

NORTHSIDE



URBAN RENEWAL PLAN

NORTHSIDE



December 1996

Prepared for
Department of Economic Development
City of Cincinnati

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

EXECUTIVE SUMMARY

The Urban Renewal Plan for the Northside Neighborhood Business District (NBD) is the result of extensive analysis of existing conditions, surveying of business owners and proprietors, and obtaining of community input. It is the outgrowth of a Strategic Planning process, conducted in 1993-94, which identified subject areas needing attention, developed policies to guide redevelopment, and designed strategies for applying those policies to action programs.

The Strategic Plan was approved by the Community Council during the summer of 1994. That plan provided a policy and strategy for beginning the process of neighborhood business district improvement.

This Urban Renewal Plan is adopted by Ordinance of City Council, and carries with it the authority to acquire land through the use of eminent domain if necessary. The Plan addresses areas of: Design and Infrastructure; Land Use and Zoning; Traffic Circulation, Transit, and Parking; Security; Marketing and Promotions; Business Retention and Recruitment; and Business District Management.

The Study Area encompasses the major commercial areas of Northside including all of Hamilton Avenue as far north as Chase Avenue, and Spring Grove Avenue from the east end of Dooley By-Pass as far west as Colerain Avenue. A Study Area map is included in the plan.

The entire planning process was guided by a Task Force of Northside Community Council and Northside Business Association representatives. Additional community input was obtained through presentations at Community Council meetings, and through regular coverage in "The Northsider," the newspaper about and for Northside residents and business persons.

Strong emphasis is placed on improving the "image" of the business district through facade improvements, street architecture and plantings, and attention to general maintenance and cleanliness. This process is already underway, and significant improvements to the Ludlow Viaduct "Gateway" area are in place.

Also called for in the plan is the development of an organization or a committee of the Community Council that would have as its mission advocating for and implementing improvements in the business district. The work program for that organization/committee would be guided by the Implementation Strategy contained in this plan.



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INTRODUCTION

All aspects of the Northside community exemplify the concept of diversity--its residents represent numerous ethnicities and income levels, its land uses range from industrial to residential (frequently within the same or adjacent blocks), and its business district contains a wide range of commercial establishments. The latter include businesses ranging from an antique stove museum and shop to second-hand stores, and include the beginnings of an Entertainment District with restaurants, pubs, art galleries, etc.

In 1992, the Northside Community Council submitted a Community Budget Request (CBR) to the city administration requesting that a plan for the Northside Business District be developed. The district has been experiencing decline and disinvestment over the preceding years. This decline was especially serious in the business area south of Blue Rock Avenue. This area also serves as the main "Gateway" to Northside for persons traveling north across the Ludlow Viaduct. It forms the visitor's first impression of the neighborhood. The community recognized the viability of the northern part of the district and envisioned linking that vitality to the southern area.

In 1993, the City Planning Department and the Department of Neighborhood Housing and Conservation (now Neighborhood Services) undertook to begin developing a Strategic Plan, working in conjunction with representatives of the Community Council and Northside Business Club. A Strategic Plan Committee was formed, and a resident who is also a business owner, was elected Chairperson. The Committee also continued to guide the development of this Urban Renewal Plan.

The Strategic Plan was adopted by the Northside Community Council in the summer of 1994, and approved by the City Planning Commission in the fall of the same year.

That plan contained policy recommendations, as well as strategies for implementation. These strategies were translated into specific work items, many of which have already been accomplished or are in formative stages. Chief among these have been improvements to the Knowlton's Corner Gateway.

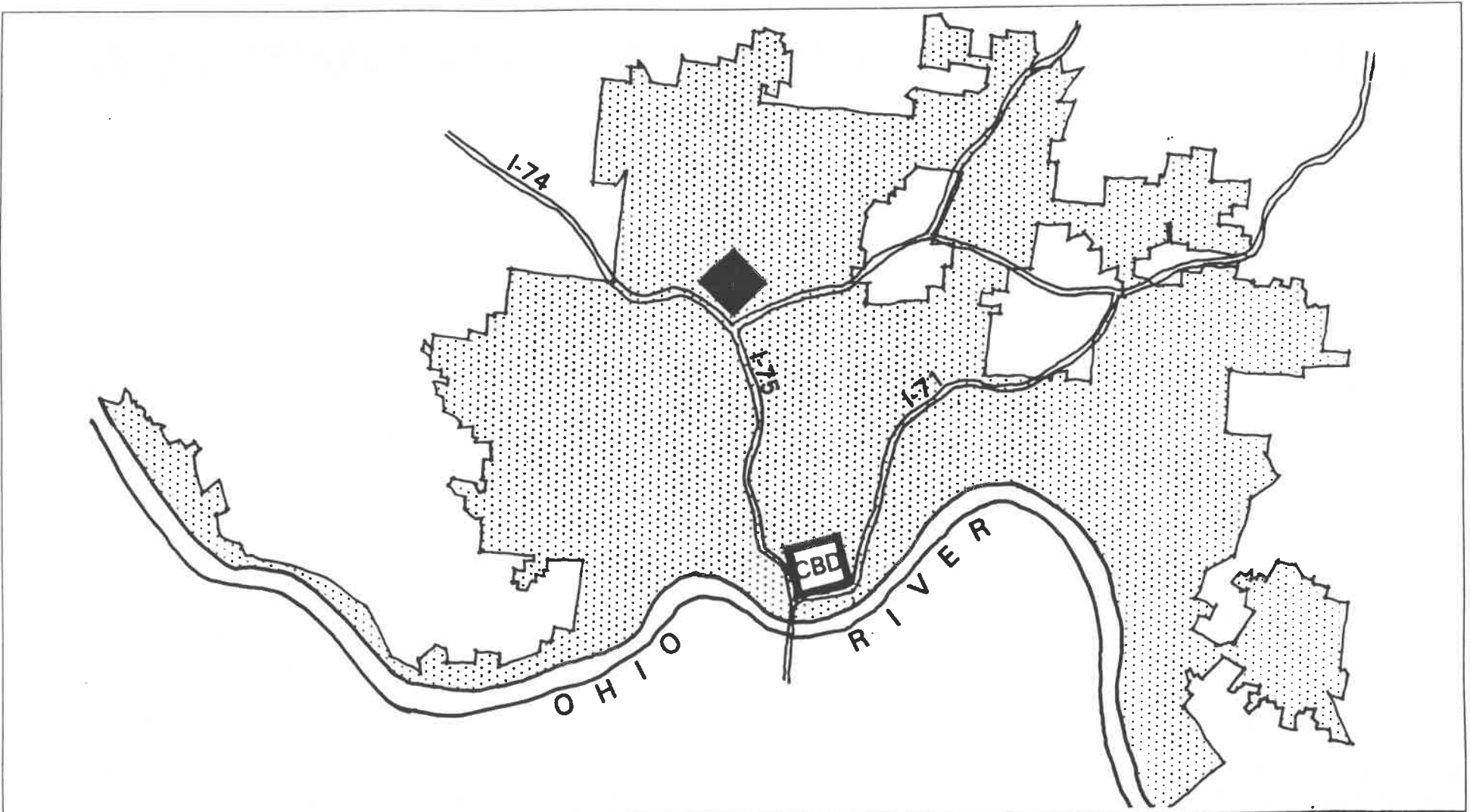
In order to continue implementing the Strategic Plan policies, a decision was made to request an Urban Renewal Plan adopted by City Council Ordinance. An essential component of such a plan is a building-by-building survey throughout the entire study area to identify instances of blighting influences. One of the greatest advantages in having an adopted Urban Renewal Plan is that it provides the basis for property acquisition and federal funding.

Goals and strategies included in the plan will guide future efforts related to:

- Design and Streetscape
- Parking
- Recruitment and Retention of Businesses
- Traffic Circulation/Parking/Transit
- Safety
- Marketing and Management of the District.

Funding of the Urban Renewal Plan was provided by the city's Department of Economic Development. The Department of City Planning and the Office of Architecture and Urban Design contracted with Economic Development to undertake portions of the Plan.

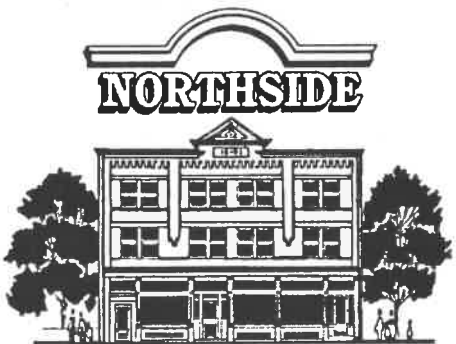
In sum, the Northside Urban Renewal Plan represents a collaborative effort on the part of community representatives and city staff. The end result will be a dynamic, exciting commercial area to serve all Northside residents, as well as attracting a regional market.



VICINITY MAP

Legend

-  Northside Study Area



EXISTING CONDITIONS

Study Use
Land Use
Zoning
Topography
Circulation
Major Landowners
Existing Business Index
Market Study Summary



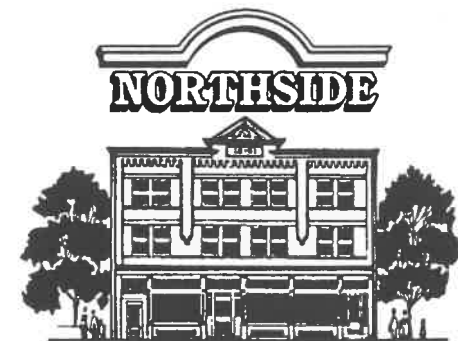
STUDY AREA

The Study Area for this plan contains a total of 60.8 acres. It was selected as an appropriate area due to its containing the entire *Local Historic District*, most of the largest commercial clusters, and a minimum of areas that consist of predominantly residential or manufacturing concentrations.



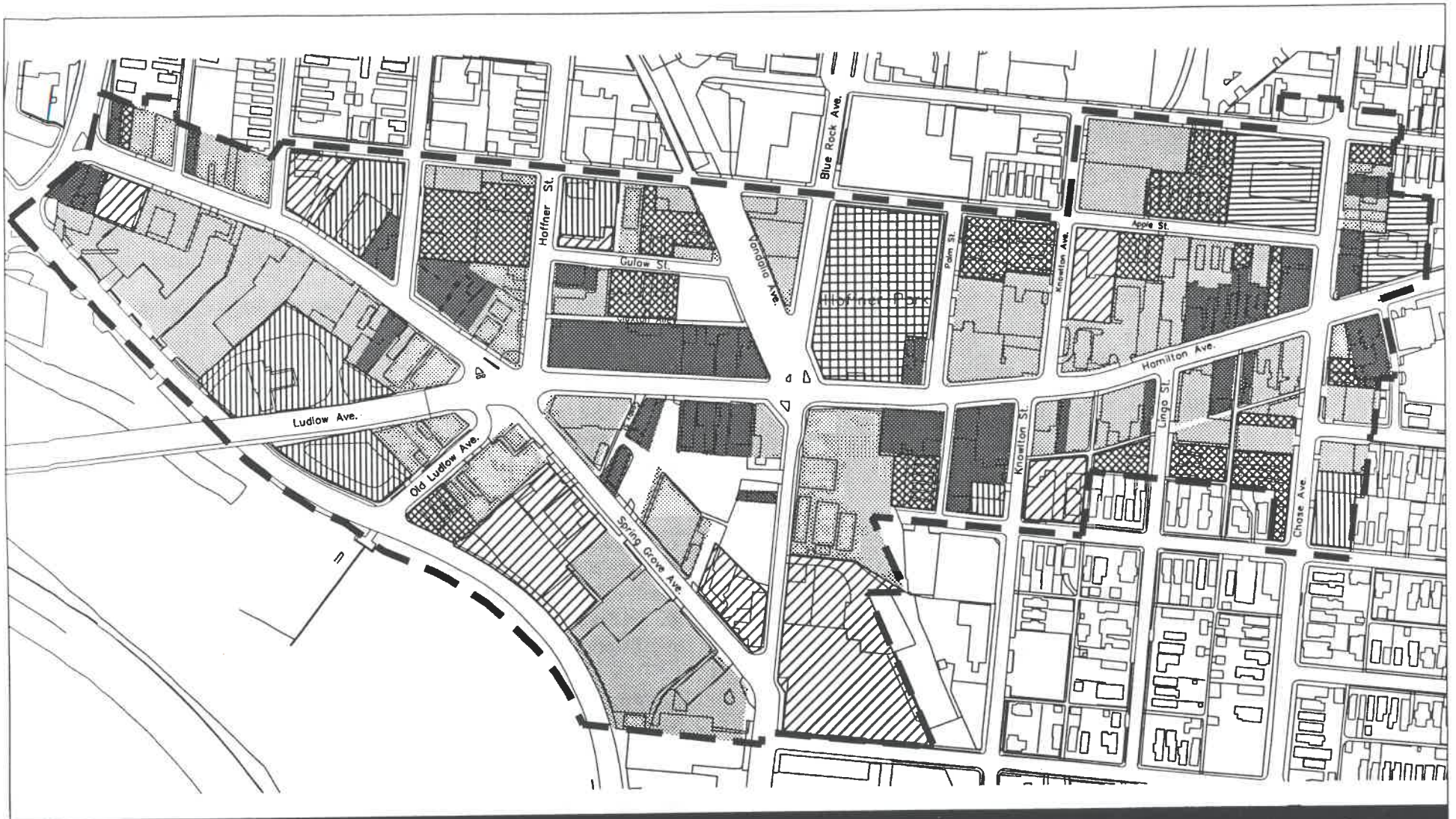
Legend

-  Urban Renewal Boundary
-  Historic District












LAND USE

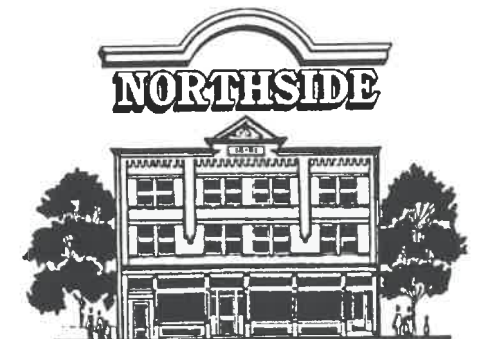
The composition of land uses in the business district reflects Northside's history as a mixed use neighborhood. It includes neighborhood and region-serving businesses, manufacturing and warehouse uses, and residential uses.



LAND USE

Legend

-  Urban Renewal Boundary
-  Historic District
-  Land Use- Residential
-  Land Use- Commercial
-  Land Use- Mixed (Commercial/Residential)
-  Land Use- Semi-Public
-  Land Use- Wholesale/Storage
-  Land Use- Institutional
-  Land Use- Park/Playground



ZONING

Rezoning efforts during the 1980's have resulted in zone districts which assure that future development will retain a "neighborhood feel".

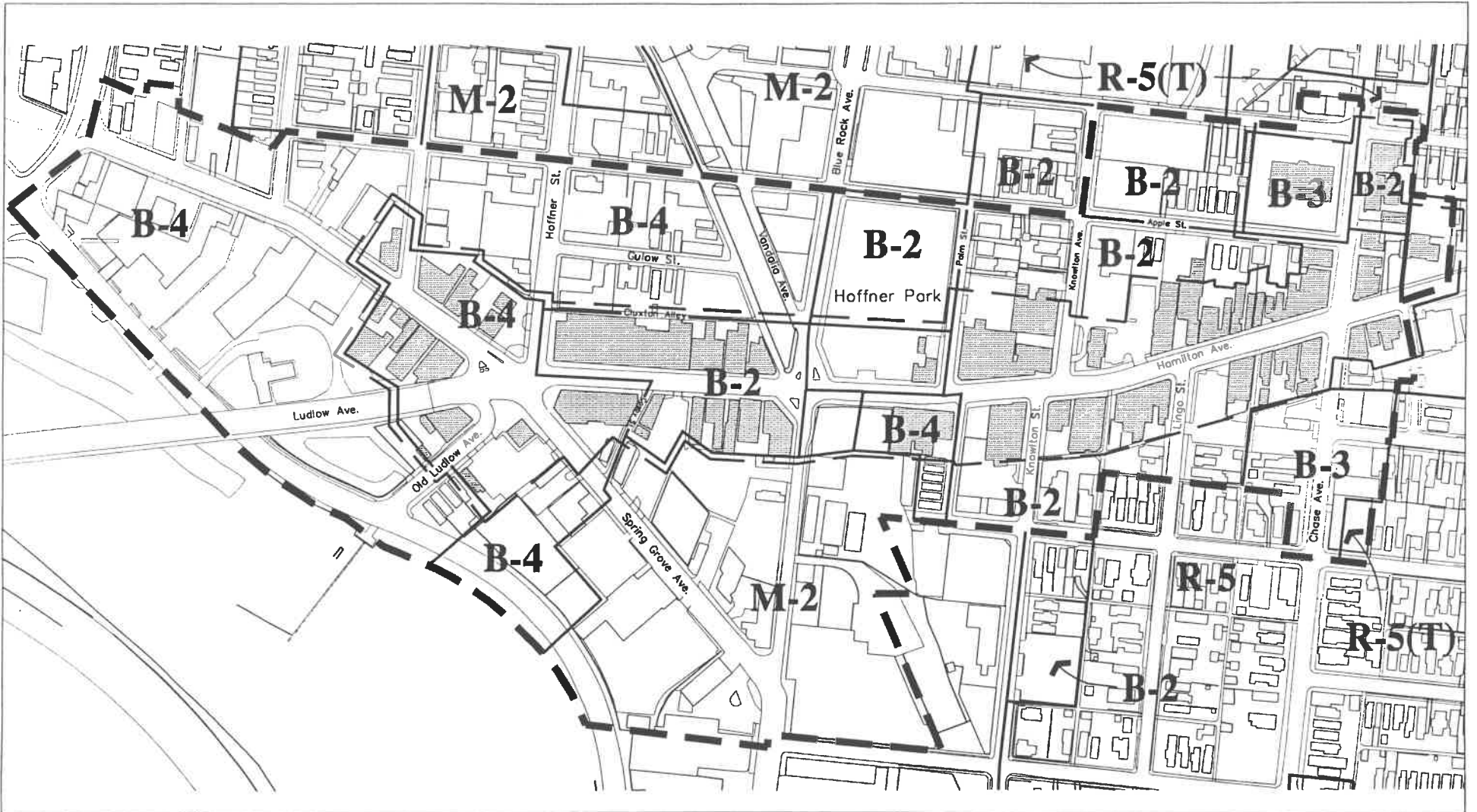
The southern portion, including Knowlton's Corner and extending to the Blue Rock intersection, is zoned B-4 (high-density business.) This permits uses such as Capozzola Typesetting and White Castle drive-through restaurant.

One half-block portion north of Blue Rock on the east side of Hamilton is in an M-2 (medium-density manufacturing) district to be consistent with the existing Myron Johnson Lumber Company. That M-2 zone widens further east off Hamilton to accommodate the various previously-existing warehouse and manufacturing uses.



The largest business zone district begins at Blue Rock and extends to the north end of the study area, and is zoned B-2 (low density business.) All that area, with the exception of Hoffner Park, consists of ground floor businesses with offices and/or residential units on the upper stories.

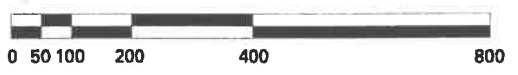
There is a small area of B-3 (medium-density business) on both the north and south sides of Chase Avenue east to Langland. One parcel on Langland is zoned R-5T (medium-density residential) allowing some business uses with the approval of the Director of Buildings and Inspections. Another B-3 area is located on Chase Ave. west of Hamilton to accommodate the now-vacant Chase School. At the western end of the Study Area on the north side of Chase is a single-parcel zoned R-5T.

The remainder of the land in the study area south of Blue Rock is zoned M-2. This includes three blocks along the western boundary, a portion of Elmore Street, and the Dooley By-Pass along the Mill Creek, to connect with the large M-2 area described above.

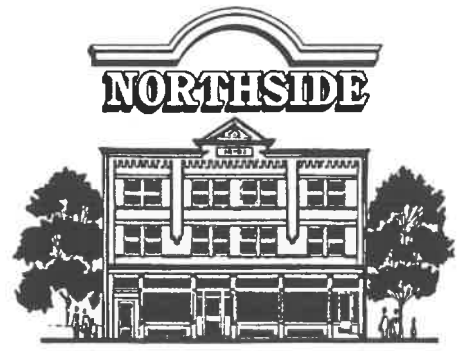


ZONING

- Legend**
-  Urban Renewal Boundary
 -  Historic District



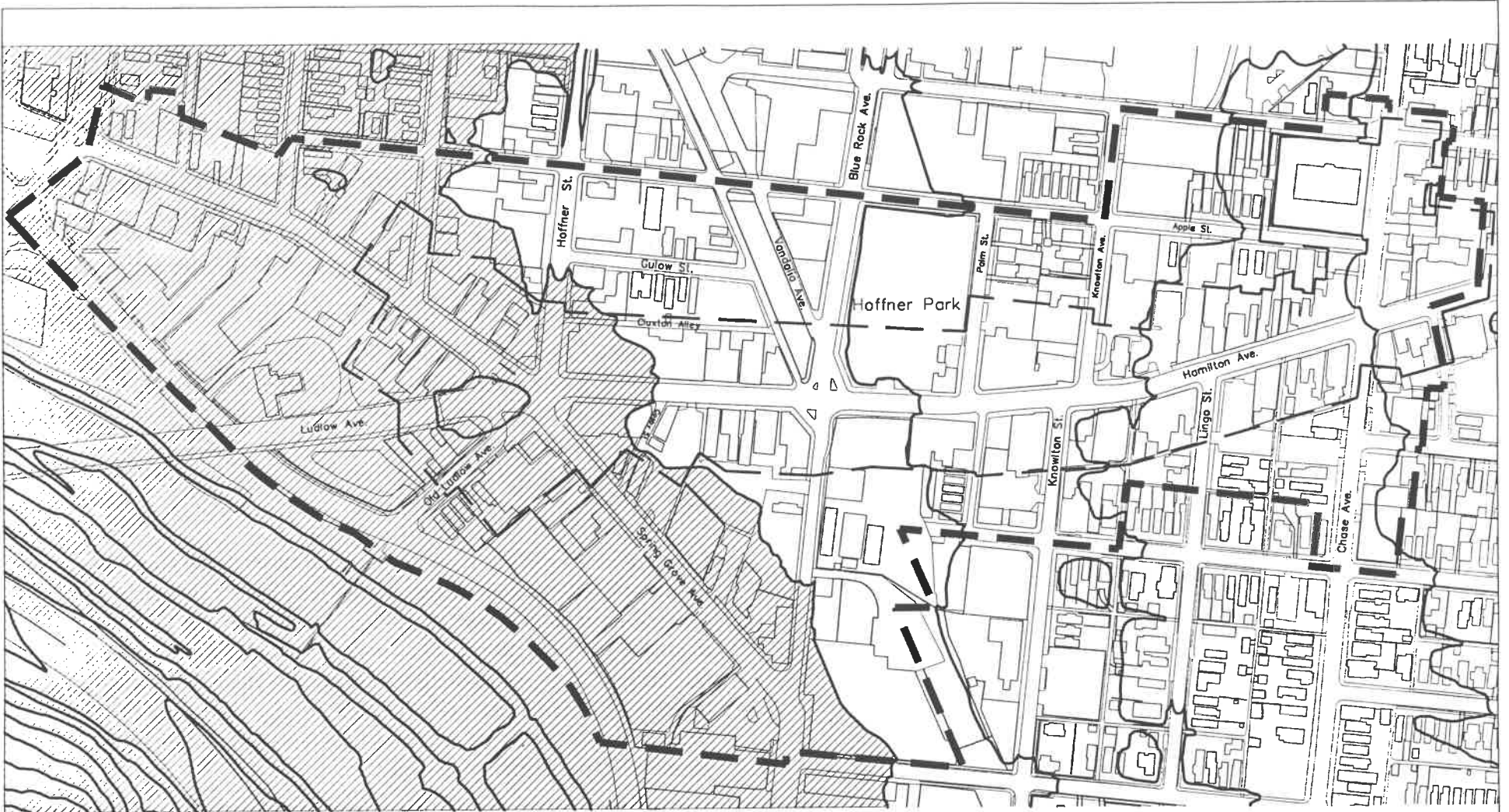
- Zoning Legend**
- R-5 Multi-Family Medium Density District
 - R-5(T) Transitional District
 - B-2 Community Business District
 - B-3 Retail-Wholesale Business District
 - B-4 General Business District
 - M-2 Intermediate Manufacturing District



TOPOGRAPHY





The Study Area for this plan contains a total of 60.8 acres. The southern portion of the area, including Knowlton's Corner, is located within the 100 year flood plain. The extent to which structures located in the 100 Year Flood Plain can be altered or rehabbed is restricted by the City's FEMA based flood plain regulations. A structure may not be improved more than 50% of the present market value of the structure.

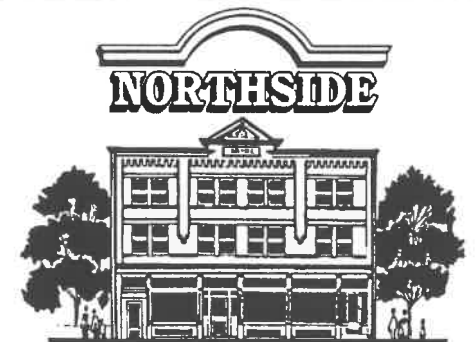
Recent channelization of a portion of the Mill Creek may have lessened the probability of flooding in the Northside area. The Community should request a feasibility study on the amendment of the flood plain boundary and floodway map to determine the impact of the re-channelization on these development restrictions.



TOPOGRAPHY

Legend

-  Urban Renewal Boundary
-  Historic District
-  10 ft. Topographic Contour Line
-  100 Year Flood Plain



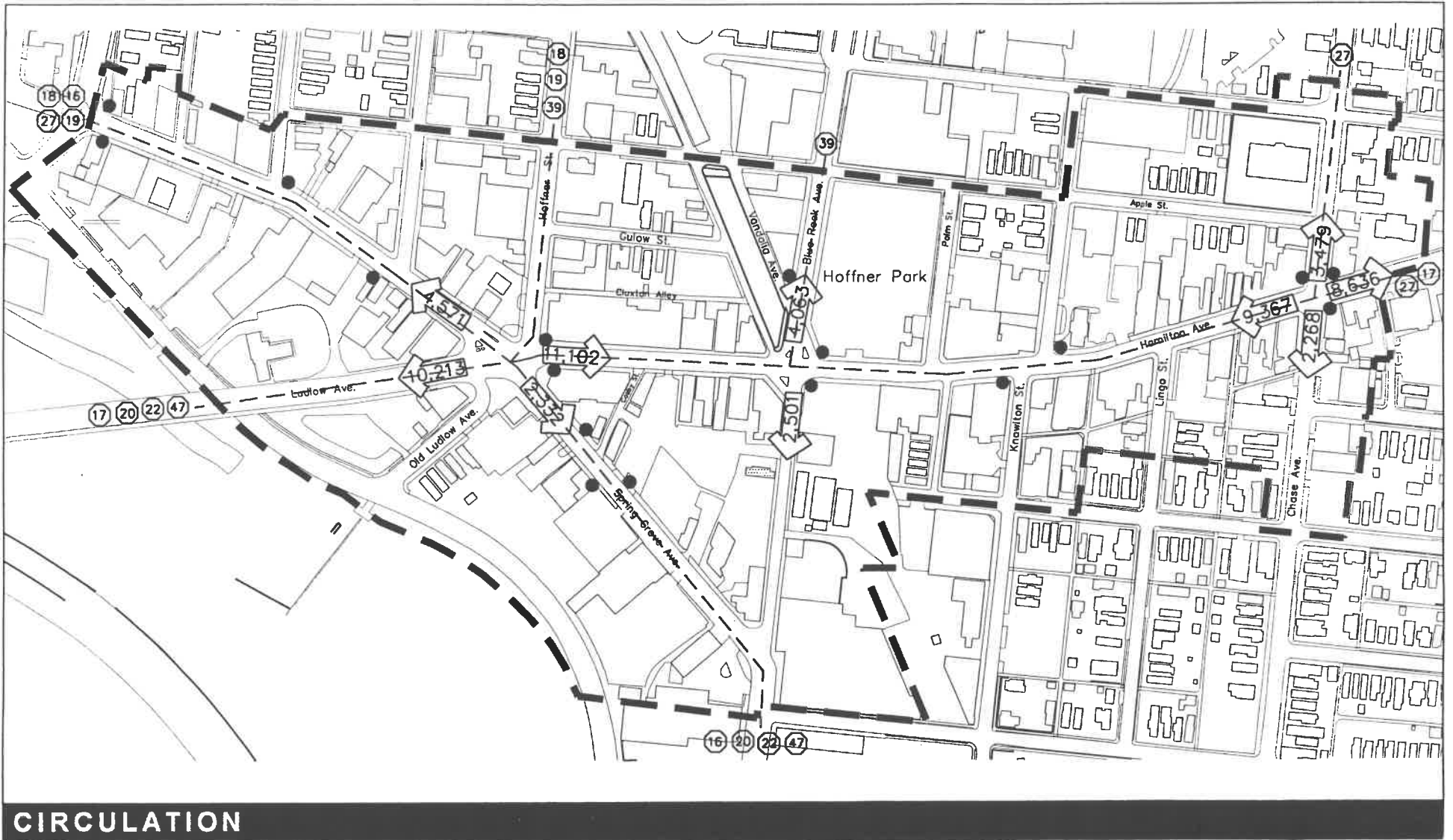
CIRCULATION

Northside's central location, with its proximity to Interstates 75 and 74, and large number of businesses and industries in or near the community, result in a high volume of vehicular traffic, especially at peak hours. As illustrated in the plan's "Circulation" map, more than eleven thousand vehicles a day travel north on Hamilton Avenue.






Knowlton's Corner in particular, with its six arterial streets converging at one point, was a traffic nightmare in the past. The situation, while still active, is greatly alleviated today. The William P. Dooley By-Pass, constructed in the 1950's enables through traffic on Spring Grove Avenue to avoid completely the Knowlton's Corner intersection.

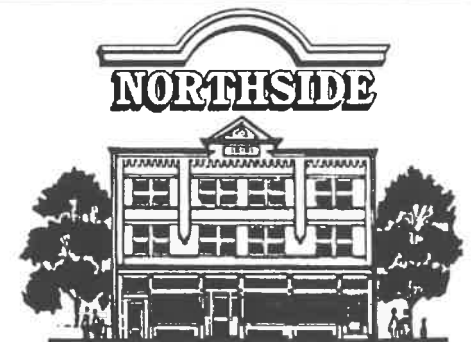
Even with the By-Pass, however, moving through the area was a slow and tedious undertaking during rush-hour transportation times. Recent studies have resulted in actions that are effective in greatly reducing delays. Only west-bound traffic is permitted on Hoffner Street, eliminating left turns onto Hamilton at that location. Similarly, Old Ludlow Street is now one-way south in front of the White Castle drive-in restaurant, and no turns are permitted onto Hamilton Avenue.

A challenge in planning for Northside is accommodating vehicular traffic flow, while emphasizing a pedestrian-oriented business district.



Legend

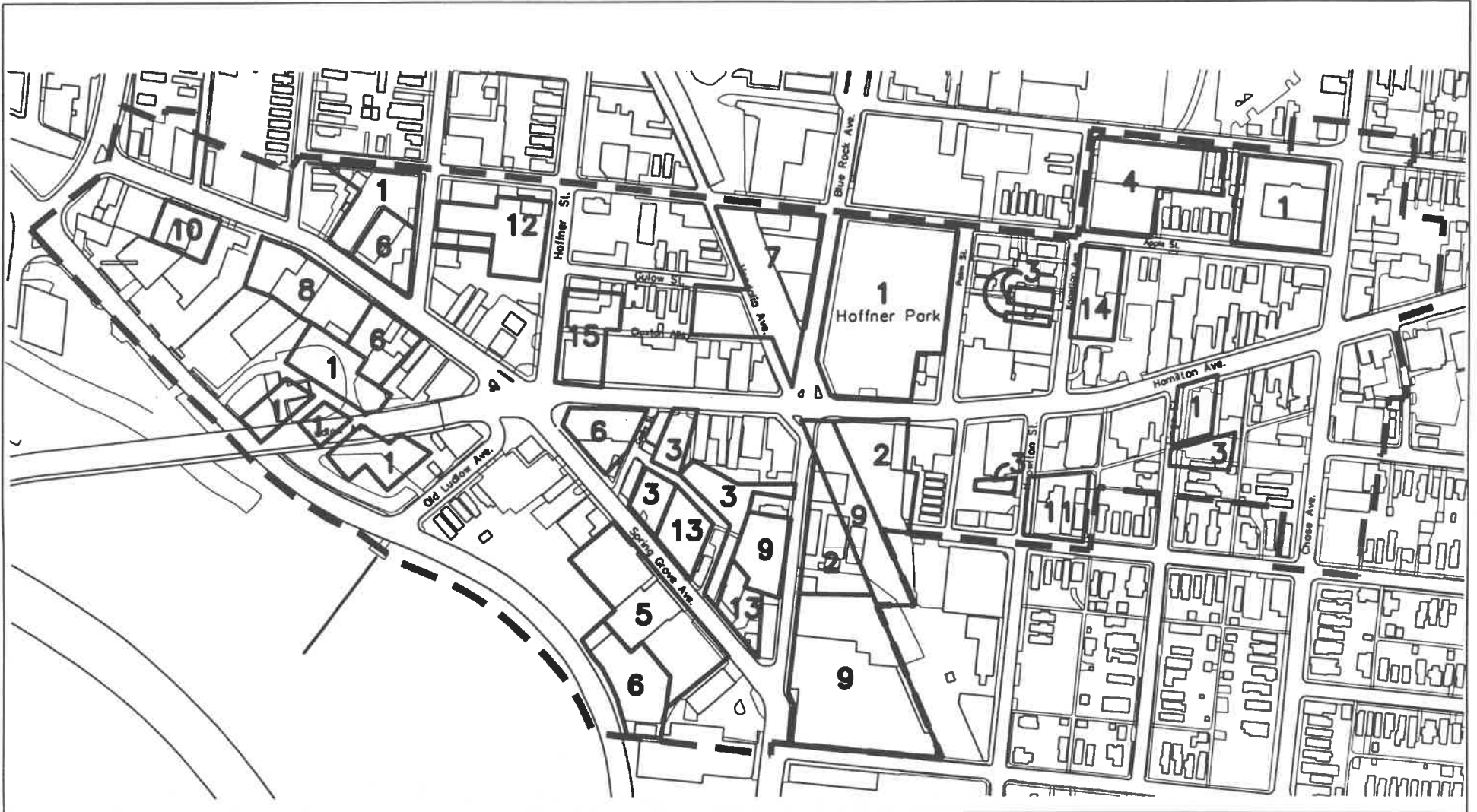
-  Urban Design Study Area
-  Bus Route
-  Bus Number
-  Daily Traffic Count (cars)
-  Bus Stop



MAJOR LAND OWNERS

The basis for determining the fifteen major land owners within the Study Area is records contained in the most recently-updated Hamilton County Auditor's records.

The City of Cincinnati, which controls the largest land area, owns both the vacant Chase School and Hoffner Park.



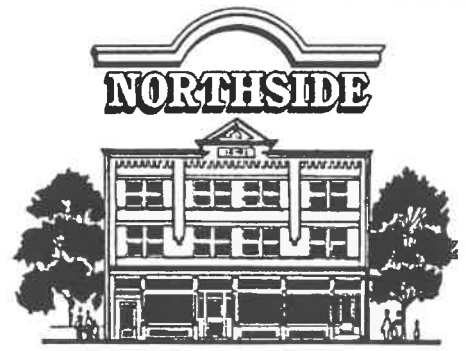
MAJOR LAND OWNERS

Legend
 Urban Renewal Boundary



- Owners**
- 1. City of Cincinnati
 - 2. Myron Johnson
 - 3. Northside Business Club c/o Northside Bank
 - 4. Walter & Shirley La Fary
 - 5. Arthur Bertke
 - 6. Samuel Copozzolo
 - 7. ADCO Realty
 - 8. Lawrence & Mary Kelly

- 9. 4101 Corporation c/o Lenz Co.
- 10. Shirley Fiermark
- 11. Maureen Wood
- 12. James & Carol Bitzenhofer
- 13. Loos Enterprises
- 14. B. David Co.
- 15. Maude & Norman McCollum



In 1994, owners and proprietors of all businesses in the study area were surveyed to obtain information that would be useful in stimulating economic growth. A copy of the survey, along with numbers responding to each item, is included in the Appendix of this document. Of 116 surveys mailed, a total of 40 (34%) were returned. 61.5% of those responding are owners of their property, 31% lease the property, and 7.7% gave no answer to that question.

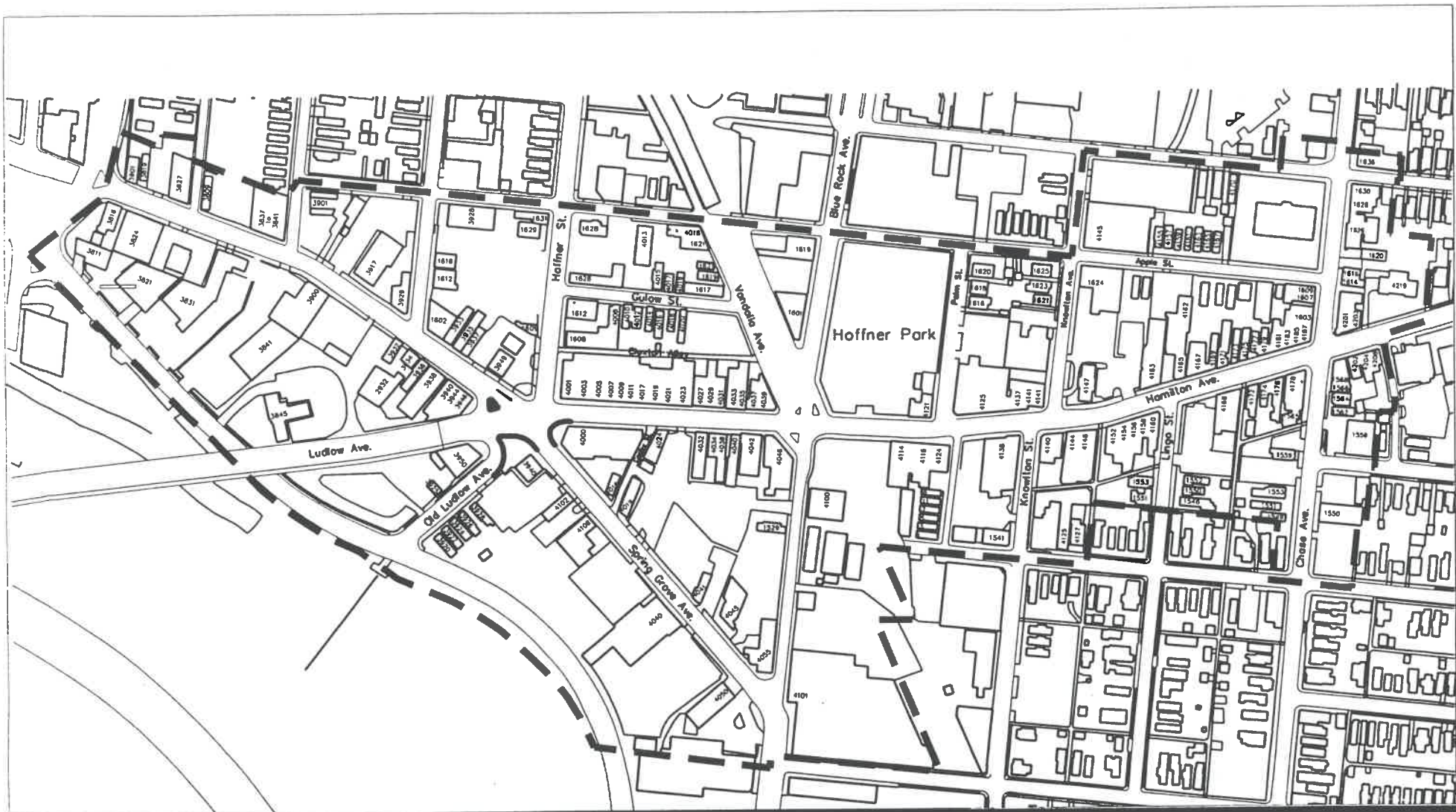
Respondents varied in their opinions and experience; but there was general agreement on the need for improvements to the exterior appearance of buildings. This was followed in importance by improved general appearance. Inadequate parking was identified as the top traffic-related issue, followed by congested streets and inconvenient location of parking.

The greatest number of respondents reported increases over the preceding three years in: number of customers, sales quantity, and dollar value of sales. Yet a slight majority then reported that their profit margin had decreased. Reasons cited most often for the above changes were: income of residents, location, and good service and customer familiarity.

Business respondents identified retail, nice-quality restaurants, fast food restaurants, upscale business, and a drug store as types of businesses needed in Northside. Businesses listed as not wanted were bars, appliance stores, second-hand stores, and "junk" stores. Top issues listed as needing attention were safety, cleanliness of area, business development, parking, and facade improvement.

EXISTING BUSINESS INDEX

Capezolo Printers Inc	4000 Hamilton Ave.	Stonewall Cincinnati	4041 Hamilton Ave.
Esperanza Variety & Disc	4003 Hamilton Ave.	Colors Cincinnati	4042 Hamilton Ave.
Lee's Pawn Shop	4005 Hamilton Ave.	Mr. Furniture	4044 Hamilton Ave.
Lopooch's Caps	4008 Hamilton Ave.	Norwood Clg. Svc & Gutter	4044 Hamilton Ave.
The Rental Store	4011 Hamilton Ave.	Hasselé Pottery	4046 Hamilton Ave.
Koch Refrigeration	4016 Hamilton Ave.	Myron G. Johnson & Sons	4100 Hamilton Ave.
Midwest Furniture Outlet	4017 Hamilton Ave.	Fifth Amendment	4114 Hamilton Ave.
Many Woods Beauty World	4020 Hamilton Ave.	Northside Community Council	4119 Hamilton Ave.
Quality Appliance Sales	4021 Hamilton Ave.	United Reliance Real Estate	4121 Hamilton Ave.
Bullfishes Bar	4023 Hamilton Ave.	United States Post Office	4122 Hamilton Ave.
Furniture Store	4024 Hamilton Ave.	Hoffner Lodge No 283 F & AM	4122 Hamilton Ave.
Buy Rita Furniture	4025 Hamilton Ave.	Northside Bank & Trust Co.	4125 Hamilton Ave.
Ohio Check Cashers Inc.	4027 Hamilton Ave.	Charles A. Miller & Sons Inc.	4138 Hamilton Ave.
Northside Urban Conservation	4032 Hamilton Ave.	Provident Bank	4140 Hamilton Ave.
Corinthian Woodworking	4032 Hamilton Ave.	Juler / Varghese, M.D.'s	4140 Hamilton Ave.
BOCA	4034 Hamilton Ave.	Impact Video Productions	4141 Hamilton Ave.
Stoneware Alley	4036 Hamilton Ave.	Joseph A. Hunseder, DDS	4141 Hamilton Ave.
The Wild Iris	4037 Hamilton Ave.	P.E.P. Pony Express Printing	4142 Hamilton Ave.
A & S Wholesalers	4038 Hamilton Ave.	Designer's Choice	4144 Hamilton Ave.
Crazy Ladies Bookstore	4041 Hamilton Ave.	Kentucky Fried Chicken	4147 Hamilton Ave.



EXISTING BUSINESS INDEX

Sherman's Repair Svc	4150 Hamilton Ave.	Schaeper's Pharmacy	4187 Hamilton Ave.	Kay's Restaurant	3938 Spring Grove Ave.	Distinctive Designs	1631 Hoffner	20th Cent AC Co.	1554 Chase
Fava Hair Salon	4152 Hamilton Ave.	Jinny's Floral Designs	4201 Hamilton Ave.	Northside Odds & Ends	3944 Spring Grove Ave.	First United Chh of Chst	1628 Hoffner	Unique Hair & Beauty	1624 Chase
Blue Jay Restaurant	4154 Hamilton Ave.	Tri-State Appliances	4202 Hamilton Ave.	BP Oil Co.	3949 Spring Grove Ave.	U Can	1628 Hoffner	United Dairy Farmers	1558 Chase
Vic's Flea Market	4156 Hamilton Ave.	Capitol Temp. Staffing	4202 Hamilton Ave.	Stagecraft Costuming Inc.	3950 Spring Grove Ave.	A to Z Automotive Rpr	3811 WmPDooley	Wilson Institute	1609 Chase
Emergency Food Shelter	4158 Hamilton Ave.	Chase Quality Dry Cleaners	4203 Hamilton Ave.	Fisk Bros. Monument Co.	4016 Spring Grove Ave.	Serv. Pro of NW Cinti	3841 WmPDooley	Wilson Enterprises	1616 Chase
Park Chili Parlor	4160 Hamilton Ave.	Town n' Country Roofing	4204 Hamilton Ave.	Autobahn Craft Works	4019 Spring Grove Ave.	Walter M Joyce Co.	3841 WmPDooley	Hair Option I	1608 Chase
Grate Bakery	4163 Hamilton Ave.	Hair Option II	4206 Hamilton Ave.	Safelite Auto Glass Co.	4045 Spring Grove Ave.	Barkan Keeling Taggett	1636 Chase	White Castle	3940 Ludlow
Area Used Furniture	4165 Hamilton Ave.	Fairkris Fiddles	4172 Hamilton Ave.	Bud Herbert Motors, Inc.	4050 Spring Grove Ave.	Bricklayers Terrazzo Masc.	1636 Chase	Lanfair Towing	3925 Ludlow
Designs By Dana	4167 Hamilton Ave.	A One Area Antiques	4165 Hamilton Ave.	Enderle Machining Co.	4101 Spring Grove Ave.	Chase Ave Laundromat	1636 Chase	HD Graphics	4019 Apple St.
Tax Center	4168 Hamilton Ave.	Clyside Lock & Key	4172 Hamilton Ave.	Cleveland Automatic Mach	4101 Spring Grove Ave.	Doctor Music	1569 Chase	Brazel Novelty Co.	4176 Apple St.
Hamilton Bar	4169 Hamilton Ave.	Equality Cincinnati	4041 Hamilton Ave.	Protecto-Wrap	4101 Spring Grove Ave.	Anthony V. Gambino ESO	1569 Chase	IGA Supermarket	4145 Apple St.
Ace Hardware & Electric	4171 Hamilton Ave.	B & O Federal Credit Union	4019 Hamilton Ave.	Custom Metal Work	4103 Spring Grove Ave.	Grtr Cinti Bldg Trds Cncl	1550 Chase	JC Steel Food Products	4014 Apple St.
Second Hand Treasures Thrift	4172 Hamilton Ave.	Appliances Store	4033 Hamilton Ave.	Chipman Machining Co.	4105 Spring Grove Ave.	Grtr Cinti Bricklayers H&W	1550 Chase	Mason Supply Co.	3929 Apple St.
Superior Carpet Service	4173 Hamilton Ave.	Vietnam Veteran's of America	4183 Hamilton Ave.	Trinity Packaging	4109 Spring Grove Ave.	Ink Spot	1545 Chase	Service of Cincinnati	3928 Apple St.
Zara's Beauty Salon	4174 Hamilton Ave.	Liberty Tire Co.	3827 Spring Grove Ave.	JL Lenz & Associates	4101 Spring Grove Ave.	Mayflower Savings & Loan	1569 Chase	Ace Doran Hauling Rigging	1601 Blue Rock
I. Lukac M.D.	4176 Hamilton Ave.	George J. Hurst Co.	3900 Spring Grove Ave.	Dynax AMC Inc.	4109 Spring Grove Ave.	Sami Nadel DDS	1570 Chase	B David Co.	1624 Knowlton
Northside Counseling Center	4176 Hamilton Ave.	Cincinnati Whole Bait Co.	3901 Spring Grove Ave.	Ohio Tile & Marble	3809 Spring Grove Ave.	Nside Cmnlly Youth Svc.	1603 Chase	First Pente Apos. Chch	1541 Knowlton
Ohio Beauty Salon	4177 Hamilton Ave.	Architectural Accents	3932 Spring Grove Ave.	Mad Butcher	1608 Hoffner	NYPD Pizza Delivery	1566 Chase	Northside United Meth Chch	Chase & Delaney
The Painted Bird	4179 Hamilton Ave.	Final Finish	3937 Spring Grove Ave.	Cecil Lock & Key	1609 Hoffner	MP Reddy MD	1728 Chase	-	-
Movie Place	4180 Hamilton Ave.	Deaf Club of Gr. Cinti	3938 Spring Grove Ave.	Quality Meats	1614 Hoffner	Taylor Jameson	1568 Chase	-	-

MARKET STUDY SUMMARY

Several market analyses have been prepared for Northside's Historic Neighborhood Business District (NBD)--one commissioned by Northside Community Council and prepared by Matrixx Marketing, Inc. in 1992 and another prepared by Project Marketing Decisions, Inc.

The market analyses forecasted a significant increase in median household income (10.9%) from 1995 to 2000. The two major life-style clusters in Northside are: "Single City Blues," characterized by ethnically and income mixed as well as its "artsy" and/or "liberal" nature, and "Heavy Industry," which is struggling economically due to the decline of the urban industrial job base. The progression towards the desirable "Single City Blues" cluster is characterized by rising home prices within the preferred areas, followed by subsequent interest in home renovation.

The development potential indicates unmet demand for over 43,000 square feet of additional eating places for the Northside market area. Additionally, the studies indicate strong consumer demand for a new, larger grocery store, a book store, specialty food store, paint/wallpaper store, art studio/gallery, and YMCA/ health club. (A more complete market analysis is contained in the Appendix..)

OVERALL PLAN

Goals & Objectives
Urban Design Plan
Design Vision

Northside Gateway Program
Knowlton's Corner Gateway
Hamilton Avenue Historic
Lighting Streetscape
Vandalia Public Parking
Vandalia Parking Layout
Historic Facade Recommendations
Chase School Redevelopment











URBAN DESIGN PLAN

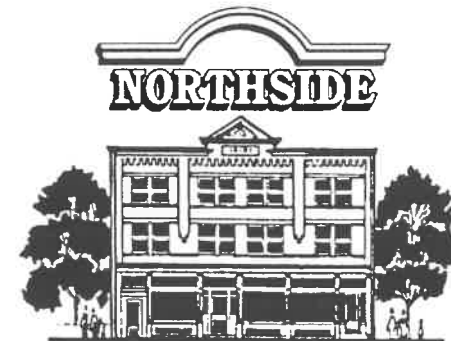
The Northside Urban Design Plan provides physical and non-physical solutions to the issues of the business district by achieving the goals identified in the plan. The physical design solutions are identified on the adjacent map and include Historic Lighting Streetscape Improvements along Hamilton Avenue, Historic Facade Improvements, Knowlton's Corner Gateway Public Improvements, Vandalia Street Public Parking, Hoffner Park Improvements, the Redevelopment of Old Chase School, and perimeter Gateways to the Northside Business District.



URBAN DESIGN PLAN

Legend

-  Urban Renewal Boundary
-  Historic District
-  Streetscape Improvements
-  Historic Facade Improvements
-  ① Knowlton's Corner Gateway
-  ② Vandalla St. Public Parking
-  ③ Hoffner Park Improvements
-  ④ Chase School Redevelopment



NORTHSIDE GATEWAY PROGRAM

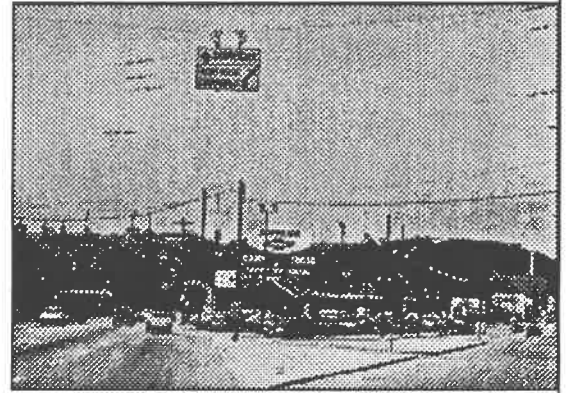
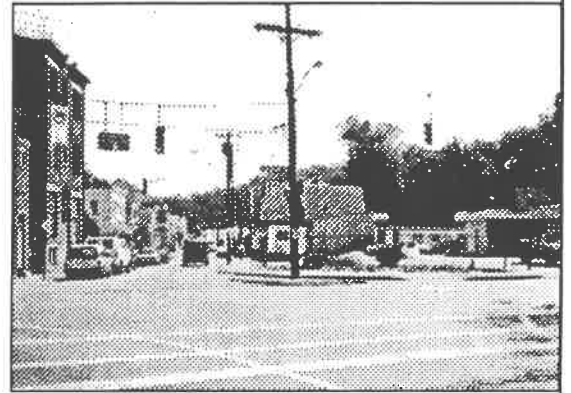
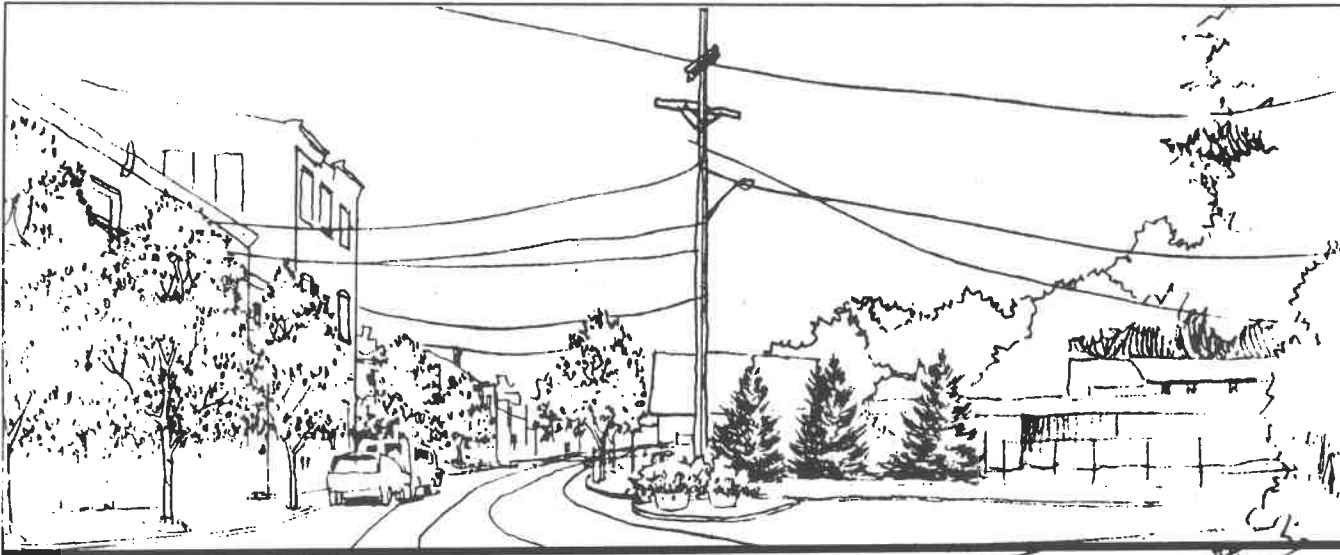
Historically, Hamilton Avenue was the major thoroughfare through Northside and to other points beyond the business district. Over the years, increased traffic volumes and congestion caused roadway modifications to increase traffic flow efficiencies through Northside. As a result, tens of thousands of vehicles bypass the Northside Business District daily. Many travelers do not recognize that they bypass the historic business district that exists only a block or two away.

The Northside Gateway Program provides solutions to capture additional customers to business district by providing orientation devices. The gateways, located on the major thoroughfares around the business district, include landscaping improvements and identity/trail blazing signage, to improve the image of Northside and provide trail blazing orientation to the district.

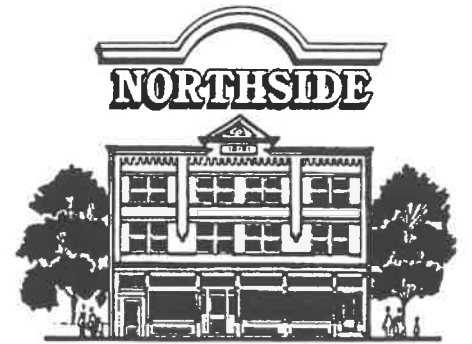


Legend

- ■ ■ Urban Design Study Area
- 1 1-74 Gateway
- 2 Colerain/Blue Rock Gateway
- 3 Knowlton's Corner Gateway
- 4 Northern Gateway
- 5 Spring Grove/Dooley Gateway
- 6 Spring Grove/Elmore Gateway



Northside Gateway Program

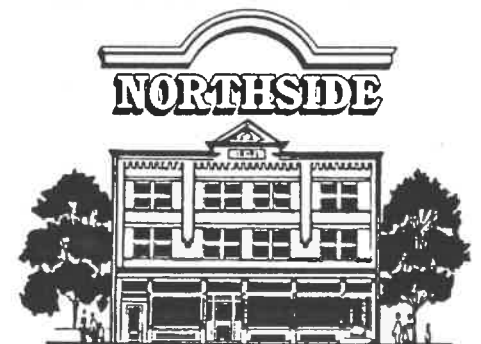




Knowlton's Corner Gateway

Knowlton's Corner was the hub of village life and was considered "Cumminsville's Fountain Square". Today it is the major gateway from the south into the Hamilton Avenue Business District. Knowlton's Corner remains one of three major transfer points for the Queen City Metro Bus System. The rehabilitation of the Ludlow Viaduct caused a traffic flow modification to Knowlton's Corner.

The modification created opportunities for traffic island treatments within Knowlton's Corner. The Knowlton's Corner gateway improvements will enhance the intersection and approach to the business district by providing landscaping at the traffic islands, identify signage, historic cobble pavers, and mitigation of billboards on existing buildings.

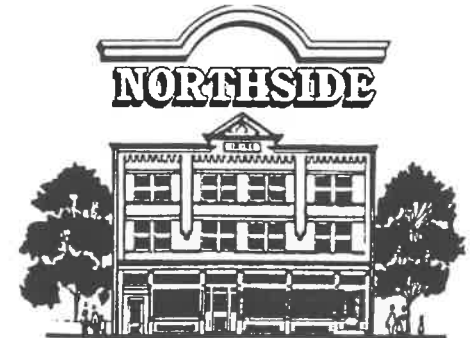




Hamilton Avenue Historic Lighting Streetscape

Hamilton Avenue has evolved over time into a cluttered, vehicular oriented, right-of-way. The visual clutter detracts from the historic building fabric, and pedestrians feel out of place in the vehicular environment.

The proposed streetscape improvements would mitigate utility clutter through consolidation, provide additional security lighting for pedestrians with historic period energy efficient boulevard lights, install landscape/street trees in open areas between historic buildings, and refurbish sidewalks for a pedestrian environment.

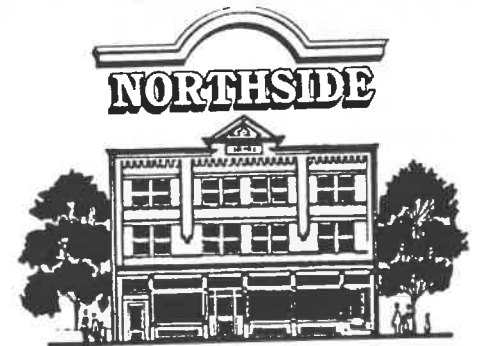


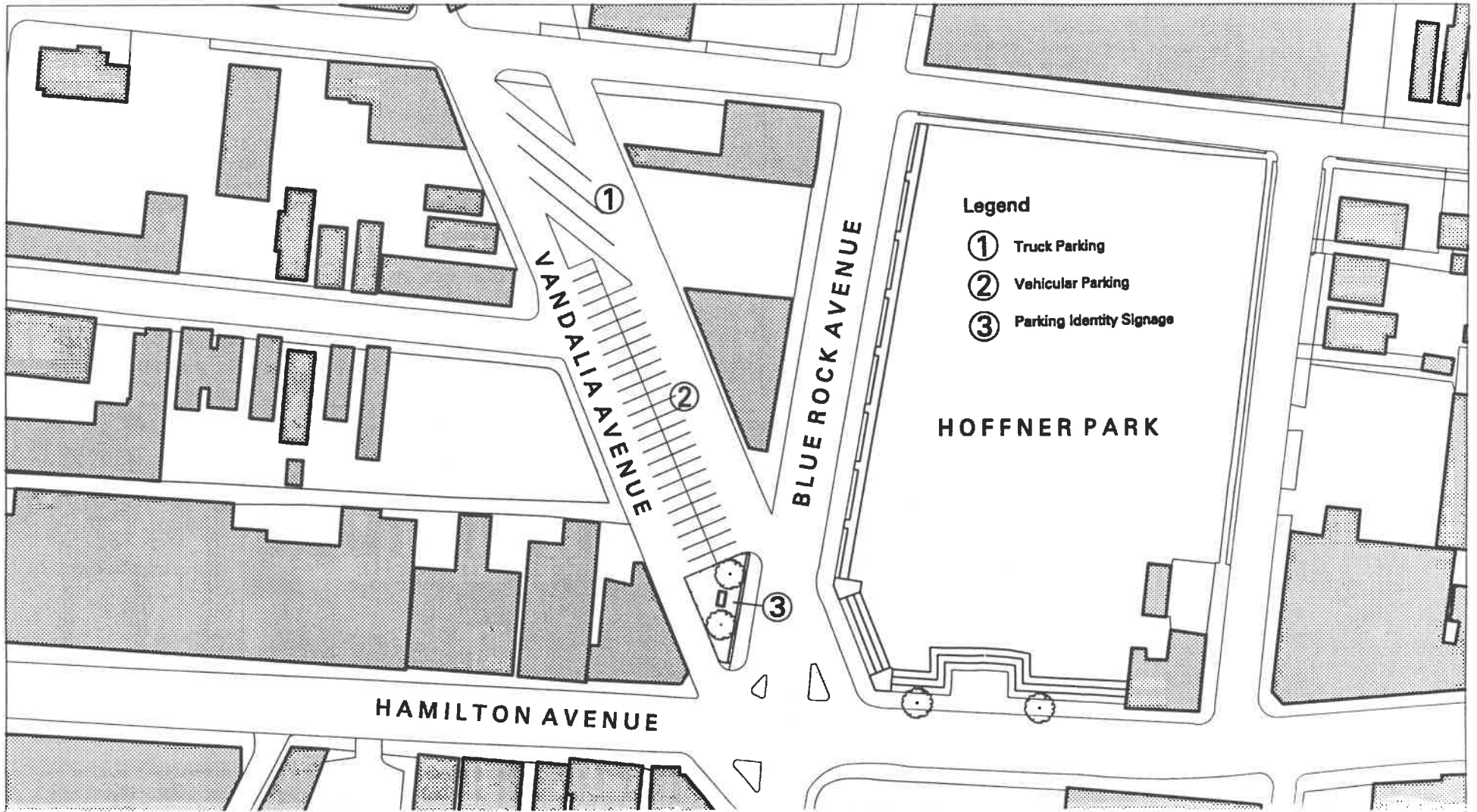


Hoffner Park Improvement

Originally, Jacob Hoffner's estate, Hoffner Park has been part of Northside since the late 1800's. The proposed improvements to Hoffner Park should enhance the park as the public space for Northside located in the center of the business district. It should be the community focus of the neighborhood where formal public celebrations

as well as day to day urban activities may occur. The park should interact with the business district as a link to both ends of Hamilton Avenue and serve as the green space counterpart to the Historic Building Fabric.

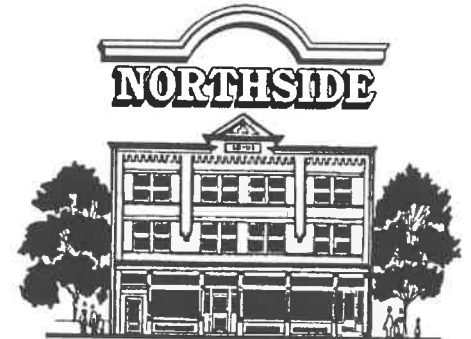


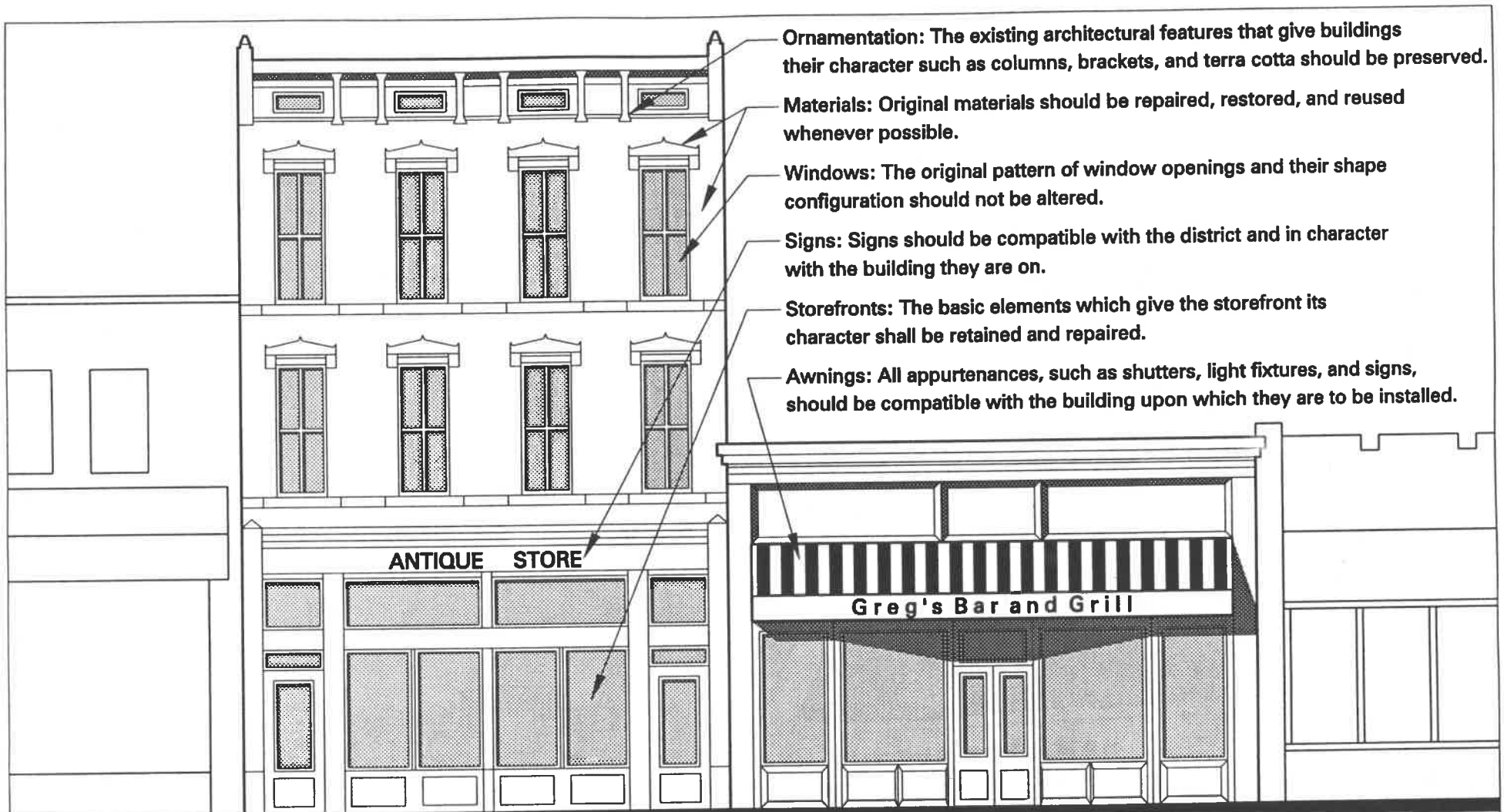


Vandalia Public Parking Improvements

The Cincinnati, Hamilton, and Dayton Railroad (also known as the "Great Miami") cut through Northside along Vandalia Avenue. The railroad track was eliminated in the 1970's, leaving open space bisecting the business district.

The Vandalia Public Parking improvements would convert this open, privately owned space into parking designated for public/business district use. The improvements would pave the area, provide landscaping and fencing to soften the area, and identity signage.

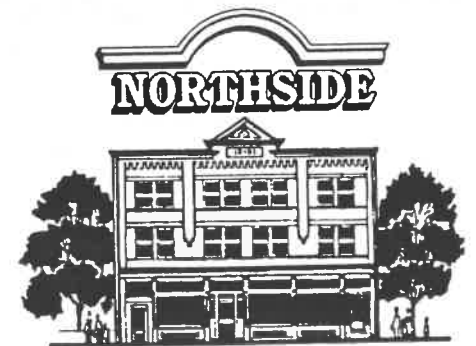


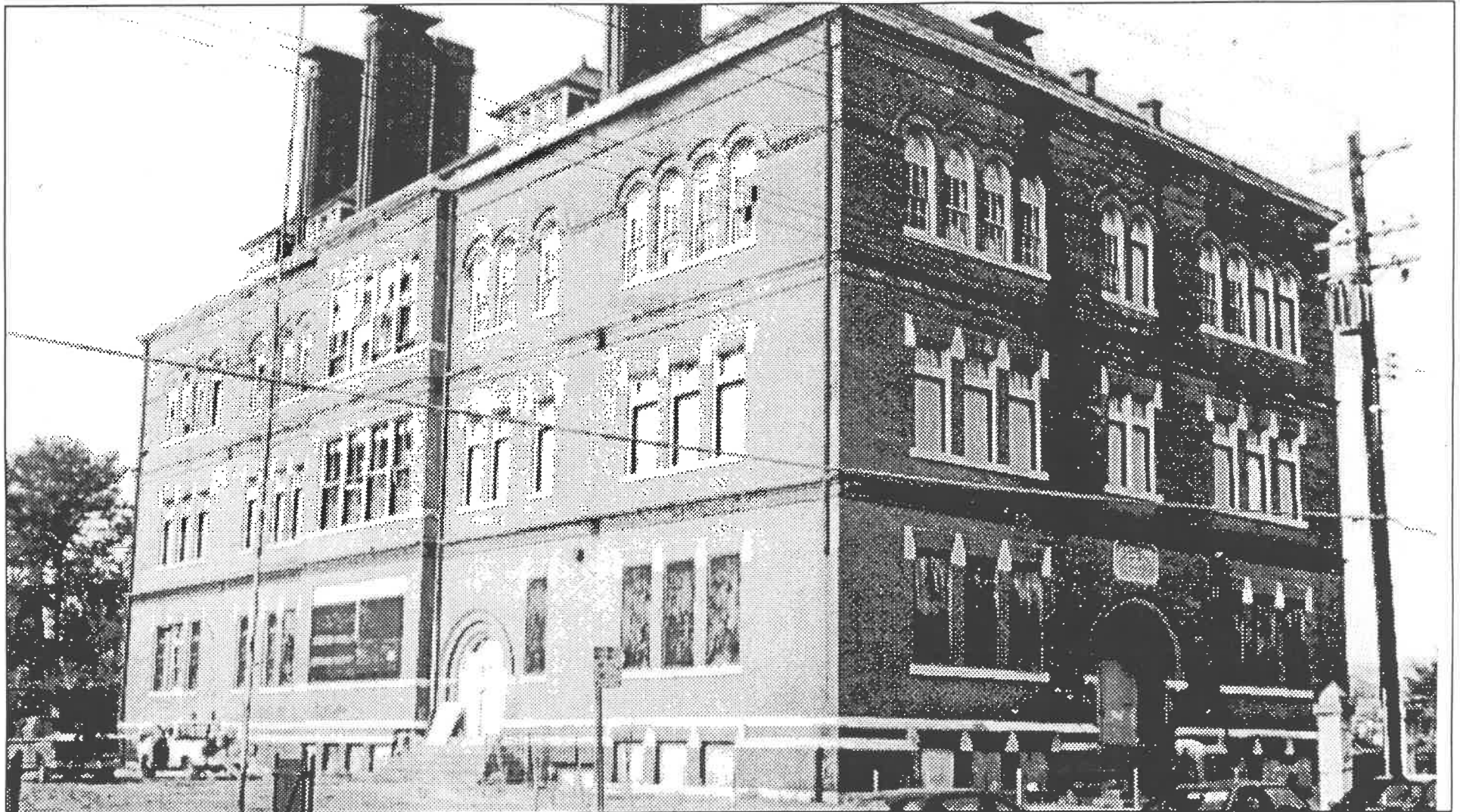


Historic Facade Recommendations

The Northside NBD contains a mixture of buildings of varying heights, styles, and dates of construction. Most date from the turn of the century, are one to three stories, and are built of brick. In order to conserve this historic asset, Northside established a historic district adopted by Cincinnati City Council in 1982. Guidelines are used by the Historic Conservation board to review exterior changes to buildings. (see appendix)

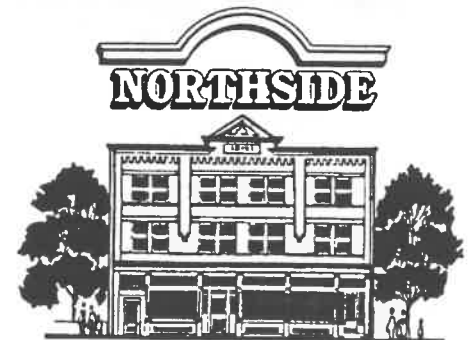
A Historic Facade Program will provide funding assistance to renovate Northside's Historic Buildings. These renovations must follow the Historic District Guidelines. This design plan reinforces the guidelines by providing typical one and three story renovation facade studies.





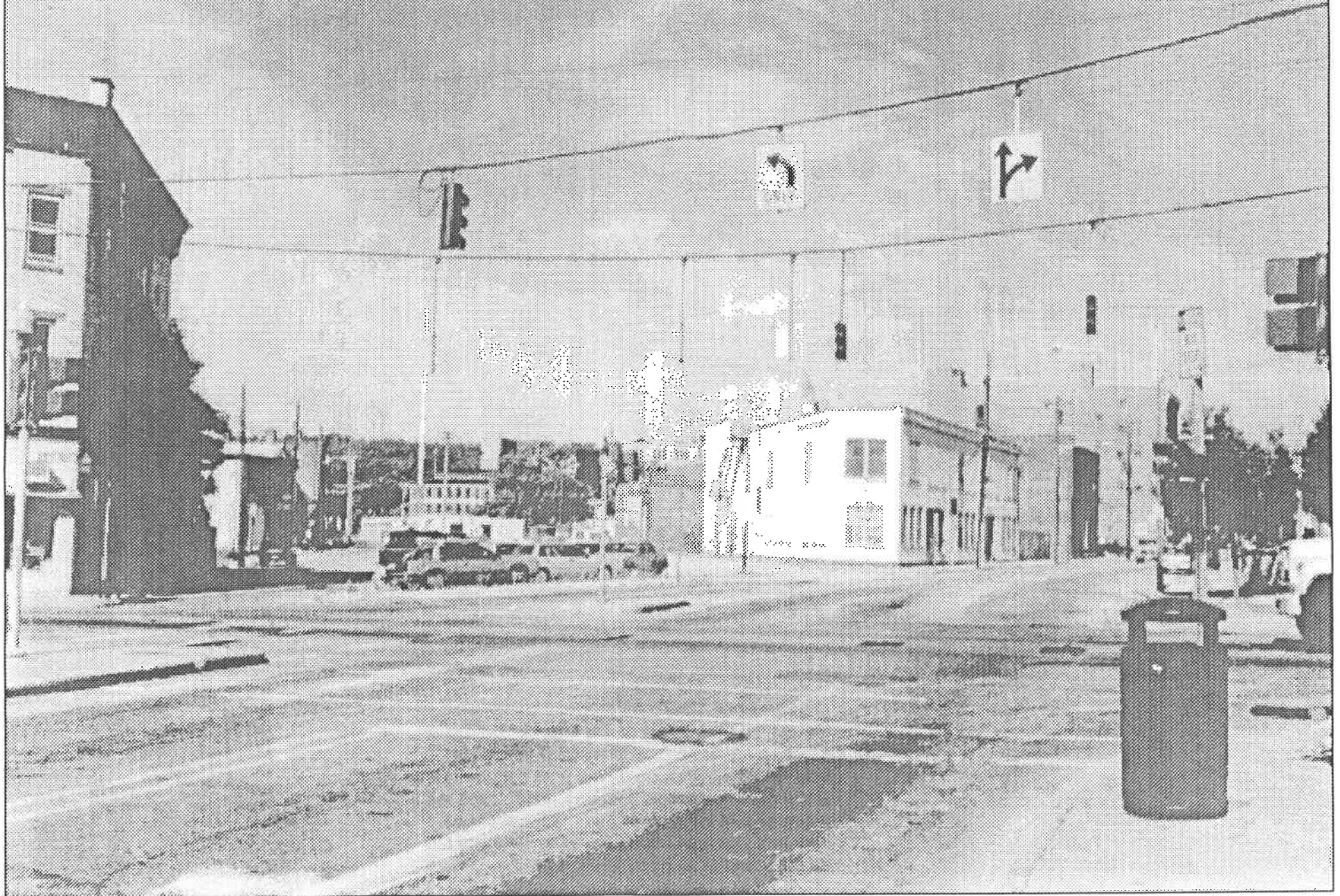
CHASE SCHOOL REDEVELOPMENT

The Salmon P. Chase School was constructed in the late 1800's in favor of the new Chase-McKie Intermediate School. The goals of this redevelopment include mixed uses that contribute to the community and business district, and the re-use and renovation of the historic structure back to its original character, integrated into the neighborhood.



IMPLEMENTATION STRATEGY

Right of Way Improvements
Development Projects and Programs
Community Programs



IMPLEMENTATION STRATEGY

- The implementation plan is divided into three functional areas, right-of-way improvements, development projects, and community programs. The proposed right-of-way improvements focus on improving the functionality and historic nature of Hamilton Avenue through the business district. The development projects focus on promoting reuse and revitalization of Northside's historic urban fabric. The community programs would focus on strengthening the existing business association and residential community involvement in the business district revitalization. The community will be responsible for requesting funds through the standard Community/City budget process to carry out strategies eligible for City funding. Certain improvement and development projects require participation from private property owners. No City funds are currently committed for the right-of-way improvements or the development improvements noted in the Implementation Strategy portion of the plan except as noted in the chart. Funding must be secured for all right-of-way improvements and development projects.
- This process allows Citizens to have input on ranking strategies to improve the quality of their neighborhood. The following charts provide a summary of the strategies in order of importance to the community, and possible funding sources for both the development projects and community programs. The neighborhood can work with City staff through the Cincinnati Neighborhood Action Strategy (CNAS) process to reevaluate and determine priority projects for future funding. CNAS is a process involving citizens and City staff working as partners to identify and address strengths, opportunities, and challenges within the City.

Project/Program	Scope	Potential Implementation Entity/Source
1. Restore Knowlton's Corner as the primary gateway to Northside	Integrate pedestrian scale improvements to the 5 way intersection in conjunction with State ODOT and City Public Works Safety upgrade. Including historic sidewalk pavers, historic identity markers, and landscape gardens.	City/State Public Works Northside Community Council, NSP, local business
2a. Security Lighting (Historic) - Ph. I (Knowlton's Corner to Blue Rock)	Restore sidewalk to historic pedestrian scale with increased security lighting along Hamilton Avenue from Knowlton's Corner to Blue Rock.	City/1996 CDBG Funds
2b. Security Lighting (Historic) - Ph 2 (Blue Rock Ave to Knowlton St.) Vandalia Public Parking	Restore sidewalk to historic pedestrian scale with increased security lighting along Hamilton Avenue from Blue Rock to Knowlton Street. Increase public parking by leasing and improving the Vandalia Street area into shared public parking.	Request to City/CNBDU CDBG Funds
2c. Security Lighting (Historic) - Ph 3 (Knowlton St. to Chase Ave.)	Restore sidewalk to historic pedestrian scale with increased security lighting along Hamilton Avenue from Knowlton Street to Chase Avenue.	Request to City/CNBDU CDBG

NOTE! Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, identify maintenance responsibilities and integrate with the surrounding community.

IMPLEMENTATION

RIGHT OF WAY IMPROVEMENTS

Project/Program	Scope	Potential Implementation Source/Entity
2d. Security Lighting (Historic) Ph 4 Ancillary streets - Spring Grove Avenue (3900-4019) and/or Blue Rock Avenue	Restore sidewalk to historic pedestrian scale with increase security lighting along the 3900 block of Spring Grove Avenue and/or Blue Rock Avenue.	Request to City/CNBDO CDBG Funds
3. Northside Gateway Program	Create trail blazing gateway improvements to entrances into the Northside NBD to encourage vehicular movement from high volume perimeter thoroughfares towards the business district.	City/1996 CDBG Funds Future request CDBG Funds
4. Enhance Hoffner Park into the identifiable village green for Northside.	Improve park to become more user friendly with enhanced access and presence in the center of district.	Northside Community Council, Cincinnati Park Board, Cincinnati Recreation Commission.
5. Improve vehicular, bicycle and public transportation within business district.	Study feasibility of left turn from northbound Hamilton Avenue to westbound Blue Rock to improve access to parking. Coordinate potential transit center improvements with Queen City Metro. Encourage integration into business district.	Northside Community Council, City Public Works, Queen City Metro.

NOTE! Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, identify maintenance responsibilities and integrate with the surrounding community.

Program/Project	Scope	Potential Implementation Entity/Source
1. Lobby for redevelopment of Chase School	Advocate mixed use redevelopment of old Chase School including commercial and residential mix.	Northside Community Council (NCC) WRDC & Building Trades Council
2a. Improve facades of historic storefronts Ph. 1	Create and implement an incentive program to spur historic facade renovation consistent with historic guidelines . Phase I, 4000-4048 Hamilton Ave. 3900-4019 Spring Grove Avenue. 1608-1614 Hoffner Street.	Northside Community Council, Key Bank, Greater Cincinnati Foundation
2b. Improve facades of historic storefronts Ph. 2	Create and implement program to spur historic facade renovation. Consistent with historic guidelines. Ph 2 Hamilton Avenue from Blue Rock to Chase.	Northside Community Council, Greater Cincinnati Foundation, Key Bank, other private foundations and local businesses.
3. Advocate reuse of historic buildings including large industrial units.	Lobby for loft living, promote loan opportunities for small businesses, identify and assist expanding businesses.	Northside Community Council.

NOTE! Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, identify maintenance responsibilities and integrate with the surrounding community.

Project/Program	Scope	Potential Implementation Source/Entity
1. Litter Control in Business District.	Organize spring and fall clean-up campaigns, provide litter receptacles along Hamilton Avenue from Knowlton's Corner to Chase Avenue. Utilize hand sweeper along sidewalk regularly.	Northside Community Council, Keep Cincinnati Beautiful.
2. Provide Banner Program for identity of business district.	Install Banners along Hamilton Avenue following streetscape improvements, maintain and operate banner changes and repairs.	Northside Community Council.
3. Encourage historic preservation.	Advocate historic preservation and appropriate techniques in <u>The Northsider</u> . Promote and circulate <u>The Northsider NBD Historic District Guidelines</u> . Promote facade program.	Northside Community Council, City/Historic Preservation Office.
4. Create Marketing Plan for NBD.	Distribute promotional materials for Historic NBD in print, video and Internet. Initiate cooperative advertising, promote special events.	Northside Comm. Council & Northside Business Association.
5. Enhance existing business organizations.	Foster collaboration between Northside Community Council and Northside Business Association, Conduct membership drive, assess fees for services supporting business district, keep local businesses informed of projects and trends.	Northside Community Council Northside Business Association.

NOTE! Certain types of improvement projects require private property Owner participation through assessment or modification of Utility Services. Each project must secure funding, coordinate with appropriate agencies, identify maintenance responsibilities and integrate with the surrounding community.

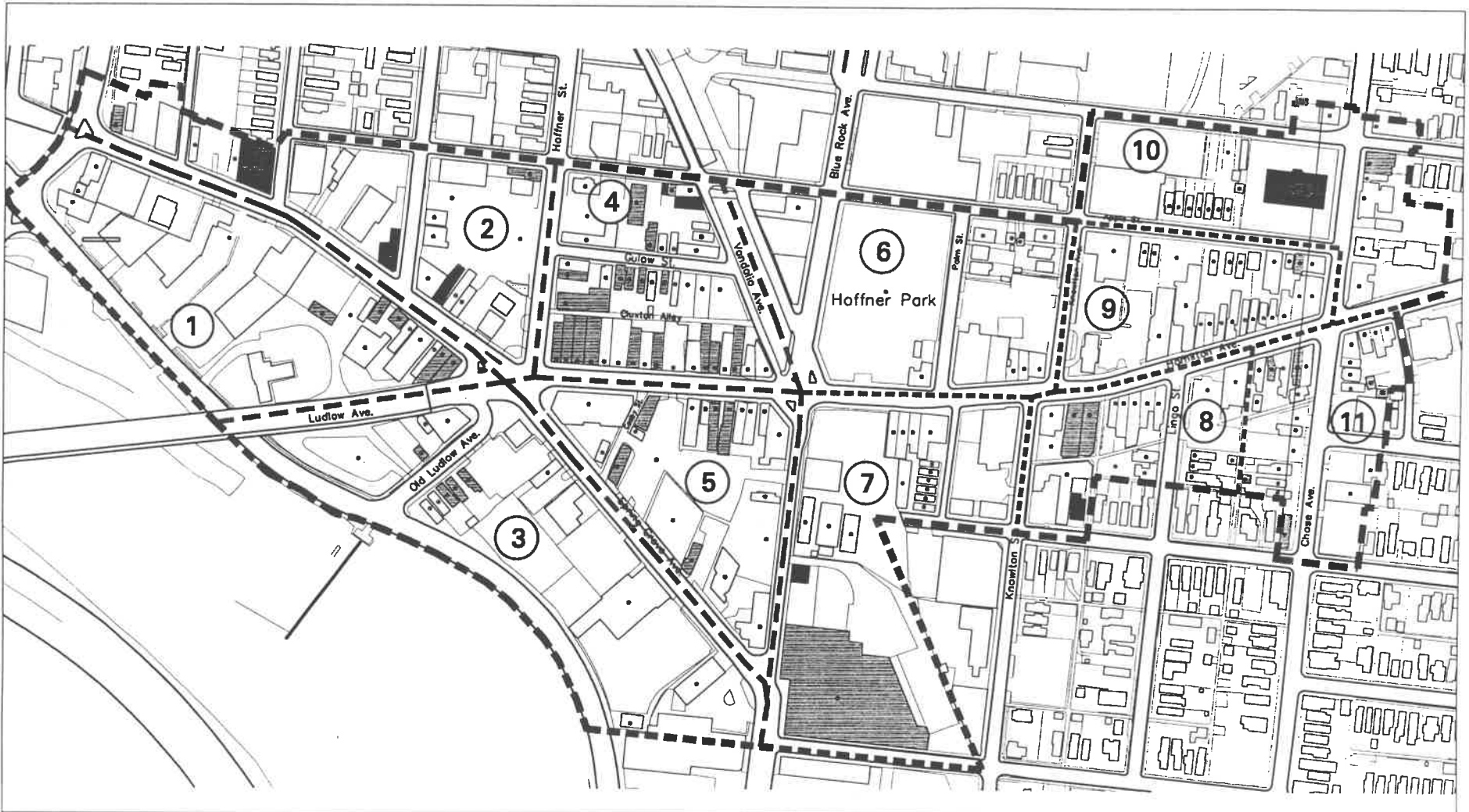
BLIGHT STUDY

DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK

Block	Total Units	Blighting Influences - See below														Blighted Units	%
		1	2	3	4	5	6	7	8	9	10	11	12	13	14		
1	21	11	0	1	16	4	21	11	6	0	0	0	0	0	0	14	67
2	25	17	0	4	12	9	25	12	3	2	0	1	0	0	0	15	60
3	16	12	0	4	11	5	16	7	8	0	0	0	0	1	0	12	75
4	43	40	0	14	42	20	9	35	16	32	0	1	0	3	0	42	98
5	20	18	0	4	19	10	17	14	9	0	0	0	0	0	0	20	100
6	21	18	0	0	18	0	0	11	4	0	0	0	0	0	0	11	52
7	21	19	0	1	19	1	3	13	13	0	0	0	0	0	0	17	81
8	19	17	0	3	19	3	0	17	12	4	0	0	0	0	0	19	100
9	26	24	0	0	24	3	0	20	8	0	0	0	0	0	0	23	88
10	22	20	0	2	21	1	0	14	8	0	2	0	0	0	0	17	77
11	28	25	0	1	28	2	0	22	12	22	0	0	0	0	1	28	100
Total	262	221	0	34	229	58	91	176	99	60	2	2	0	4	1	218	83
Percentages %		84	0	13	87	22	35	67	38	23	1	1	0	2	1		

Blighting Influences

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







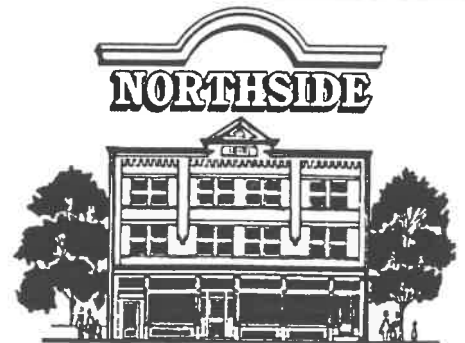
Blight Study

Legend

-  Urban Renewal Boundary
-  Block Number

Structural Condition

-  Sound
-  Minor
-  Major
-  Critical
- * Structure or Parcel Contributing to Blight



CREDITS

Northside NBD Plan Task Force

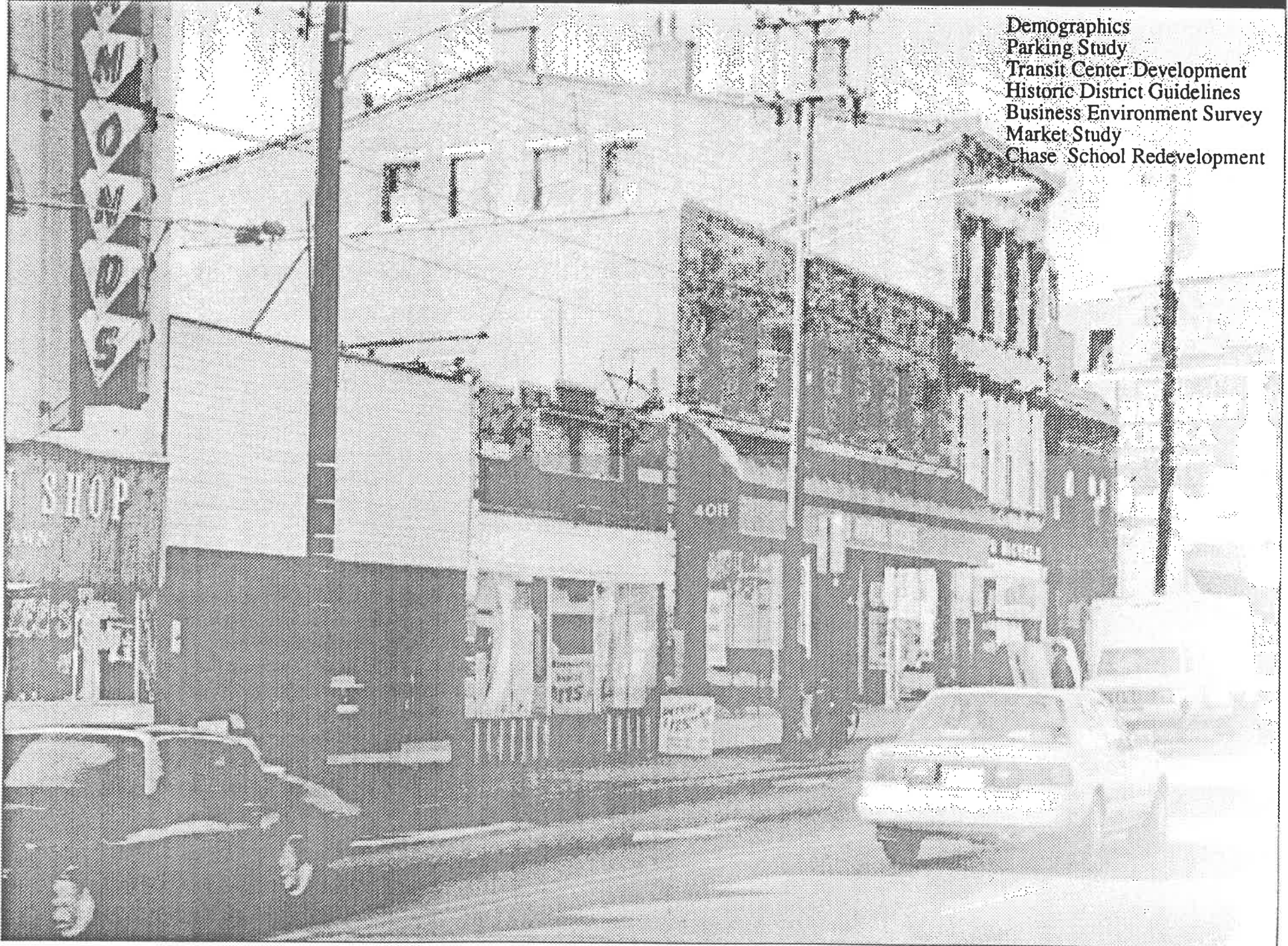
Gwen Finegan, Chair
Don Beimesche
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Caleb Faux
David Hillman
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Don Padgett
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June Hao, Architecture and Urban Design
Greg Hackett, Architecture and Urban Design
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Lucy Cossentino-Frueh, Architecture and Urban Design
John Deatrick, Engineering

APPENDIX

- Demographics
- Parking Study
- Transit Center Development
- Historic District Guidelines
- Business Environment Survey
- Market Study
- Chase School Redevelopment



DEMOGRAPHICS

There were a total of 10,527 residents in Northside as of the 1990 U. S. Census. This represents an 11% decrease from the 1980 population of 11,884. This total loss gains additional significance when compared with the citywide decrease of 5.5%. Of the total, 12% of the 1990 Northside population is age 65 or older, while 8.7% is age 5 or younger.

Almost 12% of households are headed by a single female - a significant increase from the 1980 percentage of slightly over 8%. This fact possibly accounts for the fact that one fourth of Northside's households are below poverty level (24.9%). This is slightly over the city average of 23.4%. Between 1980 and 1990 Northside's black population increased from 1,473 to 2,166, a 47% increase, reflecting the growing diversity of Northside's residential population.

Northside's working population in 1989 consisted of 5,298 persons aged 16 or over. Among the largest concentrations of work areas were Administrative support (including Clerical), Service, Retail Trade, and Managerial/Professional.

The average household income in Northside in 1990 was \$23,377, and the average family income was \$26,326. Comparable figures for the entire city are \$29,010 (household) and \$35,216 (family.) These figures document the fact that the overall Northside income is significantly below those of the total city. Northside has seen a general decline in family and household income during the decade from 1980 to 1990. This is in spite of the fact that the community has seen an upswing in educated, professional and managerial residents. Those disparities reflect the gap between different segments of the population within the neighborhood. They also illustrate the need for having a business district equipped to serve the total community.

PARKING

NORTHSIDE BUSINESS DISTRICT OFF-STREET PARKING ANALYSIS*

	Units / Space	¹ . Zoning Code Parking Req.	² .U.L.I. Parking Rec.
Vacant Residential Units	258	82	***
Occupied Residential Units	99	29	***
Total Residential Units	356	111	***
Vacant Commercial Space	80,583	129	312
Occupied Commercial Space	138,161	286	595
Total Commercial Space	218,749	415	907
Maximum Occupancy Residential & Commercial	356 / 218,749	526	1,108
Total Off-Street Parking Spaces	207		

¹. City of Cincinnati Zoning Code Requirements

².*** The Urban Land Institute (U.L.I.) does not include residential use in its off-street parking recommendations

* Based on 1994 Analysis

A Parking Analysis conducted in 1994 indicated that there are a total of 207 existing off-street parking spaces located within the study area. This falls short of the standard established by the Cincinnati Zoning Code, which requires 526 spaces. The Urban Land Institute (ULI), a nationally-recognized urban design and planning organization, has even higher standards for commercial parking requirements. Based on their figures, the optimal number of parking spaces for Northside is 1,108. (One reason the current parking situation isn't even more serious is the number of units and store fronts that are vacant. If those units were fully occupied, the condition would be worse.)

Parking is in greater supply on the east side of Hamilton Avenue than on the west side. As a result of an Urban Design Plan adopted in 1979, a large metered lot with access from both Chase Avenue and Lingo Street containing approximately 65 parking spaces was developed, and is managed by, the Northside Business Association. Another lot with pay-for-parking spaces is in the block between Cosby and Blue Rock. That lot is managed by Allright Parking Co. Smaller lots are located behind other buildings on Hamilton in the block between Cosby and Spring Grove. Several businesses on the east side maintain lots for the use of their own customers and employees. Miller Brothers Funeral Home and Provident Bank are two examples.

Parking on the west side of Hamilton is in short supply. The only space available for general use is land on the old railroad right-of-way owned by Ace Doran Company. Spaces are not marked, and most of them are used by employees of surrounding businesses. A lot for bank customers and employees only is situated on the grounds of the Northside Bank and Trust.

TRANSIT CENTER DEVELOPMENT

KNOWLTON'S CORNER TRANSIT CENTER DEVELOPMENT

Southwest Ohio Regional Transit Authority/Metro
July 1996

BACKGROUND

Knowlton's Corner serves as the second largest transfer location in the Metro system, exceeded only by Government Square. All local service on Colerain, Hamilton, Winton, and Spring Grove avenues funnels through this strategic crossroads location.

Weekday bus trips: 550.

Peak hour (7-8 A.M.) bus trips: 54 (averaging 1 bus trip every 1.1 min.)

Weekday passenger boardings and alightings: 1,550.

Weekday transfer activity: 450 (29% of total area boardings/alightings).

CURRENT SITUATION

The current bus stop situation in Knowlton's Corner is inadequate for both bus operations and passenger comfort and convenience. There is no consolidated transit center for buses or passengers. Nor is there a single stop location available to facilitate passenger transfers. Metro has several on-street stops in the area which require a walk of up to four blocks to make a transfer.

The use of non-consolidated on-street stops precludes their use for on-street parking for business customers. There is also very limited sidewalk space for passengers or amenities.

FUTURE SITUATION

Metro plans no change in the general use of Knowlton's Corner as a specific transfer location. The current situation, however, effectively prohibits meaningful improvements or expansion of service. Long range conceptual plans include a network of transfer centers at which several routes converge and passengers can make convenient connections to routes which not only serve downtown but crosstown locations.

Conceptual plans call for an off-street transfer facility. It would accomplish the following:

1. Provide a location at which all buses can converge and passengers can easily and safely make connections.
2. Allow for the removal of several on-street stops.
3. Enhance the visibility and presence of Metro service; reduce uncertainty and improve understanding of Metro service.
1. Demonstrate the commitment of Metro and the City of Cincinnati to the neighborhood and a commitment to improving transit outside the I-71 corridor.

5. Allow the ability to expand transit connection between Northside and other crosstown locations.
6. Provide a focal point for the Northside business district.
7. Provide opportunities for urban enhancement and joint development such as design features, business opportunities and community amenities such as on-site day care.

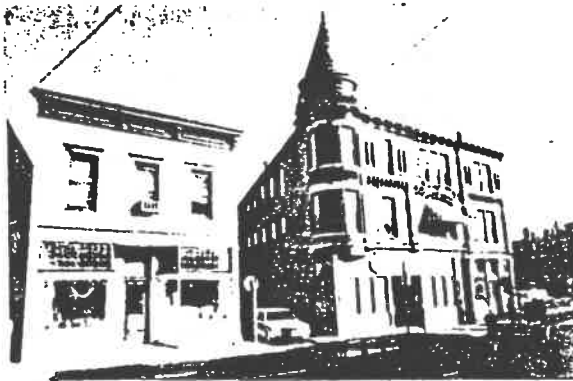
MEASURABLE OBJECTIVES

1. Increase transit ridership on routes serving Knowlton's Corner. A modest increase is anticipated in the short term as major changes in ridership are primarily related to service improvement and expansion.
2. Increase passenger transfers at Knowlton's Corner; reduce transferring downtown.
3. Reduce wait time of transferring passengers.
4. Improve customer satisfaction of public transit service.
5. Increase capacity for buses and passengers to accommodate future transit service improvements and expansion (crosstown and express routes).
6. Increase availability of on-street parking for business customers.
7. Include space for lease to appropriate business/service; cover operating costs of transit center from lease payment.

IMPLEMENTATION STRATEGIES

1. Update data base of Metro operational and passenger activity in Northside; determine passenger wait times and transfer patterns.
2. Conduct survey of passenger satisfaction with current situation.
3. Work with City of Cincinnati and Northside neighborhood council to identify local concerns, goals, and objectives.
4. Conduct conceptual engineering; identify design parameters and potential sites for facility.
5. Determine capital cost; identify funding sources.
6. Determine joint development and potential incorporation of leased space for appropriate business/service.
7. Identify preferred site; conduct environmental review and preliminary engineering.
8. Acquire property; conduct design.
9. Market facility for joint development and/or leasing of retail space.
10. Prepare service plan including re-routing of routes to facility; prepare plan for re-use of on-street bus stops.
11. Conduct public information program prior to opening of facility to prepare transit passengers and area residents of changes resulting from transit center.

NORTHSIDE NBD HISTORIC DISTRICT GUIDELINES



HISTORIC CONSERVATION
OFFICE/CITY PLANNING
DEPARTMENT

MAY 1982

INTRODUCTION

The Cincinnati City Planning Department was asked to study the historic resources of Northside's Business District in August, 1981, by the Northside Community Council, Northside Business Club, and Northside Urban Conservation. From October, 1981, to April, 1982, a committee of community representatives worked with the Historic Conservation Office of the City Planning Department to draft guidelines and to determine district boundaries. Public meetings were held at the Northside Business Club, Community Council, and Coalition of Block Clubs.

The Planning Department wishes to thank the Study Committee for many hours of effort and encouragement to produce these guidelines:

Don Beimesche
Sharon Belmonte
Will Book
John Eick
Steven Grote
Michael Weyand

These guidelines are used by the Historic Conservation Board to review exterior changes to buildings in the historic district. The Northside NBD Historic District boundaries and guidelines were adopted by City Council on May 26, 1982.

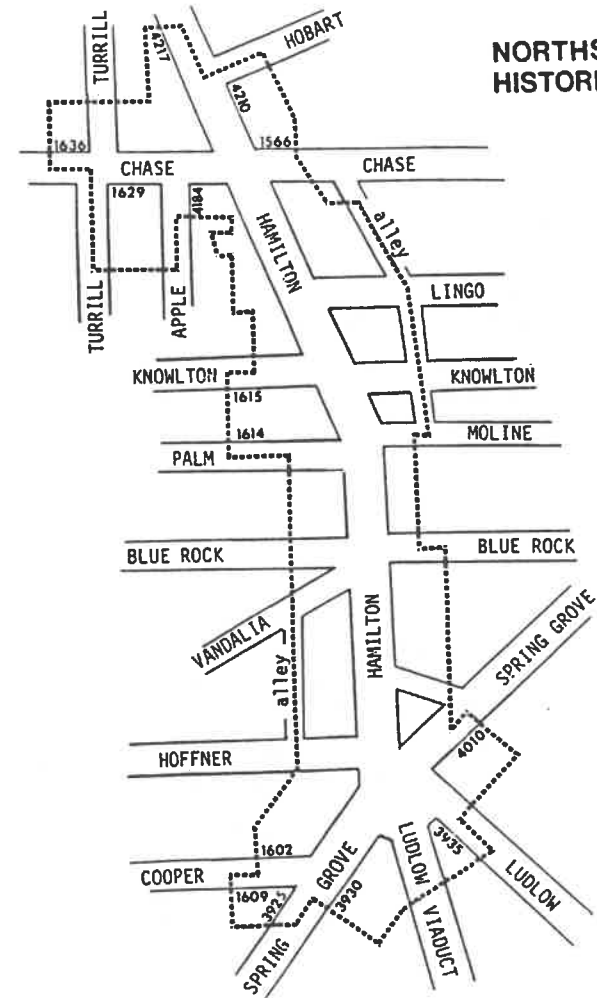
GENERAL CHARACTERISTICS OF NORTHSIDE

The Northside NBD contains a mixture of buildings of varying heights, styles, and dates of construction. Most date from the turn of the century, are 1 to 3 stories, and are built of brick. The character of Hamilton and Chase Avenues within the district is established primarily by the fact that the buildings sit on the front property line and the avenues are lined with first floor storefronts.

Storefronts generally have tall windows and low window sills. Upper floor windows are regularly spaced and contain double-hung windows with one-over-one panes of glass. Building styles found in the district include: Queen Anne, characterized by decorative brickwork, varied window treatment, and sometimes asymmetrical towers; Italianate, characterized by bracketed cornices, and window hoods; and vernacular styles, which do not fit particular stylistic categories but are simply detailed buildings which may contain some elements of different styles.



Buildings form a "wall" along Hamilton Avenue. These are Queen Anne style with a typical tall first floor storefront.



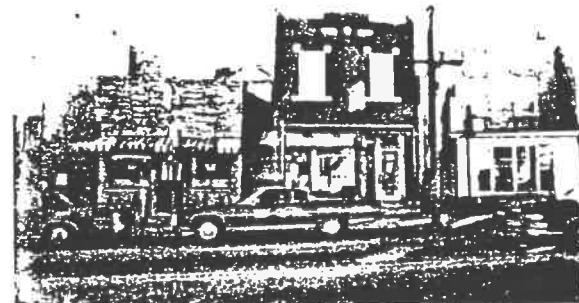
**NORTHSIDE NBD
HISTORIC DISTRICT**



Buildings differ in age, height, and design, but all are sited on the sidewalk. Upper floor windows are regularly placed and line up with each other. Buildings have well-defined tops (cornices) and bottoms (storefronts). The district has great visual variety.



4



Some buildings have had first floor alterations or additions which are not in keeping with the character of the original building or the district. Many of these can be "brought back" to be more compatible with their surroundings.

Awnings and signs have traditionally been part of the neighborhood.



5

ALTERATION AND REHABILITATION REVIEW CRITERIA
GENERAL GUIDELINES

Since there is a variety of building types in Northside, each project should be reviewed individually. There are, however, a few guidelines that apply to all rehabilitation work:

1. Avoid removing or altering historic material or distinctive architectural features: if it's original and in fairly good shape, try to keep it.
2. Don't try to make the building look older than it really is.
3. A later addition to an old building may have gained significance on its own. Don't assume it's worthless just because it's not part of the original building.
4. Repair rather than replace wherever possible. If replacing, replicate the original - don't invent something new that "might have been."
5. Be sensitive to distinct stylistic features and examples of skilled craftsmanship.
6. Surface cleaning should be done by the gentlest means possible. Don't sandblast or use other abrasive methods. Cleaning may not be necessary at all.
7. New additions should look new. They should be compatible with the existing structure but should not try to copy the old building.
8. Before starting on a project, stand back and look at your building and how it relates to its neighbors. Uncover original design features that may be buried under layers of improvements. It takes detective work but there may be evidence of where original elements were located. Research may turn up pictures of what your building originally looked like.

A. ALTERATION AND REHABILITATION REVIEW CRITERIA
SPECIFIC GUIDELINES

1. MATERIALS: REPAIR OR MATCH THE ORIGINAL AS CLOSELY AS POSSIBLE

Original materials should be repaired, restored, and reused whenever possible. Original materials should not be removed or covered. Where necessary, missing or deteriorated material should be replaced with appropriate recycled or new materials which match the original as closely as possible with regard to:

type of material	color	placement
size of unit	shape	detailing
composition	texture	
style	type of joint	

2. STOREFRONTS: THEY SET THE IMAGE OF THE BUILDING

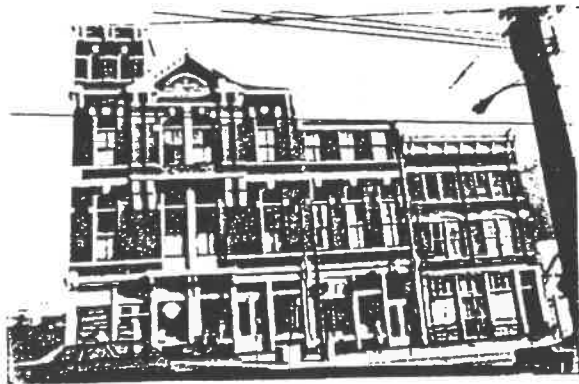
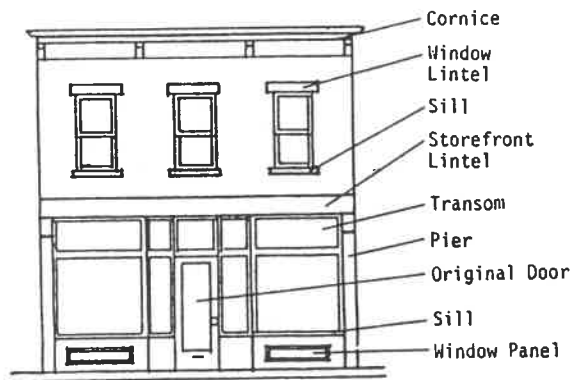
The basic elements which give the storefront its character shall be retained and repaired. These include:

- | | |
|-----------------------------|----------------------|
| (a) Original window height | (e) Original piers |
| (b) Original sill height | (f) Original lintels |
| (c) Doorways | (g) Transoms |
| (d) Proportions of openings | (h) Decorative work |

Piers or columns which divide the storefront into bays, and lintels or cornices which separate the storefront from the upper floors should not be covered or removed. Windows should not be filled-in. Sill height should be maintained. Original transoms, window configuration, doors, and ornamentation should be retained, repaired, or replicated. Where no original materials or detailing remains, new work should be compatible with the original character of the building.

3. WINDOWS: THE "EYES" OF THE BUILDING SHOULD REMAIN OPEN

Perhaps the most distinctive features of any building are its openings. The original pattern of window openings and their shape and configuration should not be altered. Window openings should not be reduced, enlarged, or filled-in on street facades. Replacement windows should match the original in size, shape, and design.

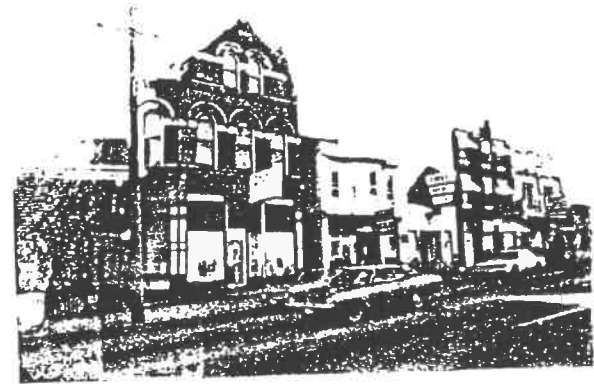


Original window openings and storefronts should be retained.

4. SIGNS: AVOID CLUTTER. THE SIMPLER AND CLEANER THE BETTER

Signs should be compatible with the district and in character with the building they are on. The removal of inappropriate and extraneous signs is encouraged. New or altered signs should meet the following guidelines:

- (a) Signs should be compatible with the architecture of the building they are attached to.
- (b) The design of signs should capitalize on the special character of the area and reflect the nature of the business they are identifying.
- (c) Large signs should be kept flat against buildings and not detract from the architecture of the building or cover architectural details.
- (d) Generally, signs should be attached to storefront lintels or at the height of the lintel.



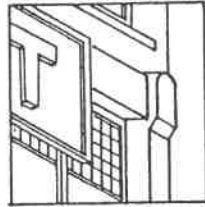
Signs should be in scale with the buildings they are on and be located at the height of the storefront lintel. Most of these do not relate well to the buildings or each other.

- (e) Small projecting signs may be used for identification. These may take the form of projecting symbol signs.
- (f) Signs should be adequately spaced from other signs for good visibility and should be approximately the same size and shape, placed in the same general location, and at the same height as other signs of similar businesses.
- (g) Obsolete signs and unused sign supports should be removed. New roof top signs and signs which extend above the roof line of a building or above the window sill line of the 2nd floor of buildings should not be permitted.

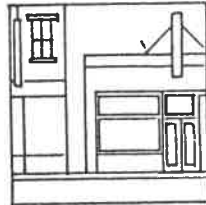
Signs should be on the storefront lintel.



Signs should not cover architectural detail.

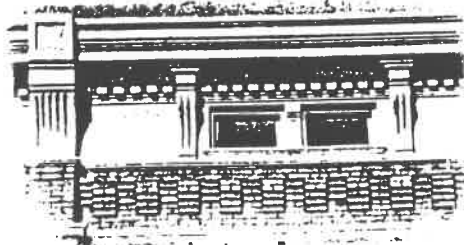


Signs should not project above 2nd floor sill lines.



5. ORNAMENTATION: KEEP ORIGINAL ORNAMENTATION, IT MAKES YOUR BUILDING SPECIAL

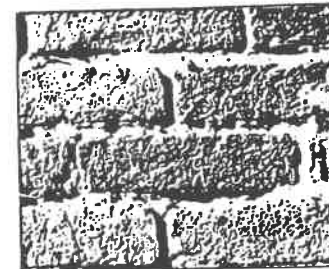
The existing architectural features that give buildings their character such as decorative piers, columns, brackets, decorative brickwork and terra cotta should be preserved. The addition of inappropriate and out of character features should be avoided.



The brickwork, stone trim, and decorative cornice all contribute to the distinctiveness of 4201-13 Hamilton Avenue.

6. MASONRY CLEANING: NEVER SANDBLAST

Cleaning of masonry is generally discouraged. If cleaning is necessary, it should be done by the least damaging method available, ranging from washing with a mild detergent and soft bristle brushes to chemical cleaning. Sandblasting is not an acceptable method for cleaning: it destroys brick and lessens the life of buildings.



Sandblasting brick severely damages the surface.

7. SILICONE: AVOID WATER REPELLENT COATINGS

Water repellent coatings (silicone) should never be used unless there is actual water penetration through the masonry units themselves, and the problem is not caused by faulty or missing mortar, poorly functioning gutters and downspouts, or rising ground water.

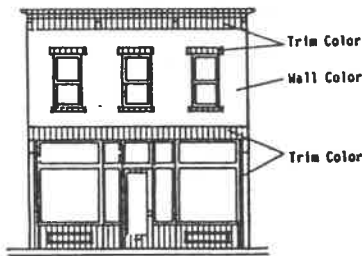
If water is penetrating through the masonry to interior surfaces, then only the affected area should be treated, and only after the masonry has been allowed to dry.

Painting is more permanent and provides a good measure of waterproofing to masonry walls. This procedure is highly recommended for the renewal of buildings in the district.

8. PAINTING: IF IT WAS PAINTED, PAINT IT AGAIN

Painted brick buildings should be repainted rather than stripped or cleaned to reveal the natural brick color.

The color of trim and decorative detailing on a building should contrast with the wall paint color. Light colored buildings should have darker trim and dark colored buildings should have lighter trim. At no time should the detailing and trim be painted the same color as the walls.



9. REPOINTING: USE THE RIGHT CEMENT AND MATCH MORTAR JOINTS

Older, softer bricks require a softer mortar. It is important to simulate the old lime and sand mortars, both in appearance and in composition. This will insure that during periods of freezing and thawing, the expansion and contraction characteristics of brick and mortar will be nearly the same. If a hard, modern mortar with a high portland cement content is used, the softer bricks may suffer irreparable damage during freeze/thaw periods.

A mixture consisting of one part of white masonry cement, two parts of lime, and seven to nine parts of the smallest available mesh sand (to match the original sand) is recommended.

In general, the mortar joint should be concave, as this gives the greatest bond of mortar to brick. In restoration work, however, the type of original joint should be matched with new work.

10. APPURTENANCES/AWNINGS: DO NOT COVER IMPORTANT FEATURES

All appurtenances, such as shutters, light fixtures, and signs, should be compatible with the building upon which they are to be installed. The installation of canvas canopies and awnings is permissible but should not obscure or require the removal of significant architectural features. Canopies and awnings made of plastic, wood, or metal shall not be permitted.

11. WALL RESURFACING/WOOD FRAME STRUCTURES: USE WOOD CLAPBOARD

Wood clapboard siding should be used as the repair or replacement material where appropriate, and its use is encouraged as a resurfacing material on wood frame buildings. The use of aluminum or vinyl siding for resurfacing should be avoided. Artificial stone, asbestos, asphalt shingles, and other similar resurfacing materials shall not be used. Architectural features such as cornices, brackets, window sills, and lintels should not be removed or obscured when resurfacing material is applied. Siding should be applied horizontally and all wood siding should be painted.

12. UTILITY/SYSTEM INSTALLATION: PLACE THEM INCONSPICUOUSLY

The installation of utility and mechanical systems such as water or gas meters, and central air conditioning cooling units, should be inconspicuously placed and screening should be provided; the installation of such systems should be avoided on the street facade. Wall or window air conditioning units on the street facade should be avoided.

13. WALLS AND FENCES: RETAIN THE ORIGINAL

Existing retaining walls, gates, and fences should be repaired and retained wherever possible. The installation of chain link fences shall be discouraged on street frontage.

14. PARKING: LOTS SHOULD BE SCREENED AND LANDSCAPED

Parking should be designed so as not to detract from the visual quality of the district.

- (a) Screening should be sufficient to minimize the view of parked vehicles from other properties, from the street, and other public areas. Screening may employ masonry walls, landscaping, and fencing. The design of this screening should be compatible with the district.
- (b) Within the interior of parking lots, there should be adequate landscaping, including planting islands containing trees to provide shade and to break up large areas of paving.

B. DEMOLITION: PERMITTED ONLY UNDER CERTAIN CIRCUMSTANCES

Demolition of existing buildings shall not be permitted unless one of the following conditions exist:

- (a) Demolition has been ordered by the Director of Buildings & Inspections for reasons of public health and safety;
- (b) The owner can demonstrate to the satisfaction of the Historic Conservation Board that the structure cannot be reused nor can a reasonable economic return be gained from the use of all or part of the building proposed for demolition;
- (c) The demolition request is for an inappropriate addition, or a building of a later period, and the demolition of said structure will not adversely affect the streetscape as determined by the Historic Conservation Board.

C. BUILDINGS OF A LATER PERIOD

Buildings of a later period were generally constructed after most of the rest of the district was built and are of a different architectural character than the district due to their age and the different character of their scale, material, and detailing. The following "later period" buildings are subject to this review criteria:

- 4110 Hamilton
- 4143 Hamilton
- 4147 Hamilton
- White Castle at Spring Grove
- Standard Oil Station at Spring Grove

Additions, alterations and rehabilitation to the above buildings shall either be compatible with the style and character each possesses, or shall cause the above building to become more compatible with the district.



4147 Hamilton. This is different in character from the rest of the District.

D. NEW CONSTRUCTION/ADDITIONS: COMPATIBLE BUT NOT COPIES

New construction should not try to imitate the old, but should be compatible with respect to the following:

MATERIALS -- The type of materials and their color, texture, scale and detailing should be compatible with those of the District and/or the original building. Predominate materials are brick with stone, wood, or cast iron trim.

SCALE -- The scale of new work and its constituent parts should be compatible with the District and/or the original building and the scale of its parts.

FORM -- The shape, massing, and proportions of new work should be compatible with the District and the original building. Openings are primarily vertical.

DETAILING -- The detailing including, but not limited to, the following features and their placement on additions and new construction should be compatible with the District:

walls	roofs	windows	doors
eaves	cornices	chimneys	porches
	appurtenances		

HEIGHT -- The height of an addition should not exceed the height of the original building. Buildings in the Northside Historic District vary from 1 to 3 stories high. The height of new buildings should be comparable to the height of existing buildings and should not detract from the character and appearance of the District.

SETBACK -- The setback of new buildings should be comparable to the setbacks of existing buildings in the District. Buildings are commonly sited on the sidewalk and 3-10 feet from adjacent buildings or attached to them.

HISTORIC INTEGRITY -- Compatibility of new work to original work is required, but imitation of old work in new construction should be avoided. If original openings are filled in on the side or rear elevations, the outline of the original opening should remain apparent by setting new infill material back from the surface and leaving original sills and lintels in place.

THESE GUIDELINES ARE NOT CAST IN CONCRETE.

- They do not force you to do work on your property.
- They do not force you to "take the property back to the way it was."
- They can be waived or adjusted if the owner shows that sticking to the guidelines would cost more than he/she could afford.
- Ordinary repair and maintenance does not require review by the Historic Conservation Board.

Applicants are encouraged to consult with Historic Conservation Board staff before they finalize their plans and formally apply for a building permit. We are available in:

Centennial Plaza 2, Suite 720
805 Central Avenue
Cincinnati, Ohio 45202
Phone: 352-4890

BUSINESS ENVIRONMENT/SURVEY

In 1994, owners and proprietors of all businesses in the study area were surveyed to obtain information that would be useful in stimulating economic growth. A copy of the survey, along with numbers responding to each item, is included in the Appendix of this document. Of 116 surveys mailed, a total of 40 (34%) were returned. 61.5% of those responding are owners of their property, 31% lease the property, and 7.7% gave no answer to that question.

Respondents varied in their opinions and experience; but there was general agreement on the need for improvements to the exterior appearance of buildings. This was followed in importance by improved general appearance. Inadequate parking was identified as the top traffic-related issue, followed by congested streets and inconvenient location of parking.

The greatest number of respondents reported increases over the preceding three years in: number of customers, sales quantity, and dollar value of sales. Yet a slight majority then reported that their profit margin had decreased. Reasons cited most often for the above changes were: income of residents, location, and good service and customer familiarity.

Business respondents identified retail, nice-quality restaurants, fast food restaurants, upscale business, and a drug store as types of businesses needed in Northside. Businesses listed as not wanted were bars, appliance stores, second-hand stores, and "junk" stores. Top issues listed as needing attention were safety, cleanliness of area, business development, parking, and facade improvement.

NORTHSIDE BUSINESS DISTRICT SURVEY

This survey is designed to obtain information to help the Northside Community Council, Northside Business Club, and the City determine how to best stimulate economic development in Northside's 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: (Year)

19__

Number of Employees:

Full-Time ____

Part-Time ____

Physical Improvements

1. 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:

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

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

No constraints
 Need financial assistance
 Insufficient space available
 Management needs planning assistance
 Low interest rate loan
 Other, specify

4. Rank the top five needs for improved appearance: 1 being most needed; 5 being least needed:

- Exterior building appearance
- Front entrances
- Rear entrances
- Interior building appearance
- Street lighting
- Condition of sidewalks
- General surroundings
- Other, specify _____

5. Rank the top five traffic related issues:

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

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

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

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. Where _____

11. Have you or has your business sought or applied for a business loan(s)? (Circle One) Yes or No. If yes, answer "a" and "b" below.

a. For what purpose? _____

b. From what type of institution

- Commercial Bank
- Federal Loan Program
- Savings and Loan
- Other, Specify _____

Business Environment

12. 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

13. In your opinion, what are the reasons for the changes indicated above?

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

15. 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) _____

16. From which group of the following groups of people does your business primarily come?

- % Local residents
- % Clifton/College Hill/Mt. Airy residents
- % Cincinnati City limits, but outside of Mt. Washington, residents
- % Kentucky residents
- % Other, specify _____

17. Rank your business days. Place a one (1) to the left of your busiest day and continue, in ascending order, to indicate your least busy day with a number seven (7).

Sunday	Monday	Tuesday	Wednesday
Thursday	Friday	Saturday	

18. Rank your business hours. Place one (1) on the line to the left of your busiest hours and then continue, in ascending order, your least busy hours with a five (5).

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

19. How important are the following issues as they relate to the Northside Business district? Indicate importance by the following numbers:

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

- Parking
- Streetscape, including trees and lighting
- Facade improvement, including awning(s)
- Safety
- Marketing
- Cleanliness of the Area
- Business development

20. Would you like any of the following items in the district to be regulated or controlled: Check each one that applies.

- Signs
- Facade treatments
- New development
- Streetscape

21. Are you concerned about safety within the district for your customers and employees? (Circle One) Yes or No

22. Do you share advertising expenses? (Circle One) Yes or No.

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

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

25. List up to three characteristics of the community that have positively affected your business.

26. List up to three characteristics of the community that have negatively affected your business.

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

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

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

General Comments:

Thank you for your time and cooperation!

NORTHSIDE BUSINESS DISTRICT
SURVEY RESULTS

BUSINESS

General Information regarding the businesses:

84.2% (32) Locally operated	26.0% (1) Regional Chain
6.6% (1) National chain	0.0% (0) Franchise
10.5% (4) No answer	
26.3% (10) Family business	26.3% (10) Sole proprietor
7.9% (3) Partnership	21.0% (8) For-profit
5.3% (2) Non-profit	2.6% (1) Cooperative
10.5% (4) No answer given	
61.5% (24) Own	30.8% (12) Lease
7.7% (3) Gave no answer	

Median year businesses were established: 1967

Number of Full-time employees ranges between 0 and 70; average: 8.1
Number of Part-time employees ranges between 0 and 15; average: 2.3

PHYSICAL IMPROVEMENTS

1. Building improvements needed to attract customers: painting (4), signage (3); trash clean up, windows, and awnings (2 each).
2. 44.7% (17) said they are considering renovation.
47.4% (18) said they are not considering renovation.
5.2% (2) gave no response.
3. Most listed limitations to renovation are need of financial assistance (9), and low interest loans (6).
4. Needs for improved appearance:

	<u>rank</u>
exterior building appearance	116
general surroundings	110
front entrance	58
interior building appearance	50
condition of sidewalks	48
5. Five top traffic related issues:

	<u>rate</u>
inadequate parking	132
congested streets	108
location of parking	104
pedestrian access	64
vehicle access	53

6.7. 71% (27) of the respondents stated they do not use their rear entrance.
The three top reasons are as follows: non-existent/non-accessible (12), security (4), and the rear entrance leads to a storage area (3).

15.8% (6) of the respondents said they would consider using a rear entrance.

8. Planning to relocate:
5.3% (2) Yes 10.5% (4) either said maybe or gave no answer
84.1% (32) No

9. Planning to permanently close business:
Only one (1) person said yes; one also said maybe.

10. Currently considering opening another outlet for business:
21.0% (8) Yes One respondent did not answer
78.3% (29) No

11. Ten (10) of the respondents said they had sought a business loan.

12. Over the last three years, business has:

	I	SS	D	No An.
# of customers	14	9	6	7
Sales quantity/vol.	13	8	7	8
Sales dollar/vol.	14	5	9	8
Profit	9	8	11	8

13. Reasons for changes indicate above:

Top four responses: Residential income (4), location (3), and good service and customer familiarity (2 each).

14. Type of business needed in the area:

Top five responses: Retail (5), nice restaurant (4), fast food restaurant (4), upscale businesses (4), and a drug store (3).

15. Types of businesses respondents would not like to see in the area:

Top four responses: Bars (6), appliance stores (5), second-hand stores (3), and junk stores (3).

16. Respondents stated their patrons consist of:

35.9% Local residents	3.1% Kentucky residents
14.7% Clifton/College Hill/Mt. Airy	22.6% Other areas
22.0% Residents w/in Cinti. city limits	

17. Busiest days, in order by rank: Friday, Saturday, Thursday, Monday, tie: Tuesday and Wednesday, and Sunday.

18. Busiest time of the day is the afternoon, followed by lunch time, then morning. Less than half of business conducted in the area is after 6p.

19. Issues related to Northside business district, in order of importance:

Safety, Cleanliness of the area, Business development, Parking, and Facade improvements.

20. Regulations or controls desired, by number of responses:

Signs (13), Facades (14), Streetscape (11), and New development (13).

21. 81.6% (31) of the respondents said they are concerned about safety, 10.5% (4) said they are not, and 7.9% (3) did not respond.

22-23. Only one, 2.6%, of the respondents shares advertising expenses. 36.8% (14) said they are willing to share advertising expenses, while 42.1% (18) said they are not—21% (8) did not respond.

24. 39.5% (15) indicated they are interested in shared parking. 42.1% (16) indicated they are not interested in shared parking — 13.1% did not respond.

25. Top characteristics which have positively affected business:

Location (10), traffic (5), pedestrian friendly (3), and community diversity (3).

26. Top characteristics which have negatively affected business:

Unkept/vacant buildings (11), litter/trash in NBD (9), and parking, crime, perception, loitering (5 each).

26b. Top issue that are highly important to economic growth of the area:

Safety (14), Parking (10), improved building appearances (9), and litter removal/trash cans (9).

27. Specific concerns to be addressed:

Safety (7), litter clean-up (6), additional parking (3), and improve overall image (3).

28. 63.1% (24) said they would participate in a business association. 13.1% (5) said they would not participate, and 23.7% (9) did not respond.

Comments:

General comments included a facade program, exposing off-street parking (marketing), overall building repairs and clean-up, and a program of coordinating store front appearances (i.e. awnings). Some feel the entire Knowlton's Corner is out of control. Others stated they feel the need to relocate if things do not improve.

MARKET STUDY SUMMARY

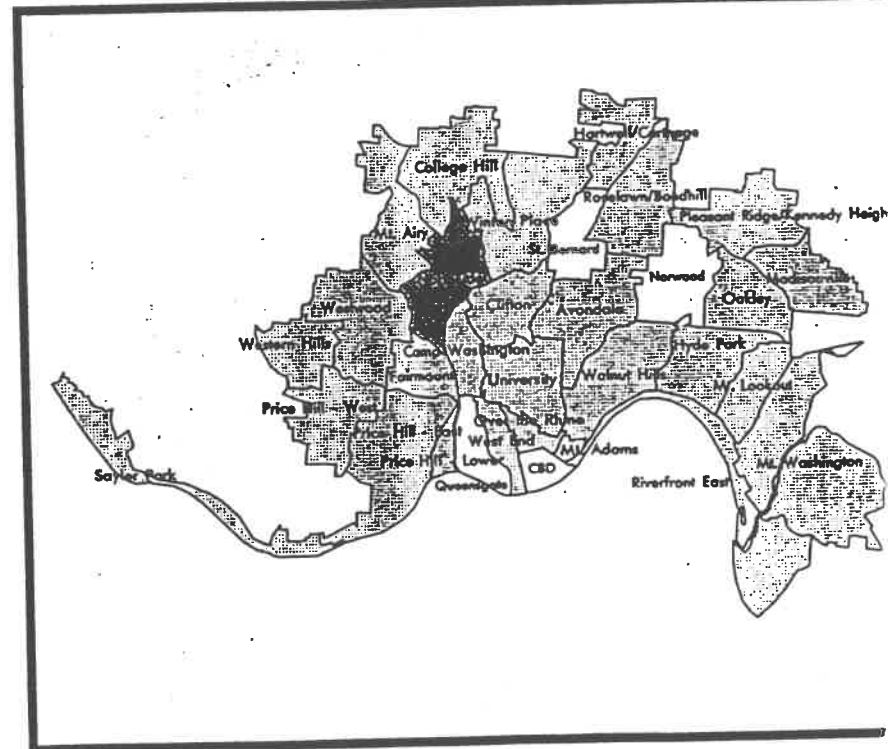
Several market analyses have been prepared for Northside's Historic Neighborhood Business District (NBD)--one commissioned by Northside Community Council and prepared by Matrixx Marketing, Inc. in 1992 and another prepared by Project Marketing Decisions, Inc. in 1995.

The market analyses forecasted a significant increase in median household income (10.9%) from 1995 to 2000. The two major life-style clusters in Northside are: "Single City Blues," characterized by ethnically and income mixed as well as its "artsy" and/or "liberal" nature, and "Heavy Industry," which is struggling economically due to the decline of the urban industrial job base. The progression towards the desirable "Single City Blues" cluster is characterized by rising home prices within the preferred areas, followed by subsequent interest in home renovation.

The development potential indicates unmet demand for over 43,000 square feet of additional eating places for the Northside market area. Additionally, the studies indicate strong consumer demand for a new, larger grocery store, a book store, specialty food store, paint/wallpaper store, art studio/gallery, and YMCA/ health club. (A more complete market analysis is contained in the Appendix.)



DRAFT



DEPARTMENT OF ECONOMIC DEVELOPMENT
CITY OF CINCINNATI

INTRODUCTION

Objectives of the Analysis

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

1. To determine the development potential for each Neighborhood Business District (NBD) in each Statistical Neighborhood Area in Cincinnati to provide a tool which can be used by the City to allocate neighborhood economic development dollars.
2. To provide base line data which the City can use to monitor and evaluate the impact of future economic development expenditures in the neighborhoods.

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

Overview of Study Methodology

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

- Reviewed and analyzed all reports previously prepared for city neighborhood business districts to glean from those reports base data and other pertinent information and insights which could be utilized in the analysis.
- Used the City's defined boundaries for SNAs, located all NBD's and defined the geographic boundaries of those NBDs within all SNAs in the City. Presented this set of NBDs to the project steering committee for acceptance and then utilized this set as the base of NBDs to be analyzed in this analysis.

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

- Identified and plotted the major transportation arteries in the city to determine the impact they have on the NBDs. Of specific interest were traffic volumes and intersection counts that are necessary and helpful in correctly identifying market areas for each NBD.
- Identified the Market Area (MA) for each NBD in each SNA. The MA's were used as the base unit of geographic analysis for the study. MA's were defined based on neighborhood affinity patterns, socio-economic patterns, impact of the transportation network, actual establishment experience and the impact of natural or man-made barriers.

The analysis was conducted using the MAs as the base since they represent the boundaries defined by the marketplace not artificial boundaries defined by the City or Census Bureau. In some cases, SNA boundaries are coterminous with the MA boundaries. The aggregation of all MAs does cover 100 percent of the geography of the City. In some cases retail, finance and service activity which was located outside the city boundary and the MA boundary, was included in the analysis.

Presented the recommended MA boundaries to the project steering committee, and the original boundaries, with some minor modifications, were accepted and approved.

- Developed a market profile of each MA. This market profile included demographic and economic data on the households and consumers in the MAs.
- Profiled each Neighborhood Business District, utilizing information pulled from previous plans and studies. In addition, the Team collected information for each

NBD, including gross square footage of retail-commercial space, rental rates and vacancy estimates.

- Using a proprietary PMD methodology, calculated the development potential for each Neighborhood Business District. To develop this calculation, the team analyzed the retail, finance and service market potential for 75 different four digit SICs. The analysis incorporated existing supply data for each SIC and applied the demand potential for the market area against the existing supply to determine net development potential.

Northside

MARKET AREA PROFILE



About the Market Area....

The Northside market area is located at the base of Mount Airy and College Hill. Served by the Ludlow Viaduct, I-75, Spring Grove Avenue, Colerain Avenue and Hamilton Avenue, Northside is strategically placed. The neighborhood business center is located on Hamilton Avenue and Knowlton Street. Traffic counts are 18,029. Building stock is older and in fair to poor condition. There is on-street parking.

There are variety of merchants, including an IGA grocery, several entrepreneurial ventures, plus restaurant, service, and retail establishments which cater to moderate and low income families. Occupancy is good in the center of the district, however, vacancy increases closer to Spring Grove Avenue. The area would benefit from redesign and improved merchandising.

NBC Characteristics

Anchor: Northside IGA

Major Intersection:

Hamilton Avenue and Knowlton Avenue

Traffic Count: 18,029

Parking: Inadequate

Perception of Safety: Fair

Key Demographic Indicators

The 1994 estimated Northside population of 17,465 is concentrated in 6,646 households. This represents a decrease of 383 persons from a 1990 U.S. Census population count of 17,848. Average household size is currently estimated at 2.6 persons compared to the city average of 2.4 persons per household.

It is projected that the Northside population will continue to decrease through 1999 to an estimated 17,048 persons in 6,520 households. This represents a population decrease of 417 from 1994 to 1999. It is estimated that the average household size will remain stable at 2.6 persons per household through 1999.

Facts About Northside

Year	1990	1994	1999
Population	17,848	17,465	17,048
Households	6,770	6,646	6,520
Median Household Income	\$14,634	\$16,524	\$18,972
Average Household Expenditures	\$14,510	\$15,422	\$16,538

Median household income in the market area is estimated at \$16,524 in 1994. This is a 13 percent increase over the 1990 median household income of \$14,634. It is projected that the median household income will increase to \$18,972 by 1999, an increase of 14.8 percent from the 1994 median.

Households in the Northside market area spent an estimated \$101.8 million on retail expenditures in 1994. This is an average of approximately \$15,422 per household and is an increase of 4.2 percent over 1990 expenditures. In 1999, it is projected that area households will spend close to \$107 million on consumer retail expenditures. This represents an increase of 5.2 percent over 1994 expenditures levels.

Note: Average household expenditures may exceed or equal median household income because sources of monies such as loans, savings, and credit are not considered income, but are expended.

Northside Market Area

1 inch = 3,250 ft.



Market Key Businesses

SC	DESCRIPTION	COUNT	TOTAL SQ. FT.
	Automotive Repair Shops	14	41237
	Grocery & Miscellaneous	17	38064
	Eating Places	13	20503
	Drinking Places	11	16804
	Used Merchandise Stores	11	14586
	Retail Bakeries	4	13957
	Funeral Service &	1	8432
	Floor Covering Stores	3	8178
	Furniture Stores	3	7470
	Meat & Fish Markets	2	6309

NBC Anchors

- ▶ Northside IGA

Life Style Clusters

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

Sixty-two dominant lifestyle types, or clusters, have been identified throughout the United States. Each consumer cluster is composed of households that tend to exhibit similar lifestyles and to act uniformly and predictably in the marketplace. The 62 clusters are divided among 15 cluster groups which denote basic neighborhood types categorized according to geographic orientation and socioeconomic levels.

Examination of the data for more than 500 data variables at the census block group level indicates that of the 62 different cluster types identified in the U.S., six are found in the Northside market area.

The top three clusters represented in Northside are: Single City Blues, Inner Cities, and Upstarts & Seniors. Following is a brief description of each of these clusters.

Single City Blues, with 2,306 households, is the largest cluster group represented in Northside. Often found near urban universities, this cluster area typically hosts a fair number of students. It contains a mixture of races, often with a high Asian representation and transients. The household income level is usually less than \$15,000. Northside's median household income of \$16,524 in 1994 is a bit above this.

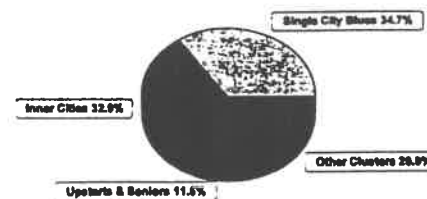


Inner Cities, with 2,187 households is the second largest cluster group represented in Northside. Typically these are the nation's poorest neighborhoods with over twice its unemployment level. Eight out of ten households are African-American. Seven in ten households have solo parents.

Upstarts & Seniors, with 762 households, is the third largest cluster group represented in Northside. This group shows that youths and seniors, if employable, single, and childless, have much in common. Within this cluster, they share average educations and incomes in several fields such as business, finance, retail, health, and public service. This cluster is typified by middle income empty nesters.

Northside Cluster Mix

by Number of Households (1994)



Cluster	No. of Households
Single City Blues	2,306
Inner Cities	2,187
Upstarts & Seniors	762
Smalltown Downtown	599
Southside City	529
Mid-City Mix	263

Product-Service Preference Index (PSPI)

Introduction

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

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

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

High Preferences

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

- ▶ Use three-way calling (127)
- ▶ Own Infiniti (211) and Audi (152) cars
- ▶ Buy gospel music (236) and dance music (128)
- ▶ Go to professional football games (178) and boxing matches (182)
- ▶ Smoke cigarettes (133) menthol (195) non-filter (149)
- ▶ Buy 15+ lottery tickets last month (153)
- ▶ Took a domestic trip by bus (149)
- ▶ Buy Cornish hens (137) Kelloggs Fruit Loops (130) and Hostess snacks (137)

Low Preferences

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

- ▶ Owning a piano (46)
- ▶ Buying power tools (46)
- ▶ Owning a Ford truck (35) or GMC truck (41)
- ▶ Membership in a frequent flyer program (56)
- ▶ Going golfing (55) swimming (62) or hiking (62)
- ▶ Burglar alarm (56)
- ▶ Owning a personal computer (65) or two or more VCR's (68)

Development Potential

Introduction

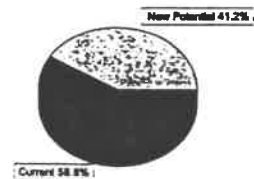
The development potential for the Northside market area was generated using a proprietary demand model developed by *Project Market Decisions*. The model quantifies the demand potential for the market area by defining the relationship between the unique mix of households, lifestyle clusters, and each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

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

Current Supply

The analysis of existing establishments in the market area identified 159 different businesses in the 75 retail and service establishment categories. These establishments account for an estimated 279,808 square feet of space. The market area contains 48 different establishment types out of the 75 types analyzed.

New Development Potential



Demand Potential

An examination of the detailed Neighborhood Market Area Development Potential, in the appendix of the *Neighborhood Base Market Analysis of Cincinnati*, indicates that there is a development potential in the Northside market area to support an additional 196,300 square feet of retail-service space. It is estimated that this new potential would support the development of 71 new establishments in 35 different SIC types.

Development Potential for Top Ten Establishment Types

SIC	DESCRIPTION	TOTAL SQUARE FEET
5812	Eating	20,000
5623	Women's Clothing	19,900
5912	Drug	16,900
5311	Department	12,400
6080	Credit Unions	8,800
8011	Offices of Doctors	8,000
5231	Paint & Glass	7,600
8351	Day Care	7,000
7629	Electrical Repair	6,900
7231	Beauty	6,800

Observations

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

- ▶ Eating - specialty and ethnic
- ▶ Specialty - women's clothing
- ▶ Drug and Convenience
- ▶ Paint and Home Remodeling
- ▶ Day Care

NEIGHBORHOOD MARKET AREA DEVELOPMENT POTENTIAL - SORTED

SC	Establishment Type	NORTHSIDE			
		Household Count: 8,648			
		Current Estimates		Development Potential	
Estab.	Sq. Ft.	Estab.	Sq. Ft.		
5612	Eating Places	13	20,503	8	20,000
5623	Women's Clothing & Specialty Stores	0	0	2	19,900
5812	Drug Stores & Proprietary Stores	1	1,500	2	16,900
5311	Department Stores	0	0	1	12,400
6060	Credit Unions	0	0	1	8,800
8011	Offices of Doctors	3	700	7	8,000
5331	Floral, Glass, & Wallpaper Store	0	0	2	7,800
8351	Day Care Facilities	2	5,000	2	7,000
7529	Electrical Repair Shops	0	0	1	6,800
7231	Beauty Shops	8	6,051	8	6,800
6020	Commercial Banks	2	2,500	2	6,500
6531	Real Estate Agents & Managers	4	1,300	5	6,300
5844	Jewelry Stores	0	0	2	5,700
7261	Funeral Service & Crematories	1	8,432	1	5,600
5722	Household Appliance Stores	0	0	1	5,500
7291	Tax Return Preparation Services	0	0	1	5,100
5735	Record, Phonograph & Tape Stores	0	0	1	4,400
5999	Miscellaneous Retail	2	4,200	2	4,200
8141	Personal Credit Institutions	0	0	2	4,000
8048	Other Health Care Offices	2	3,000	3	3,800
5431	Fruit & Vegetable Markets	0	0	1	3,600
7358	Misc. Equipment Rental & Leasing	1	5,400	1	3,000
7221	Photographic Studios, Portraits	0	0	1	2,900
5099	Misc. Apparel & Accessories	1	1,800	2	2,900
8341	CAR, Novelty, & Souvenirs	1	1,800	2	2,800
7549	Other Automotive Services	1	3,700	1	2,700
7542	Car Washes	0	0	2	2,500
5821	Liquor Stores	1	848	1	2,400
5843	Stationary Stores	0	0	1	2,000
8021	Offices of Dentists	4	3,718	3	1,800
5681	Shoe Stores	0	0	2	1,300
7299	Miscellaneous Personal Services	2	6,251	1	1,000
5445	Candy, Nut, & Confectionery Stores	0	0	1	800
7881	Physical Fitness Facilities	0	0	1	800
7212	Dry Cleaners	0	0	1	800
5842	Book Stores	1	2,121	0	0
5651	Family Clothing Stores	0	0	0	0
7538	Automotive Repair Shops	14	41,237	0	0
5712	Furniture Stores	3	7,470	0	0
5641	Children's & Infants' Wear	0	0	0	0
7384	Photofinishing Laboratories	1	2,035	0	0
8131	Floor Covering Stores	3	8,178	0	0
7622	Radio & Television Repair	3	482	0	0
7641	Reupholstery & Furniture Repair	3	2,000	0	0
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
5719	Misc. Home Furnishings Stores	3	2,850	0	0
7699	Miscellaneous Repair Services	8	1,889	0	0
7632	Motion Picture Theaters except Drive-in	0	0	0	0
7641	Video Tape Rental	2	1,800	0	0
7922	Other Recreation Facilities	3	1,150	0	0
8161	Nurseries & Garden Supply Stores	1	3,050	0	0
5611	Men's & Boys' Clothing Stores	1	1,500	0	0
5461	Retail Bakeries	4	13,857	0	0
7334	Photocopying & Duplication Services	1	3,400	0	0
5734	Computer/Computer Software Stores	0	0	0	0
5731	Radio, TV, Consumer Electronics	1	3,900	0	0
5845	Hobby, Toy, & Game Shops	1	2,400	0	0
5832	Used Merchandise Stores	11	14,586	0	0
5846	Camera/Photographic Supply	0	0	0	0
5841	Sporting Goods & Bicycle Stores	1	2,000	0	0
5251	Hardware Stores	1	2,687	0	0
5848	Sewing/Needlework/Piece Goods	0	0	0	0
5992	Florists	3	2,470	0	0
5995	Optical Goods Stores	1	800	0	0
5451	Dairy Products Stores	1	4,500	0	0
6030	Savings Institutions	2	2,735	0	0
7291	Shoe Repair & Hat Cleaning Shops	0	0	0	0
5421	Meat & Fish Markets	2	6,309	0	0
7241	Barber Shops	3	2,150	0	0
8726	Musical Instrument Stores	1	1,507	0	0
5613	Drinking Places	11	16,804	0	0
7215	Coin-Operated Laundries	3	4,848	0	0
5411	Grocery & Miscellaneous Food Stores	17	38,084	0	0
5399	Variety/General Merchandise Stores	4	4,845	0	0
5948	Luggage & Leather Goods	0	0	0	0
TOTAL		159	279,808	71	196,300

SOURCE: Census Bureau, Hamilton County Auditor, Market Research, Market Source, Inc., and Project Market Decisions

04/09/93

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Northside Market Area

1994 PRIZM Distribution Report

Group	No.	PRIZM Cluster-Nickname	'94 Population		'94 Households		US Household	
			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	2.9	0.0
Elite Suburbs.....			0	0.0	0	0.0	8.7	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	1.1	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	1.7	0.0
Urban Uptown.....			0	0.0	0	0.0	5.8	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	2.7	0.0
T1	16	Big Fish, Small Pond..	0	0.0	0	0.0	2.0	0.0
T1	17	Greenbelt Families...	0	0.0	0	0.0	0.9	0.0
Landed Gentry.....			0	0.0	0	0.0	6.7	0.0
S2	18	Young Influentials...	0	0.0	0	0.0	1.2	0.0
S2	19	New Empty Nests.....	0	0.0	0	0.0	1.8	0.0
S2	20	Boomers & Babies.....	0	0.0	0	0.0	1.3	0.0
S2	21	Suburban Sprawl.....	0	0.0	0	0.0	1.8	0.0
S2	22	Blue-Chip Blues.....	0	0.0	0	0.0	2.1	0.0
The Affluentials.....			0	0.0	0	0.0	8.2	0.0
S3	23	Upstarts & Seniors...	1514	8.7	762	11.5	1.2	958.3
S3	24	New Beginnings.....	0	0.0	0	0.0	1.4	0.0
S3	25	Mobility Blues.....	0	0.0	0	0.0	1.6	0.0
S3	26	Gray Collars.....	0	0.0	0	0.0	2.1	0.0
Inner Suburbs.....			1514	8.7	762	11.5	6.3	182.5
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.....	828	4.7	263	4.0	1.2	333.3
U2	31	Latino America.....	0	0.0	0	0.0	1.3	0.0
Urban Midscale.....			828	4.7	263	4.0	6.5	61.5
C2	32	Middleburg Managers..	0	0.0	0	0.0	1.5	0.0
C2	33	Boortown 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



Northside Market Area

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

1994 PRIZM Distribution Report

Group	No.	PRIZM Cluster Nickname	'94 Population		'94 Households		USHousehold	
			Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
T2	37	New Homesteaders.....	0	0.0	0	0.0	2.1	0.0
T2	38	Middle America.....	0	0.0	0	0.0	1.3	0.0
T2	39	Red, White & Blues....	0	0.0	0	0.0	2.3	0.0
T2	40	Military Quarters....	0	0.0	0	0.0	0.5	0.0
		Exurban Blues.....	0	0.0	0	0.0	6.2	0.0
R1	41	Big Sky Families.....	0	0.0	0	0.0	1.4	0.0
R1	42	New Eco-topia.....	0	0.0	0	0.0	1.0	0.0
R1	43	River City, USA.....	0	0.0	0	0.0	2.0	0.0
R1	44	Shotguns & Pickups....	0	0.0	0	0.0	1.6	0.0
		Country Families.....	0	0.0	0	0.0	6.0	0.0
U3	45	Single City Blues....	5865	33.6	2306	34.7	1.7	2041.2
U3	46	Hispanic Mix.....	0	0.0	0	0.0	1.5	0.0
U3	47	Inner Cities.....	6597	37.8	2187	32.9	2.1	1566.7
		Urban Cores.....	12462	71.4	4493	67.6	5.3	1275.5
C3	48	Smalltown Downtown...	1396	8.0	599	9.0	1.9	473.7
C3	49	Smalltown Retired....	0	0.0	0	0.0	1.3	0.0
C3	50	Family Scramble.....	0	0.0	0	0.0	2.0	0.0
C3	51	Southside City.....	1265	7.2	529	8.0	2.0	400.0
		2nd City Blues.....	2661	15.2	1128	17.0	7.2	236.1
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	2.2	0.0
R3	59	Rustic Elders.....	0	0.0	0	0.0	1.9	0.0
R3	60	Back Country Folks...	0	0.0	0	0.0	1.8	0.0
R3	61	Scrub Pine Flats.....	0	0.0	0	0.0	1.5	0.0
R3	62	Hard Scrabble.....	0	0.0	0	0.0	2.0	0.0
		Rustic Living.....	0	0.0	0	0.0	9.4	0.0
XX	63	Non-Residential.....	0	0.0	0	0.0	0.0	0.0
XX	64	Not Classified.....	0	0.0	0	0.0	0.0	0.0
		Total.....	17465	100.0	6646	100.0		

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

Title	MPI
Buy Black Gospel Music (2.8%)	236
Smoke Menthol Cigarettes (8.5%)	195
Go to Boxing Matches (0.6%)	182
Go to Pro Football Games (1.9%)	178
Go to Pro Basketball Games (1.4%)	161
15+ Lottery Tickets Lst Mo (6.2%)	153
Took a Domestic Trip by Bus (1.9%)	149
Smoke NonFilter Cigarettes (2.8%)	149
Use Cigarette Rolling Paper(2.6%)	146
In-Home Preg Test Lst 12Mos(6.1%)	136
Smoked Cigarettes Lst Yr (30.3%)	133
Disp Lighters Last 6 Mos (24.0%)	132
Buy Dance Music (4.6%)	128
Use Three-Way Calling (5.2%)	127
Go to Baseball Games (5.0%)	126
Smoked Cigars Last 6 Mos (2.5%)	125
<\$60 Grocery Shopping Wkly (22.4%)	122
Eat at Fast Food Fish (2.3%)	119
Smoke Regular Cigarettes (21.0%)	119
Smoke Pipe Tobacco (2.4%)	118
Ctrb \$50+ Pub Brdctg LstYr (2.9%)	117
Eat at Fast Food Mexican (10.3%)	115
Bought Sci Fiction Lst Yr (3.5%)	113
Bought Mystery Last Year (7.4%)	109
Bread frm Scratch Lst 6 Mos(4.8%)	109
Billiards/Pool Last Year (8.6%)	108
Use Prof Exterminators (12.3%)	108
Go Sailing (1.7%)	108
Used Baby Foods Last 6 Mos (6.4%)	108
Go Roller Skating (3.4%)	107
Visit Sea World Last Year (3.9%)	104
Buy New Wave Music (3.3%)	102
Buy Jazz Music (4.4%)	101
Go to Col Basketball Games (2.1%)	101
Eat at Fast Food Pizza (14.1%)	101
Go to Gambling Casinos (12.2%)	101
Bars/Night Clubs Last Year (20.6%)	100
Go to College Ftbl Games (2.7%)	100
Lease a Car (3.1%)	100
Eat at Fast Food Rest (87.7%)	97
Walt Disney World FL Lst Yr(4.6%)	96
Use Call Forwarding (7.7%)	96
Go to Auto Races (2.0%)	96
Eat at Fast Food Burger (58.4%)	95
Use Call Waiting (28.0%)	94
Do Weight Lifting (7.3%)	94
Play Tennis (5.6%)	92
Go Bowling (12.1%)	92
Cents Off Coupons Last Yr (63.9%)	91
Bought Romance Last Year (6.4%)	90
Tropical Fish (6.0%)	90
Belong to a Religious Club (7.7%)	89
Use Speed Dialing (8.0%)	89
Go Salt Water Fishing (4.2%)	89



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

Title	MPI
In-Home Purchase Lst 6 Mos (12.6%)	88
Chewing Tobacco (1.3%)	87
Go to the Movies (48.0%)	87
Play Racquetball (2.5%)	87
Visit Theme Park Last Year (23.1%)	87
Go to Ice Hockey Games (1.2%)	85
Take Vitamins (37.1%)	84
Eat at Family Steak House (66.1%)	84
Play Volleyball (5.9%)	83
Rntd 5+ Video Tapes Lst Mo (19.7%)	83
Rntd Car Personal Use LstYr(8.9%)	83
Coupons for New Products (22.0%)	83
Belong to an Auto Club (26.2%)	83
Pain Relievers Heavy Users (33.9%)	82
\$150+ Grocery Shopping Wkly(14.1%)	82
Took 1st Class Foreign Trip(1.4%)	82
Own a Bird (2.5%)	82
Always Use Grocery List (29.4%)	82
Buy Hard Rock Music (6.6%)	80
Bght Hardcover Book Lst Yr (14.4%)	80
Employer Own/Leased Car (2.1%)	80
Video Games Last Year (10.6%)	78
3+ Personal Trips - Plane (2.6%)	78
Go to Aerobics (8.2%)	77
Voted in Election Last Yr (47.5%)	77
Book thru Book Club Lst Yr (7.0%)	76
Contrib Pub Brdctng LstYr (10.4%)	76
Go Bicycling (13.6%)	76
Go to Live Theatre Lst Yr (13.0%)	76
Rntd Foreign Videos Lst Mo (1.3%)	76
Rntd Car for Business LstYr(5.6%)	75
Insect Repellent Last Year (31.8%)	74
Trivia Games Last Year (7.2%)	74
Play Softball (6.3%)	74
Go Jogging (6.7%)	74
Bought Novel Last Year (12.9%)	74
Painting, Drawing Last Year(5.9%)	74
Take Adult Ed Courses (6.6%)	74
Buy Medium Rock Music (10.6%)	73
Prof Furniture Clnrs LstYr (1.5%)	73
Go Fresh Water Fishing (15.9%)	72
Contract Home Remodeling (7.1%)	72
Dinged Out Last Year (49.9%)	72
Chess Last Year (3.1%)	70
Buy Easy Listening Music (7.8%)	70
Order Items by Mail Lst Yr (28.9%)	70
Belong to a Fraternal Order(4.9%)	69
Contact Editr/Gvt Official (11.8%)	69
Bght 1960s Nostalgia LstYr (3.1%)	69
\$60+ Dry Clean Lst 6 Mos (7.7%)	68
Buy Classical Music (5.6%)	68
Collect Stamps (3.4%)	67
Buy Christian/Faith Music (4.1%)	67



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

Title	MPI
4+ Overnight Camp Trips (4.6%)	66
Took Sched Flight/Foreign (11.6%)	66
Caribbean Last 3 Years (5.1%)	65
Own a Dog (21.4%)	64
Bght 1950s Nostalgia LstYr (1.9%)	64
Avg Long Dist Bill \$26+ (25.3%)	64
Recycled Products Lst Yr (35.8%)	64
Health Clubs/Gym Last Year (8.4%)	63
Use Trvl Agnt/Foreign Trip (11.4%)	63
Go Hiking (5.7%)	62
Own a Cat (13.0%)	62
Go Swimming (19.9%)	62
Own Sailboat (0.8%)	62
Indoor Gardening & Plants (15.8%)	62
Needlepoint Last 6 Months (2.6%)	62
Sew from Patterns Lst 6 Mos(6.3%)	61
Non Political Volunteer (14.5%)	61
Belong to a Veterans Club (3.4%)	61
Domestic Vac Trip Lst Yr (36.4%)	61
Go Boating (6.8%)	60
Go Walking for Exercise (27.9%)	60
Paid for Gas w/Credit Card (21.0%)	60
Self Home Improvement (23.1%)	60
Western Europe Last 3 Years(5.1%)	60
Buy Country Music (13.2%)	59
Furniture Refinishing LstYr(5.2%)	59
Have a Garden (34.7%)	59
Have a Passport (16.1%)	59
Self Home Remodeling (10.9%)	59
2+ Foreign Trips Lst 3 Yrs (7.8%)	58
Used Travel Agent US Trip (14.2%)	58
Use Maid/Housekeeper (10.0%)	57
Rntd Fam/Kid Videos Lst Mo (11.5%)	57
Contract Home Improvement (10.1%)	57
Member Freq Flyer Program (9.5%)	56
Go Scuba Diving (0.8%)	56
Go Hunting w/Rifle/Shotgun (6.9%)	56
Order Items by Phone LstYr (18.1%)	56
Go Golfing (10.1%)	55
Bght 1940s Nostalgia LstYr (1.0%)	55
Go Cross Country Skiing (1.7%)	55
Woodworking Last Year (5.6%)	54
4+ Domestic Trips Lst Yr (10.6%)	52
Japan, Asia, Othr Lst 3 Yrs(2.1%)	48
\$100+ Camera Accessories (1.7%)	47
3+ Business Trips - Plane (2.6%)	47
Go Skiing (3.7%)	45
Prof Carpet Cleaners LstYr (7.3%)	45
Domstc Business Trip LstYr (8.6%)	43
Photography Last Year (12.2%)	42
Outdoor Gardening 1X a Wk (5.1%)	40
\$150+ Property Maintenance (14.8%)	40
Own Power Boat (4.1%)	21



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

Title	MPI
Truck&Tractor Pull/Mud Race(0.8%)	19
Belong to a Country Club (2.1%)	14

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

Title	MPI
Malt Liquor Last 6 Months (2.3%)	303
Own an Infiniti (0.1%)	211
Cognac/Brandy Last Month (4.0%)	185
Instant Grits Last 6 Mos (8.9%)	165
Shopped Woolworth/Woolco (9.9%)	158
Own an Audi (0.5%)	152
Montblanc/Waterman Last Yr (0.8%)	151
Decorating Icings Lst 6Mos (2.5%)	149
Sugar Free Yogurt Lst 6Mos (2.3%)	142
Quaker Pffd Rice Lst 6 Mos (0.8%)	138
Hostess Snack Last 6 Mos (9.9%)	137
Cornish Hens Last 6 Mos (10.8%)	137
Rum Heavy Users (1.8%)	135
Imported Wine Last Week (3.0%)	131
Kelloggs Frt Loops Lst6Mos (4.2%)	130
Sizzlean Last 6 Months (2.7%)	125
Own a Nissan Truck (1.4%)	125
Domestic Beer Heavy Users (9.2%)	125
Domestic Beer Last Week (23.2%)	124
Pepsi Cola (23.5%)	124
Sugr Swtn Kool-Aid Lst6Mos (7.1%)	124
Gin Last Month (4.3%)	122
RC Cola (2.4%)	122
Regular Cola Heavy Users (17.7%)	120
Own an Eagle (0.5%)	118
Pepsi Free (2.8%)	118
Own a Cadillac (3.2%)	118
Canned Hashes Last 6 Mos (10.0%)	116
Entenmann's Snacks Lst6Mos (5.7%)	116
Salt Substitute Last 6 Mos (20.3%)	115
Reg Frzn Dinners Lst 6 Mos (13.5%)	115
Oven Cleaners Last 6 Mos (32.6%)	114
Cap'n Crunch Reg Lst 6 Mos (3.4%)	113
Shocks Changed by Self (3.2%)	113
Kelloggs Corn Flks Lst6Mos (13.2%)	112
Scotch Last Month (3.6%)	110
Starch Last 6 Months (28.3%)	110
Imported Beer Last Week (5.3%)	110
Liverwurst Last 6 Months (9.1%)	110
Own a Lexus (0.2%)	109
Imported Beer Heavy Users (2.0%)	109
Canadian Whisky Last Month (4.0%)	108
Spam Last 6 Mos (6.4%)	107
Canned Stews Last 6 Mos (17.2%)	104
Butter Substitute Lst 6Mos (9.6%)	104
Used Manufacturer Financing(7.1%)	104
Shopped Montgomery Ward (9.9%)	103
Bought Car Battery at Sears(6.2%)	103
Post Raisin Bran Lst 6 Mos (3.2%)	103
Jerky Meat Snacks Lst 6Mos (6.7%)	103
Othr Carbonated Soft Drnks (42.1%)	102
Wine Coolers Last Month (8.2%)	100
Bottled Water & Seltzer (22.1%)	100
Spark Plugs Chngd at Garage(7.8%)	99



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

Title	MPI
Bght Firestone Tires Lst Yr(2.8%)	98
Pckg Inst Mshd PotLat6Mos (34.0%)	97
Shopped Kmart (51.9%)	97
Low/No Alcohol Beer Lst Wk (2.0%)	97
Own a Pontiac (8.2%)	96
Bght Sheets/Pllwcases LstYr(30.3%)	96
Polaroid Inst Film Last Yr (3.2%)	96
Egg Substitute Last 6 Mos (10.0%)	96
Coca Cola Classic (23.5%)	96
Bought Towels Last Year (31.0%)	96
Tab (0.5%)	96
300+ TV Set Last Year (8.7%)	95
Stove Top Stuffing Lst6Mos (18.4%)	95
Frzn Orange Juice Lst 6Mos (47.2%)	95
Shopped J.C. Penney (33.7%)	95
Chldrns Frzn Dinrs Lst6Mos (7.4%)	95
Wheaties Last 6 Mos (2.8%)	94
Frozen Desserts Last 6 Mos (28.0%)	94
Own a Chrysler (4.3%)	94
Frozen Waffles Last 6 Mos (36.1%)	93
Bought Other Blankets (9.0%)	93
Own a Dodge (7.2%)	93
Frozen Pizza Last 6 Mos (42.6%)	93
Air Filter Chngd at Garage (11.9%)	92
Vodka Last Month (8.0%)	92
Cheerios Last 6 Months (13.6%)	92
Own a Nissan (6.0%)	91
Ceiling Fan Last Year (3.2%)	91
Bought Microwave Last Year (3.0%)	90
Rubber Gloves Last 6 Mos (25.7%)	90
Kellogg's Pop Trts Lst 6Mos(21.7%)	90
Own a Mazda Truck (0.8%)	89
Brkfst/Snack Bars Lst 6Mos (17.9%)	89
Own a Honda (6.8%)	89
Own Compact Car (17.7%)	88
Own 2-Door Sedan (17.3%)	88
Can or Jar Chili Lst 6 Mos (24.2%)	88
Vacuum Cleaner Last Year (6.4%)	88
Fresh Cut Cold Cuts Lst6Mos(25.7%)	88
Bght Rechrg Battery Lst6Mos (4.0%)	88
Cooked Hams Last 6 Months (38.2%)	87
Light Beer Last Week (14.8%)	86
<\$1000 Computer System (4.0%)	86
Own Standard Size Car (12.8%)	86
Own Pagers/Beepers (3.3%)	85
Own Sub Compact Car (25.5%)	84
Mexican Foods Last 6 Mos (42.1%)	84
Bght Sears Tires Lst Yr (2.1%)	84
Own a Buick (9.5%)	84
Shake 'n Bake Chkn Lst6Mos (6.5%)	84
Own CD Player (19.6%)	83
Pckg Cold Cuts Last 6 Mos (35.2%)	83
Metal Polish Last 6 Mos (19.6%)	83



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

Title	MPI
Car Battery at Car Prts Str(8.8%)	83
Own Home Gym Systems (3.9%)	82
Bght Stereo Equipment LstYr(11.2%)	82
Oatmeal Last 6 Months (29.9%)	82
Own Large Screen TV (50.4%)	82
Kelloggs Special K Lst6Mos (2.9%)	82
Own 3+ TV Sets (32.5%)	82
Kelloggs All Bran Lst 6Mos (2.3%)	81
Premium Gasoline Last Week (20.1%)	81
Diet Rite Cola (1.6%)	81
Soy Sauce Last 6 Mos (41.4%)	81
Other Diet Soft Drinks (21.7%)	81
Pita Bread Last 6 Mos (2.2%)	81
Kelloggs Mueslix Lst 6 Mos (1.3%)	81
Shopped Saks 5th Avenue (1.6%)	81
Own a VCR (60.7%)	80
Own a Chevrolet (21.6%)	80
Used Dealer Financing (13.8%)	80
Own a BMW (0.8%)	80
Diet Cola Heavy Users (20.0%)	80
Own Car Bought Used (45.1%)	79
Lo Calorie Bread Lst 6 Mos (14.5%)	79
Dove Ice Cream Br Lst 6Mos (3.4%)	79
Own Mid Size Car (28.3%)	78
Car Battery Inst by Self (12.8%)	78
Elec/Gas Dryer Last Year (4.2%)	77
Shopped Sears (31.2%)	77
Meat Sticks Snacks Lst6Mos (6.3%)	77
Own a Volkswagen (3.1%)	77
Oil Filter Chngd at Garage (22.4%)	77
Own a Ford (20.9%)	76
Diet Pepsi Cola (14.3%)	76
Auto Security/Burglar Alarm(8.0%)	76
Paint Dept/Paint Store (13.3%)	76
Low Cal Frzn Dinrs Lst6Mos (4.8%)	76
Bought Electric Blankets (2.9%)	75
Bght Radial Tires Lst Yr (22.0%)	75
Tequila Last Month (4.1%)	74
Own Miniature TV (24.2%)	74
Motor Oil Changed by Self (37.7%)	74
Purchased Car w/Cash (32.3%)	73
Own a Plymouth (4.6%)	73
Own Car with CB Radio (4.1%)	73
PurChased Car w/Trade-In (19.1%)	73
Kraft Macrn&Cheese Lst6Mos (18.0%)	73
Cordials & Liqueurs Lst Mo (7.2%)	73
Used Bank Car Loan (15.1%)	72
Motor Oil Changed at Garage(24.7%)	72
Bias Belted/Ply Tires (2.1%)	71
Bght Camera Accessory LstYr(16.0%)	71
Caffeine-Free Diet Coke (6.6%)	71
Used Olive Oil Last 6 Mos (11.1%)	70
Own New Domestic Car (32.6%)	69



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

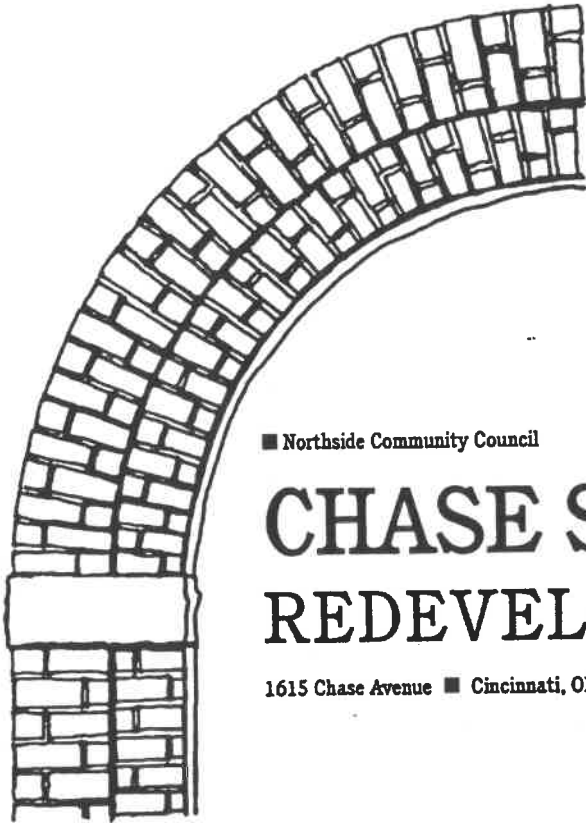
Title	MPI
Bght Auto Dishwasher LstYr (33.7%)	47
Bought 35mm Camera Last Yr (0.8%)	46
Own Piano (11.3%)	46
Own Water Filter (7.4%)	46
Bght Power Tools LstYr (3.6%)	46
Pckg Pasta Salads Lst 6Mos (0.4%)	44
Own Camcorder/Video Camera (10.7%)	44
Bght Elec Air Cleanr LstYr (1.0%)	43
Own Hot Tub/Whirlpool Spa (3.9%)	42
Gourmet Coffee Bns Lst6Mos (3.7%)	42
Own a GMC Truck (2.3%)	41
Own Gas Grill (21.8%)	40
Own Car with Car Phone (3.1%)	36
Own a Ford Truck (11.0%)	35
Own Water Softener (7.3%)	35
Own Gas Chain Saw (14.7%)	32



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

Title	MPI
Own Phone Answer Machine (34.4%)	69
Baking Chips Last 6 Mos (39.2%)	69
Bght Goodyear Tires Lst Yr (6.5%)	68
Own Two or More VCRs (15.9%)	68
Domestic Wine Last Week (11.7%)	68
Own 4-Door Sedan (41.4%)	68
Own 2-Door Sports Coupe (16.3%)	67
Own Convertible (1.8%)	67
Own a Mercury (5.6%)	66
Spark Plugs Chngd by Self (16.7%)	66
Nabisco SpSz ShWht Lst6Mos (2.9%)	66
Shopped Walmart (36.3%)	66
Oil Filter Inst by Self (27.2%)	66
Post Grape Nuts Last 6 Mos (3.5%)	66
Used Credit Union Car Loan (6.1%)	66
Bght Michelin Tires Lst Yr (3.4%)	66
Own a PC (19.8%)	65
Brie Cheese Last 6 Mos (1.2%)	65
Own Car Bought New (44.9%)	65
Own an Oldsmobile (10.1%)	65
Kraft Velveeta Last 6 Mos (10.6%)	65
Automatic Washer (58.3%)	64
Shocks Changed at Garage (3.9%)	63
Own a Mazda (2.1%)	63
Own a Dodge Truck (4.1%)	63
Own a Toyota (8.4%)	62
Paint at Hardware Store (14.1%)	62
Diet Coke (16.2%)	62
Air Filter Inst by Self (25.8%)	62
Own Luxury Size Car (14.1%)	62
Bght Computer Books LstYr (5.7%)	61
Own a Mercedes (0.9%)	60
Heavy Users of Film (16.5%)	58
Own Elec Coffee Grinder (11.1%)	57
Own Station Wagon (7.6%)	57
Own a Chevy Truck (7.7%)	56
Own an Acura (0.9%)	56
Own a Lincoln/Continental (1.8%)	56
Gas Lawn Mower Last Year (3.6%)	56
Own Burglar Alarm (7.9%)	56
Own Espresso/Cappcno Maker (2.8%)	55
Dry Mx Salad Drsng Lst6Mos (6.6%)	55
Own Camper (4.5%)	54
Own Blood Pressure Monitor (8.6%)	54
Own a Volvo (1.3%)	54
Own New Import Car (15.7%)	53
Own Motorcycle (7.0%)	53
Own Electric Chain Saw (4.4%)	53
Own Oral Irrigation Device (4.1%)	50
Own a Toyota Truck (2.2%)	49
Own a Mitsubishi (1.1%)	49
Own Truck/Van/Sport Util (35.8%)	49
>\$1000 Computer System (12.0%)	47





■ Northside Community Council

CHASE SCHOOL REDEVELOPMENT

1615 Chase Avenue ■ Cincinnati, OH

Prepared by:
Preservation and Planning Committee,
Northside Community Council
Champlin/Haupt, Inc. Architects
Historic Preservation Associates
Matrixx Marketing

JULY 1992

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The area around Chase School is zoned for residential and retail use, B-3, R-3 and R-5. Immediately to the west of Chase School is an artist's studio and a plot of land, owned and to be auctioned by the school board, which would be suitable for off-street parking. The McKie Recreation Center is one block away. To the east, at the intersection with Hamilton Avenue is Schaeper's Pharmacy, Gear's Florist, and the Professional Clockery. On the northwest corner, the corner storefront is currently undergoing major renovation for a floral design shop and is located next to a dry cleaners and the Public Library. This building, and the one which houses Schaeper's, are apartment buildings with storefront retail. Gear's Florist is on the ground floor of a two-story with office space above. One block south of Chase School is the IGA grocery store. In addition to the above businesses, a bakery, UDF, video rental, bank, and post office are within a short walking distance.

BUILDING DOCUMENTATION

History of Old Chase School

In 1882 the Cincinnati Board of Education purchased 1-1/4 acres on the corner of Chase and Apple and began construction of Salmon P. Chase School, the third public elementary school within the boundaries of Cumminsville. Chase School was designed by architect Henry Siter and completed in 1888. Siter designed all the city schools in the 1890s and early 1900s; few remain standing today. (Lincoln School and Fairview School are two examples.)

As early as the 1920s, the school board considered replacing Chase Elementary due to inadequate facilities (e.g., no cafeteria or gym). A tax levy in 1962 provided funds to purchase land two blocks west on Chase for a new school. By January 1980 Chase Elementary was vacated, and the new Chase-McKie Intermediate School opened (now named Chase Elementary Demonstration Center).

Empty for 13 years, the "Old" Chase School has become a neighborhood eyesore. Visible from several approaches to Northside, Old Chase School is a local landmark, whose deterioration reflects poorly on the community. It is currently owned by the City of Cincinnati which purchased the building from the Board of Education in 1984. Until Northside Community Council intervention, the City was prepared for the possibility of demolition because its past Requests for Proposals had received minimal response.

Developers have come forth in the past with ideas including housing for the elderly, artist studios and upscale apartments. None of the developers, however, had conducted market research which could substantiate their claims. In the early 1980s, sculptor Patricia Renick explored the possibility of artists' studios, and Northside Urban Conservation lobbied for housing for seniors. In 1988, Howard Copelin was awarded "preferred developer status" by the city. He did do some marketing study for upscale apartments but could not secure financing for the project. In recent years, the community council has been approached by a woman with a religious vision and a proposal for a homeless shelter.

Northside's hopes were raised many times, but no idea ever progressed past preliminary discussion. The City agreed to allow the Northside Community Council, specifically its Preservation and



Planning Committee, take a pro-active role in determining the future feasibility of redevelopment. The Community Council's goal was to resolve the issue of Old Chase School once and for all. Many residents of Northside, and members of Community Council, believe that renovation of our business district will be triggered by the completion, in about two years, of the new Ludlow Viaduct. This is the ideal time to plan for Old Chase School's future, because it could function as the lead project to kick off private investment and activity along Hamilton Avenue.

The importance of Old Chase School was also recognized when the City designated the Hamilton Avenue Business District as an historic area. The historic district was drawn specifically to include the Old Chase School (as well as a Carnegie library on Hamilton near Chase Avenue and a firehouse at 1636 Chase Avenue now used as a video/photography studio).


Old Chase School is a major focal point for Northside, because it is visible from major thoroughfares: I-75, I-74, Spring Grove Avenue, Central Parkway, Hamilton Avenue, and the Ludlow Viaduct. Its renovation will draw immediate attention; its demolition would leave a hole in the neighborhood's profile. A renovated Chase School would also be a likely candidate for inclusion on the National Register of Historic Places.

Wayne Chapman, Director of the Department of Neighborhood Housing and Conservation, has written that: "Since the structure is a cornerstone of Northside's Historic District, the reuse of the building will have positive impact within the business district and the surrounding residential area."

The City of Cincinnati's 1978 Urban Design Plan for Northside describes the business district as one of the larger ones in the city. One of its recommendations was that:

"A compact commercial area should be developed within the business district to enhance the sense of vitality and create an image of a physically unified and functionally diverse area. New businesses should be attracted to enhance and complement the commercial mix."

Renovation of Chase School would accomplish that objective.



Lawrence Hawkins of Enterprise Club helps Princeton students learn new skills

12



**Phil Smith
Norwood Safety Lane now gymnasium for young boxers**

EXTRA

News for your community

Editor: Tim VonderBrink, 369-1004

11 Tuesday, March 7, 1989

Chase school may lead Northside revitalization

BY GINA M. GENTRY
The Cincinnati Enquirer

Howard Copelin says he hopes to turn the community of Northside into the "next Hyde Park."

Copelin, president of Omni Development Corp., has become the city's preferred developer for renovation of the old Chase Elementary School.

At one time, residents were concerned that the 102-year-old city-owned building, vacant since 1979, would be demolished.

But work on a \$2 million upscale apartment complex could begin this

fall if the city agrees to sell the property to Copelin.

"I expect this project will fly," Copelin said. "The feasibility studies have worked; the financing seems available. It's just a matter of putting all the paperwork together for the city."

Six-month deadline

Copelin has six months to further research feasibility. He also is required to submit monthly progress reports. At the end of the six-month period, the corporation will submit a final proposal including project costs, drawings and financing.

"We will evaluate everything they provide," said Mark Jones, development officer with the city's department of Neighborhood Housing and Conservation. "Then there will be a recommendation for City Council to sell it to them or not."

Copelin expects to shave the \$2 million price tag for the project because the 24-room, four-story building is in good condition.

So far, revitalization plans call for 28 apartments with spiral staircases, an exercise center, party room, swimming pool and off-street parking. The building's exterior would remain the same, but Copelin plans to add a lighting system

and do extensive landscaping.

"We want to make it as much of a landmark as possible," he said.

The temporary apartments will be marketed to University of Cincinnati graduate and medical students, and young professionals seeking proximity to the downtown area, Copelin said.

"Northside residents and business owners see the renovation as a way of bringing their neighborhood back to life."

"The idea of the young professionals coming into the neighborhood is good for us," said Ruth Heinzlering, president of Northside Community Council.

Grant would fund renovation study

Northside council wants to investigate options for old Chase school

BY BOB ELKINS
The Cincinnati Enquirer

Northside Community Council needs \$5,000 in donations to qualify for a \$12,000 state matching grant that would finance a study on reusing the vacant Chase Elementary School, president Jerry Hall said.

The matching grant was one of four approved by the Ohio Department of Development's Office of Housing and Community Partnership.

The community group has raised

about \$7,000 of the needed matching funds from local businesses, and Hall said he felt "pretty confident" about getting the rest by the November deadline.

He said the study would help determine if the 105-year-old Salmon P. Chase School could be a viable project for a developer. The three-story, 24-room school on Chase Avenue near Turrell Street has been vacant since 1979, when the Cincinnati Board of Education opened a new Chase School about a block west of the old structure.

The city bought the idle Chase School

for \$105,000, planning to convert it into low-income housing for the elderly, but city housing experts said the market wouldn't support the cost of the renovations, which Hall estimated at about \$2.5 million.

The Northside council chose Champion & Haupt of Cincinnati to do the architectural and market research.

"It's structurally in good condition, but there's been some vandalism at ground level. There's asbestos lying on the floor and lead paint, so it . . . should stay boarded up," Hall said.

Perhaps vigorous efforts by the community council and a trio of University of Cincinnati students will be needed to attract a developer to the site.

Concerned that the city may despair of finding a developer, the community council embarked in 1990 on a concerted effort to study neighborhood needs and develop viable uses for the old school, Hall said.

"Coincidentally, the city came to us at the same time and told us they were going to issue a request for (development) proposals one last time, and if no developers came forward in three to six months, they would tear the building down and sell the property," Hall said.

The community council secured about \$22,000 in grants from the state and city and \$3,000 more from local businesses to do a market survey of Northside and surrounding neighborhoods and to hire an architectural planning firm with a history consultant.

Independent of the community council's efforts, Joan Gurry, the community council's other vice president, was finishing her construction management degree.

She and other UC students, Dan Raines of Mentor, Ohio, and Jim Beam of Dayton, Ohio were searching for a senior project and decided to focus on uses for the Chase School building and develop cost estimates for basic renovation of it.

The two studies resulted in several

CONTINUED FROM PAGE 1

removal of toxic materials — asbestos, lead paint and a large amount of pigeon droppings inside and out.

"We envision a mall with specialty shops where you can find faucets or molding or lighting fixtures you can't find elsewhere. There may be old things or new things made to look old," Gurry said.

"We investigated the Tri-state region, then Southwestern Ohio, the city of Cincinnati and Northside and concluded the site is central, easily accessible to interstate highways and to other neighborhoods where reusing old buildings is popular such as College Hill, Clifton — even the East End, Madronville and Walnut Hills."

Hall concurs: "Joan and her group came up with something independent of our study and much more wide-ranging in scope. Their findings will be included in the information we send as part of the city's last proposal for development of the school.

"The students' use of a mall

appeals to a much wider area, while our study was looking at uses for people in Northside and nearby neighborhoods. I don't think there's a high percentage of people in any one area that would be interested in such a mall but that doesn't mean it won't work," Hall said.

"People from a vast area would be lured to that kind of shop. They'd come from Dayton to something like that. "That's a building viewed from different perspectives," Hall said. "It can be viewed as one of the major eyesores in our community, and some folks will go far as to

say it's lack of one in holding the community back. "But, those same people are very much in favor of doing something with it, even though they know it takes longer to renovate it than to tear it down. I hope we can find a developer."

'Eyesore and asset' could be a mall

UC students envision shops in old school

BY WALT SCHAEFER
The Cincinnati Enquirer

Since 1979, the Salmon P. Chase Elementary School building has stood on Chase Avenue waiting for a savior or a wrecking ball.

The clamor of students through the corridors has ceased, the latch closed and the building standstill.

Since then, the three-story brick school has been viewed in contradiction — "as an eyesore and an asset to the community," said Jerry Hall, one of two vice presidents of the Northside Community Council.

The school stands as a community cornerstone and a building most Northside residents yearn to see preserved. Yet, proposals to save it have been few and far between. Prospects have been dim.

The school, located west of the neighborhood's Hamilton Avenue business district, shows the mark of neglect: graffiti and broken windows.

But, for the first time in decades, the old school may have a real chance at being renovated.

Perhaps vigorous efforts by the community council and a trio of University of Cincinnati students will be needed to attract a developer to the site.

Concerned that the city may despair of finding a developer, the community council embarked in 1990 on a concerted effort to study neighborhood needs and develop viable uses for the old school, Hall said.

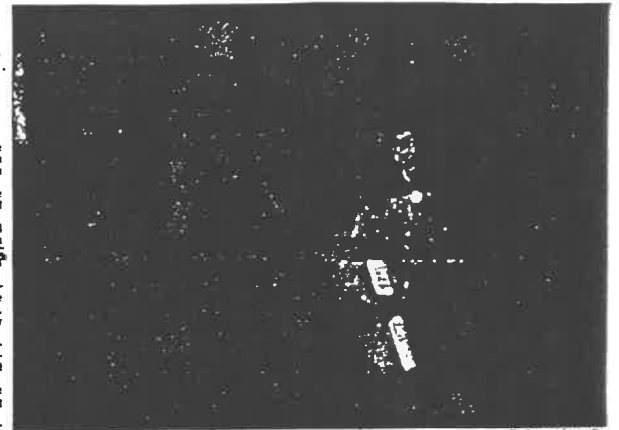
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The two studies resulted in several



Construction management student Joan Gurry's project inspiration is right in her own community — the Chase Elementary building.

Chase Elementary through the years

Since 1879, when it opened, there have been several proposals to renovate or reuse the former Salmon P. Chase Elementary school both in 1968. Jerry Hall, vice president of the Northside Community Council, said the building is in good shape since it was recently renovated.

In the early 1980s, the now disbanded Northside Urban Conservancy group initiated a drive to convert the school into housing for seniors.

In 1984, the city of Cincinnati purchased the school into housing for seniors. The school was sold to a private developer for \$1.8 million for housing.

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suggestions for future uses of the building. "I think some office space is probably the way to go," Hall said. "But, we think a developer would be really interested if we could develop something other than just offices. We are thinking of some retail."

deals indicated needs for a book store, restaurant, YMCA or health and specialty food store, Hall said. "It was most popular, followed by a rental store, printing center and a store."

While the community council used money to commission studies and a rental store, Gurry, Haines and others buy on their senior graduate-ect to advocate turning the old school into a retirement mall.

Gurry, 43, has lived in Northside six years and restored her home. She decided to return to college to study construction management for the skills she would need to complete restoration projects.

"We wanted to do something the city could be done," Gurry said, adding that many senior projects involve theatrical buildings.

At community forums called to the old school, some respondents said the renovators' mall. "So the three-decided to take that idea and run it," Gurry said.

The building of 43,000 sq ft could be brought to code with the renovation, Gurry said, much of it

(Please see MALL, P.

July 1992

NORTHSIDE CONSUMER MARKET RESEARCH

Northside demographic and PRIZM analysis

The attached summary and data tables prepared by Matrixx Marketing Inc. were the result of a study commissioned by the Northside Community Council as part of the Old Chase School Redevelopment Feasibility Study. The main purpose of the PRIZM analysis was to provide a baseline understanding of who lives in Northside, including variables of demographics (age, race, sex, marital and family status, income, etc.) and lifestyles (status, ethnic mix, magazine readership, auto registrations, voter registrations, religion, product preferences, etc.). As described in the summary, PRIZM views the entire United States as made up of 40 highly descriptive "types" of lifestyle/neighborhood clusters. The study done for Northside identified which of these 40 "types" currently exist in the overall neighborhood, as well as which ones predominate specific census blocks within Northside.

Overall conclusions

Northside is a mixed neighborhood with overall lower mean income and education compared to Hamilton county and mostly comprises two lifestyle clusters: "Heavy Industry" and "Single City Blues" (also described as "downscale bohemia"). "Heavy Industry" describes the cluster in Northside which is struggling economically due to the decline of the urban industrial job base and is characterized by low income, high unemployment, and many broken homes. On the other hand, "Single City Blues" describes the cluster in Northside which could be aptly described as "downscale bohemia," characterized by a very diverse mixture of classes, races, and incomes as well as its "artsy" and/or "liberal" nature. The "Single City Blues" cluster seems to describe a more downscale version of the "Bohemian Mix" cluster typified by New York City's Greenwich Village. While the conspicuous consumption of a true bohemian mix neighborhood is absent in Northside, it is the great diversity of people that often draws new people to the neighborhood.

The areas of Northside which have experienced the greatest degree of housing stock renovation over the past ten years are predominated by the "Single City Blues" cluster. Specifically, the area bounded by Chase Avenue (south), Virginia Avenue (west), Bruce Avenue (north), and Hamilton Avenue (east) is considered 100% Single



Northside Consumer Market Research

City Blues. The Old Chase School building is located in this area. The area often referred to as "Upper Northside," on the east side of Hamilton Avenue, north of Haight Avenue, is also considered 100% Single City Blues. This pattern indicates Northside is transitioning towards the desirable "Single City Blues" cluster and away from "Heavy Industry." This is a natural progression characterized by rising home prices within the preferred areas, followed by subsequent interest and home renovation in other areas of Northside. Currently renovation activity is strong in the area east of Hamilton Avenue and north of Chase Avenue, and it has been fueled by the moving in of somewhat higher income, better educated households.

Specific conclusions

1. Northside has about 10,000 residents and 4,000 households.
2. Northside has a lower mean income compared to Hamilton County (\$27,000 vs. \$39,000).
3. Northside is characterized by just four of the 40 PRIZM clusters, and just two of them make up about four-fifths of households. These are "Heavy Industry" and "Single City Blues." Niche publications such as American Photography, Rolling Stone, and Metropolitan Home correlate strongly in Northside, which tends to indicate the more "liberal" and/or "artsy" nature of the area.
4. Northside's housing stock is extremely affordable, with only 6% of houses valued at over \$80,000, compared to 45% of homes in Hamilton County.
5. A higher percentage of Northside residents are single compared to Hamilton County, which in part explains the cluster "Single City Blues."

Reference the appendix for Matrixx Marketing's final report. More detailed data reports are also available from Northside Community Council.

Northside quantitative research summary

The attached summary and data tables prepared by Matrixx Marketing Inc. were the result of a study commissioned by the Northside Community Council as part of the Old Chase School Redevelopment Feasibility Study. The main purpose of the study was to identify "retail" businesses which could thrive in the renovated school building. The study researched consumer interest in shopping/patronizing several types of businesses, as well as shopping habits, motivating/demotivating factors, perceptions of Northside, and demographics. The study was done among a representative sample of 250 Northside residents as well as 150 residents of the surrounding communities of Clifton, College Hill, and Mt. Airy. These areas were chosen because most businesses gain the majority of sales from residents living within a relatively small trade area. However, some businesses which may be suitable for Old Chase School, based on a larger trade area, were not evaluated due to expected low interest within the surveyed area (e.g., a museum).

Overall conclusion

The study clearly establishes strong consumer demand for a number of businesses within the Northside Business District and/or a renovated Old Chase School. There is strong, broadbased support for renovating Old Chase School both among Northside residents and those living in surrounding communities. A new, larger grocery store would enjoy strong support from Northside residents, many of whom now shop elsewhere. Bottom line, it appears the main factor keeping Northsiders and residents of nearby communities from shopping more in Northside is the lack of high quality stores/businesses to attract them.

Specific conclusions

1. Redeveloping Old Chase School has strong support in Northside and neighboring communities. Among Northsiders, 72% are very much or extremely in favor of redeveloping Old Chase School for businesses. Among residents of Clifton, College Hill, and Mt. Airy, 78% are somewhat, very much, or extremely in favor of Old Chase School redevelopment.

2. Several possible businesses for Old Chase School have very strong intent-to-shop/patronize scores among residents of both Northside and the surrounding community. These were: upscale restaurant, book store, specialty food store, paint/wallpaper store, art studio/gallery, and YMCA/health club. Intent-to-shop/patronize scores were particularly high among higher income households. The strong appeal of these businesses in Old Chase School indicates they would be successful.
3. Residents of nearby communities currently do some shopping in Northside, particularly those with higher incomes and Clifton residents. The most frequent reason cited for not shopping in Northside was "not enough shopping/stores/restaurants."
4. Consistent with the attitudes of residents of surrounding communities, Northside residents cite "poor selection/few types of shops/poor merchandise" most often as reasons for not shopping more often in Northside.
5. Despite its very convenient location, the Northside IGA is the "regular" grocery store for only a minority of Northside residents. Very few (21%) of higher income (\$30K+) Northside residents use Northside IGA as their regular grocery store. Based on the importance given to grocery store choice factors, it appears the Northside IGA currently falls short in delivering the selection demanded (particularly by higher income and younger residents), competitive pricing, and cleanliness.
6. A new, larger grocery store has very strong appeal among Northsiders, with about three-fourths saying they would be extremely or very likely to shop there. A new store would attract the largest numbers of new shoppers from higher income residents (52% extremely likely to shop a new larger store versus 21% now shopping regularly at IGA). Old Chase School would not be adequate space for a new, larger grocery store but would serve as support with office and retail space.

Reference the appendix for Matrixx Marketing's final report. More detailed data reports are also available from Northside Community Council.

NORTHSIDE BUILDING MARKET STUDY

General commercial market study

In order to gain an understanding of the present office rental situation within the community, a market study was undertaken by Historic Preservation Associates to determine existing conditions. At present, rental office use is limited. Although there exists a number of businesses on or near Hamilton Avenue with office activity, the space used is mostly within buildings which the occupant owns.

Rental office space within the community currently occupies approximately 5,500 square feet. Rents range from a low of \$145 per month for 250 square feet to a high of \$500 a month for approximately 1,000 square feet. On average, rental square foot rates range from a low of \$5.15 per square foot to a high of \$7.00 per square foot. One building, the Mid City Building, is currently asking \$9.00 per square foot for office space. This is the high end of the scale within the community. Most users pay for their own utilities which average an additional \$.80 per square foot. Several existing office spaces on Hamilton Avenue are currently for lease and the Mid City Building is seeking to lease approximately 7,000 square feet of space.

Based on the results of the existing office market study, several assumptions can be made for the prospect of additional growth and the use of Old Chase School. These are:

1. There is little interest on the part of current office users to relocate within a redeveloped Old Chase School. The major reasons against this include satisfaction with current space, location and/or rental rates.
2. At present, there exists a stabilized office market within the community. There is no appreciable demand for additional space nor has there been a demonstrated growth in office space.
3. Should Old Chase School be marketed for office use, tenants will have to be attracted from outside the existing neighborhood office market.

During the last four months, many interested parties have inquired about the school and/or property. Interest is from



investors looking for developers, small developers, contractors with minor development capabilities, and potential professional renters. Upon request we did tour the facility with a developer/contractor who was very serious about the property.

With the amount of activity the school is receiving, redevelopment is eminent.

Medical market study

A limited market study was undertaken by Historic Preservation Associates in an assessment of the potential to use Old Chase School for medical related uses. A survey was directed to doctors and dentists to determine if there was any interest in utilizing Old Chase School. A questionnaire was sent to 101 doctors and dentists who specialize in family and general practice. (See sample enclosed.) Based upon discussions within the medical community, it was felt that this segment of medical practice would lend itself to Northside better than a specialized practice. Included within the survey were doctors and dentists who currently practice within Northside. Although a return of the questionnaire from 12 medical practitioners represents a 12% response, some preliminary findings can be made concerning the use of the school. These include:

1. Of the total returned, 83% said they would not locate in Northside.
2. No responses were received from the medical professionals currently located within Northside.
3. One doctor did respond that he would locate within Chase School because his rent of \$11.00 per square foot is too high for his needs.
4. The majority of respondents stated that they were satisfied with their present locations.

Non-profit organization market study

An additional survey was undertaken by Historic Preservation Associates for targeted office use by a variety of city-wide non-profit organizations which may have an interest in Old Chase School. The questionnaire was administered, via telephone, to 175 organizations representing numerous interests and activities. Of a total of 57 respondents (33%) to the questionnaire, the following assessment can be made regarding their current situations. Current office sizes ranged from a low of 300 square feet to a high of 2,000 square feet with the average being approximately 1,200 square feet. Rental rates ranged from a low of \$225 per month to a high of \$1,200 with an average rental of \$625 per month. Per square foot rates ranged from a low of \$5.50 to a high of \$17.00 per square foot with the average per square foot rent of \$8.25. Some rental rates also included a pass-through of approximately \$.90 per square foot for utilities.

The results of this survey provided the following assessments:

1. The majority of respondents (77%) were satisfied with their present location because it was centrally located to their clients or for their activities.
2. The majority of respondents have been at their present location for at least 4 years with 46% having been at the same location for over 5 years.
3. The request for specific information about office space within Old Chase School was expressed by 5 respondents (9%). There was not, however, a strong preference for moving.
4. Many respondents were reluctant to relocate because it was felt that new rents would be higher than what they are presently paying, and it was also felt that a move would disrupt their day-to-day activity, especially those organizations having regular contact with clients.

Comparative documentation

Adaptive Use of Schools Within Cincinnati

	Cummins School	Taft School	Lincoln School	Elm School
Size/sq. ft.	35,000	40,000	40,000	40,000
Rent/sq. ft.	\$9.50	\$7.50	\$16.00	*
Utilities	\$.90	Separate	Separate	*
Leased	90%	40%	87%	100%
Year completed	1988	1990	1982	1982

Cummins School (Walnut Hills)

70% neighborhood organizations
30% market rate
Parking is a problem.

Taft School (Mt. Auburn)

Christ Hospital owns the building; bought it for future use.
The rent is low to keep several tenants in the building.

Lincoln School (Delta Avenue)

Market rate office space with a mix of professional users.
Upscale.

*** Elm Street (Over the Rhine)**

The building is maintained by the City of Cincinnati for various Health Department offices. Clinic has 2 doctors.

Rental Office Space in Northside

Use	Sq. Ft.	Rent/Mo.	Rent/Sq. Ft.
Psychologist	800	\$400	\$6.00
Bank offices	1,000	500	6.00
Tax preparation	800	400	6.00
Tax preparation	700	300	5.15
Small office	250	145	7.00
Small office	300	155	6.20
Mid City Building	7,000	--	9.00
Average	1,550	\$317	\$6.48

The bank is moving into new bank offices. Lawyers are moving into their offices. Several offices are located within buildings owned by tenant. Most users pay their own utilities (\$.70-\$90/sq. ft.).

Champlin
/Haupt

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Russell L. Champlin, Jr., A.I.A.
Robert K. Haupt, A.I.A.
John L. Wyler, A.I.A.
Michael J. Battoclette, A.I.A.
Robert A. Schilling, Jr., A.I.A.
Joan Tepe Wurtenberger, A.I.A.

January 17, 1992

Dear Physician,

Champlin/Haupt, Inc., an architectural and planning firm, has been retained by the Northside Community Council to undertake a marketing and rehabilitation study for the Chase School. This is an older, significant building located within the neighborhood business district. As part of our study, we are seeking to establish if there exists a market for medical office space to be housed within the building.

If you would take a few minutes to complete the enclosed questionnaire concerning your views with respect to a new location or expansion of your medical practice, it can help to determine the demand or lack of demand for such space. Please use the enclosed, stamped envelope for your response.

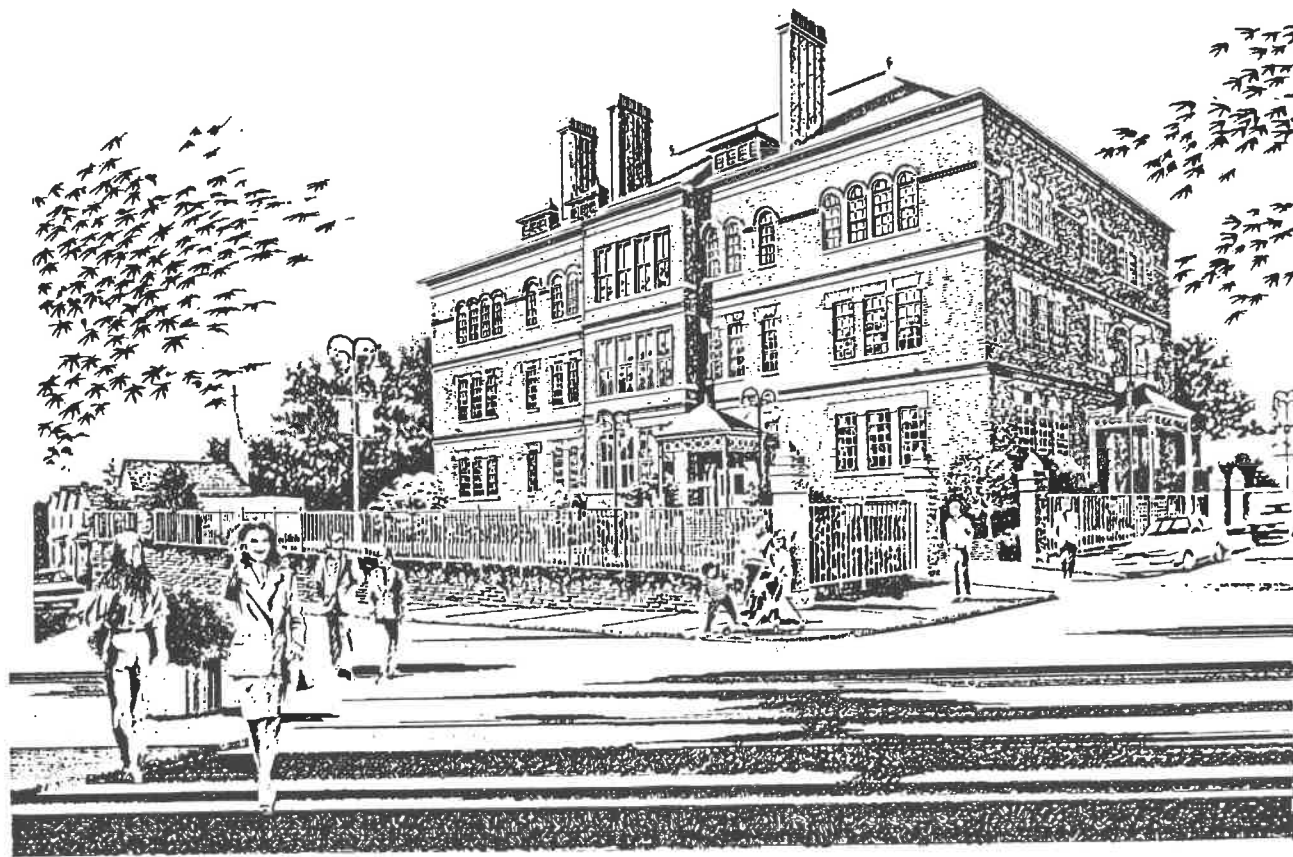
Should you have any questions concerning this survey, please do not hesitate to give me a call.

Respectfully submitted,

CHAMPLIN/HAUPT, INC.

Michael J. Battoclette, A.I.A.

Architecture
Planning
Interior Design
Structural Engineering



CONCLUSION

This final report has several major findings:

1. The structure of Old Chase School is in adequate condition and can be readily adapted for a business use. The architectural restraints are minimal, and some variances in zoning and building code must be addressed but they should not be considered obstacles. Parking is an issue, but again not insurmountable.
2. Not only the immediate neighborhood of Northside, but also residents of surrounding communities, are strongly supportive of its redevelopment as indicated by market research.
3. Very specific consumer requests for products and services emerged from the market research study. An upscale restaurant and a book store were two of the businesses most in demand. A mix of office and retail uses is indicated by the results of the market research.

In addition to the wealth of useful data which this report details, there is another significant advantage for a developer. The Preservation and Planning Committee is willing to assist a developer in the process. For example, the committee would research tax credits, financing options, and programs to underwrite non-profit development partners or encourage jobs creation. These exist at the local, state, and national level, and criteria change often. The committee's ability to compile this information would be an invaluable resource to a developer.

