



MT. AIRY

N B D U R B A N D E S I G N P L A N

Prepared by:
Department of Economic Development
Department of City Planning
Department of Public Works
Office of Architecture and Urban Design

August 1996

EXECUTIVE SUMMARY

The purpose of this urban design plan is to establish a clear set of policy guidelines and implementation strategies that direct the future of the Mt. Airy Neighborhood Business District. The District is located in the Mt. Airy Community, the northwest portion of the city of Cincinnati.

The Mt. Airy Community has a middle income population, predominately Caucasian, representing a cross section of ages. The neighborhood is well organized and demands a high level of city services. Both the Mt. Airy Town Council and its business committee are tenacious in this respect and adds to the community's ability to maintain and improve the quality of life for its citizens.

The business district includes the properties along Colerain Avenue just south of North Bend Road north to Kirby Road. The district contains twenty-three commercial buildings, seven residential buildings and one semi-public building, of which the majority are in sound condition or have only minor deficiencies; and three vacant parcels. A business survey completed in 1994 by business and property owners showed that the number of customers, sale quantity and dollar volume increased over the past three years for 50% of the responding businesses.

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

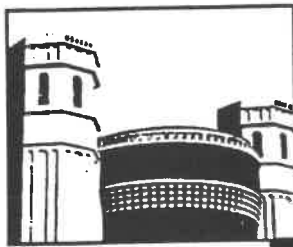
The strategies include providing additional 48 off street parking, installing directional signs, pavers, banners and security lights; improving building facades; establishing an Environmental Quality-Urban Design district zoning overlay, a mid-block cross walk and once a week "sweep and clean" day; hiring a public relations consultant; extending business hours one day a week; and continuing the annual "Mt. Airy Get Acquainted Day."

The policies include limiting signs to 100 square feet; requiring signs to be legible and harmonious with the business district's marketing and identity; encouraging visually open storefronts and up lighting; enclosing dumpsters; placing benches in open public gathering places; installing sidewalk pavers; restricting development to village size and consolidating small parking lots to create a larger more efficient parking area.

The implementation plan provides estimated costs and possible funding sources for each strategy. The Mt. Airy Town Council and Business Committee will serve as advocates to obtain funding for the identified strategies.

MT. AIRY NBD URBAN DESIGN PLAN

EXECUTIVE SUMMARY.....	i
I. INTRODUCTION	1-3
Intent	
Process	
Location	
II. EXISTING CONDITIONS.....	4-9
Land Use and Zoning	
Demographics	
Parking	
Business Environment	
Market Study Summary	
III. GOALS AND OBJECTIVES.....	10-12
IV. IMPLEMENTATION PLAN.....	13-23
Strategies	
Implementation Chart	
Parking Lot Plan	
Streetscape Plan for the Corners	
Vacant Parcel Development	
VI. ENVIRONMENTAL QUALITY URBAN DESIGN POLICIES.....	24-29
VII. CREDITS.....	30
VIII. APPENDIX	



MT. AIRY

INTRODUCTION

INTRODUCTION

Intent

The purpose of this report is to present and describe the Urban Design Plan for the Mt. Airy Neighborhood Business District (NBD.) This plan will establish a clear set of goals and objectives that direct the future of the business district. The lack of adequate parking and the need to provide physical continuity within the district were the primary reasons for the initiation of this plan. This Plan establishes a basis for public and private funding participation including volunteerism and will provide the following information:

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

Process

Goals, objectives and strategies were identified and ranked as a result of consensus among businesses, property owners, neighborhood residents, investors, leaders and City staff. The process included establishing a planning task force; analyzing existing conditions; determining relevant policies identified in previous plans; soliciting participation from business and property owners via surveys and group discussions; identifying and ranking issues; formulating policies; and developing implementation strategies. The task force consisted of business and property owners, residents and representation from the Mt. Airy Town Council. (See Credits)

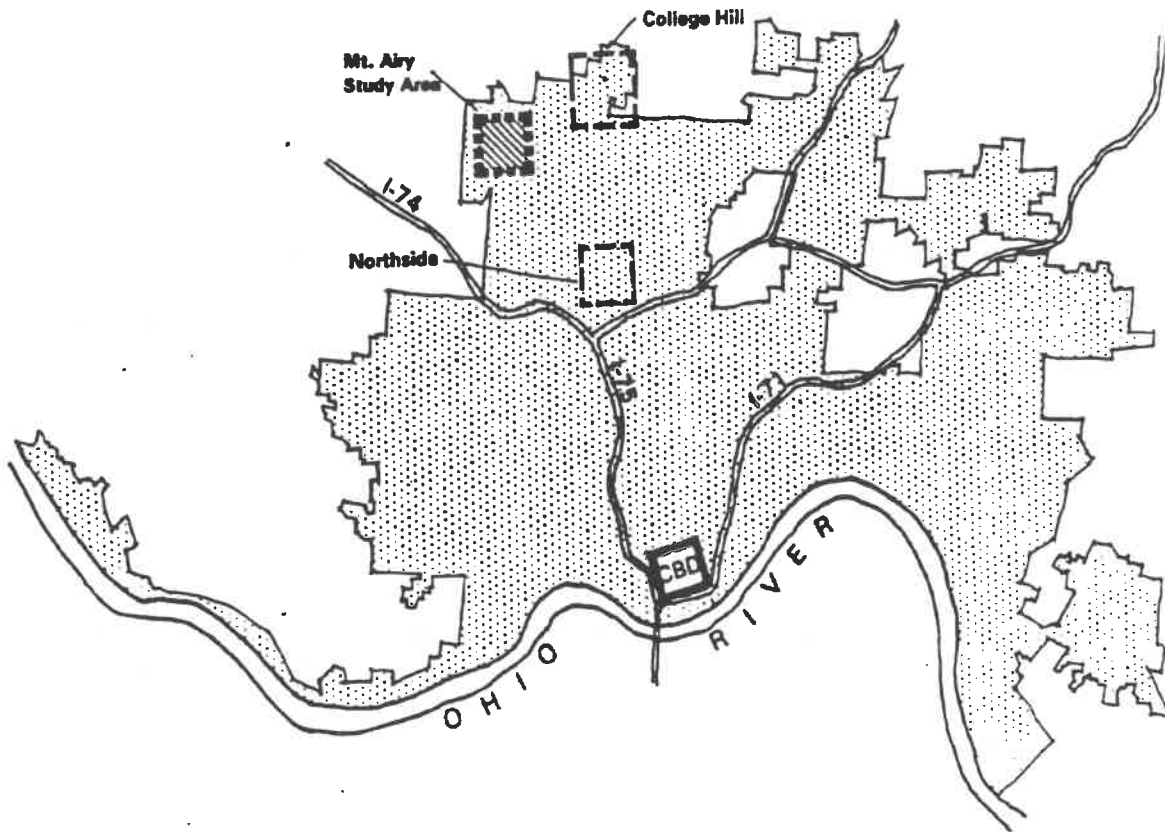
Community input was obtained by various methods, i.e., surveys, mailings and presentation to the Mt. Airy Town Council. A business survey prepared by the task force was distributed to property owners and business managers to obtain their opinion regarding various issues in the district. The response rate was 53%.

In June of 1996, the proposed goals, objectives, strategies and policy guidelines were mailed to each of the property and business owners within the district. This mailing was followed by a public meeting to obtain input. Also in June of 1996, the Mt. Airy Town Council and its Business Committee voted to support the goals, objectives, strategies and policy guidelines listed in this urban design plan. See Appendices A and B for letters of support.

Introduction Cont'd.

Location

The Mt. Airy business district is located in the Mt. Airy community in the northwestern portion of the city of Cincinnati. More specifically, the district includes the properties along Colerain Avenue just south of North Bend Road north to Kirby Road (see boundary map and Appendix C for legal description.) The district is in close proximity to Northgate Mall, a regional shopping center, and the College Hill and Northside neighborhood business districts.

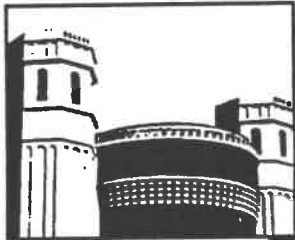




Legend



MT. AIRY
BOUNDARY MAP



MT. AIRY

EXISTING CONDITIONS

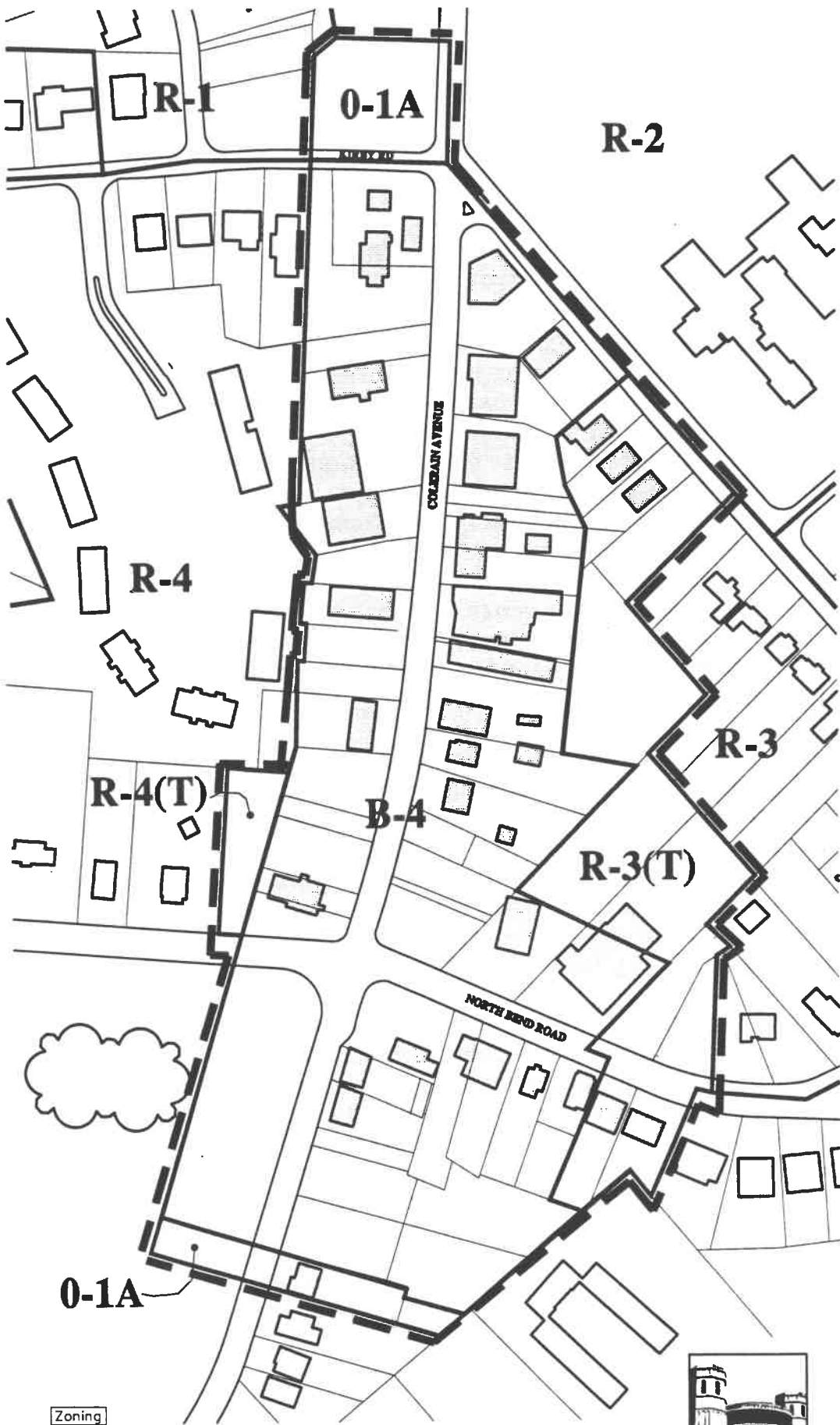
EXISTING CONDITIONS

Land Use and Zoning

The district became established in the 1920s. By 1930 there were ten businesses in the district and by 1970 the number of businesses increased to thirty (see Appendix D for history of the district.) The existing total gross area of the district is 15.8 acres of land and is not located within the 100 or 500-year floodplain. The district contains twenty-three commercial buildings with thirty-three storefronts, seven residential buildings and one semi-public building. See Appendix E for complete listing of land uses. Eighteen of the buildings were classified in sound condition and twelve as having minor deficiencies. Only one building has major deficiencies and none are substandard based on a windshield survey conducted by the City Planning Department staff. Four buildings and three parcels are vacant. The district is located within 6 miles from Northgate Mall, a regional shopping center, and three other neighborhood business districts; and is located along a street designated as an interstate highway with a traffic count of approximately 25,760. Two bus routes serve the Mt. Airy Business District - #18, Blue Rock and #19, Northgate (see circulation map.)

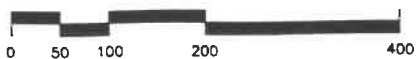
The district is primarily zoned B-4, General Business. Permitted uses include retail sales, business and personal services, wholesale and distributors, warehouses, printing, bakeries, gas stations, automobile sales and trade schools. Two small areas zoned O-1A, Suburban Office, are located at the northwestern and southwestern portion of the district and one small area zoned R-4(T), Multi Family Low Density Transitional District is located west of the district. The area east of the properties fronting the east side of Colerain Avenue is zoned R-3 (T), Two-family Transitional District (see zoning map.)

There were several discussions regarding changing the B-4 zoning to a more restrictive zone, i.e. the B-2, Community Business District. The reason for such a consideration is that approximately seventy-four percent of the existing businesses are permitted uses in the B-1 or B-2 zone districts. Most of the businesses, however, did not support changing the zone. Their reasons include the need to encourage a range of businesses including those permitted in the B-4 zone district, and concern about the potential loss in property value. Also, many believed that large industry and businesses would not be attracted to the area due to the small size of the parcels. Their intent was to focus more on the physical design of the district through the establishment of an Environmental Quality-Urban Design zoning district, rather than change the underlying zoning.



Zoning

- R-1 Single-Family Low-Density District
- R-2 Single-Family Medium-Density District
- R-3 Two Family District
- R-3(T) Transitional District
- R-4 Multi-Family Low Density District
- R-4(T) Transitional District
- O-1A Suburban Office District
- B-4 General Business District








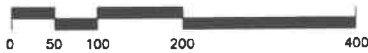
MT. AIRY

ZONING MAP



Legend

-  Bus Stop
-  Bus Route
-  Daily Traffic Count (cars)
-  On Street Parking (Restricted 4-6 pm)
-  On Street Parking (Restricted 7-9 am)



MT. AIRY
CIRCULATION

Existing Conditions Cont'd.

Demographics

In 1990, the Mt. Airy Community population decreased from 9,453 in 1980 to 9,404. The number of African-Americans and families with dependent children eighteen years or younger increased, while the number of Caucasians decreased. The number of housing units increased ninety-two units from 1980, and the vacancy rate increased by 21%. The median year in which the housing stock was built is 1963.

Mt. Airy has a middle income, predominately Caucasian population representing a cross section of ages, from young couples through families with school age children, to senior citizens. The number of African-Americans and those in the workforce classified as professionals decreased, between 1980 to 1990, while the number of service, sale and clerical providers increased. The crime rate is low. See Appendix F for detailed demographic information.

Parking

The existing 139 off-street parking spaces does not meet the Cincinnati Zoning Code parking requirement of 176, or the Urban Land Institute's recommendation of four spaces for every 1,000 feet of floor area, or 307 spaces. The layout of the existing off-street parking spaces is designed to accommodate the adjacent businesses. The parking area behind the businesses on the east side of Colerain Avenue provides an opportunity for shared parking as well as a contiguous driveway. This area, containing approximately 71 parking spaces, should be paved and re striped to provide the maximize of 119 parking spaces. This parking solution is called for in the implementation plan.

Business Environment

The Mt. Airy Task Force conducted a survey among the business owners in April of 1994. Of the "then" thirty-six businesses, nineteen responded, a 53% response rate. See Appendix G & H for survey and responding businesses. Of the responding businesses, 63% are locally operated and 20% are regional franchises; 63% are either sole proprietorship or family businesses. Most of the businesses who responded own the building that houses their business (53%.) Most of the businesses were established before 1970. The number of full and part time employees per business range from zero to eleven with the mean being 3.2 and 4.2, respectively. Fifty percent of the respondents showed that the number of customers, sales quantity and dollar volume increased over the past three years, while 8% remained the same and 42% declined.

Existing Conditions Cont'd.
Business Environment

Most of the patrons are from the Mt. Airy Community (58%.) Nine point six percent are from College Hill, 4.6% from Northside, 15.6% from other Cincinnati communities and 12.2 % from outside Cincinnati's limits. The business days with the most activity are Saturday and Monday. Seven (36.8%) of the responding businesses showed that they are considering renovation or expansion. Fifty-two percent showed that building improvements such as facades, signage, painting, rear entrances and lighting were needed to attract customers.

When asked to rank the areas that need to be addressed or improved in the Mt. Airy District, parking was rated number one, followed by sidewalks, front entrances, street scape, facades and street lighting.

The survey also inquired as to what type of businesses are desired. Those types of businesses, in order of preference, are a bank, bakery, drug store, retail, barber shop, video rental, jeweler, antique store, ice cream parlor, clothing store, grocery store, travel agency and office uses. The type of stores not desired are bars, pawn shops, exercise centers, used furniture, video game arcade, check cashing, tattoo parlors and car lots.

In 1993, the Mt. Airy Town Council conducted a survey to obtain the community perception of neighborhood conditions and what could be done to make life better for all who live and work in Mt. Airy. The results of the survey that pertain specifically to the business district are as follows: 56% of the respondents stated that they shop in the district often and 33% said seldom. Seventy percent of the respondents stated they would use an improved parking lot behind the businesses on the east side of Colerain Avenue. The type of businesses most utilized were auto service stations, hardware stores, restaurants, bars, convenient markets, fast food restaurants and dry cleaners. Businesses desired by the respondents include a bakery and/or Graeters Ice Cream, bank, library, post office, shoe repair, drugstore, jewelry store, and department or grocery store. The biggest problems identified in the survey for the Mt. Airy Community are traffic and safety. See Appendix I for narrative of the survey results published in the Mt. Airy Town Council News in November 1993.

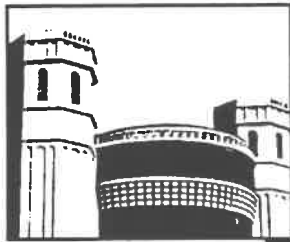
Existing Conditions Cont'd.

Market Study Summary

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 Mt. Airy Business district.

The analysis showed a slight increase in population (.05%) and the number of households (.08%) from 1995 to 2000. It is predicted that the median household income will increase seven percent. The three major life-style clusters in Mt. Airy are: "Mobility Blues" which are generally young blue collar, ethnically mixed and highly mobile service families, the "Small Town Downtown" predominantly white with some college, and "New Empty Nests," predominantly upscale white couples.

Project Market Decision Inc. states that the development potential indicates unmet demand for over 79,000 square feet of additional retail space for the Mt. Airy market area which includes Northside and College Hill. Types of retail/commercial establishments that can be attracted are: auto repair and service, recreational facilities, eating and drinking establishments, used furniture, men's and boy's clothing and beauty shops. See Appendix J for complete Market Analysis.



MT. AIRY

GOALS & OBJECTIVES

GOALS AND OBJECTIVES

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

CLEANLINESS

Goal

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

Objectives

Encourage structured clean up activities that support job training and employment opportunities for the youth.

Provide adequate support to enhance clean up activities.

SAFETY

Goal

To maintain the Mt. Airy business district as a safe place to live, work and shop.

Objectives

Increase security by providing adequate lighting for all parking lots and alleys.

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

Goals and Objectives Cont'd.

MARKETING AND PROMOTIONS

Goal

To market the Mt. Airy Business District as a desirable place to live, shop and conduct business.

Objectives

Create a uniform and unified marketing strategy to advertise and promote business and community activities.

Promote Mt. Airy as a cohesive community based business district.

PARKING AND CIRCULATION

Goal

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

Objectives

Provide all businesses with parking lots that are accessible, safe and aesthetically pleasing.

Enhance pedestrian circulation by improving the areas used for walking.

Maintain the non-metered parking on Colerain Avenue.

DESIGN AND INFRASTRUCTURE

Goal

To maintain the aesthetically pleasing visual image and physical design of the district.

**Goals and Objectives Cont'd.
Design and Infrastructure**

Objectives

Enhance the community identity throughout the district through coordinated street scape improvements.

Maintain the Water Tower as a focal point of the district and include it in the design theme.

Maintain the appearance of the existing residential buildings when considering conversion, if economically feasible.

BUSINESS DEVELOPMENT

Goals

To retain and recruit businesses that attract customers from the tri-state area.

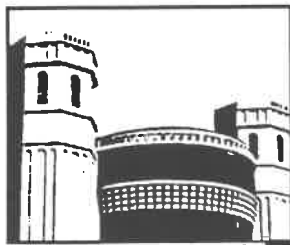
To enhance the economic vitality of the existing businesses and the business district as a whole.

Objectives

Maintain the existing zoning to allow for a mix of permitted uses.

Eliminate conditions that contribute to deterioration by improving building facades.

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



MT. AIRY

IMPLEMENTATION

IMPLEMENTATION PLAN

The Mt. Airy Town Council Business Committee will have a major role in implementation of the strategies listed below. The Business Committee's responsibility is to continue in a leadership role in coordinating efforts with Mt. Airy Town Council, the City and business and property owners through the end of implementation. Strategies that are eligible for city funding must be advocated for through the standard Community/City budget process.

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

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

CLEANLINESS

- Conduct Business District Clean up Activities
 - Monitor graffiti and call the City when removal is necessary.
 - Arrange for more frequent street cleaning and litter removal.
 - Establish and advertise a weekly "sweep and clean" day, for all the property owners/managers to sweep and power wash the sidewalks fronting their businesses.
 - Conduct an annual general clean up day, including vacant lots and alleys. Coordinate tasks with the Mt. Airy Town Council.
 - Hire neighborhood children for clean up activities.
- Support Clean up Activities
 - Provide eight additional standard city trash cans along Colerain Avenue.

Implementation Plan Cont'd.

SAFETY

- Improve Lighting in the Parking Area
 - Install ten additional security lights in the rear parking lot located on the east side of Colerain Avenue (also listed under Design and Infrastructure).
- Increase Pedestrian And Vehicular Safety Throughout The District
 - Work with the Cincinnati Police Department to enforce the speed limit.
 - Install two speed limit signs.
 - Establish a Block Watch program.
 - Hire off-duty police officers to patrol the area.

MARKETING AND PROMOTIONS

- Increase Marketing Efforts
 - Create a pamphlet highlighting Mt. Airy NBD's attributes.
 - Publish articles in the community newsletter.
 - Submit positive news to the media.
 - Select and advertise a day of the week where all the businesses will extend their hours.
 - Hire a Public Relations consultant ten to twenty hours a week for one year to provide marketing assistance including the following:
 - Market Mt. Airy business district's goods and services.
 - Develop and maintain public relations efforts.

Implementation Plan Cont'd. Marketing and Promotions

Submit positive news to the media.

Publish articles regarding special events in the community and local newspapers, create a pamphlet listing services and products that highlight Mt. Airy's attributes, for distribution within Mt. Airy and surrounding communities.

Provide recommendations on future marketing and promotional activities, including special events and coupons, that can be implemented by the community council, business club or another community group.

- Encourage A Community Based Business District
 - Continue the annual "Mt. Airy Get Acquainted Day."
 - Work with the City Planning Department to establish an Environmental Quality-Urban Design district.
 - Maintain street lighting maintenance and operating costs.
 - Continue to coordinate advertising programs and projects.

PARKING AND CIRCULATION

- Develop The Parking Lot On The East Side Of Colerain Avenue
 - Consolidate the small lots behind the businesses on the east side of Colerain Avenue. (Parking plan will follow list of strategies.)
 - Install eight to ten security lights in the parking lot east of Colerain Avenue.
 - Install four parking signs on Colerain Avenue, and one on Kirby Road and North Bend Road to provide direction to the parking area on the east side of Colerain Avenue.

Implementation Plan Cont'd.
Parking and Circulation

- Enhance Pedestrian Circulation
 - Establish a mid-block crosswalk with signalization on Colerain Avenue between North Bend and Kirby Roads.
 - Provide surface textures and color to distinguish crosswalks.
 - Install additional high illumination lighting at the intersections.
 - Investigate the possibility of closing three of the driveways on the east side of Colerain Avenue.
 - Consider creating a court yard on the east side of Colerain to provide ease of access from parking area to businesses fronting on Colerain.

DESIGN AND INFRASTRUCTURE

- Coordinate Streetscape Improvements
 - Extend community identity around the corners of North Bend & Kirby Roads i.e.; provide sixteen flower pots, and install fifteenth decorative lights, seventeen honey locust trees, four concrete benches and pavers within the walkway.
 - Install pavers in the public right of way at the Colerain Avenue intersections of North Bend and Kirby Roads to connect the east and west sides of the district.
- Enhance District Identity
 - Install fifteen banners and banner holders on the utility poles along Colerain Avenue between North Bend Road and Kirby Road. The banner's design should contain the Water Tower logo.
 - Install "Welcome to Mt. Airy" signs at entrances to the neighborhood.

Implementation Plan Cont'd.

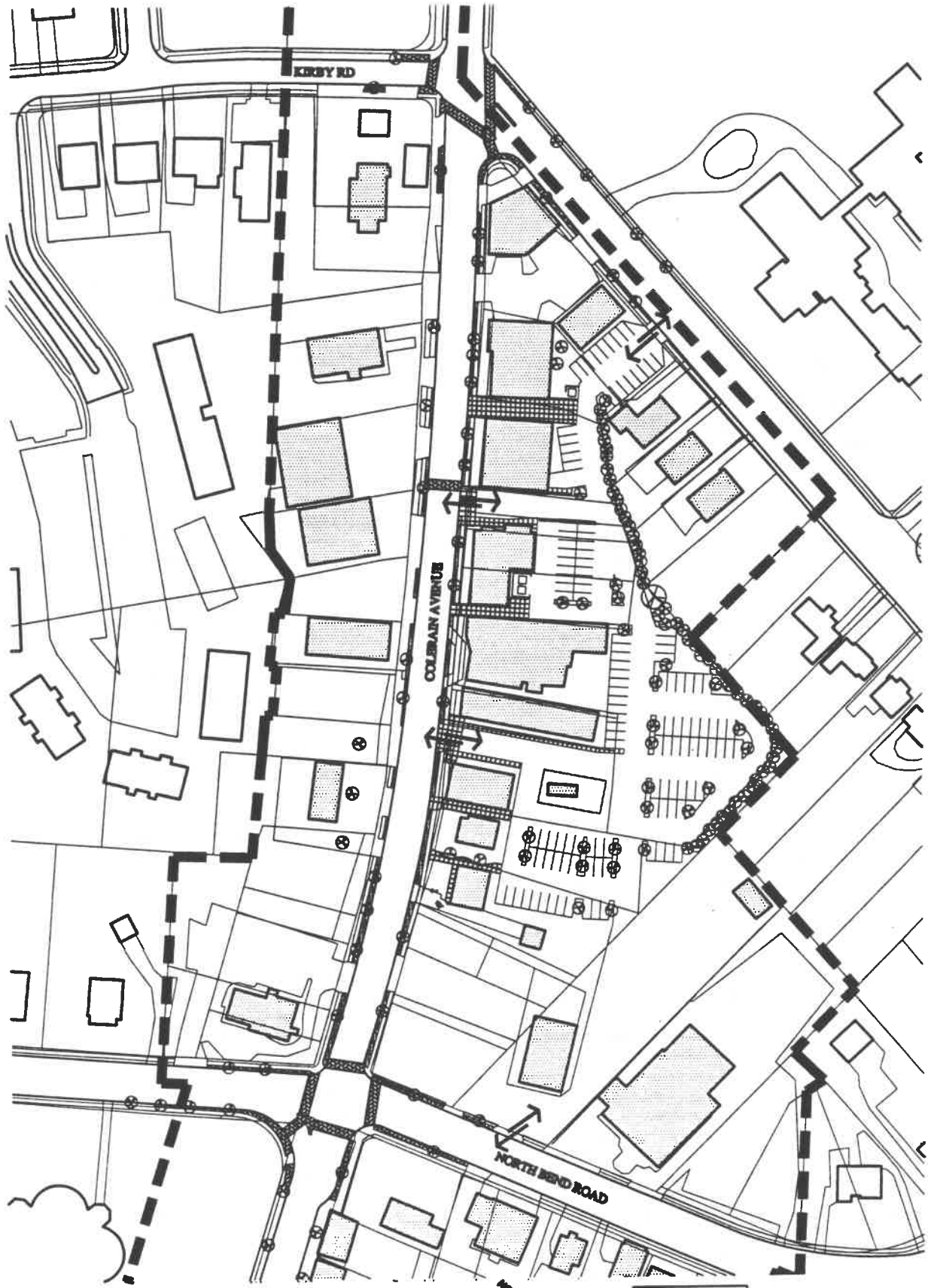
BUSINESS DEVELOPMENT

- Improve The Physical Image Of The District
 - Improve building facades.
 - Install and replace awnings as needed for consistency throughout the district.

- Retain And Attract Compatible Business
 - Monitor the progress of viable businesses and offer incentives when possible to keep them from leaving the district.
 - Assist building owners in renting to businesses appropriate to the area and help them create the desired mix of business uses. See marketing study.
 - Encourage village size development that is consistent with the marketing study at 5505 Colerain Avenue.
 - Encourage village size development at the northwest corner of Colerain Avenue and Kirby Road. This vacant parcel is zoned O1-A, Low Density Suburban Office District. A zone change of the abutting vacant parcel to the north, owned by the same owner and located in the R-3, Two Family Zone District, may be necessary.

Mt. Airy Implementation Chart

STRATEGIES	SCOPE	ESTIMATED CONTRIBUTION	POTENTIAL IMPLEMENTATION ENTITY/SOURCE
Proposed One-Time Development Staging			
Support Clean up Activities	Provide 8 public trash cans along Colerain Avenue	\$2,400	Public Works & Business Owners
Parking lot, east side of Colerain Avenue	Develop the small parking area into one lot Install 8-10 security lights Install 6 directional signs	\$283,800	Economic Development, Public Works
Enhance Pedestrian Orientation	Establishing a mid-block crosswalk with a signal Provide surface texture & color to distinguish crosswalks Install additional high illumination lighting at intersections Close three of the drive ways on the east side of Colerain Create a court yard on the east side of Colerain	\$96,000 \$106,500 \$8,000 \$13,500 \$22,500	Economic Development, Public Works
Coordinate Streetscape Improvements	Install 16 flower pots Install 15 decorative lighting Install 17 Honey Locust Trees Install 4 concrete benches Install pavers on North Bend and Kirby Roads	\$2,400 \$64,900 \$2,800 \$800 \$137,400	Property & Business Owners, & Economic Development Urban Forestry Property & Business Owners, & Economic Development
Identity Enhancements	Install 15 banners with decorative pole covers Install Welcome to Mt. Airy sign at district entrances	\$3,000 \$900	Property & Business Owners, & Economic Development
Improve Physical Image	Improve building facades as needed Install and replacing awnings, as needed	To be determined \$1700 ea.	Property & Business Owners, & Economic Development
Increase Pedestrian and Vehicular Safety	Install two speed limit signs Establish a block watch program	\$400 20 Volunteer Hours	Public Works Property & Business Owners
Business Development	Encourage village size development at 5505 Colerain Ave. Encourage dev. of the NWC of North Bend & Kirby Roads	Not Known Not Known	Private Property Owner/Developer Private Property Owner/Developer
Proposed Ongoing Community Programs			
STRATEGIES	SCOPE	ANNUAL ESTIMATED CONTRIBUTION	POTENTIAL IMPLEMENTATION ENTITY/SOURCE
Conduct Business District Clean up	Monitor graffiti & call the city when removal is necessary Arrange for more frequent street cleaning & litter removal Establish / maintain a once a week sweep & clean Conduct an annual clean-up day Hire neighborhood children for activities	4 Volunteer Hrs. 4 Volunteer Hrs. 30 Volunteer Hrs. 170 Volunteer Hrs. Not Known	Business Committee, Property & Business Owners
Increase Pedestrian and Vehicular Safety	Work with Police to enforce speed limits Investigate hiring off duty police officers	4 Volunteer Hrs. To be determined	Business Committee, Property & Business Owners
Increase Marketing Efforts	Create pamphlet highlighting Mt. Airy NBD attributes Publish articles in the community newspaper, yearly Submit positive news to Media Select and advertise a week day to extend business hours Hire a public relations consultant 10-20 hrs. a week/1 yr.	80 Volunteer Hours 12 Volunteer Hours 4 Volunteer Hours 30 Volunteer Hrs. To be determined	Business Committee, Property & Business Owners
Encourage Community Based Business District	Continue the annual Mt. Airy Get Acquainted Day Work with the CPD to establish an EQ-JD district Maintain street lighting maintenance and operating costs Continue to coordinate advertising programs & projects	240 Volunteer Hrs. 270 Volunteer Hrs. \$1,000 80 Volunteer Hours	Business Committee, Property & Business Owners
Retain & Attract Compatible Business	Monitor businesses and offer incentives as needed Assist building owners in renting	10 Volunteer Hrs. 10 Volunteer Hrs.	Business Committee, Property & Business Owners
<p>Note: Certain types of Improvement projects require private property owner participation. Each project must secure funding, coordinate with appropriate agencies and integrate with surrounding community.</p>			

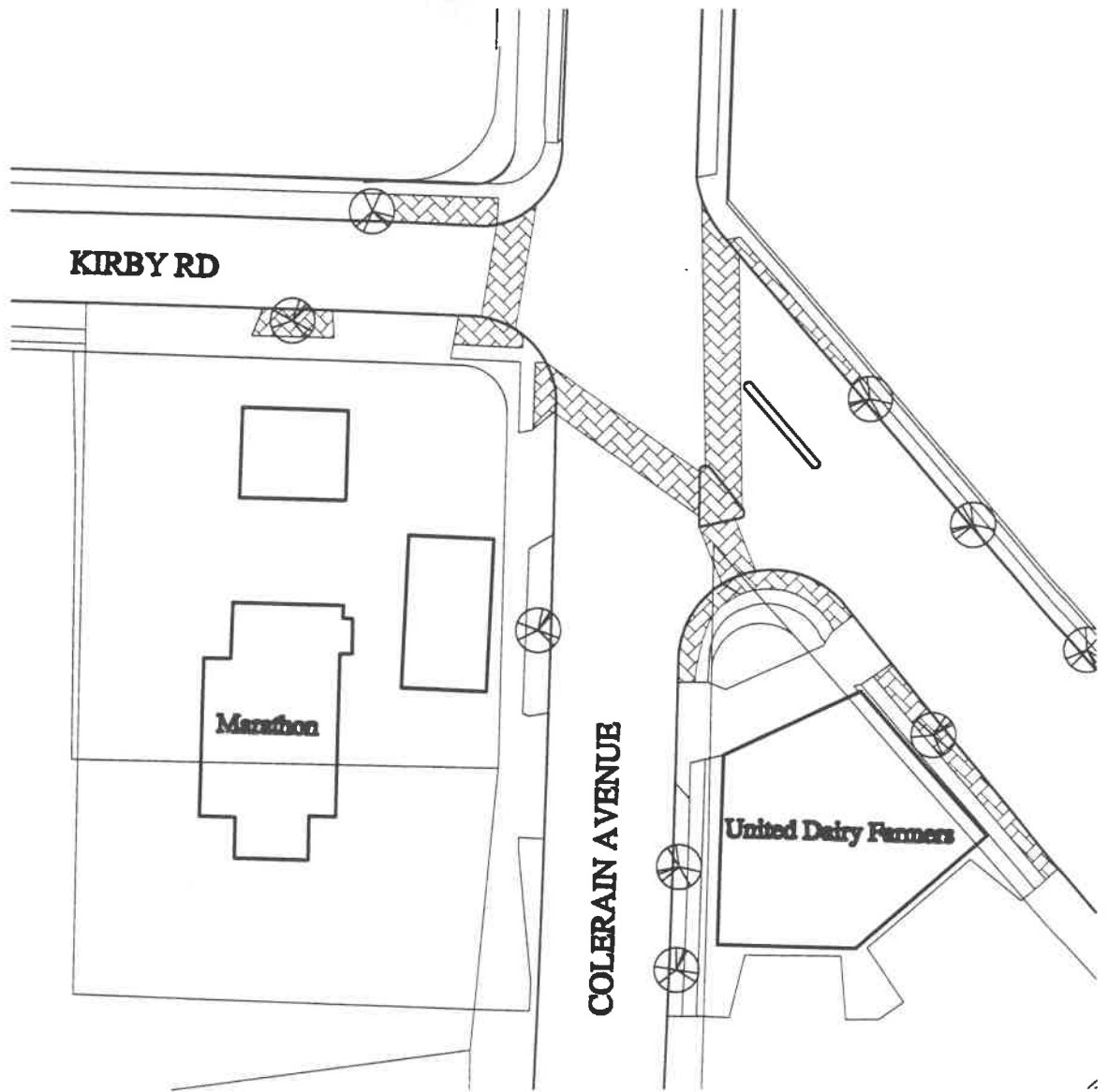


Legend




- ⊕ Street Tree
- ▬▬▬▬ New Driveway Pavers
- ▬▬▬▬ New Sidewalk Pavers
- ▬▬▬▬ Existing Sidewalk Pavers



MT. AIRY
PARKING LOT PLAN

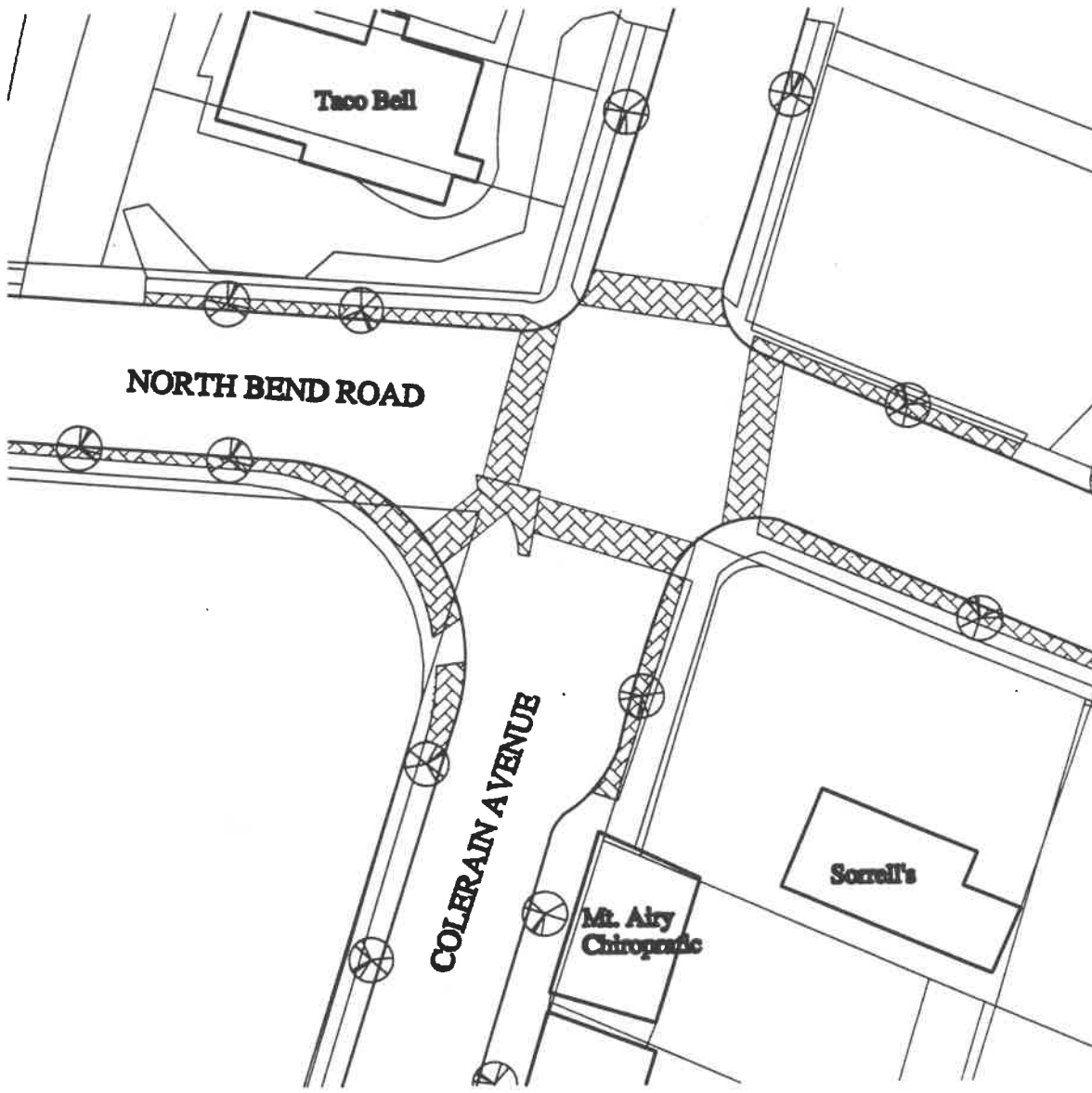


Legend




-  Street Tree
-  New Sidewalk Pavers
-  Existing Sidewalk Pavers



MT. AIRY
STREETSCAPE PLAN



Legend


-  Street Tree
-  New Sidewalk Pavers
-  Existing Sidewalk Pavers



MT. AIRY
STREETSCAPE PLAN



Legend

-  Street Tree
-  Sidewalk Covers



BUILDING

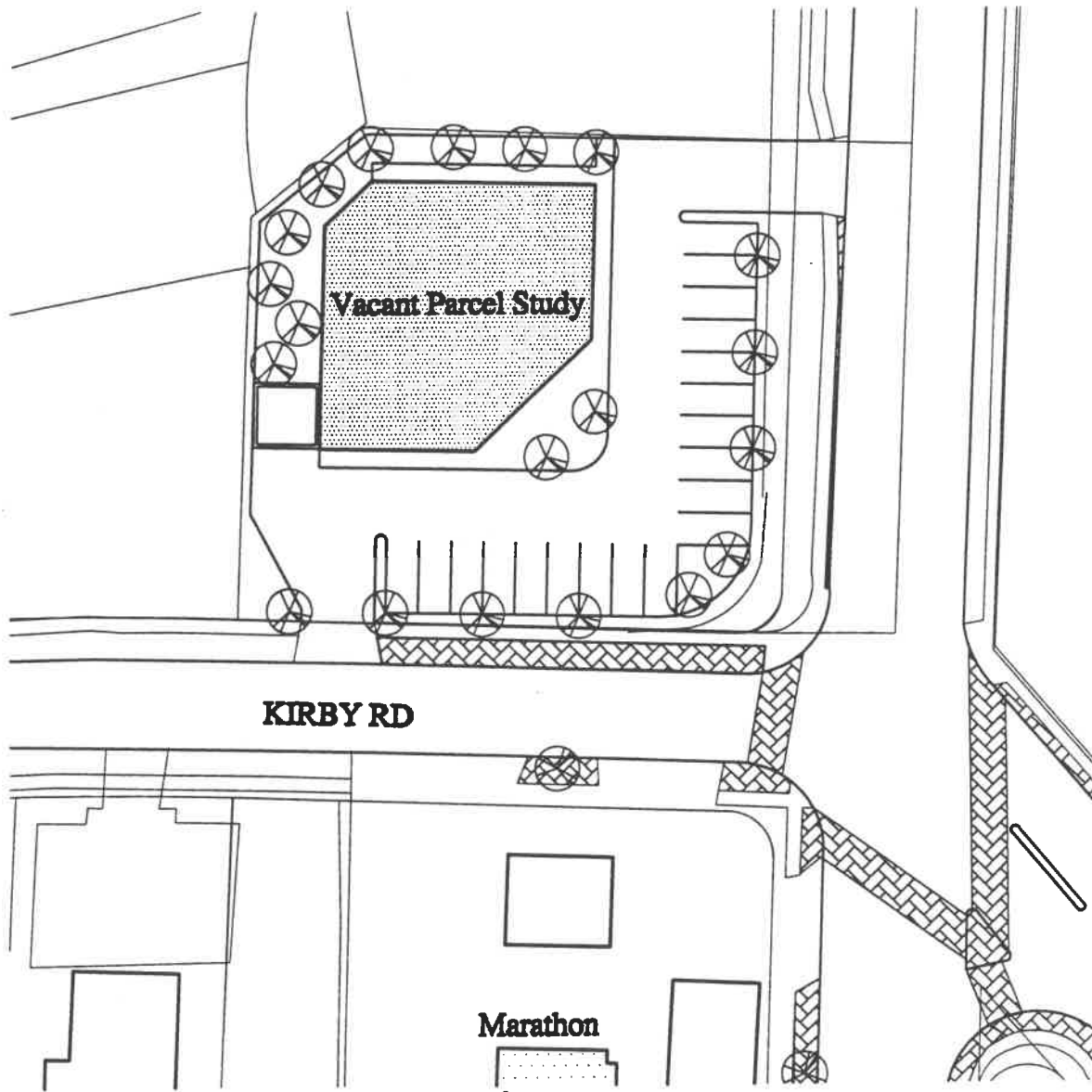
40' x 70'
2800 SQUARE FEET

PARKING

10 SPACES
TWO ENTRANCES OR EXITS
NO NEW CURB CUTS



MT. AIRY
VACANT PARCEL
DEVELOPMENT



Legend

-  Street Tree
-  Sidewalk Pavers



BUILDING

75' x 75'
5075 SQUARE FEET

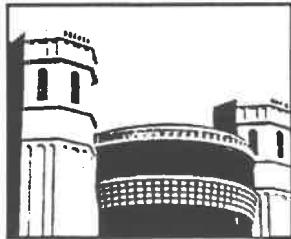
PARKING

19 SPACES
TWO ENTRANCES OR EXITS
TWO NEW CURB CUTS



MT. AIRY

VACANT PARCEL DEVELOPEMENT



MT. AIRY

ENVIRONMENTAL QUALITY
URBAN DESIGN

URBAN DESIGN POLICY GUIDELINES

Environmental Quality Urban Design District

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

The establishment of an Environmental Quality-Urban District (EQ-UD) will protect and enhance the environmental features of the business district. The development guidelines describe in words the characteristics which are to be protected and development features which will be reviewed for impact of a proposed development on the environment. The EQ-UD District boundary is the same as the Urban Design boundary.

SIGN POLICIES

1. Signs should be simple, legible and designed to be harmonious with the business district's marketing strategy and identity.
2. All traffic/vehicular signage should be coordinated and organized through the streetscape hardware system.
3. Wall signs should be limited to one square foot of area for each linear foot of a building's street frontage. Wall signs shall not exceed 100 square feet in area, regardless of street frontage.
4. Ground signs are preferred for commercial and retail business buildings which sit back from the street a distance of 15 feet or more. The maximum height should be seven feet.
 - a. A ground sign is recommended to be allowed at least 1½ square feet in area for each linear foot of property's street frontage and shall be limited to one sign per street frontage.
 - b. Maximum allowable signage of property frontage may not exceed 150 square feet in total for each face.
5. Roof mounted and projecting signs are not permitted unless other methods are not practical. Roof signs deemed appropriate shall appear to be an architectural extension of the building and no support structures should be visible from the public view.

Sign Policies Cont'd.

6. Flashing signs are prohibited except for theaters only. Time and temperature displays are permitted, but are considered part of the total signage area and will be taken into account with respect to square footage allowance.
7. Directional or instructional signs are permitted in addition to other signs. These signs should be six square feet or less per sign face.
8. Design signs to be in character with the type of business to be identified.
9. Trademark or symbolic copy on signs is encouraged.
10. Design signs to be harmonious with the architecture of the buildings on which they are located.
11. Signs should be adequately spaced from other signs for good visibility and consistent in size with other signs of similar businesses.
12. Obsolete or abandoned signs and/or mounting devices should be removed.

STOREFRONTS AND FACADES POLICIES

13. Up-lighting on buildings should be encouraged.
14. Building appurtenances and projections should be in scale with the total composition of the building itself.
15. Storefronts should be visually open to the street. Where practical, entrances should be recessed to increase the effective sidewalk space and to provide sheltered pedestrian access.
16. Awnings should be harmonious with the architectural features of the buildings on which they are located. They should not conceal architectural features of the building and should not be pipe stand awnings. Traditional awnings are required unless not practical.
17. Awnings should not project into more than two-thirds of the sidewalk.
18. Awnings should run parallel to the face of the buildings and provide a continuous covering along the sidewalk or to small entry awning over doors, etc.

SITE AMENITIES POLICIES

19. Benches should be placed in open public gathering areas and shaped to discourage loitering.
20. Bulletin board kiosks should be placed in gathering areas to aid in the control of posted bill boards.
21. Dumpsters should be enclosed to promote a clean, ordered environment and placed behind buildings when possible.
22. Site amenities should be low maintenance and discourage graffiti.
23. Site amenities should not be placed to promote hiding areas, but rather in the open to promote security.

LANDSCAPING AND PAVING POLICIES

24. The size and shapes of paving should relate to the pedestrian scale environment of the district.
25. Special paving treatment should be used to define the focus areas of the district, major pedestrian crossing, gateway points and where pedestrian movement occurs.
26. Private businesses should be encouraged to use special paving to continue the pedestrian movements.
27. Flower pots and shrubs should be used to identify building entrances.

LIGHTING POLICIES

28. Lighting in parking areas should be designed to enhance security.
29. Lighting for parking areas should be sensitive to nearby residences in color, intensity, scale and direction.
30. Private lighting should be used for parking lots, walkways and highlighting the buildings and show windows. All lighting should be of an intimate pedestrian scale with the exception of parking lot luminaries.

Policy Guidelines Cont'd.

PARKING POLICIES

31. Existing lots should be shared and made more efficient through improved access, circulation and layout. Establish common employee lots for businesses within the district to encourage the use of primary spaces for customers and more remote spaces for employees.
32. Provide parking signs that clearly direct shoppers to off-street parking opportunities.
33. All parking areas should be landscaped or screened with devices such as trees, a fence or mounds, to serve as a buffer and to break up large areas of parking. Large areas should have pattern, color and texture to relate to the pedestrian scale environment desired.
34. Existing small underutilized lots should be combined to create larger and more efficient parking areas.
35. All intersections, crosswalks and entrances to commercial space should be accessible to the handicapped when possible.
36. Lots should be blacktopped and marked for easy circulation and should maximize the number of parking opportunities.
37. Reduce the number of curb cuts and driveways along the Colerain Avenue right of way.

DEVELOPMENT POLICIES

38. Buildings should be designed to reinforce the existing patterns for all storefronts facing Colerain Avenue, be visually open to provide interest and light to the street.
39. Any new development should be village size, pedestrian oriented and contribute to the livelihood of the business district.
40. Maintain street orientation of shops, but emphasize rear entrances where appropriate and where supported by other plan elements.

Development Policy Guidelines Cont'd.

41. Preserve the linear continuity of building on Colerain Avenue by placing building facades parallel to Colerain Avenue, except for the variations needed to create pedestrian open spaces.
42. Renovation and restoration of older buildings should respect the original building design including structure, use of materials and details unless a demonstrated need is presented.
43. 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.
44. Simplify and remove all unnecessary utility poles wires and associated clutter to allow as much sidewalk space and signage visibility as possible.

PUBLIC RIGHT OR WAY POLICIES

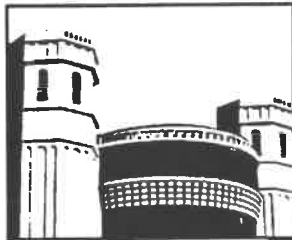
45. Advertising benches are not permitted.
46. Bus shelters are not permitted.
47. News racks should be organized and installed according to the City of Cincinnati news rack policy and be limited to no more than two racks within a block.

DEMOLITION

47. Demolition will be approved only if one of the following applies:
 - Ordered by the Director of Buildings and inspections for the public safety because of an unsafe or dangerous condition which constitutes an emergency.
 - Structure does not contribute to the architectural character of the district.
 - Necessary to construct a building which would meet the guidelines of the EQ-UD for Mt. Airy Business District.

Demolition Polices Con't.

- The owner has endeavored in good faith to find a use for the structure and is unable to obtain a reasonable rate of return on the property or a refusal of a permit would amount to a taking of the property without a just compensation.
- Demolition will be allowed for portion of the building when repairs and rehabilitation is not justified based on cost and not visual from the street.



MT. AIRY

C R E D I T S

CREDITS

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

Mt. Airy Town Council

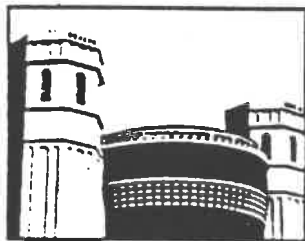
Virginia Best
Doug Greer
Betty B. Hatke
C. Reed Rossell
Bob Steelman
Don Parks

Mt. Airy Business and Property Owners

Ramona Akel, Sorrels Corner Ice Cream
Ralph & Barbara Collins, Mt. Airy Car Wash
Kelly Cramer, Cramer Hardware
Al Klosterman, Klosterman Cleaners
Donald Parks, Park Place Restaurant
Tina Marie Prater, T. J. Bridal
Pat and Larry Hale, Vacant Building
Clare Diedricks, United Dairy Farmers
Michael Timmerman, Marathon Oil Company

Staff from the City of Cincinnati

Mary Foote, Neighborhood Services
Catherine Fitzgerald, Economic Development
Rebecca Jacoby, Office of Architecture & Urban Design
Vanessa McMillan-Moore, City Planning Department
Michael Moore, Office of Architecture & Urban Design



MT. AIRY

A P P E N D I X

Mt. Airy Town Council

15 July 1996

APPENDIX A

To Whom It May Concern:

At its regular monthly meeting on 26 June 1996 the Mt. Airy Town Council voted to support the Business Committee's recommendation that the NBD-EQ be fully supported by the community. Further, the Design Plan was also given full approval and given the go ahead ... full speed.

The ZONE change from B-4 to B-2 was also given overwhelming approval, this at the recommendation of the residential segment of the task force that has been working on this project since 1992. The community council feels VERY STRONGLY about the absolute necessity for this component of the overall planning package.

The votes on the two issues were as follows:

NBD-EQ	For -	35
	Against -	7
Zone Change	For -	30
	Against -	12

The vote of the Town Council Board on both issues was a unanimous FOR.

For the Mt. Airy Town Council,


J. R. Steelman, President & Chairman

JRS/dm

P.S. The 1996 Community Survey is coming back and nearly 100% of the respondents WANT MORE PARKING in the NBD!

cc: Planning Commission
City Planning
Mayor Qualls
Members of City Council
John Shirey, City Manager
Clerk of Council
Don Parks, Business Committee
Virginia Besl, V.P., MATC
File

Voice Mail 684-1673 • P.O. Box 53660, Cincinnati, Ohio 45253

MT. AIRY NEIGHBORHOOD BUSINESS DISTRICT BOUNDARY

The R-3(T) and R-4(T) Multi-family Low-Density Transition Districts the existing O-1A Suburban Low-Density and the existing B-4 General Business District.

Situated in the City of Cincinnati, Hamilton County, State of Ohio being more particularly described as follows:

Beginning at the point of intersection of the center lines of Colerain Avenue and Kirby Avenue, said point being the point in common with the existing O-1A, R-2 and B-4 zone districts, thence eastwardly along the center line of Kirby Avenue and the existing R-2 and B-4 zone dividing line to the point in common with the existing B-4, R-2 & R-3(T) zone districts; thence continuing along said center line and the existing R-2 & R-3(T) zone dividing line to the point in common with the existing R-2, R-3 and R-3(T) zone districts; thence along the existing R-3, and R-3(T) zone dividing line the following general directions and distances: southwardly 205', eastwardly 161', southwardly 110.45', eastwardly 214.65', southwardly 82', eastwardly 43', southwestwardly 21' and southeastwardly 185' plus or minus to the center line of North Bend Road, said point being the point in common with the existing R-3, R-4 and R-3(T) zone districts; thence southwestwardly along said R-4 and R-3(T) zone dividing line and the center line of North Bend Road to the point of angle in the existing R-4 and R-3(T) zone dividing line; thence southeastwardly, westwardly and southwardly along the existing R-4 and R-3(T) zone dividing line to the point in common with the existing R-3(T), R-4, and B-4 zone districts; thence southwardly along the R-4 and B-4 zone dividing line to the point in common with the existing B-4, R-4, and O-1A zone districts; thence southwardly, southwestwardly and northwestwardly along the existing R-4 and O-1A zone dividing line to the point in common with the existing O-1A, R-4, and B-4 zone districts; thence northwestwardly along the R-4 and B-4 zone dividing line to the center line of North Bend Road, said point being the point in common with the existing B-4, R-4, and R-4(T) zone districts; thence southwestwardly along the existing R-4 and R-4(T) zone dividing line and the center line of North Bend Road to the point of angle in said zone dividing line; thence northwestwardly and northeastwardly along the existing R-4 and R-4(T) zone dividing line to the point in common with the existing R-4(T), R-4, and B-4 zone districts, thence in a generally northwestwardly direction along the existing R-4 and B-4 zone dividing line to the point of intersection with the center line of Kirby Road, said point being the point in common with the existing B-4, R-4, R-1, and O-1A zone districts; thence northwestwardly and northwardly along the existing R-1 and O-1A zone dividing line to the point in common with the existing R-1, R-2 and O-1A zone districts; thence northeastwardly along the existing R-2 and O-1A zone dividing line to the center line of Colerain Avenue; thence southeastwardly along said center line and said R-2 and O-1A zone dividing line to the point of beginning.

APPENDIX D

HISTORY OF THE MT. AIRY NBD

Formerly, the neighborhood of Mt. Airy was known as Brown's Grove. The village of Mt. Airy was incorporated in 1860, but was slow to develop because there was no direct transportation link to the City of Cincinnati. In 1880, there were approximately 162 inhabitants and only a few businesses such as a grocery store, wagon maker shop and several saloons or inns located along Colerain Pike. By 1893, the village had grown to approximately 500-600 inhabitants.

In 1911, the village of Mt. Airy was annexed by the City of Cincinnati. In the same year, the Cincinnati Park Board acquired some abandoned dairy farms in the area and eventually created Mt. Airy Forest in 1913. By the 1920's to 1940's, Mt. Airy became a more urban village. Three key factors which contributed to Mt. Airy's growth as a community were the construction of the Mt. Airy Water Tower in 1926-1927, the extension of water and sewer lines, and increased accessibility to streetcars and automobiles.

By the early 1930's, ten businesses were clustered around the intersection of Colerain Avenue and North Bend Road. Some of those enterprises included a grocery store, a plumbing business, a tailor's shop, a car lot, an auto parts store and two churches. By 1970, as a result of the increase in population to over 5,000, approximately 30 businesses were located within the district. These businesses included a savings and loan, a barber shop, bakeries, an appliance store, a drugstore, beauty salons, a dry cleaner, supermarket and fast food restaurants.

Currently, none of the original 19th century Mt. Airy business district remains and only a few of the existing buildings date to the early 20th century. Today, the business district consists of predominantly post 1950's strip shopping centers and modern fast food restaurants.

APPENDIX E

MT. AIRY NBD LAND USE				
ADDRESS	BOOK-PAGE-PARCEL	OWNER	TENANT	TYPE
West Side				
5501-05 Colerain Ave.	228-0003-0025, 0026, 0027	Zandign Corp.	Taco Bell	Retail
5505 Colerain Ave.	231-0004-0025, 0049	Rothf, Charles	Vacant Land	Vacant
5509-11 Colerain Ave.	231-0004-0010, 12, 32	O'Dell, Gale	Mt. Airy Car Wash	Service
5535 Colerain Ave.	231-0004-0011, 0059	Cramer, Harry	Cramer Hardware	Retail
5549 Colerain Ave.	231-0004-0009	Normar Corp.	Attitudes in Beauty	Personal Service
5545 Colerain Ave.			Attitudes in Beauty	Personal Service
5551 Colerain Ave.	231-0004-0021	Midwest Center	Domestic Dry Cleaner	Personal Service
5551 1/2 Colerain Ave.			Wash N Dry	Personal Service
5555 Colerain Ave.	231-0004-0247	Burger Chef Systems	Vacant Building	Vacant
5571 Colerain Ave.	231-0004-0139, 0142	Marathon Oil Company	Marathon Gas Station	Retail
5581 Colerain Ave.	231-0004-0008	Dryer & Libeth Thomas	Vacant Land	Vacant
East Side				
5564 Colerain Ave.	231-0004-0060	United Dairy Farmers, Inc.	United Dairy Farmers	Retail
5569 Kirby Ave.	231-0004-0100	Inchale, Patricia	Vacant Building	Vacant
5559 Kirby Ave.	231-0004-0056	Scheible, R.	Residential	Two-Family
5555 Kirby Ave.	231-0004-0055	Cantwell, Marilyn	Residential	Two-Family
5551 Kirby Ave.	231-0004-0053	Klosterman, Mary	Residential	Two-Family
5547 Kirby Ave.	228-0003-0009	Klosterman, Mary	Vacant Land	Vacant
5554-A Colerain Ave.	231-0004-0004, 0075	Klooff, Helen	The Good Shepard	Retail
5560 Colerain Ave.			Park Place	Retail
5558 Colerain Ave.			Dentist - Dr. Alex	Personal Service
5552 Colerain Ave.	231-0004-0121, 0144	Klooff, Helen	T. J. Bridal	Personal Service
5552 Colerain Ave.			T. J. Bridal	Retail
5550 Colerain Ave.			Styles Plus	Personal Service
5550 Colerain Ave.			Comic Book	Retail
5546 Colerain Ave.	228-0003-0057, 0084	Coreoran, Timothy	Fin's Del	Retail
5548 Colerain Ave.			Bee Sweet	Retail
5544 Colerain Ave.			Manly Creations	Retail
5542 Colerain Ave.			Winners Hair	Personal Service
5536 Colerain Ave.	228-0003-0003, 0009, 0083, 0125	Klosterman, Mary	Klosterman's Cleaner	Personal Service
5530 Colerain Ave.	228-0003-0085	Cappel Realty Company	Vacant Building	Vacant
5528 Colerain Ave.	228-0003-0052	Lakemp, Carolyn	Vacant Building	Vacant
5522 Colerain Ave.	228-0003-0030	Detzel, Dorothy	E.G. Detzel Realtor	Personal Service
5516 Colerain Ave.	228-0003-0010	Riedman, Harry	Harry's Salon	Personal Service
5508 Colerain Ave.	228-0003-0011	Simos, Pete & Mary	Thorhous Oil Co.	Service
2578 W. North Bend Rd.	228-0003-0012, 0013, 0107, 0109, 0129	Renter, Charles		
2562 W. North Bend Rd.	228-0003-0007, 0008, 0047	Comm. Workers of America	Comm. Workers of America	Semi-Public
2551 W. North Bend	228-0003-0029	Browning, Leroy	Residential	Multi-Family
2553 W. North Bend	228-0003-0015	Dickinson, Donald	Residential	Multi-Family
2557 W. North Bend Rd.	228-0003-0053	Brock, Beatrice	Residential	Single-Family
2559 W. North Bend Rd.	228-0003-0064, 0247	Schwelzer, Anastasia	Residential	Single-Family
2563 W. North Bend Rd.	228-0003-0017, 0018, 0033, 0035	Schwelzer, Anastasia	Re Schwelzer Construction	Office
North Bend & Colerain	228-0003-0019	Pollard, Robert	Sorrell's Corner	Retail
5456 Colerain Ave.	228-0003-0020, 0036	Schwelzer, Anastasia	Mt. Airy Chiropractic	Office
5454 Colerain Ave.	228-0003-0016, 0034, 0048, 0049, 0104, 0105	Schwelzer, Anastasia	Joseph Fehring Accountant	Office
5434 Colerain Ave.	228-0003-0001	Harber Enterprises	Mt. Airy Dentist Association	Office

APPENDIX F

MT. AIRY COMMUNITY AND THE CITY OF CINCINNATI						
Demographics						
	MT. AIRY			CITY OF CINCINNATI		
	1980	1990	% Change	1980	1990	% Change
POPULATION						
Total Population	9,453	9,404	-1%	385,457	364,040	-6%
White	8,294	6,354	-23%	251,144	220,285	-12%
Black	938	2,853	204%	130,467	138,132	6%
% < 18 yrs. of age	2,310	2,986	29%	97,254	91,352	-6%
WORKFORCE						
16 years of age & older	7,354	7,023	-5%	300,004	281,024	-6%
Not in Labor Force	2,209	1,760	-20%	125,210	108,326	-13%
Professional	1,517	1,188	-22%	38,974	46,533	19%
Sales & Clerical	1,675	2,037	22%	49,147	51,550	5%
Service	612	736	20%	27,724	26,396	-5%
Blue Collar	1,141	1,085	-5%	43,551	34,402	-21%
Military Service	19	9	-53%	137	275	101%
Unemployed	181	208	15%	15,261	13,542	-11%
HOUSING						
Housing Units	4,192	4,284	2%	172,587	169,088	-2%
Owner occupied	1,236	1,306	6%	60,687	59,172	-2%
Renter occupied	2,749	2,579	-6%	96,990	95,170	-2%
Vacant	207	399	93%	14,910	14,746	-1%
Single-family	1,277	1,543	21%	60,489	61,660	2%
Median Household Inc.	17,499	29,995	71%	12,499	19,999	60%
% Poverty Households	6%	9%	4%	16%	21%	5%
<p>Note: Median household incomes were determined by the midpoint of the interval containing the average.</p>						

MT. AIRY BUSINESS DISTRICT SURVEY

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

General Information

Name and position of person completing survey:

Name of Business:

Location:

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

Description of Business:

Locally operated
 National Chain

Regional Chain
 Franchise

Business Ownership:

Family Business
 Partnership
 Non-Profit

Sole Proprietorship
 For-Profit Corp.
 Cooperative

Own or Lease Facility:

Own

Lease

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

Number of Employees:

Full-Time ____

Part-Time ____

Hours of Operation: _____

Physical Improvements

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

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

No constraints
 Insufficient space
 Low interest rate loan

Need financial assistance
 Need planning assistance
 Other, specify _____

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

Front entrances
 Street lighting
 Conditions of sidewalks
 Identity and physical unity
 Streetscape

Rear entrances
 Interior building appearance
 Parking
 Facade improvements, including awnings

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

- | | | | |
|-----|---------------------|-----|--------------------|
| ___ | Congested streets | ___ | Inadequate parking |
| ___ | Location of parking | ___ | Pedestrian access |
| ___ | Vehicular access | ___ | Street maintenance |
| ___ | Street lighting | | |

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

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

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

Business Location

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

a. When _____ b. To Where _____

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

a. When _____ b. Why _____

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

a. When _____ b. To where _____

Business Environment

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

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

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

	Increased	Stayed the Same	Declined
1. Number of customers	a	b	c
2. Sales quantity volume	a	b	c
3. Sales dollar volume	a	b	c
4. Profit	a	b	c

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

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

- ___% Mt. Airy residents
- ___% College Hill residents
- ___% Northside residents
- ___% Cincinnati residents, excluding those mentioned above.
- ___% Ohio residents, excluding Cincinnati residents. City _____.
- ___% Kentucky residents
- ___% Other, specify _____

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

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

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

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

18. How important is it that the following issues are addressed as they relate to the Mt. Airy Business district. Indicate importance by the following numbers:

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

- ___ Parking
- ___ Safety
- ___ Marketing
- ___ Cleanliness of the area
- ___ Business development
- ___ Appearance
- ___ Traffic flow (pedestrian and vehicular)

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

Signs Facade treatments New development Streetscape

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

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

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

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

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

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

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

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

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

Comments:

Thank You!

This survey can be returned to either:

Mr. Don Parks
Park Place
5560 Colerain Avenue
Cincinnati, Ohio 45239

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

APPENDIX H

**RESPONDING BUSINESSES TO THE MT. AIRY
BUSINESS SURVEY**

Mt. Airy Car Wash

Cramer Hardware

Attitudes In Hair Beauty Shop

Domestic Dry Cleaners

Marathon Gas Station

United Dairy Farmers

Park Place

Hale Lawrence Dentist

The Good Shepard

Fin's Food Pony Keg

Glasses In 1Hr.

Cappel's Costumes

E. G. Detzel Realtor

Harry's Salon

Water Towers Restaurant & Lounge

AmeriStop

Mt. Airy Chiropractic

APPENDIX I

Results of the 1993 Mt. Airy Community Survey are in! Completed surveys returned to the Town Council were entered into a computer and totals tallied, thanks to Mt. Airy Elementary School Principal Judy Mayfield.

Asked about shopping in Mt. Airy's business district, 56% said they often shopped there and 33% said "seldom." Types of businesses most used were gas station, 78%, and hardware, 70%. Restaurant/bar/convenient market all rated 58%. Fast food and dry cleaner drew 57%. Grocery purchases were made by 50%, with 42% buying religious goods and 32% purchasing novelties.

Banking services rated 23%, hair stylist 22%, eyeglasses 15%, bakery 13%, printer 12%, dentist 12%, repair service 10%, doctors 8%, and laundrette 7%. Carpeting, real estate, business services, and deli purchases were mentioned least often.

What sort of businesses would be welcomed by the respondents, if they were added to the Mt. Airy business district? Eleven percent said they would patronize a bakery and/or Graeter's; 8% asked for more fast food; 7% wanted a bank; 5% wanted a branch library. Three percent would like a post office, shoe repair, drugstore, jewelry store, department store, or grocery. Other businesses which received about one percent each were crafts/boutique, produce, variety/Woolworth, spa, recycling shop, card/books, service station, consignment shop, discount bread, video store, sporting goods, pizza/other restaurant, a drive-thru, copying service.

Nearly 70 percent said they would definitely use an improved parking lot being planned for the area behind businesses on the east side of Colerain. Another 20% said they would "maybe" use it.

Of those answering the survey, 58% had lived more than 10 years in Mt. Airy, 27% had lived here less than 5 years, and 13% had been here from 6-9 years. Eighty percent lived in single-family homes, 6% in condos, 5% in two-family homes, and 3% in apartments. Ninety-eight percent were White, and 1% each were Black, Hispanic, or Chinese. None were under 25 years of age; 68% were over 45, and 28% were between 25 and 45. Eighteen percent were high school graduates; 62% had college degrees. Thirty-two percent were retired, 13% were homemakers. Three percent were unemployed and another 3% were self-employed. A variety of occupations were listed, most of them professional or technical.

Eighty-three percent had no school-aged children. Eight percent had children at Little Flower, 3% had children at Mt. Airy, and 10% sent their children to other schools.

Mt. Airy's most pressing problems, according to survey results, revolve around traffic and safety issues. Twenty-two percent thought the worst problem was traffic; 8% didn't like No Left Turn at North Bend; 7% reported speeders. Thirteen percent said crime was the big problem; 8% said safety issues, teenagers, or trash. Seven percent blamed Section 8 Housing, taxes, inadequate police protection, or unattractive store fronts. Five percent listed sidewalks that need repair, and 3% believe the problem is lack of safety at school, drugs, lost sense of pride, and something lacking in public schools. An assortment of problem areas received one mention each.

Mt. Airy's best features included its schools (30%), Mt. Airy Forest (25%), quality neighborhood (17%), number of home owners (13%), proximity to Interstate highways (13%), low crime rate (8%), churches (8%), developer's care for land (8%), landscaping (8%), safety (6%), bedroom community (6%), accessible to bus (5%), affordability (5%), the water tower (5%), housing/police protection/stores nearby (3%).

Thirty-seven percent attend meetings of the Mt. Airy Town Council; 97% learn about the meetings through the MATC newsletter. Eight-two percent had no objection to making Mt. Airy Elementary the regular meeting place.

Future community services desired included a post office, 52%, recreation, 32%; senior services, 32%; teen center, 5%; pool, 3%; health facility, 3%; and one percent for clothing store, ATM machine, and diet workshop.

Respondents listed some locations and addresses which merit beautification awards. The Town Council is preparing to honor those who've made Mt. Airy better!

Thanks to all who responded to this survey.

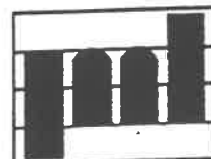
APPENDIX J

**CITY OF CINCINNATI
NEIGHBORHOOD BASE
MARKET ANALYSIS**

Prepared for:

**The Department of Economic Development
The City of Cincinnati**

December 22, 1995



Project Market Decisions — Turning Market Data Into Management Decisions

Mount Airy Market Area

Located at the top of Mount Airy hill, the Mount Airy neighborhood business district is located on Colerain Avenue from Kirby Road to slightly south of North Bend Road (to 5434 Colerain Avenue). Here, near the water tower, are a few restaurants, a hardware store, dry cleaners, a gas station, and a self-serve car wash, as well as a few other small retailers. The primary intersection of Colerain Avenue and North Bend Road carries 24,971 cars on Colerain and 16,349 on North Bend each day. Another business area is at the intersection of Colerain and Blue Rock Road/Kipling Road.

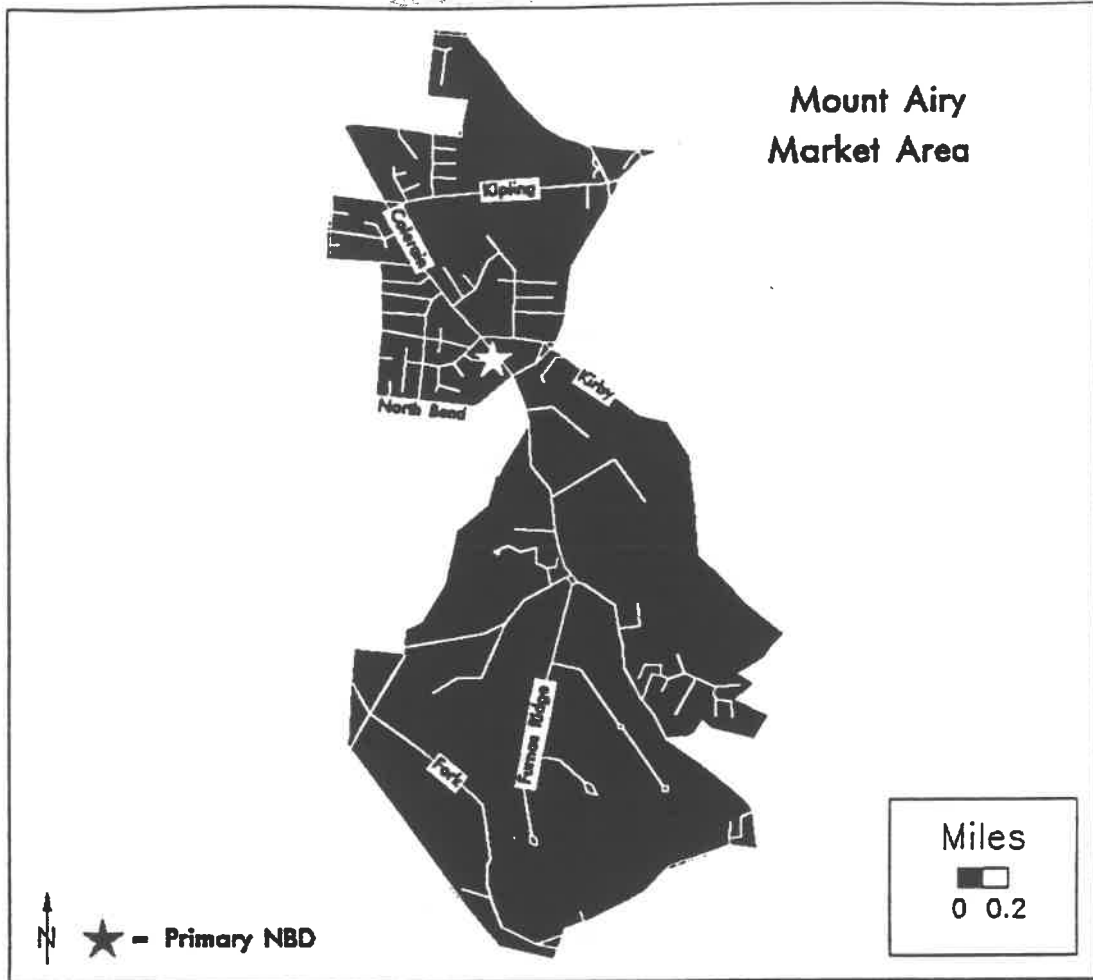
The Mount Airy market area is composed of two census tracts. It overlaps with the following Cincinnati market areas in this study: College Hill and Northside. This market area overlap should be taken into consideration when looking at competition for development potential.

Key Indicators

The Mount Airy market area had a 1995 population of 8,847, concentrated in 3,600 households. Average household size was the same as the city average at 2.4 persons per household. It is expected that this market area's population will increase by .05 percent by the year 2000. Median household income in the market area is expected to increase by 7 percent by the year 2000 to \$33,425. Market area households spent an estimated 62.1 million on retail expenditures in 1995. PMD estimates this to be an average of \$17,261 per household.

Year	1990	1995	2000	% Change 1995-2000
Population	8,764	8,847	8,896	.05%
Households	3,564	3,600	3,630	.08%
Median Hshld. Income	\$27,034	\$31,213	\$33,425	7%

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



Lifestyle Clusters

There are a total of 6 clusters represented in the Mount Airy Market Area. For a detailed listing, please see the Appendices. The top three clusters found in the Mount Airy market area are:

Mobility Blues, with 1,274 households, is the market area's largest cluster. This cluster is generally young, ethnically mixed, and highly mobile. It is typified by young blue-collar and service families. Employment in this cluster is primarily in the military, industry, transportation, and public service.

Smalltown Downtown, with 755 households, is this area's second largest cluster group. This cluster is typified by older renters and younger families. It is predominantly white with educational levels of high school completion and some college. It is generally a place for fresh starts and first jobs, most as lower-echelon white-collar sales people, clerks, and technicians.

New Empty Nests, with 740 households, is the third dominant cluster type in the market area. This cluster is predominantly upscale, white couples who are post-child and have dual incomes. Their affluence was achieved by education and career achievements in many professions and industries.

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:

- ▶ Taking a first class foreign trip (170)
- ▶ Owning an Audi (205), Nissan truck (172), a Honda (136), and Volkswagon (131)
- ▶ Contracting home remodeling (199)
- ▶ Going to aerobics (127) and doing weight training (127).
- ▶ Using a credit union for a car loan (133)
- ▶ Drinking rum (143), imported beer (140), and scotch (132)
- ▶ Going bowling (130)
- ▶ Buying a car battery at a car parts store (131)

Low Preferences

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

- ▶ Owning a dog (49), a bird (49), or tropical fish (63)
- ▶ Owning a Mercedes (30), a BMW (33), and Acura (38), or a motorcycle (50)
- ▶ Going to college football games (28) and college basketball games (39)
- ▶ Using a maid/housekeeper (58)
- ▶ Shopping at Saks 5th Avenue (19)
- ▶ Professionally cleaning carpets (61)
- ▶ Buying stereo equipment (65)
- ▶ Buying a burglar alarm (75) or auto security/burglar alarm (73)

Retail Analysis

Current Retail Supply

The analysis of existing establishments in the market area identified 34 different businesses in the 60 retail and service establishment categories. These establishments account for an estimated 63,123 square feet of space. The market area contains 20 different establishment types out of the 60 types analyzed.

Predominant Establishment Types by total square ft.	SIC	Description	Count	Total Sq. Ft.
	5912	Drug Stores	2	7,500
	5411	Grocery & Misc. Foods	3	7,050
	5812	Eating Places	4	5,716
	7231	Beauty Shops	5	5,570
	5251	Hardware Stores	1	5,000
	5945	Hobby, Toy, & Games	1	4,340
	5451	Dairy Products Stores	2	4,000
	5995	Optical Goods Stores	1	3,257
	5261	Nurseries/Garden Supply	1	2,400
	5999	Miscellaneous Retail	1	2,300

Retail Potential

An examination of the Mount Airy Market Area indicates that there is development potential to support an additional 79,400 square feet of retail-service space. It is estimated that this new potential would support the development of 26 new establishments in 20 different SIC types.

Development Potential for Establishment Types by total square ft.	SIC	Description	Count	Total Sq. Ft.
	753x	Auto Repair Shops	3	10,100
	79xx	Recreation Facilities	1	9,700
	5813	Drinking Places	3	6,900
	5932	Used Merchandise	2	6,700
	5812	Eating Places	2	5,700
	5735	Record/Tape Stores	1	4,300
	5611	Men's & Boy's Clothing	1	4,000
	735x	Misc. Equipment Rental	1	3,900
	7231	Beauty Shops	2	3,600
	5999	Misc. Retail	1	3,600

Mount Airy Market Area

Observations

- ▶ The population base in this market area is expected to remain stable through the year 2000.
- ▶ The median income in the market area is above the City's median at \$31,213.
- ▶ The lifestyle cluster composition is homogeneous with 6 of 60 lifestyles represented.
- ▶ The Mount Airy business district is located at the intersection of two major transportation arteries - Colerain Avenue and North Bend Road which both have high traffic counts.
- ▶ Residential consumers in the market area are drawn to competing business districts in Northside, College Hill, and the Northgate area.
- ▶ There is ample land and/or vacant space available for redevelopment.

Recommendations

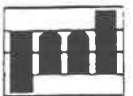
- ◆ The development potential indicates unmet demand for over 79,000 square feet of additional retail space for the Mount Airy market area. It is recommended that the business district focus on the following types of convenience and service establishments in order to capture the demand: auto repair and service, recreation facilities, eating and drinking establishments, used furniture and apparel, men's and boy's clothing, and beauty shops.

MT. AIRY MARKET AREA RETAIL POTENTIAL

SIC	Establishment Type	Household Count 3,600			
		Current Estimates		Development Potential	
		Estabs.	Sq. Ft.	Estabs.	Sq. Ft.
RETAIL					
5231	Paint, Glass, & Wallpaper Store	0	0	1	3,400
5251	Hardware Stores	1	5,000	0	0
5261	Nurseries & Garden Supply Stores	1	2,400	0	0
5311	Department Stores	0	0	0	0
5399	Variety/General Merchandise Stores	0	0	0	0
5411	Grocery & Miscellaneous Food Stores	3	7,050	0	0
5421	Meat & Fish Markets	0	0	0	0
5431	Fruit & Vegetable Markets	0	0	0	0
5441	Candy, Nut, & Confectionary Stores	0	0	0	0
5451	Dairy Products Stores	2	4,000	0	0
5461	Retail Bakeries	1	1,172	0	0
5611	Men's & Boys' Clothing Stores	0	0	1	4,000
562/3	Women's Clothing & Specialty Stores	1	750	0	0
5641	Children's & Infants' Wear	0	0	0	0
5651	Family Clothing Stores	0	0	0	0
5661	Shoe Stores	0	0	0	0
5699	Misc. Apparel & Accessories	0	0	1	1,400
5712	Furniture Stores	0	0	0	0
5713	Floor Covering Stores	0	0	1	2,600
5719	Misc. Home Furnishings Stores	0	0	0	0
5722	Household Appliance Stores	0	0	1	2,800
5731	Radio, TV, Consumer Electronics	1	2,000	0	0
5734	Computer/Computer Software Stores	0	0	0	0
5735	Record, Pre-recorded Tape Stores	0	0	1	4,300
5736	Musical Instrument Stores	0	0	0	0
5812	Eating Places	4	5,716	2	5,700
5813	Drinking Places	1	1,500	3	6,900
5912	Drug Stores & Proprietary Stores	2	7,500	0	0
5921	Liquor Stores	0	0	1	1,800
5932	Used Merchandise Stores	0	0	2	6,700
5941	Sporting Goods & Bicycle Stores	0	0	1	2,500
5942	Book Stores	2	2,250	0	0
5943	Stationary Stores	0	0	0	0
5944	Jewelry Stores	1	2,000	0	0
5945	Hobby, Toy, & Game Shops	1	4,340	0	0
5946	Camera/Photographic Supply	0	0	0	0
5947	Gift, Novelty, & Souvenir	0	0	0	0
5948	Luggage & Leather Goods	0	0	0	0
5949	Sewing/Needlework/Piece Goods	0	0	0	0
5992	Florists	1	2,218	0	0
5995	Optical Goods Stores	1	3,257	0	0
5999	Miscellaneous Retail	1	2,300	1	3,600
7212	Dry Cleaners	0	0	1	300
7215	Coin-Operated Laundries	1	1,400	0	0
7221	Photographic Studios, Portraits	0	0	0	0
7231	Beauty Shops	5	5,570	2	3,600
7241	Barber Shops	0	0	1	1,700
7251	Shoe Repair & Hat Cleaning Shops	0	0	0	0
7334	Photocopying & Duplication Services	0	0	0	0
735x	Misc. Equipment Rental & Leasing	0	0	1	3,900
7384	Photofinishing Laboratories	0	0	0	0
753x	Automotive Repair Shops	0	0	3	10,100
7542	Car Washes	0	0	0	0
7549	Other Automotive Services	1	1,200	0	0
7622	Radio & Television Repair	0	0	1	2,800
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
7641	Reupholstery & Furniture Repair	0	0	1	1,600
7699	Miscellaneous Repair Services	3	1,500	0	0
7841	Video Tape Rental	0	0	0	0
79xx	Recreation Facilities	0	0	1	9,700
TOTAL		34	63,123	26	79,400

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

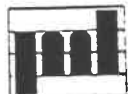
12/19/95



Market Area Name: Mount Airy

1995 PRIZM Distribution Report

-----PRIZM Cluster-----			'95 Population		'95 Households		US Household	
Group	No.	Nickname	Number	Pct.	Number	Pct.	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
U1	6	Urban Gold Coast.....	0	0.0	0	0.0	0.5	0.0
U1	7	Money & Brains.....	0	0.0	0	0.0	1.1	0.0
U1	8	Young Literati.....	0	0.0	0	0.0	1.0	0.0
U1	9	American Dreams.....	0	0.0	0	0.0	1.4	0.0
U1	10	Bohemian Mix.....	0	0.0	0	0.0	1.6	0.0
Urban Uptown.....			0	0.0	0	0.0	5.6	0.0
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.....	1812	20.5	740	20.6	1.8	1144.4
S2	20	Boomers & Babies.....	0	0.0	0	0.0	1.3	0.0
S2	21	Suburban Sprawl.....	0	0.0	0	0.0	1.8	0.0
S2	22	Blue-Chip Blues.....	0	0.0	0	0.0	2.0	0.0
The Affluentials.....			1812	20.5	740	20.6	8.1	254.3
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.....	3346	37.8	1274	35.4	1.6	2212.5
S3	26	Gray Collars.....	1041	11.8	473	13.1	2.1	623.8
Inner Suburbs.....			4387	49.6	1747	48.5	6.3	769.8
U2	27	Urban Achievers.....	0	0.0	0	0.0	1.6	0.0
U2	28	Big City Blend.....	0	0.0	0	0.0	1.0	0.0
U2	29	Old Yankee Rows.....	0	0.0	0	0.0	1.4	0.0
U2	30	Mid-City Mix.....	0	0.0	0	0.0	1.2	0.0
U2	31	Latino America.....	0	0.0	0	0.0	1.3	0.0
Urban Midscale.....			0	0.0	0	0.0	6.5	0.0
C2	32	Middleburg Managers..	0	0.0	0	0.0	1.5	0.0
C2	33	Boomtown Singles.....	0	0.0	0	0.0	1.2	0.0
C2	34	Starter Families.....	0	0.0	0	0.0	1.6	0.0
C2	35	Sunset City Blues....	0	0.0	0	0.0	1.8	0.0
C2	36	Towns & Gowns.....	0	0.0	0	0.0	1.4	0.0
2nd City Center.....			0	0.0	0	0.0	7.5	0.0



Market Area Name: Mount Airy

1995 PRIZM Distribution Report

-----PRIZM Cluster-----		'95 Population		'95 Households		US Household	
Group	No.	Nickname	Number	Pct.	Number	Pct.	Base Ratio Pct. 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....	0	0.0	0	0.0	1.7 0.0
U3	46	Hispanic Mix.....	0	0.0	0	0.0	1.5 0.0
U3	47	Inner Cities.....	0	0.0	0	0.0	2.1 0.0
		Urban Cores.....	0	0.0	0	0.0	5.3 0.0
C3	48	Smalltown Downtown...	1702	19.2	755	21.0	1.9 1105.3
C3	49	Hometown Retired.....	0	0.0	0	0.0	1.3 0.0
C3	50	Family Scramble.....	517	5.8	199	5.5	2.0 275.0
C3	51	Southside City.....	429	4.8	159	4.4	2.0 220.0
		2nd City Blues.....	2648	29.9	1113	30.9	7.2 429.2
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.....			8847	100.0	3600	100.0	

PRIZM Clusters and 1995 Estimates Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Household Base Percent" for the cluster, times 100.



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

Title	MPI
Own Sailboat (0.8%)	179
Took 1st Class Foreign Trip(1.4%)	170
Go Sailing (1.7%)	155
Tropical Fish (6.0%)	140
In-Home Preg Test Lst 12Mos(6.1%)	139
Go Scuba Diving (0.8%)	138
Buy Black Gospel Music (2.8%)	130
Go Bowling (12.1%)	130
Chess Last Year (3.1%)	129
Go to Aerobics (8.2%)	127
Buy New Wave Music (3.3%)	127
Do Weight Lifting (7.3%)	127
Contract Home Remodeling (7.1%)	126
Use Cigarette Rolling Paper(2.6%)	126
Lease a Car (3.1%)	125
Caribbean Last 3 Years (5.1%)	125
15+ Lottery Tickets Lst Mo (6.2%)	125
Buy Christian/Faith Music (4.1%)	124
Go Salt Water Fishing (4.2%)	122
Go to Live Theatre Lst Yr (13.0%)	122
Ctrb \$50+ Pub Brdctg LstYr (2.9%)	121
Took a Domestic Trip by Bus (1.9%)	120
Use Call Waiting (28.0%)	120
Smoke Menthol Cigarettes (8.5%)	118
Buy Hard Rock Music (6.6%)	118
Go Roller Skating (3.4%)	117
Play Racquetball (2.5%)	116
Play Softball (6.3%)	116
Smoke Regular Cigarettes (21.0%)	116
Eat at Fast Food Mexican (10.3%)	114
Use Trvl Agnt/Foreign Trip (11.4%)	113
Smoke NonFilter Cigarettes (2.8%)	113
Rntd 5+ Video Tapes Lst Mo (19.7%)	113
Take Adult Ed Courses (6.6%)	113
3+ Personal Trips - Plane (2.6%)	113
Rntd Car Personal Use LstYr(8.9%)	112
Employer Own/Leased Car (2.1%)	112
Book thru Book Club Lst Yr (7.0%)	112
Bars/Night Clubs Last Year (20.6%)	112
Visit Theme Park Last Year (23.1%)	111
Go to Boxing Matches (0.6%)	111
Disp Lighters Last 6 Mos (24.0%)	111
Used Travel Agent US Trip (14.2%)	110
Smoked Cigarettes Lst Yr (30.3%)	109
Outdoor Gardening 1X a Wk (5.1%)	109
Go Bicycling (13.6%)	109
Belong to a Religious Club (7.7%)	108
Bought Novel Last Year (12.9%)	108
Eat at Fast Food Pizza (14.1%)	107
Billiards/Pool Last Year (8.6%)	107
Buy Medium Rock Music (10.6%)	107
Belong to an Auto Club (26.2%)	107
Took Sched Flight/Foreign (11.6%)	106
Go Jogging (6.7%)	106



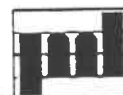
Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Mount Airy, OH HHs
 Ranked in: Descending order All profiles

Title	MPI
Walt Disney World FL Lst Yr (4.6%)	106
<\$60 Grocery Shopping Wkly (22.4%)	106
Go to Pro Football Games (1.9%)	106
Go to Auto Races (2.0%)	104
Play Tennis (5.6%)	103
Visit Sea World Last Year (3.9%)	103
Eat at Fast Food Rest (87.7%)	102
Bread frm Scratch Lst 6 Mos (4.8%)	102
Eat at Family Steak House (66.1%)	102
3+ Business Trips - Plane (2.6%)	101
Order Items by Phone LstYr (18.1%)	101
Coupons for New Products (22.0%)	101
Order Items by Mail Lst Yr (28.9%)	101
Go Golfing (10.1%)	101
Take Vitamins (37.1%)	101
Dined Out Last Year (49.9%)	100
Go to the Movies (48.0%)	100
Member Freq Flyer Program (9.5%)	100
2+ Foreign Trips Lst 3 Yrs (7.8%)	100
Eat at Fast Food Burger (58.4%)	99
Insect Repellent Last Year (31.8%)	99
Recycled Products Lst Yr (35.8%)	99
Go Walking for Exercise (27.9%)	99
Cents Off Coupons Last Yr (63.9%)	99
Buy Easy Listening Music (7.8%)	99
Play Volleyball (5.9%)	98
Trivia Games Last Year (7.2%)	98
Domestic Vac Trip Lst Yr (36.4%)	98
Contract Home Improvement (10.1%)	97
Rntd Car for Business LstYr (5.6%)	97
\$150+ Grocery Shopping Wkly (14.1%)	97
Belong to a Veterans Club (3.4%)	96
Use Prof Exterminators (12.3%)	96
Painting, Drawing Last Year (5.9%)	96
Go Hiking (5.7%)	96
Self Home Improvement (23.1%)	95
Voted in Election Last Yr (47.5%)	95
Always Use Grocery List (29.4%)	95
Bought Mystery Last Year (7.4%)	95
Western Europe Last 3 Years (5.1%)	95
Pain Relievers Heavy Users (33.9%)	94
Rntd Fam/Kid Videos Lst Mo (11.5%)	94
Use Call Forwarding (7.7%)	94
Indoor Gardening & Plants (15.8%)	93
Have a Passport (16.1%)	93
Sew from Patterns Lst 6 Mos (6.3%)	93
Paid for Gas w/Credit Card (21.0%)	92
Non Political Volunteer (14.5%)	91
Avg Long Dist Bill \$26+ (25.3%)	91
Have a Garden (34.7%)	91
Needlepoint Last 6 Months (2.6%)	91
Go to Gambling Casinos (12.2%)	89
Buy Dance Music (4.6%)	89



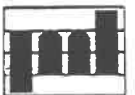
Profile Rankings
 Market Potential Index of Lifestyles - MRI
 Comparison Profile: Mount Airy, OH HHS
 Ranked in: Descending order All profiles

Title	MPI
Video Games Last Year (10.6%)	89
Bought Romance Last Year (6.4%)	89
Furniture Refinishing LstYr(5.2%)	89
Go Swimming (19.9%)	89
Use Three-Way Calling (5.2%)	89
Own a Dog (21.4%)	88
Go to Ice Hockey Games (1.2%)	88
Health Clubs/Gym Last Year (8.4%)	88
Domstc Business Trip LstYr (8.6%)	87
Contrib Pub Brdcstng LstYr (10.4%)	87
Go to Baseball Games (5.0%)	87
Prof Furniture Clnrs LstYr (1.5%)	87
Buy Jazz Music (4.4%)	87
\$60+ Dry Clean Lst 6 Mos (7.7%)	86
Smoke Pipe Tobacco (2.4%)	85
Use Speed Dialing (8.0%)	85
Bght Hardcover Book Lst Yr (14.4%)	85
Buy Classical Music (5.6%)	85
Belong to a Fraternal Order(4.9%)	85
Self Home Remodeling (10.9%)	85
\$150+ Property Maintenance (14.8%)	84
Own a Cat (13.0%)	84
Used Baby Foods Last 6 Mos (6.4%)	84
In-Home Purchase Lst 6 Mos (12.6%)	83
Collect Stamps (3.4%)	83
Woodworking Last Year (5.6%)	80
Eat at Fast Food Fish (2.3%)	79
4+ Overnight Camp Trips (4.6%)	79
4+ Domestic Trips Lst Yr (10.6%)	79
Buy Country Music (13.2%)	79
Own a Bird (2.5%)	75
Bght 1960s Nostalgia LstYr (3.1%)	75
Go Skiing (3.7%)	71
Own Power Boat (4.1%)	71
Contact Editr/Gvt Official (11.8%)	69
Bought Sci Fiction Lst Yr (3.5%)	69
Photography Last Year (12.2%)	69
Chewing Tobacco (1.3%)	67
Go Boating (6.8%)	66
Go Fresh Water Fishing (15.9%)	66
Prof Carpet Cleaners LstYr (7.3%)	61
Truck&Tractor Pull/Mud Race(0.8%)	61
Use Maid/Housekeeper (10.0%)	58
Go Hunting w/Rifle/Shotgun (6.9%)	57
\$100+ Camera Accessories (1.7%)	54
Go Cross Country Skiing (1.7%)	54
Japan, Asia, Othr Lst 3 Yrs(2.1%)	51
Smoked Cigars Last 6 Mos (2.5%)	42
Go to Col Basketball Games (2.1%)	39
Go to Pro Basketball Games (1.4%)	39
Bght 1950s Nostalgia LstYr (1.9%)	39
Rntd Foreign Videos Lst Mo (1.3%)	38
Go to College Ftball Games (2.7%)	28



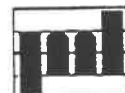
Profile Rankings
Market Potential Index of Lifestyles - MRI
Comparison Profile: Mount Airy, OH HHs
Ranked in: Descending order All profiles

Title	MPI
Bght 1940s Nostalgia LstYr (1.0%)	25
Belong to a Country Club (2.1%)	25



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

Title	MPI
Own an Audi (0.5%)	205
Own a Nissan Truck (1.4%)	172
Bght Elec Air Cleanr LstYr (1.0%)	157
Bought Car Battery at Sears(6.2%)	156
Quaker Pffd Rice Lst 6 Mos (0.8%)	150
Rum Heavy Users (1.8%)	143
Imported Beer Last Week (5.3%)	140
Imported Beer Heavy Users (2.0%)	137
Own a Honda (6.8%)	136
Bght Firestone Tires Lst Yr(2.8%)	135
Used Credit Union Car Loan (6.1%)	133
Scotch Last Month (3.6%)	132
Car Battery at Car Prts Str(8.8%)	131
Own CD Player (19.6%)	131
Own a Volkswagen (3.1%)	131
Liverwurst Last 6 Months (9.1%)	129
Domestic Beer Heavy Users (9.2%)	124
Shocks Changed by Self (3.2%)	123
Bought Microwave Last Year (3.0%)	123
Shopped Woolworth/Woolco (9.9%)	122
Malt Liquor Last 6 Months (2.3%)	122
Own Pagers/Beepers (3.3%)	120
Shopped Montgomery Ward (9.9%)	119
Light Beer Last Week (14.8%)	119
Domestic Beer Last Week (23.2%)	118
Wine Coolers Last Month (8.2%)	118
Own a Mazda Truck (0.8%)	117
Own Sub Compact Car (25.5%)	116
Bght Radial Tires Lst Yr (22.0%)	116
Own Compact Car (17.7%)	115
Own a Nissan (6.0%)	114
Vacuum Cleaner Last Year (6.4%)	113
Pepsi Cola (23.5%)	113
Own Standard Size Car (12.8%)	113
Purchased Car w/Trade-In (19.1%)	113
Cheerios Last 6 Months (13.6%)	112
Tab (0.5%)	112
Ceiling Fan Last Year (3.2%)	112
Own a Mercury (5.6%)	112
Kelloggs Mueslix Lst 6 Mos (1.3%)	112
Own Station Wagon (7.6%)	112
Bght Michelin Tires Lst Yr (3.4%)	112
Own Phone Answer Machine (34.4%)	112
Own Convertible (1.8%)	112
Own an Infiniti (0.1%)	111
Kellogg's Pop Trts Lst 6Mos(21.7%)	111
Used Bank Car Loan (15.1%)	111
Regular Cola Heavy Users (17.7%)	111
Own a Toyota (8.4%)	110
Own a Chevrolet (21.6%)	110
Own a Ford (20.9%)	110
Hostess Snack Last 6 Mos (9.9%)	110
Own a Cadillac (3.2%)	110
Used Olive Oil Last 6 Mos (11.1%)	109



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

Title	MPI
300+ TV Set Last Year (8.7%)	109
Bght Goodyear Tires Lst Yr (6.5%)	109
Own Miniature TV (24.2%)	109
<\$1000 Computer System (4.0%)	109
Elec/Gas Dryer Last Year (4.2%)	109
Own a Dodge (7.2%)	108
Motor Oil Changed at Garage(24.7%)	108
Own 3+ TV Sets (32.5%)	108
Diet Pepsi Cola (14.3%)	108
Cornish Hens Last 6 Mos (10.8%)	108
Paint Dept/Paint Store (13.3%)	108
Lo Calorie Bread Lst 6 Mos (14.5%)	107
Shopped Kmart (51.9%)	107
Car Battery Inst by Self (12.8%)	107
Premium Gasoline Last Week (20.1%)	106
Kelloggs Frt Loops Lst6Mos (4.2%)	106
Oatmeal Last 6 Months (29.9%)	106
Spark Plugs Chngd by Self (16.7%)	106
Own Mid Size Car (28.3%)	106
Own 2-Door Sedan (17.3%)	106
Canadian Whisky Last Month (4.0%)	106
Own a VCR (60.7%)	106
Air Filter Chngd at Garage (11.9%)	106
Coca Cola Classic (23.5%)	106
Caffeine-Free Diet Coke (6.6%)	105
Canned Stews Last 6 Mos (17.2%)	105
Frozen Waffles Last 6 Mos (36.1%)	105
Own a Mazda (2.1%)	104
Jerky Meat Snacks Lst 6Mos (6.7%)	104
Bought Towels Last Year (31.0%)	104
RC Cola (2.4%)	103
Cap'n Crunch Reg Lst 6 Mos (3.4%)	103
Motor Oil Changed by Self (37.7%)	103
Tequila Last Month (4.1%)	103
Stove Top Stuffing Lst6Mos (18.4%)	102
Pckg Pasta Salads Lst 6Mos (0.4%)	102
Canned Hashes Last 6 Mos (10.0%)	102
Kelloggs All Bran Lst 6Mos (2.3%)	102
Oil Filter Chngd at Garage (22.4%)	102
Mexican Foods Last 6 Mos (42.1%)	101
Soy Sauce Last 6 Mos (41.4%)	101
Own a PC (19.8%)	101
Own a Pontiac (8.2%)	101
Own a Volvo (1.3%)	100
Own Car Bought Used (45.1%)	100
Domestic Wine Last Week (11.7%)	100
Oil Filter Inst by Self (27.2%)	100
Own New Domestic Car (32.6%)	100
Reg Frzn Dinners Lst 6 Mos (13.5%)	99
Butter Substitute Lst 6Mos (9.6%)	99
Fresh Cut Cold Cuts Lst6Mos(25.7%)	99
Own New Import Car (15.7%)	99
Paint at Hardware Store (14.1%)	99



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

Title	MPI
>\$1000 Computer System (12.0%)	99
Air Filter Inst by Self (25.8%)	98
Metal Polish Last 6 Mos (19.6%)	98
Othr Carbonated Soft Drnks (42.1%)	98
Heavy Users of Film (16.5%)	98
Own Car Bought New (44.9%)	98
Used Manufacturer Financing(7.1%)	98
Bought Other Blankets (9.0%)	98
Kraft Macrn&Cheese Lst6Mos (18.0%)	98
Cognac/Brandy Last Month (4.0%)	97
Cooked Hams Last 6 Months (38.2%)	97
Dove Ice Cream Br Lst 6Mos (3.4%)	97
Other Diet Soft Drinks (21.7%)	97
Diet Cola Heavy Users (20.0%)	97
Spark Plugs Chngd at Garage(7.8%)	97
Oven Cleaners Last 6 Mos (32.6%)	97
Bottled Water & Seltzer (22.1%)	97
Salt Substitute Last 6 Mos (20.3%)	97
Bght Sheets/Pllwcases LstYr(30.3%)	96
Brkfst/Snack Bars Lst 6Mos (17.9%)	96
Automatic Washer (58.3%)	96
Nabisco SpSz ShWht Lst6Mos (2.9%)	96
Bght Camera Accessory LstYr(16.0%)	96
Own Large Screen TV (50.4%)	96
Pckg Inst Mshd PotLst6Mos (34.0%)	96
Own a Toyota Truck (2.2%)	95
Polaroid Inst Film Last Yr (3.2%)	95
Starch Last 6 Months (28.3%)	95
Sugar Free Yogurt Lst 6Mos (2.3%)	95
Gas Lawn Mower Last Year (3.6%)	94
Post Raisin Bran Lst 6 Mos (3.2%)	94
Chldrns Frzn Dinrs Lst6Mos (7.4%)	94
Own Two or More VCRs (15.9%)	94
Own Piano (11.3%)	93
Own 2-Door Sports Coupe (16.3%)	92
Frzn Orange Juice Lst 6Mos (47.2%)	92
Baking Chips Last 6 Mos (39.2%)	92
Frozen Pizza Last 6 Mos (42.6%)	92
Own an Oldsmobile (10.1%)	92
Bght Auto Dishwasher LstYr (33.7%)	91
Shake 'n Bake Chkn Lst6Mos (6.5%)	91
Kelloggs Corn Flks Lst6Mos (13.2%)	91
Spam Last 6 Mos (6.4%)	91
Own 4-Door Sedan (41.4%)	90
Own Car with CB Radio (4.1%)	90
Gin Last Month (4.3%)	90
Pckg Cold Cuts Last 6 Mos (35.2%)	90
Own Home Gym Systems (3.9%)	89
Sugr Swtn Kool-Aid Lst6Mos (7.1%)	89
Shopped Walmart (36.3%)	89
Instant Grits Last 6 Mos (8.9%)	89
Own Gas Grill (21.8%)	88
Shopped Sears (31.2%)	88



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

Title	MPI
Can or Jar Chili Lst 6 Mos (24.2%)	88
Entenmann's Snacks Lst6Mos (5.7%)	87
Diet Coke (16.2%)	87
Own a Chevy Truck (7.7%)	87
Sizzlean Last 6 Months (2.7%)	86
Egg Substitute Last 6 Mos (10.0%)	86
Own a Plymouth (4.6%)	86
Rubber Gloves Last 6 Mos (25.7%)	86
Own a Buick (9.5%)	85
Shocks Changed at Garage (3.9%)	85
Shopped J.C. Penney (33.7%)	85
Own a Dodge Truck (4.1%)	85
Bought 35mm Camera Last Yr (0.8%)	85
Purchased Car w/Cash (32.3%)	85
Vodka Last Month (8.0%)	85
Low/No Alcohol Beer Lst Wk (2.0%)	85
Bght Computer Books LstYr (5.7%)	84
Own Elec Coffee Grinder (11.1%)	84
Own Truck/Van/Sport Util (35.8%)	84
Own Car with Car Phone (3.1%)	83
Cordials & Liqueurs Lst Mo (7.2%)	83
Frozen Desserts Last 6 Mos (28.0%)	81
Own Water Filter (7.4%)	80
Imported Wine Last Week (3.0%)	80
Dry Mx Salad Drsng Lst6Mos (6.6%)	80
Bght Rechrq Battery Lst6Mos (4.0%)	80
Pita Bread Last 6 Mos (2.2%)	80
Own Espresso/Cappcno Maker (2.8%)	80
Used Dealer Financing (13.8%)	80
Gourmet Coffee Bns Lst6Mos (3.7%)	77
Brie Cheese Last 6 Mos (1.2%)	77
Decorating Icings Lst 6Mos (2.5%)	76
Meat Sticks Snacks Lst6Mos (6.3%)	76
Own a Ford Truck (11.0%)	75
Own Burglar Alarm (7.9%)	75
Own Blood Pressure Monitor (8.6%)	74
Own Camcorder/Video Camera (10.7%)	73
Bght Power Tools LstYr (3.6%)	73
Auto Security/Burglar Alarm(8.0%)	73
Diet Rite Cola (1.6%)	71
Kraft Velveeta Last 6 Mos (10.6%)	71
Own a Lexus (0.2%)	70
Own a Lincoln/Continental (1.8%)	69
Kelloggs Special K Lst6Mos (2.9%)	69
Bias Belted/Ply Tires (2.1%)	68
Own Camper (4.5%)	67
Low Cal Frzn Dinrs Lst6Mos (4.8%)	67
Pepsi Free (2.8%)	65
Bght Stereo Equipment LstYr(11.2%)	65
Own Electric Chain Saw (4.4%)	64
Own Gas Chain Saw (14.7%)	63
Own Oral Irrigation Device (4.1%)	60
Own a Chrysler (4.3%)	59



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

Title	MPI
Own Luxury Size Car (14.1%)	57
Own Water Softener (7.3%)	55
Post Grape Nuts Last 6 Mos (3.5%)	54
Bought Electric Blankets (2.9%)	53
Wheaties Last 6 Mos (2.8%)	52
Own a GMC Truck (2.3%)	51
Own Motorcycle (7.0%)	50
Own Hot Tub/Whirlpool Spa (3.9%)	49
Montblanc/Waterman Last Yr (0.8%)	45
Own an Acura (0.9%)	38
Bght Sears Tires Lst Yr (2.1%)	35
Own a BMW (0.8%)	33
Own a Mercedes (0.9%)	30
Own a Mitsubishi (1.1%)	21
Shopped Saks 5th Avenue (1.6%)	19
Own an Eagle (0.5%)	0

