

Connecting College Hill:

A Path Forward for the College Hill community and Business District



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Executive Summary

College Hill has long been one of Cincinnati's prettiest, and in many ways strongest, hilltop communities.

Current population is just over 14,000, making it a relatively large neighborhood with strong community leadership. Among surrounding areas it has, even today, perhaps the liveliest neighborhood business district.

Population is strongly diverse, available housing stock is rich within certain types while deficient in others, transit connections are well developed and there is a host of neighborhood amenities.

Proposed and incoming developments give the community an incipient forward momentum. But also, like most urban areas, College Hill is struggling with issues of income inequality, an aging population and how to maintain stability and fuel growth.

Like most neighborhoods in the city, the main retail corridor declined. Small businesses, lacking destination appeal and faced with diminishing community support, failed. The closure of the local Kroger further weakened the retail mix and deleted a primary demand driver.

At present there are at least two shopping groups in College Hill, the more and less affluent shoppers. In fact, each of these subsets could divide at least three more times by age. So our retail district has to find a way to service multiple existing groups, and be strong enough to serve as a demand driver and attraction amenity for surrounding areas.

In addition, we have what is effectively a trifurcated business corridor.

In the near term, the objective is to find retail boxes available for back fill and to begin to attract independent retailers to fill them.

To the degree possible, we would proceed south block by block so as to begin to close prolonged voids and build retail strength through aggregation.

In focus groups and community conversations, several strong community wants emerged:

- Food
 - Prepared
 - Restaurant
 - Ice Cream
 - Diner
 - Breakfast
 - BBQ
 - Grocery
 - Meat
 - Produce
 - Bakery
- Entertainment
 - Art Gallery
 - Jazz Club
 - Performance Space
 - Movie Theatre
- Services
 - Meeting Space
 - Dry Cleaner
 - Maker Space

But also in those conversations and detailed research, the need for a focused strategy incorporating several elements became clear:

1. **Recruit strategically**
2. **Prioritize property Improvements**
3. **Consolidate Leasing**
4. **Focus on Recruitment and Retention**
5. **Manage Parking/Parking Signage**
6. **Establish Gateways**

7. Recognize and Use Terminated Vistas

8. Enhance the Pedestrian Environment

9. Place Making Matters

In the following pages we discuss each of these points in detail, take a look at the research that supports them and look at other elements of a dynamic way forward for College Hill.

This is going to be fun.

College Hill Revitalization

Background

The community of College Hill traces its roots back to 1813 when William Cary purchased 491 acres of wilderness north of the city of Cincinnati. The small settlement saw the founding of the Pleasant Hill Academy and a town, initially known as Pleasant Hill was formed. Shortly after two colleges were also formed, the name of village was changed to College Hill.

In 1861 the railroad came to town and the small city began to grow. Eventually College Hill was joined to Cincinnati through annexations in 1911, 1915 and 1923.

The community continued to thrive into the middle of the 20th century. However, with the advent of the automobile, population migrated outward, including to North College Hill, the immediately adjacent community. The construction of the Ronald Reagan Highway enhanced access but also facilitated additional migration.

Throughout this process, however, community stability remained relatively strong. In the last few decades College Hill has settled into a racially diverse neighborhood of deep ties, strong housing stock and long-term homeownership.

Current population is just over 14,000.

Community Data – Key Points

College Hill historically is dominated by single-family housing, some 3,000 units of which were constructed prior to 1950. Many of these gracious older homes have a larger footprint and easy driveway access for automobiles. Median housing value is ~\$130,000. 1,500 householders moved into their present home not later than 1989 dictating stronger than usual neighborhood stability.

College Hill is also home to more than one Senior Housing Center, from independent through assisted to long term and memory care. About 15% of the population is 65 or older, including some 900 residents above the

age of 80. Housing in this sector is about to increase, with the addition of Marlowee Court. But there is another perspective that may also be useful. If there were more diversity of housing available, College Hill would also benefit from a strong desire among many to age in place, living not in congregant housing but in amenity rich condominium or apartment communities with Baby Boomer appeal.

Conversely, this is also a neighborhood of families and children, with 2,500 children enrolled in K – 12 and almost 1,000 college students.

In the middle of the spectrum, only about 9% of residents (~1,270) are Millennials aged 22 to 30.

Most notably, College Hill is strongly a majority minority community. Of a total population of some 14,000, more than 9,000 are African American and 5,000 are Caucasian, with other minorities thinly represented.

There are approximately 2,800 rental units in the community and more than 3,700 residents, including more than 550 households headed by single mothers, determined to be in poverty status in the last census. There are also some 2,400 residents in single-family households.

The piece of the housing ladder most notably missing in College Hill is multifamily of recent vintage. Most of the stock in this category is pre 21st century, though most not prior to mid-century or later. Area rentals reflect both that older style and a corresponding lack of contemporary features. This is likely a factor in the relatively low number of Millennial residents, for whom such style and amenities are key demand drivers.

The neighborhood features a variety of community assets such as the College Hill Recreation Center, the historic town hall and two Cincinnati parks, LaBoiteaux Woods and McEvoy Park. The community is also home to two high schools, Aiken and McAuley High Schools, and a branch of the Cincinnati Public Library.

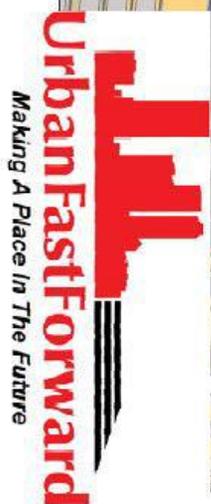
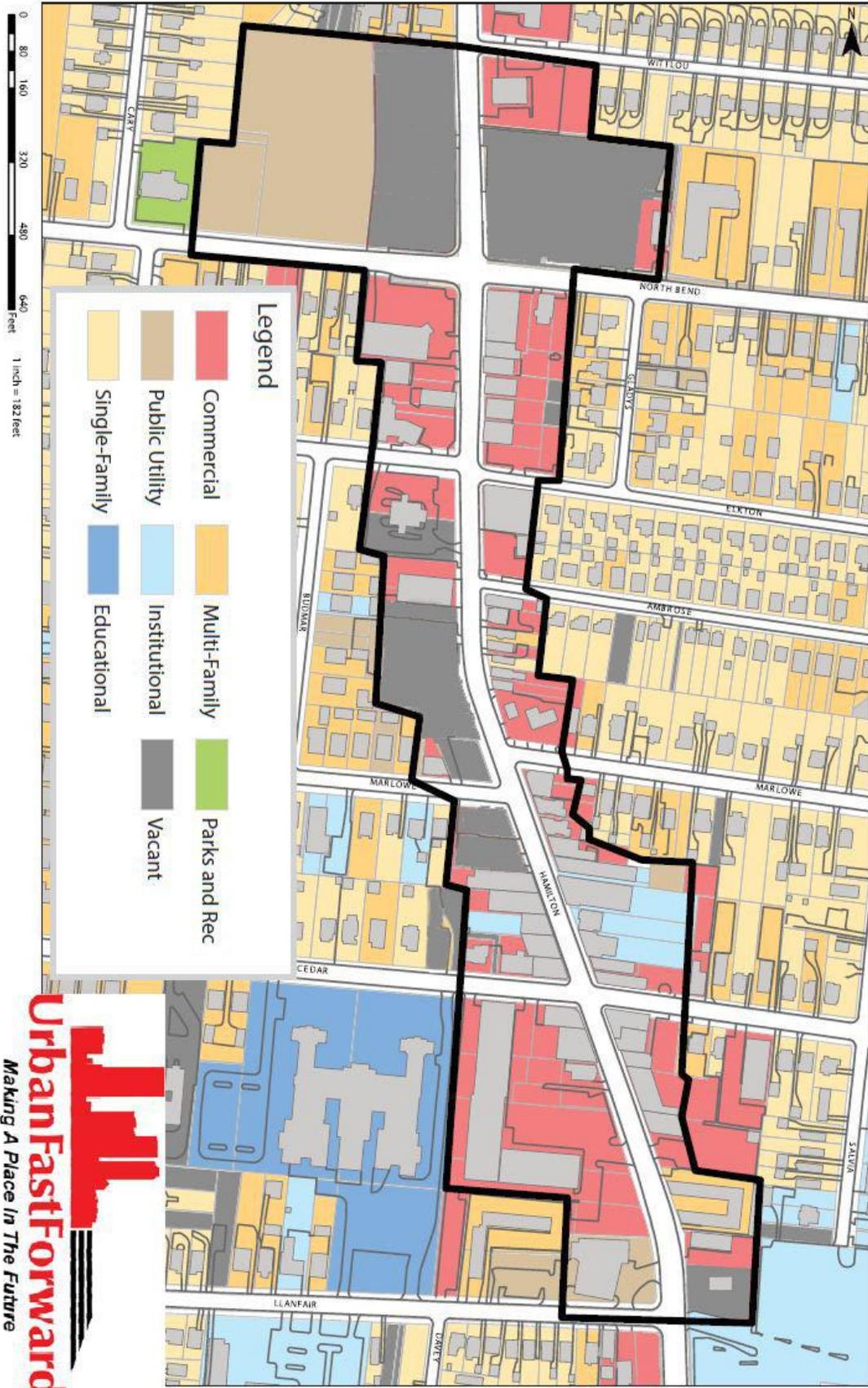
Educational attainment is high in College Hill, with some 2,100 members of an educated populace of just under 10,000 having a bachelor's degree or above.

The community is well served by Cincinnati Metro with frequent bus service to downtown and Uptown via the #17 route and Crosstown via the #41. North Bend and Hamilton is the crucial intersection of these two routes.

In summary, College Hill is an educated community, strongly diverse, with strong available housing stock of certain types while deficiencies of others, good transit and a host of neighborhood amenities. But also, like most urban areas, one struggling with issues of income inequality, an aging population and how to maintain stability and fuel growth.

In contemplating growth and repositioning of the retail district, several elements of this present state will drive decision making, but proposed changes, discussed elsewhere, will also be key to demand analysis.

College Hill Neighborhood Business Corridor - Land Use



College Hill 2018

Located just minutes from downtown, College Hill is a hilltop oasis in the city. Tree lined streets shelter both gracious family homes and contemporary living options for all ages and lead to parks and hiking and biking trails. The walkable business district offers an array of both amenities and necessities including a cozy coffee house, small shops and galleries, a brew pub, wine shop and café, restaurants and lively night life and arts options. This is a true neighborhood, where block parties, backyard BBQs and festivals still feature and allow old friends to gather and new ones to discover the warmth and diversity of this genuinely urban, comfortably livable community.

Process Overview

Urban Fast Forward was engaged in late 2015 by the College Hill Community Urban Redevelopment Corporation to develop a retail strategy for the business corridor. The team began by walking the business corridor to inventory existing businesses, sites for development and other opportunities along the main road and immediately adjacent roads.

As part of the planning process, our team also conducted public input sessions. A small group of retail business owners and neighborhood stakeholders met on January 7, 2016 to share their perceptions.

Among the points of most importance to them were:

- Perception of high crime
- Traffic management
- Overly long business corridor
- Thin tenant mix

The College Hill Business Association membership was asked for input on the assets, challenges and opportunities of the corridor at a meeting January 20, 2016.

An additional input session was conducted on January 26, 2016 at the College Hill Community Forum where over fifty community members participated.

These responses in many ways mirrored the earlier groups, but they also noted:

- Customer demand does not match retail mix
- Diminishing sense of community
- Poor entertainment options
- Limited dining options

Citizen Engagement Themes

In all sessions there was an obvious commitment to the community, excitement about proposed changes and an apparent perception that while improvements and changes were desirable, the core of the College Hill community is strong.

Existing Conditions

Like most neighborhoods in the city, population in College Hill shifted over time and the main retail corridor declined. Small businesses, lacking destination appeal and faced with diminishing community support, failed. The closure of the local Kroger further weakened the retail mix and deleted a primary demand driver.

However, even as demographics have shifted, population numbers have remained relatively constant. College Hill's strong single family housing stock has retained its appeal and multifamily offerings are well priced for lower income families. There are also several communities in College Hill targeted at Seniors.

What is missing in the housing ladder is contemporary style rental housing of the type which would appeal to the key millennial demographic, and ownership transition housing for those empty nesters ready to leave their lovely single family homes, but not yet ready for senior congregant living.

Millennials are important for several reasons. First, they are a crucial rung in the housing ladder. Their first steps are as renters, but in this phase, where disposable income is relatively high, they are also strong consumers for local businesses, requiring a wide range of goods and services.

Once established in a community, familiar with its assets and comfortable with its lifestyle, they are also potential homeowners, ready to put down deeper roots in the very homes empty nesters wish to divest. Then once homeowners, they are prospectively family creators and residents committed to the community for a long term.

But these important consumers are also choosy. Decisions are often driven not only by available housing but also by the range and quality of area amenities. Coffee shops, restaurants, bars, fitness offerings and independent shops are highly prized.

According to reports from ULI, AARP and the American Planning Association, a majority of both the millennial and baby-boomer demographic prefer to live in urban walkable environments. College Hill already has the makings of a delightful business district with good pedestrian navigability.

At present, the neighborhood retail district is anchored by historic businesses such as Schwartz's Jewelers, College Hill Coffee Co., Marty's Hops and Vines, Silk Road and Fern. There are several personal care outlets, including beauty and barbershops as well as beauty supply stores. There are small retail shops in the fashion niche and a well-regarded charity resale shop.

There is a notable shortage of drinking and dining establishments. Long time favorites still attract regulars and there is a newcomer or two but the mix is thin.

This paucity of offerings is exacerbated by the length of the corridor, and the numerous breaks in momentum along the pedestrian path.

The corridor stretches along Hamilton Avenue from Llanfair Avenue in the south to North Bend Road to the north. It is approximately 2,400 feet on both sides of the street, or almost a mile in total retail availability. The length, if wholly dedicated to retail use, exceeds that which can be supported by solely the population of College Hill.

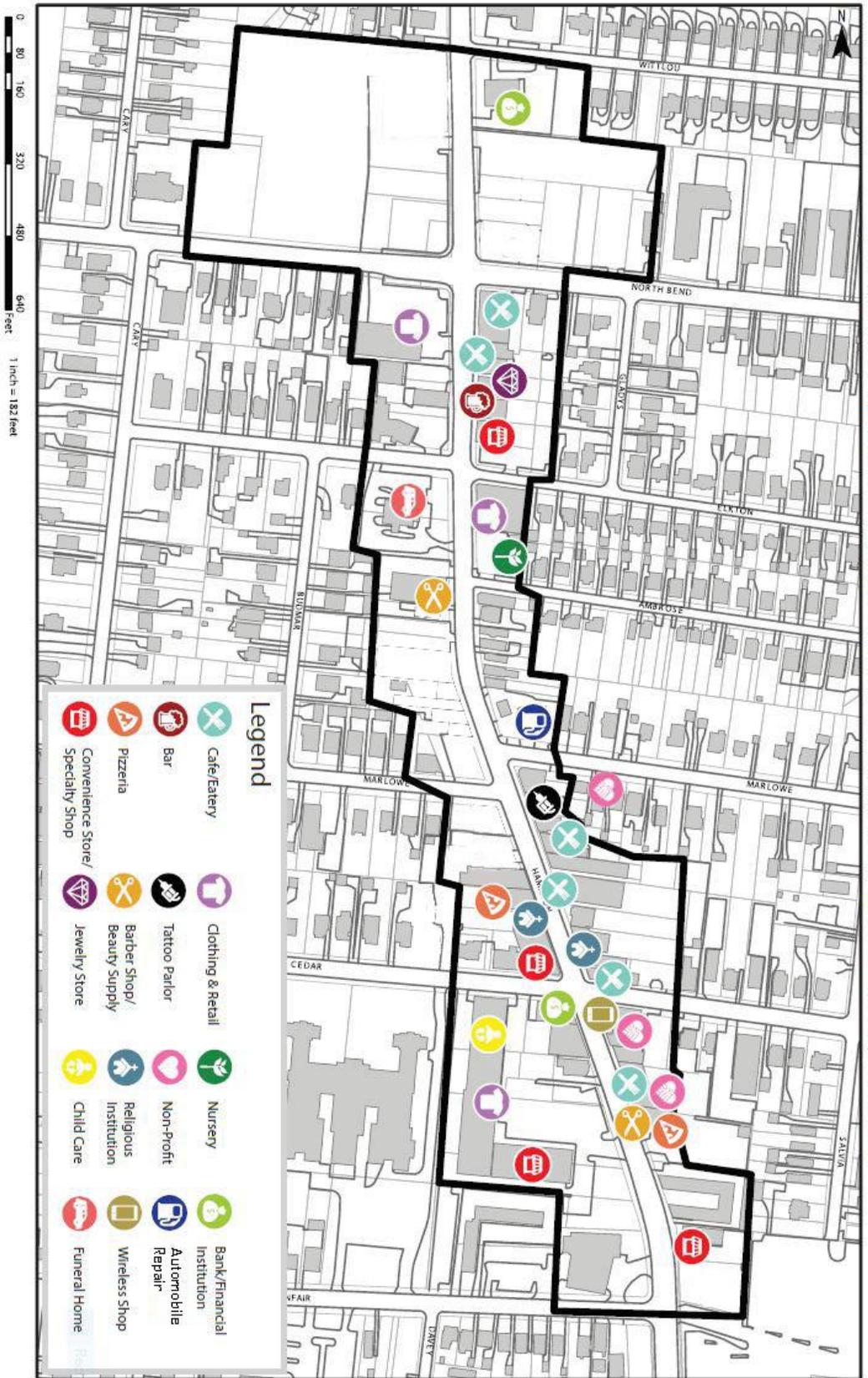
The solution to the housing gap noted above, a new development at the corner of Hamilton and North Bend which will include contemporary rental apartments and town homes, will both simplify and complicate the challenge of the retail district.

Not less than 12,000 sf of new retail space will be included in the College Hill Station development. It will offer brand new space, tenant improvement allowances and a position at the northern gateway and most traffic intense intersection. It will also be offered at rents above present market, dictating the need for a stronger than usual concept or operator.

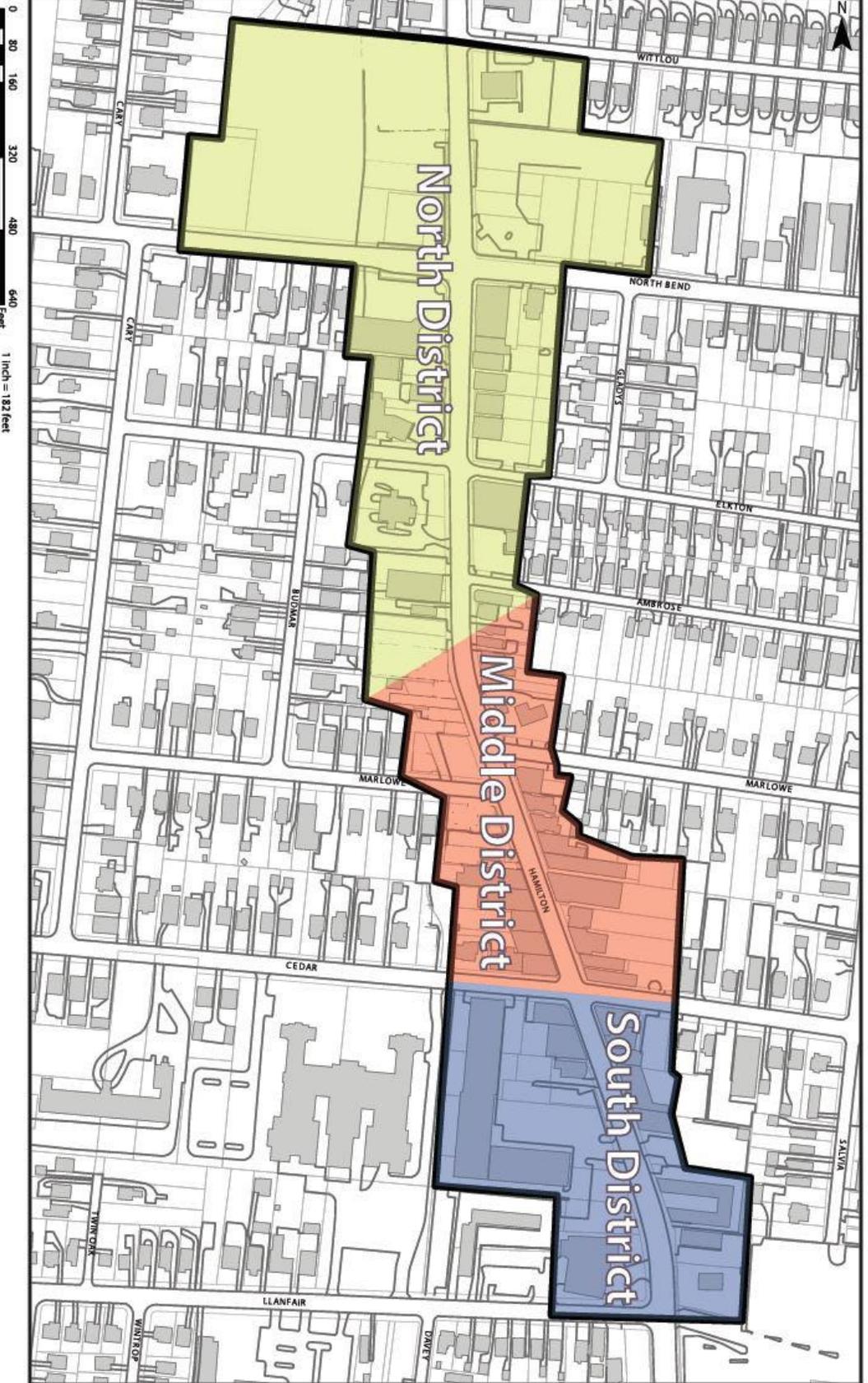
Marlowe Court a mixed-use infill project located at mid-block will also add at least 4,000 sf of new retail.

A neighborhood with an abundance of commercial space is about to get more.

College Hill Neighborhood Business Corridor - Existing Businesses & Organizations



College Hill Neighborhood Business Corridor



The southern gateway is anchored by an older style retail center, College Hill Plaza, approximately 52,405 square feet, including the 1930's era building at the corner of Cedar and Hamilton Avenues. At present, it is tenanted primarily by PNC Bank, Family Dollar, City Gear, Fish Express, and offices.

Its very suburban form, with a large surface parking lot in front, is not a particularly compelling entry point for the neighborhood. However, it does offer a significant portion of the College Hill population both basic and fashion merchandise.

With owner investment, and subject to lease terms, it could reposition to be a more attractive contributor.

There are two important mid-block locations. Between these are retail and pedestrian voids, but they do contain storefronts, which might serve retail, restaurant or office if users were available.

The primary one is the east side of Hamilton between Marlowe and Cedar Ave. Several historic storefronts are owned by House of Joy, a non-denominational church that provides services to the neighborhood and holds weekly services.

Churches are an important part of the fabric of a community such as College Hill, anchoring population and providing a highly valued core. But equally they are time-limited operations, with activities usually centered on weekend mornings and one or two weekday evenings. The balance of hours they are often dark and seemingly inaccessible.

This limited presence is deleterious to a retail district, creating as it does activity voids and dark spots in a retail lineup. Ideally, House of Joy could find more active uses for the properties along Hamilton. Such uses would enhance the district as a whole, increase regular pedestrian traffic and thus create a greater sense of safety in this portion of the corridor.

The other section is the block of Hamilton north of Marlowe and south of Ambrose Ave with residential building stock and underutilized storefronts.

It is important to note there are some significant repairs to the retail corridor underway. The Dow Corner and Dollhouse projects represent an opportunity to bring currently vacant buildings back into service and attract a type of tenant that could thrive in a historic building integrated into the existing fabric of the corridor.

The recently announced Brink Brewery will not only bring one of the buildings back online but will also serve as a destination draw for the corridor as a whole and a key mid-district link.

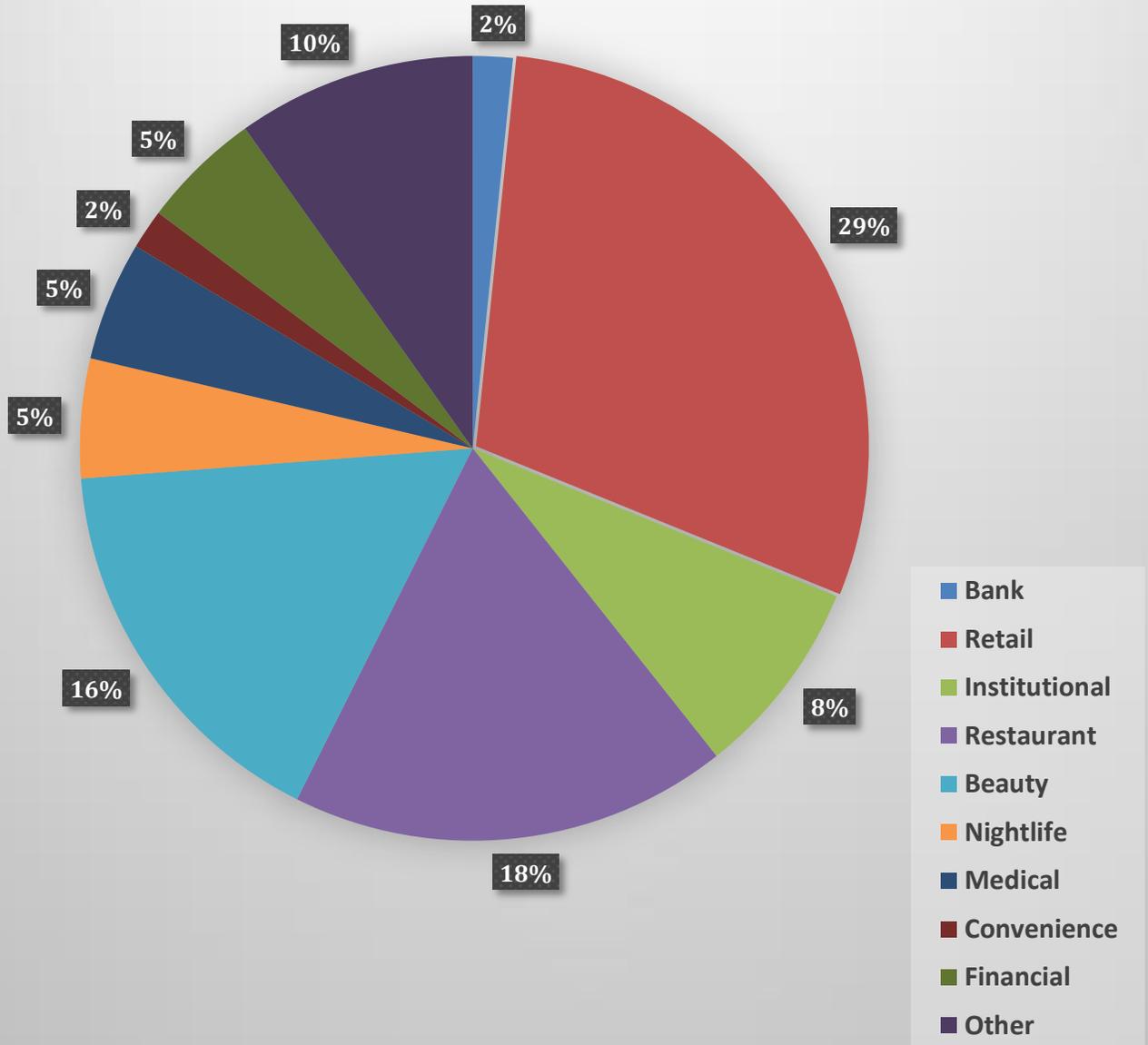
Throughout the district there are challenges concerning parking, traffic speeds, facades, streetscaping and signage, which, if addressed, would improve both the appearance and the functionality of the district.

College Hill – Hamilton Ave. – Business District

East Side of Hamilton (North - South)	West Side of Hamilton (North - South)
College Hill Coffee Co.	A & S Fashions
H & R Block	Michael Justin MD
Enliven Nail Salon	Hilltop Physicians
Inspire Salon	Hightop Medical Research Center
BaCalls Café	Moon Beauty Supply
Schwartz Jeweler	Hodapp Funeral Home
Marty's Bar	Red Rose Jems Pizzeria
Silkroad Textiles	Cincy Voice Vocal Coaching
Shoe Warehouse	The Rock Café
Love on a Leash	Sealey's Restaurant
Excellent Results Salon	Stylin-N-Uniforms
Kutz & Trims	PNC Bank
Pearce's Auto Care	Metro PCS
Tattoo	Speedy Refund
Vonnie & Co. Salon	Fish Express
City to City Thrift Shop	Family Dollar (College Hill Plaza)
Unforgettable Cuts	Cherish Your Children (College Hill Plaza)
Rasheedahs Café	City Gear (College Hill Plaza)
D.S. Fashions	Kutt Factory (College Hill Plaza)
The O'Neal Art & Music Gallery	Talbert House (College Hill Plaza)
House of Joy	Cincinnati Fire Station
Praise Factory	
Shaker's	
Reds 30/30 Club	
Wireless Plus 1	

The Lords Bounty	
We Be Cuttin' & Stylin'	
ePrint Works Plus	
G & Shirley's Vitamins & Herbs	
Portaluca	
Chung Ching Chinese Restaurant	
Hartman & Ehrmantraut Accounting	
Larosa's	
Legends Boutique	
Access Property Management	
Total Indulgence	
Fern	
Dairy Mart	
Papa Johns	

College Hill Business District Commercial Mix



Future Development

Developments including College Hill Station at North Bend and Hamilton Avenue and Marlowe Court at Marlowe and Hamilton Avenue are projected to add up to 223 residential units to the community over the next two to three years. The 53 units at Marlowe Court are expected to be affordable senior apartments. College Hill Station is intending to market to young professionals and empty nesters at market rate

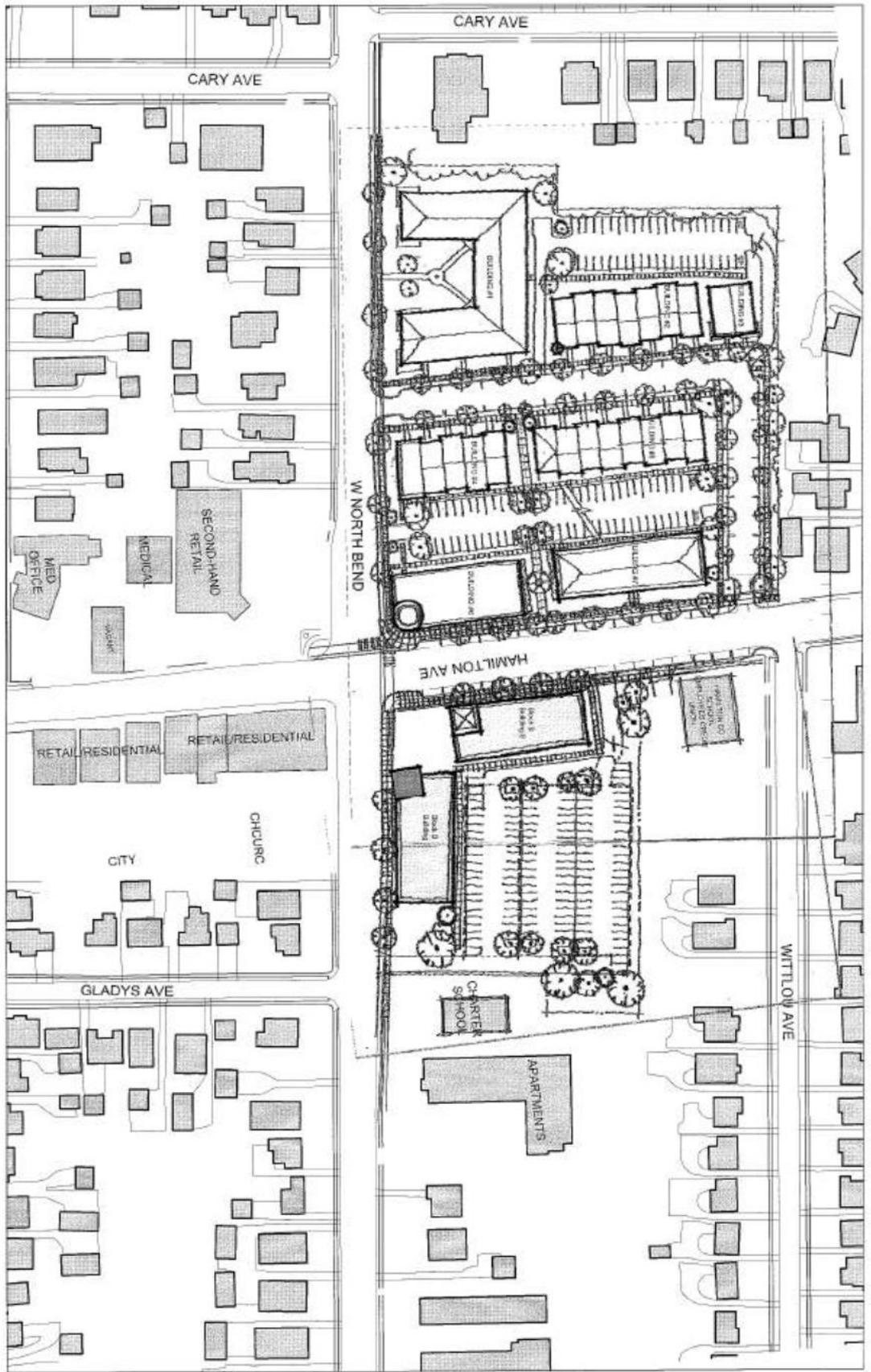


As noted elsewhere, both developments will include commercial space.

College Hill Station especially will add a type of rental housing not currently available in this community. Existing stock tends to be older units, many of them functionally well maintained, but often outdated and lacking in the amenities desired by a contemporary consumer.

Current rents tend to the lower end, as is warranted by overall condition. College Hill Station rents necessarily will be higher but will also attract a more affluent resident.

Higher Intensity Building Footprints



Both Marlowe Court and College Hill Station also provide opportunities to repair gaps in the retail fabric of the district.



Summary of Research

- College Hill is a diverse community
 - Majority minority
 - Strong senior population
 - Home to families
 - Missing middle of Millennials
- Traffic flow discourages walking
 - Lack of street parking creates unprotected environment
 - Traffic calming is needed
- College Hill is becoming an Arts Community
 - Community theater is in the works and crafting is strong
- College Hill is a Historic Community
 - Developed around commuter rail and streetcar
 - Retains small town geniality and charm
- Geographic barriers are both an asset and a challenge
 - Initial discovery and access is more challenging
 - Beloved by those who find it
 - This is the strongest hilltop NBD
 - Potential pull from surrounding areas
- New Development is opportunity to strengthen the corridor
 - Fill gaps in street wall
 - Add new build retail bays, landlord resource
- The NBD is a significant weakness
 - Three business zones currently serve two primary populations
 - North- Primarily middle to upper income whites
 - South – Primarily middle to lower income African Americans
 - Middle – Vacancy and destination retail
 - The corridor is overlong
 - Built environment makes it hard to shorten
 - Merchants must draw from outside CH
 - Thus parking is crucial
 - The mix is thin
 - Rock star merchants in place but too few
 - Food and Beverage offerings are thin

Strategies and Recommendations

Retail Mix

In neighborhood sessions, several preferences emerged:

- Food
 - Prepared
 - Restaurant
 - Ice Cream
 - Diner
 - Breakfast
 - BBQ
 - Grocery
 - Meat
 - Produce
 - Bakery
- Entertainment
 - Art Gallery
 - Jazz Club
 - Performance Space
 - Movie Theatre
- Services
 - Meeting Space
 - Dry Cleaner
 - Maker Space

There were also multiple requests for fashion and furniture.

Attendees also commented that there are at least two shopping groups in College Hill, the more and less affluent shoppers. In fact, each of these subsets could divide at least three more times by age. As previously noted, College Hill has depth in seniors and families, and scarcity of Millennials.

So our retail district has to find a way to service no less than four existing groups, and be strong enough to serve as a demand driver and attraction amenity for the fifth missing, and most desired, piece.

In addition, we have what is effectively a trifurcated business corridor.

That's a big hill, so probably best to climb it one step at a time.

Where to begin: The NBD corner of Main and Main is at Hamilton and North Bend. This is the proposed site of new development, but even without that project, the retail mix is reasonably strong, and vacancy is low on the southeast side of the intersection. Footprints there are relatively small and building stock is attractively historic.

Strategically tenanted, the northeast and northwest sides will be repaired by the incoming development.

The southwest corner, formerly a chain drugstore is currently fashion retail. With new development opposite it will be the only remaining corner at Main and Main, which is still suburban in form.

Nonetheless, our goal in this section right now is to backfill any emerging vacancies quickly, ideally with strong co-tenants to the existing merchants, and those who will support future recruits.

Our greatest challenges begin in the blocks to the south of the primary intersection where, on both sides of the street, significant voids cause a loss of pedestrian momentum and there is an uncoordinated range of automotive, service, retail and dining businesses.

In the near term, the objective is to find retail boxes available for back fill and to begin to attract independent retailers to fill them.

To the degree possible, we would proceed south block by block so as to begin to close prolonged voids and build retail strength through aggregation.

It should be noted that College Hill Station is viewed as a second phase project, with strategy adjustments to be dictated by first phase success.

Marlowe Court, however, which will come on line in '16 – '17, bringing with it 4,000 sf of new retail space, should be a first phase leasing consideration.

What's Missing: As shown in the MarketPlace Profile following, College Hill residents are right. At a 1-mile radius from our primary intersection, capacity to meet demand (leakage) lags in every area identified except for Beer, Wine and Liquor Stores, with a very minor lag in jewelry stores.

Food Services and Drinking Places show a relatively smaller leakage factor of 12.5%. Closer reading, however, shows that this is concentrated in the Full Service Restaurant and Drinking Places sectors where the mix is thin.

Furniture and fashion, also requested tenants, are also categories underpopulated in our business district, though the survivability of these, especially furniture, may be questionable in our neighborhood.

Numbers improve at 2 and 3-mile radii, especially in the Food and Beverage Stores categories, but there is still a deficiency in Full Service Restaurants. Moreover 2 and 3-mile opportunities are auto-oriented and thus noncontributing to our objective of building a walkable retail district.

Full Service Restaurants and Drinking Places are important categories. Our target Millennial consumer is especially interested in access to these amenities. Research shows that they eat out more than any other category, and will prioritize dining above other more ordinary expenditures even when funds are restricted.

Moreover, well done eating and drinking establishments drive destination demand, attracting broad based population from outside an area, and thus providing a comfortable way to discover a new neighborhood and its assets.

Areas surrounding College Hill have few F&B operations of significant interest so this is a prime opportunity for us to capture customers from beyond our boundaries.

What's Possible: Remembering our wants:

- Food
 - Prepared
 - Restaurant
 - Ice Cream
 - Diner
 - Breakfast
 - BBQ
 - Grocery
 - Meat
 - Produce
 - Bakery

- Entertainment
 - Art Gallery
 - Jazz Club
 - Performance Space
 - Movie Theatre
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 - Maker Space

Full service restaurants and bars are must haves. They are also, often, the hardest and most expensive to attract. College Hill already has a much beloved coffee house. It has an American café, a Chinese restaurant and a sit down Italian/Pizza spot.

It does not have an independent chef restaurant but is about to get a brewpub.

The easiest way to attract these operators is to provide financial help to reduce build out and startup costs. A kitchen, or at least hood, in place is much desired in some sectors. Failing that, the financial resource to install this essential and other furniture, fixtures and equipment is a strong recruiting tool.

College Hill has begun to develop relationships with potential restaurateurs and bar operators. Potential locations have been identified in some cases. Previous recruits have had at least partial funding from neighbor pools or other area based resource.

In Phase 1 we need to continue to explore these and other ways to make College Hill competitive with other neighborhoods and development corporations currently competing for the same talent.

Among the selected local options however, are some which would achieve our objective of giving College Hill a distinct sense of place. BBQ, perhaps the ultimate American food, has cross-cultural appeal. It was a College Hill specialty for many years and is still missed. College Hill may not have the work force population to support a breakfast spot, but a diner or diner style operation usually meets that need. And a community as family strong as

this should have an ice cream store, though ideally one that knows how to manage seasonal variations and can deliver a twelve-month operation.

Grocery and packaged food options are a challenge for most neighborhoods. College Hill does not have a full service grocer, but Kroger, the sector's fiercest competitor, is just north along Hamilton.

Independent bakers and butchers, of the kind that used to pepper every NBD are now very rare.

Small chain convenience stores, of the kind represented in the local market by UDF, increasingly require gas pumps to boost revenues and ensure sustainability. Such a requirement also dictates location and, usually, design style.

There is a reemergence of small specialty food stores, and such a merchant could pair well with Marty's Hops and Vines.

However, given the relatively small profit margins in this sector, which drives a need for volume, it may be Phase 2 before we can successfully argue that we have the momentum to support this type of operation.

Entertainment: College Hill Coffee Co. maintains a lively schedule of programs. Even though it is home to several local musicians, there is little else regularly occurring on College Hill's music scene.

There is a spot, adjacent to a popular local restaurant that could be programmable. It remains to be seen what the incoming brewpub might offer. And community leadership has had conversations with another possible food/beverage/entertainment operator.

The challenge in this sector is audience. College Hill alone cannot support an entertainment operation long term. So it must become a destination. Establishing that requires not only good programming and solid food and beverage offerings, but also strong location recognition.

For College Hill, a little off the beaten path, though surrounded by other neighborhoods, this means raising community profile overall.

Such an initiative is discussed elsewhere and has widespread benefits. But without it, a true entertainment scene is going to be hard to sustain.

Art Galleries present the same challenge, dependent as they are on relatively high traffic. They are also traditionally thrifty in re-rent costs.

These challenges aside however, College Hill has an artistic core in both performing and visual arts and the issues of audience attraction and destination marketing are worth addressing because these are business district uses which would distinguish College Hill from a wide range of competitors.

Services: The desired services identified in focus conversations were wide ranging, including as they did both dry cleaners and maker spaces. However, a service segment is potentially a partial answer to the three-part business district. If the mid-zone area could be focused around service users including such as described plus real estate, insurance, small office and others, this daytime population would provide additional support for restaurants and retail nearby as well as safety minded eyes on the street.

Fitness is another service use with high daytime and early evening demand. It is also a category valued by Millennials.

Meeting and especially Maker spaces require an administrative structure for successful execution, but if a willing operator can be found they would be positive additions.

Fashion, General Merchandise, Furniture and Other: There is a smattering of fashion retail in the district, at both ends and in the mid zone. Small footprints, such as those offered by many of our properties are ideal for independent operators in this niche. It would be nice to see more women's fashion but also something of service to the children and families in the area.

General merchandise is presently represented in our NBD by Family Dollar. The dollar store sector has grown exponentially in the last several years, and attracts a much broader range of shoppers than might be assumed. While such stores are sometimes considered to characterize a neighborhood negatively, it would be a mistake to underestimate how valued it is by many of our neighbors.

Furniture, home furnishings and soft goods are a category now dominated by chain suppliers and unlikely contenders for our NBD though small shop with a range of accessories may be a catch for us.

For Full Market Analysis see Appendix A.

Recruitment Strategy

1. **Prioritize physical Improvements:** College Hill has no shortage of potential retail spaces but not all are readily available and they are of variable quality. Analyzing that is Job One.
 - Prioritize by location
 - And then availability
 - And then condition
 - Build widespread Landlord engagement
 - Consolidate leasing efforts

Landlords are, as is reasonable to expect, usually concerned with meeting financial demands. Thus they may wish to improve tenant mix but believe better candidates are unavailable. They may have a long list of desired physical improvements, but lack the resource to make these changes.

Façade and other reinvestment grants can be essential to appearance improvement. Once priorities are set, College Hill needs to identify all possible resource that can be directed to investing in key physical improvements. These investments will, of necessity, be made in the assets of property owners, but the improvements thus funded will be crucial to both increasing the appearance of the business district and to laying the ground work to attract the desired tenants.

2. Consolidate the Leasing Strategy: A secondary reason to invest in properties owned by others is to demonstrate that the community has established strategic goals and to use that investment to leverage broad based buy in to these goals.

In brief, property owners are more likely to collaborate with goals from which they can see benefit.

A consolidated leasing strategy is one where, ideally, a single leasing agent is charged with bringing the right tenants to the district as a whole. In practice this means that incoming tenants might be offered a number of

local opportunities. Whichever one they choose, even though it means favoring one property over another, is seen as a win for all. Each improvement, whether in the form of tenanting a previously vacant space, or of securing a tenant who will improve our mix, makes it more likely that we will be able to continue to attract tenants – and their customers – to our business district and, ultimately, our community.

But it also means that, in the short, one landlord gets the deal, and another one doesn't. So we need to ensure that our strategy is widely communicated and there is general understanding that the tide will rise.

3. Focus on Recruitment and Retention: Tenants for an NBD, particularly one with a largely built environment and small footprints are likely to be independent, Mom and Pop style businesses. There are several positive attributes to these businesses. These include:

- Decision making is personal
 - Standard Data is of little to no importance
- They make a strong commitment to a chosen location
- They hire locally and pay better than similar national businesses
- Profits stay within the community, even if not the neighborhood

But the single most important downside to these businesses is that they are capital constrained. Small retailers and restaurants of the type we most want struggle to secure conventional financing.

Thus every dollar we can make available to them, in the form of grants, loans, community investment funds, Tenant Improvement funds, forgivable loans or specialized investment helps us to secure them for our NBD.

And important to note that we have competitors. Our region is undergoing an urban revival. In that initiative NBD bidders often outnumber suppliers so we must find ways to ensure that we can stand tall in that marketplace.

4. Manage Parking/Parking Signage: The College Hill community has been very strategic in building up available parking assets.

This gives us the important opportunity to use parking as a proxy for density.

We know that in order to sustain the depth of businesses required to populate our corridor, we need to build destination appeal, attracting shoppers from outside our borders. These customers are likely to come to us predominantly in cars.

For the foreseeable future we have that is adequate for current establishments and anticipated future establishments.

What we do not have, however, is good parking signage. Again, recognizing that it is a strategic goal to attract newcomers to College Hill, we need to make parking locations clear.

5. Establish Gateways: The College Hill Business District has clear boundaries but it also has three distinct nodes:

- North: From North Bend Road south on Hamilton Avenue to the bend in Hamilton Avenue.
- Middle: This is the area on both sides of Marlowe Avenue and Hamilton Avenue.
- South: This area is the shopping plaza area between Llanfair and Cedar Avenues.

Each district has its own distinct properties and therefore requires separate strategies for revitalization.

The North district acts as the northern gateway for the district. It should be a focal point with distinct buildings located at the corner. Currently the only asset is the corner building that house College Hill Coffee Co. It is expected that the College Hill Station development will include a prominent street-fronting corner building. It is important to develop a walkable node at this location, bookending the northern section of the business district.

The South district also contains significant historical buildings and assets that must be maintained however many of the storefronts go vacant or underutilized. The district has a significant amount of neighborhood service businesses such as barbershops and salons. However, it also suffers from a lack of destination anchors. Absent a need for available services, what is the incentive to walk (or even drive) to this section of the corridor?

Short term it would be useful to seek opportunities to strengthen demand drivers. Longer term, if the shopping plaza remains underutilized, it may be a potential redevelopment site.

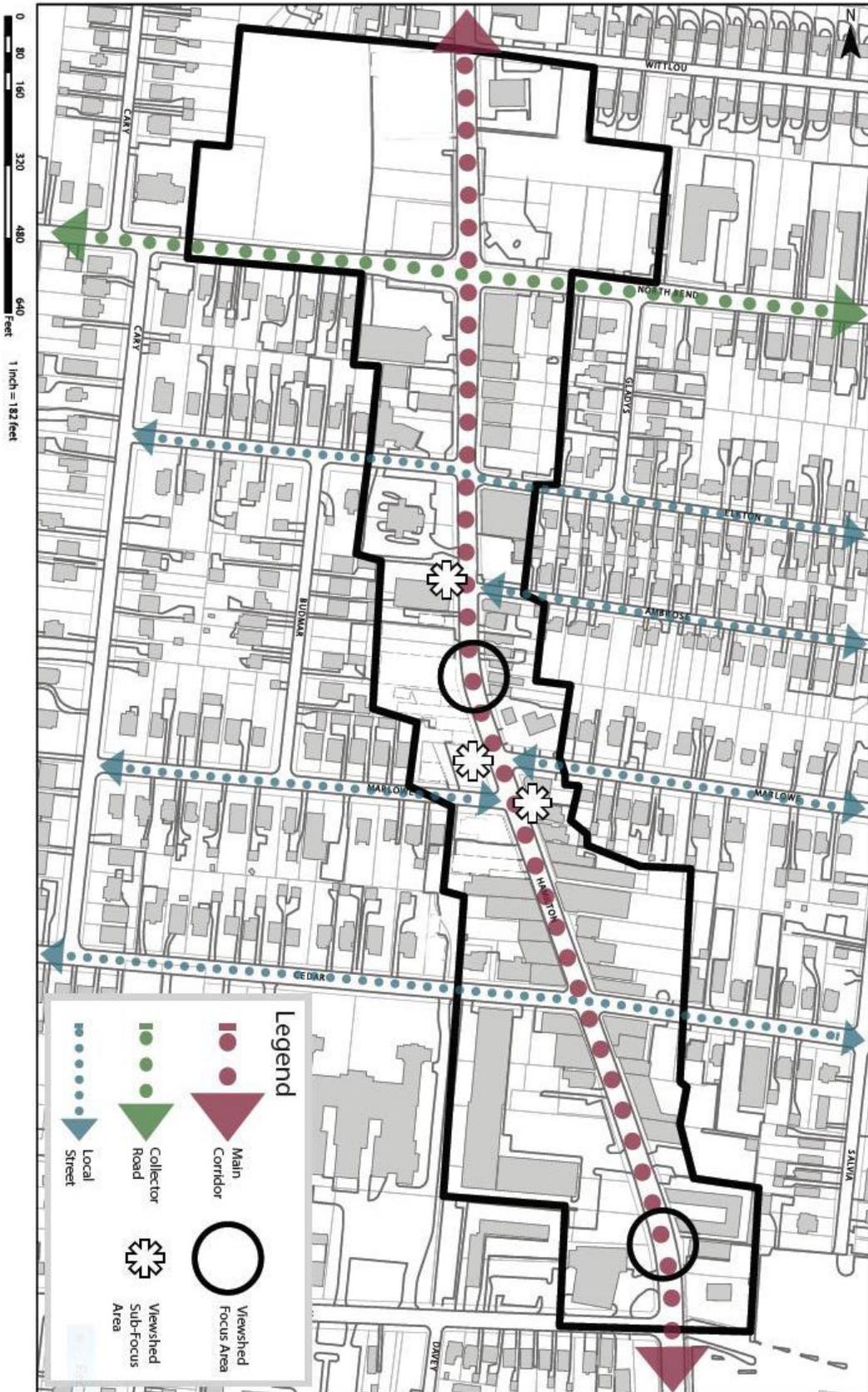
The Middle district has several distinct challenges including a separating curvature in the road creating a terminated vista, discussed elsewhere.

It also contains a large vacant lot, which, happily, is slated to be redeveloped into Marlowe Court, a mixed-use development with housing and several retail spots. This development is key to connecting the district to the North though significant challenges remain to be addressed.

Most notable of these is the future condition and use of the Beauty Supply building. This building, as noted elsewhere, is a key focal point along the corridor and a significant figure in the landscape.

The key challenge and opportunity for the Middle district is that it can serve as a transitional district between both ends. It has the biggest potential to highlight the diversity of College Hill and stitch both ends of the corridor together. Tenanting here might well focus on professional office, enlivening the district throughout the workweek, and such lifestyle amenities, including retail and restaurant as fit the opportunities in this section.

College Hill Neighborhood Business Corridor - Connectivity & Viewshed



6. Recognize and Use Terminated Vistas

A terminated vista is a feature that strongly marks an end point. These do not need to be the actual end of the street, often present when a street turns or curves. Examples include Hughes High School at the end of Calhoun St. and St. Francis DeSales Church in East Walnut Hills.



Historically such terminations offer opportunity to direct the eye.

In College Hill that vista termination is along Hamilton between Marlowe and Ambrose. Looking north the vista terminates at Moon Beauty Supplies, which is why the building has a billboard atop it. In future, we recommend that the attention be paid to this for its potential as a location that can bind the north and mid districts together. Even now, this is a wonderful location for a community character-defining mural.

Looking south on Hamilton from North Bend, the terminated Vista is currently the vacant lot where Marlowe Court will be developed. According to the current plans, the northern most retail façade will be visible down the street, presenting itself to pedestrians and patrons of the north district. What goes in this location will either draw or deter pedestrians from continuing their walk south from North Bend, so it should be tenanted very intentionally and signage analyzed carefully. Tenants here should be

destination based which will draw pedestrians from both the north and south districts.

7. Enhance the Pedestrian Environment

- a. Remove Rush Hour On-Street Parking Restrictions:** Each on-street parking space is worth approximately \$120,000 a year to the business fronting that parking space. The removal of on-street parking restrictions allows businesses to fully utilize these earning potentials and encourages more stop-in traffic during the morning and evening rush hours with minimal reductions to travel times in the corridor. Restoring parking during this crucial time gets people into the habit of utilizing on-street parking. Additionally, on-street parking helps buffer pedestrians from busy road traffic making the corridor a more comfortable walking environment.



Source: Houston Chronicle

- b. Add Crosswalks:** As retail vitality improves, both businesses and pedestrian momentum need to be supported. Success will bring an ever-increasing number of people to the business district. Moreover, College Hill is a community strong in both families and seniors.

Crossing Hamilton Avenue, a main artery, needs to be easy and it needs to be visibly safe.

Do we have enough crosswalks, and are they both well located and easily recognized by both pedestrians and drivers?

Crosswalks should be clearly and strongly marked, and flashers should be considered. But in a community of families and children, they can also be used to signify a distinct playfulness, which becomes a brand feature.



Source: Houston Chronical

Crosswalks can also be an opportunity for temporary (or permanent) colorful/vibrant murals or designs. These are unexpected, encouraging people to walk and potentially changing how they perceive the neighborhood.

That playfulness mentioned above can also become a cardinal element of community branding.

Lastly, with crosswalk improvements should also welcome investigation into bike lanes. As a hilltop community, College Hill has relatively easy biking and this is an activity with strong Millennial appeal. Bike lanes should connect crucial routes where room is available such as along or parallel to

Hamilton Avenue, North Bend, and to a lesser extent, Belmont and Marlowe.

- c. Repurpose or remove existing pole sign at Marlowe Ave by National City Building:** A pole at the corner of Marlowe and Hamilton appears to be a former sign pole. It is an obstruction to pedestrians and its removal should be a relatively easy improvement.

- d. Lighting Enhancements:** Although the city has significantly improved the streetscape of the corridor along Hamilton Avenue, citizens expressed strong concern regarding lighting of the district along the side streets.

The CHCURC should focus on ways to improve lighting down the first 400 feet of these side streets and in parking areas. Vitality is enhanced when people feel safe when walking the corridor at night. Our recommendation is that the community utilizes the same luminary types used in the streetscape, but especially in parking areas try to achieve maximum lumens.

- e. Planters and Street Furniture:** Planters add softness and distinction, and, in a long retail district, street furniture adds both texture and convenience. This is not a combination that many communities do well. It could become another signature feature for College Hill. It would also help unify the long district, and, by creating resting points, encourage walking longer distances.



Strategies:

- Engage local artists
- Combined seating and planters
- Functions well year round
- Offers opportunity for seasonally appropriate display

Don't forget bike racks. These clearly signal College Hill as a biking community, an important value for Millennials. They also have a utilitarian function, and, again, offer an opportunity for artistry and playfulness.

g. Wayfinding Signage: Let's take every opportunity to highlight our assets, show that ours is a genuinely walkable area, and, again, lightly emphasize a playful spirit. (Pictures from: <https://walkyourcity.org/>)



8. Place Making Matters

All of the recommendations above speak to creating a unique and high functioning sense of place.

But we are also pleased that the community has identified a placemaking location along the business district corridor for the programming of events.

Ideally this space will be programmed in a way to capitalize on the unique talents of the community. As outlined in the earlier personality statement, we believe College Hill is warm community with deep connections between neighbors. It is a family community, and based on that should definitely embrace an element of playfulness. It is an arts community and one where all ages intersect.

The chosen location, if actually converted to a pocket park, is visible to the street in our mid-block district. Incoming assets are proximate. This makes it easy to locate and potentially supportive to an important new business. But it also tacitly indicates that activities in this space are welcoming to all.

The space can be activated by the development of pop-up events such as, movie nights, town hall meetings, and community theater events, etc. It should need relatively modest capital improvements to begin.

But at the earliest possible moment let's create activity through programming of events that engage the existing community and attract new visitors. The long-term goal is to attract



potential retail and redevelopment interest as a demonstration that this section of Hamilton Avenue will succeed as a retail corridor, but also to bring new folks in to discover just how many assets we have to offer.

The target location at the corner of Hamilton and Marlowe Avenues could be improved with the creativity of the existing community either through volunteer activity, assisted by startup funding.

This location offers synergies with the existing retail mix on Hamilton Avenue as well as the recently announced Brink Brewing Company. Events could help showcase the potential of the Dollhouse as well as spark interest and activity in the rest of the corridor.

Branding and Marketing

As shown on the attached chart, College Hill is an under marketed community. As we seek to repopulate the business district and attract new residents, we must also seek to raise the profile of the community and its core assets dramatically.

This is a task that must be tackled creatively and consistently.

Given that our primary target is Millennials, our primary channels are likely to be via social media. These are channels that are often mistakenly considered to be free.

Access is free, but content generation has cost, most notably in the form of the time and expertise required to ensure that it is appropriate and appealing and actually serves to drive demand.

Posting needs to happen every day at a minimum.

It needs to target the right consumers.

It needs to sell the right product.

It needs to position the community correctly and remain brand constant.

As is demonstrated in the attached case study, this is work that can generate tremendous community return but which must be managed in a thoroughgoing manner.

But more important, if properly managed and coordinated amongst all contributors, this has the singular capacity to achieve several important goals. It will drive restaurant and retail demand, raise awareness of place, and continually reinforce our core message:

Come live, work and play in College Hill.

Marketing Case Study: What Can We Learn from Yellow Springs?

The college town of Yellow Springs shares some similarities with College Hill.

Though there are inherent differences between an independent town and a neighborhood, there are many lessons College Hill could learn from Yellow Springs, especially when it comes to its marketing use of social media.



Facebook is a primary marketing tool for this lively community, with their Facebook page run by the Chamber of Commerce. A working committee of three, including two chamber employees and a board member manage and update the page. Posts are diverse and often seemingly low key, but unfailingly promotion centric.

The posting team has three guiding principles for maintaining an active Facebook profile: post consistently, post material that is interesting, and allow and encourage engagement and participation with the page.

Every week, the page publishes a post featuring highlights for the coming weekend. All photos and text on the page reinforce the core message: Yellow Springs is charming, eclectic and very lively.

Highlights usually shine a spotlight on a chosen local business while also putting forward a few ideas for weekend activities, positioning Yellow Springs as a weekend destination. The underlying theme is that there's always something going on – so visit anytime to experience something fun.

Additional posting tactics include such as 'day in the life' entries, giving a glimpse into what life in the village is like on a day-to-day basis.

As a result of these posting strategies, the Yellow Springs Facebook page has over 42,000 likes (for a town of just over 3,000 residents!), and almost all of its posts are liked, shared, and commented on by many people. Free advertising is regularly and effectively promoting individual businesses and the town in general.

Such a system could be just as effective for College Hill, promoting the area as a destination with unique and exciting assets, so much more than just another neighborhood business district.

Conclusion

College Hill is on the cusp of major growth. Civic investment into real estate acquisition has yielded sizeable acreage for development.

Individual investment and strong community leadership has kept the business district moving forward.

Neighbors love their community and are deeply invested in its success.

The trend to reurbanization creates opportunity for College Hill to leverage its assets into a millennial recruitment and retention initiative as well as an age in place strategy.

But even with substantial advantages, propelling a community into the future requires not just a vision and more than a strategy. It also requires a solid multi level work plan and a constantly updated to do list.

We believe in College Hill. We have endeavored in this report to express the community's vision, delve into the strategy required to achieve it, and begin the development of that to do list.

We look forward to continuing the conversation and helping to celebrate what we strongly believe will be the community's successes.

Prepared by: The Urban Fast Forward Team:

Kathleen Norris

John Yung AICP

Michelle Farris

Lauren Bihl

Laura Houston



Retail MarketPlace Profile

April, 2016

College Hill
6128 Hamilton Cincinnati OH 45224
Ring: 1 mile radius

Latitude: 39.203
Longitude: -84.548

Summary Demographics

2015 Population	13,662
2015 Households	5,896
2015 Median Disposable Income	\$32,448
2015 Per Capita Income	\$22,619

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$163,699,650	\$59,231,622	\$104,468,028	46.9	57
Total Retail Trade	44-45	\$148,783,385	\$47,624,780	\$101,158,605	51.5	38
Total Food & Drink	722	\$14,916,264	\$11,606,842	\$3,309,422	12.5	18

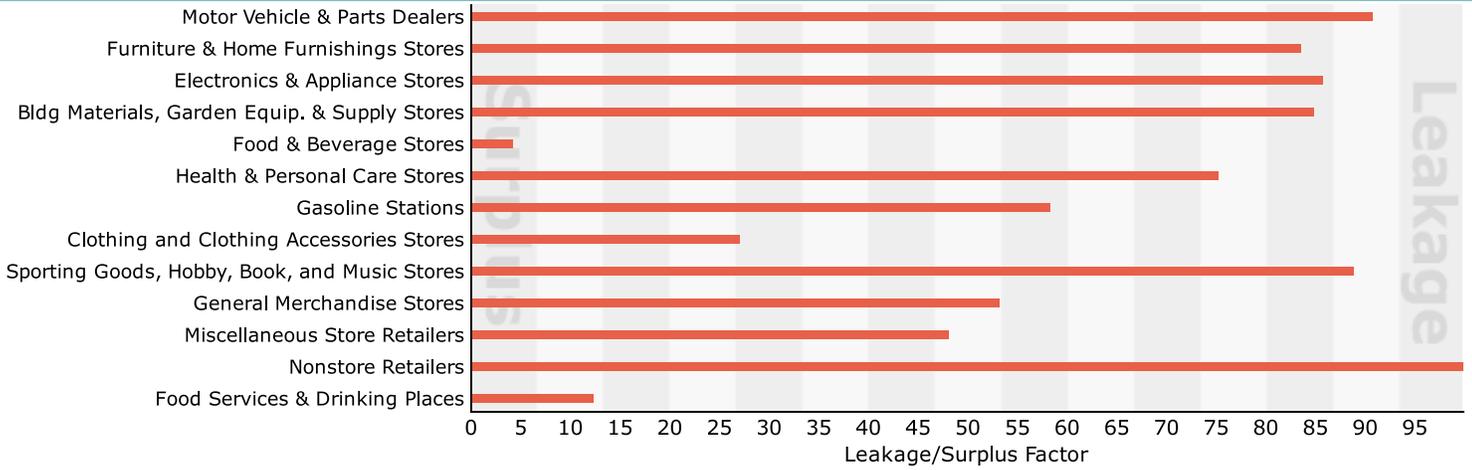
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,058,303	\$1,584,630	\$31,473,673	90.9	2
Automobile Dealers	4411	\$27,245,683	\$0	\$27,245,683	100.0	0
Other Motor Vehicle Dealers	4412	\$3,324,434	\$0	\$3,324,434	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,488,186	\$1,010,812	\$1,477,374	42.2	2
Furniture & Home Furnishings Stores	442	\$3,889,317	\$343,648	\$3,545,669	83.8	3
Furniture Stores	4421	\$2,556,654	\$0	\$2,556,654	100.0	0
Home Furnishings Stores	4422	\$1,332,663	\$343,648	\$989,015	59.0	3
Electronics & Appliance Stores	443	\$8,145,260	\$615,379	\$7,529,881	86.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,437,451	\$520,110	\$5,917,341	85.0	1
Bldg Material & Supplies Dealers	4441	\$5,476,003	\$185,275	\$5,290,728	93.5	1
Lawn & Garden Equip & Supply Stores	4442	\$961,448	\$0	\$961,448	100.0	0
Food & Beverage Stores	445	\$27,648,158	\$25,342,096	\$2,306,062	4.4	7
Grocery Stores	4451	\$25,506,700	\$22,134,641	\$3,372,059	7.1	5
Specialty Food Stores	4452	\$1,338,992	\$545,816	\$793,176	42.1	1
Beer, Wine & Liquor Stores	4453	\$802,466	\$2,661,639	-\$1,859,173	-53.7	1
Health & Personal Care Stores	446,4461	\$11,260,958	\$1,579,527	\$9,681,431	75.4	2
Gasoline Stations	447,4471	\$10,768,541	\$2,825,022	\$7,943,519	58.4	1
Clothing & Clothing Accessories Stores	448	\$6,547,095	\$3,747,556	\$2,799,539	27.2	7
Clothing Stores	4481	\$4,198,095	\$1,364,261	\$2,833,834	50.9	4
Shoe Stores	4482	\$822,407	\$709,959	\$112,448	7.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,526,592	\$1,673,336	-\$146,744	-4.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,603,828	\$269,960	\$4,333,868	88.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,651,163	\$0	\$3,651,163	100.0	0
Book, Periodical & Music Stores	4512	\$952,665	\$269,960	\$682,705	55.8	1
General Merchandise Stores	452	\$27,250,313	\$8,290,500	\$18,959,813	53.3	6
Department Stores Excluding Leased Depts.	4521	\$21,397,225	\$5,387,171	\$16,010,054	59.8	2
Other General Merchandise Stores	4529	\$5,853,087	\$2,903,329	\$2,949,758	33.7	4
Miscellaneous Store Retailers	453	\$6,926,856	\$2,424,358	\$4,502,498	48.1	6
Florists	4531	\$265,809	\$1,836,909	-\$1,571,100	-74.7	2
Office Supplies, Stationery & Gift Stores	4532	\$1,585,519	\$358,790	\$1,226,729	63.1	2
Used Merchandise Stores	4533	\$1,031,693	\$228,660	\$803,033	63.7	2
Other Miscellaneous Store Retailers	4539	\$4,043,834	\$0	\$4,043,834	100.0	0
Nonstore Retailers	454	\$2,247,306	\$0	\$2,247,306	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,273,741	\$0	\$1,273,741	100.0	0
Vending Machine Operators	4542	\$244,956	\$0	\$244,956	100.0	0
Direct Selling Establishments	4543	\$728,609	\$0	\$728,609	100.0	0
Food Services & Drinking Places	722	\$14,916,264	\$11,606,842	\$3,309,422	12.5	18
Full-Service Restaurants	7221	\$7,409,770	\$5,796,102	\$1,613,668	12.2	12
Limited-Service Eating Places	7222	\$6,643,030	\$5,566,721	\$1,076,309	8.8	5
Special Food Services	7223	\$382,436	\$0	\$382,436	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$481,028	\$235,626	\$245,402	34.2	1

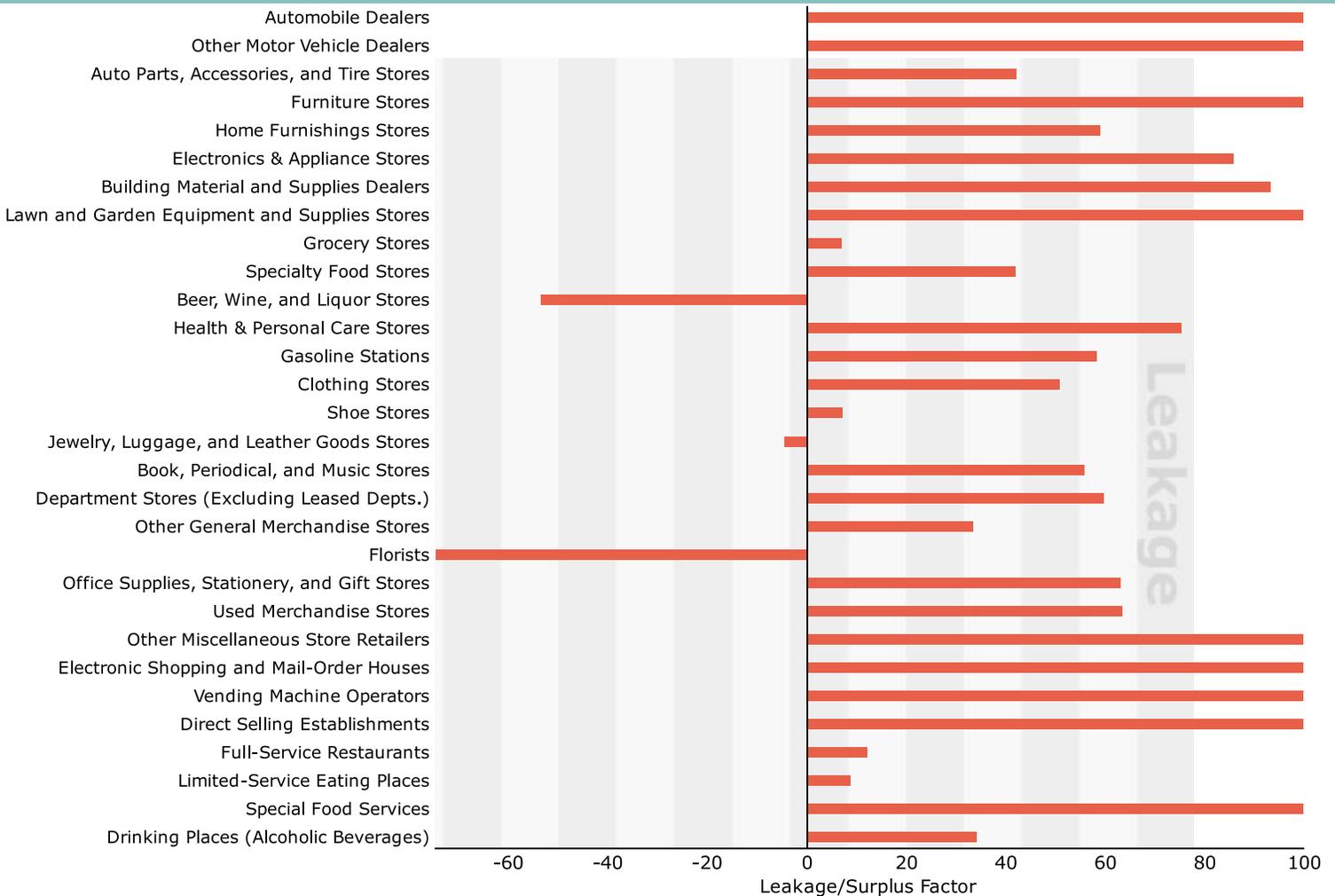
College Hill
6128 Hamilton Cincinnati OH 45224
Ring: 1 mile radius

Latitude: 39.203
Longitude: -84.548

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

April, 2016

College Hill
6128 Hamilton Cincinnati OH 45224
Ring: 2 mile radius

Latitude: 39.203
Longitude: -84.548

Summary Demographics

2015 Population	47,808
2015 Households	20,389
2015 Median Disposable Income	\$32,685
2015 Per Capita Income	\$22,018

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$571,054,619	\$278,993,437	\$292,061,182	34.4	216
Total Retail Trade	44-45	\$519,339,362	\$241,001,254	\$278,338,108	36.6	149
Total Food & Drink	722	\$51,715,257	\$37,992,183	\$13,723,074	15.3	67

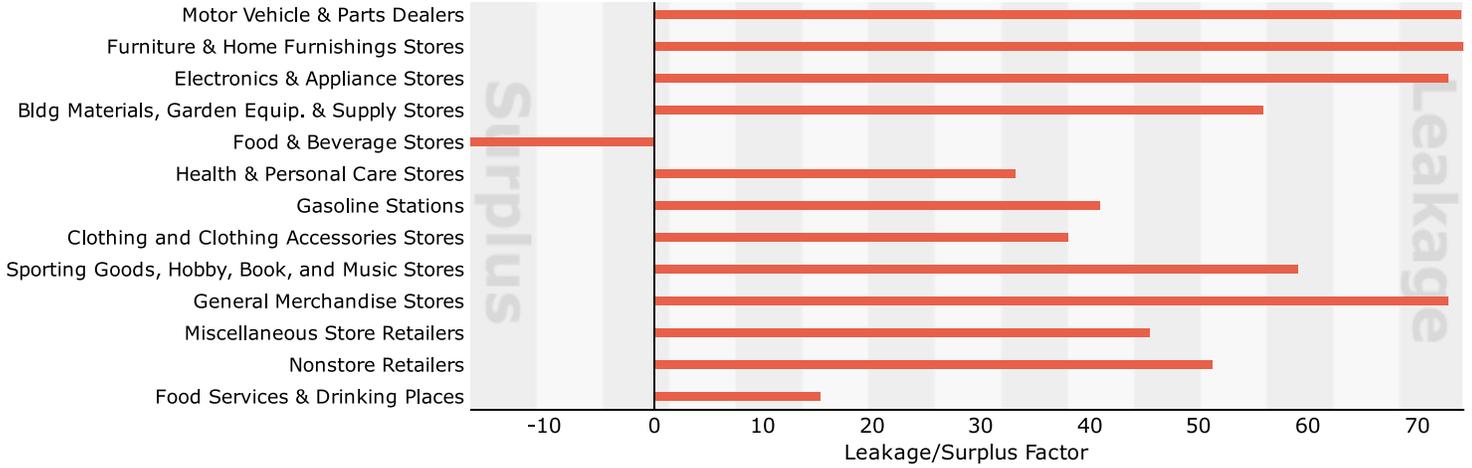
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$116,220,893	\$17,292,703	\$98,928,190	74.1	14
Automobile Dealers	4411	\$95,704,285	\$9,965,979	\$85,738,306	81.1	4
Other Motor Vehicle Dealers	4412	\$11,854,822	\$2,726,762	\$9,128,060	62.6	2
Auto Parts, Accessories & Tire Stores	4413	\$8,661,785	\$4,599,963	\$4,061,822	30.6	8
Furniture & Home Furnishings Stores	442	\$13,549,043	\$1,990,903	\$11,558,140	74.4	8
Furniture Stores	4421	\$8,882,827	\$409,428	\$8,473,399	91.2	1
Home Furnishings Stores	4422	\$4,666,217	\$1,581,475	\$3,084,742	49.4	6
Electronics & Appliance Stores	443	\$28,385,950	\$4,429,465	\$23,956,485	73.0	10
Bldg Material, Garden Equip. & Supply Stores	444	\$22,763,156	\$6,415,081	\$16,348,075	56.0	8
Bldg Material & Supplies Dealers	4441	\$19,325,219	\$2,752,185	\$16,573,034	75.1	3
Lawn & Garden Equip & Supply Stores	4442	\$3,437,937	\$3,662,896	-\$224,959	-3.2	5
Food & Beverage Stores	445	\$96,054,408	\$134,892,231	-\$38,837,823	-16.8	29
Grocery Stores	4451	\$88,624,615	\$123,329,401	-\$34,704,786	-16.4	21
Specialty Food Stores	4452	\$4,654,359	\$3,893,533	\$760,826	8.9	3
Beer, Wine & Liquor Stores	4453	\$2,775,434	\$7,669,297	-\$4,893,863	-46.9	5
Health & Personal Care Stores	446,4461	\$39,199,222	\$19,628,076	\$19,571,146	33.3	10
Gasoline Stations	447,4471	\$37,571,516	\$15,705,874	\$21,865,642	41.0	8
Clothing & Clothing Accessories Stores	448	\$22,676,287	\$10,168,108	\$12,508,179	38.1	21
Clothing Stores	4481	\$14,556,906	\$6,537,513	\$8,019,393	38.0	14
Shoe Stores	4482	\$2,845,757	\$1,420,773	\$1,424,984	33.4	4
Jewelry, Luggage & Leather Goods Stores	4483	\$5,273,624	\$2,209,822	\$3,063,802	40.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$16,032,756	\$4,114,075	\$11,918,681	59.2	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,736,142	\$3,573,495	\$9,162,647	56.2	5
Book, Periodical & Music Stores	4512	\$3,296,614	\$540,580	\$2,756,034	71.8	2
General Merchandise Stores	452	\$94,820,685	\$14,798,308	\$80,022,377	73.0	10
Department Stores Excluding Leased Depts.	4521	\$74,448,854	\$6,561,595	\$67,887,259	83.8	2
Other General Merchandise Stores	4529	\$20,371,831	\$8,236,713	\$12,135,118	42.4	8
Miscellaneous Store Retailers	453	\$24,127,121	\$9,012,206	\$15,114,915	45.6	19
Florists	4531	\$947,808	\$2,492,845	-\$1,545,037	-44.9	3
Office Supplies, Stationery & Gift Stores	4532	\$5,503,670	\$1,301,039	\$4,202,631	61.8	5
Used Merchandise Stores	4533	\$3,575,008	\$1,676,329	\$1,898,679	36.2	7
Other Miscellaneous Store Retailers	4539	\$14,100,636	\$3,541,993	\$10,558,643	59.8	4
Nonstore Retailers	454	\$7,938,325	\$2,554,225	\$5,384,100	51.3	4
Electronic Shopping & Mail-Order Houses	4541	\$4,435,767	\$2,066,987	\$2,368,780	36.4	1
Vending Machine Operators	4542	\$851,116	\$89,296	\$761,820	81.0	1
Direct Selling Establishments	4543	\$2,651,443	\$397,942	\$2,253,501	73.9	2
Food Services & Drinking Places	722	\$51,715,257	\$37,992,183	\$13,723,074	15.3	67
Full-Service Restaurants	7221	\$25,703,808	\$16,232,561	\$9,471,247	22.6	35
Limited-Service Eating Places	7222	\$23,002,594	\$19,648,763	\$3,353,831	7.9	22
Special Food Services	7223	\$1,353,088	\$308,014	\$1,045,074	62.9	2
Drinking Places - Alcoholic Beverages	7224	\$1,655,768	\$1,802,845	-\$147,077	-4.3	9

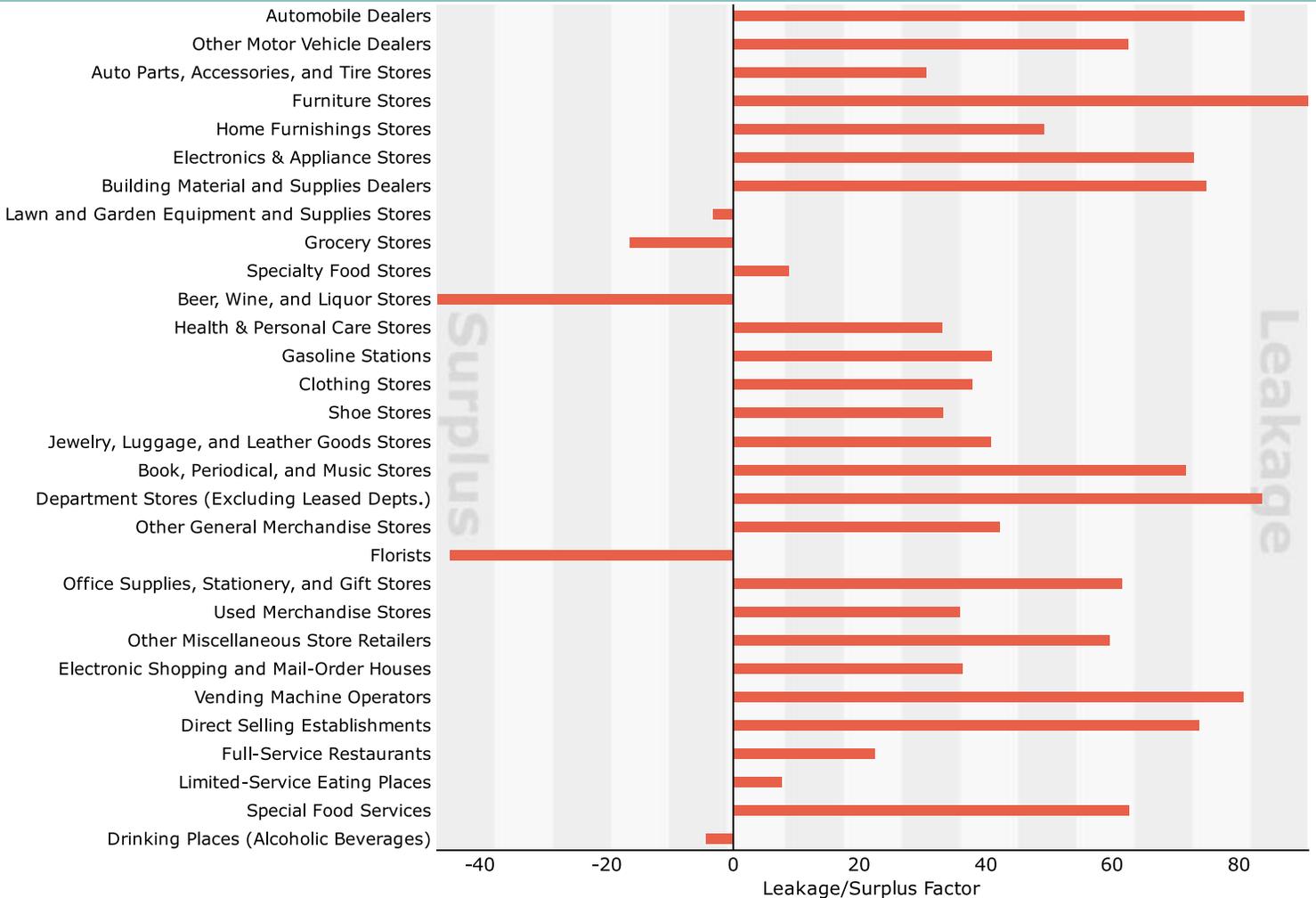
College Hill
6128 Hamilton Cincinnati OH 45224
Ring: 2 mile radius

Latitude: 39.203
Longitude: -84.548

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

April, 2016

College Hill
6128 Hamilton Cincinnati OH 45224
Ring: 3 mile radius

Latitude: 39.203
Longitude: -84.548

Summary Demographics

2015 Population	94,156
2015 Households	39,750
2015 Median Disposable Income	\$34,568
2015 Per Capita Income	\$22,647

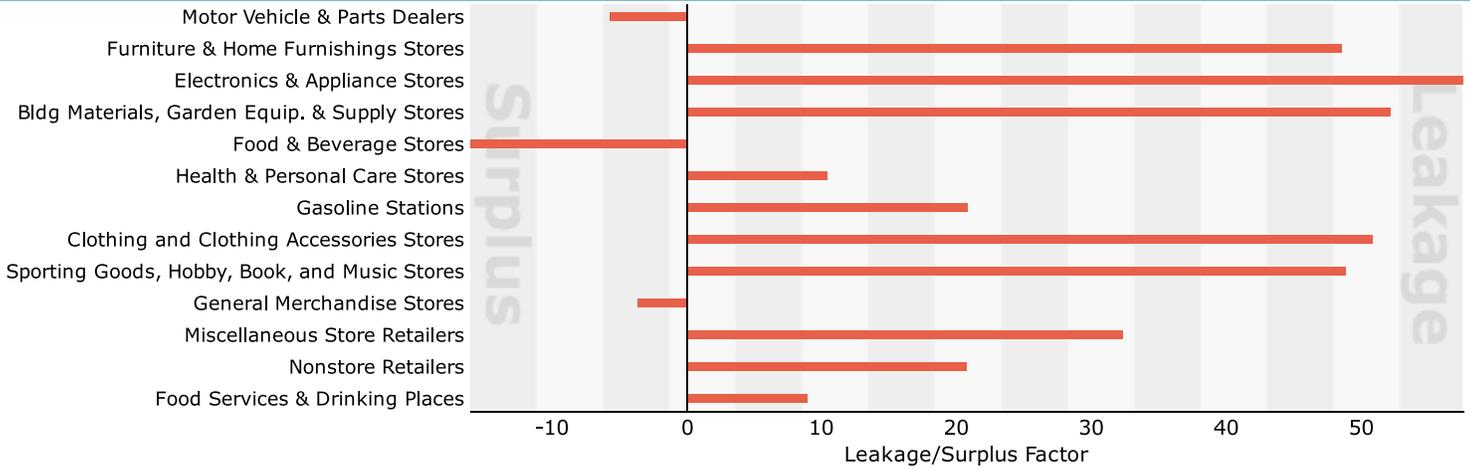
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,157,319,377	\$1,041,435,185	\$115,884,192	5.3	542
Total Retail Trade	44-45	\$1,052,344,920	\$953,822,398	\$98,522,522	4.9	373
Total Food & Drink	722	\$104,974,456	\$87,612,788	\$17,361,668	9.0	169

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$236,109,941	\$264,900,437	-\$28,790,496	-5.7	53
Automobile Dealers	4411	\$194,070,487	\$245,700,799	-\$51,630,312	-11.7	24
Other Motor Vehicle Dealers	4412	\$24,464,018	\$3,252,057	\$21,211,961	76.5	3
Auto Parts, Accessories & Tire Stores	4413	\$17,575,435	\$15,947,581	\$1,627,854	4.9	26
Furniture & Home Furnishings Stores	442	\$27,482,366	\$9,466,558	\$18,015,808	48.8	17
Furniture Stores	4421	\$17,968,354	\$6,832,232	\$11,136,122	44.9	5
Home Furnishings Stores	4422	\$9,514,012	\$2,634,326	\$6,879,686	56.6	12
Electronics & Appliance Stores	443	\$57,654,816	\$15,462,840	\$42,191,976	57.7	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$46,850,426	\$14,676,548	\$32,173,878	52.3	19
Bldg Material & Supplies Dealers	4441	\$39,848,353	\$9,170,763	\$30,677,590	62.6	12
Lawn & Garden Equip & Supply Stores	4442	\$7,002,073	\$5,505,785	\$1,496,288	12.0	7
Food & Beverage Stores	445	\$193,723,368	\$267,695,813	-\$73,972,445	-16.0	66
Grocery Stores	4451	\$178,727,506	\$245,062,790	-\$66,335,284	-15.7	46
Specialty Food Stores	4452	\$9,384,493	\$6,368,068	\$3,016,425	19.1	8
Beer, Wine & Liquor Stores	4453	\$5,611,368	\$16,264,956	-\$10,653,588	-48.7	12
Health & Personal Care Stores	446,4461	\$79,178,550	\$64,079,681	\$15,098,869	10.5	27
Gasoline Stations	447,4471	\$75,769,272	\$49,514,073	\$26,255,199	21.0	22
Clothing & Clothing Accessories Stores	448	\$45,985,615	\$14,933,518	\$31,052,097	51.0	33
Clothing Stores	4481	\$29,454,675	\$9,780,661	\$19,674,014	50.1	22
Shoe Stores	4482	\$5,745,659	\$2,012,691	\$3,732,968	48.1	5
Jewelry, Luggage & Leather Goods Stores	4483	\$10,785,282	\$3,140,166	\$7,645,116	54.9	6
Sporting Goods, Hobby, Book & Music Stores	451	\$32,716,046	\$11,205,332	\$21,510,714	49.0	26
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,067,489	\$9,067,432	\$17,000,057	48.4	20
Book, Periodical & Music Stores	4512	\$6,648,557	\$2,137,900	\$4,510,657	51.3	6
General Merchandise Stores	452	\$191,856,783	\$206,420,996	-\$14,564,213	-3.7	24
Department Stores Excluding Leased Depts.	4521	\$150,709,040	\$112,299,498	\$38,409,542	14.6	5
Other General Merchandise Stores	4529	\$41,147,743	\$94,121,498	-\$52,973,755	-39.2	18
Miscellaneous Store Retailers	453	\$48,871,637	\$24,893,124	\$23,978,513	32.5	49
Florists	4531	\$1,932,409	\$2,709,614	-\$777,205	-16.7	5
Office Supplies, Stationery & Gift Stores	4532	\$11,189,330	\$4,298,146	\$6,891,184	44.5	11
Used Merchandise Stores	4533	\$7,229,363	\$4,103,491	\$3,125,872	27.6	15
Other Miscellaneous Store Retailers	4539	\$28,520,535	\$13,781,873	\$14,738,662	34.8	18
Nonstore Retailers	454	\$16,146,101	\$10,573,477	\$5,572,624	20.9	11
Electronic Shopping & Mail-Order Houses	4541	\$8,999,605	\$9,991,784	-\$992,179	-5.2	8
Vending Machine Operators	4542	\$1,717,324	\$183,750	\$1,533,574	80.7	1
Direct Selling Establishments	4543	\$5,429,171	\$397,942	\$5,031,229	86.3	2
Food Services & Drinking Places	722	\$104,974,456	\$87,612,788	\$17,361,668	9.0	169
Full-Service Restaurants	7221	\$52,186,678	\$38,796,839	\$13,389,839	14.7	88
Limited-Service Eating Places	7222	\$46,690,034	\$42,441,598	\$4,248,436	4.8	50
Special Food Services	7223	\$2,743,602	\$1,133,844	\$1,609,758	41.5	5
Drinking Places - Alcoholic Beverages	7224	\$3,354,142	\$5,240,506	-\$1,886,364	-21.9	25

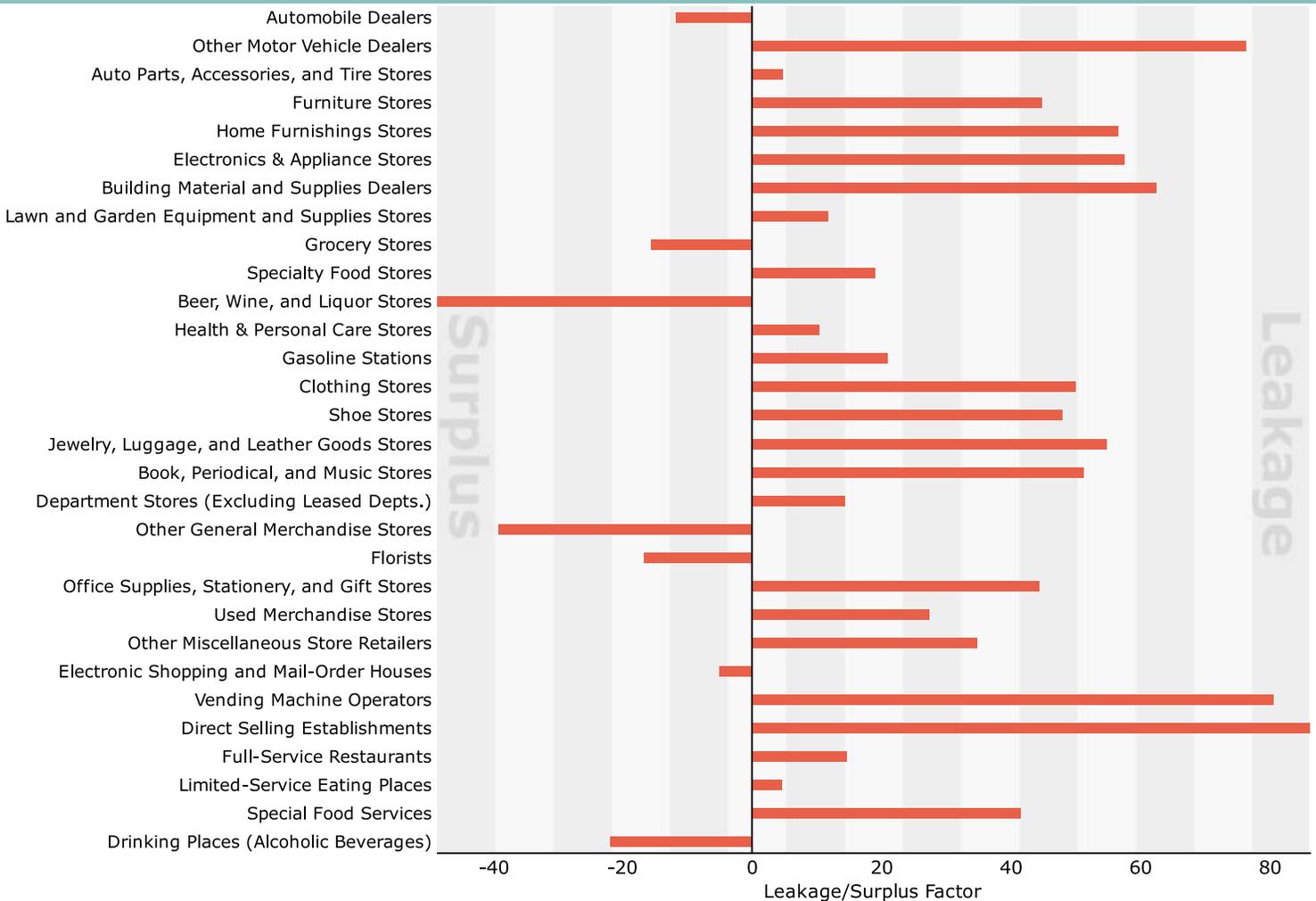
College Hill
6128 Hamilton Cincinnati OH 45224
Ring: 3 mile radius

Latitude: 39.203
Longitude: -84.548

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



College Hill

Business Social Media



1306 Main St.
Cincinnati, Oh 45202
513-888-0320
urbanfastforward.com

Kathleen Norris
John Yung

Organization	Website	Social Media Sites	Frequency	Newsletter	Frequency	Notes/Uses
CHURC	Site	Facebook Twitter	Several times a week	N/A	N/A	Event Updates, Info on the community, College Hill media
College Hill Forum	Site	N/A	N/A	N/A	N/A	Not updated and links do not work
College Hill Coffee	Site	Facebook	Every Day	Mailing List	N/A	Menu options/specials, Announcements about performers, Lots of pictures
Schwartz Jewelers	Site	Facebook Twitter	On and off - Consistent posts - then long periods of not posting	Yes	Monthly	Items for sale
Bacalls Café	Currently redirects you to different site.	Facebook	Almost every day	N/A	N/A	Promoting specials
Chung Ching Restaurant	N/A	Facebook	Does not post – just customers checking in	N/A	N/A	Others checking in to the restaurant via Facebook

House of Joy	N/A	Facebook	Several times a week	N/A	N/A	Pictures and sharing of others posts
Fern	Site	Facebook	About once a month	N/A	N/A	How to ideas, promotions
Brink Brewery	N/A	Facebook	A few times a month	N/A	N/A	Updates on progress, news about Cincinnati
Marty's Hops and Vines	Site	Facebook Twitter	Every day – some days several times	N/A	N/A	Events at Marty's, events in College Hill
Silk Road Textiles	Site	Facebook Twitter	Several times a week	N/A	N/A	Crafting how to's, new products
Rasheeda's Café	N/A	Facebook	3 times a year	N/A	N/A	Menu, pictures of food
Portaluca	Site	Facebook Twitter	2 times a month	N/A	N/A	Updates on Dress for Success events, pictures
Hodapp Funeral Home	Site	N/A	N/A	N/A	N/A	N/A
Red Rose Jems Pizzeria	Site	Facebook	A few times per month	N/A	N/A	Promoting specials