$5,600,000 are captured by businesses in the Madisonville NBD. An additional \$3,000,000 of Madisonville NBD business sales are generated from the secondary and tertiary market areas outside of Madisonville.
5. Selected services sales to primary trade area households are estimated to be \$10,000,000 of which \$1,600,000 are captured by businesses in the Madisonville NBD. Secondary and tertiary market areas add another \$1,250,000 to Madisonville NBD business sales. (See Table Three).
6. The growth potentials of the Madisonville NBD can be influenced in three ways:
 - a. increased sales to primary trade area households - a ten percent increase to \$6,200,000 of retail sales and to \$1,750,000 of selected services sales annually could be generated with physical improvements and better product marketing.

- b. new housing and industrial development within the Madisonville community could increase sales to primary trade area households by an additional five to ten percent or to \$6,700,000 of retail sales and to \$1,900,000 of selected services sales annually.
- c. improved physical appearance, better goods selection, and marketing, particularly to the high income residential communities of Indian Hill, Kenwood, Madeira, and Mariemont could increase sales to secondary and tertiary area households by five to fifteen percent or to \$3,300,000 of retail sales and to \$1,400,000 of selected services sales annually.

Realization of these potentials would increase total annual retail sales from \$8,600,000 to \$10,000,000 and total annual selected services sales from \$2,850,000 to \$3,300,000 in constant 1977 dollars.

- 7. Existing Grocery Stores, Drug and Proprietary Stores, capture a smaller share of the primary market sales potential than would be expected. Other business types presently existing in Madisonville which could increase their market capture (particularly from the secondary and tertiary market area) are Auto and Home Supply Stores, Auto Repair Shops, Radio and TV and Music. The potential exists for certain business types that are not presently located in Madisonville which might be encouraged to locate there, such as Miscellaneous General Merchandise Stores, and Motor Vehicles-New and Used (particularly expensive foreign car sales). The market potential for each of these business types with potential for location or expansion in Madisonville, would be generated from the secondary and tertiary market areas; e.g. Indian Hill, Mariemont, Madeira, etc. Generation of sales from these market areas would also tend to increase sales for other existing businesses in the Madisonville NBD.
- 8. Currently, there are 73,150 square feet of retail space in the Madisonville NBD. The Real Estate Research Corporation report (1976) showed 106,560 square feet of retail space, of which only 76,187 square feet was warranted at that time. That report recommended that the area provide for more than 90,000 square feet of retail space in 1985. This study justifies and proposes a total of 97,730 square feet of retail space, of which 70,000 square feet is recommended in the Urban Design Plan Area. It also justifies and proposes a total of 63,785 square feet of other commercial space in the Urban Design Plan Area compared to the 50,785 square feet that presently exists.

The market studies suggest several uses which could feasibly be expanded in the Urban Design Plan area. Generally, the expansion of these uses will result because of the ability of existing businesses to serve a larger share of the existing market. Often this type of expansion can only be accomplished through relocation of the existing business from its existing location to a larger, more appropriate site. Market potentials for food and drugstore sales fit this category.

The market studies also indicate that changes in most retail and other non-residential commercial sales will be a slow process resulting from physical improvements and better marketing. Such market patterns suggest that most business growth will be captured by existing businesses who periodically expand their business rather than by new business enterprises. The most effective way to meet these slowly increasing demands is through periodic renovation and expansion of existing facilities rather than through new construction. As a result of this conclusion, a significant portion of the development proposed in the Urban Design Plan will be in rehabilitation of existing buildings rather than in the construction of new ones.

TABLE THREE

SUMMARY OF MARKET CONDITIONS OF THE MADISONVILLE NBD

<u>Kind of Business</u>	<u>Primary Market Sales</u>	<u>Primary Market Capture</u>	<u>Secondary Tertiary Market Capture</u>	<u>Total Estimated Annual Sales</u>
Building Materials	\$ 1,710,000	\$ 349,000	\$ 440,000	\$ 789,000
General Merchandise	\$ 8,325,000	\$ 84,800	\$ 26,400	\$ 111,200
Food Stores	\$11,580,000	\$1,850,000	\$ 733,000	\$2,583,000
Automotive Dealer				
Gas Stations	\$12,070,000	\$1,037,000	\$ 450,000	\$1,487,000
Apparel & Accessories	\$ 1,850,000	-0-	-0-	-0-
Fixture & Equipment	\$ 2,275,000	\$ 392,500	\$ 530,000	\$ 922,500
Eating & Drinking	\$ 4,930,000	\$ 449,650	\$ 160,000	\$ 609,650
Misc. Retail	\$ 6,760,000	\$1,401,800	\$ 702,600	\$2,104,400
Total Retail Trade	\$49,500,000	\$5,564,750	\$3,042,000	\$8,606,750
Hotels and Motels	\$ 845,000	-0-	-0-	-0-
Personal Services	\$ 1,300,000	\$ 675,400	\$ 419,000	\$1,094,400
Business Services	\$ 3,495,000	\$ 330,500	\$ 653,500	\$ 984,000
Automotive Repair	\$ 1,580,000	\$ 366,000	\$ 105,000	\$ 471,000
Misc. Repair	\$ 675,000	\$ 112,500	\$ 45,000	\$ 167,500
Amusements	\$ 2,190,000	\$ 73,500	\$ 20,100	\$ 93,600
Total Selected Services	\$10,085,000	\$1,567,900	\$1,242,600	\$2,180,500

NOTE: A more detailed analysis appears in Appendix A

III. GOALS AND OBJECTIVES

BUSINESS:

- A. Improve the Madisonville NBD business environment by increasing the capture ratio of the Madisonville trade area.
 - 1. Increase capture rates of primary trade area by 10% and secondary trade area by 5-10%.
 - 2. Increase market share in sales for grocery stores, drug stores, auto supplies and home supplies.
 - 3. Secure a major business to attract additional customers to the area.
 - 4. Expand employment opportunities and create new jobs for Madisonville residents.

- B. Provide better service to consumers through an expanded selection of goods and services in a convenient location.
 - 1. Concentrate retail activity near the intersection of Madison Road and Whetsel Avenue
 - 2. Provide the opportunity for new businesses to locate in Madisonville, such as radio and television stores, miscellaneous general merchandise stores and foreign automobile dealer.
 - 3. Establish an on-going business organization for collective advertising of all businesses, sponsoring Madisonville shopper's days (at least twice each year) and promoting a "shop Madisonville" theme in the community.
 - 4. Provide better security for shoppers' safety through increased lighting and increased coordination with City Police.

DEVELOPMENT

Rehabilitate existing buildings and redevelop under utilized sites to provide the most efficient use of available commercial acreage.

1. Leverage private investment with public funds for the target redevelopment project at the northeast and northwest blocks of Madison Road and Whetsel Avenue.
2. Remove blighting influences by renovating existing buildings where feasible or demolishing obsolete structures.
3. Rezone the NBD to concentrate retail activity near the intersection of Madison Road and Whetsel Avenue.
4. Encourage office and transitional uses as a buffer between the retail and residential areas.
5. Preserve and encourage reuse of historic structures when economically feasible.

TRAFFIC AND PARKING

Maintain existing street patterns and traffic flow.

1. Provide mid block access to remove shoppers' traffic from Madison Road.
2. Increase the number of off-street parking spaces to serve existing and new businesses.

HOUSING

Increase the net number of housing units in the immediate area.

1. Encourage renovation of existing vacant, multi-family units in the NBD.
2. Develop the Madisonville School site to increase the housing density in the area adjacent to the NBD.

IV. DEVELOPMENT STRATEGY

A. Schematic Development Plan

The analysis of land and building use and the market studies for the Madisonville NBD demonstrates limited potential commercial development. Expansion by existing businesses seems to be more likely. These businesses already have a clientele and need only to expand their markets rather than capture an entirely new market.

The configuration of uses in the NBD are distributed in a reasonably logical way. This distribution should be strengthened through zoning and future development projects. For example, the areas to the north, west and south of the intersection of Madison Road and Whetsel Avenue are devoted almost entirely to residential, public, and institutional uses. These characteristics should be strengthened in the future. The area to the east of major intersection consists of residential, public, and institutional uses which are mixed with retail and non-retail commercial uses. It is interesting to note that several of the retail and non-retail commercial buildings in this area are either vacant or under utilized. Emphasis in this area should be to remove these uses and replace them with new residential uses. Such an action would transform this frame area from one with mixed uses to a more homogeneous area with predominately residential, public and institutional uses. (See Figure Three).

The central focus of the Urban Design Plan is the Business Center which includes Block A-1 thru Block A-6. Development emphasis in this area should be to increase retail uses through expansion of existing businesses, and to a lesser extent through the development of new ones. Residential uses at ground level should be phased out and replaced with first floor retail uses. Residential uses above the ground floor can be continued, but should be replaced, where feasible, with office uses. The long range objective is to achieve a more compact business center characterized by retail and office uses.

B. Specific Development Opportunities

Actions proposed within the Urban Design Plan boundary are described below on a block-by-block basis, (See Figure Four for block locations and Figure Five for the Urban Design Plan).

1. Block A-1 - Redevelopment of the block at the northwest corner of Madison Road and Whetsel Avenue is proposed to include:
 - . Demolition of two buildings at the southeast corner of the block and replacement with a new 18,000 square foot two story building; the lower level for retail and the upper level for offices.
 - . Development of a new building at the southwest corner of block with 6,000 square feet of space on one floor.
 - . Demolition of two existing residences on Ravenna Avenue; retention of five existing residences on the northwest corner of the block (the feasibility of moving the two residences to new sites should be analyzed).

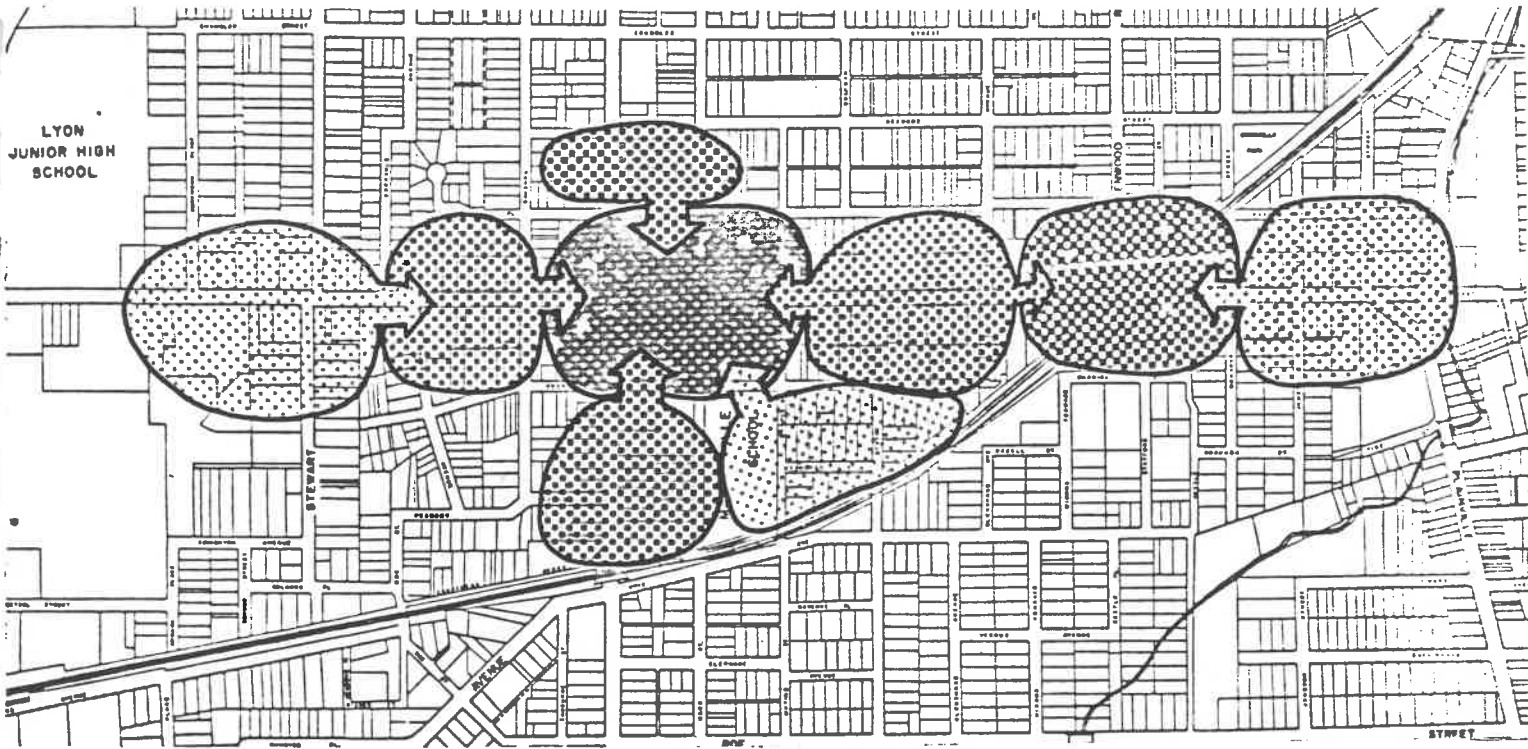









FIGURE THREE
SCHEMATIC DEVELOPMENT PLAN

-  RESIDENTIAL
-  RESIDENTIAL and OFFICE
-  HIGHER DENSITY RESIDENTIAL and OFFICE
-  OFFICE and RESIDENTIAL
-  RETAIL
-  BUSINESS
-  BUSINESS CENTER FOCUS AREA

PREPARED FOR:



Department of Neighborhood
Housing and Conservation

BY:

METROPOLITAN RESEARCH
AND DEVELOPMENT INC.

MADISONVILLE NBD URBAN DESIGN PLAN

BLOCK DESIGNATIONS

MADISONVILLE NBD URBAN DESIGN PLAN

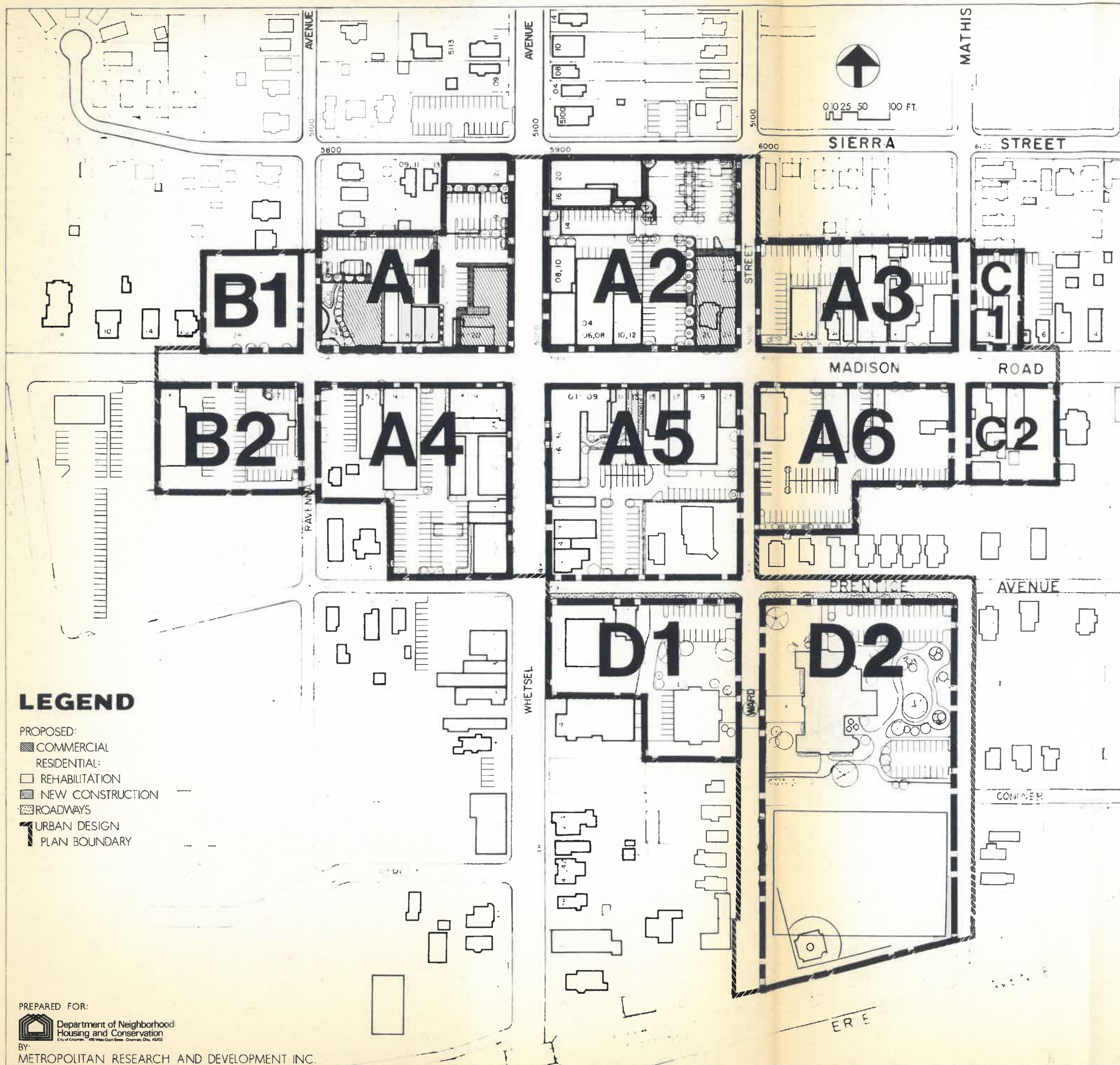


FIGURE FOUR

MADISONVILLE NBD URBAN DESIGN PLAN

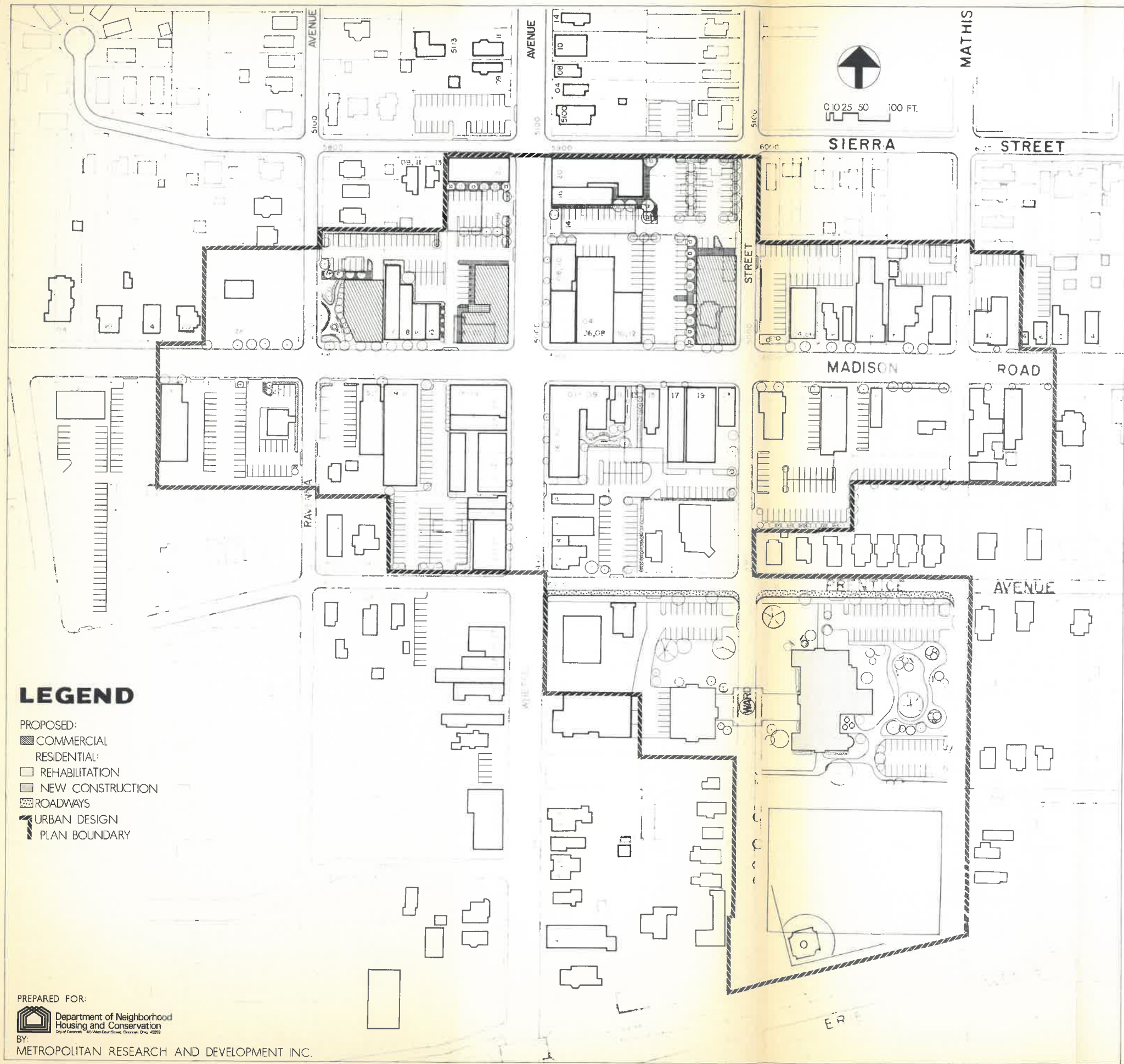


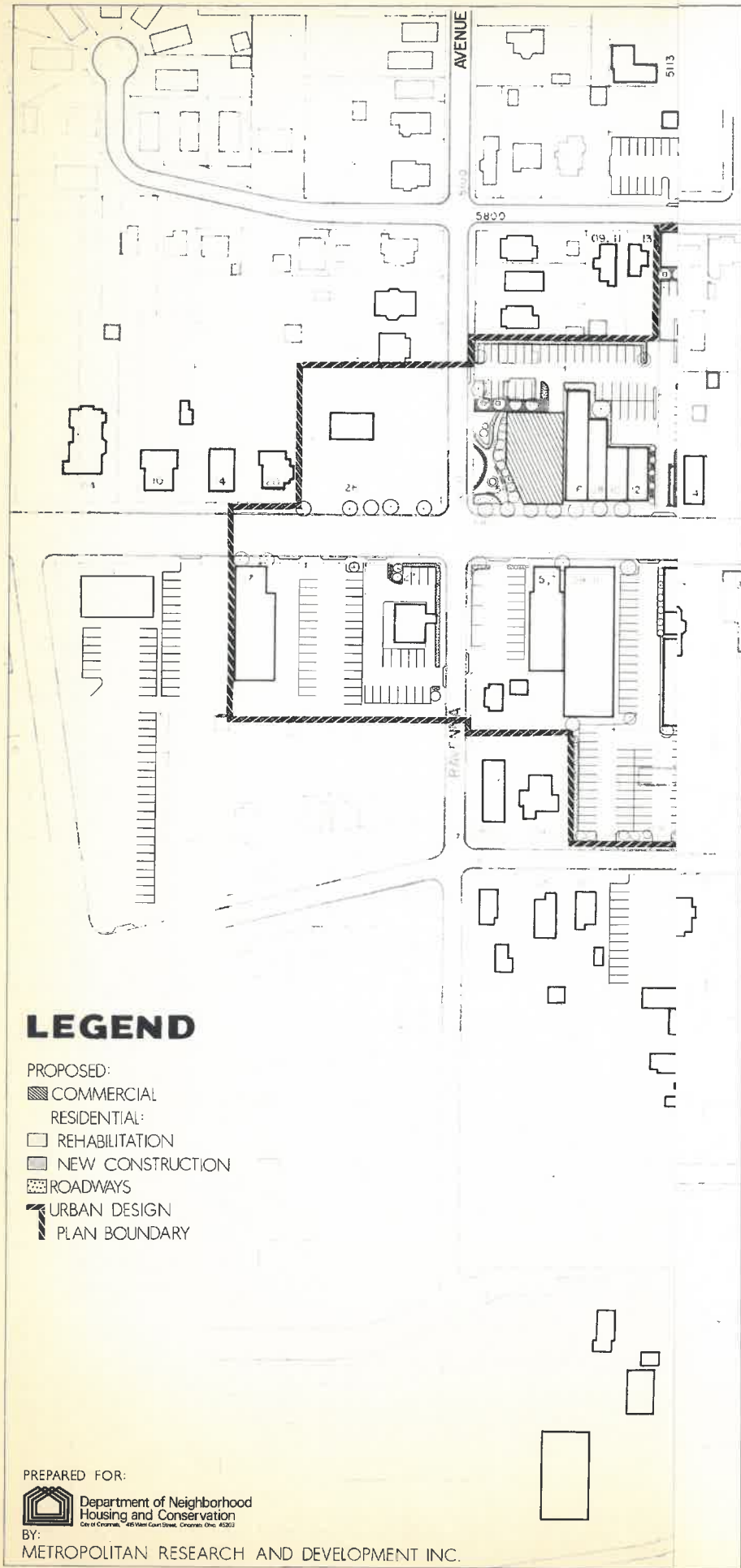
FIGURE FIVE

PREPARED FOR:

Department of Neighborhood
Housing and Conservation
City of Columbus, 45 West Court Street, Columbus, Ohio, 43203

BY:

METROPOLITAN RESEARCH AND DEVELOPMENT INC.



LEGEND

- PROPOSED:
- ▨ COMMERCIAL
 - RESIDENTIAL:
 - REHABILITATION
 - NEW CONSTRUCTION
 - ▤ ROADWAYS
 - ┌ URBAN DESIGN
 - └ PLAN BOUNDARY

PREPARED FOR:

 Department of Neighborhood Housing and Conservation
 City of Columbus, 45 West Court Street, Columbus, Ohio, 43261
 BY:
 METROPOLITAN RESEARCH AND DEVELOPMENT INC.

MADISONVILLE NBD URBAN DESIGN PLAN

FIGURE FIVE

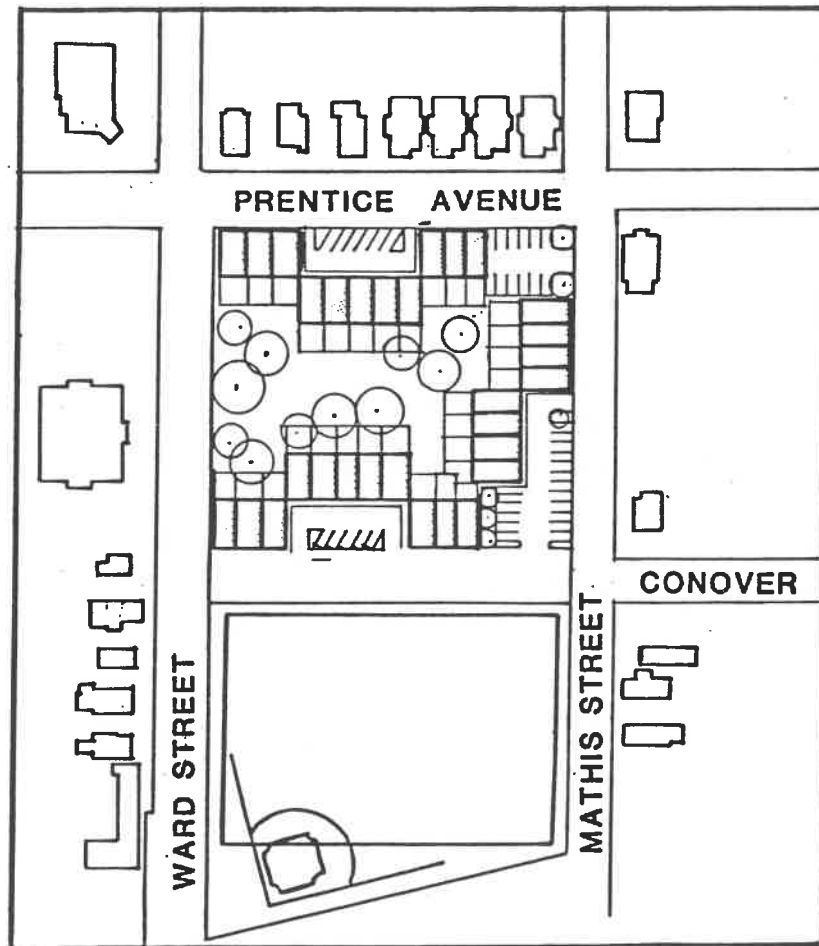



FIGURE SIX
BLOCK D-2 ALTERNATIVE

PREPARED FOR:
 Department of Neighborhood
 Housing and Conservation
 BY:
 METROPOLITAN RESEARCH
 AND DEVELOPMENT INC.

- . Construction of new parking spaces and reorganization of existing spaces to provide a total of 71 parking spaces within the block. Provide internal circulation from Whetsel Avenue to Ravenna Avenue to improve traffic flow. Improve lighting in parking areas to improve security.
 - . Special landscaping and streetscaping treatment with particular attention at the southwest corner (to enhance the approach into the Madisonville NBD).
 - . Rehabilitation of the existing retail, other non-residential commercial, and public space that is to be retained in this block.
2. Block A-2 - This block which lies at the northeast corner of Madison Road and Whetsel Avenue, like Block A-1, is one of the primary redevelopment blocks in the Urban Design Plan. The principal recommendations for the block are:
- . Demolition of four buildings; two on Madison Road, one on Whetsel Avenue and the other at the corner of Ward Street and Sierra Street.
 - . Construction of a new single story 8,500 square foot structure at the corner of Ward Street and Madison Road (proposed to be a food store site).
 - . Construction of parking spaces so that the total off street spaces will be increased from 45 spaces to 94 spaces. The configuration of the parking is designed to permit internal circulation to and from all surrounding streets.
 - . Special landscaping, streetscaping and security lighting in the parking lots will be additional improvements developed in this block.
 - . Rehabilitation of the existing structures should be encouraged by the improvements proposed.

Redevelopment of this block will stabilize and expand retailing and provide additional parking to serve this expansion. Development feasibility and project packaging have been initiated to achieve the plan objectives. Funding commitments from the City of Cincinnati and the Eastwood Community Urban Redevelopment Corporation will provide impetus for this pending development.

3. Block A-3- Existing buildings should be upgraded and parking increased from 25 existing spaces to 51 spaces with the cooperation of businesses fronting Madison Road.
4. Block A-4 - The southwest corner of Madison Road and Whetsel Avenue is not proposed to be significantly changed in the near term. All but one of the existing buildings are retained in the plan and no new structures are proposed.

The plan recommends that the parking and vacant areas be reorganized to increase the total number of available parking spaces from 30 existing spaces to a total of 74 spaces. Rehabilitation of the structures along both Whetsel Avenue and Madison Road for retail and other non-residential commercial uses will be encouraged.

5. Block A-5- Recommended improvements for this block at the southeast corner of Madison Road and Whetsel Avenue include:
 - . Rehabilitation of the mixed use building at the northwest corner of the block. This large building has a total of 27,000 square feet on three floors, the top two floors are subdivided into 28 apartments.
 - . Completion of the City owned parking lot in the interior of the block to provide 36 new parking spaces for the buildings fronting Madison Road.
 - . Demolition of one building fronting Madison road to provide a pedestrian link to the interior parking lot. Additional amenities should be provided to enhance the pedestrian walkway.
 - . Rehabilitation of the buildings fronting Whetsel Avenue for retail and office uses and construction of a 24 space parking lot to serve these businesses. The lot should provide access to the City owned lot above and to Prentice Avenue.
 - . The remaining buildings fronting Madison Road should be maintained and upgraded.

The redevelopment of the block is designed to provide a pedestrian linkage to Area D to the south. General sidewalk improvements along Whetsel Avenue and Ward Streets would enhance the linkage between the businesses and the residential development in Area D.

6. Block A-6- Located along Madison Road between Ward Street and Mathis Street, the buildings in this block should be maintained and upgraded. The northeast portion of this block has the potential for assemblage and redevelopment. The parking should be redesigned to increase the existing 51 spaces to 73 spaces and provide vehicular access between Ward Street and Mathis Street. Landscaping should be provided to screen the lots from adjacent residential properties.
7. Blocks B1,B2,C1,C2-No substantial changes are proposed for blocks B1,B2,C1 and C2. the existing buildings should be maintained and upgraded.
8. Block D-1-Located on the south side of Prentice Avenue between Whetsel Avenue and Ward Streets the public and semi public uses should be strengthened.
9. Block D-2- The vacant Madisonville Elementary School occupies a 4.74 acre site bounded by Ward Street, Prentice Avenue, Mathis Street and the C&O Railroad. Proposals have been submitted by ECURC to renovate the structure into elderly housing, however, no funding commitments have been secured. If renovation continues to be economically non feasible, then the building should be demolished. The site should then be used for constructing new townhouses on the area fronting Prentice Avenue with the southern half designated as a public recreation area. (See Figure Six).
10. The remaining areas outside the Urban Design Plan boundary are not targeted for redevelopment. The existing buildings should be maintained and upgraded to accommodate uses permitted in the proposed zoning.

C. Implementation Schedule

TABLE FOUR
IMPLEMENTATION

	Project	Costs By Block					
		Location					
		<u>A-1</u>	<u>A-2</u>				
PHASE I 1983-86	1) Property Acquisition and Relocation:	\$ 400,000	500,000				
	2) Building Demolition	5,000	15,000				
	3) Building Rehabilitation	150,000	400,000				
	4) New Building Construction	750,000	400,000				
	5) Off-Street Parking	87,000	92,500				
	6) Streetscaping/Landscaping	<u>50,000</u>	<u>30,000</u>				
	Total Costs		\$1,442,000	\$1,437,500			
<hr/>							
		<u>A-3</u>	<u>A-4</u>	<u>A-5</u>	<u>A-6</u>		
PHASE II 1986-89	1) Property Acquisition and Relocation	\$ -0-	\$ 10,000	-0-	\$ 35,000		
	2) Building Demolition	-0-	1,000	20,000	-0-		
	3) Building Rehabilitation	300,000	500,000	700,000	100,000		
	4) New Building Construction	-0-	-0-	-0-	-0-		
	5) Off-Street Parking	62,000	70,000	95,000	96,000		
	6) Streetscaping/Landscaping	<u>4,000</u>	<u>4,000</u>	<u>33,000</u>	<u>3,000</u>		
	Total Costs		\$366,000	\$585,000	\$848,000	\$234,000	
<hr/>							
		<u>Area D Costs</u>					
PHASE III 1989 +	1) Property Acquisition and Relocation	\$ 100,000					
	2) Building Demolition	40,000					
	3) Building Rehabilitation	-0-					
	4) New Building Construction	1,500,000					
	5) Off-Street Parking	80,000					
	6) Streetscaping/Landscaping	96,000					
	7) Road Improvements	<u>100,000</u>					
Total Costs		\$1,916,000					

Redevelopment of Blocks A-1 and A-2 will occur through substantial financial support by the City of Cincinnati. Allocation of 1982 and 1983 Community Development Block Grant (CDBG) funds have already been committed to the project. All other development costs will be financed by the private sector with public financial assistance offered on a case-by-case basis. The following financial resources exist:

- Private financing from local financial institutions;
- City sponsored loan programs for businesses funded through the U. S. Department of Housing and Urban Development and the U. S. Small Business Administration;
- Eastwood Community Urban Redevelopment Corporation, a Madisonville based neighborhood development corporation, has committed its funds to encourage redevelopment in Madisonville in both the NBD and adjacent residential areas;
- City's Capital Improvement Program supported through the sale of tax revenue bonds;
- U. S. Urban Mass Transit Administration capital funds for bus shelters administered by Queen City Metro.

For a more complete list, please contact:

Neighborhood Economic Development
Neighborhood Housing & Conservation
415 W. Court Street
Cincinnati, Ohio 45203
(Phone 352-4691)

V. POLICIES & RECOMMENDATIONS

A. Parking

Parking within the Urban Design Plan (UDP) boundary includes 238 existing spaces which is slightly less than the estimated peak period parking demand of 274 to 317 spaces. Future parking demands are expected to increase by about forty percent, or 395 to 462 spaces. This demand results because of the expected 56 percent increase in retail space and a 25 percent increase in other of commercial space within the Urban Design Plan Area. Table Five defines the expected growth of retail and other commercial space in each block of the Urban Design Plan area and the parking demands which are generated by the existing commercial space and the expected increases.

TABLE FIVE
SUMMARY OF SUPPLY AND PRESENT AND FUTURE DEMANDS FOR PARKING

Area & Block Desig.	Retail Space		Other Commercial Space		Parking Requirements		
	Exist.	Proposed	Exist.	Proposed	Exist. Supply	Exist. Demand	Future Demand
	A1	7,530	20,830	-0-	9,000	52	12
A2	4,220	20,300	9,275	9,275	45	58-68	93-108
A3	3,910	4,870	8,395	8,395	25	38-42	38-42
A4	5,075	6,875	24,450	24,450	30	72-85	72-85
A5	21,360	17,125	6,700	6,700	35	65-76	77-94
A6	<u>2,725</u>	<u>-0-</u>	<u>1,965</u>	<u>5,965</u>	<u>51</u>	<u>29-34</u>	<u>55-65</u>
TOTAL	44,820	70,000	50,785	63,785	238	274-317	395-462

Parking lots developed in the Urban Design Plan should meet the following criteria:

- provide safe and efficient parking lots.
- organize lots primarily for 90 degree parking.
- provide blacktopping and proper markings for easy circulation.
- provide low walls and/or landscaping to screen views of vehicles from streets and adjacent residential areas.
- include night lighting as necessary.
- identify entrance locations with signage of uniform copy, size, shape and color.

B. Vehicular Circulation

Madison Road and Whetsel Avenue will continue to serve as primary circulation routes for Madisonville and as major arterial streets for the eastern region of Cincinnati.

Vehicular safety and congestion are important concerns for the NBD. The grid pattern of streets in Madisonville should serve to disperse traffic from Madison and Whetsel by providing entry and exit to off-street parking from side streets wherever possible. Primary routes can then carry necessary traffic loads without undue conflicts from parking vehicles.

Service and delivery trucks should use off-street loading spaces wherever possible. New commercial development should provide off-street loading spaces as required by the zoning code. Curbside delivery hours should not conflict with peak shopper or traffic periods.

Public transit routes will continue to use the primary circulation routes of Madison and Whetsel in order to facilitate passenger transfers and to reinforce the economic base of Madisonville. These stops should be improved with passenger shelter, seating and informational graphics. ~

C. Pedestrian Circulation

Once shoppers have arrived by automobile, pedestrian circulation paths should direct people to Madison Road and Whetsel Avenue. Pedestrian use of sidewalks may encourage impulse shopping as people pass businesses from parking lots to their destination. The sidewalk environment should be improved to make pedestrian use more comfortable and inviting.

- Develop special treatment to identify pedestrian entrances to parking lots and to increase user safety by maintaining proper visibility and lighting where appropriate.
- Maintain street orientation of shops, but emphasize rear entrances where appropriate and where supported by other plan elements.
- Develop street amenities (lighting, paving, landscaping, graphics, awnings, etc.) to enhance the sidewalk space where appropriate and to contribute to the pedestrian atmosphere of the business district.
- Make all intersections, crosswalks and entrances to commercial space when possible, accessible to the handicapped.
- Provide additional sidewalk space by requiring that new buildings be set back from the property line, and that storefronts be set back to create arcades and recessed shop entries when remodelling existing buildings.

D. Street Amenities

Improvements to the public rights-of-way along Madison Road and Whetsel Avenue have already been constructed to improve the special pedestrian character of Madisonville. Maintenance of this improvement should be improved. Street lighting in the study area should continue to provide higher levels of illumination than found elsewhere in Madisonville to increase pedestrian safety and to emphasize the importance of the NBD. Bus passenger shelter, pedestrian paths from parking lots and a signage information system shall also be part of the right-of-way improvements.

E. Facade Guidelines

Improvements of the physical environment in the NBD will consist primarily of rehabilitation of existing structures to comply with building codes, improve functional operation and upgrade image. Obsolete and abandoned buildings should be demolished to eliminate blighting influences and free the land for new uses. Building remodelling should reinforce the pedestrian character of the business district. The original architectural character of historic structures should be preserved and enhanced in order to reinforce a distinct and uniform image for Madisonville. New buildings should be designed to be compatible with the existing environment in proportions, massing and materials.

Storefront design guidelines should include the following:

- Storefronts should be visually open to the street with display and store windows.
- Entrances should be recessed to increase effective sidewalk space and provide pedestrian shelter.
- Facade designs should be compatible in material, texture, color and massing from one building to the next.
- Moveable awnings are encouraged as a means of introducing weather protection and color for pedestrians. Awnings should not be fixed or have end panels which block pedestrian views along the sidewalk space. Awnings should not project more than six (6) feet from the building face and should not cover architectural features of the building.

Signage design guidelines should include the following:

- Signage should reinforce the overall character of the business, the architecture of the building, and the image of the Urban Design Plan Area.
- Keep sign copy simple and legible. The use of logos or symbols may assist in communication.
- Keep new signs adequately spaced from other signs for good visibility and consistent in size with other new signs of similar businesses.
- Avoid overhanging signs except small identification signs designed to be in harmony with the business identified.
- Be harmonious with the architecture of the building on which signs are located.

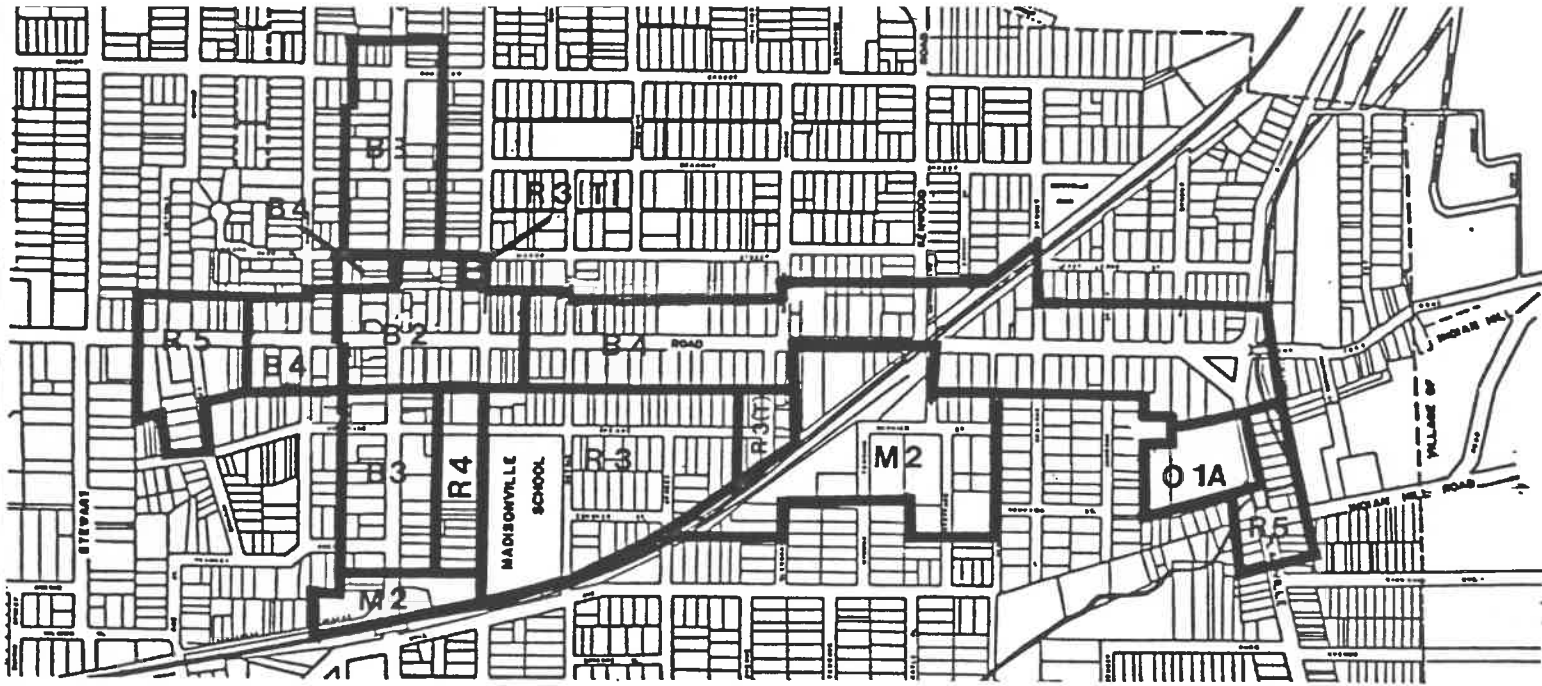
- Avoid flashing signs except for theaters and places of entertainment.
- Keep large signs flat against buildings.

F. Zoning

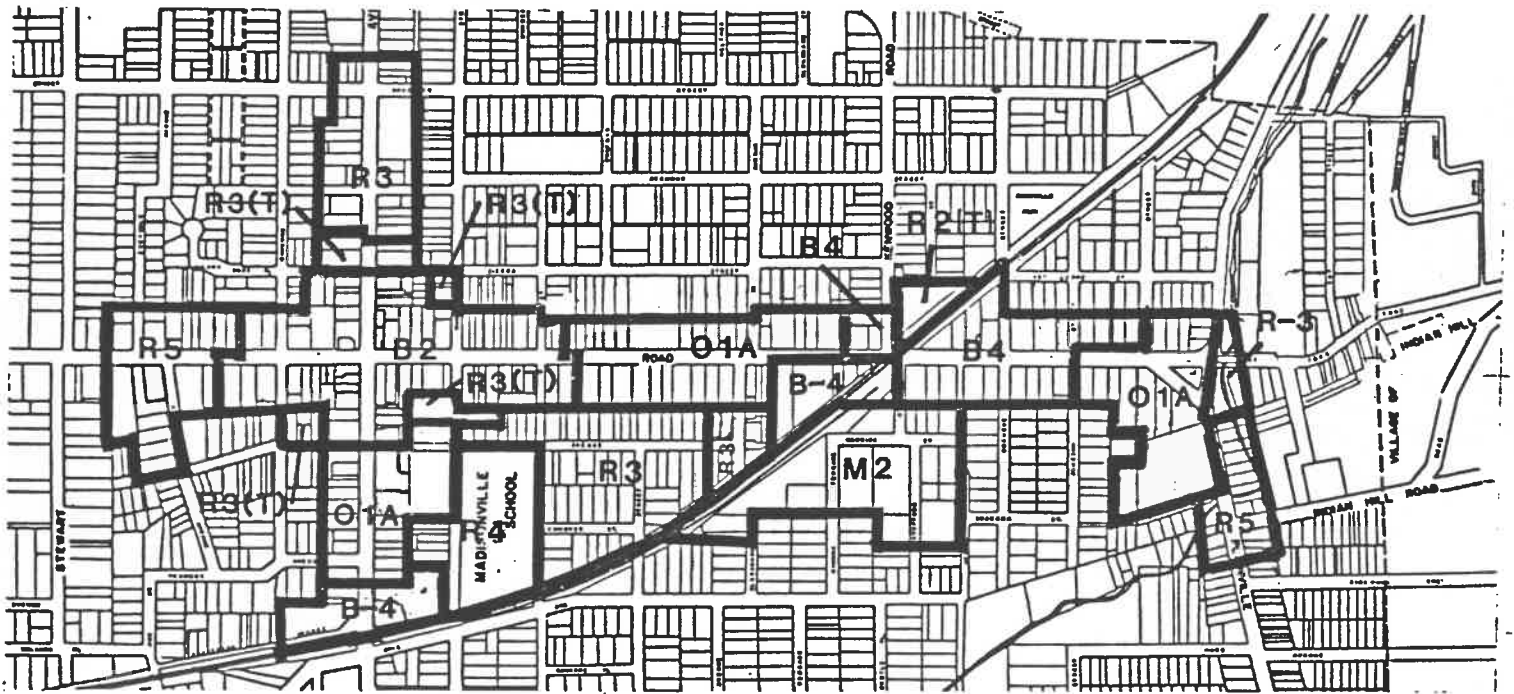
Current zoning of the Madisonville Neighborhood Business District is shown on Figure Seven(a). This configuration reflects a pattern that has existed for several decades. An examination of the zoning from 1924 and 1933 indicate that some minimal success has been achieved in compressing the business area. In 1974, the Cincinnati Planning Commission and the Madisonville Planning Committee continued this trend in a report entitled Volume I - Summary of Recommendations for the Madisonville-Eastwood Community. In the 1974 report, a series of zone changes were recommended and are very consistent with the development plan presented in this report. The desire to reduce the extent of the non-residential use is clearly evidenced by the proposed changes north of the Urban Design Plan Area along Whetsel Avenue from B-3 to R-3, south along Whetsel Avenue from B-3 to O-1A, and east along Madison Road from B-4 to O-1A. The proposal to rezone the area near the Madison Road/Plainville Road intersection from B-4 to O-1A also reflects this objective.

The overall zoning strategy is to encourage business development within the Urban Design Plan boundary and to shift uses in areas to the east from business use to residential use. Within the Urban Design Plan boundary (See Figure Eight) recommended zoning changes include:

1. Change from B 4 and B 3 to B-2 to encourage pedestrian oriented retail trade at:
 - (a) southwest corner of Whetsel Avenue and Sierra Street
 - (b) intersection of Madison Road and Ravenna Avenue
 - (c) intersection of Madison Road and Mathis Street
 - (d) northwest and northeast corners of Whetsel Avenue and Prentice Avenue
2. Change from B-3, R-4 and R-3 to R-3(T) to provide transitional buffers between businesses and residential uses and to provide design controls for parking lots at Ward Street between Madison Road and Prentice Avenue
3. Change from R-3 to R-4 to provide for an increase in density for future development of the vacant Madisonville School site
4. Change from R-4 to O-1A to better reflect the current use of the Annex and maintain compatible existing uses at the Northwest corner of Prentice Avenue at Ward Street



A. EXISTING ZONING



B. PROPOSED ZONING

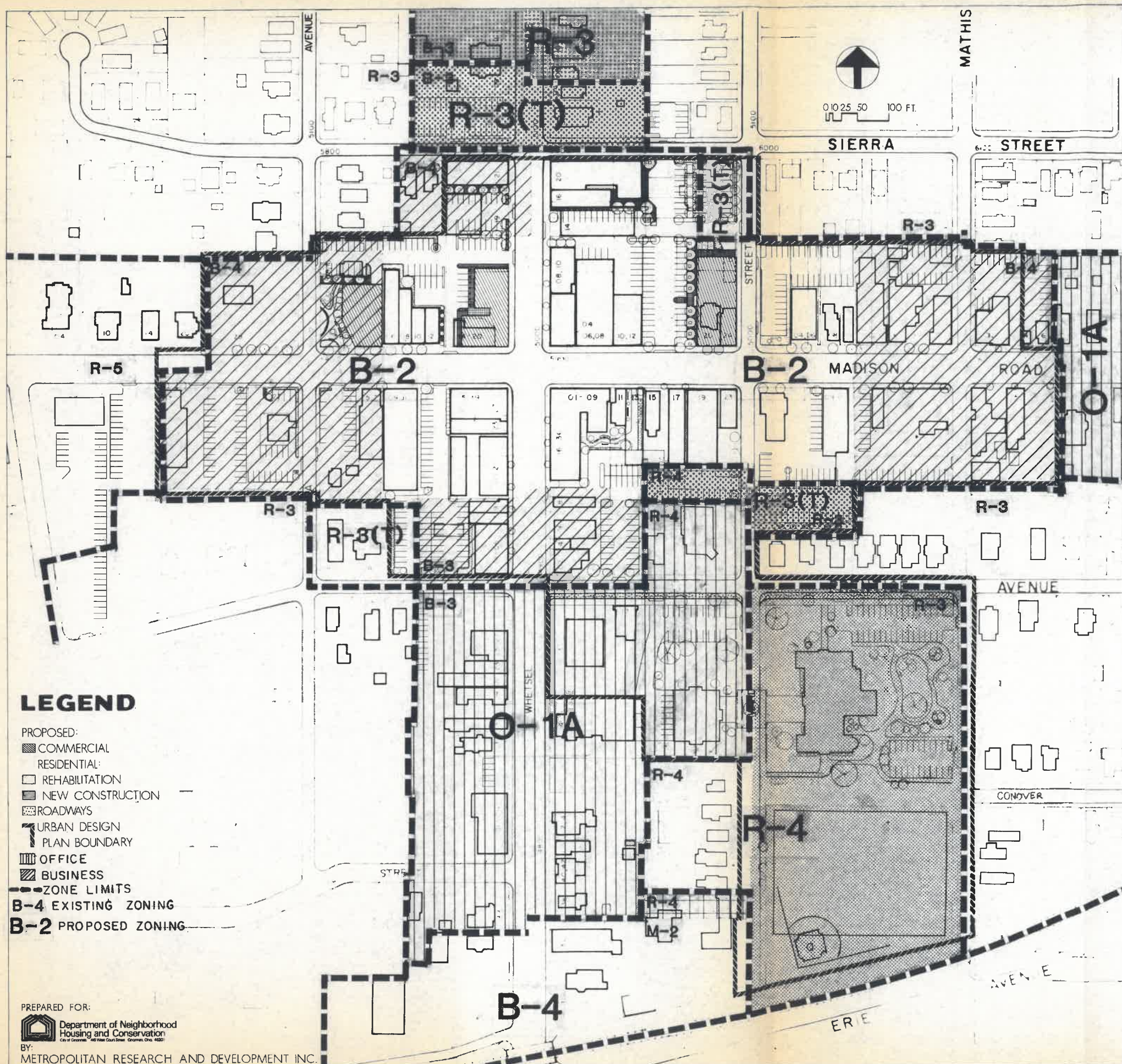
FIGURE SEVEN
ZONING

PREPARED FOR:

 Department of Neighborhood
Housing and Conservation

BY:
METROPOLITAN RESEARCH
AND DEVELOPMENT INC.

MADISONVILLE NBD URBAN DESIGN PLAN



PROPOSED ZONING

MADISONVILLE NBD URBAN DESIGN PLAN

FIGURE EIGHT

Other zone change recommendations outside the Urban Design Plan Area are:

1. Change from M-2 and R-4 to B-4 on Whetsel Ave and Ward Street near B&O R.R. to make compatible with existing uses.
2. Change B-3 and B-4 to O-1A which reflects the city wide policy of rezoning NBD office areas:
 - (a) south of Prentice Avenue along Whetsel Avenue
 - (b) east of the UDP boundary along Madison Road to just east of Glenshade Avenue
 - (c) at the intersection of Camargo, Plainville and Madisonville Roads
3. Change from B-3 to R-3 (T) and R-3 in the area north of UDP boundary along Whetsel Avenue to provide a buffer between residential and commercial uses, and change the remaining B-3 area along Whetsel Avenue to Chandler Street to R-3. These proposed zoning changes in the Urban Design Plan Area are intended to condense the NBD limits to accommodate the expansion proposed and justified by the market analysis, and to encourage the elimination of incompatible uses. In Area D immediately south of the business district, the zoning changes are designed to encourage higher residential density in order to increase population adjacent to the business district.

G. Historic District Designation

Several buildings within the Urban Design Plan boundary are historically significant to the Madisonville NBD. Designation of historic districts provides investment incentives through the provision of Federal income tax. Specifically, the Economic Recovery Act of 1981 provides major incentives to developers for renovating existing structures. Designation of a local historic district helps qualify the historic buildings in the Madisonville NBD for investment tax credits.

Physical improvements to structures by business and building owners is encouraged by the Economic Recovery Act of 1981 through tax incentives. For an area like the Madisonville Neighborhood Business District, which is characterized by older structures, the new legislation is beneficial. It provides investment tax credits for "qualified rehabilitation" as follows:

- . 15 percent for structures at least 30 years old.
- . 20 percent for structures at least 40 years old.
- . 25 percent for certified historic structures.

The 15 and 20 percent credits are limited to non-residential industrial and commercial buildings used for income producing purposes, but the 25 percent credit for certified historic rehabilitation is available to both depreciable non-residential and residential buildings.

In addition, depreciation of "qualified rehabilitation" of a certified historic structure permits full straight line depreciation over a 15 year period. For "qualified rehabilitaton" using the 15 or 20 percent credit, straight line depreciation is calculated using 85 or 80 percent respectively, of the rehabilitation cost over the same 15 year period. Another feature of the law permits the investment tax credit to be passed on to the lessee, if on the date the rehabilitation is completed the remaining term of the lease is at least 15 years. Since the investment tax credit is a direct deduction from the amount of taxes owned by the owner or owners making the "qualified rehabilitation", the program provides investment incentives for many types of owners regardless of their tax bracket. This legislation should be viewed as a major element of the tax planning program of business and building owners in older neighborhood business districts like Madisonville.

An example of the applicability of the Economic Recovery Act of 1981 to commercial building rehabilitation in the Madisonville Neighborhood Business District would be an owner of a 10,000 square foot, 40 year old building which he carries on his books for \$25,000. If the owner qualifies a \$30,000 rehabilitation of his structure, he would be entitled to a \$6,000 investment tax credit and he would depreciate the remaining \$24,000 over 15 years. Application of this program alone or with the City of Cincinnati commercial industrial revolving loan fund could provide the owner with a financing package that could justify rehabilitation.

H. Local Support Program

Increased business activity is one condition that is necessary for implementation of the proposed plan. Much of the impetus to generate business must come from local business and building owners. Effective actions can take several forms; e.g. support of City improvement efforts, private physical improvement of premises, and joint marketing. Coordination of these local efforts can be accomplished through the existing business organization or in some other way, but it is a critical element of plan implementation.

The Urban Design Plan recommends development of several public parking lots and the reorganization of existing public and private lots to improve internal circulation. To achieve the objectives for parking, local businesses and building owners must be willing to work cooperatively with the City in the development of these facilities. This program, which is designed to mix public and private parking spaces in an effective way, will require that affected owners be willing to grant easements and make timely private improvements that are compatible with the proposed public improvements. Also local organizations must take title to the publicly financed lots and be responsible for maintenance after construction by the City has been completed. Increased parking will increase business.

Joint marketing through the cooperative efforts of several businesses is another method for increasing business. Historically, small businesses in neighborhood business districts have acted independently to market their products and services. Generally, these efforts have been very ineffective. A better approach would be for Neighborhood Business District businesses to pool some of their marketing budget to sell the Madisonville Neighborhood Business District generally to a larger market area. More creative presentation of business services available in the Neighborhood Business District would also increase business. Development of a joint delivery service and advertising of the service would help local businesses penetrate deeper into the markets that surrounds Madisonville.

VI. URBAN DESIGN PLAN BOUNDARY DESCRIPTION

The Madisonville NBD Boundry (See Figure Five) is officially defined as: BEGINNING at a point, said point being the intersection of the south right-of-way line of Sierra Street and the east right-of-way line of Whetsel Avenue; thence moving east 330 feet plus or minus along the south right-of-way line of Sierra Street to a point, said point being the intersection of the east right-of-way line of Ward Street; thence moving south 135 feet plus or minus along the east right-of-way of Ward Street to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 35-3-135; thence moving east 330.84 feet plus or minus along the north line of Hamilton County Auditor's Parcel Numbers 35-3-135, 136, 137, 138, 212, 139, 140, 141, 142, extended, and 143 extended to a point, said point being 10.5 feet north of the northwest corner Hamilton County Auditor's Parcel Numbers 35-3-150; thence moving south 10.5 feet plus or minus along the east right-of-way line of Mathis Street to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 35-3-150; thence moving east 69.5 feet plus or minus along the north line of Hamilton County Auditor's Parcel Number 35-3-150 and 151 to a point, said point being the northeast corner of Hamilton County Auditor's Parcel 35-3-151; thence moving south 150 feet plus or minus along Hamilton County Auditor's Parcel Number 35-3-151 to a point, said point being the southeast corner of Hamilton County Auditor's Parcel Number 35-3-151; thence moving east 50 feet plus or minus along the north right-of-way line of Madison Road to a point, said point being 10 feet east of the southeast corner of Hamilton County Auditor's Parcel Number 36-3-152; thence moving south 214.5 feet plus or minus to a point, said point being the southeast corner of Hamilton County Auditor's Parcel Number 36-3-14; thence moving west 314.5 feet plus or minus to a point said point being the northwest corner of Hamilton County Auditor's Parcel Number 36-3-12; thence south 75 feet plus or minus along the west line of 36-3-12 to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 36-3-11; thence west 50 feet plus or minus to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 36-3-11; thence south 2 feet to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 36-3-10; thence moving west 99 feet to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 36-3-9; thence moving south 71 feet along the west line of Hamilton County Auditor's Parcel Number 36-3-9 to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 36-3-9; ; thence moving east 330 feet plus or minus to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 36-3-36; thence moving south 581.40 feet plus or minus along the east right-of-way line of Mathis Street to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 36-3-57; thence moving west 33 feet plus or minus across Mathis Street to a point, said point being the southeast corner of 36-3-55; thence moving west along the south line of Hamilton County Auditor's Parcel Numbers 36-3-55 and 54 to a point, said point being the southwest corner of Hamilton County

Auditor's Parcel Number 36-3-54; thence west across Ward Street 44 feet plus or minus to a point said point being the southeast corner of Hamilton County Auditor's Parcel Number 36-2-132; thence north 130 feet to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 36-2-132; thence moving east 9 feet to a point said point being the southeast corner of Hamilton County Auditor's Parcel Number 36-2-130; thence moving north 235 feet plus or minus to a point, said point being the northeast corner of Hamilton County Auditor's Parcel Number 36-2-177; thence west 143.2 feet plus or minus to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 36-2-177; thence moving north 129 feet plus or minus to a point, said point being the southeast corner of Hamilton County Auditor's Parcel Number 36-2-111; thence moving west 148.5 feet plus or minus to a point; said point being the southwest corner of Hamilton County Auditor's Parcel Number 36-2-111; thence north 210.75 feet plus or minus to a point; said point being the southwest corner of Hamilton County Auditor's Parcel Number 36-2-143; thence west 255.5 feet plus or minus along the north right-of-way line of Prentice Avenue to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 36-2-137; thence moving north 118.8 feet plus or minus along the west line of Hamilton County Auditor's Parcel Number 36-2-137 to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 36-2-137; thence moving west 109 feet plus or minus to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 36-2-136; thence north 10 feet to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 36-2-145; thence moving west 33 feet across Ravenna Avenue to the south line of Hamilton County Auditor's Parcel Number 36-2-32; thence along said south line 218.5 feet to the southwest corner of Hamilton County Auditor's Parcel Number 36-2-32; thence north 231 feet to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 32-2-70; thence east to a point, said point being the southeast corner of Hamilton County Auditor's Parcel Number 35-2-70; thence north 148.5 feet to a point, said point being the northwest corner of Hamilton County Auditor's Parcel Number 35-2-71; thence moving east 181.0 feet plus or minus to a point, said point being along the east right-of-way line of Ravenna Avenue 30 feet south plus or minus of the northwest corner of Hamilton County Auditor's Parcel Number 35-2-111; thence north 30 feet plus or minus to the northwest corner of Hamilton County Auditor's Parcel Number 35-2-111; thence east 198.0 feet to a point, said point being the southwest corner of Hamilton County Auditor's Parcel Number 35-2-130; thence moving north 118.8 feet to a point said point being in the northwest corner of Hamilton County Auditor's Parcel Number 35-2-129; thence moving east 166.0 feet plus or minus along the south right-of-way line of Sierra Street to POINT OF ORIGIN.

VII LEGAL BASIS FOR PLAN

The Urban Design Plan represents a detailed description of the development proposed within a specifically established area (the Urban Design Plan Area). The legal basis for the Urban Design Plan is Chapter 725 of the Cincinnati Municipal Code which states that "blighted, deteriorating, and deteriorated areas" exist within the City which "contribute to the spread of disease and crime,....; constitute as economic and social liability; and impair 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---towards this end--to acquire private property.

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 area 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 of the Cincinnati Municipal Code an Urban Renewal Area "shall mean a blighted or deteriorating area which is appropriate for redevelopment or rehabilitation as defined in paragraph (a) of Section 725-I-U". The City of Cincinnati, for the purposes of this particular plan, therefore, declares that the Madisonville Urban Design Plan area is an Urban Renewal Area. Within the Madisonville Urban Design Plan Area there exists blighted areas in which a majority of the structures are detrimental to the public health, safety, morals, and general welfare, by reason of age, obsolescence, dilapidation, overcrowding, faulty arrangement, mixture of incompatible land uses, lack of ventilation or sanitary facilities or any combination of these factors, or there exists deteriorating areas which because of incompatible land uses, nonconforming uses, lack of adequate parking facilities, faulty street arrangement, inadequate community facilities, increased density of population without commensurate increase in new residential buildings and community facilities, high turnover in residential or commercial occupancy, lack of maintenance and repair of buildings, or any combination thereof are detrimental to the public health, safety, morals and general welfare, and will deteriorate, or are in danger of deteriorating, into blighted areas. Through the adoption of this Urban Design Plan by City Council, the City Manager is authorized to acquire any property in the area, the acquisition of which is necessary in carrying out the Urban Renewal Plan.

A. General Approach

The market potential of the Madisonville NBD is the basis for proposals and recommendations described subsequently in this report. Estimates of market potential were made using recent census data and a methodology that included a determination of the primary market area for most NBD retail businesses, the economic characteristics of the households within the primary market area and an analysis of the spending habits of its population. These estimates were supplemented with estimates of sales within the NBD by residents of the secondary and tertiary market areas surrounding the primary market area. The estimated sales by SIC code were compared with average annual sales for typical establishments in each SIC classification to identify strong as well as less viable existing and potential uses for the NBD.

From the results of the market analysis, a realistic plan for the Madisonville NBD was developed that meets both the objectives of the community and the economic criteria of business owners and potential investors.

B. Analysis

In 1977 there were 568,700 households in the Cincinnati SMSA. Of these, 378,537 were non-elderly households and 90,163 were elderly households. Median household income for all households in the Cincinnati SMSA in 1977 was \$16,508 per year. The median household income for elderly households in the SMSA is only 40-50 percent of the non-elderly household median income. These relationships were used to estimate that the median income for non-elderly households in the Cincinnati SMSA (1977) was about \$18,500 and the median income for elderly households was about \$7,500. These relationships were also used to infer that there were approximately 378,537 plus $.4 (90,163) = 415,600$ equivalent non-elderly households in the SMSA in 1977. If this number is divided into the sales of various businesses by type, an estimate of household expenditures by the average non-elderly household in 1977 can be derived. These estimates were developed and are summarized in Table 1 by major Retail Trade and Selected Services categories.

TABLE 1
1977 HOUSEHOLD EXPENDITURES BY TYPICAL
NON-ELDERLY HOUSEHOLD IN CINCINNATI SMSA

<u>SIC CODE</u>	<u>KIND OF BUSINESS</u>	<u>ANNUAL SALES/EQUIVALENT</u> <u>NON-ELDERLY HOUSEHOLD</u>
I- Retail Trade		
52	Building	427
53	General Merchandise	
	Group Stores	1,936
54	Food Stores	2,517
55	Automobile Dealers Inc. Gas Sta.	3,219
56	Apparel & Accessory Stores	431
57	Furniture, Home Furnishing and Equipment Stores	529
58	Eating & Drinking Places	1,146
59	Misc. Retail Stores	<u>1,352</u>
	Total Retail Trade/Household/Yr	\$11,557
II- Selected Services		
70	Hotel, Motel, Trailer Parks and Camps	211
72	Personnel Services	303
73	Business Services	813
75	Automotive Repair, Service and Garages	421
76	Miscellaneous Repair Services	157
78/79	Amusement & Recreational Services	<u>584</u>
	Total Selected Services	\$2,489
	Household/Yr	

Sources- 1977 Census of Retail Trade and 1977 Census of Selected Services.

The median income for non-elderly households in the Madisonville Area in 1978 was estimated to have been \$15,912 based on a weighted average of Census Tracts 55, 56 and 108. It is estimated that this median annual income was expended as follows:

o Food	\$ 5,203
o Housing	\$ 2,625
o Transportation	\$ 1,177
o Clothing	\$ 1,193
o Medical Care	\$ 1,432
o Other	<u>\$ 4,282</u>

\$15,912 Household/Year

Source - "Urban Family's Budget for Cincinnati, Ohio -
The Bureau of National Affairs.

For the purposes of this analysis, it is assumed that the relationship of Madisonville non-elderly household income to SMSA non-elderly household income (\$15,912 versus \$18,500) could be accounted for by multiplying the annual sales/equivalent non-elderly household in Table 1 by .86 to reflect household expenditures by non-elderly households in the Madisonville area.

Urban Family's Budget data for lower and intermediate budgets prepared by the Bureau of National Affairs for 1980 for the Cincinnati Area is shown in Table 2 below:

TABLE 2
URBAN FAMILY BUDGET DATA FOR LOWER AND
INTERMEDIATE BUDGETS

Major Budget Item	Lower Budget		Intermediate Budget	
	Dollars	% of Total	Dollars	% of Total
Food	\$ 4,505	32.7%	\$ 5,673	25.0%
Housing	2,272	16.5	4,708	20.8
Transportation	1,021	7.4	2,090	9.2
Clothing	1,037	7.5	1,493	6.6
Medical Care	1,235	9.0	1,244	5.5
Other	3,714	26.9	7,473	32.9
Total Budget Costs -	\$13,784	100.0%	\$22,681	100.0%

Source - "Urban Family's Budget" The Bureau of National Affairs, Inc., May 1981

These comparisons indicate that as the total budget declines, a larger percentage is expended for food and medical care and a smaller percentage is expended for housing, transportation and other. Given these relationships, it is logical to reduce SIC Code businesses such as SIC 52, SIC 55, SIC 70, and SIC 75 by a larger percentage than reductions for SIC 54 and SIC 59. Accordingly, the Table 1 entries have been adjusted in Table 3 to reflect annual sales/ equivalent non-elderly households in the Madisonville area.

TABLE 3
1977 HOUSEHOLD EXPENDITURES BY TYPICAL
NON-ELDERLY HOUSEHOLD IN MADISONVILLE AREA

SIC CODE	KIND OF BUSINESS	EST. ANNUAL SALES/ EQUIV. NON-ELDERLY HOUSEHOLDS IN MADISONVILLE (% of TABLE 1)
I. Retail Trade		
52	Building	342 (80%)
53	General Merchandise Group Stores	1,669 (86%)
54	Food Stores	2,316 (92%)
55	Automobile Dealers	2,414 (75%)
56	Apparel and Accessory Stores	370 (80%)
57	Furniture, Home Furnishings and Equipment Stores	455 (86%)
58	Eating and Drinking Places	986 (86%)
59	Misc. Retail Stores	1,352 (100%)
	Total Retail Trade	\$ 9,900 (86%)
II. Selected Services		
70	Hotel, Motels, Trailer Parks and Camps	169 (80%)
72	Personnel Services	260 (86%)
73	Business Services	699 (86%)
75	Automotive Repair, Service & Garages	316 (75%)
76	Miscellaneous Repair Services	135 (86%)
78/79	Amusement & Recreation Services	438 (75%)
	Total Selected Services	\$ 2,017 (81%)

The adjusted annual sales per equivalent non-elderly households in Madisonville provides a reasonable estimate for the major SIC groups. To define annual sales estimates for the more detailed stratification of businesses, the percentages developed in Table 3 are multiplied by the annual sales for three digit SIC groups from the 1977 Census of Retail Trade and 1977 Census of Selected Services for the Cincinnati SMSA. The product is divided by the total equivalent non-elderly households in the Cincinnati SMSA (1977). The results of these calculations are presented in Table 4.

TABLE 4

DETAILED 1977 HOUSEHOLD EXPENDITURES BY TYPICAL
NON-ELDERLY HOUSEHOLD IN MADISONVILLE AREA
(RETAIL BUSINESSES)

<u>SIC</u> <u>CODE</u>	<u>KIND OF</u> <u>BUSINESS</u>	<u>EST. ANNUAL SALES/</u> <u>EQUIVALENT NON-ELDERLY</u> <u>HOUSEHOLDS IN MADISONVILLE</u>
521	Lumber & Other Bldg. Materials Dealers	220
523	Paint, Glass & Wallpaper Stores	25
525	Hardware Stores	61
526	Retail Nurseries, Lawn & Garden Supply Stores	19
527	Mobile Home Dealers	17
	Total SIC 52 (Buildings)	\$ 342
531	Department Stores	1,453
533	Variety Stores	52
539	Misc. General Merchandise Stores	160
	Total SIC 53 (General Mdse Group Stores)	\$ 1,665
541	Grocery Stores	2,064
542	Meat, Fish Mkts., Inc. Freezer Prov.	111
543	Fruit Stores & Vegetable Markets	11
544	Candy, Nut & Confectionary Stores	11
545	Dairy Products	44
546	Retail Bakeries	54
549	Misc. Food Stores	21
	Total SIC 54 (Food Stores)	\$ 2,316
551	Motor Vehicles, New & Used	1,470
552	Motor Vehicles, Used Only	48
553	Auto & Home Supply Stores	93
554	Gasoline Service Stations	758
555	Boat Dealers	13
556	Rec. & Utility Trailer Dirs.	11
557	Motorcycle Dealers	14
559	Automotive Dealers, N.E.C.	7
	Total SIC 55 (Auto Dealers)	\$ 2,414

TABLE 7 (CONTINUED)
**DETAILED 1977 HOUSEHOLD EXPENDITURES BY TYPICAL
 NON-ELDERLY HOUSEHOLD IN MADISONVILLE AREA**

(RETAIL BUSINESSES)

<u>SIC CODE</u>	<u>KIND OF BUSINESS</u>	<u>EST. ANNUAL SALES/ EQUIVALENT NON-ELDERLY HOUSEHOLDS IN MADISONVI</u>
561	Men's & Boy's Clothing and Furniture	93
562	Women's Ready-to-Wear	137
563,8	Women's Accessory & Specialty, Furriers	7
564	Children's & Infants Wear	3
565	Family Clothing Stores	54
566	Shoe Stores	64
569	Misc. Apparel & Accessory	<u>12</u>
	Total SIC 56 (Apparel & Accessory Stores)	\$ 370
571	Furniture & Home Furnishings	319
572	Household Appliances	38
573	Radio, T.V. & Music	<u>98</u>
	Total SIC 57 (Furniture, Home Furn & Equip.)	\$ 455
5812	Eating Places	867
5813	Drinking Places (Alcoholic Beverages)	<u>119</u>
	Total SIC 58 (Eating & Drinking Places)	\$ 986
591	Drug & Proprietary Stores	363
592	Liquor Stores	189
593	Used Merchandise Stores	42
594	Misc. Shopping Goods Stores	269
5941	Sporting Goods & Bicycle Shops	55
5942	Book Stores	21
5943	Stationary Stores	---
5944	Jewelry Stores	84
596	Non-Store Retailers	156
598	Fuel & Ice Dealers	81
599	Other Misc. Retail Stores N.E.C.	79
	Others Not Included Above	<u>173</u>
	Total SIC 59 (Misc. Retail Stores)	\$ 1,352

TABLE 4 (Continued)
DETAILED 1977 HOUSEHOLD EXPENDITURES BY TYPICAL
NON-ELDERLY HOUSEHOLD IN MADISONVILLE AREA
(SELECTED SERVICES)

<u>SIC CODE</u>	<u>KIND OF BUSINESS</u>	<u>EST. ANNUAL SALES/ EQUIVALENT NON-ELDERLY HOUSEHOLDS IN MADISONVILLE</u>
7011	Hotels, Motor Hotels and Motels	167
7032	Sporting & Recreational Camps	1
7033	Trailer Parks & Campsites for Transients	<u>1</u>
	Total SIC 70 (Hotels, Motels, Trailer Parks & Camps)	\$ 169
721	Laundry, Cleaning, Other Garment Serv.	99
722	Photographic Studios, Portrait	17
723	Beauty Shops	56
724	Barber Shops	16
725	Funeral Ser. & Crematories	43
729	Misc. Personal Services	<u>26</u>
	Total SIC 72 (Personal Services)	\$ 260
731	Advertising	58
732	Credit Card Reporting, Coll. Agencies	---
734	Services to Dwellings & Other Buildings	59
7361	Private Employment Agencies.	---
737	Computer & Data Processing Services	97
7392	Mgmt. Consulting, PR Services	108
7393	Equip. Rental & Leasing Services	70
	Others not included above	<u>307</u>
	Total SIC 73 (Business Services)	\$ 699
751	Car, Truck Rental, Leasing W/O Drivers	137
752	Auto Parking	23
753	Auto Repair Shops	140
754	Auto service, Except Repair	<u>16</u>
	Total SIC 75 (Automotive Repair Serv. & Garages)	\$ 316
762	Electrical & Electronic Repair Shops	43
763	Watch, Clock & Jewelry Repair.	4 (est)
764	Reupholstery & Furn. Repair	10
	Others not included above	<u>78</u>
	Total SIC 76 (Misc. Repair Services)	\$ 135
781,782	Motion Pic, Prod. Dist & Services	195
783	Motion Picture Theatres	27
791	Dance Halls, Studios, Schools	---
792	Producers, Orchestras, Entertainers	15
793	Bowling Alleys, Billards, Pool	31
	Others not included above	<u>170</u>
	Total SIC 78,79 (Amusements & Recreation Services incl. Motion Pictures)	\$ 438

An analysis of primary trade areas for selected retail businesses was performed. The results of this analysis are shown in Exhibit Eight for Discount/Department Stores, Clothing Stores, and Shoes, in Exhibit Nine for Grocery Stores, in Exhibit Ten for Drug Stores and Variety Stores, and in Exhibit Eleven for Hardware Stores. The households within each of these primary trade areas are listed in Table 5 below:

TABLE 5
ESTIMATED HOUSEHOLDS IN MADISONVILLE NBD
PRIMARY TRADE AREA

<u>Retail Business Type</u>	<u>Non-Elderly Households</u>	<u>Elderly Households</u>	<u>Total Households</u>
Discount/Dept. Stores, Clothing Stores & Shoes	5054	1111	6164
Grocery Stores	4740	1041	5781
Drug Stores and Variety Stores	4726	1038	5764
Hardware Stores	4525	993	5518

These figures indicate that about 5,000 non-elderly households are located within the primary trade area of each retail business type analyzed. Multiplication of the 5,000 non-elderly households by the estimated annual sales per equivalent non-elderly households from Table 4 produces an estimate of total expenditures by primary trade area residents for each kind of retail and selected services business. Those estimates are presented in Table 6. Also listed are estimated percentages of expenditures which are made within the primary trade area by primary trade area residents and estimates of the expenditures made by trade area residents within the primary trade area. The estimated percentage listed for each retail and selected service were developed from the results of a survey of primary trade area residents. Some percentages shown in Table 6 were derived directly from the survey results; but others have only been inferred from the survey results. The survey and its results are included as Appendix B of this report.

TABLE 6 - MARKET CHARACTERISTICS OF THE MADISONVILLE MSA

RETAIL TRADE

SIC CODE	KIND OF BUSINESS	MADISONVILLE HOUSEHOLDS	ANNUAL SALES MADISONVILLE NON-ELDERLY		PERCENT CAPTURE (%-%)	PRIMARY MARKET ESTIMATE		SECONDARY TERTIARY MARKET		TOTAL ESTIMATE SALES	
			MSH&D	TOTAL		LOW	HIGH	LOW	HIGH	LOW	HIGH
521	Lumber and Other Bldg. Material Dealers	5,000±	220	1,100,000	20-30	220,000	330,000	300,000	400,000	520,000	730,000
523	Paint, Glass & Wallpaper Stores	5,000±	25	125,000	0-0	0	0	0	0	0	0
525	Hardware Stores	5,000±	61	305,000	0-0	0	0	0	0	0	0
526	Retail Nurseries, Lawn & Garden Supply Stores	5,000±	19	95,000	15-20	14,250	19,000	25,000	40,000	39,250	59,000
527	Mobile Home Dealers	5,000±	17	850,000	0-0	0	0	0	0	0	0
SIC 52 TOTALS - Building			\$342	\$1,710,000	13.7-20.4	\$234,250	\$349,000	\$325,000	\$440,000	\$559,250	\$789,000
531	Department Stores	5,000±	1,453	7,265,000	0-0	0	0	0	0	0	0
533	Variety Stores	5,000±	52	260,000	5-8	13,000	20,900	6,500	10,400	19,500	31,200
539	Misc. Gen. Merchandise Stores	5,000±	160	800,000	5-8	40,000	64,000	10,000	16,000	50,000	80,000
SIC 53 TOTALS - General Merchandise Group Stores			\$1,665	\$8,325,000	0.6-1.0	\$53,000	\$84,800	\$16,500	\$26,400	\$69,500	\$111,200
541	Grocery Stores	5,000±	2,064	10,320,000	10-15	1,032,000	1,548,000	258,000	387,000	1,290,000	1,935,000
542	Meat, Fish Mkts., Inc. Freezer Prov.	5,000±	111	555,000	20-30	111,000	166,500	111,000	166,500	222,000	333,000
543	Fruit Stores & Vegetable Markets	5,000±	11	55,000	60-80	33,000	44,000	66,000	88,000	99,000	132,000
544	Candy, Nut & Confectionary Stores	5,000±	11	55,000	0-0	0	0	0	0	0	0
545	Dairy Product Stores	5,000±	44	220,000	0-0	0	0	0	0	0	0
546	Retail Bakeries	5,000±	54	270,000	20-30	54,000	81,000	54,000	81,000	108,000	162,000
549	Misc. Food Stores	5,000±	21	105,000	5-10	5,250	10,500	5,250	10,500	10,500	21,000
SIC 54 TOTALS - Food Stores			\$2,316	\$11,580,000	10.7-16.0	\$1,235,250	\$1,850,000	\$494,250	\$733,000	\$1,729,500	\$2,583,000
551	Motor Vehicles, New & Used	5000±	1,470	7,350,000	0-0	0	0	0	0	0	0
552	Motor Vehicles, Used Only	5000±	48	240,000	0-0	0	0	0	0	0	0
553	Auto & Home Supply Stores	5000±	93	465,000	50-60	232,500	279,000	100,000	150,000	332,500	429,000
554	Gasoline Service Stations	5000±	758	3,790,000	15-20	568,500	758,000	150,000	300,000	718,500	1,058,000
555	Boat Dealers	5000±	13	65,000	0-0	0	0	0	0	0	0
556	Recreational & Utility Trailer Distributors	5000±	11	55,000	0-0	0	0	0	0	0	0
557	Motorcycle Dealers	5000±	14	70,000	0-0	0	0	0	0	0	0
559	Auto Dealers N.E.C.	5000±	7	35,000	0-0	0	0	0	0	0	0
SIC 55 TOTALS - Automotive Dealers Inc. SIC 554 - Gasoline Service Stations			\$2,414	\$12,070,000	6.6-8.6	\$801,000	\$1,037,000	\$250,000	\$450,000	\$1,051,000	\$1,467,000
561	Men & Boys Clothing	5000±	93	465,000	0-0	0	0	0	0	0	0
562	Womens Ready-To-Wear	5000±	137	685,000	0-0	0	0	0	0	0	0
5638	Womens Accessory & Specialty, Furriers	5000±	7	35,000	0-0	0	0	0	0	0	0
564	Childrens & Infants Wear	5000±	3	15,000	0-0	0	0	0	0	0	0
565	Family Clothing Stores	5000±	54	270,000	0-0	0	0	0	0	0	0
566	Shoe Stores	5000±	64	320,000	0-0	0	0	0	0	0	0
569	Misc. Apparel & Accessory	5000±	12	60,000	0-0	0	0	0	0	0	0
SIC 56 TOTALS - Apparel and Accessory Stores			\$ 370	\$ 1,850,000	0-0	0	0	0	0	0	0
571	Furniture, Home Furnishing & Specialty Equip. Stores	5000±	319	1,595,000	10-20	159,500	319,000	400,000	500,000	559,500	819,000
572	Household Appliances	5000±	38	190,000	0-0	0	0	0	0	0	0
573	Radio, TV & Music	5000±	98	490,000	10-15	49,000	73,500	20,000	30,000	69,000	103,500
SIC 57 TOTALS - Furniture, Home Furn. & Equipment Stores			\$455	\$2,275,000	9.2-17.1	\$208,500	\$392,500	\$420,000	\$530,000	\$628,500	\$922,500
5812	Eating Places	5000±	867	4,335,000	6-9	260,100	390,150	65,000	100,000	325,100	490,150
5813	Drinking Places	5000±	119	595,000	7-10	41,850	59,500	40,000	60,000	81,850	119,500
SIC 58 TOTALS - Eating & Drinking Places			\$986	\$4,930,000	6.1-9.1	\$301,950	\$449,650	\$105,000	\$160,000	\$406,950	\$609,650
591	Drug & Proprietary Stores	5000±	363	1,815,000	12-18	217,800	326,700	30,000	45,000	247,800	371,700
592	Liquor Stores	5000±	189	945,000	30-40	283,500	378,000	75,000	112,500	358,500	490,500
593	Used Merchandise Stores	5000±	42	210,000	25-35	52,500	73,500	26,250	36,750	78,750	110,250
594	Misc. Shopping Goods Store	5000±	269	1,345,000	25-35	336,250	470,750	336,250	470,750	672,500	941,500
5941	Sporting Goods & Bicycle Shops	5000±	55	275,000	0-0	0	0	0	0	0	0
5942	Book Stores	5000±	21	105,000	0-0	0	0	0	0	0	0
5943	Stationary Stores	5000±	-	-	0-0	0	0	0	0	0	0
5944	Jewelry Stores	5000±	94	420,000	0-0	0	0	0	0	0	0
596	Non Store Retailers	5000±	156	780,000	5-10	39,000	78,000	0	0	39,000	78,000
598	Fuel & Ice Dealers	5000±	81	405,000	0-0	0	0	0	0	0	0
599	Other Misc. Retail Stores	5000±	79	395,000	5-8	19,750	31,600	10,000	16,000	29,750	47,600
	Others Not Included Above	5000±	173	865,000	3-5	25,950	43,250	13,000	21,600	38,950	64,850
SIC 59 TOTALS - Misc. Retail Stores Including SIC 591			\$1352	\$6,760,000	14.4-20.7	\$974,750	\$1,401,800	\$490,500	\$702,600	\$1,465,250	\$2,104,400
TOTALS - RETAIL TRADE			\$9900	\$49,500,000	7.7-11.2	\$3,808,700	\$5,564,750	\$2,101,250	\$3,042,000	\$5,909,950	\$8,606,750

TABLE 6 - MARKET CHARACTERISTICS OF THE MADISONVILLE MSA (Continued)

SIC CODE	KIND OF BUSINESS	MADISONVILLE HOUSEHOLDS	SELECTED SERVICES								
			ANNUAL SALES MADISONVILLE NON-ELDERLY HSH&D		PERCENT CAPTURE (±%)	PRIMARY MARKET ESTIMATE		SECONDARY TERTIARY MARKET		TOTAL ESTIMATE SALES	
				TOTAL		LOW	HIGH	LOW	HIGH	LOW	HIGH
7011	Hotels, Motor Hotels & Motels	5000+	167	835,000	0-0	0	0	0	0	0	0
7032	Sporting & Recreational Camps	5000+	1	5,000	0-0	0	0	0	0	0	0
7033	Trailer Parks & Campsite For Transients	5000+	1	5,000	0-0	0	0	0	0	0	0
SIC 70	TOTALS - Hotels, Motels Trailer Parks & Camps		\$169	\$845,000	0-0	0	0	0	0	0	0
721	Laundry, Cleaning & Other Garment Services	5000+	99	495,000	30-45	148,900	222,750	150,000	250,000	298,900	472,750
722	Photographic Studios, Portrait	5000+	17	85,000	25-35	21,250	29,750	10,000	15,000	31,250	44,750
723	Beauty Shops	5000+	56	280,000	50-60	140,000	168,000	20,000	30,000	160,000	198,000
724	Barber Shops	5000+	16	80,000	40-50	32,000	40,000	8,000	10,000	40,000	50,000
725	Shoe Repair, Shoeshine and Hat Cleaning	5000+	3	15,000	60-80	9,000	12,000	18,000	24,000	27,000	36,000
726	Funeral Services and Crematories	5000+	43	215,000	50-70	107,500	150,900	50,000	75,000	157,500	225,900
729	Misc. Personal Services	5000+	26	130,000	30-40	39,000	52,000	10,000	15,000	49,000	67,000
SIC 72	TOTALS - Personal Services		\$260	\$1,300,000	38.3-52.0	\$497,650	\$675,400	\$266,000	\$419,000	\$763,650	\$1,094,400
731	Advertising	5000+	58	290,000	0-0	0	0	0	0	0	0
732	Credit Reporting, Collection Agencies	5000+	-	-	0-0	0	0	0	0	0	0
734	Services to Dwelling & Other Buildings	5000+	59	295,000	50-60	147,500	177,000	300,000	500,000	447,500	677,000
7361	Private Employment Agencies	5000+	-	-	0-0	0	0	0	0	0	0
737	Corporate & Data Processing Services	5000+	97	485,000	0-0	0	0	0	0	0	0
7392	Mgmt. Consulting & PR. Serv.	5000+	108	540,000	0-0	0	0	0	0	0	0
7394	Equipment Rental & Leasing Services	5000+	70	350,000	0-0	0	0	0	0	0	0
	Others Not Inc: Above	5000+	307	1,535,000	5-10	76,750	153,500	76,750	153,500	153,500	307,000
SIC 73	TOTALS - Business Services		\$699	\$3,495,000	6.4-9.5	\$224,250	\$330,500	\$376,750	\$653,500	\$601,000	\$984,000
751	Car, Truck Rental	5000+	137	685,000	0-0	0	0	0	0	0	0
	Leasing W/O Drivers	5000+	23	115,000	0-0	0	0	0	0	0	0
752	Auto Parking	5000+	140	700,000	40-50	280,000	350,000	70,000	90,000	350,000	440,000
753	Auto Repair Shops	5000+	16	80,000	15-20	12,000	16,000	10,000	15,000	22,000	31,000
754	Auto Service, Except Repair	5000+	-	-	-	-	-	-	-	-	-
SIC 75	TOTALS - Automotive Repair, Service & Garage		\$316	\$1,580,000	19.5-23.2	\$292,000	\$366,000	\$80,000	\$105,000	\$372,000	\$471,000
762	Electrical & Electronic Repair Shops	5000+	43	215,000	0-0	0	0	0	0	0	0
763	Watch, Clock & Jewelry Repair	5000+	4 (Est.)	20,000	0-0	0	0	0	0	0	0
764	Feupholstery & Furniture Repair	5000+	10	50,000	40-50	20,000	25,000	20,000	25,000	40,000	50,000
	Others Not Included Above	5000+	78	390,000	20-25	58,000	97,500	12,000	20,000	70,000	117,500
SIC 76	TOTALS - Miscellaneous Repair Services		\$135	\$675,000	11.6-18.1	\$78,000	\$112,500	\$32,000	\$45,000	\$110,000	\$167,500
781,782	Motion Pictures Product Distribution & Services	5000+	195	975,000	0-0	0	0	0	0	0	0
783	Motion Picture Theatres	5000+	27	135,000	0-0	0	0	0	0	0	0
791	Dance Halls, Studios and Schools	5000+	-	-	0-0	0	0	0	0	0	0
792	Producers, Orchestras & Entertainers	5000+	15	75,000	0-0	0	0	0	0	0	0
793	Bowling Alleys, Billiard & Pool	5000+	31	155,000	15-20	23,250	31,000	2,325	3,100	25,575	34,100
	Others Not Included Above	5000+	170	850,000	3-5	25,500	42,500	10,000	17,000	35,500	59,500
SIC 78/79	TOTALS - Amusements and Recreation Services Including Motion Pictures		\$438	\$2,190,000	22.3-33.6	\$48,750	\$73,500	\$12,325	\$20,100	\$61,075	\$93,600

Application of the percentages results in estimates of annual sales for residents of the primary trade area for each SIC retail and selected service business. Also included is an estimate of annual sales for residents of the secondary and tertiary trade areas for each SIC retail and selected service business. These estimates were used with an estimate of average sales per establishment to identify businesses that have sufficient sales potential to justify their location in the Madisonville NBD.

C. Study Conclusions

Of those business types which are presently located in Madisonville, SIC 541-Grocery Stores and SIC 591-Drug and Proprietary Stores capture a smaller share of the primary market sales potential than would be expected. Other business types presently existing in Madisonville which could increase their market capture (particularly from the secondary and tertiary market area) are SIC 553-Auto and Home Supply Stores, SIC 753-Auto Repair Shops and SIC 573-Radio and TV and Music. The market sales potential estimates also identify certain business types that are not presently located in Madisonville which might be encouraged to locate there. SIC 539-Miscellaneous General Merchandise Stores and SIC 551-Motor Vehicles, New and Used (particularly expensive foreign car sales) are two that have this potential. The market potential for each of these business types with potential for location or expansion in Madisonville, except SIC 541 and SIC 591, would be generated from the secondary and tertiary market areas; e.g. Indian Hill, Mariemont, Madeira, etc. Generation of sales from these market areas for the SIC businesses indicated would also tend to increase sales for other existing businesses in the Madisonville NBD.

Since Madisonville is a part of Cincinnati and is at the eastern boundary of the City, an effort to capture more sales from the secondary and tertiary market areas that lie outside of Cincinnati is a desirable strategy. To do so will require upgrading of the environment with attractive facades, more parking, and landscaping. Also required will be better choices of merchandise, improved customer services, and marketing/advertising programs. This report will discuss methods which businesses can use to achieve these objectives and increase sales.

This analysis of market potentials has verified the results for the Madisonville NBD presented in the report entitled "Cincinnati Neighborhood Business District Study" which was prepared by the Real Estate Research Corporation for the Department of Development of the City of Cincinnati in July, 1976. That report stated that "the fact remains that occupied retail store space currently exceeds warranted space by 51.8% and that demand will not catch up with supply even by 1985. Overspacing is particularly severe in the classification of building material stores, food stores, furniture stores, and bars. The data suggests opportunities for new miscellaneous shoppers goods stores (such as jewelry stores, sporting goods stores, etc.), however, we consider pursuit of these opportunities to be highly speculative."

The Real Estate Research Corporation report shows 106,560 square feet of occupied retail store space and 76,187 of warranted retail store space in 1976, and recommended that the area provide for more than 90,000 square feet of retail space in 1985.

1. MADISONVILLE SHOPPERS
TELEPHONE SURVEY

INTRO: The Eastwood Community Urban Redevelopment Corporation is conducting this shopper attitude survey by telephone for the purpose of determining how the Madisonville business area might be improved.

(1) What items do you normally purchase in the Madisonville Business Area?

- ____. Food (Consumed at Home)
- ____. Clothing
- ____. Personal Services (Medical, Barber, Cleaners, etc.)
- ____. Non-Personal Services (Bank, Post Office, Lawyer, etc.)
- ____. Household Furnishings, Maintenance and Equipment
- ____. Auto and Transportation
- ____. Recreation and Entertainment
- ____. Luxury and Gift Items
- ____. Eating and Drinking (Not at Home)
- ____. Other (Identify: _____)

(2) Where do you shop and for what items that you cannot purchase in Madisonville?

- Gold Circle/K-Mart/Ontarios _____
- Madeira _____
- Kenwood _____
- Hyde Park Plaza _____
- Swallens/Fairfax _____
- Downtown _____
- Mariemont _____
- Other _____

(3) What specific types of businesses should be encouraged to locate in the Madisonville Business Area?

(4) Characteristics of your household:

- (A) Address _____
- (B) No. of members _____
- (C) No. of members over 21 _____
- (D) No. of autos available to household _____
- (E) No. of full-time employees in household _____

2. SUMMARY OF THE MADISONVILLE SHOPPERS SURVEY

A telephone survey of 100 Madisonville residents was conducted between May 11 and June 15, 1981. The purpose of the survey was to identify the existing shopping habits to better determine how the Madisonville Neighborhood Business District might be improved.

The following is a summary of the survey findings:

(1) Items normally purchased in the Madisonville Business Area

<u>Number of Responses</u>	<u>Goods/Services</u>
60	Non-Personal Services (bank, post office, lawyer, etc.,)
54	Food (consumer at home).
19	Nothing
17	Personal Services (medical, barber, cleaners, etc.,)
7	Auto-Transportation
6	Household Furnishings, Maintenance and Equipment
3	Clothing
3	Recreation/Entertainment
2	Luxury and Gift Items
2	Eating and Drinking (not at home)
1	Other (feed store)
1	No answer

The 100 survey responses indicate the majority of shoppers in Madisonville use non-personal services (60) and purchase food for home consumption (54). This can probably be attributed to the conveniences associated with drive through banking and last minute grocery shopping. Seventeen (17) use the Business District for personal services, probably for convenience reasons, too. Nineteen (19) residents surveyed do not use the Neighborhood Business District for anything. The remaining respondents indicated that the Madisonville residents go elsewhere for automotive/transportation services, (7) household furnishings, (6) clothing, (3) recreation/entertainment, (3) luxury and gift items (2) and eating out (2).

(2) The 100 respondents identified the places listed below as where they shop for items that they do not or can not purchase in Madisonville.

<u>Number of Responses</u>	<u>Place</u>
61	Hyde Park Plaza
47	Kenwood
29	Marionmont
18	Gold Circle/Ontario/K-Mart
17	Downtown
12	Swallen/Fairfax
11	Madison Place
6	Madeira
3	Tri-County
3	Eastgate
3	Oakley
2	No Answer
1	Ludlow
1	Norwood
1	Milford

Most of the Madisonville residents currently shop outside of their community for groceries, clothing and other items. Of the 100 residents surveyed the 2 most popular trade areas are Hyde Park Plaza (61) and Kenwood (47). These shopping center areas offer a wide variety of merchandise and are readily accessible from the Madisonville community. Marionmont is the third most popular shopping area (29), but does not have as many commercial establishments as Hyde Park Plaza or Kenwood.

The Ridge Road shopping area that consists of Gold Circle/Ontario/K-Mart, is frequently shopped by (18) of the 100 Madisonville residents, while (17) residents regularly shop in downtown Cincinnati.

Three business areas adjacent to the Madisonville community; Swallens/Fairfax, Madison Place and Madeira together attract (29) residents on a regular basis. The remaining (12) respondents shop throughout the Metropolitan area.

(3) Specific Types of Businesses that should be encouraged to Locate in Madisonville

<u>Number of Responses</u>	<u>Business Type</u>
48	Super Market/Grocery
36	Clothing Store
25	No Idea/No Answer
18	Shoe Store
16	Drug Store
14	Variety- 5 to 10¢ Store
13	Discount Department Store
8	Specialty/Gift Shops
7	Hardware Store
7	Restaurants (ethnic, -ice cream, Sh).
6	Entertainment, Recreation (partic. youth)
6	Shopping Center
3	Children's Store
2	Doctors Offices
1.	Book Shop
1	Beauty Shop for Whites
1	Dry Cleaners
1	Competition
1	Policeman on Beat
1	Improved Parking
1	Park and Benches
1	5/3 Bldg. Demo or improve

The business most recommended by (48) residents for the Madisonville Neighborhood Business District (NBD) is a Super Market/Grocery Store that carries a full line of products. Thirty-six (36) of the 100 residents desired a clothing store for Madisonville. Other recommendations that directly relate to a Clothing Store include a shoe store (18), and a discount department store (13). Sixteen (16) residents suggest another drug store for the NBD, particularly a discount chain type. Fourteen (14) residents identified a need for a variety 5-10¢ store in the area. This could be tied in with a discount department store or drug store.

Other recommendations for the Madisonville NBD included specialty gift shops (8), Hardware store (7), restaurants (7), entertainment/recreation with youth in mind (6), and a shopping center (6). It seems that the hardware store could also be part of discount department store and specialty gift shops part of a large drug store.

(4) Characteristics of the Households Surveyed:

(4B) Number of Members in Household

<u>Number of Members</u>	<u>Total Households</u>
1	21
2	30
3	15
4	13
5	11
6-9	7
10-12	2
NA	1
	<u>100</u>

There are 30 two person households out of the surveyed 100. The next largest category is that of single person households (21). Together one and two member households account for 51% of the households surveyed. Combined, households with 3-5 members represent 39% of those surveyed. Only (9) households indicated family size greater than 6 persons.

**3. OUTLET STORE SHOPPING SURVEY OF COMMUNITIES
SURROUNDING MADISONVILLE**

The 7 communities contiguous to Madisonville surveyed by telephone included: Kennedy Heights, Pleasant Ridge, Silverton, Madeira, Fairfax, Mariemont, and Oakley/Hyde Park.

Five (5) random phone calls were made to each community, however, only 4 people responded from Kennedy Heights.

There were 34 responses. A break down of the survey responses follows:

1. Do you ever shop at factory outlet stores?

	<u>YES</u>	<u>NO</u>
Mariemont	2	3
Fairfax	3	2
Madeira	4	1
Oakley/Hyde P.	3	2
Silverton	0	5
Kennedy Hgts.	3	1
Pleasant R.	2	3
TOTAL	17 (50%)	17 (50%)

2. Would you shop at a grouping of factory outlet stores (if they were) located in Madisonville?

	<u>YES</u>	<u>NO</u>	<u>MAYBE</u>
Mariemont	4	1	
Fairfax	5	0	
Madeira	3	1	1
Oakley/Hyde P.	2	2	1
Silverton	0	3	2
Kennedy Hgts.	3	1	
Pleasant R.	2	3	
TOTAL	19 (56%)	11 (32%)	4 (12%)

NOTE: Of the 17 respondents who currently shop at outlet stores, only 1 (6%) would not shop in Madisonville, while 2 respondents (12%) said they might shop in Madisonville.

(4C) Number of Members over 21 Years Old

<u>Number of Members over 21</u>	<u>Total Number of Households</u>
1	27
2	56
3	10
4	5
5+	.1
NA	1
	<u>100</u>

Fifty six of the 100 households have 2 members over 21 years of age. Twenty-Seven (27) households, less than 50% of the 2 members over 21, are households with one person over 21 years old. There are 10 households with (3) members over 21 and (6) households with 4 or 5+ members over 21. These are probably households where families have their parents living with them and or grown children.

(4D) Number of Automobiles Per Household

<u>Number of Autos Per Household</u>	<u>Total Number of Households</u>
0	9
1	39
2	44
3	7
NA	1
	<u>100</u>

Only (9) households of the 100 surveyed do not have automobiles and, therefore, must rely on public transportation and the close proximity of shopping. Thirty-Nine (39) of the households have one automobile while (44) households have 2 cars. Only (7) respondents had 3 cars available.

(4E) Number of Full-Time Employees

<u>Number of Full Time Employees Per Household</u>	<u>Total Number of Household</u>
0	25
1	42
2	23
3	7
4+	2
NA	1
	<u>100</u>

Forty-two (42) households have one full time employee. Twenty-five (25) households have no full time employees because of retirement or job lay-offs. Twenty-three (23) households have 2 full-time employees.

A summary of the demographic information indicates that 21% of those surveyed live alone, while 30% live in 2 person households. Only (7) households consists of single parent families with children under 21 years old. Fifty-six percent (56%) of the households have 2 members over 21. The 100 households have access to 148 automobiles of which 82% of the households have 1 to 2 vehicles. Of the 195 people over 21, 118 or 60.5% are full time employees.

APPENDIX B: BLIGHT STUDY

A comprehensive survey of all structures located within the boundary of the Madisonville NBD Urban Design Plan was performed by the City's Office of Architecture and Urban Design. The purpose of the survey was to determine the extent of deterioration and blight existing within the Madisonville NBD. The evaluation was predicated upon the definitions of "blighted and deteriorating areas" as contained in Chapter 725 of the Cincinnati Municipal Code.

The conclusions were based primarily on the evaluation of the exterior of the buildings and the surrounding property. Of the sixty seven (67) properties included within the boundary, thirty eight (38) were found to be blighted. This equated to 56.72% of the properties exhibiting deterioration and blight. The percentage figure would have been higher if an evaluation of the buildings' interiors had been performed and if the underutilized parking lots exhibiting blight had been included.

The analysis conclusively documents that a majority of the properties in the Madisonville NBD are blighted as defined in Chapter 725 of the Cincinnati Municipal Code.

